



2011

CENSUS 2011

SOCIAL MARKETING PLAN



Directorate of Census
Operations, Punjab.

CENSUS 2011

SEEMA JAIN, IAS

SOCIAL MARKETING PLAN FOR CENSUS-2011 IN PUNJAB

The findings of the 2011 Census shall play a critical role in setting the public agenda for the next decade. The Social marketing plan for Census-2011 in the state of Punjab has been designed as a marketing outreach Mission to local residents using selected networks of elected *Panchayati* Raj representatives and *Anganwadi* Workers. The plan is aimed at marketing Census-2011 by forging an alliance with the main line departments of Rural Development and Panchayats, Local Bodies and Women and Child (ICDS) Department. These Departments have been selected on account of their being direct users of census data and due to their advocacy role through field presence, well-defined departmental hierarchies and manpower at local level. Thus, the marketing plan has been designed as a 'High-impact, low cost intervention' focussed on bringing about local ownership of the census through using the existing departmental networks.

NEED FOR SOCIAL MARKETING OF CENSUS -2011

The Social marketing plan seeks to achieve behavior change in the target group from one of indifference and unconcern about census to that of active involvement and participation. The census officials in many areas face the challenges of inadequate public participation, specially in areas of seasonal labour, migrants and rented/multiple-occupied dwellings etc. This is often coupled with a lack of committed enumerators having good local knowledge, particularly in known hard-to-count areas, remote villages and in border areas.

Accordingly, Social marketing plan shall be applied to obtain the following advantages-

- i. Inclusive participation at two levels- firstly, departmental staff and through them the local residents so that ownership of the entire programme is ensured.
- ii. Building up a sustained Pre-enumeration publicity through outreach and mass contact.

MISSION OUTCOMES

To generate awareness about Census-2011 prior to actual conduct of house to house enumeration by reaching out to residents, specially the most vulnerable, remote and isolated (both geographically and socially) sections of the population. The existing departmental networks are mobilized for advocacy of the census cause and it is expected that this will result in greater local ownership of the whole programme. Some efforts are directed at **building community awareness of essential actions** to preserve ensure this and some efforts are directed at **building the capacity for the organizational process** necessary to make community-based approaches succeed.

OBJECTIVES

To enhance awareness about female work participation, migration, date of birth, disabilities etc, appreciate trends in Sex Ratio in particular, Child Sex Ratio and with focus on critical areas.

BACKGROUND AND SITUATION ANALYSIS.

The State of Punjab is a progressive State of India committed to achieve 100% coverage under Census-2011. At present, the main challenge is low-visibility, inadequate ownership of the local community and general indifference about Census-2011. Census-2011 is viewed as just another official scheme of the government. With this in mind, the marketing plan has been conceptualized in order to build up the atmosphere preceding the actual enumeration dates and promote local ownership of the Census.

METHODOLOGY and Organizational process

The social marketing programme involves capacity-building for which the following organizational processes detailed below are being deployed.

Selection of Departments for Social Marketing -Those Departments of the State Government which have a good network of field functionaries and are tasked with mandates where Census data is of direct use have been selected for partnership for social marketing. The existing networks are used for their advocacy role in the area. For example, the Departments of Rural Development & Panchayats and Local Bodies are mandated to implement the provisions arising out of 73rd and 74th amendments to the constitution respectively. These have been selected for empowering the elected PRI representatives (Rural and Urban) for Census. Similarly, the Department of Social Security has been selected for empowering the 26,656- *Anganwadi* Workers, Helpers-25,426 and 700 supervisors and, through them the local residents.

ICDS MODULE

A partnership has been initiated with the Department of Social Security. An ICDS MODULE titled 'Empowering *ICDS Functionaries through Census*' has been customised and developed in-house and translated into Punjabi for district to field functionaries and incorporated in all block-level workshops being conducted till Mar-2011.

The following ICDS functionaries have been identified for participation:-

District Programme Officers	14
Child Development Project Officers	154
Anganwari Workers	26,656
Helpers	25,426
Supervisors	700

The key functionaries shall be the CDPOs who shall function as Master trainers. Divisional level workshops shall be held in Oct-2010. Subsequently, Block-level /cluster-level workshops shall be organized from Nov-2010 to Mar-2011 for sensitizing the field staff. It shall be hereafter mandatory for the field staff to conduct the outreach programme within the area of their jurisdiction.

PRI MODULE

On similar lines, the Directorate of Census, Punjab plans to enter into a partnership with State Institute of Rural Development (SIRD), which is the State's apex institute of Training and Research in Rural Development. The SIRD has launched an intensive Capacity building Programme through Training of all newly-elected members of *Panchayats* (about 40,000 elected representatives, viz. *Sarpanches*, *Panches* including women & reserved category members). A PRI module has been prepared in which Census content has been customised and incorporated into the Orientation programme for Panchayats. This Module, titled 'Empowering PRI representatives through Census.' has been developed, translated into Punjabi and incorporated in all block-level workshops being conducted till Mar-2011. The training of PRI elected members on census shall be conducted by the master trainers of SIRD and also by deploying census directorate staff to give inputs on census.

Bottom of the Pyramid approach - Cascading Model for Marketing

A cascading model has been designed for training and marketing wherein the Master trainers of the Departments/ NGOs shall be first trained at Divisional Headquarters. Master trainers in turn train the field functionaries/ elected representatives. At the third level, the public outreach takes place when the departmental officials / elected representatives interact with the local residents in course of their field visits, Gram Panchayat /Gram Sabha meetings and spread awareness about census on such occasions.



ANALYSIS OF THE SOCIAL MARKETING ENVIRONMENT AND REVIEW OF PAST EFFORTS

During the houselisting operations, the publicity strategy offered a bouquet of diverse interventions ranging from conventional methods of messages / press releases, posters, handbill distribution which were combined with innovative interventions like free SMSs, dedicated talk shows in regional TV/radio, jingles, CD/DVD publicity, school cards and SSA infrastructure etc. It was a great success in building up the message of the forthcoming Census drive. However, it had the limitation of being a generic drive addressed to all. On the other hand, Social marketing is a 'High-Impact, Low Cost Intervention' focussed on direct public contact using the existing departmental networks. The opportunities which this Mission seeks to leverage are that Census is an apolitical issue and there is no perceptible divergent viewpoint and there is support on part of participating departments.

TARGET AUDIENCE SEGMENTATION

The Mission reaches out to the local residents through the medium of departmental persons/ elected representatives who provide the local leadership.

Primary audience - All residents of the local area are being covered via mass-contact outreach programme.

Secondary audience- Government officials of Departments which have field presence, like Women and Child Development, Co-operation, Education and Rural Development Departments- (*Anganwari* Workers and helpers, Panchayat Secretaries), local village level elders and community leaders.

There is no perceptible direct competition to the Mission but the low priority given to it over other things like loss of a day's wages and inconvenience on part of the target group are issues which are addressed. The desired behaviour change sought through the Mission is to convince the target audience of the benefits of census for stakeholders and to make them realize that the potential benefit to be derived far outweigh the perceived losses/inconvenience.

DEVELOPING MARKETING STRATEGIES- The marketing mix (product, place and promotion) has been described below.

PRODUCT- The 2011-Census logo is being used in the Mission for high visibility and brand-building purpose. It shall be prominently displayed at the training venues, used in all communication, on the module literature, and on the appeals, letters etc. used for dissemination. Pamphlets containing information about Census and description of the questions to be canvassed shall be printed and distributed. This is an important aspect towards enhancing the accuracy of the returns being given by respondents.

PLACE – The training venues shall be provided by the respective departments and all logistic arrangements will be arranged by them. The participants shall also be invited by the departments concerned.

PROMOTION- A comprehensive strategy has been worked out to give wide publicity to the Mission on a sustained basis. Publicity plan at people-to-people level shall include public announcements from gurudwaras, pamphlets, posters and stickers. Official functionaries, with support from NGOs, will make special efforts to involve local leaders e.g. sarpanches, patrons, elders and opinion makers in the Mission. Efforts shall be made to equip them with practical information/ facts / data that will help them support Census programmes. An effort shall be made to have inaugurations of training camps by VIPs who are natural crowd pullers.

IMPLEMENTATION PLAN

The social marketing Mission for Census shall be implemented in 2 phases.

PHASE 1- (Sep-Oct-2010) - The actual sensitization-cum-training of Master Trainers including media coverage shall be done in the first phase. Media Briefings shall be organized at the state level.

PHASE 2- (Nov. 2010- Mar 2011) - The market offering- i.e outreach local level shall be done in the 2nd phase of the marketing Mission. Firstly, detailed manpower planning shall be done for all areas and teams shall be formed spanning all the locations.

SOCIAL MARKETING PROGRAMME MANAGEMENT

Evaluation and monitoring

Specific measurement criteria used to evaluate the success of the Mission and monitoring of its progress would include:

- Total number of people within each target audience reached (*sarpanches,anganwadi workers, teachers etc.*)
- Quality of materials, pamphlets and activities undertaken
- No. of meetings where sensitization done.

Budgetary requirements

The programme has been conceived and designed as a 'Low – Cost High Impact' intervention. The funding shall be done out of Census budgetary allocation. The requirement of budget is worked out as ₹ 5.00 lacs for printing of CDS Module and ₹ 5,80,000/- for printing of PRI Module (Annexure-B).

Conclusion

To Sum up, Social Marketing Plan for Census-2011 is a powerful tool which shall be used strategically to resolve major behavioural barriers towards engagement and tracking down the last of the unreached stakeholders. Social marketing Missions across a range of public issues have demonstrated that '*message carriers are crucial*': in many cases local people will trust messages from people they already know. The focussed coverage through the instrument of the elected representatives who are accountable to their constituents, shall be of critical relevance to the success of this intervention. These could significantly assist in building uptake with hard to reach and hard to engage groups. Peer-to-peer and word-of-mouth communications through tapping local networks could be quickly established for census-2011.

(*Seema Jain, IAS*)
Director Census, Punjab

ANNEXTURE-A : PLAN FOR ANGANWADI WORKERS

Jalandhar Division

Sr. No.	Name of district	No. of Blocks
1	Gurdaspur	16
2	Amritsar	09
3	Tarn Taran	08
4	Kapurthala	05
5	Jalandhar	10
6	Hoshiarpur	10
7	Nawanshahr	05
	Total	63

Patiala Division

Sr. No.	Name of district	No. of Blocks
1	Rupnagar	05
2	Fatehgarh Sahib	05
3	Ludhiana	14
4	Patiala	08
5	SAS Nagar	03
6	Sangrur	09
7	Barnala	03
	Total	47

Firozpur & Faridkot Divisions

Sr. No.	Name of district	No. of Blocks
1	Firozpur	10
2	Moga	05
3	Muktsar	04
4	Faridkot	02
5	Bathinda	08
6	Mansa	05
	Total	34

Grand Total : 63+47+34 = 144

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Grand Total : 63+47+34 = 144

Total Number of functionaries

Annexure-B – Expenditure for printing of PRI Module and PRI Module

Sr. No.	Particulars	CDS Module
1	Cost of printing (No. 30,000 @ ₹ 10/- per Module)	₹ 3,00,000
2	Cost of CDs	₹ 75,000-00
3	Logistics	₹ 1,25,000
4	Total	₹5,00,000
Total 26,600 AWWS + 3,400 others (Master Trainers, officials etc)		

Sr. No.	Particulars	PRI Module
1	Cost of printing (No. 40,000 @ ₹ 10/- per Module)	₹ 4,00,000
2	Cost of CDs	₹ 55,000
3	Logistics	₹ 1,25,000
4	Total	₹5,80,000