

Social Marketing

Behaviour change for safe water solutions



TARA

Established in 1985, Society for Technology and Action for Rural Advancement (TARA) is a social enterprise of the Development Alternatives Group (DAG). Over the years, TARA has built up a global presence as an incubator of technologies and delivery systems for sustainable livelihoods.

To promote scalable impact, an innovation to incubation approach is followed in the DAG and Special Purposes

Vehicles (SPV) are created. TARA has successfully incubated the commercialisation of its SPV as for-profit business companies, for example, TARA Machine and Tech Services (for green business technologies), TARALife (for access to basic needs), TARA Livelihood Academy (for skill development) and TARAurja (an Energy Service Company for rural electrification).



Nodal Agency for Ministry

of Micro, Small and Medium Enterprises



50,000+

direct jobs created



5 Million Tonnes

of CO₂ is saved



Consistently ranked one of the

Top Think Tanks of the World



10,000+

Youth trained for business and livelihood development



320,000

people access basic needs



3 million+ sustainable livelihoods

created with



800 Million Litres

of water conserved



INR 440 Million

transactions are facilitated

50+ green technologies

empowering over



8 Million Tonnes

of waste utilised

12 million households

Delivering Safe Water Solutions

Aqua+

TARA has a rich experience in demonstrating the potential of several solutions for the Base of Pyramid markets in the safe water space. Some of TARA's solutions in the Water, Sanitation and Hygiene (WASH) include: Household and community water filters, chlorine based water disinfectant solutions and personal hygiene products for women.

IN 2010, TARA collaborated with Antenna Technologies to develop Aqua+, a 50 mL bottle of liquid chlorine (Sodium Hypochlorite solution). Aqua+ is a two-drop solution which has the ability to purify 500 litres of water per vial. This brings down the cost of purification to INR 0.08 per litre a month for a household with 5 people. It has been validated on ground through different modes of delivery for 8 years now. Based on the success of the pilot distribution, TARA setup a new for-profit company in 2014 called TARAlife Sustainability Solutions Pvt. Ltd. for producing and setting Aqua+. The company leverages the social capital of civil society partners to set up last mile distribution networks while using social marketing to influence users and build demand for Aqua+. It also offers additional supporting product lines inclusive of Environmental testing kits, Water Testing Kits, TARA Aquacheck Vials, Soil Testing Kits and Air Monitoring Kits.



Prelude

The Human Right to Water and Sanitation (HRWS) entitles everyone to sufficient, safe, accessible, culturally acceptable and affordable water and sanitation services for personal and domestic use which are delivered in a participatory, accountable and non-discriminatory manner. Ensuring universal access to safe and affordable drinking water for all by 2030 requires that we invest in adequate infrastructure, providing sanitation facilities and encouraging hygiene at every level. Establishing a network of strong international cooperation is also necessary for encouraging water efficiency and supporting treatment technologies in developing countries.

The organization at its inception realized the of the problem of lack of access to clean drinking water, sanitation and hygiene is a huge problem in India and works towards providing clean and sustainable solutions for it. People fail to realize the importance of safe water solutions in meeting their basic needs and fulfilling aspirations. Such attitudes exist because of significant knowledge gaps. Social marketing based on emotionally charged arguments around the importance of safe water and its contribution to socio-economic development is an effective means of bringing about a behaviour change. It compels people to realize their needs and take relevant steps to fulfil it. It is important that people understand the objective of the initiative and are open to adopt the suggested change.

Social marketing has been an integral part of the Antenna – Scaling up Safe Water project. Since 2014, TARAlife has collaborated with multiple channel partners and microfranchisees to promote AQUA+. As part of this, extensive social marketing was carried out across selected geographies with such partners and microfranchisees to activate the market and create demand for Aqua+. Activities carried out consisted of a mix of audio campaigns, putting up banners and hoardings across major locations, wall paintings, distribution of flyers, focus group discussions, community meetings, school-level competitions and discount offerings during festivals.

For social marketing to be effective, it is important that all stakeholders involved have a clear and consistent vision in terms of their roles, responsibilities and expectations from such an activity. Having a standard set of tools and guiding material aids in constructing a definition of social marketing and forming an overall vision of it. Toolkits are sets of adaptable resource material that offer unique choices to meet varying needs of its users. This evidence-based toolkit focuses on social marketing to create demand for safe water solutions.

CONTRIBUTING AUTHORS: Leon Sra and Tanya Agarwal

TECHNICAL INPUTS AND REVIEW: Ayesha Bhatnagar and Kanika Verma

Developed by Society for Technology and Action for Rural Advancement (TARA), New Delhi, India

Table of Contents

06

Social Marketing

What is Social Marketing?

Why is Social Marketing necessary for demand generation and management of safe water solutions?

13

Knowing your consumers

Understanding the target group

21

Campaign Building

Forming Local Partnerships

Identifying Local Influencers

Building capacities of Local team
Situating other stakeholders in the campaign

35

Campaign Designing

Identifying the type of campaign

Preparing an action plan for the launch

Finding the venue for the planned events

Developing Information, Education and Communication (IEC) material

50

Post Campaign

Time for contemplation

01. Social Marketing

In this chapter, you will learn : -

- ◆ What is Social Marketing?
- ◆ Why is Social Marketing necessary for demand generation and management of safe water solutions?

01 Social Marketing

1.1 What is Social Marketing?

A majority of the world's population constitutes the base of the economic pyramid. The Base of the Pyramid (BoP) is the largest, but poorest socio-economic group. 3.7 billion of the global population is largely excluded from formal markets, and the group earns less than Rs. 135 per day. Even with these low incomes, the BoP constitutes a global consumer market of USD 5 trillion. BoP markets are often rural, especially in Asia where the population is increasing at a rapid rate and access to basic needs fulfillment solutions is limited.

According to a recent study by the Planning Commission of India, as much as 82% of rural India is deprived of basic needs. The problem of unavailability of affordable solutions and lack of awareness still prevents a large percentage at the Base of the Pyramid (BoP), from gaining access to safe drinking water.

It is estimated that around 37.7 million Indians are affected by water borne diseases annually out of which 1.5 million children die from diarrhoea alone. A good part of this population constitutes of the productive workforce which implies that about 73 million working days are lost due to water borne diseases each year.



Figure 1: Unfiltered water being drawn from hand-pump for drinking purposes

Last mile delivery of basic need solutions hinges on strong social marketing capability. In rural areas, people fail to understand the importance of access to clean drinking water and their role in enhancing quality of life.

“Social Marketing is a set of marketing concepts and techniques to influence behaviours for a greater social good in order to benefit individuals and communities. It is a collation of behaviour change, communication, sales promotion, demand generation, branding as well as supply chain management”



Figure 2: Social marketing activity at a school in Mehmoodabad, Lucknow

1.2 Why is Social Marketing necessary for demand generation and management of safe water solutions?

The ultimate objective of social marketing is to generate and manage ubiquitous and sustained demand. Unlike commercial marketing where the primary aim is ‘financial profit’ through sale of products and services, social marketing is aimed at highlighting issues and delivering services for an overall ‘social good’.

To be able to generate and manage sustained demand, more and more people need to be made aware about the importance of consuming safe water solutions. Since these communities are used to relying on traditional sources of untreated and impure water which are free of cost, they need to be convinced to sign up for a reliable safe water solution being offered at competitive prices. The aim of a social marketing campaign is to make a particular community aware about the benefits of consuming safe water and its impact on enhancing their overall quality of life.

Consistent social marketing and branding also supports credibility building in communities thereby resulting in a steady increase in household consumers and generation of revenue for the business to be successful as well.

TARA was able to mobilise more than 3000 people and get an on spot sale of almost 400 bottles of Aqua+ through a 3-day campaign conducted in 15 villages of Bhadohi district, Uttar Pradesh. The campaign included different social marketing activities like street plays, water testing melas and community meetings.

Often the community subscribes to the “it has always been like that” approach. Attention-grabbing campaigns combined with emotionally charged arguments and economic rationality, aid in guiding the community to perceive things in a different way and encourages them to make informed choices to fulfil their basic need of safe drinking water. For example, talking about how access to safe water reduces medical expenditure and increases productivity instead of merely promoting the product will prove to be a more effective technique. A strong social marketing campaign lays the foundation for enhancing last mile delivery of such basic need products. The management of a social marketing campaign comprises of four major parts:

- **Defining and understanding:** the problem, your goals, your target audience, and what they think about the problem
- **Choosing strategies:** Brainstorming possible strategies, choosing those which are most appropriate, designing messages, and pretesting your ideas
- **Implementing and Evaluating:** your strategies, goals and modifying further action plan accordingly
- **Repeat:** Rerun through these activities till it's effective



Figure 3: Street play and community meeting being held in Bhadohi, Uttar Pradesh as part of social marketing campaign



Tool 1. Sample Checklist- In order to successfully conduct a social marketing launch; there are a set of outputs that must be achieved within given deadlines to achieve the envisioned outcome. You can refer to the sample checklist for the same.

Leading up to the Campaign		Status
12 Weeks	Analysis document based on Know your community form	
8 Weeks	List of local enablers/NGOs and influencers in the proposed area of intervention and finalization of local partners on ground	
4 Weeks	Action Plan, other IEC material and plant branding material developed	
2 Weeks	Orientation of on-ground implementation team through specification sheets and outreach tools, campaign materials up in all locations and call-outs initiated. Plant and enterprise branding complete	
During the Campaign		
Launch	Based on the calendar of events developed, conduct activities and start promotion through distribution of flyers and other IEC material	
Post-Campaign Follow Up		
2-3 weeks after	Evaluation of feedback and number of people outreached and cost-impact analysis report	



02.

Know Your Consumers

In this chapter, you will learn : -

- ◆ How to understand the target group?
- ◆ Behaviour towards drinking water practices/safe water practices
- ◆ Marketing modules for channels and their effectiveness

02 Knowing Your Consumers

2.1 How to understand the target group?

Basic need products like safe drinking water seem unavailable/ out-of-reach for the rural customers because of lack of local manufacturing enterprises/facilities. The market for basic needs products however, is associated with a 'poverty premium' that includes the high cost of last-mile distribution and access. The industry players and distribution companies make the mistake of treating the base of the pyramid market as a homogeneous group which leads to market failure.

The consumer is the focus of any social marketing campaign, since the root process and result of all such campaigns aims at changing people's behaviour. To understand and design an effective campaign, it is vital to understand the needs, aspirations, existing practices and, behaviour of the consumer base.

A survey was conducted across 8 villages in Uttar Pradesh and Bihar, to assess WASH behaviours within the selected communities. It was found that hand pumps were the common source of drinking water across both districts and approximately 80% of hand pump users fell ill each month. It was also analyzed that 61% of the respondents who fall ill every month thought their water was safe to drink.



Figure 4: A neo-literate woman from the TARA Akshar programme, talking about her experiences related to drinking water

Some of the points to be kept in mind while aiming to assess relevant behaviours and engaging with the customer segment include:

- **Knowledge about the problem:** It is important to assess the existing pain points of the community and its willingness to adopt a change
- **Belief in the problem's importance:** Besides understanding the existing pain points and needs of the community, it is important for the community itself to realize the need of safe drinking water. Moreover, they should be proactive in wanting to find solutions and overcome challenges in order to fulfil this need.
- **Desire to change:** The willingness to adopt the change is as important as being aware of one's needs.
- **Belief in one's ability to change:** It is important to make the community realize its own ability to adopt the change and see the desired outcomes.
- **Ability to take action:** After the community understands the need and becomes willing to be a part of the initiative to bring about the desired change, it is also important to make them understand how to take the initiative ahead. and take relevant actions in order to make a sustainable impact.

You might be aware of the ground realities, but there would always be the scope of knowing more. Listening to the target group gives you a better understanding of their lives and situations, thereby giving you a unique and tailored vision of the problem in that specific area. Additionally it improves both the social marketing campaign and its chances of success.

In the process of understanding the target, it is important to assess the problem in hand. The general overlays of the problem are widely understood but what determines the level of impact is the manner in which the implementation is modified to the needs of the target group. This doesn't just apply to the start of the campaign but must also be practiced while trying to implement new business models.

While dealing with a customer base where you're striving for adoption of good water and hygiene habits, some questions to be answered while engaging with them are:

- What is their monthly expenditure on health?
- Do the members of the family seem to have stomach related issues such as gas, bloating regularly?
- Do they think their water is safe?
- What are some of the parameters to assess if the water is safe?

In the process of getting to know your customers and understanding the problem, tools such as surveys or even interviews- either structured or unstructured, can be of use. The primary principle in this stage of the campaign is to not have presumptions about the problems or barriers that the target audience will face.

Here are some pointers for successfully conducting preliminary unstructured interviews:

- **Style:** Use open-ended questions to get lengthy and descriptive answers rather than close-ended questions (those that can be answered with “yes” or “no”).
- **Biases:** Avoid leading questions.
- **Language:** Use terms that participants can understand, given their knowledge, language skills, cultural background, age, gender, etc. Be mindful of the social or cultural contexts of your questions.
- **Concise:** Keep the questions as short and specific as possible. Avoid asking two-in-one questions, such as, “Do you travel by car and by bike?”
- **Frame:** Avoid questions with a strong positive or negative association. Avoid phrasing questions as negatives (e.g., “How don’t you like to get to work?”).



Figure 5: TARA team in discussion with a woman in Hardiya village of Bihar to understand drinking water practices in her family

A “Baseline Survey Form” was used to understand the consumers and assess their buying behaviour and work situation in rural areas of UP and Bihar. Other than this, research on broader aspects of the geographies involved, baseline survey and list of other NGOs/competitive organizations already working in the areas of intervention helped us to understand the specified geographies as well as the community to be targeted and design the campaign better.

Tool 2. Baseline Survey- This is a template for conducting baseline survey to infer the target group's behaviour about drinking water and opinions on consumption of Safe Water.

Background Information

Name (Optional)		Age		Sex	
Education		No. of Household Members			
Geography					

Drinking Practices

1. What is your source of drinking water?	(1) Tap water (2) Hand pump (3) Boring (4) Other:_____	2. How much water do you consume in a day? _____	3. Do you store your water? Yes/No
4a. If yes, how do you store your water?	(1) Plastic containers (2) Mud pot (Matka) (3) Utensils (4) Other:_____	4b. What quantities of water do you store in a day? _____	4c. What advantages do you see in storing it the way you do? _____
4d. If no, what are the barriers to storing your water? _____	5. Do you think your water is safe? Yes/No	6. Do you treat your water? Yes/No	
7a. What are some of the factors that make you think your water is safe to drink?	(1) Clarity (2) Taste (3) Smell (4) Appearance	(5) Other: _____ _____	

7a. If yes, how do you treat it? _____

7b. What advantages do you see in treating it the way you do? _____

7c. What motivated you to start treating your water? _____

8a. If no, what are the barriers to treating your water?

- (1) Availability
- (2) Affordability

- (3) Accessibility
- (4) Reliability
- (5) Time taken for the treatment
- (6) Other: _____

8b. What will motivate you to treat it? _____

Social Marketing Behavior

9. Are you aware that drinking unsafe water causes water borne diseases like diarrhea, cholera, typhoid, etc.?
Yes/No

10a. Who are the key influencers/ most respected people in your community? (E.g.:- Doctor, Politician, Teacher, etc.)

10b. Name, position in community, Phone Numbers (if available)
Name: _____
Position in the community: _____
Phone no.(s): _____

11. When it comes to your health, who do you trust/consult?
(1) Doctor (3) RMP
(2) Health worker (4) Private hospital
(5) Government hospital
(6) Other: _____

12. Have there been any successful promotional events in your community?
(1) Nukkad natak
(2) Movie
(3) Drama
(4) Other: _____

13. Why do you think were they successful?

14. Can you recall any advertisements on general awareness or product branding that left a lasting memory?

While starting the second phase of our project, there was a substantial change in our business model. We would establish water kiosks in the villages and market the purified water instead of the liquid purification solution (Aqua+). For inferring consumer behaviors in relation to potable water, a consumer survey was conducted in Bhadohi & Mirzapur Districts of Uttar Pradesh as well as a Market Survey to gauge general trends in the packaged water sector in these areas.

Here are some snippets from the data we analyzed after conducting both these surveys

- The primary source of water across 6 villages in Bhadohi & Mirzapur Districts was a community hand pump (92.59%) and all others got their drinking water from either a well or boring (7.41%).
- A total of 54 individuals participated in this survey, out of which 53.7% respondents perceived their water to be safe and fit for drinking. 46.20% reported that they were conscious of the water being unsafe for consumption; yet do not adopt any method of water treatment.
- Data was collected about the various packaged water options available in two districts of Uttar Pradesh. Packaged water primarily exists in the form of mineral water bottles (51.9%). The other forms in which packaged water can be availed in the market are in plastic pouches & jerry cans

Tool 5. HRWS Checklist

The Human Right to Water and Sanitation (HRWS) entitles everyone to sufficient, safe, accessible, culturally acceptable and affordable water and sanitation services for personal and domestic uses, and which are delivered in a participatory, accountable and non-discriminatory manner. To assess whether these principles are being followed, they are rated on 8 Parameters:

	1	2	3	4	5
Affordability	<input type="radio"/>				
Availability	<input type="radio"/>				
Accessibility	<input type="radio"/>				
Acceptability	<input type="radio"/>				
Access to information and participation	<input type="radio"/>				
Participation	<input type="radio"/>				
Non-Discrimination	<input type="radio"/>				
Quality	<input type="radio"/>				

03.

Campaign Building

In this chapter, you will learn : -

- ◆ Role of local partnerships and influencers in building a campaign
- ◆ Role of other stakeholders in the campaign

03 Campaign Building

3.1 Forming local partnerships

While working towards building a social marketing campaign, you must understand that social issues are often so complex that one agency acting by itself is unable to make the desired impact.

It is important for the business to team up with other organizations in the community to really be able to achieve the desired social good. Let us look at some of the partnerships that are absolutely necessary to create a successful campaign.

- **Implementation Partners:**
Partnering with community organizations like federations, existing retailers can assist with getting the message out into the community. Example: Kansal traders, Upvan Mega Mart
- **Local level CSOs (Civil Society Organizations):**
Working with local level NGOs/CSOs enhances the credibility value of the intervention in the community

In 2015, TARA tested a set of prototype activities with TARAlife's channel partner Kansal traders in Lucknow, UP. Kansal traders is a commercial entity and franchisee for major brands like Amul, BSNL and similar products in Lucknow. Kansal's proprietor Mr. Mohan has a network of about 40+ shops to which he supplies these products. He has stocked Aqua+ in 20 shops in his network. The Social marketing campaign was a step towards leveraging his credibility within the community and enhance the sales of Aqua+.

As part of the execution of the micro franchisee model, an NGO named Aman Development & Rural Welfare Society was chosen to become TARAlife's microfranchisor. TARA supported the microfranchisor by conducting various social marketing activities including school events, water testing melas, etc., thereby increasing its outreach and building brand credibility and recall in his community.

Local enablers like these play a vital role in social marketing. They help the business in building a rapport with the community. Along with assistance in awareness functions, they also facilitate last mile delivery through execution of the channel partner/microfranchisee model



Figure 7: Gabriel Erisman conducting an interview session with the Micro franchisor in Bhadohi, Uttar Pradesh

Being closer to the community, they have a better understanding of the preferences of the community and are hence best placed to understand their needs and provide support in developing a coherent social marketing strategy. As a result, they are well equipped to perform the function of community mobilization.

Beyond mobilization and execution of the last mile delivery sales, they also play the vital 'persuasive' role of bridging the gap between the business and the community. This role also extends to taking care of unsatisfied customers and getting their grievances looked into at the community level, thereby preventing any bad publicity for the business and the social marketing campaign.

3.2 Identifying local influencers

Local influencers are essentially the interface between the business and the community. By performing this role, they create a conducive environment for ensuring the success of a social marketing campaign. Often, the target group prefers to hear messages from someone they already know and trust. Local influencers hold a great credibility value within their communities which makes it critical to select the right influencers to add to the campaign's effectiveness. It is essential for businesses that enter a new geography to build on existing networks along with leveraging the social capital of the influence networks.



Figure 8: TARA team with the TARA Akshar women (Aqua+ customers)

Identifying key influencers for a particular social marketing campaign can be complex. Hence, influencer mapping is necessary to understand types of influencers and their role in a social marketing campaign. It helps to evaluate influencers and prioritize them based on impact, accessibility and general relevance in specified areas of focus. For example, the importance of existing consumers becomes extremely relevant when a brand is entering the geography as a reliable safe water solution provider. Some of the key influencer groups identified in communities include:

Some of the key influencer groups identified in communities, include:

- **Local governance:** Each village has a village governance head (Pradhan) who is elected by its residents.. Since he/she is locally elected and heads the decision making body in a village, he is the prime influencer in a community.
- **Local doctor/health workers/teachers/professors:** Being educated and well read, they have a greater credibility value among communities
- **Existing consumers:** They produce a more applicable understanding of the benefits of the initiative based on their ability to directly relate with the aspirations of the people.



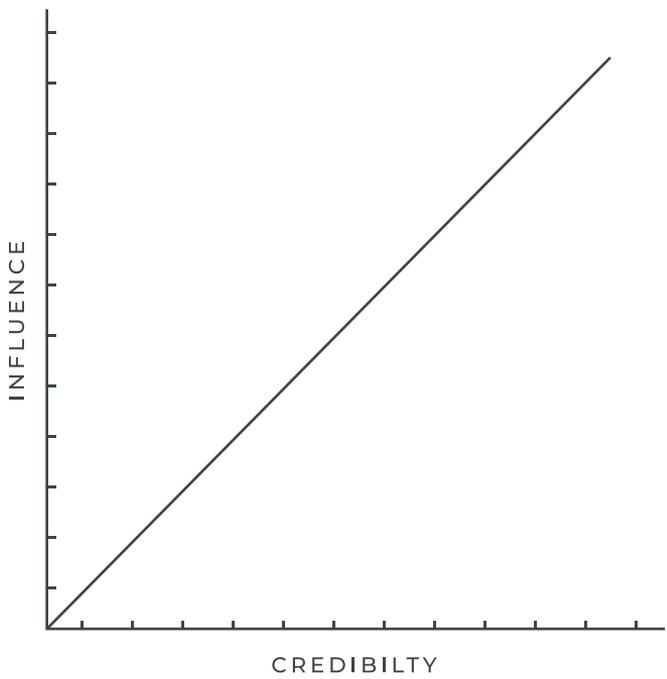
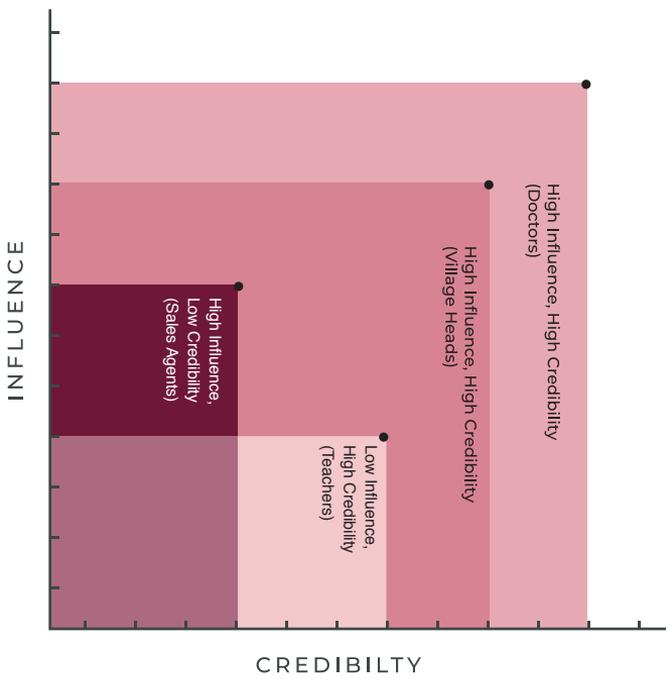
Figure 9: Our team mobilizing the community to identify the key influencer groups



Tool 4. Influencer Mapping- This is a tool for mapping key influencers in the community

This sample demonstrates how influencers can be mapped based on their credibility and Influence. The influencer must be chosen depending on the event, for example - a water purification demonstration would have a doctor, while a sales driven event would feature village heads and sales agents.

Do it yourself! Plot the influencers you want to recruit on your campaign based on their credibility and influence.



How we did it...

TARA approach for demand creation and management has been to use behaviour change as a tool. Social marketing therefore, has been the focus and key component of all activities done by TARA.

To promote Aqua+ as a safe water solution to the “Base of the Pyramid” population, TARA devised Social Marketing modules, to test and gather learning for social marketing using different approaches and leverage its existing footprint created through work in the past and currently running projects. These modules have been based on using different influencer groups to reach out to maximum number of people effectively and efficiently.

Each module was built keeping in mind different channels that can be leveraged to reach out to potential consumers across different geographies.

The modules are as follows:



Module 1

Using entrepreneurs and satisfied customers as influencers



Module 2

Using literate women and children as agents of change



Module 3

Using Women Self Help Groups (SHGs)



Module 4

Selling Aqua+ as part of a multiproduct portfolio



MODULE 1: Using Entrepreneurs and satisfied customers as influencers



Figure 10: Aqua check vials used to test water from villages where social marketing was conducted in Bhadohi

This was one of the initial modules that saw a lot of success. The module was launched with a Water testing event, which was conducted in a village in Uttar Pradesh. Water testing events have proven to be effective based on our previous learnings, since they tend to get people interested by telling them the status of their water (a template for conducting such an event is attached in the toolkit). The influencer in this event was a local Registered Medical Practitioner (RMP), who was also a happy TARA urja customer. The presence of a local person, who happened to be a medical personnel along with an existing customer increased people's interest and reliability on the product and the information provided. The event had 60 participants, out of which more than 50% were women. The sales as well as the overall consumer sentiment sensed around the product and brand TARAlife were positive.

MODULE 2: Using literate women and children as influencers



Figure 11: Aqua check vials used to test water from villages where social marketing was conducted in Bhadohi

Based on our observations from the previous models, women form a large proportion of the turnout at most social marketing events. We also realized that they had an integral role in the adoption and re-purchase of the product. So to test this learning, we devised two other models with women at the core. The campaigns conducted based on this module had an outreach of 5000 individuals with a 30% rate of repeat purchases. Majority of women being literate in this area understand the concern of unsafe drinking water and are willing to sensitize themselves about the potential solutions to purify it. They understand that the sole purpose of the social marketing campaigns is to generate awareness and not just product promotion. Therefore, the product was well accepted by them. They are willing to invest in an affordable and reliable water treatment solution like Aqua+ that can prevent their family from falling ill.

Social marketing activities in this region have also helped in building a positive brand image for TARA. The strong social capital built by the existing field mobilizer helped in reaching out to a large number of audiences as well.

Additionally, to reach out to more women in these as well as surrounding villages, we conducted school events for children, wherein the children were made aware about the importance of safe drinking water through a drawing

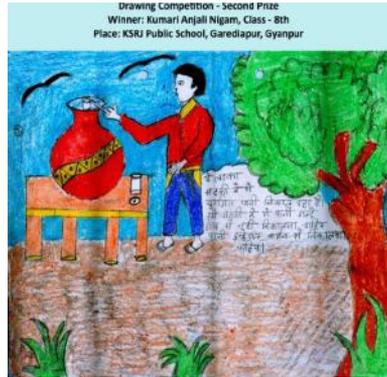


Figure 12: Artwork made during one of our school events



Figure 13: Middle School Children participate in an art competition where they were asked to depict the importance of safe drinking water through art.

competition. The mothers of these children were later invited to be a part of the prize distribution ceremony wherein Aqua+ was promoted as a potential household water treatment solution. Therefore, a combination of activities was carried out as part of the campaign. These included community meetings clubbed with showcasing water testing results along with street plays as well as school events followed by community meetings with the parents (the templates for all mentioned activities are provided in the toolkit). Children in the age group of 11-14 years were chosen as the target group since they are old enough to know about the importance of safe water and would thus understand the importance of a water purification solution such as Aqua+. They are more likely to directly influence the decision making of their parents. The objective of the activity was to promote safe drinking water among school children and build TARAlife as a brand in this arena. During the three-day campaign a total of 377 bottles of Aqua+ were sold. The second half of the day was utilized for interacting with the community and gaining feedback on the product, its usage and effect of marketing tools such as videos.

MODULE 3: Using Women Self Help Groups (SHGs)

The Community Development Society – Kudumbashree (meaning Family Prosperity), an innovative community based women-oriented initiative, is one of the largest women-empowerment projects in India (launched by the Government of Kerala in 1998). Our model of empowerment by universality of reach and scope of community interface in local governance situates this self-help group as a great

example. The deal involves provision of the product (Aqua+) to CDS (Community Development Society) at a certain percentage of the marked price. A part of the sales revenue goes towards funding promotional expenses and the remaining towards contributions for CDS funds. The Kudumbashree workers conduct household visits to make the product available and to raise awareness about its benefits amongst the community.



Figure 14: Women explaining the benefits of Aqua+ during a community event

MODULE 4: Selling using a Multiproduct portfolio

As we implemented the Micro Franchisee Business Model where the stakeholders (the entrepreneurs or salespersons) also get a certain percent of the profit made by sales, we realized that just one product wasn't enough to sustain their loyalties and keep them engaged. Based on this understanding, TARA came up with the Multi-product portfolio that which includes more basic needs product to make it more sustainable in terms of distribution and also increase the profit margins for local entrepreneurs while raising awareness and the quality of life for Rural Development. In some locations, Aqua+ was promoted as a basic need product along with electricity.

Therefore, the product was promoted across different platforms. Focus Group discussions were organized before the awareness campaigns in many locations, with success. Activities included, community meetings at popular market areas combined with Street plays in local language. Since in these locations, Aqua+ was sold as part of a multi-product portfolio, the play was around TARAlife as a brand offering affordable basic needs products with special emphasis on electricity as well as Aqua+. TARA also sought expert assistance from an external consultant to refine this micro-franchising model to include other products and services.



Figure 15: A Street-Play demonstrating the importance of safe drinking water aimed at sustaining the sales of Aqua+

Situating other stakeholders in the campaign

Microfranchisees are responsible for spearheading the on-ground delivery of services and maintaining a healthy customer relationship. Their role varies from door to door sales, demonstrating use, day-to-day sales, looking into customer grievances and reporting to the microfranchisees.

They are like the 'foot soldiers' of the Social Marketing campaign. They are trained personnel from within the community who are the face of the company in their respective communities. Consumers interact with them for all their delivery requests. Being from within the community, the agents have a good grasp of the community's perspective and also possess the advantage of being able to communicate in the community's language. A good rapport with the community is an essential quality of any microfranchisee.

Social marketing is means to creating awareness about the products and services provided by a company and its benefits thereby leading to optimal brand recognition and recall among the communities.

Brand recall plays a crucial role in getting more customers to stick with your brand as well as to buy your brand repeatedly. A brand's value is directly connected to its presence in the memory of consumers.





Figure 16: Interactive marketing activities during community events to garner interest amongst the children and community

It is extremely important to have trained and motivated personnel working at the customer interface level to enhance the efficiency of the delivery chain. The micro-franchisees in UP and Bihar were provided product related information (flyers, pamphlets, flipcharts and other collaterals.). They were also trained in product demonstration, financial management, data collection and stock inventory. Additionally, orientation sessions were taken to train them on TARAlife brand values. There was also discussion regarding common consumer concerns and how to handle them as well. The idea behind having a micro-franchisor and her/his network of microfranchisees at the village level was to make the supply chain more efficient and also use her/his credibility value among her/his community to position TARAlife as a brand for basic need products.

TARAlife Sustainability Solutions Pvt. Ltd. had put in hoardings and banners showcasing the benefits of Aqua+ across the target villages and common market places to enhance brand recognition and build its credibility within communities. As part of one of the road shows conducted, vehicle branding – a MUV with the Aqua+ banner was also used to generate community interest and facilitate on spot sales of Aqua+



04.

Campaign Designing

In this chapter, you will learn : -

- ◆ Key steps in designing a social marketing campaign
- ◆ How to identify the type of campaign and develop an action plan?
- ◆ Guidelines on developing Information Education and
- ◆ Communication Materials (IEC Tools)

04 Campaign Designing

Now that you have an understanding of the consumers you are targeting and have identified key partners and potential influencers to be part of your campaign, the first and foremost step would be to identify the type of campaign.

Step 1: Identifying the type of campaign

Since social marketing is all about influencing people's behavior for a greater social good, the means of persuasion differ for each of the consumer groups targeted:

- For men, the benefits of the product per se – ease of use, reduction in medical expenditure, affordable pricing, aspirational value etc.
- For women- improved family health, children falling sick less, ease of use, design of the product, better taste of water, etc

If you aim your campaign at the aspects of issues that matter most to members of the target group, they are more likely to pay attention and take action. To build a campaign, different sets of activities targeted towards different groups may be used.

Some recommendations on the combination of activities to be carried out as part of campaigns are as below:

- **Door to door-** Systematic initiation of direct contact, wherein the mobiliser/microfranchisee goes from one house to another to interact with an individual/family on a one-to-one basis.
- **Water testing drives-** Representatives carrying water-testing equipment (in our case, Aqua Check vials) move from village to village, collecting water samples at source with key members of the community watching the proceedings. The vials, one containing water treated with Aqua+ and the other with untreated water collected at source is then given to a key representative within the community who is then requested to bring the samples to a community event which is organized 2 days later after the testing has been done.
- **Community meetings-** The community is brought together and made aware about the positive effects of safe drinking water on their health with the help of flipcharts and other tools. The focus of these meetings is not on the promotion of the product, but on spreading awareness about the potential of the product as a solution.
- **Focused group discussion-** Group discussions are an important platform where a group of people coming from similar backgrounds discuss various issues and challenges faced by them as a group, focusing on a particular aspect. The major target groups for such discussions are household women, shopkeepers, entrepreneurs, farmers, etc. Based on the customer segment targeted, points of discussion are finalised and

communicated to the field mobiliser who brings relevant people together at a centrally located place for the discussion.

- **School Events-** A set of activities and competitions engaging students and teachers on the importance of safe water.
- **Volunteer Outreach Programme-** Mobilising the youth within the community to devote a certain amount of time every week to the cause of spreading the message on safe water.
- **Roadshows-** A rickshaw/ cart fitted with speakers and posters goes around in different villages for advertising the benefits of the product. The rickshaw also has a sales agent/microfranchisee who carries out on-the-spot sales by engaging with communities in all villages covered by the roadshow.



Figure 17: The Aqua+ stands during events, the community mobilisers also made use of loud speakers for advertising



Figure 17: Branding on a car showcasing the cost of purification as INR 1.50

- **Village Branding & Advertisement-** This includes the designing of banners, posters and other material to enhance the Aqua+ brand recall amongst consumers. Advertisements are also aired through the local cable TV.
- **Shop Branding-** This includes the supply of danglers, promotional material for festivals, retail stands, etc. to shops selling the product.
- **Stalls/Kiosks-** These make the product available at important locations including village haats (weekly market day), community events and other locations that see a lot of footfall.

- Movie screening:** This is one method through which the community can be brought together by screening any movie of their interest. Product promotional videos in which consumers share their experiences are played in between and at the end of the screened movie.
- Distribution of leaflets and flyers:** Distributing leaflets and flyers are a direct and cost-effective way of conveying information to a large number of people in a short span of time. Information commonly found on leaflets includes details about the initiative, contact information, the offers and services provided. Such activities can be undertaken during or after a community meeting so that participants are able to get more information as well as follow up after the end of an event. Sum up and provide means to know more and follow up after an event is over.
- Street Plays, locally known as ‘Nukkad Natak’ or ‘Tamasha’** in rural India, are one of the traditional ways of mobilizing communities and creating awareness. They are also very effective along with being means of wholesome entertainment. It includes group theatre performances and song-and-dance sequences, usually conducted in the local language of the community. They are a great way to get a greater footfall of people across all age groups and customer segments.
- Loyalty Programs:** These are ways through which consumer and producer loyalty can be built-up. It includes benefits like prizes for high performing shops (e.g. Aqua+ branded boards, clocks, bike carriages,

calendars etc.) and loyal customers (e.g. through competitions - Aqua+ poster Family competition, sticker collecting competitions, etc.)

Ms. Laura Sgier, from the Lucerne Design School- human centered design department, had helped TARA in the design of concepts to build awareness and communicate the value of Aqua+ to the target audience at the BoP. The concepts were designed to primarily create a feeling of pride and prestige, encourage participation of the community, communicate a consistent message and ensure brand recollect. The concepts are as illustrated below:

11.2. ONE DAY OF FAME

	WHO: Villagers like families or individuals who consume and purchase Aqua+ regularly and consistently. Per village one individual or one family.
	WHAT: The most consistent user is selected as village hero and is rewarded with <i>One Day of Fame</i> . This day entails meeting other village heroes, sharing personal experiences with Aqua+, giving feedback and ideas, and most importantly being part of a photo shooting session that introduces the feeling of being unique. The best picture taken is further printed on posters and placed throughout the village areas. As a matter of course, copies of the pictures are handed over to the villagers.
EVALUATION: (1 lowest, 5 highest)	WHY: The concept of Aqua+ village heroes deals primarily with rewarding individuals or families who consume and purchase the product regularly and consistently in a village. It introduces a simple way of making Aqua+ users proud and prestigious. Often villagers have only rare access to pictures picturing themselves, not to mention the utilities to dress up and feel pretty and special. Receiving these pictures of fame, plus being selected as the village hero boosts the feeling of being different than other villagers. Moreover, these heroes receive the chance to contribute in the Aqua+ communication strategy with feedback, ideas or physical support.
Reward System: 4.7 x 20% Opportunity to differentiate: 4.7 x 20% Contextual relevance: 3.7 x 20% Link to Movie: 3.7 x 15% Use of Visual Language: 4.3 x 15% Supports Consistent Message: 3.7 x 5% Involves Local People: 4.3 x 5%	

Table depicting the various campaigning activities that can be conducted on an individual-community level

	Activities		Activities
Individual Centric	Door to door	Mass Centric	Village branding and advertisement
	Approaching educational institutes		Shop branding
	Approaching local retailers		Stalls and Kiosks
	Coupons and Discounts		Audio campaigns
	Promotional offers		
	Loyalty Programs		
	Contests		
Community Centric	Focus Group discussions		
	School events		
	Community meetings		
	Street Plays		
	Water testing drives		
	Movie showing		
	Road shows		
	Wall paintings		
	Distributing pamphlets/ flyers		
	Volunteer Outreach programme		

Step 2: Preparing an action plan for the launch

Based on the selection of the combination of events, prepare an action plan giving out a detailed plan of events/activities to be conducted in a specified time-frame, along with tools and budget required to conduct the same. The action plan helps keep everyone on the same page and avoids last minute confusion with regards to implementation of the activities on ground. The dates of the events should be fixed keeping in mind any festivals or village priorities like local elections that are due during the timeframe of the campaign.

An action plan helps in prior planning to avoid any last minute confusions owing to lack of relevant and complete information. In 2016, during elections in Bihar, the people of the village were busy rallying, and taking part in everyday local governance discussions, which disrupted door-to-door discussions and community meetings planned during the time.

Therefore, it is recommended that social marketing campaigns are conducted keeping in mind the ground realities.



Figure 18: Team undertaking door-to-door surveys to formulate an action plan

Tool 6. Action Plan-In order to successfully conduct a social marketing launch; there are a set of outputs that must be achieved within given deadlines to achieve the envisioned outcome. You can refer to the sample checklist for the same.

Action Plan																	
S.No	Activities	Responsibility	Tools Used	Location	Budget (INR)	Timeline											
						Month 1				Month 2				Month 3			
						W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4
1																	
2																	
3																	
4																	
5																	



Step 3: Finalising the venue of the planned events

Social marketing makes one consider whom one wants to influence, and how to sway these people most effectively.

After developing the action plan with an estimate of the cost of each event and the area of intervention the location for each event must also be planned. Based on the specific consumer group being targeted through the event, the venue for the planned events should be:

- **Easily accessible**
- **A place where people generally gather for village meetings**
- **Well ventilated and clean**
- **Properly equipped as per requirements of the event**

A school awareness drive proved to be really successful, in terms achieving an overall footfall of over 1500 people, including 1000 women and 400 children. A drawing competition was organised for children to understand their perspective of safe water means to them. This was followed by a small prize distribution ceremony, which saw parents, especially mothers of the children attending the event too.



Step 4: Developing Information, Education and Communication (IEC) material

This phase constitutes the preparation of the appropriate IEC material to make people aware of the initiative. Managing an effective social marketing campaign takes a lot of thought, resources, and ground work since it is the process of transmitting ideas and information about your initiative throughout the community. Effective social marketing communication does that in such a way that people are aware of the message, understand it clearly and respond to it positively.

Communication is the core of any social marketing campaign. It has to:

- **Convey the ideas and the message clearly**
- **Be accessible by the people for whom it is meant**
- **Be noticeable**

Design of the message

The design has to be delivered in a language and style that ensures that the target audience can understand it. More importantly, how the way the communication looks, sounds, and reads will do much to determine whether the target audience will notice and pay attention to it. While paid advertisement is one of ways to determine the message, other information distribution channels like audio campaigns,

printed promotional material and entertainment like television and movies, can also serve the purpose well.

Some concepts developed around the social marketing of Aqua+ include the following:

- Swachh jal behtar kal (Safe water for a better tomorrow)
- Teraghar yam era ghar, ab Aqua+ hargharghar (Your home or my home, now Aqua+ in every home)
- Ab kitanu se kyadarna, Aqua+ haina (Now why be scared of bacteria, there is Aqua+)
- Ab beemari se kyadarna, Aqua+ haina (Now why be scared of diseases, there is Aqua+)
- Do boondo ka jadoo (The magic of two drops)
- Do boondlayejeevanmeinkhushhaali (Two drops brings happiness in life)
- Swachh paani, meethapaani (Safe water, sweet water)
- Filter jaisapaani, bugetmeinsamain (Filter-like water within the budget)

The informational material must consist of a brief of the initiative, the services provided, its benefits, and information on how to avail the services.

Branding tools are also helpful in creating brand recall and recognition within communities. Tools like T-shirts and caps were developed for last mile delivery agents/ microfranchisees. Additional tools include pens, stickers, retail stands, calendar, dangler for shops, etc.



Figure 19: School children depict the perception of safe drinking water in their homes



Figure 20: The "flip-chart" an IEC Tool being showcased to school children post a drawing competition held for them

Channels of transmission

The communication has to be available in places where it will reach the target audience. To elaborate, people are more likely to see posters or wall paintings in their neighbourhood than elsewhere, and to pick up flyers in places where they frequently visit.

Other than the written and pictorial material, it is important to choose a credible influencer - someone whom the target audience respects and believes and who can contribute hugely to the effectiveness of the dissemination. Some audiences are more comfortable hearing from people who either embody authority like the village head (Pradhan), or are authorities in the field that the campaign covers (like doctors, teachers, health workers, etc.). Additionally, using a familiar situation or idea, appealing to the values of the target audience, can help to smooth the way and build strategies for a new concept or a suggestion for a behaviour change, resulting in an effective social marketing campaign.

If people do not understand, are not exposed to, or do not pay attention to your message, they will not respond by changing their behaviour.

Apart from the printing material, an Aqua+ jingle was also developed which highlights the magic of two drops of the purifying solution.

This jingle was played as a part of campaigns, during road shows and community meetings, and especially weekly markets in the villages.



Figure 21: Children enjoy Jingles developed in the local language aimed at integrating the idea of safe drinking water through local songs

Step 5: Developing specification sheets for each of the planned activities

It is also important for everybody who is part of conducting the campaign to be well aware of the preparatory activities that have to be done prior to the day of the event. These involve the finalisation and setting up the location and informing people well in advance about their participation in the event. This could be done either via community audio call-outs, displaying posters and banners in appropriate locations, or through a one-to-one personal invite, especially in the case of an influencer like the village Pradhan.

To make things easier, it is suggested that one makes a specification sheet listing out all the above mentioned things to avoid any last minute confusions. These sheets, specific for each of the activities to be conducted should be circulated across the entire team responsible for carrying out and monitoring the campaign so that all are aware of the details of the campaign. A specifications sheet should have the following information:

- Objective of the activity
- Duration
- Details of participants (including the influencers)
- Details of arrangement and logistics
- Preparatory activities
- Important things to be kept in mind
- Schedule of the event



Figure 22: Primary surveys conducted to capture feedback on the community events

Four specification sheets were developed for the last mile delivery project, samples of which have been attached as ANNEX 3

Community Meetings clubbed with Water testing and Street plays

Location: 15 villages across 3 blocks - Suriyawan, Abholi and Gyanpur



During the campaign, we reached out to a total of 3200 women, including about 100 children and 150 men. As a result of the campaign, a total of about 432 bottles were sold.

Each community meeting started with an introduction to the TARA team. The women were then briefed about what the meeting was going to be all about. The team from TARA then continued to elaborate more about health and the importance of safe water in ensuring that one remains healthy. To catalyse the behaviour change, and by highlighting the current problem at hand i.e. unsafe drinking water from wells and hand-pump, water testing was conducted at three locations in each village.

The results of the testing were presented during the meeting. At this point, Aqua+ was introduced as a solution. Information such as the contents, benefits, usage and certification were told to the audience.

A TARAlife technical expert answered technical information about the communicated certifications and safety of the product. She/He also tested the TDS levels of the water of the community. The meeting was concluded by promoting Aqua+ as a potential solution to all unsafe water related diseases and informing the participants/community about where the product was available locally.

A street play (Nukkad Naatak) was also conducted, the theme was the importance of women education as well as safe water. Since the play was in Bhojpuri, i.e., the local language, it was very well received by the community.

To ensure on the spot sales, a sales representative with Aqua+ bottles and flyers was positioned at the rear end of the venue. The street play was seen as a means of mobilising the community and making them aware of the problem in a more interactive and easy to understand way.



School Events followed by community meeting with parents

Location: Chanaura in Suriyawan block, Chaur in Abholi block and Puregadiya in Gyanpur block



As part of the second round of social marketing activities to promote Aqua+ in Bhadohi, events at three schools were conducted. During the campaign, a total of 1000 women, 250 men and 400 children were reached.

Children in the age group of 11-14 years were chosen as the target group, since they are old enough to understand the importance of safe water and thus know the use of a water

purification solution such as Aqua+. They are more likely to influence their parents' decision making. The objective of the activity was to promote safe drinking water among school children and build TARAlife as a brand in this arena. During the three-day campaign, a total of 377 bottles of Aqua+ were sold.



05.

Post Campaign

In this chapter, you will learn:-

- ◆ Importance of monitoring social marketing activities
- ◆ Feedback analysis and evaluation

05 Post Campaign

Time for Contemplation

Effectiveness of the Campaign
Motivation level of the microfranchisor and channel partner
Retention of microfranchisees
Number of new customers, repeat purchases and dropouts
Number of activities conducted with frequency at each place
Use of promotional/knowledge material provided Cost incurred vs sales

Last mile delivery of basic need solutions like safe water solutions is based on a strong distribution network complemented by good social marketing capability. In rural areas, people fail to see the difference that will be created in their lives with access to safe water solution. Such attitudes exist because of complex social beliefs and cultures. Measuring change in attitudes of people in response to specific interventions does not give accurate information about behaviour change; however indicators to evaluate sales and effectiveness of the campaign can be used to measure potential impact.

A post review form collecting information regarding the overall turnout for the events and number of people inquiring about the solution, can be used to assess the effectiveness of the campaign. Additionally, people buying Aqua+ can give an idea of the new customers obtained for the business. The form can be filled by the microfranchisee after each event and should be later analysed to evaluate the effectiveness of the campaign.

Moreover, a form can be circulated amongst the audience to obtain their feedback on their experience of the event. This will provide an understanding of what they liked and did not like about the event and help in planning future events based on this feedback.

Information should also be collected on the expenditure on events conducted for the social marketing to analyse the financial efficiency of these events. After the events are complete, information should be collected on the amount spent on the arrangements (tents, speakers, refreshments etc.), personnel cost, travel costs etc. This should be mapped with the revenue increase for the business as a result of these events to analyse the financial effectiveness of the overall campaign.

There are a lot of learnings that can be gathered from the events conducted. Some of these will help us plan better and enhance the effectiveness of future campaigns, include:

- Advantages of conducting Water-testing events: To capture people's attention and increase turnover, it is essential to tell the people about the status of water they are currently drinking.
- Success of Road shows: Road shows proved to be a great way to reach out to more people, by going around villages advertising the benefits of the product. The Aqua+ jingle attracted people's attention and enhanced their participation in the activity.
- Role of a local influencer: Presence of a local influencer increases people's interest and enhances their participation in the discussions. For e.g.: presence of a local doctor in one of the community meetings increased people's interest in the product and enhanced the credibility of the information provided. It is difficult to ensure the participation of people in the discussion/meeting without any influencers.
- Presence of Women: Women are much more concerned and aware about the importance of safe drinking water. Also, women are quite pro-active when it comes to influencing other women (friends and neighbors) in the community.
- Follow-up sales activities: To ensure increased sales, the areas covered during the social awareness campaigns must have a sales representative present in the area. Follow up sales activities are a must post the awareness events to ensure increased sales of Aqua+ bottles.

Mr. Jaipal Maurya from Sitapur district firmly believed that the water that he and his family consumed was safe, till one day he got his water tested at one of the water testing events conducted in his village. Mr. Maurya's belief was based on the fact that the water he consumed tasted, smelled and looked fine. However, after 48 hours of the TARA representative collecting the water samples from the source, the water in the vial had turned black, which confirmed bacterial contamination. Following the water-testing event, he was approached by a TARAlife sales agent who introduced him to Aqua+. He has been using Aqua+ for the past 15 days now. In Mr. Maurya's words, "The first time I used it, I found a huge difference in the way the water tasted. It tasted so pure. It was almost like bottled mineral water. We are a family of five people, and we use Aqua+ every day. There is a significant decrease in gastrointestinal infections in my family. Also, I can't believe that this miracle is available at such a minimal cost. I really feel lucky and really thankful to Raj Kumar (TARAlife sales agent) for introducing me to this product. In fact, I have even recommended it to many of my friends."

Campaign Follow-up

Geography	Name of Village: _____ District: _____ State: _____	No. of Households	_____		
		Type of Event	_____		
Date	_____	Day	_____	Weather	_____
Time	_____	Venue	_____		
Venue Details	_____		Arrangements made at the venue	_____	

Objective/Purpose of the event:

Activities Planned: _____

No. of influencers:

Name and position of the influencers present: _____

No. of microfranchisees present:

No. of people who attended: Children: _____
Women: _____
Men: _____

Duration of the event: _____

No. of people who enquired about the product /services offered _____

No. of people who bought the product/ availed services provided: _____

Feedback Form

We are interested in getting your feedback on your experience of the event. We would greatly appreciate if you could spend about 5 minutes to fill this form. Your opinion is important to us.

Personal Details (Optional)

Name: _____

Village: _____

Age: _____

District: _____

Sex: _____

State: _____

What I liked about the event:

What I did not like about the event:

What I did not understand:

My suggestions for the next set of events:

Tool 10. Cost impact Analysis

Cost Impact Analysis

S.No	Event (Community meeting/ FGDs/Expansion Mela or any other)	Village (Geographies covered during the event)	Date	Foot Fall	Expenditure Details				No. of customers acquired as a result		Increase in Revenue (in INR Per month)
					Arrangements (Tents, sound, Food, Etc.)	Personnel (Cost for field staff and HQ personnel)	Utility (Electricity or water charges)	Others (Any other such as travel, stationaries)	New customers	Repeat purchases	
1											
2											
3											

ANNEXURE I: Market Survey

1. What is your age? 17 or below
 18-25
 26-39
 40-60
 60 or above

2. What is your gender? Male
 Female
 Others

3. What options for Purified Drinking Water are available in your shop/enterprise?
 Mineral Water Bottles
 Water Pouches
 Water Jerry Cans

List the names of all water brands available in the store

4. What are the prices of available options for Purified Water. (If quantities not available in your shop please put a cross against it)

1 Litre Mineral Water Bottle	<input type="text"/>
10 Litre Mineral Water Can	<input type="text"/>
250 mL Water Pouch	<input type="text"/>
500 mL Water Pouch	<input type="text"/>
Others 1	<input type="text"/>
Others 2	<input type="text"/>

5. What are the Packaging/Storage methods used for drinking water?
 Sealed Bottles
 Handis
 Tankis / Wells
 Plastic Pouches
 Reused Bottles

Buckets/Household Utensils
 Jerry Cans
 Specify all other alternatives:

6. If we offered you cans of purified water (less than Rs. 15 for 10 Litres) would you like to sell it at your shop?
 Yes
 No
 Yes with Comission
 If with comission specify a margin: _____

7. Is there an existing system of home-delivery for products from your store?
 Yes
 No
 If yes, please describe your method: _____

8. What's the usual payment method for daily basic needs products?
 Pay immediately after buying product
 Pay at the beginning of the month
 Pay collectively at the end of the month

9. We have another product, AQUA+, a water purification liquid, would you like to sell that at your shop as well (present with AQUA+ Flyer)
 Yes
 No
 Yes with Comission
 If with comission specify a margin: _____

ANNEXURE II: Customer Survey

1. What's your primary source of drinking water currently?
- Community Hand pump
 - Water Tank
 - Well or Boring
 - Water Tap
 - Buying Packaged Water in Jerry Cans/ Handis/ Bottles
 - Other: _____
2. Is the water you drink safe? If no, tick the method you use for treatment
- Yes, my water is safe
 - Not Safe but no treatment
 - Chlorine tablets
 - Boiling
 - Sieving
 - Water Filter at home
 - Other: _____
3. What's your monthly drinking water expenditure?
- No Expenditure
 - 0-500 rupees
 - 500-1000 rupees
 - 1000-2000 rupees
 - Above 2000
4. How much would you pay for 10 Litres of Purified Water?
- Rs. 15- Rs. 10
 - Rs.10- Rs.5
 - Rs.5- Rs.1
5. What payment method do you prefer for goods that are bought daily/ weekly?
- Pay after delivery of goods
 - Pay collectively at the end of the month (eg. taking credit from local kirana)
 - Pay at the beginning of the month (eg . paying for newspapers)
6. Approximately how many litres of drinking water do you need in a day?
- Less than 5 Litres per day
 - 10 Litres a day
 - 15 Litres per day
 - 30-50 Litres per day
7. Which method of delivery would you prefer for your packaged water?
- Door-step Delivery
 - Pick-up from local vendor or Kiosk
- If yes for Home-Delivery, how much would you pay as convenience fee ?
- Rs.0- Rs.2
 - Rs.2- Rs.5
 - Rs.5- Rs.10
 - More
6. Approximately how many litres of drinking water do you need in a day?
- Once per day
 - Once in two days
 - Once a week
 - Fortnightly
9. What would you prefer?
- Tap Water or Water from Hand pump
 - Water from Home installed Water Filter
 - Water Purification drops, that takes 30 minutes to purify water at home
 - Treated and Packaged Water at a nearby shop
 - Treated and Packaged Water at your door step
10. What are the determinants of buying safe water for you?
- Brand
 - Cost
 - Taste
 - Covinience
11. Please specify your age and gender: _____

ANNEXURE III: Social marketing Activities & Events

This section consists of a detailed description of the social marketing activities that were tested.

1. Community meeting

Activity:	Community Meeting
Objective:	To create awareness regarding the importance of safe drinking water and promoting Aqua+ as the solution.
Duration of Activity:	50 Minutes
Frequency:	Monthly
Location:	Room/ place for conducting the meeting- centrally located
Key Resources Used to carry out activity:	Personnel: 1 TARA representative/ Last Mile Sales (LMS) Agent Tools: Flipchart, banner (or) standee, flyer, retail stand, 10 Aqua+ bottles, Mascot Audience size: 20 – 30 people
Key Participants from the community	<ol style="list-style-type: none">1. Village head: To introduce TARA/TARAlife and introduce the purpose of the meeting2. ASHA Worker, Local doctor: To talk about the local health problems3. Awareness Agent: To talk about the importance of safe drinking water and demonstrate through the flipchart4. TARA/TARAlife team member
Arrangements that need to be made at the location:	<ol style="list-style-type: none">1. Banner (or) Standee put up at the location2. 40-50 flyers (kept on the table)3. A retail stand having 8-10 bottles4. The last mile sales agent should be dressed in Aqua+ merchandise (Cap and Shirt)

I. Preparatory Activities

Activity	Preparation	Remarks
IDENTIFY LOCATION	<ul style="list-style-type: none"> Fix a date and time- where maximum people can be called Identify venue for the programme Talk to opinion leaders in the community and request their presence Put up teaser poster for the fixed date Identify location for stall that will be put up on the following day 	2 teaser posters should be put up at the main market/ road of the village
PARTICIPANTS	<ul style="list-style-type: none"> Talk to influencers/opinion leaders in the community and request their presence. Orient them about the campaign and the activities that will be carried out in their village Explain to them their involvement in the events Put up posters announcing the event (with pictures of the opinion leaders) 	<p>The key influential people may include people who are highly respected and known in the local community:</p> <ul style="list-style-type: none"> Pradhan Teacher/professor Doctor Social worker Health worker

II. Flow of Event

S.No	Agenda	Time	Tool
1	<p>Address by local leader: Introduce TARAlife and talk about problem of unsafe water, routes of contamination, resultant harm of consumption prior to treating.</p>	3-4 Mins	
2	<p>TARA Representative/Awareness Agent: Introduces him/herself. Talks about the purpose of the meeting and the problem of unsafe drinking water and Aqua+</p>	25 Mins	Flipchart

3	<p>Talk by local health representative</p> <ul style="list-style-type: none"> Sharing experiences on common water borne diseases that are prevalent in that local community How the habits of people are impacting their health (diseases, absenteeism amongst school children, loss of work days, medical bills, opting for safe water when healthy not as a solution to sickness) 	3-4 Mins	
4	<p>TARA Representative/Awareness Agent:</p> <ul style="list-style-type: none"> Provides consumers with information on options to treat water-Boiling, Filters, Chlorine Tablets, and Aqua+. Aqua+ to be projected as one of the options and its USP of being affordable and accessible to be mention. Sales agents for Aqua+ to be introduced. 	3-4 Mins	
5	<p>Sharing happy customer experiences :</p> <ul style="list-style-type: none"> Ask one happy Aqua_ consumer from the village or from the audience to share their experience related to Aqua+. (If there are any past users in the audience who want to share their experience related to Aqua+) 	3-4 Mins	Optional
6	<p>Talk about the incentive scheme (not to be implemented till we have made a dent in the community with the awareness campaigns):</p> <ul style="list-style-type: none"> Aqua+ parivaar- family that consumes Aqua+ for three months will have their photo printed on the Aqua+ poster. Announce about the stall that will be put up on the following day at the fixed location 	3 Mins	Poster
7	<p>Closing session:</p> <ul style="list-style-type: none"> Awareness agent thanks the audience and the other participants for participation and asks the audience for any feedback. 	3 Mins	

Note to Awareness Agent/ TARA representative: Make the session as interactive as possible.



2. Water Testing Event

Activity:	Water testing event
Objective:	To create awareness regarding the importance of safe drinking water and promote Aqua+ as the solution.
Duration of Activity:	60 minutes
Frequency:	Monthly
Location:	Room/ place for conducting the meeting- centrally located
Key Resources Used to carry out activity:	Personnel: 2 LMS agents Tools: Flipchart, poster, flyer, retail stand, 10 Aqua+ bottles, Aqua check vials, Mascot Audience size: 30 – 40 people
Key Participants from the community	<ol style="list-style-type: none">1. Village head: To introduce TARA/TARAlife and introduce the purpose of the meeting2. ASHA Worker, Local doctor: To talk about the local health problems3. LMS/ Awareness agent: To conduct the activities and demonstrate through the flipchart4. TARA/TARAlife team member
Arrangements that need to be made at the location:	<ol style="list-style-type: none">1. 1 banner put up at the location2. 40-50 flyers (kept on the table)3. A retail stand having 8-10 bottles4. The last mile sales agent should be dressed in Aqua+ merchandise (Cap and Shirt)

I. Preparatory Activities

Activity	Preparation	Remarks
<p style="text-align: center;">IDENTIFY LOCATION</p>	<ul style="list-style-type: none"> • Fix a date and time and venue where maximum people can be called • Identify location for stall that will be put up on the following day 	
<p style="text-align: center;">PARTICIPANTS</p>	<ul style="list-style-type: none"> • Introduce the product to the key influential people in the community and ask for their participation (with the flipchart provided). • Orient them about the product and the activities that will be carried out in their village • Explain to them their involvement in the events • Ask them for permission to conduct water testing on water from their homes. 	<p>The key influential people may include people who are highly respected and known in the local community:</p> <ul style="list-style-type: none"> • Pradhan • Teacher/professor • Doctor • Social worker • Health worker
<p style="text-align: center;">WATER TESTING</p>	<ul style="list-style-type: none"> • On the day of the meeting collect water from three main locations in the village in the presence of the community. • Perform testing with Aqua check vials. In one vial fill water treated with Aqua+ and in other 3-4 vials fill it with water from source at 3-4 locations. • Mark each vial with the name of source and date on which the water testing was done 	

Note: The LMS agent present at the meeting should wear a uniform

- Male: T-shirt/Shirt, Cap
- Female: Cap and badge

II. Flow of Event

S.No	Agenda	Time	Tool
1	<p>Address by local leader: Introduce TARAlife and talk about problem of unsafe water in the community.</p>	3-4 min	
2	<p>TARAlife Representative/Awareness agent: Introduces him/herself. Talks about the purpose of the meeting and the problem of unsafe drinking water.</p>	4 min	
3	<p>Talk by a child or someone who frequently suffers from symptoms of water borne illnesses Ask a child (10-12 yr.) from the audience to come on stage and talk about his sanitation habits and health problems that he frequently suffers from</p>	3-4 min	
4	<p>Session on water testing by awareness agent</p> <ul style="list-style-type: none"> • Awareness agent hands over vials containing water collected from source to Pradhan in front of people telling him and the people what was done to collect this water and sources at which it was collected (this should preferably be introduced by a person who helped in the collection from the community) • Ensure sufficient follow ups happen in the village in the form of community meetings, lal matlab khatra poster with pictures of "hand pumps marked red" to sensitize community sufficiently. <ol style="list-style-type: none"> i. Introduction: Name and company ii. Present the water testing results from the samples collected, by the school children from the hand pumps. iii. Display these on the table <p>(relate the sanitation habits to the common sources of water pollution- to make them understand how water is polluted and is impacting their health)</p>	3-4 min	

5	<p>Talk by local health representative</p> <ul style="list-style-type: none"> • sharing experiences on common water borne diseases that are prevalent in that local community • How the habits of people are impacting their health (diseases, absenteeism amongst school children, loss of work days, medical bills, opting for safe water when healthy not as a solution to sickness) 	3-4 min	
	<p>TARA Representative/Awareness Agent:</p> <p>Provides consumers with information on options to treat water-Boiling, Filters, Chlorine Tablets, and Aqua+. Aqua+ to be projected as one of the options and its USP of being affordable, accessible and easy to use to be mentioned. Sales agents for Aqua+ to be introduced.</p>		
	<p>Sharing happy customer experiences :</p> <p>Ask one happy Aqua_ consumer from the village or from the audience and share their experience related to Aqua+.</p> <p>(If there are any past users in the audience who want to share their experience related to Aqua+)</p>	3-4 min	Optional
	<p>Talk about the incentive scheme (not to be implemented till we have made a dent in the community with the awareness campaigns):</p> <p>Aqua+ parivaar- family that consumes Aqua+ for three months will have their photo printed on the Aqua+ poster.</p> <p>Announce about the stall that will be put up on the following day at the fixed location</p>	3 min	Poster
	<p>Closing session:</p> <p>Last mile sales agent thanks the audience and the other participants for participation and ask the audience for any feedback</p>	3 min	

	<ul style="list-style-type: none"> Awareness agent informs Pradhan that the vials are to keep it in a cool dry place and the changes in color are to be observed after 48 hours. Pradhan after 48 hours to communicate the results to people who consume water from the particular water source that the water was collected. Mention to him and the people at the community meeting the significance of the color change. Inform to the Pradhan that he is to tie a red cloth over any hand pump or water source that lets out contaminated water (this is in sync with the government campaign-Lal matlab Khatra) <p>Note: Awareness agent to:</p> <ul style="list-style-type: none"> Let Pradhan know that he is to retain the vials so that we can use the results in the subsequent community meeting in the village. 	10 min	Aqua check vial water from any of the houses
6	<p>Use flipchart: To talk about the problem of unsafe drinking water and Aqua+</p>	20 min	

Note to Awareness Agent: Make the session as interactive as possible.

III. Follow Up

The stall/canopy will be put up in the village or in the village haat near the village (s) where the water testing drive was carried out

3. Volunteer Outreach Program

Activity:	Using volunteers to reach out to the community to disseminate the message of safe drinking water and promote Aqua+.
Duration of Activity:	6 months
Frequency:	Monthly
Location:	1 village per volunteer
Key Resources Used to carry out activity:	Personnel: Volunteers + TARAlife/TARA representative (optional) Tools: Presentation (TARA) and the work we do, Safe Water Campaign, Enrollment forms Audience size: approx. 25 people per institute
Key Participants from the community	Awareness Agent, TARAlife/TARA representative , volunteers from other communities (who can share their experiences)
Arrangements that need to be made at the location:	Before the event: <ul style="list-style-type: none">• Permission to be taken from institute authorities• Posters/Notice on the bulletin board informing students about the talk During the event <ul style="list-style-type: none">• Availability of a presentation with information about TARA, the work we do, the community WASH Awareness Campaign, Volunteer Engagement Programme• Water testing results to sensitize students on the status of water in their community• 40-50 enrollment forms (kept on the table)

II. Flow of Event

S.No	Agenda	Time	Tool
1	<ol style="list-style-type: none">i. The TARA representative goes to educational/professional institutesii. Talks about the organization and its work and gives students an Introduction to the safe water campaign followed by a short discussion on the status of drinking water in the community (proved through water testing)iii. The representative requests the need for more people in the community to come work for the cause. This will be followed by the representative giving the students an overview of the 'Volunteer Engagement programme' and what will be expected of them so that they can make an informed choices.iv. At the end of the talk enrollment forms are handed over to the students.v. The forms will be a performa to collect information from students on:<ul style="list-style-type: none">• Personal information (Age, Educational background, Contact Information, etc.)• Reasons why they would like to be part of the campaign• Activities they would like to enroll themselves for• No. of hours they would be willing to put invi. The TARA Representative keeps this database updated and contacts the volunteers as and when needed.	3-4 min	Informational flyers (Aqua+) Enrollment forms

4. Road Show

Activity:	Road show
Objective:	To promote Aqua+
Duration of Activity:	8 hours
Frequency:	Every month in each cluster
Location:	Market areas, Panchayat, schools any other important location
Key Resources Used to carry out activity:	Personnel: 1 driver + 1 LMS Tools: standee/standee, flyers, the jingle, 50 Aqua+ bottles, Game Kits Audience size: 80-100 people
Arrangements that need to be made at the location:	<ul style="list-style-type: none">• The LMS agent has to identify 4 important locations in a village that have high footfall• Arrange for the cart or that sells items throughout the village and has a speaker system• Prepare cart with Aqua+ poster/standee• Carry flyers and Aqua+ bottles for sales• The LMS should be dressed in Aqua+ merchandise (Cap and Shirt)

II. Flow of Event

S.No	Agenda	Time	Tool
1	<p>i. At each location the cart needs to spend around 45 min. and then move to the next location:</p> <ul style="list-style-type: none">• keep playing the jingle• talk and present the new product• use the flyers to support the jingle• Ask for any on the spot sales• The cart needs to cover a total of 4 locations in a day. <p>ii. The LMS will also facilitate games: Snakes and Ladders and basic quiz competition. The participant may be chosen from the audience (mainly children and adults who are interested)</p>	8 hrs. (45 min. at each location)	Jingle Poster/standee Flyers

Tool 7. Revised Checklist

It's time to go back to the checklist.

Leading up to the Campaign		Status
12 Weeks	Analysis document based on Know your community form	
8 Weeks	List of local enablers/NGOs and influencers in the proposed area of intervention and finalization of local partners on ground	
4 Weeks	Action Plan, other IEC material and plant branding material developed	
2 Weeks	Orientation of on-ground implementation team through specification sheets and outreach tools, campaign materials up in all locations and call-outs initiated. Plant and enterprise branding complete	

Some of the things to be ensured while rolling out the campaign are to:

- Finalize and inform the key resources that would be used to carry out each of the activity
- Be aware of the key participants from the community
- Make arrangements as per the estimated audience size
- Follow the flow of events as per the developed action plan
- Understand the objective of each of the activity to be conducted
- Have an estimate of the duration of each of the activity to be conducted
- Divide this estimated time into smaller sections and develop an estimated flow of events
- Have all the tools and resources required for the arrangements to be made on the day of the event



www.tara.in | www.devalt.org
hello@tara.in | info@devalt.org
+91-11-2654 4100, 2654 4200