

PRESS RELEASE

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Utsav Odisha concludes with call for preserving folk culture

Bhubaneswar: The necessity of preserving Odisha's cultural heritage, tradition and language was highlighted during the two-day Utsav Odisha, which concluded at MKCG Auditorium in Utkal University here on Thursday.

Gracing the closing ceremony as chief guest, eminent writer and academician Prof. Shantanu Acharya said, "Odia culture was not limited from Ganga to Godavari, our ancestors left the footprints of our culture across the globe. Three Odia civilizations in far-away land America is a testimony to this fact."

Revisiting the treasure trove of Odia culture, he added that, "Spreading our culture overseas is a responsibility of each Odia. Intellectual awareness of our culture and literature is the need of the hour." Some wrong histories on Odisha are being peddled to the students and communist writers are deliberately distorting our culture, Prof Acharya further said.

Founder secretary of CYSD and social reformer Jagadananda opined that promotion of culture should be carried out from the grassroots level through village assemblies. He also exhorted the youths to shoulder the responsibility of preserving their cultural identity.

Discussing the folk beliefs and folk cultures, he stressed on proper documentation of the oral histories of the tribal communities in order to preserve them in written form.

In a technical session titled 'Resurgence of Odia language, literature and culture, noted writer and Special Secretary of Public Enterprises Department Nihar Ranjan Dash said, "The essence of culture lives in our spiritual traditions and is widely reflected in our customs, festivals and manners." He emphasised that one has to inculcate speaking and reading Odia language in our daily lives to give the identity it deserves.

Author Dr. Subhashree Lenka explained the essence of cultural sensitisation. A good samaritan should contribute towards preservation of one's culture and literature, she said. Journalist and poet Kedar Mishra said the art of communication plays a significant role in evolving culture and literature.

The festival was organised by Institute of Media Studies (IMS) in association with Utkal University and OLL&C Department to promote the State's culture and national integration. The Utsav Odisha will be an annual affair in the academic calendar to discuss and debate on critical issues relating to the cultural heritage of the State with a focus on need for cultural communication, said Prof. Upendra Padhi, Director of IMS.