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Nowruz is the Pillar of the Eastern Identity

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The breath of Nowruz is sweet unto the Rose;
The loved one's face is pleasant in the green garden;
Speak not of Yesterday, - I know it not pleasant;
Be happy, and do not talk of Yesterday, as pleasant is today.
(Omar Khayyam)

As the identity and intangible structure of each nation, culture is an inseparable part of people's lives and throws light on their beliefs, knowledge, values, and their way of life. The high importance of culture and its profound impact at national and global levels

notify us of the need for preserving it at all times.

The countries of the ECO region have profound bonds with each other in terms of the culture and cultural characteristics of their nations. History, cultural heritage, festivities, common customs, and great personalities in various fields of knowledge, literature, and art, are of great potential in creating a kind of synergy between the ECO nations.

Among the various symbols of culture, Nowruz is a purely cultural phenomenon that has emerged from the hearts of societies and has been preserved by people throughout history. Nowruz is the twin of civilization, it boils from the deepest layers of collective wisdom, it is the pillar of the eastern identity and whispers immortality and modernity to the world.

The auspicious occasion of Nowruz is accompanied by divine-human thoughts and ideals, and as a symbol of the unity among ECO societies, emphasizes moral values, promotes and strengthens human relations and altruism, and has been encouraging such important concepts as tolerance and coexistence.

Peace-loving peoples of the ECO region, who share a common ancestry, worldview, and similar customs, have cherished the wonderful and timeless phenomenon of Nowruz throughout their tumultuous history, as a precious blessing, and have passed it on to future generations with greater glory.

Many attractions of Nowruz, such as “Khaneh Takani” (refreshing the atmosphere of houses), arranging the “haft-sin” and “haft-

shin” tables, reciting Nowruz songs, “gol gardani” (moving around in a group while holding flowers), wearing new clothes, giving gifts to each other, cooking a variety of sweets and cuisines, participating in games and competitions such as horse riding and Buzkashi and many other customs that have their roots in the ancient and wise traditions of the people of the ECO region.

Nowruz has a special place in the written heritage of ECO nations. It may be possible to say that after love, spring and nature are the most fascinating topics in the history of poetry and literature. Composing poems in praise of spring is one of the oldest and most pleasant practices among poets and has been giving people the opportunity to seek happiness, love, and closeness.


Nowruz, this long-standing offspring of the culture of the oriental nations, which is more than three thousand years old, has been recognized as an inter-

national occasion and intangible heritage of the world. Nowruz has no spatial or ethnic boundaries and has historically been identified in Afghanistan, Azerbaijan, Iran, Kazakhstan, Kyrgyzstan, Tajikistan, Turkey, Turkmenistan, and other Asian countries and has been appropriately accepted as the common foundation for promoting coexistence and peace in the world. The first day of the month of Farvardin (coinciding with March 21) being named as the “International Nowruz Day” by the UN General Assembly, is the proof of this claim.

Aiming at strengthening cultural diplomacy and utilizing the existing capacities of the member states the ECO Cultural Institute has been making every possible effort to recognize, introduce and facilitate the exchange of the cultural values of ECO nations and is proud to have shouldered the mission of promoting the region’s ancient cultural commonalities by promoting the cultural treasures of the region.

The celebration of the International Nowruz Festivity, which is held every year with the full participation of member countries at the ECO Cultural Institute, will narrate the deep identity, cultural and historical bonds of the ECO nations to the enthusiasts of love and friendship.

It is hoped that the coming Nowruz, which will mark the beginning of a new century, resonates the idea of growth and prosperity more audibly than before, such that future generations will step into a world full of joy and compassion.

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