



Press Release

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Massive support from traders across the Country for Prime Minister Modi's 'Vocal for Local' Appeal Slogan Launched – "Indian Goods: Our Pride"; Nationwide Campaign by Traders to Promote Swadeshi

Responding strongly to Prime Minister Shri Narendra Modi's appeal to the nation to "Buy and Sell Indian Goods", the Confederation of All India Traders (CAIT) announced today that a nationwide campaign will be launched from 10th August to promote indigenous products. The decision was taken at a two-day National Traders Conference held in New Delhi, attended by over 150 prominent trade leaders from 26 states.

CAIT Secretary General and Member of Parliament from Chandni Chowk, Shri Praveen Khandelwal, stated that all participating trade leaders unanimously described the Prime Minister's appeal as a symbol of India's identity and decided to name the campaign: "Indian Goods – Our Pride".

"The Prime Minister's call reinforces the vision of Aatmanirbhar Bharat (Self-Reliant India). If we distance ourselves from the monopolistic practices of foreign companies and promote Indian products, not only will our domestic trade grow stronger, but our economy and employment will also be empowered," said Shri Khandelwal.

CAIT National President Shri B.C. Bhartia elaborated that the campaign will involve over 48,000 trade associations across India. Conferences will be held at state and district levels, bringing together traders, consumers, and members of civil society.

The campaign will leverage social media, posters, rallies, and public interactions to spread awareness and motivate people to adopt Indian products. Schools, colleges, trade bodies, NGOs, and all sections of society will be actively engaged.

Shri Khandelwal further highlighted the reasons behind supporting the Prime Minister's call:

- Unfair trade practices by foreign companies are hurting small Indian traders and damaging the local retail ecosystem.
- Indian products today match global standards in quality and are competitively priced.
- Buying Indian goods supports local artisans, entrepreneurs, and traders.
- The unchecked consumption of foreign goods is increasing India's trade deficit and must be curtailed.
- Promoting Indian goods also contributes to the preservation of Indian culture, cottage industries, and handicrafts.

CAIT has urged all traders to prominently display banners at their establishments stating "Only Indian Goods Sold Here" and encourage customers to embrace Swadeshi products.

This campaign will not only strengthen the foundation of India's economic self-respect but also serve as a major step toward building a self-reliant India.

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