

**PERFORMANCE REPORT  
ON  
THE PRESENTATION OF STREET THEATRE ON  
SOCIAL AND BEHAVIOUR CHANGE  
COMMUNICATION (SBCC)**

**Implementing Partner  
MANBHUM NITYANANDA ANANDA ASHRAM TRUST (MANT)**

**Support  
DISTRICT SBCC CELL, PURULIA  
And  
UNICEF WEST BENGAL**

Background:- The District Administration planned to sensitise people on key safe practices at the village level in the newly inducted blocks through presentation of Street Theatres with the funding from UNICEF office for West Bengal. These four Blocks, that poised to be inducted in the SBCC's intervention are Manbazar-I, Manbazar-II, Balarampur and Kashipur. Manbhum Nityananda Ananda Ashram Trust (MANT), Laulara, Purulia being a community centered organization took the opportunity of implementing these activities by utilizing its key areas of expertise, i.e. IEC and community mobilisation.



Objective:- To highlight and bring home to a maximum number of people the five key behaviours as heralded by SBCC through an edutainment programme in the form of Street Theatre. This was to orient the people in general and PRI functionaries, block administration, health, Anganwari workers, mothers and care givers in particular in the area about the key messages of SBCC before introducing intensive intervention through IPC and other social mobilization events.



Activities:- Pursuant to the Objectives MANT has carried out the following activities:-

i) Presented 122 number of Street Theatre in even number of villages in the true spirit of edutainment to ensure proper knowledge of key practices for and their retention by the audience.



ii) Arranged orientation of various Govt. Officials and PRIs both at the Block and the GP levels of all the four Blocks allotted on the objectives of BCC and the forthcoming events in the Blocks and for that matter in the GPs too.

iii) Arranged a brief question answer session at the end of each show to measure the magnitude of retention of the key messages of audience with their proper assimilation and gave away token prizes for the correct answers.



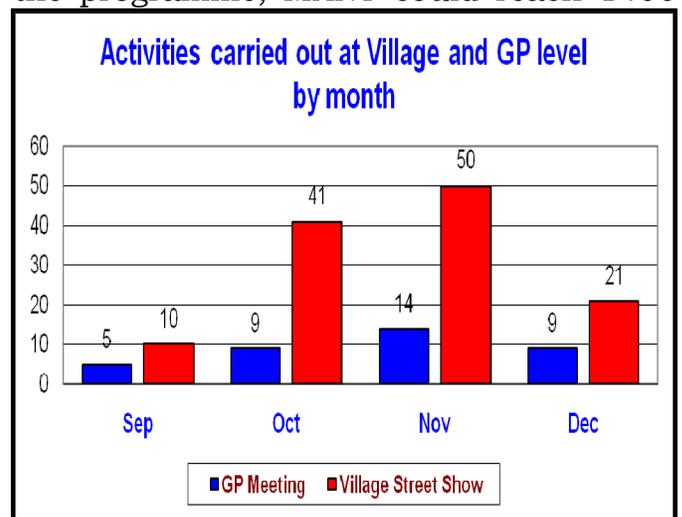
iv) Distributed IEC materials made available to MANT by the District SBCC Cell to disseminate the information on key behaviours to the families

and also to the people who could not attend the shows.

Performance analysis:-

i) With the successful completion of the programme, MANT could reach 1400 number of Govt. officials and PRIs of the Block level and GP level thereby empowering them with a foreknowledge of the activities that SBCC would demand of them as and when the same is to be introduced on a regular basis.

ii) Out of the 5 lakh population of the target area, MANT could reach 1 lakh or more number of people directly with the 5 key messages of SBCC and, out of a spin-off effect, the messages have most likely reached another 1 lakh or more people indirectly.



- iii) The live performance of the street theatre was mostly attended by women and out of them quite a few were school going children. The edutainment pattern of the show has created an effective dent in the minds of the viewers as most of the questions that were put after the show were being correctly answered by the viewers. The most striking thing is that in all the programmes the questions were being correctly answered by the women and if they do not unlearn the newly learnt things it is to create a great ripple in the behaviour pattern of the village folk of MANT's target area.



- iv) Most of the eminent personalities, especially the district and block level government functionaries and PRI members at block and GP levels who attended the performance have had recorded their honest observations on the level and the impact of the performance of which MANT has reason to be proud (The Register as such has been kept with MANT for viewing). The Block Development Officer (BDO) of Balarampur was highly impressed by the performance that was conducted at Block



HQ. He requested MANT to perform some extra number of shows and help the block administration in motivating people of Balarampur GP to construct sanitary latrines and declare the GP as 'Nirmal Gram Panchayat' in the coming months.

Specialties that deserve mention:-

- i) In all the Blocks covered, MANT has had the fortune of presenting the play in some 3-4 exclusively Tribal villages (as Akshaypur, Patharkata of Manbazar-I, Kaliathol, Joregora of Kashipur) and it had the experience of addressing a large number of tribal women who boastfully claimed that they rely on exclusive breast feeding for six



months without any deviations. They,

however, betrayed their ignorance about the feeding of colostrums within half an hour after birth. They did not complain of any language bar in comprehending the other four messages of the play.

ii) In the brief question answer sessions that followed the presentation, the women folk mostly answered the questions that were asked to make a test of the level of the comprehension of the viewers. This is more true in respect of the Tribal villages.



iii) In several villages, MANT came across people of the Minority Community and there the people as such, both male and female, actively participated in the process and with a rare enthusiasm participated in the question answer session and won prizes too for answering correctly.

iv) It was found that most of the women have heard of AIDS but they have no information about the causes of the menace.

Documentation and preparation of a short documentary:- Careful video and still photography documentation has been made of the events conducted at all levels. A short documentary of 7-8 minutes duration is under preparation now. This will be presented to the District administration and UNICEF following its completion.

An Innovative step by MANT:- The persons correctly answering the questions posted in the question answer session were given away a token prize in the form of a hand washing soap so that the process of hand washing got started at the earliest.

A Suggestion:- MANT has presented a living art; it therefore becomes necessary to conduct a survey to assess the impact created by this joint venture of MANT, UNICEF West Bengal and the District SBCC Cell, Purulia.