



12th **FOLK 2014**

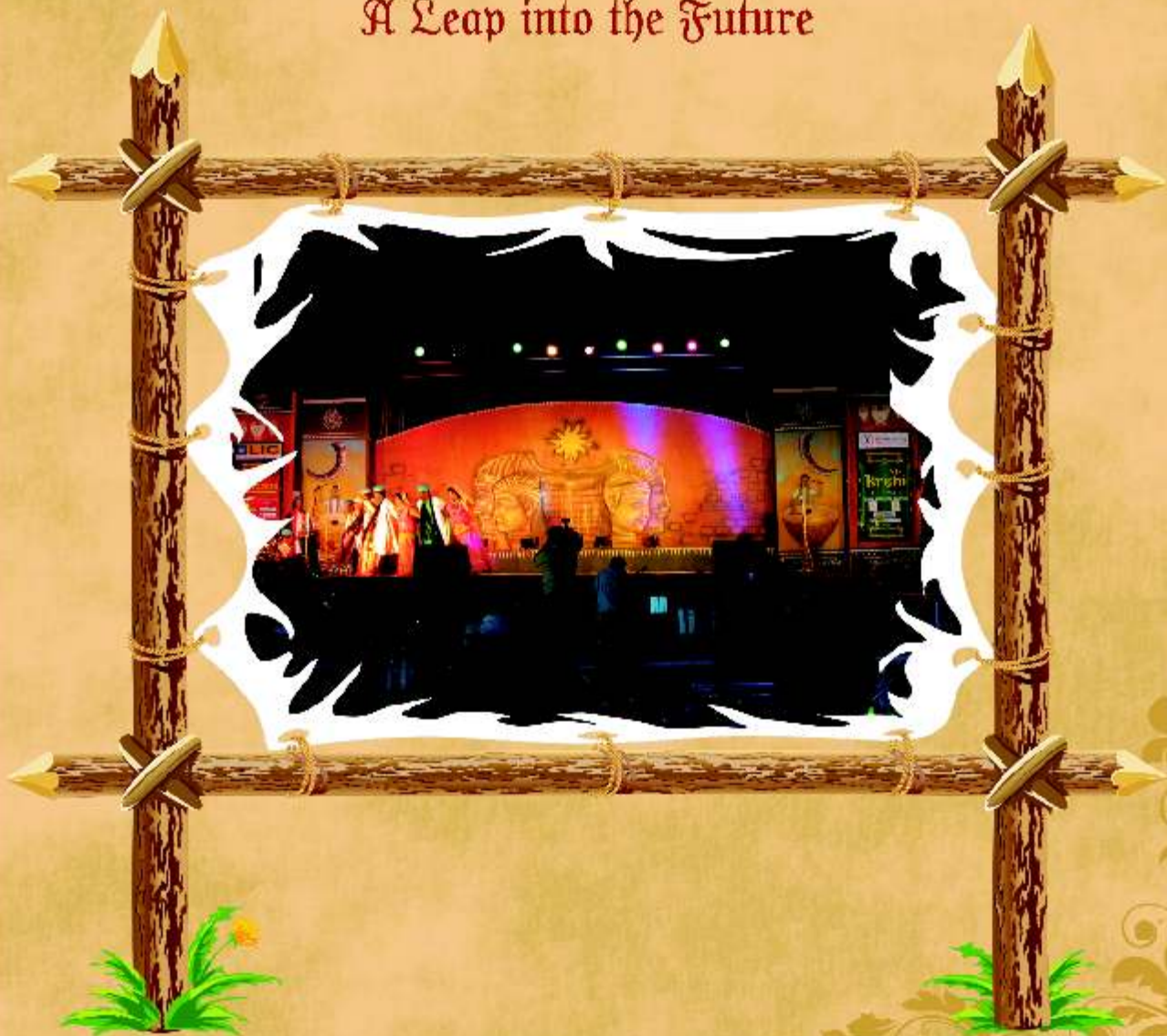
PROMOTING INDIA'S TRIBAL CULTURE

National Tribal / Folk Song and Dance Festival with
National Level Exhibition



June 1st-5th, 2014
Muktakash Rangamancha,
Saradhabali, Puri, Odisha

A Leap into the Future



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 Shriksheeta Socchana (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 stands on the gateway of extinction. The SSS, an organisation of the culture enthusiasts, is all set to present the tribals in thier limelight and potential.



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 enlivened our countries bear the stamp of their ideas and thoughts best expressed through their community songs and various dance forms.



Organisation

The SSS (Shree Shriksheeta Sookhana) 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 innovate 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 organise 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 group



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. The SSS is being supported by : Ministry of Culture; Govt. of India, Department of Tourism; Govt. of Odisha, Ministry of Tourism; Govt. of India, Department of Culture; Govt. of Odisha, Eastern Zonal Cultural Centre; Kolkata, North Central Zone Cultural Centre; Allahabad, North East Zone Cultural Centre; Dimapur, Nagaland, The Song and Drama Division, New Delhi & Indian Council for Cultural Relations, New Delhi.

Support and succor have also been received from NDTV, ZEE TV, STAR TV, AAJIAK, SAHARA TV, DD-National, ETV, OTV, KANAK TV and NAXATRA News alongside the print media such as The Times of India, The New Indian Express, The Statesman and also all vernacular press.



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 include Khadi, Jutes, Handicraft, Coir, Silk and Rural SHG Products and typical Indian foods specially Cakes and Sweets etc.

Our Previous Exhibitors



DAVP



NRHM



DC (Handicrafts)



NJB



NABARD



COIR BOARD



DH & CI



CENTRAL
SILK BOARD



KVIC



DIRECTOR
MSME



GOVT. OF
MAHARASTRA
SSG



ODISHA AIDS
CONTROL
SOCIETY



INDIA TOURISM



Recognition

Acknowledging and honoring those personages who are still live witness to, and performance / demonstrators / elucidators of, culture and practices absorbed by a culture in wildness, withering in the absence of the searchlight of the Google periscope, is a step in the right direction. Awards and felicitations bring such people, wedded to the ancient, on a forum available for the whole of humanity to see for themselves. Two distinguished awards for the worthy people are instituted. The FOLK FAIR AWARDS is conferred upon a distinguished tribal woman, staying for away from main stream but having laudable contribution to the mankind each year. Similarly SHRIKHETRA SAMAMAN is awarded to two eminent personalities among whom two have extra ordinary efficiency in administration.



In Typeface



Down The
Souvenir Lane



We have also been partnered by Odisha Tourism, Mahanadi Coal Fields Limited, LIC, Indian Oil, SAIL, Indian Bank, State Bank of India, 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 endorsement are needed to convert the FOLK FAIR in to a national rage.



Supporters of Previous Years



Dept. of Tourism Govt. of Odisha



Ministry of Tourism, Govt. of India



Dept. of Culture, Govt. of Odisha



Ministry of Culture, Govt. of India



Eastern Zonal Cultural Centre, Kolkata



North Central Zone Cultural Centre, Allahabad



North East Zone Cultural Centre, Dimapur, Nagaland



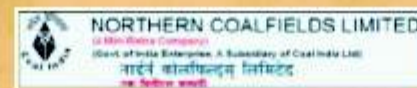
Song & Drama Division, New Delhi



Indian Council for Cultural Relations, New Delhi

Govt. of Delhi, Govt. of Goa, Govt. of Gujarat, Govt. of Rajasthan, Govt. of Uttar Pradesh, Govt. of Uttarakhand, Govt. of Jharkhand, Govt. of Himanchal Pradesh, Govt. of Andhra Pradesh & Govt. of Karnatak

Co-supporters of Previous Years





୧୨ତମ

ଲୋକମେଳା

ଜାତୀୟ ଆଦିବାସୀ ସଂସ୍କୃତିର ବିକାଶ
୨୦୧୪

ଜାତୀୟ ଆଦିବାସୀ / ଲୋକଗୀତ ଓ ନୃତ୍ୟ ମହୋତ୍ସବ
ଏବଂ ଜାତୀୟ ସ୍ତରୀୟ ପ୍ରଦର୍ଶନୀ



(We Build People to Build the Nation)

Rajesh Kumar Mohanty

General Secretary

SHREE SHRIKSHETRA SOOCHANA, PURI

Jail Road, Puri-752002 (Odisha), Cell : 94370 58632

Ph : 06752 225688, Fax : 06752 226260

E-mail : folkfair@folkfair.in, folkfair2013@gmail.com, folkfair2014@gmail.com,

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

