

Mr. Farhad Darya appointed national UNODC Goodwill Ambassador in Afghanistan

10 December 2012 Kabul (UNODC) – International awards winning Afghan singer, composer and human rights activist Mr. Farhad Darya has been appointed national UNODC Goodwill Ambassador in Afghanistan. The announcement was made by Mr. Jean-Luc Lemahieu, UNODC Representative for Afghanistan and Neighboring Countries at the opening ceremony of the regional event on the impact of illicit drugs on society and communities - Seeking Societal Solutions to Counter the Drugs Problem - hosted by the Ministry of Counter Narcotics and UNODC in Kabul, 10 to 12 December.

“This is a fortunate event for Afghanistan and the mandates of anti-corruption and narcotics control our organization stands for”, said Mr. Jean-Luc Lemahieu at the ceremony held today at Serena hotel. “The partnership with Farhad Darya and the positive message he imparts, allows us to reach out to all corners of the country”, he added.

“Our paths crossed in this journey, where we are fighting for the same cause. UNODC and I, we are, both ready for new and creative ways to bridle and tie up the wild horse of crime”, said Mr. Darya.

Mr. Darya and Mr. Lemahieu at today’s ceremony also presented a newly designed anti-corruption campaign, jointly developed with Integrity Watch Afghanistan and the Killid Group, to which Mr. Darya lent his image. The campaign titled ‘grasshopper’ will appear on billboards around the city of Kabul on Tuesday 11 December. The campaign will be carried out in three phases under the label “Corruption is voluntary, not compulsory. Stop corruption!”.

“The grasshopper is a witty symbol of corruption in this country – at one moment seemingly hopping innocently around, at times an outright plague, and always difficult to put your finger on. The humorous side of it should attract not only broad attention, but equally poke fun at those who are corrupt. A corrupt official is nothing more than an ordinary grasshopper”, emphasized Mr. Lemahieu.

“From an ordinary citizen to the country leader, from an Afghan to the international community; we're all somehow accountable for this corrupted country. **We Can Only fix it together!**”, the new UNODC Goodwill Ambassador pointed out.

The trendsetter and most influential musician on the Afghan music scene since the mid 80s, who introduced Afghan music to the international audience, will be serving for the next two years as a national UNODC Goodwill Ambassador. UNODC is the lead UN entity on the drugs and crime related issues and it has been operational in Afghanistan since 1989.

Any remarks, comments and ideas on the campaign are welcome at grasshopper.unodc@gmail.com

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