

banglanatak dot com is a social enterprise working at grass roots with a mission to foster pro-poor growth using culture based approach. We specialise in communication for development (C4D) using theatre. We develop community led creative industries based on intangible cultural heritage like performing arts and crafts. Since 2000 we have worked across twenty four states of India.

Awards & Recognitions

- **Civil Society Award 2006** by UNAIDS, NACO & SAATHI for outstanding contribution in HIV/AIDS Communication using Art & Culture
- **UNFPA-LAADLI Media Award for Gender Sensitivity 2007**, for best Community Theatre Project in Eastern India
- **UNESCO** has accredited Contact Base for providing Advisory Services to its Intangible Cultural Heritage Committee (2010)
- Project Inspire of UNWOMEN and Mastercard, Singapore, awarded us the **Most Creative Communication Outreach Project (2011)**

What we do

- Development Communication – *Public Education programmes* and *Community Mobilization aiming to achieve Community led action* Community Health, HIV/AIDS, Gender & Child Rights, Child Protection, Anti Human Trafficking, Biosphere Conservation, Energy Conservation, Climate Change, Livelihood, Consumer Rights
- Developing cultural industries based on art, craft and traditional skills – **Art for Life (AFL)**
- Developmental Research

We work for

- Indian Planning Commission, Government of India, State Governments of West Bengal, Bihar, Jharkhand, Rajasthan
- UNESCO, UNICEF, UNODC, UNIFEM, UNFPA
- European Commission, US Dept of State to Combat TIP, World Bank (Project Jeevika in Bihar)
- CRS, PSI, HIV Alliance, PA Consulting, AED, Abt Associates, CARE, IPAS, Sesame Workshop India, LEpra

Our Assets: We have an excellent team in place (72 member team). Key members include:

- **Amitava Bhattacharya**, Founder Director of banglanatak dot com, is an engineering graduate from IIT, Kharagpur (1989) and a Chevening Gurukul Scholar in Leadership and Excellence from the London School of Economics (2008). Amitava has innovated models for theatre based communication on social issues and promoting rural creative industries based on traditional performing arts. His special area of interest is promoting social entrepreneurship in India
- **Ananya Bhattacharya**, Vice President, is an Electrical engineer from Jadavpur University (1989), Kolkata and a Commonwealth Scholar with Masters in Sustainable Development from Staffordshire University, UK. Gender, Culture and Development and Sustainability are Ananya's key areas of interest.
- **Ranjan Sen**, Editor, heads the Creative Group. He is a journalist with over 30 years of experience in diverse media. Ranjan's research findings have been documented in films on varied topics like prison life, folk festivals in tribal areas, lifestyle, election, theatre, corporate documentary on micro credit organization etc. He is a regular post-edit and cover story writer on contemporary socio-cultural scenario in different Bengali dailies.
- **Suman Mukhopadhyay**, Vice President, is an engineer and MBA from IIT Kharagpur, with 14 years of corporate experience in organizations like Tata Motors, Fidelity Investments, and JP Morgan.
- **Sayantani Raychaudhuri**, General Manager, Business Development is a Masters in literature from Presidency college Kolkata. Sayantani has twelve years of experience in theatre based communication on health and gender issues across India.
- **Niloy Basu**, Senior Manager, is a Commonwealth Scholar with post graduate qualification in Sustainable Development (Staffordshire University, UK). Niloy has fifteen years of experience in developmental research and theatre based communication projects across the country. Niloy has attended International Intensive Course on Intangible Cultural Heritage at ICHCAP, Korea.
- **Madhura Dutta**, Resident Manager, Delhi, is a Masters in Sociology from Calcutta University and in Sustainable Development from Staffordshire University, U.K. Madhura is a PhD scholar at TISS. Madhura has nine years of experience in development research and communication projects across India.
- **Siddhanjan Raychaudhuri**, Civil Engineer and a scholar in Rural Development has nine years of work experience. Siddhanjan plays a key role in promoting creative enterprise based on ICH.

Ongoing Projects

- Action Research project awarded by Planning Commission, Government of India, to develop a Skill Development System for professionalization of Traditional Art Skills in Madhubani district of Bihar.
- Developing Art as Livelihood in selected districts of Bihar - a project in partnership with Bihar rural livelihood promotion society. Patna.
- Developing Patachitra cluster (supported by Development Commissioner of Handicrafts, GoI)
- Mobilising youth led movement for prevention of child marriage at Malda (supported by Unicef, West Bengal)
- Social communication and community mobilization to strengthen community participation in VHND & CDM (supported by Unicef, Bihar)
- Documenting 'Swang'- a traditional folk theatre form in Northern India (supported by Petronet LNG Ltd.)
- Mobilizing community to prevent Malaria in tribal areas of Madhya Pradesh (Supported by Ministry of Tribal Welfare and ICMR, Jabalpur)

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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, maintenance 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, folk dancers, folk singers, folk painters, weavers, embroidery workers, potters, crafts persons 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, stop early marriage, 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.