



ADL↑FT

Acquire. Amplify. Advance.

**SOCIAL MEDIA CALENDAR**

**2023**

# ADLIFT

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SOCIAL MEDIA CALENDAR

## 2023

# JANUARY



NEW YEAR DAY  
GLOBAL FAMILY DAY

☐  
☐

LOHRI

☐

WORLD INTROVERT DAY

☐

MAKAR SANKRANTI, PONGAL  
WORLD LOGIC DAY

☐  
☐

WORLD BRAILLE DAY  
WORLD HYPNOTISM DAY

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☐

INDIAN ARMY DAY

☐

WORLD WAR ORPHANS DAY

☐

WORLD RELIGION DAY

☐

WORLD TYPING DAY

☐

NATIONAL VOTERS DAY  
NATIONAL TOURISM DAY

☐  
☐

PRAVASI BHARATIYA DIWAS  
(NRI DAY)  
INTERNATIONAL  
CHOREOGRAPHER'S DAY

☐  
☐

REPUBLIC DAY OF INDIA  
INTERNATIONAL CUSTOMS DAY

☐  
☐

WORLD HINDI DAY

☐

INTERNATIONAL DAY OF  
COMMEMORATION

☐

NATIONAL HUMAN  
TRAFFICKING AWARENESS DAY

☐

LAST SUNDAY OF JANUARY  
WORLD LEPROSY  
ERADICATION DAY

☐  
☐

NATIONAL YOUTH DAY  
BIRTH ANNIVERSARY OF  
SWAMI VIVEKANANDA

☐  
☐

MARTYRS' DAY

☐

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2023

FEBRUARY



01

WORLD INTERFAITH  
HARMONY WEEK

13

WORLD RADIO DAY  
NATIONAL WOMEN'S DAY

02

WORLD WETLANDS DAY



14

VALENTINE'S DAY



04

WORLD CANCER DAY



16

WORLD ANTHROPOLOGY DAY



05

WORLD NUTELLA DAY



18

MAHA SHIVRATRI



06

INTERNATIONAL DAY OF  
ZERO TOLERANCE TO FEMALE  
GENITAL MUTILATION

20

WORLD DAY OF SOCIAL JUSTICE



07

SAFER INTERNET DAY



21

INTERNATIONAL  
MOTHER LANGUAGE DAY

10

NATIONAL DEWORMING DAY  
WORLD PULSES DAY

22

WORLD THINKING DAY



11

INTERNATIONAL DAY OF  
WOMEN AND GIRLS IN SCIENCE

24

CENTRAL EXCISE DAY



12

NATIONAL PRODUCTIVITY DAY



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**SOCIAL MEDIA CALENDAR**

**2023**

**FEBRUARY**



**WORLD NON-GOVERNMENTAL  
ORGANIZATION DAY**

☐

**NATIONAL SCIENCE DAY  
RARE DISEASE DAY  
WORLD SPAY DAY**

☐☐☐

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## 2023

# MARCH

01

ZERO DISCRIMINATION DAY  
WORLD CIVIL DEFENCE DAY  
WORLD CANDLE DAY  
WORLD MUSIC THERAPY DAY

☐  
☐  
☐  
☐

15

WORLD CONSUMER  
RIGHTS DAY

☐

17

WORLD SLEEP DAY

☐

02

WORLD TEEN MENTAL  
WELLNESS DAY

☐

18

ORDNANCE FACTORIES' DAY

☐

03

WORLD WILDLIFE DAY  
WORLD HEARING DAY  
WORLD BIRTH DEFECTS DAY

☐  
☐  
☐

20

INTERNATIONAL DAY OF  
HAPPINESS  
WORLD SPARROW DAY  
WORLD ORAL HEALTH DAY

☐  
☐  
☐

04

NATIONAL SECURITY DAY  
WORLD OBESITY DAY

☐  
☐

07

WORLD PLANT POWER DAY  
HOLIKA DAHAN

☐  
☐

21

WORLD FORESTRY DAY  
WORLD DOWN SYNDROME DAY  
WORLD POETRY DAY  
WORLD PUPPETRY DAY  
WORLD SOCIAL WORK DAY

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☐  
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☐

08

INTERNATIONAL WOMEN'S DAY  
NO SMOKING DAY  
(SECOND WEDNESDAY)  
HOLI

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☐  
☐  
☐

22

WORLD WATER DAY

☐

09

WORLD KIDNEY DAY  
(SECOND THURSDAY)

☐

23

WORLD METEOROLOGICAL DAY

☐

14

INTERNATIONAL DAY OF  
ACTION FOR RIVERS  
PI DAY

☐  
☐

24

WORLD TB DAY

☐

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**SOCIAL MEDIA CALENDAR**

**2023**

**MARCH**



**WORLD THEATER DAY**

☐

**GLOBAL RECYCLING DAY**

☐

**RAMA NAVAMI**

☐

**WORLD BACKUP DAY**

☐

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## 2023

# APRIL



UTKAL DIWAS  
APRIL FOOLS' DAY

☐  
☐

DR. B. R. AMBEDKAR JAYANTI  
VAISAKHI

☐  
☐

WORLD AUTISM  
AWARENESS DAY

☐

WORLD ART DAY

☐

WORLD PARTY DAY

☐

WORLD VOICE DAY

☐

INTERNATIONAL DAY  
FOR MINE AWARENESS

☐

WORLD HEMOPHILIA DAY

☐

NATIONAL MARITIME DAY

☐

WORLD HERITAGE DAY  
WORLD AMATEUR RADIO DAY

☐  
☐

WORLD HEALTH DAY  
GOOD FRIDAY

☐  
☐

WORLD LIVER DAY

☐

WORLD HOMEOPATHY DAY

☐

CIVIL SERVICES DAY  
SECRETARIES DAY

☐  
☐

NATIONAL SAFE  
MOTHERHOOD DAY  
NATIONAL PET DAY

☐  
☐

EARTH DAY

☐

WORLD BOOK AND  
COPYRIGHT DAY

☐

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## 2023

# APRIL



NATIONAL PANCHAYATI RAJ DAY  
WORLD IMMUNIZATION WEEK

☐  
☐

WORLD MALARIA DAY  
WORLD PENGUIN DAY

☐  
☐

WORLD INTELLECTUAL  
PROPERTY DAY

☐

WORLD VETERINARY DAY

☐

WORLD DAY FOR SAFETY  
AND HEALTH AT WORK

☐

INTERNATIONAL DANCE DAY

☐

AYUSHMAN BHARAT DIWAS

☐

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## 2023

# MAY

01

INTERNATIONAL LABOUR DAY  
WORKERS' DAY  
MAHARASHTRA DAY

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☐  
☐

12

INTERNATIONAL NURSES DAY

☐

02

WORLD ASTHMA DAY  
WORLD TUNA DAY (1ST TUESDAY)

☐  
☐

13

WORLD COCKTAIL DAY

☐

03

PRESS FREEDOM DAY

☐

14

MOTHER'S DAY (2ND SUNDAY)

☐

04

INTERNATIONAL  
FIREFIGHTERS' DAY  
COAL MINERS' DAY  
WORLD PASSWORD DAY

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☐

15

INTERNATIONAL DAY OF  
THE FAMILY

☐

07

WORLD ATHLETICS DAY  
WORLD LAUGHTER DAY  
(1ST SUNDAY)

☐  
☐

17

WORLD TELECOMMUNICATION  
DAY  
WORLD HYPERTENSION DAY

☐  
☐

08

WORLD RED CROSS DAY  
WORLD THALASSEMIA DAY

☐  
☐

20

WORLD BEE DAY  
WORLD WHISKEY DAY

☐  
☐

10

WORLD LUPUS DAY

☐

21

WORLD DAY FOR CULTURAL  
DIVERSITY  
WORLD BAKING DAY

☐  
☐

11

NATIONAL TECHNOLOGY DAY

☐

22

INTERNATIONAL DAY FOR  
BIOLOGICAL DIVERSITY  
WORLD GOTH DAY

☐  
☐

23

WORLD TURTLE DAY

☐

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**2023**

**MAY**



**COMMONWEALTH DAY**  
**WORLD SCHIZOPHRENIA DAY**

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☐

**WORLD BLOOD CANCER DAY**

☐

**WORLD MULTIPLE  
SCLEROSIS DAY**

☐

**ANTI-TOBACCO DAY**

☐

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## 2023

# JUNE



WORLD MILK DAY  
WORLD REEF AWARENESS DAY

☐  
☐

WORLD BLOOD DONOR DAY

☐

WORLD BICYCLE DAY

☐

WORLD WIND DAY  
WORLD ELDER ABUSE  
AWARENESS DAY

☐  
☐

INTERNATIONAL DAY OF  
INNOCENT CHILDREN VICTIMS  
OF AGGRESSION

☐

WORLD DAY TO COMBAT  
DESERTIFICATION AND  
DROUGHT

☐

WORLD ENVIRONMENT DAY

☐

FATHER'S DAY  
INTERNATIONAL SUSHI DAY  
INTERNATIONAL PICNIC DAY

☐  
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☐

WORLD FOOD SAFETY DAY

☐

WORLD REFUGEE DAY  
INTERNATIONAL SURFING DAY

☐  
☐

WORLD OCEAN DAY  
WORLD BRAIN TUMOUR DAY

☐  
☐

INTERNATIONAL DAY OF YOGA  
WORLD MUSIC DAY  
WORLD HYDROGRAPHY DAY  
SUMMER SOLSTICE

☐  
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☐

ANTI-CHILD LABOUR DAY

☐

WORLD RAINFOREST DAY

☐

INTERNATIONAL ALBINISM  
AWARENESS DAY  
WORLD SOFTBALL DAY

☐  
☐

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## 2023

# JUNE



23

UNITED NATIONS PUBLIC  
SERVICE DAY

☐

INTERNATIONAL OLYMPIC DAY

☐

26

INTERNATIONAL DAY  
AGAINST DRUG ABUSE AND  
ILLCIT TRAFFICKING

☐

29

EID AL-ADHA

☐

30

WORLD SOCIAL MEDIA DAY  
INTERNATIONAL ASTEROID DAY

☐☐

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## 2023

# JULY

01

DOCTOR'S DAY  
INTERNATIONAL JOKE DAY  
INTERNATIONAL DAY OF  
COOPERATIVES  
WORLD BRONCHIECTASIS DAY  
NATIONAL CHARTERED  
ACCOUNTANT DAY

☐☐☐☐☐

18

NELSON MANDELA  
INTERNATIONAL DAY  
WORLD LISTENING DAY

☐☐

20

INTERNATIONAL CHESS DAY  
WORLD JUMP DAY

☐☐

02

WORLD UFO DAY

☐

28

WORLD HEPATITIS DAY

☐

03

GURU PURNIMA

☐

30

WORLD DAY AGAINST  
TRAFFICKING IN PERSONS  
INTERNATIONAL  
FRIENDSHIP DAY

☐☐

06

WORLD ZONOSIS DAY

☐

31

WORLD RANGER DAY

☐

07

GLOBAL FORGIVENESS DAY  
WORLD CHOCOLATE DAY

☐☐

09

FASHION DAY

☐

11

WORLD POPULATION DAY

☐

17

WORLD EMOJI DAY

☐

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SOCIAL MEDIA CALENDAR

## 2023

# AUGUST



INTERNATIONAL CHILDFREE DAY  
WORLD LUNG CANCER DAY

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☐

INDEPENDENCE DAY OF INDIA

☐

INTERNATIONAL BEER DAY

☐

INTERNATIONAL  
GEOCACHING DAY  
WORLD PHOTOGRAPHY DAY  
WORLD HUMANITARIAN DAY

☐☐☐

INTERNATIONAL FRIENDSHIP DAY  
HIROSHIMA DAY (1ST SUNDAY)

☐  
☐

NAGASAKI DAY  
QUIT INDIA DAY  
INTERNATIONAL DAY OF THE  
WORLD'S INDIGENOUS PEOPLE  
INTERNATIONAL  
COWORKING DAY

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WORLD MOSQUITO DAY

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WORLD PLANT MILK DAY

☐

INTERNATIONAL YOUTH DAY

☐

RAKSHA BANDHAN

☐

WORLD DISTANCE  
LEARNING DAY  
INTERNATIONAL OVERDOSE  
AWARENESS DAY

☐☐

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## 2023

# SEPTEMBER



WORLD LETTER WRITING DAY  
WORLD ALZHEIMER'S MONTH

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☐

HINDI DIWAS

☐

COCONUT DAY  
WORLD BEARD DAY

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☐

ENGINEER'S DAY  
INTERNATIONAL DAY OF  
DEMOCRACY  
INTERNATIONAL DOT DAY  
WORLD LYMPHOMA  
AWARENESS DAY

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☐

TEACHERS' DAY  
INTERNATIONAL DAY  
OF CHARITY

☐  
☐

JANAMASHTHMI

☐

WORLD OZONE DAY  
INTERNATIONAL DAY FOR  
PRESERVATION

☐  
☐

INTERNATIONAL LITERACY DAY  
WORLD PHYSIOTHERAPY  
(PT) DAY  
WORLDWIDE CYSTIC  
FIBROSIS DAY

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☐

INTERNATIONAL COUNTRY  
MUSIC DAY  
WORLD PATIENT SAFETY DAY

☐  
☐

INTERNATIONAL SUDOKU DAY

☐

ALZHEIMER'S DAY  
DAY FOR PEACE AND  
NON-VIOLENCE  
UN/ WORLD GRATITUDE DAY

☐  
☐  
☐

WORLD SUICIDE  
PREVENTION DAY

☐

WORLD CAR-FREE DAY  
WORLD RHINO DAY  
WORLD CML (CHRONIC  
MYELOID LEUKEMIA) DAY

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☐

WORLD SEPSIS DAY  
INTERNATIONAL  
CHOCOLATE DAY

☐  
☐

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## 2023

# SEPTEMBER



INTERNATIONAL DAY OF  
SIGN LANGUAGES

☐

WORLD DREAM DAY

☐

WORLD RIVERS DAY  
INTERNATIONAL  
DAUGHTER'S DAY  
(4TH SUNDAY)

☐☐

WORLD HEART DAY  
INTERNATIONAL FOOD LOSS  
AND WASTE AWARENESS DAY

☐☐

WORLD DAY OF THE DEAF  
WORLD CONTRACEPTION DAY

☐☐

INTERNATIONAL  
TRANSLATION DAY  
INTERNATIONAL PODCAST DAY  
WORLD MARITIME DAY

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WORLD TOURISM DAY

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WORLD RABIES DAY  
INTERNATIONAL DAY FOR  
UNIVERSAL ACCESS TO  
INFORMATION

☐☐

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SOCIAL MEDIA CALENDAR

## 2023

# OCTOBER

01

INTERNATIONAL DAY  
FOR ELDERLY  
INTERNATIONAL COFFEE DAY  
WORLD VEGETARIAN DAY  
INTERNATIONAL MUSIC DAY

☐☐☐☐

10

NATIONAL POSTAL DAY  
WORLD MENTAL HEALTH DAY  
WORLD HOMELESS DAY

☐☐☐

11

INTERNATIONAL DAY OF  
THE GIRL CHILD

☐

02

WORLD HABITAT DAY  
GANDHI JAYANTI  
INTERNATIONAL DAY OF  
NON-VIOLENCE  
(1ST MONDAY OF OCTOBER)

☐☐☐

12

WORLD SIGHT DAY  
WORLD ARTHRITIS DAY  
(2ND THURSDAY)

☐☐

03

WORLD TEMPERANCE DAY

☐

13

WORLD EGG DAY  
WORLD THROMBOSIS DAY

☐☐

04

WORLD ANIMAL WELFARE DAY  
WORLD FINANCIAL  
PLANNING DAY  
WORLD SPACE WEEK

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14

WORLD HOSPICE AND  
PALLIATIVE CARE DAY  
WORLD STANDARDS DAY

☐☐

06

WORLD CEREBRAL PALSY DAY  
WORLD SMILE DAY

☐☐

15

WORLD STUDENTS' DAY  
WORLD WHITE CANE DAY

☐☐

08

INDIAN AIR FORCE DAY

☐

16

WORLD FOOD DAY  
WORLD SPINE DAY  
BOSS'S DAY

☐☐☐

09

WORLD POST OFFICE DAY

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SOCIAL MEDIA CALENDAR

## 2023

# OCTOBER

17

WORLD TRAUMA DAY  
INTERNATIONAL DAY FOR THE  
ERADICATION OF POVERTY

☐  
☐

27

WORLD OCCUPATIONAL  
THERAPY DAY  
WORLD DAY FOR AUDIOVISUAL  
HERITAGE

☐  
☐

20

INTERNATIONAL SLOTH DAY  
WORLD OSTEOPOROSIS DAY  
WORLD STATISTICS DAY  
INTERNATIONAL CHEFS DAY  
INTERNATIONAL DAY OF THE AIR  
TRAFFIC CONTROLLER

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☐

28

INTERNATIONAL  
ANIMATION DAY  
WORLD JUDO DAY

☐  
☐

23

MAHA NAVAMI

☐

29

WORLD STROKE DAY  
WORLD PSORIASIS DAY

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☐

24

UN DAY  
WORLD DEVELOPMENT  
INFORMATION DAY  
WORLD POLIO DAY  
DUSSEHRA

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30

WORLD THRIFT DAY

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25

INTERNATIONAL DWARFISM  
AWARENESS DAY  
WORLD OPERA DAY  
INTERNATIONAL ARTIST'S DAY

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☐

31

NATIONAL UNITY DAY  
WORLD SAVINGS DAY  
WORLD CITIES DAY

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☐

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SOCIAL MEDIA CALENDAR

## 2023

# NOVEMBER



WORLD VEGAN DAY  
KARWACHAUTH

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☐

WORLD KINDNESS DAY  
GOVARDHAN PUJA

☐  
☐

WORLD TSUNAMI DAY

☐

CHILDREN'S DAY  
DIABETES DAY  
BHAII DOOJ

☐  
☐  
☐

NATIONAL CANCER  
AWARENESS DAY

☐

WORLD COPD (CHRONIC  
OBSTRUCTIVE PULMONARY  
DISEASE) DAY

☐

WORLD URBANISM DAY

☐

LEGAL SERVICES DAY  
WORLD FREEDOM DAY  
INTERNATIONAL DAY AGAINST  
FASCISM AND ANTISEMITISM  
WORLD ADOPTION DAY

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WORLD PANCREATIC  
CANCER DAY  
INTERNATIONAL DAY FOR  
TOLERANCE  
WORLD PHILOSOPHY DAY

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WORLD KERATOCONUS DAY  
INTERNATIONAL  
ACCOUNTING DAY  
WORLD SCIENCE DAY FOR  
PEACE AND DEVELOPMENT

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☐

INTERNATIONAL STUDENTS' DAY  
WORLD PREMATURITY DAY

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☐

WORLD ANTIMICROBIAL  
AWARENESS WEEK

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NATIONAL EDUCATION DAY

☐

WORLD DAY OF REMEMBRANCE  
FOR ROAD TRAFFIC VICTIMS  
INTERNATIONAL MEN'S DAY  
WORLD TOILET DAY

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WORLD PNEUMONIA DAY  
DIWALI

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☐

The logo for ADLIFT, featuring the word "ADLIFT" in a bold, sans-serif font. The letter "L" is stylized with an upward-pointing arrow integrated into its vertical stroke.

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SOCIAL MEDIA CALENDAR

2023

NOVEMBER



WORLD TELEVISION DAY  
WORLD HELLO DAY

☐  
☐

INTERNATIONAL ARTIST DAY

☐

NATIONAL CONSTITUTION DAY

☐

GURUNANAK JAYANTI

☐

INTERNATIONAL DAY OF  
SOLIDARITY WITH  
PALESTINIAN PEOPLE

☐

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SOCIAL MEDIA CALENDAR

## 2023

# DECEMBER

01

WORLD AIDS DAY

☐

14

WORLD ENERGY  
CONSERVATION DAY

☐

02

NATIONAL POLLUTION  
CONTROL DAY  
INTERNATIONAL DAY FOR THE  
ABOLITION OF SLAVERY  
WORLD PEAR DAY

☐☐☐

16

VIJAY DIWAS

☐

03

WORLD DAY OF THE  
HANDICAPPED

☐

22

NATIONAL MATHEMATICS DAY  
WINTER SOLISTICE

☐☐

04

INDIAN NAVY DAY

☐

23

NATIONAL FARMERS' DAY  
(KISAN DIWAS)

☐

05

INTERNATIONAL  
VOLUNTEER DAY  
WORLD SOIL DAY

☐☐

24

NATIONAL CONSUMERS DAY

☐

07

INDIAN ARMED  
FORCES FLAG DAY

☐

25

CHRISTMAS DAY

☐

10

HUMAN RIGHTS DAY

☐

26

BOXING DAY

☐

11

INTERNATIONAL MOUNTAIN DAY

☐



SCAN TO CONNECT WITH  
INDIA'S FASTEST GROWING  
**DIGITAL MARKETING AGENCY**