

SOCIAL ART FOR BEHAVIOUR CHANGE ARTIST DIRECTORY SHEOHAR 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

SHEOHAR, BIHAR – INDIA

IMPLEMENTING PARTNER: WATER FOR PEOPLE INDIA

BEHAVIOUR CHANGE THEMES:

HANDWASHING WITH SOAP AT 5 CRITICAL TIMES AMONG CHILDREN AND COMMUNITY MEMBERS

ENCOURAGING REGULAR USE OF TOILETS AMONG MEN



SAFE STORAGE AND HANDLING OF WATER

NAME OF ARTIST GROUP	ART FORM	GROUP LEADER	LOCATION
NAVJYOTI SEWA SANSTHAN	Street Play	Akhilesh Singh	Arwal, Bihar
SHRI KRISHNA KALA MANCH	Street Play	Ravindra Kumar	Sheohar, Bihar
KAMRUKH SWAYNSEVI SANSTHAN	Street Play	Upender Singh	Sheohar, Bihar
DEKHA ANDEKHA	Multi-disciplinary show	Ajeet Kumar	Patna, Bihar
SHIV LOK KATHA MANCH	Folk storytelling	Chote Lal Sahni	Sheohar, Bihar
UDAY KUMAR (SOCIAL ART PARTNER)	Folk Storytelling		Patna, Bihar
ASHISH GHOSH (SOCIAL ART PARTNER)	Theatre		New Delhi



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