

# 6<sup>th</sup> INDIAN MARKETING SUMMIT



## Marketing for Not for Profit Organizations in Emerging Markets

*...profit is not always reflected in money*

2012  
April 27-28

India International Centre, New Delhi



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# Marketing for Not for Profit Organizations in Emerging Markets

## 6<sup>th</sup> INDIAN MARKETING SUMMIT

### Dr. Jagdish Sheth

Founder Academy of Indian Marketing  
Chief Mentor, IMS 2012

### Mr. Dennis L. Dunlap

Chief Executive Officer  
American Marketing Association  
Summit Chair, IMS 2012

## Join us...

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India International Centre,  
New Delhi

### The Context

In its bewildering history, Marketing has encountered many definitions but what it means, basically, is selling something for a profit. The object or purpose of a transaction can vary extensively but most of the time it comes to satisfying a requirement, desire or replacement of obsolete merchandise or outperformed items.

On the other hand, a Non profit organization has activities in a large number of domains mostly artistic, environmental and cultural. This type of organization is primarily interested in supporting a cause or a known affair, generally in a public or private domain, for a goal other than the intention of making a profit (i.e. charity). If we look around globally, we find that in most societies of the world, economic activity is a function of the actions of a profit (private) sector and a governmental sector. The American economy, however, contains an important third sector made up of tens of thousand of private, non profit or not-for profit organizations ranging from the society for the preservation and encouragement of Barber shop Quartet singing in America to major foundations, colleges, museums, charities, social agencies, and churches.

The strong third sector constitutes a middle way for meeting social needs, without resorting to the profit motive, on the one hand, or government bureaucracy on the other. These agencies specialize in the delivery of social services that are not adequately provided by either business or government.

Of late, with both government and large organizations creating a new realm of possibility in the area of social development, and large funds for development drifting away from the third sector, these non-profit organizations, unfortunately, are in trouble. Of all the classic business functions, Marketing has been the last to arrive on the non profit scene. Some years earlier, non profit managers began to get interested in accounting

systems, financial management, personnel administration, and formal planning. Marketing lagged behind, except where the non profit institution experienced a decline in clients, members or funds. As long these organizations operated in sellers' markets-as colleges and hospitals did throughout in the 1960s (in USA)—Marketing was ignored, but as customers and / or resources grew scarce the word 'Marketing' was heard with increasing frequency, and organizations suddenly discovered Marketing or reasonable facsimiles thereof.

*Social marketing is the systematic application of marketing, along with other concepts and techniques, to achieve specific behavioral goals for a social good.*

*Social marketing can be applied to promote merit goods, or to make a society avoid demerit goods and thus to promote society's well being as a whole. Although "social marketing" is sometimes seen only as using standard commercial marketing practices to achieve non-commercial goals, this is an over-simplification.*

*The primary aim of social marketing is "social good", while in "commercial marketing" the aim is primarily "financial". This does not mean that commercial marketers can not contribute to achievement of social good.*



### Dr. Jagdish Sheth

Chief Mentor, IMS 2012

Dr. Jagdish (Jag) N. Sheth is the founder of Academy of Indian Marketing and presently Charles H. Kellstadt Professor of Marketing in the Goizueta Business School at Emory University. Prior to his present position, he was at the University of Southern California (7 years); at the University of Illinois (15 years), and on the faculty of Columbia University (5 years), as well as the Massachusetts Institute of Technology (2 years). Dr. Sheth is nationally and internationally known for his scholarly contributions in consumer behavior, relationship marketing, competitive strategy and geopolitical analysis.

Professor Sheth has worked for numerous industries and companies in the United States, Europe and Asia, both as an Advisor and as a Seminar Leader. His clients include AT&T, BellSouth, Cox Communications, Delta, Ernst & Young, Ford, GE, Lucent Technologies, Motorola, Nortel, Pillsbury, Sprint, Square D, 3M, Whirlpool and many more. He has offered more than a thousand presentations in at least twenty countries. He is also on the Board of Directors of several public companies including Norstan (NASDAQ), Cryo Cell International (NASDAQ) and Wipro Limited (NYSE).



### Mr. Dennis L. Dunlap

Summit Chair, IMS 2012

Mr. Dennis L. Dunlap has been the Chief Executive Officer of American Marketing Association Inc. (AMA) since July 1999.

Mr. Dunlap is also the National Chair of Communication and Marketing at American Red Cross, The. At the AMA, he has spearheaded significant change and focused on enhancing the brand's visibility and value offering to marketing professionals. Mr. Dunlap's business career began in 1965 with Leo Burnett Company, the largest advertising agency in Chicago and among the top multinational agencies. Mr. Dunlap spent 25 years with Burnett in the client service side of the business and worked with many of the agency's global consumer goods clients including Philip Morris, Procter & Gamble, Kellogg, Kraft, Johnson Wax, RCA, Maytag and others.



**Day I (April 27, 2012)**

**Inaugural Session: 9.30 am to 11.00 am**

**Tea: 11.00 am to 11.30 am**

**Session I: From Non Profit Organizations to Non Profit Marketing (11.30 am to 1.00 pm)**

Non profit organizations in India are better known as NGOs or Non Governmental Organizations. Unlike U.S. where such organizations have a long history, in India they came into the limelight only in the 1980s. Though there are historical evidences of such organizations in India in the 19th century, most of them leaned towards a community socio-religious agenda. Selflessness is considered the core value of this sector and there has been great respect for this sector owing to the association of Mahatma Gandhi with the principle of trusteeship. In independent India, initially, this sector attempted to fill the gap in development left by the government.

Handlooms, dairy and fish are amongst the initial sectors which were built up around a cooperative structure and assured a better livelihood to the producer. Later the same organizations contributed in the areas of education, family planning, agriculture extension, natural resources, livelihood improvement and other prominent social causes. The Not for Profit Sector in India could be classified into three broad categories namely, implementation, research and advocacy.

The whole structure of a Non profit Organization is to be seen from the eyes of a marketer. This session would highlight a couple of such transitions along with strategies being adopted by such organizations for better marketing to get funding as well as revenues.

**Networking Lunch: 1.00 pm to 2.00 pm**

**Session II: Challenges and opportunities for impacting society: Philanthropy to Impact investment (2.00 pm to 3.30 pm)**

This session looks into the opportunities and challenges being faced by organizations which have committed themselves to creating a social and environmental impact along with financial sustainability. This session drives the summit into the second level of paradigm wherein the transition of the Not for Profit organization into a social marketing organization is being seen as a first step towards sustainability.

The demographic dividend is also contributing towards development of emerging economies through social entrepreneurship. The opportunities and challenges of this kind of entrepreneurship are quite different from those of Not for profit organizations. While fund raising has been the key challenge for the Not for profit sector; a huge impact investment is showering its blessings on purposeful social projects. While the marketing drive has never taken the driver's seat in the Not for profit sector; a clear strategic intent to learn marketing from professionals is the first demand of these social entrepreneurs. An impact investor seeks to enhance social structure or environmental health as well as achieve financial returns.

There could be three fundamental reasons for which marketing support is required to be extended to these social entrepreneurs, namely; the internal zeal of social entrepreneurs, the mentoring initiative of the impact investor and the statutory condition placed by the funding agency/syndicate on the entrepreneur to hire a suitable agency for hand holding and learning the trade from experts. It is estimated that the total asset of impact funds may increase from 50 BUSD to 500 BUSD in the next decade. This session, however, will focus more on the role and ways of rural and social market support organizations to engage with social entrepreneurs for sustainability and growth.

**Tea: 3.30 pm to 4.00 pm**

**Session III: Profits for Non profits: Find a Corporate partner (4.00 pm to 5.30 pm)**

What is the harm if a Not for Profit organization joins hand with a corporation in a cause-related marketing campaign? Apparently it looks like a win – win situation and a panacea

to all the NGOs for sustainability. A large number of organizations are involved in such alliances and a couple of them have also made it big. The true test of every strategy is its ability to survive over a long period of time without much deviation from the expected deliverables. An organization is to be considered a living organism surrounded by its eco system. A good organization has well defined values and ethics in place. The same is true in case of an NGO also. Any antithetical practice by any of the partners at any given time may jeopardize the long term efforts of both the organizations towards building a joint brand equity around a cause.

The key lessons for Not – for – profit managers is to change their frame of reference from being a charitable partner in an alliance to a marketing partner at all levels. Another point to be remembered every time is that to a corporation with whom an NGO is forging an alliance, cause related marketing is not philanthropy. The panel with a couple of real time partners would discuss the pros and cons of such a path for enterprising non profits.

**(A panel discussion)**

**Day II (April 28, 2012):**

**Session I: Social marketing as a catalyst for development in Emerging markets (issues covered: Need and advocacy, cause marketing, cases from emerging markets) (9.30 am to 11.00 am)**

Social marketing was "born" as a discipline in the 1970s, when Philip Kotler and Gerald Zaltman realized that the same marketing principles that were being used to sell products to consumers could be used to "sell" ideas, attitudes and behaviors. Kotler and Andreasen define social marketing as "differing from other areas of marketing only with respect to the objectives of the marketer and his or her organization". Social marketing seeks to influence social behaviors, not to benefit the marketer, but to benefit the target audience and the general society. The same concept got extended to emerging markets where a large number of social entrepreneurs forayed into the hinterland with an objective of creating a new realm of business possibility with development also as a by product, like profits. This session will have a couple of cases and ideas of well-known academicians and practitioners on this aspect of marketing.

**Session II: Emerging digital tools for not for profit marketing (Areas covered: Social media, mobile media, and the next digital trends) (11.30 am to 1.00 pm)**

This session primarily focuses on low cost, but effective, marketing tools having deep penetration and wide reach. In the current environment digital tools like the internet and mobile are being used extensively by marketers for reaching their target audience. The session would focus on the utility of Social Media (facebook, linkedin etc), Viral marketing, Mobile marketing, Community radio, E-kiosk marketing through ICT etc.

**Lunch: (1.00 pm to 2.00 pm)**

**Session III: Panel Discussion (2.00 pm to 3.30 pm) Social entrepreneurship in emerging markets - Crossing International boundaries: Roadmap for the future**

Most of the social marketing initiatives in emerging markets are designed considering low income group populations as target. In order to create economies of scope in such businesses by extending them to cross borders territories, a couple of generic models have been suggested by the researchers. There are around seven business models which focus on serving the low income consumers which could be identified as a Pay-Per-Use approach, No Frills service, Paras killing, Shared Channels, Contract Production, Deep Procurement and Demand-Led Training.

Such models could help marketers overcome common barriers to scale and look for opportunities of economies of scope also by replicating the business models for commercial viability in other similar markets. This session will have a panel discussion amongst social entrepreneurs from different markets and researchers on tougher questions about what works—and what doesn't.

## Speakers

### Day I - Session I

**Ms. Cynthia Round**

EVP Brand Leadership, United Way, World wide

**Mr. Bill Toliver**

Executive Director, The Matala Line

**Mr. Ian Correa**

Hope Foundation

### Session II

**Mr. Pradeep Kashyap**

Mart

**Mr. Anil Sinha**

GM, IFC

**Mr. Kaushlendra**

Kaushalaya Foundation, Ashoka Fellow India

**Mr. Irfan Aalam**

SammaaN

### Session III

**Mr. Afzaal Malik\***

VP International Government Relations & Public Affairs, Coca-Cola

**Mr. Tim Schotmann**  
Chief Global Officer, Sightlife

**Mr. Ravi Sinha**

CSR Consultant

**Special Session (Editor's Choice)**

**Mr. Umesh Anand**

Chief Editor, Civil Society

**Mr. Amit Agnihotri**

Founder MBA Universe

**Invited editors from National and International media**

### Day II - Session I

**Mr. Alan Andreasen**

Professor of Marketing, Mc Donough School of Business, Georgetown University

**Mr. Kalyan Paul**

Pan Himalayan Grassroots Foundation

**Mr. Ramesh Ramanathan**

Founder Janaagrah

**My Story : Presentation by a ground worker whose life got changed owing to various social initiatives**

### Session II

**Ms. Jessie Paul**

CEO, Paul Writer Strategic Services

**Ms. Saloni Malhotra**

Founder, DesiCrew Solutions Pvt Ltd Rural BPO

**Ms. Jennifer Elwood**

Executive Director Consumer Marketing, American Red Cross

### Session III

**Mr. D R Mehta**

Founder, Jaipur Foot

**Mr. Anshu Gupta**

Goonj

**Dr. Madhukar Shukla**

XLRI Jamshedpur

**Dr. H Harish Hande\***

Managing Director, SELCO-India

\* Invited

## Academy of Indian Marketing

Academy of Indian Marketing ( AIM ) is the apex body of all top B - Schools of India. Co-founded by eminent marketing guru Dr.Jagdish N.Sheth along with Prof.S.Neelamegham, Dr.V.Kumar and Rajeev Karwal primarily to facilitate doctoral research and faculty development programs in the area of marketing in emerging markets.

**Vision :** The Academy of Indian Marketing aspires to become the world's leading research and practice driven academic organization recognized for creating and disseminating unique marketing perspectives for India and other emerging markets.

### Mission :

- To foster academic research unique to emerging markets.
- To become a catalyst between the academics and practitioners in creating and disseminating marketing perspectives unique to emerging markets.
- To make marketing a positive societal force with unique perspectives on the role of NGOs and public/private partnerships.
- To encourage students and academic scholars from diverse disciplines to focus on marketing perspectives unique to emerging Markets.

## American Marketing Association

The American Marketing Association (AMA) is the professional association for individuals and organizations who are leading the practice, teaching, and development of marketing worldwide.

### Our principal roles are:

- The AMA serves as a conduit to foster knowledge sharing.
- Providing resources, education, career and professional development opportunities.
- Promoting / supporting marketing practice and thought leadership.

Through relevant information, comprehensive education and targeted networking, the AMA assists marketers in deepening their marketing expertise, elevating their careers and ultimately, achieving better results.

## Birla Institute of Management Technology

The Birla Institute of Management Technology (BIMTECH) was established in 1988 under the aegis of the Birla Academy of Art and Culture. The Institute is

supported by the B.K. Birla group of companies. Dr. (Smt.) Sarala Birla, Chairperson of Birla Academy and Smt. B K Birla, Chairperson of the B K Birla Group of companies are the founders of our business school. The Institute is governed by an eminent Board of Governors mostly drawn from the top echelons of industry.

The fully residential campus of Birla Institute of Management Technology (BIMTECH) is located in the National Capital Region (NCR). Its ambience is predominantly green. The institute has an enviable infrastructure fully connected with Wimax facility.

Over 60 faculty members with brilliant academic and industry track records engage the students. Their efforts are supplemented by inputs from guest faculty serving the industry in senior positions working in manufacturing, trading, financials, operations etc. In addition, young research fellows are engaged in carrying out research in industry relevant issues.

The academic pursuits of students are fully supported by a modern, well stocked library and seven state-of-the-art data bases. BIMTECH has international academic tie ups with several leading European, American and Asian centres of management education under which there is a regular exchange of students and faculty.

BIMTECH offers two year AICTE approved post graduate courses - PGDM, PGDM (International Business), PGDM (Insurance Business Management), PGDM (Retail Management) and PGDM (Sustainable Development).

The Centre for Research Studies conducts doctoral and post-doctoral programmes and academic and industry focused researches. It has been one of the earliest centres of its kind in private business schools in the country. The centre has influenced policy and structure in many organizations through its research output. The programme is offered in collaboration with University of Mysore, Mohan Lal Sukhadia University, Rajasthan and University of Assam, Silchar.

BIMTECH has been able to establish strong industry linkages through its Management Development Programmes, short term projects with industry, colloquiums etc. organized with industry and research bodies.

BIMTECH is a mini-India in itself. It has students hailing from almost all the states of India, and also from a few foreign countries. It is this mix of nationalities, cultural backgrounds, academic and professional experiences, which makes BIMTECH one of the most exciting and enriching business schools in the country today.

## Registration Fees

**Corporate/SME/Industry Delegates** : Rs 8000.00  
(out of India participants) : 200 USD

### 20% discounts for AMA and AIM members

Special offers can be considered for more than one participant from the same organization.

The Registration fees includes two days access to the summit, summit kit, Tea /coffee and Lunch for both the days at the venue.

For details, contact:

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