



CONFEDERATION OF ALL INDIA TRADERS

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



Be Proud To Be
A Trader

Press Release

15th November, 2025

The clarion call of ‘Sell Swadeshi – Buy Swadeshi’ echoed today as CAIT launched a nationwide campaign from Nagpur.

Swadeshi Sankalp Yatra begins today — to cover 25,000 kilometres across the country.

In the centenary year of the Rashtriya Swayamsevak Sangh, the Confederation of All India Traders (CAIT) and the Swadeshi Jagran Manch today launched the nationwide “Swadeshi Sankalp Yatra” from Nagpur on 15 November 2025, with the aim of taking Prime Minister Shri Narendra Modi’s call — “Adopt Swadeshi, Build an Atmanirbhar Bharat” — to every corner of the country.

In the first phase, the Yatra will cover Maharashtra’s Vidarbha region, Chhattisgarh, Madhya Pradesh, Delhi and Rajasthan, followed by similar yatras in other states. The journey will span nearly 25,000 kilometres across India. Earlier, when Prime Minister Modi urged the nation to adopt digital payments, CAIT had conducted a Digital Payments Yatra across various states, covering nearly 22,000 kilometres.

The historic programme was jointly inaugurated by Lok Sabha MP and CAIT National Secretary General Shri Praveen Khandelwal, CAIT National President Shri B.C. Bhartia, Swadeshi Jagran Manch National Co-Convenor Shri Satish Kumar, and senior Kisan Morcha leader Vipul Tyagi.

On this occasion, CAIT Chhattisgarh Chapter President Shri Amar Parwani, CAIT Madhya Pradesh General Secretary Shri Rajiv Khandelwal, along with senior leaders of major trade bodies, professional organisations, consumer groups, social and cultural organisations and RWAs from Nagpur and nearby districts were present.

Under this campaign, the Swadeshi Sankalp Yatra will be taken out in all states of India. The objective is to bring Prime Minister Shri Narendra Modi’s Swadeshi mission directly to the markets of every region and to sensitise both traders and consumers about the importance of Swadeshi.

During the Yatra, seminars, workshops and conferences will be organised in major cities on themes such as Sell Swadeshi – Buy Swadeshi, Atmanirbhar Bharat, and One Nation – One Election. Traders, students, women, consumer bodies and social organisations will participate. The aim is to take the Swadeshi movement to the grassroots and ensure that every citizen adopts the resolve of “Sell Swadeshi – Buy Swadeshi.”

Prime Minister Shri Narendra Modi has repeatedly emphasised that “when the people of India become ‘vocal for local,’ the nation becomes self-reliant.”

“India’s strength lies in its small traders, artisans and entrepreneurs — supporting them is true nation-building.”

Inspired by this vision, CAIT and the Swadeshi Jagran Manch, in association with several major organisations, have resolved to transform this initiative into a nationwide people’s movement.

Shri Praveen Khandelwal said,

“This is not merely a vehicle — it is the chariot of Atmanirbhar Bharat. It represents Swadeshi ideology, national pride and economic independence. Our mission is to connect every home, every market and every citizen to this movement.”

Shri B.C. Bhartia said, “This campaign will carry the message of the quality, tradition and reliability of Indian products across the country. It is a movement to economically strengthen India through Swadeshi.”

Shri Satish Kumar said, “This Rath will inspire Swadeshi pride among the country’s youth and entrepreneurs and will serve as a decisive step towards reducing dependence on foreign goods.”

Across the cities on its route, the Yatra will feature special exhibitions of Swadeshi products, live demonstrations by local artisans, and Swadeshi pledge ceremonies.

The objective of this campaign is not merely to promote products, but to revive the nation’s Swadeshi spirit so that, powered by the mantra “Vocal for Local,” India can emerge as a global model of self-reliance.

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