



Press Release

07th December, 2025

India to Host First-Ever “Bhartiya Swadeshi Mela” A Landmark Celebration of Atmanirbhar Bharat & India’s Indigenous Enterprise

In a historic move to promote India’s self-reliance and indigenous entrepreneurship, the *Swadeshi Mela Organising Board of the Confederation of All India Traders (CAIT)* finalised the roadmap for the country’s first-ever and largest “Bhartiya Swadeshi Mela,” scheduled from 1st to 5th May 2027 at Bharat Mandapam, New Delhi.

The national meeting witnessed the distinguished presence of global handloom icon and social entrepreneur, Ms. Ruma Devi, whose inspirational address became the highlight of the session. Urging traders to “Stay rooted, go Swadeshi, and take Swadeshi global,” she called upon the business community to champion India’s traditional skillsets and promote purely indigenous products across global markets.

The meeting was chaired by Dr. Ram Gopal Goyal, Chairman of the Swadeshi Mela Organising Board, who announced that the Mela strongly aligns with Prime Minister Narendra Modi’s vision of “Vocal for Local,” “Local to Global,” and “Atmanirbhar Bharat.”

A National Consortium for Swadeshi Enterprise

The mega event is being organised in collaboration with Swadeshi Jagran Manch, Laghu Udyog Bharati, MSME Development Forum, and several national-level trade federations, chambers and industry bodies. The initiative stems from the recommendation of Commerce & Industry Minister Shri Piyush Goyal, who, during CAIT’s National Trade Leaders Meet on 25th November, encouraged CAIT to create a nationwide platform dedicated to Swadeshi entrepreneurship.

A Grand Showcase of India’s Entrepreneurial Power

The Bhartiya Swadeshi Mela will present an unprecedented convergence of:

- MSMEs, startups & women entrepreneurs
- Artisans, handloom & handicraft clusters
- SHGs, rural industries & product-based associations
- National trade bodies and sectoral federations
- Manufacturers, traders & youth-led enterprises

Exhibitors from every state and UT are expected to participate, representing India’s complete commercial landscape—from traditional crafts to cutting-edge innovations.

An Immersive Festival of Culture, Commerce & Innovation

Visitors will experience a high-engagement, festival-style celebration featuring:

- Stunning thematic décor showcasing India’s cultural identity
- Live working demos by artisans, innovators & startups
- Daily cultural performances and celebrity-led shows
- Pan-India food courts and regional culinary festivals
- Youth, family and interactive consumer zones
- Experiential pavilions and innovation showcases



CONFEDERATION OF ALL INDIA TRADERS

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



Be Proud To Be
A Trader

A Catalyst for Economic Opportunity

CAIT Secretary General & Member of Parliament **Shri Praveen Khandelwal** stated that the Mela would become a landmark platform celebrating India's business talent, skilled workforce and cultural heritage. He emphasised that the event will generate transformative business opportunities for lakhs of traders, MSMEs, artisans and youth entrepreneurs, supporting market expansion and boosting GDP growth.

CAIT National President **Shri B.C. Bhartia** noted that the initiative will accelerate India's march towards a Viksit Bharat, positioning the country as a future global hub for MSMEs and Swadeshi trade. Plans for regional and international editions are already under consideration.

High-Intensity Business Engagement Activities

The Mela will feature:

- On-the-spot loans & EOIs by banks, fintechs and state delegations
- Startup platforms inspired by Shark Tank
- Live technology and innovation demonstrations
- Youth competitions, product launches & networking forums
- Investor interactions and export-focused engagements

Government, Global & Institutional Participation

A nationwide promotional campaign will be launched soon. Dedicated committees will oversee infrastructure, branding, cultural activities, exhibitor coordination, security, government engagement and visitor management.

Central Ministries, State Governments and international embassies will be invited to curate theme-based pavilions for:

- Investment facilitation
- Export promotion
- Global business collaborations

International business delegations will also be welcomed to explore partnerships with Indian enterprises.

A National Call to Traders & the Public

CAIT will soon issue formal invitations to trade bodies and entrepreneurs across India. The public is encouraged to attend in large numbers and witness a historic celebration of India's Swadeshi spirit — where culture, commerce and opportunity come together under one roof.

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

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