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PULSE POLIO PROGRAMME: THE MOST EFFECTIVE SOCIAL-CAUSE MARKETING BY THE GOVERNMENT OF INDIA

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Abstract

Social marketing is the systematic application of marketing, along with other concepts and techniques, to achieve specific behavioral goals for a social good. Cause marketing or cause-related marketing refers to a type of marketing involving the cooperative efforts of a "for profit" business and a non-profit organization for mutual benefit. The term is sometimes used more broadly and generally to refer to any type of marketing effort for social and other charitable causes, including in-house marketing efforts by non-profit organizations. Social Cause marketing is related to marketing for a social cause i.e. related to the welfare of society, usually taken up by the Government of India in the form of various initiatives including Pulse Polio Marketing, Marketing against Dowry System, HIV AIDS Marketing, Save the Girl Child programme etc.

This study focus on "Pulse Polio Marketing" as a programme for which a very strong marketing strategy has been implemented by the Government of India. India reported many cases of Polio disease, few years back. But with the proper implementation of this Pulse Polio Marketing Programmes, it has been able to achieve its objective effectively. In this study, a survey was conducted on parents of the children, enquiring their opinion regarding the marketing of Pulse Polio programme and how effective it has been.

Keywords: Pulse Polio, Pulse Polio Marketing, Social Marketing, Social-Cause Marketing