

PRESS RELEASE

United Nations Development Programme

Afghanistan Country Office, Shah Mahmood Ghazi Watt, Kabul



Celebrated Afghan Musician Farhad Darya is UNDP National Goodwill Ambassador

Kabul, 6 March:

Celebrated musician, artist and human rights activist Farhad Darya has been appointed the UNDP National Goodwill Ambassador for Afghanistan. This was announced by the UNDP Resident Representative in Afghanistan, Bo Asplund, here today.

Farhad Darya is one of the most influential Afghan musicians since the mid 80s, and has been a pioneer of creativity, love and change in Afghan contemporary music. He is one of few Afghan artists who have succeeded in giving a new shape to the traditional structure, composition and voice in Afghan music. Yet his work and contributions make him more than only a great musician. He is a human rights activist and has been involved in various national and international projects and activities promoting rights of under privileged groups.

Addressing newsmen, the UNDP Resident Representative in Afghanistan said, "UNDP is honoured to have Darya as part of its family. One of the best role-models to the present generation of Afghans, Darya has used his songs and his personality to introduce Afghanistan to the world not as a country of conflict and desperation but a country of hope and inspiration. We very much look forward to working with Darya to promote the messages of peace and development all across the country."

Darya has written and sung a remarkable array of songs in all major Afghan and some other languages such as Farsi-Dari, Pashto, Uzbek, Hazaragi, Urdu, English and others. He has always strived to bridge the hearts. His music reflects the freedom and unity of Afghanistan. His throat is the larynx of all Afghans and his voice is the messenger of affection and love. He has won numerous prestigious awards for his work in music and Human Rights across the globe. He received the National Human Rights Award 2006 in Kabul for his activism for the promotion of rights of the underprivileged.

In November 2007 Darya joined the UNDP's campaign for the Elimination of Violence Against Women to promote greater awareness and engage the public, particularly students and youth and encourage them to take active part in the campaign. His call to the public to join this campaign appealed to many Afghans. Darya called upon men to join the campaign as change makers and critical partners in the efforts to end violence against women. His presence in the campaign met with significant response from the government, the student community, academia, international community and the wider public.

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Speaking on the occasion, Darya said: "I am privileged to be a part of UNDP's journey on serving the mankind. We will work together to secure rights of the disadvantaged and to expand opportunities for a better future for all Afghans."

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