



Retail Business Services

Wishing You a Happy Holi

March 26, 2021



As spring arrives, communities around the world gather to celebrate Holi – a two-day Indian festival of color based on the Hindu lunar calendar. This year, Holi falls on Sunday, March 28 and Monday, March 29.

“Holi is a festival to celebrate the triumph of good over evil,” said Meena Sharma, Benefits Specialist for Retail Business Services, the services company of Ahold Delhaize USA. “In some parts of India, it’s also a time to give thanks for a good harvest. But while the beliefs and customs behind the holiday may vary from region to region, the joyful spirit of Holi unites us all.”

During Holi, families and friends gather to eat good food, enjoy sweet treats and reconcile over past disagreements to move forward with a clean slate. The first day of Holi is a more solemn affair, Meena noted, with people gathering around bonfires to offer prayers and to seek forgiveness from those they may have wronged. On the second day of Holi, people dance, sing and paint each other with bright, vibrant colors.

Each color is significant, she explained. Red stands for love and beauty, yellow symbolizes healing, blue is the color of the Hindu deity Krishna, orange means strength, and green represents new beginnings. Groups will hide with buckets of colored water, pigment powder and dye-filled water balloons, waiting for passersby to round the corner where they will be splashed with color.

“Those are some of the most beautiful memories I have of my childhood,” Meena said. “As you surprise people – often strangers – you all shout ‘Bura na mano Holi hai!’ which means ‘Don’t mind, it’s Holi!’ People are very good-natured about it, and everyone feels connected. Holi is my favorite festival because it brings people together from all walks of life. On Holi, people bypass barriers of class and religion and celebrate the onset of spring with color and love.”

May this Holi paint the canvas of your life with the most beautiful colors of love, joy and happiness!