

SWACHH AADAT, SWACHH BHARAT, HUL

• Background

In 2015, Hindustan Unilever Ltd. Launched '**Swachh Aadat, Swachh Bharat**' programme in line with Government of India's *Swachh Bharat Abhiyan* to promote good health and hygiene practices. Given the scale of challenges that India faces in the areas of Water, Sanitation & Hygiene (WASH), this programme is an effort to help India realise the goals of **Clean India Mission** by 2019. This programme promotes good health and hygiene practice by stressing the need to adopt some simple good habits (*Swachh Aadat*).

This is a first-of-its-kind multi-brand behaviour change programme synergising the efforts of HUL's leading brands Lifebuoy, Domex and Pureit. The '**Swachh Aadat, Swachh Bharat**' campaign has two key thrusts: An on-ground behaviour change model, a mass media campaign to drive awareness and engagement; and awareness and mobile education on health and hygiene led by our factory workers.



• Location, Date

Pan India, 2015

• Areas

Rural, Peri-urban and Urban

• Stage/Scale

- **Swachh Basti** - Pilot implemented in Mumbai and Delhi
- **Swachh Aadat mass media campaign** - Fully implemented pan India

• Objective of the assignment

To Promote Good Health and Hygiene Practices

• What was done

- **Swachh Basti – On-ground behaviour change model**

This behaviour change model encourages people to adopt three '*Swachh Aadat*' or 'Clean Habits' – washing hands 5 times a day, using a toilet for defecation and adopting safe drinking water practices – three simple habits that will go a long way in reducing illnesses in our country.

The programme is being undertaken with support of municipal corporations to reach out to students in municipal schools where a four-week behaviour change programme was conducted through engaging activities like skits, demos and jingles. This programme also covers mothers and other stakeholders in the local community such as doctors and support groups to create awareness and develop champions within schools and the community.



- **‘Swachh Aadat’ mass media campaign**

A mass media campaign has been launched to promote awareness across the country, which will reach out to 75 million people across India. Through the campaign idea of *‘Haath Munh aur Bum, Bimari Hogi Kum’*, HUL has sought to bring alive this message in a fun and engaging manner, celebrating children as the agents of change. The campaign is in line with our belief that adoption of hygiene habits is as necessary as development of hygiene and sanitation infrastructure to realise the Clean India Mission.

- **Impact**

- **Swachh Basti** - 2 lakh people reached
- **Swachh Aadat Mass media Campaign** - 2 crore views on YouTube and 7.5 crore people reached through television and press coverage
- **Swachhata Doot** - 2 lakh people reached

- **Challenges and Issues**

Changing behaviour around water consumption and adopting the new ‘clean water habits’ is a challenge, but HUL through its innovations has been able to achieve its goal promote Good Health and Hygiene Practices.

- **Innovation**

The film *“Haath Munh Aur Bum”* is one of the innovative method which aims to generate awareness around safe drinking water and the need to adopt safe drinking water habits. After all, safe drinking water practice is a *Swachh Aadat*.

- **Lessons learnt**

HUL believes that they have a key role in helping the country achieve *‘Swachh Bharat Abhiyan’*. More than 90% of households in India use HUL products. This gives them both an opportunity and responsibility to make a meaningful difference. Their expertise in behaviour change programmes in hand washing and sanitation and their experience in developing and delivering innovative partnership models positions us uniquely in doing this.

- **Financials**

Not Available

- **Economic sustainability/Revenue Model**

HUL is traditionally spending a huge amount on CSR activities relating it with their business models. The projects are implemented on a non-profit basis. They do not generate any revenue. The revenue is generated through their products which are endorsed for such activities.

- **Implementer Contact Persons**

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- **Sources and References**

- Study submitted by HUL
- <https://www.hul.co.in/news/press-releases/2015/15-12-04-hul-launches-swachh-aadat-swachh-bharat-programme-in-india.html>