

**CONTRIBUTION OF PRIVATE SECTOR IN SOCIAL ADVERTISING  
WITH SPECIAL REFERENCE TO SOLAPUR CITY.**

**Prof. Dr. P S Rao**

Dean

Prin. L N Welingkar Institute of Management Development and Research  
Mumbai – 400 019

**Dr. (Mrs.) T. B. Swarnalata**

Senior Lecturer

D.A.V. Velankar College of Commerce and  
Institute of Management Development & Research  
Solapur – 413 002

**Abstract**

*Social Advertising is a subset of social marketing and is also a part of social responsibility. It is very commonly used by Government and NGOs for the purpose of bringing about a planned social change. It is accepted that, to fight the social evils that have gripped our country, social advertising is the most powerful tool which can reach the masses. Most of the social advertising in India is the preserve of the government: Directorate of Advertising and Visual Publicity (DAVP). With LPG, the role of government is shrinking in all sectors and the government is expected to be the facilitator. With this, the view that is accepted is governmental efforts alone are not sufficient to bring about a planned social change. The private sector corporations are expected to compliment and supplement the government efforts in bringing about a planned social change. This research paper is an endeavour to find out the mind set of private corporations to accept their role in bringing about a social change through social advertising.*

**Keywords:** *Social Advertising , Private Sector, Solapur City*

## **Introduction**

“Advertising in its non-commercial guise is a powerful educational tool capable of reaching and motivating large audiences. Advertising justifies its existence when used in the public interest. It is much too powerful a tool to use solely for commercial purposes” – David Ogilvy

Advertising has become so integral part of our life and society that we cannot imagine any event, newspaper, magazine, TV serial, Cinema etc. without advertising. Advertising is vital marketing tool as well as a powerful medium of communication. Apart from commercial advertising, there is another dimension of advertising which has become much popular and that is social advertising. It was way back in 1952 that management expert Weibe raised a question, “Why cannot you sell brotherhood like you sell soaps?” It took nearly two decades for an attempt to answer this question. The powerful tool of advertising will just remain as a commercial marketing weapon which will be looked down upon in the years to come, if ‘social advertising’ is not given proper weightage. In modern times, the concept of social responsibility of the business and corporations is well accepted and many business enterprises are moving in that direction. Though the concept of corporate social responsibility (CSR) is understood, the concept of social advertising as a part of social responsibility, is yet to penetrate.

This Research Paper is an effort to throw light upon the dimensions of social advertising, like the awareness, the need for contribution of private sector in social advertising as a subset of CSR and the mindset of Industries from Solapur to accept their share of social responsibility through social advertising which can go a long way in shaping the society.

## **The Concept and Significance of the topic**

### **The Concept**

Public service advertising, non-commercial advertising, public interest advertising, Cause Marketing and social marketing are the other commonly used terms for social advertising.

- 'Social advertising' means the advertisements made for the welfare of the society, to fight the social evils, wrong customs, traditions with an objective to achieve the target of 'Planned Social Changes'.
- 'Social advertising' is designed to educate or motivate target audience to undertake socially desirable actions.
- The same advertising techniques used to promote commercial goods and services when used to inform educate and motivate the public about non-commercial issues, such as AIDS, energy conservation, deforestation and so on is referred to as 'Social Advertising'.
- The objective of 'social advertising' is to change the public attitude and behaviour and stimulate positive social change.

### **The present scenario of the society**

Wherever we turn, we find a pall of pessimism and gloom, with masses of people feeling dejected about their own future and future of the country. The causes for this may be economic, political, personal but overshadowing and overweighing all these are the social causes / evils that have gripped our country leading to national crises.

The outlook, the approach, the attitude and values of the society have undergone tremendous changes. These changes have affected the youth and the society in a negative manner. Drug addiction, lavish lifestyle leading to the dreaded diseases, reckless driving, corruption, tax evasion etc. are the outcome of these changes. Apart from these, the society is also facing pollution, deforestation, wastage of resources, wrong customs and traditions etc. All these social problems are so severe that efforts need to be made to tackle them in the right way on the war footing.

### **The Solapur City**

Solapur city situated in the state of Maharashtra is at the border of Karnataka and is very close to Andhra Pradesh. The city once upon a time was known as the Textile hub went through industrial turmoil due to closure of many textile mills, rendering thousands of people jobless. Since then, the city has not witnessed much progress in Industrialisation. Its proximity to Pune has not helped it much in industrial development.

Of late, in a past decade, the city is changing with certain reputed industries making their presence felt not only in India but even outside the country.

Precession Camshafts, Smruthi Organics, Vamshi Labs Venkeys, Balaji amines, Katare Spinning Mills, Dhayfule Textiles, Avon Organics Ltd, Lokmangal Biotech. Ltd. are some of the names of the repute. The city has got 3 industrial estates with 960 small as well as big industries, manufacturing variety of products. The city is also slowly developing as a medical hub with excellent advanced medical treatment available at a resonable rate. It is predicted that the city will be the next destination for industries after Mumbai, Pune, Nashik and Nagpur as all these cities have already reached their peak with no further space and scope for development.

Further, the Beedi Industry which also provides jobs to thousands of people in the city is also facing problems due government policies and many bidee workers are on the verge of loosing their jobs and many have already lost their jobs. This overall picture of joblessness in the city has resulted in a mental shock to the people driving them to many social evils, particularly, alcoholism, domestic violence, child labour, the problem of dropouts from schools, matka, guthka and so on.....

### **Significance and relevance of the topic in context of General Scenario of the society and Solapur city.**

The general scenario of the present society, the specific condition of the Solapur city makes, it evident that the society in general and the city in particular is gripped with the social problems and evils.

To fight these social evils and to change the present scenario, so also to achieve the target of planned social change, there cannot be any other solution but to use the powerful media of advertising – that is social advertising

Under such circumstances, people must be educated first against the dreaded, social evils and then need to be helped for getting employment. The pertinent question which arises is, whose is the responsibility to undertake this gigantic task?

Who has to bring about a planned change in the society? Should the society expect government alone to do the social advertising / cause advertising or can this responsibility be shouldered by private sector also?

It is for this very reason that the topic has got its importance. The researcher's area of interest was to understand what the private sector industries have to say about their contribution in tackling these social evils through social advertising. Bringing about a 'planned social change' is not the responsibility of government alone. Various sections of the society are expected to contribute to the same and a powerful way to tackle the same is social advertising having mass appeal. The researcher has made a humble endeavour to study the contribution made by private sector and their mind set towards this pressing need. Using the powerful media of advertising only for commercial purposes is the defeat of the 'corporate social responsibility'. This research paper is a humble effort of the researcher to penetrate this thought in industrialists of Solapur for a bright tomorrow.

### **Objectives**

- To find out (general) awareness about social advertising in private sector industrialists.
- To find out the contribution made by the private sector industries to social advertising .
- To understand the willingness of private sector industries in contributing towards social advertising.
- To suggest the feasible ways through which the contribution of private sector in social advertising can be increased.

### **Scope of the study**

The scope of this paper is confined to the contribution of private sector in social advertising in city of Solapur, situated in Maharashtra State.

The scope of this paper is restricted to study the contribution made by the private sector in social advertising with a view to fight the social problems. It is assumed that social advertising is a powerful means to fight social evils and to bring about a planned social change.

Hence, modalities of advertising, the effectiveness of social advertising, the modalities of preparing advertisements, the procedural aspects order for getting permission for advertising are kept outside the purview of this paper. The major factor that is studied is whether the private sector is contributing in social advertising, the mindset of the private sector in contributing towards social advertising.

### **Limitations**

The major limitation of the study was making the industrialist understand the concept of social advertising as a subset of CSR. Further, as the scope of the paper is restricted to only Solapur city, it is not possible to make any generalised statement about contribution of private sector in social advertising in India as a whole.

### **Operationalisation of concepts**

For the purpose of this research paper, the meaning of certain concepts used in the title is taken as –

- a. Private Sector here means the industries, business houses which are owned, managed and controlled by private people other than government. The industries include both in manufacturing sector as well as in service sector.
- b. Solapur city here means the geographically decided area by the government in the state of Maharashtra.
- c. Contribution means helping social advertising -
  - By sponsoring (financing) the social advertising prepared by NGOs, Ad. Agencies or even by government authorities.
  - Undertaking the whole financial burden of social advertising and also undertaking the tasks of preparing the social advertisement, publishing or releasing the same through different media of advertising (Print, Radio, T.V. Etc)
- d. Social Advertising – as explained in point 2.1 under the head ‘Concept’

## **Methodology**

For assessing the contribution made by private sector in social advertising both the primary and secondary data is used.

### **Secondary Data**

The Chamber of Commerce of Solapur is contacted to get the list of industries in the city of Solapur located in its 3 Industrial Estates. Similarly, the published records of the industries are used to find out the contribution to social advertising.

### **Primary Data**

For collecting the primary data, questionnaire was prepared. The questionnaire was used as a schedule and the researcher contacted the selected industrialists personally and the answers to the questions were noted.

### **Sample size**

In all there are 960 industries spread in 3 industrial estates in the Solapur city, manufacturing variety of products. Out of this total population of industries, 10% which means 96 industrialists were selected as respondents. This sample size was felt sufficient and practicable for arriving at certain conclusions. While selecting the respondents, care was taken to see that respondents from all types of industries viz, small, medium and large scale are selected. For selecting the respondents, convenience sampling techniques was used.

## **Theoretical Framework**

### **The Genesis of social advertising**

It was way back in 1952 when Management expert Weibe raised a question, “Why cannot you sell brotherhood like you sell soaps?”, that the seeds of ‘Social Advertising’ were sown.

Later in 1969, Kotler and Levy wrote an article on ‘Broadening the concept of marketing’ in the journal of Marketing. They opined that, marketing should be treated as a social activity. They tried to extend the use of traditional marketing principles to non-business organisations.

While there was an attempt to broaden the marketing concepts to include social marketing, there has been a simultaneous development of the application of marketing concepts to marketing social causes. The whole issue of journal of marketing, vol. 35, no. 3, July 1971 dealt with 'Social Marketing' and the first one to use the terminology as 'Social Marketing' was Kotler and Zaltman. In their article, 'Social Marketing: An Approach to planned social change', they tried to show the application of marketing concept to social problems such as brotherhood, safe driving and family planning. In 1990, Kotler and Roberto brought out a book on 'Social Marketing : Strategies for changing public behaviour'. With this publication, social marketing has come of age as a discipline in marketing area. They have dealt with several social campaigns to describe the change in the public behaviour through the marketing approach. Kotler has suggested that, social causes can be handled through marketing concepts.

In 21<sup>st</sup> century, 'Social Advertising' is very commonly used by government and NGOs. Social advertising is a subset of social marketing which in turn is a subset of marketing discipline. Apart from being treated as a subset of marketing today, it is also viewed as a part of social responsibility of business enterprises. The CSR (Corporate Social Responsibility) has on its agenda the social advertising or cause marketing as a means to satisfy the corporate social responsibility. Today, social advertising is used to achieve the target of 'planned social changes'. With privatisation, liberalisation and globalisation, the governmental role in business is shrinking and with this the view that is accepted is, governmental efforts alone are not sufficient to bring about a planned social change. The private sector corporations are expected to compliment and supplement the governmental efforts in bringing about a planned social change. Many private sector industries and NGOs are already making their efforts in this direction.

### **Social Advertising in India**

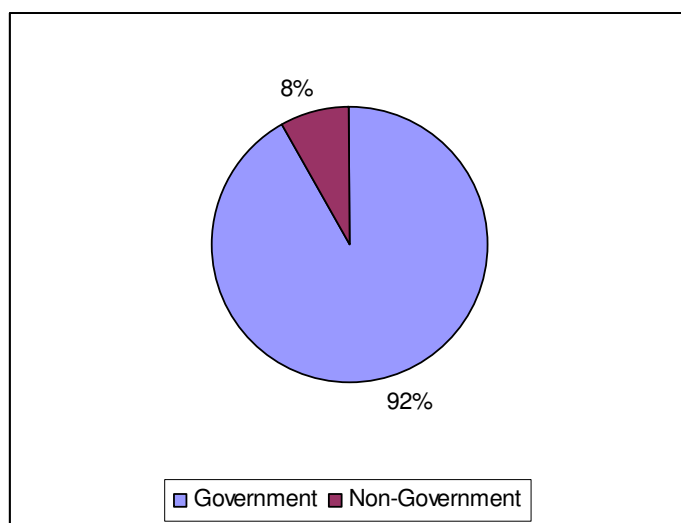
Most of the social advertising in India are the preserve of the government: Directorate of advertising and visual publicity (DAVP). However, in recent years advertising agencies are getting into social advertising. The earliest advertisement agencies involved are Lintas – doing anti dowry advertising campaign, clarion advertising services – promoted contraceptive sales, Ulka advertising – produced video films for village level health workers and React advertising



services – Campaign for removal of misconceptions about leprosy. In the late 1980s, when the technology missions were launched on water, telecommunication, adult literacy and immunization, DAVP was not in a position to handle these. At that time, many advertising agencies were involved. **By 1990, there was Rs. 100 crore budget per annum by government and international agencies for social advertising.** The initial attempt by Lintas was for anti-dowry campaign, which was done on its own initiative and approached free space in media.

Many advertising agencies are getting into these activities partly to tap the high budget resources with government and international agencies towards social advertising, making these advertisements indirectly commercial as the financial burden is taken by the government and not by the advertising agencies.

**Share of government vs non-government organizations  
in social advertising in print in 2007**



**Source :** ADEX India (A division of TAM media research)

92 : 8 was the ration of advertising by government and non-government organizations in print media in 2007.

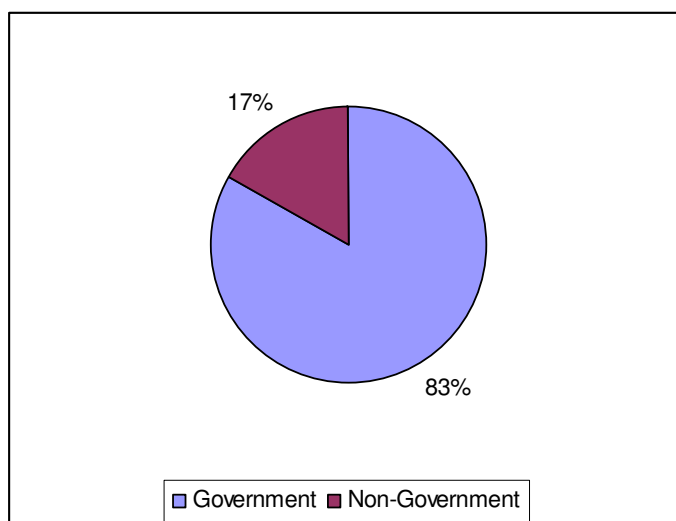
**Only 1 non-government advertiser among Top 10 list  
in social advertisement in Television media (January to November 2006)**

<b>Top 10 Advertisers</b>	<b>% of Share</b>
Ministry of health & Family welfare	
NACO	11%
Ministry of HRD	07%
Govt. of India	07%
Ministry of Consumer affairs	05%
Ministry of agriculture	04%
Ministry of Rural development	03%
West Bengal AIDS prevention control	02%
UNICEF	02%
Department of women and child development	02%

UNICEF the only non-governmental advertiser in social advertising that could come in the top 10 list as far as Television social ads are concerned with.

**Source:** Indiatelevision.com, AdEXI

**Share of government vs non-government organizations  
in social advertising in First half of 2007  
(With reference to Television media)**



The diagram shows that, though the share of government was still as high as 83% in 2007, the share of non-government agencies in social advertising in TV media has shown a remarkable rise to 17% as compared to 2006. This also indicates that slowly the non-governmental agencies are taking part in bringing about a social change through social advertising.

Approximately, there are 46 various social issues which are being communicated through mass media in India. They are classified into 10 major groups as- **(I)** Family planning **(II)** Health care – Health care during pregnancy and child delivery, prevent dehydration, vaccination, wash your hands before eating, cover your drinking pots, **(III)** Technology mission – Don't waste water, immunization, save energy, save power, save oil, adult literacy. **(IV)** Environmental awareness – Anti pollution, keep India beautiful, plant more trees , Clean Ganga **(V)** Medical awareness – curability of cancer, donate blood, donate eyes, anti drug addiction, anti AIDs, anti leprosy, anti smoking and anti drinking. **(VI)** Social attitudes / beliefs – equality of sex, anti dowry, adopt child, anti fementicide, non-discrimination on caste. **(VII)** Safety – obey traffic rules, safety ads – look out for bombs in buses, trains , safety ads prior to Deepawali and Holi, antidrunken driving **(VIII)** patriotism – Mera Bharat Mahan, spread the light of freedom, communal

harmony. **(IX)** Government ads on saving – Donate to relief funds, save money, insurance **(X)** Legal – Legal marriage of boys and girls, Registration of births and deaths, Tax payments.

These are all the social causes which are taken up for planned social change. Business organizations support social causes through social advertising by drawing attention of people to specific problems. This is often linked with certain occasions. The year 1981 was earmarked as the international year of disabled persons. Many companies in India took the initiative in advertising to create awareness about the multitude of problems that set people suffering from various disabilities.

Crompton Greaves Limited, for instance, in a series of press advertisements, referred to the question of blindness. In India the corporations involved in social advertising either do it under certain occasion or just give money to the NGOs involved in the same.

### **Social Advertising – Scenario in America and UK**

In United States, the advertising council which is a private non-profit organization supported by the business and advertising communication industry, coordinates public service advertising. It selects the issues which need to be raised and causes which require promotions. Advertising agencies offer their services for preparing campaigns.

The BBC while giving licenses makes it compulsory to keep a slot of prime time for broadcasting social advertising or public service advertising. This is made applicable even to private broadcasting agencies. It ascertains that government as well as private sector do social advertising in the prime time slot reserved for the same.

There is no organization in India which has a similar role and no such compulsions are there from the government.

### Presentation of the Data collected.

Table No. 01 Awareness about social advertising

<b>Awareness</b>	<b>Number of Industrialists as respondents</b>	<b>% to Total respondents</b>
1. Aware about the concept	47	48.95
2. Not aware about the concept	49	51.05
Total	96	100

**Source:** Field work

Table No. 02 The type of social advertisements done

<b>Type of Advertisement</b>	<b>Number of Industrialists as respondents</b>	<b>% to Total respondents</b>
1. Family planning	--	--
2. Health Care	3	3.13
3. Tech. mission	--	--
4. Environmental aware	3	3.13
5. Medical awareness	--	--
<b>Type of Advertisement</b>	<b>Number of Industrialists as respondents</b>	<b>% to Total respondents</b>
6. Social attitudes etc.	--	--
7. Safety	--	--
8. Patriotism	2	2.08
9. Legal	--	--
10. None	88	91.66
Total	96	100

**Source:** Field work

Table No. 03 The Nature of contribution to social advertising

<b>Nature of Contribution</b>	<b>Number of Industrialists as respondents</b>	<b>% to Total respondents</b>
1. Giving financial aid to NGOs releasing Ads.	05	5.21
2. Giving financial help to Ad. Agencies	3	3.13
3. Getting the ad. Prepared by commercial ad. Agencies and releasing the same by the Co.	--	--
4. Contributing to ads. Released by government under special campaigns.	--	--
5. No contribution	88	91.66
<b>Total</b>	<b>96</b>	<b>100</b>

**Source:** Field work

Table No. 04 Medium chosen for advertisement

<b>Medium</b>	<b>Number of Industrialists as respondents</b>	<b>% to Total respondents</b>
1. News paper, Magazines	08	8.34
2. T. V.	--	--
3. Neon Signs	--	--
4. Door to Door campaign	--	--
5. No answer as not contributing	88	91.66
<b>Total</b>	<b>96</b>	<b>100</b>

**Source:** Field work

Table No. 05 Reasons for not contributing

<b>Reasons</b>	<b>Number of Industrialists as respondents</b>	<b>% to Total respondents</b>
1. Non availability of funds due to the financial position of Co.	17	17.71
2. It is Govt.'s responsibility to	49	51.05

advt. for social cause		
3. Think that such ads. Cannot bring about social change	05	5.21
4. No incentives from Govt. after making such ads.	25	26.04
Total	96	100

Source : Field work of the researcher

**Table No. 06 Willingness to contribute in future**

Willingness	Number of Industrialists as respondents	% of Total respondents
1. Willing	12	12.50
2. Not willing	84	87.50
Total	96	100

Source : Field work

**Table No. 07 Expectations from Government**

Expectations	Number of Industrialists as respondents	% to Total respondents
1. Tax Concession	14	14.18
2. Priority while availing loans for further exp.	20	20.83
3. Special loan schemes at reduced interest rates while expanding	62	64.59
Total	96	100

Source: Field work

## Conclusions

The Conclusions are based on the data collected.

1. The awareness among the respondents about concept of social advertising is 48.95% where as 51.05% of the respondents are not aware about the concept (Table No.1)
2. 91.66% of the respondents have never contributed to social advertising . The percentage of respondents who have contributed to social advertising is 8.34% , out of which 3.13 have

contributed to health care, another 3.13 have contributed towards environmental awareness while 2.08% have contributed to social advertising of patriotism. (Table No. 2)

3. 5.12% of the respondents have contributed by way of giving financial aid to NGOs releasing social advertisements while 3.13% have contributed by way of giving financial help to ad. Agencies involved in social advertising. (Table No.3)
4. All the respondents contributing to social advertising have chosen print media, particularly newspapers for releasing their ads. (Table No.4)
5. Non-availability of funds due to financial position of the corporation, opinion that advertising for social causes is the sole responsibility of the government, opinion that social advertising cannot bring social change, no incentives from government after contributing to social advertising are the reasons stated by the respondents for not contributing towards social advertising. A striking 51.05% of respondents expressed the reason that, in their opinion advertising for social cause is solely the government's responsibility. (Table No. 5)
6. 87.50% of respondents are not willing to contribute towards social advertising even in future! Only 12.50% expressed willingness to contribute towards social advertising. This means that, only 4.16% of industrial respondents will be added as contributors to social advertising to the present 8.34% industrialist who are already contributing. (Table No. 6)
7. 14.18 of respondents felt that if Tax concessions are given the contribution of private sector to social advertising can be increased, while 20.83% opined that government must give priority to the corporations contributing to social advertising while availing loans for expansion, restructuring etc. 64.59% expect that special loan schemes at reduced interest rate for contributors in social advertising while expanding will go a long way in increasing the contribution of private sector to social advertising. (Table No.7)

Though awareness about the concept of private sector towards social advertising is there, the contribution of private sector towards social advertising is very meager. The private sector industrialists are not much willing to contribute towards cause advertising and still hold the opinion that bringing about social change through social advertising is government's responsibility. The 'mindset' of the private sector corporations towards social advertising is not much encouraging, which is the defeat of CSR. The private sector expects certain facilities in return to their contribution but do not think it as their duty and responsibility.



### **Efforts needed to increase the contribution**

Planned social change cannot be assumed to be the responsibility of government alone. It is essential that along with government, the private sector also has to accept its responsibility in bringing about social change. Just like commercial advertisements, the private sector has to spend at least meager amount of their marketing expenditure towards social cause. The efforts in this direction can be suggested as –

- The Chamber of Commerce and other associations of private sector business units must educate the profit making organizations about their role in planned social change and the importance of social advertising as a part of CSR.
- The major corporations must try to set an example for other to follow.
- The Chamber of Commerce have to play a vital role and educate on continuous involvement of the corporations in social advertising rather than just providing financial aid to NGOs occasionally. Cause advertising or social advertising must become a regular feature of the corporations just as commercial advertising. This view has to be penetrated among the corporation in private sector by Chamber of Commerce.
- Govt. can announce tax concessions / rebates, special loan schemes, priority in availing loans for the corporations which are contributing to social advertising.
- Govt. can compel through regulations the private profit making business houses to spend a specified amount on social advertising. By doing so the government can reduce the total amount spent on social advertising and can also have involvement of private sector towards social cause.
- A committee or association can be formed at District and National level involving govt. officials and private business organizations to decide and plan the direction of social advertising, which will definitely increase the involvement of private sector in social advertising.

The combined efforts and involvement of govt. and private sector through social advertising alone can bring about a social change as expected.

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