



Press Statement

03rd June, 2025

CAIT and Meta Launch 'Vyaapar Sakhi' to Empower Women Traders Digitally Alignment with PM Modi's Vision of Women-Led Development

In a landmark initiative to promote inclusive economic growth and women-led entrepreneurship, the Confederation of All India Traders (CAIT), in collaboration with Meta, today launched the '**Vyaapar Sakhi**' program — a **national mission to empower women traders through digital adoption**

The launch event took place at the NDMC Convention Centre in New Delhi and witnessed the participation of over 100 women trade leaders from across the capital, who shared insights, experiences, and stories of resilience from their entrepreneurial journeys.

The event was graced by Mr. Praveen Khandelwal, Member of Parliament and Secretary General of CAIT. Speaking on the occasion, Mr. Khandelwal said,

"Under the visionary leadership of Prime Minister Shri Narendra Modi, the Vyaapar Sakhi initiative is designed to bridge the digital divide for women entrepreneurs, particularly in small towns and rural India. Through this program, women will be trained on how to effectively use social media to grow and scale their businesses. CAIT will also facilitate a match-making mechanism to connect women producers with potential buyers across the country, creating new market opportunities and enhancing visibility for their products. This is a unique and impactful step in furtherance of true women empowerment."

Key features of the Vyaapar Sakhi initiative include:

- Hyper-local, region-specific digital training in **seven Indian languages**
- Hands-on workshops for setting up and managing **digital storefronts**
- **Skill-building sessions** across major cities and emerging trade towns
- A strong focus on **financial independence and inclusive entrepreneurship**

Mr. Shivnath Thukral, Vice President and Head of Public Policy, Meta India, expressed his support for the initiative, stating:

"Vyaapar Sakhi is a significant milestone in realizing Prime Minister Modi's commitment to Nari Shakti and women-led development. This collaboration between CAIT and Meta highlights the power of public-private partnerships to unlock grassroots innovation and empower women entrepreneurs in a digital-first India."

The Vyaapar Sakhi program aims to transform the landscape of women's entrepreneurship by equipping them with the tools, networks, and digital skills necessary to thrive in today's economy — fostering a more inclusive, empowered, and connected India.

For more details, please contact Media Coordinator, Smita Ahuja at +91-78383 84081