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## A STUDY OF SOCIAL MARKETING WITH REFERENCE TO SAVE GIRL CHILD CAMPAIGN

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### ABSTRACT

*The social, cultural and religious fibre of India is predominantly patriarchal, comprehensively contributing to the secondary status of women. Because of this reason the gender composition in India has worsened over a period of time in last few decades. The sex determination of foetus by technologies like ultrasound scanning (popularly called as sonography), amniocentesis and in vitro fertilization has aggravated the situation to an alarming level, leading to serious social problems, like gender based violence, trafficking, discrimination and general vulnerability of women & girls. According to census data, the child sex ratio (0-6 years) in India was 927 girls per 1,000 boys in 2001, which dropped drastically to 918 girls for every 1,000 boys in 2011. Indian Governments is promoting the girl child acceptance through various social marketing campaigns. The Beti Bachao, Beti Padhao Scheme was introduced in October, 2014 to address the issue of declining child sex ratio. This is implemented through a national campaign. The paper deals with social marketing programme for the social issue save girl child and to examine the role of social marketing campaigns to change the attitude of the people towards the girl child acceptance.*

**KEY WORDS** — *Social Marketing, Save girl child, Child sex ratio*

### INTRODUCTION

Social marketing denotes all such activities that are aimed at changing the attitude and behavior of the targeted people toward any social issue or practice. These activities are performed on a non profit basis by some social, governmental, religious, or political organization. Social Marketing is the planning & implementation of programmes designed to bring about social change using concepts from commercial marketing. Social issues are often complex, so, the real challenge to the marketer lies in developing appropriate marketing programmes to make people

to accept the idea. (Panwar, 2004). Marketing is looked as a change vehicle and potent weapon for bringing desired effects on responsible social behavior. (Panda 2007). Kotler and Zaltman (1971) define Social Marketing as “the design, implementation and control of programmes to influence the acceptability of social ideas, involving consideration if product planning, pricing, communication, distribution, and marketing research”.

India is witnessing an alarming rate of decline in the sex ratio. The gender composition in

India has worsened over a period of time in past few years. The average national sex ratio in India is 940 as per latest reports of Census 2011 Directorate. Sex ratio of the World is 983 females per 1000 males, while developed countries such as USA has 1030 females per 1000 males, Russia has 1156, Japan has 1050, while India has reducing sex ratio of only 940 females per 1000 males as per 2011 census. With regards to Sex Ratio in Kolhapur, it stood at 953 per 1000 male compared to 2001 census figure of 949. Child sex ratio of girls is 832 per 1000 boys in Kolhapur city.<sup>7</sup>

India has seen continuous decline in sex ratio for various reasons. Males have been given always preference over females in India due to various causes, such as male is treated as asset while female as liability, patriarchal families, dowry system, high expenditure of marriage, atrocity against women etc. In the current urbanized society, even well educated and young couples also want a square family, and if first child is girl then second must be son.

The gender composition in India has worsened over a period of time in last few decades. From the societal point of view a sharp decline in child sex ration is harmful as it reinforces injustice of the society with negative force of deeply rooted preference for son, which leads parents across cultures and geographic locations to decide against allowing a girl to live, even before her birth. In the age of gender equality this depressing Indian situation shows how much efforts are needed to change the mindset of the people.

In recent decade, the ratio has further skewed drastically due to another insight into this issue, Ultrasound Machine, an easy method to check the gender of the foetus. The statistics shows that the area having more number of ultrasound machines has less females per male and ratio is skewed. This also leads to illegal practices of sex determination, and unethical practices and means of earning quick money. UNFPA states that every day 1600 girls are aborted in India. Government has enacted and brought the PCPNDT (Pre Conception Pre Natal Diagnostic Techniques) Act to prevent the sex determination of the fetes in 1994. But the implementation of this act is far from the expected.<sup>8</sup>

Despite of the efforts, laws and the actions taken by the government and non government there is decreasing child sex ratio. Governments as well as non government organisations are promoting the girl child acceptance through various campaigns. The major objective of these campaigns is to stop sex determination and female foeticide and to change the attitude of people towards girl child acceptance. Since coordinated and convergent efforts are needed to ensure survival, protection and empowerment of the girl child, government has

announced Beti Bachao Beti Padhao initiative. Sukanya Samridhi Yojana is one of the ambitious scheme launched to ensure a bright future for girl children in India and to facilitate them proper education and carefree marriage expenses. Bollywood actress Madhuri Dixit is the brand ambassador of the both the initiatives viz. Beti Bachao-Beti Padhao campaign and Sukanya Samridhi Yojana.

With these views the research is done to study the various social marketing campaigns for the social cause- save girl child and to study the attitude of the people towards the same issue.

## REVIEW OF LITERATURE

UNFPA estimated that the practice of prenatal sex selection has resulted in approximately 6 lakhs girls missed annually in India during the period 2001-07. The emergence of sex identification techniques heralded a new discriminatory regime in India, which is responsible today for the dramatic sex ratio situation of its regions. The Pre- Conception Pre-Natal Diagnostic Techniques Act was passed in 1994 and amended in 2003. It was meant to address the issue of unwanted pregnancies, as a part of comprehensive family planning programme. But the combination of new technologies for pre- natal sex determination and abortion proved to be a dangerous. From the 1980s, sex selective abortions became the primary method used to alter the sex composition of children. The law act against the misuse of technology.<sup>8</sup>

Shashikant Trivedi in his article wrote, a skewed sex ratio that the 2011 Census threw up in the case of Madhya Pradesh, particularly among its elite social strata, has prompted the state government to implement a three- pronged strategy to remedy the grave socio-demographic issue. The government will launch Save Girl Child campaign; it would ride on a three-point strategy: create awareness through social and religious organisations, eradicate sex determination tests and introduce strict laws to counter the menace in its totality.<sup>6</sup>

Delhi-based Sun Foundation has launched a 'Save the Girl Child Campaign'. The idea is to move from village to village to voice a strong concern against sex-selective tests and reiterate the opportunity that a girl child brings to a family and to society at large. Named 'Hamari Miss India', the campaign has already taken off from Rohtak in Haryana and will move to the other States of Punjab, Himachal Pradesh, Delhi and Maharashtra initially. A few film celebrities have been roped in for the venture. The objective is to sensitise society about the impending gender crisis, and create awareness about the Pre conception and Prenatal Diagnostic Techniques (Prohibition of Sex

Selection) Act, 1994 through the use of street theatre.<sup>1</sup>

Gulati mentioned in his article that Government of Gujarat chalked out a two-pronged strategy to tackle the problem of female foeticide - Effective enforcement of the Pre Natal Diagnostic Technique Act, popularly known as PNDT Act and Launch of an intensive awareness campaign called “Beti Bachao Abhiyan” (Save the Daughter Campaign) to change mindsets of community towards the girl child. A series of activities were organized to create awareness among different stakeholders and community at large about the declining sex ratio and its negative impact on the society as a whole. A workshop of more than 5,000 Anganwadi (Child Care) Workers and women leaders from the worst affected districts was held to sensitize them about the issue. They were asked to counsel the community that female foeticide was a crime and a blot on the face of the society. Community specific gatherings have been organized in different parts of the State. One million members of the Patidar Samaj (an influential section of the society, with large land holdings), took a vow at a congregation organized by them that they will not only stop the practice of sex selection and female foeticide themselves but also educate other people. Similarly, at another gathering the “Chaudhary Samaj”, community of Chaudharies pledged not to resort to sex selection and rather work for saving the girl child. Spiritual leaders with mass appeal have been involved to educate communities not to discriminate against girl children and stay away from practices like sex selection and female foeticide.<sup>3</sup>

From the review it is found that in some areas the social campaigns on the social cause

**Analysis of the data using percentage method –**

**Table 1 - Analysis of the data using percentage method**

Demographic Characters	Parameters	% of respondents
Age	20-30	29.7
	31-40	35.2
	41-50	28.3
	51-60	6.9
	Total	100.0
Gender	Male	44.1
	Female	55.9
	Total	100.0
Awareness about 'Beti Bachao, Beti Padhao' campaign	Yes	100.0
	No	0
	Total	100
Awareness about 'Sukanya Samrudhi Yojana'	Yes	89.0
	No	11.0
	Total	100.0
'Beti Bachao, Beti Padhao' Programme has helped to bring girls in the stream of education.	Yes	95.2
	No	4.8
	Total	100.0

‘save girl child’ are organized. There is a need to study whether these social marketing campaigns lead to change in the attitude of the people or not. No study has been done considering this aspect. Therefore the research topic is selected as ‘A Study of Social Marketing with reference to Save Girl Child Campaign and Attitude of people towards Girl Child Acceptance in Kolhapur’.

**OBJECTIVES**

1. To know the awareness about the decreasing rate of female child.
2. To study the role of social marketing campaigns to change the attitude of the people towards the girl child acceptance.

**HYPOTHESES**

1. There is no significant difference between age and the positive attitude towards female child birth.
2. There is no significant difference between gender and the positive attitude towards female child birth.

**RESEARCH METHODOLOGY**

For the present study descriptive research design is used. Both primary data and secondary data are used for the study. Primary data is collected by using questionnaire from respondents of the study area. The present study is conducted in the Kolhapur district. A total of 145 middle class and higher middle class households are considered for the study. Secondary data is collected from various published articles from journals, books, and internet websites.

**DATA ANALYSIS AND INTERPRETATION**

The analysis of the data has been done with the use of percentage method and mean value.



Table 1 show that 35.2% and 29.7% respondents are in the age group of 31 to 40 and 21 to 30 years respectively. Out of the total respondents 44.1% are male and 55.9% are female respondents. All respondents are aware about the 'Beti Bachao, Beti

Padhao' campaign. 89% respondents are aware about the 'Sukanya Samrudhi Yojana'. According to 95.2% respondents Beti Bachao, Beti Padhao Programme has helped to bring the girls in the stream of education.

**Analysis of the data using mean value -**

**Table 2 – Following table shows analysis of the data using mean value -**

Sr. No.	Parameters	Mean
1.	Madhuri Dixit is the best suitable as the brand ambassador for 'Beti Bachao, Beti Padhao' campaign	4.6069
2	Madhuri Dixit is the best suitable as the brand ambassador for 'Sukanya Samrudhi Yojana'	4.5724
3	Save Girl Child Programme has positively changed attitude of the people towards female child birth	3.9172
4	Because of Save Girl Child Programme, there is increase in the number of girl child	3.8207

From the table 2 it is found that the mean value of the statement ‘Madhuri Dixit is the best suitable as the brand ambassador for Beti Bachao, Beti Padhao campaign is 4.6069 which shows that respondents are strongly agreeing with the statement. Mean value of the second statement is 4.45724 which shows that Madhuri Dixit is the best suitable as the brand ambassador for Sukanya Samrudhi Yojana. Mean value of the third statement is 3.9172 which shows that respondents agree with the statement that Save Girl Child Programme has positively changed attitude of the people towards female child birth. Mean value of the statement that because of Save Girl Child Programme, there is increase in the number of girl child is 3.8207 which shows that respondents are slightly agree with the statement.

**HYPOTHESES TESTING**

**Hypothesis 1 - There is no significant difference between age and the positive attitude towards female child birth.**

Chi Square Test –  $\chi^2 = 13.636$   
 At 5% level of significance the critical value is  $\chi^2_{0.05}(12) = 21.026$   
 $\chi^2 < 21.026$

Therefore accept alternative hypothesis that there is no significant difference in the age and the positive attitude towards female child birth.

**Hypothesis 2 - There is no significant difference between gender and the positive attitude towards female child birth.**

Chi Square Test –  $\chi^2 = 4.760$   
 At 5% level of significance the critical value is  $\chi^2_{0.05}(4) = 9.488$   
 $\chi^2 < 9.488$

Therefore accept alternative hypothesis that there is no significant difference between gender and the positive attitude towards female child birth.

**CONCLUSION**

Because of the social advertisement respondents are aware about the Beti Bachao, Beti Padhao Programme and Sukanya Samrudhi Yojana. Beti Bachao, Beti Padhao Programme has helped to bring the girls in the stream of education. Madhuri Dixit is the best suitable as the brand ambassador for 'Beti Bachao, Beti Padhao' campaign and for 'Sukanya Samrudhi Yojana'. 'Beti Bachao, Beti Padhao' programme has helped to change the attitude of the people towards female child birth. Across the different age groups and both male and female respondents have agreed that Save Girl Child Programme has positively changed their attitude towards female child birth.

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