

Breaking Taboos: Addressing Behaviour Change through Street Play

AIPAD has been aggressively working towards enhancing access to and uptake of various schemes and creating awareness among communities about their rights and entitlements. Through its mass awareness campaigns, Jan Samvad Rath, soochna cycles, soochna kendras, community meetings and social security camps, AIPAD has tried to eradicate existing barriers

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towards quality education, health and sanitation practices.

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*Education Data for the benefits received by students for the period April 2017 to March 2018

Block	Students who received Scholarship	Students who received Poshak Rashi (uniform amount)	Total number of Enrolment in school	Cycle Distributed under Cycle Yojna	Students Aadhar cards made
Jagdishpur	9925	18134	27628	1671	4678
Kahalgoan	26220	38942	59398	1998	5592
Pirpanti	18091	44892	54566	5985	51235
Sanhoula	9411	20546	27500	2075	4500
Shakund	49267	24781	15671	2971	5365
TOTAL	112914	147295	184763	14700	71370

*Source : Block Resource Centres (BRCs)

**ICDS data for the benefits received by AWC students (2018)

Block	Total number of enrolment in AWC	AWC Students who received Poshak Rashi (uniform amount)
Jagdishpur	865	4840
Kahalgoan	346	12000
Pirpanti	219	8760
Sanhoula	903	6640
Shakund	2023	8020
TOTAL	4356	40260

**Source: Block ICDS Office



In the SPOT light

(This column features positive & impactful initiatives contributing to the success of the AIPAD Program)

Advocacy Group of Kajjiwara village, Pirpanti Block

Advocacy group members of Kajjiwara village are fighting for their rights and have transformed into active agents of change. This village has been battling for electricity for many years. Advocacy group members of this village took this issue in their hands and raised their concern with the senior stakeholders. After rigorous efforts of the group, electricity poles were allocated to the village by the

department. But after few days, it was noticed by villagers that these poles were being wrongly taken away by people from the department. Villagers informed advocacy group members about this and the group unitedly resisted this coercive action. This collective action yielded positive results as the poles were retained by the group. This fearless activity of advocacy group members was also published in the local newspaper.



AIPAD has reached out to roughly 12 lakh beneficiaries through its awareness generation approaches and 8 lakh beneficiaries directly under all the schemes in education, health, social security and sanitation.

AIPAD has always been very active in creating awareness and reaching out to people even in remotest of locations through the movement of Soochna Cycles and Jan Samvad Rath . But this time, AIPAD team adopted a more creative approach of awareness generation and building an impact with the help of street play performance or Nukkad Natak. Nukkad Natak (street play performance) is a powerful and effective medium of communication for reaching out to an uninformed rural mass audience. It is a form of art play where the actors perform on a street with the live audience. The objective behind organising these street plays was to address sensitive and deep rooted issues, which otherwise people are hesitant to discuss, through live performances so that it would have a larger impact and reach out to greater part of the population. Also, the street play conveys information through the medium of dance and music which results in maximum participation from the community.

Therefore, Nukkad natak were performed in 15 different locations among five blocks from 12th- 16th July 2018. The main theme of these performances revolved around breaking social and cultural taboos associated with toilet usage with a strong focus on behaviour change and communication. Actors in the play highlighted ill effects of defecating in open, construction and usage of toilets, and conveyed awareness about good sanitation and hygiene practices. Because the focus was on promoting good sanitation practices and toilet usage, panchayats who have achieved ODF or are near to complete ODF were chosen as the locations for the play. Nukkad Natak were performed by professionals from

Kala Jatha, Krishna Club which is recognised by the district administration and is situated in Bhagalpur itself. This club is recognised and listed by the Ministry of Culture and has been performing street plays for government programmes.

These plays created a lot of enthusiasm and excitement among people and approximately 4000 people have been reached through these plays. People were present in higher numbers and consistent interest was built until the end. AIPAD is very sure that this kind of creative engagement with the community will help eradicate barriers towards good health and sanitation and that will further lead to overall development of the community.

Youth in Bhagalpur transforming into leaders in their communities

AIPAD, over the years, has adopted and improvised strategies with a specific focus on creating sustainability beyond the stipulated time and strengthening village level ownership. Despite of so much work on the ground, lack of awareness about one's rights and entitlements still exists as an impediment to overall community's development. To address such issues, one of the

approaches adopted by AIPAD is to create leadership among local youth by involving them passionately in the development of their community. The idea behind this approach was to make the younger generation well equipped and informed about the various policies and schemes and train them to become agents of change.

AIPAD has formulated youth groups in all the five blocks and

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has been initiating regular group trainings with the identified youths. Approximately 150 local youths have been trained under AIPAD. These leaders are passionately working towards the benefit of their community by completely involving themselves in the grassroots activities such as organizing social security camps, sanitation and health rallies, immunization and VHSND, general awareness etc.

Youth group members in Pirpainti block are pushing their boundaries and are fighting as forefront leaders. This group has in total nine members, both male and female. After regular meetings and training sessions with the AIPAD team and understanding their work, these young leaders have identified their area of interest to be around health and education and are aggressively working towards removing barriers to quality education and health. These group members are ensuring effective functioning of schools and AWCs by visiting and analyzing the strength of students, teachers, and cases of drop outs, overall hygiene of the school, preparation of mid-day meals, etc. In case of any gaps, they discuss the situations with the headmaster and Anganwadi worker and also offer their help, like counselling of parents of



Female members of Youth group interacting with the students

drop outs or taking a class session on hygiene and hand wash etc. These young leaders are also helping the pension beneficiaries by identifying the issues within their application forms and voluntarily assisting them at the RTPS counters.

Similarly, a door to door household survey in panchayats Maheshpur and Olapur has been conducted by the youth group members with the help of AIPAD team to find out about the status of vaccination and refusal cases. Through household interventions and counselling session with parents, youth group in Pirpainti block has converted 26 refusal cases in vaccination. Apart from this, these members are also supporting ANMs during VHSND days and helping the team in organizing health camps during PMSMA days. Youth group members in other blocks are also pursuing similar kind of work for their community. AIPAD plans to involve and train more and more such young leaders in the near future.

News Feed

Social Security Pension Management and Information System:

Government of Bihar and State Society for Ultra Poor and Social Welfare (SSUPSW) have taken an initiative for identification and management of beneficiaries for social security schemes through a web based solution in the form of Social Security Pension Management and Information System (SSPMIS). Aim of the SSPMIS application is to provide better platform for identification, management and Monitoring tools for beneficiaries for SSUPSW, Department of Social Welfare. A helpdesk-cum-call centre has been established in the office of the SSUPSW to provide support and information as well as a toll free no. "18003456262" has been issued for the citizens and officials to lodge grievance and take support. (To know more, visit

<https://grievance.sspmis.in/> / <https://www.sspmis.in/aboutUs>)

AIPAD Through The Lens



Shubhra Singh, COO, Khemka Foundation alongwith Anuja Tripathi met Mr. Pranav Kumar, DM Bhagalpur on 25th June 2018



नुकड़ नाटक के जरिए दिया स्वच्छता का संदेश
 संसु, पीरपैती : स्वच्छता एवं शौचालय के प्रति लोगों को जागरूक करने हेतु खेमका फाउंडेशन एवं निदान के तत्वावधान में चलाई जा रही आईपैड परियोजना के द्वारा रविवार को परसबन्ना, श्यामपुर और गोविंदपुर में नुकड़ नाटक का आयोजन कर लोगों को इसके लिए जागरूक किया गया। परियोजना के प्रखंड समन्वयक राजीव कुमार ने बताया कि शौचालय नहीं रहने और स्वच्छता का पाठ पढ़ाया गया, बताया गया कि शौचालय नहीं रहने और परिसर साफ सुथरा नहीं होने का क्या नुकसान होता है। कार्यक्रम का आयोजन परियोजना के प्रखंड समन्वयक राजीव कुमार ने किया। पंसस रोहित सादीन, अनंत, अजय आदि के साथ वकालत समूह के सदस्यों के साथ।

Nukkad Natak on 'Health & Sanitation' organised in 5 blocks of Bhagalpur.



AIPAD Project Area Bhagalpur visited by Shubhra Singh, Chief Operating Officer, Khemka Foundation alongwith Anuja Tripathi in June 2018



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