

We have also been partnered by ICAR, HAL, INDIAN OIL, SAIL, Paradeep Port Trust, Jindal, Canara bank, HiTech Estates, LIC, Tata Steel, NALCO, VBCT NTPC, SBI, Reliance Industries Ltd., PNB, Coal India, BSNL, NATIONAL INSURANCE Co. Ltd., Puri Hotel, Allahabad Bank, MCL, Indian Bank, Andhra Bank, Vijaya Bank, HPCL, PCRA, Union Bank, OPGC, Central Bank of India, Coir Board, KVIC and others.

More supporting banners of endorsement are needed to convert the Folkfare into a national rage.



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fOLK
AIR2009

PROMOTING INDIA'S TRIBAL CULTURE

VII National Tribal/Folk
Song & Dance Festival
with
National Level Exhibition



We Build People to Build the Nation
SHREE SHRIKSHETRA SOOCHANA, PURI





In terms of ambit, ambience and appeal, the holy city of Puri-on-Sea, the citadel of Lord Jagannath, has a unique identity and character of its own. The roots lie in the deep cavern of Mother Earth, yet the overgrowth receives its sustenance and life-force from precisely there. Deeply religious yet secular in appeal, Puri, the symbolic name of the Lord, is at once local and global or universal. Apart from being a permanent fixture on the travel itinerary of any kind of tourist or pilgrim, the culture of this Jagannath-centric city transcends all human barriers and stands out as a true and plain beacon to all those who are seekers: Seekers of Truth or Seekers of Salvation. No surprise therefore, that the city has attracted the spiritualist and the banal, the connoisseur and the lay, into its fold from times immemorial.

The Organisation

The Shree Shrikshetra Soochana (SSS) is a non-profit non-governmental voluntary service organization committed to not only uplifting the youth and the society in general, but also, and more importantly, to preserving as well as promoting the arts and cultures of communities - tribal and otherwise- which stand endangered in today's highly digitized world that thrives more and more on nano technology. Life can get fast and furious, sure, even bold and beautiful, but we have a duty to our heritage. The world today is more conscious about the eco-environment as it should be, but what about something called "the arts"? Lost Arts? Lost Cultures? Lost Tribes? Lost conventions? Rituals? Esoteric or otherwise?

This is precisely where the SSS finds and has founded itself, literally. We cannot afford to lose sight of our own, our very own, history and lineage. Footprints are footprints and are not worthy of editing. In the time of teraflops, let's keep some space for culture specific lifestyles. The SSS is doing just that.

The Event

The state of Orissa 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 folkfare, a FLAGSHIP event of the SSS, addresses just that. The event is studded with live presentations and performances by those who best represent the extinct-route-bound "pocket" culture traffic, much to the chagrin of the culture enthusiast.

The Mission

The focal mission of SSS can be described in terms of Alex Haley's ROOTS. The roots are where we are from, and we disappear when the roots brown, dry, and desiccate. As long as we can, let us preserve the roots, and pass them on as we get along in the path of life.

Recognition

Acknowledging and honouring 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.



Event Partnership

In a marathon exercise, such as the Folkfare, 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) NDTV, ZTV, Star TV, AajTak, ANI, Sahara TV, DD, ETV, OTV alongside the printwords of the Times of India, The New Indian Express, the Statesman, and all vernacular press.



In Typeface

Down the Souvenir Lane

