



Adapting Esfand: Merging Old Traditions with New Lifestyles

Esfand

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In a rapidly changing world, the challenge of preserving cultural heritage while embracing modernity is a task many face.

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The urgency of preserving cultural heritage is a challenge that many people face in today's fast-changing world. One such deeply ingrained habit in Middle Eastern and Central Asian countries is the ancient ritual burning of Esfand, which demonstrates the enduring power of age-old rituals.

Read More: <https://www.esfand.us/blog/adapting-esfand-merging-old-traditions-with-new-lifestyles/>

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