

**banglanatak dot com** is a group of social entrepreneurs working at grass roots with under developed and marginalised communities. Since 2000 the team@banglanatak.com has worked across 25000 villages in twenty two states of India. 'Natak' or theatre is used innovatively for educating people on diverse social issues, researching with community participation and empowering poor and less educated people to lead their own development and reduce their vulnerabilities to diseases, impacts of disasters and crimes like human trafficking. A key focus is developing sustainable livelihood options based on cultural traditions of marginal communities.

*banglanatak dot com won the "Civil Society Award 2006" for outstanding contribution in HIV/AIDS Communication using Art & Culture. This is a National Award, given by UNAIDS, NACO and SAATHI. In 2007, the organisation received the UNFPA-LAADLI Media Award for Gender Sensitivity, for best Community Theatre Project in Eastern India.*

#### **What we do**

- Development Communication
- Capacity Building in Theatre Based Communication, Behaviour Change Communication
- Developing micro enterprise based on art, craft and traditional skills
- Developmental Research

#### **Sectoral Experience**

- Health & Hygiene, HIV/AIDS, RCH,SRH, Sanitation
- Gender, Trafficking in Person, Narcotics, Drug Abuse
- Sustainable Livelihood
- Biosphere Conservation, Energy Conservation
- Poverty (Rural & Urban Poor)
- Education
- Insurance and Rural Banking
- Consumer Rights

#### **Organizations for whom we worked**

- Government of India : Ministry of Panchayati Raj, Ministry of Petroleum and Natural Gas, Ministry of Social Welfare, Ministry of Rural Development, Ministry of Culture, Ministry of Textiles, Ministry of Consumer Affairs, Food & Public Distribution
- State Government of West Bengal : Departments of Health, Education, Panchayat & Rural Development, Consumer Affairs, WBSAPCS, Urban Development, Police, Labour, Forest, Zilla Parishads District administration
- State Govts. of Jharkhand (Dept. of Health & Family Welfare), Rajasthan (Udaipur & Dungarpur District Administration), Bihar (Bihar State AIDS Control Society), Tripura (Rural Development)
- UNICEF, UNODC, UNIFEM, UNFPA
- Catholic Relief Services, PSI , Abt Associates, CARE, PA Consulting, Ipas, Sesame Workshop
- Life Insurance Corporation of India, United Bank of India, NABARD
- Noida Power Company Limited, NALCO, ONGC, HCL, Heart Care Foundation of India

#### **Our Assets: We have an excellent team in place (64 member team). Key members include:**

- Amitava Bhattacharya, founder and full time director, is an engineering graduate from IIT Kharagpur with 19 years of work experience world wide. Amitava is recipient of Chevening Chevening Leadership & Excellence Scholarship from the London School of Economics. He was nominated as Eastern Zone runner-up in Times Lead India Contest, 2007.
- Ananya Bhattacharya, is an electrical engineer from JU, with 19 years of global work experience. She is a Commonwealth Scholar in sustainable development studies from Staffordshire University, UK. Ananya leads the Project Group.
- Sayantani Raychaudhuri, MA in Literature from Presidency College , Kolkata, has over 8 years of hands on project management experience in Social sector communications all over India.
- Ranjan Sen, heads the Creative Group. He is a journalist with 23 yrs of experience in various media.
- Niloy Basu, is a Commonwealth scholar in sustainable development studies. He has 8 years of work experience in rural and urban areas for developmental projects in health, education and livelihood.
- Siddhanjan Raychaudhuri, is a Civil Engineer with 4 years of communication and research experience across India on issues like preventing spread of HIV, making folk art and culture a livelihood etc.
- Siddhartha Chakraborty, M.A. from National School of Drama (NSD), Delhi has over 14 years of experience in Theatre in Education and community theatre.
- Manas Acharya, Diploma in Fine Arts from Indian Art College, Kolkata and Advance Diploma in Painting from Kala Bhavan, Santiniketan with 8 years of experience in creative communication and design.



### **Culture & Development**



We use theatre to make people beyond the reach of conventional media aware of their rights & opportunities and mobilise them to lead action for healthy environment, energy conservation, O&M of sanitation and water supply facilities, bio-conservation etc. We undertake surveys, evaluation studies and social audits to assess progress in implementation of developmental programs.

### **Culture & Livelihood**



We develop grass root entrepreneurship, using theatre for skill empowerment. We work with self help groups, weavers, embroidery workers, potters, craftspersons working with jute and other natural fibres to improve their market reach. A key focus is safeguarding intangible cultural heritage by making folk art a means of sustainable livelihood.

### **Culture & HIV/AIDS**



We use theatre as a tool to build risk perception and strengthen behaviour change communication. We work with rural and urban communities, slum dwellers, migrant workers, port workers, IDUs, women, adolescents and youths to reduce vulnerabilities to spread of HIV, improve access to health services and lead action for health equity.

### **Culture & Human Rights**



Culture is an enabler for bringing about social equity and foster inclusion of the marginalized groups. We use culture to mobilise multi-stakeholder led action to stop violence against women and children, prevent human trafficking and protect survivors.

### **Culture & Health**



Theatre is used to build mass awareness on hygiene & sanitation, immunization, reproductive and sexual health, disease prevention etc. We train grass root health workers in culture based tools like storytelling, role play, use of masks to make communication interesting and effective.