

## What will Iran gain from self-restraint?

**Ebrahim Beheshti**  
Staff writer

### OPINION

Iran's anxiety and the US concerns about Iran's retaliation for Israel's terrorist attack on the Iranian consulate in Syria on April 1 continue to grab headlines. Various speculations have been raised about the nature of Iran's response and its consequences. Meanwhile, intense negotiations by European countries, the US, and regional powers are underway to prevent Iran from reacting to Israel's strike that killed seven Iranian military advisors.

The US government is leading these negotiations with its Secretary of State Antony Blinken, as per the Associated Press, engaged in talks with their Chinese, Turkish, Saudi, and European counterparts in recent days. Remarks by spokesman of the US State Department Matthew Miller quoting Blinken regarding the key focus of these negotiations are significant.

"The message conveyed by Secretary Blinken was clear: escalation serves no one's interests, and it is imperative for countries to encourage Iran to exercise restraint," Miller said during a press briefing.

The noteworthy point in this scenario is that after more than six months of turning a blind eye to Tel Aviv's warmongering acts, including genocide and humanitarian crimes in the Gaza Strip, now Washington perceives Tehran's defense and legitimate response as tension-creating. With unwavering backing from the Europeans and the US, who sent shipments of arms to Israel, the most horrible humanitarian crimes in the 21st century are being committed in the Gaza Strip. Almost 34,000 people have been killed in the territory during more than six months and many more displaced.

These supports have impeded the establishment of a ceasefire and facilitated Israel's continued terrorist acts and atrocities. Consequently, those who must be blamed primarily for creating tensions are the Israeli regime and the US as its diehard supporter.

Is Israel's terrorist attack on the Iranian consulate building in Syria anything other than a desire to fuel tensions in the region? Less than four months ago, Israel assassinated Seyyed Reza Mousavi, one of Iran's high-ranking military advisors in Damascus, in another terrorist operation. The question here is, what did the US and European countries, do against these acts? Not only did they exert no pressure on Israel to stop or reduce tensions, but they even refrained from condemning the regime's strikes against Iranian interests in the United Nations Security Council. In fact, the US and Europe have emboldened Israel to continue its terrorist and criminal activities, and now they expect Iran to exercise restraint.

Iran will definitely hit back to secure its national interests at an appropriate time, as the Leader said, and the response would make Israel regret. The question remains whether Iran's retaliation, as alleged by the US, will escalate tensions in the region, or as Iranian officials have stated, will serve as a deterrent against the ongoing crimes and terrorist activities of Israel.

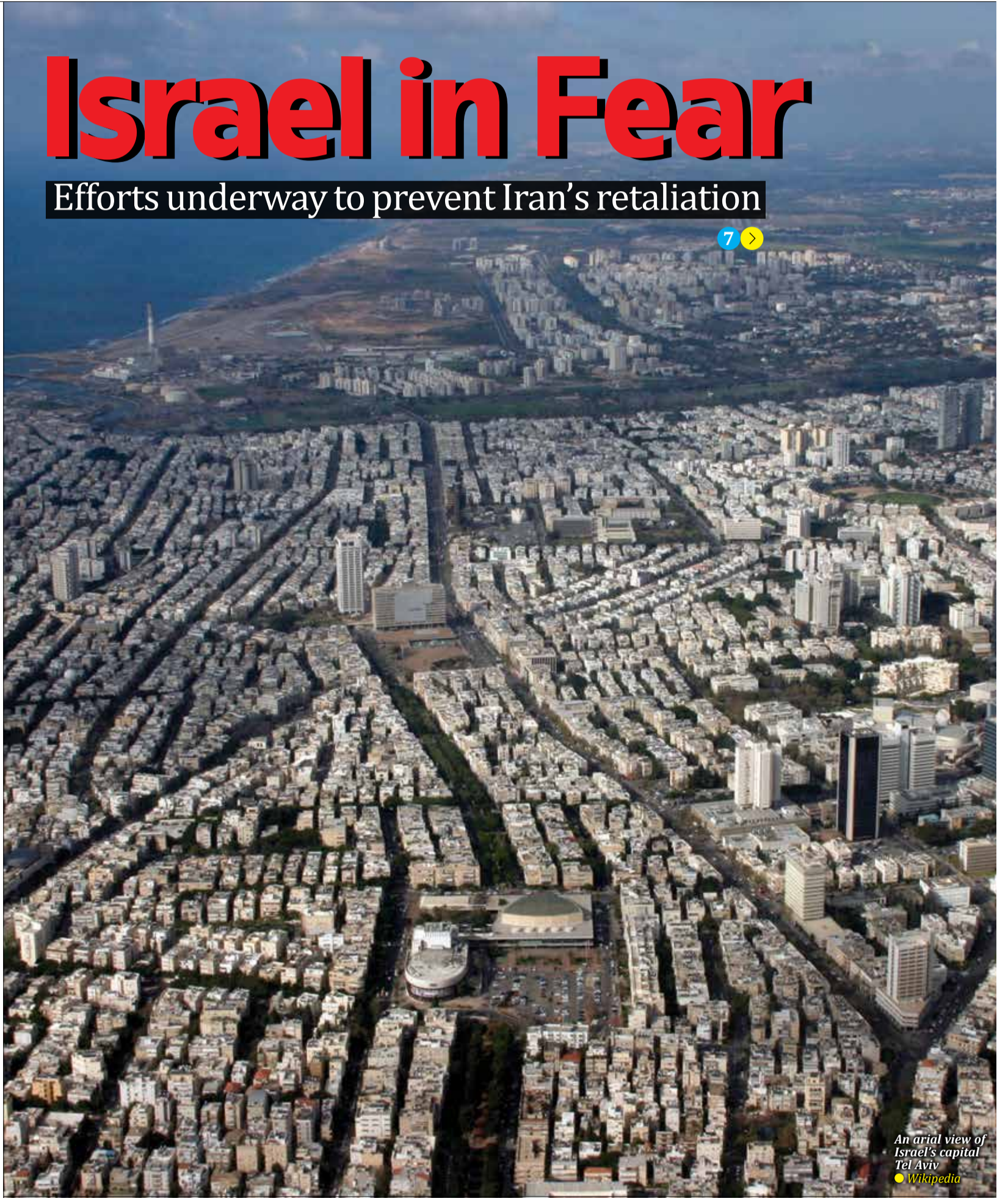
According to Iranian Foreign Minister Hossein Amir-Abdollahian, Tehran is not looking to expand the scope of war in the region. However, it is clear that staying silent and inactive in the face of a regime that disrupts regional security will inevitably lead to the spread of insecurity throughout the wider Middle East region.

Can the United States and Europe give Iran assurances that Tehran's self-restraint will lead to concrete outcomes like restraining warmongering Israel and stopping its crimes in Palestine? It appears that the main focus of direct or indirect talks with Iran should center on whether Tehran's self-restraint will ultimately bring significant benefits for regional security and Palestinians, or whether it will only empower Netanyahu to press ahead with atrocities against Palestinians and destabilize the region.

# Israel in Fear

## Efforts underway to prevent Iran's retaliation

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An aerial view of Israel's capital Tel Aviv [Wikipedia](https://en.wikipedia.org/wiki/Tel_Aviv)



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## Owji: Oil Ministry to provide projects with forex funds in collaboration with CBI



● SHANA

The provision of foreign exchange funds for the Oil Ministry's projects in collaboration with the Central Bank of Iran (CBI) will be put on the agenda, said Oil Minister Javad Owji, reported Shana.

"Given the great forex reserves, we are faced with no limitations on hard currency," IRNA quoted the oil minister as saying. Owji, in an X post, wrote on Tuesday foreign exchange revenues will hopefully increase in 1403 (starting March 20, 2024), the solar year designated by the Leader as the year of "Surge in Production Through People's Participation".

"I thank the Almighty God that the oil and gas sector spent the year of 1402 with a significant economic growth, and above all, a rise in exports and a considerable increase in collection of hard currency revenues," the post reads.

In the meantime, Iran's Economy Minister Seyyed Ehsan Khandouzi talking about the CBI's achievements said, "Liquidity growth rate, trade balance, and economic growth rate are the most important factors deciding the foreign exchange rates and the statistics are an indicator of the suitable conditions of these crucial factors in the year of 1402."

# Iran inaugurates Mideast's largest biomass power plant



● president.ir

Iran inaugurated Middle East's largest concentrated biomass power plant that runs on biogas. The inauguration ceremony, held in Tehran, was attended by President Ebrahim Raisi and Energy Minister Ali Akbar Mehriban, IRNA reported.

Alongside the power plant, water and wastewater projects totaling \$283.33 million were also initiated. The 7.2-megawatt power station, adjacent to a wastewater treatment facility in western Tehran, is expected to produce 50

million kilowatt-hours of electricity annually. The initiative will cut fuel consumption at the treatment facility by utilizing the generated heat to increase the temperature in anaerobic digestion tanks, the IRNA report said.

It will increase the country's biomass electricity generation from sewage treatment to 14.4 MW, turning Iran into the biggest such producer in the region. This plant is expected to reduce carbon dioxide emissions by 225,000

tons and natural gas usage by 24 million cubic meters annually. Biogas, a renewable energy source, is produced through the anaerobic digestion of organic materials such as food scraps and waste, in the absence of oxygen.

The power plant, located in west of Tehran, was among the water and sewage projects of the capital city, which were inaugurated on Thursday in the presence of President Ebrahim Raisi. The whole project is worth over \$4 billion.

## Iran seeking observer status in EAEU



Iran's Ambassador to Moscow Kazem Jalali said that the Islamic Republic is seeking to gain an observer status in the Eurasian Economic

Union (EAEU) in the near future. Jalali made the remark at the second International Russia-Iran Cooperation in

the Changing World, which was held in the presence of a group of Iranian and Russian experts in Moscow on Thursday, IRNA reported.

He also expressed hope that a free trade agreement, which Iran and the EAEU signed in late December, is implemented as soon as possible following approval by parliaments of the member states of the EAEU.

The ambassador further pointed out to the International North-South Transport Corridor (INSTC), noting that this megaproject can be beneficial for EAEU members economically and would help boost security and peace in the region.

## Iran's oil price, output rose in March: OPEC

The Organization of Petroleum Exporting Countries (OPEC) in its latest report revealed that Iran's oil production volume increased 28,000 barrels per day in March 2024.

In addition, Iran's heavy oil price also has increased \$3 in the reported month, OPEC added, reported Tasnim News Agency.

Iran's oil production volume reached 3.188 million barrels per day (bpd)

in March 2024, showing a 28,000 barrels hike compared to a month earlier.

The OPEC total crude oil production volume reached 26.604 million barrels of oil per day (bpd) in March 2024, showing a 3,000 barrels per day hike compared to a month before.

According to the report, the price of each barrel of Iran's heavy crude oil in March 2024 reached \$83.48, showing a \$3.14

hike compared to a month earlier.

The average oil price of OPEC in March 2024 reached \$84.22, showing a \$2.99 growth compared to a month before.



## Need for production surge and its requirements

### PERSPECTIVE

Leader of the Islamic Revolution Ayatollah Seyyed Ali Khamenei has designated the new Iranian year of 1403 as the year of "Surge in Production Through People's Participation".

For several years, the Leader has noted that solving the country's problems depends on the boom in production and then the economy, wrote Press TV.

If we can boost production, many problems of the country such as unemployment will be solved, enabling us to not only meet domestic needs, but also export goods that would become a source of foreign exchange income. Surge in production means compensating lags in production as quickly as possible. In other words, all available facili-

ties and capacities in the country should be used in order to achieve an acceptable standard of production in a short period of time.

There is a relationship between production, supply, boom and surge. Products offered in the market must be consumed in order to continue production. Continuity of production will accordingly lead to a boom in production.

The current conditions governing the economy require going beyond the boom. Maintaining production boom and compensating production shortcomings will lead to a jump in production, and the jump in production will lead to more diverse supply of products to the consumer market.

In order to make a continuous surge in production, it is necessary to change

the country's assembly industry into the manufacturing industry. This means product design and production should be done by domestic experts using internal technology. Product manufacturing, while creating independence in production and preventing foreign dependence, increases the income of production units and provides the possibility of creating diversity and differentiation in production more than the assembly industry.

For production, manufacturing technology is very important regardless of design capability. The more complex the product, the more important the manufacturing technology is. Therefore, for the industrialization of the country which will definitely lead to a jump in production, the ability

to design products and produce technology must have a significant jump.

One of the most important requirements for a jump in production is the competitiveness of the product. A jump in production should always lead to a jump in sales in order to achieve positive economic outcome.

The competitiveness of a product means that the product has an advantage or advantages over similar products that convince the customer to buy it.

The most important advantages that a product can have over similar products are superior quality, lower price, availability, better and longer after-sales support and services, more variety, more beauty and product compatibility with the environment and terms of use and the user.

Productivity plays a key role in surge in production. There are different types of productivity, including labor productivity, material productivity, energy efficiency, and capital efficiency.

Productivity improvement leads to lower production costs and ultimately lower product prices. Reducing the finished price of the product can make it possible for the product to compete with similar products of equal quality. Identifying and eliminating redundant and unnecessary costs, updating production technology and making changes in production processes are among the measures that, if done correctly, will reduce the total price of the product.

Supply chain is the most important and longest process in production.

The supply chain has three stages: pre-production, production and post-production.

In fact, the supply chain begins with the supply of raw materials and continues until the final product is delivered to the customer. For products that need support and after-sales service, the supply chain should also include it.

A jump in production should be followed by a jump in sales to drive the country's economy. The competitive advantage or advantages of a product are the factors and reasons that convince the customer to buy that product.

In some cases, the customer is willing to buy a product at a higher price than the price of similar products. In fact, the customer is willing to pay a higher price for brand

products. Brand goods have higher competitiveness in any market.

A jump in production to achieve a jump in sales requires branding in order to be able to compete with foreign products in the domestic and foreign markets.

Branding means always being one step ahead of competitors and creating peace of mind for the consumer. Being one step ahead means identifying market needs correctly and early, creativity in design and production, paying attention to customer's wishes and tastes and creating product variety and price variety.

In sum, if we want the jump in production to lead to a jump in sales and Iranian products, we must brand our products and introduce them to foreign markets.



# Aras Dam, a sanctuary of life and progress



● surfiran.com

## Iranica Desk

Aras Dam, situated over the Aras River, lies 35 kilometers west of Jolfa, in Ghezel Geshlagh, West Azarbaijan Province. With a history spanning thousands of years, the river has witnessed numerous fluctuations. Over the centuries, poets have immortalized the river in verse, alternately praising its beauty and chastising its temperament, making it a beloved subject in Azerbaijani culture, particularly in the soothing lullabies of mothers. The construction of Aras Dam stands as a monumental achievement, representing one of the nation's most significant electricity-hydraulic endeavors, forged in partnership

with the Republic of Azerbaijan during the 1970s. The southern bank of the river boasts a vibrant coastal promenade where throngs of visitors revel in the river's allure during the summer months, partaking in boat rides and kite flying. Today, local investments have transformed the area, offering visitors quaint traditional restaurants where artisanal bread is baked, and hosting local festivities such as Araz fishing and kite-flying competitions. Furthermore, a tourism camp stands ready to cater to guests, providing essential services overseen by the cultural heritage organization. Aras Dam Lake, positioned atop the Aras River, 40 ki-

lometers from Jolfa on the Iran-Azerbaijan border, experiences scorching summer temperatures of up to 40 degrees Celsius and frigid winter lows of -20 degrees Celsius. Encompassing a vast expanse of 15,000 hectares, Aras Dam Lake reigns as Iran's largest reservoir formed by a dam. This artificial lake, nestled in northwestern Iran, teems with biogenetic materials and sustains a diverse array of freshwater fish species, making it a hotspot for tourism and angling pursuits. Noteworthy inhabitants of the lake include common carp, grass carp, big head fish, Capoeta, Asp, and Barbel, with the lake serving as the primary source of aquaculture in

West Azarbaijan Province. The lake's bounty supplies markets nationwide with an abundance of freshwater delicacies at the onset of each fishing season. The river in this region exhibits a minimum discharge of 339 cubic meters per second, while its flow peaks at 2,240 cubic meters per second. Notably, the environs surrounding the Aras River and Aras Dam Lake serve as vital habitats for the globally significant greater white-fronted goose population, with 3,000 of these majestic birds finding sanctuary in the wetlands of West Azarbaijan Province, particularly along the margins and the lake behind Aras Dam. This thriving ecosystem underscores the province's suitability for



● yjc.ir

this species' conservation. Aras Dam boasts four Kaplan turbines, two on each side, each generating 11 megawatts, totaling 44 megawatts, revolving at

187.5 rounds per minute to yield a production capacity of 22 megawatts on Iran's side. The construction of this reservoir aims to bolster agricultural wa-

ter supply in the region and facilitate electricity generation, marking a pivotal contribution to the area's development and sustainability.

## Natural and historical wonders of Bahmai in Kohgiluyeh and Boyer-Ahmad Province

### Iranica Desk

The city of Bahmai, covering an area of 1,447 square kilometers, is situated in the western and southwestern part of Kohgiluyeh and Boyer-Ahmad Province, just 40 kilometers from Behbahan. With its diverse array of pristine natural and historical sites, Bahmai attracts thousands of tourists annually. Half of Bahmai's tourist attractions lie in tropical regions, while the other half are in temperate zones. The district's proximity to Khuzestan Province offers a wide range of attractions catering to various preferences.

### Nader Castle

The historical Nader Castle, located in the northeast of Likak near Bahmai, is a captivating destination adorned with lush farms, vibrant flowers, gardens, towering oak trees, and cascading springs. According to folklore, the castle served as a sanctuary for leaders and rulers of the Ismaili sect, a Mus-

lim group seeking refuge in remote mountain fortresses, away from central authorities from the early 9th century CE until the Mongol invasions. Situated 10 kilometers from Likak, Nader Castle features a prison, a pond, a watchtower, clay and brick rooms, a stable, graves, almond and pistachio trees, and a spring in its northern part, adding to its historical charm and appeal.

### Barm Alvan Wetland

The Barm Alvan Wetland



● Barm Alvan Wetland  
● IRNA

it can be a destination for hosting natural beauties. The Iranian Department of the Environment (DOE) successfully registered the Barm Alvan Wetland under the Ramsar Convention in February 2024. Spanning 20 hectares, the wetland is a distinctive long-lasting lake with brackish shores. Surrounded by the Zagros Mountains, with almond and oak forests, and home to numerous species of



● Tang-e Solak  
● visitiran.ir

is a UNESCO World Heritage Site registered in the

Ramsar Convention; with its unique characteristics,

ered a significant natural attraction in Kohgiluyeh and Boyer-Ahmad Province. Situated near the protected area of Solak Gorge (Tang-e Solak), the wetland plays a key role in water conservation to support wildlife populations inside and around the protected area. The banks of the Barm Alvan Wetland are adorned with rare plants, and its depth varies between 12 to 30 meters. With its breathtaking natural landscapes and diverse flora

province's top tourist attractions.

### Tang-e Solak

The rock reliefs of Tang-e Solak are historical heritages from the Parthian era, located near a lush valley covered with oak and cypress trees, 12 kilometers northeast of Likak. The rock reliefs, along with the old stone pavement, unique carvings, and a spring make the area a memorable destination for history and civilization enthusiasts to experience the historical and cultural remnants amidst the colorful nature.

### Magher Gorge

With its delightful and temperate climate, abundant vegetation, and picturesque forests, Magher Gorge (Tang-e Magher) attracts numerous tourists annually from all over Iran, particularly from the southern regions. According to ancient inscriptions, this area served as a recreational destination for rulers and kings during the Sassanid era.



● Magher Gorge  
● yjc.ir

rare birds and plants, this natural heritage is consid-

and fauna, the wetland is recognized as one of the



# Triangle of success in the art world

## Art and management: A new paradigm for achieving triumph



By Behdad Najafi  
Guest contributor

**EXCLUSIVE**

*In the contemporary art world, many artists overlook the application of scientific management principles to achieve their goals. The misconception that success in the art world cannot be attained through management and planning poses a challenge for them. In this piece, we aim to demonstrate the manageability of success in the art world by aligning management principles with artistic activities, introducing a practical model called the "Triangle of Success."*

As depicted in the diagram, the three vertices of this triangle include:

1. Artists' market share (Sales) indicates the artist's success in achieving economic goals through satisfactory sales of their artworks in the market.
2. Artists' position determines how success is achieved in finding a desirable position for the artist throughout their professional career.
3. Personal brand involves creating and introducing a strong and recognizable personal brand of the artist to the market, the artistic community, and the art world as a whole.

The real measure of success in the art world, like other human activities, involve both qualitative and quantitative aspects in achieving predetermined goals. It's important to note that the term "art world" encompasses all markets, communities, organizations, and art stakeholders

that an artist may interact with during their professional career. In the Triangle of Success model, achieving balanced and cohesive goals in all three aspects collectively defines the artist's success. It is crucial that the artist's growth in all three aspects of the triangle is uniform, balanced, and sustainable. Otherwise, the artist may achieve notable but scattered results in the market or artistic communities, without being considered a successful artist in the art world. After establishing goals in each of the mentioned areas, the next step is to define the path to achieving them. In layman's terms, this path is referred to as a strategy, which is the route that, when followed, allows the artist to transition from current conditions to the ideal state they aspire to achieve.

In the following, we will look closer to each head of the Triangle of Success:

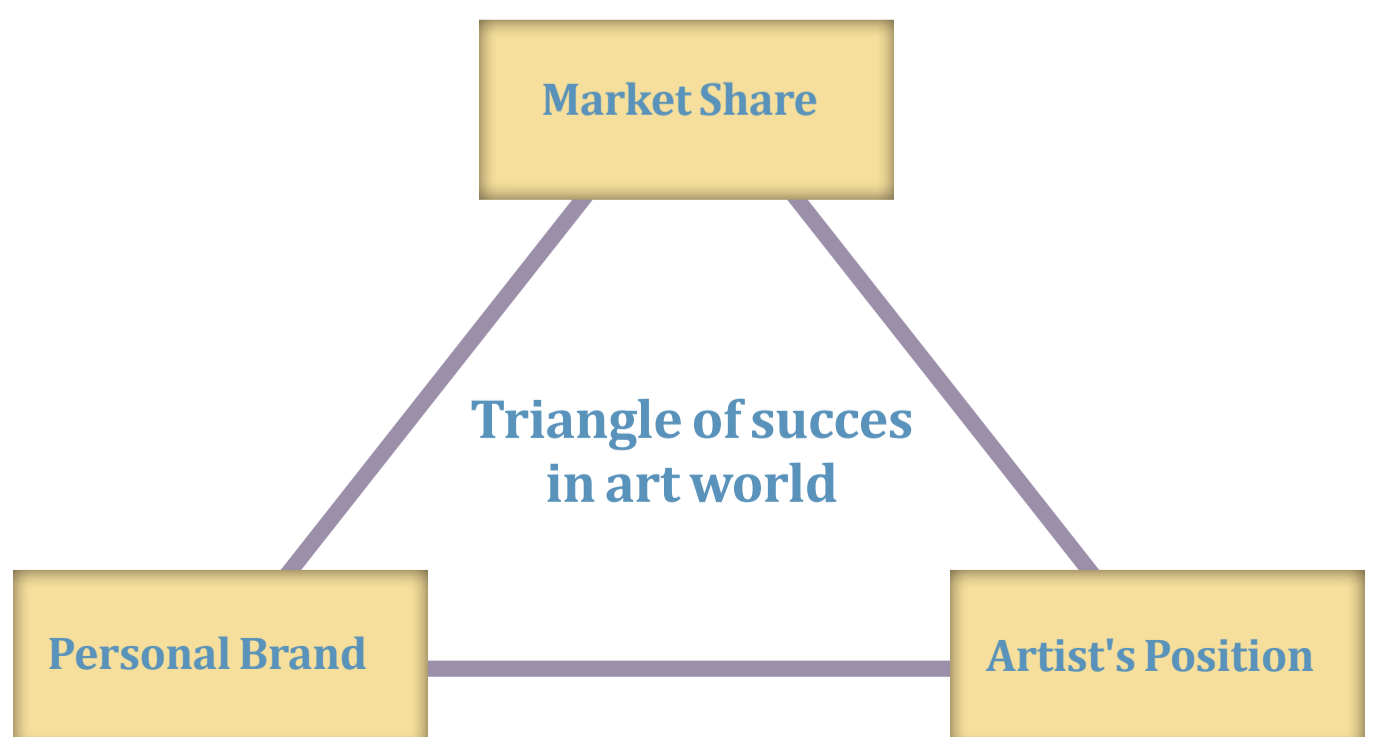
### Market share

To focus on market share, it's essential to first identify the artist's goals and ideals in this area. What are the artist's priorities in this domain? Is it creating and selling a larger number of artworks at reasonable prices, or offering a smaller number of pieces at higher prices? Is the goal to reach the general art market customers or concentrate on specific sections? The analysis generally shapes an artist's market share by evaluating the sales trends of their works in specific time periods. In the art market, artists sell their works through various channels such as solo exhibitions, participation in group shows, showcasing at expos, art fairs, auctions, collaborating with professional art intermediaries, personal sales, and online platforms. Typically, many artists lack scientific planning and

specific management for selling their works, treating these activities as routine tasks in the art market and artistic community.

To achieve desired results and find an appropriate market share, the best approach for artists is to employ business planning and strategic marketing management. Crafting an art marketing mix, utilizing the 4P model, becomes crucial:

- Product: The artwork available in the art market.
- Price: The value of the artwork in the chosen currency.
- Place: The channel and location for showcasing artworks, such as galleries, auction houses, virtual spaces, etc.
- Promotion: Information dissemination and art promotion. By defining the first three components, artists can present works that align with market demand in terms of form, content, medium, size, price, and







presentation method, increasing the likelihood of achieving their sales and market share goals. During the artwork presentation, utilizing the fourth component and implementing an integrated art marketing communication plan, especially advertising, public relations, and sales promotion strategies, informs the target market and establishes communication with customers.

#### Artist position

While the categorization of artists and their placement in various positions has always been subject to critique and debate, sometimes utilizing certain models in artistic communities and markets, especially in the realms of planning, management, and art marketing, has proven beneficial and yielded practical results. According to one existing trend, artists generally go through three stages during their professional careers and assign themselves to one of the three positions in the art world. It's noteworthy that age shouldn't be a criterion in this classification; rather, the focus should solely be on artists' work experience, achievements, and creations. For example, an artist might start their career at an older age and fall into the first category, while another young artist, based on their activities

and works, quickly qualifies for the second or third category.

This classification includes the following stages:

1. Emerging Artist: During this period, known as the emergence and recognition phase in art communities and markets, artists start to gain visibility among art enthusiasts, gallery owners, collectors, and especially in the media. Even though they haven't attained a distinct and exclusive position yet, their works start receiving positive attention. Many art graduates fall into this category.

2. Mid-Career Artist: By continuing their artistic endeavors seriously and consistently, participating in numerous group exhibitions, holding solo exhibitions, establishing their brand, and gaining recognition nationally and sometimes internationally, especially through appropriate presence in mass media, news outlets, and social networks, artists step into the mid-career stage. At this point, their works find their own market, and most stakeholders in the art community recognize them in their specific position. The works of these artists may even find their way into museums, national collections, and reputable auctions.

3. Established Artist: Continuing the journey towards artistic prominence leads to the rank of established artist. At this stage,

the artist and their personal style, as well as their works, are fully recognized nationally and regionally, and they have gained a notable position internationally, enabling them to easily penetrate markets in various countries. The works of these artists have a dedicated and suitable market, and they are relatively easy to buy and sell. Additionally, they may occasionally be seen in museums, collections, and cultural and art institutions. Artists in this group attract the attention of reputable art market players and are regularly featured in significant auctions. Many of them have also authored publications, and they are well-known in the news media, especially in cultural and artistic sections, as well as on social media platforms.

Therefore, to achieve an appropriate position in the art world, as another essential aspect of the success triangle, it's necessary for artists to first identify their current position realistically. After stabilizing their current position, through proper planning, they should strive for sustainable growth and development in their capabilities in this position, gradually ascending to higher positions.

#### Artist's personal brand

A personal brand can be seen as an identity unique to each artist. In today's competitive art world

across all dimensions (market, artistic communities, etc.), having a personal brand and actively working to develop and enhance it is essential for artists.

An artist's personal brand is essentially the result of how others perceive them and what is said about them in their absence. It can be considered the quality of their reputation, which enables them to ascend in society, the market, and ultimately in the art world or gradually decline.

The primary outcome of having a reputable and recognized personal brand in today's art world is differentiation and visibility among the large number of competitors in the market, ensuring they are always remembered. Moreover, it significantly contributes to growth and progress in other aspects of their work and life, as well as aiding in development and growth in two other aspects of success.

There are various ways to create and develop artists' personal brands, with self-awareness being the common first step. Next, artists must precisely determine how they want to be remembered and what qualities they want to be associated with. Overall, investing and dedicating sufficient time and energy to creating and developing a personal brand are important factors for artists' success in both their artistic and personal lives.

All in all, a personal brand is a

collection of skills and experiences that shape the artist into who they are today, making them unique.

Developing a personal brand can confer a competitive advantage. Having a recognized and reputable personal brand means that when people in society consider an artist with similar characteristics and works, they immediately recall them.

This also creates new opportunities for artists. Among specific artworks in demand, those created by artists with a strong and recognized personal brand have a higher chance of selling quickly and at higher prices.

Personal branding in art is defined as the process of establishing a recognizable and unique identity for an active individual in the art world, including creating a sustainable and definable image with specific messages. Achieving this requires the individual's strong and planned presence in both the real and virtual worlds.

There are also many psychological reasons for building a personal brand, with one of the most important being building trust. When the general public recognizes an artist's personal brand and can gather sufficient information and understanding about many of their professional, ethical, personality, social, etc., traits, it's natural for them to develop closer relationships and greater trust in them.

By understanding an artist's personal brand, society knows what category of artistic events to expect their presence in and what level of works they will offer to the art market. Additionally, by understanding artists' personal brands, one can discover the areas they excel in and the credible statements they make.

In general, if a professional artist seeks to increase audience confidence, attract opportunities, differentiate themselves, be noticed in today's art market, and overall achieve success and growth, scientifically planned personal branding is one of the ways to achieve this. Therefore, we have chosen it as one of the heads of the success triangle in the art world. In the digital age, personal branding has gained double importance and urgency, and how artists present themselves in digital spaces is significantly important. With just a few simple clicks on the web and social media platforms, complete information about them, their works, and their professional approaches can be accessed.

Personal branding can help control online discourse about art-

ists and their content, presenting them in the best possible way. In this regard, having well-managed social media pages and a professional website are two very useful methods to achieve this goal. It's worth mentioning that artists' online presence should not only introduce them to the target community but also create added value and increase audience knowledge.

The first step in artists' personal branding in the digital world is organizing and managing their current social media pages. The fame and how artists are presented in the virtual world largely depend on what they publish in these spaces. Therefore, they should refrain from sharing content and images that may negatively impact the audience's perception of them and tarnish their personal brand. Instead, they should always focus on sharing positive content like achievements, images of artworks, artistic events, and similar content.

Artists should have an effective communication strategy for disseminating any information in both the real and virtual worlds. Content published in the media, both online and offline, should contain useful and engaging information for the audience in a way that not only attracts them but also encourages them to constantly follow news related to the artist. In fact, the target audience should feel the value every time they visit an artist's news sources and consume news and information. The attractiveness of content related to the artist should be such that the audience expresses their desire and popularity through various means such as subscribing to newsletters, joining websites, following social media pages, and so on.

In addition, having a visual identity is also essential in personal branding. Visual identity goes beyond a logo and is a written guideline that expresses how an artist's visual communications with the audience and target market should be comprehensive, complete, and consistent.

In a nutshell, regarding this head of the success triangle, it can be said that an artist without a recognized, strong, and reputable personal brand cannot reach the top steps of success in the art world. However, this does not mean that we should neglect the other two heads of the triangle by excessively focusing on personal branding. In fact, with a suitable and balanced strategy, we can sufficiently pay attention to the growth and development of all aspects and all three heads of the triangle and ascend the steps of success.

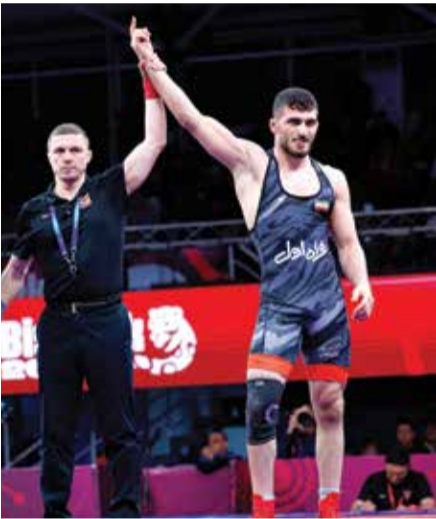
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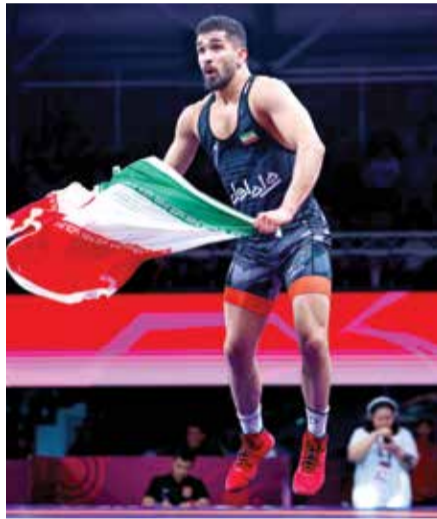




Iranian Rahman Amouzad celebrates his victory in the freestyle 65kg final at the Asian Wrestling Championships in Bishkek, Kyrgyzstan, on April 11, 2024. ● AMIRREZA ALIAGARI/UWW



Iranian Mohammad Nokhodi (r) has his hand raised as the winner after the victory in the freestyle 79kg final at the Asian Wrestling Championships in Bishkek, Kyrgyzstan, on April 11, 2024. ● KOSTADIN ANDONOV/UWW



Amir-Mohammad Yazdani celebrates with the Iranian flag after winning the freestyle 70kg gold at the Asian Wrestling Championships in Bishkek, Kyrgyzstan, on April 11, 2024. ● KOSTADIN ANDONOV/UWW

# Asian Wrestling Championships: Iranians dominate Day 1 with three freestyle golds

### Sports Desk

Iranian freestyle wrestlers got off to a flying start at the Asian Championships in Bishkek, Kyrgyzstan, grabbing three of the gold medals up for grabs across five weight classes on Thursday.

Former world champion Rahman Amouzad was back to his ruthless form as he repeated the final victory in the previous edition over Tulga Tumur Ochir - also avenging the loss to the Mongolian in the Asian Games final last October - to walk away with the ultimate prize of the 65kg contests.

Amouzad scored a first-period takedown off an underhook, then gave up an activity point after the interval but managed to hold on for a 2-1 win and claim a third successive Asian gold.

Two-time world silver medalist Amir-Mohammad Yazdani picked up the first gold in his senior career thanks to a 13-9 triumph over world under-23 silver medalist Yoshinosuke Aoyagi of Japan in a thrilling 70kg showpiece.

Both wrestlers had 4-point moves in the first period, with Yazdani scoring his late to take a 6-5 lead into the second. Aoyagi went ahead 9-6 with a backdoor takedown and a head-be-

tween-the-thighs roll, only to see the Iranian take the lead on criteria with 20 seconds left with a stepout and takedown. Yazdani countered a last-ditch body lock lift attempt by Aoyagi for a final 4-pointer.

"It was a close match. The Japanese wrestler was very good, and I wish him all the best. He was leading 9-7, but I tried to be focused on the match and tried to go for a comeback because I didn't want to lose," Yazdani said.

"It was my first gold medal, and I am very happy about it," he said. "At the outset, I was behind... and I was thinking that it would be another silver medal for me. But suddenly, everything changed."

Mohammad Nokhodi also celebrated a first Asian gold in emphatic fashion, cruising to a 12-2 technical fall over Mongolian Byambadorj Enkhbayar in the 79kg showdown.

Nokhodi, winner of back-to-back world silvers before a bronze in Belgrade last year, chalked up three takedowns in succession, following the third one with a two-point exposure. As the Iranian went for a gut wrench to end the bout, Enkhbayar stopped it to gain two points to make it 8-2 and keep his hopes alive, but it all ended 27 seconds into the second period

when Nokhodi caught the Mongolian in a cradle for a takedown and exposure.

"It is the first time that I have won the gold medal at the Asian Championships, but I will try my best to grab the gold in the World Championships this year," said Nokhodi.

Meanwhile, two-time Asian champion Mohammad-Hossein Mohammadian bounced back from an 8-2 defeat against Russian-born Bahraini wrestler Akhmed Tazhudinov in the semifinals to come out victorious (7-0) against Japanese Hibiki Ito in the bronze medal contest of the 97kg class, sharing the third podium with Vicky Chahar of India.

Reigning world and Asian Games champion Tazhudinov, who is unbeaten since February 2023, went on to beat the world 92kg gold medalist Rizabek Aitmukhan of Kazakhstan 4-2 in the final.

Iranian wrestler Ebrahim Khari finished his campaign empty-handed after a 7-4 defeat to North Korean Kim Kum-hyok in the 57kg third-place bout.

Kento Yumiya of Japan defeated Indian Udit Kumar - victorious over Khari in the first round - for the gold, with Kazakhstan's Meirambek Kartbay taking the other bronze.

## SPECIFIC PROCUREMENT NOTICE

Islamic Republic of Iran  
Fars Six Cities Sanitation improvement Project  
Sector: sanitation  
Mode of Financing: Istisna'a  
Financing No. IRN-0107

Contract Title: Remaining Works of Trunk Mains, Interceptors and Laterals of Firoozabad Wastewater Collection Network  
NCB Reference No.: Fi-SL4

### Second Announcement نوبت دوم

1. Fars Water and Wastewater Company has received financing from the Islamic Development Bank (IsDB) toward the cost of the Fars Six Cities Sanitation improvement Project, and intends to apply part of the proceeds toward payments under the contract for Remaining Works of Trunk Mains, Interceptors and Laterals of Firoozabad Wastewater Collection Network.

2. Fars Water and Wastewater Company now invites sealed bids from eligible bidders for: Procurement and construction of about 51 Km of wastewater collection network with diameters of 200 to 1000 mm in form of trench and tunnel; Procurement and construction of about 1255 m<sup>2</sup> brick and concrete manholes; Procurement and construction of about 4600 house connections with diameters of 125 and 160 mm; Remedying the defects of constructed network with a length of about 65 kilometers including: completing of implemented manholes, installation of manholes stairs, implementation of non-installed manhole gates, implementation of non-installed house connections gates, implementation of non-installed house connections for the constructed network, washing, videometry, preparation of as-built drawings and GIS maps of constructed network.

3. Bidding will be conducted through the National Competitive Bidding (NCB) procedures (Post-qualification Method) as specified in IsDB's Guidelines: Procurement of Goods, Works and related services under Islamic Development Bank Project Financing 2019 ("Procurement Guidelines"), and is open to all eligible bidders as defined in the Procurement Guidelines. In addition, please refer to paragraphs 1.18-21 setting forth IsDB's policy on conflict of interest.

4. Interested eligible bidders may obtain further information from Fars Water and Wastewater Company, and email to [pmu.abfafars2023@gmail.com](mailto:pmu.abfafars2023@gmail.com) (PMU Unit) and inspect the bidding documents during office hours 08:00 to 14:00 at the address given below for clarification purposes.

5. A complete set of bidding documents in English may be purchased by interested eligible bidders upon the submission of a written application to the address below and upon payment of a nonrefundable fee of 35,000,000 IR Rial. The method of payment will be direct deposit to account number 0111930032008, Bank Saderat, with Payment ID No. 13132990014005 in the name of the Fars Water and Wastewater

Company. The Bidding documents shall be purchased from Fars Water and Wastewater Company (FWWC).

6. Bids must be delivered to the address below at or before 10:30 am April 28, 2024. Electronic bidding will not be permitted. Late bids will be rejected. Bids will be publicly opened in the presence of the bidders' designated representatives and anyone who choose to attend at the address below on 10:30 am April 28, 2024.

7. All bids must be accompanied by a Bid Security of 59,200,000,000 IR Rial.

8. The addresses referred to above are: clarification purposes address

For clarification purposes only, the Employer's address is: Contract Affairs Office, 2<sup>nd</sup> Floor, Fars Water and Wastewater Company, Corner of Shahid Sobhani Street, Ghodousi Gharbi Blv., Motahari Square, Shiraz, Iran.

Postal Code: 71868-98465  
Telephone: +987138435153

Facsimile number: +987138435166  
Electronic mail address: [pmu.abfafars2023@gmail.com](mailto:pmu.abfafars2023@gmail.com)

Requests for clarifications should be received by the Purchaser no later than 14 days prior to the deadline for submission of Bids.

Bid Submission Address  
For bid submission purposes only, the Employer's address is:

Address: Secretariat, Room No.108, 1<sup>st</sup> floor, Fars Water and Wastewater Company, Ghodoosi Gharbi Blv., Motahari Square, Shiraz, Iran.

Postal Code: 71868-98465  
Telephone: +987138435153

Facsimile number: +987138435154  
Bid Opening Address

The bid opening shall take place at: Conference hall, sixth floor, Fars Water and Wastewater Company, Ghodoosi Gharbi Blv., Motahari Square, Shiraz, Iran.

The Cost of advertising the SPN shall be borne by the successful bidder.

Fars Water and Wastewater Company (FWWC)



## آگهی فراخوان مناقصه

جمهوری اسلامی ایران  
پروژه بهسازی بهداشت شش شهر استان فارس  
بخش: فاضلاب  
نحوه تأمین مالی: استصناع  
شماره تأمین مالی: IRN-0107

عنوان قرارداد: باقیمانده کارهای «خط انتقال و خطوط اصلی و فرعی شبکه جمع آوری فاضلاب فیروز آباد» شماره مرجع مناقصه ملی: Fi-SL4

خریداری شود.  
6- پیشنهادهای باید به آدرس زیر تا تاریخ ۱۴۰۳/۰۴/۲۸ قبل از ساعت ۱۰:۳۰ صبح ارسال شود. پیشنهادهای الکترونیکی مجاز نخواهد بود. پیشنهادهای دریافتی بعد از ساعت و روز مذکور رد خواهند شد. پیشنهادهای در حضور نمایندگان تعیین شده مناقصه‌گران و هر کسی که تصمیم به حضور در آدرس زیر را دارد در تاریخ ۱۴۰۳/۰۴/۲۸ ساعت ۱۰:۳۰ صبح در جلسه عمومی بازگشایی خواهد شد.

7- کلیه پیشنهادهای باید به همراه ضمانت‌نامه شرکت در مناقصه به مبلغ ۵۹,۲۰۰,۰۰۰,۰۰۰ ریال تحویل داده شوند.  
8- آدرس ارجاع داده شده در بالا:

آدرس جهت شفاف‌سازی و اطلاعات بیشتر:

ایران، شیراز، میدان شهید مطهری، بلوار قدوسی غربی، نبش خیابان سبحانی، شرکت آب و فاضلاب استان فارس (FWWC)، دفتر امور قراردادها

کدپستی: ۷۱۸۶۸۹۸۴۶۵  
شماره تلفن: +۹۸۷۱۳۸۴۳۵۱۵۳  
شماره نمابر: +۹۸۷۱۳۸۴۳۵۱۵۴

آدرس ایمیل: [pmu.abfafars2023@gmail.com](mailto:pmu.abfafars2023@gmail.com)

هرگونه درخواست شفاف‌سازی در مورد مناقصه باید حداکثر تا ۴ روز قبل از آخرین مهلت تحویل پاکت مناقصه از طریق ایمیل فوق‌الذکر دریافت شده باشد.

آدرس تحویل پاکت مناقصه:

پاکت پیشنهادهای قیمت فقط باید به آدرس ذیل تحویل داده شود:

ایران، شیراز، میدان شهید مطهری، بلوار قدوسی غربی، نبش خیابان سبحانی، شرکت آب و فاضلاب استان فارس (FWWC)، طبقه اول، اتاق ۱۰۸، دبیرخانه

کدپستی: ۷۱۸۶۸۹۸۴۶۵  
شماره تلفن: +۹۸۷۱۳۸۴۳۵۱۵۳

شماره نمابر: +۹۸۷۱۳۸۴۳۵۱۵۴

آدرس محل بازگشایی پاکت مناقصه: ایران، شیراز، میدان شهید مطهری، بلوار قدوسی غربی، نبش خیابان سبحانی، شرکت آب و فاضلاب استان فارس (FWWC)، طبقه ششم، سالن کنفرانس.

هزینه انتشار آگهی به‌مهده برنده مناقصه خواهد بود.

شرکت آب و فاضلاب استان فارس

1- شرکت آب و فاضلاب فارس از بانک توسعه اسلامی (IsDB) بابت هزینه بهسازی بهداشت شش شهر استان فارس تسهیلاتی دریافت کرده است و قصد دارد بخشی از آن را صرف پرداخت‌های قرارداد باقیمانده کارهای خط انتقال و خطوط اصلی و فرعی شبکه جمع‌آوری فاضلاب فیروز آباد نماید.

2- شرکت آب و فاضلاب استان فارس اکنون از مناقصه‌گران واجد شرایط دعوت می‌نماید پیشنهادهای مهر و موم شده خود را برای تدارکات و ساخت ۵۱ کیلومتر شبکه فاضلاب با قطر اولیه ۲۰۰ تا ۱۰۰۰ میلی‌متر به شکل ترانشه و تونل؛ تدارکات و ساخت ۱۲۵۵ متر مکعب منهول بتونی و آجری، تدارکات و ساخت حدود ۴۶۰۰ متر مربع خنک با قطر ۱۲۵ و ۱۶۰ میلی‌متر و رفع نواقص شبکه ساخته شده فعلی با طول تقریبی ۹۵ کیلومتر مشتمل بر تکمیل منهول‌های اجرا شده، نصب پله منهول‌ها، اجرای دریچه منهول‌های نصب نشده، نصب دریچه انشعاب‌های خانگی نصب نشده، اجرای انشعاب‌های خانگی نصب نشده برای شبکه ساخته شده، شست و شو، ویدئومتری، تهیه نقشه‌های از بیلت و GIS شبکه ساخته شده را به آدرس ذیل ارسال نماید.

3- پیشنهادهای از طریق روش مناقصه رقابتی ملی (داخلی) (NCB) و به‌مبورت پسا ارزیابی، همانطور که در دستورالعمل تدارکات کلا، کارها و خدمات مربوطه تحت تأمین مالی بانک توسعه اسلامی (نسخه آوریل ۲۰۱۹) مشخص شده است انجام خواهد شد و برای کلیه پیشنهادهای دهنده‌گان واجد شرایط که در دستورالعمل تدارکات مذکور تعریف شده‌اند، آزاد می‌باشد. علاوه بر این، لطفاً به پاراگراف‌های ۱۸، ۱۹ تا ۲۱ که سیاست IsDB را در مورد تضاد منافع از آن‌ها می‌دهد، مراجعه شود.

4- مناقصه‌گران واجد شرایط می‌توانند در ساعات اداری ۰۸:۰۰ الی ۱۶:۰۰ استناد مناقصه را از شرکت آب و فاضلاب استان فارس به آدرس زیر تهیه و بررسی کنند.

همچنین، مناقصه‌گران می‌توانند جهت کسب اطلاعات بیشتر به آدرس زیر مراجعه یا از طریق ایمیل [pmu.abfafars2023@gmail.com](mailto:pmu.abfafars2023@gmail.com) یا واحد مدیریت پروژه تماس بگیرند.

5- مناقصه‌گران واجد شرایط علاقه‌مند می‌توانند یک مجموعه کامل از اسناد مناقصه به زبان انگلیسی یا ارائه درخواست کتبی به آدرس زیر و یا پرداخت هزینه غیر قابل استرداد ۳۵,۰۰۰,۰۰۰ ریال، خریداری نمایند. روش پرداخت واریز مستقیم به حساب شماره ۰۱۱۱۹۳۰۰۳۲۰۰۸ بانک صادرات به شماره پرداخت ۰۱۱۱۹۳۰۰۳۲۰۰۸ به نام شرکت آب و فاضلاب استان فارس خواهد بود. استناد مناقصه باید از شرکت آب و فاضلاب استان فارس (FWWC)



# Israel in fear Efforts underway to prevent Iran's retaliation



Emergency services work at a building hit by an airstrike in Damascus, Syria, on April 1, 2024.  
OMAR SANADIKI/AP

**International Desk**

Iran's retaliation for a recent Israeli attack on Iran's consulate in Damascus has raised fears of an all-out regional war in the Middle East region as many countries are actively trying to prevent such an escalation. Iran has vowed to punish Israel for the attack that killed seven members of its Islamic Revolution Guards Corps (IRGC), including two generals on April 1. At least six Syrian citizens were also killed. Leader of the Islamic Revolution Ayatollah Seyyed Ali Khamenei said Wednesday that the Israeli regime "must be punished and will be punished" for its strike in the Syrian capital. Ayatollah Khamenei said, "The evil Zionist regime committed another mistake ... and that was the attack

on the Iranian consulate in Syria. The consulate and diplomatic missions in any country are considered to be the territory of that country. When they attack our consulate, it means they have attacked our soil." Last week, the United States, Britain and France opposed a Russian-drafted UN Security Council statement that would have condemned the attack. Iran's mission to the UN said on Thursday that the UN Security Council condemnation of Israel's attack could have prevented the need for retaliation. "Had the UN Security Council condemned the Zionist regime's reprehensible act of aggression on our diplomatic premises in Damascus and subsequently brought to justice its perpetrators, the imperative for Iran to punish this rogue regime might have been obviated," it said on the social media platform X. Diplomatic efforts are underway to prevent a possible Iran's response to the Israeli attack. German Foreign Minister Annalena Baerbock called on her Iranian counterpart Hossein Amir-Abdollahian to urge "maximum restraint

to avoid further escalation. Kremlin spokesperson Dmitry Peskov said that, "Right now it's very important for everyone to maintain restraint so as not to lead to a complete destabilization of the situation in the region, which doesn't exactly shine with stability and predictability," British Foreign Secretary David Cameron also called the Iranian foreign minister to appeal for "restraint" by the Islamic Republic. The UK's top diplomat, however, got a dressing-down from his Iranian counterpart on Thursday over Britain's refusal to condemn the aggression. "Regarding the Israeli regime's airstrike on the consular section of the Islamic Republic of Iran embassy in Damascus, Amir-Abdollahian criticized the inaction of Britain in condemning" the attack, official news agency IRNA reported. The US has also asked China and other countries, including Turkey and Saudi Arabia, to urge Tehran not to launch a retaliatory attack on Israel. Other western and Arab governments have also sought to convince Iran to show restraint.

## Raisi: Colonial powers disapprove of enhanced Iran-Pakistan ties

Iranian President Ebrahim Raisi said colonial powers are opposed to the enhancement of bilateral ties between his country and neighboring Pakistan, stressing that enemies are seeking to drive a wedge between the two Muslim nations. Raisi made the remarks in a telephone conversation with his Pakistani counterpart Asif Ali Zardari on Thursday night, where he congratulated the Pakistan Peoples Party's co-chairperson for winning a second term as Pakistan's president, Press TV reported. "The development of Iran-Pakistan relations is not agreeable to colonial powers, and they are seeking to drive a wedge between the two Muslim countries," Raisi said. Cooperation in the joint fight against terrorism

should be enhanced, and enemies should not be given the chance to advance their agendas and disrupt friendship between Tehran and Islamabad, the Iranian president added. He also lauding the faith and fervor of young Muslims in thwarting various plots such as those unleashed by the Daesh terrorist group, For his part, Zardari denounced the Israeli airstrike on the consular section of the Iranian Embassy in the Syrian capital city of Damascus. "The vast cultural and historical similarities between the two countries are a suitable ground for the expansion of cultural, commercial, economic relations and the exchange of diverse and numerous capacities between the two sides," the Pakistani

president said. The two neighboring countries witnessed an escalation of cross-border tensions over Iran's counter-terrorism operations. On January 16, Iran launched simultaneous drone and missile attacks on two bases of Jaish ul-Adl, a terror outfit that was formed in 2012 and has conducted several attacks on Iranian soil in recent years. Pakistan carried out strikes on January 17 against, what it called were, bases of the separatist Baloch Liberation Front and Baloch Liberation Army in regions close to Iran's border which Tehran slammed as unbalanced. The two countries fully restored ties in the next weeks as ambassadors resumed duties in late January.

## Spain: 'Clear' signs Europe is ready to recognize Palestinian state

Spanish Prime Minister Pedro Sanchez on Friday said there were "clear signs" in Europe that countries in the region were prepared to recognize a Palestinian state. Sanchez had earlier met with his Norwegian counterpart Jonas Gahr Store in Oslo amid his diplomatic campaign to garner support for the recognition of Palestinian statehood. Store said Norway is ready to recognize a Palestinian state together

with other countries. He told reporters that such a decision would need to be taken in close coordination with "like-minded countries." "Norway stands ready to recognize the state of Palestine," Store told a joint press conference with Sanchez. "We have not set a firm timetable," Store added. In November, Norway's parliament adopted a government proposal for the country to be prepared to recognize an independent

Palestinian state. Sanchez is currently on a tour of Poland, Norway and Ireland this week to drum up support for the recognition of a Palestinian state, according to a Spanish government spokesperson. Sanchez said Spain was "committed to recognizing Palestine as a state, as soon as possible, when the conditions are appropriate, and in a way that can have the most positive impact to the peace process."

**Notice of tender for  
export sale No. 01/1403/Z**

**Analysis%**

Min	65.00	Fe
Ave	1.2	FeO
Max	0.05	P
Max	0.01	S
Max	3.5	SiO2
Max	0.7	Al2O3
Max	0.9	CaO
Max	2.5	MgO
Ave 250		CCS(kg/p)
Min 90		8-16 mm%
Ave5		-6 mm%
Max 3.8		A.1%
Min 95		T.1%
19-24		Prosity%
Min 90		Reducibility%

Hereby Golgohar Mining & Industrial Co. announces selling and export 70.000 metric tons of Iron Ore pellet (%Fe:65.00) on basis of F.O.B at Shahid Rajaei Jetty Bandar-Abbas - Iran. Interested bidders should find tender documents at Golgohar website: [ww.geg.ir](http://ww.geg.ir). All bids on conformity to tender instructions must be submitted no later than 14:00 P.M. on 22<sup>nd</sup> Apr. 2024 to the Golgohar complex in Sirjan. (50 km in Shiraz road) Bidders are invited to the transactions commission department of the seller with an introduction letter of interested buyer and personal identification of the representative. Tender results shall be announced at 10:00 A.M. on 23<sup>rd</sup> Apr. 2024 at the office of the Seller.

**GOLGOHAR MINING & INDUSTRIAL CO.**

**A Revision of the Specific Procurement Notice for Design, Build, Installation and Operation of Neyriz Wastewater Treatment Plant**

Following the Tender Notice of Fars Water and Wastewater Company regarding the Design, Build, Installation and Operation of **Neyriz Wastewater Treatment Plant** which was published in this newspaper on February 12, 2024 and February 22, 2024. This is to announce that the Bid submission period has been extended up to 10:30 a.m. May, 12, 2024.

**اصلاحیه آگهی مناقصه پروژه بهسازی شش شهر استان فارس - دعوت برای تدارک طراحی، ساخت، نصب تجهیزات و بهره‌برداری تصفیه‌خانه فاضلاب شهر نریز**

پیرو آگهی شرکت آب و فاضلاب استان فارس در خصوص مناقصه طراحی، ساخت، نصب و بهره‌برداری تصفیه‌خانه فاضلاب شهر نریز که در تاریخ‌های ۱۴۰۲/۱۱/۲۳ و ۱۴۰۲/۱۲/۰۳ در این روزنامه به چاپ رسیده است، بدین‌وسیله به اطلاع می‌رساند که تاریخ بازگشایی پیشنهاد قیمت تا تاریخ ۱۴۰۳/۰۲/۲۳ رأس ساعت ۱۰:۳۰ صبح تمدید گردید.

**A Revision of the Specific Procurement Notice for Design, Build, Installation and Operation of Fasa Wastewater Treatment Plant**

Following the Tender Notice of Fars Water and Wastewater Company regarding the Design, Build, Installation and Operation of **Fasa Wastewater Treatment Plant** which was published in this newspaper on February 12, 2024 and February 22, 2024. This is to announce that the Bid submission period has been extended up to 10:30

**اصلاحیه آگهی مناقصه پروژه تدارک طراحی، ساخت، نصب تجهیزات و بهره‌برداری تصفیه‌خانه فاضلاب شهر فسا**

پیرو آگهی شرکت آب و فاضلاب استان فارس در خصوص مناقصه طراحی، ساخت، نصب و بهره‌برداری تصفیه‌خانه فاضلاب شهر فسا که در تاریخ‌های ۱۴۰۲/۱۲/۰۳ و ۱۴۰۲/۱۱/۲۳ در این روزنامه به چاپ رسیده است، بدین‌وسیله به اطلاع می‌رساند که تاریخ بازگشایی پیشنهاد قیمت تا تاریخ ۱۴۰۳/۰۲/۲۵ رأس ساعت ۱۰:۳۰ صبح تمدید گردید.



## Iran's 'Silver' shines in two international film festivals



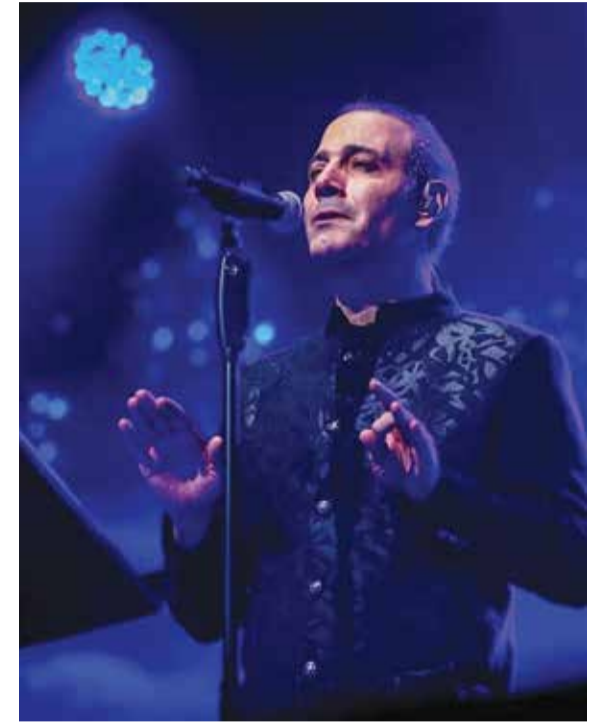
In its latest international appearances, the short film 'Silver' by Hamid Saberi received two honorary diplomas at the Titan International Film Festival in Australia and the LIFF-GA festival in the United

States. The Titan festival takes place online each season, awarding an honorary diploma to the winner of each season. Ultimately, the winners of each season compete against each other

in the annual in-person festival, IRNA wrote. The LIFF-GA film festival is also an independent university student festival held annually. 'Silver' will also be screened at the 28th edi-

tion of the NewFilmmakers New York in New York in the fall season. Raha khodayari, Nazgol Sharifi, Neda Asadi, Tiam Kermanian and Shiva Ordoui are among the cast members of the film.

'Silver' is a social genre film that narrates the story of a charity inspector who enters a home to investigate the situation of an applicant and becomes entangled in their family issues.



## Qorbani sets record in number of performances in a year

Iranian vocalist Alireza Qorbani broke record in terms of staging concerts in Iran and abroad in the last Persian year ending on March 19. Qorbani performed 162 concerts only in Tehran, Tasnim news agency reported.

The concerts were held across various cities and venues, showing his musical talent to audiences far and wide. From May 6 to July 17, performances took place in Tehran's Sa'dabad Palace, as well as in cities including Gorgan, Rasht, Tabriz, Kerman, Sirjan, Shiraz, and Kish Island. The latter half of the year saw performances from September 23 to March 19 in provinces such as Yazd, Kashan, Shahr-e kord, Isfahan, Shiraz, and Tabriz, along with a series of performances in Tehran at the Espinas Pal-

ace Hotel. While the financial turnover of such concerts might not seem substantial at first glance, compared to other sectors of the economy, they play a crucial role in creating job opportunities. Concerts provide employment for various individuals including event management teams, lighting and sound technicians, venue staff, parking attendants, musicians, organizers, composers, photographers, videographers, graphic designers, and more. Moreover, Qorbani expanded his reach beyond Iran's borders, organizing concert tours in Canada, Europe, and Australia. Cities such as Calgary, Vancouver, Toronto, Montreal, Dusseldorf, Frankfurt, Munich, Berlin, London, Manchester, Rotterdam, Stockholm, Malmo, and Sydney.

## Iran Cultural & Press Institute gets new chief



Ehsan Salehi (R), the new chief of Iran Cultural & Press Institute, shakes hands with an Iran Daily journalist during a visit to the newspaper's office in Tehran on April 12, 2024. **IRAN DAILY**

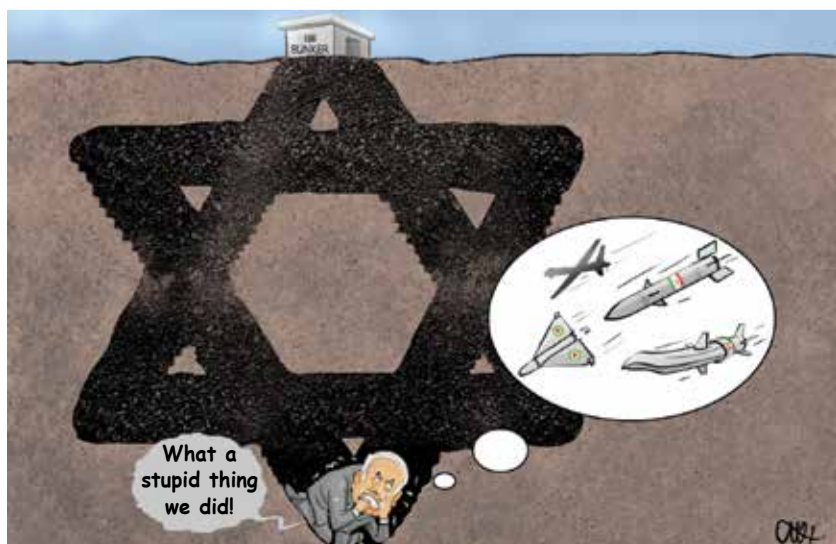
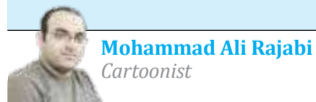
Ehsan Salehi was appointed as the new head of the Iran Cultural & Press Institute on Thursday

by Mohammad-Mehdi Esmaeili, the Minister of Culture and Islamic Guidance.

Salehi, who previously served as a member of the board of directors of Iran Cultural & Press Institute,

has a rich media background, including serving as the secretary of the government's Information Council, membership in the board of directors of the Quds Online, deputy manager for domestic news at the Islamic Republic News Agency, and editor-in-chief of the Raja News website. Speaking about the efforts of the media services of the former CEO of the institute Mohammad Hassan Roozitalab, the minister highlighted Roozitalab's mastery and strength in this field, stemming from his com-

mitment to justice. Esmaeili stated, "Roozitalab is a dedicated individual with a strong work ethic who has made remarkable contributions to media and publication." Esmaeili said, "Without Salehi, we could not have imagined finding a replacement to maintain the high quality of the newspaper. We hope to witness new horizons under his management." Since the beginning of Raisi's administration, Mohammad Hassan Roozitalab has been the head of Iran Cultural & Press Institute.



## Most comprehensive Persian audiobook of 'Les Miserable' to be released

The complete Persian audiobook of 'Les Misérables' has been prepared and its first episode is now available to audiences. The book features voices of 40 renowned theater and cinema actors. The book is presented as part of the Radio Gousheh project, IBNA wrote. The reading of this literary work includes performances by Masoud Keramati as Jean Valjean, Majid Aqakarimi as Javert, Mahtab Nassirpour as Fantine, Reza Behboudi as the priest, Ter-meh Vossough as young

Cosette, Bahar Katouzi as teenage Cosette, Hootan Shakiba as Thénardier, Setareh Pesyani as Madame Thénardier, Nima Raisi as Marius, and others. Additionally, notable figures such as Banipal Shoomoon, Soheil Mostajabian, Majid Yousefi, Alireza Nasehi and Elham Akhavan and more have contributed to the reading. Ashkan Aqilipour serves as the narrator of the story. Farzaneh Ebrahimzadeh, the project manager, explained that although various translations of 'Les

Misérables' have been published in the country, none have been complete. She added that they are utilizing the translation by Mohammad Parsayar, published by Hermes Publication, which covers the entirety of the two-volume novel. The novel will be presented in the form of five audiobooks, with monthly releases. Ebrahimzadeh further elaborated on the approach to the performance, stating, "It was important for us that none of the actors dub their voices; instead, each



portrays their characters in their own voice. Therefore, all readings are real, and we have not leaned towards radio drama or stage reading. What is being prepared fully aligns with the definition of an audiobook, which, of course, is a challenging task. However, with the presence of professional actors, this goal has been achieved."