

SOCIAL ART FOR BEHAVIOUR CHANGE ARTIST DIRECTORY SIROHI AND PALI RAJASTHAN 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

RAJASTHAN

HANDWASHING WITH SOAP AT 5 CRITICAL TIMES AMONG CHILDREN AND COMMUNITY MEMBERS
ENCOURAGING REGULAR USE OF TOILETS AMONG COMMUNITY MEMBERS
FETCHING WATER FROM SAFE SOURCES FOR FLUORIDE MITIGATION AMONG PARENTS

IMPLEMENTING PARTNER : CENTRE FOR MICRO FINANCE, INDIA and TATA TRUSTS



NAME OF ARTIST GROUP	ART FORM	GROUP LEADER	LOCATION
LALU RAM GROUP	Street Play	Lalu Ram	Udaipur, Rajasthan
NANDLAL AND PARTY	Street play, Gawri Folk dance and Folk music	Nandlal Gameti	Gogunda, Rajasthan
THE PERFORMERS (SOCIAL ART PARTNER)	Street play	Dr. Laique Hussain	Udaipur, Rajasthan
VILAS JHANVE (SOCIAL ART PARTNER)	Theatre		Udaipur, Rajasthan
RAMLAL BHATT (SOCIAL ART PARTNER)	Puppetry, Theatre and participatory art		Dehradun and Rajasthan
MANA RAM	Folk Percussion		Pali, Rajasthan
SAWA RAM	Folk Percussion		Pali, Rajasthan
DHARMA RAM	Thaal folk music		Pali, Rajasthan
HIMA RAM	Thaal folk music		Pali, Rajasthan
MADU RAM	Folk Dance		Pali, Rajasthan
SINGHA RAM	Folk Dance		Pali, Rajasthan



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