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IRAN

LAND OF CULTURE, ART AND DYNAMISM

In the fall of 1971, Iran will be celebrating the anniversary of its monarchy which was established 25 centuries ago by Cyrus the Liberator, who formed the first truly great empire in history—the Persian Empire which sprawled over the corners of three continents, from the Himalayas to Greece, Egypt and beyond.

Over the millennia, the nation survived the cyclical forces of history. It became the rival of classical Greece and imperial Rome. It pushed back countless invaders and was defeated by some. Never completely subdued, the Iranian people endeavored to civilize their invaders, sustaining their separate identity, united by their unbroken tradition of a King above all leaders—a King of Kings, a Shahanshah.

Iran's history goes back much further than the Persian Empire, however. Historians agree that the Iranian people and their civilization are 6,000 to 7,000 years old. Recent archeological discoveries have produced evidence of this great civilization going back to nearly 5,000 B.C.

Throughout the centuries, arts and crafts have flourished in Iran. The ruins of Persepolis, the great capital city of ancient Persia which was destroyed by Alexander of Macedonia 23 centuries ago, still attest to the grandeur and magnificence of an empire which comprised most of the civilized world of that time.

Art Festival

Persepolis today has assumed renewed greatness and world significance in that it has become the site of Iran's annual Art Festival of Shiraz. Its lofty, flood-lit columns and imposing doorways of highly-polished stone resound to the sound of music played by such renowned artists as Artur Rubinstein and Yehudi Menuhin as well as other great musicians, actors and ballet dancers from many countries of the world.

Over the centuries, Iran has produced many illustrious soldiers, statesmen, scientists, prophets and poets. It is the home of Zoroaster and the libraries of the Magi, including the Avesta. It is the home of Avicenna and of numerous other scientist-philosophers, including Razi, whose medical works along with those of Avicenna were a major part of the curriculum of medical schools of medieval European universities for more than seven centuries. It is the home of Omar Khayyam, the poet-astronomer-mathematician, and of a glittering array of poets as numerous as the constellations of a starry night.

Modern Nation

Today out of this 7,000-year-old cradle of civilization a modern industrial nation is rapidly rising united behind the brilliant dynamism of a beloved leader.

In the reign of Mohammad Reza Pahlavi Aryamehr, the Shahanshah of Iran, the nation's physical and institutional landscape has been undergoing a total transformation and rejuvenation. The pace is so great that Iran seems certain to enter the select fraternity of advanced industrial nations of the world within the lifespan of today's university students.

It is a rejuvenation in which democratic institutions have been encouraged in farms and factories; in which women have vastly improved their status both in the family and the economic and political life of the nation, enjoying equal educational and employment opportunities and equal political rights with men; in which a lively balance has been maintained between government industrial investment and private initiative; in which the wide gap between urban and rural living standards is being progressively narrowed; in which the nation's major natural resources have been brought under intelligent public control to assure an ever more democratically sound distribution of national wealth.

After centuries of fallow years, Iran has discovered renewed fertility in its ancient soil and has become one of the most youthful, one of the most forward-looking nations among the peoples of the world in outlook, spirit and energy.

The White Revolution

New factories, smooth highways, modern systems of communications and telecommunications, extensive urban and rural improvement, deep, all-enveloping social and educational development, one of the world's most effective land reform programs and agricultural modernization—all have given modern Iran a dynamism that is seldom matched in other developing countries of the world.

The bid for modernization started almost half a century ago when Reza Shah the Great, founder of the Pahlavi Dynasty, laid the foundations for the rejuvenation of this historic land. The sweeping reforms and the extensive reconstruction projects introduced by the old Shah were interrupted by World War II. Reza Shah's son and successor, Mohammad Reza Pahlavi, pursued the good work started by his father in spite of the destructive effects of the war and its aftermath. It was his total dedication to the enormous task that in the face of almost impossible odds Iran continued its existence as a free, independent nation at a time when scores of nations lost their national identity.

Early in the 1950's, the Shahanshah began distributing his own estates among the farmers who had been working in the Crown Lands. His intention was to set a good example for other landlords to follow. But ancient traditions and personal greed are hard to break. The Monarch took the matter to Parliament, then dominated by the reactionary landlords. The bill was so mutilated and distorted that it could hardly achieve the Shahanshah's objective of promoting social justice for the vast majority of the Iranian people who made up the country's rural population.

Finally in February, 1963, the Monarch took the whole case to the people, presenting a six-point reform program that among other things would sweep asiue all the remnants of the decadent landlord-serf system which attempted to block the path of progress in Iran.

The Shah's reform program received an overwhelming vote of popular confidence and snowballed into a powerful national movement which revamped the existing social and economic system. That was six years ago. Since then the reform program, which has now come to be known as the "White Revolution of the Shah and his People," has been expanded to contain 12 basic points:

1. **Land Reform:** Executed in two phases, land and agrarian reform has made the Iranian farmer his own landlord. Large estates, bought from the former landlords at equitable prices by the Government, were divided into smaller lots and distributed among the farm families who formerly worked for others. To make the revolutionary project work, the Government helped the farmers set up cooperatives and farm corporations through which they are supplied with seeds, fertilizer and farm machinery. There are now more than 7,000 rural cooperatives throughout Iran with a combined capital of $10-million. The Government has contributed double this amount to the cooperative movement as a further incentive for growth. As a result of land reform Iran now is in a position to export surplus wheat and other grain food to neighboring countries such as Afghanistan, Pakistan, India and the USSR. Farm income increased $230-million in 1966 and last year it was up 50 per cent as compared with the 1963 production figure.

2. **Public Sale of State-Owned Industries:** Government-owned factories were modernized and their shares, with a guarantee of a minimum profit of six per cent annually, were sold to private corporations and individuals to raise funds to finance the Land Reform Program. Former landlords were given the option of receiving such stock in lieu of cash payment for their land.

3. **Nationalization of Forests:** Being a dry country, Iran has few wooded areas. To check indiscriminate cutting and to assure efficient efforts toward reforestation and development of artificial forests, all the wooded areas of the country were nationalized.

4. **Industrial Profit-Sharing:** To raise living standards of the industrial workers, the Shahanshah ordered that workers should receive up to 20 per cent of the profits of the factories in which they work. This gave the factory worker a stake in the industrial unit and boosted his status as an individual. It also cut back wastage, improved the quality and increased the quantity of the products. Profit-sharing agreements have been worked out in most factories between labor and management.

5. **Amendment of the Electoral Law:** The new law allows women full political rights—they can vote and get elected to office. Thus half the nation's population are now taking a more active part in the national affairs. The new law also provides that voting be held in a single day throughout the nation to check malpractice.

6. **Literacy Corps:** To wipe out illiteracy in the villages, a Literacy Corps was established. It consists of educated conscripts who serve in the village as teachers in lieu of regular military service which is compulsory in Iran. This program has proved very effective and the percentage of literacy has risen by 20 per cent.

Every year in September, the terrace of the imposing Apadana Palace of Darius the Great at Persepolis becomes the site of the Art Festival of Shiraz. Famous artists from all parts of the world gather in the nearby city of Shiraz to present impressive programs of music, ballet and drama. Arts exhibits are held in other

7. **Health Corps:** To provide rural Iran with modern health facilities and professional medical attention, the Health Corps was instituted. It is composed of young physicians and dentists who, like the Literacy Corpsmen, work in the villages operating clinics, hospitals and mobile health units instead of serving in the armed forces.

8. **Extension and Development Corps:** To further help rural populations, graduate engineers and architects eligible for military service are sent to the villages to help the villagers build new houses, schools, roads, dams and bridges to modernize the structure of the villages. The Extension and Development Corpsmen also teach villagers better farming methods and the proper use of modern agricultural implements.

9. **Equity Courts:** This point of the White Revolution calls for the establishment of village courts presided over by locally elected village elders and dignitaries so as to allow the farmers to solve their own legal problems at home. These courts save the villager considerable time and expense since he no longer has to go to the nearest town to seek justice.

10. **Nationalization of Water Resources:** One of the biggest problems in Iran throughout its long history has been the scarcity of water for irrigation. To prevent wasteage and to assure more judicious use of this precious commodity, all fresh water resources of the country have been nationalized. Those who have surplus water in their property now have to share it with the less fortunate. Those who do not have enough water receive assistance from the Government to develop new water resources.

11. **Urban and Rural Reconstruction:** The main purpose behind this point of the Revolution is to provide better living conditions for the entire population—both urban and rural. It includes such measures as slum clearance and urban renewal as well as the physical regeneration of the countryside.

12. **Administrative Decentralization and Educational Reorganization:** This point provides for greater autonomy to the provincial and local governments and seeks to eliminate red tape and bureaucracy in all government agencies across the nation. It also calls for a complete reorganization of the nation's educational system.

Development Plans

Iran has already completed a Seven-Year National Development Plan and two Five-Year Plans. The Fourth Plan, involving an investment outlay of $11,000-million in the next five years, is an ambitious undertaking. But its targets are a manifestation of the confident mood that has been dominating the national economic and political scene since the White Revolution, the political stability the Shah's reforms have created and the constructive forces they have unleashed.

A new breed of young, confident technocrats and economists are now in power. Economic gains and political stability in turn have generated new enthusiasm in the private sector. The standard of living has been rising steadily, producing new demands and greater opportunities.

The new opportunities have paved the way for the construction of Iran's first steel mill, for the development of a petrochemical industry and for all the other components that are essential in achieving an advanced stage of industrialization.

The largest single source of income to finance development projects in the next five years—$5,900-million—will come from Iran's rising oil revenues. According to conservative estimates, the private sector will invest $4,400? in the Fourth Plan projects. The remainder—$500-700-million—is to be raised through loans.

The Fourth Plan was launched on March 21, 1968. Its targets, in general terms, are:

- To exploit to a maximum degree the new social order so as to attain a more advanced stage of an affluent society
- To accelerate economic growth and increase the national income
- To attain more equitable distribution of wealth
- To decrease the country's dependence on imports
- To diversify exports and expand foreign markets
- To improve the civil service
- To create maximum productive employment

To achieve all this, the Plan aims at a minimum growth rate of nine per cent annually.

Taking into consideration an envisaged 2.6 per cent annual increase in the population, the planners hope to increase the per capita income from the present $229.60 to $304. This means that the gross national product, currently at $7,000-million, will have to rise to over $10,746-million by early 1972.

During the Fourth Plan period, exports are to increase by 11 per cent annually, from the present figure of $2,000-million to $3,600-million by March, 1972.

The planned rate of increase in the agricultural sector is estimated at six per cent annually. This will clearly require a technological revolution among farmers, but that is exactly what the planners aim to achieve. For example, although agriculture is to get $866-million during the Fourth Plan—triple that of the Third Plan—industry will get $2,800-million. Much of the $2,800-million outlay in industry will help mechanize agriculture, thus striking a balance between these two vital fields.

Consequently industrial production is expected to rise at the rate of 15 per cent annually, electric power by 19 per cent and oil and gas by 12.5 per cent Key features here are the development of basic and heavy industries such as the steel mill and petrochemical plants.

Village reconstruction is to get over $130-million. In addition, 4,000 kilometers* of highways, 12,000 kilometers of feeder roads and 15,500 kilometers of railroads are to be constructed across the country. For these as well as port and navigation development an estimated $900-million will be spent during the plan period.

The literacy rate is to be increased by 36 per cent in the 10-to-45-age brackets. Enrollment in universities is to increase from 37,000 to 60,000 students. Some 14,500 new hospital beds are to be made available and every city is to have a health center by the end of the Fourth Plan. In addition, through the creation of nearly one million new job opportunities, the unemployment rate is expected to fall below 1 per cent.

The reforms have set into motion irreversible trends and patterns. They have released new energies and forces which until the 1963 White Revolution remained untapped. The Shah's massive reforms took only three years to have their impact on the country's social order. They have now reached their take-off point.

Investment Opportunities

Iran's rapid pace of progress, especially in the industrial and agricultural fields, provides unprecedented opportunities for sound, lucrative investment. Many American investors have already established successful business operations in Iran. Among them are B. F. Goodrich, the American Motor Company, General Tire and Rubber, International Dairy Engineering, Webster Publishing, Philipp Brothers, Olin Mathieson, Colgate-Palmolive, Procter & Gamble, Electric Storage Battery and American Cyanamid, to name but a few. With one of the stablest political atmospheres in the world, Iran enjoys a sound economic position. That is why investors from many countries, including Britain, France, West Germany and Japan, as well as the United States, are finding it not only to their advantage but also a pleasure to start business in Iran, which because of its geographical location, commands a unique position for feeding the adjoining markets in the neighboring countries with a population of more than 200 million.

Be Sure to Visit Iran

So, next time you plan to take a trip abroad, make sure to combine business with pleasure and pay this "Land of Culture, Art and Dynamism" a visit. You will not regret it.

For Information Write:

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Iranian Embassy
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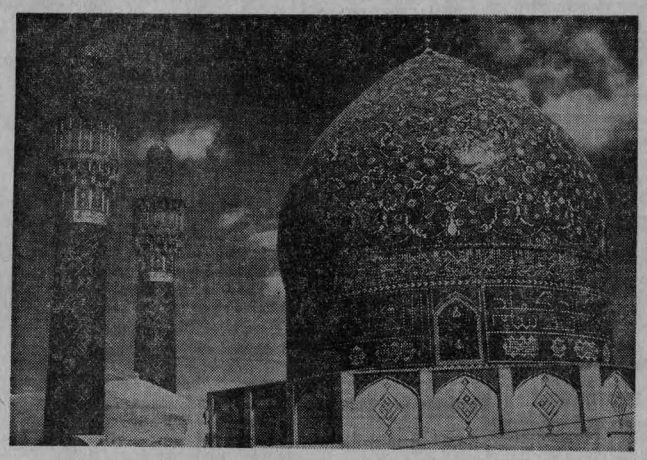
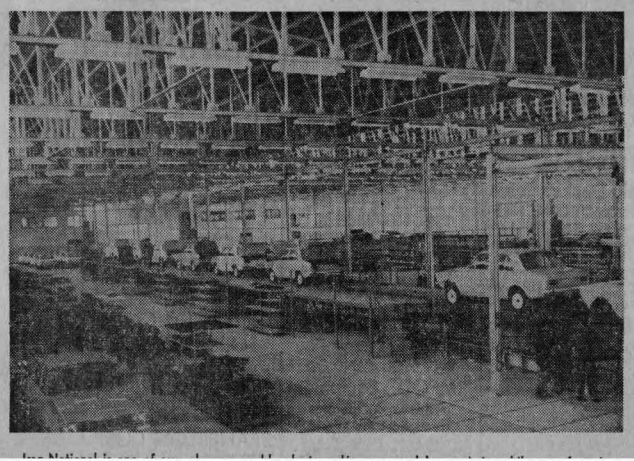
* 1 kilometer = 0.62 miles

Her Imperial Majesty Shahbanu Farah congratulates the great American pianist, Artur Rubinstein after his performance at the Art Festival of Shiraz which is held

His Imperial Majesty Mohammed Reza Pahlavi Aryamehr, Shahanshah of Iran, attends graduation exercises at Tehran University. In recent years many universities, colleges, academies and other institutions of higher learning, both private and state-supported, have been established in all major towns and cities of Iran.

Her Imperial Majesty Shahbanu Farah Pahlavi, Empress of Iran, takes part in many social, cultural and charitable activities. The Empress sponsors many welfare organizations and leads the Iranian women's movement for advancement. She is shown visiting a girls' school in Shiraz, one of Iran's great cultural and scientific centers.

An aerial view of Tehran, Iran's capital city with a population of close to 3,000,000 people, showing one of the city's wide thoroughfares—the Queen Elizabeth II Boulevard. Other equally important avenues have been named for such world leaders as Presidents Franklin D. Roosevelt, Dwight D. Eisenhower and John F. Kennedy.



The fabulous city of Isfahan, the capital city of the great Safavid kings, is a jewel among the historic sites of the world. Its magnificent mosques and schools with their turquoise blue domes and slender minarets, its imposing palaces and bridges are considered to be some of the greatest masterpieces of architecture.