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Overview of Castrol's CSR Programs

Castrol's CSR objective - Castrol India is committed to give it to the communities it works with to provide long-lasting, valuable contributions. In keeping with their overarching goal of keeping India mobile, they have established and will continue to maintain strong bonds with important players in the mobility industry.

Sarathi Mitra Program

About the program

The Sarathi Mitra programme aims at holistically improving lives of truck drivers through interventions that enable a sustainable livelihood and opportunities for socio-economic growth. The interventions that are provided under the programme include:

1. Road safety training
2. Financial literacy training and
3. Health including Truckasanas and eye checkups with distribution of corrective glasses.

Year of commencement - 2017

Drivers impact so far

1,37,000+ Drivers trained till March 2022

Implementing partners - Social Empowerment and Economic Development Society, Empower Foundation, Friends Union for Energising Lives, and Synergie

Eklavya Program

About the program

Castrol Eklavya programme aims to up skill independent roadside mechanics and in doing so, keep them relevant in an industry where technology is changing very rapidly. The project gained momentum in 2014 when it was relaunched as a more comprehensive and intensive program to include:

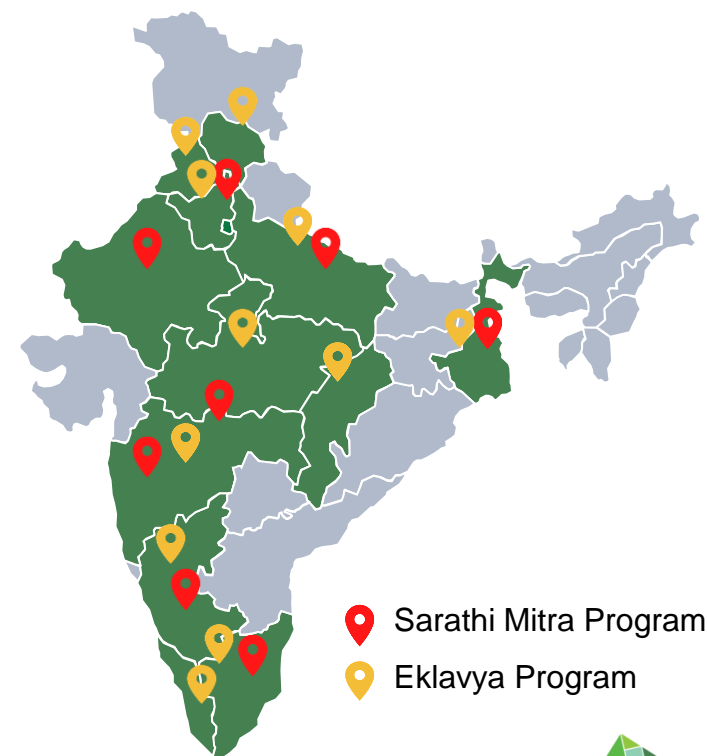
1. Practical training
2. Financial literacy
3. Life skills and business skills (NSDC certified training - Qualification Pack level 3 and 4)

Year of commencement - 2009

Mechanics impact so far

2,32,000+ Mechanics trained till March 2022

Castrol's CSR initiative contributes to Sustainable Development Goals



States covered by the program



Impact Assessment Study: Approach, Methodology and Framework for 2022-23

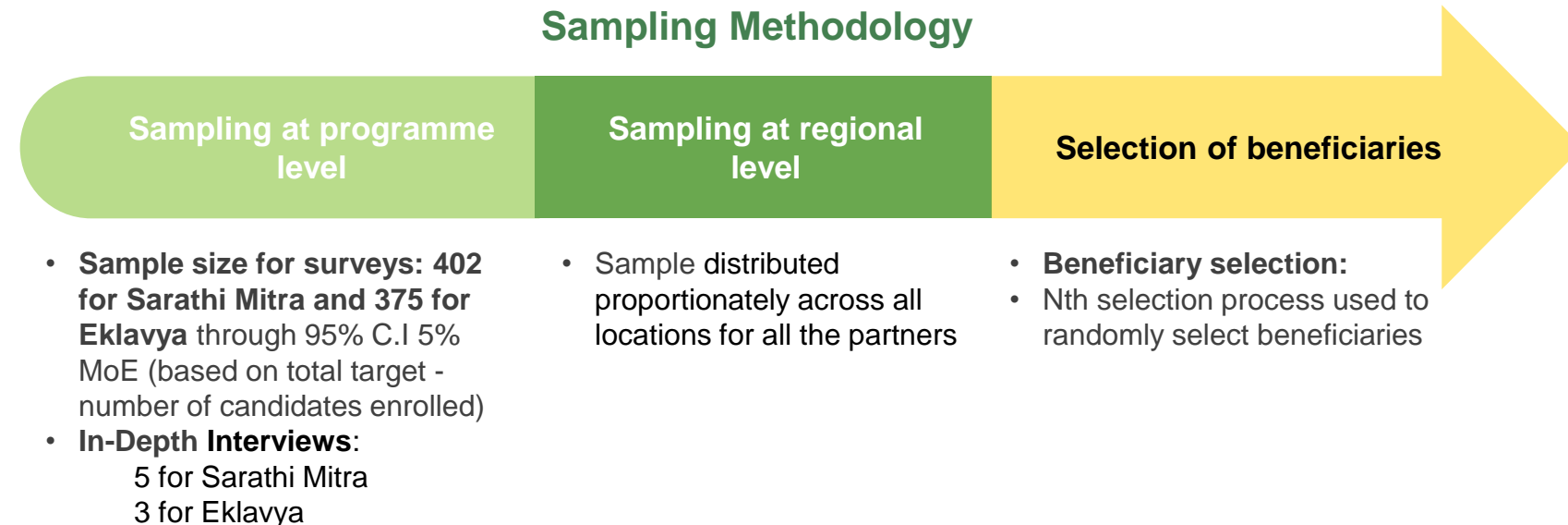
Mixed-method Approach

Sattva adopted the **pre-post intervention** research methodology and a **mixed-method** approach for the study consisting of quantitative and qualitative research, using primary data collection methods. This helped in gathering valuable impact-related insights from a 360-degree angle across the stakeholders involved and served as a fundamental resource for providing recommendations around ways to improve the quality and nature of the Sarathi Mitra and Eklavya programs in the future.

Sarathi Mitra	Timeline
Training Year	2021-2022
Data Collection	25/07/2022 - 09/08/2022

Eklavya	Timeline
Training Year	2021-2022
Data Collection	26/07/2022 - 11/08/2022

Sampling Methodology



Limitations of sampling in a proportionate manner across all locations

- Difficulty in keeping beneficiaries engaged throughout the survey, particularly in southern India. However, this number was offset by collecting more surveys with higher response rates in order to meet the total sample target. When asked about the financial literacy sections in both programmes, the beneficiaries were frightened and declined to continue the survey further.
- Different rejection rate across locations due to the availability of the respondents and willingness to contribute to the survey.

Impact Assessment Study: Approach, Methodology and Framework for 2022-23

Stakeholder Mapping for the Impact Assessment

Project	Partner	Location	Number of drivers enrolled	Sample Size- Castrol Trained Drivers	Sample Size % Distribution	Rejection Rate	In-Depth Interview - Trainers
Sarathi Mitra	Synergie	Mumbai	7000	212	53%	66%	1
Sarathi Mitra	Synergie	Delhi	7000	39	10%	68%	1
Sarathi Mitra	SEEDS	West Bengal	5200	81	20%	87%	1
Sarathi Mitra	SEEDS	UP	3200	18	4%	91%	1
Sarathi Mitra	SEEDS	Tamil Nadu	7000	52	13%	89%	1
Total			29,400	402	100%	-	5
Eklavya	SEEDS	Tamil Nadu	1100	21	5%	65%	1
Eklavya	SEEDS	Chhattisgarh	600	88	24%	73%	
Eklavya	SEEDS	Kerala	NA	8	2%	95%	
Eklavya	SEEDS	West Bengal	600	14	4%	95%	
Eklavya	Empower	UP	3800	155	41%	80%	1
Eklavya	FUEL	Karnataka	1650	89	24%	90%	1
Total			7750	375	100%	-	3

Executive summary: Overall Impact

Sarathi Mitra and Eklavya - Executive Summary

Modules	SARATHI MITRA	Modules	EKLAVYA
Skilling - Road Safety	After attending the training session, 96% of the drivers polled reported that they had no accidents in the last 1 year. This is driven by an increased awareness of general road rules and safety measures resulting decrease in the number of accidents and the amount of challans.	Skilling - Technical Skills	78% of mechanics surveyed reported they appreciated the session's practical explanation of the concepts and practised them in the workshop or garage afterward.
Skilling - Financial Literacy	11% drivers mentioned being able to save money as their income increased with years of experience resulting in more cash-in-hand. An uptake of smartphones has contributed to an increase in digital transactions with 34% of the drivers surveyed using UPI - GooglePay.	Skilling - Financial Literacy	20% mechanics mentioned being able to save money , as their income increased with years of experience resulting in more cash-in-hand. An uptake of smartphones has contributed to an increase in digital transactions with 50% of the mechanics surveyed using UPI - GooglePay.
Health and wellbeing	Drivers surveyed reported benefits from practising truck asanas after the session. After practising truckasanas, 37% (the majority of them) reported less body pain and 37% reported less fatigue. 20% of drivers reported being able to stay active for an extended period of time.	Skilling - Life Skills	The mechanics surveyed reported that better communication skills , (57%) and their ability to talk to female customers more respectfully, ability to make the customer understand the issues with vehicles and keeping record of the customers who visit the shop led to a 15% increase in customers visiting the shop. Additionally, the number of customers visiting the shop increased as a result of the mechanics' increased technical proficiency (78%).
Community development initiative - Government Schemes	A total of 47% drivers surveyed reported that they applied for e-shram cards through Pradhan Mantri Suraksha Bima Yojana to take advantage of the benefits such a monthly pensions, insurance plan, ration scheme, housing scheme, MGNREGA Scheme, to name a few.	Community development initiative - Government Schemes	58% mechanics surveyed have applied for e-shram cards through Pradhan Mantri Suraksha Bima Yojana to take advantage of the benefits such a monthly pensions, insurance plan, ration scheme, housing scheme, MGNREGA Scheme, to name a few.



Sarathi Mitra: Key Findings

A significant number of drivers that attend training are salaried professionals in the age group of 21-40 years



A total of **6** family members were reported to stay in a household (On an average)

A total of **2** children were reported to stay in a household (On an average)

64% of the drivers lie between **21- 40 years of age**

80% of the drivers own a **Smartphone**

The National Average Salary of Truck Drivers
INR 30,555



Synergie - Of 251 drivers surveyed, 58% earn between **INR 20,000 - 35,000 per month**

SEEDs - Of 151 drivers surveyed, 44% earn between **INR 21,000 - 25,000 per month**

Highest level of education of the drivers surveyed

Primary Education



12%

Secondary Education



68%

Graduate



07%

Post Graduate



0%

No Formal Education



13%

Average Annual Income of drivers surveyed with respect to their age

0 - 20	INR 17333
21 - 40	INR 27478
41 - 60	INR 25574
60 above	INR 14500

Driver of own Vehicle

7%

Salaried Driver

93%

Topics such as driving techniques, information on financial instruments has led to adoption of these practices

Best practices of different terrains have helped drivers during challenging situations on the road

Respondents rated the following topics as 'Very Relevant'

Driving Techniques	Road Markings and Signs	Traffic Rules	Driving in different terrains
73%	77%	69%	80%

13% Respondents

were able to **reduce the amount paid in challans in a year.**

INR 7506

was the **average amount of challan** paid in a year. This amount was **27.5% lower** than the average amount (INR 10,359) paid in 2021-22

96% Respondents

reported that **no accidents had occurred with them.** The remaining 4% of the respondents with whom the accidents occurred was a result of **brake failure or due to an unexpected vehicle in front of the truck.**

An increase in awareness and information on financial instruments has led to adoption based on income levels

11% Respondents

mentioned being able to save money as their income increased with years of experience resulting in more cash-in-hand.
(A majority belong to 20-40 age bracket and a family size of 4)

INR 3641

was reported to be the **average monthly savings** by the respondents after attending the session

19% Respondents

Bought personal insurance after attending the session.

With over 80% drivers owning a smartphone, and trainings on digital transactions; adoption of online mode of payments is on the rise

*34% of the drivers surveyed use **UPI - GooglePay** followed by Paytm and PhonePe for digital mode of transactions.*



Community development exercises such as awareness programs on scholarships and Government schemes, along with family connects have been ongoing

37% Respondents

reported attending the session on **scholarship programme for children's education**, and **27%** of respondents **applied for the scholarship to provide their children quality education and reduce their expenditure on fees**. 11% of the drivers who received calls from the program team enquired about scholarships.

Respondents rated the following topics as 'Very Relevant'

Scholarships **34%** Government Schemes **36%**

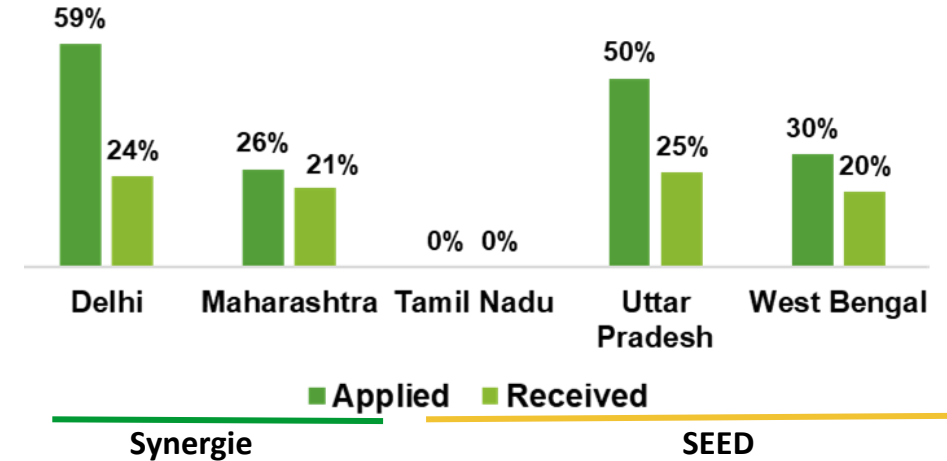
Increase in the impact created by Sarathi Mitra session as compared to the previous year study with respect to pride in profession as

6% More drivers find their work valuable / important this year (2022-23).

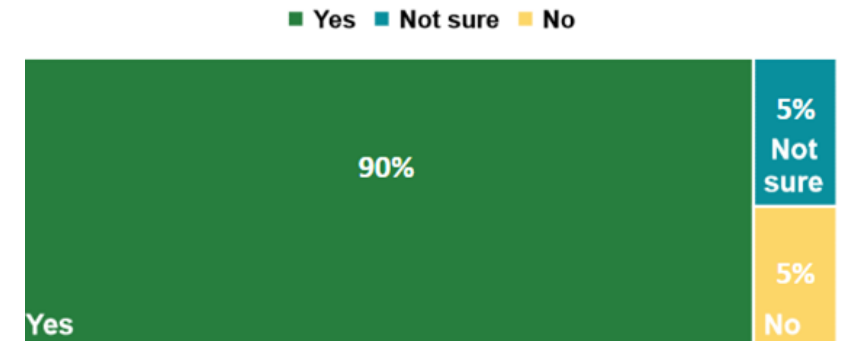
47% Respondents

reported that **they applied for e-shram cards through Pradhan Mantri Suraksha Bima Yojana to take advantage of the benefits**. The remaining 53% stated that they did not apply because they did not have time, did not have the required knowledge, were ill, or were not interested.

Percentage of drivers who reported to apply and receive scholarships (n=146)



Driver's response to whether they think their family supports and respects them for the work they are doing (n=402)



An understanding of health benefits has resulted in adoption and practice of TruckAsanas and medical checkups

TruckAsanas have been particularly helpful in reducing fatigue due to long road journeys; eye checkups have expedited diagnosis

Respondents rated the following topics as 'Very Relevant'

Health and Hygiene **70%** Truckasanas **64%**

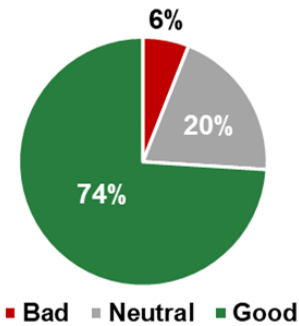
16% Increase

in the number of drivers performing truckasanas as compared to the previous year study. However, there is a disparity in frequency because the majority of them practise only when they have time.

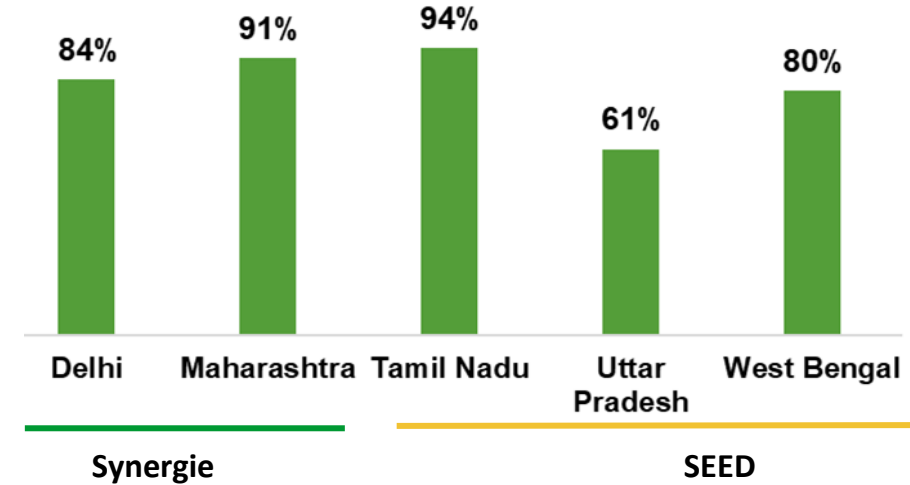
37% Respondents

reported less body pain and 37% reported less fatigue after practising truckasanas. 20% of drivers reported being able to stay active for an extended period of time after practising truckasanas.

Drivers rated their understanding of the truck asanas (n=401)



Reported number of repondents in percentages who got medical checkups done atleast once a year (n=402)



States	Eye Check Up	Diagnosed with spectacles	Received free spectacles
Delhi	71%	31%	23%
Maharashtra	74%	31%	23%
Tamil Nadu	52%	8%	8%
Uttar Pradesh	53%	20%	20%
West Bengal	25%	8%	4%



EKLAVYA

EKLAVYA: Key Findings



A significant number of mechanics that attend training are shop owners in the age group of 21-40 years



A total of **6** family members were reported to stay in a household (On an average)



A total of **2** children were reported to stay in a household (On an average)



77% of the mechanics lie between **21- 40 years of age**



91% of the mechanics own a **Smartphone**

Highest level of education of the mechanics surveyed

Primary Education



13%

Secondary Education



55%

Graduate



15%

Post Graduate



2%

No Formal Education



15%

Shop Owner

75%

Salaried Mechanic

25%

Percentage of drivers surveyed who own a smartphone

SEED	Tamil Nadu	100%
	Maharashtra	100%
	Kerala	100%
	Chattisgarh	90%
Empower Foundation	Uttar Pradesh	93%
FUEL	Karnataka	88%



Aftermarket service was significantly impacted by the switch to BS-VI after the COVID-19 pandemic. This shift has encouraged mechanics to upskill themselves and practice concepts taught in the technical sessions actively

Respondents liked the following qualities of the Trainers

Expertise on topics	Ensuring all understand	Clarification of doubts	Use of visual aids	Use of models and simulators
77%	64%	51%	47%	26%

52% increase

in the mechanics practicing the concepts taught in the session as compared to the previous year impact report.

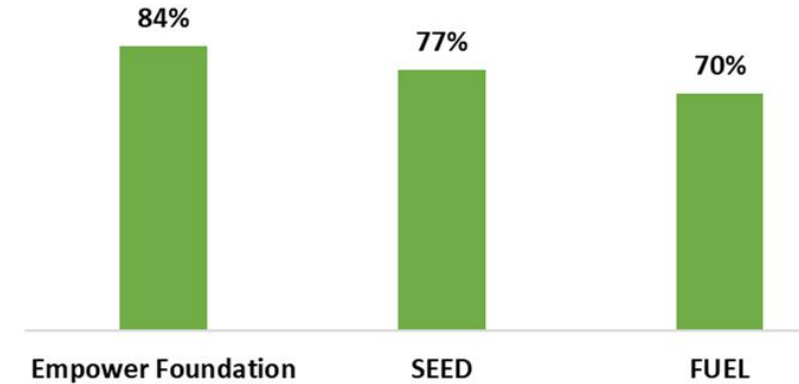
78% Respondents

After the session, reported that they **practiced the concepts they learned to use in the workshop or garage**. They reported to practise **topics relating to engines, wiring concepts, new machine models, and the use of tools and multimeters**.

46% Respondents

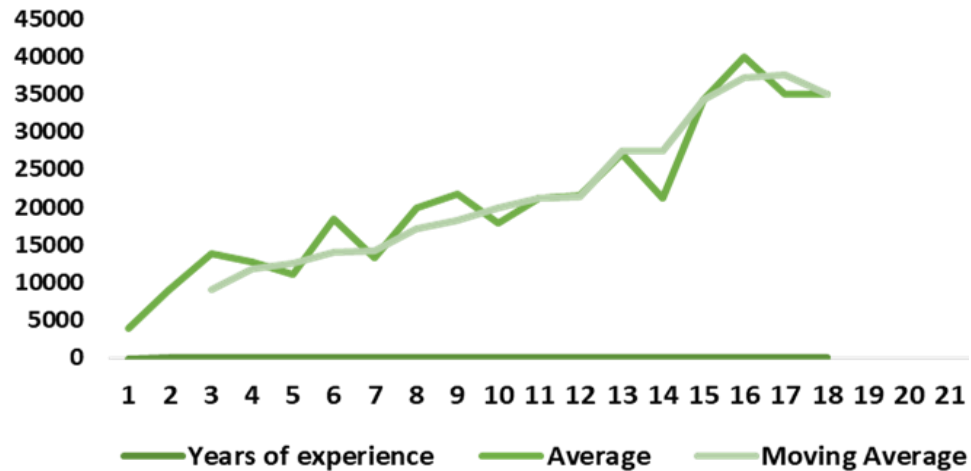
reported to **like the practical explanation of the topics by the trainers** which helped them apply their skills in non-classroom environment. 83% (n=375) of the mechanics surveyed were curious to learn new concepts and were motivated to practise the concepts after the session across the states (TN, MH, KL, and WB - SEED, UP - Empower Foundation, and KA - FUEL).

Breakdown of 78% of the surveyed mechanics who practiced the concepts taught in the garage/ workshop after the session (n=293)



An increase in awareness of financial instruments has led to adoption of these practices based on income levels

Years of experience compared with average monthly income of surveyed mechanics (n=375)



20% Respondents

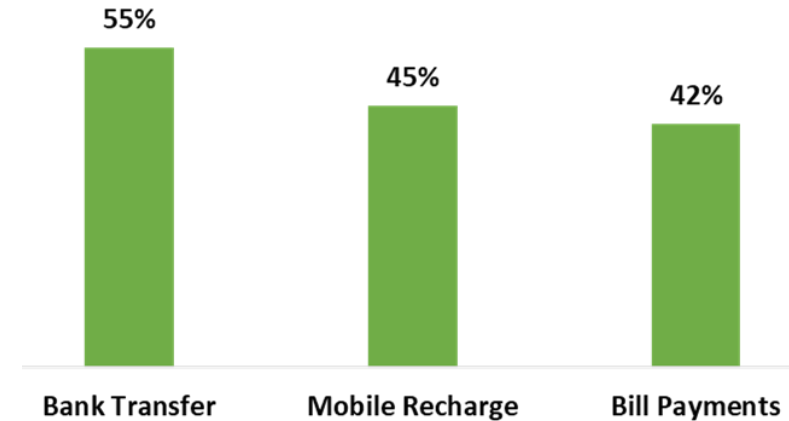
began saving money after attending the session as their income had increased with years of experience.

INR 2415

increase in the average monthly savings by the mechanics surveyed after attending the session. 85% of these respondents keep their money in the bank, followed by 38% at home, and 14% who invested in property. (n=73)

Digital Literacy: With over 90% mechanics owning a smartphone, and trainings on digital transactions; adoption of online mode of payments is on the rise

67% of mechanics surveyed reported to use digital mode of transaction for the following purposes (n=251)



6% Increase

in the adoption of digital mode of transaction as compared to the previous year.

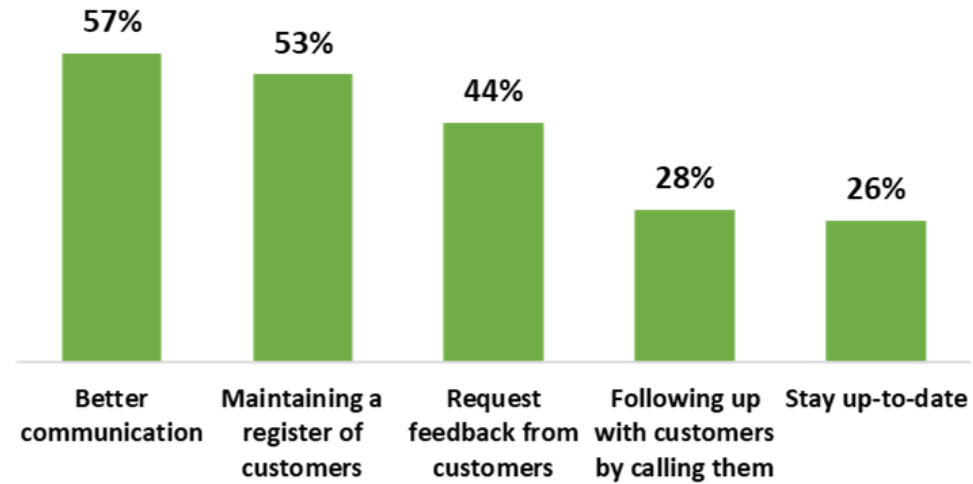
53% Respondents

surveyed (n=253) use Paytm or PhonePe wallets followed by UPI (Unified Payments Interface) - GooglePay (50%) for digital mode of transactions.

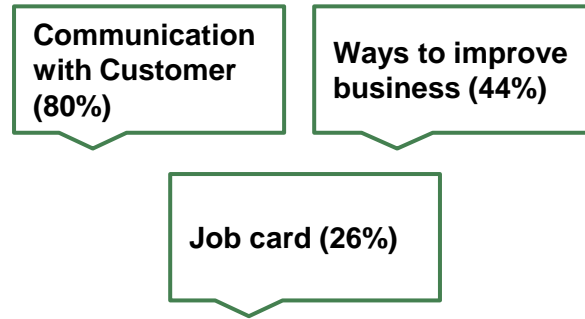


As a result of their improved knowledge and communication skills, the mechanics are able to effectively manage and service more customers (especially women)

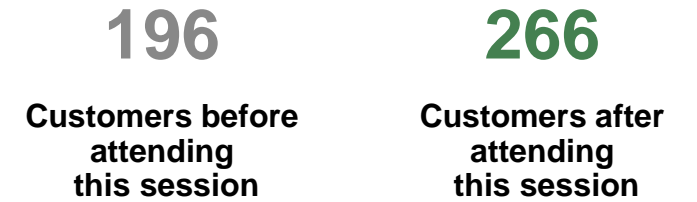
Reported activities performed by mechanics surveyed to improve customer relationship (n=375)



New topics covered in the session as reported by the mechanics (n=375)



Average number of customer visited the mechanics per month



Customers managed by mechanics

increased by 19%

when compared to the previous year's impact report.

15% Increase

in the number of customers visiting the mechanics was reported by the mechanics surveyed during the study primarily due to better communication.

29% Respondents

reported that more female customers visit into their store because they could **interact with them and behave with them better than they could before.**



Feedback

Feedback: Mode of training and motivation to be a part of the training



64% Drivers

reported that they **liked the trainer's expertise on topics**, 44% liked how the trainers clarified their doubts, while 33% liked the practical explanation of the topics. 71% of drivers and 24% of drivers who said they would or might attend the session again reported they **would like to learn new driving concepts in addition to the topics taught to them**.

31% Drivers

reported that they received masks, 21% of the drivers received t-shirts, 13% received reflecting jackets, and other 25% received small bags, out of the 15% of the drivers who attended the Sarathi Mitra Training session and **received a goodie bag**.

62% Drivers

reported they **prefer offline teaching because they grasp the concepts better and there are no connectivity issues, unlike online classes**. 31% of the drivers who attended online training sessions, 74% of them reported to experience no problems while 26% reported to face **connectivity and audio and video issues**. 29% of the drivers reported that either online or offline mode of teaching works for them

Rating of the following modules on a scale of 1 to 5

Road Safety	4.3
Financial Literacy	3.9
Health and Hygiene (Truckasanas)	4.3
Overall Sarathi Mitra Training Program	4.5

Motivation to attend the training session (n=402)

Attended out of curiosity	38% Drivers
To increase awareness about road signs and traffic rules	30% Drivers
Transporter asked me to attend	30% Drivers
Attended as a fellow driver is attending	26% Drivers
Goodie Bag / Benefits	10% Drivers



Feedback: Mode of training and motivation to be a part of the training

95% Mechanics

reported that they received certificates, of which 65% of them find their work valuable and respectable after receiving the same. 42% surveyed received goodies, of which 55% received t-shirts, 30% received masks, 9% received small bags.

85% Mechanics

expressed an interest in attending the training again and reported that they would like to learn new mechanical concepts, BSVI-related concepts, and concepts of wiring.

50% Mechanics

surveyed reported they prefer offline teaching because they grasp the concepts better and there are no connectivity issues, unlike online classes.

40% Mechanics

reported they they received a feedback call from the program team post the program, out of which, 74% reported that the actions were taken on the feedback given.

58% Mechanics

have applied for **e-shram cards** through Pradhan Mantri Suraksha Bima Yojana to take advantage of the benefits

Rating of the following modules on a scale of 1 to 5	
Technical Skills	4.5
Life Skills	4.4
Financial Literacy	4.2
Overall Eklavya Training Program	4.5

Motivation to attend the training session (n=375)	
Wanted to learn new skills	83% Mechanics
Friend suggested	23% Mechanics
NSDC Certification	22% Mechanics
Program team asked me to attend	16% Mechanics
Goodie Bag / Benefits	02% Mechanics

Annexure

Sarathi Mitra: Key Research Areas and Indicators

Key Research Areas	Indicators
Was the program aligned to the expectations of the drivers?	Expectation of drivers from the session Motivation/Needs of drivers to attend session
Was the transporter or union team consulted / feedback taken by the program team to understand the training needs of the driver?	Training needs identified by the team from the transporter Transporters perceived training needs of the drivers
Is there a standardized process to mobilize the drivers for the program?	Mobilisation Strategies Initial awareness about the session among drivers Planned enrollment criteria and adherence
Did the drivers face any issues while attending the session online? (Only for online) (Where did they attend the session from? From transporter office, With fellow drivers etc)	% of drivers who faced connectivity issues while attending the session % of drivers who faced challenges with audio and video while attending the session % of drivers who have been briefed on the usage of zoom platform by the mobiliser Preference of offline vs online
Are the trainers able to facilitate the session properly?	Process of hiring and training of trainers Perception of drivers on trainers - Content delivery, expertise on the topics, ability to clarify doubts Usage of visual aids such as videos, pictures etc during the session % of respondents reporting the trainers performing asanas during the class
Is the Health and Hygiene content relevant/aligned to the needs of the drivers?	Ease of understanding of content (overall) Frequency of getting medical checkups before session Frequency of doing yoga and exercises before the session Topics taught in the session (Importance of Medical checkup, Eating fresh and healthy food, Wear safety shoes, wearing mask, truck asanas, hygiene habits) Understanding of Truck asanas by the drivers

Sarathi Mitra: Key Research Areas and Indicators

Key Research Areas	Indicators
Is the Financial literacy content relevant/aligned to the needs of the drivers?	% of driver who used to save before the program
	Avg Savings amount before the program
	% of drivers using digital financial tools before the program
	Types of digital tools (UPI, Wallets etc)
	% of driver having a personal insurance before start of the session
	% of drivers having an e shram card
	Topic taught in the sessions (Importance of saving, Insurance - Personal and Vehicle, Investment, Digital Financial tools, Govt. Schemes, Loans, E Shram card, scholarships for students)
	No of drivers attending the guest lecture on investment, insurance and banking
	No of drivers who learn something new from the guest lectures
	Is the Road Safety content relevant/aligned to the needs of the drivers?
Frequency of breaks between driving before the session	
Perception of driver on awareness of Road Signs before the session	
Perception of driver on awareness of traffic rules before the session	
Usage of practical examples and activities in the session to make drivers understand the concept better	
Topics taught in sessions (About vehicle, careful driving, Road marking and signs, Driving in different areas, driving in different conditions)	
Was certificate and goodies given to you post completion of the session?	
	% of respondents receiving goodies post completion of the program
	Goodies received as part of the program

Sarathi Mitra: Key Research Areas and Indicators

Key Research Areas	Indicators
Did the drivers receive a follow up call to get their feedback about the session?	% of drivers receiving a follow up call to get their feedback Information collected from drivers during the follow up call Feedback given by the drivers Drivers feedback on session No of follow up calls done by the team per day No of times a driver is contacted in a year
Did drivers call back the trainers or program team to get any doubts clarified?	% of drivers who called the program team for clarification of doubts Questions drivers ask the team Process of addressing drivers doubts and concerns Satisfaction level of drivers: With the program team on clarifying their doubts
Has the session led to a change in the health and hygiene behaviour of the drivers?	% of drivers practicing truck asanas Frequency of doing the asanas Type of asanas (Clutch asana, Power asana, Indicator asana etc) Benefits of doing the asanas (Reduced neck, shoulder, ankle, knee pains, feel less tired) Frequency of drivers consuming oily food Frequency of drivers getting medical checkups after the session % of drivers wearing shoes while driving



Sarathi Mitra: Key Research Areas and Indicators

Key Research Areas	Indicators
<p>Has the session led to an improved knowledge on Traffic fines and Road signs?</p>	Frequency of drivers putting on seat belts
	No of hours in a day the driver used to ride after the session
	Frequency of breaks between driving after the session
	Perception of drivers on their awareness of traffic rules post the session
	Drivers' perception of being able to make better timely decisions and prevent major accidents post the session
	Transporter perception on "Low maintenance on vehicles due to drivers good driving habits"
	Transporters saving on insurance cost due to proper maintenance by the drivers
	Pre vs Post session - Avg amount of Traffic fines
	Perception of drivers on their awareness on road signs
	No of drivers who learn new road safety rules after attending the session
	Pre vs Post session - No of traffic violations
	<p>Has the session led to an increased awareness about financial literacy?</p>
Avg savings of drivers post the session	
Where is the money saved (means of saving money)	
Usefulness of saving	
Drivers perceived reduction of expenses through better regulation post the session	
Drivers perception on reduced financial stress and anxiety post the session	
Drivers perception on the confidence level of their knowledge while selecting insurance, loans, investments, and choosing a mode of digital payment	
% of driver HHs with every member having a bank account	
% of driver using digital payment tool post sessions	
Type of digital payment tools used	
Frequency of usage of digital payment tools	
uses of using a digital payment tools	



Sarathi Mitra: Key Research Areas and Indicators

Key Research Areas	Indicators
Has the session led to an increased awareness about the vehicle?	Frequency of vehicle maintenance/service
	Parts of the truck that are investigated on a daily basis
Has the session led to an increased awareness about different schemes?	% of drivers who have personal insurance post the session
	% of drivers who have eshram card post the session
	Usefulness of eshram card to drivers
	% of drivers who are aware about multiple scholarship schemes for their children
	% of drivers who applied for these scholarship schemes
	% of drivers who successfully got the scholarship
	Usefulness of scholarship
Has the eye check up service benefitted the drivers?	% of drivers who were diagnosed with eyesight
	% of drivers who have received spectacles from the program team
Has the session increased the driver's perception of respectability and importance of work?	Drivers perception on "Their work is valuable"
	Drivers perception on "Their family respects them"
	% of drivers who explained the usage of video conferencing apps to their HH members
	Drivers perception on "Their work is respectable"
Has the session led to a increased awareness about vaccination?	% of drivers vaccinated with 2 doses
Would the drivers like to attend the session again this year?	% of drivers who like to attend the session
	Expectations from the session

EKLAVYA: Key Research Areas and Indicators

Key Research Areas	Indicators
Was the program aligned to the expectations of the mechanics?	Expectation of mechanics from the program Motivation of mechanics to attend program
Was the association or union consulted/ feedback taken by the program team to understand the training needs of the mechanics?	Training needs identified by the team from the association Association perceived training needs of the mechanics
Is there a standardized process to mobilize and enroll the mechanics into the program?	Mobilisation Strategies Initial awareness about the program among mechanics Planned enrollment process and adherence (Pretest - Integrated test and Documents)
Did the mechanics face any issues while attending the session online? (Only for online)	% of mechanics who faced connectivity issues while attending the sessions % of mechanics who faced challenges with audio and video while attending the sessions % of mechanics who were explained by mobilisers on how to use video meeting conference apps % of mechanics who didn't receive the joining link on time Preference of offline vs online
Are the trainers able to facilitate the session properly?	Process of hiring and training of trainers Perception of mechanics on trainers - Content delivery, expertise on the topics, ability to clarify doubts % of respondents reporting that trainers explained the concepts practically using equipment (live demo) % of respondents reporting that trainers explained the concepts with visuals and videos

EKLAVYA: Key Research Areas and Indicators

Key Research Areas	Indicators
Is the Technical content relevant / aligned to the needs of the mechanics?	Ease of understanding of content (Overall)
	% of mechanics confidence in doing BS6 vehicles
	Perception of mechanics on the cleanliness and neatness of their workshop before the program
	Perception of mechanics on the adequacy of practical explanation of concepts (Usage of tools, Usage of simulators or actual parts of the vehicle)
	Topics taught in the session (Engine, Valve mechanism, cooling mechanism, lubrication, brake system, clutch, gear box, ignition system)
	No of BS6 vehicles mechanic repairs in a day before the program
	Avg time taken by mechanic to complete one task of work
Is the Financial literacy content relevant/aligned to the needs of the mechanics?	% of mechanics who used to save before the program
	Avg Savings amount before the program
	% of mechanics using digital financial tools before the program
	Types of digital payment tools (UPI, Wallets, NEFT etc)
	% of mechanics having a personal insurance before start of the program
	Topic taught in the sessions (Importance of saving, Insurance - Personal and workshop, Investment, Digital Financial tools, Govt. Schemes, Loans, E Shram card)
Is the Life Skills content relevant/aligned to the needs of the mechanics?	No of customers who visit the workshop before the program
	No of female customers who visit the workshop before the program
	Usefulness of role play activities in understanding how to behave with customers
	Mechanics perception on adequacy of content on setting up a business
	Topic taught in the sessions (Job Card, Business development, Customer relations, Communication with customers, communication with co workers)

EKLAVYA: Key Research Areas and Indicators

Key Research Areas	Indicators
Were the mechanics regularly attending the sessions?	Process of recording attendance No of sessions out of 15 the candidate have attended
Were certificate, goodies and booklet given to mechanics post completion of the session?	% of mechanics who have given post assessment Mode of post assessment % of respondents receiving certificate post completion of the program % of respondents receiving goodies post completion of the program Goodies received as part of the program % of mechanics who got a booklet in the program
Was mechanics feedback collected during the program and post the program?	Feedback mechanism - Collection and Incorporation of feedback from different stakeholders Feedback given by the mechanics mechanics feedback on program
Did mechanics call back the trainers or program team to get any doubts clarified?	% of mechanics who called the program team for clarification of doubts Questions mechanics ask the team Process to address the concerns and questions of the mechanics Satisfaction level of mechanics: With the program team in clarifying their doubts
Did the drivers mechanics a follow up call post the program completion?	% of mechanics receiving a follow up call post program completion Information collected from mechanics during the follow up call % of mechanics who have been visited by the program team/trainers post the program Observations made by program team No of visits program team does in a day No of times a particular mechanic is visited in a year

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Key Research Areas	Indicators
<p>Has the program led to a change in the technical knowledge and capabilities of the mechanics?</p>	<p>% of mechanics comfortable in repairing BS 6 vehicles post the program</p>
	<p>No of BS 6 vehicles mechanics repair in a day post the program</p>
	<p>Perception of mechanics on the cleanliness and neatness of their workshop before the program</p>
	<p>Perception of mechanics that their knowledge level has improved after attending the program</p>
	<p>Perception of mechanics on their confidence level after attending the program</p>
	<p>% of mechanics who believe that the wastage in the workshop have reduced post the program</p>
	<p>% of mechanics who are following the 5s concept</p>
	<p>% of mechanics who feel they are able to work more efficiently post program</p>
<p>Has the life skills component in the program led to a change in the mechanics?</p>	<p>Average amount of time taken by the mechanics on a task post program</p>
	<p>% of mechanics who started making job cards</p>
	<p>No of female customers who visit the workshop after the program</p>
	<p>% of mechanics who maintain a customer register</p>
	<p>% of mechanics who follows up with customers post the service</p>
	<p>% of mechanics who follows a dress code in the workshop</p>
	<p>% of mechanics who believe that they are able to interact well with the customers</p>
	<p>No of customers who visit the workshop post the program</p>
<p>Has the program led to an increased income of the mechanics?</p>	<p>No of mechanics who started their own workshop/garage post the program</p>
	<p>Pre vs Post program average monthly income of mechanics (Reason for increase)</p>
	<p>Pre vs post program average income from each task</p>
	<p>Improved living standard ((living in a better residential area, own IHHL, better education, affordable health care, assets etc)</p>
	<p>Activities done by mechanics to promote business</p>
<p>Activities done to improve customer relationship</p>	



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Has the session led to an increased awareness about financial literacy?	% of mechanics who save money post the program
	Avg savings amount post the program
	Where is the money saved (means of saving money)
	Usefulness of saving
	Mechanics perceived reduction of expenses through better regulation post the program
	Mechanics perception on reduced financial stress and anxiety post the session
	Mechanics perception on the confidence level of their knowledge while selecting insurance, loans, investments, and choosing a mode of digital payment
	% of mechanics HHs with every member having a bank account
	% of mechanics using digital payment tool post the program
	Frequency of usage of digital payment tools
	uses of using digital payment tools
Has the session led to an increased family time among the beneficiaries?	% of mechanics who explained the usage of video conferencing apps to their HH members
	% of mechanics who started spending more time with family post program
	Perception of Support and respect from family towards the mechanics (post the program)
Has the session led to an increased awareness about different schemes?	% of mechanics who have insurance post the program
	% of mechanics who applied for an insurance post the session
	% of mechanics who have eshram card
	% of mechanics who applied for eshram card post the session
Has the certification increased the sense of pride among the mechanics?	Usefulness of certificate (Respectable, feel valuable)
Would the mechanics like to attend more training sessions like these?	% of mechanics who like to attend the session
	Content expectation from sessions



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