



DISPELLING

MISCONCEPTIONS

Though the Thaipusam festival has been celebrated in Singapore since 1879, there sadly still exist misconceptions about its origins and purpose. To dispel misconceptions and to give both locals and tourists a better understanding of the festival, the Hindu Endowments Board (HEB) partnered the Singapore Tourism Board and National Heritage Board to organize a talk on Thaipusam for hoteliers, tour guides, concierges and people in the travel and tourism industry.

To bring the message home, students from secondary schools and junior colleges were invited to view the festival up close and were taken on a walking tour to view kavadi preparations at Sri Srinivasa Perumal Temple. Dr Ng Eng Heng, Minister for Education, was greeted by a group of excited students who were happy to learn more about the festival.

Public viewing galleries with Thaipusam story boards set up especially for the event were well received by the general public. HEB credits its dedicated volunteers and partners for yet another orderly and successful Thaipusam celebration.

