

Social engineering

Types of Responsibilities:

1. Personal responsibility
2. Social responsibility
3. Legal responsibility
4. Moral responsibility

List of Individual Responsibilities to Fulfil

1. Responsibility towards Yourself
2. Responsibility towards Your Family
3. Responsibility towards Work
4. Responsibility towards Country
5. Responsibility towards Humanity

Characteristics of social changes:

1. Universality of Social Change
2. Social Change is not uniform
3. Social Change involves Community Change
4. Nature and Speed of Social Change in Various Societies is Different
5. Social Change is again relative to Time
6. Social Change shows a Chain-Reaction Sequence
7. Several Interdependent and Interacting Factors of Social Change
- 8 No one can predict Social Change

Types of social change:

1. Alternative social change
2. Redemptive social change
3. Reformative social change
4. Revolutionary social change

ISR (individual social responsibility):

An individual being aware of how personal actions have an effect on the community. ISR can include the following:

Charitable acts, including philanthropy such as donation of money.

Working for the community, such as volunteering, giving blood donations, and working at a food bank or animal shelter.

Supporting issues that affect society, such as advocating political or social issues that can help others-for example, advocating for child labour laws, purchasing fair trade products, recycling.

Individual ethics, such as integrity and honesty. These individual ethics can also include the "golden rule": treat others how you wish to be treated. This might mean with empathy and a sense of fairness.

ISR:



20 Easy Ways You Can Contribute To Save the Environment

1. Try to be careful using water, gas and electricity. Make sure you don't waste water, switch off electric and electronic machines when not necessary and use gas only as little as you need.
2. Consider installing skylights and solar tubes and switching to LED or compact fluorescent light bulbs.
3. Use air conditioning units as less as possible or consider not using at all because it uses a lot of electricity.
4. From time to time, check for leaks in your home's gas and water lines and repair as required to ensure no water and gas is wasted.
5. Try to use the products that can be easily recycled and avoid using products that generate a lot of waste. Consider avoiding disposable products.
6. Make a habit of recycling products and using products that are made of recycled materials.
7. Consider buying products from companies that have eco-friendly policies and avoid the ones without any such policies.
8. Try to use less packaging products because different packaging products are the largest contributor to our municipal solid waste stream.
9. Do not waste food. Make sure you cook only as little as you eat. Try conserving the leftover food and eat that in your next meal. This will allow you to keep your personal expenses low at the same time will lessen the pressure of producing more using our natural resources.
10. You can change your transportation habits as well. Consider walking and using bicycle for local trips. Consider using mass transports such as public bus instead of using a private car.
11. Consider making use of rainwater. Rainwater can be used effectively in different purposes.
12. Give a lift to one of your colleagues if you drive alone to your office.
13. Avoid air travel because it generates 3 times more carbon dioxide per passenger than rails.
14. Consider coloring your home's roofs white to ensure you need less energy to lightening your rooms.
15. Plant trees in your neighborhood as many as you can. Take care of the plants and make your neighborhood animal and wildlife friendly.
16. Join an environmental movement; make people aware of different negative environmental impacts of their activities. Join an environmental movement to make necessary changes to the national and global policies.
17. Teach and encourage people to conserve natural resources.
18. Try to use less paper because papers are made from trees. Re-use file folders and envelopes. Copy or print on both sides of papers.
19. Consider using cloth diapers instead of paper diapers.
20. Try avoiding using electric exercise machines.

Solid Waste Management

The broad categories of garbage are:

- i. Organic waste: kitchen waste, vegetables, flowers, leaves, fruits.
- ii. Toxic waste: old medicines, paints, chemicals, bulbs, spray cans, fertilizer and pesticide containers, batteries, shoe polish.
- iii. Recyclable: paper, glass, metals, and plastics.
- iv. Hospital waste such as cloth with blood, syringes

Methods of Solid Wastes Disposal:

- i. Sanitary Landfill
- ii. Incineration
- iii. Composting
- iv. Pyrolysis

Liquid Waste Management

The treatment to such sewage mainly focused on three things.

They are:

- (a) Removal of the suspended matters
- (b) Reduction of the organic matter through decomposition by bacterial action.
- (c) Production of germ free water safe for environment.

Management of liquid waste through sewage treatment:

There are three stages for treatment of sewage water. They are:

1. Primary or physical treatment.
2. Secondary or Biological treatment.
3. Tertiary or chemical treatment.

Zero Waste Management

“Zero Waste is a goal that is ethical, economical, efficient and visionary, to guide people in changing their lifestyles and practices to emulate sustainable natural cycles, where all discarded materials are designed to become resources for others to use.

Zero Waste maximizes recycling, minimizes waste, reduces consumption and ensures that products are made to be reused, repaired or recycled back into nature or the marketplace.

5R,s of Zero Waste management

1. *Refuse*
2. *Reduce*
3. *Reuse (and repair)*
4. *Recycle*
5. *Rot*

Forms of Social Issues in India

1. **Poverty**
2. **Illiteracy**
3. **Child Marriage**

4. **Starvation**
5. **Child Labour**

FEATURES OF SOCIAL MARKETING:

1. Behaviour

Social marketing *involves* trying to change people's actual behaviour - not just their attitudes or awareness.

2. Customer orientation

As social marketers, we must stand in the shoes of the people whose behaviour we are trying to change. We need to understand their lives and their behaviours from their perspective, not based on what we might think or experience.

3. Theory

We use behavioural theories to help us understand behaviour and to inform the interventions that we develop.

4. Insight

We conduct research into the behaviours of the people we are interested in to develop actionable insights that inform the development of interventions to change their behaviour.

5. Exchange

Changing behaviour usually involves people giving something up (costs) to gain something else (benefits). We need to understand how people perceive rewards, benefits, costs and barriers associated with both desired and problem

behaviours. We can then consider what might be done to incentivise the desired behaviour and disincentivise the problem behaviour.

6. Competition

In designing behaviour change interventions, we need to consider what else competes for our audience's time, attention, and their tendency to behave in a certain way.

7. Segmentation

Not everyone is the same, so a 'one size fits all' approach is rarely best. Good customer insight allows us to identify audience segments, grouping together people with common characteristics, and to tailor interventions accordingly.

8. Methods mix

Social marketing - like commercial marketing - involves using all of the Marketing Mix i.e. the '7Ps': Product, Price, Place, Promotion, Process, Physical Evidence and People. It's about much more than just raising awareness.

FOUR P'S OF MARKETING

Product

Price

Place

Promotion

6 Phases of a Social Marketing Process

Phase 1: Describe the problem

- ☐ Based on thorough review of available data, current literature on behavioural theory and best practices or programmes addressing similar problems
- ☐ E.g. SWOT-Analysis: finding Strengths, Weaknesses, Opportunities, Threats
- ☐ Develop a strategy team to help develop and promote the program

Phase 2: Conduct the market research

- ☐ Target audience?
- ☐ What makes different consumer groups alike/different from each other? ☐ Need to approach different consumer groups in different ways (own priorities and needs)
- ☐ E.g. for a general sanitation campaign you cannot have a standard product (e.g. arborloo) and only promote through one channel (e.g. radio)

Phase 3: Create the market strategy

- ☐ Heart of marketing program: **WHAT** you want to achieve and **HOW**
- ☐ Based on research findings (Phase 1) select target audience and desired behaviour
- ☐ Specify benefits the target audience will receive for behaviour change (benefits they really care about!)
- ☐ Specify key barriers that the program will help the target audience to overcome

Phase 4: Adapt your marketing mix

Different marketing mix for all identified segments:

- ☐ Different **products**
- ☐ At different **prices**
- ☐ Available at different **places**
- ☐ Reach segments through different **communication tools**

Phase 5: Plan monitoring and evaluation

- ☐ Monitoring data are used to ensure the program is implemented as planned and whether strategy is suitable
- ☐ Consider also environmental factors (e.g. policies, economic conditions, new programmes, structural change): have they changed in ways that affect the program?

Phase 6: Implement the intervention and evaluation

Implementation of the programme and evaluation takes:

- ☐ Launching the programme
- ☐ Producing materials
- ☐ Procuring needed services
- ☐ Sequencing, managing and coordinating the respective interventions
- ☐ Staying on strategy
- ☐ Fielding the evaluation
- ☐ Capturing and disseminating findings and lessons learned

□ **DIFFERENCE B/W SM&CM**

Social Marketing	Commercial Marketing
Meets the needs of the priority population <ul style="list-style-type: none"> • Digital India • Selfie with daughter • Beti Bachao, Beti Padhao • Make in India • Swachh Bharat 	Creates a need for the priority population • Amazon Alexa
Society and consumer profit	Marketer profits more than consumer
Organizations with similar goals cooperate	Businesses with similar goals compete
Campaigns take longer to change behavior	Shorter time needed to sell a product
Consumer involvement and commitment needed	Shorter term commitment and involvement

Non-Government Organization

NGO is an abbreviation for Non- Government Organization, where refers to an association formed by the citizens, that functions completely autonomous from the government to perform a broad spectrum of services and humanitarian functions. It is a non-profit making entity; that operates at a regional, national or international level depending on its reach and connectivity. It can be incorporated as a trust, society or a company. These organisations raise its funds from government, foundations, businesses and private people.

Definition of NPO

Non-Profit Organization or NPO is a legal entity formed by a group of persons to promote cultural, religious, professional, or social objectives. The initial funds are raised by the members or trustees of the NPO. As the organisation is a non-profit making entity, it applies its surplus funds on the promotion of the objectives of the organization rather than distributing it among the members of the organisation.

The difference between NGO and NPO can be drawn clearly on the following grounds:

1. An NGO refers to a non-governmental organisation formed by ordinary citizens that operates autonomously of government. On the contrary, an NPO is an organisation set up to provide goods and services to people and operates on the principle that no member will receive share profits or losses by the entity.
2. An NGO can be registered by the following methods, i.e. as a Trust under Public Trust Act, or as a Society as a Societies Registration Act, 1860 or as a non-profit company under the Companies Act, 1956. On the other hand, an NPO is incorporated as a company under section 8 of the Companies Act, 1956.
3. The area of operation of an NGO is comparatively wider than NPO.

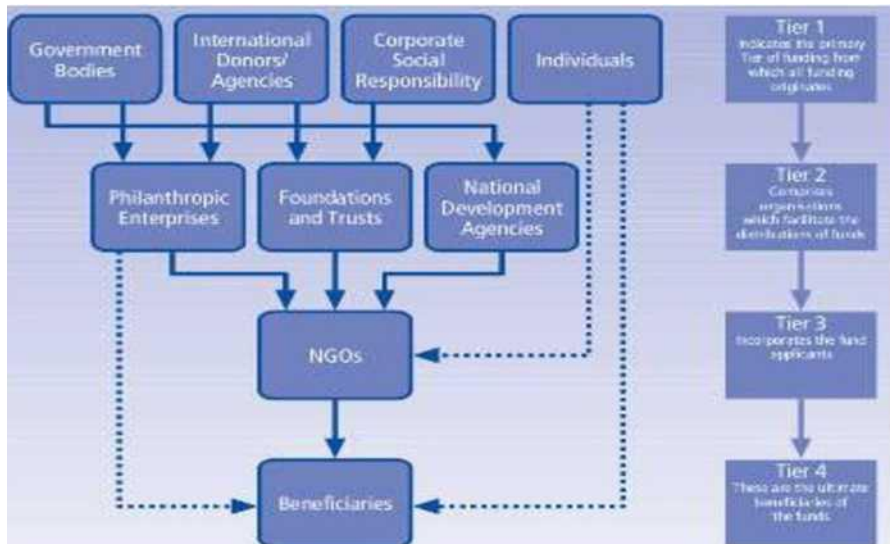
BASIS FOR COMPARISON	NGO	NPO
Meaning	<i>An NGO refers to a non-governmental organization formed by ordinary citizens that operates autonomously of government.</i>	<i>An organization set up to provide goods and services to people, and operates on the principle that no member will receive share profits or losses of the entity is known as NPO.</i>
Registration	<i>Can be registered as a Trust under Public Trust Act, or as a Society as a Societies Registration Act, 1860 or as a non-profit company under the Companies Act, 1956.</i>	<i>Under section 8 of the Companies Act, 1956.</i>
Area of operation	<i>Large</i>	<i>Limited</i>
Objective	<i>To work for the betterment of society and economy as well, bring awareness of human rights, women empowerment etc.</i>	<i>To promote art, science, research, commerce or any other useful purpose.</i>

Organisational structure

Staffing
|
Funding
Overhead costs

Monitoring and control

Working of NGO



The four facets of social responsibility described, are interrelated and interwoven with each other and with other competencies.

Contributing to community and Caring for the	V develop awareness V take responsibility
Solving problems in peaceful ways	V appreciate different perspectives
Valuing diversity	V value diversity V advocate for others
Building relationships	V develop and maintain

TYPES OF CSR

Ethical Responsibility

Philanthropic Responsibility

Environmental Responsibility

Economic Responsibility:

Diversity Issues When Developing Work Relations with Colleagues

1. Language Differences
2. Differences in Values and Etiquette
3. Tone of voice
4. Clustering
5. Communication
6. Tolerance
7. Religious Issues
8. Workplace Issues

Defining a Good Relationship

1. Trust
2. Mutual Respect
3. Mindfulness
4. Welcoming Diversity
5. Open Communication

Types of Social Entrepreneuers

The Community Social Entrepreneur

The Non-Profit Social Entrepreneur

The Transformational Social Entrepreneur

The Global Social Entrepreneur

Impact of Social Entrepreneurs in society

Some of the most important issues that social Entrepreneurs can address globally to bring about real transformation are mentioned below.

1. Food scarcity
2. Healthcare
3. Education
4. Financial services