

LEARNNOVATOR

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Social Marketing - Driving Force For Business Growth

EDITORIAL

The societal marketing concept holds that the organization's task is to determine the needs, wants, and interests of target markets and to deliver the desired satisfaction more effectively and efficiently than their competitors and in a way that preserves or enhances the consumer's and the society's well-being. Ethical and social considerations are integral in marketing concepts in a way that penetrates consumer's attention and motivates them to make the change. Commonly social marketing uses the practices and principles of marketing to achieve non-commercial objectives. The main objective of generic marketing is to satisfy customers' needs whereas social marketers aim to meet society's needs to enhance the quality of life. Both generic marketing and social marketing have moved from transactional marketing to relationship marketing. Social Marketing requires strategic planning approaches that move beyond the consumer-centric approach to society centric approach. It is challenging for marketers to attain goals of social marketing due to factors such as demand for product complexity, diverse demand, challenging target groups, required higher-end users' involvement and stiff competition. Finally, there is an inevitable need for long-term thinking in social marketing and the related development of appropriate principles and techniques. It is highly desirable in speeding up fight against global, regional, national and local problems.

Dr. J. M. Kapadia

Prof. and Director

S. R. Luthra Institute of Management



CYCLING MOVEMENT

When walking is your only option for getting about, life can be hard. People living in rural area in Surat often walk for miles each day to fetch water, or go to school or work. A Bicycle can change someone's life. In order to improve their lives and make them better, Surat city has recently appointed a "Bicycle Mayor" for the city who is an individual to promote the cause of cycling, which has been embraced by several cities worldwide. A bicycle mayor liaises with local governments, authorities, civil society and the community to improve the cycling culture of a city while also advocating for better infrastructure and policy that encourages more people to take to cycling. In line with this, a new initiative is taken to refurbish pre-owned, out of use cycles, to be given for use to someone who really needs it.

Objectives:

- A small contribution in making Surat a better place to live in, (In accordance to UNO's Global sustainable development goals 50 by 2030).
- To make Surat as 'Cyclist Capital' of Gujarat in the near future.
- To create a feeling of respect and pride among those who use a bicycle as a mode of transportation to work and school.
- To create an environment where fellow beings are encouraged and respected for using cycle to cover small distances for a cleaner, safer and healthier city environment.
- To reduce school dropouts of such students who have to leave their studies due to non-availability of any mode of transportation to their school.
- To reduce the burden of traffic in the City.

Concept of Donating Bicycle: There are four modes one can gift the cycle

- One can donate cycle with its repair cost, which is expected to be about 300 rupees per cycle.
- One can only gift you a cycle, as it is and it will be repaired.
- If the person who has donated cycle wants to use it after some time, a similar cycle will be given back as and when needed after a minimum period of 2 years.
- One can out rightly sell his/her cycle to be given to someone who is needy after getting it repaired at a reasonable price.

How it works?:

- Every donated cycle will be given a Unique Identification number and computerized database will be managed.
- It will be moved to a designated warehouse, where it will be repaired by skilled labour.
- Needy persons will be approached like some school going children, workers, labours, housemaids and bicycle will be given to him/her for use.
- He /she is told the whereabouts from where that cycle has come from, (if the donor does not want, this information is not shared with the beneficiary). However, details of person who receives the cycle are shared with the owner of the bicycle so that he/she would know who is using his/her cycle and for what purpose.

Mr. Sunil Jain

Ex Banker and Bicycle Mayor
Surat



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Project Management:

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Project Management: There will be a panel of eminent persons in the role of advisor to this project. There will be a team, who will organise this whole project, headed by 'Bicycle Mayor of Surat'. There will be some dedicated personnel appointed to manage the whole project. A team will ensure the proper Logistics and will see that the really needy gets the maximum benefit of the project. Also, some volunteers will be invited to join the cause across the city..

Some Facts about Surat City:

Population of city is around 5 million. Data of number of cyclist and number of cycles in the city are not presently available. Number of cars are about 3 lakhs' i.e. nearly one car per 20 people. Nearly 20 lakhs two wheelers, so nearly one two wheeler per 3 persons. There are about 8 lakhs migrating worker in Surat. Some fact on CO2 emission: One litre of petrol gives 2.31 kilos of carbon dioxide, considering 15 km per liter average of a car, every kilometer running of car, generates 0.154 kilos of CO2. A tree roughly processes 0.164 kg in a day, so if you simply use cycle even for a kilometer a day, in place of a car, you have effectively planted more than 9 trees that day. In case of a two wheeler it is equal to two trees for a kilometer.

I believe though a small initiative but can result as a big gift over a period of time. So donate an old and used cycle to bring smile on the face of someone who really needs it.

Marketing with a Social Twist

Social marketing is about applying commercial marketing's '4Ps' – Product, Price, Place, Promotion – with a social twist.

Organizations adopting societal marketing consider in their operations the community and society's welfare along with being profitable and satisfying their customers' needs. The societal marketing concept holds "marketing strategy should deliver value to customers in a way that maintains or improves both the consumer's and society's well-being".

EXAMPLES:

The Body Shop: It follows the societal concept in being against animal testing and in offering products that have not been animal tested. Body Shop is a cosmetic company found by Anita Roddick. The company uses only vegetable based materials for its products. It is also against Animal testing, supports community trade, activates self esteem, defends human rights, and overall protection of the planet.

Johnson and Johnson: In 1982 when someone tampered with their Tylenol capsules causing casualties, instead of ignoring or denying the incident, or only recalling the batch with the problem, they recalled all of the Tylenol sold at the time and later urged customers to exchange their stock of Tylenol capsules with tablets for free. It caused them losses but they were committed to fulfilling their business credo.

Hewlett-Packard: They are very committed to environmental sustainability. They try to reduce waste from their internal operations and have launched initiatives to help reduce and recycle electronic waste.

NGO 'Make Love Not Scars' that helps survivors, launched a petition campaign in association with Ogilvy & Mather, called #EndAcidSale. The idea was to move for a complete ban on toilet-cleaning acid and stronger implementation of Poisons Act and Poisons Rules. The initiative chose a very powerful form of storytelling, one that demanded an immediate call-for-action against such a grave crime. It roped in acid attack victim, Reshma Bano Quereshi to convince readers to sign the petition, but did so in hard-hitting satire.

Ariel is a detergent manufactured by Procter and Gamble. Ariel runs special fund raising campaigns for deprived classes of the world specifically the developing countries. It also contributes part of its profits from every bag sold to the development of the society.

AVON, another beauty and cosmetics company, has raised millions of dollars for the National Breast Cancer Foundation through the sale of pink ribbons, which have become synonymous with the cause.

Coca-Cola made a larger point about cultural harmony when it released an ad depicting people of different ethnicity singing "America Is Beautiful."

Kia made headlines when it convinced Melissa McCarthy to play an environmentalist who is hell-bent on saving a tree, a whale and a rhinoceros – all on her way to promoting a new hybrid crossover.

Organizations that adopt a social stance or advocate for positive social behaviours (like inclusion, anti-discrimination, eliminating racism, etc...) in their marketing communications (as in ads and press releases for example) all follow societal marketing.



Dr. Hemlata Agrawal

Professor

S. R. Luthra Institute of Management



Application of Social Marketing

Social marketing aims to influence behaviours that benefit individuals and communities for the greater social good. The goal is to deliver competition-sensitive and segmented social change programs that are effective, efficient, equitable and sustainable.

APPLICATION OF SOCIAL MARKETING:

In recent years, Social marketing is attracting the interest of Non-profit institutions like educational institutions, hospitals, Govt. Organisations and Non-Govt. Organisations for marketing their services. Social marketing has a wider scope, social marketing techniques has been used successfully in health promotion programmes such as family welfare, heart care, human organ donations, physical fitness, immunisation, awareness against AIDS, smoking and drinking.

Social marketing techniques are being applied in important areas such as provision of safe drinking water, soil conservation, preservation of wild life, forestation, protection of environment etc. Strategic social marketing has emerged, which identifies that social change requires action at the individual, community, socio-cultural, political and environmental level, and that social marketing can and should influence policy, strategy and operational tactics to achieve pro-social outcomes. In developing countries, the use of social marketing expanded to HIV prevention, control of childhood diarrhoea (through the use of oral re-hydration therapies), malaria control and treatment, point-of-use water treatment, on-site sanitation methods and the provision of basic health services.

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Ms. Aazmin Gandhi

Student - Semester III

S. R. Luthra Institute of Management



STUDENT ACHIEVEMENT



Ms. ZEEL PASTAGIA

Awarded with 'Sarvajanic Vidyasadhak' Award for Best Student 2019 by Sarvajanic Education Society



E - POSTER MAKING COMPETITION

Organized an E - Poster Making competition on a theme of "Hazards of single use plastic" To sensitize students about the hazards of single use plastic and thereby reduce the consumption of same. Winners for the competitions were:

- Priti Agarwal - Winner
- Aazmin Gandhi & Shah Babli - First Runners Up
- Ishwar Rajput - Second Runner Up

Guest Lectures @ SRLIM

Delta Hedging

Ms. Falguni Vora
Co-founder Founder & Owner
BlissQuants-Fearless Financial
Trading
Surat

Developing Global Trade Partnership/Alliances

Mr. Mahavir Sharma
Chairman & Co-Founder
Rajasthan Angel Innovators
Network
Rajasthan

Global Industrial Relations

Dr. Ushma Desai
Assistant Professor
BRCM College of Business
Administration
Surat

Customer Centric Logistics Operations

Mr. Anil Jethwani
Managing Director
Navin Electronics
Surat

Heuristics and Bias: Market Insights

Dr. Meghna Dangi
Associate Professor
Auro University
Surat

Retail Formats

Mr. Jigar Desai
Owner
BrandIncept
Surat

Data Analytics in SCM

Mr. Nishant Agrawal
Ph.D Research Scholar
Nirma University
Ahmedabad

Opportunities in Insurance Sector

Mr. Hitesh Gandhi
Marketing & CRM Manager
Gandhi Insurance Services
Surat

Ethics in Business

Mr. Ojas Desai
Owner
Viraj Arts
Surat

Motivational talk on "How to reach at the Top"

Mr. Nikhil Madrashi
President
Rotary Club
Surat

PROUD MOMENT

Ms. Zeel Pastagia, Student, S. R. Luthra Institute of Management received "Sarvajanic Vidyasadhak Award" from Sarvajanic Education Society



Lecture on Apprentice Act & Payment of Wages Act

Mr. Sohail Sawani
Labour Law Consultant & Advisor
Sohail & Co.
Surat

Post Budget Analysis & Impact on Indian Economy

CA Viresh Rudalal
Proprietor
V. I. RUDALAL & CO.
Surat

B2B Selling Process

Mr. Nirav Siddhpuria
National Sales Manager
Airlock India Pvt. Ltd.
Pune

Basics of Capital Market & Trading System

Mr. Mahesh Pandya
Secretariat
Investor Protection Fund
Ahemdabad

STUDENT ACHIEVEMENT IN GTU YOUTH FEST - XITIJ 2019

Participation in inter college competition is good way for the students to interact with other students and learn the new environment. For this SRLIM has a practice to encourage students to participate in inter colleges completions and students are participating in various inter college competition. GTU had organized "Youth Fest: Xitij - 2019" during 19, 20 and 21 September, 2019 and many student have participated in it from SRLIM. Following Students have participated in Installation Competition in GTU Youth Fest Xitij - 2019 and Secure 3rd Position in Zone 5. Riya Shah, Vishakha Malpani, Mansi Patel, and Shristi Singhania



SPECIAL LECTURE

A Special Lecture was conducted on International Business by Mr. Mahavir Jain, Vice President, TiE Global.



DR. DELNAZ VARIAVA

Awarded with the degree of Doctor of Philosophy

Ph.D Title: A Study on Analysing Indian Mergers & Acquisitions and its Impact on Financial Performance of Selected Coporates in India.



DR. HIREN PATEL

Awarded with 'Sarvajani Shikshanratna Award' for Best Teacher 2019 by Sarvajani Education Society



TREE PLANTATION DRIVE

Importance of tree plantation has been stressed upon time and again. The need for tree plantation has become even greater these days because of the growing pollution in the environment. As it is rightly quoted in a proverb that, "The best time to plant a tree was twenty years ago and next best time is today", a tree plantation drive was conducted at SRLIM campus on September 21, 2019.



INDEPENDENCE DAY CELEBRATION

The 73rd Independence Day was celebrated at SRLIM with great pomp and pleasure. The celebration began with Flag hoisting by our guest Mr. Dhruv Luthra, (Governing Body of SRLIM and member of Luthra group), followed by his motivational address.



Session on "Entrepreneurship in New India" conducted by Rahul Narverkar, Founder, Fashion & You under SSIIP Head.



WORKSHOPS CONDUCTED @ SRLIM

UPCOMING ISSUE

Entrepreneurship Journey

Interested readers are invited to contribute their ideas / views / opinion on the above theme at learnnovator.srlim@gmail.com before 15th December, 2019



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SESSION ON SUICIDE PREVENTION AT SRLIM, SURAT 20/09/2019



SUICIDE PREVENTION SESSION

Organized a session on SUICIDE PREVENTION for semester I students by Parenting for Peace organization. Session was delivered by Dr. Arti Mehta, Psychiatrist, Parijat Medical Hospital and Dr. Trupti Patel, Psychiatrist.



ORIENTATION PROGRAM

An Orientation program was conducted for students of Sem I -Batch 19-21 for both the shifts. Dr. Jimmy M. Kapadia - Director, SRLIM welcomed all the students, further followed by a briefing by all faculties on academic details, GTU norms and activities undertaken at SRLIM. Lastly, various management and fun games were played to make them comfortable and a part of SRLIM family.



To commemorate the 150th birth anniversary of Gandhiji, a session was organized on "Gandhijina Rashtra Vicharo" by SRLIM. Mr. Parimal Desai, a firm Gandhian by heart and Project Consultant, ShilpMaitri shared his views.