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HUL unveils Swachh campaign for children

MUMBAI

Hindustan Unilever Ltd., as part of its Swachh Aadat Swachh Bharat initiative, unveiled a campaign to promote healthy habits among children including washing hands with soap, drinking clean water and using a clean toilet. Sanjiv Mehta, CEO, HUL, said: "Given the complexity of hygiene challenges, companies like HUL have a key role to play. With our campaign we can support the Swachh Bharat Abhiyan."