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MISSING GIRLS IN INDIA: A NEED FOR SOCIAL MARKETING INITIATIVES**DR. KALE RACHNA RAMESH****ASST. PROFESSOR****SURYADATTA INSTITUTE OF MANAGEMENT & MASS COMMUNICATION****BAVDHAN****SWAPNALI BHOSALE****ASST. PROFESSOR****SURYADATTA INSTITUTE OF MANAGEMENT AND MASS COMMUNICATION,****BAVDHAN****ABSTRACT**

Social Marketing is a planned process for influencing change in individuals and the society at large. It is a tool used to sell- ideas, change attitudes and alter behaviour. Social Marketing can be a very effective technique for bringing about a change in a country like India where the society is divided into two compartments. On the one hand we have people with liberal thoughts who are adopting Progressive Global culture. On the other hand there is another section of the society in fact a major chunk of it, which is still in the clutches of orthodox thoughts and views. In spite of being one of the fastest growing economies of the world, India still remains a backward country when it comes to treatment of fairer sex. The practice of female foeticide is still prevalent in India. There are about 100 million missing girls in India and the main reason apart from the various socio-economic causes is the son-preferring attitude of the people in the country. To bring about a change in this regard only the techniques of social marketing can be fruitful. No doubt the Government has taken various initiatives in this regard but still the problem remains very grave. The author of this paper firmly believes that we can bring a change in this only through social marketing. This paper aims to bring to light the grave problem of missing girls in India- its causes and consequences. Also it tries to bring forth the importance of Social Marketing in dealing with such socio-economic issues.

KEYWORDS

missing girls, social marketing.

INTRODUCTION

Why can't you sell brotherhood like you sell soap" G.D. Wiebe (1958) had said. The theme was really path breaking.

Social marketing is becoming increasingly relevant in all developing countries which economists say belong to third world. India is one of the fastest growing economies of the world but still falls in the category of a third world country? Mass poverty, voluminous unemployment, vast homelessness, deplorable status of public health and sanitation make India economically as well as and socially backward. Some parameters like high infant mortality rate and high illiteracy take India in to the "fourth world" according to Ronald J. Sider (1983).

India faces gigantic social and health problems like the diarrhoea, night-blindness, polio, worm infestation, HIV, traffic accidents, human slavery and human, trafficking, dowry system, domestic violence and unwanted pregnancies have roots in wrong attitudes and related behavioural causes. All of these are the result of the human activities and to overcome these problems bringing about change in the attitude and mind-set of the people is the only solution. Social marketing seeks to develop and integrate marketing concepts with other approaches to influence behaviours that benefit individuals and communities for the greater social good.

Attitudes are anchored deep and can attitudes be changed is another question the sociologists are confronted with. Eminent sociologists have suggested that attitudes can change in the face of new evidence, new logic and new set of social benefits.

LITERATURE REVIEW

Alan Andreasen (2001) in his book outlines the potential roles of social marketers, restates fundamental principles of social marketing, and then suggests how social marketing might be applied to a sample of non-traditional challenges. This book also shows how social marketing influences governments, corporations and NGO's as well as individual behaviour.

Rob Donovan and Nadine Henley (2010) in their book combine the latest research with real- life examples of social marketing campaigns the world over to help you learn how to apply the principles and methods of marketing to a broad range of social issues. The international case studies and applications show how social marketing campaigns are being used across the world to influence changes in behaviour and reveal how these campaigns can differ according to their cultural context and subject matter.

Gerard Hastings, Kathryn Angus and Carol Bryant (2012) in their handbook brings together a systematic framework and state of art thinking to provide complete coverage of the social marketing discipline.

Sameer Deshpande and Nancy. R. Lee (2013) have structured their book around the ten step marketing planning process that trains and encourages social change managers to undertake a systematic and comprehensive approach to behaviour change rather than jumping to the stage of producing just ads.

SOCIAL MARKETING

Social marketing was "born" as a discipline in the 1970s, when Philip Kotler and Gerald Zaltman realized that the same marketing principles that were being used to sell products to consumers could be used to "sell" ideas, attitudes and behaviours. Kotler and Andreasen define social marketing as "differing from other areas of marketing only with respect to the objectives of the marketer and his or her organization. Social marketing seeks to influence social behaviours not to benefit the marketer, but to benefit the target audience and the general society."¹ www.Social-marketing.com. Most powerful social marketing has been done by Wael Ghonim of Egypt in 2011, he became an international figure and energized pro-democracy demonstrations in Egypt after his emotional interview following 11 days of secret incarceration by Egyptian police—during which he was interrogated regarding his work as the anonymous administrator of the Facebook page, "We are all Khaled Saeed", which helped spark the revolution. *TIME* magazine included him in its "Time 100" list of 100 most influential people of 2011, and the World Economic Forum have selected him as one of the Young Global Leaders in 2012.

Social Marketing is a set of evidence- and experience-based concepts and principles that provide a systematic approach to understanding behaviour and modifying it for social good. It is not a science but rather a form of 'technik'; a fusion of science, practical know-how, and reflective practice focusing on continuously improving the performance of programmes aimed at producing net social good —Jeff French, 2011

Social marketing, like generic marketing, is not a theory in itself. Rather, it is a framework or structure that draws from many other bodies of knowledge such as psychology, sociology, and anthropology & communications theory to understand how to influence people's behaviour. Like generic marketing, social marketing offers a logical planning process involving consumer oriented research, marketing analysis, market segmentation, objective setting and the identification of strategies and tactics. It is based on the voluntary exchange of costs and benefits between two or more parties.² (Kotler and Zaltman, 1971). However, social marketing is more difficult than generic marketing. It involves changing intractable behaviours, in complex economic, social and political climates with often very

limited resources.³ (Lefebvre and Flora, 1988) Furthermore, while, for generic marketing the ultimate goal is to meet shareholder objectives, for the social marketer the bottom line is to meet society's desire to improve its citizens' quality of life.

PURPOSE OF THE STUDY

This paper is set up in the context of the Indian environment with the following objectives:

1. To understand what is social marketing.
2. To understand the various socio - economic problems of India especially the female foeticide.
3. To understand how the social marketing tools can help in fighting female foeticide.

RESEARCH DESIGN AND METHODS

The research methods used in this paper are purely qualitative in nature and the research design is exploratory in nature.

PAID AND UNPAID SOCIAL MARKETING

While actor Amir Khan asking all of us to keep the environment clean, actress Vidya Balan asking rural families to build latrines for women folk and Amitabh Bacchan asking people to give polio oral dose to children they are being paid huge sums by Director of Audio Visual Publicity Government of India (DAVP), whereas People like Wael Ghonim, Medha Patkar, Anna Hazare never get paid. Even though they impact the society most powerfully.

WHY IS SOCIAL MARKETING IMPORTANT?

There are few major advantages, however, which suggest that social marketing is worthy, of your consideration:

1. It helps in influencing behaviour.
2. It helps you reach the target audiences you want to reach.
3. It helps you customize your message to those targeted audiences; and by doing so,
4. It helps you create greater and longer-lasting behaviour change in those audiences.
5. Finally, it helps in delivering a positive benefit for society.

SOCIAL ISSUES TO BENEFIT FROM SOCIAL MARKETING

These are the issues which can be tackled with using social marketing tools and techniques:

- ✓ **Health-Related Behaviours to Impact:** Tobacco Use, Heavy/Binge Drinking, Foetal Alcohol Syndrome, Obesity, Teen Pregnancy, HIV/AIDS, Fruit and Vegetable Intake, High Cholesterol, Breastfeeding, Breast Cancer, Prostate Cancer, Colon Cancer, Birth Defects, Immunizations, Skin Cancer, Oral Health, Diabetes, Blood Pressure, Eating Disorders.
- ✓ **Injury Prevention-Related Behaviours to Impact:** Drinking and Driving, Seatbelts, Head Injuries, Proper Safety Restraints for Children in Cars, Suicides, Domestic Violence, Gun Storage, School Violence, Fires, Falls, Household Poisons.
- ✓ **Environmental Behaviours to Impact:** Waste Reduction, Wildlife Habitat Protection, Forest Destruction, Toxic Fertilizers and Pesticides, Water Conservation, Air Pollution and Automobiles, Air Pollution.
- ✓ **Environmental Behaviours to Impact:** Waste Reduction, Wildlife Habitat Protection, Forest Destruction, Toxic Fertilizers and Pesticides, Water Conservation, Air Pollution and Automobiles, Air Pollution from other Sources, Compositing Garbage and Yard Waste, Unintentional Fires, Litter, Watershed Protection.
- ✓ **Community Involvement Behaviours to Impact:** Organ Donation, Blood Donation, Voting, Literacy, Identity theft, Animal Adaptation.
- ✓ **Financial Behaviours to Impact:** Establishing Bank Accounts, Bankruptcy, Fraud.

INDIAN CONTEXT

When one side of India is being celebrated as a fast growing economy and as a hub of tremendously developing scientific and technological human resources, the other side of the story appears to be grim; amid many challenges that the country is still struggling to meet, poor status of our women stands prime. Women form the unequal half of our society- in terms of vulnerability, marginalisation and exclusion in most of the cases, with few exceptions. Amongst all kinds of discriminations, female population of the country is struggling through the life: there are lot of issues to be addressed- falling sex ratio, poor literacy levels, weaker formal education levels, bad nutrition status, high morbidity and mortality, lesser leadership opportunities, lack of self-reliance, inadequate empowerment measures all these issues tend to affect this section predominantly, which is related to various socio-economic factors, environment, gender discrimination and domestic violence against women.⁴ (Women and Science)

MISSING GIRLS IN INDIA

In 1990, Dr Amartya Sen coined the term "Missing Women" to denote the shortage of women contributing to the skewed sex ratios in Asia and Africa, where men outnumber women in stark contrast to North America and Europe, where women outnumber men. Estimates of missing women were originally meant to represent some measure of the degree of gender discrimination.

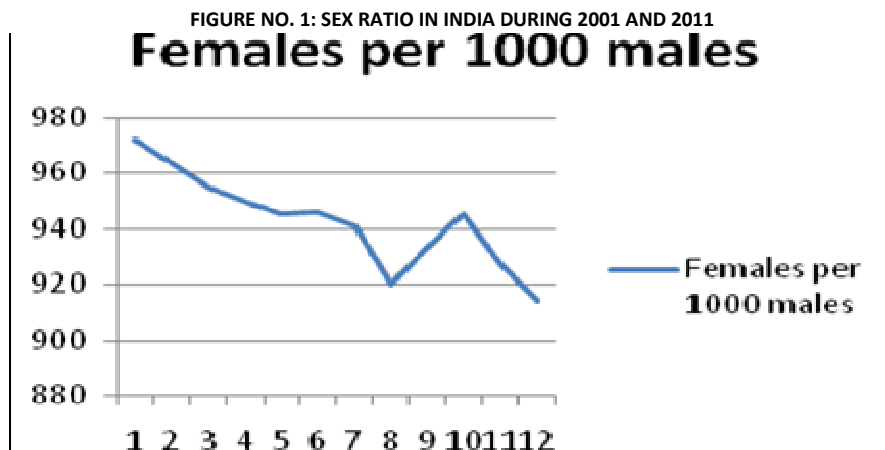
Sex ratio is defined as the number of females per thousand males. It is an important indicator to access relative excess of deficit of men or women in a given population at that point of time. The below given table shows the sex ratio of India over the years from 1901 till date. In India Sex Ratio was okay till the time of Independence thereafter it declined regularly.

TABLE 1: MALE/FEMALE SEX RATIO OF INDIA

| Year | Females per 1000 Males |
|------|------------------------|
| 1901 | 972 |
| 1911 | 964 |
| 1921 | 955 |
| 1931 | 950 |
| 1941 | 945 |
| 1951 | 946 |
| 1961 | 941 |
| 1971 | 920 |
| 1981 | 933 |
| 1991 | 945 |
| 2001 | 927 |
| 2011 | 914 |
| 2012 | 940 |

Sources: Census of India and Government of India Report.

According to Census of India 2011, Indian sex ratio has shown some improvement in the last 10 years which is clearly evident from the figure given below. It was 940, 941 and 943 in the year 2012, 2013 and 2014 respectively. But still the picture for females in India is highly dismal. As per UNICEF Annual Report 2011, worldwide the ratio of girls to boys is 1005 for every 1000, whereas for India, there are only 940 girls for every 1000 boys.



Imbalance in the sex ratio may lead to further decline in the status of women, increase in violence against women, practices of polyandry etc.

GENDER DISCRIMINATION IN INDIA

Gender Discrimination is a term which means discrimination because of the gender. It continues to be an enormous problem within Indian society. Traditional patriarchal values and norms have always given women a secondary status. Girl child are always given a low value, they are often neglected resulting in higher mortality of girls as compared to boys. This fact is clearly evident from the data available on infant mortality for the year 2009. Mortality rate of female is higher than male in all the states except for one or two states where it is equal.

TABLE 2: INFANT MORTALITY RATE 2009

| Sr No | State | Male | Female | Male-Female Gap |
|-------|-------------------|------|--------|-----------------|
| 1 | Andhra Pradesh | 48 | 50 | -2 |
| 2 | Arunachal Pradesh | 31 | 34 | -3 |
| 3 | Assam | 58 | 64 | -6 |
| 4 | Bihar | 52 | 52 | 0 |
| 5 | Chhattisgarh | 50 | 57 | -7 |
| 6 | Delhi | 31 | 34 | -3 |
| 7 | Goa | 7 | 14 | -7 |
| 8 | Gujarat | 47 | 48 | -1 |
| 9 | Haryana | 48 | 53 | -5 |
| 10 | Himachal Pradesh | 44 | 45 | -1 |
| 11 | Jammu and Kashmir | 41 | 51 | -10 |
| 12 | Jharkhand | 42 | 46 | -4 |
| 13 | Karnataka | 41 | 42 | -1 |
| 14 | Kerala | 10 | 13 | -3 |
| 15 | Madhya Pradesh | 66 | 68 | -2 |
| 16 | Maharashtra | 28 | 33 | -5 |
| 17 | Manipur | 14 | 18 | -4 |
| 18 | Meghalaya | 59 | 59 | 0 |
| 19 | Mizoram | 33 | 38 | -5 |
| 20 | Orissa | 65 | 66 | -1 |
| 21 | Punjab | 37 | 39 | -2 |
| 22 | Rajasthan | 58 | 61 | -3 |
| 23 | Tamil Nadu | 27 | 29 | -2 |
| 24 | Tripura | 30 | 33 | -3 |
| 25 | Uttar Pradesh | 62 | 65 | -3 |
| 26 | Uttarakhand | 41 | 42 | -1 |
| 27 | West Bengal | 33 | 33 | 0 |
| 28 | All India | 49 | 52 | -3 |

Source: India Human Development Report 2011

According to the report “The World of India’s Girls (WINGS)” discrimination faced by Indian girls reveals that not only does the fight for survival of the Indian girl child begin in the womb; discriminatory practices plague things as basic as immunization and the quality of education.

The proportion of male children who are fully immunized is 4 per cent higher than female children. By the time girls are four years old, they are much more likely to be stunted or underweight than their brothers. In 2012, 58 per cent of all primary school children in the age group of 6-14 years were boys. Also, girls with special needs have lesser access to education than their male counterparts.⁵ (The World of India’s Girls WINGS)

INITIATIVES BY THE GOVERNMENT FOR THE PROTECTION OF GIRL CHILD

The Ministry of Health & Family Welfare has adopted a multi-pronged strategy to check female foeticide, which includes legislative measures, awareness generation as well as programmes for socio-economic empowerment of women.

The steps taken by the government to prevent female foeticide under the Pre conception and Pre natal Diagnostic Techniques (Prohibition of Sex Selection) Act, 1994, PC & PNDT Act include the following:

Reconstitution of statutory bodies under the Act and regular meetings of the Central Supervisory Board, State Supervisory Board and Advisory Committees to monitor effective implementation of the law.

Rule 11(2) of the PC & PNDT Rules, 1996 has been amended to provide for confiscation of unregistered machines and further punishment of organizations which fail to register themselves under the Act.

Dedicated PNDT cells have been set up at State/district level for enhancing in-house capacities for building credible cases for conviction against violations of the Act.

Surprise field inspections of ultrasound clinics by the National Inspection and Monitoring Committee (NIMC) in states/UTs against violations under the Act.

NIMC has been further empowered to oversee follow-up action by Appropriate Authorities against organizations found guilty of violations under the Act during inspections.

Sensitization and training programme have been conducted for law enforcers, medical practitioners, judiciary etc. for effective implementation of the Act.

Comprehensive Information, Education & Communication (IEC) activities including mass media awareness campaign through print and electronic media and community mobilization through Non-Governmental Organizations have also been undertaken.

Besides the Central Government as well as various State Government has initiated various programmes time to time to fight the evil of female foeticide, viz; Balika Samridhi Yojana, Girl Child Protection Scheme, Rakshak Yojana, Mukhyamantri Kanyadan Yojana, Ladli Laxmi Yojana, Bhagya Lakshmi Scheme, Mukhyamantri Kanya Suraksha Yojana, Mukhyamantri Kanya Vivah Yojana, Beti Hai Anmol Scheme etc.

CONCLUSIONS

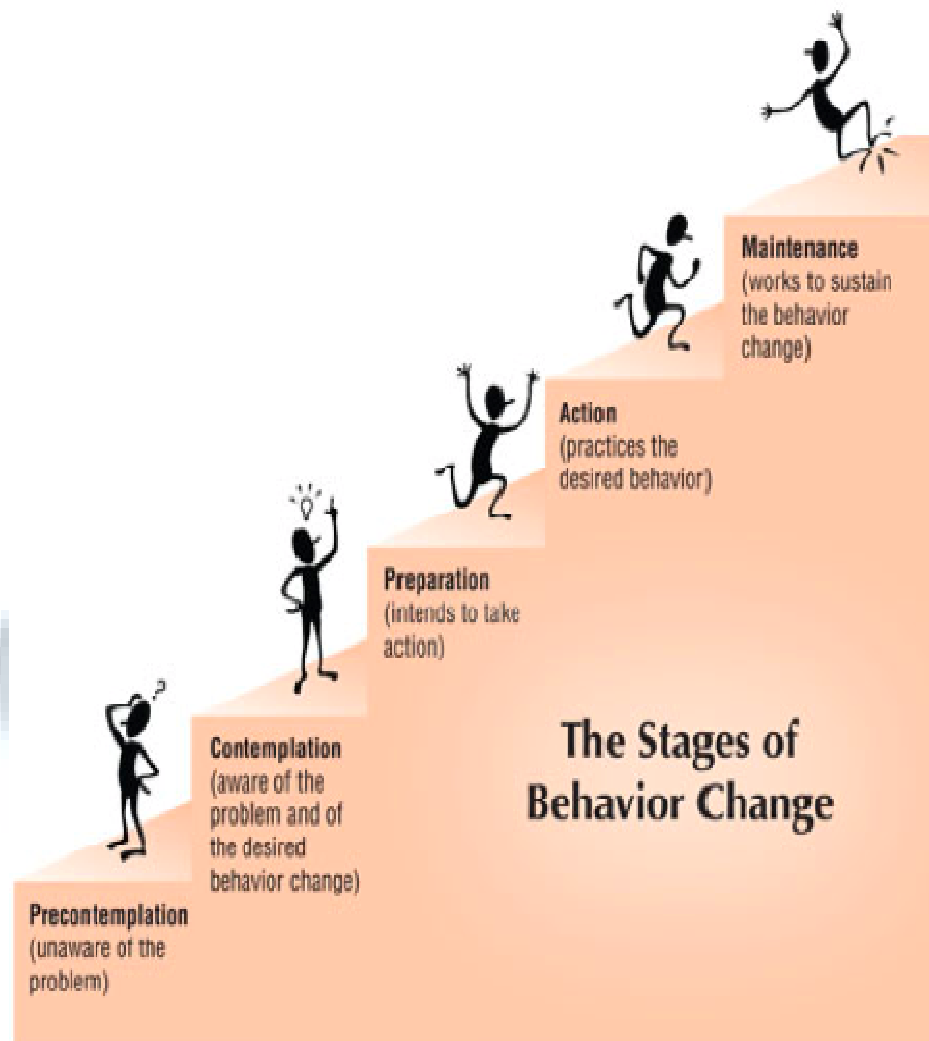
Female feticide is one extreme manifestation of violence against women. Although serious efforts and resources has been put to use by the Central Government, State Government, Non-Government Organizations (NGO's) etc a very little success has been achieved so far. Year on year a huge quantum of money has been released by the Government to fight this evil but nothing fruitful has been gained in this regard. The cause of continued female feticide in India are deep rooted beliefs and attitudes of the people like a strong male preference, the belief that son can only perform last rites and the consequences include problems like skewed sex ratio, shortage of girls for marriage, trafficking and prostitution, increasing number of child marriages, increasing maternal deaths and ill-health of women, increase in polyandry and many more socio-economic issues. The problem being related to the behavioral aspects of the individual the solution of it lies in Social marketing. Since Social Marketing seeks to develop and integrate marketing concepts with other approaches to influence behaviors that benefit individuals and communities for the greater social good. The world would be cozier, warmer and more serendipitous if we had more sisters, mothers, nurses, house keepers, female teachers, female receptionists, female secretaries and female traffic police.

RECOMMENDATIONS

STAGES OF SUCCESSFUL SOCIAL MARKETING EFFORT

Social Marketing is a planned process for influencing change. It seeks to influence social behaviors not to benefit the marketer but to benefit the target audience and the general society. The model of Behavior Change given by Prochaska et al. (1992)⁶ can be adopted to stop the evil of female feticide in the country. The five stages of Behavior Change described by are the five stages or steps integral to Social Marketing.

FIG. 2



Sources: Grimley 1997 (75) and Prochaska 1992 (148)

First step is Pre-contemplation (unaware of the problem) when the problem situation exists but we are not aware about the problem. If we look at the sex ratio of India after Independence we find that it has been continuously declining but we started thinking about it only in the 90's.

Second step is Contemplation (aware of the problem and the desired behavior change) when awareness has to be created among the masses that your present behavior or present ignorance is harmful, detrimental and bad unfolding the darker side of it. The evils and consequences of female feticide are very grave for the society in the long run. It creates lots of problems like child marriage, polyandry, human trafficking etc. It is therefore very essential that people should be made aware about the consequences. Since India is a land of diversity, majority of the people being illiterate and knowing vernacular language. The campaign, the message should be so framed that everybody understands it very clearly. Not only is the message to be conveyed to the people, it needs to make sense for their lives as well.

Third stage is Preparation (intends to take action). This can happen only after knowing that problem exists and we should change our behavior accordingly.

Then the fourth step of action (practice of desired behavior) would emerge sequentially that of changing or dishing out the right behavior to the audience.

The repetition of the right attitude is the last step of maintenance (works to sustain the right behavior).

Thus telling what is wrong with the masses, then asking them to pick up what is right and then compelling them with persuasion to stick to the changed new, desired behavior. This mode appears simplistic but it has great potential. In the DAVP social ad clip on the television by celebrity Vidya Balan first part is of telling the masses how bad it is to defecate in open. The telling masses to build latrines and use the latrines. Creating awareness about the lacunae and the motivating to fill the lacunae and compelling to stick to the newly acquired behavior are the five steps in social marketing

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