

PRERANA – RESPONSIBILITY FOR OTHERS

Speaker key

PR Prerana Issar

PR All the way from small projects in communities to really large programmes, like with the World Food Programme, from my days when I was in the factory, and I didn't even know that the factory actually supported an orphanage in Bombay. They didn't talk about it that much, and it was only when there was some anniversary, and the nuns from the orphanage came to invite us, that I realised that we actually do that, and then I became more involved in that. But I think they do it in a very quiet way, in so many different places, and it's amazing, and I think there's even more and more opportunity for people who want to do really good work, whether in marketing or HR, or whatever function, and actually do it as a force for good. So, you know, the Lifebuoy example, where it's about, not selling soap, but it's actually what the WHO called, as the world's cheapest vaccine for children, so that diarrhoea and other communicable diseases don't affect them.