

We have also been partnered by HAL, Indian Oil, Sail, Paradeep Port Trust, Jindal, Canara Bank, LIC, Odisha Tourism, Bank of India, HI-Tech Estate, Tata Steel, Nalco, VBCT, NTPC, Sbi, Reliance Industries Ltd, PNB, Coal India, BSNL, Puri Hotel, Allahabad Bank, MCL, Andhra Bank, HPCL, PCRA, Union Bank, OPGC, Central Bank of India, Coir Board, KVIC and other. More supporting banners of endowment are needed to convert the FOLK FAIR into a national rage.

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# FOLK AIR 2011

PROMOTING INDIA'S TRIBAL CULTURE

9th National Tribal/Folk Song & Dance Festival with National Level Exhibition



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We Build People to Build the Nation  
**SHREE SHRIKSHETRA SOOCHANA**





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ସମ୍ବନ୍ଧିତ ବିଭାଗ  
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### THE EVENT

The state of Odisha is a mosaic of rituals and practices that can rub shoulders with the ancient cultures of Africa and Australia, not to speak of Egypt and China. Performing arts and convention-based rituals best represent the cultural state of a community. The folk fair, a FLAGSHIP event of the SSS, address just that. The event is studded with live presentation and performances by those who best represent the extinct-route-bound 'pocke' culture traffic, much to the chagrin of the culture enthusiast.

### CULTURAL HERITAGE

There is no denying the fact that the Tribals have a cultural heritage undergoing their language, folk songs, folk dances and even their costumes. In an age when their cultures and folk loves are in the throes of exhibition, it is our high moral into present them having a distinct stamp of their originality and uniqueness. The fair will be exclusively devoted to the presentation of their dances, songs by different artists and performers.





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## ORGANISATION

The SSS(Shree Shrikshetra Soochana ) is a non- profit, non-government, voluntary organization of Puri in the state of Odisha. It was set up way back in 1998 to promote and innovate tribal culture with a view to preserving identity of the tribal populate which constitutes a huge chunk (8%) of Indian population. The SSS has made continuous efforts to organize their culture and way of life.

## MISSION

In a world dominated by caroding influence of terrorism, violence and western influence , it is urgently felt to revive the indigenous tribal cultures as unique and spectacular. The FOLK FAIR, deiced for the purpose, aims to bring as many ethenic communities under the fair's banner, and showcase their speciality as different and unique from the modern industrialized and urban cultures. This apart, the fair also aims at reseving some fast disappearing tribes from the patently unfair isolation and violation of their basic rights and also from the danger of alivation.





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### EVENT PARTNERSHIP

In a marathon exercise, such as the Folkfair, it is necessary that we stand supported by the brands that matter in today's world. The SSS is amply supported by : The Eastern Zonal Cultural Centre, Kolkata, The Song & Drama Division Kolkata, Department of Culture, Govt. of Odisha, The media have always stood us in good stead. Of particular importance has been the support we have received from (in no order) ND-TV, ZEE-TV, STAR-TV, AAJ TAK, ANI SAHARA-TV, DD, E-TV & O-TV alongside the print words of the Times of India, The New Indian Express, The Statesman and all vernacular press.



### RECOGNISATION

Acknowledging and honoring those personages who are still live witnesses to, and performers/demonstrators/elucidators of, cultures and practices observed by a culture in wilderness, withering in the absence of the searchlight of the Google periscope, is a step in the right direction. Awards and felicitation bring such people, wedded to the ancient, on a forum available for the whole of humanity to see for themselves and worry over what they see. Two distinguished awards for the worthy people are instituted. The FOLK FAIR AWARD is confirmed to a tribal woman, staying far away from main stream but having landable contribution for the mankind each year. Similarly SHRIKHETRA SAMMAN is awarded to three eminent personalities among who two have extra ordinary efficeine in administration.



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