

cadat: S.Chinni bai

Reg no: AP19SWA 630718

college KSN govt degree college
for women



RB (formerly known as Reckitt Benckiser) has a vision of a world, where people live healthier and live better. Our Power Brands - Dettol and Harpic, have stood for hygiene and sanitation over the years and have been ranked amongst the most trusted brands in the country.

In the last decade, we have reached out to millions of children and mothers to raise awareness around hygiene and sanitation.

However, in a country where 53% of the population does not have access to a toilet, and over 120 thousand children under the age of 5, annually, die from Diarrhoea, there is an increased need in the intensity of our initiatives.

“Dettol Banega Swachh India” is a 5-year ambitious program to address the rising need of hygiene and sanitation in India. We have made a commitment to invest a sum of INR 100 cr. towards this initiative, which will aim to:

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- **Drive behaviour change** towards hand hygiene, through numerous awareness initiatives such as the School Hand Wash Program and Young Mother's Program
 - **Improve sanitation facilities** by working with NGO partners to identify areas across the country, to support the development and maintenance of cleaner toilets

The core pillars of the Dettol Banega Swachh India program are:

Drive Habit Change and Attitude towards Hand Hygiene

Through insightful communication, we will drive behavioural change towards hygiene and sanitation. We will collaborate with noted experts like Prasoon Joshi from McCann World Group to develop communication modules, which will aim to drive everyone to adopt healthy hygiene practices.