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Grand celebration of Chhath Puja across the nation — A divine blend of faith, cleanliness, and Swadeshi spirit
Around 150 million people to observe Chhath Puja across India — Estimated nationwide business of ₹38,000 crores during Chhath festivities
Delhi alone expected to witness trade worth over ₹6,000 crores

The four-day grand festival of Chhath Puja, dedicated to the worship of the Sun God, is being celebrated across the country with immense devotion, purity, and grandeur. About 150 million devotees — men and women — are participating in traditional rituals of fasting, bathing, offering arghya, and prayers. This festival represents the purity, discipline, and devotion that are hallmarks of Indian culture. Once primarily observed in Bihar, it has now become a pan-Indian festival celebrated across several states, as it embodies the inclusive spirit of India — worshipping both the setting and rising sun.

According to the ***Confederation of All India Traders (CAIT)**, this year's Chhath Puja is **expected to generate trade worth approximately ₹38,000 crores across India. Last year, the figure stood at around ₹31,000 crores, and in 2023 it was approximately ₹27,000 crores — reflecting a steady annual growth in Chhath-related trade. In Delhi alone, sales are expected to cross ₹6,000 crores this year.***

The festival is celebrated most prominently in Bihar, Jharkhand, Uttar Pradesh, West Bengal, Chhattisgarh, Delhi, Uttarakhand, Haryana, Maharashtra, Vidarbha, and Madhya Pradesh. In addition, millions of Purvanchali people living across different states also celebrate it with full devotion.

In Delhi, where a large Purvanchali population resides, special arrangements have been made by the government — around 1,500 ghats have been set up for devotees. Major ghats such as Yamuna Ghat, Vasudev Ghat, Lal Bagh, Munak Canal, Kalindi Kunj, Wazirabad, Majnu Ka Tila, Geeta Colony, and others are expected to attract lakhs of worshippers for evening and morning offerings. Across India, ghats near rivers, ponds, and reservoirs have been beautifully decorated.

According to CAIT Secretary General and Member of Parliament from Chandni Chowk, Shri Praveen Khandelwal, the major items associated with Chhath Puja include sup, daura, dalia (bamboo baskets), earthen lamps, sugarcane, fruits (especially banana, coconut, apple, lemon), wheat and rice flour, sweets such as the traditional thekua, dates, puja materials, sarees, traditional attire, decoration items, milk, ghee, utensils, tents, and hospitality services. Traditional clothing such as sarees, lehenga-chunni, salwar-kurta (for women) and kurta-pajama, dhoti (for men) are being purchased in large quantities, benefitting local traders and small-scale industries. Handmade Swadeshi items are also witnessing a surge in sales.

In Delhi, where the Purvanchali community forms a large segment of the population, Chhath Puja is being celebrated with great enthusiasm. Major markets such as Chandni Chowk, Sadar Bazar, Model Town, Ashok Vihar, Shalimar Bagh, Pitampura, Haiderpur, Rani Bagh, Uttam Nagar, Tilak Nagar, Laxmi Nagar, Shahdara, Burari, Narela, Kalkaji, Lajpat Nagar, and Sarojini Nagar are witnessing huge crowds purchasing traditional Chhath essentials.



CONFEDERATION OF ALL INDIA TRADERS

(An Apex Body of Trade Federations, Associations & Small Scale Sector of India)



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Shri Khandelwal said, “Chhath Puja is not merely a religious festival but an integral part of Indian culture — a symbol of social harmony and dedication. It also drives trade and directly benefits local producers, thereby strengthening Prime Minister Shri Narendra Modi’s vision of ‘Vocal for Local’ and ‘Aatmanirbhar Bharat.’”

He further added that most of the products used during Chhath Puja are crafted by local artisans and craftsmen, creating new employment opportunities and strengthening the cottage industry.

“Chhath Puja is one of the most ancient and scientific traditions of Indian culture, highlighting the deep connection between nature and humanity. It is not just a festival of faith but also of cleanliness, environmental awareness, self-discipline, and unity. During this festival, traders across India are promoting Swadeshi products, reinforcing Prime Minister Shri Narendra Modi’s vision of a self-reliant and prosperous India,” he said.

Shri Khandelwal concluded that markets across Delhi and India are witnessing vibrant activity, and Chhath Puja is not only a symbol of devotion but also a reflection of India’s cultural and economic unity.

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