



Press Kit

Deepavali & Utsavam

2025

தீபாவளி & உற்சவம்

[www.deepavali.sg](http://www.deepavali.sg)





## **Welcome**

It is once again time to celebrate the festival of lights “Deepavali”. Despite the challenges faced during the pandemic, LISHA has managed to line up a series of events to mark the festival. The Deepavali Festival is a very important festival for Hindus all over the world. Deepavali comes from the word “*Deepam*” or “*Deepa*” which means light in many Indian languages including Tamil. It is a belief here that darkness was triumphed upon by light. Over the decades, Deepavali has become a national festival in Singapore, and it is also enjoyed by non-Hindu communities as well.

## **About Us**

The Little India Shop Owners and Heritage Association (LISHA) was established in 2000 by the Singapore Tourism Board (STB) together with the Hindu Endowments Board (HEB) with the main aim to present and preserve the heritage and culture of Little India. One of LISHA’s main objectives is to share the rich diversity of the Indian culture through meaningful celebrations such as The Deepavali Carnival and The Pongal Festival. Such events are held not only to educate the general public on Indian festivities but also to encourage people to explore the goods and merchandise on sale at the many shops in Little India. Hence, this ensures that Little India’s merchants remain sustainable and at the same time, our heritage and culture are preserved for future generations.



## PROGRAM DETAILS

<u>Time</u>	<u>Activity</u>
2.30 PM	Registration
2.45 PM	Guests to be seated
3.00 PM	Commencement of Press Conference
	Deepavali Promotion Video
	Preview of Deepavali 2025 Events by Emcee Ms Usha Rani
	Q & A Session
	Presentation by Mr Sree Ganesh, Deputy Director, Community Engagement and Volunteer Management, SINDA
4.00 PM	Memorandum of Understanding (MOU) signing ceremony with Sree Narayana Mission (Singapore) and The Food, Drinks and Allied Workers Union (FDAWU)
4.30 PM	Live Demo of Kalari by the Students of Kalari Academy.
4.35 PM	Tea Refreshment
5.00 PM	End



## DEEPAVALI CELEBRATION 2025

Every year Deepavali in Little India comes alive with the annual light-up ceremony decorated with uniquely and intricately designed artworks mantled atop our street poles in the most elaborate of themes and colours. This year our after a very long time our light up ceremony will commence with a huge magnificent and colourful street parade called UTSAVAM. We are sure this grand dancing street parade will bring joy to our visitors and community.

This year's Deepavali light-up will be from the 6<sup>th</sup> of September 2025 to the 19<sup>th</sup> of November 2025. Visitors are advised to plan their visits to Little India as we expect approximately 5 million footfall during this period, Especially on the 6<sup>th</sup> of September where the full road closure of Serangoon Road will be activated.





## FRINGE EVENTS

To allow more people to celebrate and observe the festival of lights, LISHA has created a series of events and activities that will boost the festive mood and add more meaning to the celebrations. There will be a total of twelve events happening from the 12<sup>th</sup> of September to the 11<sup>th</sup> of November.

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# About Deepavali Celebration 2025

Deepavali, the Festival of Lights, is one of the most revered celebrations in Hindu culture, symbolising the victory of light over darkness and good over evil. The festival transcends religious boundaries, bringing together communities across Singapore in a shared celebration of hope, joy, and unity. Over the years, Deepavali has evolved into a cornerstone of Singapore's multicultural tapestry. The festival's vibrant displays, cultural performances, and communal spirit attract not only the Hindu community but also locals and tourists from all walks of life. As the heartbeat of this celebration, Little India transforms into a dazzling spectacle of lights, colours, and festivities, embodying the essence of Singapore's diversity.

This year, LISHA is proud to present **a line of grand celebrations for Deepavali** spanning **74 days** from **6th September to 19th November**. Commencing with **Utsavam 2025**, a **spectacular street parade**, the first in eight years, will mark the return of this beloved tradition.

Other events will feature:

- **Grand Street Light-Up:** A breathtaking illumination stretching over **1 kilometre**, turning Little India into a radiant wonderland.
- **Flagship Street Parade:** A vibrant procession showcasing cultural performances, floats, and contingents from diverse communities.
- **Fringe Activities:** A curated lineup of events designed to engage tourists, locals, students, and migrant workers.

# ***UTSAVAM***

**Date: 6<sup>th</sup> September 2025 (Saturday)**

**Time: 6:30 PM to 10:30 PM**

**Place: Serangoon Road**

Following the inauguration of the light-up ceremony by the President of the republic of Singapore Mr Tharman, there will be a street parade called 'UTSAVAM', the closest to 'chinggay'. The entire Serangoon Road will be closed from noon to mid-morning on 6<sup>th</sup> September. The public will be standing behind the barricade and witnessing the spectacular parade of 26 contingents representing various cultural groups and societies, including one special contingent from India dancing and walking. Besides the President, we will also be inviting several political office holders such as ministers and MPs, as VVIPs. The UTSAVAM will end around 10 PM when the President gets on board the Grand Float at 10 PM.



# *Street Light up*

**Date:** 6<sup>th</sup> September 2025 to 9<sup>th</sup> November 2025

**Time:** 7 PM to 12 AM (Daily)

**Place:** Serangoon Road

Deepavali, also known as the ‘Festival of Lights’, is a celebration of light over darkness, and literally, it is never complete without the grand light up of Little India. This Year, LISHA will keep up to the general public’s expectations and tourists by having the streetlights on for 64 days. It will be inaugurated by the President of Singapore, Mr Tharman Shanmugaratnam, at Serangoon Road, followed by a spectacular street parade called ‘UTSAVAM’ by twenty (approx.) associations. The public can expect decorative lights to brighten the streets of Little India, covering a 2 KM stretch of Serangoon Road. The light-up would start at 7 pm and last till midnight daily. The main Light Up motif is located near Campbell Lane, and it features designs about “Deepavali, Festival of Lights.” This will increase footfall to the shops in Little India and attract tourists to the precinct to admire the lights.





# ***Big Bus Tours***

**Date:** 12<sup>th</sup> Sep 19<sup>th</sup> Sep 26<sup>th</sup> Sep 3<sup>rd</sup> Oct 10<sup>th</sup> Oct 17<sup>th</sup> Oct 18<sup>th</sup> Oct 19<sup>th</sup> Oct  
24<sup>th</sup> Oct 31<sup>st</sup> Oct 7<sup>th</sup> Nov 14<sup>th</sup> Nov 18<sup>th</sup> Nov

**Time:** 7 PM & 8 PM

**Place:** Orchard & Serangoon Road

LISHA will be arranging a Big Bus Tour for Deepavali Celebrations. There will be 13 dates and two trips on each day (7 pm & 8 pm), in total 26 runs, each trip will last for 45 minutes. Join one of the spectacular Big Bus Tours in Singapore, specially tailored to include a special detour through Little India during this festive Deepavali season. Marvel at the beautifully adorned streetlights, a tribute to this joyous occasion. This guided tour, which starts from Orchard Hotel, will take you on a captivating ride through the key highlights of Little India, wrapping up at Racecourse Road, just outside Gayathri Restaurant. To add to your experience, each participant will receive a \$5 voucher from the restaurant. There will be a \$10 charge per person.



# ***Live Cooking Demo***

**Date:** 13<sup>th</sup> September 2025 (Saturday)

**Time:** 3 PM to 5 PM

**Place:** Campbell Lane

Deepavali is also about having sumptuous food. We will be getting celebrity chef Arifin, who is a popular figure in local media. He is also running his fusion Indian restaurant in Tekka Place. Chef Arifin has appeared in the Singapore Book of Records and has created several unique signature dishes. Chef Arifin loves to educate people on cooking techniques as well as not to waste ingredients. This celebrity chef will be attempting to create another record for the Singapore Book of Records by cooking 60 different types of Briyani in 60 Minutes. The chef will be doing his demo on 13<sup>th</sup> September at Campbell Lane from 3 PM to 5 PM to also mark our nation's 60<sup>th</sup> birthday. This event is free and open to the public and audience can watch our celebrity chef's culinary skills and also taste his delicious briyani.



# ***Rangoli/Kolam Workshop***

**Date:** 20<sup>th</sup> September 2025 (Saturday)

**Time:** 10 AM to 12 PM & 2 PM to 4 PM

**Place:** Tekka Place

LISHA will be holding two Rangoli workshops (back-to-back) for tourists and visitors. This two-hour workshop will be held at the Tekka Place Rooftop Pavilion. To allow more participants, there will be two sessions of the workshop. The workshops are conducted by professionals; participants will learn to get step-by-step guidance on how Rangoli or Kolam is done. Participants will also gain a deeper understanding of the significance of these arts and acquire new and intricate skills. There will be no charges for this workshop, but participants must register in advance to secure a spot. Coloured powder and necessary items will be provided.



# ***Festival Village***

**Date: 20<sup>th</sup> September 2025 to 19<sup>th</sup> October 2025**

**Time: 7 PM to 12 AM (Daily)**

**Place: Serangoon Road**

Step into the vibrant spirit of Deepavali at the enchanting Festival Village. Nestled along Campbell Lane during the Deepavali season, the Festival Village boasts a kaleidoscope of stalls offering traditional clothing, delectable snacks, intricate handicrafts, and festive decorations that embody the heart of this joyous occasion. Merchants along Campbell Lane would extend the existing shop spaces to display and sell Deepavali Festive items. Watch the streets come to life with cultural enchantment, captivating artistic displays that pay tribute to the rich Indian heritage.



# ***Saree & Dhoti Draping Workshop***

**Date:** 27<sup>th</sup> September 2025 (Saturday)

**Time:** 11 AM to 12 PM & 1 PM to 2 PM

**Place:** Tekka Place

One of the unique cultural identities of the Indian is the Saree (women) and Dhoti (Men). It may be a simple single cloth, but it holds deep significance and elegance. LISHA will be holding two saree and dhoti draping workshops (back-to-back) for tourists and visitors. This one-hour workshop will be held at the Tekka Place Rooftop Pavilion. To allow more participants, there will be two sessions of the workshop. The workshops are conducted by professionals; participants will learn step-by-step how to drape a saree and dhoti, as well as the different ways of draping a saree. Participants will also gain a deeper understanding of the significance of these arts and acquire new and intricate skills. There will be no charges for this workshop, but participants must register in advance to secure a spot.



# ***Decorating of Public Transport***

**Date: 1<sup>st</sup> October 2025 to 8<sup>th</sup> November 2025**

**For Six Weeks on Selected Public Buses and MRT Lines**

LISHA will be collaborating with SMRT to display the Deepavali light-up designs on our public trains and buses. These designs will also have illustrations and write-ups explaining the concept of the design. The designs will be on the trains and buses for six weeks starting from the 1<sup>st</sup> of October 2025. Selected Public buses and MRT Lines will be decorated. Most importantly the walls, and steps of Little India MRT Station will be decorated with our Deepavali designs. The designs will be officially launched by Minister of State Mr Murali Pillai at Harbourfront Station on 1<sup>st</sup> October at 11 am. The minister will board the train from Harbourfront to Little India station, where LISHA Exco committee welcomes him. At the Little India Station Minister will witness a cultural performance and art exhibition organized by SMRT.



# ***Flower Tying Workshop***

**Date:** 4<sup>th</sup> October 2025 (Saturday)

**Time:** 10 AM to 12 PM & 2 PM to 4 PM

**Place:** Tekka Place

LISHA will be holding two flower tying workshops (back-to-back) for tourists and visitors. This two-hour workshop will be held at the Tekka Place Rooftop Pavilion. To allow more participants, there will be two sessions of the workshop. The workshops are conducted by professionals; participants will learn to get step-by-step guidance on how flower tying is done. Participants will also gain a deeper understanding of the significance of these arts and acquire new and intricate skills. There will be no charges for this workshop, but participants must register in advance to secure a spot. Flowers and necessary items will be provided.



# *Treasure Hunt*

**Date:** 11<sup>th</sup> October 2025 (Saturday)

**Time:** 10 AM to 12 PM & 4 PM to 6 PM

**Place:** Tekka Place

To educate the tourists and the public on Indian tradition as well as the Deepavali, we will be holding a competitive style of two treasure hunts on the 11<sup>th</sup> of October. There will be 8 stations spread across the vicinity of Little India. The event would commence (flag off) from Campbell Lane. There will be a total of 25 pairs (50 people) participating each day. Participants will be given a map with the first clue and instructions. They must solve the first clue, which will lead them to their respective next station, where they will be handed another clue and some critical information about the Indian culture and Deepavali. Solving that clue will lead them to their next station. Participants will be required to perform a certain task before the clue is handed over to them. The fastest three pairs would win shopping vouchers worth \$150, \$100 and \$50 respectively. This program is free and open to all; tourists are welcome to participate. Participants have to register in advance to secure their spot.





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