



Performance Report of the Center for Cultural and Social Development

WWW.MTOSEEH.COM



Performance Report of the Center for Cultural and Social Development

In the name of Allah, the Most Gracious, the Most Merciful.

Report on a Description of a Portion of the Performance of the Center for Cultural and Social Development

This is a summarized report of the activities carried out at the Development Center, which encompasses the approach of cultural and social development. A comprehensive description of these activities is provided in an extensive report, including the strategic plan, strategic document, issued regulations, and performance report, which have been reviewed by the Board of Directors and founders of the center and signed by esteemed members. The implementation and completion of these activities are currently underway and are included in the agenda of relevant committees, organizations, and commissions.

First and foremost, we pay tribute to the healthcare personnel who sacrificed their lives in the battle against the COVID-19 virus, and we express our gratitude to all medical professionals and nurses worldwide.

We would also like to extend our special thanks to our financial and moral supporter, NGO California, under the **management of Mr. Dr. Kazemi**. They have made every effort to provide approximately 10,000 support packages, initial essential supplies, and health and educational materials in recent years, particularly during the COVID-19 pandemic. These items have been distributed among underprivileged families, single mothers, child laborers, street children, orphaned children, and the elderly. Furthermore, they have conducted workshops and educational seminars, providing all possible support.

Please note that this is a rough translation and may not capture the exact nuances of the original text.

Activities during COVID-19

Since the beginning of the COVID-19 pandemic, the Center for Cultural and Social Development, in coordination with its members and the strategy of the NGO in California, has taken essential actions to assist the people, particularly vulnerable segments of society such as child laborers, street children, homeless women, and the elderly. Some of the round-the-clock activities carried out during this period are as follows:



- A) By conducting detailed studies and planning by the experts in the field of health and well-being, we identified the target communities and at-risk populations.
- B) Under the leadership and guidance of the NGO fleet in California, and with the generous support of Dr. Hamid Reza Kazemi, the International Management Institute estimated the related costs and procured necessary consumables and hygiene items.
- C) The prepared items were distributed and delivered in deprived areas while strictly adhering to hygiene principles.
- D) The health team of the Development and Education Center conducted research on health-related issues in the face of the COVID-19 virus and updated their knowledge using the methods recommended by the World Health Organization. They also simplified this information and conveyed it to illiterate individuals, child laborers, and street children.

Measures taken to support child laborers and homeless street children

Unfortunately, the specific measures to support child laborers and homeless street children were not mentioned in the provided text.

A) Organizing Father's Dignity Tables Ceremony:

During these challenging times, considering the fundamental changes in social life and the essential need of children for joy, which ensures their well-being, we decided to create supportive events for homeless, neglected, and street children while maintaining health standards. We organized the grand ceremony of Father's Dignity Tables, inviting prominent artists from the film and television industry who are active in the children's sector. These individuals are deprived of participating in private shows, and the ceremony aimed to provide educational and cultural programs, entertainment, gift-giving, and hospitality. Television program reporters, who cover important events in Tehran, were also present to prepare reports and broadcast them on television networks. The target community, consisting of children and homeless women, was identified by the Center for Cultural and Social Development. Free transportation services were arranged to ensure the tranquility and security of the invited participants.

B) Assistance to Imam Hasan Mojtaba Orphanage in Nazarabad County, 1401:

Continuing our philanthropic efforts, this time the Center for Cultural and Social Development sent its support to the Imam Hasan Mojtaba Orphanage in one of the towns near Tehran by preparing and sending approximately 1000 packages of essential items (rice, chicken, oil, and legumes).



C) Establishment of a Specialized Task Force for Supporting Child Laborers:

In this area, with the assistance of reputable psychologists and psychoanalysts, we conducted an examination of the age range of children and adolescents, formulated the structure of a support task force for child laborers, and engaged activists and supporters from various segments of society, including merchants, educators, and producers. To enhance spiritual support, we involved prominent figures such as scholars, teachers, and poets to introduce and provide public education on how to socially interact with this innocent and oppressed segment of society. We have taken effective steps in this regard.

D) Preparation and Distribution of Educational Materials:

To promote literacy, we have established a highly professional collection within the support task force for child laborers. Utilizing available resources, we have adopted a process to procure educational aids and establish a private teaching team to provide education and upbringing for child laborers. After identifying the educational materials, they are distributed in the outskirts and southern regions of Tehran.

E) Establishing specialized vocational training workshops

According to the future plans of the Child Labor Support Committee and the public reception in all relevant sectors, the establishment of specialized vocational training workshops and familiarization with honorable occupations, as well as providing work and education for the dignity of child labor, are on the agenda of the Tehran Center for Cultural and Social Development.

Peace Program Initiatives

Since peace and tranquility are among the top priorities of all people-centered organizations at the international level, including the Center for Cultural and Social Development, numerous collaborative meetings were held with representatives and officials of the National Broadcasting Organization and those responsible for peace initiatives. Some of these activities have been implemented and completed (which will be described further in this report), and actions have also been taken regarding the production and broadcasting of several television programs in this field. During these sessions, joint brainstorming and detailed planning were carried out for the execution stages, desired outcomes, and production and broadcasting of the desired peace program by the Center for Cultural and Social Development at the national broadcasting organization. The following points can be mentioned:



- A) Establishing a research and planning group to conduct necessary research on scenario** development and selection of program factors.
- B) Estimating the required budget for research and production activities.**
- C) Identifying individuals and groups interested in collaborative efforts in this field.**
- D) Planning and providing a schedule for the necessary stages of research, execution, production, and ultimately, broadcasting of the Islamic peace program by the Center for Cultural and Social Development at the national broadcasting organization.**

Agreement with the Education Retirees Fund

In line with supporting and assisting cultural workers and strengthening this noble segment of society as our benefactors, and with the belief that it is necessary for everyone to support and assist this respected and educated group to the best of their abilities, after field studies and numerous collaborative meetings with officials and stakeholders of the Education Retirees Fund and the representation of Alborz Province, a memorandum of understanding was signed. This agreement aims to create the necessary executive infrastructure and provide the required services to the respected and cultured teachers who are always valued and respected by this center. A joint cooperation was initiated, and areas of cooperation between the activities of this center and the services provided to the esteemed retirees of the education sector by the Alborz Province Retirement Fund were determined. A brief summary of these areas is as follows:

Establishing joint cooperation between the parties to the memorandum of understanding to provide services to educators in the following areas:

- A) Cultural education**
- B) Arts and sports**
- C) Social welfare, health, and medical care**
- D) Tourism**
- E) Real estate and properties**
- F) Investment in industrial, agricultural, and scientific research fields**



Actions taken regarding knowledge-based companies

include policies implemented by the Center for Cultural and Social Development to enhance the cultural and scientific knowledge of society and support "knowledge-based companies and institutions." Therefore, with the aim of promoting science and wealth, developing a knowledge-based economy, achieving scientific and economic goals (including the expansion and application of inventions and innovation), and commercializing research and development results (including the design and production of goods and services) in advanced technology fields, we have initiated the following infrastructure measures by attracting specialized experts, primarily from elite individuals such as Mr. Mahmoudi, who has received national medals in patent registration and individuals who have presented executable plans in this field. These measures can be summarized as follows:

- A)** Receiving required scientific plans and inventions that are up-to-date and presentable at the Technology Park.
- B)** Prioritizing projects based on their ultimate goals and scientific impact.
- C)** Taking steps to provide and equip workshops and laboratories based on project prioritization.
- D)** Receiving a plan for a bioreactor cultivation chamber with heating capability and sterilization in the medical field.
- E)** Receiving a high-density food plan with extended shelf life for use in crisis situations (natural disasters).

We have also received several scientific and executable plans that are currently under review by the elite committee. After determining their feasibility for implementation and transformation into knowledge-based companies, they will proceed to the execution phase.

Activation of international offices and establishment of an International Communications Task Force

Considering the Center for Cultural and Social Development's need to participate in international forums, collaborate with NGOs from other countries, and create a suitable environment for joint cooperation, scientific and spiritual exchange of knowledge and experiences, we have been able to employ specialized personnel in the field of translation, including translators of German, Japanese, Russian, English, and French, and establish an International Communications Task Force. Along with translating the strategic document and



vision to introduce this people-centric center at international levels, we have initiated the establishment of offices in countries such as Spain, the United Arab Emirates, Russia, and Germany. The activity reports of these offices will be reviewed annually to improve the quality of services provided to the target community.

Establishment of a Legal Task Force

Recognizing the essential need for a legal task force in every people-centric center to address legal obstacles in all areas of activity and oversee the center's operations, we have established a judicial task force in the current year by attracting experienced and specialized individuals such as lawyers, experts, and judges. Some of its activities are as follows:

- A)** Reviewing the center's activities in all aspects and areas and monitoring the agreements and contracts issued.
- B)** Establishing legal protection to prevent the loss of the center's material and moral rights by issuing internal and international legal guidelines.
- C)** Contacting legal authorities and pursuing the reopening of the center's public relations office through the Supreme Court.
- D)** Issuing judgments for officials and senior members of the legal committee and presenting commendation letters to certain active members of this task force.
- E)** Examining the ways to overcome legal obstacles for the center's future activities in entering specialized fields by contacting officials from the Ministry of Interior and the Companies Registration Office and providing explanations and solutions for the obstacles.

Signing contracts and issuing certificates for some ethical sports elites of the country

Considering the activities of the Development Center in interaction with athletes and the interest of this esteemed group in participating in public welfare programs, the establishment of the Cultural and Social Development Center began from the start of its activities, aiming to attract and collaborate with the dedicated athletes of the country. In this regard, several of these individuals became members and were encouraged and appreciated due to their activities in line with the goals of the Center. One of these athletes is the young wrestler Mr. Seyed Rouhollah Mirnourali, who dedicated his recent championship to



the Cultural and Social Development Center. The Center expressed its appropriate appreciation and gratitude to him through its website and a ceremony.

Cooperation and interaction with cultural-sports clubs: Persepolis, Siyah Jamegan, and Rah Ahan

Among the recent cultural and sports activities of the Development Center, one can mention the numerous visits and meetings with well-known and reputable cultural-sports clubs in the country, as follows: [club names to be listed].

A) Persepolis Cultural and Sports Club:

In the first visit to the athletes, a meeting was held with the CEO of the Development Center and the Public Relations Officer of the Center, along with members and enthusiasts at the location of Persepolis Cultural and Sports Club. The officials of Persepolis Club, including Mr. Mahmoud Khordbin, attended the meeting. During this session, the programs of the Development Center were introduced, and several members and players of this club joined the Center. Mr. Khordbin was presented with an appreciation certificate from the Center as a token of gratitude and recognition.

Additionally, after the unfortunate passing of the late captain of the Persepolis football team, Mr. Hadi Norouzi, a condolence message from the esteemed Secretary-General of the Development Center was read during the mourning ceremony held in his honor. A condolence banner and a flower wreath were presented as a gesture of sympathy to the bereaved, and visual news of this event was shared on the Development Center's websites.

B) Rah Ahan Cultural and Sports Club:

This visit took place with the presence of the Public Relations Officer of the Development Center, along with members and enthusiasts at the location of Rah Ahan Cultural and Sports Club. The officials, supervisor, and coaching staff of the club attended the meeting. During this session, the programs of the Development Center were introduced, and several members of the coaching staff and players of this club joined the Center. The supervisor and coaching staff were thanked and appreciated, and visual news of this visit was shared on the Development Center's websites.

C) Siyah Jamegan Cultural and Sports Club in Khorasan:

During a trip to Mashhad, the esteemed Secretary-General of the Development Center, upon the invitation of Siyah Jamegan Cultural and Sports Club, attended the



club's premises. Warmly welcomed by Mr. Farhad Kazemi, the respected head coach of the team, club managers, and supervisors, a visit to the team's training venue took place, followed by a meeting with the club's officials. Discussions were held regarding joint activities and collaborations. At the end of the meeting, the members and managers of this team joined the Development Center to contribute effectively to the Center's future programs aimed at promoting cultural and sports excellence in society.

Activation of the Cultural and Art Organization

The Cultural and Art Organization of the Development Center commenced its activities by appointing its head and receiving a decree from the Secretary-General of the Center. Part of the organization's functions is as follows: [specific functions to be mentioned].

Activation of the Cultural and Artistic Organization:

The Cultural and Artistic Organization of the Development Center has initiated its activities with the selection of its leadership and receiving the appointment decree from the Secretary-General of the Center. Some of the functions of this organization are as follows:

A) Foundational and operational measures to obtain a license for publishing the development-oriented magazine "Development Messengers":

Considering the Development Center's need to introduce and report its monthly performance in society and familiarize all sectors with the people-oriented approach and involvement in cultural and social development, it is essential to publish a specialized monthly magazine in this field. Therefore, the process of obtaining a license for the "Development Messengers" magazine, bearing the name of this center, has begun. Currently, after completing part of the licensing process and introducing the managing director of the center as the editor-in-chief of the mentioned magazine, we are awaiting the response of the Press Supervisory Board to initiate the publication of the monthly magazine by the name of "Development Messengers" under the auspices of the Cultural and Social Development Center.

B) Execution of an exclusive symphony for the peace campaign, titled "Development Center as the Axis of Development":

In accordance with the direct instruction of the honorable Secretary-General of the Center regarding the center's people-oriented need for a more prominent presence in the field of



peace and a novel approach to introducing the Development Center to all sectors and communities with a common language other than music, the production and publication of a peace symphony have been initiated under the auspices of the Cultural and Social Development Center. After approximately six months of continuous work by the best musicians and musicologists, this piece has been composed and produced in several different parts by the prominent composer Dr. Chraghali. Currently, we are in the process of creating several video clips to visually represent this beautiful music and thereby introduce peace to international communities through the Cultural and Social Development Center.

C) Attracting elites in the field of art and culture:

Considering that a significant portion of the center's approach is focused on cultural and artistic activities, attracting elites in the field of art and culture has been prioritized. So far, through the guidance of advisors from the Artists Committee, we have successfully attracted nearly 50 intellectuals and artists in various artistic disciplines, including visual arts, music, cinema, theater, and more. These individuals are actively contributing as members of the Cultural and Artistic Organization.

(D) Introduction and Tribute to the Country's Peace Ambassador:

During the Peace Campaign, a joint effort between the Pars Artists Cooperative and the Development Center, a ceremony was held to honor Ms. Karamati, the Peace Ambassador of Iran to the United Nations, with the presentation of an appreciation letter from this center. The event received extensive coverage with illustrated reports on various news websites.

(E) Hosting the First Fashion and Clothing Festival:

Considering the current need of society to provide suitable and up-to-date role models for the desired clothing styles, the Cultural Organization of the Development Center has taken the main responsibility for supporting the Fashion and Clothing Festival, which is currently in its initial stages of organization. The center has provided appropriate venues and accepted partial funding to facilitate the execution of this grand festival. After the conclusion of the event, which will feature the participation of prominent domestic and international fashion innovators, a comprehensive report will be presented.

Establishment of the Tourism Development Organization:

Due to the excellent collaboration between this center and the Cultural Heritage and Tourism Organization, as well as the recruitment of senior managers from the organization to assist in providing better services to various sections of society, martyrs' families, and the veteran community, Mr. Bastami, the esteemed Director-General of Tourism



Development at the Cultural Heritage and Tourism Organization, has been appointed to organize the tourism development activities of this center. The functions of this organization include:

- A) Evaluation of tourism proposals submitted to the Cultural and Social Development Center.**
- B) Activation of specialized tourism teams, with the allocation of 50 hectares of land for the revival of the Iranian National Garden.**
- C) Provision of tourist services.**
- D) Assessment of resumes from companies that have expressed readiness to implement innovative tourism projects and contribute to the tourism industry, and presenting a report on them to the Development Center.**

Trademark Registration (Logo) for the 14 Organizations under the Development Center's Umbrella:

As described in detail in the strategic document of the Development Center, it consists of 14 different organizations in various cultural and social domains. To prevent administrative and organizational communication overlaps, each organization requires its unique logo. Therefore, logos have been designed for each organization and are currently being processed and registered through the industrial and commercial trademark registration

office by the legal representatives of the Development Center. A comprehensive report on the results will be presented

Establishment of the Tourism Development Organization:

Considering the excellent collaboration between this center and the Cultural Heritage, Handicrafts and Tourism Organization, and the recruitment of senior managers from this organization to help provide better services to all sectors of society, including veterans and the families of martyrs, Mr. Bastami, the esteemed Director-General of Tourism Development at the Cultural Heritage, Handicrafts and Tourism Organization, has been appointed to organize the tourism development activities of this center. The activities of this organization are as follows:

- A) Reviewing the proposed tourism projects submitted to the Cultural and Social Development Center.**
- B) Activating specialized tourism teams with a dedicated 50-hectare land for the revival of Iranian national gardens.**



C) Providing tourist services.

D) Evaluating the resumes of companies that have expressed readiness to implement innovative tourism projects and tourist industry initiatives to the Development Center.

Registration of Trademarks (Logos) for the 14 Organizations under the Development Center's Coverage

As detailed in the strategic document of the Development Center, this center encompasses 14 different organizations in various cultural and social fields. To prevent administrative and organizational overlaps, each organization needed its own distinct trademark (logo). Therefore, a logo was designed for each organization, and the legal registration process for these trademarks is currently underway by the Development Center's legal advisors, in coordination with the Industrial and Commercial Trademark Registration Office. The results of this process will be presented in a report.

Development of the Organization's Strategic Plan

The Cultural and Social Development Center has two valid documents to define its executive approach and preserve its organizational integrity. The first document is the center's vision, which was initially designed and developed to acquire the strategic document of the Cultural and Social Development Center. It specifies the details of future activities and serves as a roadmap for this people-centric center. It was compiled and printed by the center's expert team, drawing from various commissions and committees. It was subsequently approved by the members present at the assembly and the founding board of the center. It is hoped that by fully adhering to these two visionary and strategic documents, we will achieve the predetermined goals as quickly as possible.

Launch of Websites with .ir, .info Domains, and Specialized Blogs

Considering that we are currently in the age of technology and the internet, where the majority of the population receives news through websites or virtual platforms, the Development Center has taken steps to utilize all available capacities in information dissemination. Two websites, namely WWW.MARKAZTOSEEH.COM and WWW.MARKAZTOSEEH.INFO, have been designed and developed to maximize the visitation rates of these sites. Within a two-month period, there has been a significant increase in the traffic to these websites, indicating the public's interest in the news and updates from the Cultural and Social Development Center. Additionally, the center has created a Telegram channel and an Instagram page, making relevant news easily accessible in these platforms.



Activation of Public Relations at the Development Center

Considering that public relations is the primary communication channel between the people and a people-centric organization, and all communications, tendencies, and analyses aim to capture the attention of the audience through written, visual, and verbal means, the activation of this department at the Cultural and Social Development Center has been essential since its establishment. The Secretary-General has appointed a dedicated head of public relations who has been actively involved in all collaborative sessions and visits, providing sufficient public reports for communication purposes.

The news shared by the center is available on the center's website, Telegram channel, and other platforms. The following are some of the activities carried out by the public relations department:

A) Attendance at visits to cultural and sports facilities, including Persepolis and Railways complexes.

B) Conveying appreciation and gratitude messages and, user="ChatGPT".

According to the provided information, the activities of the Tourism Development Organization at the Cultural and Social Development Center include:

C) Reviewing tourism plans submitted to the center: The organization reviews the proposed tourism plans presented to the Cultural and Social Development Center.

D) Activating tourism specialized teams with the allocation of 50 hectares of land for reviving the Iranian National Garden:

The center establishes specialized tourism teams and allocates a hectare land area for the revival of the Iranian National Garden.

E) Providing tourist services: The organization offers various tourist services to cater to different segments of society, including martyrs' families and veterans.

F) Evaluating the resumes of companies interested in implementing innovative tourism projects: The center assesses the resumes of companies that have expressed their readiness to execute novel tourism projects and contribute to the tourism industry.



Regarding the registration of trademarks (logos) for the 14 organizations under the auspices of the Development Center, the process is currently underway. Each organization has designed its logo, and the Center's lawyers are handling the administrative procedures for trademark registration at the Industrial and Commercial Trademarks Office. Once the results are obtained, a report will be provided.

The Development Center has developed two valid strategic documents to define its executive approach and maintain its organizational reputation. The Vision Document was initially designed, and based on that, the Strategic Document of the Cultural and Social Development Center was formulated. This strategic document outlines the future activities and serves as a roadmap for the people-centric center, preventing any deviations within its pillars. It was compiled by the center's team of experts, drawing from various commissions and committees. The document has been published and approved by the members present at the meeting and the founders' council.

To leverage the available communication channels, the Development Center has launched a website with the addresses www.markaztoseeh.com and www.markaztoseeh.info. These websites have experienced a significant increase in traffic within a two-month period, demonstrating public interest in the center's news. Additionally, the center has created a Telegram channel and an Instagram page where the latest news related to the center is accessible.

Public relations play a crucial role in connecting people and a people-centric organization. Given its importance, the Development Center has actively prioritized this area since its establishment. With the appointment of a respected Secretary-General and the assignment of a Head of Public Relations, the center's public relations department has been actively engaged in providing sufficient information through written, visual, and verbal communication tools. Some of its activities include:

- A)** Participating in visits to cultural and sports facilities such as Persepolis and Railways.
- B)** Delivering messages of appreciation, gratitude, and condolences from the Secretary-General to relevant centers and organizations.
- C)** Meeting with officials.
- D)** Meeting with some members of the Tehran City Council and explaining the objectives and policies of the center.
- E)** Planning and delivering official orders to organizations, commissions, committees, and advisors of the center.



- F)** Printing and issuing personnel and identification cards for members and senior managers.
- G)** Visiting the Cultural Reserve Fund of Alborz and the Pars Artists' Cooperative.
- H)** Participating in the National Peace Campaign and conveying the Secretary-General's peace message.
- I)** Attending periodic meetings with the heads of the center's organizations and interacting with them to provide public reports.
- J)** Visiting prisons, assessing the situation of certain prisoners, and assisting in the release of eligible prisoners.

It seems that the Cultural and Social Development Center, through its Tourism Development Organization, is actively engaged in various activities to promote tourism, offer services, and establish connections with different stakeholders in the field

Setting Memorandum of Understanding with Commercial and Industrial Companies

Considering the financial needs of the Center for Cultural and Social Development as a non-governmental organization in addressing its financial requirements, and acknowledging that it does not engage in economic activities, it is hoped that by interacting with commercial, industrial, and trading companies and signing memorandums of understanding with these companies, we can successfully manage the relevant affairs through attracting financial resources in the form of charitable donations. The performance of the center in this area is as follows:

- A)** Faham Trade Development: This company is among the successful trading companies in the field of providing infrastructure services in the country, and its members and managers have become members of this center.
- B)** Gostar Andishan Fateh Company: This company is involved in the tourism sector, building construction, and design, and has so far implemented numerous national projects. Its members and managers have become members of this center.
- C)** Aroom Arad Doz: This manufacturing company is the first producer of medical and hygiene products from the remnants of Lake Urmia sludge in Iran, and has been



active in this field for 10 years. Its members and managers have become members of this center.

D) Payamavaran Development: This company is an active trading company in the field of tourist services and has achieved successes in the field of medical tourism by providing medical tourism plans. Its members and managers have become members of this center.

E) Hematite Mine: This mine, located in Bijestan, has vast reserves of hematite ore and is currently being extracted by its managers with the necessary permits from the relevant organizations. Its members and managers have become members of this center.

Based on the joint memorandum of understanding with the mentioned companies, aimed at providing services to veterans and members in cultural, educational, Quranic, artistic, sports, social welfare, healthcare, medical treatment, pilgrimage and tourism, real estate and

properties, investment, industrial, agricultural, and scientific research fields, taking into account the capabilities of both parties, it is hoped that through interaction and collaboration, more effective steps can be taken in the future to provide service facilities, including financial assistance for medical treatment, support for youth marriage, employment, and ultimately, the advancement of this people-oriented organization.

We would like to express our appreciation and gratitude to all the companions who have contributed to achieving a part of the vision of this center during this period. It is worth mentioning that some of the mentioned matters have reached the implementation stage, while others are still in the process of implementation. With the grace of God and the determination that exists in all the colleagues and sincere supporters of the Center for Cultural and Social Development, the esteemed members of the board of directors, and all the beloved companions and collaborators, we will witness the brightness and remarkable prosperity of this people-oriented center in the near future.

Center for Cultural and Social Development