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01. ABBREVIATIONS

CSR	Corporate Social Responsibility
NGO	Non-Governmental Organization
PMJAY	Pradhan Mantri Jan Arogya Yojana
PMSBY	Pradhan Mantri Suraksha Bima Yojana
PMJJBY	Pradhan Mantri Jeevan Jyoti Bima Yojana
SDG	Sustainable Development Goal

02. EXECUTIVE SUMMARY

PROJECT BACKGROUND

The Castrol Eklavya flagship social development program, launched in 2009, has emerged as a leading initiative in skill-building within the automotive sector. Designed to foster holistic skill development among mechanics, the program integrates both fundamental knowledge and advanced diagnostic skills essential for modern automotive repair and maintenance. The curriculum encompasses a comprehensive range of topics, including technical aspects such as the anatomy of automobiles and mechanical systems, as well as critical behavioural components like health and safety, digital financial literacy, savings, and customer relations. By combining practical workshops, hands-on training, and community engagement activities, the Castrol Eklavya program not only enhances the employability of participants but also contributes to the overall development of the automotive workforce in the region.

PROJECT ACTIVITIES

The project has the following key components:



Conducting hands-on workshops on automotive systems to enhance technical knowledge and diagnostic skills.



Delivering training sessions on health and safety, emphasising the use of personal protective equipment (PPE) and emergency procedures.



Equipping participants with financial and digital literacy skills for effective transaction management and savings practices.



Developing trainees' communication and customer service abilities to improve client interactions.



Facilitating awareness of government schemes and assisting with participant enrolment to maximise benefits.

DESIGN SNAPSHOT



Beneficiaries

Mechanics



Implementing partner

Empower Foundation, FUEL and Seeds Learnet



Financial year of impact assessment

FY 2024



Project locations

Districts across Tamil Nadu, Uttar Pradesh, Chhattisgarh, Karnataka, West Bengal, Haryana, Kerala, and Maharashtra



Number of beneficiaries

14,721 mechanics



Budget

₹8,64,00,000/-



WORKSHOP TOOL SET



SDGs



Project name

Castrol Eklavya



Sampling methodology

Descriptive sampling



Research design

Random stratified sampling



Sample size

450 mechanics



CASTROL EKLAVYA TRAINING SESSION

CHAPTER 3

INTRODUCTION



SoulAce Team interacting with Mechanics

BACKGROUND & NEED OF THE PROGRAM

In the Indian automobile servicing industry, a significant portion of the workforce in independent service centres consists of unskilled mechanics. These individuals typically have limited formal education or vocational training in automotive repair. Instead, their expertise is developed through practical experience, hands-on learning, and informal mentorship under seasoned mechanics who are well-established in the field. However, unskilled mechanics often face several challenges, including a lack of organisation, poor working conditions, low wages, inadequate physical safety, and job insecurity. To address these issues, Castrol launched its flagship initiative, Eklavya, in 2009. Over the years, it has grown into one of the most comprehensive skill development programs in the automotive sector. The program is designed to enhance the skills and knowledge of mechanics, focusing on foundational competencies and diagnostic capabilities.

The Castrol Eklavya program targets unskilled mechanics across various states in India, offering a well-rounded curriculum that includes both technical and behavioural training. The behavioural module covers essential topics such as the 5S methodology, health and safety practices, digital financial literacy, savings, customer relations, and family values. On the technical side, the program introduces participants to automobile components and systems, with training on repairing key mechanical systems such as the ignition, engine, lubrication, air intake, and cooling systems.

OBJECTIVE OF THE PROGRAM



The objective of the Eklavya program is to empower unskilled mechanics in the Indian automobile servicing sector by enhancing their technical expertise and foundational knowledge.

ABOUT CASTROL INDIA LIMITED

Castrol, a global leader in lubricants and oils, is a subsidiary of bp and has been a trusted name in the automotive and industrial sectors for more than a century. Established in 1899, Castrol is well-known for its high-performance products that serve a wide range of industries, including automotive, marine, and manufacturing. With its headquarters in the United Kingdom, Castrol operates in over 100 countries and is recognised for its innovation, reliability, and commitment to sustainability. In line with its dedication to creating a positive impact, Castrol India focuses on delivering lasting value to the communities it serves.

The company is committed to improving the lives of truck drivers and mechanics, aiming to equip these vital workers with the skills and knowledge needed to face current challenges and take advantage of future opportunities. Through comprehensive programs that emphasise upskilling, financial literacy, and entrepreneurship, Castrol India is helping these workers build sustainable livelihoods. With a rich history of over 120 years and a strong emphasis on sustainability and community development, Castrol continues to be a leader in providing high-quality lubricants while making a meaningful contribution to the mobility sector and the communities it supports.



TWO WHEELER PRACTICAL SESSION

CHAPTER 4

RESEARCH METHODOLOGY

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 to assess the impact of the Eklavya program implemented in the year 2023 across India in the states of Uttar Pradesh, Chhattisgarh, Karnataka, Tamil Nadu, West Bengal, Haryana, Kerala and Maharashtra.

OBJECTIVES OF THE STUDY

The primary objectives of the study were to:



To assess the impact of the Castrol Eklavya program on mechanics in relation to knowledge, perception and behavioural changes with reference to the 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 Castrol Eklavya about the training program.



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

USE OF MIXED METHODOLOGY FOR MAXIMUM INSIGHTS

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.

APPLICATION OF QUANTITATIVE TECHNIQUES

In quantitative research, standardised instruments such as questionnaires and interview schedules are employed to collect data. However, the information that is obtained is easily amenable to various statistical measures and tests. The quantitative methods facilitated the collection and analysis of numerical data, yielding statistical insights and identifying trends.

APPLICATION OF QUALITATIVE TECHNIQUES

Qualitative research can only unravel enriched and hidden information that may not be evident on the face of it. The qualitative approach is distinguished by deeper probing and flexibility, and it can yield massive amounts of data that were not anticipated when the research was initiated. The qualitative component delved into subjective experiences and perspectives, providing a nuanced understanding of participant views.

ENSURING TRIANGULATION

To enhance the reliability and validity of its findings, the study implemented various triangulation techniques. Data triangulation was achieved through gathering information from diverse sources, including field notes, interviews with beneficiaries, interactions with community members, and feedback from project volunteers. This extensive data collection facilitated a comprehensive evaluation of the program's impact. Methodological triangulation was also employed, utilising a variety of research methods such as surveys, interviews, and focus group discussions. This approach allowed for cross-verification of information and helped mitigate potential biases. Through these triangulation strategies, the study ensured a robust and dependable analysis, reinforcing the trustworthiness of its findings.

RESEARCH DESIGN

The study's research design was descriptive, aiming to present a detailed analysis and exploration of the various facets of the Castrol-supported program. Descriptive research is apt for creating an overview, discerning patterns, and grasping the current state of affairs. By integrating both qualitative and quantitative research methodologies within a descriptive framework, the study aimed to deliver a thorough evaluation of the program, elucidating its impact and suggesting avenues for enhancement. This methodological blend ensured a holistic examination of the subject, lending both depth and breadth to the findings and bolstering the study's credibility.

SAMPLING METHODOLOGY

Quota sampling was adopted where fair representation was provided to involve beneficiaries who attended the Castrol Eklavya program conducted by all 3 NGO partners of Castrol in various states of India. A sample size of 300 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 Mechanics who attended the Castrol Eklavya program during the year 2023 at various centres run by the implementing partners.

KEY STAKEHOLDERS



Project coordinators and the centre in charge of the implementing partner



Trainers of Eklavya



Local Mechanic Association Presidents/ Office bearers

STUDY TOOLS

Questionnaires for primary beneficiaries -

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.

Questionnaires for secondary beneficiaries and stakeholders -

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

ENSURING COMMITMENT TO RESEARCH ETHICS

The impact evaluation adhered to a strong ethical framework, ensuring responsible and ethical research practices. Participants' rights and well-being were prioritised at every stage of the study. Informed consent was obtained by clearly explaining the study's objectives, procedures, potential risks, and benefits, allowing participants to make fully informed decisions after addressing any questions. Confidentiality was strictly maintained, with data securely stored, accessible only to authorised personnel, and participant identities protected through anonymisation or coding techniques. Participation was entirely voluntary, free from any form of coercion, ensuring autonomy and respect for individual choice. Participants were consistently treated with respect, dignity, and fairness, prioritising their well-being. Support or assistance was readily available whenever needed to ensure their comfort and safety throughout the research process.

CHAPTER 5

ANALYSIS OF THE PROGRAM DESIGN

The Eklavya program, launched by Castrol, is a holistic skill development initiative designed to improve both the technical and behavioural competencies of mechanics. Its strategy focuses on fostering ongoing engagement with stakeholders and building partnerships with logistics companies to establish a sustainable training ecosystem.



IMPLEMENTATION STRATEGY

The Castrol Eklavya program has been strategically rolled out across multiple states in India, including Tamil Nadu, Uttar Pradesh, Chhattisgarh, Karnataka, Haryana, Kerala, and Maharashtra. It adopts a comprehensive approach to skill development, integrating technical expertise with behavioural training in areas such as health and safety, digital financial literacy, and customer relations. Collaborating with local mechanic associations and vocational training centres, the program ensures the creation of a sustainable and impactful training ecosystem.



TRAINEE SELECTION PROCESS

Trainees are selected based on a baseline conducted by the NGO partners along with close coordination with local mechanic associations. These associations are important in finding mechanics who need formal training. Using their local knowledge and connections, they can identify people who might not have formal education or training but have hands-on experience in the field.



CRITERIA FOR SELECTION

The selection criteria for the program focus on mechanics with limited formal education who have learned the trade through hands-on experience. It is designed for those who are unskilled or have not had any formal training.



TRAINING CURRICULUM AND DELIVERY

The program's training model is tailored to address the specific challenges mechanics face, providing a holistic curriculum that integrates technical and behavioural aspects. It includes the 5S methodology—Sort, Set in Order, Shine, Standardize, and Sustain—to promote workplace organisation, safety, and efficiency. Mechanics are trained in health and safety practices, such as using personal protective equipment (PPE), maintaining clean workshops, and following safety protocols. Digital financial literacy is also emphasised, teaching mechanics to manage finances, use digital payment systems, and plan for the future. On the technical side, the program covers detailed knowledge of automobile systems like ignition, lubrication, air intake, and cooling, equipping mechanics with the skills to diagnose and repair vehicles effectively. The training methodology is highly interactive, combining instructor-led sessions, practical demonstrations, and hands-on learning opportunities.



EXPERT TRAINERS

Trainers for the Castrol Eklavya program must have at least 5 years of experience in the automotive field. Many trainers have extensive experience, typically between 30 to 35 years, ensuring they are well-equipped to effectively deliver the curriculum and support mechanics in acquiring necessary skills.



CURRICULUM DESIGN

Module name	Content overview	Modality	Total no. of hours	Training aids
Technical	<ul style="list-style-type: none"> About vehicle Problem detection Engine inspection Workplace safety Job card updation Application of 5 S techniques 	Instructor led training & practical sessions	50 hours	Presentation, worksheets and practical sessions
Financial Literacy	<ul style="list-style-type: none"> Importance of savings Insurance and loan 	Instructor led	22 min	Presentation & case study model
Life Skills	<ul style="list-style-type: none"> Work place antiques Customer handling Record maintenance 	Instructor led	22 min	Presentation & case study model



RESOURCE UTILIZATION

The program effectively uses resources by employing qualified trainers and incorporating technology for training delivery. Collaboration with mechanic associations ensures a continuous flow of participants, while support from local businesses improves the training experience. Community workshops and awareness campaigns help maximise resource use and expand the program's reach.



MONITORING AND EVALUATION

The program's monitoring mechanisms effectively tracked participation and behavioural changes among mechanics. Key metrics, such as increased adherence to safety practices, adherence to hygiene standards, and the adoption of digital financial transactions, were closely monitored. The program's evaluation also included regular tracking of participants, with discussions involving key stakeholders.

Note: These inferences are further validated using data collected from surveys, stakeholder interactions, and actual site visits, which are discussed in the subsequent chapter.



ASSESSMENT OF THE PROGRAM MODEL



ADDRESSING REAL NEEDS

The Eklavya program tackles key challenges encountered by mechanics, especially those from underprivileged socio-economic backgrounds. These challenges encompass restricted access to formal training, low income, and limited awareness of safety and hygiene practices. By addressing these issues, the program effectively meets both the immediate and long-term needs of mechanics, boosting their skills, income opportunities, and overall quality of life.



MODEL EFFICIENCY AND IMPLEMENTATION STRATEGY

The model is highly efficient, focusing on structured training integrated with refresher courses to ensure continuous learning. Its implementation strategy is thoughtfully designed, with each phase building on the previous to achieve optimal outcomes. The program collaborates with local mechanic associations to identify and refer mechanics needing training, while the training modules are customised to address the specific challenges mechanics face.

Additionally, the integration of welfare scheme enrollment is systematically aligned to enhance its impact. This efficiency is further reflected in the active participation of mechanics and the involvement of key stakeholders, fostering long-term sustainability.



OPTIMAL RESOURCE UTILISATION

Resource use is maximised by integrating technology, such as training videos, and leveraging partnerships with mechanic associations for equipment and support. The focus on collaborations ensures cost-effectiveness and long-term program relevance.



MONITORING AND EVALUATION PLAN

Regular tracking of metrics, such as behavioural changes in safety practices and enrolment in welfare schemes, ensures robust evaluation. Collaboration with stakeholders minimises dropouts, while refresher training reinforces learning. Utilising a more robust Management Information System (MIS) would facilitate assessments and help establish impact more effectively. This improvement would support better data accessibility, streamline evaluations, and enable more accurate, timely reporting of outcomes.



PROGRAMME RATING BASED ON KEY PARAMETERS

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 & continuous improvement
Skilling - financial Literacy	4.1	<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	4.2	<ul style="list-style-type: none"> • Improved ability to deal with customers • Improved work attitudes • Improved entrepreneurial skills
Overall Eklavya programme	4.5	<ul style="list-style-type: none"> • Sense of pride in profession • Increased self esteem

CHAPTER 6

KEY STUDY FINDINGS AND ASSESSMENT OF IMPACTS

This chapter highlights the key findings of the research, including the socio-demographic profile of the beneficiaries and the impact of the Eklavya program on enhancing basic knowledge and diagnostic skills, as well as improvements in income, savings, and participants' perceptions of the program's mechanics.

PRE-INTERVENTION STATUS

The study explored multiple aspects of trainee demographics, occupational status, and behaviour aspect prior to the intervention to create a comprehensive understanding of their conditions and needs.

DEMOGRAPHIC PROFILE

CHART 1: AGE WISE DISTRIBUTION OF RESPONDENTS

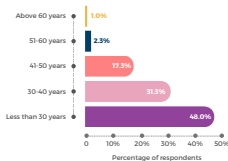


CHART 2: PERCENTAGE DISTRIBUTION OF RESPONDENTS BY THEIR MARITAL STATUS

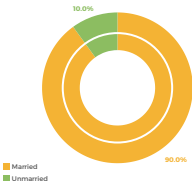


CHART 3: EDUCATION LEVEL OF RESPONDENTS

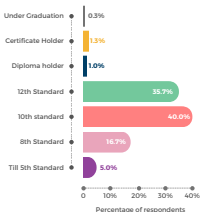


CHART 4: TYPE OF MECHANIC WORK

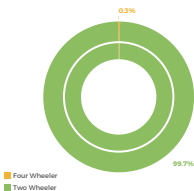
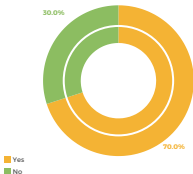


CHART 5: OWNERSHIP OF THE MECHANIC SHOP



DEMOGRAPHICS

Chart 1 shows that nearly half (48%) of the study respondents were less than 30 years of age group, followed by 31.3% who fell within the 30-40 years range. Additionally, 17.3% of the respondents were between 41-50 years. Chart 2 shows that the majority (90%) of the total respondents were married. Around 10% of respondents were unmarried.



EDUCATIONAL STATUS

Chart 3 shows that 40% of the respondents have completed their 10th standard education, followed by 35.7% who have finished the 12th standard. Additionally, 16.7% of the respondents have completed their 8th standard, while 5% have only completed primary schooling.

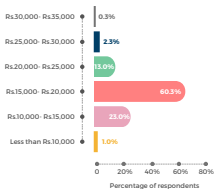


OCCUPATIONAL STATUS

The survey reported that all respondents (99.7%) were involved in two-wheeler mechanic work. Chart 5 shows that 70% of the respondents stated that they own their own mechanic shop.

ECONOMIC PROFILE

CHART 6: MONTHLY INCOME OF THE RESPONDENTS



Among the respondents, 60.3% reported having a monthly income of Rs.15000-20000, followed by less than one-fourth (23%) who reported earning between Rs. 10000-15000. Around 13% reported earning Rs. 20000-25000.

PRIOR TECHNICAL TRAINING

CHART 7: WHETHER HAVE ANY FORMAL TRAINING IN 2/4 WHEELER MECHANIC JOB PRIOR TO PROGRAM?

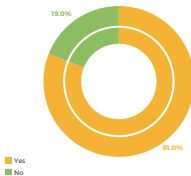


Chart 7 shows that 81% of the respondents had formal technical training in two- or four-wheeler mechanic jobs before joining the program. FGD with beneficiaries revealed that most had only informal or foundational knowledge in mechanic work, typically acquired through self-learning or family instruction using traditional methods. They lacked formal training aligned with industry standards for their job roles.

CHART 8: AWARENESS OF THE 5S CONCEPT BEFORE JOINING THE PROGRAM

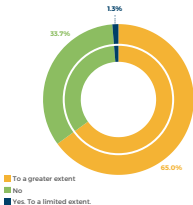


Chart 8 shows that nearly two-thirds (65%) of respondents indicated they were familiar with the 5S concept before joining the program, while 33.7% reported having no prior awareness of it.

Most of the beneficiaries noted that they were unaware of BS6 standards and the functionalities of new sensor technologies. They expressed that the training on general servicing of new and electric vehicles, including understanding common issues and their solutions, would be very useful.

Discussions with stakeholders revealed that there was also limited awareness of safety practices, proper workspace organisation, and digital financial literacy among mechanics before the training program.



5S CONCEPT

The 5S system is a structured approach to organising workspaces to enhance efficiency, effectiveness, and safety. It emphasises placing everything in its proper location and maintaining a clean workplace, enabling tasks to be completed more easily, with less wasted time and reduced risk of injury.



SORT

Remove unnecessary items from the workspace, keeping only essential materials.



SET IN ORDER

Organise tools and materials systematically to ensure easy access and improved efficiency.



SHINE

Maintain a clean and tidy workspace by regularly cleaning tools, equipment, and the area.



STANDARDIZE

Create consistent procedures and practices to uphold organisation and cleanliness.



SUSTAIN

Continuously practice and improve the 5S principles to ensure long-term benefits and effectiveness.

KEY INPUTS AND ACTIVITIES

The program intervention is designed to empower mechanics by enhancing their technical skills, workplace efficiency, safety awareness, and financial literacy. It aims to improve their professional competencies, overall well-being, and socio-economic conditions. As part of this intervention, a variety of activities have been implemented, including tailored training programs on new automotive technologies, health and safety practices, digital financial management, and the application of the 5S methodology.



MOBILISATION AND OUTREACH

Mobilisation and outreach were key components of the Eklavya program, ensuring effective reach to the target audience. The program partnered with local mechanic associations to identify and refer mechanics in need of training. It engaged with community stakeholders to raise awareness and build trust, encouraging hesitant mechanics to enrol. Promotional campaigns highlighted the benefits of the program, such as improved skills, higher income, and access to welfare schemes, motivating participation.



Raj Lagali, program manager, FUEL, shared that the strategy for mobilisation and outreach involved direct engagement with local mechanics associations by visiting workshops in various districts, towns, and cities. This approach allowed the team to explain the benefits and details of the training program directly to the associations, who then communicated this information to the mechanics. This grassroots approach helped raise awareness and encouraged mechanics to join the program.



TRAINING SESSIONS

The program offers structured training that covers both behavioural and technical aspects. Behavioural training includes topics such as the 5S technique, health and safety practices, digital financial literacy, customer relations, and family values. Technical training focuses on various automobile components and mechanical systems, including ignition systems, lubrication systems, air intake systems, and diagnostic skills. The training methodology emphasises practical demonstrations and hands-on experiences, allowing mechanics to apply theoretical knowledge in real-world scenarios.



The motivation for our mechanics to join the program was to make the training both practical and enjoyable. We incorporated creative elements like fun games to keep participants engaged and sessions on new technologies through local language videos. Additionally, we included practical topics such as financial literacy, workshop management, health camps, and hygiene, creating a comprehensive learning experience. There were no dropouts from the training, indicating high participant satisfaction and engagement.

- Raj Lagali, Program Manager, FUEL



CHART 9: PRACTICE OF THE 5 S CONCEPT IN THE WORKPLACE

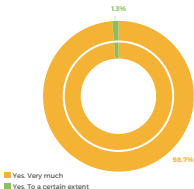


Chart 9 shows that the vast majority of respondents (98.7%) reported practising the 5S concept in their workplace.

All respondents reported that they learned the 5S concept through the Eklavya Training Program.



Castrol Eklavya has given us training on BS6, whichever BS6 vehicles come, today they explained to us about sensors, what all comes in sensors and how the sensor works, if the vehicle gets stuck, how to check it and where to check, very nicely we came to know. I like to thank Castrol India for such training.

- Suresh Herma, Eklavya training participant



The behavioural aspect of the training program encourages positive changes among mechanics, including better hygiene practices, adherence to safety protocols, and improved customer relations. Mechanics are taught to maintain cleanliness in their workspaces, use personal protective equipment, and communicate effectively with customers.

CHART 10: EXTENT TO WHICH RESPONDENTS ATTRIBUTE THEIR KNOWLEDGE AND SAFETY BEHAVIOURS TO TRAINING

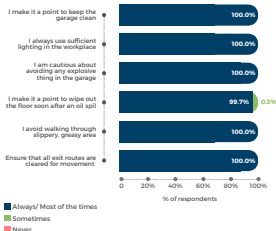
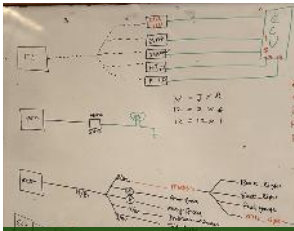


Chart 10 shows that after the safety orientation, positive behavioural changes regarding workplace organisation were observed among the mechanics. All respondents reported that their exit routes are clear for movement, they avoid walking through slippery, greasy areas, and they ensure that explosive materials are kept out of the garage.

Almost all of the respondents (99.7%) attributed their knowledge and improved safety behaviours to the Castrol Eklavya Training Program.



CIRCUIT DESIGN

CHART 11: PRECAUTIONS TAKEN RELATED TO HYGIENE AFTER TRAINING

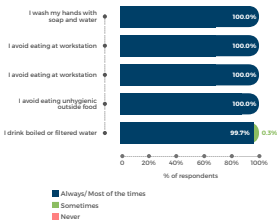


Chart 11 shows that all respondents reported that after the training, they washed their hands with soap and water and avoided eating at their workstations. They also mentioned avoiding unhygienic outside food.

Respondents during the FGDs revealed that safety awareness had greatly increased following the training. They shared that they now consistently use safety equipment like fire extinguishers and soil buckets and take precautionary steps such as disconnecting the battery fuse before leaving for the day and ensuring the fuel cap is properly closed.

Another important aspect of the behavioural part of the training includes learning effective ways of dealing with customers at the workplace. This training helps mechanics improve their communication skills, enhance customer interactions, and build better relationships.

Almost all respondents (99.7%) reported that they attribute their improved hygienic behaviours to the Castrol Eklavya Training Program to a large extent.

CHART 12: WAYS ADOPTED BY RESPONDENTS TO DEAL WITH CUSTOMERS

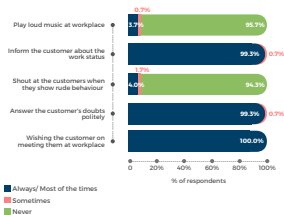


Chart 12 shows the key strategies adopted by respondents to improve customer interactions. All respondents reported greeting customers upon meeting them at the workplace and addressing customer doubts politely. Additionally, 94% of respondents mentioned that they avoid shouting at customers, even when faced with rude behaviour.

Qualitative conversations with the respondents further revealed that these improved communication methods have led to several positive outcomes. The increase in the number of customers connecting with them has been significant, and the trust customers place in the mechanics has grown. This has enhanced the overall reputation and credibility of their services, contributing to better customer relationships and satisfaction.

“

Since undergoing the training, we have seen a notable increase in the number of customers connecting with us. Our ability to communicate more effectively and handle their needs has significantly strengthened the trust they place in us. The knowledge gained from the program has enhanced our customer interactions, allowing us to build stronger relationships and provide better services.

- Younus Haldur, 41 years old mechanic

”

3



EDUCATION SESSIONS ON SAVINGS AND DIGITAL SKILLS

A significant component of the Eklavya program is financial literacy, which equips mechanics with the knowledge to manage their finances effectively, save for the future, and engage in digital transactions. This training is crucial for improving their economic stability and encouraging savings.

CHART 13: PERCENTAGE OF SAVINGS FROM MONTHLY INCOME

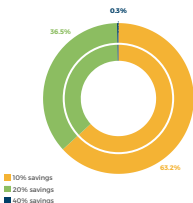


Chart 13 shows that nearly two-thirds of respondents (63.2%) reported saving 10% of their income each month, while 36.5% reported saving 20% monthly indicating a positive trend in the financial habits of the respondents.

CHART 14: TYPES OF SAVINGS

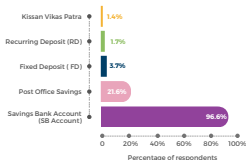


Chart 14 shows the different types of savings methods used by respondents on a monthly basis. A significant majority (96.6%) reported saving through savings bank accounts, which is the most common method for storing and growing their savings. Additionally, 21.6% of respondents mentioned saving through post office schemes.



MEDICAL CAMP FOR MECHANICS



CASE STUDY

Sameer Navlur's story underscores the power of continuous learning, even for experienced professionals. With substantial hands-on expertise in automotive repairs, Sameer chose to further enhance his skills by participating in the Eklavya program. This training allowed him to explore intricate details of automotive systems, focusing particularly on ignition and engine valve systems.

The program provided him with a deeper understanding of key components such as spark plugs, ignition coils, and distributors. Sameer acknowledges that he gained new perspectives, particularly regarding the importance of using the correct spark plugs. This knowledge not only highlighted their impact on engine performance but also their role in improving fuel efficiency—details that had previously escaped his attention. Additionally, the program broadened his knowledge of various engine valve types and their functions, enabling him to grasp the critical intricacies of these systems.



CHART 15: GOV INSURANCE SCHEMES IN WHICH RESPONDENTS ARE ENROLLED

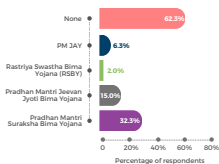


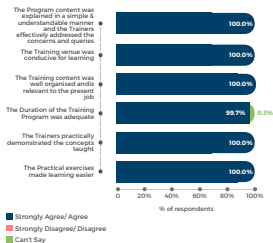
Chart 15 shows the savings preferences of respondents, revealing that 32.3% save through the Pradhan Mantri Suraksha Bima Yojana, a government-backed accidental death and disability insurance scheme. Following closely, 15% of respondents reported saving through the Pradhan Mantri Jeevan Jyoti Bima Yojana.

Almost all respondents (99%) reported attributing their improved savings habits to the training provided by the Castrol Eklavya program.

The Eklavya program included a component aimed at educating mechanics on digital transactions, equipping them with essential skills for managing financial activities in the digital age. This training helped participants understand the basics of online banking, mobile payments, and digital wallets. It enabled them to conduct financial transactions securely, reducing their dependency on cash and enhancing their ability to handle business and personal finances more efficiently.

The survey revealed that 99.7% of respondents credited Castrol's Training Program for their increase in digital transactions.

CHART 16: OPINIONS ON TRAINING PROGRAM



The training program has received positive feedback from all respondents, with every participant expressing satisfaction with the program's effectiveness. All respondents found the practical exercises to be particularly valuable, as they facilitated easier learning and a better understanding of the concepts. The training was well-organised, with content that was both relevant and directly applicable to their work. The respondents appreciated that the concepts taught were practical and aligned with real-world scenarios, which significantly enhanced their learning experience.

The effectiveness and high satisfaction levels of the training were further emphasised by feedback from the NGO member, who noted that there were no dropouts throughout the program.

KEY IMPACTS



ENHANCED TECHNICAL KNOWLEDGE AND SKILLS

CHART 17: IMPLEMENTATION OF THE 5S AFTER LEARNING CONCEPT

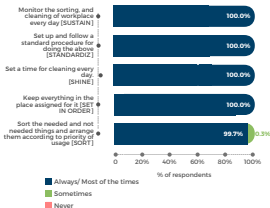


Chart 17 shows that all respondents reported sorting needed and unnecessary items, arranging them according to the priority of usage, and keeping everything in its assigned place. They also set aside time for cleaning every day. These improvements have contributed to their enhanced ability to maintain an organised and efficient workspace, leading to better productivity and safety.

Qualitative discussions have revealed that safety awareness has increased significantly, leading mechanics to adopt safer practices. They now regularly use safety equipment such as fire extinguishers and soil buckets and take necessary precautions like disconnecting the battery fuse before going home and securely closing the fuel cap. This indicates a strong impact of the training, as these new safety practices have not only improved their personal safety but also contributed to a safer and more organised work environment.

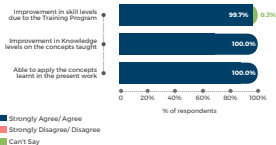


Earlier, we used to check vehicles manually, but now, with the introduction of new equipment and technology, we can repair electric vehicles and learn to repair BS6 vehicles as well. This has greatly expanded our skills and enabled us to work on more advanced vehicle systems.

- Vitthal Mandre, 36 years old mechanic respondent



CHART 18: BENEFITS RECEIVED FROM THE TRAINING PROGRAM



The training program has greatly enhanced the knowledge and skills of the mechanics. Chart 16 shows that all respondents reported being able to apply the concepts they learned to their current work. Additionally, 100% of respondents noted an improvement in their knowledge of the concepts covered during the training.



IMPROVED POSITIVE BEHAVIOURAL CHANGES

FGDs with the mechanics revealed that many mechanics, during the study, reported frequent contact with contaminants like grease, oil, dirt, and chemicals at their workstations. The study found that, after the training, a majority of the mechanics started practising better hygiene habits, such as washing their hands with soap and water. They also reported avoiding eating at their workstations and using dustbins to dispose of garbage. This indicates that the program has led to improved behavioural changes, with mechanics now using separate bins for waste materials and keeping their workstations free of clutter, contributing to a safer and more organised environment.



IMPROVED FINANCIAL AND DIGITAL LITERACY

CHART 19: BEHAVIOURAL CHANGE WITH REFERENCE TO SAVINGS BEFORE AND AFTER THE TRAINING

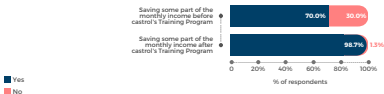


Chart 19 shows a significant impact of the intervention on the adoption of savings among mechanics. Before the intervention, 70% of respondents were saving a portion of their monthly income. However, after the intervention, this number increased to 98.7%. This demonstrates the effectiveness of the training program in promoting financial literacy and encouraging better savings habits among mechanics. Even through qualitative discussions, a key theme that emerged was the improvement in savings. Respondents reported that their savings habits had significantly improved after the training.

CHART 20: PROFICIENCY ON DIGITAL TRANSACTIONS BEFORE AND AFTER THE TRAINING

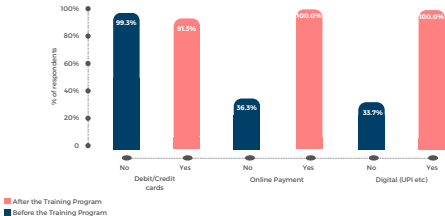


Chart 20 shows the significant impact of the intervention on financial habits. Before the training, almost all respondents reported not having debit or credit cards, but after the intervention, 91.3% had obtained them.

All respondents reported using online payment methods. This demonstrates a substantial improvement in financial inclusion and digital literacy as a result of the training.



IMPROVED CAREER ASPECT

The program has contributed to the improvement of mechanics' careers. Some of them reported an improved financial situation, while others mentioned that their motivation to start their own enterprise has significantly increased.

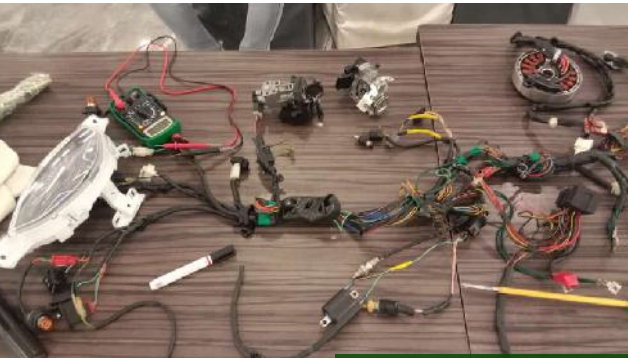
FGD with mechanics also reported that one of the key improvements observed was in the mechanics' income. Before the training, their average monthly income was around 20-25k, but after completing the training, it increased to 30-40k per month.

“

Nagraj R Garg, 47 years old, said, Earlier, I used to earn 50k per month, but after completing the training, I'm now earning 80k per month. The skills and knowledge I gained have made a significant difference in my work and income.

”

The survey revealed that 99.3% of respondents reported feeling motivated to set up a business after the training.



**PRACTICAL SESSION
(ELECTRONIC PARTS)**



CASE STUDY

Pradeep Sahu's journey as a bike mechanic is a testament to resilience and adaptability. Starting at just 10 years old, he honed his skills over 8 years to establish himself as a trusted mechanic in Padri Bazaar, Gorakhpur. Despite limited formal education, his determination allowed him to support a family of 10 on a modest income of ₹10,000 per month. Operating his shop, Pradeep faced multiple challenges, including fierce market competition, changing customer demands, and the need to adapt to advancements like BS-6 bike technology. Recognising the importance of staying ahead, he invested in upskilling himself and his five employees, focusing on technical expertise and customer service strategies.

Through the Eklavya program, Pradeep gained valuable insights into customer relationship management. He highlights how small actions, like greeting customers with a warm smile, can foster trust and set a positive tone for interactions. His proactive approach to skill development and customer satisfaction has not only helped him tackle professional challenges but also strengthened his business's foundation, making him a role model for perseverance and continuous improvement.



IMPACT CREATED ACROSS MULTIPLE LEVELS



INDIVIDUAL LEVEL

- Mechanics have reported enhanced technical skills and behavioural improvements, leading to increased efficiency and productivity in their work.
- Many mechanics have experienced better financial outcomes through increased income and the adoption of savings and digital payment methods.
- Improved hygiene and safety practices, such as the use of personal protective equipment and maintaining clean workspaces, have contributed to their health and well-being.



FAMILY LEVEL

- Improved financial stability of mechanics has positively impacted household well-being, with families benefiting from better income management and savings.
- Safer and healthier workplace practices have ensured greater security for families, reducing risks of health issues and income loss.



COMMUNITY LEVEL

- Partnerships with local mechanic associations and vocational training centres have fostered a stronger, more skilled mechanic community.
- The program has encouraged the adoption of workplace organisation practices, promoting safety and professionalism within the mechanic ecosystem.



STATE LEVEL

- The program has supported state-level initiatives for skill development and employment generation, contributing to the overall economic growth and welfare of the states involved.



NATIONAL LEVEL

- The program aligns with national initiatives like Skill India and Digital India by promoting vocational training and digital literacy among mechanics.

SUSTAINABILITY

The Castrol Eklavya program fosters long-term behavioural and skill improvements among mechanics, emphasising workplace safety, hygiene practices, and customer relations, leading to safer and more professional work environments. The active participation of mechanics, local mechanic associations, and training centres ensures shared responsibility and a sustained commitment to skill development and professional growth. By enhancing technical expertise, financial literacy, and awareness of welfare schemes, the program empowers mechanics and their families to achieve greater financial stability and resilience. Partnerships with vocational centres, industry stakeholders, and local businesses ensure ongoing support, align with national skill development initiatives, and encourage wider adoption. The program's structured training approach, strong collaborations, and community-focused model make it scalable and replicable in other regions and industries.

KEY CHALLENGES AND BARRIERS

Interactions with various stakeholders revealed the following challenges:



ESTABLISHING NEW TRAINING CENTERS

Setting up centres in new districts posed logistical challenges, requiring significant effort to identify suitable locations that met the criteria, such as accessibility and space.



MOBILIZATION OF MECHANICS

The initial stages involved a lack of motivation among mechanics to participate. Mobilisers had to make repeated visits to persuade and encourage mechanics to attend the training sessions.



TOOL UPGRADATION

Keeping tools and equipment updated to match the latest technological trends in the automotive sector was a continuous challenge, requiring both financial and logistical resources.



CELEBRATION OF INTERNATIONAL YOGA DAY

07. SWOT ANALYSIS



STRENGTH

- Comprehensive training approach:**
 The Eklavya program provides mechanics with structured training covering technical skills, workplace safety, financial literacy, and customer relations, fostering professional growth.
- Strong industry partnerships:**
 Collaboration with vocational training centres, mechanic associations, and local businesses ensures sustained support and enhances the program's reach and impact.
- Holistic support for mechanics:**
 The program not only focuses on technical expertise but also addresses behavioural changes, financial literacy, and hygiene practices, ensuring overall improvement in mechanics' work and personal lives.
- Proven scalability:**
 The program has successfully trained mechanics across various regions, showcasing its potential for replication and further expansion.



WEAKNESSES

- Convincing stakeholders:**
 Engaging mechanic shop owners and associations to prioritise training can be difficult, slowing program adoption in certain areas.



OPPORTUNITIES

- Scaling and replication:**
 The program's structured model and successful outcomes create opportunities to expand its implementation across more regions and industries.
- Strengthened partnerships:**
 Building relationships with additional industry stakeholders and local government bodies can provide more resources and amplify the program's impact.
- Policy alignment:**
 Continued alignment with government safety initiatives, such as Skill India, can secure additional funding and support for the program.



THREATS

- Programme Sustainability:**
 Without consistent follow-up and support after the training sessions, there is a risk that mechanics may revert to unsafe behaviours, which would reduce the overall impact of the program.

08. OECD FRAMEWORK



Relevance



Coherence



Effectiveness



Efficiency



Impact



Sustainability



RELEVANCE

The Eklavya program addresses critical challenges faced by mechanics in India, where the automotive repair sector is essential but often lacks formal skill development, workplace safety, and financial literacy. The program's focus on enhancing technical expertise, promoting hygiene and safety practices, and improving customer relations directly aligns with the industry's growing need for skilled mechanics who can adapt to modern vehicle technologies and standards. By targeting mechanics, the program ensures it supports a workforce that plays a vital role in maintaining vehicle safety and efficiency.



COHERENCE

The program is in line with India's National Skill Development Policy by addressing the need for a skilled and professional workforce in the automotive sector. The program also aids in furthering the Sustainable Development Goals of the U.N. Coherence.



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



EFFECTIVENESS

The Eklavya program has shown notable effectiveness in enhancing the skills, behaviour, and financial practices of mechanics, as demonstrated through qualitative and quantitative outcomes:

SKILL ENHANCEMENT



- 100% of respondents reported improved knowledge of technical systems, including advanced vehicle technologies like BS6 engines and electric vehicles.
- All participants confirmed that they were applying concepts learned during the training, indicating practical value and real-world impact.

BEHAVIORAL IMPROVEMENTS



- Hygiene practices improved significantly; all respondents reported washing hands with soap, avoiding eating at workstations, and using garbage bins.
- Safety protocols, such as the use of fire extinguishers, oil buckets, and disconnecting battery fuses, became routine, reflecting heightened workplace safety awareness.

FINANCIAL LITERACY AND DIGITAL ADOPTION



- Savings behaviour increased from 70% to 98.7% post-training, illustrating improved financial management.
- Digital payment adoption rose dramatically, with 91.3% of respondents acquiring debit/credit cards and 100% reporting regular use of online payment methods after the program.

CAREER GROWTH



- Mechanics reported increased income levels post-training, with some testimonials highlighting a jump from ₹20-25K to ₹30-40K per month. Entrepreneurial motivation also surged, with 99.3% expressing a desire to establish their businesses.

WORKPLACE EFFICIENCY



- Adherence to 5S principles contributed to cleaner, more organised workspaces, improving operational efficiency and safety.



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 Eklavya program has had a significant impact on mechanics, improving both their professional and personal lives. Mechanics reported gaining enhanced technical skills, enabling them to repair advanced vehicles like electric and BS6 models. This improved knowledge has allowed them to diagnose and resolve issues more efficiently. Safety practices have also improved, with mechanics consistently following safety protocols and maintaining cleaner workspaces. This has led to fewer workplace accidents and a more organised environment, boosting productivity. Financially, the program has helped mechanics better manage their income, with many reporting increased earnings. It also encouraged better saving habits and greater adoption of digital payment systems, contributing to their financial security. In terms of customer service, mechanics now communicate more effectively, strengthening customer trust and loyalty.


SUSTAINABILITY

The Eklavya program has fostered long-term sustainability by empowering mechanics with advanced technical skills, financial literacy, and enhanced safety practices. Mechanics now adhere to industry safety standards, maintaining cleaner work environments and using appropriate protective equipment, reducing workplace accidents and increasing productivity. The program's focus on digital literacy and financial management has helped mechanics better manage their earnings, save money, and reduce reliance on cash transactions. Strong partnerships with mechanic associations, local businesses, and training centres continue to support the program, fostering long-term impact and alignment with national skill development initiatives.



Relevance



Coherence



Effectiveness



Efficiency



Impact



Sustainability

CHAPTER 9

RECOMMENDATIONS



STRENGTHEN POST-TRAINING SUPPORT AND FOLLOW-UP

While the program has successfully imparted essential skills and knowledge, continuous support post-training can ensure sustained behavioural changes. It is recommended that a follow-up mechanism be introduced where mechanics receive refresher courses or technical updates periodically. This could be in the form of workshops, webinars, or field visits to address challenges and share new developments in the industry.



ENHANCE PEER-LED TRAINING INITIATIVES

The program can benefit from establishing peer-led training initiatives, where experienced mechanics who have completed the Eklavya program can conduct training sessions for their peers. This approach not only fosters a sense of community but also allows for tailored training that addresses specific challenges faced by local mechanics.



USING TECHNOLOGY FOR TRAINING DELIVERY

Incorporating technology into the training delivery can significantly enhance learning outcomes. The use of video content, online modules, and mobile applications can provide mechanics with flexible learning options. This would allow them to revisit training materials at their convenience, ensuring better retention of knowledge and skills. Additionally, creating a digital platform for sharing best practices and troubleshooting tips can facilitate ongoing learning and collaboration among mechanics.

CHAPTER 10

CONCLUSION

The program, supported by Castrol India Limited, has made a profound impact on the lives of mechanics in India, particularly those from disadvantaged socio-economic backgrounds. Through a comprehensive approach that includes technical training, behavioural change initiatives, and financial literacy education, the program has effectively addressed key challenges faced by mechanics, such as limited formal education, inadequate skills, and poor working conditions. The training has led to significant improvements in technical competencies, with mechanics reporting enhanced proficiency in areas such as engine repairs, lubrication systems, and safety practices.

Moreover, the program has fostered positive behavioural changes, including improved hygiene practices and customer relations, which have contributed to increased customer satisfaction and loyalty. The emphasis on financial literacy has empowered mechanics to manage their finances more effectively, leading to increased savings and the adoption of digital payment methods. This financial empowerment has not only improved their economic stability but also enhanced their overall quality of life.



CSR Impact Assessment Report

Castrol Sarathi Mitra Program for Truck Drivers



SoulAce
Path to Sustainability

SOULACE CONSULTING PVT. LTD.

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01. ABBREVIATIONS

CSR	Corporate Social Responsibility
HMV	Heavy Motor Vehicles
NGO	Non-Governmental Organization
PMJAY	Pradhan Mantri Jan Arogya Yojana
PMSBY	Pradhan Mantri Suraksha Bima Yojana
PMJJBY	Pradhan Mantri Jeevan Jyoti Bima Yojana
RSBY	Rashtriya Swastha Bima Yojana
RTO	Regional Transport Office
SDG	Sustainable Development Goal
STD	Sexually Transmitted Disease

02. EXECUTIVE SUMMARY

PROJECT BACKGROUND

The Castrol Sarathi Mitra program, launched by Castrol India Limited in collaboration, addresses critical road safety and socio-economic challenges faced by truck drivers in India. With a focus on enhancing the skills and awareness of drivers, the program provides comprehensive training on safe driving practices, health education, and financial literacy. The initiative has significantly improved their knowledge of road safety, vehicle maintenance, and access to government welfare schemes. The program's impact is evident in the substantial reduction of unsafe driving behaviours, increased adherence to safety protocols, and enhanced health consciousness among participants. Notably, adopting digital payment methods has surged, empowering drivers with greater financial independence. The program has fostered a culture of safety and well-being, contributing to the long-term sustainability of the trucking sector, and improving the quality of life for drivers and their families.

PROJECT ACTIVITIES

The project has the following key components:



Training truck drivers on road safety, vehicle maintenance, and safe driving practices.



Conducting financial and digital literacy sessions to enhance transaction skills.



Providing health check-ups, vision screenings, and distributing spectacles.



Raising awareness about government schemes and assisting in enrollment.

DESIGN SNAPSHOT



Beneficiaries

Truck drivers



Total Budget

₹8,67,00,000/-



Implementing partner

Seed Learnet, Synergie and Seed CSR



Project name

Castrol Sarathi Mitra



Financial year of impact assessment

FY 2024



Sampling methodology

Descriptive sampling



Project locations

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



Research design

Random stratified sampling



Number of beneficiaries

33,335 truck drivers



Sample size

450 truck drivers





SDG



KEY PERFORMANCE INDICATOR OF THE PROGRAM

Component	Indicators	Findings	Outcomes and Impact
 Mobilisation and Outreach	Awareness generation	<ul style="list-style-type: none"> Strong community partnerships, fleet owners. Essential resources and training spaces provided. No dropouts. 	<ul style="list-style-type: none"> Increased awareness and participation of the truck drivers. Enhanced awareness and outreach.
	Health and Vision Support Health check-ups and vision support	<ul style="list-style-type: none"> 98.7% of the respondents participated in eye screening camps, 46.3% were diagnosed with myopia, and 32.1% with hyperopia. 	<ul style="list-style-type: none"> Improved vision for truck drivers, leading to safer driving and reduced eye strain.
 Health and Vision Support	Distribution of corrective glasses	<ul style="list-style-type: none"> 40.5% of the respondents received corrective glasses after attending the eye screening camp. 	<ul style="list-style-type: none"> Enhanced visual acuity among truck drivers, contributing to better road safety and driving performance.
	 Government Welfare Scheme Education	Awareness of government schemes	<ul style="list-style-type: none"> 68.9% of the respondents credited Castrol's Training Program for their participation in government schemes to a large extent, while 28.4% attributed it to some extent.
Enrollment rates in key government schemes		<ul style="list-style-type: none"> 47.0% of the respondents enrolled in PMJAY, 39.2% in PMSBY, and 13.8% in RSBY. 	<ul style="list-style-type: none"> Enhanced access to social security and health coverage, improving drivers' financial stability and well-being.
 Training Design and delivery	Structure efficiency	<ul style="list-style-type: none"> The training was structured to last up to three hours, and refresher training was for 2 to 2.5 hours. 	<ul style="list-style-type: none"> The program's structure enabled participants to quickly acquire targeted skills, supporting efficient skill development.
	Modality of delivery	<ul style="list-style-type: none"> All sessions were conducted in person and enhanced with visual presentations and aids to keep them engaging. 	<ul style="list-style-type: none"> Enhanced engagement and information retention, leading to a greater impact on the truck drivers' skills and awareness.
 Health Education and Lifestyle Training	Health Check-ups and Physical Activity	<ul style="list-style-type: none"> 98.7% of the respondents reported that they now undergo annual health check-ups, a marked improvement from only half of the respondents doing so prior to the training. 92.3% of the respondents engage in regular exercise every day, compared to just 33% before the training sessions. 	<ul style="list-style-type: none"> Enhanced health awareness and consciousness about healthier lifestyles among truck drivers.
	Dietary Habits	<ul style="list-style-type: none"> Before the training, 62.7% of the respondents ate unhealthy roadside food, and 43% preferred freshly cooked meals. After the training, unhealthy food consumption dropped to 8.3%, while freshly cooked meals increased to 89.7%. 	<ul style="list-style-type: none"> Improved healthier eating habits among truck drivers.

Component	Indicators	Findings	Outcomes and Impact
Road Safety and Safety Gear Training	Safe Driving Practices	<ul style="list-style-type: none"> Before the training, 34.0% of the respondents used blinkers, which increased to 87.3%, and speed limit adherence rose from 43.0% to 94.0%. Phone use while driving dropped from 61.3% to 12.0%, and 84.0% now avoid drinking alcohol while driving. 	<ul style="list-style-type: none"> The program has resulted in improved safer practices while driving, leading to safer.
	Safety measures	<ul style="list-style-type: none"> Before the training, 48.0% of the respondents performed regular tyre checks, which increased to 99.0%, and routine fuel leakage checks rose from 33.7% to 88%. 	<ul style="list-style-type: none"> Enhanced proactive safety measures among truck drivers.
Digital Literacy Training	Digital Payment Methods	<ul style="list-style-type: none"> 47.3% of drivers were using digital payment methods before the training, with usage increasing to 97.3% post-training. 	<ul style="list-style-type: none"> Improved financial autonomy and convenience for truck drivers, reducing dependency on cash.
	Confidence in Digital Transactions	<ul style="list-style-type: none"> 88.0% of the drivers became confident in making digital payments independently, with 77.0% no longer needing to visit a bank for cash withdrawals. 	<ul style="list-style-type: none"> Empowered drivers with the skills to perform transactions safely and securely using digital methods.

CHAPTER 3

INTRODUCTION



Transport and Fleet owners Office

BACKGROUND & NEED OF THE PROGRAM

In recent years, road safety has become a critical issue in India, particularly concerning commercial transportation. The country has seen a troubling increase in road accidents, with heavy motor vehicles (HMVs) playing a significant role in these incidents. Reports indicate that India accounts for a large portion of global road fatalities, with commercial vehicles frequently being involved. This alarming trend highlights the urgent need to improve the skills and awareness of truck drivers, who are central to the transportation sector. Truck drivers face various challenges, including a lack of formal training and education, which can lead to unsafe driving habits and a limited understanding of road safety regulations. Additionally, their work is demanding, involving long hours on the road, limited access to proper rest facilities, and pressure to meet tight deadlines. These factors contribute to fatigue and impaired decision-making. Moreover, the unregulated nature of the trucking industry often results in insufficient support systems for drivers, making them vulnerable to exploitation and health issues.

To tackle these issues and foster the holistic development of truck drivers, Castrol India Limited launched its flagship program, Sarathi Mitra, in 2017. This Corporate Social Responsibility (CSR) initiative aims to integrate truck drivers into the Castrol Sarathi Mitra ecosystem for long-term engagement, focusing on promoting safe driving practices, encouraging healthy lifestyles, and providing financial empowerment for drivers and their families. The main goal of the Sarathi Mitra training Program is to enhance road safety and significantly reduce accidents involving Castrol India Limited's fleet. By offering extensive training on safe driving techniques, the program seeks to instill a culture of safety among employees and drivers, covering defensive driving, traffic regulations, and the importance of vehicle maintenance.

OBJECTIVES OF THE PROGRAM



To improve road safety and reduce the number of accidents involving Castrol India Limited's fleet.



To reduce fuel consumption and carbon emissions by training drivers in fuel-efficient driving techniques.

ABOUT CASTROL INDIA LIMITED

Castrol, a global leader in lubricants and oils, is a subsidiary of bp and has been a trusted name in the automotive and industrial sectors for more than a century. Established in 1899, Castrol is well-known for its high-performance products that serve a wide range of industries, including automotive, marine, and manufacturing.

With its headquarters in the United Kingdom, Castrol operates in over 100 countries and is recognised for its innovation, reliability, and commitment to sustainability. In line with its dedication to creating a positive impact, Castrol India focuses on delivering lasting value to the communities it serves. The company is committed to improving the lives of truck drivers and mechanics, aiming to equip these vital workers with the skills and knowledge needed to face current challenges and take advantage of future opportunities. Through comprehensive programs that emphasise upskilling, financial literacy, and entrepreneurship, Castrol India is helping these workers build sustainable livelihoods. With a rich history of over 120 years and a strong emphasis on sustainability and community development, Castrol continues to be a leader in providing high-quality lubricants while making a meaningful contribution to the mobility sector and the communities it supports.



INTERACTION WITH OPEARTION HEAD OF SYNERGIE

CHAPTER 4

RESEARCH METHODOLOGY

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, such as sampling, data collection, data analysis, and statistical testing. Proper research methodology ensures effective and efficient execution of various stages of research and achieving the objectives set.

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. Every Social Impact Assessment study needs to have a well-crafted methodology to accomplish the objectives of the study 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 centres across the country.

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

OBJECTIVES OF THE STUDY

The primary objectives of the study were to:



To evaluate the immediate impacts of the program implemented and assess the enduring impacts of the program.



To measure the extent to which the program has contributed to the well-being of truck drivers.



To provide insights into the strengths and areas for improvement of the program implementation.

DEFINITION OF THE RESEARCH

Research can be described as a logical and systematic search for new and useful information on a particular subject. Social science research refers to the systematic activity of gaining new understanding by following scientific principles and methods to minimise bias and subjectivity. It is contrary to writing something based on assumptions or speculations. Though information on certain facts can also be gained through common sense and based on general observation and hearsay, those facts will not be considered valid until they have been obtained in a methodical manner, which can stand the test of time.

The defining characteristics of scientific research are objectivity, ethical neutrality, reliability, testability, and transparency. The identification of the research problem provides the starting point of research, which is then defined and redefined through a proper review of the literature on the problem or deliberations with research experts and knowledgeable others in the subject matter of interest.

USE OF MIXED METHODOLOGY FOR MAXIMUM INSIGHTS

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.

APPLICATION OF QUANTITATIVE TECHNIQUES

In quantitative research, standardised instruments such as questionnaires and interview schedules are employed to collect data.

Though the information that is obtained is easily amenable to various statistical measures and tests. The quantitative methods facilitated the collection and analysis of numerical data, yielding statistical insights and identifying trends.

APPLICATION OF QUALITATIVE TECHNIQUES

Qualitative research can only unravel enriched and hidden information that may not be evident on the face of it. The qualitative approach is distinguished by deeper probing and flexibility, and it can yield massive amounts of data that were not anticipated when the research was initiated. The qualitative component delved into subjective experiences and perspectives, providing a nuanced understanding of participant views.

PROJECT EVALUATION FRAMEWORK

After the collection of relevant information and perceptions through interviews, the OECD framework was followed/applied, which has six evaluation criteria - relevance, coherence, efficiency, effectiveness, impact, and sustainability for each of the indicators.

The study's research design was descriptive, aiming to present a detailed analysis and exploration of the various facets of the Castrol-supported program. Descriptive research is apt for creating an overview, discerning patterns, and grasping the current state of affairs. By integrating both qualitative and quantitative research methodologies within a descriptive framework, the study aimed to deliver a thorough evaluation of the program, elucidating its impact, and suggesting avenues for enhancement. This methodological blend ensured a holistic examination of the subject, lending both depth and breadth to the findings and bolstering the study's credibility.

ENSURING TRIANGULATION

To enhance the reliability and validity of its findings, the study implemented various triangulation techniques. Data triangulation was achieved through gathering information from diverse sources, including field notes, interviews

with beneficiaries, interactions with community members, and feedback from project volunteers. This extensive data collection facilitated a comprehensive evaluation of the program's impact. Methodological triangulation was also employed, utilising a variety of research methods such as surveys, interviews, and focus group discussions. This approach allowed for cross-verification of information and helped mitigate potential biases. Through these triangulation strategies, the study ensured a robust and dependable analysis, reinforcing the trustworthiness of its findings.

KEY STAKEHOLDERS



Project coordinators and center in charge of the implementing partner



Trainers of Sarathi Mitra



Truck drivers

RESEARCH DESIGN



Name of the project

Castrol Sarathi Mitra



Implementing organization

Seeds Larnet Synergie and Seed CSR



Research design used

Descriptive



Sampling technique

Random stratified sampling



Sample size

450 truck drivers



Qualitative method used

Semi-structured interviews, FGDs with truck drivers, testimonials with key stakeholders

STUDY TOOLS

Questionnaires for primary beneficiaries -

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.

Questionnaires for secondary beneficiaries and stakeholders -

A semi-structured questionnaire was developed for each type of sample of this group. Stakeholders were identified across the focus areas. One-on-one discussions were conducted with beneficiaries to prepare case studies.

ENSURING COMMITMENT TO RESEARCH ETHICS

The impact evaluation adhered to a strong ethical framework, ensuring responsible and ethical research practices. Participants' rights and well-being were prioritised at every stage of the study. Informed consent was obtained by clearly explaining the study's objectives, procedures, potential risks, and benefits, allowing participants to make fully informed decisions after addressing any questions. Confidentiality was strictly maintained, with data securely stored, accessible only to authorised personnel, and participant identities protected through anonymisation or coding techniques. Participation was entirely voluntary, free from any form of coercion, ensuring autonomy and respect for individual choice. Participants were consistently treated with respect, dignity, and fairness, prioritising their well-being. Support or assistance was readily available whenever needed to ensure their comfort and safety throughout the research process.



CHAPTER 5

ANALYSIS OF THE PROGRAM DESIGN

The program model was built around a structure designed to provide comprehensive road safety training to truck drivers, raising their awareness and competence in various aspects of road safety. The Sarathi Mitra program was implemented with a robust multi-city approach, managing training centres across India. The strategy emphasised continuous stakeholder engagement, partnerships with logistics companies, and active collaboration with government bodies to create a sustainable training ecosystem.



IMPLEMENTATION STRATEGY

The Sarathi Mitra program was executed through strategic collaboration with fleet owners, currently tied up with 150-plus partners. Fleet owners played a key role by identifying and sending drivers to training centres. Training sessions were designed to deliver impactful road safety education, supported by partnerships with logistics companies, government bodies, and community stakeholders.



TRAINEE SELECTION PROCESS

Drivers were selected in coordination with fleet owners who referred operational drivers for training. This ensured alignment with the needs of logistics partners while targeting untrained or high-risk drivers.



CRITERIA FOR SELECTION

Selection criteria focused on truck drivers actively engaged in logistics operations and those needing formal safety training. Fleet owners were instrumental in identifying eligible drivers. Female HMV drivers and underserved groups were also prioritised.



TRAINING CURRICULUM AND DELIVERY

The program's training model focused on delivering content tailored specifically to issues of road truck drivers, including road safety practices including educating drivers about defensive driving, adherence to traffic rules, and strategies to prevent accidents, health education sessions on improving lifestyle, digital and financial literacy and also coherence with the government schemes. The in-person training sessions utilised a mix of video-based learning and interactive discussions. Trainers addressed drivers' queries and provided practical insights on road safety, vehicle maintenance, and regulatory compliance. Activity-based learning and specialised modules (e.g., HIV awareness, Sukanya account opening) enriched the program.



TRAINING DURATION

Training sessions were lasting for 3 hours; refresher training was for 2 to 2.5 hours, including health check-ups.



CURRICULUM DESIGN

Module name	Content overview	Modality	Total no. of hours	Training aids
Safe driving practices	<ul style="list-style-type: none"> About the vehicle Work structure Marking and signals Driving in different areas 	Instructor-Led Training + interactive	60 min	Presentation and worksheets

Module name	Content overview	Modality	Total no. of hours	Training aids
Financial Literacy	<ul style="list-style-type: none"> Importance of savings Insurance and loan 	Instructor-Led Training	22 min	Presentation and case study model
Healthy Practices	<ul style="list-style-type: none"> Truckasanas (Yoga Session) Staying away from intoxicants Understanding HIV/AIDS 	Instructor-Led Training + interactive	22 min	Physical activities, exercise along with generic health check-ups



RESOURCE UTILIZATION

The program made efficient use of resources by staffing training centers with qualified trainers, while incorporating technology like videos to improve learning. By partnering with fleet owners, a consistent influx of drivers was ensured at the centres. Additionally, logistics companies provided support through vehicles and equipment for the training sessions. Events such as International Yoga Day and World AIDS Day helped maximise resource utilisation and broaden the program's impact.



MONITORING AND EVALUATION

The program's monitoring mechanisms effectively tracked participation and behavioural changes among truck drivers. Key metrics, such as increased adherence to daily safety checks and a reduction in risky behaviours, were closely monitored. The program's evaluation also included regular tracking of participants, with discussions involving key stakeholders, including the implementing organisation's manager, reporting no dropouts from the training events. Continuous learning and monitoring were ensured through regular collaboration with new fleet owners and the ongoing implementation of refresher training sessions.

Note: These inferences are further validated using data collected from surveys, stakeholder interactions, and actual site visits, which are discussed in the subsequent chapter.



ASSESSMENT OF THE PROGRAM MODEL



ADDRESSING REAL NEEDS

The Sarathi Mitra program addresses critical road safety and socio-economic challenges faced by truck drivers, including high accident rates, lack of safety awareness, and limited access to welfare schemes. The program's alignment with drivers' needs ensures both immediate and long-term impact on safety and livelihoods.



MODEL EFFICIENCY AND IMPLEMENTATION STRATEGY

The model is highly efficient, emphasising structured training through 3-hour sessions complemented by refresher courses to ensure continuous learning. The implementation strategy is meticulously planned, with each step building on the previous to optimise outcomes. Key elements, such as driver referrals from fleet owners, collaboration with logistics partners, engagement with community stakeholders, welfare scheme enrolment, and customised training modules, are systematically aligned to maximise impact. The program's efficiency is further evident in the active participation of truck drivers and the involvement of key stakeholders, promoting long-term sustainability.



OPTIMAL RESOURCE UTILISATION

Resource use is maximised by integrating technology, such as training videos, and leveraging partnerships with logistics companies for equipment and support. The focus on collaborations ensures cost-effectiveness and long-term program relevance.



MONITORING AND EVALUATION PLAN

Regular tracking of metrics, such as behavioural changes in safety practices and enrolment in welfare schemes, ensures robust evaluation. Collaboration with stakeholders minimises dropouts, while refresher training reinforces learning. Utilising a more robust Management Information System (MIS) would facilitate assessments and help establish impact more effectively. This improvement would support better data accessibility, streamline evaluations, and enable more accurate, timely reporting of outcomes.



PROGRAMME RATING BASED ON KEY PARAMETERS

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	4.2	<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	4.2	<ul style="list-style-type: none"> Improved vision Mental wellbeing Well informed for 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 profession Increased motivation

CHAPTER 6

KEY STUDY FINDINGS AND ASSESSMENT OF IMPACTS

This chapter compiles and analyses data from multiple sources to evaluate the overall impact and effectiveness of the program. It integrates qualitative and quantitative insights gathered through extensive surveys and detailed interactions with stakeholders. Drawing on diverse viewpoints, the chapter provides an in-depth analysis of how well the program has met its intended goals and contributed to long-term sustainability.

PRE-INTERVENTION STATUS

Pre-assessment survey of respondents has unveiled the intervention status of the program:



Discussions with stakeholders revealed that many truck drivers lacked formal education and professional training, resulting in unsafe driving practices and limited knowledge of road safety and vehicle maintenance. This lack of skills negatively impacted their safety.



Drivers faced gruelling schedules, spending extended periods on the road away from their families. The unorganised nature of the sector limited their access to essential amenities, proper rest, and healthcare, contributing to fatigue, health issues, and poor work-life balance.



During qualitative discussions with stakeholders, it was also revealed that truck drivers faced significant barriers in accessing the benefits of government schemes, further hindering their socio-economic well-being.



Discussion during FGDs with truck drivers has also reported issues faced in terms of safety before the intervention.

Category	Reasons for accidents
Mechanical Reasons	Setting the brake, tyre-fitting, brake failure, defective tyres, mechanical failures, headlight issues, steering failure, tyre blowouts, truck frame wear due to rash driving, wiper issues in the rain, unbalanced cargo, transmission failure, broken windshield wipers, poor vehicle maintenance, inadequate inspections.
Human Reasons	Drink and driving, driver fatigue, continuous driving, use of mobile, rash driving, driving on the wrong side, not using parking lights, not using indicators while turning, other drivers not following road safety rules, vehicles coming from the blind spot.
Safety Violations	Not using a seatbelt while driving, using a mobile while driving, not using a parking signal, drinking and driving, driving without a conductor/helper, being fined for not wearing a uniform, parking in no-entry zones, not using a reflector on the back of the truck, black marks in headlights, non-visible number plates, not using an authorised number plate by RTO.



GEOGRAPHICAL COVERAGE

The intervention was implemented across Delhi, Haryana, West Bengal, Uttar Pradesh, Gujarat, Maharashtra, Tamil Nadu and Kerala



OUTREACH AND INCLUSIVITY

Primary beneficiaries were truck drivers from the selected locations.

DEMOGRAPHY OF BENEFICIARY POPULATION

CHART 1: AGE WISE DISTRIBUTION OF RESPONDENTS

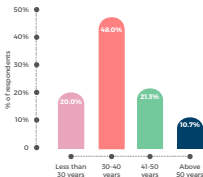


Chart 1 shows that nearly half (48%) of the study respondents were in the 30-40 years age group, followed by 21.3% who fell within the 41-50 years range. Additionally, 20% of the respondents were under 30 years old.

CHART 2: PERCENTAGE DISTRIBUTION OF RESPONDENTS BY THEIR MARITAL STATUS

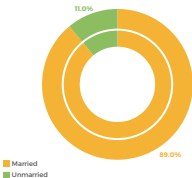


Chart 2 shows that majority (89%) of the total respondents were married. Around 11% of respondents were unmarried.

CHART 3: EDUCATION LEVEL OF RESPONDENTS

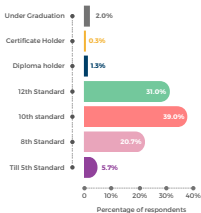


Chart 3 shows that 39% of the respondents have completed their 10th standard education, followed by 31% who have finished the 12th standard. Additionally, 20.7% of the respondents have completed their 8th standard, while 5.7% have only completed primary schooling. There were 2% of the respondents who had completed their under-graduation as well.

INTERACTION WITH BENEFICIARY



CHART 4: MONTHLY INCOME OF THE RESPONDENTS

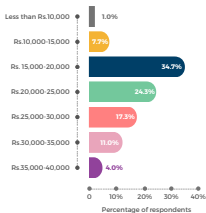


Chart 4 shows that 34.7% of respondents reported monthly income between Rs. 15000-20000. This is followed by closer to one-fourth (24.3%) of respondents who fall within the monthly income range of Rs20000-25000. Additionally, around 15% of respondents have a monthly income between Rs. 25000-35000.

WORK-RELATED FINDINGS

CHART 5: NO. OF YEARS FOR WHICH RESPONDENTS HAVE BEEN DRIVING

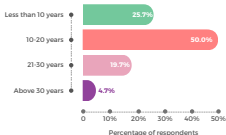


Chart 5 shows that half of the respondents have been working as truck drivers for 10-20 years, followed by approximately a quarter (25.7%) who have been driving for less than 10 years. Around 20% of the respondents have been driving for 21-30 years.

CHART 6: APPROX. DISTANCE COVERED EVERY DAY THROUGH DRIVING

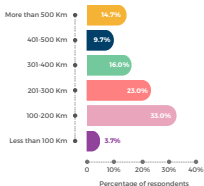


Chart 6 shows that 33% of the respondents drive between 100-200 km daily, followed by nearly a quarter (23%) who travel 200-300 km per day. Additionally, 14.7% of the respondents reported covering much longer distances of more than 500 km daily.

TRAINING SESSION FOR DRIVERS



CHART 7: DRIVING LOCATIONS OF THE RESPONDENTS

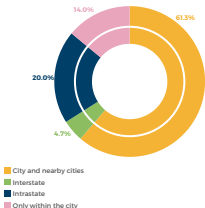


Chart 7 shows that the majority of respondents (61.3%) reported driving within the city and to nearby cities, followed by 20% who travel intrastate.

CHART 8: NO OF DAYS IN WEEK RESPONDENTS ARE ON ROAD BEFORE STATIONING THE VEHICLE

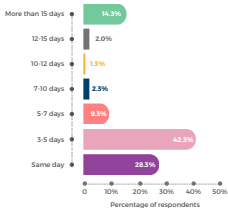


Chart 8 shows that less than half (42.3%) of the respondents reported being on the road for 3-5 days a week without stationing the vehicle, followed by 28.3% who indicated they were on the road for the entire day. Additionally, 14.3% of respondents reported being on the road for more than 15 days at a stretch without stationing the vehicle.



GOODIES PROVIDED TO THE DRIVERS

KEY INPUTS AND ACTIVITIES

The program intervention is designed to empower truck drivers through skill development, road safety education, financial literacy, and health support, enhancing their professional capabilities, well-being, and socio-economic status. Under this intervention, a range of activities have been conducted by the organisation.



MOBILISATION AND OUTREACH

The program utilised robust partnerships to strengthen its mobilisation and outreach efforts.



Ravindra Arwel, Head of Operations for the South-West region, highlighted the program's success, crediting strong partnerships with fleet owners and flexible outreach strategies. Since the program began, it has connected with over 1,000 fleet owners, building trust and ensuring consistent driver participation. He explained word-of-mouth mobilisation as the most used strategy for mobilisation, and it has effectively spread awareness, leading to zero dropouts.



Trainers and coordinators worked closely with fleet owners to identify and provide drivers for training. Word-of-mouth played a crucial role in raising awareness and attracting motivated participants. Collaboration with fleet owners further enhanced the program's reach and effectiveness.



HEALTH AND VISION SUPPORT

Given the nature of truck drivers' work, good vision is essential for road safety and accident prevention. Poor vision can lead to hazards such as difficulty identifying vehicles at night or in adverse weather, inability to read road signs or delayed reactions to pedestrians or animals crossing highways. Conditions like hyperopia, myopia, astigmatism, presbyopia, and cataracts can severely impair driving performance. Recognising this, the Sarathi Mitra program integrated vision check-ups as a critical component. This initiative provides comprehensive eye exams, distributes spectacles to those in need, and offers essential goodies to promote overall well-being, ensuring drivers are better prepared for the demands of their profession.

The program offers eye check-ups with free spectacles and distributes T-shirts, bags, masks, and reflective jackets to participants.

CHART 9: PARTICIPATION IN THE EYE SCREENING CAMP ORGANIZED BY NGO

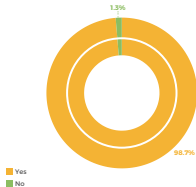


Chart 9 shows that the majority of respondents (98.7%) participated in the eye screening camp organised by the NGO, demonstrating strong engagement with the initiative.

CHART 10: VISION PROBLEM OF THE RESPONDENTS THAT THEY WERE IDENTIFIED WITH

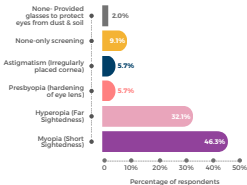


Chart 10 shows that less than half (46.3%) of respondents were identified with myopia (short-sightedness), followed by 32.1% diagnosed with hyperopia (far-sightedness). A smaller proportion, 5.7% each, reported having presbyopia and astigmatism.

CHART 11: WHETHER RESPONDENTS GOT POWER GLASSES AFTER VISION SCREENING

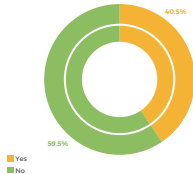


Chart 11 shows that of those respondents who received screening, a significant proportion (40.5%) power glasses after attending the camp.



SELF LEARNING KIOSK FOR TRUCK DRIVER

3



EDUCATING AND CONNECTING TO GOVERNMENT WELFARE SCHEMES

As part of the Sarathi Mitra program, truck drivers were introduced to various government schemes designed to improve their socio-economic status. The orientation provided them with key information about the benefits of these schemes and the process for enrollment. Details about important programs like 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) were shared with the participants. After the training, many truck drivers enrolled in these schemes, gaining access to vital financial and healthcare support. This initiative empowered drivers by increasing their awareness of available benefits, ultimately contributing to their overall well-being and security.

PM JAY (Ayushman Bharat):

The Pradhan Mantri Jan Arogya Yojana (PM JAY) provides health insurance coverage of up to ₹5 lakh per year for hospitalisation expenses. This scheme is free for eligible beneficiaries, primarily targeting low-income families across India, as it is fully funded by the government.

Pradhan Mantri Suraksha Bima Yojana:

This accident insurance scheme offers coverage of ₹2 lakh in case of death or permanent disability due to an accident and ₹1 lakh for partial disability. The annual premium for this scheme is ₹12, making it an affordable option for low-income individuals seeking financial protection against accidents.

Rashtriya Swasthya Bima Yojana (RSBY):

The RSBY offers health insurance for hospitalisation expenses, covering up to ₹30,000 per year for each family. This scheme is primarily aimed at Below Poverty Line (BPL) families, with the premium subsidised by the government. Beneficiaries typically pay a minimal registration fee, while the majority of the costs are borne by the government.

Pradhan Mantri Jeevan Jyoti Bima Yojana:

This life insurance scheme provides coverage of ₹2 lakh in case of death due to any cause. The annual premium for this scheme is ₹330, making it an affordable life insurance option for individuals in the lower-income group, with the government offering subsidies for enrollment.



STAKEHOLDERS SESSION

CHART 12: WHETHER RESPONDENTS WERE ORIENTED ABOUT VARIOUS GOV SCHEMES

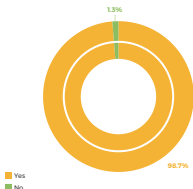


Chart 12 shows that a significant majority of the respondents (98.7%) were successfully oriented about a variety of government schemes available to them during the orientation program, demonstrating the program's effectiveness in raising awareness among truck drivers.

CHART 13: GOV SCHEMES IN WHICH RESPONDENTS GOT ENROLLED AFTER TRAINING

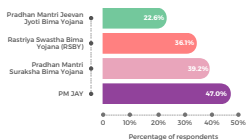


Chart 13 shows the enrollment in different government schemes after the training. Less than half (47%) of the respondents reported enrolling in the PMJAY (Pradhan Mantri Jan Arogya Yojana) scheme, followed by 39.2% who enrolled in the Pradhan Mantri Suraksha Bima Yojana. A smaller proportion, 13.8%, enrolled in the Rashtriya Swasthya Bima Yojana (RSBY).

The survey revealed that 68.9% of respondents credited Castrol's Training Program for their participation in government schemes to a large extent, while 28.4% attributed it to some extent.



TRAINERS CONDUCTING ORIENTATION

4



EDUCATION SESSIONS ON ROAD SAFETY PRACTICES, DIGITAL SKILLS, AND HEALTH EDUCATION

As part of the Sarathi Mitra program, sessions on road safety practices, digital skills, and financial literacy were conducted to equip truck drivers with essential knowledge and skills to improve their professional and personal lives.

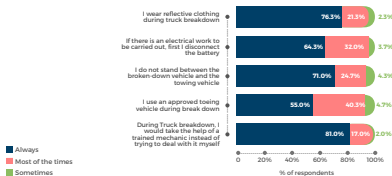
Road Safety Practices:

The road safety sessions focused on educating drivers about defensive driving, adherence to traffic rules, and strategies to prevent accidents. Drivers were taught to recognise road hazards, maintain safe distances, and be vigilant while driving, particularly in challenging conditions such as night driving or adverse weather. These sessions aimed to instil a culture of safety, reducing the risk of accidents and improving road safety awareness.

Discussions with stakeholders highlighted several common vehicle maintenance issues among truck drivers, including brake malfunctions, defective tyres, and mechanical failures like steering or transmission problems. Additionally, truck frames often weaken due to rash driving, and issues like headlight malfunctions, wiper problems, and unbalanced cargo further increase accident risks. Poor vehicle maintenance and inadequate inspections exacerbate these challenges. On the road, unsafe practices such as drinking and driving, driver fatigue, and mobile phone use are prevalent, along with rash driving and failure to use indicators or seatbelts, all contributing to accidents.

To address these concerns, the organisation conducted sessions focusing on improving road safety and vehicle maintenance awareness among truck drivers.

GRAPH 14: PRECAUTIONS TAKEN DURING VEHICLE BREAK DOWN



The Sarathi Mitra program highlights the importance of involving trained mechanics during vehicle breakdowns, as untrained drivers attempting trial-and-error repairs can often exacerbate the issue. Chart 14 shows that 81% of truck drivers consistently sought assistance from trained mechanics, while 17% did so most of the time. Drivers were also trained to use only authorised towing vehicles during breakdowns. It was found that 55% of drivers always adhered to this guideline, and 40.3% followed it most of the time. Additionally, drivers were warned against standing between the breakdown vehicle and the towing vehicle due to the potential risk of collision. Among respondents, 71% stated they always followed this precaution, while 24.7% did so most of the time. Awareness of the risks of not disconnecting the battery before performing electrical work was noted among drivers, with 64.3% always taking this precaution and 32% doing so most of the time. Drivers also emphasised the importance of reflective clothing to enhance visibility at night or in low-light conditions. In response, 76.3% reported always wearing reflective clothing during breakdowns, while 21.3% did so most of the time.

The survey revealed that 73% of respondents credited Castrol's Training Program for their awareness of safety precautions during vehicle breakdowns.

Digital Skills and financial literacy:

The Sarathi Mitra program included a component to educate truck drivers on digital transactions. This training helps drivers reduce the need to carry large amounts of cash, which can be risky due to theft or loss. Digital payments provide convenience, allowing drivers to easily access cash at gas stations, pay tolls, and cover roadside repairs without needing to visit a bank frequently. The program introduced various digital payment methods, including debit cards, credit cards, UPI, and mobile wallets, to enhance drivers' financial capabilities.

Health education sessions:

As part of the Sarathi Mitra Training Program, truck drivers were educated on healthy living practices, including the importance of maintaining a balanced diet and incorporating regular exercise into their daily routine. The program also raised awareness about the risks of sexually transmitted diseases (STDs) and provided guidance on preventive measures. These activities aimed to empower drivers to make healthier lifestyle choices, improve their physical well-being, and reduce the long-term health risks associated with their profession.

The survey found that 76% of respondents attributed their change in attitude towards drunk driving to Castrol's Training Program.

“

Before joining the Sarathi Mitra training, I struggled with managing my finances, which made life difficult for me and my family. After the training, I learned about road safety, financial literacy, and staying fit. I started saving money regularly. This has helped improve my financial situation and overall well-being. I'm thankful for the training.

Md. Suhail, a truck driver with 10 years of experience

”

“

I have been driving trucks for 16 years, currently working with Skyways Transport. After attending the Castrol Sarathi Mitra refresher training in Delhi, I learned things that have helped me in several situations. For example, during a heavy rainstorm on the highway, the training taught me how to adjust my speed, maintain a safe distance, and use my headlights properly, allowing me to navigate through safely. I'm grateful for the knowledge and skills gained, which have made me a safer and more informed driver.

Ajay Kumar Sharma, truck driver, Delhi

”

“

Mr. Anil Tyagi, Senior Manager, Delhi NCR, expressed his satisfaction with the Sarathi Mitra training program, which was conducted at the Panipat centre for their drivers. He praised the comprehensive training content, which covered road safety, health and well-being, as well as financial literacy. He further requested Synergie to extend the training program to their plants in Rewari and Modinagar, emphasising its value in improving driver awareness and safety. Mr. Tyagi thanked Synergie and Castrol for their continued support and expressed his eagerness to continue the collaboration for more such training initiatives in the future.

Mr. Anil Tyagi, Senior Manager, Delhi NCR

”



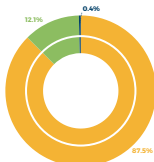
**YOGA SESSIONS
AT WAREHOUSE**

KEY IMPACTS



ENHANCED QUALITY OF WORK-LIFE AMONG TRUCK DRIVERS

CHART 15: LEVEL OF IMPROVEMENT IN VISION AFTER GETTING VISION CARE



- Vision has improved to a larger extent
- Vision has improved to some extent
- There is no improvement in vision

Chart 15 shows that a significant majority of respondents (87.5%) reported substantial improvements in their vision, while 12.1% observed some degree of improvement. The free eye check-ups helped the drivers identify their refractive errors and provided corrective glasses, leading to reduced eye strain. This improvement in vision contributed to their enhanced ability to stay alert and focused while on the road, leading to safer driving conditions.

“

Every day, I drive at least 300 km, which is very exhausting. I had been wearing glasses for 5-8 years but never checked my vision again after the initial eye test and getting the glasses. I used to ignore wearing them, which led to my vision worsening. I never found the time to visit a clinic to update my prescription. However, the vision camp organised by Castrol Sarathi Mitra helped me get the right glasses for my eyes. The doctor advised me to wear them at all times, and I now understand how crucial good vision is for safe driving. Since I started wearing the correct glasses, I've noticed a huge improvement in my vision. I'm thankful to Castrol for organising the vision camp.

”

FGD with truck drivers has also reported that one of the key improvements observed among drivers was the reduction in fines for violations like not using an authorised number plate by the RTO. Previously, drivers faced fines ranging from ₹2,000 to ₹5,000 over six months. However, after completing the training and adhering to road safety regulations, the fines have been significantly reduced from ₹1,000 to ₹1,200.

INTERACTION WITH BENEFICIARY





ENHANCED SAFETY

CHART 16: EXTENT TO WHICH DRIVING HAS BECOME SAFER NOW

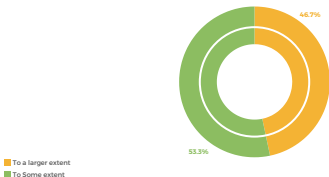


Chart 16 shows that nearly half of the respondents (46.7%) reported that their driving has become much safer due to improved vision, while 53.3% stated that their driving has become safer to some extent. These results highlight a significant improvement in road safety, with the enhanced visual acuity allowing drivers to better perceive their surroundings. Beneficiaries expressed that with clearer vision, they now feel more confident and secure on the road, contributing to their overall safety and the safety of others.

CHART 17: PRACTICE OF CHECKING TYRES, FUEL LEAKAGE PRIOR DRIVING- BEFORE AND AFTER INTERVENTION

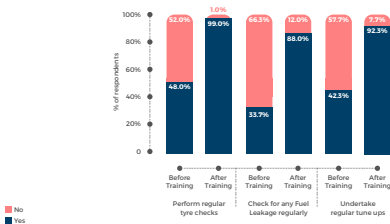


Chart 17 shows a significant improvement following the intervention. Before the training, only 48% of respondents conducted regular tyre checks before driving, which rose to 99% afterwards. Similarly, routine fuel leakage checks increased from 33.7% pre-training to 88% post-training, a substantial improvement in proactive safety measures due to the training program.

CHART 18: PRECAUTIONS BASED ON WEATHER CONDITIONS, UNFORESEEN CIRCUMSTANCES ON THE ROAD- BEFORE AND AFTER INTERVENTION

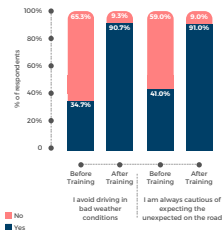


Chart 18 shows the training's significant impact on safety behaviour. Before the program, only 34.7% avoided driving in bad weather, which increased to 90.7% afterwards. Similarly, caution in anticipating unexpected road events rose from 41% to 91%. This highlights a strengthened precautionary mindset, ensuring improved safety.

CHART 19: PRECAUTIONS BASED ON USAGE OF BLINKERS AND SPEED LIMIT- BEFORE AND AFTER INTERVENTION

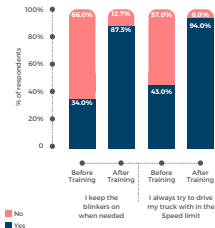


Chart 19 shows the program's impact on safe driving practices. Before the training, only 34% of

respondents used blinkers, when necessary, which rose to 87.3% afterwards. Similarly, adherence to speed limits increased from 43% to 94%, reflecting a significant shift towards safer driving habits.

CHART 20: PRECAUTIONS BASED ON USAGE OF MOBILE PHONE WHILE DRIVING- BEFORE AND AFTER INTERVENTION

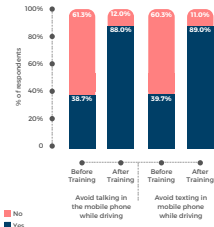


Chart 20 shows the impact of training on reducing mobile phone use while driving. Before the training, 61.3% reported talking on the phone while driving, which dropped to 12%. Likewise, texting while driving decreased from 60.3% to 11%, indicating improved focus and safer driving practices.

HEALTH CHECK UP OF BENEFICIARY



CHART 21: DAILY CHECKS IN A VEHICLE- BEFORE AND AFTER INTERVENTION

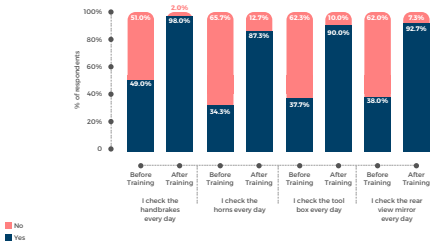


Chart 21 shows a remarkable improvement in daily safety checks following the training. Daily handbrake checks increased from 49% to 98%, toolbox checks rose from 37.7% to 90%, and rearview mirror checks improved from 38% to 92.7%. This reflects heightened vigilance and adherence to safety protocols.

The FGD with truck drivers revealed that mechanical problems, such as brake failure, defective tyres, and unbalanced cargo, were common contributors to accidents. Drivers also highlighted the risks associated with fatigue, mobile phone use, and driving under the influence of alcohol. Many emphasised the importance of adhering to road safety regulations, including wearing seat belts, avoiding mobile usage, and ensuring proper vehicle maintenance. Concerns about driving in challenging weather conditions, such as fog, rain, and hilly terrain, were also raised. Drivers noted that their understanding of road safety had greatly improved after the training, resulting in better vehicle inspections and more disciplined lane management, particularly on highways and expressways.

“

Before the Castrol Sarathi Mitra program, I faced many issues but wasn't fully aware of how to anticipate them or take the necessary precautions. The program educated me about various safety issues that could occur with trucks on the road. It helped me understand how to address these issues and take the right steps to minimise them as much as possible.

Shanti Lal Kharol, 38 years old truck driver, Panipat

”



IMPROVED CONSCIOUSNESS OF HEALTH

CHART 22: HEALTH RELATED PRACTICES BEFORE AND AFTER TRAINING

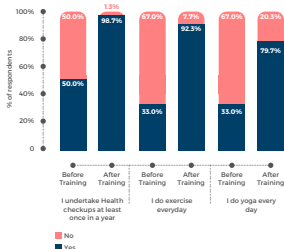


CHART 23: DIETARY PRACTICES BEFORE AND AFTER TRAINING

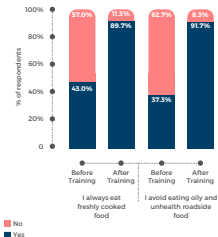


CHART 24: SAFE DRIVING PRACTICES BEFORE AND AFTER TRAINING

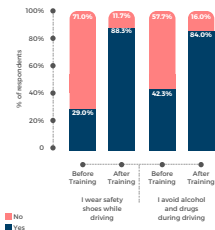
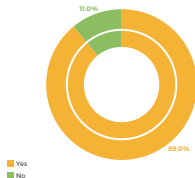


CHART 25: WHETHER UNDERSTAND RISK OF STDs AFTER TRAINING PROGRAM



- Chart 22 shows the positive impact of the project intervention on the health consciousness of the respondents. A significant majority (98.7%) reported that they now undergo annual health check-ups, a marked improvement from only half of the respondents doing so prior to the training. Additionally, there has been a notable increase in physical activity, with 92.3% of respondents engaging in regular exercise every day, compared to just 33% before the training sessions. These improvements highlight the project's effectiveness in enhancing health awareness and promoting healthier lifestyles among truck drivers.

- Chart 23 shows a significant shift in the dietary habits of the respondents following the training. Prior to the intervention, nearly two-thirds (62.7%) of the respondents reported consuming oily and unhealthy roadside food, while around 43% preferred freshly cooked meals. However, after the training, the percentage of respondents who reported eating unhealthy food dropped drastically to 8.3%. Meanwhile, the proportion of respondents eating freshly cooked meals rose to 89.7%. This change reflects the effectiveness of the training in promoting healthier eating habits among truck drivers.
- Chart 24 shows significant improvements in safety practices among truck drivers following the intervention. Before the training, only 29% of respondents wore safety shoes while driving, but this number surged to 88.3% after the intervention. Truck drivers noted safety shoes offer impact resistance, helping to protect the feet from injuries during accidents. Furthermore, prior to the intervention, only 42.3% of respondents reported avoiding drinking while driving. After the session, this figure increased to 84%, indicating a substantial improvement in responsible driving behaviour. These changes reflect the effectiveness of the program in enhancing safety awareness and practices among truck drivers.
- Chart 25 shows that 89% of respondents reported a clear understanding of the risks associated with STDs after participating in the training, indicating improvement in health education, highlighting the program's success in addressing an often-overlooked aspect of truck drivers' health.

The Sarathi Mitra training program has had a significant impact on truck drivers, greatly improving their self-awareness regarding health. Participants showed notable progress in health consciousness, including more frequent health check-ups, regular exercise, and healthier lifestyle choices. The program effectively promoted better eating habits, enhanced safety practices, and increased awareness of sexual health risks, encouraging drivers to take proactive measures for their physical and mental well-being, ultimately fostering a more responsible and healthier lifestyle both on and off the road.



**TRUCK DRIVERS
DURING SESSIONS**



IMPROVED FINANCIAL AND DIGITAL LITERACY

CHART 26: AWARENESS ON DIGITAL PAYMENT METHODS BEFORE AND AFTER TRAINING

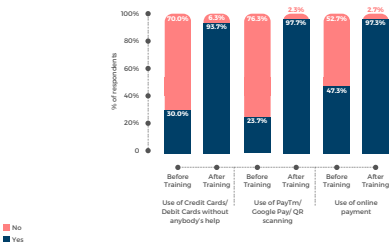


Chart 26 shows a significant impact of the intervention on the adoption of digital payment methods among truck drivers. Before the intervention, less than half (47.3%) of the respondents were using online payment methods. However, after the intervention, this number increased to 97.3%. Additionally, the use of platforms like PayTm, Google Pay, or QR scanning saw a sharp rise from 23.7% to 97.7%. This demonstrates a notable improvement in digital literacy and the adoption of cashless transactions among truck drivers, empowering them to manage finances more effectively and securely.

CHART 27: PERCEPTION OF BENEFICIARIES ON AWARENESS AND BEHAVIOUR ON DIGITAL FINANCIAL LITERACY

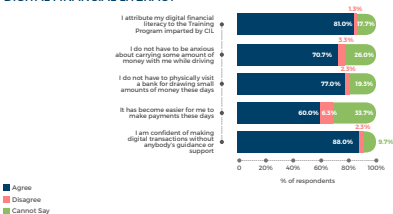


Chart 27 shows the positive impact of the intervention on truck drivers' confidence and comfort with digital transactions. After the training, 88% of respondents reported feeling confident in making digital transactions independently, while 77% no longer needed to visit a bank to withdraw money. Additionally, 70.7% felt less anxious about carrying large amounts of cash while travelling. Furthermore, 60% found it easier to make monetary transactions through digital methods. This indicates a significant improvement in digital literacy, enhancing financial independence and convenience for truck drivers.



CASE STUDY

Chandrakant Kakolde is a truck driver who works on the Kolkata to Dewas route, covering 400 to 600 kilometres a day. He comes from a joint family and has a son in 4th grade, whom he hopes will not follow in his footsteps as a truck driver. His father, who also drove trucks, did not want him to take on the profession due to its difficulties, but his two younger brothers followed his example and became drivers themselves. He has been working without a helper, driving 17 to 18 hours a day, which has taken a toll on his physical and mental well-being.

After attending the Sarathi Mitra program, he learned valuable lessons that changed his approach to driving. One key takeaway was the importance of taking short breaks during long driving hours. The program taught him the benefits of resting in safe, designated parking lots, even for a brief time, to refresh his mind and body. This has become a critical practice for him, as he now understands that even short pauses can make long trips safer and more manageable. Before the program, he hadn't prioritised taking breaks, but now, it is a vital part of his routine.

In addition to this, the Sarathi Mitra program addressed several other safety aspects that he had only vaguely understood before. He recognised the importance of such training programs, particularly for young drivers who are just starting out in the profession. Chandrakant found the program to be beneficial, as it helped him gain a deeper understanding of the safety practices that all drivers should follow. He now feels more confident and aware of the risks involved in his work and how to mitigate them. The program has had a positive impact on his driving habits and overall well-being, ensuring that he can continue his career while taking better care of himself.



IMPACT CREATED ACROSS MULTIPLE LEVELS



INDIVIDUAL LEVEL

- Truck drivers have reported improved awareness of road safety practices, significantly reduced the risk of accidents, and improved personal safety.
- Many drivers have experienced better health outcomes through fitness awareness and access to health check-ups, including vision correction and free spectacles.
- Financial literacy training has empowered drivers to save money and manage finances effectively.



HOUSEHOLD LEVEL

- Better financial management and increased awareness of government welfare schemes have led to improved family well-being and stability.
- Enhanced health and safety of drivers have ensured greater household security and reduced risks of income loss due to accidents or health issues.



COMMUNITY LEVEL

- Collaboration with fleet owners and logistics partners has fostered a safer and more disciplined trucking community, with drivers adhering to road safety rules.



STATE LEVEL

- The program has contributed to state-level road safety awareness campaigns, aligning with state initiatives to reduce accidents and improve transport safety.



NATIONAL LEVEL

- The program aligns with national road safety goals and welfare initiatives such as the National Road Safety Strategy and social welfare schemes like PM Jan Dhan Yojana.

SUSTAINABILITY

The Sarathi Mitra program fosters lasting behavioural changes in drivers, emphasising adherence to road safety rules and improved vehicle maintenance, leading to safer roads and fewer accidents. Active involvement of drivers, transporters, and traffic authorities ensures shared responsibility and a sustained commitment to road safety and well-being. By enhancing drivers' skills, financial literacy, and awareness of social security benefits, the program empowers participants and their families to achieve greater stability and resilience. Partnerships with logistics companies and healthcare providers maintain industry support, align with government safety initiatives, and encourage broader adoption. The program's structured training, strong collaborations, and community-driven model make it scalable and replicable in other transport hubs and regions.

KEY CHALLENGES AND BARRIERS

Interactions with various stakeholders revealed the following challenges:



One significant challenge reported was that the program is primarily institute-driven, requiring ongoing efforts to maintain driver participation and engagement. Ensuring consistent attendance is difficult due to the nature of the trucking profession, which involves irregular working hours and long driving schedules. As a result, multiple training sessions are often required to accommodate drivers' availability. Another challenge is convincing fleet owners to prioritise road safety training for their drivers. While fleet owners recognise the importance of safe driving, initially convincing them to invest in the program can be difficult. This challenge is mitigated by highlighting the potential risks they face, such as increased maintenance costs, insurance premiums, and vehicle downtime due to accidents caused by unsafe driving practices.



CELEBRATION OF YOUTH SKILLS DAY

07. SWOT ANALYSIS



STRENGTH

- Comprehensive training approach:**
 The Sarathi Mitra program is well-structured, providing drivers with essential road safety education, vehicle maintenance knowledge, and health awareness, leading to safer driving practices.
- Strong industry partnerships:**
 Collaboration with logistics companies, transporters, and healthcare providers ensures continued support for the program and broadens its impact.
- Holistic driver support:**
 The program not only focuses on road safety but also incorporates financial literacy, social security benefits, and personal well-being, providing drivers with skills and resources for long-term resilience.
- Wide-reaching impact:**
 The program has successfully trained thousands of drivers across multiple regions, demonstrating its scalability and potential for further expansion.



WEAKNESSES

- Driver availability:**
 The irregular schedules and long working hours of drivers create challenges in ensuring consistent participation, sometimes requiring multiple sessions to accommodate their availability.
- Convincing fleet owners:**
 While fleet owners understand the importance of road safety, convincing them to prioritise driver training can be challenging. The need for ongoing efforts to persuade them is a barrier to wider program adoption.
- Limited resources for outreach:**
 While the program has been successful in reaching many drivers, there are limitations in reaching out to a broader audience. Mostly, the mobilisation is done through mouth publicity.



OPPORTUNITIES

- Expansion and replication:**
 The program's structured approach and proven success offer opportunities for scaling and replicating the model in other regions, further enhancing road safety and driver well-being.
- Increased collaboration:**
 Strengthening ties with local government bodies and more logistics companies can lead to additional funding and support, enhancing the program's reach and impact.

- **Technological advancements:**

Integration of digital tools for monitoring and training delivery, such as mobile apps or an enhanced management system, can streamline operations and improve engagement with drivers.

- **Policy alignment:**

Continued alignment with government safety initiatives, such as the National Road Safety Policy, can secure additional funding and support for the program.



THREATS

- **Driver resistance to behavioral change:**

Some drivers may resist changing their driving habits or adopting safety measures, especially if they perceive the training as unnecessary or inconvenient. This could undermine the program's effectiveness and long-term impact.

- **Lack of continuous support:**

Without consistent follow-up and support after the training sessions, there is a risk that drivers may revert to unsafe driving behaviours, which would reduce the overall impact of the program.

EYE CHECKUP OF BENEFICIARY



08. OECD FRAMEWORK



Relevance



Coherence



Effectiveness



Efficiency



Impact



Sustainability



RELEVANCE

The Sarathi Mitra program addresses a pressing need for road safety, skill development, and driver empowerment in India, where the transport sector is vital yet faces challenges related to driver safety, poor training, and inadequate road safety awareness. The program's focus on improving driving behaviour, road safety knowledge, and vehicle maintenance aligns with the urgent need to reduce road accidents, promote safer driving practices, and ensure drivers' well-being. By focusing on drivers, the program ensures that it reaches those directly involved in road safety, making it highly relevant in the context of India's road safety challenges.



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. Coherence:



EFFECTIVENESS

The Sarathi Mitra program has demonstrated significant effectiveness across several key areas, as evaluated through both qualitative and quantitative data.

VISION IMPROVEMENT



The program's free eye check-ups significantly impacted drivers' vision. 87.5% reported improvements in vision, directly contributing to safer driving conditions, as 46.7% of respondents noted much safer driving due to improved vision.

SAFETY BEHAVIOR



Routine tyre and fuel checks improved from 48% to 99%, and practices such as avoiding bad weather and anticipating road events saw significant increases from 34.7% to 90.7% and 41% to 91%, respectively. Adherence to speed limits and the use of blinkers also improved dramatically.

HEALTH CONSCIOUSNESS



98.7% of participants began attending annual health check-ups, and 92.3% engaged in regular exercise. This shift toward a healthier lifestyle was also reflected in dietary changes, with 89.7% of drivers choosing freshly cooked meals over unhealthy roadside food.

DIGITAL PAYMENT ADOPTION



The program successfully introduced digital payment methods to truck drivers, with 97.3% adopting online payment methods such as UPI, mobile wallets, and QR scanning, compared to just 47.3% pre-intervention.



EFFICIENCY

When the investments made in the Saarthi Mitra program are compared with the social benefits, such as improved compliance with safety precautions and the prevention of accidents, injuries, and fatalities, the outcomes far exceed the cost of the project. By enhancing truck drivers' adherence to safety protocols, the program has contributed to the prevention of potential accidents, saving lives and livelihoods. Additionally, the program has improved financial literacy and digital skills among truck drivers, reducing their vulnerability to financial risks. The program's focus on health education has also resulted in healthier lifestyle choices, which will lead to long-term benefits, both in terms of physical well-being and reduced healthcare costs. The efficient use of resources, including training, digital tools, and safety measures, has delivered a high return on investment.



IMPACT

The Saarthi Mitra program significantly improved truck driver safety, health, and financial literacy. Through training and certification, drivers gained better safety awareness, leading to safer driving habits and reduced risky behaviours. The program focused on key practices, such as vehicle maintenance, traffic regulations, and safety precautions during breakdowns. Additionally, the integration of digital literacy enabled drivers to adopt digital payment methods, reducing reliance on cash and improving financial security. Financial literacy sessions, with family involvement, encouraged responsible financial behaviours, fostering a more financially resilient community. Continued engagement and refresher training have led to more lasting behavioural changes among drivers, contributing to long-term safety improvements. These efforts resulted in safer driving and overall improved well-being.


SUSTAINABILITY

The Saarthi Mitra program integrates key sustainability elements by equipping drivers with digital and financial literacy skills, which enable them to manage their finances securely and reduce cash dependence, fostering greater financial stability. It has successfully instilled long-term behavioural changes in drivers, emphasising adherence to road safety norms and proper vehicle maintenance, leading to improved road safety and fewer accidents. Active participation from drivers, transporters, and traffic authorities ensures collective responsibility and a sustained commitment to safety. By enhancing skills, financial literacy, and awareness of social security benefits, the program empowers both drivers and their families, promoting stability and resilience. Strong partnerships with logistics companies and healthcare providers bolster industry support, align with government safety initiatives, and drive broader adoption.



Relevance



Coherence



Effectiveness



Efficiency



Impact



Sustainability

CHAPTER 9

RECOMMENDATIONS



BROADEN HEALTH AND WELL-BEING MODULES

Expand the health education component of the Saarthi Mitra program to include mental health and well-being alongside physical health and nutrition. Truck drivers face significant physical and mental stress due to long hours, sedentary lifestyles, and job demands. The program should also offer online and offline counselling services for drivers and their families, as spouses often face added stress from handling domestic responsibilities alone. These services would address psychosocial issues, emotional well-being, and relationship challenges, promoting a more holistic approach to health.



STRENGTHEN THE PARTNERSHIP

To maximise the impact of the Saarthi Mitra program, it is essential to further strengthen and diversify partnerships with key stakeholders such as transport companies, fleet owners, local authorities, driver unions, and healthcare providers. Regular engagement with transport companies, including fleet owners, will allow for a deeper understanding of their evolving requirements and challenges, ensuring that the program stays aligned with industry needs and can adapt to changing demands. Additionally, partnering with healthcare providers will enhance the program's health education component, offering truck drivers access to essential health services.



SUPPORT IN SAVINGS OPTIONS

To improve the financial well-being of truck drivers, the Saarthi Mitra program should offer direct support and guidance on a variety of savings options. This assistance could include helping drivers open and manage savings accounts, explaining the advantages of recurring and fixed deposits, and introducing them to government-backed schemes such as the Public Provident Fund, Postal Life Insurance, Kisan Vikas Patra, and the National Savings Scheme.

CHAPTER 10

CONCLUSION

The Sarathi Mitra program supported by Castrol India Limited has made a significant impact on the lives of truck drivers in India. Through a comprehensive approach that included road safety education, health and vision care, financial literacy, and awareness about government schemes, the program has addressed key challenges faced by truck drivers, such as unsafe driving practices, poor health, and limited access to essential services. The training has led to improved road safety practices, with drivers adopting safer driving behaviours and wearing safety gear. Health awareness has increased, with a notable rise in regular health check-ups and healthier lifestyle choices, including improved dietary habits and physical exercise. Additionally, the program's focus on digital and financial literacy has empowered truck drivers to manage their finances more effectively and make digital transactions with confidence, contributing to their financial independence and security.

The success of the Sarathi Mitra program underscores the importance of a holistic approach in addressing the diverse challenges faced by truck drivers. By focusing on their health, safety, and financial well-being, the program has contributed to not only enhancing the drivers' professional lives but also improving their overall quality of life.