

14TH विश्व 2016 PROMOTING INDIA'S TRIBAL CULTURE



**NATIONAL TRIBAL / FOLK SONG AND DANCE FESTIVAL
WITH NATIONAL LEVEL EXHIBITION**

4th June to 8th June, 2016 Mukதாகash Rangamancha,
Saradhabali, Puri, Odisha





A GIANT LEAP INTO THE FUTURE



Into the 14th year Folk Fair 2016 aims to emphasize the importance of tribal culture and establish its originality and uniqueness. It will also try to demonstrate how these inhabitants of this primeval land, their traditions and practices have interpenetrated almost all the aspects of Indian culture and civilization. Attempts would be made to help the groups and individuals to showcase their talents in the preservation of their songs and dances as spectacular forms of tribal art and culture.

SWACHH BHARAT : OUR MOTTO

In the wake of our Prime Minister Sri Narendra Modi's clarion call for "SWACHH BHARAT", it is proposed to use our platform to spread awareness among the participants and visitors about the importance of cleanliness. The motto is to extend our hands in the accomplishment of Modi's vision of "CLEAN INDIA" by 2nd October 2019 i.e. the 150th birth of Shri Mahatma Gandhi, the Father of our Nation. The rich and the poor among the people whether they belong to cities, towns, villages or countryside will be asked to undertake as many works to stop the activities that would be detrimental to the process of sanitation and public health.



THE EVENT

The tribal cultural heritage of India reverberates with mosaic of rituals and practices which has the potential to rub shoulders of greatest of ancient cultures in Africa, Asia, Egypt & China. Performing arts and convention-based rituals best represent the cultural health of a country. The Folk Fair which is launched by the Shree Shrikshetra Soochana (SSS) tries to address the issues. The event is studded with live presentation and performances by those who best represent the best of an ancient cultural heritage that now stand on the gateway of extinction.



CULTURAL HERITAGE



The Indian tribals despite their poverty and poor living conditions and some of them on the throes of extinction have something extraordinarily original and unique to offer to the rest of the world. There is no denying that their art and culture, which have evolved through centuries, bear the stamp of their ideas and thoughts best expressed in their community songs and various dance forms.

ORGANISATION



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

MISSION

- To revive the indigenous culture as original and unique
- To bring as many as ethnic communities on one common platform
- To assist them for showcasing their forms as grand and spectacular and as distinctly different from the modern industrialised culture
- To take steps to ensure their existence against the dangers of extinction

VISION

- To locate and bring all tribal communities of India on a common platform
- To establish unity among diverse tribal and culture groups





EVENT PARTNERSHIP

In a marathon exercise, such as the FOLK FAIR, it is necessary that we stand supported by brands that matter in today's world. Ministry of Culture; Govt. of India, Ministry of Tourism; Govt. of India, Department of Tourism; Govt. of Odisha, Department of Culture; Govt. of Odisha, Song & Drama Division; New Delhi, Eastern Zonal Cultural Centre; Kolkata, South Central Zone Cultural Centre; Nagpur, North East Zone Cultural Centre; Dimapur, Nagaland, North Zone Cultural Centre; Patiala.

Support and succor have also been received from NDTV, ZEETV, StarTV, AAJ TAK, SAHARATV, DD, ETV, OTV, KanakTV NAXATRA News, Focus Odisha, News7, MBCTV, Zee KalingaTV, Aaina & Pratidhwani (Local News) as well as the print media like - Times of India, The New Indian Express, The Statesman, The Samaj, Dharitri, Sambad, Prameya, Samya and all vernacular press are of singular importance to holding much an exhibition.

EXHIBITION

On this occasion, apart from performance of folk music, dance or song and a national level exhibition is organised in which vendors will display some ethnic products for sale. The sale also includes Khadi, Jutes, Handicraft, Coir, Silk and Rural SHG Products and typical Indian foods specially Cakes and Sweets, etc.

OUR PREVIOUS EXHIBITORS



DAVP



NHM



DC (Handicrafts)



NJB



NABARD



COIR BOARD



DH & CI
GOVT. OF ODISHA



CENTRAL
SILK BOARD



KVIC



DIRECTOR
MSME



GOVT. OF
MAHARASTRA
SSG



ODISHA AIDS
CONTROL
SOCIETY

Incredible!India

INDIA TOURISM



RECOGNITION



Acknowledging the singular contribution of people of performers in the fields, particularly those who have been working against all odds, it is proposed to felicitate/ honour them on the days of the festival. The FOLK FAIR AWARD is conferred upon a distinguished tribal woman, who staying for away from mainstream has made laudable contribution to the welfare of her community. Similarly SHRIKHETRA SAMAMAN is awarded to two eminent personalities among who have earned reputation for their extraordinary efficiency in administration & vision.



INTERFACE



DOWN THE MEMORY LANE





We are all our gratituted to our partners : Odisha Tourism, Mahanadi Coal Fields Limited, LIC, Indian Oil, SAIL, Indian Bank, State Bank of India,, Kudermukh, NMDC, MSTC, Jindal Steels & Power Ltd., NALCO, TATA Steel, Union Bank, Vizag Steel, Puri Hotel, National Insurance, Allahabad Bank, ACC Cement, NTPC, NHAI, Hi-Tech Estates, MOIL, Rourkela Steel Plant, OMC, MECON Limited, ONGC, ESIC, OPGC, Punjab National Bank, Northern Coal Field Limited and others. More supporting banners of endosement are needed to convert the FOLK FAIR into a national rage.

SUPPORTERS OF PREVIOUS YEARS



Ministry of Culture, Govt. of India

Incredible India

Ministry of Tourism, Govt. of India



Department of Tourism, Govt. of Odisha



Department of Culture, Govt. of Odisha



Eastern Zonal Cultural Centre, Kolkata



South Central Zone Cultural Centre, Nagpur



North East Zone Cultural Centre, Dimapur, Nagaland



North Zone Cultural Centre, Patiala



Song & Drama Division, New Delhi

SUPPORTERS OF PREVIOUS YEARS



୧୪ତମ
ଲୋକମେଳ
ଭାରତୀୟ ଆଦିବାସୀ ସଂସ୍କୃତିର ବିକାଶ
୨୦୧୭

ଜାତୀୟ ଆଦିବାସୀ / ଲୋକଗୀତ ଓ ନୃତ୍ୟ ମହୋତ୍ସବ
ଏବଂ ଜାତୀୟ ସ୍ତରୀୟ ପ୍ରଦର୍ଶନୀ

୪ ଜୁନ୍ ଠାରୁ ୮ ଜୁନ୍, ୨୦୧୭ ପର୍ଯ୍ୟନ୍ତ
ମୁକ୍ତାକାଶ ରଙ୍ଗମଞ୍ଚ, ଶରଧାବାଲି, ପୁରୀ, ଓଡ଼ିଶା

Rajesh Kumar Mohanty

General Secretary

SHREE SHRIKSHETRA SOOCHANA, PURI

Raghunath Bhavan, Narendra Kona, Puri-752001 (Odisha) India,

Cell : 94370 58632, Telefax : 06752 226260

E-mail : folkfair@folkfair.in, folkfair2014@gmail.com, info@folkfair.in

Web : www.folkfair.in, https://www.facebook.com/Folkfair-2013



sketch media
9 5 8 3 3 2 3 0 3 4