



banglanatak dot com

Making Change using Culture as a Tool

INTERACTIVE THEATRE EDUTAINMENT

C4D

Communication for Development

AGENCY DEVELOPMENT



PARTICIPATORY LEARNING STORYTELLING NETWORKING



EXPERIENTIAL LEARNING

CAPACITY BUILDING



INNOVATION



RESEARCH



FOLK MEDIA

TWO-WAY DIALOGUE



GRASSROOT ADVOCACY

INTERPERSONAL COMMUNICATION

PARTICIPATORY MAPPING



DIGITAL TOOLS

What we do

banglanatak dot com is a social enterprise working across India with a mission to foster inclusive and sustainable development using culture based approaches. We work for protection of rights of women, children and indigenous people.

Our Verticals

C4D

Social and Behaviour Change Communication is our forte. We specialize in the use of theatre, traditional art & culture and edutainment as tools for public education, capacity building and empowerment of men, women and young people to become change makers in their respective communities.

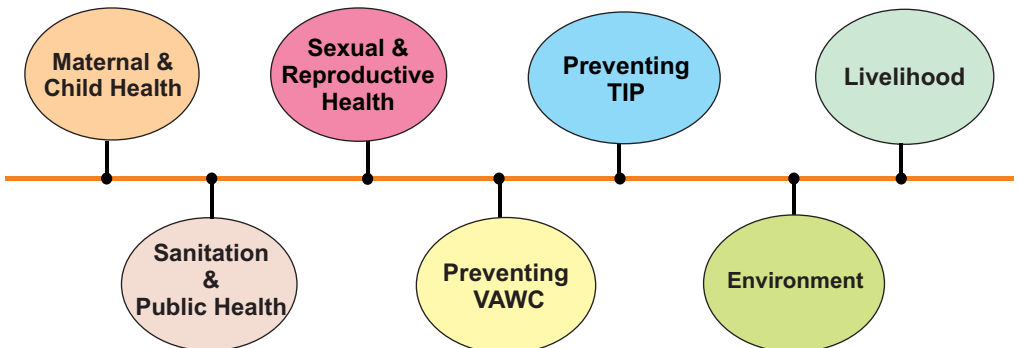
Art for Life

Our flagship initiative Art for Life revives and revitalises cultural heritage for fostering social inclusion and socio-economic empowerment.

Development Consulting

Our services include strategising & planning communication and enterprise development programmes, formative research, socio-economic field survey, impact assessment studies, etc.

Sectors where we work



Our approach

Research

- Formative research
- Evaluation and impact assessment

Communication Design

- Developing communication strategy and plan
- Designing 360 degree campaigns
- Developing IEC tools
- Designing SBCC training modules and tools

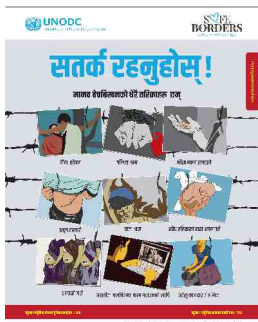
Capacity Building & Community Mobilisation

- Communication skill building
- Physically reaching out for targeted communication
- Developing agency of youth and community as change makers
- Enabling community participation in local programming and linkage to service providers

Our participatory research, awareness, advocacy and training methodologies are documented as best practices in Compendium of Best Practices on Anti Human Trafficking by NGOs, by UNODC, Selected best practices - Responding to the needs of Out of School Adolescents, Report on UNESCO-PLAN South Asian Regional Conference, 2011 and papers published in the XIIth UN Round Table on C4D (focusing on Adolescent girls), 2011.

Where We Work

Our C4D initiatives have covered 25 states of India. We have undertaken research and communication initiatives in Nepal, Bangladesh, Bhutan, Sri Lanka and Maldives.



Project Highlights

Mobilising change using theatre as a vehicle

Be Alert Raise Alarm - #StopHumanTrafficking

Supported by: US Consulate General Kolkata, 2016 - 2017

The Caravan travelled across 115 locations in 19 districts of West Bengal, Bihar and Jharkhand between March and May, 2017. Theatre groups performed street plays highlighting the ramifications of trafficking and need for community-led action. An exhibition was showcased with information on the ramifications, prevention mechanisms, safe migration and government schemes. District level stakeholder meets, screening of film on survivor stories and post-show quizzes were conducted. Local stakeholders took initiatives like poster making, rallies, mimes, folk performances and puppetry shows. The campaign reached out to 60000+ people directly and facilitated linkage of communities with government schemes and support mechanisms. Cases of missing children were reported which eventually led to rescues.



Shaping demand and practices for improving maternal health in Bihar

Supported by: BBC Media Action, 2012 – 2013

We aligned our 10000 interactive theatre show based campaign with the 360 degree campaign under project ANANYA funded by Bill and Melinda Gates Foundation. We mobilised the marginalised communities of the media dark areas to adopt the 9 key behaviours for improving maternal & child health. The theatre shows were planned in 3 phases, covering 3 stages in the life cycle approach - preparedness till child birth, neo natal & early childhood care, and family planning. The campaign reached over 1 million villagers and led to positive shifts in behavior and self-efficacy regarding institutional delivery, immunization, off-take of available services, saving money for exigencies, improved child feeding practices.



Designing communication strategies

Developing Regional Strategy for Prevention of Cross Border Human Trafficking

Supported by: UNODC, 2014-2017

We developed the regional strategy for prevention of cross border human trafficking in Bangladesh, India and Nepal. The strategy document provides recommendations for the three strategic pillars for preventive action namely, reducing vulnerability through community awareness, involvement and vigilance; developing data and information sharing environment for responsive action; and strengthening governance and law enforcement. We launched the 'Safe Borders: A Blue Heart Campaign' for prevention of cross border human trafficking in Bangladesh, India and Nepal. We developed country-specific IEC materials like audio stories, short films, animation films, and street plays. Stakeholder meets and youth workshops were organized to trigger youth-led action, orient stakeholders, and devise collective action strategies. Altogether 720 representatives, including those from government departments, border security agencies, police, NGOs, and schools and colleges were involved. The initiative led to increased co-operation between border security forces, NGOs and local community.



Developing RMNCH+A Communication Strategy for the state of Odisha

Supported by: UNICEF Odisha, 2015

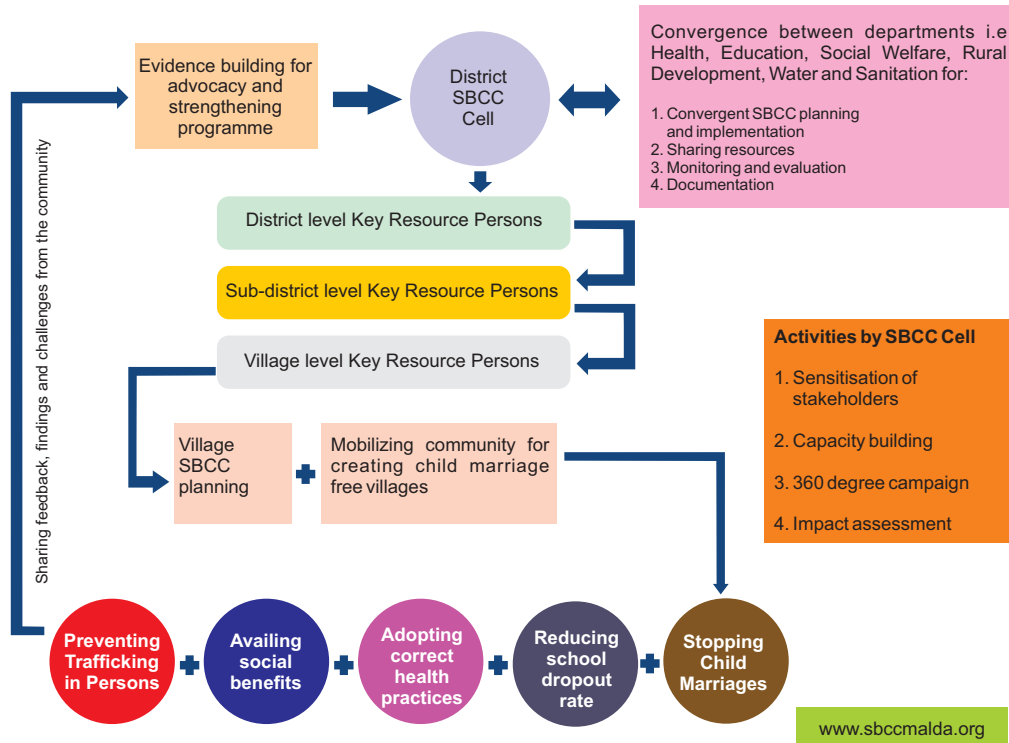
We developed the Odisha state communication strategy for RMNCH+A. We conducted a secondary review of the existing communication efforts through consultations and rapid field assessments to identify the strengths, weaknesses, best practices and gaps. The same was ratified by the government stakeholders through 4 regional and 1 state consultation. To support the strategy rollout, we developed a phased implementation plan along with SBCC planning, implementing, monitoring guideline. SBCC toolkit, community mobilisation handbook and audio-visuals were developed to support the field workers.



Sustainable Communication

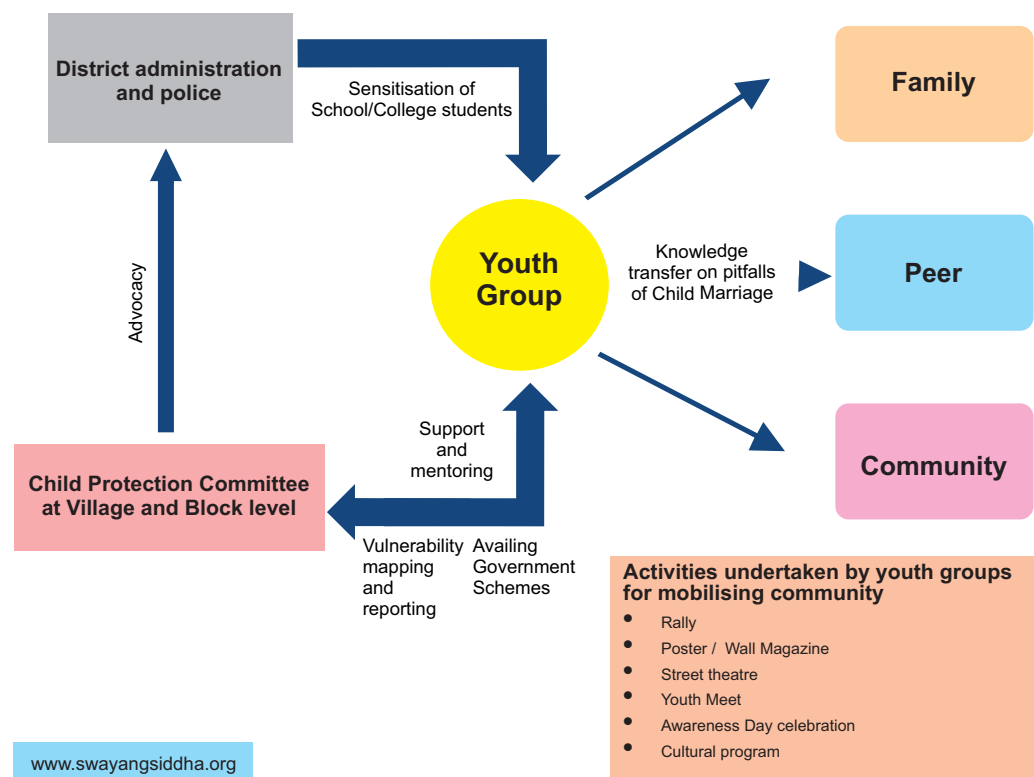
Convergent approach for achieving SBCC goals

In collaboration with UNICEF and the District Administration, we worked as the technical agency for building and capacitating SBCC Cells at district levels in West Bengal. The SBCC Cell is responsible for regular consultation with the different line departments and working to ensure sharing of departmental resources, documentation, monitoring and impact assessment. The departments provided personnel who were trained as Key Resource Persons (KRP) in charge of communication activities and a 3 tier KRP mechanism was developed at the district, sub-district (block) and village (Gram Panchayat) levels of administration. KRPs built capacities of teachers, health workers, self-help groups (SHG), NGO personnel, members of Panchayati Raj Institutions (PRI), local influencers, religious leaders, folk media teams and adolescents groups. They are developing village SBCC plans using a convergent communication approach by focusing on quality education, child rights, health, disaster management and climate change, etc. All activities are being shared on social media for a wider outreach, especially amongst the youth. As an outcome, the institutional delivery rate increased from 60% to 93%, installation and use of toilets in home and schools improved and community led action took place to stop child marriage and child trafficking for labour.



Empowering adolescents and mobilising youth-led action

We are working in collaboration with the District Administration and Police in West Bengal to sensitise and raise the awareness of students in schools and colleges on human, gender and child rights and mobilized them to form youth groups which would take preventive action to combat child marriage and human trafficking in their respective communities. Members of Child Cabinet, Girls Groups and WASH groups are also part of these groups. The groups are linked with the Child Protection Committees (CPC) formed at sub district level and local police. The youth groups guided and mentored by the teachers are organizing awareness programs in the morning assembly, putting up posters, performing street theatre to motivate their peers and community to stop child marriage. A baseline vulnerability mapping is being drawn up by the young champions and at-risk families and children are being linked with services with support of local governance and CPC. Social media and the project website are being used to give a voice to the youth champions. The project covered 200,000 students in the first year. The initiative has led to improved reporting and stopping of child marriage and possible situations of trafficking.



About us

We work with

- Central and State Governments of India
- UNICEF, UNODC, UNESCO, ILO
- US Department of State, British Council, DFID
- IPAS Development Foundation, Future Group, BBC Media Action
- Sesame Workshop India, Earth Day Network

Recent projects

- Empowering adolescents and community to prevent child marriage and human trafficking in West Bengal with UNICEF, 2017 onwards
- Strengthening Adolescent Empowerment Programme in Jharkhand with UNICEF, 2017
- Preventing child labour in Jharkhand with UNICEF, 2016-17
- Developing regional cross border human trafficking prevention strategy and organising awareness programmes in Bangladesh, India and Nepal with UNODC, 2014-17
- Awareness caravan covering West Bengal, Bihar and Jharkhand for prevention of human trafficking with U.S. Consulate General Kolkata, 2016-17
- Promotion of safe abortion practices in Bihar, Maharashtra, Uttar Pradesh and West Bengal with IPAS, 2009-17

Awards

- Bihar Innovation Forum II award for Good Practice in Non Farm Sector 2014
- TIEGER Award for Social Entrepreneurship by TiE, 2014
- Amazing Global Indian Award by Times Now, 2013
- Sustainable Development Award by the Rotary International District, 2012
- Most Creative Community Outreach Project Award by Project Inspire of UN Women & MasterCard, Singapore, 2009
- UNFPA-LAADLI Media Award for Gender Sensitivity for Best Community Theatre Project in Eastern India, 2007
- Civil Society Award for Communication on HIV/AIDs using Art & Culture by UNAIDS & NACO, 2006

Our Offices

Headquarters is at Kolkata and Branch offices are in New Delhi and Goa

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