



Samvaad Patrika

Internal Newsletter for Samvaad 2016

Day # 1, Page # 1

November 15, 2016

Third edition of pan India tribal conclave, Samvaad 2016 begins



The people of Jamshedpur swayed to the beat of 151 Nagaras as the third edition of the pan-India tribal conclave, Samvaad 2016 was officially unveiled by **Mr Koushik Chatterjee, Group Executive Director, Finance and Corporate) Tata Steel.** Organised at Ganesh Puja Maidan in Jamshedpur, the five-day conclave celebrates the birth anniversary of Birsa Munda, an Indian tribal freedom fighter, religious leader, and folk hero who belonged to the Munda tribe. The central theme for the conclave this year is 'Tribal Health Systems'. Similar to previous editions, Samvaad will witness participation of various tribes from all across the country. Day one began with an obeisance to Bhagwan Birsa Munda. It was followed by a prayer in Santhali

language. The Chief Guest **Mr Chatterjee**, while addressing the gathering, said: "We care and respect the diversity, culture, history and practices of the tribal community. Samvaad aims to celebrate tribal life by providing a common platform to share experiences, views and issues that impact the tribal communities. This year the theme of Samvaad is Tribal Health System. There is a world of tribal life which is very pure and close to nature and as citizens of this country, the tribals have contributed for many centuries. We are very proud to say that over the last three years, Samvaad has become a big celebration and at Tata Steel we would like to continue to facilitate this dialogue." Following the welcome address, **Mr Chatterjee** alongwith **Mr Anand Sen, President TQM & Steel Business,**

Mr Chanakya Chaudhary, Group Director, Corporate Communication and Regulatory Affairs, Mr Sunil Bhaskaran, Vice President, Corporate Services, Mr Sandip Biswas, Vice President Group Executive, Finance, Mr Rajeev Singhal, Vice President, Raw Materials, Mr B K Das, Vice President, Iron Making, Mr Suresh Kumar, Vice President, Shared Services, Mr Alok Kanagat, Vice President, Engineering and Projects, Mr Rakeshwar Pandey and others officially launched Samvaad 2016 by beating of the nagaras. The inauguration witnessed the unveiling of the tribal calendar for 2017 and the launch of a Ho music album, 'Asin'. It was followed by an evening of colourful, cultural performances by different tribes from Nagaland, Gujarat, Andhra Pradesh, Odisha and Jharkhand.

Highlights of Samvaad 2016

- ✦ An opening symphony of 151 nagaras, by groups of Santhal, Ho and Munda tribesmen, formally launched Samvaad 2016
- ✦ A total of five Padma Shree awardees to grace the event and share their expertise at the panel discussions on Tribal Perspective of Development and Tribal Health Systems
- ✦ Modern Medicine to share platform with over 250 traditional healers at Samvaad 2016
- ✦ Tribal fashion show being choreographed by the students of NIFT. Tribes are participating in the fashion show to be held on the last day of Samvaad
- ✦ Music collaboration with selected batch of tribal musicians to create an album

Chiefspeak'



Mr Biren Bhuta, Chief, Corporate Social Responsibility

Johar!

We are pleased to welcome all the participants from different tribal groups from across the country. We also welcome all our speakers, dignitaries and guests who have come to witness the third edition of Samvaad. The theme for this year is Tribal Health.

Samvaad is no longer an event but an endeavour on the part of Tata Steel to capture the unheard voices of tribal communities from the remotest parts of our country. The objective to initiate Samvaad in 2014 was to not let these voices get curbed as for any society to be vibrant, to grow and to be mature; we need all types of voices to be heard.

Samvaad is also an attempt to project and preserve the tribal traditions by creating a platform for the communities. As we speak, the custom, culture or tradition of some tribes is receding due to the onslaught of globalisation, modernisation, urbanisation. Our attempt is to create a platform for their culture to be recognised and honoured for what it is, which in turn would lead to its survival. Without these intangible aspects, the society will lose its identity because it is not the physical infrastructure but the intangible aspects

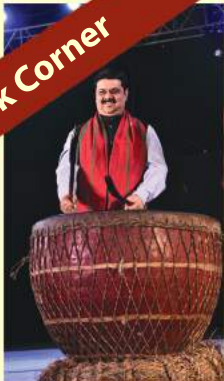
such as the culture, tradition, dance, or festival that gives the society its unique identity. Once lost, it will be irretrievable and it will be a loss for mankind.

We are pleased to know that the triba communities are developing a sense of ownership around Samvaad and our work is bearing fruits as we witness the impact of it. Last year, we focused on Tribal Language and after the event, we witnessed a Padyatra led by youth from the Ho community from Jamshedpur to Ranchi asking for the inclusion of their tribal language under Schedule 8 of the Indian Constitution. We have been getting experts who ignite people's imaginations and make them realise that the cause is important, which in turn, leads them to work towards the cause. I hope this year too, Samvaad will be able to bring about a change- in thought or in action, is what we have to wait and see.

Did You Know ?

- ✦ Warli prints and paintings, which have a huge market in urban centres, are generally not used on any kind of footwear as this is an auspicious art form of the Warli tribe of Maharashtra.
- ✦ *OI Chiki*, the written script of of the Santhal community, of Eastern India is new and was developed as recently as 1925 by Raghunath Murmu.
- ✦ The *Vasha* roots found in the forests of Andhra Pradesh can cure speech problems of children. Crushed and mixed with honey, it shows its effect within one to two weeks.

Click Corner



Mr Koushik Chatterjee



Banam group of Tribal Cultural Society



Beat of 151 Nagaras formally launched Samvaad 2016



Rathwa tribe of Gujarat



Konyak Tribe of Nagaland



Unveiling of the tribal calendar



Launch of Ho music album

Lasting Impressions



Meenakshi Vasudev Waida
Member of the Warli tribe of Maharashtra

"This is the second time we have come to perform at Samvaad and it is only because of Tata Steel. We have been performing at a number of events organized by several companies across the country but the way Tata Steel treats each one of us is unmatched. It is this company's love that makes us want to visit Jamshedpur and perform at Samvaad every year."



Pinaki Debbarma
Member of Tripuri tribe of Tripura

"The presence of tribal communities is receding. Samvaad is a great platform to bring these communities that form a large part of our country, in light and celebrate their existence and culture. Every year, since Samvaad's inception we hope to get invited by Tata Steel for Samvaad. We also get an opportunity to meet other tribesmen and learn about their traditions and culture."



Saroj Mundri
Citizen of Jamshedpur

"It is overwhelming to witness the Ho community that I belong to, being given a platform to talk about their tradition, art and culture. Every year, I bring my children to Samvaad so that they get an opportunity to witness their folk dance and music and also learn about other tribes."

Samvaad Trending

- * Samvaad trended nationally on Twitter for two consecutive days
- * #waiting4samvaad twitter reach: 14.7 million estimated impressions from 1,415 Twitter mentions by 366 users as on Day 0
- * #samvaad4tribe trended on Day 1 of the event

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For further information please visit <http://www.tatasteelindia.com/events/samvaad/samvaad-2016.html>