

INFLUENCE OF BETI BACHAO BETI PADHAO ADVERTISEMENTS ON GIRL CHILD WELFARE AT JAIPUR AND JODHPUR

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Abstract

In order to ascertain the effectiveness and influence of Beti Bachao beti padhao advertisements a study was conducted at two cities namely Jaipur and Jodhpur. 150 respondents each from both cities were interviewed and their opinion was collected. As the ultimate aim of advertisement is to convince the audience to execute the message given in advertisement or to stimulate to recommend it to others; if not able to execute by their own. Different advertising mediums & all media channels are being used for Beti Bachao beti padhao advertisements. TV, radio newspaper and magazine are used for this advertisement so an effort was made to ascertain the collectively effect of these advertisements on the audience or viewers.

Key words: Beti Bachao beti padhao, advertisements, influence, execute, recommend

Introduction

In India the gender ratio is quite adverse. It is male dominated society where the birth of female is not a point of a joy infact few also resort to abortion. The selective abortion or the discriminatory abortion is illegal yet there is a tendency among most of the rural youth to dislike the birth of female child. infact the girls are considered as burden and they go to other house after marriage. They are not considered as the earning member of the parents' family. Their potential is never accepted and they are considered weak and vulnerable. To improve the image of girl child in the eyes of masses and to change the perception; government is taking steps. Government's DPR department advertises Beti Bachao Beti padhao in rural as well as urban areas of the nation.

An effort was made to assess the effect of unconventional advertising. Public today is exposed to so many types of advertisement, that it is assumed advertisements has lost its effectiveness. Though there are

different types of innovations made by the advertisers to keep the effect of advertising and in fact make them more influential. Unconventional advertising can reach only a small segment of people yet it is considered as more effective than traditional advertising.¹

Andrew and Jack in a study recommended to viral marketing. It is the method in which social media platforms are used to create a buzz. Messages are floated through pictures, videos, e-books, games, text messages, etc. Success condition is that, the message need to be interesting and convincing if it is so it will spread like a viral. This is the easiest way to increase word of mouth publicity which is not possible in any other way. For the Beti Bachao Beti Padhao campaign social media advertisements are also being used by the government.²

Social advertising messages are also effectively communicated through transit advertising. Advertisements are placed on buses, trains, taxis or even trucks. This is an easy way to address the public at large who are not exposed to other mass media.³

With intent to bridge the gap between the gender difference, government has important Beti Bachao Beti Padhao programme. For this programme there was a budget 280 Crore Rupees the year 2018-19.⁴

To change the mindset of the masses in India towards the girl child BBBP scheme was launched in 2015. Intent was there to improve the sex ratio in India. Nothing significant was done under this scheme as approx 56% of the total expenditure was made on advertising of this campaign. Funds have been diverted and not effectively monitored and was spend on the heads which were not supposed in the plan.⁵

Hypothesis

Following two hypothesis were framed to execute this study:

H1. There is no influence of Beti Bachao Beti Padhao advertisements.

H2. There is no significant difference between influence of Beti Bachao Beti Padhao advertisements in Jaipur and Jodhpur.

Sample

A sample of 300 graduate persons between 21 to 30 years of age was chosen for determining the effectiveness of Beti Bachao Beti Padhao advertisements. These respondents were from Jaipur and Jodhpur cities.

Research method

Out of the 150 interviewed respondents of Jaipur 64 have executed or will execute the message conveyed by Beti Bachao Beti Padhao advertisement while out of the 150 interviewed respondents of Jodhpur

62 have executed or will execute the message. Overall 42% respondents have executed or will execute the message conveyed by Beti Bachao Beti Padhao advertisement.

Table 1: Execution of Beti Bachao Beti Padhao Advertisement Message

City	Execute or will execute Beti Bachao Beti Padhao Advertisement Message
Jaipur	64
Jodhpur	62
Total	126

Chart 1: Execution of Beti Bachao Beti Padhao Advertisement Message

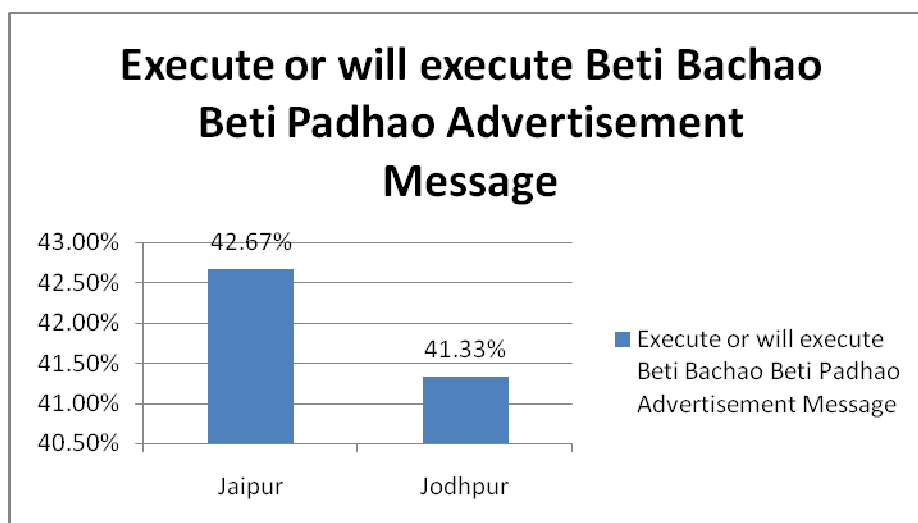
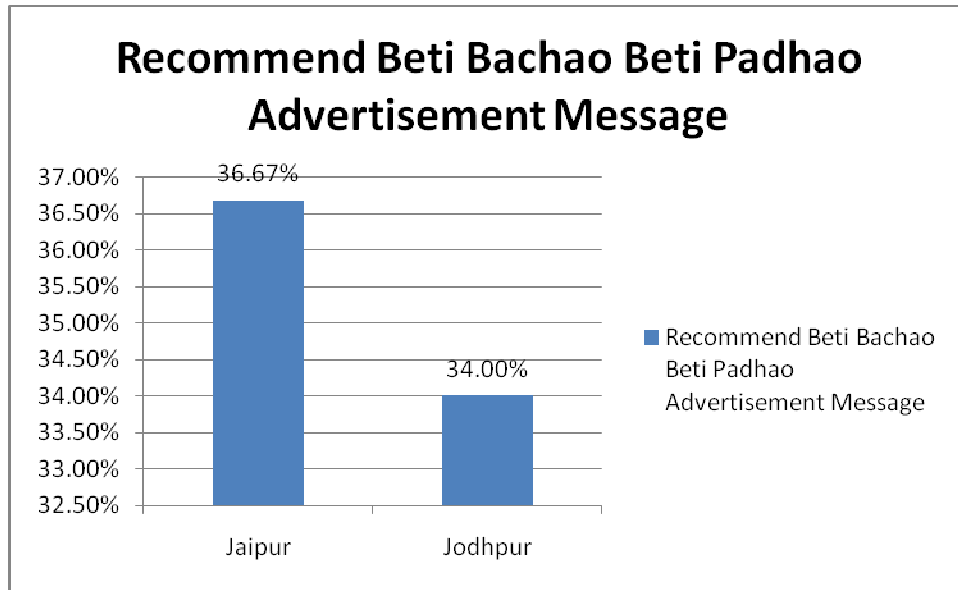


Table 2: Recommending Beti Bachao Beti Padhao Advertisement Message

City	Recommend Beti Bachao Beti Padhao Advertisement Message
Jaipur	55
Jodhpur	51
Total	106

Out of the 150 interviewed respondents of Jaipur 55 have recommended others the message conveyed by Beti Bachao Beti Padhao advertisement while out of the 150 interviewed respondents of Jodhpur 51 have recommended others the message. Overall 35.33% respondents have recommended others the message conveyed by Beti Bachao Beti Padhao advertisement.

Chart 2: Recommending Beti Bachao Beti Padhao Advertisement Message



Giving equal weightage to execution and recommendation, contribution of Beti Bachao Beti Padhao campaign advertisements was measured. Overall 38.67% respondents have been influenced by the message conveyed by Beti Bachao Beti Padhao advertisement. There is moderate effect of Beti Bachao Beti Padhao advertisement on respondents so the first hypothesis is rejected.

Giving equal weightage to execution and recommendation, contribution of Beti Bachao Beti Padhao campaign advertisements was measured. Overall 39.67% respondents have been influenced by the message conveyed by Beti Bachao Beti Padhao advertisement at Jaipur. Overall 37.67% respondents have been influenced by the message conveyed by Beti Bachao Beti Padhao advertisement at Jodhpur. There is a difference between the influence of Beti Bachao Beti Padhao advertisement on the respondents of Jaipur and Jodhpur. Approximately 2 percent respondents were more influenced at Jaipur by this advertisement.

To know whether this difference is significant or not a Z test was done.

$$|Z| = \frac{P_1 - P_2}{\sqrt{P_0q_0\left(\frac{1}{n_1} + \frac{1}{n_2}\right)}} \quad |Z| = \frac{0.3967 - 0.3767}{\sqrt{0.3867 \times 0.6133\left(\frac{1}{190} + \frac{1}{190}\right)}} \quad |Z| = 0.36$$

The calculated value of Z was 0.36 which is less than table value of Z at 5% level of significance (1.96). So the calculated value of Z lies in acceptance region. Hence the second hypothesis is accepted; there is no significant difference between influence of Beti Bachao Beti Padhao advertisements in Jaipur and Jodhpur.

Conclusion and recommendations

It can be concluded that there is good influence of Beti Bachao Beti Padhao advertisement. People do get inspired from search advertisements and execute accordingly. Such advertisements are effective at Jaipur as well as Jodhpur. So the advertisement should be broadcasted at good frequency at both the cities. It is also a misconception that such advertisements are only fruitful in Metropolitan cities like Delhi and Mumbai. People of small cities also get influenced by such advertisements.

References

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