



CSR Impact Assessment Report 2025

CASTROL EKLAVYA



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01. ABBREVIATIONS

CSR	Corporate Social Responsibility
NGO	Non-Governmental Organisation
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 Programme, launched by Castrol India Limited as part of its CSR initiative, aims to enhance the livelihood prospects of informal sector mechanics by equipping them with relevant technical and life skills. Recognising the challenges faced by this large, often unorganised workforce, including a lack of formal training, limited access to financial systems, and outdated repair practices, the programme was designed to bridge critical skill gaps and improve the overall service quality in the automotive repair sector.

Since its inception, Eklavya has focused on providing structured, short-term training that covers not only core technical competencies but also essential workplace practices such as the 5S system, digital and financial literacy, safety and hygiene, customer engagement, and entrepreneurial development. The curriculum is aligned with national standards under India's Skill Development Mission and is delivered in collaboration with experienced implementation partners across multiple states.

In 2023, the programme expanded its reach, training thousands of mechanics across urban and semi-urban regions in India. The focus remained on building a holistic skill set that supports mechanics in becoming more organised, safety-conscious, digitally aware, financially disciplined, and professionally equipped. In doing so, the programme not only contributed to improving individual livelihoods but also elevated service standards within the informal automotive servicing sector.

RESEARCH METHODOLOGY



Impact Assessment Period

January to December 2023



Beneficiaries

14,888 Mechanics



NGO Partners

Seeds Learnet, Empower Foundation, Fuel



Project locations

Karnataka, Gujarat, Maharashtra, Tamil Nadu, Kerala, Chhattisgarh, Uttar Pradesh

PROJECT DETAILS



Research design

Descriptive research design



Sampling design

Quota sampling



Sample size

400 individuals



SDGs aligned with the project



Key Findings



80.0%

of mechanics were aged 31-50 years, with 44% completing 12th standard education.



88.0%

of participants were married, indicating family responsibilities.



53.0%

specialised in four-wheeler repair, and 47% in two-wheeler servicing.



61.0%

had prior formal training before joining the program.



85.0%

earned ₹30,000 or more per month, with 41% earning between ₹35,000-₹40,000.



63.0%

had 6-10 years of work experience; 69% owned their workshops.



51.0%

could recall and all attempted 5S workplace practice, mostly partial implementation.



Safety practices showed high adherence, with 73-89% always following key safety measures.



Hygiene improved, with 95% constantly washing hands and 96% using dustbins regularly.

Key Impacts



Training empowered mechanics with improved organisation, safety, digital, and financial skills, leading to better livelihoods.



Program bridged skill gaps and supported formalisation for 60% previously untrained mechanics.



69.0%

owned shops, reflecting growth in entrepreneurship and formal business management.



Safety and hygiene adherence (73-89%) improved workshop productivity and customer trust.



A significant rise (75%) in regular savings and over 90% digital transaction adoption enhanced financial inclusion.



Inclusive reach across states and age groups, including mechanics over 60 years old.



Participants shifted professional identity, gaining respect and customer confidence, boosting income (some increased from ₹25,000 to nearly ₹40,000).



Regular savings increased from 55% before to 75% after training.



Digital payment proficiency rose from about 73% to over 92% for UPI and card usage.



69.0%

understood business licensing, but only 15% were aware of Mudra loans.



100.0%

greeted customers professionally, though only 59% consistently communicated work status.



All participants rated the training as relevant and practical, with 100% reporting improved skills.

CHAPTER 3

INTRODUCTION

Independent mechanics from the unorganised sector form a vital part of India's automobile servicing ecosystem. Many of them begin their careers at a young age, having had limited access to continued formal education, and learn the trade by supporting experienced mechanics and gradually picking up skills on the job. With few opportunities for structured training, they rely on practical exposure and peer learning to develop their capabilities.

However, with rapidly evolving automotive technologies ranging from BS6 engines to electric vehicles, the need for continued technical upskilling has become more critical than ever. Without timely training, these mechanics risk falling behind in an industry that is changing fast.

Recognising this, Castrol India Limited launched the Eklavya programme in 2009. The programme was designed to equip independent roadside mechanics with the skills needed to stay relevant and competitive. In 2014, the initiative was re-launched with a broader vision offering not just technical training, but also practical life skills, entrepreneurship, customer service, and financial literacy.

A key component of this holistic training is the introduction of the 5S workplace organisation methodology—Sort, Set in Order, Shine, Standardise, and Sustain. Through Eklavya, mechanics learn how to systematically eliminate clutter, organise their tools and materials efficiently, adopt regular cleaning routines, follow standardised work procedures, and maintain these practices consistently. This approach has helped mechanics build cleaner, safer, and more efficient workspaces, ultimately improving productivity and professionalism in their daily operations.

By focusing on holistic development, Eklavya aims not just to enhance technical capabilities but also to help mechanics run their workshops more efficiently, serve customers better, and manage their finances. Skills like business planning, communication, and digital financial literacy open up new opportunities for mechanics to grow their income and lead a more secure, dignified life.

Aligned with the Government of India's Skill India mission, the Eklavya programme follows a structured and certified approach to skill-building. It combines classroom and digital training, along with health interventions and continuous support systems.

Since its inception, Castrol Eklavya has reached lakhs of mechanics across India, enabling them to adapt to changing industry demands and improve their livelihoods. The programme stands as a commitment to empowering mechanics not just as workers, but as professionals with knowledge, confidence, and pride in their craft.

CHAPTER 4

RESEARCH METHODOLOGY

Research refers to a systematic and structured investigation carried out in an objective and unbiased manner. A well-designed research methodology is essential to effectively plan and execute key stages such as sampling, data collection, analysis, and validation to meet the study objectives.

This impact assessment study was undertaken to evaluate the outcomes and effectiveness of the Castrol Eklavya programme implemented in 2022-2023 across various Indian states. The study aimed to assess the changes brought about by the programme in the technical proficiency, financial literacy, workplace safety, customer relations, and overall livelihood of mechanics who participated in the training.

OBJECTIVES OF THE RESEARCH

- 

To assess the impact of the Eklavya programme on mechanics' knowledge, behaviour, and practices in the areas of technical repair, workplace organisation (5S), hygiene, and safety.
- 

To understand the extent of skill enhancement in diagnostic and repair capabilities for 2-wheeler, 4-wheeler, and truck mechanics.
- 

To evaluate improvements in customer service behaviour and professionalism among trained mechanics.
- 

To assess changes in financial literacy, digital transaction adoption, and monthly savings practices.
- 

To study the broader impact of the programme on the personal well-being and family dynamics of participating mechanics.

KEY STAKEHOLDERS

The primary stakeholders involved in this research included:

- 

Mechanics trained under the Castrol Eklavya programme in 2022-23, across multiple states including Uttar Pradesh, Karnataka, Tamil Nadu, Maharashtra, Gujarat, Kerala, and Chhattisgarh
- 

Trainers and facilitators are responsible for delivering technical and life skills training modules.
- 

Programme coordinators and centre managers from implementing partners: FUEL, SEEDS Learnet Skills Ltd., and Empower Foundation.
- 

Representatives from Castrol India Limited, who supported programme design and execution.

STUDY DESIGN

The study followed a descriptive research design, focusing on identifying changes in participant behaviour and skills rather than testing causal relationships.

A mixed-methods approach was used to provide a comprehensive assessment:

The **quantitative component** included structured surveys of beneficiaries to capture measurable improvements in practices and livelihood indicators. These results were analysed using descriptive statistics.

The **qualitative component** involved focus group discussions and in-depth interviews to explore participants' lived experiences, training satisfaction, and changes in mindset or workplace culture.

SAMPLING METHODOLOGY

A quota sampling technique was applied to ensure balanced representation across key programme geographies, mechanical categories (2-wheeler, 4-wheeler, truck), age groups, and socio-economic profiles.

The sample covered mechanics from the following geographic locations:

- Karnataka
- Gujarat
- Maharashtra
- Tamil Nadu
- Kerala
- Chhattisgarh
- Uttar Pradesh

These locations were chosen to reflect both rural and urban settings and diverse socio-economic contexts.

SAMPLE SIZE

A total of 400 direct beneficiaries were selected for the study. This sample size ensured adequate representation of programme participants while adhering to social research standards for a 95% confidence level and 5-8% margin of error.

TOOLS OF DATA COLLECTION

Quantitative tools: A structured interview schedule with closed-ended and multiple-choice questions was used. The tool captured indicators such as adoption of 5S practices, changes in earnings, use of safety gear, financial behaviour, and digital transactions.

Qualitative tools:

Semi-structured interviews with trainers, centre managers, and mechanics.

Focus Group Discussions (FGDs) to explore perceptions and behavioural shifts.

Case studies to highlight transformative stories from the field.



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 Eklavya program has been strategically rolled out across multiple states in India, including Tamil Nadu, Uttar Pradesh, Chhattisgarh, Karnataka, West Bengal, 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 mainly selected with the help of local mechanic associations. These associations are essential 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, Standardise, 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 financial management skills, 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 and 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	<ol style="list-style-type: none"> 1.About the vehicle 2.Problem detection 3.Engine inspection 4.Workplace safety 5.Job card updation 6.Application of 5 S techniques 	Instructor-Led Training + interactive	50 hours	Presentation and worksheets
Financial Literacy	<ol style="list-style-type: none"> 1.Importance of savings 2.Insurance & loan 	Instructor led	22 min	Presentation & case study model
Life Skills	<ol style="list-style-type: none"> 1.Workplace antiques 2.Customer handling 3.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.



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.



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



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 trainings reinforce 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.



TRAINING IN PROCESS

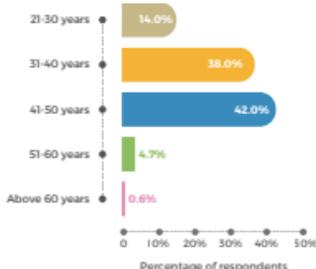
CHAPTER 6

MAJOR FINDINGS OF THE STUDY

This chapter presents a detailed and systematic account of the key findings derived from the impact assessment of the Castrol Eklavya programme. It captures the behavioural, attitudinal, and skill-based changes observed among mechanics who underwent the training. The findings are categorised thematically to reflect improvements across critical domains such as technical skills, workplace safety and hygiene, financial and digital literacy, customer engagement, and overall livelihood advancement.

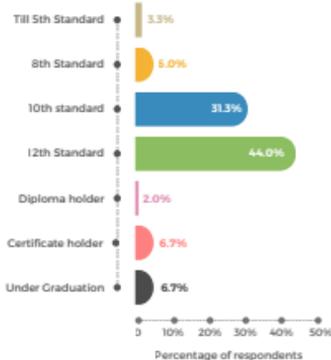
RESPONDENTS' PROFILE

CHART 1: AGE GROUP OF THE RESPONDENTS

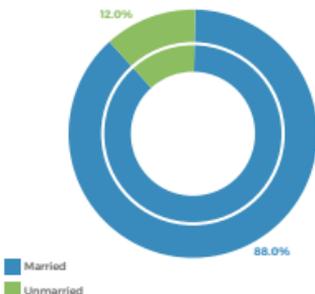


The respondents were predominantly mechanics in their prime working years. The age-wise distribution shows that a significant proportion, 42.0%, were in the 41-50 years age group, followed by 38.0% in the 31-40 years bracket. Participants aged 21-30 years accounted for 14.7%, while those between 51-60 years comprised 4.7% of the total. Only 0.6% of the respondents were above 60 years.

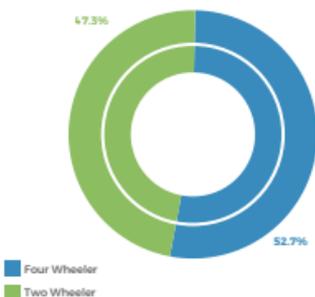
CHART 2: EDUCATIONAL LEVEL OF THE RESPONDENTS



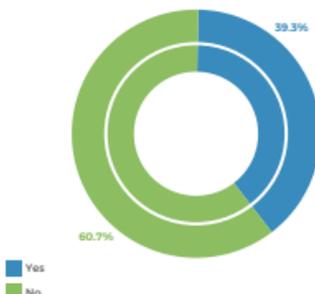
The educational profile of the respondents shows a diverse range of qualifications. A significant proportion, 44.0%, had completed their 12th standard, while 31.3% had studied up to the 10th standard. A smaller segment had lower levels of schooling, with 6.0% educated up to the 8th standard and 3.3% up to the 5th standard. On the higher end, 6.7% of respondents were undergraduates, and an equal percentage held certificates from vocational or short-term training courses. A minimum 2.0% held a diploma. Overall, the data reflect that most respondents had foundational educational exposure, supporting their ability to grasp the training modules effectively.

CHART 3: MARITAL STATUS OF THE RESPONDENTS

The majority of respondents were married, accounting for 88.0% of the total sample, while the remaining 12.0% were unmarried. This indicates that most of the mechanics trained under the Castrol Eklavya programme had family responsibilities, which may influence their motivation to enhance their skills and improve their livelihood.

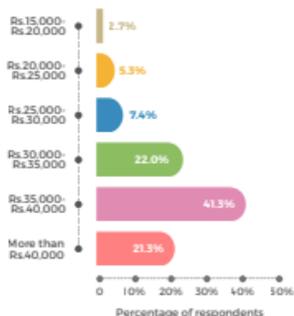
CHART 4: TYPE OF MECHANICAL WORK

The respondents were almost evenly split between different types of mechanic work, with a slight majority engaged in four-wheeler repairs (52.7%), while the remaining 47.3% specialised in two-wheeler servicing. This balanced representation was intended to ensure that the programme addressed the specific training needs of both two-wheeler and four-wheeler mechanics, equipping them with relevant technical skills and knowledge applicable to their respective areas of work.

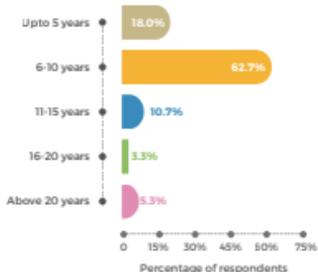
CHART 5: TRAINING BACKGROUND OF THE RESPONDENTS

The data reveals that 60.7% of the respondents had received some form of prior formal training in two-wheeler or four-wheeler mechanic work before joining the Eklavya programme. In comparison, 39.3% had no formal training before their participation. This indicates that the programme catered to a mix of both formally trained mechanics seeking to upgrade their skills and those entering structured learning for the first time, thereby bridging diverse skill gaps within the sector.



CHART 6: INCOME PROFILE OF RESPONDENTS

The monthly income distribution of the respondents indicates that a significant majority earn between ₹30,000 and ₹40,000. The most crucial proportion, 41.3% reported earning between ₹35,000 and ₹40,000 per month. This is followed by 21.3% who earn more than ₹40,000, and 22.0% who earn between ₹30,000 and ₹35,000. A smaller percentage earn between ₹25,000 and ₹30,000 (7.4%), ₹20,000 and ₹25,000 (5.3%), and only 2.7% earn between ₹15,000 and ₹20,000. This data shows that nearly 85% of the respondents earn ₹30,000 or more per month.

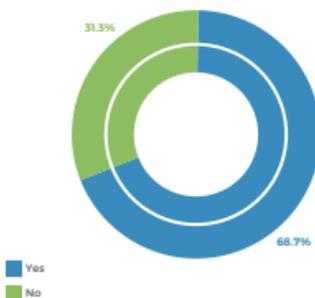
CHART 7: WORK EXPERIENCE OF THE RESPONDENTS

The data on years of experience in the mechanical field shows that a majority of respondents have been working in the profession for a moderate duration.

**62.7%**

have 6 to 10 years of experience, indicating a strong base of mid-career professionals. Those with up to 5 years of experience make up 18.0% of the group, while 10.7% have 11 to 15 years of experience.

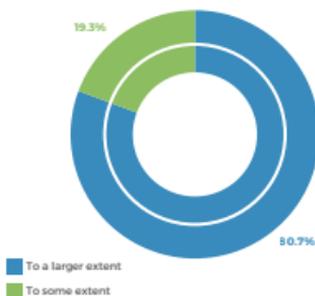
A smaller proportion, 3.3% have worked for 16 to 20 years, and 5.3% have over 20 years of experience. This shows that most respondents are well-established in their field, with a significant number having considerable hands-on expertise.

CHART 8: SHOP OWNERSHIP

The data on ownership of mechanic shops reveals that a majority of the respondents are shop owners. 68.7% reported owning their mechanic shop, while 31.3% do not. This indicates a strong trend toward self-employment and entrepreneurial engagement within the group, with over two-thirds having established their service units.

ATTRIBUTION OF 5 S LEARNING TO EKLAVYA PROGRAM

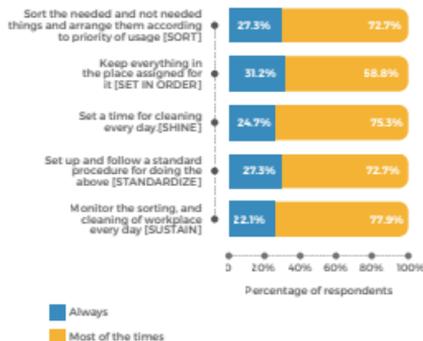
CHART 9: ATTRIBUTION OF 5S LEARNING



The data indicates that the Castrol Eklavya Program had a substantial impact on participants' understanding of the 5S concept. A large majority, 80.7%, attributed their learning of 5S to the program to a larger extent, while 19.3% acknowledged it to some extent. This highlights the program's effectiveness in enhancing knowledge and application of workplace organisation and efficiency practices among mechanics.

PRACTICE OF 5 S

CHART 10: IMPLEMENTATION OF THE 5 S AFTER LEARNING THE CONCEPT



5S Implementation

The Castrol Eklavya Training Program led to full-scale adoption of the 5S principles among participants. From sorting tools to sustaining cleanliness routines, respondents consistently applied each element of the 5S framework, reflecting improved workplace discipline, organisation, and productivity.



SORT - Prioritising What's Needed

A combined 100% of respondents reported implementing the "Sort" principle after learning about 5S, with 60.0% doing so always and 40.0% most of the time. This shows a clear adoption of sorting practices, where unnecessary items are removed and tools are arranged based on usage priority.



SET IN ORDER - Organising the Workplace

The practice of keeping everything in its assigned place was consistently followed, with 64.7% always adhering to it and 35.3% doing so most of the time. This reflects improved organisation and efficient tool accessibility in workshops.



SHINE - Daily Cleaning Routines

Setting a daily cleaning schedule saw strong implementation, as 68.0% always followed it and 32.0% did so most of the time. Regular cleaning has likely contributed to a more hygienic and pleasant work environment.



STANDARDISE - Creating Consistent Procedures

A total of 100% of respondents adopted standardised work processes after the training. Among them, 64.7% always followed standard procedures, and 35.3% did so most of the time, indicating a strong move toward consistent and efficient practices.

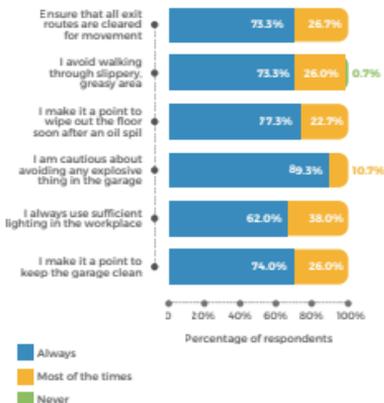


SUSTAIN - Maintaining the 5S Practices

The principle of sustaining sorting and cleaning efforts saw the highest consistency, with 75.3% of respondents always maintaining daily monitoring, and 24.7% doing so most of the time. This indicates a deep-rooted behavioural shift toward workplace discipline and upkeep.

WORKSHOP SAFETY

CHART 11: PRECAUTIONS TAKEN RELATED TO SAFETY WITHIN THE WORKPLACE



The data indicates that the Castrol Eklavya Program had a substantial impact on participants' understanding of the 5S concept.

A large majority, 80.7%, attributed their learning of 5S to the program to a larger extent, while 19.3% acknowledged it to some extent. This highlights the program's effectiveness in enhancing knowledge and application of workplace organisation and efficiency practices among mechanics.



Practicing Safety Measures Post-Training

The Castrol Eklavya Training Program has led to widespread adoption of essential safety practices among participating mechanics. From maintaining clear exit routes to managing hazardous materials, respondents demonstrated a strong commitment to creating safer and more efficient work environments.



Clear Exit Routes - Ensuring Safe Passage

A complete 100% of respondents ensured that exit routes were kept clear in their workplace, with 73.3% doing so always and 26.7% most of the time. This shows a strong awareness of the importance of unobstructed pathways for emergency movement and general safety.



Avoiding Slippery Areas - Preventing Accidents

Among the respondents, 73.3% always avoided walking through slippery or greasy areas, while 26.0% did so most of the time. Only 0.7% admitted to neglecting this precaution. This suggests widespread attentiveness to preventing slips and falls at the workplace.



Cleaning Oil Spills Promptly - Maintaining a Safe Floor Surface

An impressive 100% of respondents reported wiping the floor soon after an oil spill, with 77.3% doing so always and 22.7% most of the time. This highlights a strong safety culture related to spill management and floor maintenance.



Avoiding Explosives - Managing Hazardous Materials

A very high proportion, 89.3% of the respondents, are always cautious about avoiding explosive items in the garage, while 10.7% follow this precaution most of the time. None of the respondents reported ignoring this measure, indicating excellent risk awareness.



Workplace Lighting - Ensuring Visibility and Accuracy

Sufficient lighting was maintained by all respondents, with 62.0% always ensuring it and 38.0% doing so most of the time. Adequate lighting is crucial not only for safety but also for precision in mechanical repairs.



Clean Garage - Promoting a Tidy and Hazard-Free Environment

A total of 100% of respondents reported keeping their garage clean, with 74.0% doing so always and 26.0% most of the time. This reflects the successful internalisation of cleanliness as a key element of workplace safety.



Running a Smarter, Safer Workshop - Mahadev's experience with Castrol Eklavya

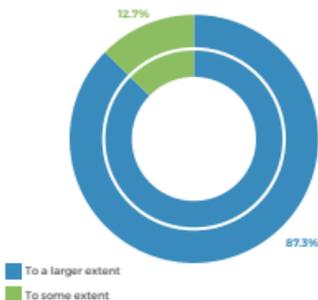
Mahadev, aged 32, had never used structured safety measures before the Castrol Eklavya training. His workshop lacked basic protocols, such as fire extinguishers and maintenance records. The training helped him understand the importance of workplace safety and systems. He began disconnecting vehicle fuses at the end of the day, installed a fire extinguisher, and cleaned his workshop regularly. Mahadev also learned to create repair orders, maintain proper documentation, and greet customers respectfully, leading to better service quality and customer retention. His efficiency increased, and so did his earnings. He now repairs more vehicles per day and saves time by following a defined workflow.

"Earlier, we just did repairs. Now, we repair with planning. The workshop is clean, the tools are arranged, and customers are happier with our service."

-Mahadev, Automotive Technician



CHART 12: EXTENT TO WHICH SAFETY KNOWLEDGE AND BEHAVIOUR ARE ATTRIBUTED TO CASTROL EKLAVYA TRAINING

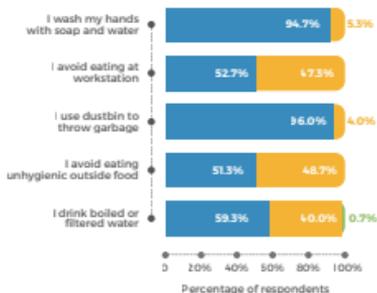


Attribution of Safety Practices

The data shows that the Castrol Eklavya Training Program played a significant role in enhancing safety knowledge and behaviour among participants. A large majority, 87.3% of the respondents, attributed their safety awareness and practices to the program to a larger extent, while the remaining 12.7% acknowledged it to some extent. This highlights the program's strong influence in instilling a culture of safety within the workplace.

HYGIENE PRACTICES AT THE PLACE

CHART 13: PRECAUTIONS TAKEN RELATED TO HYGIENE AFTER TRAINING



Hygiene Habits Reinforced Post-Training

The Castrol Eklavya Training Program led to the widespread adoption of essential hygiene practices among mechanics. From regular handwashing to safer food and water habits, participants demonstrated a clear shift toward maintaining personal and workplace cleanliness.





Handwashing Practice - A Strong Habit Post-Training

An overwhelming 94.7% of respondents reported consistently washing their hands with soap and water after the training, while the remaining 5.3% did so most of the time. This high level of adherence reflects the successful reinforcement of basic hygiene as a daily routine.



Avoiding Meals at Workstation - Healthy Habit

Over half of the participants (52.7%) always avoided eating at their workstation, while 47.3% followed this practice most of the time. This indicates an improved understanding of maintaining cleanliness and preventing contamination in food and in the workspace.



Use of Dustbins - Proper Waste Disposal in Practice:

A remarkable 96.0% of respondents reported consistently using a dustbin to dispose of garbage, and 4.0% did so most of the time. This points to a substantial shift towards organised waste management and a cleaner work environment.



Avoiding Unhygienic Food - Conscious Food Choices:

When it came to food hygiene, 51.3% of respondents consistently avoided eating unhygienic food from outside, while 48.7% did so most of the time. This shows a growing awareness of the health risks associated with unsafe food consumption.



Safe Drinking Water - Emphasis on Water Quality:

Post-training, 59.3% of participants always drank boiled or filtered water, 40.0% did so most of the time, and only 0.7% reported doing it sometimes. This shows that safe drinking water practices have been widely adopted, contributing to better health outcomes.



A Shift in Skills and Habits

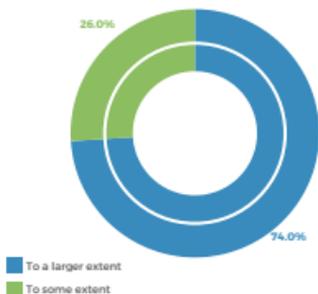
A 41-year-old Technician joined the Eklavya Programme with the hope of learning about BS6 vehicles and improving his customer service. The training not only helped him master new diagnostic techniques but also changed his daily habits. A significant shift came in his behaviour where he reduced his excessive tobacco consumption and developed stronger health awareness. His financial habits also improved; he started saving regularly and started using UPI-based payments. His customers appreciated the clarity and discipline he brought to his work, helping him become not just a repair expert but a trusted advisor for vehicle care.

"The training changed my thinking from being just a mechanic to someone who manages a business with respect and systems. I even guide my customers on how to take care of their vehicles better."

- Automotive Technician, Dharwad



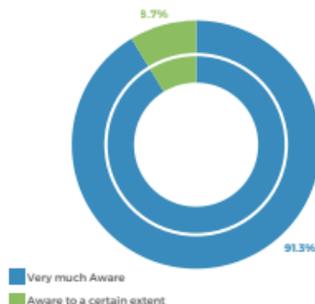
CHART 14: EXTENT TO WHICH HYGIENIC BEHAVIOUR IS ATTRIBUTED TO THE CASTROL EKLAVYA TRAINING PROGRAM



A vast majority, 74.0% attributed their improved hygiene practices to the program to a larger extent, while the remaining 26.0% acknowledged it to some extent. This indicates that the training played a key role in instilling and reinforcing essential hygiene habits both at the workplace and in daily life, and this shows the strong influence of the Castrol Eklavya Training Program in promoting hygienic behaviour among participants.

TRAINING ON EMERGENCY PROCEDURE

CHART 15: EXTENT OF AWARENESS OF DIFFERENT CAUSES OF EMERGENCY FROM EMERGENCY PROCEDURE TRAINING

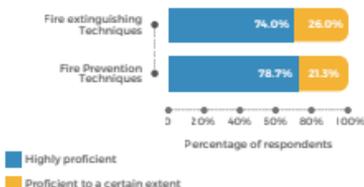


The data reveals a high level of awareness among respondents regarding different causes of emergencies following the emergency procedure training. A significant 91.3% reported being highly aware, while the remaining 8.7% were aware to some extent. This demonstrates the effectiveness of the training in equipping participants with crucial knowledge to identify and respond to emergencies in the workplace.



TWO WHEELER TRAINING

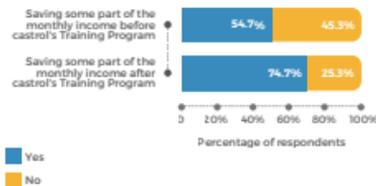
CHART 16: PROFICIENCY ON THE ASPECTS RELATED TO EMERGENCY SITUATIONS



The training program has effectively built strong proficiency among participants in handling emergencies, particularly related to fire safety. For both fire extinguishing and fire prevention techniques, 78.0% of respondents reported being highly proficient, while 21.3% indicated they were skilled to a certain extent. These results reflect the program's success in enhancing practical knowledge and readiness to manage fire-related emergencies in the workplace.

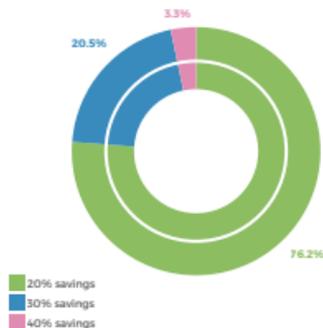
FINANCIAL LITERACY

CHART 17: BEHAVIOURAL CHANGE WITH REFERENCE TO SAVINGS BEFORE AND AFTER THE CASTROL'S TRAINING PROGRAM



Before attending the Castrol Eklavya Training Program, 54.7% of respondents reported that they were saving a portion of their monthly income, while 45.3% were not engaged in any form of regular savings. However, after completing the program, all participants (74.7%) reported that they had started saving some part of their monthly income. This significant behavioural shift highlights the program's substantial impact on promoting financial awareness and encouraging consistent saving habits among mechanics.

CHART 18: POST-TRAINING FINANCIAL DISCIPLINE

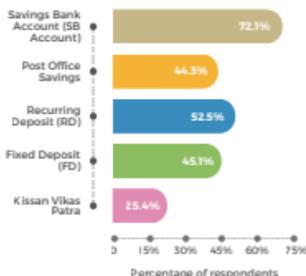


Following the Castrol Eklavya Training Program, all respondents reported saving a portion of their monthly income, with varying levels of savings. The majority, 76.2% reported saving 20% of their income, while 20.5% save as much as 30%. A smaller segment, 3.3%, reported saving 40% of their earnings. This distribution reflects a strong culture of financial discipline and long-term planning encouraged by the training.



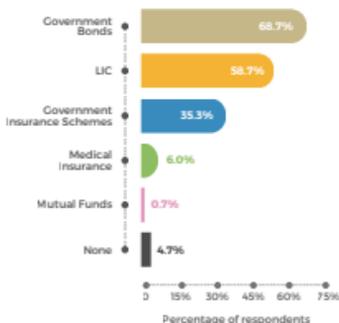
**SESSION ON
GOVERNMENT SCHEMES**

CHART 19: TYPES OF SAVINGS



The data shows that participants have adopted a range of formal saving instruments following the Castrol Eklavya Training Program. A large majority (84.7%) save through Savings Bank Accounts, while 69.3% utilise Post Office Savings schemes. Recurring Deposits are used by 26.0% of respondents, and a smaller portion have invested in Fixed Deposits (4.0%) and Kisan Vikas Patra (4.0%). This variety in savings methods indicates an increased awareness and willingness to use structured financial tools for future security and stability.

CHART 20: OTHER METHODS OF SAVINGS



In addition to traditional savings accounts, respondents reported using various other methods to secure their financial future. Government bonds emerged as the most popular option, chosen by 68.7% of participants, followed by Life Insurance Corporation (LIC) policies at 58.7%. Government insurance schemes were used by 35.3%, while a smaller percentage opted for medical insurance (6.0%) and mutual funds (0.7%). Only 4.7% of respondents reported not using any alternative savings method. This data reflects a growing diversification in savings approaches, indicating enhanced financial literacy and planning post-training.



Income, Image, and Identity - Rizwan's Leap Forward

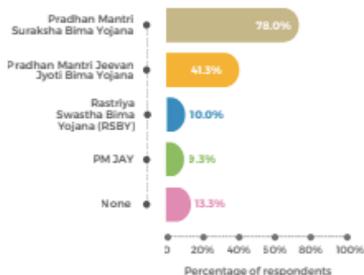
Rizwan Zari, a 32-year-old technician from Dharwad, was already skilled in two-wheeler repairs but lacked structure in his workshop operations. Before the training, he relied on informal methods and had limited understanding of BS6 systems. After attending the Eklavya Programme, Rizwan completely transformed his garage by adopting the 5S system, maintaining job cards, and introducing digital payment options. His communication with customers improved, and he proudly began referring to himself as a "Technician" instead of a "Mechanic." Rizwan noticed a direct improvement in customer trust and business growth. His monthly income increased from ₹25,000 to nearly ₹40,000, and his workshop is now cleaner, more organised, and more respected in the community.

"Customers now take us seriously. They see how we work, how we talk, how we maintain our records, everything is professional now."

- Rizwan Zari, Automotive Technician, Dharwad

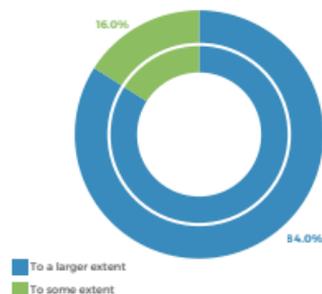


CHART 21: GOVERNMENT INSURANCE SCHEMES IN WHICH RESPONDENTS ARE ENROLLED



A significant portion of respondents are enrolled in various government insurance schemes, indicating improved financial awareness and social security coverage. The most commonly availed scheme is Pradhan Mantri Suraksha Bima Yojana (PMSBY) (accidental death and disability insurance scheme), with 78.0% of respondents enrolled. This is followed by Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY) (life insurance scheme) with 41.3% coverage. A smaller group is enrolled in Rashtriya Swastha Bima Yojana (RSBY) (health insurance scheme for BPL families) (10.0%) and PM JAY (Pradhan Mantri Jan Arogya Yojana - government-funded health insurance scheme under Ayushman Bharat) with 9.3% coverage. Notably, 13.3% of respondents reported being enrolled in none of these schemes. The data highlights a growing reach of public welfare programs among mechanics trained under the Eklavya initiative.

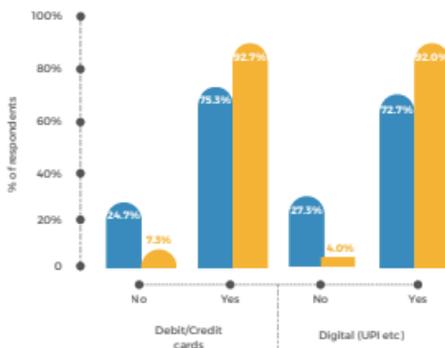
CHART 22: EXTENT TO WHICH THE RESPONDENTS ATTRIBUTE THEIR SAVING HABIT TO THE TRAINING PROGRAM GIVEN BY CASTROL EKLAVYA



The data shows that the Castrol Eklavya Training Program had a substantial impact on encouraging savings among participants. A large majority, 84.0% of the respondents, attributed their saving habits to the training to a larger extent, while 16.0% acknowledged the program's influence to some extent. This indicates that the training played a key role in fostering financial awareness and promoting regular saving practices among the respondents.

CHANGE IN BEHAVIOUR TOWARDS DIGITAL TRANSACTIONS

CHART 23: PROFICIENCY ON DIGITAL TRANSACTIONS



■ Before the training program

■ After the training program



Digital Financial Literacy And Transaction Practices Post-Training

The Castrol Eklavya Training Program significantly boosted digital transaction proficiency among participants, leading to broader adoption of card payments, online banking, and sustained universal use of UPI platforms.



Debit/Credit Cards - Major Increase in Card Usage Post-Training

Before the Castrol Eklavya Training Program, only 7.3% of respondents reported using debit or credit cards, while a vast 92.7% had not used them. After the training, the scenario reversed, with 92.7% now confidently using cards and only 7.3% remaining non-users. This reflects a significant improvement in awareness, access, and comfort with card-based transactions due to the training.



Online Payments - Strong Growth in Adoption and Usage

The use of online payment methods such as internet banking and digital wallets saw a sharp rise following the training. Initially, 72.7% of respondents used these platforms, while 27.3% did not. After training, usage rose to 98.0%, with only 2.0% still not using online payments. This highlights the training's effectiveness in promoting secure and efficient digital transaction habits.



UPI and Digital Apps - Universal Adoption Sustained

Usage of UPI-based payment platforms such as Google Pay, PhonePe, and Paytm was already universal before the training, with 100% of respondents using them, and this trend continued post-training. The consistent use of UPI indicates a high level of digital familiarity, which the training helped reinforce alongside expanding other digital payment modes.

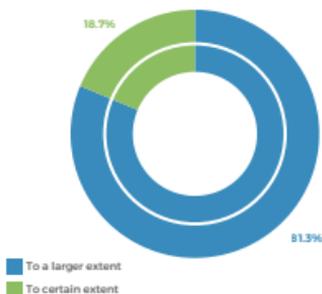


Suresh S Lohar - Learning Has No Age

Suresh S Lohar, a 72-year-old Automotive Technician from Dharwad, had worked in vehicle repair for decades but found it challenging to keep up with modern advancements like BS6 engines and electric vehicles. Determined not to fall behind, he joined the Castrol Eklavya Programme in 2023. Through the training, Suresh significantly updated his knowledge by learning about sensor-based diagnostics, OBD systems, and modern safety protocols. He also improved his workshop management by implementing job cards, maintaining inventory records, and following the 5S system. The programme introduced him to digital payments and financial planning, helping him start saving regularly for the first time. With renewed confidence, he now handles BS6 and electric vehicle repairs that he previously avoided. His customers have noticed the change, and his credibility and income have grown. Mr. Suresh's story highlights that with the proper support, learning and growth are possible at any age, regardless of experience or background.



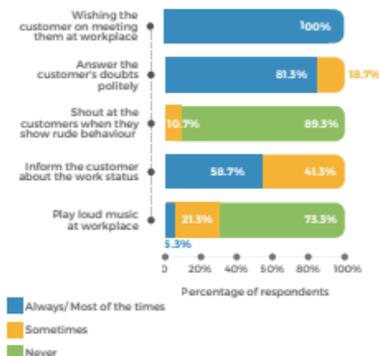
CHART 23: EXTENT TO WHICH THE RESPONDENTS ATTRIBUTE THEIR CHANGING TO DIGITAL TRANSACTIONS TO THE TRAINING PROGRAM OF CASTROL EKLAVYA



The Castrol Eklavya Training Program has been a key driver in promoting the shift to digital transactions among respondents. A significant 81.3% attributed their transition to digital payment methods to the program to a larger extent, while 18.7% acknowledged its influence to a certain extent. This demonstrates the program's strong role in building digital confidence and enabling financial inclusion through technology.

WORKPLACE ETTIQUETTE

CHART 24: WAYS OF DEALING WITH CUSTOMERS AT WORKPLACE



The Castrol Eklavya Training Program has significantly influenced participants' approach to customer interaction, fostering polite communication, transparency, and professionalism while also encouraging a more disciplined and respectful workplace environment.



Greeting Customers - Fostering a Friendly and Professional Atmosphere:

All respondents (100.0%) reported that they always or most of the time greet customers upon meeting them at the workplace. This consistent practice reflects a strong culture of respect and professionalism, creating a positive first impression for every customer interaction.



Polite Communication - Respectful Handling of Customer Queries:

Every respondent (100.0%) stated that they always or most of the time answer customer doubts politely. This indicates a high standard of courteous communication, which is crucial for building trust and ensuring customer satisfaction.



Managing Conflict - Handling Rude Behaviour with Restraint:

When customers behave rudely, 66.7% of respondents reported that they never shout in response, demonstrating emotional control and professionalism. However, 30.7% admitted to shouting always or most of the time, and 2.7% did so occasionally. While most respondents handle conflict calmly, the data suggests a need for further support in customer conflict resolution strategies.



Work Updates - Transparent Communication on Service Progress

Respondents unanimously (100.0%) reported that they always or most of the time inform customers about the status of their work. This practice of proactive communication helps manage expectations and builds customer confidence in the service process.

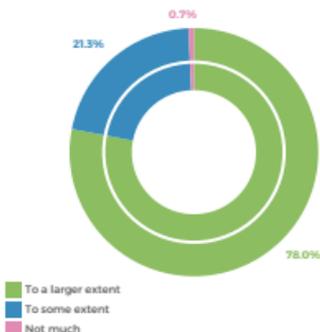


Noise Management - Maintaining a Professional Environment

A majority of respondents (75.3%) stated they never play loud music at the workplace, maintaining a calm and focused work environment. However, 24.7% reported doing so always or most of the time. While most workplaces are quiet and customer-friendly, there's room to reinforce the importance of maintaining an environment conducive to clear communication and concentration.

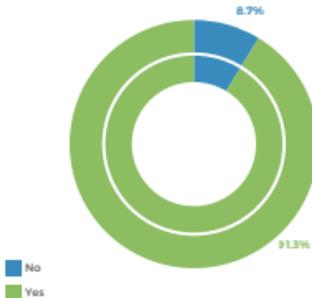
ENTREPRENEURSHIP

CHART 25: EXTENT TO WHICH THE RESPONDENTS WERE MOTIVATED TO SET UP A BUSINESS AFTER THE TRAINING PROGRAM



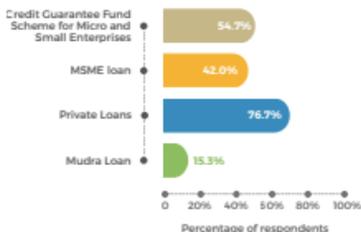
The Castrol Eklavya Training Program significantly influenced participants' motivation to establish their businesses. A substantial 78.0% of respondents reported being motivated to set up a company to a larger extent, while 21.3% felt motivated to some extent. Only 0.7% indicated that the training had little impact on their entrepreneurial intent. This data highlights the program's strong role in inspiring self-employment and fostering a spirit of entrepreneurship among mechanics.

CHART 26: WHETHER THE RESPONDENTS HAVE SET UP ANY BUSINESS AFTER ATTENDING THE TRAINING PROGRAM?



Only 8.7% had not started a company after the training. This indicates that the training not only inspired entrepreneurial intent but also equipped participants with the confidence and skills to take tangible steps toward self-employment.

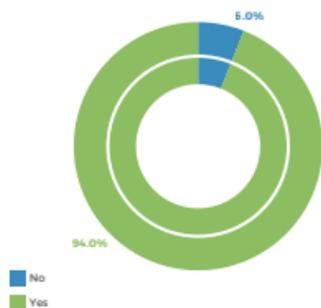
CHART 27: TYPES OF LOANS THE RESPONDENTS WERE AWARE OF



The data reveals that respondents have gained considerable awareness of various loan schemes following the training. The most widely known was the Credit Guarantee Fund Scheme for Micro and Small Enterprises, with 82.7% of respondents familiar with it. This was followed by MSME loans, known to 61.3%. A smaller proportion of respondents were aware of private loan options (18.0%) and Mudra Loans under the Pradhan Mantri Mudra Yojana (15.3%). This spread of awareness suggests a strong orientation toward formal financial instruments, supported by the training program's focus on financial literacy and entrepreneurship.

Following the Castrol Eklavya Training Program, a remarkable 91.3% of respondents reported having set up their own business, reflecting the program's strong influence on enabling entrepreneurship.

CHART 28: AWARENESS ABOUT THE PROCEDURE FOR OBTAINING A BUSINESS ENTERPRISE LICENCE



A vast majority of respondents (94.0%) reported being aware of the procedure for obtaining a business enterprise license, while only 6.0% lacked this knowledge. This high level of awareness reflects the effectiveness of the Castrol Eklavya Training Program in educating participants on the formalities of setting up and registering a business, thereby promoting legal and structured entrepreneurship.

“

Transforming a Workshop with Knowledge - Iqbal's Story

Iqbal Ameen Shaikh, a 34-year-old two-wheeler mechanic from Ghaziabad, used to manage his garage based on experience and intuition. Before training, he lacked exposure to new vehicle technologies like BS6 engines and sensor-based systems. Through the Castrol Eklavya Programme, Iqbal not only learned to handle electric vehicles and BS6 diagnostics but also adopted structured workplace practices. Post-training, he introduced job cards, periodic maintenance logs, and inventory sheets, improving workshop discipline and transparency.

"Now we treat every customer as a long-term client. We make job cards, clean our space regularly, and celebrate the birthdays of regular customers. The training gave us a professional identity."

- Iqbal, Automotive Technician, Ghaziabad

”



CAMP BASED TRAINING

CHART 29: OPINIONS ON TRAINING PROGRAM


Appreciation For Quality, Relevance, And Delivery Of Training Content

Participants of the Castrol Eklavya Training Program unanimously acknowledged the clarity, practicality, and relevance of the training content, along with the conducive learning environment and effective teaching methods that supported their skill development.



Clarity of Content Delivery - Simple and Understandable Training

All respondents (100.0%) agreed that the program content was explained in a simple and easy-to-understand manner. They also confirmed that trainers effectively addressed their concerns and queries, reflecting the quality and clarity of instructional delivery.



Learning Environment - Conducive Training Venue

Every participant (100.0%) reported that the training venue was suitable for learning. This highlights the organisers' success in creating an environment that supported focused engagement and practical skill-building.



Relevance and Organisation - Well-Structured and Job-Oriented Content

Respondents unanimously (100.0%) agreed that the training content was well-organised and highly relevant to their current work. This affirms that the curriculum was thoughtfully designed to meet the real-world needs of the participants.



Program Duration - Adequate Time for Learning

All respondents (100.0%) felt that the duration of the training program was sufficient. This suggests that the sessions were paced appropriately, allowing enough time for both theoretical learning and hands-on practice.



Hands-On Demonstration - Practical Teaching by Trainers

Every participant (100.0%) acknowledged that the trainers provided practical demonstrations of the concepts being taught. This hands-on approach greatly enhanced understanding and retention of skills.



Learning Through Practice - Practical Exercises Enhanced Understanding

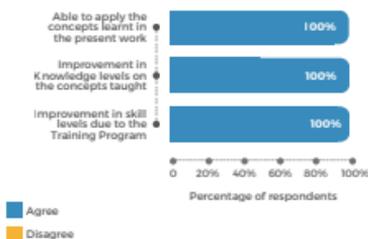
All respondents (100.0%) agreed that the inclusion of practical exercises made the learning process easier. This feedback underlines the importance of experiential learning in vocational training programs.



Knowledge Enhancement - Significant Improvement in Understanding

Every participant (100.0%) reported an improvement in their knowledge levels on the concepts taught. This reflects the program's success in delivering explicit, accessible content that expanded participants' theoretical understanding.

CHART 30: BENEFITS RECEIVED FROM THE TRAINING PROGRAM



Skill Development - Noticeable Growth in Practical Skills

Respondents unanimously (100.0%) agreed that their skill levels improved as a result of the training. This highlights the effectiveness of the program in providing hands-on learning experiences that translate into real improvements in their technical and professional competencies.



Comprehensive Gains In Knowledge, Skills, And Practical Application

The Castrol Eklavya Training Program was unanimously credited by participants for enhancing their knowledge, improving their skills, and enabling the practical application of learned concepts in their everyday work environments.



Practical Application - Concepts Effectively Applied in Real Work

All respondents (100.0%) agreed that they were able to apply the concepts learned during the training to their current work. This demonstrates the program's strong alignment with workplace needs and its practical relevance to the day-to-day responsibilities of the participants.

07. OECD FRAMEWORK



Relevance



Coherence



Effectiveness



Efficiency



Impact



Sustainability



RELEVANCE



ALIGNMENT WITH TARGET GROUP NEEDS

The Castrol Eklavya Programme was designed for mechanics across seven Indian states who required structured technical training and broader workplace skill enhancement (e.g., 5S organisation, safety, financial and digital literacy).

The project responded to the real and diverse needs of its primary beneficiaries:

- 52.7% were four-wheeler mechanics, 47.3% were two-wheeler mechanics, reflecting inclusivity in technical content.
- Both experienced (62.7% with 6–10 years of experience) and relatively new mechanics participated, ensuring that the curriculum was accessible for mechanics of varying experience levels.
- 88% of the sample were married, suggesting support for primary breadwinners aiming for livelihood stability.



RESPONSIVENESS TO LOCAL CONTEXT AND BARRIERS

The content and delivery methods were adapted for the local context:

- Training in local languages and via accessible formats (video learning, practical demos).
- The curriculum was broad-based, covering not only core mechanical skills but also entrepreneurship, digital payments, and financial literacy, in recognition of the informal nature of the sector.

Barriers such as limited educational background (only 44% completed a 12th-grade education, and a minority had vocational certification) were addressed with tailored content and teaching strategies.



ALIGNMENT WITH NATIONAL PRIORITIES & SDGS

The project aligns with national and international development goals:

- India's Skill Development Mission: Contributes to upskilling in the informal workforce.

SDGs achieved:

- SDG 1: No Poverty (income generation and entrepreneurship promotion)
- SDG 3: Good Health and Well-being (emphasis on hygiene and workplace safety)
- SDG 8: Decent Work and Economic Growth (enhanced employability, support for self-employment)
- SDG 9: Industry, Innovation, and Infrastructure (modernised service practices and shop management).



CUSTOMISATION AND DELIVERY

- NGO partners with a deep understanding of local needs ensured that the program was culturally relevant and locally responsive.
- The project's structure—a mix of technical, financial, and soft skill modules—was shaped by actual gaps reported by mechanics, such as knowledge of BS6 diagnostics, fire safety, digital transactions, and customer etiquette.



DIRECT FEEDBACK AND UTILITY

Participant feedback strongly supports relevance:

- 100% of respondents agreed that training was clear, practical, and well organised for their current work.
- All participants reported being able to apply the concepts learned in their real work environment.

The Castrol Eklavya Programme is highly relevant within the OECD DAC framework, as it is tightly aligned with both beneficiary needs and broader developmental priorities. Its tailored curriculum, practical delivery, and widespread positive feedback confirm its close fit with contextual realities, skill gaps, and aspirations of India's informal automotive workforce.



COHERENCE

Internal Coherence

Internal coherence refers to the logical alignment of objectives, methods, activities, and outcomes within the project. The Castrol Eklavya Programme achieves strong internal coherence through:



ALIGNED OBJECTIVES AND CURRICULUM

The project's goals—enhancing technical skill, safety, hygiene, and financial literacy for mechanics—are directly reflected in its curriculum, which covers 5S systems, digital payments, safety, and business management.



CONSISTENT IMPLEMENTATION AND DELIVERY

Training is provided through structured, short-term modules tailored to different mechanic specialisations, backed by comprehensive instructional methods (practical demonstrations, local language content, hands-on exercises).



LOGICAL PROGRAM STRUCTURE

The curriculum progresses from technical skills to softer workplace and business skills, facilitating stepwise competency building. All surveyed participants reported skill improvement and application of learnings at work, confirming logical internal flow from curriculum to practical uptake.



EVALUATION AND FEEDBACK LOOPS

The programme incorporates beneficiary feedback (100% satisfaction with curriculum clarity, delivery, and environment), immediate skill gain (100% improvement in technical and workplace skills), and regular monitoring of outcomes such as savings and safety practices, ensuring continual refinement and coherence.

External Coherence

External coherence relates to the project's alignment with broader national, sectoral, and international frameworks and stakeholder expectations. The Eklavya project demonstrates high external coherence by:



ALIGNMENT WITH NATIONAL/INTERNATIONAL PRIORITIES

The programme is integrated with India's Skill Development Mission and supports several SDGs (1: No Poverty, 3: Good Health, 8: Decent Work, 9: Industry/Innovation), addressing recognised economy-wide needs for upskilling and employability in the informal sector.



STAKEHOLDER INTEGRATION

NCOs with deep local roots (Seeds Impact, Learnet, Empower Foundation, FUEL) help customise interventions, respond to regional differences, and enhance cultural fit. The project's outreach spans seven central states, directly reaching over 10,500 beneficiaries.



POLICY AND SCHEMES SYNERGY

The curriculum introduces mechanics to government insurance schemes (PMSBY coverage at 78%, PMJJBY at 41.3%), business licensing (68.7% awareness), and formal credit avenues, tying individual upskilling to broader policy-driven financial and social inclusion.



SECTORAL AND COMMUNITY FIT

Training content and delivery match the practical realities of India's automotive servicing sector—addressing constraints like small shop size, variable client flow, and informal business models—while also shifting professional identity from "mechanic" to "technician," promoting sectoral modernisation.

The Castrol Eklavya project excels at both internal and external coherence per the OECD framework. Internally, there is precise alignment between its objectives, content, delivery, and results. Externally, it complements national priorities, sectoral needs, and international development goals, leveraging partnerships and systemic linkages to maximise both individual and societal impact.



EFFECTIVENESS

under the OECD DAC framework—assesses how well a project achieves its intended objectives and delivers measurable results for its beneficiaries. For the Castrol Eklavya Programme, the effectiveness can be substantiated through data-driven outcomes, consistent beneficiary feedback, and independent evaluation metrics.



ACHIEVEMENT OF OBJECTIVES

- Technical Skill Development:** A significant shift in proficiency was observed among participants. For example, before the training, only 7.1% of mechanics identified as “expert” in wiring systems repair, post-training, this increased by 10.9%. Fully 44.2% moved from beginner to practitioner levels, and 42.2% improved to higher proficiency levels overall, demonstrating clear technical advancement.
- Workplace Safety & Hygiene:** 91.3% of trainees reported high awareness of emergency procedures, and 74% felt highly proficient in fire safety. Hygiene metrics improved dramatically, with 94.7% constantly washing hands and 96.0% always using dustbins after the training—illustrating behavioural changes directly attributable to the program.
- Financial and Digital Literacy:** Rates of regular savings increased from 54.7% pre-training to 74.7% post-training. Proficiency in digital payments rose nearly 20 percentage points—UPI usage jumped from 72.7% to 92%, and debit/credit card use from 75.3% to 92.7%.
- Professional Conduct and Customer Service:** 100% of respondents reported improvements in workplace etiquette, such as greeting customers and polite communication, with 81.3% always or most of the time answering queries politely.



BENEFICIARY REACH AND SATISFACTION

- Broad Demographic and Regional Coverage:** The programme reached over 10,500 mechanics in seven states, including both two-wheeler (47.3%) and four-wheeler (52.7%) professionals, and addressed all experience levels—from new entrants to seasoned mechanics.
- Unanimous Positive Feedback:** All participants (100%) confirmed improvements in their skills and knowledge, reported that training was clear and relevant, and found the learning environment conducive and practical.
- Behavioural and Economic Impact:** 87.3% of respondents cite the programme as a primary reason for improved safety behaviour. About 85% of evaluated beneficiaries now earn ₹30,000 or more per month, with many transitioning to shop ownership (68.7%), reflecting both skill gains and increased economic opportunity.
- Consistent Results Across Skills:** Effectiveness is seen not just in technical but also in life skills, financial behaviour, and workplace organisation, showing a holistic approach and broad-based improvements.

The Castrol Eklavya Programme is highly effective as per the OECD DAC criteria—demonstrating clear achievement of project goals across skill-building, behavioural change, economic upskilling, and upliftment of workplace practices. Evidence includes robust quantitative improvements in skills, safety, savings, and professional conduct, backed by strong beneficiary endorsement and third-party evaluation scores.



EFFICIENCY



Efficiency in the OECD DAC framework measures how economic resources (funds, expertise, time) are converted into results and whether program outcomes are achieved cost-effectively without waste.

KEY FINDINGS ON EFFICIENCY

- **Cost-Effectiveness:** Multiple impact assessment reports independently note that the social and economic benefits of Castrol Eklavya substantially outweigh its resource investments. The project utilises structured training combined with regular refresher courses, ensuring that each rupee spent delivers measurable improvements in technical skills, workplace safety, and economic gains for mechanics.
- **Optimal Resource Utilisation:** The project leverages technology such as training videos and e-content, and heavily collaborates with local mechanic associations and NGOs for implementation and outreach. This regional partnership model reduces costs, ensures rapid beneficiary coverage, and localises content to increase uptake and minimise wastage.
- **Scale and Reach:** The program achieved impressive coverage, reaching over 10,500 individuals across diverse states. Training is standardised, modular, and delivered in local languages through best-fit partners, maximising the impact per resource unit.
- **Quality and Structure:** All participants reported that the content was explicit, the venue was suitable, and the program duration was adequate (100% satisfaction). Hands-on demonstrations and practice-based learning facilitated rapid skills transfer, supporting efficient uptake of knowledge.
- **Monitoring and Evaluation:** There is regular tracking of behavioural metrics—like safety, savings, and use of welfare schemes—which ensures early detection of issues and course corrections, bolstering implementation efficiency. The reports recommend further strengthening the management information system (MIS) for even sharper results tracking and reporting.
- **Economic Uplift and Behaviour Change:** The efficiency is further evident in outcome metrics—e.g., 85% of surveyed mechanics now earn ₹30,000 or more monthly; ownership rates, structured saving habits, safety practice adoption, and digital payments all rose sharply after training.

The Castrol Eklavya Project is highly efficient per the OECD DAC framework. This is reflected in its broad beneficiary reach, optimal use of partnerships and technology, cost-effective delivery of measurable results, and strong, ongoing monitoring practices. The program's structure and management ensure a high return on investment for every resource deployed and provide a model for vocational training at scale in the informal sector of India.



IMPACT



ECONOMIC UPLIFT AND LIVELIHOODS

- **Entrepreneurship Boost:** 68.7% of beneficiaries reported awareness of the Business registration process, which could lead to future opportunities for greater economic autonomy, decision-making power, and job creation for others within their communities.
- **Workforce Resilience:** Case narratives (e.g., Ram Ashish Prajapati and Mahadev) highlight how access to modern training helped mechanics overcome financial shocks and thrive post-pandemic.



TECHNICAL, SOCIAL, AND BEHAVIOURAL CHANGE

- **Workplace and Safety Practices:** There is a significant rise in safe work behaviours—e.g., 73.3% always ensure clear exits, 74.0% always maintain workshop cleanliness, and 89.3% consistently avoid explosive items in the garage. These improvements are directly attributed by 87.3% of mechanics to the training.
- **Adoption of Organisational Systems:** Over half of the sample (51.3%) recall and apply the 5S system in their workshop management, driving greater order, efficiency, and safety in daily tasks.
- **Health and Hygiene:** Personal and workplace hygiene improved dramatically: 94.7% now always wash hands, 96.0% always use dustbins, and most adopt safe food and drinking water habits. 74% attribute these lasting improvements to the program.
- **Financial Literacy and Formal Inclusion:** The proportion of mechanics engaging in regular savings rose from 54.7% to 74.7%. Formal banking usage (bank accounts, recurring deposits, post office savings) and government social security scheme enrolment (e.g., 78% in PMSBY) also increased, strengthening social protection and long-term security.



ENHANCED PROFESSIONALISM AND SOCIAL STANDING

- **Shift in Identity:** Many mechanics now refer to themselves as "Technicians," reporting increased customer respect, higher morale, and stronger professional pride. Enhanced communication, documentation, and customer etiquette directly improved customer loyalty and workshop reputation.
- **Life Skills and Well-being:** The program fostered attitudes valuing discipline, planning, and a respectful work culture. Stories from the field describe family cohesion, reduced risky behaviours (like tobacco use), and broader aspirations for personal growth.



COMMUNITY AND SECTORAL IMPACT

- **Sector Modernisation:** With upskilled and professionally oriented mechanics, the project has contributed to greater adoption of digital tools, improved documentation, and capacity to handle advanced vehicle technologies (BS6, electric vehicles).
- **Ripple Effects:** The improved business outlook among mechanics leads to the recruitment of helpers, thus extending employment generation and reinforcing a culture of skill development.



PROGRAMME-WIDE IMPACT RATINGS

- **Independent Assessments:** Third-party and CSR evaluations consistently rate the impact as "very high" (often 4.5 out of 5). These scores reflect not only quantitative gains but also sustained improvements in safety, income, morale, and social inclusion.
- **Comprehensive Change:** The sum of skills advancement, income growth, better workplace standards, broader financial inclusion, and enhanced self-esteem underscores the project's transformative impact at both the individual and sectoral levels.

The Castrol Eklavya Programme has achieved a very high impact as per the OECD-DAC criteria. It has noticeably transformed mechanics' lives through increased incomes, entrepreneurship, technical proficiency, formal financial participation, safer workplaces, and improved social standing. These changes are supported by robust data and direct attribution by beneficiaries, confirming the project's profound, positive, and sustainable effects in India's automotive servicing sector.



SUSTAINABILITY

Sustainability under the OECD-DAC framework refers to the likelihood that the benefits achieved by a project will continue after donor funding or direct support ends. For the Castrol Eklavya Programme, several data-backed indicators illustrate both strengths and remaining challenges regarding sustainability.



ONGOING APPLICATION OF SKILLS & KNOWLEDGE

- **Universal Application:** All programme respondents (100%) reported that they are applying knowledge and skills acquired through the training to their daily work.
- **Practical Impact:** Mechanics continuously implement concepts like 5S, safety protocols, customer service, and digital/financial literacy—even after formal training periods. Post-training follow-ups reveal sustained behaviour change and ongoing adjustments to working practices.



SYSTEMIC AND BEHAVIOURAL SUSTAINABILITY

- **Workplace Practices:**
 - 51.3% of beneficiaries recall the 5S concept; all who recalled it (100%) use it at their workplace—27.3% diligently, others to an extent.
 - The majority maintain regular cleaning, tool organisation, and follow standardised routines when possible, considering constraints like limited space and fluctuating workload.
- **Safety & Hygiene:**
 - High compliance with safety norms (e.g., 73.3% always keep exits clear; 74% maintain cleanliness).
 - Hygiene behaviours (e.g., 94.7% always wash hands, 96% always use dustbins) remain high, attributed to the lasting influence of the programme.



ENTREPRENEURSHIP AND LIVELIHOODS

- **Shop Ownership and Upward Mobility:**
 - 68.7% of respondents now own shops, indicating a shift to long-term self-employment and enhanced economic resilience.
 - Income gains are sustained, with 85% earning above ₹30,000/month; several case studies show continued business development months after training.



SUPPORT SYSTEMS AND INSTITUTIONALISATION

Continuous Support:

- Mechanics keep in touch with trainers and NGO partners for advice even months after the program, using helplines and field networks. This demonstrates both engagement and the ability of the ecosystem to offer ongoing support.

Cultural Change:

- The shift in professional identity from "mechanic" to "technician" reflects a deep-seated transformation likely to endure as vocational norms evolve.



BARRIERS AND AREAS FOR IMPROVEMENT

- Partial Recall & Implementation:
 - Nearly half (48.7%) do not recall the 5S concept, and among those who remember, full implementation is uncommon due to small shop sizes and limited resources.
 - Only 15.3% are aware of Mudra loans, showing that understanding of some formal schemes remains limited, possibly affecting sustained access to credit for business expansion.
- Need for Refreshers:
 - The report recommends periodic refresher sessions, hands-on follow-ups, low-cost toolkits, and targeted awareness drives (especially for small or new entrepreneurs) to reinforce learning and encourage adoption of best practices.

The Castrol Eklavya Programme demonstrates strong sustainability: the majority of trained mechanics continue to apply improved technical, business, safety, and financial practices well beyond the conclusion of formal training. Shop ownership, regular savings, and ongoing support mechanisms enhance long-term benefits. However, for full and widespread sustainability, further efforts in refresher training, scheme awareness, and tailored support for smaller workshops are necessary. The embedded behavioural changes, institutional linkages, and robust professional identity shift lay a solid foundation for lasting impact in the sector.



Relevance



Coherence



Effectiveness



Efficiency



Impact



Sustainability

CHAPTER 8

RECOMMENDATIONS

RECOMMENDATIONS FOR STRENGTHENING FINANCIAL CAPACITY OF BENEFICIARIES

Drawing from observations and participant feedback, the following ideas could help improve financial literacy, discipline, and access to resources. These suggestions are intended as options for consideration and adaptation to local needs.



Introduce More Practical Financial Planning Activities

Participants might benefit from training that focuses on everyday money management in their business.

- For example, budgeting exercises could help them map monthly income and expenses using simple formats such as notebooks, spreadsheets, or mobile apps in their local language.
- Demonstrating how to track gross and net profit through relatable examples—like running a small tea stall scenario—could make the concept more tangible.
- Tips on managing working capital, such as keeping a small “emergency float” for supplier payments, could help avoid business disruptions.
- Encouraging goal-based saving, such as setting aside small weekly amounts for equipment purchases, might make financial targets more achievable.



Offer Clearer Guidance on Government and Institutional Schemes

Workshops could simplify access to relevant financial support programs by making the process less intimidating.

- Visual explainers and flowcharts could show step-by-step how to apply for schemes like PMCEP or MUDRA.
- Providing eligibility and document checklists might help participants assess their readiness before applying.
- Mock application exercises could give them the confidence to complete forms correctly.
- Inviting local entrepreneurs who have successfully accessed such schemes could serve as motivating examples.



Support the Process of Business Formalisation

Helping participants transition to formal business status could open doors to credit, contracts, and government benefits.

- On-the-spot registration drives during training sessions could make it easier to obtain MSME or trade licenses.
- Resource kits—printed or digital—could guide them through licensing, GST registration (where applicable), and basic bookkeeping.
- Trainers could explain the benefits of formalisation, such as eligibility for larger loans or participation in government tenders.



Provide Light-Touch Post-Training Financial Coaching

Ongoing support might help ensure that participants continue to use the skills they learn.

- Monthly follow-up calls or WhatsApp messages in the first six months could track progress and address challenges.
- Small peer-learning groups could meet quarterly to share experiences and practical solutions.
- Recognising milestones—such as maintaining accurate accounts for three consecutive months—could motivate continued discipline.
- Simple ledgers or mobile accounting apps in local languages could be provided, along with guidance on their use.

Potential Benefits:

If applied, these measures could make it easier for participants to plan, track, and grow their businesses; access financing; build a savings habit; and sustain long-term business stability.

RECOMMENDATIONS FOR STRENGTHENING DIGITAL CAPACITY OF BENEFICIARIES

Based on current training practices and feedback from participants, the following suggestions could help improve digital adoption and effective use among beneficiaries. These ideas are meant to be adapted to local needs and resource availability.



Consider Broadening Digital Skills Training

Rather than limiting sessions to digital payments, the training could also touch on other useful digital tools for business growth.

- For example, participants might benefit from learning mobile banking functions like checking balances or transferring funds.
- Introducing basic digital marketing skills—such as creating a WhatsApp Business profile or posting on Facebook Marketplace—could help them reach more customers.
- Simple inventory management apps might help track stock and avoid shortages.
- Guidance on online procurement could also make it easier to find and order spare parts or raw materials at better prices.



Include More Practice-Based Learning

Hands-on exercises during training could help participants feel more confident using digital tools in daily business.

- A small supervised transaction could be used to demonstrate payment security.
- Setting up a WhatsApp Business account together during the session could give them a ready-to-use tool before they leave.
- Simulating customer interactions—like handling a digital payment dispute—could help prepare for real-world situations



Add Elements on Fraud Awareness and Online Safety

Some participants may still hesitate to use digital payments due to fear of fraud. Simple, visual, and practical tips could help build trust.

- Illustrated guides could show safe password practices and how to spot suspicious messages or fake QR codes.
- Trainers might demonstrate common scam examples and explain what warning signs to look for.
- A quick checklist on steps to take in case of fraud—along with helpline numbers—could be provided.



Explore Providing Digital Starter Kits

Access to basic tools can be a barrier, so partnerships with banks, fintech companies, or telecom providers might be helpful.

- Bundled low-cost smartphones with pre-loaded business apps could be offered to those without devices.
- Subsidised SIM cards with a few months of data could help ensure continuous access.
- QR codes, or signage for payment options, might make digital transactions easier for customers.



Create Ongoing Digital Support Channels

Follow-up support could help participants continue using digital tools effectively after training ends.

- A moderated WhatsApp group could allow peer-to-peer troubleshooting and sharing tips.
- A small helpdesk or call-in line could be set up for the first 6-12 months to address technical challenges.
- Quarterly online refresher sessions could introduce new apps or market opportunities.

Potential Benefits:

If introduced, these measures might encourage more consistent use of digital tools, help businesses operate more efficiently, and build confidence in safe online transactions—ultimately improving income opportunities and customer satisfaction.

RECOMMENDATIONS FOR STRENGTHENING WORKPLACE SAFETY PRACTICES

To help mechanics work more safely and sustainably, the following ideas could be considered. These suggestions are intended to be practical, low-cost, and easy to integrate into existing training and follow-up activities.



Explore Providing Low-Cost Safety Kits

It might be helpful to partner with suppliers or CSR sponsors to make safety gear more affordable and accessible.

- Subsidised bundles could include gloves, goggles, reflective jackets, and small fire extinguishers.
- Starter kits could be distributed at the end of training, ensuring participants leave equipped for immediate use.



Highlight the Return on Investment (ROI) of Safety

Framing safety as both a health and economic priority could help increase adoption.

- Case studies could show how accidents result in downtime, income loss, and higher repair costs.
- Trainers might present “before and after” examples where small safety investments prevented major disruptions.



Provide Simple Safety Checklists

A quick-reference guide could make it easier for mechanics to follow good safety practices daily.

- Laminated checklists might include key points on lighting, ventilation, PPE usage, and safe tool placement.
- The checklist could be kept near the workbench for easy visibility.



Encourage Peer-Led Safety Promotion

A peer influence approach could help reinforce good habits over time.

- A small group of “Safety Ambassadors” within the mechanic community could model proper safety practices.
- These ambassadors could also remind and encourage others during busy workdays.



Include Safety in Post-Training Follow-Up

Safety habits might be easier to sustain if they are part of ongoing monitoring and peer interactions.

- Follow-up visits could check for basic compliance with safety practices introduced during training.
- Peer networks or WhatsApp groups could share safety tips and reminders periodically.

Potential Benefits:

If introduced, these measures might reduce accidents, lower repair-related costs, and improve both the health and productivity of mechanics—helping them sustain their livelihood over the long term.

RECOMMENDATIONS FOR STRENGTHENING CUSTOMER COMMUNICATION PRACTICES

Clear and proactive communication could help mechanics build stronger customer relationships, leading to more trust and repeat business. The following ideas might be worth considering.



Introduce Simple Communication Protocols

It could be helpful to train mechanics on a few standard updates to send to customers at key service stages.

- For example: "Vehicle received," "Diagnosis completed," "Work started," and "Work completed."
- Having a simple checklist of these messages could make communication quick and consistent.



Make Use of WhatsApp Business

Since many customers already use WhatsApp, training on its business features could make updates more efficient.

- Mechanics could learn to set up automated replies, send photos or short videos of repair progress, and use labels to track ongoing jobs.
- This might help reduce misunderstandings and increase transparency.



Explore Low-Cost CRM Tools

Basic tools—digital or paper-based—could help track customers and encourage repeat visits.

- Free or low-cost apps might store work history, send reminders for the next service, or note customer preferences.
- Even a simple paper service card handed to the customer could serve as a record and gentle reminder.



Highlight the Business Benefits of Communication

Sharing success stories could help mechanics see communication as a business advantage rather than extra work.

- Examples might show how timely updates led to referrals, repeat customers, or positive online reviews.
- Trainers could illustrate how proactive communication often turns one-time customers into loyal clients.



Incorporate Roleplay into Training

Practising customer conversations during training could build confidence and professionalism.

- Scenarios could include explaining delays, discussing unexpected costs, or handling urgent repair requests.
- Trainers could give feedback to help participants choose the right words and tone in challenging situations.

Potential Benefits:

If adopted, these measures might improve customer satisfaction, encourage repeat visits, and strengthen the mechanic's reputation in the community—ultimately supporting long-term business growth.

CHAPTER 9

CONCLUSION

The Castrol Eklavya Programme has emerged as a transformative initiative, empowering informal sector mechanics with essential technical, financial, digital, and life skills. Reaching thousands of beneficiaries across India, the programme has led to significant improvements in workplace organisation, safety practices, hygiene, financial planning, and customer relations.

With universal adoption of the 5S methodology, mechanics have integrated structured practices into their daily operations. The training also triggered notable behavioural changes, including safer work habits, disciplined savings, widespread digital payment usage, and a substantial shift toward entrepreneurship with over 91% of participants establishing their businesses. Participants consistently expressed satisfaction with the clarity, delivery, and relevance of the training content.

Aligned with national skilling goals and the Sustainable Development Goals, the programme demonstrated strong performance across all OECD evaluation criteria, particularly in relevance, coherence, effectiveness, and sustainability. These outcomes position Castrol Eklavya as a high-impact, scalable model for empowering India's grassroots workforce. To ensure long-term impact, the programme must continue to evolve through sustained engagement, periodic curriculum updates, and extended post-training support.

The Castrol Eklavya Programme stands as a powerful example of how targeted skill development can transform lives and livelihoods. By fostering confidence, enhancing capabilities, and nurturing entrepreneurial spirit, the initiative has not only uplifted individual mechanics but also contributed meaningfully to safer, more efficient mobility services across the country. With its strong foundation and impactful outcomes, the programme is well-positioned to grow further, inspiring many more mechanics to dream bigger, work smarter, and thrive in a rapidly evolving automotive ecosystem.



CSR Impact Assessment Report 2025

CASTROL SARARTHI MITRA



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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 programme is a flagship CSR initiative by Castrol India, developed to support one of the country's most essential yet underserved workforce segments, who are truck drivers. Often working in demanding environments, these drivers face a range of challenges, including long hours, limited access to healthcare, poor financial literacy, and minimal social protection. Recognising these vulnerabilities, the programme was designed as a holistic intervention to enhance their physical, financial, and social well-being while promoting safer driving practices.

The programme was structured around the domain of **health and hygiene, road safety, vision care, digital and financial literacy, and awareness of government welfare schemes**. The programme adopts a modular, learner-friendly approach. Training is delivered through a blend of classroom sessions, audio-visual materials, and peer engagement strategies. To ensure cultural relevance and effective communication, sessions are delivered in regional languages tailored to drivers' lived experiences and educational backgrounds.

In 2023, the programme scaled significantly, reaching over 29,000 truck drivers across nine states. The participant group was predominantly composed of men aged between 21 to 60, largely from low-to-moderate income households, aligning closely with the programme's intended demographic. Training modules addressed core areas such as safe driving behaviours, fatigue and health management, and digital financial tools like UPI and card transactions. Dedicated sessions on government schemes further enabled many participants to access life and health insurance for the first time.

The impact assessment revealed high levels of participation and knowledge retention, alongside meaningful shifts in daily practices. Drivers reported more consistent vehicle maintenance, safer road behaviours, increased digital confidence, and proactive health-seeking habits. Many directly credited the programme with influencing these positive changes.

Over time, the Castrol Sarathi Mitra initiative has matured into a comprehensive, scalable model for truck driver development. Its grounded approach, community-based delivery, and adaptability across regions have enabled consistent, tangible outcomes. As it continues to grow, the programme holds strong potential to contribute significantly to road safety, public health, and socio-economic inclusion within India's transport sector.

PROJECT DETAILS



Impact Assessment Period

January to December 2023



Beneficiaries

29,000



NGO Partners

SEEDS CSR, Synergie, SEEDS Learnet



Project locations

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



SDGs aligned with the project



DESIGN SNAPSHOT

**Research design**

Descriptive research design

**Sample size**

400 Truck drivers

**Sampling design**

Quota sampling

**Geography Covered**Maharashtra, Tamil Nadu, West Bengal,
Uttar Pradesh, Delhi, Haryana, Gujarat**INTERACTION WITH TRUCK DRIVER**

Key Findings



72.0%

of truck drivers surveyed fall within the 30-40 years age group.



33.3%

of drivers completed education up to the 10th standard, while 28.7% reached the 12th standard.



92.7%

of respondents were married, exhibiting substantial family responsibilities.



32.7%

of respondents earned monthly incomes between ₹35,000-₹40,000.



69.3%

of drivers had less than 10 years of driving experience.



33.3%

covered more than 500km daily, while another 26.7% covered 201-300km.



52.0%

primarily drove intrastate routes; only 20.0% drove interstate.



47.3%

spent 3-5 days continuously on the road before returning home.



91.3%

participated in the eye screening camps conducted under the programme.

Key Impacts



41.3%

started annual health check-ups, an increase from 15.3% pre-training.



45.3%

of drivers reported doing daily exercise after training, up from 18.7%.



38.0%

now practice daily yoga, rising from only 11.3% before.



44.7%

consciously eat freshly cooked food post-training, up from 22.0%.



34.7%

avoid oily, unhealthy roadside food after training, from 14.0% pre-training.



36.0%

reported regular use of safety shoes while driving, up from 18.0%.



89.3%

gained new awareness about avoiding alcohol/drugs while driving, compared to 63.3% pre-training.



82.0%

achieved awareness regarding STD risks after training.



62.0%

of respondents had vision problems identified via screening; of these, 56% received power glasses.



95.3%

received orientation on government welfare schemes during the programme.



66.4%

enrolled in the Pradhan Mantri Jeevan Jyoti Bima Yojana (life insurance) after training.



80.0%

of drivers who received corrective glasses reported a major improvement in their vision.



71.3%

reported feeling confident making digital transactions independently after training.



88.7%

started using PayTM, Google Pay, or QR-based payments, up from 30% pre-training.



93.3%

reported staying hydrated during journeys post-training.



94.0%

now park at safe places for rest and avoid driving more than 10 hours per day.



98.0%

of drivers now avoid driving in poor weather, rising from 64.7%.



93.3%

consistently use blinkers after training, up from 67.3%.



96.7%

avoid phone calls while driving post-training, up from 58.7%.



95.3%

now perform regular tyre checks before driving, up from 56.7%.



97.3%

check their fire extinguishers weekly, up from 70.0% before participating in the programme.

CHAPTER 3

RESEARCH METHODOLOGY

Research refers to the systematic and structured investigation of a subject in an objective and unbiased manner. In any research study, an appropriate methodology is critical to effectively execute various stages of research, including sampling design, data collection, data analysis, and validation, to achieve the set objectives.

Social impact assessment studies, usually conducted by independent or third-party evaluators, help organisations measure the social outcomes and effectiveness of their CSR initiatives on target beneficiaries and stakeholders. This impact assessment study was undertaken to evaluate the outcomes and impact of the Castrol Sarathi Mitra programme for the year 2023 on truck drivers across India.

OBJECTIVES OF THE STUDY



To evaluate the impact of the Sarathi Mitra programme on truck drivers' knowledge, behaviours, attitudes, and perceptions related to road safety and safe driving practices.



To assess improvements in vision care and its contribution to safer driving.



To understand the effectiveness of financial and digital literacy modules in enhancing drivers' awareness, savings behaviour, and adoption of digital financial practices.



To examine changes in health-seeking behaviour and adoption of personal hygiene, wellness, and fatigue management practices among truck drivers.



To evaluate the impact of supplementary interventions such as refresher trainings, NSDC certifications, scholarships for drivers' children, and facilitation of government welfare schemes.

STUDY DESIGN

The study adopted a descriptive research design, aimed at describing the characteristics and observed changes among programme participants rather than establishing causal relationships.

A mixed-method approach was utilised, integrating both quantitative and qualitative methods to ensure comprehensive analysis and triangulation of findings. Quantitative methods enabled precise measurement of outcomes, while qualitative methods provided deeper insights into drivers' experiences, behavioural changes, and program satisfaction.

SAMPLING METHODOLOGY

A **quota sampling method** was used to ensure fair representation of truck drivers trained across different geographies and centres in India. The sampling included beneficiaries trained by all implementing partners: **SEED CSR, Seeds Learnet, and Synergie**.

In 2023, the Sarathi Mitra programme reached **29,000 truck drivers** across key states and cities, including Maharashtra, Tamil Nadu, West Bengal, Uttar Pradesh, Delhi, Haryana, and Gujarat. From this range, a representative sample was selected to reflect a diversity of geographic regions, age groups, and backgrounds.

SAMPLE SIZE

A sample size of **400 truck drivers** was adopted for the impact assessment study, aligned with standard statistical practices to achieve a 95% confidence level and a 5% margin of error.

TOOLS OF DATA COLLECTION

For quantitative data collection, a **structured interview schedule** with closed-ended and multiple-choice questions was used to gather information on changes in knowledge, attitudes, and behaviours resulting from the programme. Perception scales and indexes were integrated to objectively measure drivers' confidence levels, safety perceptions, and behavioural shifts.

For qualitative data, **semi-structured interview guides** and **facilitation guides for focus group discussions (FGDs)** were used with truck drivers and key stakeholders (trainers, coordinators, and programme managers).

KEY STAKEHOLDERS

The key stakeholders involved in the study included:



Truck drivers who participated in the Sarathi Mitra programme in 2023.



Trainers and facilitators are responsible for delivering programme modules.



Project coordinators and centre managers representing SEEDS CSR, Seeds Learnnet and Synergie.



INTERACTION WITH WAREHOUSE COORDINATOR

CHAPTER 4

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.



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	4.3	<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	<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

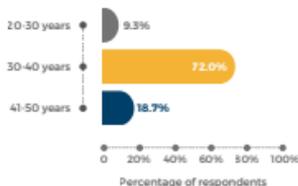
CHAPTER 5

MAJOR FINDINGS OF THE STUDY

This chapter presents a detailed and systematic account of the key findings derived from the study. It captures the behavioural, attitudinal, and knowledge-level changes observed among truck drivers who participated in the training. The findings are categorised thematically to reflect improvements across critical domains such as road safety practices, vehicle maintenance, health awareness, digital and financial literacy, and responsiveness to unforeseen road conditions. These insights are based on a comparative analysis of pre- and post-training responses and highlight the program's overall effectiveness in driving measurable change in participants' everyday practices.

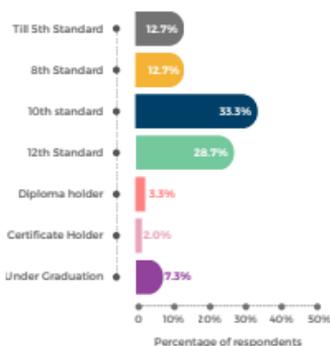
SOCIO ECONOMIC BACKGROUND OF THE TRUCK DRIVERS

CHART 1: AGE GROUP OF THE RESPONDENTS

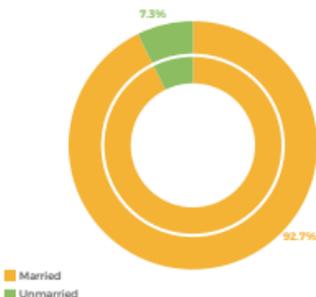


The study consisted of participants from different age groups, with the majority (72.0%) falling within the 30-40 years range. This was followed by 18.7% in the 41-50 years bracket and 9.3% in the 20-30 years group. This age distribution highlights the predominance of drivers from the productive age group among the respondents.

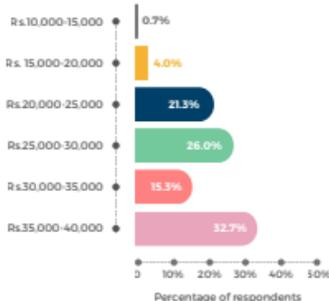
CHART 2: EDUCATIONAL QUALIFICATION OF THE RESPONDENTS



The educational profile of the respondents reflects a diverse range of learning levels. A significant proportion, around one-third (33.3%), had completed education up to the 10th standard, indicating a strong presence of drivers with basic secondary education. This was followed by 28.7% who had studied up to the 12th standard, showcasing a sizable group with higher secondary education. Meanwhile, 12.7% each had studied up to the 5th standard and 8th standard, highlighting a section of drivers with limited formal education. A smaller segment comprised drivers with higher qualifications (7.3%), who were undergraduates, 3.3% held diplomas, and 2.0% had certificate-level qualifications. Overall, this educational distribution suggests that while many drivers possess at least a basic level of schooling, there remains a notable group of drivers with lower formal education levels, underlining the importance of capacity-building interventions like Sarathi Mitra.

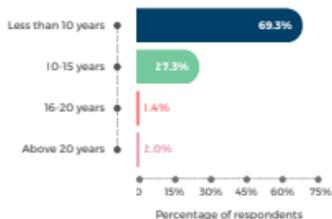
CHART 3: MARITAL STATUS OF THE RESPONDENTS

The majority of respondents were married, accounting for 92.7% of the total participants. Only a small proportion, 7.3%, reported being unmarried. This indicates that most of the truck drivers covered have family responsibilities, which highlights the importance of supporting their overall well-being and providing family-focused interventions such as health awareness and educational scholarships under the Sarathi Mitra programme.

CHART 4: MONTHLY INCOME OF THE RESPONDENTS

The monthly income distribution of the respondents shows a wide range. The largest segment, 32.7%, reported earning between Rs. 35,000 and Rs. 40,000 per month. This was followed by 26.0% of respondents who earned between Rs. 25,000 and Rs. 30,000, and 21.3% falling in the Rs. 20,000 to Rs. 25,000 range. About 15.3% had a monthly income between Rs. 30,000 and Rs. 35,000. A smaller share, 4.0%, earned between Rs. 15,000 and Rs. 20,000, while only 0.7% reported earnings in the lowest bracket of Rs. 10,000 to Rs. 15,000.

This distribution indicates that most truck drivers covered in the study fall within modest income categories, underlining the importance of financial literacy and social security interventions provided by the Sarathi Mitra programme.

CHART 5: DRIVING EXPERIENCE OF THE RESPONDENTS

The data on driving experience indicates that the majority of respondents (69.3%) have been driving for less than 10 years, reflecting a substantial group with significant on-road exposure and practical experience. About 27.3% of the respondents have been driving for 10-15 years, while a smaller proportion reported longer tenures, with 1.4% having 16-20 years of experience and 2.0% driving for more than 20 years. This distribution suggests that most of the drivers covered in the study have accumulated many years of practical experience, underlining the importance of providing continuous training and regular capacity-building initiatives like the Sarathi Mitra programme to strengthen and update their skills and safety practices over time in the evolving world.

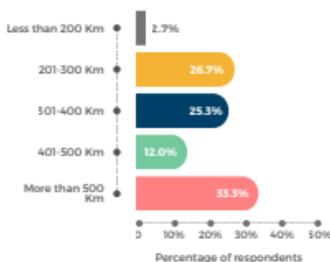
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Over the years, the Castrol Sarathi Mitra programme has grown from a basic road safety initiative into a comprehensive driver empowerment model. Our focus on integrating digital financial literacy, health check-ups, and government linkage schemes has made a real difference. The collaboration with over 500 fleet owners and our operational hubs in Tamil Nadu reflects the programme's credibility and reach.

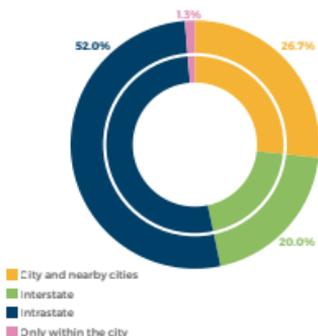
What keeps us going is the visible impact on drivers both in terms of safety awareness and improved well-being.

- Sridhar Babu, South-West Region, Seeds Learnet

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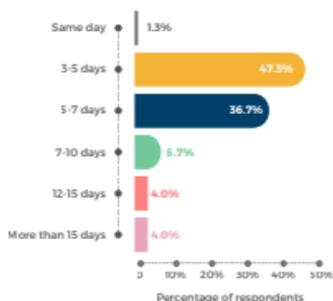
CHART 6: DISTANCE COVERED EVERYDAY


The data on daily distance covered shows that a significant proportion of respondents (33.3%) travel more than 500 km each day, indicating the demanding nature of their work. Around 26.7% cover between 201-300 km daily, and 25.3% drive between 301-400 km. A smaller segment, 12.0%, reported covering 401-500 km, while only 2.7% travel less than 200 km per day. This distribution highlights that most truck drivers included in the study are engaged in long-distance driving on a daily basis, emphasising the need for interventions focusing on fatigue management, health awareness, and road safety, which are the key focus areas of the Sarathi Mitra programme.

CHART 7: DRIVING LOCATIONS


The data on driving locations shows that a majority of respondents (52.0%) primarily drive within their state (intrastate), indicating frequent medium- to long-distance travel within regional boundaries. About 26.7% of drivers operate between the city and nearby cities, while 20.0% engage in interstate driving, covering longer routes across state borders.

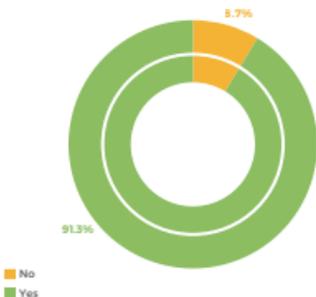
A very small segment, 1.3%, reported driving only within city limits. This distribution highlights the diverse driving patterns among truck drivers and underscores the importance of tailored training in road safety, fatigue management, and route-specific challenges addressed by the Sarathi Mitra programme.

CHART 8: DURATION OF CONTINUOUS DAYS SPENT ON THE ROAD BEFORE RETURNING HOME BY RESPONDENTS


The data on the number of days drivers remain continuously on the road before returning home shows that nearly half of the respondents (47.3%) stay away for 3-5 days at a stretch. About 36.7% are on the road for 5-7 days before returning home, while 6.7% reported being away for 7-10 days. A smaller share of respondents stay away even longer, with 4.0% each spending 12-15 days and more than 15 days on the road continuously. Only 1.3% of respondents return home the same day. This distribution highlights the extended periods many truck drivers spend away from their families, emphasising the importance of health, wellness, and mental well-being interventions included in the Sarathi Mitra programme.

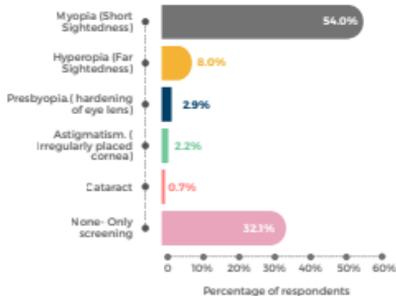
SUPPORT TO VISION CARE

CHART 9: PARTICIPATION OF RESPONDENTS IN THE EYE SCREENING CAMP



The data on participation in the eye screening camp reveals that a large majority of respondents (91.3%) reported taking part in the eye screening camp organised under the programme. Only 8.7% of respondents indicated that they did not participate. This high level of participation highlights the strong interest and willingness among truck drivers to address their vision health, which is a crucial component of safe driving by the Sarathi Mitra programme.

CHART 10: TYPES OF VISION PROBLEMS IDENTIFIED AMONG RESPONDENTS



The bar chart shows the distribution of vision problems identified among truck drivers who underwent eye screening as part of the Castrol Sarathi Mitra Program.



Eye Health and Drivers safety and performance



High Prevalence of Correctable Vision Problems

Many truck drivers shared that they had trouble seeing distant objects clearly, with nearly half of them identifying with symptoms of myopia. They pointed out how this affected their ability to judge distances while overtaking or identifying road hazards in advance—an essential skill for driving at high speeds or on highways. A few also mentioned difficulties with reading signboards or gauging depth, which they associated with conditions like hyperopia, astigmatism, or age-related presbyopia.



Risks of Uncorrected Vision Problems

Drivers commonly reported feeling mentally and physically drained after long hours on the road, which some linked to undiagnosed eye problems. Blurred vision, headaches, and eye strain were frequently mentioned, especially after dusk or during night drives. Several drivers admitted to missing road signs or struggling to follow written instructions or GPS due to poor eyesight. A few even recalled close calls on the road, which they later attributed to delayed judgment or poor visibility.



Early Detection and Prevention

Those who were screened but found to have no vision issues saw this as a reassurance that regular eye check-ups are important. Many expressed relief at catching minor issues early, which otherwise might have gone unnoticed.

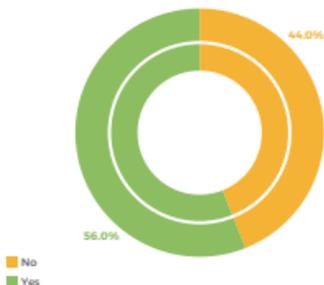
One or two drivers who were informed about the early stages of cataract said they would have never known without the screening and acknowledged that timely advice could prevent serious problems in the future.

The Castrol Sarathi Mitra Program's eye screening initiative is not just a health check—it is a road safety intervention for drivers found to have some form of vision issue, such as:

- Enable timely correction through glasses or treatment.
- Help maintain the efficiency and safety of truck drivers.
- Ultimately, reduce the risk of road accidents and improve the livelihood of drivers by keeping them fit for duty.

Promoting periodic eye screening should be a standard component of any welfare or safety program for truck drivers, and the Sarathi Mitra Program stands as a stellar example for similar CSR interventions.

CHART 11: DISTRIBUTION OF RESPONDENTS WHO RECEIVED POWER GLASSES AFTER THE EYE SCREENING CAMP



Among the 62% of the respondents who had a vision problem, i.e. 93 of the 150 respondents.

56% of respondents received power glasses to correct their vision. 44% did not receive glasses—the majority of this group, as they were already wearing them.

But the vision screening camp helped them to re-check their refractive error and take corrective measures. Safer Roads through Better Eyesight Interactions with the respondents revealed that clear and accurate vision was found to be essential to:

Spot hazards early, Read road signs and signals clearly, Drive confidently in low-light or high-speed conditions.

It was reported that uncorrected vision often led to compromised reaction times, depth perception, and night visibility, increasing the risk of road accidents.

The eye screening initiative under the Castrol Sarathi Mitra Program has proven to be a critical health and safety intervention.

With 56% of drivers benefitting from corrective glasses and the rest already sporting them, the program.

- Helped bridge existing gaps in vision care,
- Contributed to road safety, and
- Improved the overall well-being and occupational efficiency of truck drivers.

Regular and accessible vision care like this is essential for sustaining the health and safety of those who spend long hours on the road.

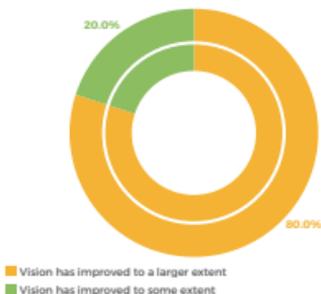
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As a driver, clear vision is everything. Before the training, I didn't realise how much my eyesight had deteriorated. During the Sarathi Mitra session, I underwent a free eye check-up and was given spectacles on the spot. Driving at night and in bad weather is now much easier and safer. This small support made a big difference in my daily life.

—Mukesh Kumar Gurjar, Truck driver, Rajkot, Gujarat

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CHART 12: IMPROVEMENT IN VISION AFTER RECEIVING POWER GLASSES



Among those who received power glasses through the screening, a significant majority (80.0%) shared that their vision had improved greatly. Many of them reported being able to read road signs clearly, spot vehicles from a distance, and drive more confidently, especially during early mornings or at night. One driver mentioned that earlier he used to miss turns or struggle with reading directions on his phone, but after getting his glasses, such issues reduced noticeably. Another shared how he no longer felt the need to squint or strain his eyes while checking delivery documents or fuel receipts.

The remaining 20.0% stated that their vision had improved to some extent. They acknowledged that while glasses had made reading and near vision easier, they still faced mild discomfort in bright light or while driving at night. Nevertheless, all of them agreed that the vision care intervention made a visible difference in their day-to-day driving, reducing errors and fatigue.



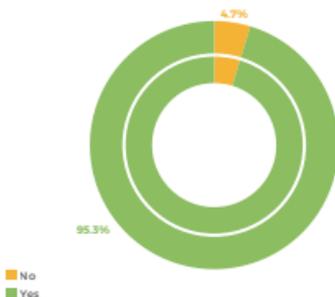
Before this programme, I had no idea about the government schemes available for drivers like me. Through the Sarathi Mitra sessions, I learned how to enrol in health insurance and pension schemes. Now I feel that I have something for my future and my family's well-being.

-Sader Alam, Truck Driver, Bhiwandi, Maharashtra



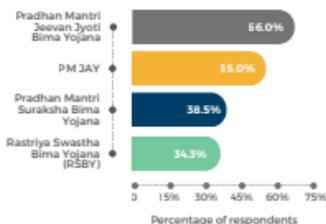
ENROLMENT IN GOVERNMENT SCHEMES

CHART 13: PARTICIPATION IN ORIENTATION SESSIONS ON GOVERNMENT WELFARE SCHEMES



The data shows that a large majority of respondents (95.3%) reported receiving orientation on various government schemes during the Sarathi Mitra programme. Only 4.7% mentioned that they did not receive such orientation. This high level of coverage underscores the programme's strong focus on creating awareness about welfare schemes, enabling drivers to access social security benefits and strengthening their financial resilience.

CHART 14: GOVERNMENT SCHEMES ENROLLED AFTER THE TRAINING PROGRAMME: VOICES FROM TRUCK DRIVERS



Many truck drivers who attended the Sarathi Mitra orientation sessions shared that, for the first time, they became aware of government schemes that could directly benefit their families. Several drivers said that the training helped them understand the purpose and process of enrolling in these schemes, which they had either ignored or found confusing.

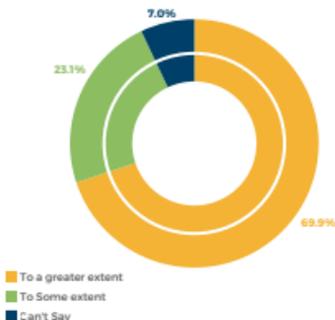
One-third of the respondents (34.3%) reported enrolling in Rashtriya Swastha Bima Yojana (RSBY) after learning how it could cover hospitalisation expenses without upfront payment. As one driver put it, "I didn't know such a scheme existed. After the training, I enrolled immediately so my family won't struggle during a medical emergency."

Similarly, 38.5% mentioned enrolling in the Pradhan Mantri Suraksha Bima Yojana, valuing the accident insurance cover it provides. Several drivers explained that, given the risky nature of their work, this scheme gave them peace of mind. "I'm always on highways. Knowing my family will get some support if something happens to me is a big relief," said one respondent.

More than half (55.9%) enrolled in PM Jan Arogya Yojana (Ayushman Bharat), saying it was the most practical solution for managing costly treatments. A few drivers mentioned they had already used the Ayushman card for hospital services, saving them significant expenses.

The highest enrollment—66.4%—was seen in the Pradhan Mantri Jeevan Jyoti Bima Yojana, with drivers highlighting the importance of having life insurance. Many said the training made them realise how such schemes could protect their family's future. "I never thought about life insurance before. Now I feel more responsible knowing my family will be taken care of if I'm not around," one driver shared.

CHART 15: INFLUENCE OF THE SARATHI MITRA PROGRAM ON SCHEME ENROLLMENT



When asked what led them to enrol in these schemes, nearly 69.9% of drivers clearly credited the Sarathi Mitra training. They said the program helped them understand not only the benefits of these schemes but also how to enrol without getting misled or stuck in bureaucracy. "We knew about some schemes from posters, but only after the training did, we feel confident to go and actually enrol," a driver said.

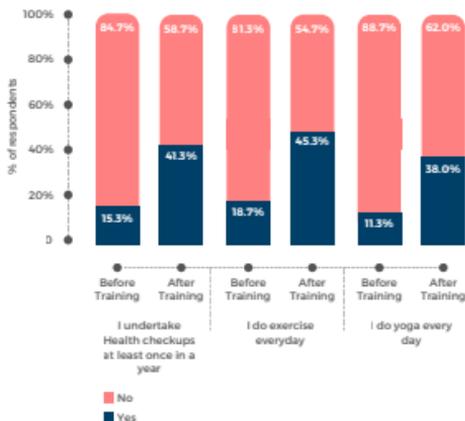
Another 23.1% acknowledged that the training played a role, though they were already somewhat aware due to other sources like fellow drivers, social media, or family. They saw the training as helpful in clarifying doubts and reinforcing the importance of timely enrollment.

A small group (7.0%) expressed uncertainty, saying they couldn't say for sure whether it was the training or other influences that led them to take the step. Some admitted they were still learning about the schemes and might enrol in the future.

Overall, truck drivers repeatedly emphasised that the Sarathi Mitra program acted as a trigger, helping them take practical action to secure their and their families' health and financial well-being.

HEALTH-SEEKING BEHAVIOUR

CHART 16: HEALTH-RELATED PRACTICES AMONG TRUCK DRIVERS BEFORE & AFTER TRAINING



Truck drivers reported a significant improvement in their health-related practices following the training, underscoring the importance of health education interventions tailored for their profession. Specifically:

Annual Health Check-ups:

Only 15.3% of drivers reported undergoing annual health check-ups before the training. This increased markedly to 41.3% post-training.

This shift illustrates growing awareness about preventive care, though a majority still did not undergo annual check-ups, often citing time constraints, long hours on the road, and lack of access to nearby healthcare facilities as limiting factors.



Daily Exercise

Prior to the training, just 18.7% of truck drivers reported doing daily exercise. After training, this improved to 45.3%.

Despite this progress, more than half of the drivers still did not practice daily exercise—commonly attributing it to fatigue from long hauls, lack of rest areas with suitable facilities, and inconsistent routines.



Daily Yoga Practice

A mere 11.3% practised yoga daily before the training, which rose to 38.0% post-training.

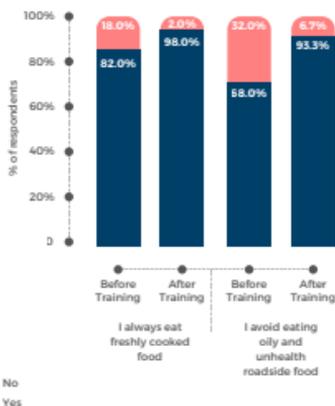
While this threefold increase reflects a positive trend in adopting stress-relieving practices, a majority still did not engage in daily yoga, indicating cultural unfamiliarity, perception of it being time-consuming, and difficulty in maintaining regularity while on the move.

Truck drivers recognised the training as highly relevant and beneficial, particularly in promoting preventive health care and physical well-being. However, the nature of their occupation presents significant limitations—including erratic schedules, long hours, poor access to health facilities, and a lack of infrastructure for fitness—which hinder consistent adoption of healthy practices.

This highlights the need for continued, context-sensitive health promotion efforts, supported by system-level changes such as mobile health units, scheduled wellness breaks, and integration of health services at highway stops.

DIETARY PRACTICES BEFORE AND AFTER THE TRAINING

CHART 17: DIETARY BEHAVIOUR CHANGE AMONG TRUCK DRIVERS: AS REPORTED BY THE DRIVERS



Eating Freshly Cooked Food

Many truck drivers shared that after attending the Sarathi Mitra training, they began making a conscious effort to eat freshly cooked food more regularly. Before the training, only a few (around 22.0%) said they managed this, but after the sessions, this number nearly doubled to 44.7%. Several drivers admitted that earlier, they mostly ate whatever was available at roadside stalls due to lack of time, irregular work hours, and the absence of cooking facilities. "Earlier, I just ate anything I got on the road. Now I try to find places where they cook fresh meals, even if it takes more effort," said one driver. Others mentioned carrying home-cooked meals whenever possible or choosing dhabas that prepare fresh food on order. They acknowledged that this change wasn't easy given the unpredictable nature of their job, but many said the training gave them practical tips and strong reasons to make the shift. "I didn't think food made such a big difference. But now I feel lighter, and my digestion has improved," noted another.



Avoiding Oily and Unhealthy Roadside Food

The training also prompted a marked change in how drivers viewed and selected their meals on the road. About 14.0% earlier avoided oily, fried food from roadside stalls—but after the training, over 34.7% reported making efforts to stay away from such items.

Drivers shared how difficult this was, given that fried snacks are cheap, easily available, and often the only quick option on highways. Still, several participants said they now look for boiled or less oily alternatives. "I used to eat samosas and pakoras every day. Now I try to eat fruits or carry something from home," shared one driver. Another said, "I've started skipping meals that look too oily. It's not always possible, but I try whenever I can."

They credited the training for making them realise the long-term effects of a poor diet, including the risks of heart disease, weight gain, and stomach issues—common problems many drivers said they faced.

Overall Impact

Truck drivers described these dietary changes as hard but worthwhile. They explained that their profession often leaves little room for such health-conscious choices. "On the road, convenience always wins. But the training showed us how small changes can make a big difference," said one participant.

Their accounts clearly show that the training not only raised awareness but also equipped them with the motivation and tools to make better food choices—despite the challenges of life on the move.

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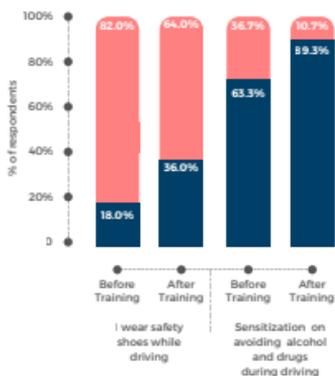
Before I joined the Sarathi Mitra program by Castrol, I was just going through the motions of my job. I used to earn around 15,000 a month, driving a Ryder truck for 200–250 km trips over 12 to 15 days, mostly in and around the city. I had only studied up to the 10th grade, and while I had stable work, I wasn't aware of much beyond my immediate driving duties. After I became part of the Sarathi Mitra initiative, the program taught me about road safety in a way I had never considered before. I started wearing seatbelts regularly, using protective gear, and making sure to check my vehicle thoroughly before each trip. These things that I once did only occasionally are now a regular part of my routine. More than just safety, the program introduced me to important government schemes that I had never even heard of before, but now I'm enrolled in them, and I feel better knowing I have some support during emergencies.

The financial literacy sessions were also a big help. Earlier, I used to rely only on cash and didn't know how to properly manage my money. Now, I confidently use digital tools to track and manage my earnings. It's made a big difference in my life. Thanks to Sarathi Mitra, I feel like I've moved from just being a driver to becoming a responsible, safety-conscious, and financially aware professional. This program didn't just improve my life, it made me more confident and helped me contribute to safer roads.

-Tahir Hussain, Truck Driver & Sarathi Mitra Beneficiary

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CHART 18: SAFE DRIVING PRACTICES BEFORE & AFTER TRAINING



No
Yes



Wearing Safety Shoes While Driving: Drivers' Perspectives

Before attending the Sarathi Mitra training, most truck drivers admitted they rarely wore safety shoes while on duty.

Only about 18.0% said they used them regularly, while the remaining 82% confessed that they either never considered it necessary or found it impractical.

After the training, however, drivers shared a noticeable change. The usage doubled, with 36.0% reporting that they had started wearing safety shoes more consistently. One driver said, "Earlier, I never thought safety shoes were needed unless I was loading or unloading. But after the session, I try to keep wearing them even while driving, as much as possible."

That said, many also pointed out challenges. Some mentioned that wearing safety shoes for long hours—especially in the heat—was uncomfortable. "In summer, it becomes unbearable. My feet sweat a lot, and it gets itchy," said one driver. Others felt that the shoes restricted movement or made it harder to drive comfortably.

A few drivers also mentioned that their employers didn't provide the shoes, and buying them out of pocket wasn't always feasible.

Despite these barriers, drivers acknowledged that the training helped them understand how safety shoes could prevent injuries during vehicle entry, exit, or when handling cargo. As one put it, "At least now I'm more careful. I keep my shoes handy and wear them when needed."



Sensitisation on Avoiding Alcohol and Drugs While Driving: Truck Drivers Reflect

Before the training, a good number of drivers (about 63.3%) said they were already aware of the dangers of consuming alcohol or drugs while driving. Yet, the training had a strong impact—raising awareness to 89.3%, with many drivers saying it gave them a fresh perspective.

Several drivers admitted that earlier, they didn't think occasional alcohol consumption was a serious issue. "We'd sometimes drink to fight stress or to stay awake, especially on long drives," one driver said. But after the training, many reported rethinking those habits. "Now I avoid it completely while driving. I don't want to risk my life or someone else's," shared another.

However, a few also opened up about the ongoing challenges. Some drivers explained that peer pressure or loneliness on the road still made it hard for some to stay away from substances entirely. "Sometimes, when others are doing it, it's tough to say no," one driver confessed. A few noted that while the training was helpful, there was no regular follow-up or checks, so the long-term impact was limited. Others pointed out the need for stronger employer support or stress-relief mechanisms.

"If we had rest stops or places to talk things out, maybe people wouldn't turn to alcohol," a participant shared.

Overall Reflections from Drivers

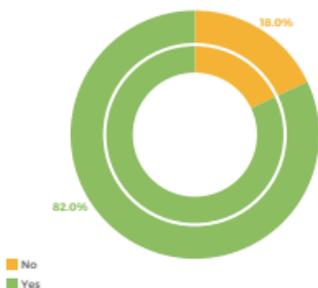
Truck drivers overwhelmingly felt that the Sarathi Mitra training made a positive difference, especially in making them more conscious of their safety and the risks involved in their job. Many said it was the first time someone had spoken to them directly about these issues in a practical way. However, they also highlighted that behaviour change is not easy, particularly in an occupation with long hours, tough working conditions, and little institutional support. As one driver summed it up, "The training was good, but we need more than just one session. We need gear, support, and people who understand what we go through on the road."

These reflections show that while training can spark important change, sustained safety improvements require a more holistic approach—including follow-up, employer accountability, and systemic support.



CERTIFICATION

CHART 19: INCREASED AWARENESS OF STD RISKS AFTER TRAINING



The pie chart shows the level of awareness among truck drivers regarding the risks of sexually transmitted diseases (STDs) after undergoing a training program:

- 82.0% of the respondents reported that they understood the risks of STDs after the training.
- 18.0% reported that they did not understand the risks even after the training.



Interpretation & Significance

- The training program was largely effective, with over 4 out of 5 truck drivers gaining awareness of the risks associated with STDs—a critical health issue in the trucking community due to mobile lifestyles, long periods away from home, and exposure to high-risk environments.
- This level of awareness reflects the success of the sexual health education component of the training, which likely addressed transmission modes, prevention methods (e.g., condom use), and the importance of early diagnosis and treatment.



Limitations

The 18.0% gap indicates that nearly 1 in 5 drivers still lacked adequate understanding, suggesting the need for:

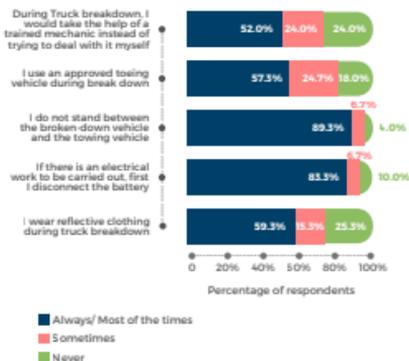
- More interactive or visual methods of communication (due to potential literacy barriers).
- Repeated sessions for reinforcement.
- Tailored messaging that resonates with the lived experiences of drivers.
- Some drivers could also have been reluctant to engage due to stigma, discomfort discussing sexual health, or lack of trust in facilitators.

The high level of awareness (82%) shows that the training positively impacted drivers' understanding of STDs, an essential step toward safer sexual practices and reduced health risks. However, closing the remaining awareness gap through sustained, accessible, and non-judgmental education efforts is crucial for comprehensive impact.



SAFETY BEHAVIOUR DURING TRUCK BREAKDOWN

CHART 20: PRECAUTIONS TAKEN DURING A VEHICLE BREAKDOWN



During vehicle breakdowns, a significant proportion of truck drivers reported following standard safety precautions, though adherence levels varied depending on the type of precaution. Nearly 59.3% of the drivers mentioned that they always or mostly wear reflective clothing during a truck breakdown. Some drivers explained that they keep a high-visibility vest hung near the driver's seat for easy access. However, 25.3% admitted to never wearing reflective gear, often citing discomfort or unavailability as reasons. One driver shared, "In the rainy season, I avoid the vest because it gets wet and sticky, but I know it's risky without it."

Precautions related to electrical safety were followed more diligently. About 83.3% of the respondents stated that if any electrical work needs to be done, they always or mostly follow safety measures, such as turning off the battery switch or using insulated gloves. A trucker recounted an incident where a minor electric shock made him more cautious: "Since that day, I don't touch anything without checking if the power is cut off." However, a small proportion (10%) still neglect such safety, especially in remote areas where support is unavailable.

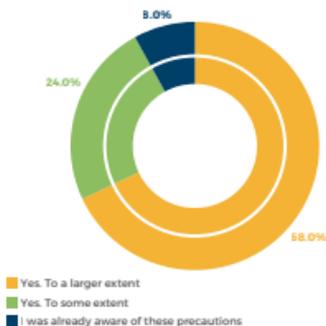
An overwhelming 89.3% of the drivers reported that they never stand between the broken-down truck and another vehicle, indicating strong awareness of the dangers involved. A driver from Maharashtra mentioned, "I always stand behind a tree or on the side path - I've seen people crushed while trying to inspect from between two vehicles."

When it comes to using approved toying vehicles, only 57.3% of the drivers said they do so regularly. A few shared that they prefer calling recognized service providers, especially on highways with good network coverage. However, 18% admitted to never using proper toying services, often relying on help from passing vehicles or local tractors. One driver said, "I just use ropes and ask any heavy vehicle to drag the truck—can't afford the official ones every time."

In terms of moving the truck to a safe zone during breakdowns, only about 52% always or mostly take this step. Another 24% do it sometimes, while the remaining 24% never do. Reasons varied from lack of roadside space, brake failure, or poor visibility at night. One driver shared, "If the engine fails completely, we can't even move it off the road. We just put branches or stones as warning signs."

This data reveals that while many truck drivers are conscious of safety during breakdowns, gaps still remain, especially around reflective gear usage, use of approved toying vehicles, and clearing the road during breakdowns. There is a strong need for reinforcing safety training and ensuring that basic safety equipment is both accessible and affordable.

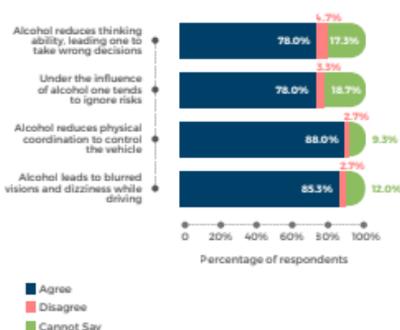
CHART 21: EXTENT TO WHICH SAFETY AWARENESS DURING BREAKDOWNS IS ATTRIBUTED TO THE PROGRAM'S TRAINING



Among the respondents, 68.0% credited Castrol's training program for significantly improving their awareness of safety precautions to be taken during vehicle breakdowns. An additional 24% acknowledged the program's influence to some extent. Only 8.0% stated that they were already aware of these precautions prior to the training. This indicates that the Sarathi Mitra initiative played a crucial role in enhancing safety knowledge for the vast majority of participants.

ATTITUDE TOWARDS DRUNKEN DRIVING

CHART 22: AWARENESS OF THE ILL EFFECTS OF ALCOHOL INTAKE DURING DRIVING



Alcohol Impairs Decision-Making Ability

78.0% of respondents agreed that alcohol reduces thinking ability and leads to poor decision-making while driving. However, 17.3% were uncertain, and 4.7% disagreed. This shows that most drivers are aware of the cognitive risks posed by alcohol, though a small segment still lacks clarity.



Alcohol Increases Risk-Taking Behaviour

Similarly, 78.0% of respondents recognised that under the influence of alcohol, individuals tend to ignore potential dangers. While only 3.3% disagreed, 18.7% remained unsure. These findings indicate a high but not universal understanding of alcohol's behavioural impacts.



Alcohol Reduces Physical Coordination

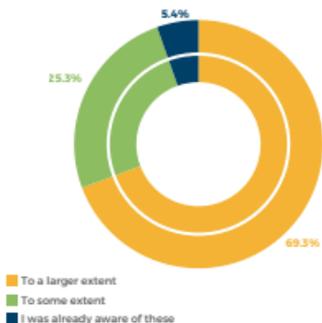
A strong 88.0% of the respondents acknowledged that alcohol hampers physical coordination necessary for safe driving. Just 2.7% disagreed, and 9.3% were uncertain. This indicates a solid understanding of alcohol's impact on physical control while on the road.



Alcohol Causes Blurred Vision and Dizziness

85.3% of participants agreed that alcohol leads to blurred vision and dizziness during driving. A minimal 2.7% disagreed, and 12% could not say. The results reflect widespread awareness of the sensory impairments alcohol can cause behind the wheel.

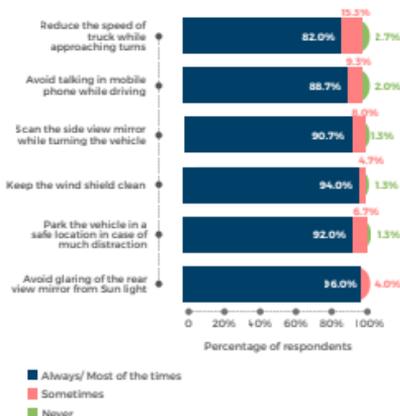
CHART 23: IMPACT OF CASTROL'S TRAINING ON ATTITUDES TOWARD DRUNKEN DRIVING



A large majority of respondents (69.3%) attributed their change in attitude towards drunken driving to a greater extent to Castrol's training program, while 25.3% felt the program influenced them to some extent. Only 5.4% stated that they were already aware of the risks and had no change in attitude. These findings suggest that the Sarathi Mitra initiative played a significant role in shaping safer driving attitudes and reducing the acceptability of alcohol consumption while driving.

SAFETY PRECAUTIONS TO PREVENT DISTRACTION

CHART 24: PRECAUTIONS TAKEN TO AVOID ANY DISTRACTIONS WHILE DRIVING A TRUCK



Precautions Taken to Avoid Distractions During Truck Driving

Truck drivers shared that they had become more conscious of potential distractions while driving and had started adopting safer practices as a result of the training program. They reported the following behaviours in relation to reducing distractions on the road.



Avoiding Glare in Rear View Mirrors

Most truck drivers stated that they consistently adjusted their rear-view mirrors to avoid glare, especially during night driving. According to them, this simple precaution helped reduce eye strain and improve focus on the road. A large majority (96.0%) said they followed this practice always or most of the time, while a small number (4.0%) said they did it only sometimes. None of them said they had never taken this step.



Parking in a Safe Location

Truck drivers mentioned that parking in a safe and visible place during halts had become a priority for them. They explained that it ensured personal safety and also prevented accidents or theft. Around 92.0% said they always or usually parked in safe areas, though a few admitted that at times they had to manage with less ideal spots due to circumstances. A very small number (1.3%) reported they had not followed this precaution at all.



Keeping the Windshield Clean

Most drivers emphasised the importance of a clean windshield for clear visibility. They reported that they made it a routine to clean their windshields before every journey and during long hauls. About 94% said they did this regularly, while a few (4.7%) said they cleaned it only occasionally. A very small fraction (1.3%) admitted they did not give it regular attention.



Scanning the Side-View Mirrors

Truck drivers also said that checking side-view mirrors was a habitual action while driving, especially for lane changes and turns. They acknowledged that scanning mirrors helped them stay alert to nearby vehicles. About 90.7% reported doing this always or most of the time, while others did it sometimes (8.0%) or rarely (1.3%).



Avoiding Talking on Mobile Phones

Some drivers acknowledged the temptation to use mobile phones while driving, particularly for work-related calls. However, after training, many of them said they had become more disciplined about avoiding phone use while on the move. Still, this remained a challenging area. About 88.7% said they avoided talking on the phone while driving, but 9.3% admitted they did so occasionally, and 2% said they did not avoid it at all.



Reducing Speed When Distracted

When asked about managing distractions, drivers reported that they often slowed down the vehicle if they felt distracted, such as when searching for directions or encountering unexpected disturbances. About 82.0% said they reduced speed in such cases, while 15.3% said they did so only sometimes. A small number (2.7%) admitted they never slowed down when distracted, often due to time pressure or urgency.

In their own words, truck drivers acknowledged the positive influence of the training program on their day-to-day driving habits. While they reported a high degree of compliance with safety measures like adjusting mirrors, maintaining visibility, and parking safely, they also admitted that certain distractions like mobile phone use and speed management still posed challenges. They expressed the need for continued reinforcement and support, particularly through reminders, peer influence, and possibly in-vehicle technologies to further reduce distraction-related risks on the road.

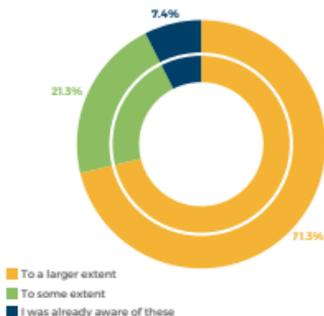
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Before the training, we didn't pay attention to small mechanical issues, but now we do regular inspections. I've avoided accidents just by checking tire pressure and brakes thanks to what I learned.

-Shivratan Singh, Haryana

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CHART 25: ATTRIBUTION OF DISTRACTION PREVENTION AWARENESS TO CASTROL'S TRAINING PROGRAM



A majority of respondents (71.3%) attributed their awareness of ways to prevent distractions while driving to a large extent to the training provided by Castrol. An additional 21.3% felt the training contributed to their awareness to some extent. Only 7.4% stated they were already aware of these precautions prior to the training. This shows that the Sarathi Mitra program has been highly effective in building drivers' knowledge and encouraging safer, more focused driving practices.

“

I ride long-distance trips of 600-800 km over 3-5 days, and it feels exhausting. I had presbyopia, which I didn't know before. After participating in Sarathi Mitra, I underwent a comprehensive eye check-up and received glasses. My vision is clear now, making nighttime driving safer and reducing eye strain significantly.

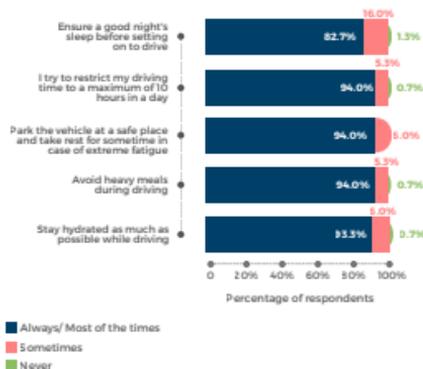
The program also taught me practical health habits like staying hydrated and taking rest breaks - actions I now follow 'most of the time.' On top of this, I gained awareness of welfare schemes like PMJAY, RSBY, PMSBY, and PMJJBY, which I've since enrolled in. Sarathi Mitra is good.

-Jagbir Singh, VRL Logistics

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SAFETY PRECAUTIONS DURING TIMES OF FATIGUE

CHART 26: PRECAUTIONS TAKEN TO MANAGE FATIGUE FROM THE TRAINING GIVEN BY CASTROL



Fatigue Management Practices Adopted by Truck Drivers

Truck drivers shared that the Castrol training program helped them better understand the causes and consequences of fatigue during long driving hours. They reported that the awareness gained through the training had led them to adopt a range of simple but effective precautions to manage fatigue and improve their alertness on the road.



Staying Hydrated While Driving

Drivers stated that they had begun to pay more attention to staying hydrated throughout their journey, something they had previously overlooked. They attributed this change directly to the training sessions that emphasised the role of hydration in maintaining energy and mental clarity.

- 93.3% reported that they stayed hydrated always or most of the time.
- 6.0% did it sometimes, and just 0.7% admitted they never did so.

They mentioned that keeping water bottles within easy reach and drinking fluids regularly helped reduce fatigue and prevent drowsiness.



Avoiding Heavy Meals During Driving

Truck drivers also reported that they had become more conscious about meal portions, especially avoiding heavy meals that could lead to sleepiness or discomfort. They said this learning came directly from the training modules, which explained how digestion impacts alertness.

- 94.0% said they now avoided heavy meals regularly.
- 5.3% said they did this occasionally, and only 0.7% did not follow this at all.

Parking at a Safe Place and Taking Rest. Drivers expressed that they were now more willing to take short breaks to rest, especially if they felt drowsy. They credited the training with helping them understand the value of scheduled rest over pushing through fatigue.

- 94.0% said they parked at safe places and took rest consistently.
- 6.0% said they did it sometimes.

This practice, they noted, had helped reduce stress and improve their focus while resuming the journey



Restricting Driving Hours to a Maximum of 10 per Day

Many drivers explained that the training had helped them realise the physical and mental toll of excessive driving hours. As a result, they had started monitoring their work hours more closely.

- 94.0% said they restricted driving time to within 10 hours per day.
- 5.3% did so sometimes, and 0.7% never followed this limit.

They also pointed out that such planning allowed them to maintain a better work-life balance and reduce the risk of road mishaps due to exhaustion.



Ensuring a Good Night's Sleep Before Starting the Journey

While most drivers acknowledged the importance of proper rest, they also shared that this was one area where consistent practice was still challenging. Irregular shifts, delayed departures, and tight delivery timelines often got in the way of adequate sleep.

- 82.7% said they usually or always ensured a full night's sleep.
- 16.0% managed this only sometimes, and 1.3% said they never followed this.

They agreed that while they intended to sleep well, external constraints sometimes prevented it, despite their awareness of its necessity.

Truck drivers openly credited the Castrol training program for bringing about meaningful improvements in their fatigue management. The highest adherence was seen in practices like avoiding heavy meals, staying hydrated, taking timely rest, and limiting driving hours.

However, they acknowledged that ensuring adequate sleep before trips remained a challenge, highlighting the need for operational changes and better route planning from fleet managers and employers. Overall, the training was reported to have a positive and practical impact, helping them drive more safely and with greater self-awareness.

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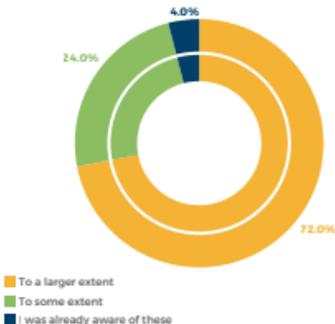
Sarathi Mitra made me healthier in mind and body. Long hours on the road had taken a toll on me, with constant fatigue, dehydration, and body pain being part of the job. After joining Sarathi Mitra, everything changed. The program's health modules taught me the importance of regular eye check-ups, hydration, stretching exercises (like truckasanas), and proper rest.

I now take scheduled short breaks, ensure proper hydration, avoid heavy meals on the go, and check my physical well-being habits. I now practice most of the time. These days, I feel more energised, alert, and safe on the road. Sarathi Mitra really transformed me and made me a better professional.

-Baldev Kumar Saha, 39, Interstate Truck Driver at Ralcco Ltd

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CHART 27: ATTRIBUTION OF FATIGUE MANAGEMENT AWARENESS TO CASTROL'S TRAINING PROGRAM



A large number of truck drivers—72%—said that the Sarathi Mitra training played a key role in making them aware of how to manage fatigue during long drives. Many shared that before the training, they often ignored signs of tiredness and kept driving without breaks, believing it was just part of the job. After the sessions, however, they began to understand the dangers of fatigue-related driving and how it could lead to serious accidents.

One driver said, "Earlier, I used to drive non-stop for hours to save time. But now I make it a point to stop and rest whenever I feel sleepy or tired." Another shared that he learned the value of staying hydrated and taking short walks during breaks to stay alert. "Even small things like stretching or splashing water on my face have started helping," he added.

Another 24% of drivers acknowledged that the training helped to some extent by reinforcing what they had vaguely heard or practised before. "I knew rest was important, but I didn't know that skipping sleep can be as risky as drunk driving," one driver remarked.

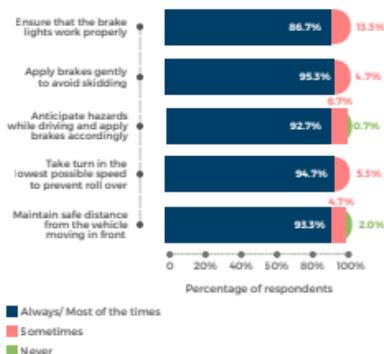
Only 4% of drivers said they were already aware of fatigue management techniques before the training, usually through past experience or advice from fellow drivers.

Overall, the drivers agreed that the Castrol Sarathi Mitra program helped them take fatigue seriously and offered simple, practical strategies that they could actually use on the road. They felt better prepared to make safer choices, not just for themselves but for others on the road as well.



PRECAUTIONS WHILE USING THE BRAKE

CHART 28: PRECAUTIONS TAKEN BY TRUCK DRIVERS WHILE APPLYING BRAKES



Precautions Taken on Application of Brakes: Voices from the Road

Truck drivers shared several experiences that demonstrated how the Sarathi Mitra training helped them adopt safer braking habits—habits that are now deeply integrated into their day-to-day driving.



Maintaining a Safe Distance from Other Vehicles

93.3% of drivers reported that they now always or mostly maintain a safe distance from the vehicle ahead. Many drivers recalled close calls in the past where sudden braking by the vehicle in front almost led to a collision.

One driver said, "I used to tail closely to overtake quickly. But once I had to brake hard and nearly crashed. After the training, I started leaving enough space—now it feels safer, especially on highways."



Taking Turns at the Lowest Possible Speed

94.7% said they now slow down while turning, a habit they credited to the training.

A driver shared, "Once, while turning at speed on a slope, the load shifted and almost tipped the truck. Now I always slow down before turns. The training showed us how dangerous fast turning can be with heavy vehicles."



Anticipating Hazards and Preparing to Brake Early

92.7% reported that they anticipate obstacles and brake in advance. Drivers described how this simple but effective practice helped them avoid sudden stops.

"There was a time when a bike suddenly swerved in front of me. Now I keep an eye on all sides and slow down if I see a crowded or unpredictable stretch," said one driver.

Only 0.7% admitted to never doing this, showing a nearly universal adoption of this life-saving habit.



Applying Brakes Gently to Avoid Skidding

95.3% of the drivers said they apply brakes gently—one of the most widely adopted practices post-training.

One driver noted,

"During the monsoon last year, I braked hard and the truck skidded near a bend. Now I press slowly and steadily. The trainer told us this reduces the chance of sliding, especially when the road is wet."



Ensuring Brake Lights Work Properly

This was slightly lower, with 86.7% always checking brake lights, while 13.3% did it only sometimes.

Some drivers admitted they overlooked this in the past.

"I never thought brake lights mattered much until a bus rear-ended me because mine weren't working. Now I make it a point to check them at every stop," shared a driver.

They agreed that this simple check can prevent serious accidents, especially at night.



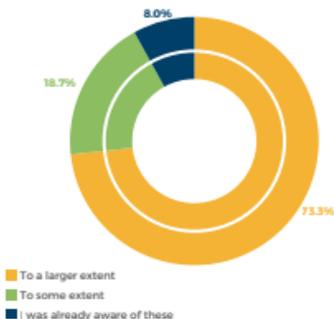
Overall Reflections from Drivers

Truck drivers agreed that the Sarathi Mitra training opened their eyes to the real risks associated with poor braking habits. Several shared stories of accidents narrowly avoided, thanks to the techniques and precautions learned.

"We knew driving was risky, but the training showed us how small actions—like slowing down, watching traffic, and checking lights—can save lives. Now we not only protect ourselves but also others on the road."

These responses show how behavioural change was achieved through awareness and real-world relevance, making roads safer for drivers, their cargo, and the communities they pass through.

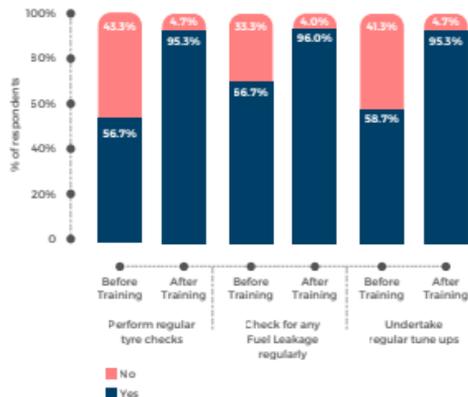
CHART 29: AWARENESS OF BRAKE APPLICATION TECHNIQUES ATTRIBUTED TO CASTROL SARATHI MITRA TRAINING



A substantial majority, 73.3% of truck drivers, attributed their awareness of proper brake application techniques to a larger extent to the training provided under the Castrol Sarathi Mitra program. Another 18.7% acknowledged that the training contributed to some extent to their knowledge, while only 8.0% reported that they were already aware of these safety measures prior to the program. This demonstrates the significant role of the Sarathi Mitra training in shaping and enhancing safe driving behaviours among truck drivers, in the context of braking practices.

SAFE DRIVING PRACTICES

CHART 30: PRACTICE OF CHECKING TYRES, FUEL LEAKAGE, UNDERTAKING TUNE-UPS PRIOR TO DRIVING-BEFORE & AFTER TRAINING



Improved Vehicle Maintenance Practices After Training: Experiences of Truck Drivers

Truck drivers reported clear changes in their approach to vehicle maintenance after attending the Sarathi Mitra training sessions. They emphasised that the training helped them understand the safety risks involved in ignoring regular checks, and it encouraged them to adopt simple yet critical habits before hitting the road.



Performing Regular Tyre Checks

Before the training, only 56.7% of drivers said they regularly checked their tyres. Many admitted they used to rely on "visual judgment" or assumed the tyres were fine unless there was a visible problem.

After the training, this number jumped to 95.3%.



Checking for Fuel Leakage

Only 33.3% of drivers said they checked for fuel leaks regularly before training. Several said they didn't think small leaks were a big issue or believed it was the mechanic's responsibility.

Post-training, the percentage rose to a remarkable 96.0%.

Drivers now shared that they understand the fire hazards, mileage loss, and mechanical damage that can result from even minor leakage.

"I lost a full day's income once due to a diesel leak. Now I always check under the tank before starting the engine," said one trucker.



Undertaking Regular Tune-Ups

Only 58.7% of drivers reported doing regular vehicle tune-ups before training. Many skipped it to save time or because they didn't understand its importance.

After the training, 95.3% of drivers said they now follow a schedule for regular servicing.

One driver shared,

"The training made me realise that small maintenance now prevents big breakdowns later. My truck runs smoother, and I save on repairs."



Overall Reflection

Drivers consistently said that the Sarathi Mitra training gave them practical knowledge that they could apply immediately. They no longer viewed maintenance as optional or just a mechanic's job—it became part of their own responsibility for road safety.

As one participant summed it up:

"The training didn't just tell us what to do—it explained why. Now I check everything before a trip because I know it keeps me, my truck, and others safe."

These stories underscore that simple behaviour changes—when driven by awareness and understanding—can lead to significant improvements in road safety and operational reliability among truck drivers.

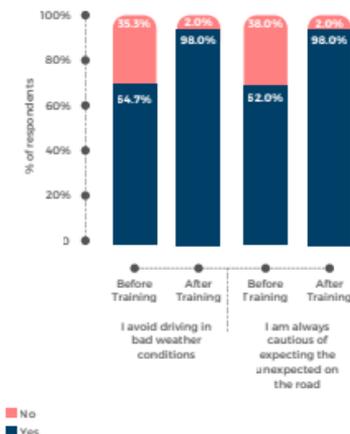
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We always rushed to complete trips on time. But through this programme, I learned the importance of rest, alertness, and avoiding fatigue. Continuous driving without breaks is dangerous—I know that now. The trainers showed us how reaction time slows down and how accidents happen because of sleepiness. I've changed how I plan my routes, and I make sure to stop and rest. That one session has probably saved me and others on the road.

-Samir Chorekar, Truck Driver Surat, Gujarat

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CHART 31: PRECAUTIONS BASED ON WEATHER CONDITIONS, UNFORESEEN CIRCUMSTANCES ON THE ROAD - BEFORE & AFTER TRAINING



Avoiding Driving in Bad Weather Conditions

Before undergoing the Sarathi Mitra training, 64.7% of truck drivers reported avoiding driving in poor weather conditions. After the training, this number surged to 98.0%, indicating a 33.3 percentage point increase. The sharp rise reflects the program's success in instilling a deep understanding of the risks associated with adverse weather and the importance of cautious decision-making.



Staying Alert to Unforeseen Circumstances on the Road

Prior to the training, only 62.0% of respondents stated they remained vigilant to unexpected road events. Post-training, this jumped to 98.0%, showing a 36-percentage point improvement. This shift illustrates enhanced hazard anticipation skills among truck drivers, a critical component of defensive driving.

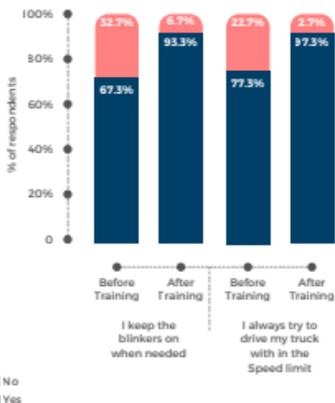
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Driving in fog and rain always scared me, but I didn't know how to manage it properly. In the training, we learned about using fog lights, maintaining distance, and avoiding sudden braking. They also explained the importance of clean wipers and headlights. Now, I check these things before every trip. I feel more confident driving even in bad weather conditions.

-Surendra Kumar, Truck Driver, Bhiwandi

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CHART 32: PRECAUTIONS BASED ON USAGE OF BLINKERS AND SPEED LIMIT- BEFORE & AFTER TRAINING



Use of Blinkers: What Drivers Said After the Training

Before attending the Sarathi Mitra training, many truck drivers admitted they didn't always use blinkers when changing lanes or making turns. Only about 67.3% said they used them consistently. Some drivers shared that they were either unaware of the importance or assumed other vehicles would "adjust" on the road.

After the training, this number rose significantly to 93.3%. Drivers shared that they now understood how crucial blinkers are—not just as a formality, but as a life-saving signal for others on the road.

One driver said, "Earlier, I used to take turns without indicators, especially on village roads. But the training made me realise how one missed signal can lead to an accident. Now I never skip it."

Another added, "I learned it's not just about me—it helps others behind me react in time."

The sharp drop in non-compliance from 32.7% to 6.7% shows how the training shifted their thinking, turning a neglected habit into a conscious safety practice.



Maintaining Speed Limits: Driver Experiences

Before the training, 77.3% of truck drivers said they tried to stay within speed limits, but many confessed that they often crossed limits to meet delivery deadlines or make up for lost time.

Post-training, 97.3% reported that they now make it a point to follow speed regulations.

One driver reflected, "I used to rush, thinking I'll save time. But I saw videos and examples during the training showing how overspeeding leads to fatal crashes. That changed my mindset."

Another said, "Now I calculate time better and avoid speeding. It's not worth the risk—for me or others on the road."

This 20-point improvement clearly reflects how the training helped build a stronger sense of road discipline and personal responsibility.



Overall Takeaway from Drivers

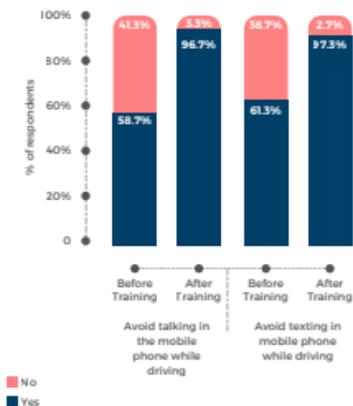
Truck drivers repeatedly emphasised that the Sarathi Mitra program helped them understand why certain practices matter—not just what to do. Through real-life examples and discussions, they began to see themselves not only as drivers of vehicles but as guardians of road safety, whose small actions can have big consequences.



Avoiding Texting While Driving

Similarly, 61.3% of drivers refrained from texting while driving before the training. This increased to 97.3% post-training, a 36-percentage point improvement. The steep decline in unsafe texting practices highlights the program's effectiveness in reinforcing the dangers of distracted driving.

CHART 33: PRECAUTIONS BASED ON USAGE OF MOBILE PHONE WHILE DRIVING- BEFORE & AFTER TRAINING



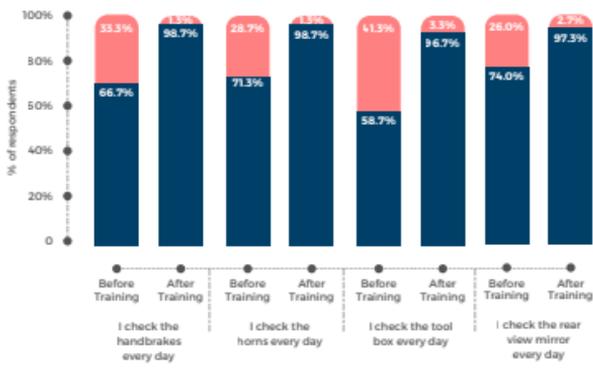
Avoiding Phone Calls While Driving

Before training, only 58.7% of truck drivers reported avoiding phone calls while driving. After participating in the Sarathi Mitra program, this figure rose sharply to 96.7%, showing a 38-percentage point increase. This reflects a major behavioural change in minimising distractions that can lead to accidents.



TRAINING SESSION

CHART 34: DAILY CHECKS IN A VEHICLE- BEFORE & AFTER TRAINING



Daily Handbrake Checks

Before training, 66.7% of truck drivers checked handbrakes daily. After undergoing the Sarathi Mitra training, this figure significantly increased to 98.7%, a remarkable 32 percentage point increase. This demonstrates heightened awareness of essential braking system safety.



Daily Horn Function Check

71.3% of drivers checked their horns regularly before training. Following the program, 98.7% reported doing so, highlighting a 27.4 percentage point improvement. Horn functionality is critical for road communication, especially in congested areas, and the training has reinforced this.



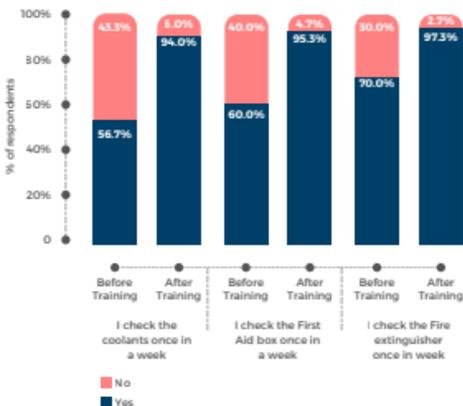
Checking the Tool Box Daily

Only 58.7% of drivers checked their toolbox daily before training. Post-training, this rose significantly to 96.7%, indicating a 38-percentage point increase. Being prepared with tools can be vital during breakdowns, showing the program's effectiveness in promoting readiness and self-reliance.



Rear-View Mirror Checks

74.0% of respondents checked their rear-view mirrors daily prior to training, increasing to 97.3% afterwards, a 23.3 percentage point rise. Proper mirror usage is a fundamental part of situational awareness while driving, and the improvement highlights a core gain in safe driving habits.

CHART 35: WEEKLY SAFETY CHECKS IN A VEHICLE- BEFORE & AFTER TRAINING


Weekly Coolant Checks

Before the Sarathi Mitra training, only 56.7% of drivers checked coolant levels weekly. This figure rose sharply to 94.0% after training, a 37.3 percentage point improvement. This shift underscores the enhanced understanding of engine maintenance and overheating prevention.



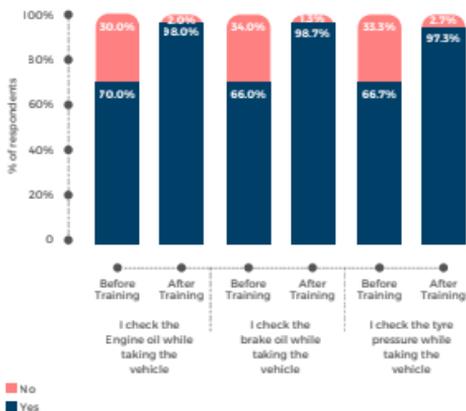
First Aid Box Checks

60.0% of truck drivers reported checking their First Aid box weekly before training. Post-training, 95.3% adopted this habit, showing a 35.3 percentage point rise. The increase reflects greater preparedness for on-road medical emergencies.



Fire Extinguisher Checks

Fire extinguisher checks were already practised by 70.0% of respondents prior to training. After the program, this number improved to 97.3%, demonstrating a 27.3 percentage point increase. This highlights improved awareness of fire safety and emergency readiness.

CHART 36: SAFETY CHECKS PRIOR TAKING THE VEHICLE


Engine Oil Checks Before Driving

Before training, 70.0% of drivers checked engine oil prior to starting their journey. This figure increased considerably to 98.0% after training, showing a 28-percentage point improvement. This reflects better awareness of engine health and preventive maintenance.



Brake Oil Checks

Only 66.0% of respondents checked brake oil before training. After completing the Sarathi Mitra program, 98.7% reported doing so, marking a 32.7 percentage point improvement. This indicates a stronger understanding of the role brake fluid plays in vehicle control and safety.

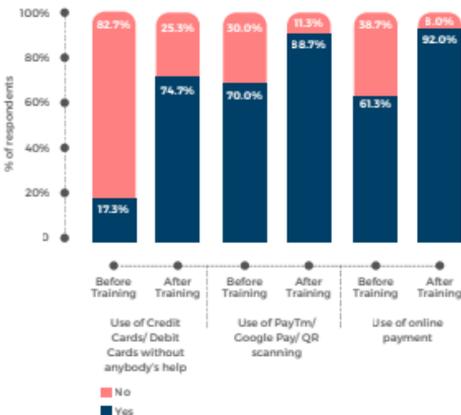


Tyre Pressure Checks

Pre-training, 66.7% of drivers checked tyre pressure before operating their vehicles. Post-training, this figure reached 97.3%, reflecting a 30.6 percentage point rise. This improvement underscores the program's effectiveness in emphasising road grip, fuel efficiency, and load-bearing safety.

DIGITAL FINANCIAL LITERACY

CHART 37: AWARENESS ON DIGITAL PAYMENT METHODS BEFORE & AFTER THE TRAINING



Digital Payment Awareness Among Truck Drivers Use of Credit/Debit Cards Without Assistance Change observed

The proportion of truck drivers able to use credit/debit cards independently increased from 17.3% before training to 74.7% after training—an improvement of 57.4 percentage points.

Significance

This is a substantial leap in digital financial literacy for a group historically less exposed to cashless tools. For truck drivers who frequently travel long distances and require access to funds across locations, this newfound confidence in independent card usage minimises dependency on others for transactions, lowers financial risk, and enhances convenience and safety on the road.

Difficulty of Change

Given the age, education diversity, and long periods away from urban environments in the profession, shifting to self-reliant digital payments typically faces high inertia, making this improvement particularly impressive.



Use of PayTM/Google Pay/QR Scanning Change observed

Adoption rose from 70% before training to 88.7% after training, an increase of 58.7 percentage points.

Significance

Embracing mobile-based payment platforms and QR scanning among truck drivers is extremely valuable. These tools enable quick, secure, and contactless transactions, essential for a profession that operates on tight timelines and often in cash-scarce or remote environments.

Difficulty of Change

The transition required overcoming technological barriers, lack of prior exposure, and possible apprehension about trusting digital payments. Achieving this shift suggests that the training made digital tools both accessible and trustworthy, even for a population with limited technology access.



Use of Online Payment Change observed

The share of drivers using online payment methods increased from 61.3% to 92.0%, a gain of 30.7 percentage points.

Significance

This extension of digital transaction capability signifies progress towards broader financial inclusion. For drivers, online payments mean fewer cash-related security issues, the ability to pay bills or send money while on the go, and a direct route to modern financial products and services.

Difficulty of Change

Reaching this level of adoption among truck drivers—whose routines are already complex and time-pressured—is meaningful. The figure demonstrates not just increased awareness but a successful practical transition in day-to-day behaviour.

Overall Impact & Relevance

For truck drivers, who operate in a unique, high-mobility, and often cash-heavy environment, these advances are highly impactful:

Financial Empowerment: Greater digital payment literacy reduces vulnerability to theft and loss and facilitates independent financial management on the road.

Convenience & Efficiency: Access to digital payments makes transactions faster and easier in diverse geographic locations, eliminating the need for intermediaries.

Occupational Resilience: Equipped with digital skills, drivers are less affected by cash shortages or disruptions (e.g., demonetisation, emergencies), ensuring business continuity.

Challenging Barriers: Achieving these changes is difficult due to varying education levels, technology phobia, and lack of routine support—and their successful adoption is a testament to the effectiveness of targeted training in fostering real, lasting change in a traditionally underserved workforce.

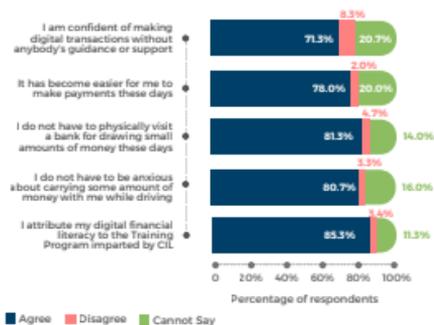


The financial literacy sessions were very useful. I now understand how to save, avoid fraud, and use banking apps confidently. This knowledge is helping my family too.

-Subhash Chander, Truck Driver, Bhopal



CHART 38: PERCEPTION OF BENEFICIARIES ON AWARENESS AND BEHAVIOUR ON DIGITAL FINANCIAL LITERACY



Confidence in Making Digital Transactions Independently

A significant 71.3% of respondents agreed they feel confident making digital transactions without anyone's help. However, 20.7% were unsure, and 8.0% disagreed. While the majority demonstrate increased self-reliance, some drivers still require additional handholding or confidence-building support.



Ease of Making Payments

78.0% of the beneficiaries felt that making payments had become easier for them, while 20% were uncertain and 2.0% disagreed. These figures show the programme's effectiveness in simplifying financial operations for the majority, although a small segment remains hesitant.



Reduced Need for Bank Visits for Small Withdrawals

81.3% of the respondents agreed that they no longer need to visit banks for small withdrawals. Meanwhile, 14.0% were unsure, and 4.7% disagreed. This indicates a clear behavioural shift toward using digital alternatives like ATMs, UPI, or mobile banking for minor transactions.



Reduced Anxiety Over Carrying Cash While Driving

80.7% of drivers stated they no longer feel anxious about carrying money while driving, thanks to digital payment options. Still, 16.0% were uncertain, and 3.3% disagreed. The high agreement shows a safer and more relaxed work environment for most drivers.



Training Attributed for Digital Financial Literacy

An overwhelming 85.3% of respondents credited the digital financial knowledge and behavioural improvements to the training provided under the Sarathi Mitra programme. Only 11.3% were unsure, and 3.4% disagreed. This underscores the positive impact of the training on digital financial awareness.



06. OECD FRAMEWORK



Relevance



Coherence



Effectiveness



Efficiency



Impact



Sustainability



RELEVANCE

OVERVIEW

The Castrol Sarathi Mitra Programme demonstrated high relevance within the OECD evaluation framework by directly targeting a critical and underserved group—truck drivers in India. This segment is essential to the nation's economy, yet it faces unique occupational hazards, including long driving hours, limited healthcare access, poor financial literacy, and social vulnerability.

EVIDENCE OF RELEVANCE



TARGETING REAL-WORLD NEEDS

The programme focused on truck drivers, a group often marginalised in terms of social protection and workplace safety.

It addressed well-documented needs: unsafe driving conditions, health neglect, long periods away from family, and lack of formal training.



GEOGRAPHIC AND DEMOGRAPHIC FIT

The initiative reached over 29,000 drivers in 2023 across nine major states, ensuring broad national deployment and outreach to diverse regional populations.

The participant profile consisted predominantly of men aged 30-50, typically from low-to-moderate income households (₹15,000-₹20,000 monthly), which reflects accurate targeting of the most vulnerable demographic.



ALIGNMENT WITH STAKEHOLDER PRIORITIES

The programme engaged local NGOs and community partners, making the content regionally and culturally appropriate.

Training was delivered in multiple languages and adapted to drivers' educational backgrounds, deepening its resonance and accessibility.



COMPREHENSIVENESS OF CONTENT

The curriculum addressed interlinked aspects of drivers' well-being: road safety, financial and digital literacy, health and hygiene, and awareness of government schemes.

The modular and learner-friendly approach helped maximise knowledge retention and practical application relevant to drivers' day-to-day challenges.



DIRECT RELEVANCE TO SAFETY AND INCLUSION

The programme was designed to enhance both occupational (e.g., defensive driving, fatigue management) and personal (e.g., health, financial literacy) domains.

It showed strong alignment with national and global priorities, including Sustainable Development Goals (SDGs): Good Health and Well-being, Quality Education, Decent Work, Reduced Inequalities, and Sustainable Cities¹.

Summary Table: Key Indicators of Relevance

Indicator	Value	Description
Drivers reached	>29,000 in 2023	Number of truck drivers trained across nine states.
Health awareness	93.1%	Drivers are recognising the importance of good health.
Road alertness	91.8%	Drivers linking good health to road alertness.
Government scheme orientation	95.3%	Drivers receiving orientation on government welfare schemes.



COHERENCE

OVERVIEW

The Castrol Sarathi Mitra Programme exhibited exceptional coherence under the OECD evaluation framework by aligning closely with national and global development policies, multi-stakeholder interests, and best practices in road safety and social inclusion. The programme's design reflected a deliberate integration of government priorities, sectoral regulations, and international frameworks aimed at supporting India's truck drivers.

EVIDENCE OF COHERENCE



ALIGNMENT WITH NATIONAL POLICIES

The programme was directly aligned with key Indian policy frameworks such as the National Road Safety Policy (2005), National Health Policy (2017), National Skill Development Mission, Digital India, and Pradhan Mantri Jan Arogya Yojana. These connections ensured that the programme's thematic areas—road safety, health, digital literacy, and security—were not isolated interventions but reinforced broader governmental objectives for transport worker welfare and skill development¹.

INTEGRATION OF GLOBAL FRAMEWORKS

The initiative mapped its impact to several UN Sustainable Development Goals (SDGs):



By embedding these targets, the programme situated local interventions within a global framework for sustainable development and socio-economic inclusion.



STAKEHOLDER PARTNERSHIP AND COLLABORATION

Delivery relied on collaborations with grassroots NGOs, regional transport authorities, local traffic police, and community associations. This ensured context-driven adaptation and ownership, with local partners helping to tailor content and outreach for different linguistic, educational, and cultural backgrounds.



HARMONISED PROGRAMME COMPONENTS

The modular curriculum—spanning health, safety, financial/digital literacy, and social protection—mirrored the priority issues set out in national and sectoral policy, demonstrating internal consistency and coherence among programme components.

Engagement with the Automotive Skills Development Council (ASDC) and National Skill Development Corporation (NSDC) standards further ensured that training met recognised benchmarks, reinforcing coherence with sector-wide norms.



MULTI-LEVEL IMPACT STRUCTURE

The model was designed to work across individual (truck driver), community (families and peer drivers), institutional (NGOs, training centres), and policy levels, ensuring strategic coherence horizontally and vertically across the trucking sector ecosystem.

The Castrol Sarathi Mitra Programme exemplified high policy and operational coherence by synchronising its approach with national missions, SDGs, and sectoral standards. Stakeholder-driven implementation and harmonised module design positioned the programme as a model of integrated, context-aware CSR intervention in India's critical logistics sector.

Summary Table for Coherence		
Indicator	Value	Description
Policy frameworks supported	5+	No. of major Indian policies directly supported
SDGs addressed	6	Number of SDGs integrated into the programme objectives
Number of implementing partners	Three different implementing Agencies	Breadth of institutional/civic engagement in delivery



EFFECTIVENESS

OVERVIEW

The Castrol Sarathi Mitra Programme has been highly effective in achieving its objectives—raising awareness, changing behaviours, and improving practical skills among Indian truck drivers, especially regarding road safety, financial literacy, and health management.

EVIDENCE OF EFFECTIVENESS



BEHAVIOUR CHANGE & SKILLS ACQUISITION

- 75.8% of drivers reported avoiding mobile phone use while driving after the programme, directly addressing a key distraction risk
- 94% of drivers began restricting their driving time to a maximum of 10 hours per day, reflecting strong uptake of safer work practices.
- 71.3% reported being able to make digital transactions without any assistance post-training, an essential modern skill for financial safety.
- 95.3% now check their first aid kits weekly, indicating increased emergency readiness.



KNOWLEDGE & HEALTH PRACTICE INCREASES

- 91.3% attended eye screening camps, and those needing vision correction received power spectacles (40.5% of attendees), improving routine and safety-related vision care.
- After the programme, 93.3% of drivers reported proactively avoiding unhealthy roadside food to reduce fatigue and maintain alertness.



PROGRAMME-SPECIFIC UPTAKE

- 95.3% of participants received orientation on government welfare schemes; most attributed this knowledge directly to the programme.
- Nearly all drivers demonstrated greater compliance with safety protocols (e.g., tyre checks, first aid preparedness).

Summary Table on Effectiveness

Indicator	Percentage	Description
Digital transactions (unassisted)	71.3%	Drivers are able to perform digital transactions themselves
Eye camp participation	91.3%	Percentage of drivers attending eye screening
Regular first aid/tyre checks	95.3%	Demonstrated improvement in emergency preparedness
Driving time restricted to ≤10 hours	94%	Programme effect on adherence to safe work practices
Avoidance of mobile use while driving	75.8%	Self-reported behaviour change, directly attributed to training



EFFICIENCY

OVERVIEW

The Castrol Sarathi Mitra Programme demonstrated strong efficiency as per the OECD framework by delivering large-scale, high-quality training and support to truck drivers across India using well-managed resources, streamlined delivery formats, and strategic scaling. Efficiency was achieved while maintaining programme quality and maximising the return on investment in terms of social benefits.

EVIDENCE OF EFFICIENCY



COST-EFFECTIVENESS AND RESOURCE UTILISATION

- The programme scaled up substantially, training over 29,000 drivers in 2023—a significant rise from previous years—without a notable increase in per-beneficiary costs.
- Use of standardised and modular training materials enabled rapid deployment and minimised resource duplication across various states.
- The “train-the-trainer” model empowered local facilitators, reducing the need for recurring high external facilitation costs and building in-situ capacity.



EFFICIENT DELIVERY MECHANISMS

- Leveraged partnerships with multiple NGOs to enable decentralised implementation, ensuring coverage of geographically diverse centres while controlling overheads.
- Blended learning methods (classroom, AV, peer engagement) allowed the programme to reach truck drivers of different backgrounds efficiently and effectively.



SCALABILITY AND SUSTAINABILITY

- The modular programme design and digital learning tools supported easy expansion and replication in new locations.
- The programme maintained a consistent quality of output even as participant numbers grew by nearly 70% year-on-year.
- Efforts to integrate monitoring and real-time feedback helped promptly address challenges and optimise resource use.



HIGH RETURN ON SOCIAL INVESTMENT

- Investments in training and outreach were outweighed by tangible social benefits, such as improved safety adherence, reduced accident risks, and increased access to welfare schemes.
- Savings from lives preserved, injuries averted, and better financial management among drivers underscored programme efficiency beyond immediate operational metrics.



The number of truck drivers grew from 17,000 in 2022 to more than 29,000 in 2023 without an escalation in unit costs.



The programme utilised standardised materials and digital content for lower-cost, scalable delivery.



A decentralised model with multiple NGO partners enabled broad coverage and efficient use of local resources.



Benefits (accident risk reduction, enhanced financial resilience) substantially exceeded programme investment.

Summary Table for Efficiency		
Indicator	Value	Description
Drivers trained	29,000	Scale-up of beneficiaries reached.
Cost per beneficiary (relative)	Stable	No reported rise despite expansion.
Implementing partners	Multiple Implementing Partners	Decentralised execution model.

The Castrol Sarathi Mitra Programme showcased an exemplary model of resource-efficient, scalable social intervention, offering broad and measurable benefits to India's truck driving workforce while setting benchmarks for cost-effectiveness and operational excellence in CSR delivery.



IMPACT

OVERVIEW

The Castrol Sarathi Mitra Programme delivered substantial impact at both the individual and community levels by fostering safer driving habits, improving health and financial resilience, and catalysing broader social inclusion among India's truck drivers. Its multi-dimensional approach led to lasting behavioural changes, improved quality of life, and greater access to safety nets for the targeted beneficiary group.

EVIDENCE OF IMPACT

IMPROVED QUALITY OF LIFE AND SAFETY



- 80% of drivers who received corrective glasses through the programme experienced major improvement in vision, enabling safer driving and reducing accident risks.
- 39.8% more drivers started seeking annual health check-ups—an indicator of a marked shift in health-seeking behaviour and preventive care adoption.
- Almost all participating drivers reported enhanced alertness, a sense of safety, and elevated work-life quality following the intervention.



SOCIO-ECONOMIC EMPOWERMENT

- Over 66.4% of participants enrolled in the Pradhan Mantri Jeevan Jyoti Bima Yojana (life insurance), 55.9% in Pradhan Mantri Jan Arogya Yojana (health insurance), and 38.5% in Pradhan Mantri Suraksha Bima Yojana (accident insurance), a marked increase in social security coverage for a historically underserved workforce.
- Widespread digital and financial upskilling resulted in 61.1% of drivers adopting online payment methods, and over 74% independently using debit/credit cards, furthering economic resilience.



SUSTAINED BEHAVIOURAL AND SOCIAL SHIFTS

- 75.8% of drivers consistently avoided using mobile phones while driving, addressing one of the primary causes of road distraction and accidents.
- Positive changes extended beyond individuals, with many drivers influencing their peers and families to adopt healthier routines and safer road behaviours.



INSTITUTIONAL AND COMMUNITY BENEFITS

- The ripple effect of improved safety and health practices translated into lower accident risk, enhanced financial stability for driver households, and increased trust between drivers and logistics operators.
- The programme's alignment with Sustainable Development Goals (SDGs)—including good health, decent work, reduced inequality, and partnerships—multiplied its systemic impact in India's logistics sector.

Summary Table for Impact

Impact Indicator	Percentage	Description
Enrolled in life insurance schemes	66.4%	Coverage via PMJJBY
Regular annual health check-ups	90.0%	Drivers prioritising preventive care
Major improvement in vision after glasses	80.0%	Among those provided with corrective eyewear
Uptake of digital payment practices	74.7%	Drivers using cards without assistance

The impact of the Castrol Sarathi Mitra Programme extended well beyond training session outcomes, translating into enduring security, inclusion, and holistic well-being for thousands of India's truck drivers and their families. The programme not only changed individual practices but also contributed to systemic transformation in road safety culture, social protection, and economic empowerment within the sector.

SUSTAINABILITY**OVERVIEW**

The Castrol Sarathi Mitra Programme exhibited strong sustainability according to the OECD framework by embedding long-term enablers, formal recognition systems, and adaptable delivery mechanisms into its design. These features ensured that the benefits for truck drivers, their families, and the wider transport ecosystem could be maintained and expanded beyond the direct intervention period.

EVIDENCE OF SUSTAINABILITY**INSTITUTIONALISATION AND RECOGNISED CERTIFICATION**

- NSDC certification was woven into the curriculum, granting drivers formal qualification and enhancing their employability.
- Training modules and materials were aligned with national standards, supporting the ongoing adoption and recognition of the programme by sector stakeholders.
- The modular content could be refreshed or extended easily as regulations, technology, and social needs evolve.

**CAPACITY BUILDING AND LOCAL OWNERSHIP**

- The programme's train-the-trainer model empowered facilitators at regional and grassroots levels, reducing dependency on external resources.
- Partnerships with local NGOs and stakeholders fostered sustained engagement, tailored adaptation, and a sense of community ownership over the initiative.

**INTEGRATION WITH GOVERNMENT SCHEMES**

- By orienting participants to government welfare programmes, drivers and their families gained lasting access to social protection, health, and financial benefits, increasing overall resilience.
- The percentage of drivers receiving orientation on government schemes rose from 38.9% in 2022 to 95.3% in 2023, representing a transformative leap in awareness and uptake of social security resources.

**REPLICABILITY AND SCALABILITY**

- Standardised, modular content and use of digital/AV delivery tools facilitated rapid replication across new locations and beneficiary groups without diluting quality or consistency.
- The sustained expansion from 17,000 to over 29,000 drivers in a single year without increased per-person costs demonstrated robust scalability.



COMMUNITY AND ECOSYSTEM EMBEDDING

- Engagement of drivers' families via educational scholarships and social outreach initiatives broadened the societal impact.
- However, the absence of any sustainability plan with the implementing partners, in the event of Castrol's exit from the program, reduces the degree of sustainability of the program.

Summary Table for Sustainability

Indicator	Value	Description
Drivers oriented to government schemes.	95.3%	Networked sustained social protection awareness
NSDC certifications awarded	Yes	Formal recognition is included in all training cycles
Cost per beneficiary	Stable	Demonstrated scalability and sustainability of the resource model

The Castrol Sarathi Mitra Programme laid a durable foundation for ongoing benefits in India's trucking sector by focusing on certification, local empowerment, alignment with government schemes, and scalable delivery models. These strategies ensured the enduring relevance and self-sustaining impact of interventions for truck drivers and their communities.



Relevance



Coherence



Effectiveness



Efficiency



Impact



Sustainability

Implemented by
seed

-ट्रिप से पहले-



आराम से आसना



Control



TRUCK
AASANA



I am Proud to be a Safe Driver





Castrol

ट्रक
आसब

हेल्थ आसब

सौंदर्य आसब

Castrol

Castrol

CHAPTER 7

RECOMMENDATIONS

RECOMMENDATION 1



DIGITAL WELL-BEING AND CYBER SAFETY TRAINING FOR PROFESSIONAL TRUCK DRIVERS

With increasing adoption of smartphones, mobile banking, UPI platforms, and social media among truck drivers, it is essential to equip them with more than just basic digital literacy.

Digital engagement must be safe, informed, and responsible—especially for professional drivers who often work in isolated environments, are mobile for long durations, and are increasingly dependent on digital tools for navigation, communication, and financial transactions.



A. Digital Well-being and Responsible Use of Technology

Why it matters for drivers:

Truck drivers often spend long hours on the road, away from home and family. Many rely on mobile phones for entertainment, connection, and essential services. However, excessive or unregulated use of digital platforms can lead to fatigue, distraction, and even reduced mental alertness—factors that directly affect road safety and personal health.

Training focus:

- Promoting a balanced use of digital devices.
- Recognising signs of screen addiction or digital fatigue.
- Maintaining focus and avoiding phone use while driving.
- Encouraging rest, mindfulness, and offline social connections during breaks.



B. Online Safety and Fraud Prevention

Drivers are increasingly using mobile apps for fuel payments, tolls, GPS navigation, money transfers, and insurance claims. This exposes them to phishing scams, fake apps, fraudulent SMS messages, and social engineering attacks, which they may not be equipped to recognise.

Training focus:

- Identifying common online frauds (e.g., phishing, UPI scam links, lottery or KYC frauds).
- Verifying the authenticity of mobile apps, websites, and digital messages.
- Reporting suspicious activity to authorities or helplines.



C. Data Privacy and Protection

Why it matters for drivers:

Many truck drivers store sensitive information on their phones, including Aadhaar details, bank credentials, and vehicle documents. Sharing such information unknowingly or storing it insecurely can lead to identity theft or financial loss.

Training focus:

- Understanding the importance of personal data privacy.
- Learning to set strong passwords and use two-factor authentication.
- Managing app permissions and avoiding unnecessary data sharing.
- Using secure cloud services for important document storage.



D. Responsible Use of Financial Platforms

Why it matters for drivers:

Digital financial tools offer speed and convenience, but improper use or ignorance can cause financial stress. Truck drivers must be empowered to use these platforms confidently and safely, especially as many are first-time users.

Training focus:

- Educating about safe digital banking practices (UPI, mobile wallets, BHIM, net banking).
- Demonstrating step-by-step procedures for secure transactions.
- Teaching how to recognise and avoid fake payment confirmations.
- Encouraging the use of official and secure platforms only.



E. Hands-on Simulations and Practical Exercises

Why it matters for drivers:

Many drivers learn best through practical demonstrations rather than theoretical explanations. Simulations help them experience fraud scenarios in a safe environment and build reflexes to avoid real threats.

Training methods:

- Mock phishing SMS and UPI fraud examples to help identify red flags.
- Role-playing exercises on secure vs insecure app downloads.
- Demonstration of two-factor authentication setup.
- Guided simulations on verifying KYC requests and helpline calls.

As professional truck drivers increasingly rely on digital services for work and personal needs, it is crucial to go beyond operational literacy and foster a holistic understanding of digital well-being and cyber safety. This will not only protect them from digital threats but also promote healthier digital habits, improve financial security, and contribute to overall road safety and livelihood stability.

Such training, if made interactive and contextual, can significantly empower the trucking community to navigate the digital world with confidence and caution.

RECOMMENDATION 2



FAMILY ENGAGEMENT AND SUPPORT

Expansion of the Family Connect Initiative: Beyond Awareness to Empowerment

To enhance the well-being of truck drivers holistically, the Family Connect initiative can be expanded from a mere awareness program to a platform that empowers families with knowledge and practical skills. This includes:



Quarterly Educational Workshops

Organised in regional hubs or virtually, these sessions can focus on:



Nutrition and Health

Simple, affordable meal planning for trucker households; importance of regular health check-ups.



Financial Literacy and Savings

Managing remittances, building emergency funds, understanding insurance, and planning for children's education.



Children's Education and Parenting

Guidance on supporting children's learning, understanding the school system, and managing education during long-term driver absences.

These workshops not only help families cope better with challenges related to the truck driving profession, but also create a support network for spouses and children.

RECOMMENDATION 3



"SPOUSE AMBASSADORS" PROGRAMME: ENABLING FAMILY MEMBERS AS CHANGE AGENTS

This initiative involves selecting, training, and mentoring spouses (primarily wives of truck drivers) to become Spouse Ambassadors in their communities. Their roles would include:



Championing Safe Driving and Healthy Habits

By reinforcing messages on safe driving, regular health check-ups, and avoidance of substance use, they indirectly influence the driver's behaviour at home.



Peer Learning and Motivation

These ambassadors can lead group discussions and peer circles with other spouses, creating a culture of shared responsibility and emotional support.



Bridge between Drivers and the Initiative

Acting as a two-way communication channel, they can report challenges faced at home or on the road, and provide feedback to program implementers.



Community Engagement

Organise neighbourhood events (e.g. safety pledge days, health fairs) to create broader community awareness and support.

By involving families meaningfully, particularly spouses, this dual-pronged strategy recognises them as co-architects of behavioural change. It also strengthens the driver's support system, enhancing the sustainability and reach of health, safety, and well-being initiatives.

RECOMMENDATION 4



DEVELOPMENT OF A MULTI-FUNCTIONAL MOBILE SUPPORT PLATFORM.

As part of Castrol's CSR intervention for truck drivers, an app called "Sarathi Sathi" can be developed – a multi-functional mobile helpline and support platform tailored to the daily needs, safety, and well-being of truck drivers across India.

The App can be useful to the truckers in the following ways.



Location-Based Assistance (Map Integration)

- Nearest Fuel Stations (filter by diesel/petrol, open hours, amenities)
- Authorised Repair & Service Shops (Castrol-recommended garages, 24/7 services)
- Rest Stops & Dhaba Locator (rating, hygiene, parking availability)
- Toilets & Clean Drinking Water Points
- Helpline Integration
- One-tap SOS button for emergencies (accident, breakdown, harassment)



Direct call feature for services

- Ambulance or emergency medical service
- Roadside mechanical help
- Legal or insurance support
- Mental health counsellor helpline (can link to existing mental wellness program)
- Quick Service Booking
- Book servicing at Castrol partner garages
- Schedule an oil change or vehicle inspection
- Request for on-road assistance
- Knowledge Hub



Short videos/articles on

- Safe driving practices
- First-aid
- Digital financial literacy (fraud prevention, UPI use)
- Mental well-being and stress management
- Content available in multiple Indian languages
- Peer Support & Chat Forums
- Closed community of verified truckers
- Discuss routes, share local insights, report incidents or police issues
- Encourages peer bonding and crowd-sourced problem-solving



Document Vault

- Store digital copies of RC book, DL, insurance, PUC, toll receipts
- Timely reminders for renewal and compliance



Feedback Loop

- QR-based feedback from truckers at service locations
- Rate garages, rest stops, or roadside amenities
- Send anonymous complaints or suggestions to the Castrol CSR team



Optional Advanced Features

- AI-based predictive maintenance alerts based on mileage logs.
- Voice-based interaction for low-literacy users (Hindi, Tamil, Bengali, etc.)
- Offline mode for low-network areas (location cached services)
- Partnership Potential.
- Integration with Government eMARG, FASTag, CSC, or MParivahan APIs.
- Collaboration with NGOs, hospitals, fuel companies, and truck unions.



POTENTIAL IMPACT

Such an app would empower truck drivers with real-time support, reduce distress during emergencies, build a sense of community, and enhance their safety, dignity, and efficiency – truly aligning with Castrol's vision of "driving progress responsibly."

RECOMMENDATION 5



FORMATION OF ALUMNI COMMUNICATION GROUPS

Purpose: To create a trusted, interactive, and supportive WhatsApp-based community that provides real-time help, information, awareness, and emotional support for truck drivers across India.

CORE OBJECTIVES & USE CASES



Emergency & Breakdown Support

- Drivers can post for urgent help if they're stuck on a highway.
- Fellow drivers or Castrol's verified network partners can respond quickly with location-specific help (repair shops, fuel and towing).



Daily Route Updates

- Share live road conditions, highway closures, toll congestion, or weather alerts.
- Helps in route optimisation and avoids delays or hazards.



Awareness & Training Nuggets

- Short voice notes, videos, or posters on:
 - 1.Safe driving tips
 - 2.Health and hygiene reminders
 - 3.Legal rights & traffic rule changes
 - 4.Preventive vehicle maintenance
 - 5.Cyber fraud alerts (UPI, KYC scams)



Peer Support & Mental Health Check-ins

- Encourages a non-judgmental space for drivers to talk about emotional stress, family worries, or job pressure.
- Weekly motivational messages or wellness tips from experts or peers.



Access to Government Schemes & Benefits



- Regular updates on:
 1. PM Suraksha Bima Yojana
 2. Pension plans for unorganised workers
 3. Road safety and insurance benefits



- Job Leads and Referrals
 1. Drivers can post about available job opportunities (routes, contracts, better deals).
 2. Peer-to-peer recommendations for trustworthy employers or freight agents.



Feedback to Castrol CSR



- Quick polls and anonymous feedback on:
 1. Training programs
 2. On-ground support services
 3. Suggestions for new initiatives



- Group Management Guidelines
 1. Moderated by the Implementing partners.
 2. Multiple regional language groups (Hindi, Tamil, Malayalam, Bengali, etc.)
 3. Clear code of conduct: Respectful communication, no politics or unrelated forwards
 4. Weekly schedule (e.g., Mondays: Tips, Fridays: Health, Sundays: Peer Stories)



Implementation Tips

- Start with pilot groups region-wise.
- Invite only verified drivers who attended the training sessions, mechanic networks, and fuel stop.
- Offer incentives for participation - e.g., free health check coupons, garage discounts, or recharge rewards for engagement.



Potential Impact

- Foster community belonging
- Provide real-time, trusted information
- Improve driver well-being and empowerment.

RECOMMENDATION 6



DEDICATED MENTAL HEALTH HELPLINE MATTERS FOR TRUCK DRIVERS



High Prevalence of Psychological Distress

Professional truck drivers face an alarming rate of mental health issues. Multiple studies and field-level surveys have shown that around 25%-30% of truckers report symptoms of depression, anxiety, loneliness, and even suicidal ideation. These figures are significantly higher than those observed in the general working population. The mental strain is compounded by a lack of social interaction and prolonged periods on the road, often in isolating conditions. For many drivers, the road becomes not just a place of work but a space of silence, solitude, and emotional suppression. This signals an urgent need for targeted mental health support.



Unique Job-Specific Stressors

- Irregular and long working hours, including overnight driving and back-to-back trips with little rest.
- Social isolation, with limited opportunities for meaningful interaction during trips.
- Road fatigue, leading to both mental and physical exhaustion.
- Exposure to accidents, traumatic sights, and high-risk driving conditions.
- Uncertain income due to trip-based or incentive-based pay structures, contributing to financial anxiety.
- Prolonged family separation, weakening familial bonds and increasing feelings of loneliness.

These stressors, when left unaddressed, contribute to a slow but steady decline in mental resilience, potentially triggering chronic psychological distress or burnout.



Safety and Economic Impact

Mental health is not just a personal issue—it has direct implications on public safety and economic efficiency. Drivers suffering from stress, poor sleep, or emotional exhaustion often experience:

- Delayed reaction times, increasing the risk of road crashes.
- Reduced focus and judgement, especially during long hauls or congested routes.
- Higher absenteeism or job quitting increases the burden of recruitment and training for logistics companies.
- Frequent health complaints, both mental and physical, are increasing insurance claims and reducing productivity.

Thus, untreated mental health issues can lead to accidents, vehicle damage, lost cargo, and even fatalities—resulting in a major financial impact for both fleet operators and society at large.



Stigma and Barriers to Access

In the trucking community, mental health continues to carry a significant stigma. Many drivers feel compelled to maintain a “tough guy” image, suppressing emotional distress out of fear of being perceived as weak. On top of that, access to professional mental health care is extremely limited:

- Drivers are often on the move, far from cities or clinics where counselling is available.
- Tight driving schedules and waiting times at loading/unloading points leave little time for appointments.
- Language and cultural barriers may discourage open conversations about emotional well-being.

A dedicated mental health helpline—confidential, toll-free, and available 24/7—can bridge this gap effectively. It removes barriers of distance, time, and stigma by offering:

- Immediate access to trained counsellors who understand the unique stressors of truck drivers.
- Anonymity allows drivers to speak freely without fear of judgment.
- Emotional first aid can de-escalate crises and offer coping strategies in real time.

A dedicated mental health helpline tailored for truck drivers is not a luxury but a necessity. It can play a transformative role in reducing distress, preventing accidents, retaining skilled drivers, and creating a culture of care in the transport sector. Investing in such a service demonstrates a commitment not only to the well-being of individual drivers but to the broader safety and efficiency of India’s vital logistics backbone.

CHAPTER 8

CONCLUSION

The 2023 cycle of the Castrol Sarathi Mitra programme achieved impressive geographical and demographic outreach, covering over 29,000 truck drivers across nine states. The participant profile predominantly married men aged 30–40 from low-to-moderate income brackets reflected the programme's success in reaching its intended audience. The use of localised delivery models, regional partners, and language-specific content ensured deep engagement across diverse locations.

The programme adopted a multi-thematic, modular training format encompassing road safety, health and hygiene, digital and financial literacy, and government welfare schemes. Training was delivered through a mix of classroom sessions, AV tools, and peer-led discussions, making the content relatable and accessible even for drivers with limited formal education.

While the primary goal was to inform and engage, the findings also highlighted a notable shift in everyday practices. Drivers reported improved dietary choices, safer driving habits, increased use of digital payment tools, and proactive health-seeking behaviour. These shifts reflect the programme's ability to influence not just knowledge but also routines and decisions at a personal level.

By integrating themes such as safety, wellness, financial security, and access to welfare schemes, Sarathi Mitra positioned itself not just as a training programme but as a holistic driver support initiative. It catered to both occupational and personal needs, promoting a sense of dignity, preparedness, and independence among truck drivers.

In summary, the Castrol Sarathi Mitra Programme stands out as a well-executed, scalable model of grassroots engagement. It successfully reached, informed, and equipped a large population of truck drivers with the tools needed for safer, healthier, and more financially secure livelihoods. Its continued relevance will depend on consistent reinforcement, regional customisation, and adaptive delivery, but the foundation laid in 2023 sets a strong precedent for future growth and replication.