



Press Release

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**Piyush Goyal urges CAIT to organise India's biggest-ever "Swadeshi Mela" in Delhi in collaboration with ITPO
Over 200 Trade Leaders from 28 States attend CAIT National Trade Leaders Conference in New Delhi**

Union Commerce & Industry Minister Shri Piyush Goyal today urged the Confederation of All India Traders (CAIT) to organise the largest-ever "Swadeshi Mela" in Delhi in association with the India Trade Promotion Organisation (ITPO). He said the proposed mega event should serve as a global platform showcasing the strength, innovation, and diversity of India's trade and industry, fully aligned with the vision of Prime Minister Shri Narendra Modi to promote indigenous enterprise on the world stage.

Speaking at the CAIT National Trade Leaders Conference, attended by over 200 distinguished trade leaders from 28 States, Shri Goyal remarked that "the traders of India are the backbone of the economy and one of its strongest growth pillars." He appreciated CAIT for its consistent initiatives, emphasising the importance of: robust skill development programmes for traders, greater empowerment of women entrepreneurs, stronger systems to prevent cyber fraud, and building a modern, technology-driven, globally competitive trade ecosystem.

Shri Goyal also encouraged CAIT to collaborate closely with organisations such as Swadeshi Jagran Manch, Laghu Udyog Bharti, and leading trade associations and chambers for organising Swadeshi Mela across and build a nationwide movement promoting "Vocal for Local". He further offered CAIT the opportunity to take over the Skill Development Centre located in his constituency, North Mumbai, to strengthen ongoing skill initiatives in the region.

Addressing the gathering, MP from Chandni Chowk and CAIT Secretary General Shri Praveen Khandelwal lauded the unwavering contribution of India's traders. He said, "Traders across the country are working relentlessly under the leadership of Hon'ble Prime Minister Shri Narendra Modi. His vision of Ease of Doing Business has empowered traders through better systems, modern technology, and new avenues of growth."

Shri Khandelwal reaffirmed CAIT's commitment to protecting trader interests, advancing policy reforms, and building a stronger, more organised retail ecosystem across India.

CAIT National President Shri B.C. Bhartia stressed the need to further strengthen CAIT's organisational framework across the country and empower traders at the grassroots level. He outlined CAIT's future roadmap focused on Capacity Building, Policy Advocacy, Digital Enablement, and National-level campaigns for wide-ranging trade reforms.

For more details, please contact Media Coordinator, Smita Ahuja at +91-78383 84081