

Unique Star to promote neglected sports

Story: Naa Lartjokor Lartey

THE Country Manager of Unique Star, producers of Vega foods, Mr Dipti Paasana Monanty, has pledged that the company will support efforts at promoting neglected sports in the country.

He cited some of the neglected sporting activities as athletics, javelin and basket ball. He expressed the belief that those sporting activities could help develop the country's economy.

Speaking at a press conference in Accra, he said, the company would continue to operate with a strong culture of diversity and inclusiveness, and that it would involve people from all backgrounds and culture.

He said "Vega foods operates around the world to bring affordable, good quality, great tasting food to everyone" and stressed the company's belief that good food should not only be the preserve of the more affluent in society.

He stressed that the delivery of value to their customers, employees and shareholders was fundamental to its business.

He said the company supported the Otumfuo Education Fund, farmers day and flood

victims of the northern part of the country as part of its social responsibility.

He said the company would recruit and nurture students offering marketing in tertiary institutions as part of their contribution to national development.

Mr Mohanty said the company started with basic range of products, generating the requisite volumes and subsequently moved to higher end products in sophisticated markets.

"The company exists in most countries in West Africa, Central Africa, East Africa, South Africa and Asia" he said.

He said, in Ghana, Vega foods had close to 65 workers in the Accra, Tema and Kumasi offices, adding that next year a branch each would be opened in Takoradi and Tamale.

The country manager called on the government to support small-scale industries to grow because other governments had done that, and it had improved their standard of living.

"The vision of Unique Star is to become a recognised food brand with a commitment to deliver better food for better life and a niche player in food and beverage in Africa and parts of Asia", he said.