



Iran designates May 20 as National Ecotourism Day

Arts & Culture Desk

Iran's Minister of Cultural Heritage, Tourism and Handicrafts, Ezzatollah Zarghami, announced that May 20 has been declared as National Ecotourism Day in Iran. In a statement, Zarghami said that May 20, which falls on the 31st of Ordibe-

hesht (second month in the Iranian calendar), will be marked as a day to celebrate and promote ecotourism in the country, Mehr News Agency wrote. "I would like to express my felicitations to all my colleagues and the diligent members of the ecotourism community on the occasion of the designation of May 20 as National Ecotourism Day,"

Zarghami said in a post on his X social media account. The official added that May 21 is celebrated as World Day for Cultural Diversity for Dialogue and Development, and that Iran's diverse ethnic groups are a source of national pride and identity. "Our ethnic groups are the honor and identity of our nation," he wrote.

Iran's 41st Book of Year Award honors winners



● IRNA

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The winners of the Islamic Republic of Iran's 41st Book of the Year Award received their accolades at a ceremony held on July 6, 2024. The event, which took place at the Roudaki Hall in Tehran, was attended by Iran's Minister of Culture and Islamic Guidance, Mohammad-Mehdi Esmaeili, IRNA wrote. During the ceremony,

Esmaeili acknowledged the high cost of books but assured that the government is working to improve access to them. He also highlighted the ongoing construction of the largest library in the region, spanning over 18,500 square meters in Arak. In addition, the minister mentioned the country's successful collaboration with Pakistan and Turkmenistan and a signed

agreement with Turkey, which will be the special guest at next year's Tehran International Book Fair. The award-giving ceremony recognized the top publications and publishers in various categories, including Philosophy, Religion, Social Sciences, Language, Applied Sciences, Literature, History, Geography, Children and Adolescents, Humanities, and Arts.

Social Desk

At the 10th BRICS Civil Forum in Russia, Pir-Hossein Kolivand, the head of the Iranian Red Crescent Society (IRCS), unveiled the organization's capabilities and introduced the innovative concept of "Red Crescent Houses." Kolivand highlighted IRCS's experience in establishing self-sustaining medical centers in African

Iranian Red Crescent Society's initiatives welcomed by BRICS

and Latin American countries, made possible by the Iranian government's mandate to carry out health and medical missions abroad. With minimal investment and by leveraging the host

country's resources, these centers provide over one million health services annually, playing a crucial role in promoting health and well-being. The Red Crescent Houses are a

smaller, community-based version of this initiative, he said, adding that IRCS established these houses with a focus on educating communities about disaster preparedness and response to mitigate the

impact of natural disasters and diseases and enhance resilience during crises. Kolivand emphasized the synergistic efforts of IRCS's pillars, all working together to maximize service delivery to the people. The Red Crescent Houses, in collaboration with other IRCS organizations, actively engage in poverty alleviation and community empowerment. By identifying vul-

nerable individuals and families, they provide much-needed health, medical, and livelihood support, thereby preventing further harm and promoting resilience. The successful models and experiences of IRCS are set to be replicated in other BRICS countries, showcasing Iran's humanitarian leadership and the power of community-driven initiatives, he added.

Preparation for Muharram

Iranians prepare for the lunar month of Muharram, with cities and towns across the country being adorned with black flags and holding mourning ceremonies to commemorate the martyrdom of Imam Hussein (PBUH) and his companions. This tragic event, known as the Battle of Karbala, holds great significance for Shia Muslims. In anticipation of the 10-day mourning period, servants of the holy shrines of Imam Reza (PBUH) in Mashhad and Hazrat-e Masoumeh in Qom replaced their dome flags with black ones, symbolizing grief and reverence.

