



Swachh Bharat

Introducing innovations and creating awareness about products that will make Indian homes cleaner, healthier and more hygienic and will also help in protecting the environment.

Swachh Bharat Abhiyan (Clean India Campaign) is the most significant cleanliness campaign ever initiated by the Government of India. The pandemic, forcing social distancing and sanitisation on people across the world, has pushed cleanliness and hygiene to new levels of compulsions.

Products like sanitisers, hand washes, face masks and surface sanitizers have seen sudden rise in demand and innovations. This demand will further increase as people return back to new normal.

Cleaner homes will make better, healthier India. In support of this initiative, HGH India 2021 has created a Swachh Bharat Zone in hall 4.

While the awareness about cleanliness has certainly increased over the last five years, both retailers and consumers in India still treat it as a low priority in terms of spending. This needs to change sooner than later for a country aspiring to be called a developed nation.

A special pavilion in the Swachh Bharat Zone will sensitize visitors about importance of using and promoting advanced, instead of the basic, conventional cleaning and maintenance products for Indian homes. It will also showcase the latest developments in products like brooms, mops, wipers, brushes, dust bins, composting, vacuum cleaners, air purifiers, water purifiers, gloves, cleaning agents, soaps & detergents, scrubs, washing & cleaning products, disinfectants, sanitizers, ionisers, room fresheners etc.

As cleaning & maintenance industry evolves in India, it will bring modern, disruptive technologies. While such technological revolution is somewhat visible in housekeeping operations in the institutional sector, Indian homes are still managing with age-old brooms and mops, with little attention to convenience, comfort, hygiene, health and environment. New technology & materials are improving the quality and efficiency of cleaning & hygiene practices worldwide.

Swachh Bharat initiative at HGH India 2021 is a unique opportunity for manufacturers and brands to promote their latest and advanced range of value-added cleaning, sanitization, hygiene and maintenance products amongst home retailers and distributors across India.

