



PRAVEEN KHANDELWAL
Member of Parliament
(Lok Sabha)
Chandni Chowk Parliamentary Constituency, Delhi

Press Release

CAIT's Two-Day National Traders Conference Gives Nationwide Call for "Har Ghar Tiranga, Har Dukaan Tiranga" Campaign

Markets Across India to be Adorned with the Tricolour; Bharatiya Vyapar Mahotsav 2026 to Showcase a Grand Celebration of India's Freedom Spirit

New Delhi, July 26, 2026

The two-day National Traders Conference of the **Confederation of All India Traders (CAIT)**, which commenced on July 25, 2026, concluded today in New Delhi. More than **200 senior trade leaders** from different states across the country participated in this important conference. The meeting deliberated extensively on several contemporary issues concerning trade and industry, the interests of traders, the role of the trading community in India's economic growth, and preparations for the successful organization of the **Bharatiya Vyapar Mahotsav (BVM) 2026, scheduled to be held from August 12–15, 2026 at Bharat Mandapam, New Delhi.**

The most significant decision taken at the conference was the nationwide launch of the **"Har Ghar Tiranga, Har Dukaan Tiranga"** (Tricolour at Every Home, Tricolour at Every Shop) campaign through the active participation of traders across the country. The conference called upon traders nationwide to ensure that every home, every shop, and every marketplace is proudly adorned with the National Flag during Independence Day celebrations, spreading the spirit of patriotism among citizens.

It was decided that large-scale Tiranga Yatras would be organized in markets across the country. These processions will feature attractive tableaux depicting India's culture, heritage, and patriotic themes. Major markets, commercial complexes, and trade organizations will decorate entire market areas with the National Flag, while traders will proudly display the Tricolour at their establishments. CAIT's state and district units have been entrusted with the responsibility of ensuring broad public participation and making the campaign a grand success.

The conference also resolved that the Bharatiya Vyapar Mahotsav 2026 would be dedicated to celebrating the spirit of India's Independence. The entire Bharat Mandapam venue will be adorned with grand Tricolour decorations, conveying the message of patriotism and "Atmanirbhar Bharat" to business leaders, entrepreneurs, traders, investors, and visitors from India and abroad.



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On this occasion, Member of Parliament and CAIT Secretary General Shri Praveen Khandelwal stated that the "Har Ghar Tiranga, Har Dukaan Tiranga" campaign is not merely an initiative but a symbol of every trader's respect, devotion, and duty towards the nation. He said that the trading community across India would participate in the campaign with complete enthusiasm and commitment.

He further stated that Independence Day would be celebrated with unprecedented fervour in Delhi and all major cities and markets across the country through Tiranga Yatras, cultural programmes, patriotic events, and grand Tricolour decorations. Every trader would demonstrate his commitment to the nation by decorating his home, shop, and marketplace with the National Flag.

The Bharatiya Vyapar Mahotsav 2026 will be India's largest multi-sector trade festival, showcasing products, services, innovations, startups, MSMEs, handicrafts, agriculture and food processing, technology, and various industrial sectors. The event represents a historic initiative aimed at promoting Indian products globally, boosting exports, creating new business opportunities, and positioning India as a leading global manufacturing and trading hub. With participation from thousands of buyers, investors, industrialists, and business delegates from India and abroad, the Mahotsav is expected to provide a significant boost to the Indian economy.

Shri Khandelwal further said that under the visionary leadership of Prime Minister Shri Narendra Modi, India's trading community is scaling new heights. Initiatives such as "Atmanirbhar Bharat," "Vocal for Local," and "Local to Global" have infused new energy, confidence, and global recognition into India's traders, entrepreneurs, and small businesses. He emphasized that the Bharatiya Vyapar Mahotsav 2026 would serve as a powerful platform to translate these national aspirations into reality and further strengthen pathways for Indian products to reach global markets.

He appealed to all trade organizations, market associations, and traders across the country to participate wholeheartedly in this national campaign and play an active role in spreading the message of India's unity, integrity, self-reliance, and national pride among the people.

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