Proposal to encode the DIYA emoji

Anshuman Pandey

pandey@umich.edu

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1   Introduction

DIYA

This is a proposal to encode the 🪔 DIYA as a new emoji in The Unicode Standard. The DIYA (= *diyā*) is an ubiquitous object in South Asia. It is a small, round lamp made of fired clay that is filled with vegetable oil or clarified butter and a cotton wick, and lit to produce a slow burning flame. The lamp is a symbol of benevolence, purity, knowledge, peace, and divinity. It is used in various ceremonies and especially during Dīpāvalī, a 'festival of lights' celebrated annually on the arrival of the new moon in the month of Kārtika, which corresponds to a period between mid-October and mid-November. Dīpāvalī (= Deepavali), also known as as Dīvālī (= Diwali), means 'row of lights'. In Nepal it coincides with the Tihar festival, also known as Swanti and Yamapanchak. The *diyā* is also associated with Kārttikai Dīpam, a Tamil festival celebrated during mid-November to mid-December, when the moon is in conjunction with the constellation Pleiades. The *diyā* is a popular symbol to 1.2 billion people from the Hindu, Sikh, Jain, and Buddhist communities worldwide.

There is no existing emoji or other symbol in Unicode that conveys the graphical and semantic concepts of 🪔 for representing Diwali and related holidays, a clay lamp, and associated metaphors. Users have articulated their desire for a *diyā* emoji on social media (see § 4.B.1). In response to the demand, Twitter enabled hashtags to generate the 🪔 symbol during Diwali in 2015 and 2016 (see § 4.A.1). In 2015, Skype offered shortcuts to produce the 🪔 'tealight' emoticon (see § 4.A.2). The efforts are commendable, but these *diyā* symbols are bound to the apps and cannot be transmitted across platforms. Moreover, as is evident in the tweets shown throughout this document, the hashtag image is impermanent: display of the symbol ceases after Twitter concludes its Diwali campaign (see § 5.H). As a result, users are forced to rely on textual workarounds and sequences of other emoji, which simply do not equate to usage of the single distinctive symbol 🪔. A DIYA will permit users to express themselves on important holidays and to convey positive sentiments across all platforms without the need for special features or substitutes.

2   Identification

The proposed identifier for 🪔 is 'DIYA'. It is a normalized form of *diyā* /ˈd̪iːjə/, which means 'light', 'splendor' in several languages of South Asia. Its etymology is uncertain; it may be a vernacular form of Sanskrit *dīpa* /ˈd̪iːpə/ (= 'deepa' → 'deepam'), which means 'light', 'lamp', 'lantern'. Of the terms *diyā* and *dīpa*, the former occurs more commonly in English and South Asian language content on the Internet, and it is the term used most frequently in requests for the emoji on Twitter (see § 4.E). It has become part of the global English lexicon, as exemplified by its entry in the *Oxford English Dictionary*:[1]

Home › British & World English › diya

Definition of *diya* in English:

diya 🔊   f 🐦 G+ +

NOUN

Indian

A small cup-shaped oil lamp made of baked clay.

'*I was glad she used diyas instead of electrical lighting*'

[− More example sentences]

'*We had decorated ours with small diyas on every balcony and ledge, and the natural geometry of the hostel building made the entire effect dazzling.*'

'*A little girl sold us mud diyas with little candles in them.*'

'*I recall a drive outside Delhi, and we passed village after village lit up like a fairyland, with hundreds of clay diyas.*'

'*Fireworks whizzed into the sky and diyas and sparkles brought light into many an eye.*'

'*During Diwali, for instance, it was difficult to tell if the diyas were lit on the parapet of our house or on that of our Hindu neighbours.*'

Origin
From Hindi *dīyā*.

Pronunciation ⓘ
diya /ˈdiːjə/ 🔊

Some English alternatives, such as 'clay lamp', 'earthen lamp', 'oil lamp', 'tealight', may be synonymous with DIYA, but they are generic and refer to a variety of lamp-like objects with various forms (see also § 5.F). The name DIYA has the advantage of referring to a distinctive object that is immediately recognized by more than a billion people. The arrival of 'DIYA', as well as the Diwali festivity, on the global stage is evident in the Diwali message given by the President of the United States Barack Obama in 2016 (see also § 5.J):

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[1] `https://en.oxforddictionaries.com/definition/diya`

POTUS 44
To all who are celebrating the festival of lights across America and around the world, happy Diwali. As Hindus, Jains, Sikhs, and Buddhists light the diya, share in prayers, decorate their homes, and open their doors to host and feast with loved ones, we recognize that this holiday rejoices in the triumph of good over evil and knowledge over ignorance. It also speaks to a broader truth about our shared American experience. It's a reminder of what's possible when we see beyond the differences that too often divide us. It's a reflection of the hopes and dreams that bind us together. And it's a time to renew our collective obligation to deepen those bonds, to stand in each other's shoes and see the world through each other's eyes, and to embrace each other as brothers and sisters - and as fellow Americans.

I was proud to be the first President to host a Diwali celebration at the White House in 2009, and Michelle and I will never forget how the people of India welcomed us with open arms and hearts and danced with us in Mumbai on Diwali. This year, I was honored to kindle the first-ever diya in the Oval Office - a lamp that symbolizes how darkness will always be overcome by light. It is a tradition that I hope future Presidents will continue.

On behalf of the entire Obama family, I wish you and your loved ones peace and happiness on this Diwali.

Timeline Photos · Oct 30, 2016 · 🌐

2.A   CLDR short name

The CLDR short name for 🪔 is the same as its proposed Unicode name: `diya`

2.B   CLDR keywords

Other names and keywords associated with DIYA are given below in English alphabetical order.

clay lamp	dipam	divya	karttigai
deepam	dipavali	diwali	oil lamp
deepavali	dipawali	earthen lamp	tealight
deepawali	divali	karttikai	

3   Images

The following glyphs for the DIYA emoji are used in existing systems:

Twitter   Skype

The Twitter glyph is used in this proposal because it emphasizes the structure of the DIYA more prominently than the Skype design. Additionally, content containing the Twitter glyph is more readily available. The Unicode Technical Committee (UTC) may select the representative glyph, and each vendor may, of course, choose to depict and design the symbol according to their own stylistic decisions. The following are additional suitable representations of the DIYA:

The Twitter, Skype, and additional forms are accurate representations of actual *diyā*-s, as shown below:
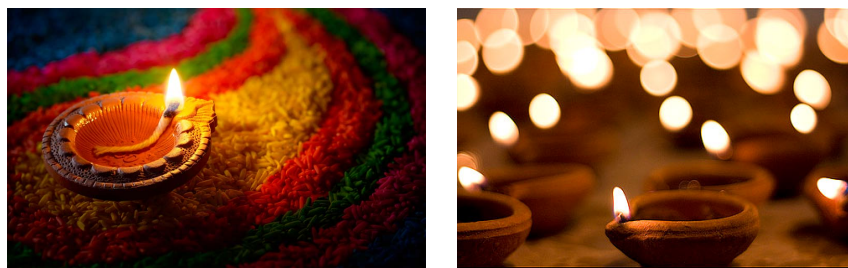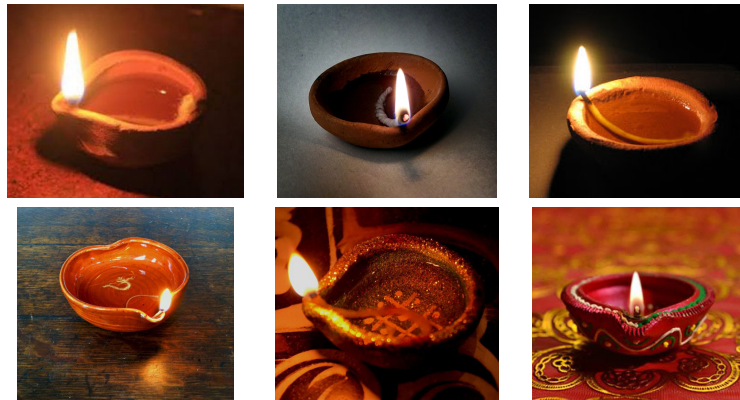
4   Selection Factors — Inclusion

4.A   Compatibility

The DIYA emoji is required for compatibility with emoji used in existing systems, such as Twitter and Skype.

4.A.1   Twitter

In November 2015, Twitter offered its users the ability to generate a DIYA by using the hashtag `#HappyDiwali`. The app would display a 🪔 after the hashtag.

The hashtag campaign was launched during Diwali 2015 with tweets by Bollywood film actor Salman Khan and actress Sonam Kapoor:

Twitter reintroduced the symbol for Diwali 2016, and crowdsourced its color:

It also expanded the number of hashtags that could be used for producing the symbol, supporting both Latin and Devanagari hashtags:
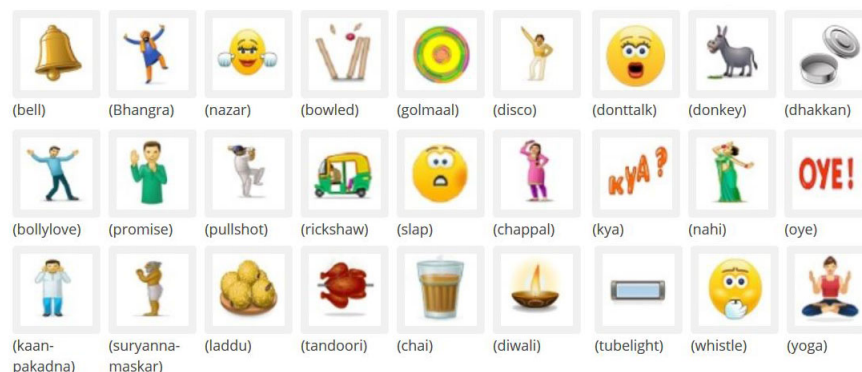

The lack of support for generating 🪔 using other Indic language hashtags was voiced by several users:

4.A.2   Skype

In October 2015, Skype made available new smileys and emoticons related to Bollywood, a name for the Hindi film industry. The 🪔 'tealight' was among this set of 27 emoticons representing various objects and expressions common in Indian popular culture.

In Skype, the 🪔 is generated using the shortcuts `(diya)`, `(Diya)`, `(diwali)`, `(Diwali)`:


## 4.B   Expected usage level

4.B.1   Frequency

The expected frequency of usage for the DIYA is very high. It will be extremely popular among users in South Asia and those in South Asian communities settled around the globe.

A sense of frequency may be gained from Google Trends by comparing interest in image searches for DIYA with similar objects represented as existing emoji. The most relevant comparison is with 'Menorah' (🕎 MENORAH). Although they have different structural forms, the MENORAH shares tangible and metaphorical attributes with DIYA, as both are traditional oil lamps used during important cultural holidays in major world religions. The comparison is made between the generic search term 'Menorah' and 'Diya (lamp)'. This provides the narrowest match for 'Diya' against the broadest returns for 'Menorah':
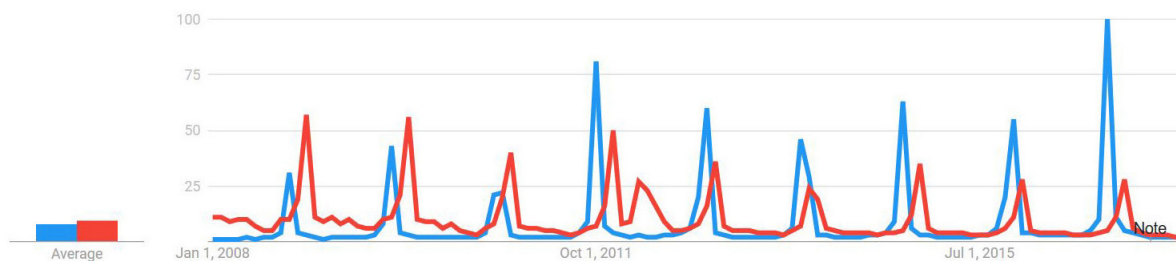
Google Trends: image search for 'Diya (lamp)' [blue] and 'Menorah (search term)' [red], 2008–present.

This trend reveals two major insights. First, it indicates that general interest in 🪔 and 🕎 is consistently seasonal at present. The calendrical intervals correspond to the Diwali and Hanukkah holidays, which occur in the last quarter of the Gregorian year. Second, it illustrates a growing interest in images related to 'Diya'. This interest reached its peak during Diwali 2016. The growing interest in images is supported by general web search trends for 'Diya' as compared to 'Menorah'. These trends show a considerable rise in general interest for 'Diya' from 2004 to the present.
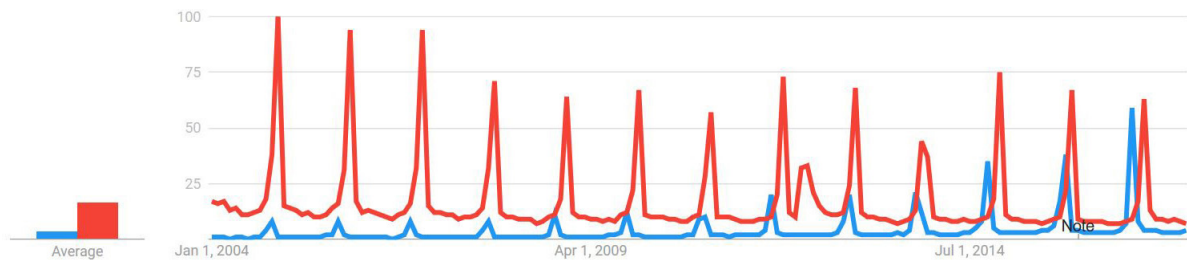
Google Trends: web search for 'Diya (lamp)' [blue] and 'Menorah (search term)' [red], 2004–present.

A comparison of terms related to various oil lamp objects also shows the popularity of the 'Diya'. Below, the 'Oil lamp (topic)' shows consistent interest, but the broad category includes individual generic queries such as 'oil' and 'lamp'.
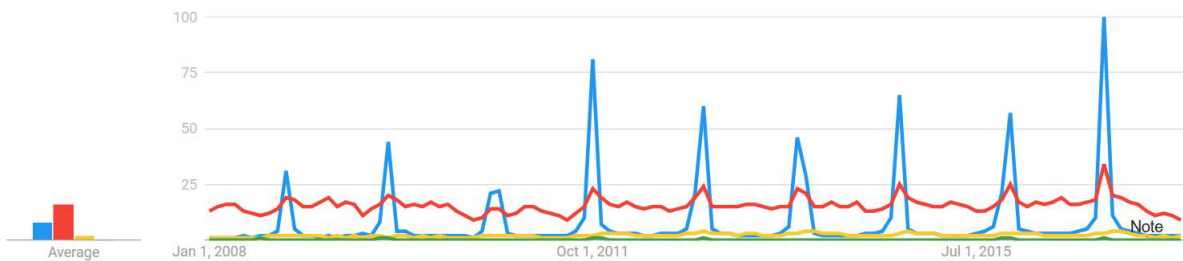
Google Trends: image search for 'Diya (lamp)' [blue], 'Oil lamp (topic)' [red], 'Tealight' (search term)' [gold], 'Clay lamp (search term)' [green], 2008–present.

Another sense of frequency is gained from comparisons of 'Diya' and 'Menorah' with terms related to other common light-emitting objects for which emoji exist: 'Light Bulb' (💡 ELECTRIC LIGHT BULB) and 'Candle' (🕯 CANDLE). Again, generic terms have been used, except for 'Diya (lamp)'. In the chart below, 'Candle' has a high frequency, but queries aggregated within this term include 'birthday candles' and a wide range of common objects. However, it is notable that 'Diya' has been rising substantially during each interval, while the peaks of 'Candle' have remained constant since 2011.
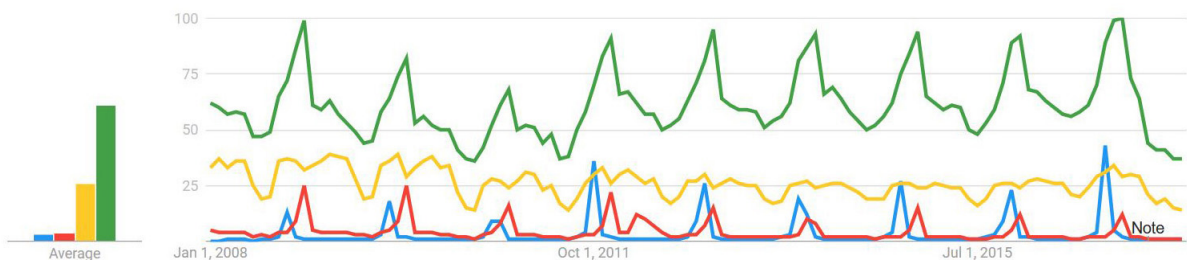
Google Trends: image search for 'Diya (lamp)' [blue], 'Menorah (search term)' [red], 'Light bulb' (search term)' [gold], 'Candle (search term)' [green], 2008–present.

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The nature of the upward trend for 'Diya' may be understood from the geographical distribution of the image search for 'Diya (lamp)' and 'Menorah (search term)'. The below shows that 'Diya' is a popular search term in India, the United States, and the United Kingdom, while 'Menorah' has a larger geographic appeal. The rise of interest in 'Diya' may be related to increased access to the Internet for users in South Asia between 2008 and the present (see below).
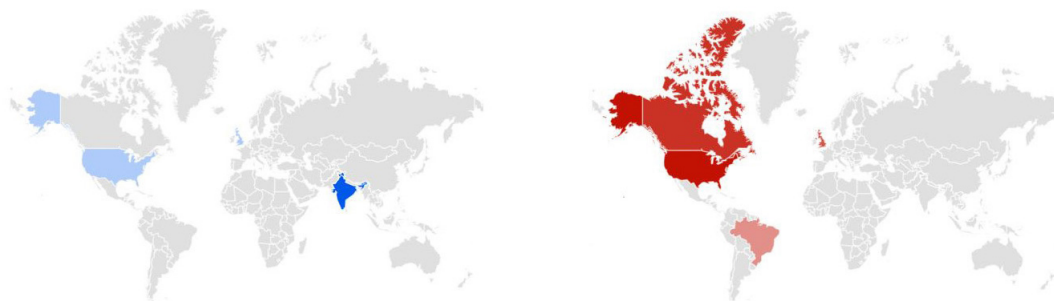
Google Trends: regional image interest for 'Diya (lamp)' [blue] and 'Menorah (search term)' [red], 2008–present.

It is expected that interest in 'Diya' will continue to grow as access to the Internet continues to increase in India and other parts of South Asia. India is currently the second largest online market. In 2008, roughly 4.5% of India's population had access to the Internet, and in 2016 penetration had reached nearly 30%.[2] Currently, there are 460 million persons with Internet access, and the number of users is likely to grow to 636 million over the next five years.[3] The inclusion of 🪔 as an emoji will have the complementary effect of increasing users' interest in the image and topic; perhaps to the point that 'Diya' will become popular beyond calendrical intervals and have broader appeal around the year. Additionally, the graphical and semantic properties of the symbol will give it general appeal, especially to users wishing to express sentiments related to 'light'.

4.B.2   Multiple usages

The 🪔 DIYA has multiple usages and is expected to be used for cultural purposes, as a metaphorical concept, and as a general object.

- *Cultural*   The symbol will be used for cultural and religious purposes for representing holidays and festivities of numerous South Asian traditions, explained in § 1.

- *Metaphorical concepts*   The 🪔 has notable metaphorical references and symbolism. It symbol embodies metaphors such as the 'victory of light over darkness', 'good over-powering evil', 'knowledge vanquishing ignorance', etc. It may be used for conveying notions of 'light', 'purity', 'benevolence', 'auspiciousness', and related sentiments. These are universal concepts to which the majority of humans may relate.

- *General object*   The DIYA can also represent mundane objects, such as a generic earthen lamp, tealight, or other oil-bearing traditional lamp.

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[2] `https://www.statista.com/statistics/255135/internet-penetration-in-india/`
[3] `https://www.statista.com/topics/2157/internet-usage-in-india/`

4.B.3   Use in Sequences

It is anticipated that the 🪔 DIYA will be used in sequences with other emoji, such as 🕉 OM, 🙏 PERSON WITH FOLDED HANDS, 🎉 PARTY POPPER, ✨ SPARKLES, country flags, and several others in order to express a variety of sentiments, such as piety, celebration, national pride, as well as a combination of these. Based upon the tweets shown later in this document, some possible sequences are:

4.C   Image distinctiveness

The glyph 🪔 for DIYA is visually iconic and is instantly recognizable in a variety of sizes on a variety of display sizes and shapes. The proposed glyph is distinct from other emoji that represent 'light emitting' objects:

🕯 CANDLE   💡 ELECTRIC LIGHT BULB   🔦 ELECTRIC TORCH   🏮 IZAKAYA LANTERN

Of these, only the 🕯 CANDLE bears some synonymity to 🪔 DIYA: both depict a flame rising from a base. But, the similarities end there and it does not convey the semantic concepts associated with 🪔.

4.D   Completeness

Western holidays are well represented among the set of emoji encoded in Unicode 10. However, apart from 🕉 OM, there are no other emoji that represent cultural symbols, festivals, and holidays of South Asia. The 🪔 DIYA would add not only to the 'light' category of emoji, but would also complement the existing emoji that represent holidays and similar events, such as 🎄 CHRISTMAS TREE for Christmas; 🕎 MENORAH for Hanukkah; 🎃 JACK-O-LANTERN for Halloween or All Hallows' Eve; ☘ SHAMROCK for St. Patrick's Day. The addition of 🪔 would extend the list to include Diwali, Tihar, Swanti, Yamapanchak, and Karttikai Dipam. It will also bring diversity and recognition to South Asian traditions that are celebrated by billions of people worldwide.

4.E   Frequently requested

Requests for a 🪔 DIYA emoji are common in social media. They are made both by technologists involved with internationalization and localization, as well as by users of social platforms, such as Twitter. The nature of the requests range from detailed discussions about the need for additional cultural emoji to simple asides. An example of a technical discussion regarding the addition of a DIYA emoji is shown below:

Samples of the many others requests on Twitter for a DIYA emoji are shown below:
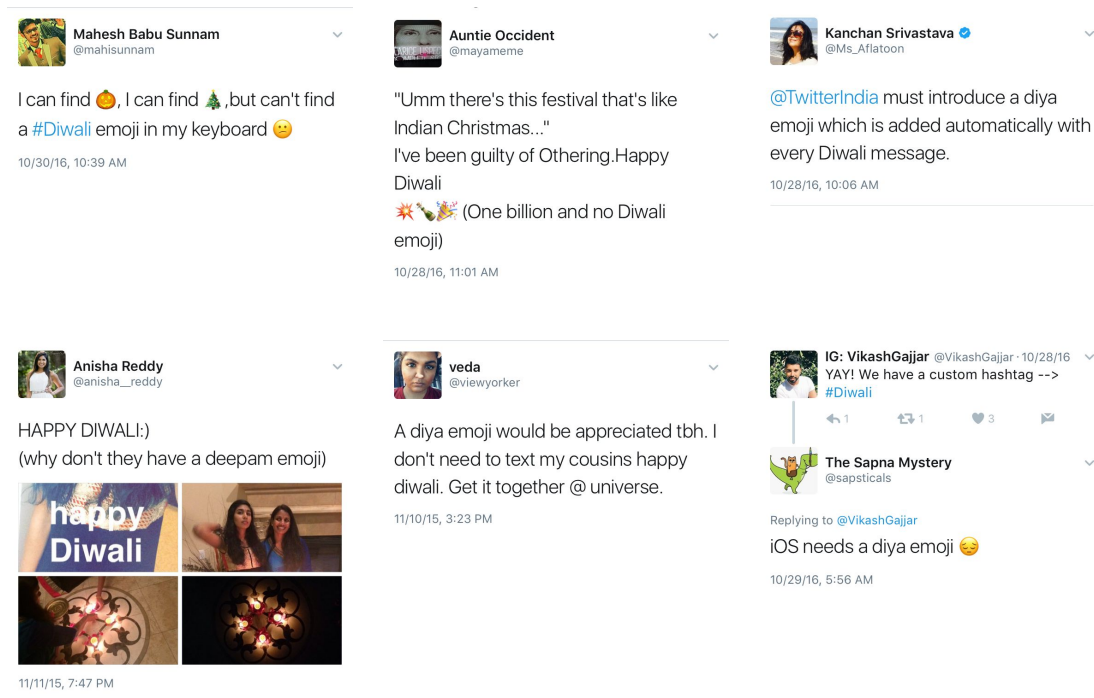
Alolita Sharma🌸
@alolita

Finally we get a Diwali forever postage stamp!!! Thanks @USPS Now we need a #Diya emoji! about.usps.com/news/ national-...

Maya
@mayapapaya319

#HappyDiwali to all my fellow Indians! 🎉🎊🇮🇳🪔 (supposed to be a diya, emojis need to get a Dilwali emoji) Me 6 years ago in India for Diwali

Reverie LanguageTech
@reverietech

No #emoji for Diwali? Nishant Shah, @cis_india bemoans the lack of local #language experience on the Internet

Digital native: Mind Your Language
The lack of localisation on the Internet is a sy...
indianexpress.com

11/7/16, 5:46 AM from Bengaluru South, India

neobluepanther
@neobluepanther

Has @twitter released a #Diwali #Deepawali emoji yet?

10/26/16, 9:33 AM

Madam-Sa
@shuchatterji

Do we get a #Diwali emoji?

10/28/16, 12:21 PM from Mumbai, India

Tim Patel
@timpatel86

@WhatsApp it's diwali tomorrow, where's the emoji??

10/29/16, 2:54 PM

Karthik Chandramouli
@pujalords

ok @twitter can we get a deepam (diya) emoji for #Deepavali next year? like tie-fighter and c3po emojis for #StarWarsTheForceAwakens?

11/11/15, 7:05 AM

Sooji Hai?
@ishasha99

My father thinks emojis are made by Facebook. He wants to write to Facebook to introduce the peace, candle, diya and Om emoji 😢

10/6/15, 10:42 AM

Meghana
@08meghana

@twitter Please give us one sparkly #Diwali emoji 🙏

10/27/16, 8:37 AM from Palatine, IL

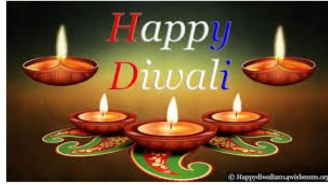There is appreciation for Skype's offering of the 🪔 emoticon:

anika sharma
@anikadas

Love the skype emoticons. Bhangra. Yoga. Diwali and even one for Nazar! Wow!!

10/29/15, 9:59 PM

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There is abundant support for Twitter's implementation of the 🪔 as a hashtag image:

India Center Fdn
@indiacenterus

bit.ly/2eML5pJ #happyDiwali The Diwali emoji is live! Allowing Indians all across the globe to use social platforms to celebrate

10/28/16, 10:09 AM

Ramakrishna
@ramak_45

Twitter launches new 'diya' emoji for Diwali a.msn.com/00/en-in/CCata... New ideas are always welcome. Well done

Andyromeda
@AndyiRock

Wishing all my Indian friends a prosperous #Diwali May you all be filled with love this season and always.

(Lovin' the diya emoji 💗)

10/29/16, 4:08 AM

Prachi Joshi ✓ @DelishDirecti... · 10/28/16
#HappyDiwali people. Let there be more light and fewer crackers! And of course, loads of faraal 😃

↩ 1   ⟲   ♥ 4   ✉

Prachi Joshi ✓
@DelishDirection

Love the #Diwali emoji! #HappyDeepavali (OK, I'll stop)

10/28/16, 11:03 PM

Ankoor Gupta
@AnkoorGupta1

Loving the new diya emoji launched by twitter for Diwali :) #happydiwali World is recognising Indian festivals

11/10/15, 8:30 AM from New Delhi, India

Deepa Mistry
@deepamstry

Only tweeting cos I wanna use the #Diwali emoji.

10/28/16, 6:35 AM

Priyaaa
@Priyaa_tweets

just wanna try out the new Diwali special emoji #HappyDiwali

11/13/15, 3:24 AM

Mangesh Powar
@mangeshpowar

Tweeting just for the record of New Diya emoji of Twitter using #HappyDiwali. Happy Diwali to all.

11/11/15, 9:34 AM

(((Andrea Milne)))
@MyPenHistorical

Just found out there's a Diwali emoji on Twitter! #HappyDiwali

11/12/15, 2:25 AM

Tina Patel ✓
@tina_patel

I just realized Twitter has a #diwali emoji.. that makes me happy!

10/30/16, 5:18 PM

krithi bhaRADwaj @cutiekrithi · 11/11/15
#HappyDiwali

↩ 1   ⟲   ♥ 2   ✉

krithi bhaRADwaj
@cutiekrithi

@cutiekrithi aaahh I'm digging this Diwali lamp emoji

11/11/15, 9:32 AM

Dwarkanath Prabhu
@dk_prabhu

OMG there is a #Diwali emoji

10/29/16, 11:13 PM from College Station, TX

$ushmitha
@sushmitha_08

Love the emoji 😍 #Diwali

10/29/16, 12:58 AM

Alok Singh
@alokkey

#BringHomeHappiness as @twitter to launch #Diwali emoji so continue to #SpreadGoodness And #HappyDiwali to all...
ecoti.in/v5vHrY

10/26/16, 2:27 AM

Ashok Lalla ✓
@ashoklalla

A diya emoji to light up the timeline this #Diwali

10/29/16, 6:14 AM

#NoChillShawol
@andybidibidis_

Wishing all my Indian friends a prosperous #Diwali May you all be filled with love this season and always.

(Lovin' the diya emoji 💗)

10/29/16, 2:07 AM

Rohit Venkatraman
@RohitvNiranjan

#Twitter🐦 has chosen the right #emoji for #Diwali DeepaOli (Meaning the Light from the lamp lit in Tamil) #HappyDeepavali folks

10/28/16, 2:19 PM

Emma Hopkins
@emmahopkins

#diwali emoji is here 😊

10/28/16, 6:21 AM from Islington, London

3 Retweets 15 Likes

Jeremy Burge 🌟 ✔ @jere... · 10/28/16
Replying to @emmahopkins
another one of yours?
1

Emma Hopkins @emmaho... · 10/28/16
Yassss Jeremy 😋x
1

Suresh Vaidyanathan
@sureshv26121

#happydiwali & #HappyDeepavali to all with a specially crowdsourced #Diwali emoji by #twitter🐦

Twitter India ✔ @TwitterIndia
Here's wishing you all a very #HappyDiwali ! Tweet videos/pictures/GIFs of your celebrations to spread the light & joy with world

Raju Dawadi @dwdRAJU · 11/11/15
#HappyDiwali
1

Raju Dawadi
@dwdRAJU

New emoji for festival of light:
#HappyDiwali #Twitter🐦 #Tihar

11/11/15, 11:46 PM

There are also requests for a DIYA for expressing the celebration of Karttikai Dipam, a Tamil festival that occurs a month after Diwali:

Muthu Nedumaran @muthune... · 11/24/15
@anshumanpandey_ @alolita @_karan
Today is #Karthigai.   drikpanchang.com/vrats/masik-ka.... Need this in emoji 😊
farm1.static.flickr.com/118/312967176_...
1
♡ Muthu Nedumaran liked

Alolita Sharma🌸
@alolita

Replying to @muthunedumaran
@muthunedumaran Yes – we definitely need the #deepam emoji :D @anshumanpandey_ @_karan

11/24/15, 10:14 PM

shyam nair
@shyxmm

Happy Karthigai Deepam peeps 🔥🔥🔥🔥 (theres no deepam

11/25/15, 6:25 AM

5 Selection Factors — Exclusion

5.F Overly specific

The 🪔 DIYA is not an overly specific symbol. As there is no existing emoji that can adequately represent the DIYA, this symbol may be used as an iconic representation of a large category of 'light' objects that include common clay and oil lamps, which are distinguished from a candle by their cultural and functional purposes.

5.G Open-ended

Through its inclusive graphical and semantic characteristics, the 🪔 DIYA will provide a means for unifying similar objects, such as tealight, clay lamp, earthen lamp without the need for encoding additional emoji.

5.H Already Representable
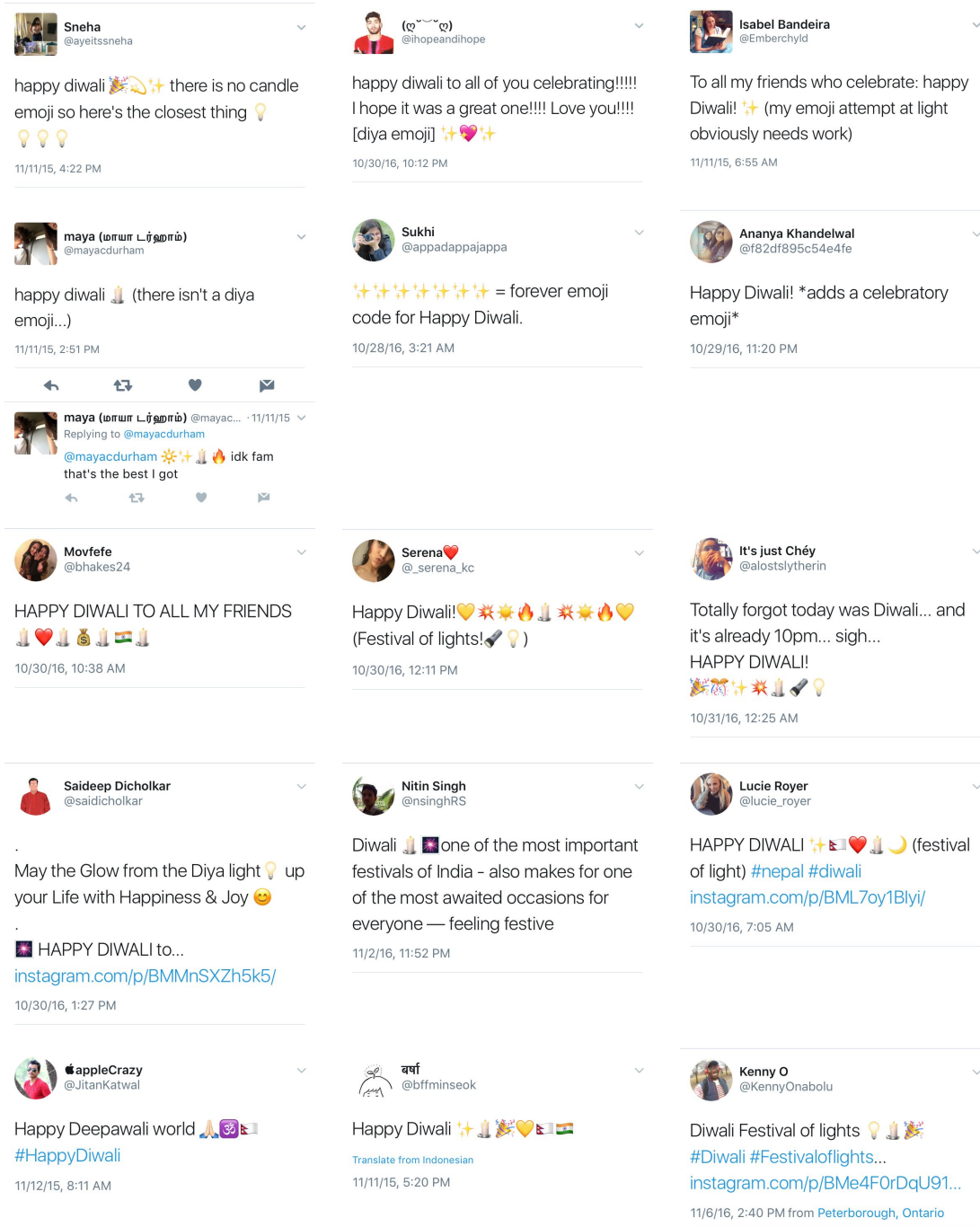
The 🪔 symbol cannot be represented at present. There are no other emoji that adequately convey the graphical and semantic values of DIYA. On account of the absence of a DIYA, users are forced to rely upon workarounds that do not capture the sentiment they truly wish to express. Before Twitter introduced the DIYA hashtag emoji in 2015, a user of the platform wondered in 2014 if such an emoji existed:

This user and her correspondents identified substitutes for the 🪔. Other users utilize emoji that fall within the 'light' category. A common substitute is 🕯 CANDLE. Some users invoke 🪔 emoji using a text placeholder. The following emoji have been used in the absence of 🪔:

🔥 FIRE	⚡ HIGH VOLTAGE SIGN	🔆 HIGH BRIGHTNESS SYMBOL
✨ SPARKLES	⭐ WHITE MEDIUM STAR	💥 COLLISION
🌟 GLOWING STAR	🎆 FIREWORKS	💡 ELECTRIC LIGHT BULB
💫 DIZZY SYMBOL	🎇 SPARKLER	🔦 ELECTRIC TORCH

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The last two emoji in the above list diverge quite greatly from the concept of the DIYA, but have nonetheless been used in combination with various emoji to express greetings and sentimens on holidays due to the lack of a dedicated emoji for DIYA.

Sneha @ayeitssneha happy diwali 🎉🌙✨ there is no candle emoji so here's the closest thing 💡 💡💡💡 11/11/15, 4:22 PM	**(ʊ˘‿˘ʊ)** @ihopeandihope happy diwali to all of you celebrating!!!!! I hope it was a great one!!!! Love you!!!! [diya emoji] ✨💖✨ 10/30/16, 10:12 PM	**Isabel Bandeira** @Emberchyld To all my friends who celebrate: happy Diwali! ✨ (my emoji attempt at light obviously needs work) 11/11/15, 6:55 AM
maya (மாயா டர்ஹாம்) @mayacdurham happy diwali 🕯 (there isn't a diya emoji...) 11/11/15, 2:51 PM ↩ 🔁 ♥ ✉ **maya (மாயா டர்ஹாம்)** @mayac... · 11/11/15 Replying to @mayacdurham @mayacdurham ☀️✨🕯🔥 idk fam that's the best I got ↩ 🔁 ♥ ✉	**Sukhi** @appadappajappa ✨✨✨✨✨✨✨ = forever emoji code for Happy Diwali. 10/28/16, 3:21 AM	**Ananya Khandelwal** @f82df895c54e4fe Happy Diwali! *adds a celebratory emoji* 10/29/16, 11:20 PM
Movfefe @bhakes24 HAPPY DIWALI TO ALL MY FRIENDS 🕯❤️🕯💰🕯🇮🇳🕯 10/30/16, 10:38 AM	**Serena❤️** @_serena_kc Happy Diwali!💛💥🌟🔥🕯💥🌟🔥💛 (Festival of lights!🔦💡) 10/30/16, 12:11 PM	**It's just Chéy** @alostslytherin Totally forgot today was Diwali... and it's already 10pm... sigh... HAPPY DIWALI! 🎉🎆✨💥🕯🔦💡 10/31/16, 12:25 AM
Saideep Dicholkar @saidicholkar . May the Glow from the Diya light 💡 up your Life with Happiness & Joy 😊 . 🎆 HAPPY DIWALI to... instagram.com/p/BMMnSXZh5k5/ 10/30/16, 1:27 PM	**Nitin Singh** @nsinghRS Diwali 🕯🎆one of the most important festivals of India - also makes for one of the most awaited occasions for everyone — feeling festive 11/2/16, 11:52 PM	**Lucie Royer** @lucie_royer HAPPY DIWALI ✨🎏❤️🕯🌙 (festival of light) #nepal #diwali instagram.com/p/BML7oy1Blyi/ 10/30/16, 7:05 AM
🍎appleCrazy @JitanKatwal Happy Deepawali world 🙏🕉🎏 #HappyDiwali 11/12/15, 8:11 AM	**वर्षा** @bffminseok Happy Diwali ✨🕯🎉💛🎏🇮🇳 Translate from Indonesian 11/11/15, 5:20 PM	**Kenny O** @KennyOnabolu Diwali Festival of lights 💡🕯🎉 #Diwali #Festivaloflights... instagram.com/p/BMe4F0rDqU91... 11/6/16, 2:40 PM from Peterborough, Ontario
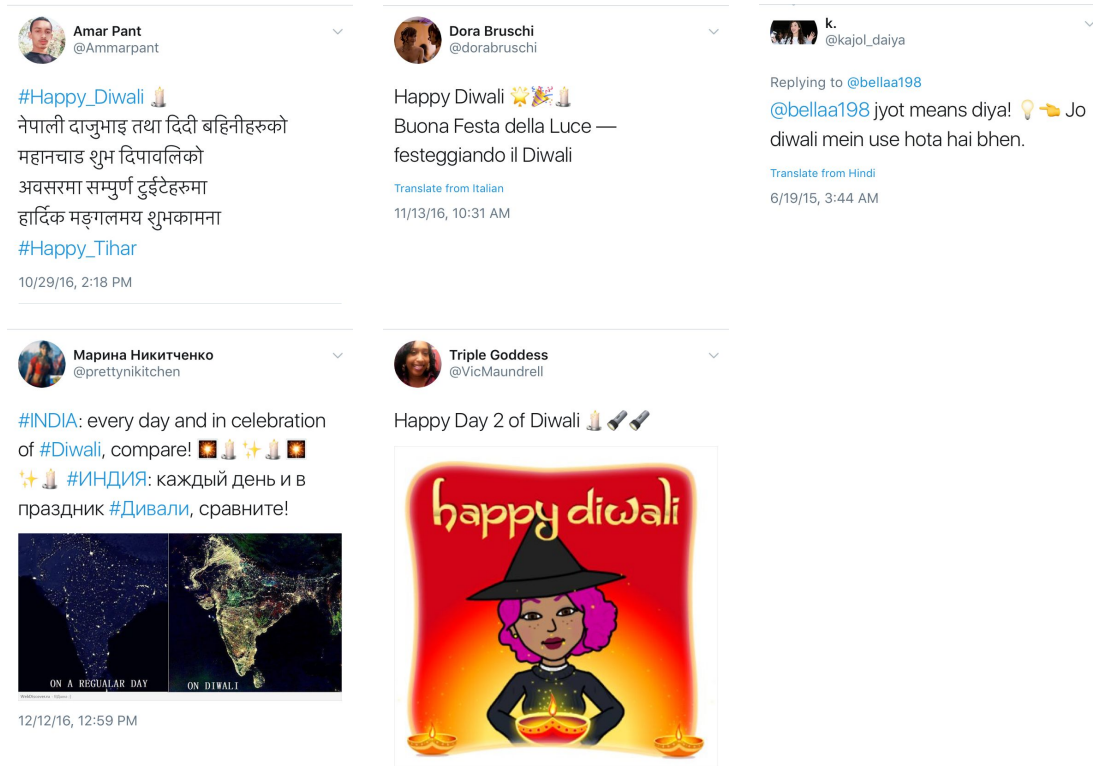
Similar substitutive iconography is utilized by Nepalese users for expressing wishes during Tihar:
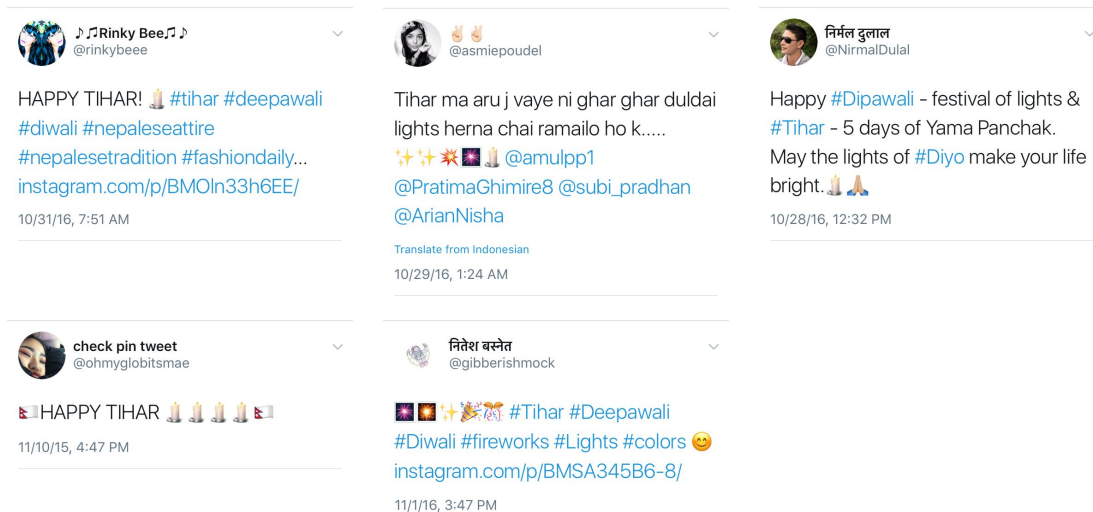
As the DIYA emoji is produced on Twitter only during a particular seasonal campaign, there is confusion about regarding the mechanisms for generating the symbol. If a user who has not seen the announcement regarding the hashtags for generating the symbol, then it may be not clear how to produce it.

Manish Kaushik
@iManishKaushik

Wishing you all a happy n safe diwali....ye diye wali emoji kaise ayegi???#Diwali #DiwaliUpgrade #Diwalisurprise #Diwali2015 #DiwaliSpecial

11/10/15, 9:27 PM

k. @kajol_daiya · 11/10/15
#HappyDiwali guys 💓 love, light, happiness always ! :D

↩ 3   ⟲ 1   ♡ 4   ✉

MITALI
@mitspatki

Replying to @kajol_daiya

@kajol_daiya happy Diwali btw lamp ka emoji Kahan se mila

Translate from Indonesian

11/10/15, 9:28 AM

Waqar Ahmed @WaqarAhmed_... · 11/11/15
Happy Diwali!! ✨🙌 #Diwali #HappyDiwali #Diwali2015

↩ 1   ⟲ 1   ♡ 1   ✉

@lanapxtel

Replying to @WaqarAhmed_121

@WaqarAhmed_121 where is that diya emoji 😳

11/11/15, 8:53 AM

1 RETWEET **1** LIKE

↩   ⟲   ♡   ✉

Waqar Ahmed @WaqarAhmed_... · 11/11/15
Replying to @lanapxtel

@lanapxtel It came up automatically when I used the hashtag #HappyDiwali

Doofer Dog
@DooferDog

Replying to @ilkleymax

Ah, yes, I remember from last year. I'm a bit disappointed the diwali emoji has disappeared. 🐕🎀

11/6/16, 8:54 AM

arin (अरिन) @gh0stsinc · 10/30/16
#happyDiwali

↩ 1   ⟲   ♡   ✉

arin (अरिन)
@gh0stsinc

new urban legend: the one day a year twitter diwali emoji

10/30/16, 3:30 AM

swaych
@swaych

finding the right emoji-alternate for #Diwali / #deepavali is exhausting. gonna go back to bed

11/10/15, 9:53 AM

Jequaline
@jequaline

@twitter so where can I find the Diwali emoji😳?

11/9/15, 11:08 AM

Explore Everything
@everythingexpl1

WTH? Where's my Diwali emoji?

11/10/15, 12:22 AM

sbsmsv
@Sum1Sub

Bit late to the party but think I found diwali emoji 🕉

11/3/16, 8:35 AM

Afzaal
@faali_cheema

Diya nazar nai aa rhi 🕯💡🕯❓❓

Translate from Hindi

11/5/15, 7:09 AM

Maith Iyengar
@maith_i

Dear @Support @TwitterIndia @twitter Diwali emoji and all is nice but the festival is Deepawali! Why no emoji?

Maith Iyengar @maith_i
Replying to @maith_i
#Deepawali

10/28/16, 6:38 AM

While other objects are used in as a substitute for 🪔, Twitter users include images in their tweets that contain depictions of *diyā* -s. In some of these tweets the textual message contains 🕯 CANDLE, but as is evident through the image, the intent is to convey a DIYA. Moreover, users draw a distinction between a *diyā* and a candle. The *diya* is distinguished from other related emoji by cultural attributes, particular it form.

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Chitwan Sandhu
@ChitwanSandhu

The best part of diwali.....lighting diya's and candles ❤️🪔🔥...
instagram.com/p/BMRqNa2ASy3f...

11/1/16, 12:28 PM

Jay
@jaycaron87

🪔 Happy Diwali!🪔 #happyDiwali

Translate from Indonesian

10/30/16, 1:24 PM

Sunita Chagger
@SunitaChagger

May this Diwali brighten up your life with the light of happiness, prosperity, wealth and love ✨🕯🪔

Nish Misra
@NishMisra

May your lives be filled with love and light always! Happy Diwali Twitterverse! 🪔💞

10/30/16, 9:38 AM

Ruby Bhattal
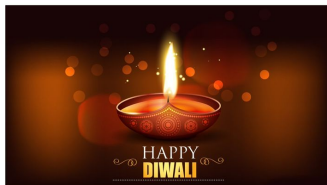@RubyBhattal

A very Happy #Diwali to all those celebrating 🎉🪔

rainwish
@rainjana_

happy karthigai 🪔✨

GIF

Himalayan Footsteps
@Himalfootsteps

Happy #Diwali 🪔 🪔 🪔 #festival of lights
May the glow of #joy and happiness, illuminate your life and your home.
#Diwali #Tihar #Deepawali

10/29/16, 6:01 PM

Saif Ishoof 🔑☕️
@saif305

Happy #Diwali! Light a lamp of love! May light triumph over darkness 🪔

10/30/16, 9:12 AM

Trina Duhra
@TrinaDuhra

HAPPY DIWALI!! 💥🪔🇮🇳
#LifeWithTrina #Diwali #festivaloflights

Encoding 🪔 as an emoji character will permit usage of the symbol across all devices, on all platforms, and in any app without the need to implement it as an idiosyncratic feature.

5.I   Logos, brands, UI icons, signage, specific people, deities

The 🪔 DIYA is not associated with any particular logo, brand, UI icon, signage, specific persons, deities, nor is it associated with any particular community or religious tradition. Moreover, the graphical and semantic values that it conveys are overly positive. It is a symbol that is used across the globe.

5.J   Transient

Usage of the symbol 🪔 has a long history across South Asian cultures. It indexes numerous ancient concepts that remain important today. As the South Asian population has spread across the globe, the metaphorical significance of 🪔 and its association with Diwali has expanded beyond the borders of South Asia. The growing universalism of the DIYA is represented further by the offering of a 'Diwali' stamp by the United States Postal Service on October 5, 2016:
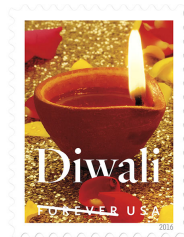
Diwali
Forever 49¢ | 3 Stamp Formats

In 2016, the U.S. Postal Service® commemorates the joyous festival of Diwali, which is also known as Deepavali. One of the most important annual Hindu events, the holiday celebrates the triumph of good over evil. Spanning five days each autumn, it is considered by some to be the start of the new year. Diwali is a shortened version of the Sanskrit word Deepavali, which roughly translates as "a necklace of lights." During Diwali flickering oil-wick lamps called diyas dot the homes of observers around the world. The stamp features a traditional diya against a background of glimmering gold and flower petals. The meaning of Diwali often depends on regional identity on the Indian subcontinent, but Hindu stories provide a framework for the significance of the festival. For many people in the north of India, the holiday honors the return of Rama, an incarnation or avatar of the god Vishnu, after a long period of exile. For some in the south of India, it marks the defeat of the demon Narakasura by Krishna, another incarnation of Vishnu. Others commemorate Vishnu's decision to make King Bali ruler of the underworld. Before the festival, many Hindus go shopping; clean their homes; open their doors and windows; create intricate rangoli, a vibrant floor pattern traditionally made from materials such as rice powder, colored sand, and flower petals; and light diyas with hopes that Lakshmi, the goddess of wealth and prosperity, will visit. In some regions of India, people gamble and play games, just as Hindu lore says that deity Shiva did. On the festive main day of the holiday, families pray to Lakshmi, dress up in their best clothes, enjoy lavish feasts and sweets, exchange gifts, and light fireworks. Diwali also marks the new year for people in Gujarat and a few other states in India. Diwali is an important festival in several religions. Buddhists honor ancient Indian Emperor Ashoka's conversion to Buddhism. Jains commemorate the teacher Mahavira's attainment of liberation from the cycle of life and death. Sikhs celebrate the freeing of guru Hargobind from captivity. On the Hindu calendar, Diwali falls on the eve of or on the new moon that occurs between mid-October and mid-November. In 2016, the main day of the festival will be celebrated on October 29 (for South Indians) and October 30 (for North Indians). The Diwali stamp is being issued as a Forever® stamp. This Forever stamp will always be equal in value to the current First-Class Mail® one-ounce price.

Issue Date: October 05, 2016 Art Director/Designer: Greg Breeding

Source: United States Postal Service, October 5, 2015, SKU 588804
`https://store.usps.com/store/browse/productDetailSingleSku.jsp?productId=S_588804`

Commemorate the joyous Hindu festival with this new Diwali First Day Cover. The #6 ¾ envelope bears one affixed Forever® stamp cancelled with an official First Day of Issue postmark. Also known as Deepavali (a Sanskrit word roughly translated as "necklace of lights"), Diwali is one of the most important Hindu holidays, celebrating the triumph of good over evil. During Diwali, flickering oil-wick lamps called diyas dot the homes of observers around the world. The standard four-bar cancellation marks the date and location of stamp issuance: October 5, 2016, New York, NY 10199.

Source: United States Postal Service, October 5, 2015, SKU 588816
`https://store.usps.com/store/browse/productDetailSingleSku.jsp?productId=S_588816`

Commemorate the joyous Hindu festival with this new Diwali Digital Color Postmark First Day Cover. The #6 ¾ envelope bears one affixed Forever® stamp cancelled with an official First Day of Issue color postmark. Also known as Deepavali (a Sanskrit word roughly translated as "necklace of lights"), Diwali is one of the most important Hindu holidays, celebrating the triumph of good over evil. During Diwali, flickering oil-wick lamps called diyas dot the homes of observers around the world. The digital color postmark evokes a traditional, flickering diya, set against a background of glimmering gold and flower petals." Also included are the stamp title, as well as the date and location of stamp issuance: October 5, 2016, New York, NY 10199.

Source: United States Postal Service, October 5, 2015, SKU 588821
`https://store.usps.com/store/browse/productDetailSingleSku.jsp?productId=S_588821`

In addition to the celebration of Diwali by President of the United States Barack Obama (see § 2), the issuance of Diwali stamps bearing the DIYA affirm the globalized symbolism of the 🪔 and usage of the name 'DIYA' in English.

As an integral component of South Asian culture and its growing relevance in cultures around the globe, the DIYA is far from 'transient'. The relevance of the symbol will continue to grow among users worldwide. As such, a DIYA emoji will enjoy lasting usage by users.

5.K   Faulty Comparison

This request to encode the 🪔 DIYA emoji is supported and valid on its own merits, and in line with the Unicode Technical Committee's selection factors for the inclusion of emoji. It is an independent request and it is unrelated ato requests for other emoji.

6   Sort location

The sort location for 🪔 DIYA is dependent upon the category into which it is placed. The potential classification is given below. I defer to the Unicode Technical Committee to determine the most appropriate category based upon the information provided below.

6.A   Category

There are two suitable, but semantically divergent, placements for 🪔 DIYA based upon categories given in 'Emoji Ordering, 5.0' (`http://unicode.org/emoji/charts/emoji-ordering.html`),

1. Activities / event

2. Objects / light & video

If DIYA is classified simply as a light-emitting object, the 'light & video' sub-category would be a practical choice. Placement here would facilitate its identification in input methods, especially for users who have used 🕯 CANDLE, 💡 ELECTRIC LIGHT BULB, 🔦 ELECTRIC TORCH as substitutes for 🪔 in the past. Such a placement for DIYA would also provide users with the ability to use the symbol for other types of traditional lamps.

The 'event' sub-category would be practical if the cultural and metaphorical attributes of DIYA have a higher priority than its 'lamp' attribute. The association of DIYA with Diwali and related festivals, and the concept of 'victory of good over evil', would also support such a classification. In this sense, the 🪔 DIYA is much like 🕎 MENORAH in that its symbolic attributes are of greater significance than its objective attributes. For instance, the MENORAH may be considered a candle stand or candelabrum, but because of its significance to Judaism and as a symbol of Hanukkah, it is categorized in 'event', not 'light & video'. Similarly, users seeking to express Diwali wishes would search for the 🪔 among other holiday emoji.

6.B   Emoji after

Depending upon the category selected by the UTC, the following are suggested locations for 🪔 DIYA:

- If 'Activities': after 🎄 CHRISTMAS TREE and before 🎆 FIREWORKS.

- If 'Objects': after 🕯 CANDLE and before 💡 ELECTRIC LIGHT BULB.

🪔🪔🪔