

## SOCIAL MARKETING AS A TOOL FOR SAVE GIRL CHILD INITIATIVES IN INDIA

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### ABSTRACT:

Past several decades have witnessed a serious decline in the child sex ratio in India especially in Northern States. Various studies have been done to study the impact of schemes implemented by the government which aim at improving the sex ratio. Statistics show that the sex ratio imbalances among different regions of India are heavily biased against girl child in north Indian states. Unbiased sex ratio is significant for the women empowerment. Initiatives like Cash Transfer Schemes (CT), like “Laadli Beti” which have not proven effective to address sex ratio imbalance. In order to bring change in the community behavior towards girl child CT schemes alone won't be adequate, there is need to use tools like social marketing and adopt a multi-pronged strategy. Social marketing has proved successful globally in bringing about social behavioral change. This review paper is aimed to analyze the various policy lacunae's that are present in the current strategies and how social marketing can be leveraged to bring in desired behavior change in society towards girl child. Study will focus on north Indian states which require attention to control the rising disparity and address the important issue of sex ratio disparity. Suggestions are based on review of relevant literature to confront these challenges.

**KEYWORDS:** Social marketing, save girl child, direct cash transfer schemes, ladli beti.

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