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BANGLANATOK DOT COM

Where: Headquartered on Prince Anwar Shah Road; has branches in Delhi and Bihar

Started in: May 2000 by Amitava Bhattacharya, with the aim of using theatre-based models to empower backward sections. “We wanted to communicate with rural India and the urban poor using art, culture and folk forms in order to address issues related to human trafficking, livelihood generation, health and education,” explained Bhattacharya, the founder-director of Banglanatak Dot Com.

Focus areas: The group works on sensitising masses through Theatre in Development (TiD) methodologies — such as “interactive, forum and invisible theatre” — to educate people on diverse social issues and promote community participation.

“We train service providers at the grass-roots level and also resource groups, including constables and health workers,” said Bhattacharya.

Campaigns/projects: Art for Life (AFL), which was started in 2004. The project aims to reduce poverty and promote social inclusion by engaging folk artistes.

Success stories: The organisation has covered more than 90,000 villages across 23 states and 4,000 folk artistes. Unesco had in 2010 granted the status of “global advisor” to Banglanatak Dot Com.