

**SOCIAL ART FOR
BEHAVIOUR CHANGE
ARTIST DIRECTORY
BOOND
BIHAR INDIA**



One Drop Foundation's Social Art for Behaviour Change™ (SABC) approach integrates a systematic and evidence-based process that takes into consideration behavioural determinants (contextual, psychosocial and technological) as well as cultural and artistic references, to create locally inspired social art programs. SABC interventions involve a participatory creation process that seeks to Inspire, Activate and Sustain the practice of desired behaviours, as well as to create Social Art.

With its socio-ecological perspective, the SABC approach is rooted in One Drop's theory of change. It privileges the participatory design and implementation of an action plan adapted to priority groups, influencers, desired behaviours, and local context. The SABC action plan aims to achieve individual, interpersonal, community and societal commitment, to foster healthy and sustainable WASH practices.

To achieve these objectives, it's key to include community leaders as agents of change throughout the process, and engage with local art forms, dialects and cultural contexts to ensure inclusive and vibrant interactive SABC sessions over a period of time.

Collaboration and innovation are essential elements for the interventions to effectively contribute to the sustainability of the adopted WASH behaviours. The SABC approach invites stakeholders to think, learn and act out of the box, and draws on a diversity of sources, such as popular education, edutainment, social circus (especially Cirque du Monde, by Cirque du Soleil), Social Art, Social and Behaviour Change Communication, and the science of behaviour change.

To know more, please [click here](#).

We are proud to share a list of the various artists who have collaborated with us in India, specifically in Bihar and Rajasthan. They have participated in collective trainings and workshops on Social art for Behaviour Change and worked on a range of behaviour change campaigns. Get in touch with us to connect with the artists for future collaborations – Priya John at priya.john@onedrop.org Or Sunayana Wadhawan at sunayana.wadhawan@onedrop.org

MADHUBANI, BIHAR – INDIA

HANDWASHING WITH SOAP AT 5 CRITICAL TIMES AMONG WOMEN WHO ARE MOTHERS OF CHILDREN UNDER 5 YEARS OF AGE.



IMPLEMENTING PARTNER : WATER AID INDIA

NAME OF ARTIST GROUP	ART FORM	GROUP LEADER	LOCATION
PAMARIYA GROUP	Pamariya folk songs and dance	Lal Mohammad	Madhubani, Bihar
MITHIRANG LOK TARANG	Women artists group Jat jatin, Domkach, Jhijhiya folk songs and dance	Phool Devi	Madhubani, Bihar
LOK KALA RANG GROUP	Street play	Arjun Ray	Madhubani, Bihar
SIKKI KALA GROUP	Sikki art and craft	Pratima Kumari	Madhubani, Bihar
PAINTING ARTISTS	Mithila painting and Aripan wall art	Mahesh Chandra Jha	Madhubani, Bihar
SURANGAN PATNA (SOCIAL ART PARTNER)	Theatre, dance, crafts and music	Jeetendra Kumar	Patna, Bihar



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GAYA, BIHAR – INDIA

HANDWASHING WITH SOAP AT 5 CRITICAL TIMES AMONG WOMEN WHO ARE MOTHERS OF CHILDREN UNDER 5 YEARS OF AGE.

IMPLEMENTING PARTNER: WATER AID INDIA

NAME OF ARTIST GROUP	ART FORM	GROUP LEADER	LOCATION
SUBODH PASWAN GROUP	Street Play	Akhilesh Singh	Gaya, Bihar
GAUTAM PASWAN GROUP	Street Play	Ravindra Kumar	Gaya, Bihar
CHANCHAL KUMARI	Folk Dance	Upender Singh	Gaya, Bihar
NIKHIL SINHA	Folk Dance	Ajeet Kumar	Gaya, Bihar
GAUTAMI KUMARI	Folk singer	Chote Lal Sahni	Gaya, Bihar
BAIDNATH LAL	Folk music and percussion		Gaya, Bihar
FOLK SONG GROUP	Folk music	Rajdev Ravidas	Gaya, Bihar
MAGIC GROUP	Magic	Ramjanam	Gaya, Bihar
NEELU KUMARI	Sujani embroidery art		Gaya, Bihar
SWEETY KUMARI	Sujani Embroidery art		Gaya, Bihar
ANU KUMARI	Waste recycle craft		Gaya, Bihar
DEEPAK KUMAR	Waste recycle craft		Gaya, Bihar
ROUSHAN KUMAR	Wall Painting		Gaya, Bihar
RAMA SWAMI NAIKAR	Wall Painting		Gaya, Bihar
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