**Social marketing assignment**

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**Social action plan for rural education and empowering.**

**Background**

The rural areas are an integral part of our society and country. The literacy rate in Pakistan is already very low and a large amount of population lives in the rural areas.it is very important to provide education of those in rural areas and to empower them so they could participate in the society as equals and get equal opportunities like other citizens.

If we ensure that learners and schools in rural Pakistan have the right support to succeed, then we can ensure that our rural communities and economy will go from strength to strength. Providing access to quality education in rural areas is crucial to meet the needs.

**Action plan for the social change.**

To bring a social change in the society, there are a few steps to be followed.

**Educate:**

first we have to educate the people about the change we are trying to bring. This involves educating people in the rural areas as well as the people that we are living around.it is very important to educate people about the social change that we are trying to bring and provide them with full information so that they can participate in that by having all the information.

For that we will arrange workshops to provide information to people. Also we will address our topic in the local organizations and give out broachers and pamphlets to people in order for them know about our topic.

**Advocate:**

secondly we will try to move with our campaign by seeking the help of our local government official etc. For that we will write letters to them and address our issues and why we are trying to bring this social change and also we will address how the local government can play its part to help us and how it will help the society for the better.

**Unite:** third step in the social change is to unite people to bring the social change. For that we will:

**School events:**

Organize different school events to raise awareness and get students to take action. With the help of giving out information to students in different schools, we will have support and help of many younger people to help in our cause.

**Sponsor a social event.**

We will also try to help sponsoring a social event.by this we will get a lot of help for our issue .By sponsoring a social event, we can have many people gathered there and we can give them awareness about our social issue .along with generating awareness we can also gather funds to solve our issue.

**Speaking out:**

Another step we will take to help our social plan will be that:

**Through art work:**

We will share our research about our top of rural education through artwork like different posters etc. and our artwork will be displayed at different theatres etc. Through the help of artwork many people would be able to understand the issue.

**Social media:**

Secondly we will address our issue on the social media. Through the help of social media like Facebook etc., we will have access to a larger number of people and we will be able to gather as many people as we could to bring our social change.

**Local media:**

we will also contact our social media to to get our social issue on air so that many people could see it.

**Engage:**

**Start a campaign:**

We will start a campaign to gather as many people as we could and engage them in our campaign to start educating the people in rural areas. We will ourselves take part in this and also will try to gather as many professionals as we could so they can start educating the children in rural areas in a small level and slowly we will try to gather as many funds as we could and educate teachers and motivate them to go in the rural areas and educate the children there.

**Serve:**

**Nonprofit organization:**

We will start a non-profit organization which will help to educate children in rural areas and also it will gather funds to provide children in rural areas to get quality education as other children. Also our organization will educate teachers and other professional and arrange workshops about educating children in rural areas and how they can do that.

**Fundraising campaign:**

Also a fund raising campaign will be organized after some days to raise funds for providing quality education to children in rural areas and also start building schools and providing books etc. to the students and hiring educated teachers for the children in rural areas so that they could get quality education.

Also our nonprofit organization will raise awareness among people in rural areas about the importance of education and how it can strengthen them in the society.it will also try to give them awareness about importance of equal education for girls and boys and why they should send their children to get education and how they will benefit from it and give them equal opportunities in the society.

**Steps for bringing the change:**

**Learn about the issue and identify a problem.**

First of all we will do all the research about our social issue that is rural education. We will do all our research and identify the problems related to our issue.

**The problems in rural education are:**

* Physical distance of students to school
* Difficulty finding teachers interested in relocating
* Poor internet connection
* Poverty

**Physical distance of Students to School**

City natives may be able to walk their kids to school (or for their older kids to walk themselves), but in rural areas this is frequently impossible. The most direct solution would be to build more schools in order to shrink ride times, but in reality, rural schools are being shut down and bus rides are getting even longer.

**Teacher hiring**

In many urban areas, there are a lot of talented teachers but not enough jobs available to employ them. In rural areas, though, it can be extremely difficult to attract great teachers. Many services such as health care can be harder to obtain, there may be fewer cultural attractions compared to big cities.

**Lack of broadband internet can drastically affect education in rural areas.**

The absence of internet connection can make obstacles for people in having information about many thing. The internet is not easily available in rural areas which makes it a problem for giving them awareness and for them to know about importance of education.

**Poverty**

Nowhere is free of poverty, but rates of unemployment, malnutrition and poverty are markedly higher in rural areas than in urban areas.

Unlike cities, though, where high population density tends to make poverty more visible, it can be much harder to see in rural areas, which makes it harder to cope with.

**Identify community needs/resources:**

**Interview community members:**

for this we will interview the community members such as teachers and business people and local social service organizations to know about the resources that we have and how can we invest in education of the rural areas. We will also know that what facilities we have and what help we can get by interviewing teachers and social service organizations. We will give them information about our social change and try to convince them for funds and providing as much help and resources that we could get to start with the action plan.

**Assemble a team:**

We will talk to different people to be part of the team for our social action project. These could be friends, members of our school/university or members of local organizations, etc. We will talk to them about what their skills and interests are, and think about how you will utilize their talents for your project. After making a team we will try to go to the rural areas and with the help of our team’s joint efforts we will try to create awareness about education there.

**Choose an action plan:**

our team will make a plan about how we will start our activities for starting the efforts for rural education. We will brainstorm and have group discussions with the team to carry out a realistic plan for bringing this social change. We will write the complete action project once we have decided the plan.

**Implement the project:**

after having group discussions with our team, we will implement the action plan that we have created. We will start with going to rural area that is relatively closer and gather children and their parents and talk to them about education and equal opportunities in the society. We will try to convince them to send their children to schools. We will further gather funds and take help from government officials to open up small scale schools and education centers in different rural areas and we will hire teachers for them and make sure that the teachers are educated and the students are given quality education.

**Monitor and evaluate:** we will hire people to regularly monitor and evaluate the teachers and students in rural areas where our activities have already started. Our team will also have regular visits there to monitor and to see if there is a need for any change in action plan. With all that we will also try to give awareness to people in other rural areas about education and gather funds for giving education to them and opening up more schools with higher facilities in rural areas and extend our social plan.

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