Press Release

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National Swadeshi Campaign to Begin in Response to Prime Minister Modi's Call for Swadeshi Traders' Gathering to be Held in Nagpur on 15–16 September

Amidst the U.S. tariff war, a joint press conference was organized today at the Constitution Club of India by the Confederation of All India Traders (CAIT), Swadeshi Jagran Manch, Bharatiya Udyog Vyapar Mandal, Hawkers Joint Action Committee, and National Consumer Front. The objective was to transform Prime Minister Shri Narendra Modi's call for promoting and consuming Swadeshi goods into a mass movement.

On this occasion, it was announced that a *"**Traders' Gathering – National Conference"*** will be organized in **Nagpur on 15–16 September**, with the participation of over 400 trade leaders, hawkers' organizations, consumer forums, and industry representatives from across the country. Following this conference, the *"National Swadeshi Campaign"* will be launched nationwide, reaching every village, town, and city.

Addressing media friends, **Member of Parliament and CAIT National Secretary General Shri Praveen Khandelwal said**, "Under the leadership of Prime Minister Shri Narendra Modi, the dream of an Atmanirbhar Bharat (self-reliant India) is rapidly becoming a reality. The U.S. tariff war is not a challenge but an opportunity for us. The trading community pledges that Swadeshi products will be available in every shop, every market, and every street cart. The only alternative to foreign goods will be Swadeshi."

The joint statement highlighted that over **100 million traders, hawkers, and small retailers** across the country are directly or indirectly connected with trade worth nearly *₹82 lakh crore*, a figure projected to reach *₹190 lakh crore* in the next 10 years. However, multinational corporations like Amazon and Walmart are infiltrating the market through unlawful means of e-commerce, creating a serious crisis for small traders.

On this occasion, ****CAIT National President Shri B. C. Bhartia said****, "Today, the 35 million shopkeepers and hawkers of the country are the main pillars of this campaign. If we collectively inspire consumers to adopt Swadeshi, India's economy will move in a new direction. From the Nagpur conference, we will decide on a national strategy that will take the Swadeshi movement to every village."

During the press conference, ****Shri Deepak Sharma said****, "Since 1991, traders have been wrongly portrayed as 'middlemen', while the reality is that foreign companies are damaging the Indian market by importing cheap goods from China and other countries. This has led to the shutdown of small industries, loss of jobs, and a worrisome trade deficit. In such times, Swadeshi is the only solution."

He further said, "**Multinational companies want to capture our retail trade. But the time has come for traders, consumers, and industrialists to unite in promoting Swadeshi. This campaign is not just about trade—it is a movement for economic freedom. It lays the foundation for a strong India for future generations."**

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