Harvard Business Review

Case Study	Banglanatak Dot Com: Can Art and Culture Drive Social Development at Scale? by Prakash Bagri, Samriddhi Mukherjee, Swapna AJ	\$8.95 (USD) Format:
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Banglanatak dot com (BNC) is a unit	que example of an initiative that grew from a folk-	
theater-based social effort in rural B	lengal to a pan-India effort, evolving different	
needs-based programs with the mis-	sion of fostering pro-poor growth and protecting	
and upholding the rights of women,	children, and indigenous communities. In the last	
two decades of its evolution, BNC ha	as built a unique model of community-led	
development riding on the cultural h	eritage of the places where it intervened. Over the	
years, BNC came to occupy a unique	e position, having developed a series of innovative	
programs during its journey and evol	ved to become an institution spread across	
multiple programs and with different	t capabilities. From a management perspective,	
BNC might be stretched across dive	rgent objectives, but in the social sector, it appears	
to be an enlightening story of succes	ssfully building an institution for impact. By 2020,	
Amitava Bhattacharya, the founder of	of BNC, was grappling with the challenge of scaling	
up BNC and building capacity within	the organization. This case gives us the	
opportunity to explore multiple area	s in the context of social enterprises and the	
sector: 1. Growth drivers (social deve	elopment goals) 2. Social enterprise business	
models 3. Scaling-up challenges 4. C	Organizational evolution	
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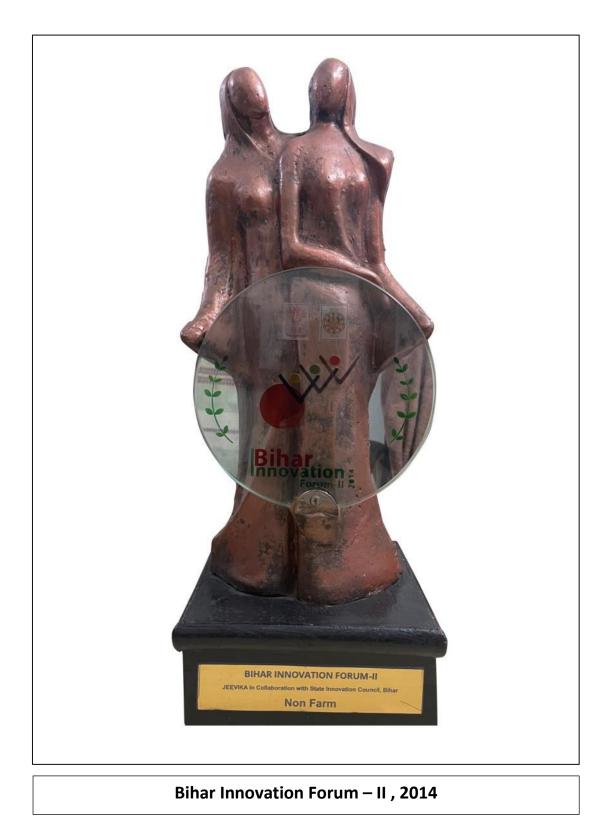


On the 23rd of April, 2022, at The Earth Festival Awards











UNFPA-LAADLI Media Award for Gender Sensitivity for Best Community Theatre Project in Eastern India, 2007



Civil Society Award 2006 for HIV/AIDS Communication: using from Art & Culture from UNAIDS, NACO and SAATHI