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Shakti: The Initiative

- **The Vision**

- Shakti shall reach every home in every village, create sustainable livelihood opportunities and enhance the quality of life in rural India

- **The Rationale**

- The private sector can contribute to social development even if governed by business objectives
- Developmental initiatives from the private sector will be sustainable and scalable only if they make business sense

- **Shakti - Living Our Corporate Purpose**

- Aligned to the Corporate Vision
- Supports Millennium Development Goals
- A win-win for business and community needs



Challenges For Shakti

- India - A Country of Contradictions
- **Rural: 52% of the economy**
 - 775 million people in 638,000 villages
 - Literacy - 46% (F), 71% (M)
 - Per capita income \$ 515 p.a.
- **Urban**
 - 250 million people in 5,161 towns
 - Literacy - 73% (F), 86% (M)
 - Per capita income \$ 1,244 p.a.

1 in 8 people on this planet lives in an Indian village!



Addressing The Challenges

The Challenges for Shakti

1. To Reach

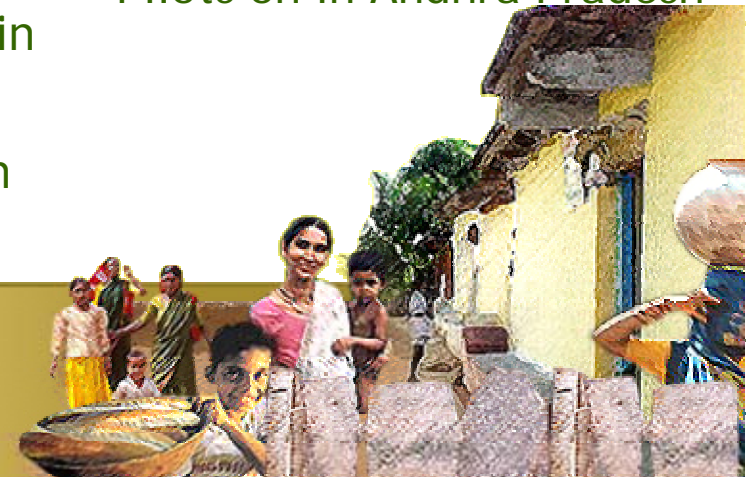
- Underprivileged rural women appointed as **Shakti Entrepreneurs (SEs)** and trained
- 34,000 SEs across 15 states
- Positive impact on SEs

2. To Communicate

- **Shakti Vani:** Socially relevant branded communication- With Lifebuoy for hygiene education
- Village women recruited as Vani and trained
- 20,000 villages covered in '05, doubling in '06
- Low-cost communication in media dark regions

3. To Influence

- **iShakti:** Rural community portal
- Computers with iShakti software installed in kiosks
- All content has local language voice-over
- Pilots on in Andhra Pradesh






కోశం >>



గ్రామీణుల యాజ్ఞా
308 ట్రాక్

కోశావళి నిధి? >>



వైద్యకర్మ
యజ్ఞా

అక్షయంను కురితం >>



ఫిలడెల్ఫియా
మిర్చుజాళా

కోశావళి నిధి? >>



రిఫ్రాజ్ యాజ్ఞా
ఇంజనీరింగ్ యాజ్ఞా

Rojamma: A True Story





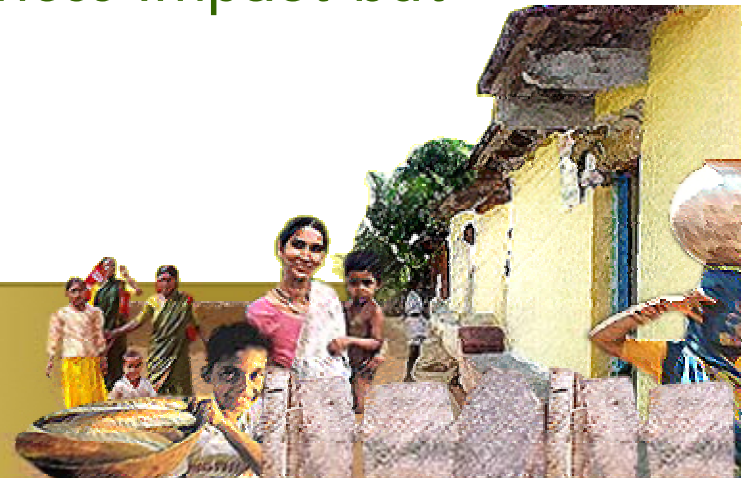
Lifebuoy & Shakti : Doing Good While Doing Business

- Usage of a product for skin cleansing products is abysmally low
 - A family of 5+ living in villages uses a 50gm soap per week which implies irregular usage of soap for bathing
 - Consumers wash hands 5 - 6 days everyday but use a product only 1-2 times on an average
- 1/3 of all deaths due to diarrhea in India (733,000) – hand washing with soap before eating and post defecation can save 47% of lives
- Trained all Shakti Entrepreneurs to sell product *and* to become hygiene counselors
- SEs are well respected and influential in their communities, becoming platform to sell other products with health benefits



Lessons Learned on Partnerships

- Shakti creates a pipeline that can build partnerships across sectors
- Effective partnerships, however, require:
 - Common purpose
 - Clear roles and responsibilities between partners
 - Patience from both partners (difference in languages, difference in timeframes, difference in expectations, differences in hierarchies)
- Measurement of impact and success has been challenging...good at measuring business impact but not necessarily social impact



Beyond Business

- Impacting social/health status of the most marginalized constituent of community
- Income generated
 - Shakti entrepreneur incomes average \$16 per month
 - Doubles household income through supplemental activity
 - 30% of entrepreneurs earn more than rural per capita income
- Vani and iShakti spread awareness that improves quality of life in rural India



Moving Forward

- Shakti - a partnership opportunity
 - Working together to recruit more entrepreneurs (commercial funding)
 - Working together to expand scope under i-shakti, shakti vani
 - Working together to expand into other health areas such as women's health (mix of commercial and social funding)
- Leverage Shakti for greater community good
- Impact areas identified
 - Women's health - with family planning products
 - Water - with Pureit
 - Education - with i-shakti
 - Nutrition - with Bhavishya alliance





Thank you



Shakti

