



Press Release

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Diwali celebrated across the Country with the blend of tradition and technology – Traders perform Ganesh – Lakshmi Puja along with worship of modern devices Beginning of 'Swadeshi Indian Diwali' from this year

Today, the festival of Diwali was celebrated with great enthusiasm, joy, and grandeur across the country. Every corner of India shone with lights, devotion, and happiness. The festival is not merely about illumination and celebration but symbolizes prosperity, hard work, and respect for trade and enterprise.

For the trading community, Diwali holds special significance as traders perform Shri Ganesh and Goddess Lakshmi Puja at their business establishments to mark an auspicious beginning. As per the sacred Muhurat, Puja began at 1:38 PM, with ceremonies held across markets, business hubs, and institutions nationwide.

Markets in Delhi and across India were beautifully decorated, while traders adorned their shops with flowers and festive décor. A unique highlight this year was that traders performed the Diwali Puja alongside their employees, symbolizing unity and shared prosperity in business.

At the national headquarters of the Confederation of All India Traders (CAIT) in New Delhi, a grand Diwali Puja was performed on behalf of traders from across the country, led by renowned scholars and priests, praying for India's prosperity and economic strength.

While Diwali will be celebrated in some parts of the country tomorrow, religious cities such as Ayodhya, Kashi, Ujjain, Mathura–Vrindavan, and Dwarka celebrated the festival today with spiritual fervour.

Shri Praveen Khandelwal, Member of Parliament from Chandni Chowk and Secretary General of CAIT, said that this year's Diwali presented a remarkable new dimension – where along with traditional rituals, traders also worshipped modern business tools such as mobile phones, computers, laptops, tablets, earphones, cash teller machines, and other digital devices.

This, he said, symbolizes the transformation of Indian trade towards modernization and innovation.

Mr. Khandelwal added, "This tradition conveys a strong message – today's Indian trader respects both tradition and technology equally. The flame of a Diya represents 'culture and values,' while the laptop and mobile symbolize 'knowledge and innovation.' Together, they depict the powerful image of a self-reliant and Swadeshi India envisioned by Prime Minister Narendra Modi."

He further said, "The modern Indian trader today is not driven only by profit, but by a balanced commitment to culture, tradition, and technological progress – all contributing to nation-building. Diwali is the true celebration of this spirit."

Markets across the country witnessed peak activity today, with traders distributing sweets and offerings to customers after the Puja. While traditional worship sought the blessings of Goddess Lakshmi for prosperity, the worship of modern devices symbolized traders' resolve to realize the dream of "Digital India – Swadeshi India."

This year's Diwali celebration, in line with the vision of Prime Minister Narendra Modi, reflects the perfect blend of culture and technology, tradition and progress – defining the direction and destiny of India's new economic era.

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