

## **FOURTH HAI HAND HYGIENE DAY AT THE PARK NEW DELHI**

As a part of the Hand Hygiene drive 2017 we at The Park New Delh deisgned a campaign with a mission to

1. Foster and support a global and local culture of hand washing with soap
2. Shine a spotlight on the state of hand washing in each country
3. Raise awareness about the benefits of hand washing with soap

This was an effective way of promoting community well-being through prevention of respiratory illnesses, common cold, influenza and other infections.

The Team at The Park New Delhi visited Bal Sahyog and spread the message "Wash with Soap, Live with Hope". "Clean Hands Save Life." The highlights of this great initiative were as follows:

1. The Park created an environment in the Hotel conducive to the Hand Hygiene Day's significance with displays, videos and posters. Poster Campaign on Hand washing in all prominent areas of the hotel and hand wash stations •
2. The Park arranged an interesting and easy demonstration of hand washing for over 100 students and teachers. The correct steps of washing and sanitizing the hands were told to the children.
3. The Park put together videos to add fun to learning about hand hygiene at home, work, hotel premises and kitchens.
4. The Park associated with Lifebuoy as a brand for our CSR activity. It is well known that Lifebuoy is The Worlds No 1 germ protection and hygiene and the world leading soap by Hindustan Unilever Ltd. Lifebuoy distributed bottles of liquid soap to all students.
5. The Park organized a fun poster making competition for the students.
6. Exciting gifts bags, refreshments and set of copies, pens and lot of sports goodies were distributed to the students for them to take the experience home.

It was very heart warming to receive such a delightful response from the students and the teachers. This is the way forward for a 'Healthy Hotel' through always supporting and promoting a healthy environment for this and future generations.





Jeebun Handwash  
Removes 99.9% germs  
in 10 seconds









Man in white shirt addressing the group.

Large group of students listening to the speaker.



**Lifebuoy Handwash**  
Removes 99.9% germs  
in 10 seconds.

The banner features a large illustration of a red and white Lifebuoy handwash dispenser on the left. A young girl in a school uniform is shown interacting with the dispenser. Below the main text, there is a row of five smaller bottles of Lifebuoy handwash in various colors (yellow, green, blue, red, and light blue). The background of the banner is white with a red border at the top.













BAL SAHYOG बाल सहयोग





























Wash  
Your  
Hand



Wash your hands











A B C D E F G H I J  
K L M N O P  
Q R S T U V W X Y Z

A B C D E F G H I J  
K L M N O P  
Q R S T U V W X Y Z

WAX CRAYON  
12 Colors

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