

# WIPO



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**WORLD INTELLECTUAL PROPERTY ORGANIZATION**  
GENEVA

**INTERGOVERNMENTAL COMMITTEE ON  
INTELLECTUAL PROPERTY AND GENETIC RESOURCES,  
TRADITIONAL KNOWLEDGE AND FOLKLORE**

**Fifteenth Session  
Geneva, December 7 to 11, 2009**

**WIPO PANEL ON “INDIGENOUS AND LOCAL COMMUNITIES’  
CONCERNS AND EXPERIENCES IN PROMOTING, SUSTAINING  
AND SAFEGUARDING THEIR TRADITIONAL KNOWLEDGE,  
TRADITIONAL CULTURAL EXPRESSIONS AND GENETIC  
RESOURCES”**

EXPERIENCES FROM BANGLADESH

DECEMBER 7, 2009

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OSAD & DIIP, Dhaka, Bangladesh\**

\* This document comprises the presentation in the form received from the presenter. Any views expressed in the presentation are not necessarily those of WIPO or any of its Member States.

## **Media campaigns for promotion, conservation, and preservation of traditional life style, art and cultural expressions for last 25 years in Bangladesh**

Greetings from OSAD & DIIP, Dhaka, Bangladesh,

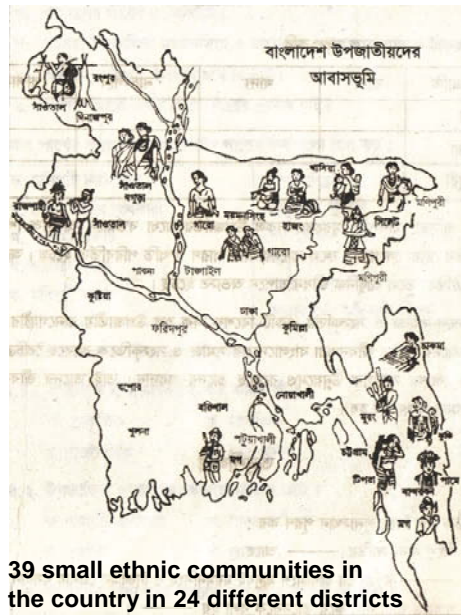
- OSAD came in existence in 1987. Legal status: Registration No. and date: i. Department of Social Services: Dha 02221 Dt. 03/12/98; ii. NGO Affairs Bureau: 489 Dt. 08/09/1991
- Under the name and style 'Organization for Social Action and Development' in short OSAD. It has a wide network in the country.

- OSAD started working in the Chittagong hill tracts in 2006.
- While working on a project on herbal gardening, OSAD was introduced to WIPO and got its affiliation.
- The scope of activities encompasses the whole gamut of development issues in Bangladesh, such as
  - Sustainable community development with people's participation.
- OSAD focuses on the target families, groups and communities.
- The primary beneficiaries of OSAD's development approach are the most vulnerable section of rural and urban population, including the landless, youth, children and women, and indigenous community.

- **Development Initiative for Inclusive People (DIIP) is a sister organization of OSAD exclusively working in the field of promotion, protection and conservation of the indigenous culture and folk life.**
- **Chowdhury Aatur Rahman of DIIP has a track record of working in the field for last 27 years.**
- **With the support from Bangladesh Television, he started a media campaign. He's the organizer of LOKLOKALOY.**
- **He has been awarded for his good work. We present a 14 minute video film on the select footage of the programme on promotion, protection and conservation of the indigenous culture and folk life.**

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## Bangladesh - A Land of Cultural Diversity



39 small ethnic communities in the country in 24 different districts



Wrong representation

## Chakma Dress-code



Wrong Projection



Right Projection

**Buddha Purnima the main religious festival of the Buddhist community, observed on Baishakhi purnima , the day of the full moon in Baishakh (mid-April to mid-May).**



**Wrong Projection**

**Official Dress-code of an ethnic community**



Jhuming or shifting cultivation, or Sweden cultivation or cultivation of slash and burn, is the most prevalent form of cultivation in the hill areas of Bangladesh



**Wrong Projection**



**Wedding Dress**

***Diversity is Beauty  
Diversity in Unity***

## Santal Women



চিত্র ১১.৫: সাওতাল রমণীসেরম নৃত্য  
Santals have 'thirteen festivals in twelve months'

← Wrong Projection

*Santali Dance*



Right Projection →

### A Garo Lady



**Wrong Projection**



**Right Projection**

### Khasia



**Wrong Projection**



**Right Projection**



## Tripura



The most important social festival of the Tripura people is the *Baishuki* that lasts for three days beginning from the second last day of the Bengali calendar.

## Tripura



On the first day of the festival called *hari baishuk* children decorate homes with flowers, wear clean dress and visit neighbours, who treat them with cakes.

## Media Campaign



DIIP for the first time used a media campaign - a 'Cultural Motivational Approach', to train them and present them through a built-in multimedia package.

## Media Campaign



DIIP's vision: Integration of inclusive traditional community culturally for peace and capacity building for development

**Media Campaign**



**A three-day long 'Tripura Tribal New Year Festival' was celebrated in Tripura Para at Shalban Bihar, Kotbari, Comilla**

**Social Campaign and Motivational Programme**



**Development Initiative for Inclusive People (DIIP) is a non-profit, non-political, non-government voluntary and charitable organization, a sister organization of OSAD**

**Social Campaign for better health & sanitation**



bbbbbb



**Social Campaign for better health & sanitation**



## Leaflet & Invitation for Cultural Festival

TRIPURA CULTURAL FESTIVAL 2009

*Shalvan Vihara* in Comilla, Bangladesh is a Tourist Centre noted for its antiquity.

It is among the most important excavated sites in Mainamati.

The place is a home of a few hundreds households of Tripura tribal community.

They have their own language, culture and tradition.

But, they were about to abandon them except their language.

**HEARTY WELCOME** Tripura Cultural Festival 2009  
 বিপূর মংকৃতি উৎসব ০৯  
 Traditional Cultural Show  
 Presented by: Tripura Community

Enjoy a Beautiful day of SPRING  
 in Comilla, Bangladesh  
 March 13, 2009  
 Friday

Organized By: Development Initiative For Inclusive People (DIIP)  
 Cooperation with: Tripura Upazati Kalyan Samity, Comilla  
 e-mail: caribob@yahoo.com, Cell: 919256116430, 01564307058

**You are Cordially Invited**

Inaugural Session	Closing Session	Programme Schedule :
<ul style="list-style-type: none"> <li>Presided over by: <b>Devi Purnali Mazumder</b>, President, (Programme Inaugural for Inclusive People (DIIP))</li> <li>Chief Guest: <b>Md. Masjudee Rahman</b>, Deputy Commissioner, Comilla.</li> <li>Special Guest: <b>Imtiaz Khanam</b>, Superintendent of Police, Comilla.</li> <li>Religious Chalk: <b>Shahab Chakraborty</b>, Programme Coordinator, DIIP/ OXFAM.</li> <li>Modher: <b>Rahman</b>, Executive Director, DIIP.</li> </ul>	<ul style="list-style-type: none"> <li>Presided over by: <b>Nakul Chandra's Tripura's</b>, President, (Young Tripura Kalyan Samity, Comilla).</li> <li>Chief Guest: <b>Ms. Faria Leticia Khalifa</b>, (Youth Welfare Officer, Comilla) (Special Guest)</li> <li>Religious Chalk: <b>Shahab Chakraborty</b>, Programme Coordinator, DIIP/ OXFAM.</li> <li>Modher: <b>Rahman</b>, Executive Director, DIIP.</li> </ul>	<ul style="list-style-type: none"> <li>Inaugural Ceremony &amp; Traditional Reception : 10.30 AM</li> <li>Glimpses of Games : 10.45 AM</li> <li>Discussion : 11.30 AM</li> <li>Lunchtime</li> <li>Break For Prayer : 12.30 PM</li> <li>Audio - Visual Show : 3.00 PM</li> <li>Prize Distribution and Discussion : 4.00 PM</li> <li>Traditional Hospitality Cultural Show : 5.00 PM</li> <li>Closing</li> </ul>

**Laxmi Rani Tripura**, Governor, Tripura Cultural Festival 2009  
**Chowdhury Ataur Rahman**, Executive Director, Development Initiative For Inclusive People (DIIP)

## Award Ceremony

In recognition of his dedicated and very very special services towards conservation, promotion and expansion of the traditional culture of the Bangladesh indigenous communities in the national and international arena through a popular program called **Loklokaloy of Bangladesh Television (BTV)** and upholding their cultural heritage



### The Indigenous Services Award 2009

A Crest is being given to Chowdhury Ataur Rahman, Researcher & Presenter, **Loklokaloy**, By Bhagabat Tudu, Adibashi Unnayan Sangstha, Rajshahi, Bangladesh



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