

# Impact Assessment Report for Castrol Flagship Programmes

2021

IT'S MORE THAN JUST OIL. IT'S LIQUID ENGINEERING.



# Approach, Methodology and Framework for the Impact Assessment Study

## Mixed-method Approach

## Stakeholder Mapping for the Impact Assessment

Sattva adopted the **pre-post intervention** research methodology and a **mixed-method** approach for the study consisting of quantitative and qualitative research, using primary data collection methods.

This helped in gathering valuable impact-related insights from a 360-degree angle across the stakeholders involved and served as a fundamental resource for providing recommendations around ways to improve the quality and nature of the Sarathi Mitra and Eklavya programs in the future.

Project	Partner	Location	Sample Size- Castrol Trained Drivers <i>(For each partner-location mapping- 50% sample from oct'20-dec'20 and rest 50% from jan'21-mar'21)</i>	Sample Size- Non-Trained Drivers	In-Depth Interview - Trainers
SM	Synergie	Mumbai	16	30	1
SM	Synergie	Delhi	16		1
SM	SEEDS	West Bengal	16		1
SM	SEEDS	UP	16		1
Eklavya	SEEDS	Maharashtra	15	30	1
Eklavya	SEEDS	Tamil Nadu	15		1
Eklavya	Empower Foundation	UP	30		1
Eklavya	FUEL	Karnataka	30		1
			<b>154</b>	<b>60</b>	<b>8</b>

# Executive summary: Overall Impact

# Sarathi Mitra and Eklavya

## Sarathi Mitra

**Pride in profession:** The trained drivers find their work more valuable and respectable, and adopted key personal and professional practices after attending the Sarathi Mitra sessions

**Road Safety:** 100% of trained drivers reported that they understand and use new road safety rules

**Financial Skills:** 59% of trained drivers did not use digital mode of transaction prior to the training, of this 67% have now started using digital mediums

**Truckasanas:** 80% of drivers practice truck asanas at least once in two weeks and reported reduction in physical discomfort, whereas only 17% of untrained drivers practice truck asanas/yoga

**Covid Management:** The training helped drivers to stay motivated and learn new skills while coping with lockdown

## EKLAVYA

**Technical Training:** 99% of total mechanics reported to have learnt a new and useful technical skill and this has led to a reduction in the time spent on each piece of work.

**Financial Skills:** 95% of the trained mechanics reported to be using the financial literacy skills they learnt in the session.

**Life Skills:** 99% of trained mechanics reported to have benefitted in some way from the usage of life skills taught in the session

**Covid Management:** Although the mechanics faced multiple challenges during lockdown, almost 60% of them reported that the training helped them in learning new skills and coping



# Sarathi Mitra: Key Findings



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# Impact Matrix for Sarathi Mitra



	1 AWARENESS	2 ADOPTION	3 IMPACT
<b>Truckasans</b>	Learnt new asanas	Frequency of practising asanas	<ul style="list-style-type: none"> <li>- Energized while driving</li> <li>- Reduced body pain</li> </ul>
<b>Road Safety</b>	Learnt new road safety rules	Usage of road safety rules	<ul style="list-style-type: none"> <li>- Decreased accident incidents</li> <li>- Decreased number of challans</li> </ul>
<b>Financial Skills</b>	Learnt new financial skills	Adoption of the financial skills	<ul style="list-style-type: none"> <li>- Increase number of respondents using financial skills</li> <li>- Increased savings/investments</li> </ul>
<b>Covid Management</b>	NA	NA	<ul style="list-style-type: none"> <li>- Increased number of trainees due to online training</li> <li>- Difficulty in conducting practicals</li> </ul>

SARATHI MITRA  
Generating High Impact

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# Pride in Profession

4.3/5

average rating given by **trained drivers** for **perception of respectability of their work**. However, on an average, untrained drivers gave a rating of 1/5 when asked about their **perception of respectability of the work**.

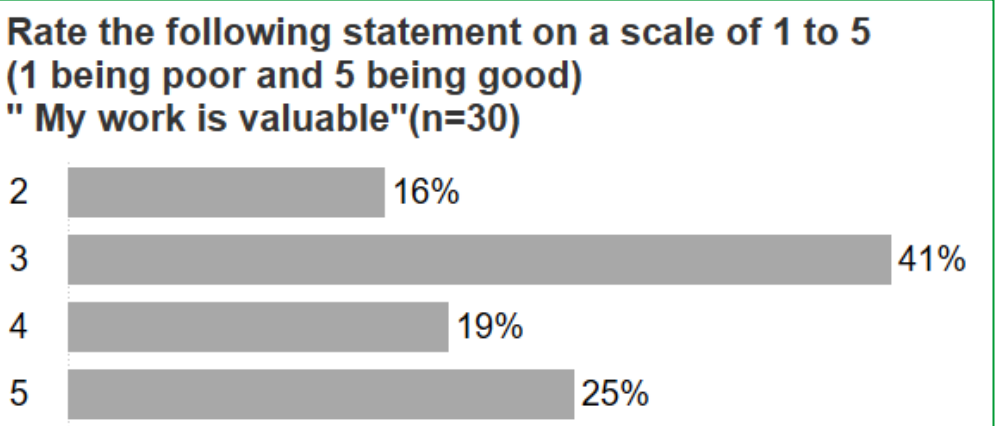
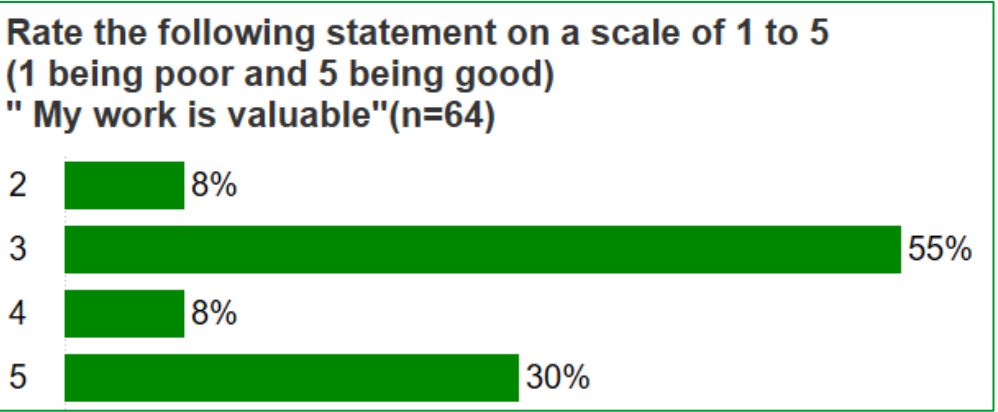
62.5%

**trained drivers** realise **their work is important**, SM made them **feel good about their work** and **confident** about what they do by **encouraging them to follow rules**

89%

of the **trained drivers** gave **4/5** and **5/5** rating, and cited **Sarathi Mitra as the reason for creating this belief** in them.

Trained drivers find their work more valuable and respectable than the untrained drivers



n=64: number of trained drivers, n=30: number of untrained drivers





# Road Safety

88%

of the total respondents, trained by Castrol, reported to **have learnt at least one new rule or driving practice**

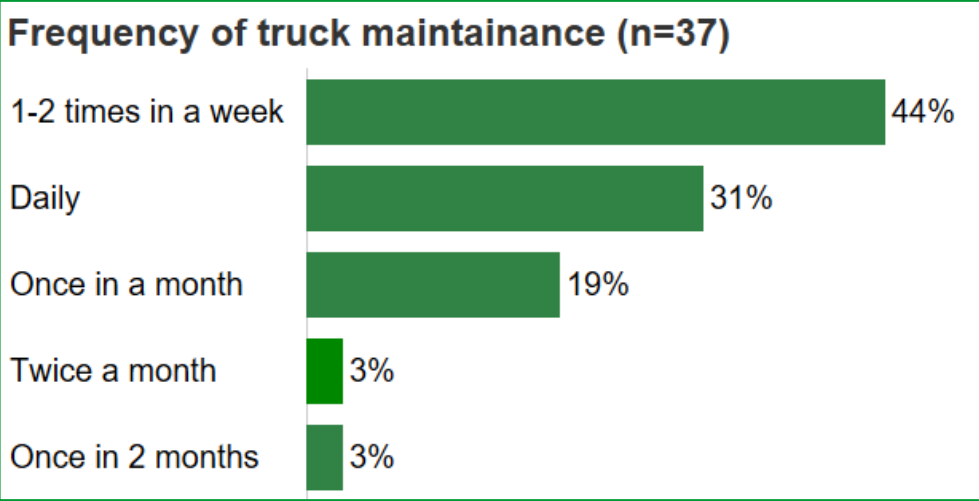
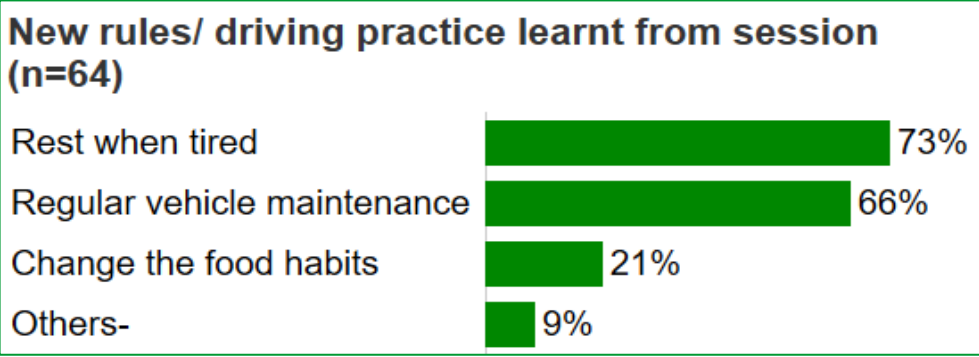
100%

total respondents, **trained by Castrol**, reported to be applying the **new rule or driving practice they learnt.**

62%

of the drivers who undertake regular maintenance of their vehicle, **check tyres, lights, engine and oil at least once a week**

On an average, **all** of the total respondents, **trained by Castrol**, reported to be applying the **new rule or driving practice they learnt.**



n=64: number of trained drivers surveyed  
n=37: number of trained drivers who reported practicing truck maintenance





# Road Safety

26%

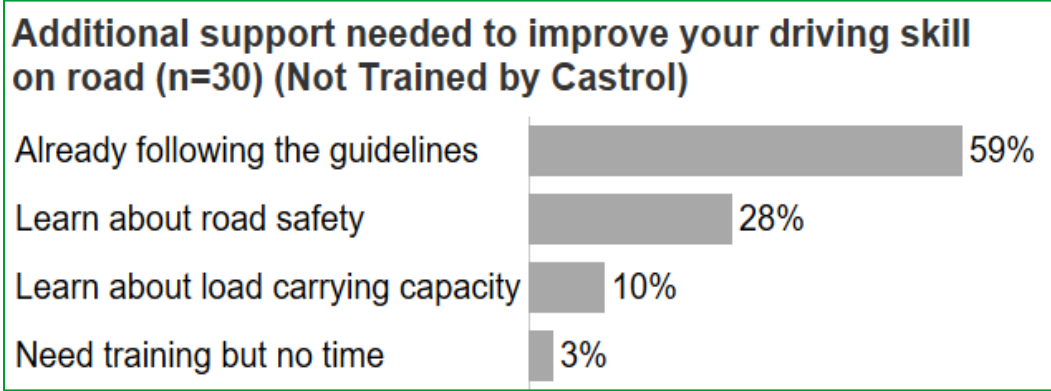
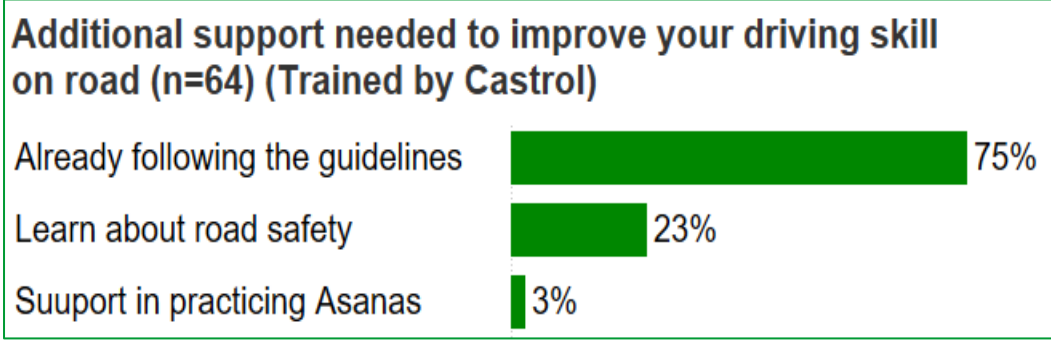
**trained drivers** received challan in the last six months.

However, **30% untrained drivers** received challan in the last six months.

75%

of the **trained drivers** reported that they are **following the road safety rules** and practices taught in the Sarathi Mitra sessions, and therefore would not need further support, while a few wanted help in **road safety lessons** and with **practicing truckasanas**

There is a decrease in the number of challan received by trained mechanics than the untrained in the past six months.



n=64: number of trained drivers surveyed  
n=30: number of untrained drivers surveyed



# Financial Literacy

91%

of the total **drivers trained** reported to be **using the financial literacy skills learnt in the session**. However, only **17%** of the **untrained drivers** reported that they use online modes of payment on a regular basis

39%

of the respondents **trained by Castrol** and **63%** of the respondents **not trained by Castrol**, reported that their **income/investments/savings can be improved by learning financial skills**.

59%

of **trained drivers** did not use **digital mode** of transaction **prior to the training**, of this **67%** have now **started using digital mediums**.

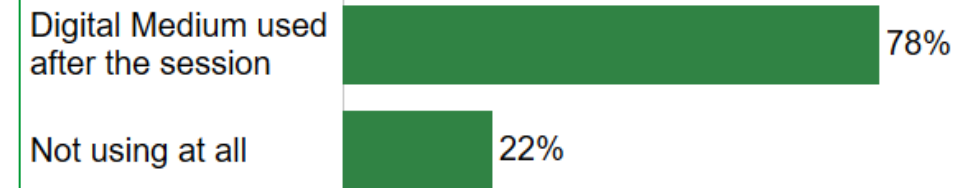
Increase in the number of trained drivers who use skills learned from the financial literacy session.

n=64: number of trained drivers surveyed, n=30: number of untrained drivers surveyed

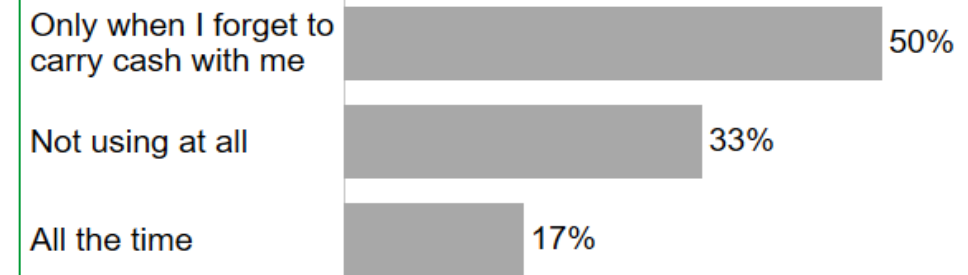
## Frequency of using digital medium before the program (n=64)



## Frequency of using digital medium after the program (n=64)



## Frequency of using digital medium (n=30)



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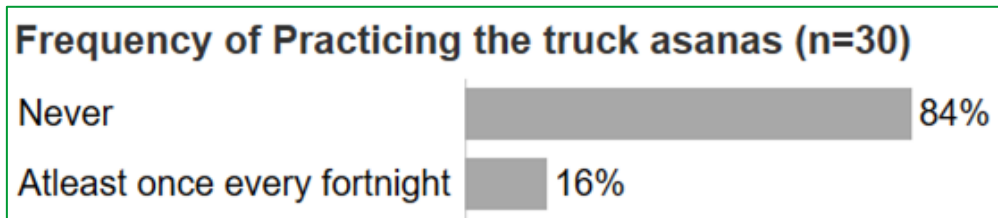
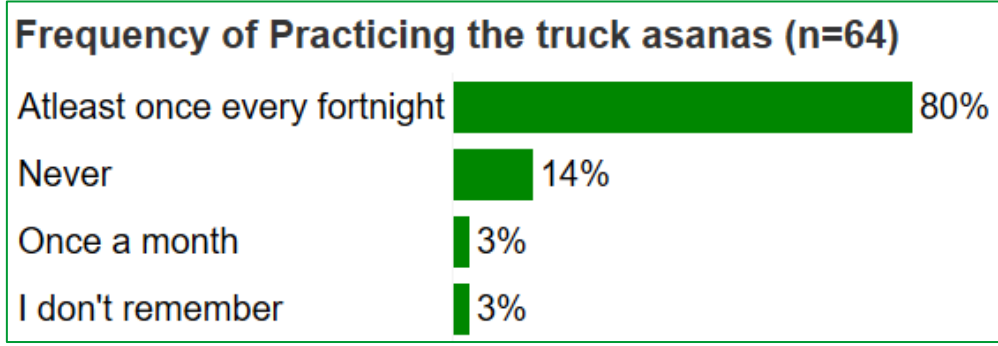
# Truckasanas

43%

of trained drivers feel more energized while driving, and 30% are able to drive for upto 5 hours longer than before.

66%

of trained drivers practice truckasanas, the remaining don't practice due to lack of time and not remembering the techniques. However, 83% of untrained drivers who never practice, majority don't know the techniques.



n=64: number of trained drivers surveyed, n=30: number of untrained drivers surveyed

Trained drivers claims that to improve the frequency, revision of asanas, preferably through videos along with daily motivation can help. However, All the untrained drivers feel that with them receiving training on truckasanas, the frequency of practicing it would improve.



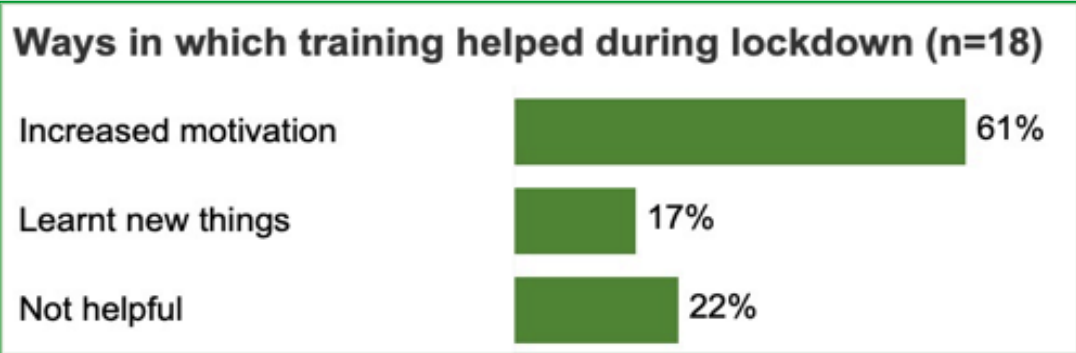
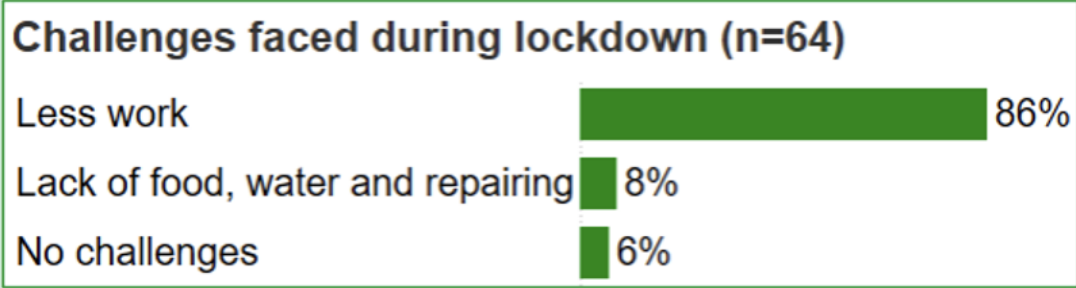
# Covid-19 Management

78%

of the drivers trained by Castrol **benefitted from the training**

89%

of the **drivers trained** continued working during lockdown. However, the rest had to look for income from sources other **than driving**, including agriculture, animal husbandry, repair work while some even were dependent on their children.



n=64: number of trained drivers surveyed  
n=18: number of trained drivers surveyed who found training helpful

The **training helped drivers** to stay **motivated and learn new skills** while coping with lockdown, however it was difficult to those who were financially affected.





**EKLAVYA**

# EKLAVYA: Key Findings



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# Impact Matrix for Eklavya



	1 AWARENESS	2 ADOPTION	3 IMPACT
<b>Technical Skills</b>	Learnt new technical skills	Usage of technical skills	<ul style="list-style-type: none"> <li>- Improved Productivity</li> <li>- Increase in Income</li> </ul>
<b>Financial Skills</b>	Learnt new financial skills	Adoption of the financial skills	<ul style="list-style-type: none"> <li>- Increased saving per month</li> <li>- Increased investment per month</li> <li>- Decrease in cash transaction</li> </ul>
<b>Life Skills</b>	Learnt new life skills	Adoption of the life skills	<ul style="list-style-type: none"> <li>- Improved ability to deal with customers</li> <li>- Improved entrepreneurship skills</li> </ul>
<b>Covid management</b>	NA	NA	<ul style="list-style-type: none"> <li>- Skills learnt in training increasingly helping mechanics during Covid</li> </ul>



# Technical Skills

82%

reported that they learnt about Bharat Stage VI (BSVI) and 73% reported that they learnt working with Fuel Injection (FI) systems respectively.

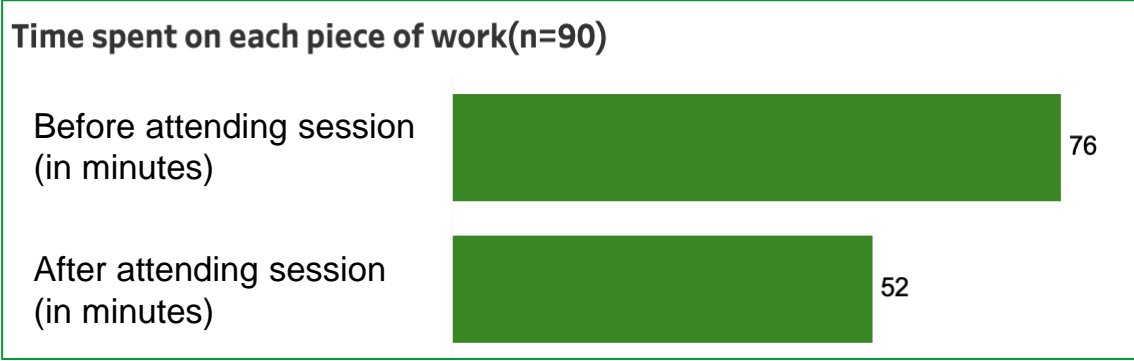
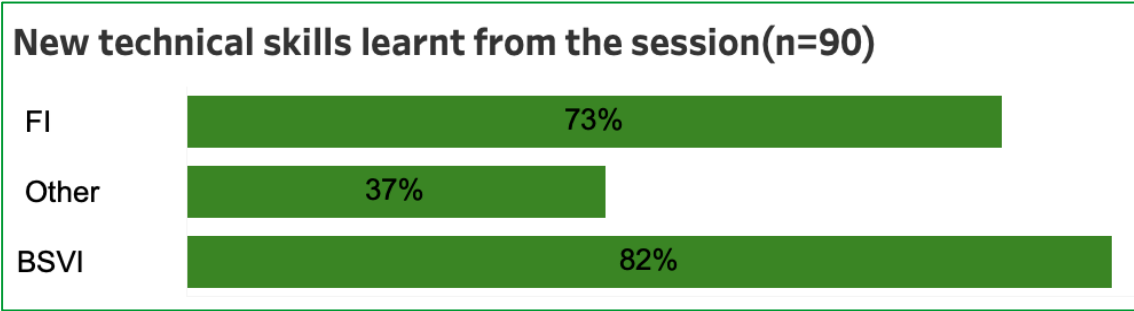
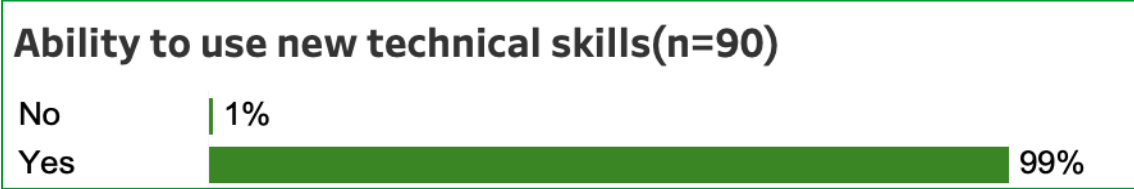
26%

of mechanics have started doing BSVI related worked **for the first time in the past 8-10 months.**

4.8/5

**average rating were given to technical trainers** for their skill and ability to clarify doubts by the mechanics

The skills gained from technical training has effectively led to a reduction in time spent by the mechanics on each piece of work



n=90: total number of trained mechanics surveyed





# Financial Skills

100%

of the mechanics who reported that they **learnt a new financial skill**, reported to have adopted one or more financial skills.

32%

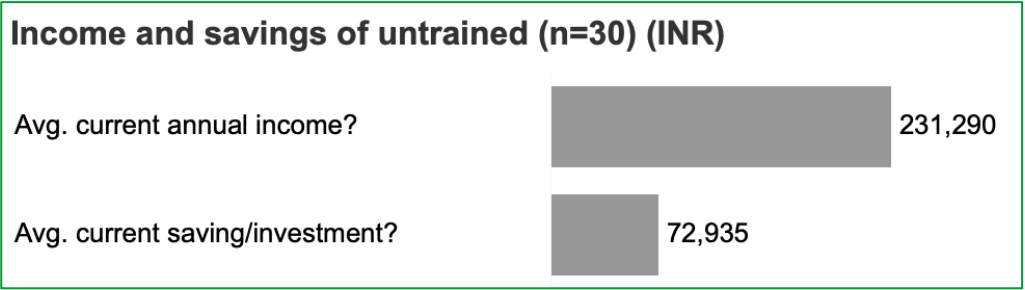
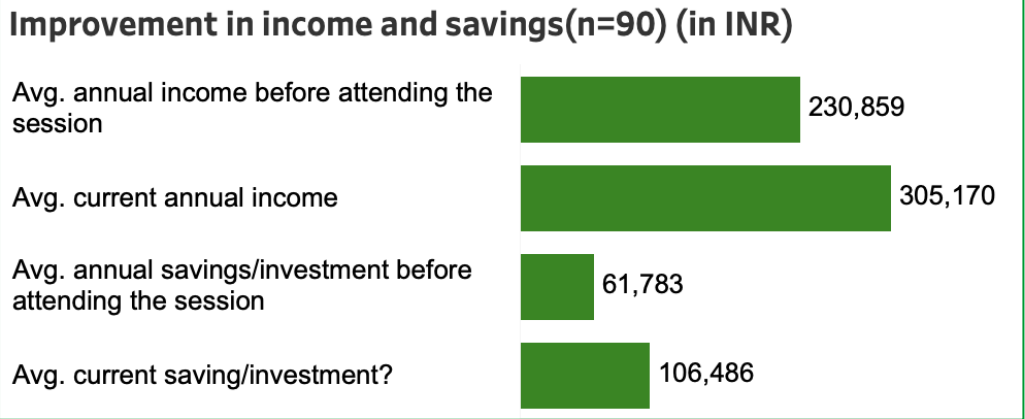
increase the annual income of the **trained mechanics**, current average annual income standing at **INR 305,170**.

However, **untrained mechanics** are only **earning INR 231,290**. i.e., almost same as the **trained mechanics'** average income **before** attending the sessions.

72%

**in savings and investment by trained mechanics**. On average mechanics saved **35%** of their income.

The financial skills gained from the training has led to a reported increase of **INR 74311** in average annual income.



n=90: total number of trained mechanics surveyed  
n=30: total number of untrained mechanics surveyed



# Financial Skills - Digital Medium

100%

of trained mechanics always use digital payment, and average digital transactions made is INR 14,735.

Out of the untrained mechanics only 35% use digital payment at all times and the average transaction is INR 12,552.

61%

of the trained mechanics, use digital modes of payment, whereas only 52% of untrained mechanics use digital modes for financial transactions

45%

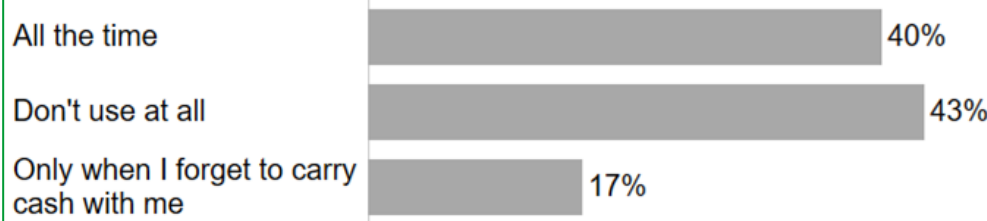
of the trained mechanics who do not use digital mode of transactions need additional support in the form of digital transaction training while 29% of them are not comfortable with digital transactions.

There is an increase in digital mode of transactions by trained mechanics than the untrained.

Frequency of using digital medium transaction (n=90)



Frequency of using digital medium transaction (n=30)



n=90: total number of trained mechanics surveyed

n=30: total number of untrained mechanics surveyed



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# Life Skills

57%

of trained mechanics rated 5/5 and 35% rated 4/5 for their ability to provide suggestions to customers.

However, only 32% of untrained mechanics rated themselves 5/5 on their own ability to provide suggestions to customers

47%

among those who rated 5/5, credited the training and new skills learnt during the training as the main reason for their rating.

76%

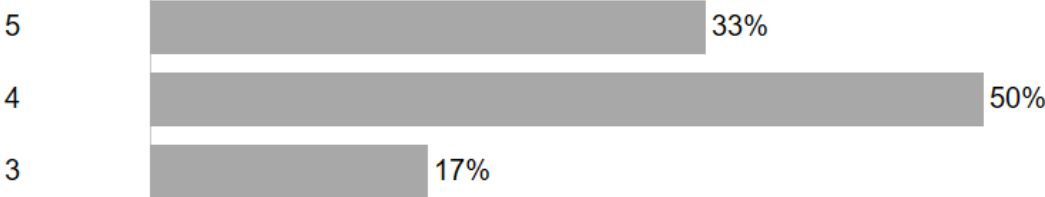
more customers are managed by the mechanics after attending the training.

The major area of improvement, 22% is around enriching the session through practical examples, deeper details and more media content.

Self rating on ability to provide suggestions to customers (n=90)



Self rating ability to provide suggestions to customers (n=30)



Increase in total customers (n=90)



n=90: total number of trained mechanics surveyed  
n=30: total number of untrained mechanics surveyed



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# Covid-19 Management

47%

of **trained mechanics** reported that the technical, business and financial management skills learnt benefitted them during the lockdown

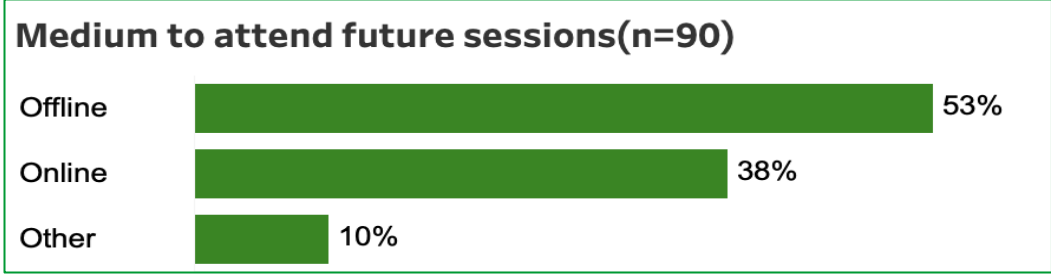
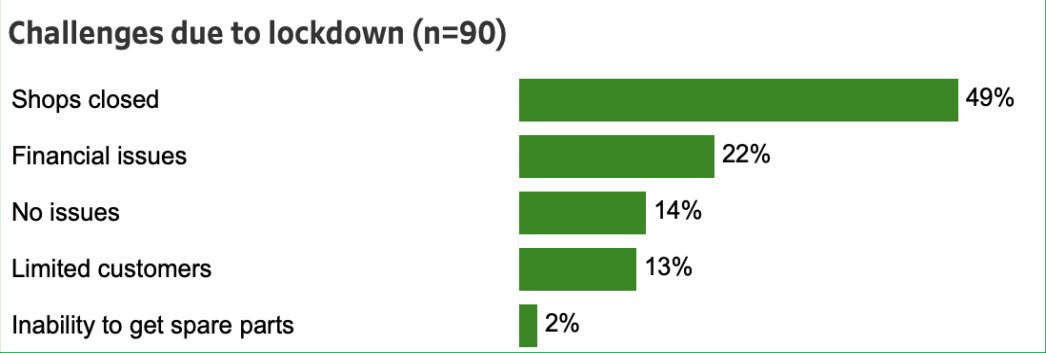
71%

of the trained mechanics had serious impact on their income during lockdown. **Improvement in network connectivity** and **increased penetration of smartphones** will potentially resolve the existing issues by next year.

60%

of the **trained mechanics** reported that the training helped them during lockdown with them feeling **productive after learning a new skill.**

A majority of the mechanics prefer attending offline sessions as they are able to have practical understanding.



n=90: total number of trained mechanics surveyed



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# Mode of Training: Online and Offline

82%

of the trained mechanics rated the skills and concept clarity **5/5**.

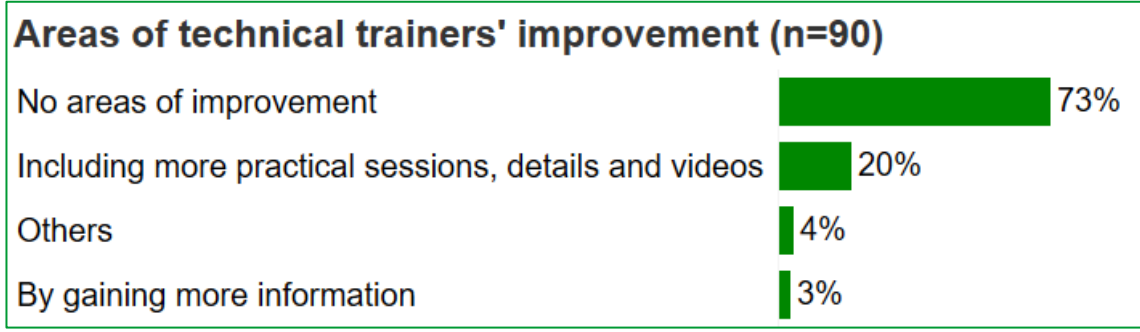
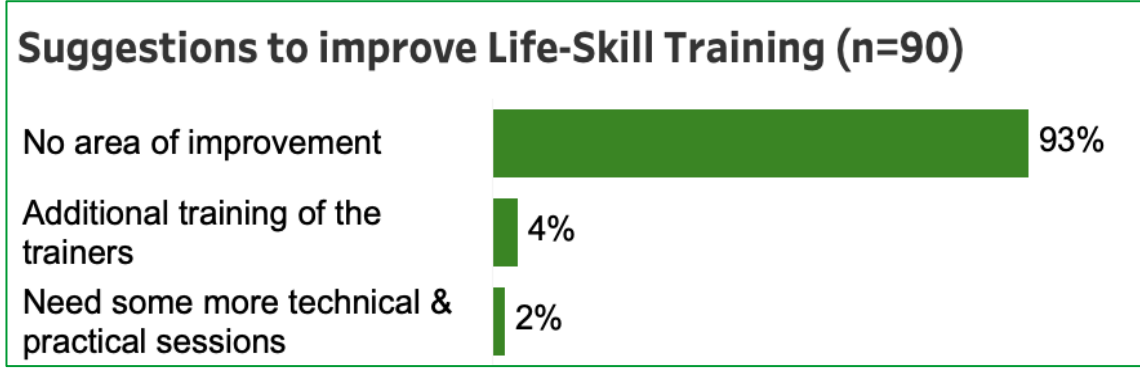
100%

of total mechanics attended all parts of the session (Technical, Financial literacy and life skills) for an average of about **~4.5 hours**.

84%

of the mechanics who attended the training are **interested in attending future sessions**. **58%** of the participants prefer offline mode of training.

Trained mechanics use the technical skills taught, earn and save higher than their untrained peers, and reported that training helped them during the lockdown



Others: Offline teaching ability, Not a good trainer, Online teaching ability, Audibility during lectures

n=90: total number of trained mechanics surveyed



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