

It's important in the competitive social media industry to keep track of important dates and plan your campaign accordingly. The Sociapa Social Media Calendar for 2023 for India includes Key Events, and Holidays; following these dates will help you reach a larger audience and acquire greater awareness. We understand how tough it is to keep track of all these events separately, so this is your one-stop shop for all events and occasions throughout the year.

JANUARY

SUNDAY 01- HAPPY NEW YEAR

Is the time or day at which a new calendar year begins and the calendar's year count increments by one.

MONDAY 02- NATIONAL SCIENCE FICTION DAY

National Science Fiction Day is unofficially celebrated by many science fiction fans on January 2, which corresponds with the official birthdate of famed science fiction writer Isaac Asimov.

WEDNESDAY 04- WORLD BRAILLE DAY

World Braille Day is an international day on 4 January and celebrates awareness of the importance of braille as a means of communication in the full realization of the human rights for blind and visually impaired people

THURSDAY 05- NATIONAL SCREENWRITER DAY

National Screenwriters Day is celebrated on January 5 in recognition of the writers who toil day and night to bring us the best stories, the ultimate zingers, and the sublime messages that steer our conscience.

TUESDAY 10- WORLD HINDI DAY

Every year on January 10, we commemorate World Hindi Day. Also known as Vishwa Hindi Diwas, it marks the day when Hindi was first spoken in the United Nations' General Assembly in 1949

THURSDAY 12- NATIONAL YOUTH DAY AND BIRTH ANNIVERSARY OF SWAMI VIVEKANAND

The National Youth Day or Rashtriya Yuva Divas is celebrated every year on January 12 to commemorate the birth anniversary of Swami Vivekananda

FRIDAY 13- LOHRI DAY

Lohri is celebrated in parts of northern India, especially Punjab and neighbouring states, to mark the beginning of the harvest season.

SATURDAY 14- MAKAR SANKRANTI AND PONGAL

The same festival is celebrated all over India but it has different names. Pongal in South, Makar Sankranti in Western parts, Gujarat calls it Uttarayan

SUNDAY 15- INDIAN ARMY DAY

India celebrates Army Day on January 15 every year to commemorate the achievements of the first Indian Commander in Chief of the Indian Army — General (later Field Marshal) K.M. Cariappa.

WEDNESDAY 25- NATIONAL VOTERS DAY AND NATIONAL TOURISM DAY

In order to encourage more young voters to take part in the political process, the Government of India has decided to celebrate January 25 every year as "National Voters' Day"

THURSDAY 26- REPUBLIC DAY OF INDIA

It commemorates the enactment of the constitution of India on January 26, 1950,

SUNDAY 29- NATIONAL PUZZLE DAY

January 29 is National Puzzle Day, the perfect day to do a little brain exercise. Whether it's a crossword, jigsaw, or Sudoku, puzzles engage our brains in more ways than one.

MONDAY 30-MARTYR'S DAY

On January 30, Martyr's Day is celebrated in memory of Mahatma Gandhi

FEBRUARY

SATURDAY 04- WORLD CANCER DAY

was born on the 4 February 2000 at the World Summit Against Cancer for the New Millennium in Paris.

WEDNESDAY 08- SAFER INTERNET DAY

Safer Internet Day is observed every year on the second day (Tuesday) of the second week of February with the aim of working towards a safer and better internet, where every user gets to use the internet responsibly and without getting their data leaked

MONDAY 13- WORLD RADIO DAY AND NATIONAL WOMEN'S DAY

The objective of World Radio Day is to raise public awareness of the importance of radio to and encourage decision-makers to use it to provide access to information and improve international cooperation among broadcasters.

TUESDAY 14- VALENTINE'S DAY

it's a day of love, and that love can be for anyone.

SATURDAY 18- MAHASHIVRATRI

Maha Shivaratri marks the occasion when Shiva first performed the Tandava Nritya – also known as the dance of primordial creation, preservation, and destruction

MONDAY 27- WORLD NGO DAY

27th February every year to celebrate, commemorate and collaborate with the various NGOs around the world.

TUESDAY 28- NATIONAL SCIENCE DAY

is celebrated to commemorate the discovery of the 'Raman Effect', which led to Sir C.V. Raman winning the Noble Prize.

MARCH

WEDNESDAY 01- WORLD CIVIL DEFENCE DAY

The purpose of the day is to make people more aware of the critical role civil defense plays in disaster recovery.

FRIDAY 03- WORLD WILDLIFE DAY

Ensuring that international trade does not threaten the species' survival.

TUESDAY 07- HOLIKA DAHAN

celebrates the legend of the burning of Holika, an asuri, upon a burning pyre, and the salvation of her nephew, Prahlada. It precedes the occasion of Holi, the festival of colours, which celebrates the victory of good over evil

WEDNESDAY 08- HOLI

celebrates the eternal and divine love of Radha Krishna. The day also signifies the triumph of good over evil, as it commemorates the victory of Lord Vishnu as Narasimha Narayana over Hiranyakashipu.

WEDNESDAY 15- WORLD CONSUMER RIGHT DAY

the Consumer Protection Bill was passed by both Houses of Parliament. The bill received the assent of the President on December 24, 1986, and came into force.

TUESDAY 21- WORLD FORESTRY DAY

The United Nations General Assembly proclaimed 21 March the International Day of Forests in 2012 to celebrate and raise awareness of the importance of all types of forests.

WEDNESDAY 22- WORLD WATER DAY AND GUDI PADWA

World Water Day, held on 22 March every year since 1993, celebrates water and raises awareness of the 2 billion people living without access to safe water.

Gudi Padwa is a spring festival that marks the New Year celebration for Marathi Hindus.

THURSDAY 23- WORLD METEOROLOGICAL DAY

commemorates the coming into force on 23 March 1950 of the Convention establishing the World Meteorological Organization.

FRIDAY 24- WORLD TB DAY

we commemorate World TB Day to raise public awareness about the devastating health, social and economic consequences of tuberculosis (TB) and to step up efforts to end the global TB epidemic.

THURSDAY 30- RAM NAVMI

celebrated to mark the birth of Lord Ram to King Dasharath and Queen Kausalya in Ayodhya in Treta Yuga

APRIL

SATURDAY 01- APRIL FOOL'S DAY

1 April consists of practical jokes and hoaxes. Jokesters often expose their actions by shouting "April Fools!" at the recipient.

FRIDAY 07- WORLD HEALTH DAY AND GOOD FRIDAY

World health day is celebrated to create awareness of a specific health theme to highlight a priority area of concern for the World Health Organization.

Good Friday, the Friday before Easter, is the day on which Christians annually observe the commemoration of the Crucifixion of Jesus Christ.

MONDAY 10- WORLD HOMEOPATHY DAY AND NATIONAL SIBLINGS DAY

World Homoeopathy Day is observed every year on April 10 to commemorate the Birthday of Dr. Hahnemann, the Founder of Homoeopathy.

Siblings day, usually held on the 10th of April is a holiday that celebrates siblings' relationships.

FRIDAY 14- DR. BR AMBEDKAR JAYANTI AND VAISAKHI

Ambedkar Jayanti or Bhim Jayanti is an annual festival observed on 14 April to commemorate the memory of B. R. Ambedkar.

Vaisakhi started as a harvest festival in the Punjabi region of northern India. It also celebrates the creation of the Khalsa order. It promotes justice and equality and the creation of a more equal and just society.

SATURDAY 15- THE WORLD ART DAY

Date was chosen to honor the birthday of the famous Leonardo da Vinci.

TUESDAY 18- WORLD HERITAGE DAY

The aim is to promote awareness about the cultural heritage and diversity on the planet.

WEDNESDAY 19- WORLD LIVER DAY

To create awareness about diseases related to the liver.

FRIDAY 21- CIVIL SERVICES DAY

This date is chosen to commemorate the day when the first Home Minister of Independent India, Sardar Vallabhbhai Patel addressed the probationers of Administrative Services Officers in 1947 at Metcalf House, Delhi

SATURDAY 22- EARTH DAY AND EID-UL-FITR

An annual celebration that honors the achievements of the environmental movement and raises awareness of the need to protect Earth's natural resources for future generations.

Eid Ul-Fitr or the Festival of Sweets is the earlier of the two official holidays celebrated within Islam. The religious holiday is celebrated by Muslims worldwide because it marks the end of the month-long dawn-to-sunset fasting of Ramadan.

MONDAY 24- NATIONAL PANCHAYATI RAJ DAY

National Panchayati Raj Day is the national day of the Panchayati Raj System in India celebrated by the Ministry of Panchayati Raj on 24 April annually.

TUESDAY 25- WORLD MALARIA DAY

An occasion to highlight the need for continued investment and sustained political commitment to malaria prevention and control.

THURSDAY 27- WORLD VETERINARY DAY

celebrates the veterinary profession and promotes the amazing work that veterinarians do.

SATURDAY 29- INTERNATIONAL DANCE DAY

The event takes place every year on 29 April, which is the anniversary of the birth of Jean-Georges Noverre (1727–1810), who is considered to be the "father" or creator of the modern ballet

MAY

MONDAY 01- INTERNATIONAL LABOUR DAY

commemorates the struggles and gains made by workers and the labour movement.

WEDNESDAY 03- PRESS FREEDOM DAY

celebrates the fundamental principles of press freedom, to evaluate press freedom around the world, to defend the media from attacks on their independence, and pay tribute to journalists who have lost their lives in the exercise of their profession.

THURSDAY 04- INTERNATIONAL FIREFIGHTERS DAY

to pay respect to those firefighting experts who have lost their lives in the line of duty.

SUNDAY 07- WORLD ATHLETICS DAY AND WORLD LAUGHTER DAY

World athletics day is celebrated to raise awareness about the importance of fitness and encourage them to play sports, especially athletics.

World Laughter Day is celebrated to raise awareness about laughter and its benefits to people.

MONDAY 08- WORLD REDCROSS DAY

This date marks the birth anniversary of Henry Dunant, who is the founder of the International Committee of the Red Cross (ICRC)

THURSDAY 11- WORLD TECHNOLOGY DAY

This day was first observed on 11th May 1999 and it was chosen because on this day India successfully broke into the elite group of countries with nuclear weapons.

FRIDAY 12- INTERNATIONAL NURSES DAY

celebrated around the world every May 12, the anniversary of Florence Nightingale's birth.

SUNDAY 14- MOTHERS DAY

Mother's Day is a celebration honoring the mother of the family or individual, as well as motherhood, maternal bonds, and the influence of mothers in society.

WEDNESDAY 17- WORLD TELECOMMUNICATION DAY

World Telecommunication Day has been celebrated annually on 17 May 1969, marking the founding of ITU and the signing of the first International Telegraph Convention in 1865.

WEDNESDAY 24- COMMONWEALTH DAY AND BROTHERS DAY

Commonwealth Day is celebrated in honor of the Commonwealth of Nations, a political association of 56 member states.

Whether you have one or many brothers, today is the day to reflect on how your sibling has enriched your life.

WEDNESDAY 31- ANTI-TOBACCO DAY

World Health Organization created World No Tobacco Day in 1987 to draw global attention to the tobacco epidemic and the preventable death and disease it causes.

JUNE

THURSDAY 01- WORLD MILK DAY

World Milk Day was introduced in 2001 by the Food and Agriculture Organisation of the United Nations (FAO) to recognize the importance of milk as a global food, and to celebrate the dairy sector.

SATURDAY 03- WORLD BICYCLE DAY

World Bicycle Day draws attention to the benefits of using the bicycle — a simple, affordable, clean, and environmentally fit sustainable means of transportation.

MONDAY 05- WORLD ENVIRONMENT DAY

World Environment Day, marks the first day of the Stockholm Conference on the Human Environment.

WEDNESDAY 07- WORLD FOOD SAFETY DAY

World food safety day aims to draw attention to and inspire action to help prevent, detect and manage foodborne risks, contributing to food security, human health, economic prosperity, agriculture, market access, tourism, and sustainable development.

MONDAY 12- ANTI-CHILD LABOUR DAY

World Day Against Child Labour in 2002 to focus attention on the global extent of child labour and the action and efforts needed to eliminate it.

WEDNESDAY 14- WORLD BLOOD DONOR DAY

to raise awareness of the need for safe blood and blood products and to thank voluntary, unpaid blood donors for their life-saving gifts of blood.

SUNDAY 18- FATHERS DAY

The June observance of Father's Day marks the birth month of the father of the founder of the holiday.

WEDNESDAY 21- INTERNATIONAL DAY OF YOGA AND WORLD MUSIC DAY

The International Day of Yoga aims to raise awareness worldwide of the many benefits of practicing yoga.

World music day is commemorated to emphasize the value of music and its benefits. World Music Day is celebrated worldwide to honour the spirit of music and rejoice in it.

FRIDAY 23- INTERNATIONAL OLYMPIC DAY

Olympic Day commemorates the founding of the International Olympic Committee on 23 June 1894 by Baron Pierre de Coubertin

FRIDAY 30 - SOCIAL MEDIA DAY

Social Media Day on June 30 to celebrate the wonderful realm of social media, which revolutionized communication and the way we interact with the world.

JULY

SATURDAY 01- DOCTORS DAY AND NATIONAL CHARTERED ACCOUNTS DAY

July 1 happens to be the birth and death anniversary of the most famous physician in India - Dr. Bidhan Chandra Roy.

India celebrates Chartered Accountants Day every year on July 1 to commemorate the findings of the Institute of Chartered Accountants of India (ICAI) by Parliament in 1949.

MONDAY 03- GURU PURNIMA

This festival is traditionally observed to honour one's chosen spiritual teachers or leaders.

FRIDAY 07- WORLD CHOCOLATE DAY

the day is celebrated on July 7th because it was on this date in 1550 that chocolate was first brought to Europe.

SUNDAY 09- EID AL ADHA

Eid al-Adha, also known as the "Feast of Sacrifice," is a holiday celebrated by millions of Muslims worldwide. It commemorates Prophet Ibrahim's devotion to Allah through his willingness to sacrifice his son.

TUESDAY 11- WORLD POPULATION DAY

which seeks to focus attention on the urgency and importance of population issues,

FRIDAY 28- WORLD HEPATITIS DAY

recognized annually on July 28th, the birthday of Dr. Baruch Blumberg (1925–2011). Dr. Blumberg discovered the hepatitis B virus in 1967.

SUNDAY 30- INTERNATIONAL FRIENDSHIP DAY

The World Friendship Crusade, an international civil entity working to promote a culture of peace through friendship, had proposed International Friendship Day.

AUGUST

SUNDAY 06- FRIENDSHIP DAY AND HIROSHIMA DAY

It was a holiday involving the celebration of friendships through a global holiday

Hiroshima Day across the world to mark the atomic bombing of the Japanese cities during World War II.

WEDNESDAY 09- NAGASAKI DAY AND NATIONAL BOOK LOVERS DAY

Nagasaki Day marks the day when the US military dropped an atomic bomb named Fat Man on the city of Nagasaki.

National book lover day is an unofficial holiday observed to encourage bibliophiles to celebrate reading and literature.

SATURDAY 12- INTERNATIONAL YOUTH DAY

bringing youth issues to the attention of the international community and celebrating the potential of youth as partners in today's global society.

TUESDAY 15- INDEPENDENCE DAY

Independence Day is celebrated annually on 15 August as a public holiday in India commemorating the nation's independence from the United Kingdom on 15 August 1947

SATURDAY 19- PHOTOGRAPHY DAY

World Photography Day is observed every year on August 19th to pay tribute to the art of photography.

TUESDAY 29 - NATIONAL SPORTS DAY

The birth anniversary of hockey hero Major Dhyan Chand.

WEDNESDAY 30 - RAKSHA BANDHAN

The occasion is meant to celebrate any type of brother-sister relationship between men and women who may not be biologically related.

SEPTEMBER

TUESDAY 05- TEACHERS DAY

celebrated on September 5, marks the birth anniversary of the country's second President Dr. Sarvepalli Radhakrishnan.

WEDNESDAY 06- JANMASHTAMI

As Lord Krishna was born at midnight, his birth anniversary

FRIDAY 08- INTERNATIONAL LITERACY DAY

To raise awareness and concern for literacy problems that exist within our own local communities as well as globally.

THURSDAY 14- HINDI DIWAS

Hindi Day is celebrated in India to commemorate the date 14 September 1949 on which a compromise was reached—during the drafting of the Constitution of India—on the languages that were to have official status in the Republic of India.

FRIDAY 15 - ENGINEERS DAY AND INTERNATIONAL DAY OF DEMOCRACY

National Engineer's Day is observed every year on September 15 on the birth anniversary of the legendary engineer Mokshagundam Visvesvaraya.

International Day of Democracy serves as an opportunity to assess the state of democracies in the world.

SATURDAY 16 - WORLD OZONE DAY

Ozone Layer commemorating the date of the signing, in 1987, of the Montreal Protocol on Substances that Deplete the Ozone Layer,

TUESDAY 19- GANESH CHATURTHI

It marks the birthday of the beloved elephant-headed Lord Ganesha.

SATURDAY 23- INTERNATIONAL DAY OF SIGN LANGUAGES

to raise awareness of the significance of sign language creation and preservation.

SATURDAY 30- INTERNATIONAL TRANSLATION DAY

International Translation Day is meant as an opportunity to pay tribute to the work of language professionals

OCTOBER

MONDAY 02- GANDHI JAYANTI AND WORLD HABITAT DAY

Gandhi Jayanti is celebrated on 2nd October every year to mark the birth anniversary of Mohandas Karamchand Gandhi.

World Habitat Day is marked on the first Monday of October each year, and is recognized by the United Nations to reflect on the state of towns and cities, and on the basic right of all to adequate shelter.

SUNDAY 08- INDIAN AIR FORCE DAY

to pay tribute to the air warriors of the Indian Air Force (IAF) who tirelessly defend the nation by securing the Indian airspace and conducting rescue operations during natural calamities.

MONDAY 09- WORLD POST OFFICE DAY

the anniversary of the establishment of the Universal Postal Union in 1874 in the Swiss Capital, Bern.

TUESDAY 10 - WORLD MENTAL HEALTH DAY

On October 10, 1992, Richard Hunter, who was the deputy secretary general of the WFMH at the time, declared the first World Mental Health Day.

WEDNESDAY 11- INTERNATIONAL DAY FOR GIRL CHILD

to stand up for and with girls who are more vulnerable to discrimination and violence than boys the moment they first draw breath.

SUNDAY 15- WORLD STUDENTS DAY

World Students' Day is widely celebrated on October 15 to mark the birth anniversary of former President APJ Abdul Kalam.

MONDAY 16- WORLD FOOD DAY

promote worldwide awareness and action for those who suffer from hunger and for the need to ensure healthy diets for all, leaving no one behind.

SUNDAY 22- DURGAASHTAMI

celebrates the victory of the Goddess Shakti over the evil buffalo demon Mahishasura.

MONDAY 23- MAHA NAVMI

This festival is celebrated by millions of Hindus in India and all over the world as a symbolic triumph of good over evil.

TUESDAY 24- DUSSEHRA

celebrated to mark the victory of Rama over the ten-headed demon king of Lanka, Ravana.

NOVEMBER

WEDNESDAY 01- KARWA CHAETH

married women, especially observe fast from sunrise to moonrise for the safety and longevity of their husband's

TUESDAY 07- NATIONAL CANCER AWARENESS DAY

November 7 has been observed as National Cancer Awareness Day in the country for the last 9 years now. It was first initiated by Dr. Harsh Vardhan, the Union Minister of Health and Family Welfare in India.

SATURDAY 11- NATIONAL EDUCATION DAY

To commemorate the birth anniversary of India's first Education Minister Maulana Abul Kalam Azad.

SUNDAY 12- DIWALI

Diwali celebrates Rama's eventual defeat of the evil spirit Ravana, and his triumphant return to his home.

MONDAY 13- GOWARDHAN POOJA

commemorates the incident in the Bhagavata Purana when Krishna lifted Govardhan Hill to provide the villagers of Vrindavan shelter from torrential rains.

TUESDAY 14- BHAI DOOJ AND CHILDREN'S DAY

"Bhai" meaning brother and **"Dooj"** meaning the second day after the new moon which is a day of its celebration. The day holds the special significance into the lives of a brother and a sister.

Children's Day is observed across India on November 14 every year, to mark the birth anniversary of the country's first prime minister, Jawaharlal Nehru.

TUESDAY 21- WORLD TELEVISION DAY

In 1996, the United Nations General Assembly (UNGA) declared the 21st of November as World Television Day

SUNDAY 26- NATIONAL CONSTITUTION DAY

to commemorate the day the Indian Constitution was adopted by the Constituent Assembly in 1949.

MONDAY 27- GURU NANAK JAYANTI

to mark the anniversary of their first Sikh Guru who played an important role in shaping and strengthening the Sikh community.

DECEMBER

FRIDAY 01- WORLD AIDS DAY

is celebrated to show support for people living with and affected by HIV and to remember those who lost their lives to AIDS.

SATURDAY 02- NATIONAL POLLUTION CONTROL DAY

It honours those who died in the Bhopal Gas catastrophe on December 2nd and 3rd in 1984.

MONDAY 04- INDIAN NAVY DAY

to acknowledge the role of the Indian Navy and commemorate its achievements in 'Operation Trident' during the 1971 Indo-Pak War.

THURSDAY 07- INDIAN ARMED FORCES FLAG DAY

to honour the martyrs and the men in uniform who valiantly fought & continue to fight on our borders to safeguard the country's honour.

SUNDAY 10- HUMAN RIGHTS DAY

the day the United Nations General Assembly adopted, in 1948, the Universal Declaration of Human Rights (UDHR).

MONDAY 11- INTERNATIONAL MOUNTAIN DAY

is an opportunity to promote gender equality and therefore contribute to improving social justice, livelihoods and resilience.

THURSDAY 14- WORLD ENERGY CONSERVATION DAY

raise awareness about energy usage, ensuring the affordability of safe and sustainable energy for all people while targeting carbon emission reduction.

SATURDAY 16- VIJAY DIWAS

to commemorate the victory of the Indian forces over Pakistan in the 1971 war.

MONDAY 18- MINORITIES RIGHTS DAY

with the aim that the normal individual rights as applied to members of a class, religious, ethnic, racial, linguistic or gender and sexual minorities are also accorded to minority groups in the country.

FRIDAY 22- NATIONAL MATHEMATICS DAY

to mark the birth anniversary of legendary Indian mathematician, Srinivasa Ramanujan.

SATURDAY 23- KISAN DIWAS

Kisan Diwas, is celebrated on 23 December every year to mark the birth anniversary of Chaudhary Charan Singh.

SUNDAY 24- NATIONAL CONSUMER DAY

On this day the Consumer Protection Act, 1986 received the assent of the president.

MONDAY 25- CHRISTMAS DAY

Christians celebrate Christmas Day as the anniversary of the birth of Jesus

