



LISHA Press Kit 2026

Indian and Tamil New Year 2026 Media Information Pack



INDIAN NEW YEAR AND TAMIL NEW YEAR PRESS CONFERENCE 2026

Date & Time :

**Thursday, 2nd April 2026
3pm**

Registration begins at 2.30pm

Venue :

**Indian Heritage Centre, Level 2
(Activity room)**

RSVP by 23rd March 2026

Email to admin@lisha.org.sg or whatsapp 97595589



Indian and Tamil New Year Press Conference 2026

Organized by LISHA (Little India Shopowners' & Heritage Association), this event brings together the Indian and Tamil community of Singapore to celebrate the start of the year with culture, unity, and shared pride.

 Date

2nd April 2026 , 3pm

Registration from 2:30pm

 Location

Indian Heritage Centre, Level 2

Activity Room

The Indian and Tamil New Year according to LISHA

The Spirit of the Tamil New Year

*The Tamil New Year, known as **Puthandu**, is celebrated on the first day of the month of Chithirai according to the Tamil solar calendar. It marks the start of a new cycle filled with hope, prosperity, and gratitude. Families come together, prepare traditional dishes, wear new clothes, and offer prayers to welcome the year with blessings and joy.*

Unity in Indian Diversity

*For LISHA, the Indian New Year is much more than a date on the calendar: it is the moment when all Indian societies in Singapore come together to welcome the year collectively. Beyond linguistic, regional, or religious differences, this event reminds us that, above all, we are **one Indian community**. Unity is our greatest strength.*

Chithirai Kalai Vizha 2026

The Chithirai Kalai Vizha is one of the most anticipated cultural events of the season. This celebration pays tribute to the rich legacy of the Tamil language and performing arts through live performances, classical music and artistic expressions that connect the roots with new generations.



Dates

11 & 12 April 2026

Time

Starting at 6:00pm

Venue

PGP Hall, Auditorium

Guest of Honour

MOS Mr Dinesh Vasu



INDIAN NEW YEAR CELEBRATION 2026

Guest of Honor

Mr Murali Pillai

(Senior Minister of State, Ministry of Law & Ministry of Transport)

SUNDAY, 19 APRIL 2026

5:30 PM TO 9:30 PM

Reception begins at 5.30pm.

Venue: PGP Function Room

YOU ARE CORDIALLY INVITED TO THE RECEPTION AND THE INDIAN NEW YEAR CELEBRATION.

RSVP by 3rd April 2026

EMAIL TO ADMIN@LISHA.ORG.SG OR WHATSAPP TO 9759 5589



Indian New Year Celebration 2026

The grand culmination of the festive season: the Indian New Year is a vibrant and large-scale celebration that brings together the entire Indian community of Singapore. With the honorary presence of SMS Mr Murali Pillai, this evening promises to be a memorable experience of culture, art, and unity.

 Date

Sunday, 19 April 2026

 Time

5:30pm – Reception

7pm - 9:30pm – Program

 Place

PGP Function Room, PGP Auditorium



MOU Signing Indian & Tamil New Year 2026 Press Conference

A meaningful milestone will take place during LISHA's Indian & Tamil New Year 2026 Press Conference the MOU Signing between the Food, Drinks and Allied Workers Union (FDAWU) and the Little India Shop Owners and Heritage Association (LISHA), along with the signing of Form B by LISHA member companies to formalize their partnership with the union.

This partnership marks a significant step as several SMEs within the Little India business community formally partner the union to strengthen progressive workplace practices, reinforcing the tripartite collaboration between Government, unions, and employers.

 Date

2 April 2026 (Thursday)

 Time

3.00pm – 5.00pm

 Venue

Indian Heritage Centre, 5 Campbell Lane, Singapore 209924

 Guest of Honour

MOS Dinesh | Special Guest: CEO of Singapore National Employers Federation (SNEF)

Zap3 Social Impact Rebate Programme

The Parties agree to collaborate on initiatives that promote the Zap3 Social Impact Rebate Programme within the Little India business community. Zap3 aims to create an ecosystem where consumer spending generates positive social impact while supporting merchants and strengthening community development. Through this programme, consumers may enjoy rebate incentives while merchants benefit from increased footfall and business visibility.

Promote Adoption

Promote adoption of the digital rebate ecosystem among merchants and consumers within the Little India precinct.

Encourage Participation

Encourage merchant participation to enhance business visibility and attract consumer traffic.

Support Digital Technologies

Support adoption of digital technologies including mobile applications and digital vouchers.

Strengthen Community Engagement

Strengthen community engagement through a social-impact-driven spending model.

Support Economic Resilience

Support economic resilience for merchants while providing value for consumers.

Foster Collaboration

Foster collaboration between merchants, consumers, and community stakeholders.



LISHA Membership Platform Powered by Jumbow

LISHA is proud to launch its new digital membership platform, enabling members to engage interactively and enjoy exclusive benefits with airline, hotel, and other partners. The Jumbow – Chamber Model will be implemented as a fully white-labelled community management platform to digitise and enhance the LISHA member experience.

Platform Capabilities

Membership Engagement

Renewals, subscriptions, and tiered badging

Marketplace

Listings with inquiry workflow

Event Management

Calendar with RSVP, reminders, and participation tracking

Announcements

Circulars, polls, campaigns, and member social feed

Community Groups

Unlimited chapters, segments, and interest groups

LISHA-Branded Micro-site

Mobile apps, dashboard, workflows, and admin controls



SCAN QR



Official Launch in Partnership with SINDA

LISHA is pleased to partner SINDA (Singapore Indian Development Association) for the launch event, bringing together the community in celebration and engagement.

Event Details

19 April 2026, 7PM | PGP Hall | Held alongside LISHA Indian New Year celebrations

Guest of Honour

Mr. Murali Pillai, Senior Minister of State for Law and Senior Minister of State for Transport

Launch Highlights

*Symbolic bus activation | Storytelling session with programme children & volunteers
| Interactive engagement stations for the community*

Celebrating community together



Our Partners and Sponsors

The Indian and Tamil New Year 2026 celebrations are made possible thanks to the generous support of institutions, government agencies, and companies committed to Indian culture and heritage in Singapore. We sincerely thank all our collaborators.



Contact LISHA

For more information about the 2026 Indian and Tamil New Year celebrations, press accreditation, or collaborations, please do not hesitate to get in touch with us. We are delighted to hear from you!



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Social Media

Facebook: [LiSHA on Facebook](#)**Instagram:** [@officialishasg](#)

