

Hindustan Lever Limited

1. What is the innovation that HLL introduced in the area of diarrheal disease prevention?

They helped increase awareness on diarrheal disease prevention. According to them the best way to prevent this disease is handwashing.

2. Why is hand washing an excellent preventive measure against diarrheal disease?

Because washing hands with soap can reduce diarrhea attacks by 48 percent. Also since a lot of the food we eat needs to be touched by our hands we need to clean our hands in order to prevent germs or bacteria from entering our system.

3. Why is an MNC in the best position to influence behavioral change in combating diarrheal disease?

A multinational corporation especially in the soap industry has the capacity to reach out to all the social levels in India.

4. According to Yuri Jain of HLL, what is the connection between diarrheal disease prevention and HLL products?

HLL is a very popular retailer of soap. This is why any messages that they send out can be heard by a lot of people. When they inform the people about the dangers of not washing your hands because it can lead to diarrheal diseases many people will listen because they trust HLL.

5. According to Harpreet Singh Tibb, what is the connection for HLL between economy, beauty and health?

According to Tibb, if the HLL could successfully establish why health is important or why soaps contribute to the reduction of health incidents, then they can save money from medical bills which can be a long term savings.

6. What was the impact of the Central American Hand washing Initiative to its beneficiaries?

It helped people develop a habit of washing their hands before and after eating which helped reduce the risk of diarrheal disease.

7. What was the reason for Dr. Vedana Shiva's opposition to the PPP? Is it justified?

Dr. Shiva thinks that women in Kerala are literate enough to know about health and hygiene. Having PPP would be an insult to them.

8. If you were in a position to decide how to go ahead with PPP while knowing the opposition how would you go about it?

I would go ahead because even though it is insulting to a lot of people there is still a large number of people out there who does not know the dangers of refusing to wash their hands.

9. How did Lifebuoy re-brand itself? Do you agree with HLL Chairman Marvinder Sing Banga's decision? Why?

Lifebuoy re-branded itself through creation of other products other than soap wherein they also plan to have products such as talc powder, shampoos, and others.

10. What is Chairman Banga's approach to costing Lifebuoy? Do you agree with this approach?

They made it in such a way that they can price it low enough for the masses to afford. I agree with this approach because by doing this they would be able to increase awareness of diarrheal disease and the same time increase their sales because more and more people will purchase their products.

11. What is the key to sustained community behavioral change according to Harpreet Singh Tibb?

The key is to be interactive. They must encourage the communities that they have reached to pass along what they have learned to other people and other communities.

12. The Lifebuoy Swasthya Cheetna program decided to go through the local school system? Would this approach work in the Philippines?

I think that this will work in the Philippines because there are soaps in our country that are cheap enough for the masses. Also i think that Filipinos are open to learning new things.

13. What is the Lifebuoy Swasthya Cheetna's process for creating behavioral change?

- a) Initiation and Information
- b) Large Scale Propagation
- c) Reinforcement and preparing for sustainability

14. Each exposure in the behavioral change process involved 5 key communication tactics? Can you add or subtract to these tactics? Would these tactics work in the Philippines?

I think that these tactics would work in the Philippines.

15. Explain the germ-glow demonstration. Do you think it was effective? Are there any alternatives?

The germ-glow demonstration was able show the people that visually clean hands is not safe clean.

16. How did you think the Swasthya Cheetna program impact HLL? Was it a success?

Yes it was a success, it improved the image of HLL. It also helped increase customer loyalty.

17. How can wealthier Indian populations benefit from the health and hygiene messages?

It would help remind them to maintain their hygiene.

18. Is the PPP scalable? What about the Swatshya Cheetna program?

No it is not scalable.

19. Yuri Jain claims that PPP has scale. Do you agree with him?

Yes, since some benefits can be quantifiable, it can be scaled.

20. Why do you think PPP was slowed down while the Swathsya Cheetna program pushed through?

It is due to same goals that results to confusion to both projects.