

approached many donors, companies and multinationals for the funding and sponsorship. Because the idea of a mobile hospital rendering health care in these areas was so new, it got rejected. However, Unilever understood the need for it and decided to help out." "Eventually," she adds. "The superstructure was built, the renovations made and the dream of the mobile hospital, reaching these chars was realised." Not only does Unilever pay for the primary health care on the chars, they also cover the administration expenditure and finance four of the 36 satellite programs every month on 32 islands in the northern areas of Bangladesh.

As an organisation, Unilever Bangladesh Limited concentrates its voluntary initiatives in three areas: Health, Education and nurturing talent and Women's empowerment. "The idea of a floating hospital merged nicely with Unilever's voluntary initiatives in the area of health and Lifebuoy's health and hygiene theme. And this is how it all started," says Sanjiv Mehta, the Chairman and Managing Director of Unilever Bangladesh Limited. The project started in March 2002 and Unilever Bangladesh Limited has been sponsoring it



Runa Khan, Executive Director of the Friendship Project.

One of the many satellite projects on the chars (below).

