

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ

The Amīr/National President  
Jamā‘at Aḥmadiyya,

Dear Brother,

السلام علیکم ورحمة اللہ وبرکاتہ

**Members of the Jamā‘at, Secretaries Da‘wat Ilallāh and all other office bearers should carry out Tablīgh, according to the Qur’ānic injunction, with wisdom and goodly exhortation.**

**While conveying the message be factual, truthful, and be kind and patient. Talk to a person according his level of understanding in keeping with the circumstances.**

**For Da‘wat Ilallāh, it is essential that there is conformity in our words and deeds. Mere verbosity will not work unless we demonstrate our example as true Muslims.**

On 8th September 2017, Ḥaḍrat *Khalīfatul-Masīḥ V* ایده اللہ تعالیٰ delivered the Friday Sermon at Baitul Futūh Mosque, London.

After reciting verse 126 of Sūrah An-Nahl, which is translated as follows:

***“Call unto the way of thy Lord with wisdom and goodly exhortation, and argue with them in a way that is best. Surely, thy Lord knows best who has strayed from His way; and He knows those who are rightly guided.” (16:126)***

Ḥūzoor ایده اللہ تعالیٰ said: In many countries the *Majlis-e-Shūrā* has deliberated on ways and means how to deliver the message of Islām to all people on a more solid foundation. Jamā‘at UK had a similar proposal in their *Majlis-e-Shūrā* which they sent for my approval. Remember that after the Khalīfa’s approval it is incumbent upon the members of Shūrā and the office bearers to do their utmost to implement the suggestion of the Shūrā. If there is a suggestion regarding Da‘wat Ilallāh, its implementation is not only the duty of Secretaries Da‘wat Ilallāh, but all other departments should extend full cooperation too. If the office bearers present their own example, Aḥmadīs will automatically start following them in spreading the message of Islām.

Ḥūzoor ایده اللہ تعالیٰ said: Every Dā‘i Ilallāh should act upon the instructions given in the verse I have recited. If despite having time and knowledge one is not mindful of these things, then the work will remain unblessed. Allāh stresses inviting people with wisdom and goodly exhortation. The so-called *Ulema* have given such a bad name to Islām that people think that it teaches extremism and lacks argument. In these circumstances it is an important obligation of every Aḥmadī to spread our message, and the office-bearers should be the first to understand this.

Ḥūzoor ایده اللہ تعالیٰ said: Some people say that they cannot do Da‘wat Ilallāh because they don’t have knowledge. But the fact is that the Promised Messiah علیہ السلام has provided us with such powerful arguments that with a little effort we can get sufficient strength. Then there are also the websites, audios, videos, question

and answer sessions and pamphlets. It is necessary to increase our knowledge and to know where to find the answers or relevant material. People of different religions and atheists have to be addressed according to their thinking.

Hūzoor ايدو اللہ تعالیٰ said: It is important to prove our point with strong arguments. And it is the task of the Da‘wat Ilallāh department to collect and provide the members with such arguments. It is also important not to make objections that might in turn be levelled against us. With proper training and knowledge, such an occasion will not arise. In fact, it is more to do with other religions. For instance, the objections people raise against the Promised Messiah عليه السلام could also apply to other Prophets. The Da‘wat Ilallāh department should collect such objections and make them available. The Promised Messiah عليه السلام himself refuted such arguments and turned them against the opponents.

Hūzoor ايدو اللہ تعالیٰ said: Wisdom also means kindness and compassion. Anger has a negative effect. If we speak kindly to someone who speaks angrily, this alone removes many of the objections. Wisdom also means that we should invite people with the teachings and arguments provided in the Holy Qur‘ān, this will have a positive impact.

Hūzoor ايدو اللہ تعالیٰ said: We should talk to others according to their level of understanding and always speak truthfully and factually. We should not concoct things in order to impress other people. It is also important to talk in accordance with the circumstances. If you fear agitating someone then avoid those kinds of arguments and use those that will bring them closer to you. Sometimes people say something that has a positive impact, but then they keep pushing and end up alienating the other person.

Hūzoor ايدو اللہ تعالیٰ said: It is also important to work with perseverance and to increase our contacts. We should also work consistently and not rest content with the ten-day Da‘wat Ilallāh programs.

Hūzoor ايدو اللہ تعالیٰ said: There are many asylum seekers here who have free time; they should present themselves for Da‘wat Ilallāh. If language is a barrier, they can use media and literature. It is quite possible that by the blessing of Da‘wat Ilallāh they might succeed in their cases.

Hūzoor ايدو اللہ تعالیٰ said: Today we have to tell the world openly that they are becoming a target of Divine wrath and that they should turn to Him. Our duty is to obey Allāh’s commandments regarding Da‘wat Ilallāh and to persevere in this path. It is up to Allāh to produce the results. At another place Allāh says that you cannot guide anyone, but it is your duty to convey the message. God alone knows who will find guidance and who will not. We have to fulfil our responsibility so that people cannot say that they did not receive the message of Islām. It is Allāh’s promise that He and His Messengers shall prevail. *Inshallah* the time will come when we shall be in the majority.

The Promised Messiah عليه السلام says: "God Almighty knows that I have never forsaken kindness and tenderness when replying, apart from a few times where there were extremely foul and mischievous writings from the enemy and I adopted a firm approach to some extent." Hūzoor ايدو اللہ تعالیٰ said: In such a situation, it is necessary to reply with wisdom and to stop the mischief. The Promised Messiah عليه السلام never adopted the ways of the opponents and always resorted to arguments and the law to stop mischief.

At another place the Promised Messiah عليه السلام says that the verse جادلهم بالتي هي احسن does not mean that we should become so lenient as to accept what is wrong. The difference should always be borne in mind. While it is important to be polite and considerate, it is also important to condemn what is wrong. We cannot condone something wrong in order to bring people closer to us. We should condemn what is wrong without engaging in quarrels. Our own faith should be strong and we should stop such things with wisdom and powerful arguments. We should not agree with everything, nor should we say things that alienate people. If Allāh wishes to guide someone, He will Himself open his heart.

Ḥūẓoor ايدو اللہ تعالیٰ said: The more opposition there is, the more the truth spreads. The more aggressively the truth is opposed, the more brilliantly it shines. The Promised Messiah عليه السلام says: I have myself seen that in places where there is much opposition against me, there Allāh has caused the Jamā‘at to be established. On the other hand, places where people do not respond, there we do not find much progress.

Ḥūẓoor ايدو اللہ تعالیٰ said: For Da‘wat Ilallāh to be successful there needs to be harmony between our words and deeds. The Promised Messiah عليه السلام says that if our words are not from the heart, they will not be effective. Remember that mere verbosity is of no use unless it is supported by actions. Mere talk has no meaning in the eyes of God. Demonstrate your example as a true Muslim. May Allāh enable us to act accordingly. *Amīn*.

Please convey these guidelines given by Ḥūẓoor ايدو اللہ تعالیٰ to members of your Jamā‘at.

Jazākumullāh.

Wassalām,

(Ch. Hameedullah)

Wakīl A‘lā,

Tahrīk Jadīd Anjuman Aḥmadiyya Pakistan.

Dated: 13 September 2017