

Message from the Secretary General on World Red Cross Day 2024



*“One way or another, we all have to find what best fosters the flowering of our humanity in this contemporary life and dedicate ourselves to that.”
– Joseph Campbell*

In a world often marked by strife, division, and adversity, the essence of humanity rises above adversity and upholds the values that define our shared humanity.

As we commemorate this occasion in 2024, the theme "Keeping Humanity Alive" serves as a poignant reminder of the enduring commitment of the Red Cross Movement to uphold human dignity, alleviate suffering, and extend assistance to people facing dire circumstances, particularly in remote and hard-to-reach areas.

In Indian philosophy, the concept of keeping humanity alive is deeply rooted in the ethical and spiritual teachings that guide individuals towards leading a life of compassion, integrity, and service. Across various philosophical traditions such as Hinduism, Buddhism, Jainism, and Sikhism, there are profound insights and principles that emphasize the importance of nurturing humanity in both individual and collective spheres. It is not merely a philosophical concept but a call to action—a commitment to embodying noble virtues, promoting social harmony, and working towards the well-being and upliftment of all beings.

In the Indian Vedas, the concept of keeping humanity alive is conveyed through various hymns, verses, and philosophical teachings that emphasize the importance of ethical conduct, compassion, and service to others: “समानं मन्त्रः समितिः समानी समानं मनसः चित्तमेषाम्। समानम् मन्त्रम् अभि मन्त्रये वः समानेन वो हविषा जुहोमि”; This hymn from the Rigveda extols the principle of sameness and equality in thought and action.

As we observe World Red Cross Day, let us pay tribute to the resilience of the human spirit and the power of compassion to overcome adversity. Volunteers are the backbone of Indian Red Cross activities, enabling branches to execute successful initiatives and benefiting millions of disadvantaged people. Let us honour the countless volunteers and staff who work tirelessly to bring relief and hope to those facing the greatest hardships. And let us recommit ourselves to the noble cause of humanity, ensuring that the principles of compassion, dignity, and solidarity remain at the forefront of our collective efforts to build a better world for all. I wish all Red Cross governance, staff and volunteers a happy World Red Cross Day.

R.K Jain

Secretary General, IRCS