

## Godrej Protekt Mr. Magic initiates swine flu awareness program

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### Sensitizes school students on sanitation across 47 schools in Delhi



Focusing on the vulnerability of children to viruses like H1N1, Godrej Protekt Mr. Magic has initiated a week long awareness program for school children.

As a part of this initiative, a team of doctors from Godrej will sensitize school students on the importance of hand sanitation as the first line defense against various viruses. This swine flu awareness program has been rolled out across 47 schools in Delhi, with more than 42,000 students. Children across schools will be educated on preventive measures to curb the spread of swine flu, as they are more susceptible to such diseases and viruses in crowded places like schools. The session will be followed by free product distribution.

Speaking on the swine flu awareness program, Sunil Kataria, CEO – India and SAARC, Godrej Consumer Products Ltd said, “The best prevention for swine flu is to keep hands sanitized and clean. Most people make the mistake of washing their hands with water only. Even when they wash their hands, they use soap bar, while a more hygienic alternative is liquid hand wash, which is considered expensive. So, we have empowered Indian households with Protekt Mr. Magic handwash that makes a bottle full of hand wash at just INR 15. As a health and wellness brand, Protekt Mr. Magic aims to spread awareness on hand hygiene habits, especially when a simple act of hand washing with a liquid hand wash can curb the spread of life-threatening diseases like swine flu. The awareness program in Delhi is our contribution towards ensuring safety and well-being of children in a scenario when swine flu cases are constantly rising.”

Swine flu cases have seen a spike across India, including Delhi, since the beginning of 2019. As per data released by Union Health Ministry, Swine Flu has claimed 312 lives, with over 9000 cases being reported in India. In Delhi alone, swine flu cases have mounted to 1,965 as per according to a report by Directorate General of Health Services (DGHS).