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‘No to Accidents’ campaign to curb fatalities

# Minister: Culture, media key to reducing road collisions

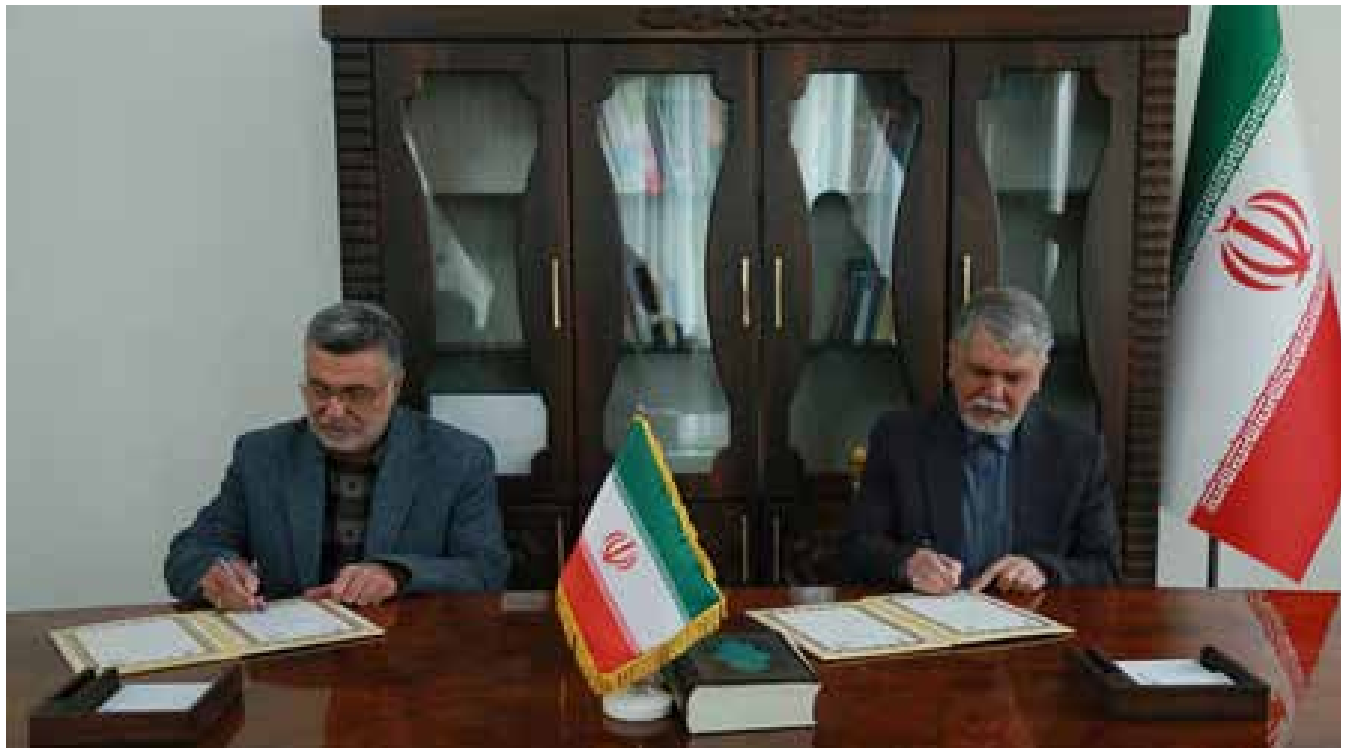
Social Desk



Iran’s Minister of Culture and Islamic Guidance, Abbas Salehi, stressed the role of artists and media in raising public awareness to reduce road accidents, as the government ramps up efforts to curb traffic fatalities ahead of Nowruz, the Persian New Year. Speaking at the signing ceremony of a cooperation agreement with the Ministry of Health and Medical Education, Salehi added that utilizing cultural and media resources to support the national campaign “No to Accidents,” is of high significance. “Our country not only suffers from the loss of valuable human resources due to road accidents but also bears significant economic costs,” Salehi said, adding that awareness campaigns can play a crucial role in mitigating these issues. The agreement, signed by Salehi and Health Minister Mohammad

Iran’s Minister of Culture and Islamic Guidance, Abbas Salehi (R), and Minister of Health and Medical Education Mohammad Reza Zafarghandi sign a cooperation agreement to help curb road accidents in Tehran on March 6, 2025.  
● [behdasht.gov.ir](http://behdasht.gov.ir)

Reza Zafarghandi, aims to leverage artistic and media platforms to promote road safety. Salehi said that artists, given their social influence, can contribute by advocating for safer driving practices, while media outlets affiliated with the Culture Ministry can enhance the campaign’s reach. The “No to Accidents” campaign comes as Iran prepares for the busy travel period of Nowruz, a time when road accidents typically surge. Salehi expressed hope that the campaign’s efforts will continue beyond the holiday season, leading to a sustained reduction in traffic fatalities and losses.



## Tourism Ministry pushes for urgent UNESCO recognition of southern Jiroft civilization



Arts & Culture Desk

Iran’s Minister of Cultural Heritage, Tourism, and Handicrafts, Reza Salehi Amiri, reiterated efforts to secure UNESCO World Heritage status for the ancient Jiroft civilization, a little-known but significant archaeological site in southern Iran. Speaking to reporters upon arrival in Jiroft on Thursday, Salehi Amiri described the region as a

“radiant gem” in Iran’s history. “Jiroft does not need an introduction; it shines like the sun in the historical landscape of our nation,” he said. His visit aims to further archaeological research, promote global recognition, and address preservation efforts. “Following this trip, we must actively pursue its global registration. Also, I will listen to local concerns and raise them within the government,” he added. Jiroft, located in Kerman province near the Halil River, hosts several ancient sites, including Konar Sandal, the Islamic city of Daqyanous, and the Mahdatabad cemetery. Excavations at Konar Sandal, led by archaeologists such as Yousef Majidzadeh and later Mansour Seyyed Sajjadi, have uncovered a ziggurat, a fortress, and artifacts dating back to the late third millennium BCE. Experts believe Jiroft could be home to one of the earliest known civilizations, with inscriptions possibly representing an undeciphered script.

## Tehran, Tashkent focus on shared cultural heritage to strengthen ties

Iran and Uzbekistan featured their shared historical and cultural ties as a foundation for expanding bilateral cooperation, particularly in the economic sphere, during a recent meeting between officials from both countries. Ali Najafi, the Iranian Deputy First Vice-President for International Affairs and Regional Cooperation, met with Fariduddin Nasriyev, the ambassador of Uzbekistan to Iran, to discuss ways to boost economic relations, IRNA reported. The two sides emphasized the importance of leveraging their historical and cultural commonalities to foster stronger ties. The discussions focused on establishing mechanisms to increase trade volume and facilitate smoother economic exchanges between the two nations. Furthermore, both officials highlighted the significance of high-level visits and the convening of the Joint Economic Commission



Iranian Deputy First Vice-President for International Affairs and Regional Cooperation Ali Najafi (R) meets with Fariduddin Nasriyev, the ambassador of Uzbekistan to Iran, on March 6, 2025.  
● [ISNA](http://ISNA)

between Iran and Uzbekistan as key steps in reinforcing their partnership.

## ‘He’ from Iran nominated for Malaysia’s KLIFA film festival



Arts & Culture Desk

Iranian filmmaker Ali Hayati’s short film ‘He’ was selected to compete at the second edition of the Kuala Lumpur International Film Awards (KLIFA) in Malaysia on November 7-8.

Shot in the southwestern cities of Ahvaz and Shushtar, ‘He’ follows the story of a woman striving to free her husband from prison, only to find herself entangled in unforeseen challenges. The film stars Leila Ghotbeddin, Fardin Arfa, Khadijeh Babadi, and Mohammad Ghadirzadeh, IRNA reported. Hayati not only directed but also wrote and edited the film, with Reza Teimouri as the cinematographer, Alireza Shirali as the sound recordist, and Arash Qasemi handling sound design. KLIFA aims to promote cross-cultural exchange and honor films that reflect universal human values. The festival presents awards

in various categories, including Best Feature Film, Best Short Film, Best Documentary, Best Director, Best Screenplay, and Best Actor and Actress. Iranian filmmaker Majid Majidi is among the official advisors of the festival. ‘He’ has previously been nominated for Best Film at Colombia’s INCLUCINE International Film Festival and has been screened at several global festivals, including Flowers Against Bullets (Austria), TopShot (Poland), Lift-Off Sessions (UK), Kalakari (India), South Italy (Italy), SWIFF (USA), Bioscope (India), and Bilbao International Documentary and Short Film Festival (Spain).

## Iran’s Nat’l Orchestra welcomes spring with year-end concert

Arts & Culture Desk

Iran’s National Orchestra of Iran marked the arrival of spring with a special concert, ‘Welcoming Spring,’ at Tehran’s Vahdat Hall on March 6. Led by conductor Hodayoun Rahimian, the performance featured a repertoire of Iranian classical compositions, ISNA reported. The orchestra performed works by renowned Iranian composers, including Rouhollah Khaledi’s ‘Rangarang 1,’ Darvish Khan’s ‘Polka’ and ‘March in Mahur,’ and Hossein Dehlavi’s ‘In Memory of Saba’ and ‘Lighthearted’. Pieces by Abolhasan Saba, Aminollah Rashidi, and Behzad Abdi were also included in the program. Soloists Mojgan Mohammad-Hosseini (qanun), Maziar Zahireddini (violin), Amir Nazari Salari (violin), and Shima Shah-Mohammadi (ghaychak) accompanied the orchestra in selected pieces.



The concert concluded with ‘Nowruz Festival,’ a celebratory composition by Behzad Abdi, as the orchestra bid farewell to the year and welcomed the Persian New Year.