

A PROCESS ANALYSIS OF “BETI BACHAO, BETI PADHAO” IN THE LIGHT OF ITS RADIO ADVERTISEMENTS

Rihana* and Swatantra**

Abstract: *The current Paper analyzes radio advertisements of “Beti Bachao Beti Padhao” (BBBP) (Save the girl child, Educate the girl child) campaign in the light of Campaign Communication literature. BBBP, an initiative of Government of India, has been launched to put a check on female infanticide and also to ensure that girls get equal opportunities in all the primary spheres of life.*

This Paper concentrates only on radio ads and analyses them in the light of Process Research, one of the recommended techniques of Campaign assessment. The preliminary analysis shows that, unlike previous initiatives that had “fear” as their major appeal, BBBP has focused on emotional and rational appeal, which is in sync with the need of contemporary masses. The radio advertisements of BBBP, just a part of the whole campaign, depict a high possibility of campaign’s going successful and changing abysmally skewed sex-ratio and discrimination against female fetuses and girl child.

Keywords: *Campaign, communication, persuasion, sex-ratio, girl child, BBBP*

INTRODUCTION

Sex selection, leading to the abortion of female fetus, is a widespread and still escalating problem in India. Quite surprisingly, improvement in socio-economic status and advancement of education and technology have also not improved the state of affairs. The 2011 census reveals a sharp drop in the child sex ratio (CSR)¹ to 918 girls per 1000 boys, from 927 girls per 1000 boys in 2001. Far below the national average are the states like Haryana, which has a child sex ratio of 834, Punjab 846, Jammu & Kashmir, 862, Rajasthan 888, Gujarat 890, Maharashtra 894, and Uttar Pradesh with 902 girls per 1000 boys. Current disparities in the sex ratios in India are among the worst in the world. With its 134 rank out of 135 countries in women’s life expectancy and gender ratio², India is at global bottom in women’s health and survival. The below mentioned graph depicts the abysmal state of affairs.

* Research Scholar, IIM Indore

** Assistant Professor, IIM Indore

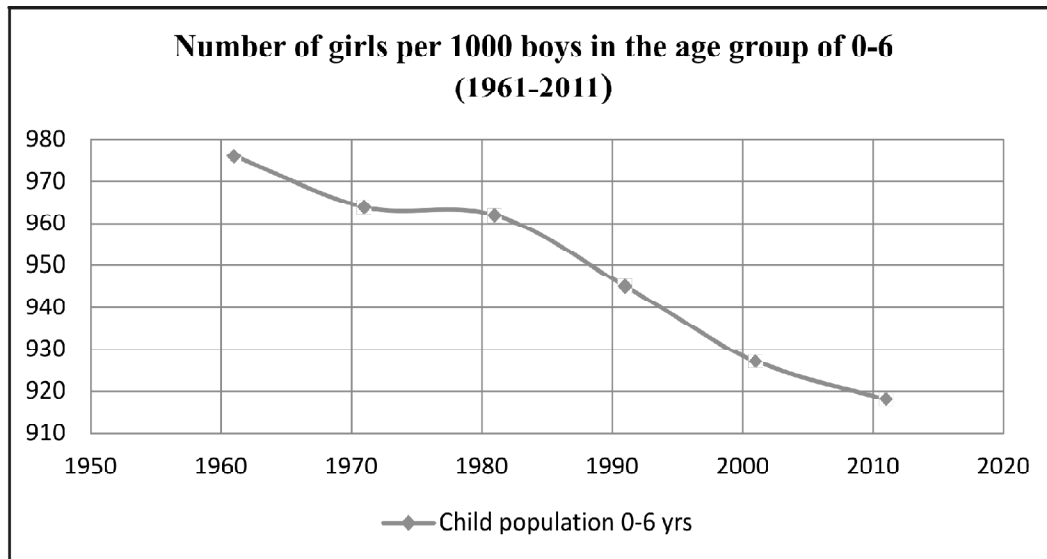


Figure 1: Continuous decline in CSR 1961 to 2011

(Source: Based on the Census Reports from 1961 through 2011)

REASONS BEHIND SKEWED SEX RATIO

There are many reasons for skewed sex ratio, including the fact that the natural sex ratio at birth (SRB)³ is slightly tilted in favour of boys⁴. Other important factors are infant or childhood mortality relating to gender discrimination, malnourishment, lack of access to healthcare and immunization, and gender-based violence (MacPherson, 2007). Advancement of medical technology seems to be working against the natural opportunity of female survival. Following ultrasound procedure, more than 100,000 female fetuses are estimated to be annually aborted in India (Arnold *et al.*, 2002).

Socio-cultural factors and practices, such as the status of women in patriarchal structure of the society, preference for a son, fear of dowry; and the belief that only a son can look after the old parents and *must* be only one to perform last rites are the main reasons for adverse sex ratio (Klasen and Wink 2003; Klasen 2001; Lopez and Ruzikah, 1983). Breaking an intergenerational cycle of inequity and multiple deprivations faced by women and girls on varied platforms like financial inequality, social exclusion, gender discrimination and under nutrition, certain concrete steps to initiate and sustain inclusive growth have been long awaited.

With a motive of effective and efficient handling of the situation, the Government of India launched “*Beti Bachao Beti Padhao*” (Save the girl child, Educate the girl child) (henceforth referred to as BBBP) campaign to raise awareness and address this hassling issue. Government chalked out a two-pronged strategy to

tackle the problem of female foeticide. Hon'ble Prime Minister of India, Narendra Modi launched the campaign on January 22, 2015 in Panipat (Haryana). With an initial corpus of Rs. 100 crore, the campaign has been launched in a hundred districts with low CSR across the country. BBBP aims "to ensure that girls are born, nurtured and educated without discrimination," (as per MWCD Ministry of Women and Child Development) and also get an opportunity to become empowered citizens of this country. This approach of the Government can facilitate in generating awareness and improving the efficiency of delivery of welfare services meant for the women. Though the campaign has varied mediums and aspects, the current paper concentrates only on the Radio Ads of BBBP.

2. PUBLIC COMMUNICATION CAMPAIGNS

Public Communication Campaigns are attempts to shape behaviour of individuals towards desirable social outcomes (Weiss and Tschirhart, 1994). Rice and Atkin (2009) defined Public Communication Campaigns as "purposive attempts to inform or influence behaviours in large audiences within a specified time period using an organized set of communication activities and featuring an array of mediated messages in multiple channels generally to produce non-commercial benefits to individuals and society" (p.436). Public communication campaigns encompass strategies for producing effects on knowledge, attitudes, and behaviour across a variety of domains, including political, pro-social, environmental, and health outcomes (Atkin and Rice 2013; Stiff and Mongeau 2003).

According to Coffman (2002), public information campaigns are government-directed and sponsored efforts to communicate to the mass public or a segment of the public in order to achieve a policy result. They are one way that government officials deliberately attempt to shape public attitudes, values, or behaviour in the hope of reaching some desirable social outcome. In other words, they are a tool or instrument of government action. With the involvement of varied government departments, BBBP is apparently one of such instruments as are intended to bring change.

3. BETI BACHO BETI PADHAO (BBBP) - (SAVE GIRL CHILD, EDUCATE GIRL CHILD)

BBBP, a joint initiative of Ministry of Women and Child Development (MWCD), Ministry of Health and Family Welfare (MHFW), and Ministry of Human Resource Development (MHRD), has an overall goal of bringing "improvement in the child sex ratio in 100 Gender Critical Districts."⁵ As mentioned on the special webpage dedicated to BBBP, the three primary objectives of BBBP initiative are - prevention of gender biased sex selective elimination; ensuring survival and protection of the girl child; ensuring education and participation of the girl child. The two critical components of this campaign are - Media Campaign, and Multi-sectoral action in

100 selected districts (as a pilot) with adverse CSR. A nation-wide mass communication campaign has been initiated to increase awareness on “celebrating the girl child and enabling her to get education” (As per MWCD). Awareness-raising through various forms of mass communication has been an intrinsic part of government and civil society campaigns against sex selection for almost two decades (MacPherson, 2007). Undoubtedly, the campaign covers varied media source, but analysing them is beyond the periphery of current context. In order to maintain focussed approach, this paper analyses the radio campaign of BBBP campaign from the perspective of process evaluation of Public Communication Campaigns.

4. CAMPAIGN EVALUATION

In public communication campaigns, evaluation process contributes to the knowledge base of how a program reaches and influences its intended audience. Evaluation research determines the effectiveness of a particular program in its totality as well as sub-parts. It assesses success or failure in achieving the program goals, and the efficiency with which it achieves them (e.g. Rossi, Freeman and Lippsey, 1998). The extant literature has identified three distinct phases/types of campaign evaluation: Formative, Process, and Summative (outcome); however, some scholars’ indicated four phases / types: formative, process, outcome, and impact evaluations (e.g. Paisley, 2000; Atkin and Rice, 2012).

Formative Research is used to test message strategy, judge effectiveness of possible communication channels, and learn about audience beliefs, motivations, perceptions etc., (Atkin and Friemuth, 2001).

Process Research (also known as monitoring) is conducted to determine whether the program has been delivered as per the intended plans. It is usually conducted by collecting data on when, where, and for how long the campaign is implemented. Radio and TV ad slots, content analysis of newspaper articles, usage data from a campaign website are among the major tools in conducting this research (Atkin and Rice, 2012).

Summative Research (or outcome) consists of those activities as are conducted to measure the program’s impact and the lessons learnt from the study and to disseminate research findings (Salmon and Murray Johnson, 2001). Summative research is usually conducted by analysing quantitative data collected before, during, and after the campaign.

5. CAMPAIGN DISTRIBUTION AND REACH OF BBBP

As mentioned in the earlier section, process evaluation of a campaign essentially measures direct output of campaigns – in terms of campaign distribution and reach. In this section, we shall evaluate BBBP in terms of its reach using Campaign Exposure – a critical variable used to evaluate public communication campaigns.

Campaign exposure is the degree to which audience have access to, recall, or recognize the intervention. (Berkowitz et.al., 2008). This is the very first step on which the success of failure of a campaign depends as low level of exposure indicates guaranteed failure of all the remaining steps. High levels of campaign exposure can indicate that the intended message reached the audience leading to campaign success (Rice and Foote, 2001).

5.1. Media Related Initiatives of BBBP

Three pronged media initiatives are employed for BBBP: pre-launch publicity, publicity on the day of campaign launch, and post-launch publicity. The following tables present a brief overview of various media related initiatives of BBBP.

5.2. Process Evaluation of BBBP’s Radio ads

After overcoming the teething problems during last one and half year after its initiation, the campaign gained momentum in the recent past. Hence, the quantity and quality of the data doesn’t permit a thorough analysis in all the media. To provide a substantially concrete analysis, the current paper analyses only Radio campaign of BBBP. The key indicators of campaign distribution and reach in process

Table 2a
Pre-Launch Media Related Initiatives for BBBP

Pre-Launch Publicity

- 1. Ground Activities:** Under the BBBP programme Department of School Education, Govt. of Haryana is organized **prabhat pheri, essay, slogan** and **painting** competitions on Beti Bachao Beti Padhao themes in all Government and Non Government schools on 15th January, 2015 (<http://www.schooleducationharyana.gov.in/BBBP.html>)
- 2. Prachar Yatra:** Government of Haryana organized Prachar Yatra in all the 12 low CSR Districts between 17th-19th January, 2015 to create awareness and mobilise the community.
- 3. Letters** have been sent to all District Collectors/Deputy Commissioners by MWCD so that similar initiatives may be replicated in their districts.
- 4. Radio Campaign:** 17 radio spots/ jingles of 30 second duration each in Hindi and seven regional languages (Punjabi, Bengali, Gujarati, Marathi, Kannada, Tamil and Telugu) aired from 15th January, 2015 onwards for creating awareness about the issue and sensitise people.
- 5. TV Spots:** Two TV spots on BBBP are released on 20th January, 2015.
- 6. Regional and Video Conferences** have been conducted by MWCD with the States/UTs. The Hon’ble Minister, WCD was leading this initiative and interacting with DCs personally.
- 7. Newspaper Advertisements** on 20th & 21st January for informing public about the Inaugural and Plenary Session of National Thematic Workshop on BBBP and other related issues.

(Source:http://wcd.nic.in/BBBPscheme/launch/workshop/Update_Media%20Initiatives_BBBP.pdf)

Table 2b
Media Related Initiatives for BBBP on the day of Launch (22nd January, 2015)

Publicity on 22nd January, 2015

8. **Newspaper Advertisement** on 22nd January in national media to announce the Launch of BBBP by the Hon'ble Prime Minister
 9. **Mobile Exhibition Vans:** Mobile Exhibition Vans flagged off from 81 Districts on 22nd January, 2015 and from 14 Districts after 13th February (due to inclement weather and imposition of code of conduct due to election in Delhi). Vans would not be running in 5 Districts as the CSR trend is improving in them.
 10. **Stamp Release:** A special commemorative stamp with the BBBP logo released on the 22nd January, 2015.
 11. **SMS Campaign** initiated on 22nd January, 2015. 4, 70, 00,000 SMSs in Hindi and English sent everyday for six days. The content of the SMS Campaign was selected through a competition organized by MWCD through the MyGov Portal.
 12. **TV Spots:** Three more TV Spots released on 22nd January, 2015.
 13. Issue of Press Releases by PIB in Delhi
 14. **Press Tour** organized by PIB with Delhi based Journalists to cover the Launch Event of BBBP event on 22nd January, 2015
 15. **Special interviews** for electronic media of the Hon'ble Minister of Women and Child Development and other senior officials of WCD Ministry as a part of the publicity plan drawn up for BBBP launch at Delhi/NCR
 16. PIB driven Special programmes on Television and write ups in the print media on the subject in Delhi/NCR.
-

Table 2c
Post-Launch Media Related Initiatives for BBBP

Post Launch Publicity:

17. **Newspaper Advertisement** on 24th January, 2015, marking National Girl Child Day. It highlighted the launch of BBBP and its primary objectives.
 18. **Field Publicity:** As part of the National Media Campaign of BBBP, field publicity and community outreach programmes are undertaken by the Song and Drama Division and Directorate of Field Publicity, Ministry of Information and Broadcasting for a period of two months starting from the end of January, 2015.
 19. **Tableaux Republic Day Parade:** Special tableau with the theme "*Bhabishya Hamara Hai*" participated in the Republic Day Parade on 26th January, 2015. Celebrity guests MC Mary Kom and Ms. Sushmita Sen with her two daughters graced the tableaux on this occasion.
-

evaluation include media time bought and earned, estimated number of viewers, message and material distribution, message exposure in media channels, number of media impressions, number of response inquiries, and ad recall. However, due to unavailability of data on some indicators, this paper focuses on media time bought and earned and message and material distribution. The details of these advertisement slots are mentioned below.

A. Media Time bought and earned

BBBP's Radio Campaign commenced from 15th January, 2015. On every day, total 17 slots of 30 seconds each, had been dedicated to it. Keeping in view the cultural and linguistic diversity of Indian population, nation-wide campaign was launched in Hindi and seven regional languages, which were Punjabi, Bengali, Gujarati, Marathi, Kannada, Tamil and Telugu. In this way, the total time bought was (17X30 seconds) 510 seconds per day per language. Hindi being the National Language and assuming other seven regional languages to cover majority of 100 low CSR Districts, the advertisements were broadcasted in Hindi and respective regional language. Hence, total time bought was (510 seconds + 510 seconds) 1020 sec per day (17 min per day).

Coverage of Radio Campaign - In the world of advertisement one of the frequently used terms is **coverage**, which is the potential number of people exposed to a message. In print media, reach and coverage are usually synonymous; but in broadcast, coverage refers to the number of households living in communities that carry the broadcast, not those that actually are tuned in (Ansolabehere and Iyengar, 1994).

The following Table 3 (compiled based on Census 2011 data) indicates a district-wise percentage of coverage by radio campaign in all the 100 low CSR Districts that have been identified for BBBP Campaign. For calculating the radio campaign coverage, we have considered total number of households in rural and urban areas (District-wise) in all 100 Districts with low CSR; and total number of households that own radio or transistor. It is true that radio can be played using mobile phones too, but due to unavailability of data, we have not taken mobile phone coverage into account. From the table it is evident that Radio Campaign of BBBP covered an average of 21%^{6,7} households. Incidentally the figure is same for radio campaign coverage in urban areas; whereas the coverage in rural area is 18%.

B. Message and Material Distribution -Analysis of BBBP Radio ads

For the effectiveness of public communication campaigns, the communication initiatives (specifically the content used in media) should avoid moralising the issue. Moralising has its own limitations (Lerner, 2011) as a moral sense of 'right' and 'wrong', and 'sin', can switch off the listeners, especially in decisions around female infanticide or sex selection. A practical observation of social behaviour depicts us that "immediate concerns override any moral hesitation" (MacPherson, 2007, p. 415). Hence, the need of the hour emerges to adopt an approach that engages the people with the issue at a level that understands and challenges the social, economic, and cultural attitudes that contribute to the demand for sex selection (Naqvi, 2006). Messages that adopt a judgemental tone, generally make viewers defensive and at times, block communication (Janish and Feshback, 1953). Korsch

S.No.	Name of the District	HH			HH with Radio or Transistor			Ad Coverage in %		
		Rural	Urban	Total	Rural	Urban	Total	Rural	Urban	Total
1	Nicobar-Andaman & Nicobar Islands	9288	0	9288	3382	N/a	3382	36%	0%	36%
2	Y.S.R.-Andhra Pradesh	477712	228492	706204	34879	19154	54033	8%	8%	8%
3	Dibang Valley-Arunachal Pradesh	1331	621	1952	341	45	386	20%	7%	26%
4	Kamrup Metropolitan-Assam	45484	247628	293112	15788	92397	1E+05	37%	35%	37%
5	Vaishali-Bihar	587807	38280	626087	189242	10841	2E+05	32%	28%	28%
6	Chandigarh-Chandigarh	7140	234033	241173	1117	64819	65936	27%	16%	28%
7	Raigarh-Chhattisgarh	312800	55162	367962	21801	8013	29814	8%	7%	15%
8	Dadra & Nagar Haveli-Dadra & Nagar Haveli	36094	40364	76458	3801	7553	11354	15%	11%	19%
9	Diu+Daman-Daman & Diu	12744	48212	60956	2000	10664	12664	21%	16%	22%
10	North Goa-Goa	74704	117062	191766	16547	41034	57581	30%	22%	35%
11	Surat-Gujarat	269680	1E+06	1333200	50644	344685	4E+05	30%	19%	32%
12	Mahesana-Gujarat	316536	107943	424479	29609	15390	44999	11%	9%	14%
13	Gandhinagar-Gujarat	161994	127996	289990	21784	40564	62348	22%	13%	32%
14	Ahmadabad-Gujarat	228482	1E+06	1510134	31223	469859	5E+05	33%	14%	37%
15	Rajkot-Gujarat	314961	471625	786586	46498	165033	2E+05	27%	15%	35%
16	Mahendragarh-Haryana	147122	24590	171712	23507	2302	25809	15%	16%	9%
17	Jhajjar-Haryana	136503	48831	185334	27295	13496	40791	22%	20%	28%
18	Rewari-Haryana	130299	47744	178043	22327	6207	28534	16%	17%	13%
19	Sonapat-Haryana	187552	90174	277726	29263	15326	44589	16%	16%	17%
20	Ambala-Haryana	117702	106632	224334	15956	16615	32571	15%	14%	16%
21	Kurukshetra-Haryana	130824	57319	188143	20437	10542	30979	16%	16%	18%
22	Rohtak-Haryana	117450	89538	206988	20491	19343	39834	19%	17%	22%
23	Karnal-Haryana	198594	93490	292084	28360	10962	39322	13%	14%	12%
24	Yamunanagar-Haryana	136652	98771	235423	15195	12279	27474	12%	11%	12%
25	Kaithal-Haryana	158019	46255	204274	30298	6398	36696	18%	19%	14%
26	Bhiwani-Haryana	248136	63244	311380	48411	9964	58375	19%	20%	16%
27	Panipat-Haryana	121876	113764	235640	14616	12009	26625	11%	12%	11%
28	Una-Himachal Pradesh	100502	9830	110332	17834	1986	19820	18%	18%	20%
29	Jammu-Jammu & Kashmir	159291	154908	314199	29978	46258	76236	24%	19%	30%

contd. table

S.No.	Name of the District	HH			HH with Radio or Transistor			Ad Coverage in %		
		Rural	Urban	Total	Rural	Urban	Total	Rural	Urban	Total
30	Pulwama-Jammu & Kashmir	75587	10654	86241	45056	6917	51973	60%	65%	60%
31	Kathua-Jammu & Kashmir	101651	17932	119583	22660	3912	26172	22%	22%	22%
32	Badgam-Jammu & Kashmir	89417	13946	103363	57181	9633	66814	65%	69%	64%
33	Anantnag-Jammu & Kashmir	117648	35992	153640	59252	22414	81666	53%	62%	50%
34	Dhanbad-Jharkhand	211024	296040	507064	19427	28317	47744	9%	10%	9%
35	Bijapur-Karnataka	309751	99055	408806	41322	14331	55653	14%	14%	13%
36	Thrissur-Kerala	250877	508333	759210	77860	184760	3E+05	35%	36%	31%
37	Lakshadweep-Lakshadweep	2710	8864	11574	411	1754	2165	19%	20%	15%
38	Morena-Madhya Pradesh	284541	78105	362646	30725	7777	38502	11%	10%	11%
39	Gwalior-Madhya Pradesh	144494	239351	383845	15576	39726	55302	14%	17%	11%
40	Bhind-Madhya Pradesh	226671	72562	299233	36004	8064	44068	15%	11%	16%
41	Datia-Madhya Pradesh	126017	34198	160215	18228	4667	22895	14%	14%	14%
42	Bid-Mharashtra	435588	100247	535835	41099	13616	54715	10%	14%	9%
43	Jalgaon-Mharashtra	624570	279073	903643	47617	44762	92379	10%	16%	8%
44	Ahmadnagar-Mharashtra	739083	190941	930024	92063	45992	1E+05	15%	24%	12%
45	Buldana-Mharashtra	451284	110220	561504	33942	9637	43579	8%	9%	8%
46	Aurangabad-Mharashtra	420950	330965	751915	40658	54214	94872	13%	16%	10%
47	Washim-Mharashtra	218403	41061	259464	18153	3395	21548	8%	8%	8%
48	Kolhapur-Mharashtra	568519	271721	840240	143801	113720	3E+05	31%	42%	25%
49	Osmanabad-Mharashtra	296494	54787	351281	29017	8059	37076	11%	15%	10%
50	Sangli-Mharashtra	442436	155950	598386	108159	58946	2E+05	28%	38%	24%
51	Jalna-Mharashtra	320908	70793	391701	36543	7267	43810	11%	10%	11%
52	Senapati-Manipur	34563	1437	36000	15128	624	15752	44%	43%	44%
53	Ribhoi-Meghalaya	42412	4460	46872	13928	1162	15090	32%	26%	33%
54	Saiha-Mizoram	6537	4607	11144	1293	1066	2359	21%	23%	20%
55	Longleng-Nagaland	10295	1690	11985	1469	312	1781	15%	18%	14%
56	South West-NCT of Delhi	26493	436279	462772	7206	157497	2E+05	36%	36%	27%
57	North West-NCT of Delhi	41486	688548	730034	8463	216892	2E+05	31%	31%	20%
58	East-NCT of Delhi	827	353558	354385	377	148141	1E+05	41%	42%	46%

contd. table

S.No.	Name of the District	HH			HH with Radio or Transistor			Ad Coverage in %		
		Rural	Urban	Total	Rural	Urban	Total	Rural	Urban	Total
59	West-NCT of Delhi	1151	522552	523703	314	173487	2E+05	33%	27%	33%
60	North-NCT of Delhi	3184	172706	175890	685	51369	52054	30%	22%	30%
61	Nayagarh-Orissa	210850	17465	228315	13624	1797	15421	7%	6%	10%
62	Yanam-Puducherry	0	13812	13812	N/a	495	495	4%	0%	4%
63	Tarn Taran-Punjab	176669	26752	203421	30291	5615	35906	18%	17%	21%
64	Gurdaspur-Punjab	312300	131366	443666	35592	13776	49368	11%	11%	10%
65	Amritsar-Punjab	214993	273905	488898	33087	37997	71084	15%	15%	14%
66	Muksar-Punjab	124124	50236	174360	22171	5238	27409	16%	18%	10%
67	Mansa-Punjab	117232	32398	149630	10411	2642	13053	9%	9%	8%
68	Patiala-Punjab	214257	158036	372293	30882	28280	59162	16%	14%	18%
69	Sangrur-Punjab	217864	101006	318870	20358	8174	28532	9%	9%	8%
70	Sahibzada Ajit Singh Nagar-Punjab	85123	120288	205411	10400	30540	40940	20%	12%	25%
71	Fatehgarh Sahib-Punjab	78997	39103	118100	8863	5000	13863	12%	11%	13%
72	Barnala-Punjab	76657	39141	115798	8871	4227	13098	11%	12%	11%
73	Firozpur-Punjab	276967	109027	385994	36619	12095	48714	13%	13%	11%
74	Jhunjhunun-Rajasthan	300801	83396	384197	56694	11778	68472	18%	19%	14%
75	Sikar-Rajasthan	345160	99656	444816	66615	16142	82757	19%	19%	16%
76	Karauli-Rajasthan	224570	37933	262503	19539	3659	23198	9%	9%	10%
77	Ganganagar-Rajasthan	278926	108585	387511	61366	13961	75327	19%	22%	13%
78	Dhaulpur-Rajasthan	162180	41574	203754	13281	3494	16775	8%	8%	8%
79	Jaipur-Rajasthan	507803	669293	1177096	74950	248066	3E+05	27%	15%	37%
80	Dausa-Rajasthan	256694	35808	292502	31490	4328	35818	12%	12%	12%
81	Alwar-Rajasthan	511517	128203	639720	87080	21766	1E+05	17%	17%	17%
82	Bharatpur-Rajasthan	338689	86725	425414	38531	5934	44465	10%	11%	7%
83	Sawai Madhopur-Rajasthan	206129	48587	254716	25396	6776	32172	13%	12%	14%
84	North District-Sikkim	7819	1054	8873	1535	384	1919	22%	20%	36%
85	Cuddalore-Tamil Nadu	423473	212105	635578	70539	51417	1E+05	19%	17%	24%
86	Hederabad-Telangana	0	849051	849051	N/a	288188	3E+05	34%	0%	34%
87	South Tripura-Tripura	176230	31897	208127	27580	3741	31321	15%	16%	12%

contd. table

S.No.	Name of the District	HH			HH with Radio or Transistor			Ad Coverage in %		
		Rural	Urban	Total	Rural	Urban	Total	Rural	Urban	Total
88	Baghpat-Uttar Pradesh	164494	45422	209916	62661	13122	75783	36%	38%	29%
89	Gautam Buddha Nagar-Uttar Pradesh	111916	215174	327090	32419	89413	1E+05	37%	29%	42%
90	Ghaziabad-Uttar Pradesh	248050	602626	850676	65885	152325	2E+05	26%	27%	25%
91	Meerut-Uttar Pradesh	271679	307431	579110	67275	64236	1E+05	23%	25%	21%
92	Bulandshahr-Uttar Pradesh	440668	146861	587529	117457	24162	1E+05	24%	27%	16%
93	Agra-Uttar Pradesh	371791	338775	710566	38460	55105	93565	13%	10%	16%
94	Muzaffarnagar-Uttar Pradesh	475749	200893	676642	120385	32213	2E+05	23%	25%	16%
95	Mahamaya Nagar-Uttar Pradesh	204827	56033	260860	28911	8325	37236	14%	14%	15%
96	Jhansi-Uttar Pradesh	215843	151936	367779	51307	26817	78124	21%	24%	18%
97	Mathura-Uttar Pradesh	292881	130244	423125	41761	14888	56649	13%	14%	11%
98	Pithoragarh-Uttarakhand	96971	17759	114730	18904	1569	20473	18%	19%	9%
99	Champawat-Uttarakhand	45741	8212	53953	7436	937	8373	16%	16%	11%
100	Kolkata-West Bengal	0	1E+06	1024928	N/a	458342	5E+05	45%	0%	45%
								21%	18%	21%

(Compiled based on Census 2011 data)

(1989) considers judgemental and punitive statements to be counter effective because instead of posing the issue as a dilemma to the audience, and inviting interactive or open-ended solutions, they may lead to communication breakdown.

In the forthcoming section, we shall analyse the content of radio slots used in BBBP. The endeavour has been to assess the appeal made by the ad, tone of the ad and issues highlighted in the ad etc.

Observations

Out of the 17 Radio slots; seven slots are accompanied with a jingle; which goes like... "*naye Bharat ki nayi tasveer tu... badlegi iss duniya ki taqdeer tu*" (you are the face of new India; you will change the fate of this World). In seven ads parents (of girl child) are main protagonists.

<i>Slot</i>	<i>Description of the Ad</i>	<i>Issue(s) highlighted in the Ad</i>
1	Background voice talks about how Priya, a medico is rescuing her father at wee hours when he got cardiac arrest... but Priya is not allowed to take birth	Female infanticide
2	Background voice talks about how Priya extended financial support to her father for her younger brother's higher education at abroad... but Priya is not allowed to take birth	Female infanticide
3	Conversation of Preeti's parents about their plans for her higher education	Girl Education
4	Richa proudly talking about her daughter who is taking care of them, helping her father in business while doing a job; whereas their son is settled in US	Son preference
5	Conversation between Priya's mother Alka and her neighbour Namratha; parents of Priya sending her to Harvard for Ph.D. Namratha expressing her concerns about higher education for girls. Maricom, Indira Nooi, Kalpana Chawla were mentioned in the ad	Challenging social pressure; Educating girl; urge to change attitude towards girls
6	Conversation b/w Simmi's father and his friend Thakur; when Thakur brings a marriage proposal for Simmi who is 16 yrs old; but Simmi's father denies the marriage alliance for her quoting she is only 16 and first she needs become a doctor and self-sufficient	Challenging social pressure; Girl education and child marriage; urge to change attitude towards girls
7	Guptaji proudly talking about his two daughters one is CA and the other persuing MBA; how his business has become prosperous when his daughters joined his firm Gupta & daughters	Education; Son preference

8	Ramesh who is a farmer proudly says that his daughter is his future; and he aspires her to become a District Collector	Girl education; Child marriage
9	Neethu and Neeraj aspire to become pilots when they grew up, background voice says when they have same dream they should also get equal opportunity.	Equal opportunity for both boys and girls; no discrimination on the basis of sex
10	Rina, a doctor talks about how her parents have given an opportunity for her to take birth, educate and become self-sustained; background voice says pre-natal sex determination is illegal	Equal opportunity for both boys and girls; no discrimination on the basis of sex
11	Nitin in talks about his simple wedding and how the savings helped them to buy their flat	Big fat weddings and dowry
12	Sarla talking about her daughter-in-law, how she has become her friend, daughter, and her support.	Dowry
13	Achal, a Doctor and Priya, a Lawyer giving credit to their parents for their success and their parents giving credit to the daughters for their family prosperity and well-being.	Girl Education
14	Raju mentions that he rushes back home every day after the school to play with his elder sister who is not going to school	Equal opportunity for education; free education for girls and separate toilets for girls in school
15	Background voice congratulating all for their efforts in reducing the no. of girls; quoting that 15-20 years now there will be only few girls; no marriages no dowry issues	Female Infanticide
16	Background voice talking about how girls’ can outperform in any field provided they have been given an opportunity; quoting SainaNehwal and Aishwarya Rai	Equal opportunity for girls; Girl education
17	Background voice stating that in the past few years India might have definitely changed but India’s thinking has not changed; quoting the negligence shown towards girl’s education; how CSR is continuously declining; appealing to change attitude towards girls	Female infanticide; Girl Education

The broad themes promoted by these ads include – female infanticide (slots 1, 2, 16, 17); Girl education (slots 3, 5, 6, 7, 8, 13, 14, 15); equal opportunity for both boys’ and girls’ (slots 9, 14, 16); Child marriage (slots 6, 8); Dowry and big fat weddings (slots 11, 12); urge to change the attitude towards girl (slots 5, 6). A few of the slots also talk about the facilities provided by Government to encourage girls’ enrolment in schools (slot14); one slot (slot 10) towards the end points out that pre-natal sex determination is illegal.

From the above analysis, it could be concluded that the content of the ads focused on the context due to which sex selection remains in high demand, instead

of talking about the consequence, which is female infanticide. Hence, instead of identifying and addressing peripheral issues, the BBBP has hammered at the root cause of the problem.

Another important factor is difference in the appeals made by earlier campaigns and BBBP. MacPherson (2006) puts forth the idea that in the past anti-sex-selection mass communication material tended to be moralistic (e.g. 'save the girl child campaign'). The notion of sin has been promoted aggressively; those messages adopted a judgemental tone, which generally served to make viewers defensive and block communication.

Contrary to the earlier Campaigns, the content of all ads in BBBP tries to make an emotional appeal to the audience, there is a pinch of sarcasm, that too in just one of the ads (slot 15); however, there is no glimpse of fear appeal which is considered to be a positive step taken in the direction of making the campaign successful. Long back, Janish and Feshback (1953) indicated that "inclusion of fear-arousing material not only failed to increase the effectiveness of communication, but actually interfered with its overall success" (p. 87). Hence, putting a check on fear appeal in this BBBP campaign may make it more appealing to the masses.

The content of the ads has quite successfully unfolded the reasons behind craving for son preference, demonstrated ways in which social pressure can be challenged, and depicted women in a variety of roles that would serve to increase their value within the family and society. These observations are based upon thematic analysis of the advertisements and may further be cross verified / strengthened from the field data using other techniques like ad reach and ad recall.

Hence, a comparison and contrast of the earlier campaigns depicts that BBBP has targeted the audience from an altogether different perspective. Instead of depending on fear appeal, BBBP is putting more emphasis on emotional appeal with a blend of rational appeal too. Many of the examples covered here depict bright possibilities that a girl child is also bringing happiness to the world and can also provide support to the listeners.

6. LIMITATIONS AND FUTURE DIRECTION

Despite doing a systematic analysis there are certain limitations of the current study. One of them is methodological limitation. Due to the paucity of data we have concentrated on qualitative study only. This analysis is indicating certain trends which may further be strengthened with quantitative analysis. The future studies can combine both qualitative and quantitative methods for robustness of results. Aggregate or individual content analysis of other media would be a good area to explore further. Due to its emphasis only on the radio ads, commenting on the overall effectiveness of the whole of BBBP campaign is beyond the scope of the current paper. For that, the researchers may analyse ads on other media too. Further

analysis of the campaign based ad reach, ad recall and media impressions would enhance the contribution of future studies.

CONCLUSION

In this paper we analysed BBBP’s radio campaign, a nation-wide campaign to raise awareness and address issue of declining CSR. Unlike earlier initiatives taken in the same direction, the BBBP’s radio campaign is built on emotional and rational appeals, and not on fear appeals. With the growing acceptance of the former two appeals, this is a welcome step which adds to the hope of the radio campaign being successful. Though the observations from the analysis look favourable for the success of the campaign; we need to remember that this is just a part of the whole campaign and the evaluation has been done at quite an early stage with limited data. In the light of the analysis of radio ads, the paper brings forth a positive hope that BBBP may enhance the mass awareness towards eradicating gender biases and giving equal rights to female child, yet the real success of it shall be witnessed through the forthcoming census.

Notes

1. Child Sex Ratio(CSR) is calculated as number of girls for every 1000 boys between age group of 0-6 years.
2. In 2014 India Ranked 114 of 142 Countries.
3. The sex ratio at birth (SRB) refers to the number of boys born alive per 100 girls born alive.
4. According to the World Health Organization, biologically normal child sex ratio ranges from 102 to 106 male per 100 females. Converting it to Indian terms would be 943-980 females per every 1000 males.Refer James WH (1987). “The human sex ratio. Part 1: A review of the literature”. *Human Biology*59 (5): 721-752. PMID 3319883.
5. Basis for Selection of Districts
 - a. 87 Districts in 23 States: CSR below national average of 918
 - b. 8 Districts in 8 States: CSR above national average of 918 but showing declining trend
 - c. 5 Districts in 5 States: CSR above national average of 918 and showing improving trend. These are selected so that these CSR levels can be maintained and other districts can emulate and learn from their experiences.
6. Total number of households (HH) in both rural and urban areas in each District and total number of households with Radio or Transistor were taken into account for calculation.
7. The data source used for this purpose is MICA Indian Marketing Intelligence (MIMI); data sources for MIMI include Census-2011, Ministry of Agriculture, Dept., of Agriculture and Cooperation, Dept., of Animal Husbandry and Dairying, Agricultural Marketing Information System Network, National Horticulture Mission, Audit Bureau of Circulation, National Sample Survey, Bureau of Economics and Statistics of States and UTs; Data for NCT of Delhi is accessed from http://censusindia.gov.in/2011census/hlo/Data_sheet/delhi/2All_Indicators.pdf(NCT of Delhi Data).

References

- Ahmad, N. (2010). Female feticide in India. *Issues L. & Med.*, 26, 13.
- Arnold, F., Kishor, S., & Roy, T. K. (2002). Sex Selective Abortions in India. *Population and development review*, 28(4), 759-785.
- Atkin, C. K., & Freimuth, V. S. (2001). Formative evaluation research in campaign design. In R. E. Rice & C. K. Atkin (Eds.), *Public communication campaigns* (pp. 125-145). Thousand Oaks, CA: Sage.
- Atkin, C. K., & Rice, R. E. (2013). Advances in public communication campaigns. *The international encyclopedia of media studies*.
- Berkowitz, J. M., Huhman, M., Heitzler, C. D., Potter, L. D., Nolin, M. J., & Banspach, S. W. (2008). Overview of formative, process, and outcome evaluation methods used in the VERB™ campaign. *American journal of preventive medicine*, 34(6), S222-S229.
- Coffman, J. (2002). Public communication campaign evaluation: An environmental scan of challenges, criticisms, practice, and opportunities.
- Janis, I. L., & Feshbach, S. (1953). Effects of fear-arousing communications. *The Journal of Abnormal and Social Psychology*, 48(1), 78.
- Klasen, S., & Wink, C. (2003). "Missing women": Revisiting the debate. *Feminist Economics*, 9(2-3), 263-299.
- Korsch, B. M. (1989). Current issues in communication research. *Health Communication*, 1(1), 5-9.
- Lerner, B. H. (2011). Drunk driving, distracted driving, moralism, and public health. *New England journal of medicine*, 365(10), 879-881.
- Lopez, A., and L. Ruzika (eds) (1983) *Sex Differentials in Mortality*. Canberra: Australian National University.
- MacPherson, Y. (2007). Images and icons: harnessing the power of the media to reduce sex-selective abortion in India. *Gender & Development*, 15(3), 413-423.
- Naqvi, Farah. 2006. *Images and Icons: Harnessing the power of mass media to promote gender equality and reduce practices of sex selection*, Delhi: BBC World Service Trust India (www.bbcworldservicetrust.org).
- Paisley, W. J. (2000). Public Communication. *Public communication campaigns*, 3.
- Rice, R. E., & Atkin, C. K. (2009). Theoretical Principles and Practical Applications. *Media effects: Advances in theory and research*. 3rd ed. Hillsdale, NJ: Lawrence Erlbaum, 436-68.
- Rice, R. E., & Atkin, C. K. (2012). *Public communication campaigns*. Sage.
- Rice, R. E., & Foote, D. R. (2001). A systems-based evaluation planning model for health communication campaigns in developing countries. *Public communication campaigns*, 3, 146-167.
- Rossi, P. H., Freeman, H. E., & Lipsey, M. W. (1999). *Evaluation: A systematic approach*, 6th edn. Newbury Park, CA: Sage Publications.
- Salmon, C. T., & Murray-Johnson, L. (2001). Communication campaign effectiveness: critical distinctions. *Public communication campaigns*. Newbury Park: Sage Publications, 168-80.
- Stiff, J. B., & Mongeau, P. A. (2003). *Persuasive communication*. Guilford press.

Weiss, J. A., &Tschirhart, M. (1994). Public information campaigns as policy instruments. *Journal of policy analysis and management*, 13(1), 82-119.

<http://timesofindia.indiatimes.com/india/Skewed-sex-ratio-MP-launches-Beti-Bachao-Abhiyan/articleshow/10212751.cms>

http://en.wikipedia.org/wiki/Female_foeticide_in_India

<http://timesofindia.indiatimes.com/india/PM-Modi-launches-Beti-Bachao-Beti-Padhao-campaign-says-female-foeticide-is-a-sign-of-mental-illness/articleshow/45985741.cms>

<http://pib.nic.in/newsite/PrintRelease.aspx?relid=109752>

<https://gujaratwomenswelfare.wordpress.com/category/beti-bachao-2/>

http://zeenews.india.com/news/gujarat/gujs-save-girl-campaign-to-be-replicated-at-national-level_945430.html

<http://unicef.in/PressReleases/228/Gujarat-launches-Save-the-Girl-Child-Campaign-to-arrest-declining-sex-ratio#sthash.0dfz3lUy.dpuf>

http://zeenews.india.com/news/madhya-pradesh/beti-bachao-abhiyan-to-tackle-declining-sex-ratio_739816.html

http://zeenews.india.com/news/madhya-pradesh/wanting-son-father-poisons-two-day-old-baby-girl_769303.html

<http://www.betibachao.in/>

<http://www.narendramodi.in/gujarat-governments-save-girl-child-campaign-on-way-to-success/>

<http://www.thehindu.com/news/national/impact-of-gujarats-save-the-girl-child-campaign-still-unclear/article6189187.ece>

http://censusindia.gov.in/Data_Products/Library/Provisional_Population_Total_link/PDF_Links/chapter6.pdf

<http://countryoffice.unfpa.org/india/drive/Bibloigraphy.pdf>

<https://www.youtube.com/user/BetiBachaoBetiPadhao>

http://haryanasamvad.gov.in/store/document/HR_Review_JAN_2015%20.pdf

<http://wcd.nic.in/BBBPscheme/launch/workshop/main.htm>

This document was created with Win2PDF available at <http://www.win2pdf.com>.
The unregistered version of Win2PDF is for evaluation or non-commercial use only.
This page will not be added after purchasing Win2PDF.