

## SOCIAL MARKETING

Is the planning and systematic implementation of programs designed to bring about social change and to achieve specific behavioral **non-commercial social** goals using concepts from commercial marketing. Social marketing began as a formal discipline in 1971, with the publication of "Social Marketing: An Approach to Planned Social Change" in the Journal of Marketing. "A social change campaign is an organized effort conducted by one group (the change agent) which attempts to persuade others (the target adopters) to accept, modify, or abandon certain ideas, attitudes, practices or behavior."

The primary aims of 'social marketing' is 'social good', while in 'commercial marketing' the aim is 'financial'. This does not mean that commercial marketers can not contribute to achievement of social good. In their case 'social good' is not the primary goal, but a related goal in order to support the companies commercial and financial aims.

Social marketing goals can be far more subtle and complex. Social marketers, dealing with goals such considering health & hygiene as reducing cigarette smoking or encouraging condom usage, avoiding bare-footed walking on roads, etc. especially in rural areas, have more difficult goals: to make potentially difficult and long-term behavioral change in target populations.

<b>Product</b>	The social marketing "product" is not necessarily a physical offering. A continuum of products exists, ranging from tangible, physical products (e.g., condoms), to services (e.g., medical exams), practices (e.g., breastfeeding, ORT or eating a heart-healthy diet) and finally, more intangible ideas (e.g., environmental protection). In order to have a viable product, people must first perceive that they have a genuine problem, and that the product offering is a good solution for that problem. The role of research here is to discover the consumers' perceptions of the problem and the product, and to determine how important they feel it is to take action against the problem.
<b>Price</b>	"Price" refers to what the consumer must do in order to obtain the social marketing product. This cost may be monetary, or it may instead require the consumer to give up intangibles, such as time or effort, or to risk embarrassment and disapproval. Action is undertaken whenever target audiences believe that the benefits they receive will be greater than the costs they incur; based on an understanding of the target audience's own perceptions.
<b>Place</b>	"Place" describes the way that the product reaches the consumer. For an intangible product, place is less clear-cut, but refers to decisions about the channels through which consumers are reached with information or training. Another element of place is deciding how to ensure accessibility of the offering and quality of the service delivery and opportunities available in "Places" that reach the audience and fit its lifestyles.
<b>Promotion</b>	Promotion consists of the integrated use of advertising, public relations, promotions, media advocacy, personal selling and entertainment vehicles. The focus is on creating and sustaining demand for the product.

<b>Additional Social Marketing "P's"</b>	
<b>Publics</b>	Social marketers often have many different audiences that their program has to address in order to be successful. "Publics" refers to both the external and internal groups involved in the program. External publics include the target audience, secondary audiences, policymakers, and gatekeepers, while the internal publics are those who are involved in some way with either approval or implementation of the program.
<b>Partnership</b>	You need to team up with other organizations in the community to really be effective. You need to figure out which organizations have similar goals to yours--not necessarily the same goals--and identify ways you can work together.
<b>Policy</b>	Social marketing programs can do well in motivating individual behavior change, but that is difficult to sustain unless the environment they're in supports that change for the long run. Often, policy change is needed, and media advocacy programs can be an effective complement to a social marketing program.
<b>P u r s e Strings</b>	Most organizations that develop social marketing programs operate through funds provided by sources such as foundations, governmental grants or donations. This adds another dimension to the strategy development--namely, where will you get the money to create your program?

## **PROGRAMME**

Establishment of Rubber production (Sleeper and other) unit under the concept: **Non commercial Social Goal and non profit basis** and production of Latex products such as rubber sleepers, rubber bands, etc. in rural area of Jaipur district

## **OUR INITIATIVE**

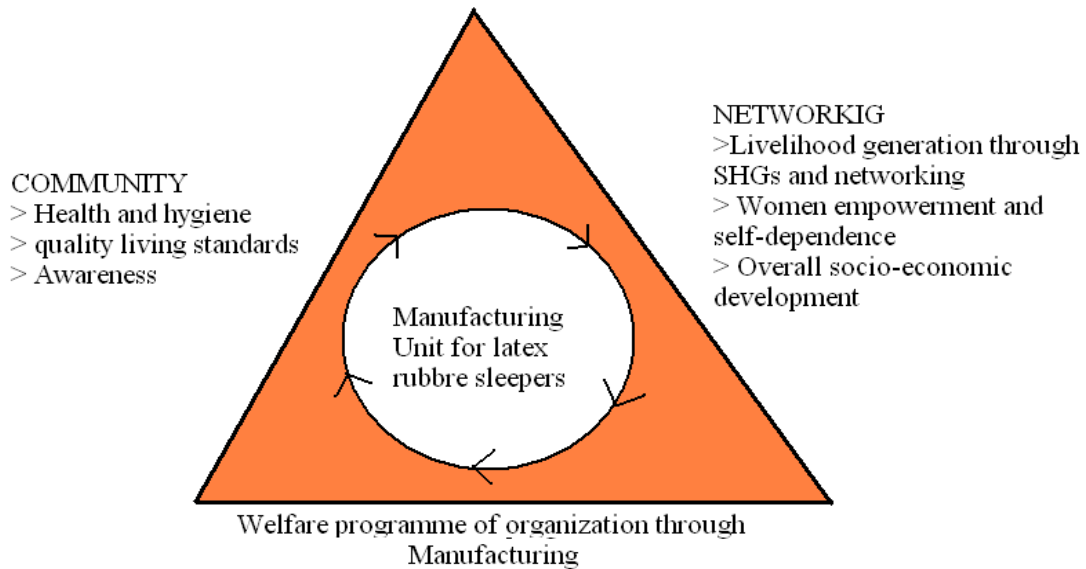
- The thought behind establishment of production unit for fulfilling social objectives mainly influence by the concept of **purse strings-self revenue generation and sustainability** of the programme
- Our innovative effort for bringing about a change in social practice, attitude, and behavior is stimulated by the concept of social marketing thru linkage with Governmental Schemes and programmes for rural development thru industrial promotion for livelihood generation and promotion, and also for integrated development as is described below-

## **SOCIAL OBJECTIVES**

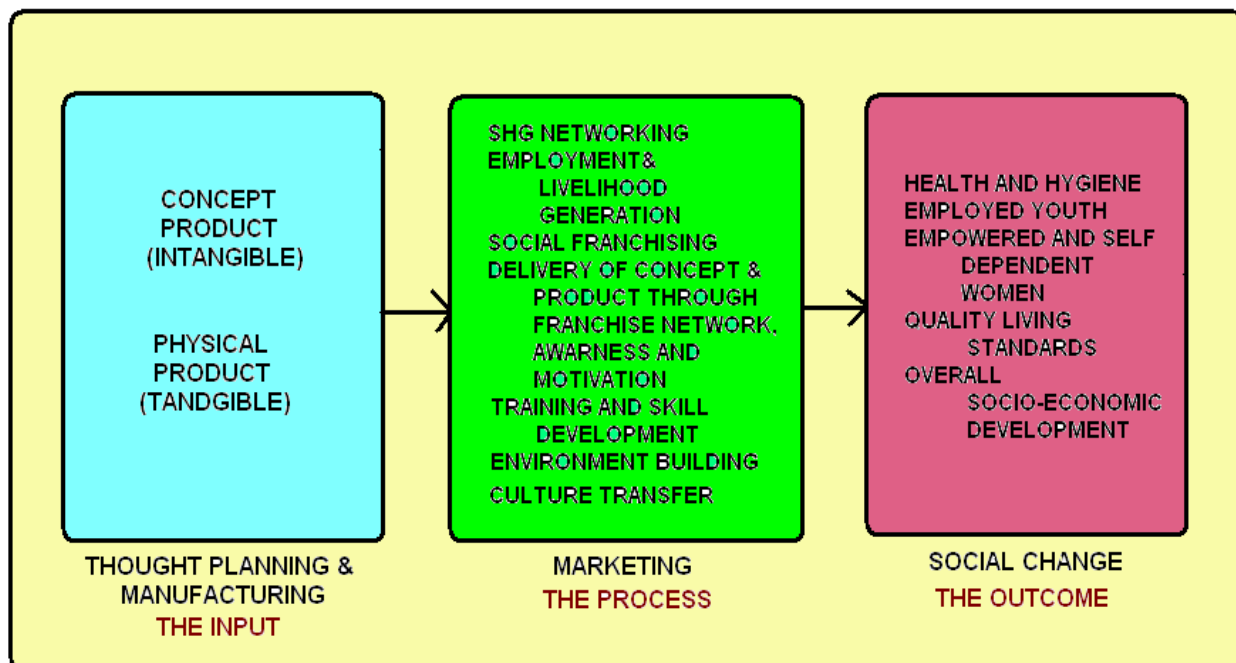
- Promoting use of rubber sleepers through implementation of concepts of social marketing for achieving social change in practices, attitude and behavior.

- Achieving objectives fulfilling needs and requirement of *the trio*: the community, the NGO, and the stakeholders involved in the process through networking *complementing each other* as displayed in the model towards bringing about the social change for social good strengthening Socio economic status of the people.

## Methodology



<b>Health and Hygiene</b>	Not using of even sleepers while on roads, etc. leads to many diseases as diabetes, skin diseases, and many other
<b>Employment and Livelihood Generation especially for unemployed youth in rural area</b>	Organizing training programme on rubber product production for developing their technical skills and further employment in the manufacturing unit for production of latex rubber sleepers
<b>SHG Development, women empowerment and labor welfare (unskilled women and labor)</b>	Formation of SHGs for women and unskilled labor and further skill development training in rural area and further organizing job work on regular basis
<b>Socio-Economic Empowerment</b>	Healthy society, employed youth, quality living standard, women living with dignity and self-dependence due to employment leading to socio-economic development of society
<b>Augmenting Standards of living</b>	Health Protection and Quality of lifestyle Complementing each other
<b>Providing Product on subsidized rates to the needy users</b>	Providing the sleepers on subsidized rates to BPL families and poor people
<b>Awareness and Motivational camps</b>	Motivating people to use sleepers and awareness generation on benefits and harms for their better health and living standards



**SATYA MODEL OF SOCIAL CHANGE THROUGH "SOCIAL MARKETING"**

**SOCIAL NETWORK** – Involvement of NGOs, CBOs, local societies at rural level as franchises.

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