



 **Castrol**



EKLAVYA

CSR Impact Assessment Report

 **SoulAce**
Path to Sustainability

SOULACE CONSULTING PVT. LTD.

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01. EXECUTIVE SUMMARY

Project Background



The Castrol Eklavya flagship social development program was launched in Tamil Nadu in 2009. It has evolved as one of the most extensive skill-building endeavours in the automotive sector. The program is designed to bring about holistic skill development in mechanics, encompassing both fundamental knowledge and diagnostic skills.

The program curriculum consists of behavioural aspects like health and safety, digital financial literacy, savings, and customer relations and technical aspects like body parts of automobiles, mechanical systems such as the ignition system, engine system, lubrication system, air intake system, and the cooling system.



Year

2022



Beneficiaries

12,800



NGO Partners

Empower, Seeds Learnet, Fuel



Project Locations

Delhi, Haryana, Chhattisgarh, Punjab, Uttar Pradesh, Gujarat, Maharashtra, Karnataka, Madhya Pradesh, and Tamil Nadu.



Research Methodology



Research Approach

Mixed Approach



Research design

Descriptive research design



Sampling design

Quota sampling



Sample size

450



Geography covered (states)

Uttar Pradesh, Chhattisgarh, Delhi, Karnataka and Tamil Nadu



SDG Goals



Stakeholders

Project in charge/ Project coordinators from NGOs, Trainers, trainees, Mechanic Association Presidents/office bearers

Key Findings



A majority of the mechanics (90.46%) who participated in the Eklavya program, observed positive behavioural changes towards 5 S technique adoption.



Post the Eklavya program, improved hygiene practices like handwashing, not eating at the work place, use of dustbins, drinking boiled water was observed among the mechanics.



The mechanics followed safety precautions such as cleaning the floor after oil spills, wearing personal protective equipment, and ensuring there was adequate lighting in the workplace.



A majority of the mechanics reported enhancement of their proficiency from beginner & practitioner levels to next higher levels of proficiency.

Key Impact



Enhanced Technical Knowledge & Skills:

The study observed that there was an improvement in the competency of the mechanics post Eklavya in areas like repair of engine valves, lubrication systems, air intake systems, fuel supply system, ignition system, etc.,



Timely Service Delivery & Organized Work Space:

88.7% and 90.2% of the mechanics reported on time delivery and maintenance of cleanliness at work place respectively, by following 5 S technique.



Adoption of Workplace Safety Measures:

- 92.7 % of the mechanics reported using sufficient lighting always in the workplace, while 91.1% of the mechanics reported avoiding explosive things in the garage.
- 89.8% of the mechanics used personal protective equipment always, while 90.4% of the mechanics reported that they make it a point to wipe out the floor soon after an oil spill.



Improved Customer Relations & Satisfaction:

- A majority of the mechanics reported positive behavioural changes in customer relations like greeting the customers, polite demeanour and updating the customers.
- 90.6% of the mechanics stated that they always wished the customers while at the workplace, while 93.1 % of the mechanics reported answering customer's doubts politely.
- 91.5% of the mechanics always updated their customers about their work status.
- 75.6% of the mechanics reported minimum customer complaints and 82.9 % of the mechanics reported minimum defects by following 5 S technique.



Increased Income & Savings:

- The vast majority of the mechanics (98.7%) affirmed experiencing a clear rise in their income levels following the implementation of the Eklavya program.
- Most (64.4%) of the mechanics reported an increase of between 10-20% of their income, from before the intervention.
- 30.4% of the mechanics reported an increase of between 20 to 30% of their income than before the intervention.
- A majority of the mechanics (67.6%) saved at least a minimum of 10% of their monthly incomes in a saving scheme post Eklavya.
- A significant proportion of mechanics that is 35.5% of the mechanics who were not saved their monthly income earlier, began the practice of saving some part of their monthly income post the Eklavya program.



Improved Digital Financial Literacy:

- 58.2% of the mechanics who had not undertaken digital transactions prior to the Eklavya program started adopting digital payment methods for receiving receipts from their customers.
- A significant increase of (64.8%) in the number of mechanics, was observed for their adoption of debit cards and credit cards while conducting transactions.



Improved Familial bonding:

- A positive shift towards enhancing family relations and bonding was reported as an outcome of the program like sharing responsibilities towards taking care of children, dining together with the family, going for family vacations/holidays, etc.

02. OECD FRAMEWORK



Relevance

The Eklavya program caters to mechanics hailing from disadvantaged socio-economic backgrounds who possess limited formal education. Many of these individuals have entered the profession through experiential learning, observing and working alongside seasoned mechanics. Offering formal training through the Eklavya program equipped them with enduring technical skills and practices, enhanced their earning potential, and subsequently their chances of a secure livelihood.

Hence the Eklavya program can be stated to be very high in its relevance as it empowered the beneficiaries economically and aided them in breaking the barriers laid down by their circumstances.



The Eklavya program is aligned with the following SDGs of the UN.

- SDG 1: No Poverty
- SDG 3: Good health and well being
- SDG 8: Decent work and economic growth
- SDG 9: Industry, innovation and infrastructure
- SDG 10: Reduced inequality
- SDG 17: Partnerships for the goals



Coherence

The program is also aligned with the National Occupational Standards of the Automotive Skills Development Council.

The Eklavya program can be stated to be very high in the coherence parameter.



Effectiveness

The study found that Eklavya demonstrated effectiveness in achieving its primary goals by effectively engaging with the appropriate target demographics and improving the fundamental knowledge and diagnostic abilities of mechanics. The training program was positively perceived by the participants.

The program can be characterized as highly effective.



Efficiency

The study found that the social benefits of the project significantly outweighed the investments made. Such as enhancement of technical knowledge and skills, increased awareness of safety and hygiene, improved earning potential for mechanics, transition to digital financial transactions and enhanced income and savings among the beneficiaries.

The program can be said to be very high in its efficiency.





Impact

The study found that Eklavya brought significant changes in the mechanics in the following areas.

- Awareness about 5 S principles and the inclination towards adopting these principles at the workplace.
- Enhanced adherence to safety precautions.
- Enhanced technical knowledge and skills leading to improvement in the quality of repairs, resulting in improved customer satisfaction and loyalty.
- Ease of cash handling experienced through the change to digital transaction mode.
- Positive attitudinal shift towards family values and norms.
- The training contributed to an overall improvement in the efficiency of the mechanics.

The program can be stated to be very high in its impact.



Sustainability

The study observed that the Eklavya program delivery model is replicable and sustainable.

Eklavya is well aligned with the CSR goals and values of Castrol and emphasises the importance of skill development in improving the livelihood of mechanics and the standard of living of their families.

As Eklavya involves the constant upskilling of mechanics, it builds the capacities of mechanics to adapt and learn new techniques and technologies of the future. This is a relevant approach in the ever-evolving field of mechanics.

As mechanics have less formal educational backgrounds, upskilling them through a skill development program like Eklavya, widens their competencies and makes them capable of earning more income, because of increased business opportunities.

The model adopted by Castrol to implement the program is easily replicable and can be made more sustainable, with strategic collaboration with mechanic's associations and vocational training centres.

Thus, the program can be stated to be high in its sustainability.



Relevance



Coherence



Effectiveness



Efficiency



Impact



Sustainability

CHAPTER 3

INTRODUCTION



Focus group discussion with beneficiaries from Siddharth Nagar

In the Indian automobile servicing sector, non-company-owned service centres are predominantly staffed by a substantial proportion of unskilled mechanics. These unskilled mechanics are usually individuals with minimal formal education or vocational training in the field. Their competence in mechanical skills is primarily cultivated through hands-on experience, practical learning and informal observation of experienced mechanics who have established themselves in the industry. Unskilled mechanics in this context, often face challenges such as being unorganised and having poor working conditions like low wages, lack of physical safety and security and an uncertain job security outlook.

Castrol's Eklavya program primarily focuses on improving the foundational knowledge and diagnostic abilities of unskilled mechanics located in various states across India.

Launched in 2009, Eklavya stands as Castrol's flagship initiative and has since become one of the most comprehensive skill-building initiatives in the automotive industry. This program is strategically crafted to facilitate the comprehensive skill development of mechanics, covering essential knowledge as well as diagnostic skills.

The course curriculum is holistic, covering both behavioural aspects and technical aspects. Behavioural content pertains to introducing 5 S techniques, health and safety, digital financial literacy, savings, customer relations, family values and norms. Technical aspects include an introduction to various body parts of automobiles and carrying out repairs in mechanical systems like the ignition system, engine system, lubrication system, air intake system, cooling system, etc.

CHAPTER 4

RESEARCH METHODOLOGY



Focus Group Discussion with Eklavya beneficiaries in Bangalore

Research is the methodical and unbiased examination of a subject. It necessitates a well-structured plan for stages like sampling, data collection, analysis and statistical testing to meet objectives expediently. An effective research methodology ensures the systematic execution of the various stages of research without hassles.

Social impact assessment studies, usually undertaken by a neutral third party enable corporate organisations to evaluate the social effect of their CSR activities on direct beneficiaries in the community and stakeholders in the larger society. This research study was carried out by SoulAce social ventures to assess the impact of the Eklavya program implemented in the year 2022 across India, in the states of Uttar Pradesh, Chhattisgarh, Karnataka, Tamil Nadu, West Bengal, Haryana, Kerala and Maharashtra.

This section describes the various stages of research followed in this study.

Objectives of the Research



To assess the impact of the Eklavya program on mechanics in relation to knowledge, perception and behavioural changes with reference to adoption of 5 S, safety, hygiene, savings, enrolment in government schemes, digital financial transactions and customer relations.



To understand the extent of enhancement of knowledge and skills in technical areas pertaining to the repair of two wheelers and four wheelers.



To study the perception of the participants of Eklavya about the training program.



To assess the overall impact of Eklavya in enhancing the income levels of the participants of the training program.

Research Design

This study adopted a descriptive research design, as the purpose was to portray the characteristics of the subject matter taken up for research rather than finding causal connections between the variables involved in the study.

Use of Mixed Approach

The study employed a mix of both quantitative and qualitative approaches for better validation and triangulation of the results. A quantitative approach was used to describe the research findings in precise numerical terms, and a qualitative approach was used to bring out deep, underlying phenomena, which cannot be uncovered by quantitative methods. The use of a mixed approach enabled the finding of answers to multifaceted research questions.

Sampling Methodology

Quota sampling was adopted where fair representation was provided to involve beneficiaries who attended the Eklavya program conducted by all 3 NGO partners of Castrol in various states of India.

A sample size of 450 direct beneficiaries was used in accordance with the standard practice to maintain a 95% confidence level with 5% significance, in the research. The respondents were truck drivers who attended the Eklavya program during the year 2022 at various centres run by the implementing partners.

Key Stakeholders



Project coordinators and centre-in-charge of the implementing partners



Trainers of Eklavya



Local mechanic Association Presidents/Office bearers

Tools of Data Collection

For the quantitative approach, a structured interview schedule with multiple-choice answers was prepared. To study the variables related to perception and behaviours, separate scales with indexes comprising indicators to study the specific variable were used.

For the qualitative approach, a guide for semi-structured interviews was used. A facilitation guide for focus group discussions with various stakeholders was prepared.



CHAPTER 5

KEY FINDINGS

This chapter presents key findings of the research, like the socio-demographic profile of beneficiaries and the impact of Eklavya, in the enhancement of basic knowledge and diagnostic skills, income and savings and perception of the mechanics of the Eklavya program.



Section 1: Socio demographic details of the respondents

CHART 1: PERCENTAGE DISTRIBUTION OF RESPONDENTS BY AGE-GROUP

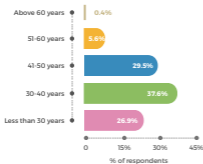


CHART 2: PERCENTAGE DISTRIBUTION OF RESPONDENTS BY THEIR EDUCATIONAL LEVEL

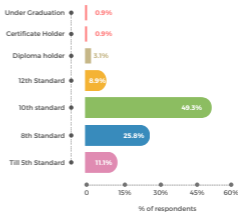


CHART 3: PERCENTAGE DISTRIBUTION OF RESPONDENTS BY THEIR MARITAL STATUS

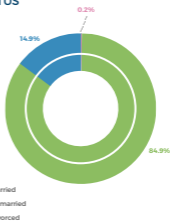
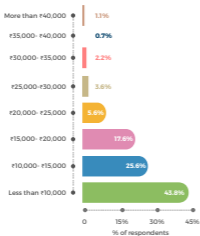


CHART 4: PERCENTAGE DISTRIBUTION OF RESPONDENTS BY THEIR MONTHLY INCOME



Key findings on socio demographic variables in the study



Age of the respondents

Barring 2 respondents or 0.4 % of the sample, the rest from the 450 mechanics who attended the Castrol's Eklavya program, are in the age group of 20 to 60 years.

Those falling under the age group of 30-40 years formed the largest chunk of these respondents at 37.6%, with a relatively lesser proportion of respondents falling under other age groups. The age group of mechanics suggests that they are well within the productive age of life.



Educational status of the respondents

The study shows that a majority of the respondents 49.3% studied till 10th, with a significant proportion of respondents educated only till 5th standard and 8th standard. Only 4 respondents or 0.9% of the 450 respondents did an under graduation.

The job of a mechanic is skill based, where hands on experience and manual dexterity is more important than formal educational qualification. Apart from this factor, passion towards the job, poorer socioeconomic circumstances, lack of accessibility to alternative career choices, aptitude towards the trade could be reasons for the respondents' choice of job.



Marital status of the respondents

The study reveals that a majority of the respondents (84.9%) are married, while the rest are not married. Married respondents can be expected to have relatively more social and emotional support and can have more responsibilities and commitments towards their spouses and children than the unmarried individuals. Married individuals require more financial stability and sufficiency for tending to a family.



Income of the respondents

The largest proportion of the respondents that is 43.8 % earn less than ₹10,000/- per month, whereas only a smaller chunk of respondents (7.6%) earn more than ₹ 25,000/- a month. The lower income levels indicate the lesser income potential of this profession and one can expect lower socioeconomic standards of these respondents.



Beneficiaries in Karur, Tamil Nadu, proudly showing their Eklavya completion certificate

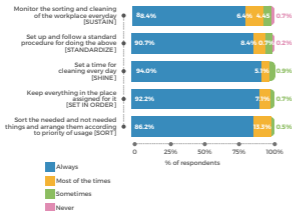
Section 2: Training in 5 S concept- change in knowledge and behaviour

The 5 S is a Japanese management technique used for lean manufacturing to enhance safety, productivity and overall efficiency. The 5 S framework consists of 5 principles, each beginning with the letter "S" and these are Seiri (sort), Seiton (set in order), Seiso (shine), Seiketsu (standardise) and Shitsuke (sustain). Implementing the 5 S concept in the workplace can lead to a more organised workplace with reduced wastage, improved quality and enhanced customer satisfaction. Eklavya imparted training in 5 S to the mechanics and the study measured the extent of improvement in knowledge and application of 5 S techniques

Impact of 5 S training

Behavioral changes towards adopting 5 S to workplace

CHART 5: IMPLEMENTATION OF THE 5 S AFTER LEARNING THE CONCEPT



Sorting the mechanic shop

Most of the mechanics shared that they started the practice of removing unnecessary things from the workplace to make it clutter free and keep it in a more organised manner.

Some of the mechanics observed that they practise sorting by keeping different types of tools at separate places like pliers, wrenches, screwdrivers, spark plugs etc.



Setting the mechanic shop in order

A majority of the mechanics reported setting the mechanic shop in order helps them organise the workshop in an ergonomically better manner with easy access to necessary tools and equipment.



Setting a time for cleaning every day

Mechanics interacted with during the study stated that they are now cautious about keeping the workplace clean from oil spills and unwanted fragments from repair work.

Most of them shared that they started allocating a routine cleaning schedule too, which makes them feel good about the work place.

Key findings



Positive Behavioural changes towards 5 S adoption

Post the orientation on 5 S, positive behavioural changes with respect to organising the workplace was observed among the mechanics.



Standardize the workplace

Mechanics observed that they standardized their work processes in terms of standard procedures for maintenance and repairs post the Eklavya program.



Sustaining the behavioural change

Mechanics reported ease of work procedures and flow of work processes following 5 S, which motivated them to sustain the behavioural change towards adoption of the same.



Ram Ashish Prajapati's story serves as a compelling testament to the positive impact of Castrol's Eklavya program and the resilience demonstrated by individuals when facing economic challenges. At the age of 28, Ram Ashish Prajapati, hailing from Gorakhpur, shouldered the immense responsibility of supporting his 16-member family. The onset of the COVID-19 pandemic brought about an economic slowdown that forced Ram to temporarily close his shop, presenting formidable obstacles for him, his family and the mechanics with whom he engaged. Fortunately, he crossed paths with the program staff of Eklavya and seized the opportunity to participate in Castrol's Eklavya program. Eklavya's comprehensive training, spanning 15 days encompassed various aspects such as BS 6 bike technology, lifestyle adaptations, toll-free assistance and more. Furthermore, the program equipped Ram with knowledge of the 5S technique, which he promptly implemented within his shop. By embracing the 5S technique, Ram not only enhanced the organization and efficiency of his shop but also bolstered the morale of his team, while yielding positive feedback from satisfied customers. Consequently, the training facilitated smoother and more efficient bike repairs. These transformative changes in his business translated into an increased income for Ram Ashish Prajapati. He is now able to save approximately ₹ 20,000 to ₹ 25,000 per month.

Before his involvement in the Eklavya program, he paid his employees between ₹ 100 and ₹ 200 per day. However, as his business prospects improved, he raised their daily wages to up to ₹ 300. Ram says 'Thanks to the Eklavya program, I not only experienced personal growth but also improved the livelihoods of my employees by offering them better wages.'



Impact of 5 S at work place

| Benefits experienced due to the application of 5 S at workplace | Before learning the 5 S concept | After learning the 5 S concept |
|-----------------------------------------------------------------|---------------------------------|--------------------------------|
| Minimum customer complaints | 24.4 | 75.6 |
| Minimum defects | 17.1 | 82.9 |
| Minimum cost of materials | 14.9 | 85.1 |
| On time delivery | 11.3 | 88.7 |
| Maintenance of cleanliness of workplace | 9.8 | 90.2 |
| Ownership/responsibility towards the workplace | 11.3 | 88.7 |

Key impact



Minimum customer complaints

51.2% more mechanics reported minimum customer complaints, which was attributed to faster repairs due to proper organisation of the work setting. This has in turn lead to reduced down time enabling faster repairs and services.



Minimum defects

65.8% more mechanics observed that there were minimum defects after they started following 5 S techniques. Reduced errors due to standardised work practices was cited to be the reason for minimum defects experienced now.



Minimum cost of materials

70.2% more mechanics experienced minimum cost of materials attributed to stocking only essential spare parts and removing obsolete tools.



On time delivery

88.7% of the mechanics reported on time delivery resulting out of factors like a well organised work place, increased efficiency, proper storing of inventory. All of which resulted in easier handling of materials needed for carrying out repairs without delays.



Maintenance of cleanliness of the work place

90.2% of the mechanics expressed that their work place looks clean now due to sorting, setting of things in order and regular washing of floors.



Enhanced sense of ownership of the work place

77.4% more mechanics stated that they feel an enhanced sense of ownership attributed to their active involvement in the work place processes through 5 S principles.



“

Pawan Yadav, proprietor of Agra car centre, Agra says "I have approximately 33 years of experience working in the car servicing industry. Throughout my career, I have consistently emphasized to my assistants the importance of maintaining a clean workshop, regardless of its size. When and my assistants, participated in the Eklavya program, it felt like a reinforcement of the principles I've always stressed. Many of the concepts introduced in the 5 S methodology were new to me, even though I had been practicing some of them out of habit. Following the 5 S methodology has proven to be beneficial in reducing customer complaints and ensuring timely delivery of serviced cars. The clean and organized appearance of our workshop also leaves a positive impression on our customers. Overall, the implementation of 5 S has significantly improved the cleanliness of my workshop.

Additionally, Eklavya provided me with valuable insights into repair techniques that I wasn't previously familiar with. I want to express my gratitude to Castrol for offering the Eklavya program."

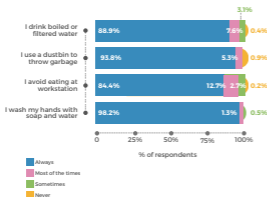
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Section 3: Behavioural changes in hygiene practices post Eklavya

Hygienic practices are essential for the maintenance of good health and safety of mechanics. Staying healthy is crucial for enhanced productivity and reduces financial burden from medical expenses and loss of wages due to absence from the workplace due to ill health. Hygiene is a vital component of the Eklavya program for mechanics. The following section discusses hygienic practices followed by mechanics post Eklavya program.

CHART 6: PRECAUTIONS TAKEN RELATED TO HYGIENE AFTER TRAINING



Avoiding eating at workstation

Mechanics observed that eating at the workstation can lead to spilling of food on the shop floor resulting in unsanitary working conditions.

It was shared that the environment of a mechanic shop is not very conducive for consuming food.



Maintenance of garbage bins

Post training, mechanics reported using separate garbage bins to throw waste materials, to keep the work station free of clutter.



Consumption of boiled water

There is an increased realisation among the mechanics interacted with during the study that consumption of boiled water is good for health and to stay away from seasonal illnesses.

Key impact



Improved handwashing practices

Mechanics interacted with during the study reported that they come into contact with a lot of contaminants like grease, oil, dirt, chemicals etc. at the workstation. They shared that the practice of handwashing largely reduces the risk of skin irritation and also removes contaminants which can get accidentally ingested.

The study found that a majority of the mechanics started practising washing hands with soap.





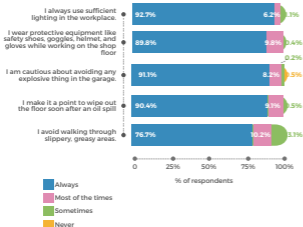
Balaji, a 49-year-old resident of Vengamedu in the Karur district of Tamil Nadu, faced economic hardships that compelled him to discontinue his formal education after completing the 8th standard. In pursuit of better opportunities, he embarked on a journey that ultimately transformed him not only into a successful entrepreneur in the field of motorcycle mechanics but also the president of the local mechanics association in Kulithalai. From a young age, Balaji evinced a keen interest in understanding the intricacies of how motorcycles functioned. He eagerly observed the owner of a local mechanic shop, where he was employed. His initial role in the shop primarily involved assisting senior mechanics by fetching tools, spare parts and equipment. However, Balaji's enthusiasm for learning the trade slowly graduated him from doing minor repair work to carrying out major repair work independently. Over 15 years, he honed his skills and became a proficient motorcycle mechanic. Gaining enough confidence in repair works, he decided to venture into entrepreneurship and in the year 1990, he took the bold step of establishing his own mechanic shop, which he named "Yashika Motors" in Karur. Balaji had never received formal training in motorcycle repairs until he joined the Eklavya program. The Eklavya program equipped him with new knowledge and skills that complemented his years of practical experience. Balaji found that the Eklavya program resonated with his own practices of hygiene like keeping the workplace clean, wiping up oil spills immediately, avoiding eating at the workplace, etc. Balaji says 'I am encouraging mechanics from my association to attend the Eklavya program, as it has the potential of equipping them with good knowledge on safety, and hygiene apart from technical knowledge.'



Section 4: Safety Precautions to be taken in the workplace

Mechanic shops are usually stacked with machinery, power tools and various automotive fluids and negligence can lead to falls, slips, fractures and tool-related injuries. Hence safety precautions were made a part of the Eklavya curriculum. This section deals with the safety precautions followed by the mechanics in the workplace, post Eklavya training program.

CHART 7: PRECAUTIONS TAKEN RELATED TO SAFETY WITHIN THE WORKPLACE



Key impact

As revealed in the data presented above, a majority of the mechanics reported increased adherence to safety precautions by stating that they either always follow them or follow them most of the time. There is an increased realisation that following safety precautions is beneficial to them in multifarious ways.



Avoid walking through slippery areas

A majority of the mechanics reported being cautious while walking through slippery and greasy areas which can lead to slips, trips or falls.



Wiping the floor after oil spill

Most of the mechanics observed that they now consciously wipe the shop floor soon after instances of oil spill.



Keeping explosive things away

Mechanics interacted with during the study revealed that they avoid keeping explosive objects in the work shop as they are aware of its dangers.



Wearing personal protective equipment

A majority of the mechanics interacted with during the study reported that using personal protective equipment helps in effective prevention of cuts when handling sharp objects and preventing burns while handling extremely hot objects.



Ensuring sufficient lighting

A majority of the mechanics shared that sufficient lighting is necessary at the work place to clearly see obstacles, oil spills, sharp objects lying on the floor and other possible hazards at the workplace.



“

Seenu Kumar, the proprietor of Ganesh Motors in Bangalore, expressed his profound appreciation for the Eklavya program, emphasizing its multifaceted dimensions. He shared that the program not only equipped mechanics like him with essential technical knowledge but also imparted valuable life skills and insights. These encompassed concepts such as the 5 S methodology, cultivating a savings habit and recognizing the importance of family welfare. Moreover, the program instilled a keen awareness of safety practices, including immediate response to oil spills through floor cleaning, the diligent use of personal protective equipment and ensuring proper workshop lighting. Seenu Kumar underscored the crucial role of safety in sustaining their livelihoods and extended his heartfelt gratitude to Castrol for this enlightening and enriching initiative.

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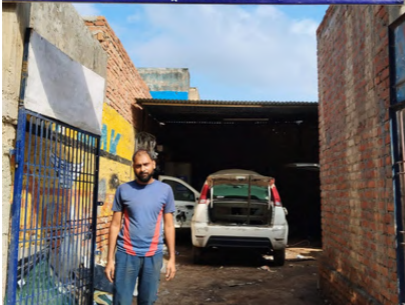
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Mohammed Akram Khan, a 4-wheeler mechanic himself and owner of Shan Motors, Transport Nagar area of Agra says 'In any workshop safety is paramount, and it was reinforced by the importance of safety precautions through the Eklavya program. After attending the program, I emphasised to my assistants in the workshop to wear appropriate personal protective equipment like safety goggles, and gloves whenever it is required to ward away any risk of injuries. I ask them also to be cautious while handling hazardous chemicals some of which can be inflammable. Likewise, safety is essential in handling electrical components and wiring. The Eklavya program not only imparted to us technical skills but also instilled the need to adhere to safety precautions in the workshop.'

”

शान मोटर्स
कार वर्कशॉप
 हमारे यहाँ सभी प्रकार की गाड़ियों में मैकेनिकल
 कार्य, डेंटिंग - पॉटिंग एवं इलेक्ट्रिशियन व ए.सी.
 कार्य सुरक्षितपूर्वक किया जाता है।
 सेक्टर - 2 ट्रांसपोर्ट नगर, आगरा

Logos: VVA, PATA, KIA, SUZUKI



Section 5: Impact of Eklavya in enhancing technical skills of the mechanics

Enhancing basic knowledge about the body parts of two-wheelers and four-wheelers and improving diagnostic skills for carrying out repairs efficiently are the core objectives of Eklavya. Technical knowledge of aspects like ignition system, fuel system, air intake system, gearboxes, clutches, wiring systems, wheel suspension, etc. was imparted to the trainees. This section deals with the improvement in self-rated proficiency of mechanics who participated in the study.



Trainer demonstrating with a 4-wheeler automotive component to the trainees

CHART 8: PROFICIENCY IN CARRYING OUT REPAIRS OF ENGINE VALVES



CHART 9: PROFICIENCY IN CARRYING OUT REPAIRS IN LUBRICATION SYSTEMS



CHART 10: PROFICIENCY IN CARRYING OUT REPAIRS IN AIR INTAKE SYSTEM



CHART 11: PROFICIENCY IN CARRYING OUT REPAIRS IN FUEL SUPPLY SYSTEM



CHART 12: PROFICIENCY IN CARRYING OUT REPAIRS IN IGNITION SYSTEM FAILURE



CHART 15: PROFICIENCY IN CARRYING OUT REPAIRS IN AUTOMATIC GEAR BOX



CHART 13: PROFICIENCY IN CARRYING OUT REPAIRS IN CLUTCHES



CHART 16: PROFICIENCY IN CARRYING OUT REPAIRS IN CHAIN DRIVE



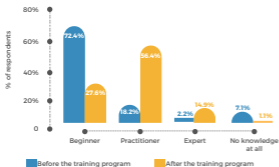
CHART 14: PROFICIENCY IN CARRYING OUT REPAIRS IN MANUAL GEAR BOX



CHART 17: PROFICIENCY IN CARRYING OUT REPAIRS IN WHEEL SUSPENSION



CHART 18: PROFICIENCY IN CARRYING OUT REPAIRS IN WIRING SYSTEMS



Competency enhancement in repairs with air intake systems

A significant improvement in 42.8 % of the mechanics transitioning from beginner level of competency to practitioner level of competency was observed post Eklavya.

43.6% of the mechanics moved to practitioner competency level from lower competency levels.

10.6% of the mechanics upgraded their skill levels as experts after the program.



Competency enhancement in the repair of engine valves

48.7% of the mechanics have moved from beginner level of proficiency before Eklavya to higher levels like practitioner or expert proficiency levels after the program.

44.2% of the mechanics became practitioners from lesser competency levels post Eklavya.

A considerable increase of 10.9% of the mechanics improving their proficiency to expert level from lower competency levels was also observed as an outcome of Eklavya.



Competency enhancement in repairs with fuel supply system

There was a significant increase of 45.4% mechanics moving to higher skill levels from beginner level.

39.1% of the mechanics upgraded to practitioner level from lesser skill levels.

An increase of 10% of the mechanics moving to expert skill level from lesser skill levels was observed.



Competency enhancement in repairs with lubrication systems

42.2% of the mechanics have improved their proficiency levels and moved to higher levels of proficiencies post Eklavya.

37.5% increase in proficiency levels to practitioner level was observed post Eklavya.

11.1% of the mechanics improved their competency level to expert level from lower competency levels.



Competency enhancement in repairs with ignition system

A significant improvement among 45.1% of the mechanics moving to higher skill levels from beginner level was observed.

43.1% more mechanics have become practitioners post Eklavya program.

An increase to 9.1% of the mechanics becoming experts after Eklavya was observed.



Competency enhancement in repair of the clutch

An appreciable increase with 44.9% of the mechanics transitioning from beginner level proficiency to higher levels was observed.

39.8% of the mechanics upgraded to practitioner level post Eklavya.

10.2% of the mechanics honed their skill levels to become experts.



Competency enhancement in repairs of the manual gear box

A significant transition of 45.6% of the mechanics from beginner level of proficiency to higher levels was observed.

41.4% of the mechanics upgraded to practitioner level post Eklavya.

11.5% of the mechanics developed their skill levels to become experts.



Competency enhancement in repairs of the automatic gear box

A noteworthy improvement among 43.1% of the mechanics moving to higher skill levels from beginner level was observed.

42% more mechanics have become practitioners post Eklavya program.

An increase with 11.6% of the mechanics becoming experts after Eklavya was observed.



Competency enhancement in repairs of the chain driver

A considerable improvement with 48% of the mechanics transitioning from beginner level of competency to practitioner level of competency was observed post Eklavya.

42.7% of the mechanics moved to practitioner competency level from lower competency levels.

12.2% of the mechanics upgraded their skill levels as experts after the program.



Competency enhancement in repairs to wheel suspension

A significant improvement in 44.9% of the mechanics moving from beginner level of proficiency to higher levels was observed.

43.6% of the mechanics upgraded to practitioner level post Eklavya.

10% of the mechanics developed their skill levels to become experts.



Competency enhancement in repairs to wiring systems

An observable improvement in 44.8% of the mechanics, from beginner level of proficiency to higher levels was observed.

38.2% of the mechanics upgraded to practitioner level post Eklavya.

12.7% of the mechanics developed their skill levels to become experts.

“

Indrajit Nishad, a 28-year-old resident of Gorakhpur, has achieved remarkable success in the 2-wheeler repair industry, all thanks to Castrol's Eklavya program. For the past ten years, he has been running his motorcycle repair business in the Gorakhpur market, relying solely on his hands-on experience to service motorcycles. However, everything changed when he enrolled in the Eklavya program. This initiative provided him with comprehensive knowledge about the intricate details of various mechanical repairs and how to effectively address them. The program equipped him with a deeper understanding of issues such as clogged fuel filters, fuel pump problems, carburetor issues, spark plug replacements, ignition coil failures and more. While he had previously dealt with these issues, the Eklavya program significantly improved his ease and efficiency in dealing with them. As a result, his customers began to appreciate the higher quality of repair work he was now able to provide. His income prior to the Eklavya program was around ₹ 30,000/-per month and post the program it has increased to ₹ 50,000/- per month. He says ' the Eklavya program enhanced not only my technical skills, but also my assistants who attended it. Now I am able to pay them around ₹ 8000/- per month. I can feel more customer satisfaction and loyalty now than before. I am grateful to Castrol for making this possible.

”



“

Shah Rukh Quereshi, who owns BS service centre and Auto Works, Transport Nagar, Agra says 'I could not continue my education after 10th standard as I was in a situation to support my family. The Eklavya program helped me enhance my proficiency in the finer aspects of automotive mechanics, in which I was not skilled earlier. Automatic gearboxes are becoming increasingly prevalent these days and I was able to gain a good understanding of the inner workings of automatic transmissions, like that of torque converters, hydraulic systems and electric control units.

Wheel suspension systems are crucial for a car's stability, ride comfort and handling. Through the Eklavya program I got a good understanding of the wheel suspension systems, which is making my repair work faster than before. We were also taught about making alignment adjustments with precision. I have gained much confidence thanks to the Eklavya program and I would recommend other car mechanics to attend this beneficial program.'

”



Interaction with Local Mechanic Association President and members

Section 6: Impact of Eklavya on customer relations

Maintaining good customer relations is crucial to garner a high degree of customer loyalty, getting repeat businesses through word-of-mouth referrals and instilling a sense of trust and credibility among customers. Good customer relations boost businesses and enhance the sustainability quotient of a business. Eklavya's program for mechanics had customer relations as a part of its curriculum. This section deals with the behavioural practices of mechanics in dealing with customers.

CHART 20: WAYS ADOPTED BY RESPONDENTS TO DEAL WITH CUSTOMERS AT WORKPLACE



Politely clarifying customer queries

Most of the mechanics reported that answering the customer's doubts politely is important for maintaining good customer relations and shared that they do interact with the customers in a courteous manner.



Keeping the customer updated

Keeping the customers updated on the status of repair work puts them at ease and is much needed for gaining customer confidence.

Mechanics can better manage customer's expectations giving a realistic idea about when their bikes/cars will be ready for use, understanding the issues and the estimated costs.

A majority of the mechanics reported that they started the practice of keeping their customers updated post Eklavya program.

Key impact



Greeting the customer

A majority of the mechanics started wishing the customer while meeting at the work place. They reported that extending a warm greeting to customers instils a sense of being valued and appreciated. Creating that crucial initial positive impression that shapes their entire service experience.

When mechanics display a friendly demeanour, it helps ease any apprehensions customers may have when entering the workshop with concerns about timely and satisfactory repairs.



“

Raj Patwa, a 34-year-old from Padri Bazaar in the Gorakhpur district, has dedicated over 12 years to his role as a bike mechanic. Despite having only completed his education up to the 5th, he established himself in the local market. Raj supports his family of 10 members on a monthly income of approximately ₹15,000. Operating his bike mechanic shop in Padri Bazaar, Raj not only provides repair services but also stocks various spare parts. Challenges in his profession, such as the highly competitive market and changing customer preferences. As well as the maintenance and cleanliness of tools and workspaces have been constant hurdles for Raj. Additionally, adapting to the evolving lifestyles and preferences of bike owners, including technological advancements like BS-6 bike technology, was crucial. To overcome these challenges and remain competitive, Raj invested in the skill development of his team of himself along with his 5 employees. He found training in various technicalities of repairs along with strategies to win over customers to be very useful to him. Through Eklavya, Raj learned the importance of maintaining strong customer relationships for business development. He says 'Through the Eklavya program I understood how even small gestures like greeting the customer with a genuine smile can set a positive tone for further interaction. Updating customers regarding repair work, and asking for their feedback to gauge their satisfaction with the repairs performed, are some of the strategies I learned from Eklavya. My business has seen a remarkable growth by 30 to 40% post Eklavya.'

”



Section 7: Impact of Eklavya on the earnings of the mechanics

One of the main objectives of the Eklavya program is to enhance the livelihood of mechanics by facilitating acquisition of fundamental knowledge and basic diagnostic skills in carrying out various repairs in 2-wheelers and 4-wheelers. This section deals with the impact of the program on enhancing the income levels of the mechanics.

Increase in income levels post Eklavya

CHART 21: CHANGE IN YOUR INCOME LEVELS AFTER ATTENDING THE TRAINING PROGRAM

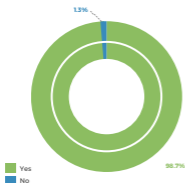
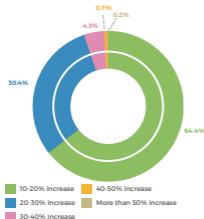


CHART 22: PERCENTAGE OF INCREASE IN INCOME LEVELS



Key impact



Enhancement of income

A vast majority of the mechanics (98.7%) affirmed experiencing a clear

rise in their income levels following the implementation of the Eklavya program. They credited this increase to the program's enhancement of repair quality and timeliness, which played a crucial role in attracting more business compared to their previous earnings.



Extent of increase in income

Most (64.4%) of the mechanics reported an increase of between 10-20% of their income than before the intervention.

30.4% of the mechanics reported an increase of between 20 to 30% of their income than before the intervention.



Upendra Chaurasiya, a 35-year-old mechanic from Rustampur village, faced declining earnings due to increased competition and the COVID-19 lockdown. He struggled to support his family of 8 and had to turn away customers with BS-6 bikes as he was not adept in it. A lifeline came through the Eklavya program, which offered a 15-day training covering various aspects, including BS-6 technology, customer service, tire maintenance and business management. The impact of this training on Upendra's life has been nothing short of remarkable. Armed with new knowledge and skills acquired, he now manages to save a substantial sum of ₹ 12,000 to ₹ 15,000 each month, comfortably covering all his expenses. The Eklavya program by Castrol and the unwavering support from the program staff proved to be invaluable assets, propelling Upendra Chaurasiya into a brighter and more secure future. Upendra says 'Attending the Eklavya program turned out to be a game changer for me.

Now I am confident in attending to bikes with BS 6 technology and my income has increased by 20 to 30 %. I am thankful to Castrol for this excellent training program'.





Beneficiaries of Eklavya from Karur, Tamil Nadu participating in the research study

Section 8: Impact of financial literacy

Mechanics enrolled in the Eklavya program come with lesser formal educational attainments and fall under the lower socio-economic rung of society. Financial literacy is very much needed for making decisions on planning, budgeting and making informed choices of possible investment options. Financial literacy is need both for managing personal finances and businesses effectively. Financial literacy was one of the key components of the Eklavya program and this section deals with knowledge, attitude and behaviour of mechanics on various aspects of financial literacy.

CHART 23: TYPES OF SAVINGS

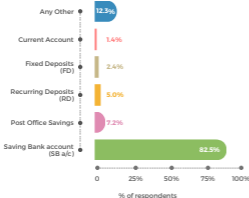
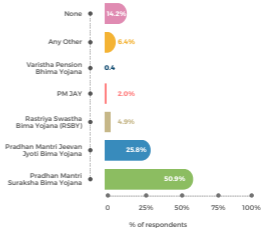


CHART 24: GOVERNMENT INSURANCE SCHEMES IN WHICH RESPONDENTS ARE ENROLLED



Among the government welfare schemes, 50.9% of the mechanics enrolled themselves in the PMSBY, which entails an accidental death cum disability cover cum disability cover of ₹2 lakhs for death or disability due to accident against a premium of ₹ 20/- per annum.

The next most popular scheme enrolled by the respondents was the PMJJBY, which has a risk coverage of ₹ 2 lakh in case of death of the insured, due to any reason. The premium is ₹436 per annum.

CHART 25: PERCENTAGE OF SAVINGS FROM THE MONTHLY INCOME

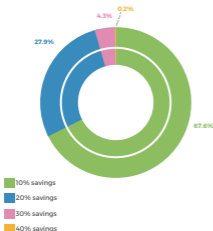
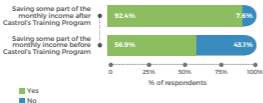


CHART 26: BEHAVIOURAL CHANGE WITH REFERENCE TO SAVINGS BEFORE AND AFTER THE CASTROL'S TRAINING PROGRAM



The study shows that there was an increase where 35.5% of the mechanics who were not saving their monthly income earlier, began the practice of saving some part of their monthly income post Eklavya program.



“

Sahid Ali, a 27-year-old from Shahpur village, Gorakhpur district, demonstrates how targeted skill development programs like Eklavya can uplift underserved individuals. Despite an 8th-grade education, Sahid's journey from a mechanic to a successful small business owner is a testament to the impact of the Ekalavya program by Castrol. Coming from a family of six, Sahid's limited educational background posed challenges in finding sustainable employment. However, his passion for bikes led him to become a motorcycle mechanic, which became the main source of income for his family. He later established his own repair shop. Upon learning about the Eklavya program from mechanic friends, Sahid seized the opportunity to enhance his skills through a 15-day online and offline training program tailored for motorcycle mechanics. The program covered various topics, including lifestyle changes, customer awareness and the latest BS-6 technology trends. It also provided a toll-free helpline for guidance in business operations. Guided by Ekalavya, Sahid learned financial planning and saving techniques. He started saving 10% of his monthly earnings, securing his family's financial future and promoting economic stability. Sahid now consistently saves ₹ 3,000 to ₹ 5,000 monthly, a significant achievement considering his background.

He remarked, "Eklavya not only imparted technical knowledge but also instilled the habit of saving in me. I am happy to set aside a portion of my income for my family's future. I thank Castrol for Eklavya and the impact it had on my life."

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Shahrukh Khan, the proprietor of Erfan workshop specializing in the repair of four-wheelers in Agra, enthusiastically shares his journey through the Eklavya program, which has proven to be a transformative experience. This comprehensive training has allowed him to delve into the finer nuances of automotive repairs, particularly focusing on the ignition systems and engine valve systems. Despite having substantial hands-on experience, Shahrukh Khan acknowledges that the Eklavya program significantly expanded his knowledge base. He particularly highlights how it enriched his understanding of crucial components like spark plugs, ignition coils and distributors. What's remarkable is that this newfound knowledge emphasized the significance of using the right spark plugs to enhance both engine performance and fuel efficiency, shedding light on details he may not have previously considered. Furthermore, the program provided valuable insights into the various types of engine valves and their respective functions, deepening his grasp of these critical components.

Beyond the technical aspects, the Eklavya program also offered Shahrukh Khan a holistic perspective on his business. The program underscored the importance of fostering strong customer relations and emphasized the importance of savings and oriented him about different methods of savings. As a result, Shahrukh Khan has not only become more efficient and proficient in car repairs but has also seen a remarkable improvement in his monthly earnings. Previously earning between ₹ 10,000 to ₹ 12,000 per month, he now enjoys a more substantial income ranging from ₹ 18,000 to ₹ 20,000 per month. Additionally, he has successfully started saving approximately ₹ 2,000 each month.

In gratitude, Shahrukh Khan extends his heartfelt thanks to Castrol's Eklavya program for instilling confidence in him and enabling him to excel in his profession.



Key impact



Saving by one or other methods

Savings bank accounts was the majorly used method of savings as observed with 82.5% of the mechanics.

Post office savings, recurring deposits, fixed deposits and current account were observed to be other saving options followed by the mechanics.



Enrolment in government schemes

Among the Government welfare schemes, 50.9 % of the mechanics enrolled themselves in the PMSBY, which entails an accidental death cum disability cover of ₹ 2 lakhs for death or disability due to accident against a premium of ₹ 20/- per annum.

The next most popular scheme enrolled by the respondents was the PMJJBY, which has a risk coverage of ₹ 2 Lakh in case of death of the insured, due to any reason. The premium is ₹ 436 per annum.



Enhanced habit of saving

The study shows that there was an increase where 35.5% of the mechanics who were not saving their monthly income earlier, began the practice of saving some part of their monthly income post the Eklavya program.



Enhanced savings post Eklavya

A majority of the mechanics (67.6%) interacted with during the study observed that they save at least 10% of their monthly income.

A significant proportion (27.9%) of them were able to save at least 20% of monthly income post the program.





Jayakumar, from Kulithalai, Tamil Nadu, boasts of a remarkable five-decade career in automobile repair. He is the district President of the Mechanics Association in Karur and owns 'Sri Sai Auto Works and Consulting,' a thriving business that has provided employment to around 7-8 mechanics. Throughout his career, Jayakumar has been a mentor, especially to young mechanics seeking growth in the industry. When Castrol introduced the Eklavya program, he not only encouraged his employees to participate but also joined himself, driven by a curiosity to update his knowledge and skills. Jayakumar emphasized the significance of such initiatives in enhancing the capabilities of young mechanics. Many newcomers lack formal education and rely on hands-on learning. Programs like Eklavya are essential for systematic and comprehensive skill development.

The Eklavya program also taught the importance of financial savings, a topic Jayakumar always emphasized. As a result, many mechanics started saving regularly, depositing money in banks and post offices. Some even enrolled in government welfare schemes, gaining financial security. Jayakumar praised the Eklavya program for its positive impact on mechanics' lives and financial well-being. He expressed the need for more such programs to benefit young mechanics, contributing to their professional growth and financial stability.



Section 9: Digital Payment Methods

Digital payment methods provide mechanics with multiple advantages such as the ease of receiving cashless payments from customers, the ability to maintain transparent transaction records and simplified tracking of receipts and payments. This section deals with the extent of adoption of digital payment methods post the Eklavya program.

CHART 27: USE OF DIGITAL PAYMENT METHODS FOR RECEIPTS FROM CUSTOMERS

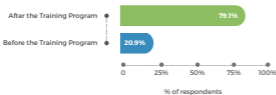


CHART 28: USE OF DEBIT/CREDIT CARDS

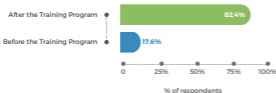


CHART 29: USAGE OF U.P.I./PAYTM/GOOGLE PAY

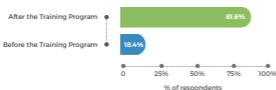
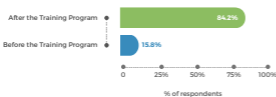


CHART 30: DIGITAL PAYMENT METHOD (PAYMENT TO VENDORS)



Key impact



Transition to digital transaction for receipts from customers

58.2% of the mechanics who had not undertaken digital transactions prior to the Eklavya program started adopting digital payment methods for receiving receipts from their customers.

Throughout the study, mechanics who participated noted that the digital payment process was found to be convenient for both themselves and their customers.



Enhanced use of debit/credit cards

A significant increase of 64.8% in the number of the mechanics were observed in their adoption of debit cards and credit cards for conducting transactions.

It was reported that these payment methods enabled them to process payments more expeditiously compared to handling cash.



Increased usage of mobile wallets

Following participation in the Eklavya program, a noteworthy 63.2% of the mechanics who had not previously employed mobile wallets began incorporating them for payment transactions.

Interactions with mechanics indicated that utilizing mobile wallets enabled them to complete the payment swiftly and conveniently using their smart phones.



Enhanced digital transaction with vendors

Subsequent to participation in the Eklavya program, a substantial 68.4% of the mechanics who had not been utilizing digital payment methods for vendors prior to the program initiated their adoption.

It was noted that this transition relieved them of the constant need to carry cash for making payments.

“

Manjunath, owner of Sri Manjunatha Bike Point witnessed firsthand the transformative impact of the Eklavya program on his business. He enthusiastically advocates for the advantages of digital payments, which have become increasingly prevalent thanks to this initiative. Digital payments have not only streamlined his transactions with customers but have also improved the overall efficiency of his business operations. Manjunath no longer has to worry about the hassles of handling cash and the convenience of digital payments has made it easier for customers to settle their bills promptly. He says 'Prior to the Eklavya program I was not very confident about digital financial transactions, but they have undoubtedly become a game-changer for my business, bringing benefits for both myself and my valued customers, who feel digital transactions are easier for them. I thank the Eklavya program for enlightening mechanics like me on digital transactions.'

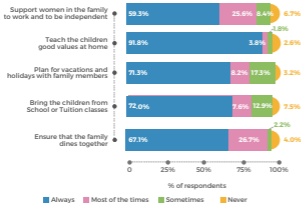
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Section 10: Attitude towards family norms and values

The Eklavya program intended to promote a positive shift in the attitudes of mechanics, encouraging them to embrace family norms and values for enhancing family bonds and furthering emotional well-being. This section deals with the extent of attitudinal change undergone by mechanics towards adoption of family norms and values oriented to them by the Eklavya program.

CHART 31: ATTITUDE TOWARDS FAMILY NORMS AND VALUES



Key impact



Dining together as a family

A majority of the mechanics reported making a conscious choice of dining together with the family for at least one meal a day. It was shared that dining together helps them stay away from the stress of work routines and allows them to spend quality time with one another.

Mechanics reported that it helped them to better connect and communicate with their family members resulting in a measure of personal satisfaction for them.



Shouldering responsibility towards children

Most of the mechanics stated that they support their spouse at home, by taking

the responsibility of bringing children from school and tuition centres.

It was reported that it reassured them not only with a sense of safety and supervision, but also their commitment towards family involvement.



Family vacations

Mechanics observed that they do plan for family vacations and holidays not only to relax and rejuvenate themselves but also to enable their children to have shared and lasting memories of times spent together.

Some of the mechanics also reported vacations and holidays helped them to improve their overall well-being.



Inculcating moral values to children

Mechanics interacted with during the study observed that family is the best place to begin teaching moral values to their children. Many were emphatic in stating that inculcating desirable social, religious and civic values at young age will mould their children into good citizens.



Rendering support to women

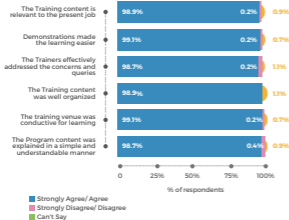
Many of the mechanics reported that though they were brought up in a patriarchal mindset, that men should work and women should take care of their families. Their mindset is changing to support women in their homes, to work and to be independent.

Many observed that women's economic contribution to the family help them to maintain better standards of living, provide good education to their children and to tide over financial crisis at home.

Section 11: Trainees perception of the program

This section deals with the perception of the trainees who participated in the Eklavya program towards various aspects of the program.

CHART 32: PRECAUTIONS TAKEN ON APPLICATION OF BRAKES WHILE DRIVING



Major findings



Relevance of the training

Almost all the mechanics who participated in the Eklavya program expressed that the training provided was pertinent to their needs and profession.



Demonstrations made the learning easier

A unanimous agreement could be observed that the repair demonstrations presented, significantly facilitated the learning process.



Concerns addressed

Nearly all of the mechanics concurred that the trainers effectively addressed their questions and uncertainties during the training program.



Well organised training content

A vast majority of the mechanics were in accord that the training content was well-structured.



Comprehensible delivery

Nearly all the mechanics were in consensus that the program was presented in a simple and comprehensible manner.



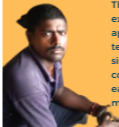
Dinesh, a beneficiary hailing from Kulithalai, Karur, Tamil Nadu, emphatically states, 'The Eklavya program has immensely enriched mechanics like me, who have honed our skills through years of observation and assisting seasoned professionals.'



While experience has enabled us to perform most repairs, initiatives like this empower us to grasp the underlying logic behind our actions with crystal clarity.'



Sudheer Kumar, a beneficiary of the Eklavya program, hailing from Siddharth Nagar, Uttar Pradesh, expresses, 'Mechanics like me rarely had the opportunity to attend school, participating in a formal training program was an entirely novel experience.'



The trainers were exceptionally approachable, and their teaching approach was simple and comprehensible, making it easy for us to grasp without much difficulty.'





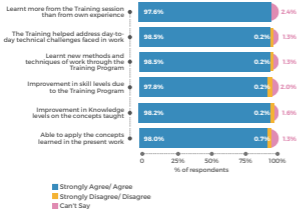
Nagesh, President, Mechanic Mitra Welfare Association, Bangalore.

Mr. Nagesh, says 'I am proud to say that ours is one of the major associations for 2-wheeler mechanics in Bangalore and we have about 960 registered mechanics with us. A majority of mechanics do not have formal education in the sector and have developed their profession over the years by observing senior mechanics. This program was very useful to the mechanics to get more knowledge of the automobile components they are working with.

I would like to say that the program has built the confidence of the mechanics more about the trade and I wish more such programs are conducted.'



CHART 33: BENEFITS RECEIVED FROM THE TRAINING PROGRAM



Major findings



Transfer of learning

A majority of the mechanics affirmed their ability to apply the concepts and skills acquired during the Eklavya program, thereby demonstrating the program's effectiveness in achieving its intended objectives.



Enhancement of knowledge levels

Almost all of the mechanics unanimously agreed that the Eklavya program played a pivotal role in augmenting their understanding of various subjects. Despite their practical experience, the program provided them with advanced knowledge, particularly in areas such as BS 6 emissions standards.



Enhancement of skills

The vast majority of the participants concurred that their skills were significantly improved as a result of their involvement in the Eklavya program.



Learning new methods and techniques

Nearly all the mechanics stated that they learnt new work methods and techniques through the Eklavya program.



Relevance of the training in addressing day to day work challenges

A majority of the mechanics reported that the training proved beneficial in addressing the everyday challenges they encountered in their repair work.



More learning compared to hands on experience

Almost every mechanic stated that they gained more knowledge from the training program than from their own practical experience.

“

Harish, a 2-wheeler mechanic and beneficiary of the Eklavya program from Kulithalai, Karur, Tamil Nadu says 'After the program, I am able to relate the knowledge that I gained through the classes with my work.



I feel like I got more new insights about handling the problems of 2-wheelers in an effective manner.

”

“

Periasamy, Local Mechanic Association President, Karur, Tamil Nadu says 'Following Eklavya' I would say there is a visible improvement in workplace standards, something most of us were not focussing on earlier. The quality of repair work has improved and there is better customer satisfaction now.



The training was very relevant as it helped in addressing the day-to-day issues with repairs. A majority of the mechanics feel they got recognition through the certificate that is issued on the completion of the Eklavya Program.'

”

“

Jagadish, owner of Maruti Motors, Bangalore says 'I have been in the field of 2-wheeler repairs for close to 25 years. I started to work as a mechanic at a very young age, and yet, when



I attended the Eklavya program, I felt that there were so many things that I must learn to do my job better.' ”



CHAPTER 6

RECOMMENDATION

While Eklavya trainees acknowledge that they received training in the fundamentals of BS6 technology, there is a prevailing sentiment that they need a deeper mastery of these skills, particularly to address the growing influx of BS6 technology vehicles into their workshops. Mechanics have encountered several challenges in handling BS6 vehicles and one prominent issue is:



OBD Handling

Mechanics from various locations have unanimously expressed their concerns about the complexity of managing On-Board Diagnostics (OBD) in BS6 technology vehicles. They have pointed out that these vehicles are equipped with intricate OBD systems comprising of multiple sensors and intricate computer programs designed to monitor a wide array of engine and emission parameters. Many of the mechanics openly discussed their educational backgrounds, with some expressing that their limited educational attainment has made it challenging to effectively handle OBD sensors.

It was reported that BS 6 vehicles come up with complex OBD systems which interact with the engine management system and emission control system. Participants in the study shared the opinion that they need more training to understand how these systems worked together.

Many of the mechanics shared that supply of a manual of Diagnostic Trouble Code (DTC) which can help them in interpreting the codes precisely and identify the root cause of the issues will be helpful for them.



Manual in regional languages

The study participants emphasized the need for repair manuals written in regional languages.

They suggested that such manuals, containing repair protocols and procedures, would greatly enhance their comprehension of repair tasks and enable them to work more efficiently.



Common Tool kit

Several participants in the study suggested the practicality of maintaining shared tool kits, such as a multimeter tool kit comprising of items like a digital multimeter, test leads, voltage probes, current probes and temperature probes, as well as star screw tool kits that include Torx bits, driver handles, socket adapters and bit holders. The consensus among them was that a single shared tool kit could adequately serve the needs of mechanics across approximately 100 garages.



More practical demonstrations

Few participants of the study expressed their preference for practical demonstrations of motor vehicle repair procedures, emphasizing the value of hands-on learning experiences over solely receiving theoretical lectures on the subject.



Increasing the periodicity of training

A majority of the participants conveyed the idea that increasing the frequency of training programs, such as having a training session every three months, would be highly beneficial. They believe that this approach would enable them to continually improve and enhance their skills and knowledge levels.



Peer-led training programs

Eklevya has the potential to cultivate peer leaders among seasoned mechanics who can conduct training sessions for their fellow mechanics year-round. The most prominent advantage of peer-led training lies in its ability to finely tune the training content to address the specific challenges and requirements faced by colleagues. These peer trainers effortlessly establish trust and rapport within the mechanic community, drawing upon their own first-hand experiences in similar working conditions. Furthermore, peer-led training programs can be notably cost-effective.



Creating video content

Learning often becomes more accessible when it involves visual demonstrations, and video content excels at providing a lucid and comprehensive view of repair procedures, making them easier to comprehend and replicate. Video content is an effective tool for presenting step-by-step instructions, guiding mechanics through a methodical problem-solving process. Moreover, it enables demonstrations on the correct usage of tools and equipment, significantly mitigating the risk of accidents or vehicle damage. The flexibility of accessibility allows mechanics to learn from video content at their own pace and convenience.



CHAPTER 7

CONCLUSION

The study has revealed a multifaceted impact of the Eklavya program, not only in enhancing technical knowledge and skills but also in fostering comprehensive development among mechanics in their profession. Notably, the behavioural components of the program, such as the 5 S orientation, safety and hygiene, have had a significant influence.

A majority of the trainees have noted that the adoption of 5 S principles has resulted in various positive outcomes, including reduced customer complaints, fewer defects, decreased material costs, timely deliveries, improved workplace cleanliness and a heightened sense of responsibility toward their work environment. Trainees have reported consistently adhering to safety measures, such as promptly cleaning up oil spills, wearing personal protective equipment and ensuring adequate lighting. Following the Eklavya program, improved hygiene practices have become more prevalent among the mechanics, including regular handwashing, refraining from eating at the workplace, proper utilization of dustbins and consuming boiled water. A significant number of the mechanics mentioned experiencing positive changes in their customer relations, including greeting customers, displaying polite behaviour and providing regular updates.

The study noted an improvement in the mechanics' competencies following their participation in the Eklavya program, specifically in areas such as engine valve repair, lubrication systems, air intake systems, fuel supply systems, ignition systems and more. A majority of the mechanics reported that their proficiency levels progressed from beginner and practitioner stages to higher levels of competence.

Many mechanics reported an increase in income levels by 10 to 20% and they began saving their earnings in banks and post offices and also enrolled in various government schemes. Most mechanics started saving a minimum of 10% of their monthly incomes in various savings schemes after participating in the Eklavya program. A considerable proportion of the mechanics began engaging in digital financial transactions and increased their use of debit and credit cards.

The program contributed to a positive shift in family relations and bonding, as reported by participants. This included sharing responsibilities of childcare, dining together as a family and going on family vacations or holidays.

Nearly all the mechanics reported a more effective transfer of learning, increased knowledge and skill levels and the practical relevance of the training in addressing their daily work challenges. They also noted that they gained more knowledge through the program than they had accumulated through years of hands-on experience.

The study has documented a generally favourable perception of the Eklavya program among its recipients, suggesting that similar training initiatives could be developed to further improve the livelihoods and well-being of automotive mechanics.

CHAPTER 8

ANNEXURE

Castrol Eklavya Programme: Impact Ratings

| MODULES | OVERALL SCORE (1-5, 5 BEING THE HIGHEST) | KEY IMPACT |
|-------------------------------|---------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Skilling - technical skills | 4.8 | <ul style="list-style-type: none"> • Safer work place • Increased productivity • Increased income • Enhanced morale and continuous improvement |
| Skilling - financial Literacy | 4 | <ul style="list-style-type: none"> • Increased savings per month • Increased investments per month • Better standard of living • Decrease in cash transaction |
| Skilling - life skills | 4.5 | <ul style="list-style-type: none"> • Improved ability to deal with customers • Improved work activates • Improved entrepreneurial skills |
| Overall Eklavya programme | 4.5 | <ul style="list-style-type: none"> • Sense of pride in profession • Increased self esteem |



Sarathi Mitra
CSR Impact Assessment Report



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01. EXECUTIVE SUMMARY

Project Background



Castrol India's flagship social responsibility initiative, Sarathi Mitra, was launched in 2017 with the intent of providing comprehensive road safety training to truck drivers, raising their awareness and competence in various aspects of road safety.

Apart from the core theme of road safety, the program had the following components.

1. Vision care for truck drivers, wherein the detection of vision conditions was made and power glasses provided according to the refractive errors.
2. Participants were made aware of various government welfare schemes.
3. The program laid emphasis on a healthy lifestyle for truck drivers, with the aim to change their attitudes towards the consumption of healthy food, being physically active, and getting adequate rest.
4. The program also paved the way for the financial empowerment of truck drivers by imparting knowledge and skills in digital financial literacy.
5. The program was made engaging with a combination of lectures, audio-visual presentations, guest lectures, and games.



Year

2022



Beneficiaries

32,800



NGO Partners

SEEDS CSR, Synergie, SEEDS



Project Locations

Tamil Nadu, Gujarat, Delhi, Haryana, Uttar Pradesh, Maharashtra, West Bengal



Research Methodology



Research design

Descriptive research design



Sampling design

Quota sampling



Sample size

450



Geography covered (states)

Maharashtra, Tamil Nadu, Gujarat, West Bengal



SDG Goals



Key Findings



Distribution of Prescription Glasses:
A significant proportion (40.5%) of the vision camp participants received power glasses.



Improvement in Vision:
Improvement in vision to a larger extent (69.2%) was observed by beneficiaries who got power glasses.



Improved Driving Safety:
Safe driving practises was observed by the majority (65%) of truck drivers.



Enhanced Awareness of Physical Health:
91.8% of the truck drivers were conscious of the importance of good physical health to stay away from fatigue and physical distress.



Enhanced Awareness of Mental Health:
92% of the truck drivers understood the importance of maintaining good mental health for the profession of driving.



Increased Financial Literacy:
59.8% of the truck drivers became familiar with the use of debit cards/credit cards post the training program.



Enhanced Awareness of Driving Safety:
75.8% of the truck drivers attributed their awareness of safety precautions during vehicle breakdown to a large extent to the Sarathi Mitra program.



Reduced Incidence of Mobile Phone Usage while Driving:
75.8% of the truck drivers attributed their behavior change of not using mobile phones to a large extent to the Sarathi Mitra program.



Enhanced Awareness of Precautionary Measures:
78.9% of the truck drivers attributed their awareness of safety precautions to avoid distractions to the Sarathi Mitra program.

Key Impact



Enhanced Road safety and Quality of Work Life:
The majority of respondents experienced enhanced alertness on road, sense of safety, and quality of work life because of improved vision.



Increase Linkages with Government Welfare Schemes:
33.7% of the truck drivers shared that they got enrolled in one or other government welfare scheme.



Enhanced Preventive Healthcare:
39.8% more truck drivers started seeking health checkups at least once in a year.



Increased Usage of Online Payment Methods:
61.1% of the truck drivers began to use online payment methods post the Sarathi Mitra program.



Increased Compliance with Precautionary Measures:
Almost all the truck drivers showed increased adherence to safety precautions during truck breakdown.



Increased Avoidance of Mobile Phone Usage:
75.8 % of the truck drivers reported never picking up the mobile phone while on the road.



Enhanced Awareness of Distractionary Factors:
A high degree of awareness on various causes of distractions and consciously engaging in behaviors to avoid the same were observed.



Increased Preventive Measures for Fatigue:
The majority of drivers take active measures to prevent fatigue, such as getting a good night's sleep, taking short breaks, avoiding heavy meals, and so on.



Increased Monitoring of Mechanical Issues:
A considerable proportion of truck drivers began checking tyre inflation, tyre pressure, wheel alignment before starting the truck.

02. OECD FRAMEWORK



Relevance

Truck driving is a high-risk profession, and truck drivers face day-to-day challenges on the road with potential hazards and accidents due to a variety of factors arising from mechanical issues of break down, engine failure, tire bursts, human factors of sleeplessness, fatigue, over speeding, drunken driving, mobile usage, and other factors like road conditions, bad weather, and so on.

Truck drivers also do not have proper formal education and are rarely exposed to well-organized programs offering comprehensive content on road safety.

The Sarathi Mitra program has a well-designed curriculum on the nuances of road safety across multiple intricate dimensions. The program caters to the need to enhance the awareness of drivers on road safety with the intent of not only improving the knowledge but also to effect a change in behavior, attitudes, and perception of road safety.

The survey found that the Sarathi Mitra program is highly relevant to the needs of truck drivers for road safety.



Coherence

The program is in line with the National Road Safety Policy, 2005, which lays emphasis on safer vehicles, safe drivers, and road safety education and training.

The program also aids in furthering the Sustainable Development Goals of the U.N.

- SDG 1: No Poverty
- SDG 3: Good health and well being
- SDG 8: Decent work and economic growth
- SDG 9: Industry, innovation and infrastructure
- SDG 10: Reduced inequality
- SDG 17: Partnerships for the goals



Effectiveness

The study has found that the program catered to the right target audience and achieved the intended objectives of road safety.

Hence, the program can be stated to be highly effective.





Efficiency

The program was successful in training 17,000 participants in the assessment year 2022. When the investments made in the project are compared with the social benefits of the project such as enhanced compliance with safety precautions, averting probable accidents, injuries, or fatalities, possible saving of lives and livelihood, the outcomes seem to far exceed the cost of the project.

Hence, the program can be said to be highly efficient.



Impact

The study has found that there were remarkable changes in the knowledge, attitude, and behavior of the truck drivers who participated in the program.

Hence, the program has a high impact.



Sustainability

The program has a strong element of sustainability owing to its simple design and easy-to-replicate model. However, it can be further strengthened by:

- **Cross Subsidization:** This approach allows more profitable segments of the industry to subsidize the costs of training and support for those in need, fostering sustainability and industry responsibility in promoting road safety programs.
- **Government Partnerships:** Collaborating with government agencies responsible for road safety and transportation can provide additional stability and access to resources, which would work towards the adoption of the program at a larger scale.
- **Technology Integration:** Integrate technology into the program to extend its reach and effectiveness. Implement mobile apps, online platforms, or telematics systems for delivering training, monitoring driver behavior, and providing real-time support.
- **Community Engagement:** Involve local communities and truck driver associations in the program to foster a sense of ownership and ensure that the program is tailored to meet the specific needs of each region.
- **Long-term Planning:** Plan for the program's long-term sustainability by establishing succession plans, training local staff, and creating a strong brand identity associated with road safety.



Relevance



Coherence



Effectiveness



Efficiency



Impact



Sustainability

CHAPTER 3

INTRODUCTION



The trucking industry is one of the largest employment providers with approximately 30 million individuals engaged in this sector. Indian truck drivers confront multiple risks of road accidents, health issues, tough and demanding work schedules, and suboptimal working conditions exacerbated by the unorganized nature of the trucking sector. Truckers often have to endure extended periods of staying away from their families, consume whatever food is available in roadside stalls, etc., and navigate challenging road conditions and tough terrains for extended hours. Truck drivers generally lack formal education or training in truck driving. Many enter truck driving after transitioning from working as cleaners.

In order to address the need for the holistic development of the lives of truck drivers, creating opportunities for socioeconomic growth and enabling sustainable livelihood, Castrol launched its flagship program Sarathi Mitra in the year 2017. The aim of this CSR intervention is to integrate truck drivers into the Castrol Sarathi Mitra ecosystem on a long-term basis, with the intent of promoting safe driving, fostering a healthy lifestyle, and empowering them financially, as well as benefiting their families. This program spans across seven Indian states: Rajasthan, Maharashtra, Tamil Nadu, West Bengal, Karnataka, Uttar Pradesh, and Delhi. It encompasses a blend of classroom-based instruction, interactive games, guest lectures, and various engagement activities. Close collaboration with key stakeholders within the transport ecosystem, such as local and regional traffic authorities, transport agencies, and associations, plays a pivotal role in ensuring the program's success.

Sarathi Mitra's curriculum comprises 3 modules:



This study attempts to gauge the impact of the Sarathi Mitra program on the truck drivers who participated in the training program conducted at various centers across India, in the year 2022. The study is structured to cover the major aspects of all the 3 modules of health, safe driving practices, and financial literacy by adopting a mixed approach. A sample size of 450 participants of the program was adopted for the study.



CHAPTER 4

RESEARCH METHODOLOGY



The SoulAce research team with the beneficiaries of Sarathi Mitra program

Research refers to the systematic and structured investigation of a subject matter in an objective and unbiased manner. Any research study requires an appropriate action plan to carry out each stage of the research process including sampling, data collection, data analysis, and statistical testing. Proper research methodology ensures the effective and efficient execution of various stages of research and the achievement of the objectives set.

Social impact assessment studies, usually undertaken by a neutral third party, enable corporate organizations to evaluate the social effect of their CSR activities on direct beneficiaries in the community and stakeholders in the larger society. Every social impact assessment study needs to have a well-crafted methodology to accomplish the objectives in an expedient manner. This impact assessment study pertains to assessing the impact of the Sarathi Mitra program on truck drivers who participated in the program in centers across India.

This section deals with the various stages of research followed in this study.

Objectives of the Research



To assess the impact of the Sarathi Mitra program on truck drivers' knowledge, behavior, attitude, and perception of road safety precautions to be followed for safe driving.



To understand the extent of vision improvement and safe driving as perceived by truck drivers who participated in the program.



To study the impact of digital financial literacy programs on the improvement in awareness of various digital payment methods and the adoption of the same for monetary transactions.



To study the impact of the Sarathi Mitra program on the health-seeking behaviors of the truck driver participants.



To assess the impact of the Sarathi Mitra program on truck drivers' awareness of various government welfare schemes.

Key Stakeholders



Project coordinators and center in charge of the implementing partners



Trainers of Sarathi Mitra

Study Design

This study adopted a descriptive research design, as the purpose was to portray the characteristics of the subject taken up for research rather than finding causal connections between the variables involved in the study.

Use of Mixed-Method Approach

The study employed a suitable mix of quantitative and qualitative approaches for better validation and triangulation of the results. The quantitative approach was used for describing the research findings in precise, numerical terms and the qualitative approach was used to bring out deep, underlying phenomena, which cannot be brought out by quantitative methods. The use of a mixed-method approach enabled finding answers to multifaceted research questions.

Sampling Methodology

Quota sampling was adopted wherein fair representation was provided to involve beneficiaries who attended the Sarathi Mitra program conducted by all 3 NGO partners of Castrol in the various states of India.

A sample size of 450 direct beneficiaries was used in accordance with the standard practice to maintain a 95% confidence level and a 5% margin of error. The respondents were truck drivers who attended the Sarathi Mitra program during the year 2022 at various centers run by the implementing partners.

Tools of Data Collection

For the quantitative approach, a structured interview schedule with multiple-choice answers was prepared. To study the variables related to perception and behaviors, separate scales with indexes comprising indicators to study the specific variable were used.

For the qualitative approach, a guide for semi-structured interviews was used. A facilitation guide for a focus group discussion with various stakeholders was prepared.

CHAPTER 5

MAJOR FINDINGS OF THE STUDY

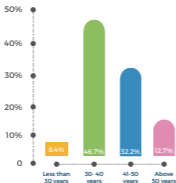
This chapter presents the key findings of the impact assessment study in a systematic manner.

Section 1: Findings on Socio-demographic characteristics

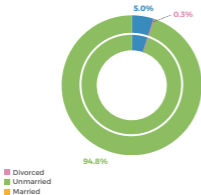
Socio-demographic details helped the research team to develop an understanding of the context while analyzing and interpreting the findings.

This section presents the findings on the demographic details of the respondents.

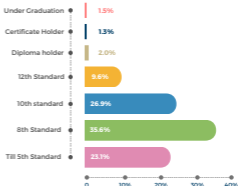
CHART 1: PERCENTAGE DISTRIBUTION OF RESPONDENTS BY AGE-GROUP



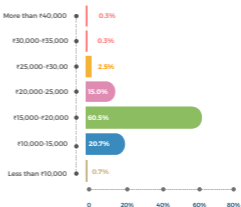
GRAPH 3: DISTRIBUTION OF MARITAL STATUS OF THE RESPONDENTS



GRAPH 2: DISTRIBUTION OF THE EDUCATIONAL LEVEL OF THE RESPONDENTS



GRAPH 4: DISTRIBUTION OF MONTHLY INCOME OF THE RESPONDENTS



Key findings on the socio-demographic profile of the respondents



Age group of truck drivers

The Majority of the truck drivers (78.9%) contacted for the study fall between the ages 30-50 years, which is also the most productive age group in the truck driving sector.



Educational status of the truck drivers

The majority of the truck drivers (35.6%) had education up to the 8th standard, while 26.9% attended school till the 10th standard.

There were 6 respondents with an undergraduate qualification.

As truck driving is a skill-based profession requiring no higher educational attainment, the lack of proper educational qualification can be one of the reasons for the choice of this profession.



Marital status of the respondent

A total of 94.7% of the truck drivers were married, indicating the need for tending to a family and relatively more personal responsibilities compared to unmarried individuals. The nature of the job can also be expected to have an impact on the work-life balance of truck drivers, causing job- and life-related stress.



The monthly income of the respondents

A major proportion (60.5%) had a monthly income in the range of ₹15,000 to ₹20,000.

A significant proportion (20.7%) earned between ₹10,000 to ₹15,000.

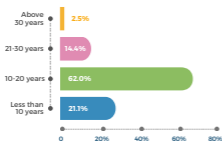
Since income is an important determinant of living standards, one can expect relatively poorer living standards at these income levels.



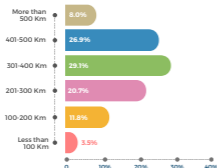
Truckers attending an audio-visual classroom presentation

Section 2: Findings related to work

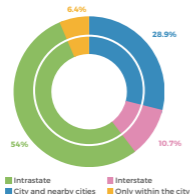
GRAPH 5: SHOWING THE YEARS OF DRIVING EXPERIENCE OF TRUCKERS



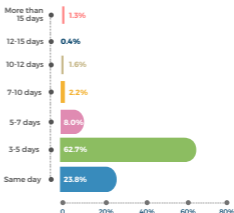
GRAPH 6: SHOWING THE APPROXIMATE DRIVING DISTANCE PER DAY.



GRAPH 7: DRIVING LOCATIONS OF TRUCK DRIVERS



GRAPH 8: NO. OF DAYS IN A WEEK THE RESPONDENTS ARE CONTINUOUSLY ON ROAD BEFORE STATIONING VEHICLE.



Years of driving

The majority of the truck drivers (62%) had driving experience of 10 to 20 years, while 13.5% had experience of 20 to 30 years. One can expect a high degree of competency in driving skills with more years of experience in driving, which has an implication for road safety too.



The approximate distance travelled every day

It was observed that 29.1% of the truck drivers travelled between 300 to 400 km, closely followed by 20.7% of truck drivers travelling between 400 to 500 km.

Going by the distance travelled, we can infer that these were long-haul drivers and long distances travelled every day without rest can have an adverse impact on the drivers' physical and mental health with probable risk of road accidents.



Driving destinations of the truck drivers

The majority of the truck drivers (54.0%) drive to locations within the state. A total of 10.7% of them used to drive on interstate routes and hence are more susceptible to accidents.



Days on the road

The majority of the drivers (62.7%) stay continuously on the road for 3-5 days before stationing their vehicle in the final destination, and these could be intrastate and interstate drivers. There were 23.8 % of drivers who would reach their destinations on the same day. These could be the drivers who drive within the city or to the nearby cities.

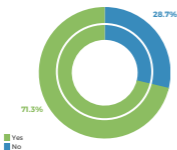


Vision check-up as a part of health camp, Sarathi Mitra Program, Delhi

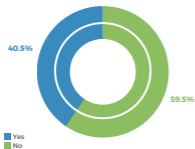
Section 3: Support to Vision Care

As the nature of truck drivers' jobs necessitates their spending more time on the road, good vision is essential to avert potential risks and hazards on the road and getting cautioned at an appropriate distance. Truck drivers with poor vision are more vulnerable to getting into accidents due to, for instance, the inability to spot approaching vehicles at a distance during the nighttime or bad weather conditions, the inability to read signages on the road, looking at pedestrians or animals suddenly crossing the highway, and so on. Poor vision can be due to hyperopia, myopia, astigmatism, presbyopia, cataract, and so on. Understanding the importance of good vision, CIL made vision check-ups a vital component of the Sarathi Mitra Training Program.

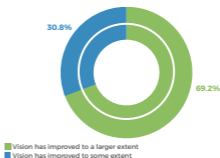
GRAPH 9 SHOWING PARTICIPATION OF BENEFICIARIES IN THE VISION CARE CAMP.



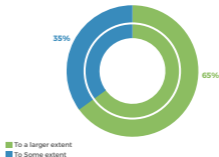
GRAPH 10 SHOWS THE BENEFICIARIES WHO RECEIVED POWER GLASSES AMONG THOSE WHO ATTENDED THE SCREENING CAMP.



GRAPH 11 SHOWING THE EXTENT OF IMPROVEMENT IN VISION AS FELT BY THE RESPONDENTS.



GRAPH 12 SHOWING FEELING OF SAFE DRIVING DUE TO BETTER VISION.



Key findings on vision screening

- The majority of the truck drivers (71.3%) shared that they attended a vision care camp organised as a part of Sarathi Mitra.
- A significant proportion (40.5%) among those who attended the camp, that is 130 truck drivers, received power glasses after attending the camp.
- A majority of the truck drivers (69.2%) stated that their vision improved to a larger extent after getting vision care while the rest observed an improvement in vision to some extent.
- Most of the truck drivers (65%) observed that they felt their ability for safe driving enhanced to a larger extent.



Anil Soni, 36 years old, working in D.K. Transport Services, Mumbai, says, "I was having difficulty in viewing distant objects clearly, though I do not have a problem with near vision. I was apprehensive about going to vision clinics because of the cost involved in vision care, and also I was not able to get time for it, as I have to forego my wages if I do not drive for a day. When I attended the vision camp organised, the doctor diagnosed my vision problem and prescribed me power glasses. Now my vision has improved a lot, and I feel it is much safer to drive on roads. Now, I do not sense any strain on my eyes. I thank Castrol for organising the eye camp for truck drivers".



Impact of Vision Care

When the research team inquired truck drivers about how vision care has contributed to their sense of safety while driving, they provided the following reasons.



Enhanced alertness on road

The majority of truck drivers (52 %) who interacted with the research team stated that they were now able to stay alert on the road in a better fashion because of reduced eye strain and fatigue.

Many of the beneficiaries who had refractive errors stated that prior to the vision check-up, they were not aware of their vision condition and postponed visits to the ophthalmologist due to fear of costs involved in check-up and treatment, time involvement, and a host of other factors.

Free check-up helped them to know about their refractive error and get the corrective glasses for it, which has led to reduced eye strain.

This in turn led to reduced headaches and physical and mental discomfort, resulting in their enhanced ability to stay alert on the road.



Enhanced quality of work life

Truck drivers (47%) interacted with during the study revealed that reduction of eye strain has led to less experiencing of physical discomforts in the form of headache, fatigue, reduced alertness, and mental discomfort like constant anxiety about safely reaching the destination. Enhanced vision has led the truck drivers to experience a better quality of work life.



Enhanced sense of safety

Significant proportion of truck drivers (43 %) stated that their work involves driving for long duration during night time on national and state highways.

Driving involves making precise and timely judgement of space while making turns, avoiding hitting on any objects on the road, clearance heights in tunnels, the movement of other nearing vehicles, crossing lanes, speeding vehicles in intersections, and the like.

With enhanced acuity of vision, beneficiaries interacted with stated that they now have a better sense of safety than before.

“

Anil Kumar, 45 years old, working with Soham Parking, Surat, says, "Every day, I drive at least 500 km, which is very tedious. I had been wearing power glasses for 4-5 years but did not check my vision after the first vision check-up and getting the glasses. I ignored wearing power glasses most of the time earlier, and my vision power increased, but I could not spare time to visit a vision clinic to update my vision power. The vision camp organized by Sarathi Mitra helped me to correct my vision with proper power glasses. The doctor insisted that I should wear the glasses at all times. Good vision is very important for truck driving and to stay away from accidents. I feel a lot of improvement in my vision since I started wearing the glasses. I thank Castrol for the vision camp".

”



WAREHOUSE

Section 4: Awareness of Government Welfare Schemes



Improved awareness of government schemes

Sarathi Mitra program conducted an orientation about various government welfare schemes as a part of its training program. Basic information on major schemes such as Pradhan Mantri Jan Arogya Yojana (PMJAY), Rashtriya Swastha Bima Yojana (RSBY), Pradhan Mantri Suraksha Bima Yojana (PMSBY), and Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY) was shared with the participants.



In the Pradhan Mantri Jan Arogya Yojana, the government provides health insurance of ₹ 5 lakh per family per year.

The Rashtriya Swastha Bima Yojana, RSBY, provides hospitalisation coverage of ₹30,000, transport coverage of a maximum ₹1000, and the premium is paid by the government.

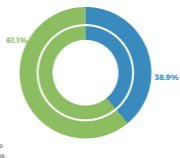
The Pradhan Mantri Suraksha Bima Yojana, PMSBY, is an accident insurance policy at ₹12 per annum scheme linked to Jan Dhan accounts.

The Pradhan Mantri Jeevan Jyoti Bima Yojana, PMJJBY, has the component of a life insurance policy from the government at ₹330 per annum where risk coverage is of ₹ 2 lakhs for death.

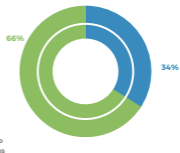


Key impact observed

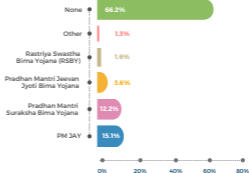
GRAPH 13 SHOWING ORIENTATION ABOUT VARIOUS GOVERNMENT WELFARE SCHEMES AS A PART OF SARATHI MITRA PROGRAM.



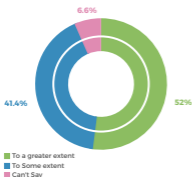
GRAPH 14 SHOWING WHETHER THE BENEFICIARIES GOT ENROLLED IN GOVERNMENT WELFARE SCHEMES OR NOT.



GRAPH 15 SHOWING BENEFICIARIES ENROLLED IN WELFARE SCHEMES POST TRAINING.



GRAPH 16 SHOWING BENEFICIARIES ATTRIBUTING THEIR JOINING GOVERNMENT WELFARE SCHEMES TO SARATHI MITRA PROGRAM.



Key findings on orientation about government welfare schemes



Orientation on government welfare scheme

When the truck drivers were asked whether they were oriented about various government welfare schemes, 38.9% of the respondents reported positively, while the rest were not able to recall the same.

Sarathi Mitra being a program majorly dedicated to road safety, it is possible that truck drivers could not recollect the same due to the passage of a year since the program, in spite of being a part of the course curriculum.



Enrolment in government welfare schemes

It was observed that 33.7% of the truck drivers shared that they got enrolled in one or the other government welfare scheme and the prominent among them were PMJAY (15.1%) and PMSBY (12.2%).



Attributing joining government welfare schemes to the Sarathi Mitra program

A total of 79 beneficiaries (52%) attributed their joining one or the other government welfare schemes to a large extent to the Sarathi Mitra program, while 63 beneficiaries (41.4%) attributed the same to some extent.



Shiv Kumar Yadav, 35 years, Paharpur, Kolkata, working with Sameer Roadline, says, "The Sarathi Mitra program not only gave us awareness on various areas of road safety but also oriented us about various government welfare schemes, which I was not much aware of. I came to know that PM Suraksha Bhima Yojana has an insurance cover of ₹ 2 lakhs for accidental death, with a premium of a nominal amount of ₹20 per year. I found this scheme is very much needed for people like me, who are in the truck driving profession. Immediately after the training program, I got enrolled into the scheme and I thank Castrol for enlightening less educated truck drivers in much useful government welfare schemes".



Interview with Centre Manager of Synergie

Section 5: Change in Health-Seeking Behavior

Truck drivers' job necessitates them to stay on the road for long working hours, bear with continuous driving schedules with less time for sleeping or rest and be forced to munch some or other unhygienic roadside food, all of which can take a toll on their physical health. Chronic fatigue can compromise drivers' physical and cognitive abilities for safe driving, leading to fatalities. The unhealthy lifestyle of truck drivers makes them more vulnerable to diabetes, hypertension, dyslipidemia, and cardiovascular diseases. Keeping this aspect in mind, the Sarathi Mitra Training Program laid emphasis on the health-seeking behavior of drivers as a crucial program component.

The respondents were asked a series of questions on their health-seeking behavior to understand whether the training program had impacted the same.



5.1 Participants' perception of health post Sarathi Mitra

Key findings on perception of health

| Improvement in health-related awareness these days | | | |
|--------------------------------------------------------------------------------|-----------------------|-----------------------------|-----------|
| | Strongly Agree/ Agree | Strongly Disagree/ Disagree | Can't Say |
| Becoming conscious of overall health | 93.1 | 1.6 | 5.3 |
| Making conscious choice of healthy nutrition | 91.3 | 1.6 | 7.1 |
| Good physical health helps in staying alert on the road | 91.8 | 1.3 | 6.9 |
| Maintaining a good mental health for averting road accidents | 92.0 | 1.3 | 6.7 |
| Good health enables travelling more days on the road | 93.3 | 1.8 | 4.9 |
| Following the simple physical exercises taught at the Castrol Training Program | 91.1 | 2.4 | 6.5 |
| Practicing yoga at least for some time in a day | 89.3 | 2.0 | 8.7 |
| The risks involved in drunken driving more | 93.3 | 1.1 | 5.6 |



Understanding the catastrophic consequences of drunken driving

Some of the consequences of drunken driving shared by truck drivers were as follows:

- Impaired judgment and delayed reaction time at critical junctures on the road
- Impaired coordination of motor movements
- Haphazard lane changes leading to overturning of vehicles
- Exceeding safe speed limits
- Ignoring traffic signals and signage.

Truck drivers shared that the Sarathi Mitra program reinforced the risks involved in drunken driving with clarity. There was a high degree of agreement (93.3%) to the risks involved in drunken driving.



Importance of good physical and mental for the profession

A total of 91.8% of truck drivers shared that they realized that good physical health was essential to stay away from fatigue and physical distress, which could be one of the major human causes behind accidents.

Truck drivers in the study shared that the arduous nature of their profession impacts their mental health to a larger extent and cited the following reasons.

- Staying away from their family members for a long time resulting in a feeling of isolation
- Having to meet rigid timelines for delivery
- Driving in difficult road and weather conditions
- Irregular sleeping patterns
- Inconsistent food patterns.

A total of 92% of the truck drivers shared that they understood the importance of maintaining good mental health through the Sarathi Mitra Training Program.



Practicing yoga and doing physical exercises

Some of the reasons shared by truck drivers for their bad health were as follows:

- Staying on wheels continuously makes their lifestyles sedentary
- Unhealthy eating, food patterns wherein they cannot exercise choice
- Untimely consumption of food, due to situational constraints
- Excess weight gain, in particular, excess abdominal weight.

A total of 91.1 % of the respondents agreed that they should do physical exercises and 89.3% of the respondents agreed that doing yoga at least for some time is essential for maintaining good physical health.



Enhanced consciousness of health

Truck drivers who interacted during the study shared that they became more conscious of maintaining good health (93.1%), and they are making efforts to have healthy nutrition (91.3%).



Ramlal Yadav (54 years): Ramlal Yadav, a veteran tanker driver with over 3 decades of experience, shared how the Sarathi Mitra program heightened his sense of responsibility. Hailing from Mumbai, he affirmed that the program had made him more safety-conscious and focused in his driving endeavors. The interventions prompted him to undergo body and eye check-ups, engage in daily yoga routines, and prioritize self-care practices.

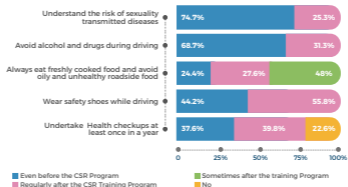
Notably, Ramlal's dedication to incorporating yoga into his daily routine showcases the program's successful integration of holistic well-being practices into the lives of drivers.





5.2 Impact of the Sarathi Mitra program on health-seeking behavior of the respondents

GRAPH 17 SHOWING HEALTH-RELATED PRECAUTIONS TAKEN BY THE RESPONDENTS POST TRAINING.



Health check-ups

Post Sarathi Mitra program, 39.8% more truck drivers started seeking health check-ups at least once a year, which shows improved awareness of knowing about their health status and seeking proper medical care if diagnosed with specific medical conditions.



Wearing safety shoes

After attending the program, 55.8% more truck drivers who were not earlier wearing safety shoes started wearing the same while on the roads.

Truck drivers shared that safety shoes do provide a measure of impact resistance to the foot, protecting the feet against injuries during accidents.



Consumption of freshly cooked food

A total of 27.6% of the truck drivers shared that they became conscious of consuming freshly cooked food and avoiding oily and unhealthy foods. A total of 48% of the truck drivers shared their inability to do so, due to practical constraints.



Avoiding drunken driving

A total of 31.3% more truck drivers shared that they stopped drunken driving after attending the Sarathi Mitra Training Program.



Understanding the risk of STDs

Research studies have documented the prevalence of STDs among long-haul truck drivers due to casual sexual encounters with multiple partners. When the truck drivers were asked whether they were aware of the risks of STDs, 26.3% of them attributed their awareness of the same to attending the Sarathi Mitra program.



FGD with Truck Drivers

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Naresh Kumar, 42, working with Delhi Jal Board, Delhi, says, "Truck drivers are exposed to an unhealthy lifestyle, right from minimal physical activities due to being on the road most of the times, eating poor quality food that is available on the roadside, continuous driving resulting in fatigue, and lots of physical discomforts. The Sarathi Mitra program emphasized the need for having good physical and mental health, avoiding eating heavy meals, and abstinence from alcohol while driving the vehicle. The program conducted by Castrol was very useful and needed for truck drivers".

”



Interview with Transport Members



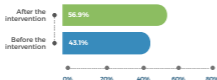
Castrol Warehouse, Bhiwandi

Section 6: Orientation on Digital Payment Methods

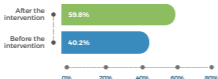
Sarathi Mitra had a component of imparting knowledge of digital transactions to truck drivers. Truck drivers' capability to conduct digital transactions removes the necessity of carrying large sums of cash, which used to pose risks like theft or loss. Digital transactions offer convenience to them, enabling them to access cash easily at gas stations, make payments at toll gates, and cover roadside repairs without needing frequent trips to the bank.

Due to the simplicity of these financial transactions, the Sarathi Mitra program has educated truck drivers about various digital payment methods, including debit cards, credit cards, UPI, mobile wallets, and more.

GRAPH 18 SHOWING TRUCK DRIVERS AWARENESS OF DIGITAL PAYMENT METHODS.



GRAPH 19 SHOWING TRUCK DRIVERS USAGE OF CREDIT CARDS/DEBIT CARDS ON THEIR OWN.



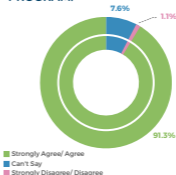
GRAPH 20 SHOWING TRUCK DRIVERS' USE OF ONLINE PAYMENT METHODS.



GRAPH 21 SHOWING THE LEVEL OF AWARENESS ON THE RISKS ASSOCIATED WITH ONLINE TRANSACTIONS.



GRAPH 22 SHOWING RESPONDENTS' ATTRIBUTION OF DIGITAL FINANCIAL LITERACY TO THE SARATHI MITRA PROGRAM.



Key findings on the impact of orientation on digital payment methods

- 56.9% of the truck drivers became knowledgeable about different digital payment methods after joining the Sarathi Mitra program.
- 59.8% of the truck drivers became familiar with the use of debit cards/credit cards after the training program.
- 61.1% of the truck drivers began to use online payment methods after the Sarathi Mitra program.
- A significant proportion (68.9%) of the truck drivers were aware of the risks associated with online transactions, like sharing PIN and card details with others.

| Perception of digital transaction | Strongly Agree/ Agree | Strongly Disagree/ Disagree | Can't Say |
|-----------------------------------------------------------------------|-----------------------|-----------------------------|-----------|
| Confident in making digital transactions without any guidance/support | 90.9 | 2.7 | 6.4 |
| Easier to make payments | 87.8 | 3.5 | 8.7 |
| No need to physically visit a bank for withdrawing small amounts | 91.8 | 1.3 | 6.9 |
| Not anxious about carrying some cash while driving | 93.8 | 2.4 | 3.8 |

Truck drivers interacted with us during the study and shared the following advantages of making digital transactions.

- The majority of the truck drivers feel competent to make digital transactions independently (90.9%).
- It has become easy to make monetary transactions through digital methods (87.8%).
- There is no need to physically visit a bank (91.8%).
- There was a feeling of relief from the anxiety of carrying huge amounts of cash, as there was a risk of theft on the road (93.8%).



Data Collector Interviewing Truck Driver

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Amin Kumar Yadav, 33 years, working at Soham Parking, Surat says, "The Sarathi Mitra program not only imparted road safety precautions but also dealt with digital financial transactions. I have studied up to 8th standard only, and though I have observed many of my fellow truck drivers using Paytm for money transactions, I was not very confident about it. In the Sarathi Mitra program, I came to know that it is simple to undertake financial transactions with Paytm.

After knowing it, handling small money transactions has become easier for me.

Castrol's Sarathi Mitra program has addressed one of the important needs of truck drivers that is digital financial literacy, and I thank them for it".

”



Section 7: Precautions that need to be taken during times of truck breakdown

Breakdown of trucks is one of the most common problems faced by truck drivers on the road. Trucks when overloaded can cause severe strain on the engine, brakes, and tires resulting in serious damage and breakdown of the vehicles.

Some of the common reasons for the breakdown of trucks are as follows:

- Underinflated or malfunctioning tires
- Problems associated with the electrical system of the truck like the starter motor, battery, and alternator
- Mechanical problems like those of brakes
- Age of the tires.

Truck breakdowns can cause delays in delivery schedules and can cause disruptions in the supply chain leading to customer complaints.

Truck breakdowns involve financial losses for the truck driver like towing of the vehicle, repairs, and potential traffic fines. Breakdowns can cause potential accidents endangering the lives of truck drivers and other road users. To address the problem of truck breakdowns, the Sarathi Mitra program included the do's and don'ts for truck drivers during times of truck breakdowns.

Precautions and measures taken during truck breakdown

| Precautions and measures taken during truck breakdown | Always | Most of the times | Sometimes | Never |
|------------------------------------------------------------------------------------|--------|-------------------|-----------|-------|
| Take the help of a trained mechanic instead of trying to deal with it by their own | 73.6 | 22.4 | 4.0 | 0 |
| Use an approved towing vehicle during breakdown | 73.6 | 22.2 | 4.2 | 0 |
| Never stand between the broken-down vehicle and the towing vehicle | 74.4 | 19.6 | 6.0 | 0 |
| Disconnect the battery prior to carrying any electrical work | 76.0 | 18.0 | 6.0 | 0 |
| Wear reflective clothing during truck breakdown | 73.8 | 20.4 | 5.8 | 0 |

Key findings on precautions to be followed by truck drivers during breakdowns are given below



Taking the help of a trained mechanic

Trained mechanics bring expert knowledge and specialized tools, efficiently diagnosing complex truck breakdowns. Untrained drivers attempting trial-and-error fixes can worsen the issue. The Sarathi Mitra program emphasizes using trained mechanics. It was found in the study that 73.6% of truck drivers always sought their help, and 22.4% did so most of the time.



Use of approved towing vehicles

Trucks owing to their larger size and weight, require specialized vehicles fitted with powerful engines, reinforced frames, heavy-duty suspension systems, hitches, tow bars, etc., for towing. The drivers were oriented to use only approved towing vehicles at times of Truck breakdown.

It was observed that 73.6% of the Truck drivers always used approved towing vehicles while 22.4% of truck drivers shared that they used it most of the time.



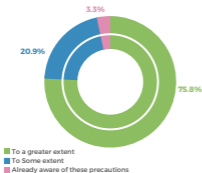
Other safety precautions

Truck drivers shared that they were cautioned that they should not stand between the breakdown vehicle and the towing vehicle as there was a possible risk of collision of vehicles. 74.4% stated that they always followed it while 19.6% followed it most of the time.

76% of the truck drivers were aware of the risks associated with not disconnecting the battery before starting any electrical work and followed the precaution always, while 18% followed it most of the time.

Truck drivers interacted during the study and shared that the use of reflective clothing would make them visible to other drivers during nighttime or at times of poor lighting. 73.8% of the truck drivers always wore reflective clothing during breakdowns, while 20.4% wore most of the time.

GRAPH 23 SHOWING THE ATTRIBUTION OF SARATHI MITRA TRAINING PROGRAM TO ENHANCED AWARENESS OF SAFETY PRECAUTIONS TO BE FOLLOWED DURING TIMES OF TRUCK BREAKDOWN.



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Waseem Shah, 24 years old, hails from Jaunpur, Uttar Pradesh, and works in Garud Transport, Bhiwandi, Maharashtra. He mostly drives within the state like Mumbai - Pune or Mumbai - Mankoli routes. His father was also a truck driver and due to the economic hardships faced by the family, he had to discontinue school after 4th grade. At the age of 16, he accompanied his father in trucks as a cleaner for 2 years to get some extra income for the family. Observing his father driving the truck, he aspired to take the driver's seat and spent a year learning to drive heavy vehicles. Initially, he found driving a truck was not an easy job, but he slowly learned the nuances of perfect driving. He observed that a truck driver faces a lot of challenges in managing to drive the truck safely to its destination. He further added that there could be a lot of instances of breakdown of trucks midway which were beyond the control of the driver, such as mechanical failures, brake failures, steering failures, tire bursts, and so on.

He says, "Though I was facing these issues before the Sarathi Mitra program, I was not much aware of anticipating these issues or taking the required precautions for it. The Sarathi Mitra program oriented me about each of the safety issues that may occur with trucks on the road and helped me to understand and take requisite measures to keep these issues to the minimum as possible.

For people not formally educated like me, attending Sarathi Mitra program in a classroom set up with audio visual presentations by trained and experienced faculties was very much enriching.

I thank Castrol for organizing the road safety program".

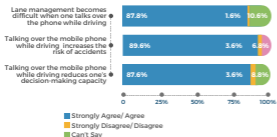


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Section 8: Awareness of the risks associated with the use of mobile phones while driving

Mobile phone use while driving trucks poses severe risks, including acting as a distraction, impaired judgment, and delayed reactions, leading to accidents. Thus, Sarathi Mitra's curriculum includes the dangers of mobile phone distractions and the importance of avoiding them while driving as a critical component of the training.

GRAPH 24 SHOWING AWARENESS ON RISKS OF USAGE OF MOBILE PHONE DURING TRUCK DRIVING

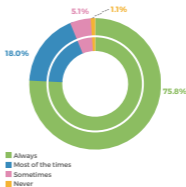


Key findings

- There was a high degree of agreement with the statement that conversing over the mobile phone reduced one's capacity for decision-making (87.6%).
- The majority of the respondents (89.6%) agreed that talking over the mobile phone while on the roads increases the risk of accidents.
- 87.8% of truck drivers acknowledged the fact that lane management would become difficult when talking over the phone.

Key impact observed

GRAPH 25 SHOWING TRUCK DRIVERS' BEHAVIOR OF AVOIDING PICKING UP CALLS WHILE ON THE ROAD



It can be inferred that after the Sarathi Mitra program, there was increased awareness among truck drivers on the risks associated with talking over the mobile phone while driving, with the majority of the truck drivers stating that they started avoiding picking up calls while driving.



Data Collector Interviewing Truck Driver



Shivaji Kamble, 36 years old, resides in Solapur and has been a truck driver for the past 12 years.

He says, "I studied till my first year BA but left my education due to financial problems. My father used to work as a mason. He met with accident and thereafter left his job, and no one was there to support the family. I left my studies and started working. I used to do a loading and unloading job at a nearby dairy and learned truck driving from the driver of a milk-supplying truck. I was earning only ₹120 per month in the loading and unloading job, whereas the driver of the milk supplying van was earning ₹10,000 per month. He was my inspiration to transition to truck driving. My first salary as a truck driver was only ₹4500 per month, but I gradually learned the nuances of this profession and my salary has increased significantly. Mostly, I drive on the Rajkot-Ahmedabad-Hyderabad-Vizag-Vijayawada route and I drive without any helper and I drive 500 to 550 km, which causes severe physical strain. One of the major risky behaviors I notice among young drivers is their talking over mobile phones while on wheels. I have seen many cases of accidents because of distractions caused by mobile phone usage. Before the Sarathi Mitra program, I sometimes used to talk over the mobile phone. However, after attending the program, I have completely stopped using the phone while driving.

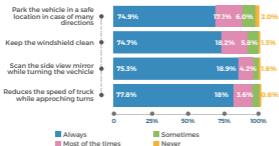
Sarathi Mitra program has raised awareness on many road safety issues relevant to the lives of truck drivers and I thank Castrol for it".



Section 9: Precautions to avoid distractions while driving

Driving distractions for truck drivers can lead to fatal accidents. These distractions, like missing traffic cues and hazards, should be avoided for safety. The Sarathi Mitra program emphasizes distraction avoidance as a subtheme in its training.

GRAPH 26 SHOWS PRECAUTIONS TAKEN TO AVOID ANY DISTRACTION DURING TRUCK DRIVING



Key impact observed

Truck drivers interacted during the study and stated that they were more cautious in avoiding distractions while driving post-Sarathi Mitra program.



Parking the vehicle in a designated place while distracted

Most of the drivers observed that there are risks involved in driving, trying to manage distractions on the road instead of parking at some designated place. Parking in a separate place during times of distraction better helped them to address the distraction and made them feel safer than driving with unresolved distractions. It was observed that 74.9% of the truck drivers always parked their vehicle while distracted, while 17.2 % followed it most of the time.



Keeping windshield clean

Truck drivers shared that keeping the windshield clean is essential for clear visibility and to spot other vehicles, pedestrians, and road signs. A clean windshield is required for making turns, entering highways, and reducing the risks of collisions. It was observed that 74.7% of the truck drivers always keep the windshield clean, and 17.1 % keep it clean most of the time.



Scanning the rear-view mirror

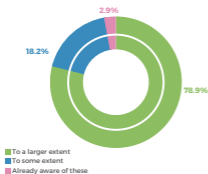
Truck drivers reported that scanning the rear-view mirror is essential to monitor the vehicles coming from behind, taking wide turns, preventing cutting off vehicles, or checking for the sudden crossing of pedestrians. 75.3% of the truck drivers shared that they always scanned the rear-view mirror, while 18.9% of them followed it most of the time.



Reducing the speed of Trucks while turning

Truck drivers shared that there is a danger of speeding trucks tipping while taking sudden turns owing to their heavy weights. Slowing down the speed would provide better control over the vehicle, particularly on slippery or uneven surfaces. 77.8% of the truck drivers shared that they always reduced their speed while 18% of them stated they slowed most of the time while turning their vehicles.

GRAPH 27 SHOWING TRUCK DRIVERS' ATTRIBUTION OF THEIR AWARENESS ON PRECAUTIONS TO BE FOLLOWED



It can be inferred that almost all the drivers attributed their enhanced awareness of preventing distractions to the Sarathi Mitra program.



Discussion with Truck Driver

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Tawab Ahmed embarked on his career as a driver in the year 2001 when he was in his early 20s. He graduated from driving regular trucks to specializing in 10-tire tankers, which require extra caution compared to usual trucks. His enrolment in the Sarathi Mitra program has played a significant role in enhancing his understanding of road safety protocols and guidelines. Hailing from Mumbai, Tawab underscored the program's effectiveness in educating about crucial do's and don'ts to drivers. Packed with wholesome and intricate nuances of road safety, health-seeking behavior, and digital financial literacy, he found the Sarathi Mitra program very crucial for truck driving professionals.

He says, "Though practically, I have experienced various challenges in driving a truck, attending the program gave me new insights into road safety. The program took a structured approach to road safety. There were valid inputs about a healthy life style, which is very much missing in this profession. The younger generation of drivers is not very concerned about safe driving practices. Programs like this will really serve as an eye-opener for these drivers. I myself have mentored many of the younger drivers to attend this program. Drivers' safety is important for them for their continued productivity, remaining independent, and for the lives of their dependents.

Truck drivers in general and young drivers in particular must attend such road safety program at regular periodic intervals to be reinforced with the practice of safe driving".

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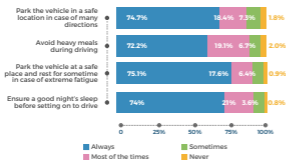


Section 10: Precautions to be taken for managing fatigue by truck drivers

Driver fatigue is one of the important causes of road accidents. Excessive fatigue can lead to sleepiness, reduced alertness of truck drivers, and impaired judgment and decision-making abilities, which are risk factors for accidents. Managing fatigue was one of the areas dealt with as a part of the Sarathi Mitra program.

Truck drivers were asked a series of questions on how they manage fatigue, and the findings are discussed in this section.

GRAPH 28 SHOWS PRECAUTIONS TAKEN TO MANAGE FATIGUE AFTER THE TRAINING GIVEN BY CASTROL.



Some of the precautions taken by truck drivers to manage fatigue are as given.



Ensuring good sleep

Truck drivers observed that a good night's sleep is essential to stay alert while driving on the following day. 74% of the truck drivers stated that they ensured a good night's sleep always, while 21.6% of truck drivers ensured it most of the time.



Taking short breaks

Truck drivers shared that they practice parking their vehicles at some designated place and try to get some rest before setting out on wheels. This helped them to reduce the fatigue to a large extent. 75.1% of truck drivers practiced it always, while 17.8% of them practiced it most of the time.



Avoiding heavy meals while driving

Most of the truck drivers reported that having a heavy meal causes sleepiness and reduces their alertness on the road. Though they were aware of this, they were reinforced this by the Sarathi Mitra program. The majority of the drivers stated that they try to avoid heavy meals while driving. 72.2% of the truck drivers are conscious of this.



Staying optimally hydrated

It was reported that truck drivers face a significant risk of dehydration owing to the necessity of being continuously on the road and ignoring dehydration symptoms. Dehydration was cited to be one of the prominent reasons for fatigue, lack of focus, and difficulty in coordination of motor movements by most truck drivers. The majority of the drivers stated that after the Sarathi Mitra program, they always made a conscious choice of drinking fluids and keeping themselves hydrated (74.7%) while a few of them (16.4%) stated they did it most of the time.



FGD with Truck Drivers

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Irfan Qureshi, age 33, a resident of Pratapgarh, Uttar Pradesh says, "I studied till 5th grade only, then I dropped out due to lack of interest in the study. Earlier, I used to do welding work, but I got bored from that job so I started truck driving as my father had 3-4 trucks. I learned about truck driving from one of my friends who is a truck driver, and it took me 2 years to become an expert driver.

I have a joint family - my parents and my 2 brothers and their wives and children are staying together. I have a son who is studying in 4th grade, and I don't want him to become a driver like me. My father did not want me to become a driver like him, as he did not want me to undergo difficulties in the job. Looking at me, my two younger brothers also started driving. I drive on the Kolkata to Surat route and drive 400 to 600 kilometers a day. I don't have any helper, and I drive 17 to 18 hours a day. After I attended the Sarathi Mitra program, I understood why short breaks are essential for long driving hauls. Taking a nap in a safe, designated parking lot for some time reinvigorates you. Your mind and body become fresh after even a small break. This is one of the valuable lessons I am following after the Sarathi Mitra program. Other than this, there were numerous safety aspects, which were oriented to me. These sort of programs are very much essential for young drivers like me, as we have a long way to go in life, for which good health and safety is crucial.

I found this program really good as it helps us understand the things deeply which we already know".

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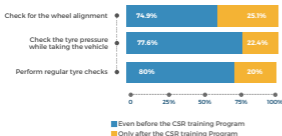


Section 11: Precautions related to checking tires before driving

Proper maintenance of tires is essential to ensure the right traction, stability, and control of the truck. Tires that are not properly inflated can affect braking efficiency leading to road accidents. Proper tire maintenance is also required to ensure the longevity of the tires and fuel efficiency.

The truck drivers were asked questions related to checking tires before driving, and the findings are discussed in this section.

GRAPH 29 SHOWS PRECAUTIONS TAKEN RELATED TO TIRES PRIOR DRIVING.



Key findings on precautions related to tires before driving.



Regular tire checks

A majority of the truck drivers shared that they performed regular tire checks like checking inflation of tires, wear of tires like bald spots, feathering or cupping, etc., before the Sarathi Mitra program. 25.1% more truck drivers started making regular tire checks after the program.



Checking tire pressure

22.4% more truck drivers shared that they started the practice of checking tire pressure every time before starting the vehicle, after attending the Sarathi Mitra program.



Checking for wheel alignment

Truck drivers observed that proper wheel alignment is crucial for the stability of vehicles, especially while driving at high speed. Misaligned wheels can reduce fuel efficiency too. 25.1% more truck drivers stated that they started checking for wheel alignment every time before starting to drive post-Sarathi Mitra program.



Truck Driver

“

Imam Shaikh, 29 years old, works for Crystal Transport, and his usual driving route is from Bhiwandi to Silvassa. Most of the time, he transports Castrol Oil drums. He had to shoulder the responsibility of fending for his family early in life, as his father was an alcoholic and not taking care of the family. He had to leave his studies after high school and was doing some or other petty jobs to run the family. Before becoming a driver, he worked at a private company as an electrician and was earning only ₹8000 a month. Prompted by some of his trucker friends who were earning better, he decided to take up truck driving.

He feels truck driving is a challenging job, involving driving long hours in bad road conditions, unpredictable weather conditions, and huge traffic snarls at critical points in highways. Once he met with a near-miss accident because of tire burst while driving, and his truck fiercely collided with a divider. Fortunately, he escaped with minor injuries in that incident.

He had an alcoholic father who was not able to complete his schooling due to his family's poor economic conditions, and he had to shoulder the responsibility of fending for his family's needs. When he attended the Sarathi Mitra program and was oriented about the need for checking the tire inflation, pressure, and wheel alignment, he was able to relate that with his personal experience and reflect upon it. He says, "The Sarathi Mitra program took us through various safety precautions that we have to follow every day for a safe drive.

After attending the program, I am regularly checking the tire pressure, inflation, wheel alignment and ensuring other routine safety checks, because I understand safety is very important for one's self and their family".

”

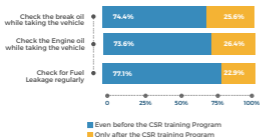


Section 12: Precautions related to fuel/lubricants before driving

Adequate fuel and lubricants are required in trucks to prevent breakdowns and engine failures midway and unnecessary delays and inefficient truck operations. Inadequate lubrication is the leading cause of wear and tear of the engine and other moving parts of the truck. Routine checking of fuel and lubricants can lead to cost savings from avoidable repairs.

Based on the curriculum of Sarathi Mitra on checking fuels and lubricants in vehicles before starting the vehicle, Truckers were questioned, and the major findings are highlighted in this section.

GRAPH 30 SHOWING PRECAUTIONS TAKEN RELATED TO TIRES PRIOR TO DRIVING.



Key impact observed



Regular checking of fuel leakage

Truck drivers observed that fuel leakage leads to wastage of fuel and increases the cost spent on fuel. They shared leaking fuel Injectors, damaged fuel pumps, and worn fuel tanks can result in fuel leakages.

22.9% more truckers became aware of the need for regular checking of fuel leakage after attending the Sarathi Mitra program.



Checking of engine oil before starting the truck

Truckers reported that regular checking of engine oil is required to ensure proper lubrication to all parts of the engine, the absence of which can lead to premature engine wear requiring costlier repairs. 26.4% more truckers shared that they started the practice of checking engine oil before starting the truck, post-Sarathi Mitra program.



Checking brake oil while taking the truck

Truckers shared that brake oil has the property of absorbing moisture and metal particles and if its quality is not checked at appropriate periodical intervals, brake failures can happen. 25.6% more truckers understood the importance of checking brake oil post the Sarathi Mitra program.



Noor Alam Khan, 47 years, Kolkata, says, "Though I had been driving for more than 20 years, and I know some safety precautions through experience, attending the Sarathi Mitra program provided me with valuable insights about minute intricacies to be adhered to, for an accident-free road trip. One of the important aspects with which I could relate very much is the need to be cautious of fuel leakage, and checking brake oil and engine oils, as this is one of the areas to which truck drivers do not seriously pay attention. Any carelessness in this area can significantly compromise the safety of the truck. This training program reinforced some of the safety aspects I knew to a certain extent.

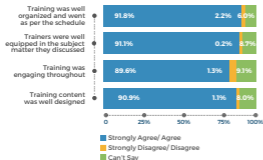


Such programs are very much vital for instilling the sense of safety in truck drivers and more such programs should be conducted periodically.



Section 13: Truck drivers' opinion of the Sarathi Mitra program

GRAPH 31 SHOWING PRECAUTIONS TAKEN RELATED TO TIRES PRIOR TO DRIVING.



Key Findings

- The majority of the truck drivers who participated in the Sarathi Mitra program were of the opinion that the training was well organized and went on as scheduled without any glitches.
- Most of the truck drivers interviewed during the study expressed that the trainers possessed extensive expertise in the subject matter, and they were able to concur with various safety precautions that were addressed.
- The majority of the truck drivers felt that the training was engaging throughout as they could relate the orientation to day-to-day challenges faced, be it adhering to road safety, maintaining a healthy lifestyle, or using digital payment methods.
- The majority of the truck drivers observed that the training content was well designed considering various aspects of road safety, seeking healthy behaviors, digital financial literacy, and government welfare schemes.



Interactions with truck drivers in a Transport hub, Navi Mumbai

“

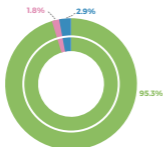
Balwant Singh's journey as a driver is distinguished by his relentless strife for growth and ability to adapt himself to the changing scenarios of life. Hailing from Taratala, Kolkata, when his initial ambition of securing employment with a B.com., degree could not materialize, he embraced the profession of bus driving, though a low-paying one. Looking at some of his friends in the field of truck driving who were earning better than him, he switched over. He had experienced a lot of challenges on the road in driving trucks and had always kept safety as a priority over any other considerations. He says, "Castrol has designed this program with adequate duration, and the curriculum was well thought out with minute details of road safety. The trainers had good field experience, and we were able to easily relate the orientation given by them to the routine difficulties we faced while driving.

The majority of truck drivers have very little formal education, and hence, such programs are very much needed to instill some sense of basic awareness of road safety and a healthy lifestyle. In a way, the program was like a recognition given to truck drivers and their hardships. Though I myself mentor the young drivers in the field, such organized programs will enable better emphasis on the safety aspect for large numbers".

”



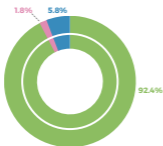
GRAPH 32 SHOWING PRECAUTIONS TAKEN RELATED TO TIRES PRIOR TO DRIVING.



■ Strongly Agree/Agree
■ Can't Say
■ Strongly Disagree/Disagree

The majority of the respondents (95.3%) stated that attending the Sarathi Mitra program improved their awareness of road safety.

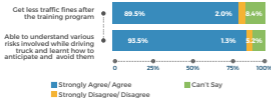
GRAPH 33 SHOWING RESPONDENTS SUGGESTION TO OTHER TRUCK DRIVERS TO ATTEND THE PROGRAM.



■ Strongly Agree/Agree
■ Can't Say
■ Strongly Disagree/Disagree

Any training program can be considered successful when the participants can recommend others who have not enrolled in the program to attend it. The majority of the truck drivers expressed that they would recommend others to attend future programs owing to their relevance to the profession.

GRAPH 34 SHOWING THE IMPACT OF TRAINING ON THE RESPONDENTS' ATTITUDE TOWARDS SAFE DRIVING.



Lesser traffic fines

As there was increased adherence to safety precautions and legal compliances on the road, the majority of the truck drivers stated that they observed fewer traffic fines than before the intervention.



Better anticipation of road risks

The majority of the truck drivers stated that they understood the various risks involved in driving a heavy vehicle. They were in a better position to anticipate those risks and avoid them, leading to fewer near-miss cases on the road.

“

Kanhaiya Yadav, 49 years, Surat, says, "I have about 25 years of experience in truck driving. I learned about truck driving only by joining as a cleaner of a truck. I used to observe the driver and slowly learned truck driving step by step. I studied up to 8th standard only and never had been to any classroom setup after my studies. No one had ever acknowledged our contributions to the society and no one recognized us as worthy. Attending Sarathi Mitra made us feel important, and we got to learn many safety aspects that we had not considered serious enough before. The program was very much interactive and engaging. I feel because of better compliance with road regulations, I am getting fewer traffic challans.

I am thankful to Castrol for giving me the opportunity to join and learn from the program".

”



CHAPTER 6

RECOMMENDATION



Orientation on fines, penalties prescribed in Motor Vehicles Act, 1988

One of the common grievances of the truck drivers is the issue of traffic fines and penalties perceived to be unfair and unjust. Orienting truck drivers about the major fines and penalties prescribed in the MV Act, 1988, can give them a greater clarity of traffic regulations, violations, and corresponding punishments. This will also aid in empowering them to meet one of the common challenges they face on the road.



Enrolment in government welfare schemes

The scope of the Sarathi Mitra program is limited to creating awareness on various government welfare schemes. Apart from awareness generation, the scope can be extended to facilitating the truck drivers to enroll in government welfare schemes.



Primary prevention of alcoholism and substance abuse

Primary prevention of alcoholism and substance abuse among truck drivers can be effected by the formation of peer-led support groups. Peer groups can be more empathetic to fellow truckers in the group as they can understand the unique challenges and pressures faced by truckers. Peer groups can provide social and emotional support, and there can be a greater sense of acceptance and belongingness in the group, which can go a long way in bringing about positive behavioral and attitudinal changes than possible through other ways.

These peer-led groups can be supported through the supply of educative materials in the form of brochures, pamphlets, referral services, resources, and tools to help them in their prevention efforts.



Counselling for truckers and their family members

Truck drivers encounter physical and mental stress and relationship issues owing to the tough nature of the profession. Spouses of truck drivers face enormous challenges of handling the children and domestic chores by themselves, due to prolonged absence of the male member to render support, help, and guidance. Online and offline counselling services can be offered to truckers and their family members which can address a range of psychosocial, emotional problems and mental health issues.



Financial literacy program to family members of truckers

Since the truckers are away from the family most of the time and it is the female members who have to manage the routine affairs of the family, financial literacy programs should also be organized for the women members in the family. This can empower them and make them independent to a larger extent and also relieve them from the anxiety of handling cash in the absence of the male member in the family.



Various forms of small savings to be included in financial literacy program

Various forms of savings in banks and post offices like savings bank account, recurring deposits, fixed deposits etc. should also be included in the curriculum of Sarathi Mitra.

Additional schemes that considered for inclusion in the financial literacy program are as follows:

- Public provident fund
- Postal life insurance
- Kisan Vikas Patra
- National savings scheme



Interview with Transporter



VRL Logistics

CHAPTER 7

CONCLUSION

The study observed that truck drivers who attended the Sarathi Mitra program benefitted in multiple ways.



Enhanced vision and eye care

The study recorded that a considerable proportion of truckers who had vision problems received corrective eye wear, which largely led to their improvement in vision. There was a perception of enhanced road safety because of improved vision, by averting the risk of accidents due to poor vision.



Enhanced digital financial literacy

The study revealed that the participants of the Sarathi Mitra program got awareness on various digital financial methods. Truckers interacted during the study shared that it was easy to make financial transactions by digital mode rather than having to carry cash during long hauls or having to visit a bank for smaller transactions. Most of the truckers shared that they started using one or other modes of digital financial modes for daily cash transactions.



Awareness generation on government welfare schemes

The study found that there was an enhanced awareness on various government welfare schemes among truckers post Sarathi Mitra program. The scope of the program can also be extended by facilitating enrolment of truckers in government welfare schemes.



Enhanced Health seeking behavior

The study found positive changes in the attitude and behavior of truckers towards health seeking behavior. Many of the truckers were observed to be increasingly conscious about the choice of nutritious and hygienic food, avoiding drunken driving, staying hydrated to optimal levels, having proper sleep and rest, etc.



Enhanced awareness on vehicle safety and maintenance

Truckers interacted during the study revealed that they are adhering to safety precautions regarding regular vehicle maintenance and safety checks. It was acknowledged that following such precautions is crucial for reducing the likelihood of accidents caused by mechanical failures.



Improved consciousness of fatigue management

The study recorded that truckers exhibited an increased awareness of proneness to fatigue due to long driving hours. There was increased consciousness on fatigue being one of the foremost human causes for accidents on the road. Truckers reported making conscious choices in managing fatigue post Sarathi Mitra program.

Overall, the study observed that the Sarathi Mitra program was well designed in a holistic manner, covering myriad dimensions of road safety with minute nuances. Road safety programs like this will go a long way in bringing about enhanced road safety in the country, aiding sustainable livelihood and empowerment of truck drivers.

CHAPTER 8

ANNEXURE

Castrol Sarathi Mitra Programme: Impact Ratings

| MODULES | OVERALL SCORE (1-5, 5 BEING THE HIGHEST) | KEY IMPACT |
|------------------------------------------|---------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Road Safety | 4.5 | <ul style="list-style-type: none">• Enhanced knowledge for road safety rules• Reduced risks of accident & injury• Enhanced efficiency in attending breakdowns.• Improved knowledge related to rules has decreased the number of challans |
| Financial Literacy | 4 | <ul style="list-style-type: none">• Reduced need to carry cash• Increased savings and investments for management for their earnings• Increased social security |
| Health and Hygiene | 4.3 | <ul style="list-style-type: none">• Improved vision• Mental wellbeing• Well informed for a balanced diet• Energised while driving• Reduced body pain |
| Overall Sarathi Mitra Training Programme | 4.5 | <ul style="list-style-type: none">• Sense of pride in the profession• Increased motivation |



COVID-19 Vaccination Program

CSR Impact Assessment Report



SOULACE CONSULTING PVT. LTD.

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01. EXECUTIVE SUMMARY

Project Brief



In a remarkable collaborative effort spearheaded by Castrol, Doctors for You, BCCL (Bennett, Coleman and Company Limited) and the Collective Good Foundation, a transformative initiative was launched to facilitate widespread COVID-19 vaccination. This initiative emphasized drivers along with allied communities within the transport sector and aimed to improve the lives of people at large. The administration of vaccines was entrusted to the capable hands of Doctors for You, operating from vaccination centers established in Telangana, Rajasthan and Uttar Pradesh. While meticulously adhering to all the protocols mandated by the Ministry of Health & Family Welfare, Government of India.



Project Activities

1. Collaborative effort supported by Castrol and implemented by Doctors for You, BCCL and Collective Good Foundation.
2. Focus on facilitating COVID-19 vaccinations among drivers and allied communities in the transport sector.
3. Vaccination administered by Doctors for You in Hyderabad, Jaipur and Lucknow, while following government protocols.



Year

2022



Beneficiaries

48,518



Partner Agencies

Collective Good Foundation, BCCL and DFY



Project Location

Telangana, Rajasthan and Uttar Pradesh



SDG Goals



Project Budget

₹1,51,04,000

Key Output



48,518

vaccination shots administered.



32%

of the beneficiaries were truckers and their family members.



78%

of the vaccinated population belonged to the 15-44 years age group.



6%

of the population were administered Booster shots.



Vaccination centers and mobile camps set up at 12 locations across Hyderabad, Jaipur and Lucknow.

Key Impact



The program significantly boosted vaccination intake and contributed to higher vaccination rates within the target communities.



The program effectively reached underserved populations in Hyderabad, Jaipur and Lucknow, addressing the vaccination gaps in these regions.



By focusing on truckers and their families, the program successfully reached a vulnerable and high-risk group within the transport sector. Thus, enhancing overall community protection.



The program helped to protect a significant portion of the working-age population.



Administering booster doses contributed to strengthening immunity and long-term protection.

02. OECD FRAMEWORK



Relevance

The Castrol-supported COVID-19 Vaccination program implemented with the collaborative efforts of Collective Good Foundation, Doctors for You and BCCL, is of paramount relevance as it exemplifies the principles of health equity and pandemic mitigation. By prioritizing the vaccination of a mobile and underserved population, it served as an example against the spread of COVID-19 within and across communities.



Coherence

The project was aligned with three SDGs.

- Goal No.3: Good Health and Well-Being
- Goal No.10: Reduced Inequalities
- Goal No.17: Partnership for the Goals



Effectiveness

The effectiveness of the vaccination program is reflected in the substantial number of beneficiaries reached. Exceeding 48,000 individuals and comprising truck drivers and their families across various locations. By addressing barriers to vaccination, such as accessibility and awareness. The program significantly contributed to increasing vaccination rates within this vulnerable population. The program's ability to adapt to location-specific challenges like crowd management and venue selections showcased its resilience and effectiveness.



Efficiency

The efficiency of the Castrol-supported program is notable in its optimized resource utilization and streamlined operations. Despite the challenges posed by the logistics of reaching mobile and remote populations. The program efficiently leveraged partnerships with local NGOs and community leaders. It also optimized media coverage for public awareness with a cost-effective approach to promote vaccination uptake.





Impact

The program's impact is notable given the significant increase in vaccination rates among truck drivers and their families. It not only achieved its primary objective but also fostered heightened awareness and community engagement. Moreover, the collaborative effort between the public and private sectors sets a commendable CSR example that highlights the potential of such partnerships in addressing pressing public health concerns and promoting collective well-being.



Sustainability

The program's impact is notable given the significant increase in vaccination rates among truck drivers and their families. It not only achieved its primary objective but also fostered heightened awareness and community engagement. Moreover, the collaborative effort between the public and private sectors sets a commendable CSR example that highlights the potential of such partnerships in addressing pressing public health concerns and promoting collective well-being.



Relevance



Coherence



Effectiveness



Efficiency



Impact



Sustainability

CHAPTER 3

INTRODUCTION



Project Background

The COVID-19 pandemic fostered a collaborative initiative involving Castrol, Doctors for You, BCCL (Bennett, Coleman and Company Limited) and Collective Good Foundation. The primary objective of this joint effort was to enhance vaccination endeavors, with a specific focus on individuals employed in the transport sector. Commencing in February 2022, the project successfully initiated and managed

vaccination centers in 12 strategically chosen locations throughout India, yielding notable outcomes in Hyderabad, Telangana and Lucknow. The program encompassed a notable proportion of the beneficiaries who are truck drivers and their respective family members. This program played a significant role in enhancing vaccination rates and promoting public health.



About Castrol India

Castrol India Limited is an automotive and industrial lubricant manufacturing company. Castrol India is the 2nd largest manufacturer of automotive and industrial lubricants in the Indian lubricant market.

It is part of Castrol Limited UK (part of the BP Group). It has five manufacturing plants that are networked with 270 distributors, serving over 70,000 retail outlets.



About Partner Agencies

About Collective Good Foundation (CGF):

Since 2006, Collective Good Foundation (CGF) is dedicated to developing ecosystems that facilitate sustainable impact. CGF provides comprehensive project implementation support to companies and social organizations, addressing issues across cause areas. Working closely with their strategic partner, Samhita Social Ventures, CGF builds capacity in the development sector and works on interventions that can be scaled. They drive solutions impacting the economic climate and behavioral influences of a young nation, in association with a network of stakeholders. **CGF has made significant investments in knowledge, research and a unique cutting-edge technology tool - Samhita Good CSR, that enables corporate partners, foundations and implementation agencies to build a sustainable future.**

About Bennett, Coleman & Co. Ltd. (BCCL):

BCCL is a large media conglomerate that prides itself in being a powerhouse of successful brands, built on a journey of 180+ years. They are the only 360-degree multimedia group with a presence in Print, TV, Digital, Radio, magazines and OOH. Since its inception leadership, innovation and growth have been the key drivers of its exponential growth and expansion. **BCCL has been continuously driven by the indomitable spirit to question the conventional wisdom and change the rules of the game.**

About Doctors for You (DFY):

DFY is a registered society, under the Societies Registration Act 1860 Section 21 having registration no. F-56886(Mum). DFY is a pan-India humanitarian organization with also international presence that has worked in various disaster-hit zones for the last 14 years. DFY focuses on providing medical care to vulnerable communities during crisis and non-crisis situations, as emergency medical aid to people affected by natural disasters, conflicts and epidemics. They are also committed to reducing disaster risk to human society by delivering training and capacity development in emergency preparedness and response. **The work of DFY is guided by humanitarian principles of humanity, impartiality and neutrality. It offers services and assistance to people based on need, irrespective of race, class, caste, religion and gender.**

CHAPTER 4

RESEARCH METHODOLOGY



The impact assessment study adopted a comprehensive strategy with a qualitative approach to offer a more intricate understanding of the project's impact. This allowed for the acquisition of detailed contextual insights, resulting in a more comprehensive evaluation of the project's outcomes.

Application of Qualitative Techniques

To ensure accuracy and a diverse participant pool, a mix of semi-structured interviews, open-ended interviews and Focus group discussions (FGDs) engaged essential project stakeholders, including implementation team members doctors, health workers and pharmacists. These qualitative inputs complemented the quantitative data, providing deeper insights into program effectiveness, significant barriers, challenges and areas for enhancement.

Data Quality Control & Analysis

The study employed a centralized dashboard and an in-house app for real-time data monitoring, ensuring data integrity and enabling prompt corrective actions when needed. Data analysis encompassed descriptive numerical and graphical methods to systematically present and interpret data patterns, extracting key characteristics and trends.

Sampling Framework

In order to ensure a well-rounded representation of the different sub-groups within the target population, for qualitative interactions, purposive sampling was utilized to engage key stakeholders. The sampling framework is illustrated below:

| State | District(s) | Centre(s) |
|---------------|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Telangana | Hyderabad | <ul style="list-style-type: none"> Cherilapally Sanath Nagar Abdullapurmet PJR Stadium UPHC Hafeezpet |
| Uttar Pradesh | Lucknow | <ul style="list-style-type: none"> Sarojini Nagar Northern Railway Division Hospital Transport Nagar LBRR Hospital |
| Rajasthan | Jaipur | <ul style="list-style-type: none"> Team 1 Association Bhawan Sikar Road |

Research Design



Name of the project

COVID-19 Vaccination



Partner Agency

Doctors for You, BCCL and Collective Good Foundation



Research Design used

Descriptive Research Design



Sampling Technique

Purposive Sampling



Qualitative Methods used

Testimonials and Focus Group Discussions

Standardized Framework for Evaluation

The research study applied the OECD-DAC framework for evaluation, ensuring alignment with globally accepted standards and norms. This framework offered a strong and uniform method to evaluate the project's impact, bolstering the credibility and pertinence of the research findings.



Key Stakeholders



Doctors



Health Workers



Implementing Partners

Upholding Research Ethics

The impact assessment study upheld a robust framework of research ethics and principles throughout its process.



Informed Consent

Participants made informed decisions after understanding the study goals, risks, and benefits.



Confidentiality

Participant information was guarded securely, establishing a foundation of trust.



Data Security and Anonymity

Rigorous measures ensured participant data remained private and untraceable.



Non-Maleficence

Participant well-being was safeguarded, with no harm caused by the research.



Integrity

Research maintained high credibility through sincere and transparent practices.



Justice

Equitable treatment prevailed, free from biases or stereotypes, promoting fairness.



CHAPTER 5

MAJOR FINDINGS ON COVID-19 VACCINATION

A collaborative effort led by Castrol, Doctors for You, BCCL (Bennett, Coleman and Company Limited) and the Collective Good Foundation resulted in the launch of an impactful initiative aimed at facilitating the widespread vaccination against COVID-19.



Major Findings of the Program

Before the intervention, the situation was characterized by several challenges and barriers that hindered the vaccination of truck drivers and their families, who were a vulnerable and underserved population. Here are some key aspects of the pre-intervention situation:

Pre-Intervention situation



Limited access to vaccination

Many truck drivers and their families had limited access to vaccination services. They traveled long distances often across states and had irregular schedules, making it difficult for them to find the time to get vaccinated.



Superstitions and misinformation

In some cases, there were superstitions and misinformation related to vaccines and healthcare in general. These misconceptions needed to be addressed to build trust and confidence in the vaccination process.



Lack of awareness

There was a lack of awareness about the importance of vaccination and its benefits among the target population. Many truck drivers and their families were not well-informed about the vaccines and their role in preventing the spread of COVID-19.



Government and NGO involvement:

The pre-intervention situation also involved coordinating with government agencies and local NGOs to align efforts and secure the necessary permissions and support for vaccination programs.



Infrastructure challenges

In transport areas and truck stops, there was often inadequate infrastructure for vaccination clinics. The lack of suitable facilities and medical equipment posed challenges to organizing vaccination drives.

Overall, the pre-intervention situation was characterized by challenges related to accessibility, awareness, logistics and hesitancy. The mobilization program was designed to address these issues and overcome the barriers to vaccination in the target population.

“We partnered with Castrol to vaccinate truck drivers and their families. It was an incredible journey and we amplified the campaign to raise awareness. This program had a significant impact and even inspired other corporates to take similar initiatives.”

- Viola, BCCL (Bennett, Coleman, and Company Limited)



Mobilization Techniques

In response to these challenges, the Castrol supported CSR program adopted a multifaceted approach to address the pre-intervention challenges effectively:



COMMUNITY-CENTRIC STAFF RECRUITMENT

Local Staff

A deliberate strategy of recruiting local staff residing in close proximity to the vaccination centers yielded enhanced community engagement.

Appropriate venues

Ensuring proper ventilation and well-suited locations for vaccination centers was prioritized.

Cross-vaccination prevention

A unique color-coding system was devised for different vaccine types to prevent cross-vaccination errors.

Nursing staff training

Extensive training was provided to nursing staff to proficiently handle crowd management and prioritization.

Provision of refreshments

Beneficiaries were offered protein biscuits and refreshments.

Priority groups

Pregnant women and elderly individuals were given priority.

Collaboration with local authorities

Collaborative efforts with local authorities were instrumental in securing larger spaces for vaccination centers.

“The program started on 8th February 2022 and was completed on 21st March 2022. We vaccinated over 48,000 beneficiaries in just 42 days. Truck drivers faced numerous challenges, including vaccine hesitancy and accessibility issues. Our team worked tirelessly to overcome these obstacles and it was an honor to be part of this project.”

- Dr. Shumona, Project Manager, Castrol





RESISTANCE MITIGATION AND COMMUNITY ENGAGEMENT

Intensive counseling

A concerted effort was made to address vaccine hesitancy through rigorous counseling sessions.

Peer motivation

Previously vaccinated individuals were encouraged to act as advocates, motivating their peers to participate.

Community leaders' engagement

Influential community leaders played a pivotal role in authenticating the program's credibility.

Misinformation eradication

Vigorous support and counseling were dispensed to counteract misinformation and dispel superstitions.



Program implementation, challenges and successful mitigation

The joint collaborative efforts of Castrol, Doctors for You, Bennett, Coleman and Company Limited and Samhita-CGF have provided support to the vaccination campaign. The challenges included:



Crowd Management

Organizing vaccination drives in these areas required effective crowd management strategies. The potential for large crowds and chaotic situations needed to be addressed.



Language and cultural barriers

Truck drivers and their families came from diverse linguistic and cultural backgrounds. Communicating the importance of vaccination and addressing concerns required multilingual and culturally sensitive approaches.



Logistical issues

Coordinating vaccination efforts for a mobile and dispersed population like truck drivers requires a robust logistics system. Ensuring the availability of vaccines, medical personnel and transportation was crucial.

- Usage of color coding and prioritization to prevent cross-vaccination.
- Selecting larger venues, such as sports stadiums, to manage crowds efficiently.
- Staff living close to the centers were recruited for better community engagement.
- Nursing staff were trained to handle priority cases and communicate effectively with the crowd.
- Refreshments were provided to patients waiting at the centers.



“I managed the team in Hyderabad and we vaccinated 28,000 people. We faced crowd management issues and limited space at some locations. However, we collaborated with local authorities to find larger venues, ensuring better ventilation and comfort for everyone. The program's impact was substantial.”

– Dr. Glory



Media and press release strategies

The program received substantial media attention, that contributed to its remarkable success:



Press Coverage

The program garnered extensive media coverage, particularly in the print media, like the Times of India.



Radio Spots

The utilization of radio channels addressing truck drivers effectively disseminated information and raised awareness.



Awareness building activities

The program's accomplishments were actively shared through various media channels, which showed its positive impact.



Impact of the program

Over the course of the program's implementation, vaccination rates surged among truck drivers and their families, and reduced the risk of COVID-19 transmission within this mobile population. The media and press releases amplified the program's impact, spreading the message of hope and resilience in the face of adversity. The success of the program inspired other corporate and community initiatives to address healthcare disparities and was reflected by the following indicators:



Community Engagement

The program successfully engaged with truck drivers and their families, effectively addressing vaccine hesitancy.



Effective Crowd Management

Innovative strategies such as color-coding and prioritization were pivotal in managing large crowds efficiently.



Enhanced Access to Vaccination

The program significantly improved access to vaccination for a vulnerable population.





Media Recognition

1. Extensive media coverage helped amplify the program's impact.



Learnings

The program's experiences offer valuable insights into future community engagement and vaccination initiatives.

This comprehensive analysis report underscores the program's success in mobilizing communities, and managing large crowds and illustrates the profound impact that effective community engagement and innovative solutions can have in combating the most formidable challenges.



"I was part of the program in Lucknow, and our focus was on truck drivers and transportation workers. Infrastructure in remote areas and counselling them about the vaccine was challenging, but we overcame it. We arranged refreshments for the individuals at the sitting arrangement and ensured that they received the vaccine comfortably."

- Dr. Anshul



CHAPTER 6

CONCLUSION

The COVID-19 Vaccination program for this mobile population stands as a model for future initiatives aimed to reach out to underserved populations. It signifies the potential for collaboration between private enterprises, NGOs and government agencies to effect change. The lessons learned from this endeavor will undoubtedly inform and inspire future efforts to address healthcare disparities, ensuring that no community is left behind in the journey toward better health and resilience.



CHAPTER 7

ANNEXURE

ANNEXURE A: CERTIFICATE OF VACCINATION BY CGF



Ref. No: DFV/PF/O/A001 /2021-2022

21 Feb 2021

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Doctors For You through the support of Castrol, BCCL and Collective Good Foundation has delivered 14431 doses of COVID-19 Vaccine in Jaipur, Lucknow and Hyderabad between 8th Feb 2022 to 20th Feb 2022.

In Following Centers: -

| HYDERABAD | |
|------------------------------------|------|
| CHERLAPALLY | 991 |
| SANATH NAGAR | 1538 |
| ABDULLAPURMET | 2082 |
| PJR STADIUM | 1259 |
| UPHC HAFFEZPET | 2335 |
| LUCKNOW | |
| SAROJINI NAGAR | 2667 |
| NORTHERN RAILWAY DIVISION HOSPITAL | 1016 |
| TRANSPORT NAGAR | 176 |
| LBRN HOSPITAL | 1827 |
| JAIPUR | |
| TEAM 1 | 158 |
| ASSOCIATION BHAWAN | 270 |
| SIKAR ROAD | 112 |



Authorized Signatory