

• 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 Sonia Nehwal

• 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 survives
→ villagers contri ₹21,000 collectively ⇒ Take ₹10,000 from parents ⇒ F.D. 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 norms

① Choice of date & symbol :- on 2nd Oct — birthday of role model Gandhiji, invoking his ideas

② Invoking satyagraha :- Local swachagrahis — foot soldiers to reinforce msg
• every village has at least 4 → 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 Bikano, Badlegi Bundi to take traditions along, households getting Phuloghar (Beautiful home)
nameplate on constructing toilet