

PM MODI URGES SHOPKEEPERS TO PROMOTE 'MADE IN INDIA' AS NEW GST REFORMS ROLL OUT

Prime Minister Narendra Modi has made a direct appeal to shopkeepers across the country, urging them to prioritize the sale of 'Made in India' products and support the vision of an Atmanirbhar Bharat. In an open letter released on Sunday, the Prime Minister called retailers the "true partners in nation-building" and asked them to strengthen the local economy by giving preference to indigenous goods.

The appeal comes on the same day that the new Goods and Services Tax (GST) reforms came into effect, providing relief to consumers during the Navratri festival season.

GST Rate Cuts: Big Relief for Consumers

Under the revised structure, several categories of products — ranging from cars and electronics to household essentials — are now available at reduced prices. The move is expected to boost festive sales while easing the burden on households.

Key highlights of the GST reform include

- Automobiles: Reduction in GST rates, expected to make both two-wheelers and four-wheelers more affordable.
- Electronics: Lower rates on gadgets and appliances, giving a push to consumer demand.
- Daily essentials: Significant relief on commonly used items, benefiting the average household.

Political and Economic Push

While the government sees the dual move as both a festive gift for consumers and a strategic push for domestic manufacturing, economists believe the timing is crucial. With the festive season kicking in, cheaper goods combined with a call for supporting Indian products could translate into a significant boost for the retail and manufacturing sectors.

Takeaway

As shopkeepers gear up for Navratri sales, the Prime Minister's appeal and the GST relief measures are expected to work hand-in-hand — giving consumers more choices at lower prices while encouraging the nation to stand firmly behind 'Made in India'.

