

**“EMOTIONAL IMPACT ON  
HUMAN RESOURCE AND  
PERSUASIVE TAMPERING”**

**A STUDY OF “GIVE IT UP LPG” PROPOSED BY  
GOVERNMENT AND ITS IMPACT IN SURAT  
CITY IN 2015-16**

**Dr. Purvi Kothari**

**Prof. in charge, M.Com. HONORS**

**(Sir K. P. college of commerce)**

### ABSTRACT:

Conservation and preservation of resources has been claimed as the top most priority in UN Assembly as well as global summits, looking to the retardation and deterioration of environment at backgrounds and the natural disastrous consequences. Addressing this issue, Honorable PM of India, initiated the “Give it up LPG” project as a move towards “Sustainable Environmental Development” in India and preservation of Natural gas. The study probes the influence of social campaign and social marketing effectiveness on the population in Surat city in 2015-16. To summate the graphical progress, the researcher has divided Surat into 5 Zones and collected data through Primary and Secondary source, thereby applying necessary statistical tests to prove the Hypothesis and derive conclusion and depict necessary suggestions for impactful effect for the coming decade.

*Keywords:* Social move, Impact, Economic boost up, Social marketing effectiveness.

### INTRODUCTION:

The Liquefied Petroleum Gas or Liquid Petroleum Gas also referred to as propane or butane are flammable mixtures of Hydrocarbon gases used as fuel in heating appliances, cooking equipment and vehicles. Globally preferred as a source of energy, the usage slowly diverted to industrial usage in India from domestic household consumption. Contradicting graphs of demand and supply of LPG in household have led to black-marketing and illegal use of energy depriving the needy domestic sectors of the real use of this source. Hence, as a move towards a positive change, Honorable PM Shri Narendra Modi, initiated this move as a voluntary gesture to “give it up LPG” with the motto of providing it to five crore women below the poverty line by the targeted yr 2019.

REVIEW OF LITERATURE:

Social Marketing scenerio in Developing Countries: (Specifically in Asia)

Dr. Chandra Muzaffar, leading NGO activists from Malaysia quotes, “Asia is where majority of the human race lives. There are millions and millions of Asians who do not enjoy the most basic human rights.... we should try to develop a holistic integrated vision of human rights urgent and equal attention to the economic and social rights of the people of the continent.....significant segment of Asia’s population does not enjoy some of the most basic economic and social rights- including the right to adequate food, clothing and housing, the right to work, to fair wages, to health, to education....”[ Pawar S.N., Ambedkar J.B., Shrikant D.]

To add, Andreasen, 1995 claims that the environment in which the social marketing programs are planned, implemented and received, vary depending on the development of the country and the cultural context. Social Marketing in the west is most frequently used for issues as to decrease smoking and drinking, promote a healthy life style or fight drug abuse. The real challenges for social marketing lie in the developing world because in such countries “issues deal with life and death and the scare is vast”. (Da Cuna in Fine, 1990) Immunization, sanitation, AIDS/HIV and family planning (Da Cuna in Fine, 1990) equal status for women, responsible parenthood and adult literacy (Melkote and Steeves, 2001), and many more. Therefore, there is a greater need in developing countries to focus attention on advertising communication to attract the public on matters of social concern.(Mahendra Mohan). The researcher has thus pressed upon advertising communication as an important promotional tool to make social programme effective.

#### SOCIAL MARKETING IN INDIA:

Urgent attention is required in a developing country like India which is burning with sensitive issues. Exceeding fifty major social issues have been recognized in India that could be benefited by the application of social marketing principles and techniques.

Many social problems in India are extremely complex and interrelated, the solutions to which lie in the socio-economic, historic, religious, political and cultural framework. However, in India the segments of the society firstly need to be identified, particularly vulnerable crowd who is the targeted audience and than a social programme is propagated impact fully.

#### THE LPG VOLUNTARY SURRENDERING PROGRAMME:

According to 2011 census of India, 33.6 million (28.5%) Indian households used LPG as cooking fuel, which was supplied in homes through pressurized cylinders. Popularly used by residents in Hong Kong (24 %). Brazil and North America since years the usage of LPG extended to motor vehicles, industries, refrigeration as multiple utility source of energy. Predominantly in Europe and rural parts of many countries, LPG provided an alternative to electric heating, heating oil or kerosene. The Indian scenario began from wood and coal as a source to kerosene and petrol to natural gas to LPG as a domestic source. However, with the installation of gas pipelines in households multiplying in the metros, the surplus LPG cylinders gave birth to corruptive scams depriving the needy of the rightful use of the cylinders. Under the PRADHAN MANTRI UJJAWALA YOGNA, Hon. PM, urged the people to voluntarily surrender LPG subsidy with two major targets:

- A. To focus on development issue enabling clean cooking energy and preventing 1.3 million premature death due to smoke inhalation.
- B. To give importance to health issues for women below poverty line.

The social message was floated in March, 2015, with a target to benefit above 5 crore households by 2019. The data of 23 April, 2016, state that 1.13 crore citizens have already surrendered their LPG subsidy.

#### OBJECTIVES:

The researcher firmly believes our Honorable PM Narendraji to be the best marketing guru and tries to find out the impact and influence of the “Give it up LPG” scheme propagated through multiple media sources, celebrity endorsement and corporate pressures. The urge to bring about a positive change is obvious, and so the researcher has conducted a thorough study in Surat city in 2015-16 and tried to find out the actual result of this social Marketing Campaign.

The researcher has tried to derive the following objectives:

1. Has the social Programme brought about a positive impact on the citizens?.
2. Has the influence been positive in all the five zones of Surat city?
3. Will such a social urge and move stimulate economic development?

#### METHODOLOGY:

As the study encompasses the whole of Surat city, the researcher has collected primary and secondary data through Scientific Questionnaire and varied published and noted sources. To modestly cover the study microscopically, the city has been divided into five zones as Udhna, Varachha, Central, Athwa and Vesu. A well trained team of surveyors collected a data base from 250 structured Questionnaire and the data's were statistically analyzed to derived appropriate conclusions.

**HYPOTHESIS:**

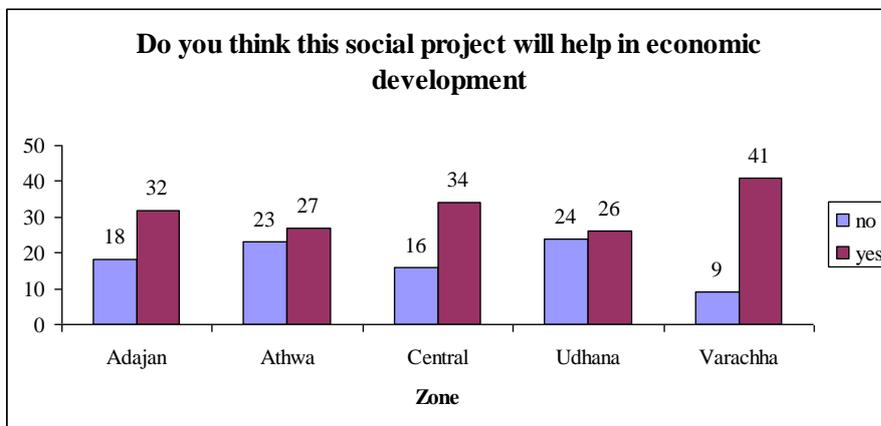
( I )  $H_0$  : There is no significant boost up in the economic development due to this social Campaign.

$H_1$ : There is a significant boost up in the economic development due to this social Campaign.

( II )  $H_0$  : There is no significant positive change in the mindset of the population after the LPG social Campaign.

$H_1$  : There is has been a significant positive change in the mindset of the population after the LPG social Campaign.

**DATA ANALYSIS:**

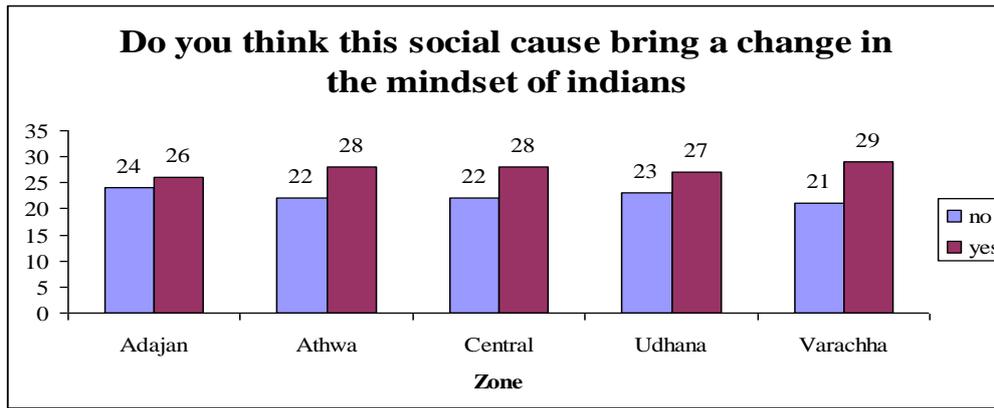


From the above chart we can clearly say that out of 250 respondents, 160 (64%) said yes, while only 90 (36%) said no on “This social project will help in economic development”.

Also this opinion is significant, as  $\chi^2=19.6$  and p-value=0.000.

(Hypothesis:  $H_0$ : this social project will not help in economic development.

Vs  $H_1$ : this social project will help in economic development.)



From the above chart we can clearly say that out of 250 respondents, 138 (55%) said yes, while only 112 (45%) said no on “this social cause bring a change in the mindset of Indians”.

Also this opinion is insignificant, as  $\chi^2=2.704$  and p-value=0.100.

#### FINDINGS:

1. The study reveals that 64 % of the respondents believe that such a more shall stimulate economic development.
2. The finding state that 55 % respondents anticipate and positive change in the mindset of the Indians on account of this social Campaign.

#### CONCLUSION AND SUGGESTIONS:

( I ) The research derives that a social programme can lead to a boost up in the economic development. Howsoever, no change drastically can be expected in a social programme as the human mind travels through analysis and rejection in the process of acceptance while travelling from the Latitude of Rejection to Latitude of Non-Commitment to Latitude of Acceptance (O’Keefe’s Scale). However a move in the positive direction is a significant achievement to begin with.

( II ) The study also derives a positive impactful change in the mindset of the people. Howsoever doubts and confusions also arose with the social idea as people did not know the

process, the outcome and also felt the insecurity about their future need. Though a perfect road map was advocated thoroughly, a firsthand doubtful reaction from the citizens was expected. A clarity about the pros and cons of this social idea could be better marketed but the celebrity endorsement was the least and corporate contributed just to the financial aspect of the plan. Media Impact, Audio-Visual and Audio-Visual through one shot programmes as Mann ki baat played the most substantial role. The researcher on the whole counts this as a tortoise first step towards a drive in the change in the mindset of the citizens.

### WEBLIOGRAPHY :

[www.givitup.in](http://www.givitup.in)

times of india.indiatimes.com

<https://en.wikipedia.org>

[www.the hindu.com/news/nation](http://www.thehindu.com/news/nation)

[www.firstpost.com](http://www.firstpost.com)

[www.gktoday.com](http://www.gktoday.com)

[www.dnaindia.com](http://www.dnaindia.com)

economic times.indiatimes.com

[www.bussiness-standard.com](http://www.bussiness-standard.com)

[www.independent.org/independent](http://www.independent.org/independent)

[www.indian journals](http://www.indianjournals.com)

[www.progressive-news.com](http://www.progressive-news.com)

### BIBLIOGRAPHY:

( I ) Kotler, Philip “Social Marketing” – 1997

( II ) Mohan Mahardra, “Non – Commercial Advertising, Advertising Management-concepts and cases” pg 344-351.

( III ) Sekaron, Uma, ( 2006 ) Research Methods for Business, A building approach.

ARTICLES AND JOURNALS:

( I ) Cunha,Gerson Da, “Marketing Third world social change”.

( II ) Prather, James E, Gibson, Trank K, “The Failure of social programmes, for development in Research”.