



**Corporate Social Responsibility Campaign of the Year  
Project Shiksha 2008  
Procter & Gamble (India)**

**Situation Analysis**

Shiksha is P&G India's signature corporate social responsibility program that is now in its 4<sup>th</sup> year. Shiksha is in line with P&G's global commitment to help develop children in need under the umbrella program Live, Learn and Thrive.

India is home to the world's largest number of uneducated children. More than 200 million Indian children never see a school in their life and another 100 million drop out before finishing primary school. Consumer research revealed that consumers wanted to contribute to the betterment of their communities but were most moved by the cause of education of marginalised children in India. However, consumers felt that the problem was too big for them to make a difference individually.

With a mission to make a difference by combining these two needs, P&G India in association with India's premier child rights organization Child Rights and You (CRY) launched "**Shiksha**" in 2005, their national corporate social responsibility program to help marginalized children access their right to education across the country and empower consumers to participate in that change via simple brand choices.

Every time, the consumer buys a large pack of Ariel, Tide, Vicks, Whisper, Pantene, Gillette Mach 3, Head & Shoulders, Olay Duracell, Oral B or Pampers during the months of April - June, P&G donates a part of the proceeds to CRY and other initiatives, which then deploy the funds through various projects across the country. Minimum donation commitment from P&G to CRY is Rs. 1+ crore / US\$ 215 M (each year) irrespective of sales.

The Shiksha projects works to unshackle the marginalised children from centuries old bias like that of caste, class, gender that keep children from accessing their right to education. They build alliances to influence for child friendly policies at state and national level. The efforts are to create awareness to build more schools with better infrastructure, and more basic amenities like water, electricity, health; enrolling more children into formal schools and promotion of retention in schools; and building all-round development of children. Project Shiksha through CRY works in projects **in 435 villages across five states in India.**

Till date, Shiksha has impacted **over 87,000+ children with a total contribution of Rs. 7+ Crores in four years.**

**Objectives for Shiksha 2008**

- ◆ Re-create awareness of Shiksha 2008 & education of marginalised children as a burning issue in the country and educate, inform and inspire people to support Shiksha via three PR phases – Launch, Sustain and Closure.

**Target Audience Analysis**

- ◆ Consumers who are motivated to purchase our brands by way of enabling them to support a worthy cause.
- ◆ Trade to drive brand sales which will enable the donation we have committed to CRY
- ◆ Employees to enhance morale and pride in company
- ◆ External stakeholders such as shareholders, universities we recruit from, etc to drive P&G equity of a socially responsible company

Research has indicated that trade, consumers and employees wish to make a change to the education of marginalized children and feel that they are too small to make that change. Also, key influencers like

Bollywood celebrities supporting Shiksha make an impact on the Target Audience and help to create awareness of the program.

### Strategy

- ◆ Utilize celebrities as Shiksha supporters to create impact of the initiative and the cause
- ◆ Drive mass involvement of consumers with brand “Shiksha” via exciting influencer media events which drive word of mouth and awareness of “Shiksha”
- ◆ Partner with a leading media channel by leveraging the cause and also offering exclusive content

### Creativity and Originality

Over the last three years, P&G has been using every creative avenue to create awareness for Shiksha and garner support to the cause. This year, the endeavour was to turn Shiksha into a national consumer movement with exciting media events, exclusive content and creating news history. E.g. Developing India’s First Ever 100-Year ‘Shiksha’ Time Capsule.

### Execution & Tactics

- ◆ **Launch Phase:**
  - Shiksha 2008 was launched with two media meets (Mumbai & Chennai)
    - Mumbai: Two leading celebrities – Kajol and Sharmila Tagore got together to show their support for the cause. Through an exciting game of ‘**Building The Nation**’ with building blocks forming the map of India, they brought to life the key message of Shiksha - Padhega India, Tabhi Tho Badhega India (Only if India is educate will the country progress).
    - Chennai: Local Actress Ramya Krishnan & Danseuse Anita Ratnam pledged support to Shiksha. These two media meets were followed by national press release dissemination.
  - Initiated a never been done before exclusive media tie-up with India’ No 1 Leading Consumer News Channel – Aaj Tak and created exclusive content with key influencers and leading Bollywood celebrities urging consumers to support Shiksha.
- ◆ **Sustain Phase:**
  - Created history by developing India’s First Ever 100-Year ‘Shiksha’ Time Capsule for a Social Cause that was buried at the P&G Plaza, Mumbai to preserve educational history for future generations and to increase awareness for Project Shiksha.
  - The Time Capsule contained 10 specially chosen educational memorabilia that represent what education means to us today and specially The capsule also contains a special Shiksha ‘Padhega India, Badegha India’ Book with messages from children on ‘What they think India will be like in 100 years’.
  - The time capsule was specially designed to ensure their 100-year life span. Followed by a national press release dissemination.
- ◆ **Closure Phase:**
  - Leading Actors Soha Ali Khan & Konkona Sen Sharma were also present to support the education of children in India at the closure ceremony.
  - Created an exciting interactive ‘Shiksha Quiz’ for the media to highlight the fact that while so much is being done, there is still a long way to go for the project and the country.

### Evaluation of Success / Measurement

- ◆ Resulted in 10 hrs of free branded airtime and 1000+ TV & Press exposures across national TV Channels and publications
- ◆ Resulted in Highest ever contribution to CRY of 3.2 crores that will benefit 87,000+ children!