

Hindustan Unilever seeks partnerships to market products

Hindustan Unilever Ltd (HUL), with interest in personal and home care products and food and beverages, Tuesday said it wants partnerships with state bodies and NGOs to market fast moving consumer goods (FMCG) among the poor.

The country's leading FMCG company has started several initiatives that not only enable marketing of its products but also yield social benefits.

'Of our many initiatives, Shakti is a project by which HUL markets a plethora of personal care and hygiene products in rural areas through creation of self-help groups (SHG),' HUL vice president (homecare) Sudhanshu Vats told reporters here on the sidelines of the ninth CII Marketing Summit, 2008, organised by the Confederation of Indian Industry.

"The idea is to make the consumer an integral part of the value chain. We intend to empower unemployed women or those with very low income to form SHGs and then work as retailers and dealers of the company's products," Vats said.

The company provides micro-credit to people to form SHGs as a part of their initiative.

'Another brand marketed through such initiative is the Lifebuoy soap,' he said.

The company claims that by a simple act of washing hands more frequently or before undertaking any activity that can affect human health the incidents of diahorrea can be brought down by 50 percent.

Vats claimed that wherever they had started this project they got positive results.

'However, it is just a proposal and has not been discussed with the government as yet,' he said.

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