



INTERNATIONAL EDUCATIONAL CORPORATION



**DEPARTMENT OF
SOCIAL
DEVELOPMENT**

**ADVISORY PERIOD
ON THE TOPIC:**

«Nauryz Holiday»

НАУРЫЗ

Almaty 2026



Nauryz Holiday

Nauryz is a holiday of renewal and the joyful arrival of spring. It symbolizes the beginning of a new year according to the solar calendar, the renewal of nature, and new life.

In order to establish a new tradition of celebrating our full-fledged national holiday and to enrich it with deeper ideological significance, a ten-day Nauryznama will now be held annually.

It will take place from March 14 to March 23, with each day dedicated to a specific theme.

Thus, according to the concept, Nauryz is proposed to be celebrated from March 14 to March 23:

March 14 – “Day of Greetings”

March 15 – “Day of Charity”

March 16 – “Day of Culture and Tradition”

March 17 – “Shanyrak”

March 18 – “Day of National Clothing”

March 19 – “Day of Nature”

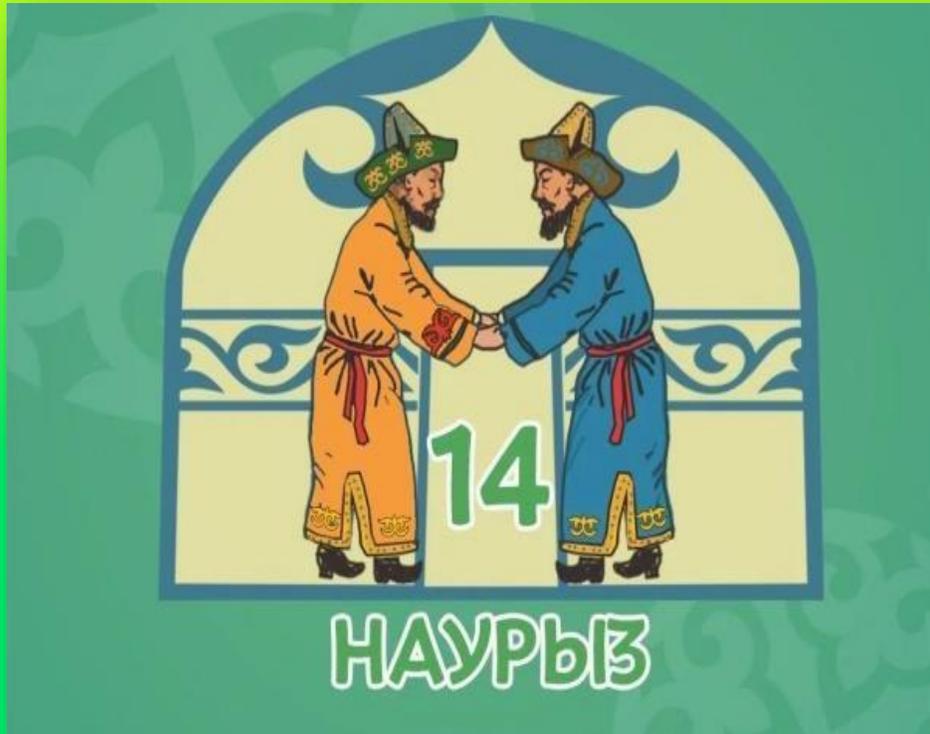
March 20 – “Day of National Sports”

March 21 – “Solidarity”

March 22 – “New Year’s Beginning”

March 23 – “Clean Day”

March 14 – “Day of Greetings”



March 14 is the Day of Meetings and Greetings, traditionally dedicated to showcasing the national traditions of Kazakh hospitality and even wedding rituals.

In ancient times, when the steppe winters posed a great threat to life and the continuation of families, and people rarely met one another due to the difficulties of traveling across frost, ice, and snow, the arrival of spring was perceived as a great joy and an opportunity to visit others. Thus, the custom of meeting with relatives and neighbors emerged - to congratulate them on the end of the winter months of cold and hardship, and to welcome together new life, the sun, and abundance.

Just as the stars and planets draw closer during the days of the spring equinox, people also grew closer to one another. This meant that after a long separation, the time had come to visit each other, rejoice in life, forgive old grievances, wish one another good health, and embrace with the words: “Bir zhasymen!” - “Another year of life has been completed.”

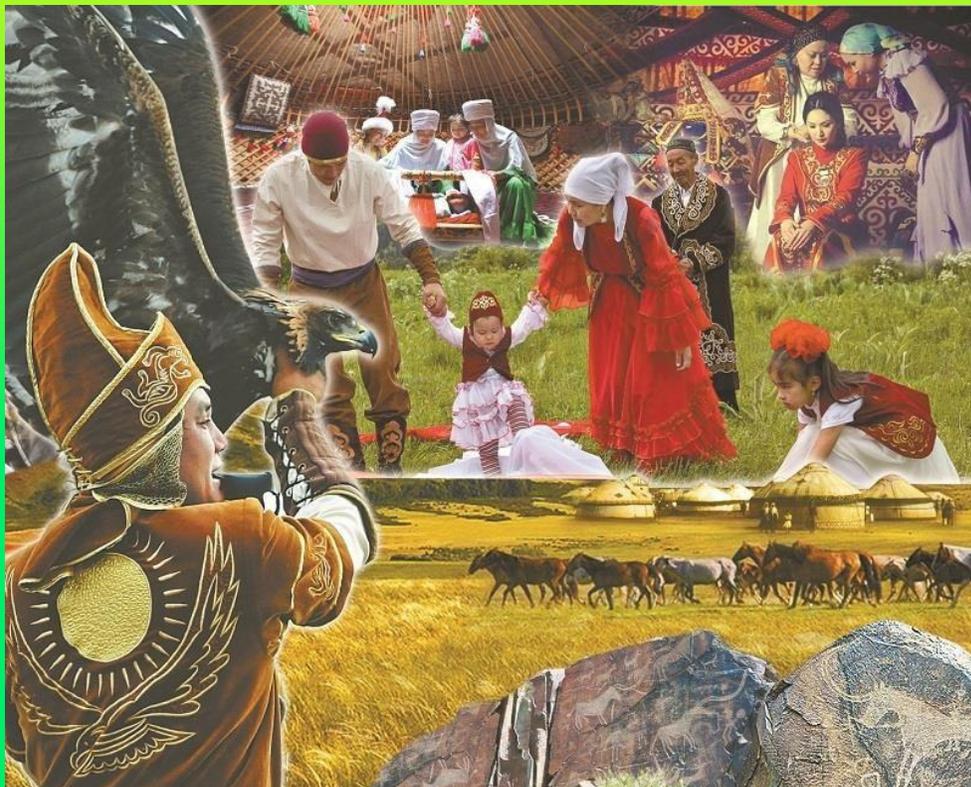
The ritual “kōrisu” - literally translated as “to meet” or “to see one another” - became one of the most important traditions of celebrating Nauryz.

March 15 - Charity Day



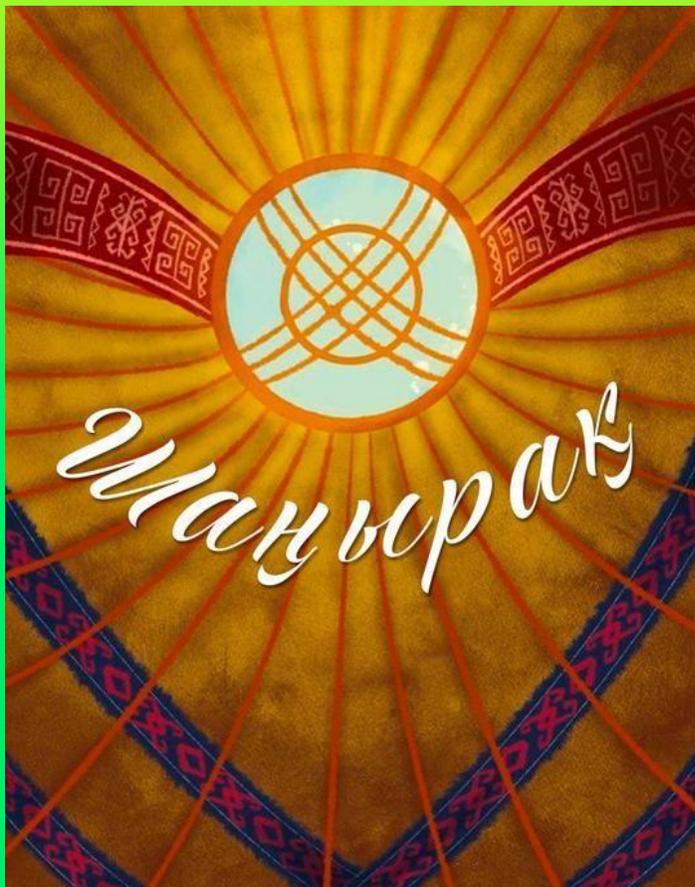
March 15 is known as “Charity Day” (the Day of Mercy). On this holiday, all Turkic-speaking peoples do good deeds for one another and show compassion.

March 16 - Day of Culture and Tradition



This day is dedicated to promoting culture, art, and national values. Traditional events celebrating national customs are planned to be held.

March 17 - "Shanyrak"



March 17 - Shanyrak: Day for Promoting Family Values

March 18 - National Clothing Day



On this day, special attention is recommended for promoting national clothing, as well as organizing fashion shows and festivals.



March 19 - Nature Day



It is recommended to continue the tradition of spring tree planting, linking it with the introduction of a new political culture into public consciousness, and giving it the meaning: “new seedlings – new ideas – a new stage of the nation’s development.”

March 20 - National Sports Day



March 20 - National Sports Day. On this day, various national sports competitions are organized throughout the country. Equestrian events, toguz kumalak, archery, and other tournaments allow ordinary city residents to experience a true celebration.

March 21 - “Yntymaq”: Day of Solidarity



A nationwide telethon will be held. As part of it, a festive relay of greetings from all residents of the region, including relatives living abroad, is planned.

March 22 - Beginning of the Year



March 22 - Beginning of the Year. This is marked by creating a festive atmosphere through mass events and public celebrations. Stylish ethno-villages and holiday fairs begin operating everywhere.

March 23 - “Clean Day”



March 23 - Clean Day. On the last day of the holiday, it is recommended to hold a nationwide environmental campaign as a symbol of welcoming the New Year with new goals and renewed hope for the entire country. A “Cleanliness Relay” will be organized between regions, including cleaning water sources and courtyards from snow and litter, including remnants from the celebrations.

DSO



*Жаурыз
Қутты Болсын!*

KazGASA
SINCE 1980



Happy Nauryz!

Happy Nauryz!



Happy Nauryz!

Happy Nauryz!

Сәуір

Happy Nauryz!

Happy Nauryz!

Happy Nauryz!

Happy Nauryz!

Happy Nauryz!





Happy Nauryz!



**Presentation prepared by:
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