



PRESS RELEASE

03/APR/2025

An Appeal to Conscience: A Call for Nonviolence, Peace, Humanity, and Moral Courage

To World Leaders, Members of the Media, and Citizens Across the Globe,
I write to you not as a representative of any nation, ideology, or institution—but as a fellow human being deeply concerned about the path we are collectively choosing.

The ongoing conflict between Iran and Israel is not merely a geopolitical event. It is a human tragedy. Every bomb dropped, every missile launched, every retaliatory act carries with it the immeasurable cost of innocent lives—children, families, communities—caught in cycles of violence they neither created nor deserve.

Beyond the immediate loss of life, we are witnessing the destruction of homes, infrastructure, and livelihoods built over generations. We are destabilizing regions, disrupting global energy supplies, and further weakening an already fragile world economy. But perhaps the most profound damage is less visible: the erosion of our shared humanity.

History has shown us, time and again, that violence does not resolve deep-rooted conflicts—it entrenches them. Hatred does not bring security—it perpetuates fear. Retaliation does not bring justice—it extends suffering.

We stand today at a critical crossroads.

We can continue down the familiar path of escalation, driven by past grievances, political compulsions, and short-term calculations. Or we can choose a different path—one guided by courage, wisdom, and moral clarity.

This is a moment that demands leadership of the highest order.

We urge world leaders to rise above narrow interests and partisan pressures. Let us move beyond the politics of division and embrace the principles that have guided humanity's greatest moral movements: nonviolence, truth, love, respect, Diversity, inclusion, and responsibility.

Nonviolence is not weakness—it is the ultimate expression of strength and self-control.

Love is not sentiment—it is the foundation of coexistence.

Equality and diversity are not ideals—they are necessities for a stable and just world.

We must ask ourselves: What kind of world are we leaving for our children and grandchildren?

A world defined by endless cycles of conflict, scarcity, and fear?

Or a world grounded in peace, cooperation, sustainability, and shared prosperity?



The choice is ours.

We call upon:

- Leaders to immediately pursue ceasefire, dialogue, and diplomatic engagement with sincerity and urgency.
- Media organizations to elevate truth, context, and humanity over sensationalism, helping to reduce polarization rather than inflame it.
- Citizens everywhere to raise their voices for peace, to reject hatred, and to demand accountability from those in power.

Let us remember that our shared humanity is far greater than our differences. Borders, religions, and political systems may divide us, but our hopes, fears, and aspirations are universal.

At this moment in history, we must not ask, “What is in it for me or my nation today?”
We must ask, “What is right for humanity tomorrow?”

Peace is not an abstract ideal—it is a practical necessity.

And the time to act is now.

Let us choose wisdom over impulse.

Let us choose dialogue over destruction.

Let us choose humanity over hatred.

For the sake of our children.

For the future of our planet.

For the dignity of all life.

With hope and conviction,

SAM PITRODA
Chairman Global Gandhi

— A Fellow Human Being Committed to Truth, Peace, and Humanity