



## Press Release

19<sup>th</sup> October, 2024

### **An estimated business of Rs 22,000 Crore on Karva Chauth across the Country Now Men too are observing the Karva Chauth fast alongside Women**

The Karva Chauth festival will be celebrated across the country tomorrow, October 20, and this dignified and family-oriented festival holds great importance in India's culture and civilization. It also has a significant religious significance. For married women, it is one of the most special festivals. On this occasion, an estimated business of around Rs 22,000 crore is expected in the markets of Delhi and across the country. Last year, the figure was over Rs 15,000 crore.

Member of Parliament from Chandni Chowk, Mr. Praveen Khandelwal, stated that in line with Prime Minister Narendra Modi's "Vocal for Local" campaign, Karva Chauth sends a strong message to use locally made products. Over the last few days, the markets across the country have been buzzing with enthusiasm for the shopping associated with this festival. There has been heavy shopping for items like clothes, jewelry, cosmetics, gift items, and puja essentials.

Crowds are being seen in the markets of Delhi and other parts of the country. Both men and women are shopping actively for the festival. Compared to last year, the markets appear to be more lively this time. According to traders, an estimated business of around Rs 22,000 crore will take place across the country during Karva Chauth. In Delhi alone, sales are expected to reach approximately Rs 4,000 crore. If this happens, it will break previous sales records for this occasion.

Mr. Khandelwal mentioned that shopping will include items like jewelry, clothing, makeup products, sarees, puja calendars, and materials such as Karva pots, sieves, lamps, wicks, and other puja-related items. Most women also purchase the Karva Chauth storybook and lamps. In addition to these, cosmetic items like red glass bangles, anklets, toe rings, lockets, and Karva thalis in various designs are popular. This year, silver Karvas are also available in the market, and they are expected to be in high demand.

He further explained that applying mehendi (henna) is considered very auspicious on Karva Chauth, and thus there is a large market for it. Henna artists set up shop in markets, temples, and other public places, where long queues of women wait to get their hands decorated. In Delhi, Connaught Place's Hanuman Temple is one such spot where thousands of women get their mehendi applied. Henna artists also earn a livelihood in various market spaces. Beauty parlors have also made special arrangements for mehendi applications during Karva Chauth, and many artists are called to homes for private sessions, where both women and men participate.

Karva Chauth presents a great opportunity for business. Traditionally, bookings for gold jewelry for the upcoming wedding season, which begins in November, also start around this time.

Mr. Khandelwal also shared that a large number of men now observe the Karva Chauth fast alongside their wives for their long and healthy lives. Mr. Khandelwal himself has been observing this fast for over 20 years and has been encouraging traders across the country to do the same. As a result, many people, particularly traders in Delhi and across India, now observe the Karva Chauth fast. Since becoming a Member of Parliament, Mr. Khandelwal has extended this campaign to his constituency in Chandni Chowk.



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