



Pezeshkian urges broader job diversity, prioritizes rural employment

Social Desk

Iran's President Masoud Pezeshkian called for more targeted and diversified job creation projects, placing rural entrepreneurs at the heart of the government's employment agenda. Speaking at the 86th meeting of the Supreme Employment Council on Monday, Pezeshkian stressed the government's commitment to supporting small business owners and job creators, particularly in rural areas, president.ir reported. "The goal is clear: empower entrepreneurs, expand job opportunities, and reduce economic pressure," he said. He stressed that employment support must be "well-directed and traceable," with clarity on how resources are spent. The president cited Iran's

Leader Ayatollah Seyyed Ali Khamenei's emphasis on the strategic value of job creation, saying the 14th administration would fully back innovators and new business ventures. According to Pezeshkian, employment is not only a tool to fight poverty but also a cornerstone of national economic revival. "Job creation drives production, builds wealth, and helps reduce budget deficits," he said, adding that the support of executive bodies and provincial governments is vital to achieving this goal. He also highlighted the need for more diverse employment options. "A broader range of jobs means greater access to the labor market," he said. On the distribution of financial support, Pezeshkian

urged banks and relevant institutions to closely monitor how loans are allocated. "We must distinguish active entrepreneurs from passive recipients," he said. The president also warned that the current picture of Iran's domestic market and export potential remains unclear. He called for a cohesive national strategy to align domestic production with market demands and export opportunities. Pezeshkian recommended leveraging media to encourage cooperation from commercial banks in financing job-creating ventures, especially in underdeveloped regions. The meeting concluded with the approval of ten new resolutions aimed at boosting employment across the country.



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Culture minister promotes contemporary approach to Attar's teachings

Arts & Culture Desk

Iran's Minister of Culture and Islamic Guidance, Abbas Salehi, marked the national commemoration of Sheikh Farid al-Din Attar of Nishapur by urging a renewed engagement with the 12th-century mystic's thought through the lens of modern discourse. In a message on Monday, Salehi described Attar as a towering figure in Persian-Islamic mysticism and literature, emphasizing that today's responsibility extends beyond hon-

oring his memory, IRNA reported. "It is our duty," he wrote, "to reinterpret his message in today's language for current and future generations." Attar, born in Nishapur in northeastern Iran, was a poet, mystic, and master storyteller. His works, including 'The Conference of the Birds' (Mantiq al-Tayr) and 'Memorial of the Saints' (Tadhkirat al-Awliya), have long been celebrated for their symbolic depth and spiritual insight. Attar's narratives, Salehi noted, tap into "the hidden truths of the human soul" and continue to offer clarity

and meaning in a world grappling with spiritual thirst. Calling Attar a "radiant jewel of wisdom and gnosis," Salehi described his poetry as a sacred breath that still refreshes the soul of the modern seeker. The minister highlighted the importance of cultural and educational institutions, particularly in Nishapur, in keeping Attar's legacy alive. He encouraged local and national authorities to invest in research, creative productions, and infrastructure that reflect the sage's enduring rele-

vance. Salehi also called for greater collaboration between scholars, artists, and young thinkers in the field of Attar studies, underlining the role of collective cultural will in safeguarding what he termed a "global heritage." "As long as people of culture and committed officials remain engaged," the message concluded, "Nishapur will continue to shine as a beacon of wisdom, mysticism, and poetic grace, and Attar's name will echo with vitality in the hearts of generations to come."



Iran showcases non-fiction titles at Moscow book fair

Arts & Culture Desk

Over 80 Iranian books were presented at the 25th International Fair Non/fictionN in Moscow, as part of a broader cultural program backed by the Islamic Republic's Cultural Center in Russia. Held from April 10 to 13 at the historic Gostiny Dvor exhibition hall near Red Square, the event brought together nearly 300 domestic and international publishers, IRNA reported. Iran's presence included titles across diverse fields such as resistance literature, Persian language education, Iranian studies, and both classical and contemporary prose. The pavilion also highlighted children's and young adult literature, which drew considerable interest from Russian readers. Several books previously translated into Russian were also featured in a dedicated section. Iranian publishers, represented chiefly by Nakhle Sabz Publication, took part under the trade name "Kinigis." The company showcased 80 titles, in addition to 400 works by Sadra Publishing, affiliated with the Ibn Sina Islamic Studies Foundation. Kazem Jalali, Iran's ambassador to Russia, and Masoud Ahmadavand, the cultural attaché, visited the Iranian stands on the second day of the fair. Ali Mahdavi, director of the Nakhle Sabz Trans-



lation Center, noted that this marks their fifth appearance at Russian book exhibitions. In the past two events alone, the publisher has offered 35 translated titles in Russian, covering family issues, psychology, and heroic figures from Iran's contemporary history — including tributes to General Qassem Soleimani and late President Ebrahim Raisi. Mahdavi observed a strong interest in motivational titles such as 'The Successful Man and The Successful Woman', as well as youth fiction and educational novels — especially among ethnic Russians with growing familiarity with Iranian culture. Launched in 1999, the International Fair Non/fictionN is one of Russia's premier literary events. Since 2023, it has been held biannually in spring and fall, underscoring Moscow's expanding role as a global hub for cultural exchange.

Kazan official praises Iran's hospitality, cultural richness

Arts & Culture Desk

In a recent visit to Iran, the Mayor of Kazan, Ilсур Metshin, expressed admiration for the country's hospitality and cultural heritage. The visit, aimed at strengthening ties between Kazan and Iranian cities, included the signing of sister city agreements and participation in the BRICS+ Association of Cities and Municipalities. During his stay, Mayor Metshin signed a sister city agreement with Isfahan, highlighting the city's rich history and cultural significance, IRNA reported. He noted the city's cleanliness, tranquil atmosphere, and the respectful interactions among its residents. Particularly striking was the communal gathering along the Zayandeh Rud River, where citizens of all ages enjoyed the serene environment, free from litter and noise. In Tehran, discussions with city officials led to an agreement

aimed at fostering friendly relations. Mayor Metshin observed the capital's active development, citing the opening of 20 new metro stations and the acquisition of 3,000 new buses over the past three and a half years as evidence of its commitment to improving public transportation. Reflecting on his visit, Metshin remarked on the contrast between his experiences in Iran and the portrayal of the country in Western media, describing Iran as a "peace-loving" nation with "smiling and very sincere" people. He also highlighted the peaceful coexistence of various religious communities in Isfahan, including Orthodox churches, synagogues, and Zoroastrian temples. The visit coincided with the BRICS+ Cities Forum in Tehran, where Kazan's active participation was noted. Agreements were reached on hosting



a BRICS+ children's festival and urban planning awards in Kazan, initiatives aimed at strengthening international friendships. The next BRICS+ Cities Forum is scheduled to be hosted by Brazil. Kazan, the capital of Russia's Republic of Tatarstan, has a history of fostering international relations, having previously established sister city ties with Shiraz. The city also hosted the BRICS Summit from October 22 to 24, 2024, marking Iran's first official participation in the summit with President Masoud Pezeshkian in attendance.