



Praveen Khandelwal

MP, Chandni Chowk Parliamentary Constituency

Press Release

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**Estimated INR 60,000 crore trade on Dhanteras today nationwide
Vocal for Local” theme dominates markets - significant gold and silver sales
Tradition of buying religious Idols, utensils, vehicles, and brooms on Dhanteras**

Dhanteras, as part of the Diwali season, is a significant sales day for traders across India, with extensive preparations underway for high demand.

Confederation of All India Traders (CAIT) Secretary General and Chandni Chowk MP Shri Praveen Khandelwal shared that retail trade nationwide is estimated at around INR 60,000 crore over Dhanteras. The “Vocal for Local” movement is strongly evident in the markets, as most purchases are focused on Indian-made goods. The decline in Diwali-related Chinese product sales is expected to lead to an estimated INR 1.25 lakh crore loss for China this season.

In support of Prime Minister Shri Narendra Modi’s Vocal for Local appeal, CAIT has urged trade organizations to assist local women, potters, artisans, and others who create Diwali-related items, helping increase their sales so they can also celebrate Diwali joyfully.

Tomorrow, MP Khandelwal, along with BJP workers and trade leaders, will buy clay diyas and other clay decorations from potters in Chandni Chowk to support the Vocal for Local campaign. Similarly, CAIT trade leaders across Delhi and other states will purchase items made by local artisans and potters

On Dhanteras, it is considered auspicious to worship Lord Ganesha, Goddess Lakshmi, and Lord Kuber, and to purchase new items. Popular items include gold and silver jewelry, utensils, kitchenware, vehicles, clothing, readymade garments, electronics, appliances, business equipment like computers and mobile phones, ledgers, furniture, and other accounting supplies. It is also customary to purchase a broom on Dhanteras.

Nationwide, around INR 20,000 crore worth of gold and INR 2,500 crore worth of silver were sold today. CAIT’s All India Jewelers and Goldsmith Federation (AIJGF) National President Shri Pankaj Arora reported high demand for gold and silver, noting that while fewer items were sold in weight due to rising prices, sales rose in monetary terms. This year, around 25 tons of gold were sold nationwide, valued at around INR 20,000 crore, while approximately 250 tons of silver were sold for an estimated INR 2,500 crore. Additionally, demand for old silver coins surged, with prices ranging between INR 1,200 and INR 1,300 per coin.

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Phone +91 11 45032664

Fax +91 11 45032665

Email praveendel@gmail.com

• 1317, Desh Bandhu Gupta Road, Karol Bagh, New Delhi-110005

• Vyapar Bhawan, 925, Street No.1, Naiwala, Karol Bagh, New Delhi-110005



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In Delhi, Dhanteras sales surged in popular retail markets, including Chandni Chowk, Dariba Kalan, Sadar Bazaar, Kamla Nagar, Ashok Vihar, Model Town, Pitampura, Paschim Vihar, Rohini, Rajouri Garden, Dwarka, Janakpuri, South Extension, Greater Kailash, Green Park, Lajpat Nagar, Kalkaji, Preet Vihar, Shahdara, and Laxmi Nagar.

CAIT's Vedic and Astrology Committee convenor, Vedic scholar Acharya Durgesh Tare from Ujjain, noted that Dhanteras marks the appearance of Lord Dhanvantari, an incarnation of Lord Vishnu and the deity of medicine. As brass is considered auspicious, it's customary to buy brass utensils and kitchen items on Dhanteras. This day is also significant for the catering and hospitality industries, as they buy essential utensils and equipment.

Acharya Tare mentioned that on Dhanteras, worship of Lord Yama, the god of death, is also observed. Lighting a Yam Deepak, an earthen lamp made of cow dung or flour dough, in the south direction during the evening pradosh kaal is considered auspicious.

For more details, please contact Lok Sabha MP, Chandni Chowk, Mr. Praveen Khandelwal at +91-9891015165

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Email praveendel@gmail.com

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