

Narcissus flower cultivation in Mazandaran Province is opportunity for growth



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Iranica Desk

The delightful scent of narcissus, also known as the flower of the cold season, is currently filling the air in various cities across Mazandaran Province. The cultivation of this beautiful and fragrant flower has experienced a significant increase in recent years, with its cultivation area expanding annually.

It is a traditional view that products like narcissus can only be sold in street markets and flower shops and do not contribute to job creation or income. This mindset has hindered the development of agricultural and horticultural products in Mazandaran Province for years, preventing valuable opportunities from reaching their full potential in the regional economy, IRNA wrote. The recent Narcissus Flower Festi-

val in Kord Kola village of Juybar received a positive response from the public and officials. Producers displayed and sold bunches of narcissi at the festival, attracting both flower enthusiasts and those interested in purchasing narcissus bulbs. However, the lack of processing industries and potential products derived from this flower was also apparent.

Governor of Mazandaran, Seyyed Mahmoud Hosseini Pour, emphasized the need for producers to establish cooperative units and collaborate more closely with the Ministry of Agriculture. This would create opportunities for state support in the areas of export, marketing, and processing, enabling the industry to thrive. The city of Juybar serves as the main hub for narcissus production and has been hosting the Narcissus Festival for several years. It boasts the largest area under narcissus cultivation in the province, with approximately 66 hectares out of 100 hectares of narcissus gardens in Mazandaran. Babak Momeni, the head of the Agricultural Organization of Mazandaran Province, highlighted the significance of narcissus production for the economy of

Mazandaran Province from two perspectives. He believes that, on one hand, the narcissus flower has the potential to generate income and boost the region's economy; on the other hand, the novelty of this activity presents a suitable opportunity for targeted development and direction. Momeni also referred to the challenges in such production opportunities in Mazandaran Province, stating that the process involves cultivation followed by marketing, and in the best-case scenario, the product is sold on the streets and in flower shops. However, a sudden price drop often occurs after a while, leading to the product being forgotten until the next year. Discussing ways to make the economy of narcissus cultivation in Mazandaran Province flourish, he emphasized the importance of farmers considering producing narcissus flowers. He highlighted the potential for increasing agricultural income by integrating the production of narcissus flower bulbs into the crop rotation of rice and wheat, provided that the process is handled correctly.



Abyaneh village: Red emerald of Iran in the heart of Isfahan Province



● behrouzgasht.com



● visitiran.ir



● iranwonders.com

Situated at an elevation of approximately 2,300 meters to 2,700 meters above sea level, nestled on a mountain, is the magnificent castle of Abyaneh village. This village, located in Isfahan Province, is a respectable neighbor of Kashan and is known for its unique red-stepped homes and mud-brick lanes. It is truly a sight to behold and leaves a lasting impression on anyone who visits.

Abyaneh village holds a special place in the hearts of Iranians, as it is considered a must-see destination in all of Iran. The village is often referred to as

'the red emerald of Iran,' thanks to its stunning reddish hues that adorn every corner. Walking through the village feels like stepping back in time, with its old homes, elderly residents, and vibrant gardens that are bursting with colors amidst the desert backdrop.

The architecture of Abyaneh village is a true testament to its rich history. The red clay homes, mud-brick buildings and mosque create a mesmerizing blend of past and present. To delve deeper into the village's heritage, a visit to the Abyaneh Anthropology Mu-

seum is highly recommended. Here, traditional items, attire, textiles, and weaving equipment are showcased, providing valuable insights into the local culture.

One of the highlights of visiting Abyaneh village is interacting with the friendly locals. As you stroll through the picturesque town, you will come across warm greetings from the villagers, dressed in their traditional garb, who often sell their products. Their dedication to preserving customs and language, which still contains words from the Parthian era,

is truly remarkable. However, it is always polite to seek their permission before taking photographs.

In addition to immersing yourself in the village's charm, there are several activities to enhance your visit. Explore the historic fire temple, Harpaak, known for its architectural style. Make sure to visit the Jaame (Grand) Mosque, which dates back to the eleventh century and boasts a magnificent walnut wood-carved *mihrab* adorned with floral patterns and calligraphy. A leisurely stroll to the opposite bank of the river be-

neath the village offers breathtaking views of the homes and landscape.

Abyaneh village welcomes visitors throughout the year due to its temperate climate. However, spring, especially the month of May, is considered the best time to visit. The scenery is breathtaking, and you can witness the Rosewater Festival held in Kashan, which is renowned for its souvenirs. The air is fresh and cool during this season, making it even more enjoyable to explore the village.

Located on the northwest slopes of the Karkas Mountains,

Abyaneh village is conveniently located along Iran's traditional tourist route. Its proximity and accessibility make it an ideal destination for a half- or full-day visit. The village's architecture, ethereal beauty, and welcoming community make it an unforgettable experience for travelers from around the world.

As you embark on your journey through Abyaneh village, be prepared to be captivated by its rich history, stunning architecture, warm hospitality, and the magical dance of colors that bring this ancient village to life.