

India, Iran could bolster tourism relations with new business chamber in Isfahan

Arts & Culture Desk

The Indian Ambassador to Iran, Rudra Gaurav Shresth, announced that the establishment of an Indian Chamber of Commerce in Isfahan could enhance tourism and business communication between the two countries and facilitate the presence of investors.

During a meeting with Isfahan's Governor General, Mehdi Jamali Nejad, Shresth stated, "I am very pleased to be in Isfahan, which has been introduced to me as a major tourist destination." *ostan-es.ir* reported.

He emphasized the importance of collaboration in various sectors, asserting, "We wish to cooperate with Isfahan in all areas mentioned." He noted that despite the governor's relatively recent tenure, he would be "the best advisor for us in expanding communications."

The envoy pointed out that while political relations between India and Iran have flourished, "economic ties between our two coun-

tries have not grown as much." He expressed a desire for advancements in traditional steel knowledge, technology, and IT in Isfahan. Shresth also mentioned that many Indian families, due to the close cultural ties, have a strong interest in sending their daughters to study in Isfahan, which he labeled as a "multicultural city" that could attract Indian students.

During his visit, Shresth toured the historic Naqsh-e Jahan Square, calling it "truly unique," and believed it could serve as a central point for attracting tourists and boosting the local economy. He highlighted the potential for serious cooperation, stating, "Our economic advisor is present in Iran, and we can work together on how to attract tourists and develop the economy."

The envoy proposed that Indian companies could find market opportunities in Isfahan and welcomed the idea of joint business ventures. He stated, "We can coordinate delegations to travel to Isfahan,"

and expressed support for the establishment of a joint chamber of commerce between India and Isfahan.

In addition, Shresth mentioned the need to improve awareness of Iran among Indian tourists, suggesting that engaging Indian sports figures and filmmakers to promote tourism would be beneficial.

He noted, "Hindis do not have much information about Iran, but we can leverage the influence of cultural figures to attract tourists."

Governor Jamali Nejad welcomed the Indian tourism ambassadors to the upcoming "World Professional Tour Guides" event, set to take place in Isfahan in March. He remarked on the cultural closeness between India and Iran, expressing hope for a "bright horizon and close relationship in tourism, economic exchanges, and culture."

Despite the solid bilateral relations, Jamali Nejad pointed out that inbound tourism to Iran remains low, stating, "We have



Indian Ambassador to Iran, Rudra Gaurav Shresth (L), and Isfahan's Governor General, Mehdi Jamali Nejad, discuss ways to expand bilateral ties in Isfahan on January 13, 2025. *ostan-es.ir*

cancelled visa requirements with several countries to increase tourism to Iran, but it seems that Iran remains unknown." He urged the Indian ambassador to look more deeply into Isfahan's tourism potential. The governor emphasized Isfah-

an's historical significance, saying, "Isfahan has been recognized as a historical city and has served as the capital of Iran during three different periods." He showcased the province's rich cultural heritage, its famous artisans, and the diverse climate that

enhances its tourist appeal. In a symbolic gesture of friendship, the meeting concluded with the Indian ambassador planting a rose in the Global Peace Garden, representing the enduring ties and cooperative spirit between India and Iran.

Art one of influential areas for strengthening Iran-Turkey ties: *Official*

Arts & Culture Desk

One of the important and high-impact fields for strengthening the ties between Iran and Turkey is art, said Iran's Cultural Attaché in Turkey Qassem Nazemi.

He made the statement in the opening of a calligraphy exhibition featuring the poetry of renowned Persian poet Rumi in Ankara, Turkey.

The exhibition, which highlights works of calligraphy, gilding, and miniature painting, was inaugurated by Nazemi alongside prominent figures including Mohammad Hossein Shojaei, Deputy Ambassador of Iran, and Barış Demirci, Vice Rector of Ankara Music and Fine Arts University, IRNA reported.

He noted that both countries share numerous commonalities, particularly in traditional art forms such as calligraphy, gilding, and miniature painting.

Nazemi described the exhibition as a "bright manifestation of these valuable cultural collaborations," facilitated by the Iranian Academic Center for Education, Culture, and Research (ACECR) in partnership with Ankara university.

In a statement read at the event, Amin Mokhtari, the head of ACECR, highlighted the organization's commitment to promoting Iranian-Islamic culture and art



internationally. "One of the key priorities of our organization in the arts sector is to support the development of the cultural economy and create pathways for mutual flourishing," he remarked.

Mokhtari further elaborated on the exhibition's significance, stating it is a valuable opportunity to showcase Iranian calligraphy and introduce Rumi's timeless poetry to a global audience.

He expressed hope that the event would serve as a catalyst for expanded cultural and artistic exchanges between the two nations.

Barış Demirci emphasized the importance of academic training for artists, noting that events like this exhibition are integral to the university's mission. He expressed gratitude

to the Iranian artists for choosing the Ankara Music and Fine Arts University as the venue for this exhibition.

The exhibition features 40 works by 16 distinguished calligraphers, each proficient in various styles, including nasta'liq and shekasteh nasta'liq scripts. These creations were meticulously crafted over six months under the artistic guidance of Hamid Reza Jamshidi.

Visitors can also enjoy selected verses from Rumi in both Persian and Turkish, accompanied by soothing music, creating an immersive experience that invites them to explore the profound thoughts and messages of the poet.

The exhibition opened on January 13 and will run through January 15.

Iran ranks 1st in Mideast on medical ethics research: *Minister*

Social Desk

Iran's Health Minister Mohammad Reza Zafarqandi announced that Iran ranks first in the Middle East for its adherence to medical ethics. This distinction not only highlights the country's commitment to ethical healthcare practices but also positions Iran as a potential destination for medical tourism.

He made the remarks in a recent address at the 11th Annual Iranian Congress of Medical Ethics and the 8th Nursing Ethics Congress in Tehran, IRIB News reported.

Zafarqandi emphasized that medical and nursing ethics transcend

mere professional standards, asserting that the country has established a commendable reputation in this domain.

He noted that promoting respect and kindness within healthcare could enhance social capital, which is crucial for attracting international visitors seeking medical services.

Zafarqandi highlighted the direct correlation between ethical practice and social trust, stating that if the government lacks sincerity and compassion towards its citizens, effective treatment cannot occur. According to surveys, the medical and nursing communities are among the top three trusted social authorities in Iran, a factor



that can enhance the country's reputation as a medical tourism hub. The minister also critiqued media outlets that undermine the healthcare sector, asserting that such actions diminish social trust and patient confidence in the healthcare system.

He called for a deeper integration of ethics into professional prac-

tice, especially in educational contexts, to solidify this foundational aspect of healthcare. Reflecting on the dedication shown by medical personnel during the COVID-19 pandemic, Zafarqandi acknowledged their sacrifices and commitment, which further solidifies Iran's reputation as a caring and ethical healthcare provider.

PHOTO OF THE DAY



Iranian President Masoud Pezeshkian brings early Father's Day cheer to a Tehran foster home on January 13, 2025. *president.ir*