



International Bindi and Tilak Day 2024

Celebrating Tradition, Culture, and Identity on 15th October

About the Event:

The International Bindi and Tilak Day was conceptualised in 2021 through the collective efforts of several Hindu organisations across the world, including Hinduism Worldwide Inc., Tara Foundation, Malaysia, the Global Hindu Federation, UMHV (United Malaysian Hindu Voice), and the Hindu Council of Australia. This annual celebration on 15th October brings together Hindus and their supporters to honour the cultural and spiritual significance of the Bindi and Tilak.

The Importance of Bindi and Tilak:

In many South Asian cultures, particularly among Hindus, the Bindi and Tilak are more than just traditional markings on the forehead; they are symbols of deep cultural and spiritual heritage.

Bindi, traditionally worn by women, symbolises the third eye or inner wisdom, connecting individuals to their higher consciousness.

Tilak, often worn by men, represents divine energy, protection and focus, applied as a sacred mark during prayers or rituals. These practices date back thousands of years, and the science behind them reveals several benefits related to mental focus, spiritual alignment, and health.

Why We Celebrate:

It is a celebration of these ancient customs & wisdom, aimed at raising awareness of their significance, benefits, and cultural importance in the modern world. It also highlights the role of Bindi and Tilak in fostering a sense of identity, pride, and belonging.

2024 Celebrations by Hindu Council of Australia:

The Hindu Council of Australia has been a key participant since its inception. In 2023, we organised national campaigns and physical celebrations across all states and territories in Australia, successfully engaging individuals and communities to celebrate and embrace this beautiful tradition. This year, we aim to expand the campaign further, encouraging participation from all corners of the country.

Get Involved

We invite individuals, organisations, and communities across Australia and the world to join this movement. Together, let's celebrate our heritage, promote cultural pride, and ensure the rich traditions of Bindi and Tilak are passed on to future generations.



Key Highlights of the 2024 Celebration:

Nationwide Participation: Communities from every state and territory in Australia will join in the celebration, including physical events, online campaigns, and educational workshops.

-**Cultural Awareness:** We aim to educate people about the science and benefits of wearing Bindi and Tilak, promoting their continued relevance in modern society.

-**Social Media Campaign:** Join the conversation on our social media platforms using hashtags like #BindiTilakDay and #CelebrateTradition, and share your photos, stories, and experiences with the world

How You Can Participate:

Wear your Bindi or Tilak on 15th October and share your photo on social media.

-Attend local events hosted by the Hindu Council of Australia or affiliated organisations.

-Join the conversation on social media, helping to spread awareness about the cultural and spiritual significance of this tradition.

How Businesses Can Participate

Businesses are encouraged to join the celebration of International Bindi and Tilak Day by offering special promotions and contributing to the cultural awareness of this tradition. You can participate by providing discounts to customers who are wearing a Bindi or Tilak on 15th October, or by giving away complimentary Bindis or Tilak kits in-store or with purchases. Other ideas include offering themed items or services that align with the celebration, such as traditional attire, jewellery, or spiritual accessories. By getting involved, your business supports this cultural movement and connects with a diverse and vibrant community. Promote your participation on social media and engage with the conversation using our event hashtags, while encouraging your customers to celebrate and share the significance of this meaningful tradition.

For more information on how you can participate or attend local events, please visit our website:

<https://hinducouncil.com.au/new/international-bindi-tilak-day/>

Contact Us

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