

# HOLI

FRIDAY, MARCH 18, 2022

Holi (*ho-lee*) is a famous Indian holiday known as the “Festival of Colors” or “Festival of Love.” Holi celebrates the beginning of spring. The festival lasts for a full day and night, celebrated on the last full moon in the lunar month of Phalgun, typically falling in March.

Originally, Holi was a festival that commemorated good harvests and the fertile land. Hindus believe it is a time for enjoying spring's abundant colors and saying farewell to winter.

It is more commonly celebrated in North India. Holi has started becoming more popular outside of India as well.

## CUSTOMS

Holi celebrations begin the night before Holi. Participants hold a bonfire and perform religious rituals to pray that internal evils be destroyed.

The next morning, participants “play” Holi by throwing colored powder or colored water at each other. These colored powders are called gulal. Usually, white clothes are worn to showcase the rainbow of colors. This celebration is full of fun and frolic!

## FOOD

Gujiya is a traditional dessert served during Holi. These are a sort of sweet, deep-fried dumpling. Other common foods are mathri (*a flaky cracker from Northwest India*), malpuas or puas for short (*a traditional North Indian dessert pancake*), thandai (*a cold milk drink*), puran poli (*sweet flatbread*), and more!

*While this fact sheet is meant to provide a high-level overview, there are many different perspectives and ways to celebrate each holiday or heritage month.*



## ACTIVATION SUGGESTIONS

1. Display a sign saying, “Happy Holi!” – *The Festival of Colors and Beginning of Spring*
2. Play Indian music.
3. Incorporate a Holi-themed coloring activity on children’s menus.
4. Display powdered colors on a tray at the hostess stand. *Can order online.*
5. Show videos of people playing Holi on the TV screen if feasible.
6. Offer Thandai as welcome drink. *Mix available on Amazon.*
7. Make and distribute a pamphlet with story of Holi and its traditions.
8. Create a Social Media contest with Holi quiz. *Winner gets a dinner for 2 on a weekday.*
9. Offer cooking lesson featuring a famous Holi dish in the afternoon to promote Holi menu.
10. Offer 5-10% discount to patrons dressed up in colorful Indian attire.



[www.seva-global.com](http://www.seva-global.com)



CELEBRATES