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23rd **FOLK FAIR** 2025

Celebrating Heritage, Connecting Cultures!

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

16TH JUNE TO 20TH JUNE 2025
GOLDEN SEA BEACH, IN FRONT OF MAHODADHI NIWAS, PURI, ODISHA

A Giant Leap into the Future

A Giant Leap into the Future at Folk Fair 2025 represents a remarkable convergence of tradition and innovation. This national tribal/folk song and dance festival, coupled with a showcase of handcrafted treasures, serves as a vibrant tapestry celebrating India's rich cultural heritage. As cultural troupes from across the nation gather on a singular stage, they not only share their unique dances but also embody the spirit of unity amidst diversity. This event not only honors the legacy of indigenous communities but also propels their traditions into the future, ensuring their enduring relevance and vitality in a rapidly evolving world.

Keeping India's Heritage and Culture Alive

Keeping India's Culture and Heritage Alive takes center stage at Folk Fair 2025, a national extravaganza showcasing the vibrant tapestry of tribal and folk traditions alongside a grand exhibition of handcrafted marvels. This event serves as a vital platform for preserving and promoting the diverse cultural heritage of India. Against the backdrop of mesmerizing dance performances and melodious folk songs, artisans proudly display their intricate handicrafts and handloom creations, each imbued with centuries-old techniques and stories. Folk Fair 2025 not only celebrates the rich tapestry of India's cultural legacy but also underscores the importance of safeguarding and nurturing these traditions for generations to come.



Vasudhaiva Kutumbakam

In the heart of India's tribal culture beats the timeless rhythm of "Vasudhaiva Kutumbakam", the ancient philosophy that proclaims the world as one family. This ethos finds vivid expression in the traditions and customs of India's indigenous communities, where bonds of kinship extend beyond bloodlines to encompass all living beings and the earth itself. In their armonious relationship with nature, tribal societies epitomize the interconnectedness of all life forms, fostering a deep reverence for the land, forests, and rivers that sustain them. Through their colorful rituals, spirited dances, and soulful music, India's tribes xemplify the notion that diversity is not a barrier but a source of strength, uniting people from different walks of life in a shared celebration of humanity's interconnectedness with the cosmos. Thus, within the tapestry of India's tribal culture, Vasudhaiva Kutumbakam resonates as a guiding principle, reminding us of our inherent unity and interconnected destiny with all creation.

Resonance of Heritage : Unveiling India's Tribal Tapestry at Folk Fair

Within the vibrant tapestry of India's tribal cultural heritage lies a mesmerizing mosaic of rituals and practices, echoing the greatness of ancient cultures across Africa, Asia, Egypt, and China. These traditions, steeped in centuries of history, represent the essence of a nation's cultural vitality. Enter the stage of the Folk Fair, a beacon of preservation and celebration,



This illustrious event serves as a platform where the pulse of ancient customs beats alive through live presentations and performances. Here, amidst the electric energy of the fair, participants embody the guardians of a cultural legacy teetering on the brink of extinction, igniting a fervent call to safeguard and cherish the treasures of India's tribal heritage.

Echoes of Eternity : Unveiling India's Tribal Cultural Heritage

Amidst the backdrop of adversity, the indomitable spirit of India's tribal communities unveils a treasure trove of cultural richness that transcends time itself. Despite grappling with poverty and the looming threat of extinction, these communities radiate a vitality that is both original and awe-inspiring. Within the depths of their ancient traditions lies a profound wisdom, intricately woven into their art, music, and dance forms. Through the ages, their evolving culture has become a living testament to the resilience of the human spirit, bearing witness to a legacy that speaks volumes about their ideas, beliefs, and shared experiences. From the haunting melodies of their community songs to the mesmerizing rhythms of their dances, India's tribal heritage beckons us on a journey of discovery, offering a glimpse into a world where tradition and innovation converge in harmony.



Preserving Tribal Essence : SSS - Guardians of Cultural Legacy

Nestled in the vibrant city of Puri, Odisha, the Shree Srikheta Soochana (SSS) stands tall as a beacon of cultural preservation. Established in 1998, this non-profit, non-governmental organization is on a mission to safeguard the rich tapestry of tribal culture that weaves through the fabric of India. With tribes constituting a significant portion (8%) of the nation's populace, the SSS recognized the urgency to protect their unique identity and heritage. Since its inception, the SSS has been unwavering in its commitment, tirelessly working to nurture and uphold the cultural essence and way of life of these indigenous communities. In a world of constant change, the SSS remains steadfast in its dedication to ensuring that the vibrant spirit of tribal culture continues to thrive for generations to come.

Mission & Vision

- 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 industrialized culture
- To take steps to ensure their existence against the dangers of extinction
- To locate and bring all tribal communities of India on a common platform
- To establish unity among diverse tribal and culture groups



Dynamic Alliances : The Tapestry of Event Partnerships

In the grand symphony of events like the Folk Fair, every note is enhanced by the support of influential brands. As we embark on this exhilarating journey, we are proud to stand shoulder to shoulder with esteemed partners that shape today's world. From the Ministry of Culture and Ministry of Tourism, Govt. of India, to the North Eastern Council in Shillong, under the Ministry of Development of North Eastern Region, Govt. of India, and beyond, our collaboration knows no bounds. Departments of Culture and Tourism from Odisha, along with national institutions like the Indian Council for Cultural Relations and the Song & Drama Division, infuse our festival with unparalleled vigor. Media giants such as NDTV, India TV, and Zee TV, alongside esteemed print publications like The Times of India and The New Indian Express, lend their invaluable support, ensuring that our cultural extravaganza resonates far and wide. Together, we weave a tapestry of excellence, with each partner contributing a thread of significance to this magnificent exhibition of tradition and heritage.



A Kaleidoscope of Tradition :The Spectacular Showcase at Folk Fiesta

Step into a world where culture comes alive in every corner, where melodies mingle with the scent of spices, and artisans weave tales through their craft. The Folk Fiesta isn't just a festival—it's a vibrant tapestry of sights, sounds, and flavors that beckons you to immerse yourself in the essence of India's diverse heritage. Beyond the mesmerizing performances of folk music and dance lies an extravagant exhibition, where vendors proudly unveil treasures from the heart of India. From the earthy allure of Khadi to the intricate beauty of Handicrafts, every stall is a testament to the skill and creativity of our artisans. Explore the bazaars filled with Jutes, MSME wonders, and the rich textures of Coir and Silk, each offering a glimpse into the soul of rural India. And don't forget to indulge your taste buds in a culinary adventure, as the aroma of traditional Indian delicacies—complete with mouthwatering Cakes and Sweets—fills the air. Join us on this enchanting journey of discovery, where every exhibit tells a story and every taste leaves you craving for more



Our Previous Exhibitors



Recognizing Unsung Heroes : The Glittering Spotlight of Folk Fair Awards

In a world where perseverance meets passion, it's imperative to honor those whose dedication shines brightest amidst adversity. Enter the stage of Folk Fair, where the brilliance of performers and pioneers alike takes center stage. Amidst the vibrant hues of cultural celebration, we pay tribute to the unsung champions who have tirelessly worked against all odds. The prestigious Folk Fair Award stands as a beacon of recognition for a remarkable tribal woman, whose remarkable efforts have uplifted her community from the shadows to the spotlight. Similarly, the coveted Shrikshetra Sammaan illuminates the path of two outstanding individuals whose extraordinary vision and administrative prowess have left an indelible mark on society. Join us in celebrating these luminaries, whose contributions redefine the meaning of excellence.

PREVIOUS SRIKSHETRA SAMMAN AWARDEES



Shri Biswa Bhusan Harichandan
Former Governor of Chhatisgarh



Dr. Arabind Ku. Padhee. IAS
Principal Secy, Dep. of
A&FE & Dept. of HT&H, Govt. of Odisha



Dr. Ranjit Rath
CMD, Oil India Limited



Dr. Mrutyunjay Mohapatra
DG, IMD



Shri S.K. Pattnaik. I.A.S (Retd.)
Former Secy. DAFW,
Govt. of India



Shri Shridhar Patra
CMD, NALCO

Interface

Down the Memory Lane



(Associates) Supporters of Previous Years

We all are gratitude to our partners : Ministry of Culture, Govt. of India; Ministry of Tourism, Govt. of India; North Eastern Council, Shillong under Ministry of Ministry of Development of North Eastern Region, Govt. of India , Department of Tourism, Govt. of Odisha; Department of Culture, Govt of Odisha; Airports Authority of India, Bank of India, Mahanadi Coal Fields Limited, LIC, Indian Oil, SAIL, Indian Bank, Paradeep Port Trust , State Bank of India, Kudermukh, NMDC, MSTC, Jindal Steels & Power Ltd., NALCO, TATA Steel, Union Bank of India , RINL, KIIT ,KIIS, 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 of FOLK FAIR into a national rage.



Ministry of Culture,
Govt. of India

Incredible India

Ministry of Tourism,
Govt. of India



Odia Language Literature & Culture Department
Government of Odisha



ODISHA
INDIA'S BEST KEPT SECRET

Department of Tourism,
Govt. of Odisha



Handlooms, Textiles & Handicrafts Department
Government of Odisha



ଜିଲ୍ଲା ପ୍ରଶାସନ, ପୁରୀ
DISTRICT ADMINISTRATION, PURI



Directorate of Handicrafts
Handlooms, Textiles & Handicrafts Department
Government of Odisha



कला एवं सांस्कृतिक कार्य विभाग
Art & Cultural Affairs Department



Eastern Zonal Cultural Centre
MINISTRY OF CULTURE, GOVERNMENT OF INDIA



SPORTS, YOUTH & CULTURAL
ACTIVITIES DEPARTMENT
Government of Gujarat



GOVERNMENT OF ASSAM
DEPARTMENT OF CULTURAL AFFAIRS
DIRECTORATE OF CULTURAL AFFAIRS



DIRECTORATE OF INDUSTRIES, ODISHA
(Micro, Small & Medium Enterprise Department, Government of Odisha)



Indian Council for Cultural Relations



पश्चिम क्षेत्र सांस्कृतिक केन्द्र, उदयपुर
West Zone Cultural Centre, Udaipur



South Zone Cultural Centre
Thanjavur



उत्तर पूर्व क्षेत्र सांस्कृतिक केन्द्र
North East Zone Cultural Centre
संस्कृति मन्त्रालय भारत सरकार
Ministry Of Culture, Government of India



North Central Zone Cultural Centre,
Allahabad



North Zone Cultural Centre,
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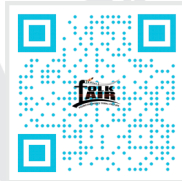


Central Bureau of Communication
Ministry of I&S
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ଲୋକମେଳା

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ଜାତୀୟ ଆଜାବାସୀ / ଲୋକଗାତ ଓ ନୃତ୍ୟ ମହୋତ୍ସବ
ଏବଂ ଜାତୀୟସ୍ତରୀୟ ପ୍ରଦର୍ଶନୀ

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ସ୍ୱର୍ଣ୍ଣାଭ ବେଳାଭୂମି, ମହୋଦଧି ନିବାସ ସମ୍ମୁଖ, ପୁରୀ, ଓଡ଼ିଶା

SHREE SRIKHETRA SOOCHANA, PURI

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