



Press Release

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## **Bhartiya Swadeshi Mela” to debut in Delhi — CAIT to showcase the new power of Atmanirbhar Bharat**

In a historic initiative to highlight the growing strength of India’s trade, commerce, culture and innovation, the Confederation of All India Traders (CAIT) today announced that the country’s first and largest-ever “Bhartiya Swadeshi Mela” will be organised from 1st May to 5th May at the prestigious Bharat Mandapam in New Delhi. This grand festival of Swadeshi products will be one of the biggest events of its kind ever held in India, strongly advancing Prime Minister Narendra Modi’s call for “Vocal for Local,” “Local to Global,” and “Atmanirbhar Bharat.”

The Mela will be organised in association with Swadeshi Jagran Manch, Laghu Udyog Bharati, MSME Development Forum, and several prominent national trade bodies, federations and chambers. This was announced at the national meeting of the “Swadeshi Mela Organising Board” constituted by CAIT, held today in New Delhi. The meeting was chaired by Board Chairman Dr. Ram Gopal Goyal.

It is noteworthy that on 25th November, during CAIT’s National Trade Leaders Meet in New Delhi, Union Commerce Minister Shri Piyush Goyal had suggested that CAIT organise a Swadeshi Mela.

Described as a unique and grand commercial and cultural festival, the Swadeshi Mela will bring India’s entire entrepreneurial ecosystem onto a single platform. Trade bodies, women entrepreneurs, MSMEs, artisans, startups, self-help groups, handloom and handicraft clusters, and various product associations from across the country will participate. Exhibitors from all over India will showcase their finest offerings. Almost every category of products manufactured and sold in India, along with a wide range of service sectors, will be represented at the Mela.

Designed as a vibrant public festival, the Mela will feature Thematic décor and cultural ambience, Live demonstrations by artisans and startups, Daily stage performances, Food courts representing India’s diverse culinary heritage, Interactive consumer zones Special attractions for families, youth and children.

Speaking on the occasion, CAIT Secretary General and Member of Parliament from Chandni Chowk, Shri Praveen Khandelwal, said the Bhartiya Swadeshi Mela will be a grand celebration of India’s entrepreneurial strength and cultural heritage. It will provide a national platform for lakhs of traders, artisans, manufacturers and startups to grow their businesses, find new markets, and contribute to India’s economic growth.”

Shri Khandelwal added that the Mela will be an unprecedented showcase of India’s entrepreneurial and cultural excellence, offering immense opportunities for traders, artisans, manufacturers and startups, and motivating them to play a greater role in India’s economic progress.

CAIT National President Shri B. C. Bhartia said that the Swadeshi Mela will accelerate the journey toward a Viksit Bharat, with MSMEs, traders, women, youth and other key stakeholders at the centre of this transformation. This landmark event will position India as an international business hub—especially for MSMEs—and create a global platform for the marketing of Made-in-India products. It will be the largest event of its kind in India and the world, to be followed by regional and international editions of the Bhartiya Swadeshi Mela.

The Mela will host a range of high-engagement activities including On-the-spot EOIs and loans from MSMEs, banks, fintech companies and state investment teams, Shark Tank–style events for startups, Cultural shows and celebrity appearances, Product demonstrations, Youth competitions. A grand food festival reflecting India’s civilizational heritage

To ensure massive public participation and nationwide visibility, CAIT will launch an extensive national promotional campaign. Committees of trade leaders and expert professionals are being formed for infrastructure, branding, security, cultural programmes, exhibitor coordination, government liaison and visitor management.

Various Central Ministries, State Governments, and several foreign embassies will also be invited to set up theme-based pavilions to promote investment, global collaboration, and export opportunities for Indian products. International business delegations will interact with Indian industries to explore partnerships and new markets.

CAIT will extend invitations to traders across the country, and the general public is encouraged to participate in large numbers to experience unparalleled opportunities for trade, investment and cultural engagement.

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