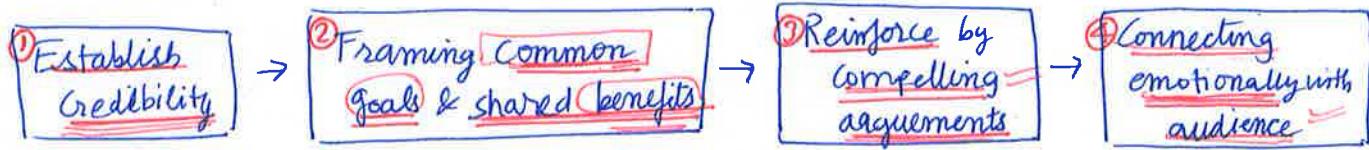


Success of any programme depends on level of involvement of all relevant stakeholders

- Use of socially & culturally identifiable names gives clear msg by power of name
- Eg: Narmami Ganga - meaning 'I pray to Ganga' → Reverence to arrest pollution
- Jan Dhan Yojana - 'money of ppl'
- Establish common ground, tie rapport Eg: Sabka saath, Sabka Vikas

Steps in persuasion:



- Reciprocity: Rewarding target pop for changed behaviour eg: b4 elections, pol parties ↑ vacancies for jobs → youth incited to reciprocate
  - Social proof: Ppl tend to follow others when don't have sufficient info to make decisions on their own eg: Campaign against female foeticide in Haryana → give eg of Scania Nehwas
  - Scarcity: Person stands to lose out on benefits eg: end of season sales (can also appeal to emotions) eg: quit smoking due to fear of diseases Beti Bachao Beti Padhao
  - # Selfie with Daughter → Parents around country celebrating girl child became the norm
    - most ppl wanted to conform to norm
  - Meri Ladli initiative in Mandi dist → dist admin visits house on birth of girl child to congratulate & give gifts
  - In Piplantri, Rajasthan → Planting 111 trees when ♀ born & ensuring tree survival
    - villagers contri ₹2100 collectively ⇒ Total ₹10,000 from parents > F.O. which can't be broken before 20 years
  - Our scriptures worship ♀ as embodiment of Shakti → say that societies where ♀ are respected prosper ⇒ campaign can draw on socio-cultural norm Swachh Bharat mission
- ① Choice of date & symbol :- on 2nd Oct - birthday of role model Gandhi ji, invoking his ideas
- ② Invoking Satyagraha :- Local Swachagratis - foot soldiers to reinforce msg
  - every village has at least ② → leverage their social ties
- ③ Local role models (Amitabh Bachan)
- ④ Community based approach :- Participatory rural appraisal, community ownership
  - Non-Conformers find act more visible → fear of community scorn, desire to fit in
  - Community led Total Sanitation ⑦ (Social pressure) → name & shame those w/o toilets
  - Banke Bitano, Bodlegi Bundi to take traditions along, households getting Phutroghar (Beautiful home) nameplate on constructing toilet