



## Nazarabad, a Role Model Industrial Town in Iran (A Case Study)

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### Article History

Manuscript No. 159

Received in 10<sup>th</sup> May, 2011

Received in revised form 27<sup>th</sup> May, 2011

Accepted in final form 28<sup>th</sup> May, 2011

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### Keywords

Industrial towns, Nazarabad, development, migration

### Abstract

During recent decade, rural industrialization has been noticed through socio-economic developments in Iran. The study is aimed at understanding the impact of social and economic aspects based on descriptive analytic method. There have been chosen 240 families as sample from 1962 local families using kukran formula. Based on the above statistics, Nazarabad industrial towns has experienced a positive promotion playing major role in job opportunities, rural products marketing, gender balances, public awareness, public communication ultimately reducing migration from rural to bigger towns and cities.

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### 1. Introduction

The term, rural industrialization nowadays plays main role in designing expansion policies of the many countries throughout the world like china, India, Malaysia, Egypt etc. In Iran, 40% of whole country resides in rural areas. Migration of the people to township areas especially for job opportunities is one growing issues. So, government must take considerable measures to stop migration through coordinated attention to unemployment generation, sustainable use of natural resources, combating high poverty rate. However, geographical distribution and physical barriers are often become constraints in facilitation.

After Islamic revolution and during late 20 years, ministry of reconstruction has taken enough concentration on small industries and manufacturing units which have led to the successful birth of Nazarabad industrial towns, located 25 kilometers south west to Tehran province.

### 2. Area under Study

The Nazarabad town covers an area of 18909 km<sup>2</sup> in south west of Tehran, in between 34° 52' to 36° 21' N and 50°10' to 53° 10' E (figure 1) and surrounded by Mazandaran province at north, Ghom province at south, Ghazvin province at west and Semnan province at east. It is the entering gate of the province from west and northern west of the country.

### 3. Methodology

The aim of introducing the Nazarabad town is to focus on sustainable development that supports the country's national economy. This project is practical in objective and descriptive in method. In order to collect information, the following methods have been used-

Using of the field method for collecting information in the area under study

Making use of the library and accessing research history and various perspectives on rural management

Using the internet for obtaining information regarding agricultural methods and accessing information from the websites of related organizations

Drawing upon the information from Iran's Statistics Bureau  
After extracting information and raw data through questionnaire, interviews and observing methods necessary for analyzing processes was done using kukran test

### 4. Discussion

As a new policy, Industrial towns may influence rural population in deciding their habitats. This phenomenon is important both economically and socially.

This phenomenon might be studied at two different sections; According to the researches, development of industrial town-

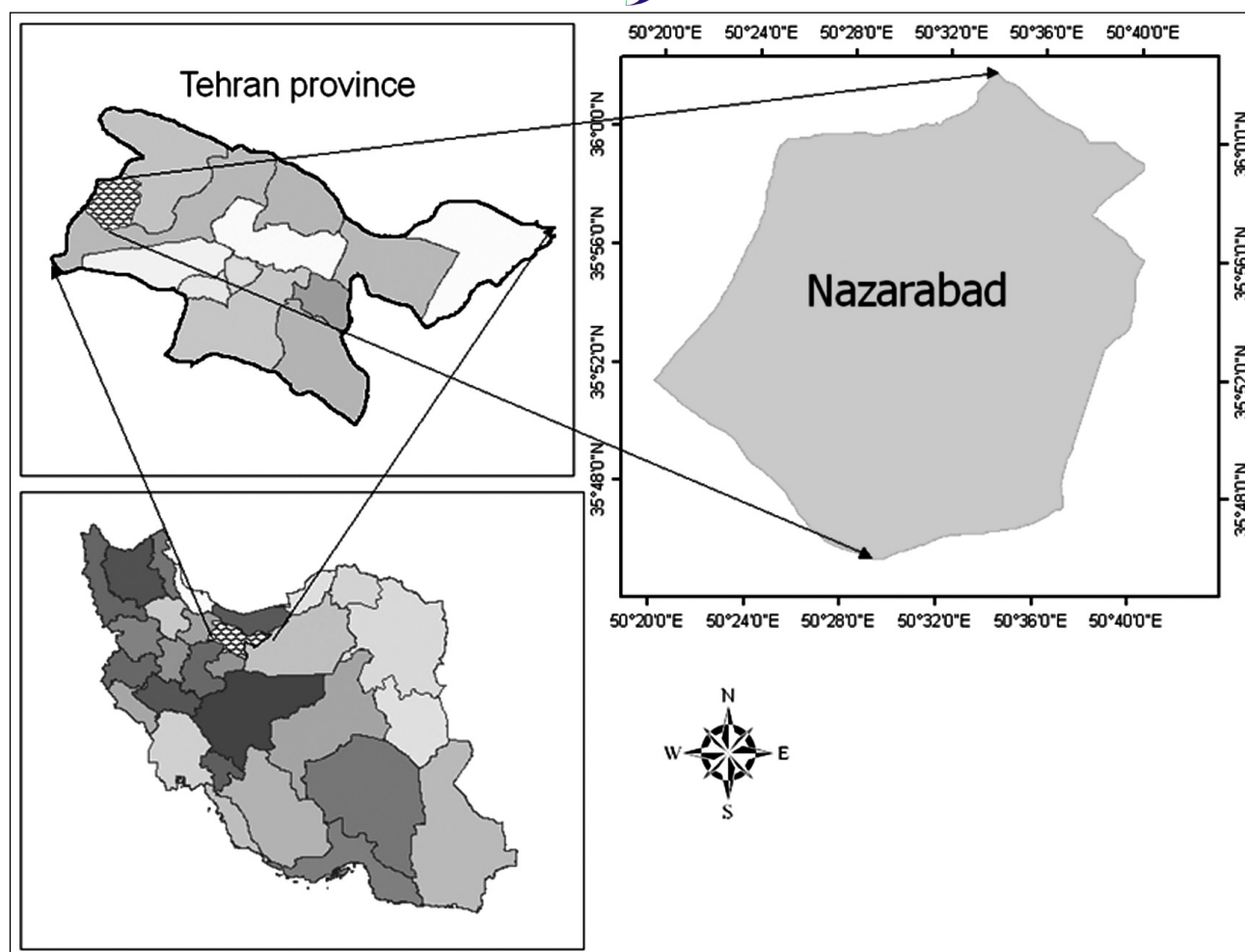


Figure1: Location of the Nazarabad territory in Iran

ships will provide job opportunities, decrease in unemployment rate, more salaries to the employees, public awareness at different aspects, and consequently reducing migration to the cities like Tehran and Karaj. The subsequent focus on gender balance, training and communication, networking, information access will consequently shorten the communication gap limiting the shifting of population.

### 5. Conclusion

People may migrate to the cities for better livelihood, to have a better access of education, employment, also allied facilities. However, growth of Industrial town like Nazarabad may play key role in discouraging migration of the people.

### 6. Suggestion

1. Necessary foundations to give birth of industrial township seems to be an important strategic resolve
2. Provision should be made for factories and industrial centers in using rural resources available
3. Government should support in planning, execution and financial aid for proper facilities for marketing of products and trading
4. Adequate provision of health care, insurance issues, bank facilities and proper taxation should be encouraged
5. Proper measures should be taken to take care of vulnerable group of the societies, employee amenities etc