



Employee Engagement Activity

Lohri Celebrations

At Ambala

& Yamunanagar Branches

12th January, 2018

Margdarshak believes in strengthening personal bond amongst staff and their family members. To substantiate and to further deepen the relationship, we organize social events at district levels to avail the opportunity for celebration of festivals by engaging our field staff and their family members bringing them together.

And so we did for **Lohri** Festival in Ambala & Yamunanagar branches. From beautifully designed colourful Rangoli, to the shiny hanging garlands, from sharing and eating traditional food & sweets, to singing joyous songs around the bonfire; our Margdarshak branches in Ambala and Yamunanagar were lit for **Lohri**.

Meena Punia & **Harish Singh Khanka**, District and Regional Managers respectively, both, did a fine job in organizing and execution of the event.

Anoop L. Mittra, former AVP Operations also graced the occasion at Ambala Branch with his presence and by personally interacting with the family members of our staff. There was some dancing and some singing of **Lohri** songs by the family members which was lovely to hear and see.

By default, **Lohri**--a **Punjabi festival**--is celebrated on January 13 each year. Though popular belief has it that **Lohri** is celebrated to mark the end of peak winter, this festival is traditionally associated with the harvest of the rabi crops. The traditional time to harvest sugarcane crops is January, therefore, **Lohri** is seen by some to be a harvest festival. And thus, Punjabi farmers see the day after **Lohri (Maghi)** as the financial New Year.

Rewri and groundnuts, anyone? As anyone who has ever celebrated the festival in full fervour around the bonfire would tell you--gur rewri, peanuts and popcorns are the three edibles associated with this festival. Besides these, in Punjab's villages, it is a tradition to eat gajjak, sarson da saag and makki di roti on the day of **Lohri**. It is also traditional to eat 'til'-- made with jaggery (gur) and sesame seeds.

The logic behind consuming these food items is--the general time to sow sugarcane is January to March, and the harvesting period is between December and March. The other important food item of **Lohri** is radish, which can be harvested between October and January.

Punjabi folklore! If you haven't heard Punjabi women go around the bonfire singing "*Sunder mundriye ho!*", you clearly haven't had the chance to visit Punjab or Haryana around **Lohri**.

We are grateful to all the staff and their family members who whole-heartedly participated in **Lohri** Celebrations in Ambala and Yamunanagar both. We were delighted with their presence. Their participation with great enthusiasm and keenness lit up the whole ambience and the aura of the branches in both locations. We at **Margdarshak's** Head Office, got warm and fuzzy feelings when we saw the pictures and heard about the event.



(Pictures clockwise from Left Top: (1) At centre, **Harish Singh Khanka**, Regional Manager Haryana with the local staff at Yamunanagar Branch. (2) **Sandeep**, Branch Manager, Ambala Cantt, sharing his story with the staff and their family members at Ambala Branch. (3) Anuj Kumar, BM Bilaspur, taking a selfie with the staff members around the bonfire set up at Yamunanagar Branch. (4) In maroon, **Anoop L. Mitra**, interacting with the family members at Ambala Branch.)

(Picture on Pg1: **Margdarshak** Staff and their family members around the bonfire for **Lohri** celebrations at Ambala Branch.)

(About **Lohri** Festival: [What is Lohri? Why is it celebrated?](#) By Somya Abrol for IndiaToday)