

**Remarks by Ambassador Khusrav Noziri,
ECO Secretary General at Nowruz Ceremony**
ECI, Tehran, 10 March 2024

**Dear ECI President Dr. Saad Khan,
Excellencies,
Ladies and Gentlemen,**

It gives me immense pleasure and pride to extend a warm welcome to all of you gathered here for this significant ceremony commemorating the joyous occasion of Nowruz kindly organized by the ECO Cultural Institute.

Recognizing the familiarity of our esteemed guests with Nowruz and its widespread observance in our region, I would like to limit myself by offering a brief overview of the occasion.

In the Persian language, Nowruz translates to “New Day”, symbolizing the onset of spring. This cherished occasion coincides with the astronomical vernal equinox, heralding the advent of the Iranian month of Farvardin, observed annually on 21st of March.

Nowruz, the ancient New Year celebration, holds roots lost in millennia, prompting luminaries like Abu Rayhan Biruni and Omar Khayyam to delve into legend to explain its origins. It is attributed to Jamshid, a legendary king of seven continents and an epic hero of unparalleled glory.

شگفتی فرو مانده از بخت اوی
مر آن روز را روز نو خواندند

جهان انجمن شد بر آن تخت اوی
به جمشید بر گوهر افشاندند

Nowruz stands as a global celebration, marking the worldwide commencement of the New Year. This tradition transcends borders, religions, and other differences, fostering unity through bonds of goodwill.

Beyond symbolizing the renewal of nature, Nowruz serves as a time for reflection on the interconnectedness between humanity and the natural world, conveying a powerful message of peace and harmony rooted in mutual respect and understanding.

The recognition of Nowruz as an Intangible Cultural Heritage of Humanity by UNESCO in 2009, followed by its designation as the International Day of Nowruz by the United Nations General Assembly in 2010, underscores its universal significance.

During my tenure at the Permanent Mission of Tajikistan to the United Nations in New York in 2010, I had also the privilege to contribute, together with my colleagues from Nowruz observing countries, to the adoption of the resolution titled “International Day of Nowruz” and its first celebration in the United Nations General Assembly. The event was graced by the participation of the UN Secretary General and the general UN membership.

Dear Participants,

ECO Region stands out for its inherent values of benevolence, harmony, and peaceful coexistence, making Nowruz an occasion to reaffirm our commitment to inclusivity and a brighter future for all.

To wrap up, allow me to embellish my reflection on Nowruz with a verse from Adam of poets - Rudaki, who extolled this festivity over a millennium ago:

*A lush spring has arrived, colorful and effervescent,
With thousands of delights and decorations.
It is fair that the old man becomes young,
In a world that supplants old age with youth.*

Which reads in its original as follows:

آمد بهار خرم با رنگ و بوی طیب با صد هزار نزهت و آرایش عجیب
شاید که مرد پیر بدین گه شود جوان گیتی بدیل یافت شباب از پی مشیب

Once again, I thank you all for gracing our festive celebration of Nowruz with your kind and valued participation.

Happy Nowruz to everyone!

نوروزتان پیروز باد هر روزتان نوروز باد!