CONFEDERATION OF ALL INDIA TRADERS
(An Apex Body of Trade Federations, Associations & Small Scale Sector of India)
Be Proud To Be A Trader

Press Release

09th October, 2025

Karva Chauth – A festival of devotion, love, and equality
Husbands should also observe fast on Karva Chauth: Khandelwal
Estimated ₹25,000 crore business across the country on Karva Chauth

In traditional Indian culture, Karva Chauth holds immense significance as a festival symbolizing women's devotion, sacrifice, and love. Every year, married women observe a day-long fast for the long life, prosperity, and well-being of their husbands. This beautiful tradition reflects the emotional bond and strength of the Indian family system.

Member of Parliament from Chandni Chowk and Secretary General of the Confederation of All India Traders (CAIT), Shri Praveen Khandelwal, has **appealed to people across the country — especially the trading community — to also observe the fast in honour of their wives. Shri Khandelwal himself has been observing the Karva Chauth fast for more than two decades.**

Khandelwal said that in today's times, Karva Chauth is not just a religious ritual but an emotional occasion that reinforces equality and mutual respect in marriage. Just as women fast for the long life of their husbands, men too should observe the fast for the health, happiness, and longevity of their wives. This act is not only an expression of love but also a true reflection of "gender equality" and mutual respect between partners.

He added that in the changing social environment, many young and progressive men are now joining their wives in observing the fast, beautifully blending traditional values with modern thinking.

Highlighting the economic importance of the festival, Khandelwal said that Karva Chauth also brings a major boost to India's trade and economy. Markets across the country witness great enthusiasm and footfall during this period. This year, business worth nearly ₹25,000 crore is expected in segments like jewellery, apparel, cosmetics, sweets, gift items, and decorative products, making the festival not only one of emotional significance but also a key driver of economic activity.

In view of the major festival tomorrow, 10th October, traders across Delhi and the entire nation have made extensive preparations. Essential items for the ritual — such as puja thalis, small bowls for roli and rice, vessels or glasses for offering water to the moon, and sieves for viewing the moon — are in high demand. These items are commonly made of gold, silver, brass, bronze, or stainless steel.

Thanks to Prime Minister Narendra Modi's call for promoting Swadeshi products, CAIT has encouraged people to use locally made Indian products this year — a significant shift from previous years when most such items were imported from China.

The festival's spiritual significance is equally profound. Even unmarried women observe the fast to seek a desired life partner. On this day, devotees worship Goddess Parvati and Lord Ganesha, listen to the Karva Chauth Katha, and conclude their fast after sighting the moon and offering arghya (water).

Weeks before the festival, women begin preparations with excitement — choosing their attire, jewellery, and decorations — creating a vibrant festive atmosphere that continues until Diwali.

Karva Chauth reminds us that true love lies not only in sacrifice but in equality and mutual respect. When both husband and wife observe the fast for each other's happiness and well-being, the festival truly embodies its spirit of devotion, harmony, and togetherness.

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