



Celebrating Cultural Diversity

Our community development programs extend across the rural geographies of India and Zambia. Both these countries are richly endowed with unique cultures, art, music, traditions, languages, food patterns, customs, deep-rooted values and more.

In the last 5 years, we have renovated and constructed 31 local temples, 21 events have been organised towards preservation of local culture and traditions like Kalahandi and Rayagada Utsavs, cultural dance events and traditional ceremonies. We celebrate and participate with the community in all the major festivals such as Deepavali, Dusshera, Christmas, Pongal, Nuakahi, Yugadi, Bair, Nawadha, Gaura, Hareli, Likumbi Iya longo, others. We have sponsored 37 cultural dance groups, along with 26 local sports club. We also support & sponsor individual players for National and International sporting events and sponsored 14 state, 24 district and 57 village level sports events, such as football, cricket, kho kho, volleyball, table tennis,

swimming, kabadi, chess, hockey and archery.

Culture is the most precious heritage of mankind spelling joy. We respect and consciously integrate the local sensitivities in our engagement with, planning and while working with the communities from day zero.

This edition celebrates the various elements of cultural diversity, as it exists in the communities we work in, showcasing the ways and forms in which we understand and connect with the rich culture surrounding us.

happy reading!

the editor



Engaging With Diversity

Promoting & Preserving Local Music, Sesa Goa

As you pass by the village, Bommavanagatihalli in the evening hours, sweet music fills your ears. The source is a group of village elders engrossed in singing devotional songs to the rhythmic beats of musical instruments. However, the situation was not always the same. The village elders sing devotional songs daily at the village temple. However, very few people from the villages were interested in listening to them.

Sesa Goa supported this group with musical instruments and promoted their music by recording the songs and broadcasting them on the All India Radio. This broadcast promoted the music, songs and the singers, drawing larger crowds to these singing events now. As Mr. Hanamantappa, religious head of the village says, "It was a good initiative taken by the company. We could not afford the necessary instruments, and hearing our songs and voices on All India Radio has been very motivating".



In Praise of the Lord

Gavri, a Musical Play, HZL

Gavri is a popular traditional, folk art of dance and drama celebrated with zeal and enthusiasm like a festival by the Bhil tribe in Southern Rajasthan.

Supported by HZL the Gavri team performed for 40 days in different villages spreading awareness on various social stigmas and clarifying myths and misconceptions. HZL plans to support this art form to reach out to more and more people in the years to come. In the words of Mr. Bheru Lal Meena, Ex-Member of Parliament "Yeh bahut acchi baat hai ki Gavri ko jagrukta badhane ke liye, upyog kiya ja raha hai. Isse logon ko baat samajhne me bahut asani hogi" (It is good initiative that the Gavri's are being used to increase awareness amongst the people. Through the folk medium, it will be easier for people to understand the social issues better").



Gavari, a Traditional Art Form of Rajasthan

'Poet Borkar Speaking', a Sesa Goa Effort

The great Goan poet Mr. B B Borkar left an indelible imprint on the society because of his much-loved poems written in Marathi and Konkani and recognised by everyone in the State. His poetry and songs reflect the beauty and culture of Goa. 2010 marked the legendary poet's birth centenary.

As a mark of tribute to this legend, Sesa Goa in association with Department of Art & Culture initiated a documentary film on his life and inspiring work. Sesa Goa supported this initiative of Goan filmmaker Mr. Dnyanesh Moghe and Mr. Prasad Lodayekar, Director of Art & Culture, Government of Goa. The film was screened at Goa and copies distributed across all schools.

The company believes that this documentary on the life and work of Mr. B B Borkar will not only preserve the rich literature but will remind and inspire the younger generation of their valuable Goan literature. The film showcases three sides of Late B B Borkar's life - the poet, the freedom fighter and the Konkani protagonist.

The first public screening of the film 'Poet Borkar Speaking' was organised by the Department of Art & Culture in Goa. Mr. U.R. Ananthamurthy, Jnanpith award-winner, released the film on December 4th 2010 at Ravindra Bhavan, Margao. The Chief Guest of the function was Honourable Chief Minister Mr. Digambar V. Kamat and the Guest of Honour was Mr. P K Mukherjee, MD Sesa Goa Ltd. In the words of Mr. Digambar Kamat, Chief Minister of Goa, "It is a proud moment for Goans and I congratulate Sesa Goa for undertaking this noble venture. This movie will be appreciated by all Goans and will always remain in their memory".



"Culture is an essential investment for peace and stability, and is a prerequisite for the success of human development. A more visible and effective inclusion of culture in development programmes at local, national, and international levels is critical for sustainable development."

UNESCO

Promoting Sports as a Way of Life, BALCO

With a view to promote and encourage budding sports talent BALCO organized a three-day rural sports meet. The event saw participation of 354 youth from 25 adjoining villages, including the Heads (Sarpanch) of all participating villages. Some new games like volley ball, football, tug of war and matka (mud pot) race were introduced in the sports meet for the first time.

The games revitalised the traditional sports of the region like archery, fugadi and huddle race, with archery enjoying a special place with the youth. 78 year old Jairam Singh Kavar, winner of several archery competitions trained the youth on archery.

The event witnessed large participation from all cross sections of the society. Mrs. Shakuntala Kavar, President, Zila Panchayat inaugurated the event. The event was a proactive step by BALCO towards preserving and promoting traditional sports of the region.



Tug of War



Archery Competition at Rural Sports

A Cultural Bouquet, Maa Samleshwari Nagar, Val Jharsuguda

Maa Samleshwari Nagar is the new home to 145 Project Displaced Families (PDFs). Vedanta Aluminium Limited, Jharsuguda established this housing colony in line with the Resettlement and Rehabilitation Policy, 2006 of the Government of Orissa. The residents christened the housing colony after their presiding deity Maa Samaleswari.

The housing colony was established in the year 2008, since then special emphasis has been laid on ensuring that the cultural identity of the people is retained. Among the major festivals, which the residents celebrate are Maha Shiva Ratri, Nagel Chauthi, Karma Puja, Nuakhai, Maa Samaleswari Puja, Namayangya .

Recently the villagers inaugurated a temple for their presiding deity Maa Samleshwari, constructed inside the housing colony. A village elder says, "Maa Samaleswari is the symbol of happiness, prosperity, wealth, goodwill peace".

The housing colony recently celebrated its Annual Cultural Mahostav, adorned by Oriya song and dance performances by the village youth. The Mahostav saw huge participation from the nearby villages too.



Namayangya Ceremony



Children Performing the Sadri Dance During the Annual Mahotsav

Strengthening Cultural Bonds, KCM

Konkola Copper Mines Plc operations are Konkola Mine, Nkana and Nchanga that are located on the Copper belt Province. Nampundwe mine is the southern most of KCM facilities and is located 48km west of the Nation's capital Lusaka.

About one-fifth of the population live on the Copper belt and an estimated 2 million plus people live in Lusaka. This has resulted in the areas having a blend of values, norms, materials and spiritual traditions of more than 70 ethnically diverse people brought together by economic interest.

The people share the same staple food, Nshima, a thick porridge made from maize meal eaten with vegetables and some protein. They also have a similar way of transferring the cultural heritage to the younger generation; through story telling or song and dance.

KCM works with the District Cultural Associations in each of the 4 districts in which it operates to help preserve culture. Since 2006, the company has been sponsoring free open-air cultural dances aimed at creating a forum for different tribal groups to share their cultures and teach the young ones. In 2010, the company also sponsored the holding of traditional ceremonies such as the Kuomboka ceremony of the Lozi people in Western Provinces and the Likumbi Lya Longo of the Saala people in Nampundwe.

The effort has resulted in the revival of cultural dances which were slowly phasing out with participating groups increasing from 6 in 2006 to 36 in 2010. The Zambia National Arts Council awarded KCM Chairman's Ngoma Award, 2009 at Ngoma awards ceremony 2010 held in Lusaka for sponsoring township cultural dances in the communities. This small effort by KCM has ensured bonding of community and revival of art and culture of the region.



Lozi Cultural Dance Group



A Zambian Traditional Dance Form

Capturing the Spirit of Kalahandi, Kalahandi Utsav, Val Lanjigarh

Kalahandi Utsav is an annual platform to encourage, motivate and show case the art, culture, music, drama, literature and handy crafts of the local people. The Utsav starts from the first day of Makar Shrankanti and continues for four days at the district head quarter Bhanuipatna and Sub-division Dharamgarh simultaneously. Artists from Kalahandi as well as across India participate in this Utsav.

This year the Kalahandi Utsav was celebrated from the 14th to 17th January 2011. The event witnessed performances from the beats of Ghumura to a variety of folk dances from Kalahandi and other parts of the country. Over 5 lakh people including the tribal groups of Dongaria and Kutia Kondh participated in the utsav. Vedanta Aluminium Limited, Lanjigarh has been supporting this event for the past 5 years.



At the Kalahandi Utsav



Ghumura Dance at Kalahandi Utsav

A Musical Feast in the Kui Dialect

Promoting the culture and talent of the Kondha tribes of Orissa, Val, Lanjigarh supported the release of the first ever music album in Kui dialect in October 2010. The eight songs were composed by noted Oriya music director Mr. Manmath Mishra, penned by Mr. Gopal Melaka and sung by the Kondhas of Lanjigarh in their native Kui dialect. Mr. Bijayaranjan Singh Bariha, Minister for SC & ST Development, Minorities and Backward Class Welfare, Orissa, released the album. Speaking on the occasion he expressed that the initiative would help bring to fore the hidden talents of the Dongria tribes.



A Band in the Making - the cover page of the album with the singers



Launching Ceremony of the Album

People Speak :

Hamari sabhayata ko dhyan me rakhata huye, HZL, logon ko swasthya mudde par accha sahyog pradan kar rahi hai (Keeping our culture in mind, HZL's is doing good work in the field of Health).

MR. LALU RAM MEENA, UNION REPRESENTATIVE, RAJASTHAN

Kutia Kondh Development Agency (KKDA) is one the organisations which concentrates on the tribal development in the area. I am happy that Vedanta as a responsible corporate also contributes to tribal development through its initiatives under health, education, livelihood, sports & culture and infrastructure. I wish Vedanta all luck and success for the development of the area.

MR. TRINATH RAO, KKDA, SPECIAL OFFICER, ORISSA

It was very good initiative taken by the company, as we were not able to buy the necessary instruments and we are also motivated a lot by hearing our voice on All India Radio.

MR. HANAMANTAPPA, BOMMAVANAGATIHALLI VILLAGE, SESA GOA

We celebrate our traditional festivals Karama puja & samalei puja every year in R&R colony. Whenever we need help Vedanta always extend support to celebrate the festivals in a grant way. We feel very happy that Vedanta always tries to revamp our cultural & religious beliefs.

MR. GHANASHYAM ORAM, MAA SAMLESHWARI NAGAR, VAL JHARSUGUDA

I appreciate the efforts of BALCO to promote rural talents in sports. I enjoy participating in such programmes.

MRS. SHAKUNTALA KAWAR, PRESIDENT, ZILA PANCHAYAT, KORBA

Feedback:

Very focussed content, anyone reading would get the sense of reach, sustainability, of the projects.

MR. M S MEHTA, CEO, VEDANTA RESOURCES PLC.

Excellent report, it definitely helps us appreciate the efforts of our teams and efforts of our various initiatives towards development of society at large.

MR. SUNIL BOHRA, VEDANTA CORPORATE FINANCE

Kudos to CSR team for the enormous effort in bringing such a change in the lives of so many people. The vision and execution of various projects speaks of the toil that the team of various locations have put in to bring in the change. We feel proud and elated of the efforts you all have put in. Wish you all the success in all your future endeavour. It would not be out of place to mention the editorial teams effort in sharing with all of us the kaleidoscopic e-magazine. Please keep it up.

MR. SAMIRON SARKAR, VAL LANJIGARH

Thanks for bringing out another brilliant and enlightening edition of Yagna. It is so nice to see the results of NRM of Vedanta. I hope other industries also follow the footprints of our company and bring much needed change in life of ordinary people. The editorial is well written and the whole issue is very readable. Well done!

DR. V K PANDEY, KCM, ZAMBIA

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