

Nowruz Is the Festivity of Light, Friendship, and Tolerance H. E. Sarvar Bakhri, President of the ECO Cultural Institute

Among the festivities of the peoples of the world, especially the nations of the land of ECO, perhaps no festivity is as ancient, refreshing, and mature as the world-famous Nowruz. This festivity of spring, which has lived for thousands of years and has passed through the depths of history and has maintained its spirit of joy and happiness until now continues to bring joy and

happiness to everyone.

The message of Nowruz is happiness, cheerfulness, purity, intimacy, peace, equality, justice, forgiveness, kindness, visiting patients, consolation, cleanliness, greenery, compassion and joy, and solidarity All the colors that are used in Nowruz ceremonies are pleasing, refreshing and relaxing. Nowruz customs like "Khaneh Takani" (Cleaning and

redecorating the entire house), entertaining guests, putting on new and fresh clothes, using perfume, visiting the graves of the dear ones, preparing food and sweets, jumping over the fire, decorating the Haft Sean and Haft Shean tables, reciting poetry, organizing special sports games, giving gifts to each other, etc. all carry the happy and peaceful message of friendship

and empathy. And it is because of these eternal messages of Nowruz that the people of different ethnic groups of the world have embraced the goodness and beauty of Nowruz with open hearts, and have tried to preserve its dynamism, richness, diversity, and expansion. And it is what has become the means of solidarity and convergence among them. During these days, the people of our region (ECO region) celebrate Nowruz and join us in our happiness.

In his book, "Nowruznameh" Khayyam has written: "It has been the custom among the Ajam (Persian) kings from the time of Kaykhosrow to the time of Yazdgerd - which was the last of the Ajam kings - that on the first day (of the year) one of the head priest came to the king with a golden cup and a ring, newly grown greens, a sword, a bow and arrow, a pen and ink, a horse, and a good-looking slave, and praised and prayed for him in Persian in these words: O King in this festivity of Farvardin, in the month Farvardin, select freedom and rule with knowledge and foresight and follow the customs your ancestors in efforts, charity, and justice."

In my opinion, perhaps one of the factors of permanence and immortality of this glorious and auspicious celebration is the unifying aspect of it, which both in the past and in the present, the rich and poor, king and dervish, men and women, old and young... wear new clothes - just like nature - and adorn the song of prosperity, joy, happiness, and wellbeing in the language of their heart and with the best and most beautiful wishes for others and themselves.

Nowruz is the festivity of self-

improvement, self-introspection, self-promotion, and self-awareness reminding us of being good to others and wishing them good so that its reward will return us.

Nowruz is a day of love, compassion, purity, empathy, and loyalty to appreciate the moments, to respect others so that others will respect us. This is why the senior people, these days, take on reconciling those who have had fights and quarrels during the year, in order to welcome the bride of the year and the celebration of Farrokh with a pure heart and free from hatred and spite.

Samanou or Samanak is prepared by the artist housewives and first sweetens the palate of the families who have lost a loved one in the past year. Indeed, the seven ages, the Haft Sean and Haft Shean and Haft Miveh (seven fruits) are each a symbol of human connection with nature, the essence of the happiness of whom is peace, tolerance, equality, and brotherhood. At no other time has the table of the people of the region been so meaningful, and this is a sign of the rich and valuable culture of these people. On the days of Nowruz, the message of congratulation can be heard from every old and young person, so that these good prayers will be answered and the people will spend the New Year together with joy and respect for one another.

Nowruz is the festivity of forgiveness, self-sacrifice, forgiveness, kindness, friendliness, truthfulness, and empathy. In fact, the essence and message of this glorious festivity are enlightenment, awakening, kindness, and compassion.

Our ancestors have left us these lasting messages of Nowruz as her-

itage and as their rightful heirs we must listen to these messages and pass them on to the next generations. Another value of Nowruz is that it has spread over a vast geographical part of the world, starting from the borders of China and covering Asia. And even in the heart of Europe, the lovers of spring and beauty celebrate it.

Another meaning of Nowruz is life and change in nature, which gives us the message of life and fills our hearts with enthusiasm and vitality.

Nowruz has been and is our repeated allegiance to our great ancestor. And lest us be compassionate and loving towards each other as long as there is a world and the school of compassion remains so that we will receive God Almighty's blessings and look at each other with sincerity and compassion and address each other with sincerity and devotion and say:

"Happy Nowruz O Brother".

