

**Impact Assessment Study of Healthcare
Programme for Trucking community at Delhi
Location**

**(Delhi Static Centre, MMU and Tuberculosis
Initiative implemented by Apollo Tyres Foundation)**

FINAL REPORT

Presented To:

APOLLO TYRES FOUNDATION

Presented By:



AEON MARKET RESEARCH PVT. LTD.

EXECUTIVE SUMMARY

BACKGROUND

This study presents an impact assessment of the healthcare services provided by the Apollo Tyres Foundation (ATF) at its Delhi Centre—one of the longest-running health outreach centres operated by ATF across India. The assessment focuses on key health areas addressed by the programme: HIV/AIDS and STI prevention, Tuberculosis (TB) management, Vision Care, and Diabetes screening and awareness.

This study evaluates the effectiveness of ATF's healthcare programme in addressing these challenges, using a blend of primary and secondary data. By focusing on awareness levels, diagnosis and treatment rates, and barriers to care, the assessment provides actionable insights into improving service delivery and outreach across all four focus areas—HIV/AIDS and STI, TB, Vision Care, and Diabetes—at the Delhi Centre.

METHODOLOGY

The study was conducted in the Delhi-NCR region and focused on key beneficiary groups of the Apollo Tyres Foundation (ATF) healthcare programme—namely truckers, allied transport workers, and urban slum residents.

A mixed-method approach was adopted using semi-structured questionnaires tailored for two segments:

- **HIV/AIDS and STI, Vision Care, and Diabetes:** 611 truckers and allied workers were interviewed to evaluate awareness, preventive practices, and service utilization related to these health areas, including Delhi and Delhi MMU Centre.
- **Tuberculosis (TB):** 304 respondents, including TB patients, truckers, allied workers, and slum residents, were surveyed to assess TB awareness, healthcare access, and treatment adherence.

KEY FINDINGS

- **High TB Awareness and Community Engagement:** The programme has achieved strong awareness around TB, with 79% of respondents recognizing the disease and its symptoms, including persistent cough (89%) and fever (77%). ATF's consistent education efforts, combined with a 3.7x increase in TB testing in Delhi Static Centre (from 1,137 in FY'16-20 to 4,230 in FY'21-25), reflect significant progress in outreach.
- **Early Detection Driven by Strong Symptom Awareness:** An impressive 92.11% of respondents identified prolonged coughing as a reason to get tested, and 92.43% stressed the importance of completing TB treatment. These responses show a strong foundation of awareness that can be built upon. The tripling of confirmed TB cases in Delhi Static Centre (from 61 to 169) demonstrates improved diagnostic coverage—enabled by better tools and expanded screening—but also emphasizes the importance of encouraging timely health-seeking behaviour.
- **Improved Linkage to Treatment and Follow-Up:** The introduction of structured treatment pathways has strengthened adherence support, with DOTS linkage increasing from 0 to 136 cases in Delhi Static Centre. While 60.86% of respondents still believed treatment could be stopped early, this presents an opportunity to introduce patient counselling, tracking tools, and incentive-based support systems to reinforce full-course completion.
- **Strong ATF Health Worker Presence with room for Capacity Building:** The programme's community interface remains robust—83.22% of respondents had direct interaction with ATF/NGO workers, and 91.3% rated those interactions highly effective. With over 30% requesting deeper TB knowledge and more responsive IPC sessions, strengthening training modules and communication techniques will further enhance worker effectiveness and community trust.
- **Significant Expansion in HIV/STI, Vision, and NCD Service:**

 - HIV testing via MMUs nearly doubled from 3,178 to 5,646 (FY'16-25)
 - Vision screenings increased tenfold (from 1,759 to 18,646), with spectacle distribution rising from 220 to 2,245 for Delhi Static Centre

- Hypertension screenings surged from 40 to 9,750 at the Delhi Static Centre, and diabetes tests rose from 4,951 to 7,994.
- **High Satisfaction underscores Programme Credibility:** Service satisfaction across all health areas remains a standout strength of the ATF programme—over 80% of beneficiaries expressed satisfaction with TB, HIV/STI, Vision, and Diabetes services. This is further validated by secondary data showing substantial increases in OPD visits in Delhi (from 56,438 to 67,897) and MMUs (from 24,623 to 42,309). These trends reinforce the community's trust in ATF's holistic and responsive healthcare model.

KEY RECOMMENDATIONS

- **Eliminate Misconceptions:** Launch targeted communication campaigns with local influencers, myth-busting visuals, and mobile-based outreach to challenge unsafe beliefs about TB and STIs.
- **Improve Early Detection and Service Access:** Expand mobile screening in underserved areas, set up temporary kiosks near truck hubs, and provide transport or privacy-friendly solutions.
- **Strengthen Treatment Adherence:** Introduce patient tracking systems, SMS reminders, peer support programs, and small incentive models to ensure completion of TB and NCD treatments.
- **Upskill Health Workers:** Conduct periodic refresher training on TB, HIV, and NCDs. Equip field teams with visual aids, FAQs, and simulation-based IPC practice to improve interaction quality.
- **Integrate Preventive Services:** Offer bundled check-ups for TB, HIV, Vision, and NCDs during a single clinic or MMU visit, maximizing efficiency and community impact.

CONCLUSION

The Apollo Tyres Foundation's healthcare initiative in Delhi has made commendable strides in promoting awareness, enhancing service accessibility, and improving health outcomes among high-risk and underserved populations. Strong community engagement, high satisfaction levels, and significant growth in service uptake—

especially in TB, HIV/STI, Vision Care, and Non-Communicable Disease (NCD) screenings—underscore the programme’s positive impact.

The marked increase in diagnostic coverage, strengthened treatment linkages, and widespread outreach through Mobile Medical Units reflect the programme’s ability to adapt and scale effectively. While challenges such as lingering misconceptions and treatment adherence remain, they are clear opportunities for further strengthening the programme’s impact.

With continued investment in capacity building, patient-centered innovations, and integrated care delivery, Apollo Tyres Foundation is well-positioned to deepen its role as a trusted health partner and elevate its reputation as a socially responsible leader committed to community well-being.

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1. INTRODUCTION

1.1. Background

Apollo Tyres Foundation (ATF) has been committed to delivering accessible and impactful healthcare services to underserved communities. The Delhi Centre, one of its flagship locations, plays a vital role in providing preventive and promotive health services to those who need it most.

This study presents an assessment of the Centre's impact across four key health areas: HIV/AIDS and STI prevention, Tuberculosis (TB) care, Vision Care, and Diabetes screening. By combining insights from both primary survey data and secondary service records, the report offers a holistic view of how ATF's interventions are making a difference on the ground.

The objective is not only to measure outcomes but also to highlight successes, identify areas for further improvement, and strengthen the overall programme delivery. The findings are intended to support future planning, scale-up strategies, and reinforce ATF's ongoing commitment to community health and well-being.

1.2. Research Objectives

1. To assess the level of community awareness regarding key health issues including Tuberculosis (TB), HIV/STIs, Vision problems, and Diabetes—focusing on symptoms, prevention, and available treatments.
2. To evaluate the effectiveness of health services provided by Apollo Tyres Foundation (ATF) and its NGO partners in improving health outcomes across the four focus areas.
3. To analyse patterns of utilization for TB, HIV/STI, Vision Care, and Diabetes services offered through ATF centres and Mobile Medical Units (MMUs).

4. To explore community perceptions of ATF and NGO health workers and their role in providing health education and encouraging positive health-seeking behaviour.
5. To assess the reach and effectiveness of awareness campaigns in increasing knowledge and encouraging early detection and treatment of TB, HIV/STIs, Vision issues, and Diabetes.
6. To investigate how ATF's health programmes, influence public perception of Apollo Tyres as a socially responsible brand committed to community well-being.

1.3. Target group, Sample size and Coverage

- **Target Group:** TB Patients, Truckers and Allied Populations

Sr. No.	State	Centre	ATF Delhi Healthcare Centre		
			Target Sample Size	Achieved Sample Size	Response Rate
			(A)	(B)	(B/A)
1.	Delhi	Delhi-TB Project	300	304	101.33%
2.	Delhi	Delhi and Delhi MMU	600	611 ¹	101.83%
Total			900	915	101.66%

1.4. Research Framework

Research Objective	Inquiry Areas
To assess the level of community awareness across key health areas including TB, HIV/STIs, Vision, and Diabetes.	<ul style="list-style-type: none"> - Knowledge of symptoms and risk factors (e.g., TB cough, HIV transmission, blurred vision, frequent urination). - Understanding of preventive practices (e.g., hygiene, condom use, eye care, healthy lifestyle). - Awareness of treatment options and the importance of early intervention.
To evaluate the effectiveness of health services provided by Apollo Tyres Foundation (ATF) and its NGO partners in	<ul style="list-style-type: none"> - Changes in health status post-treatment (e.g., recovery rates, reduced symptoms). - Satisfaction with services provided at ATF Centres and MMUs.

¹ Out of 611, truckers comprise of 503 and allied population accounts for 108

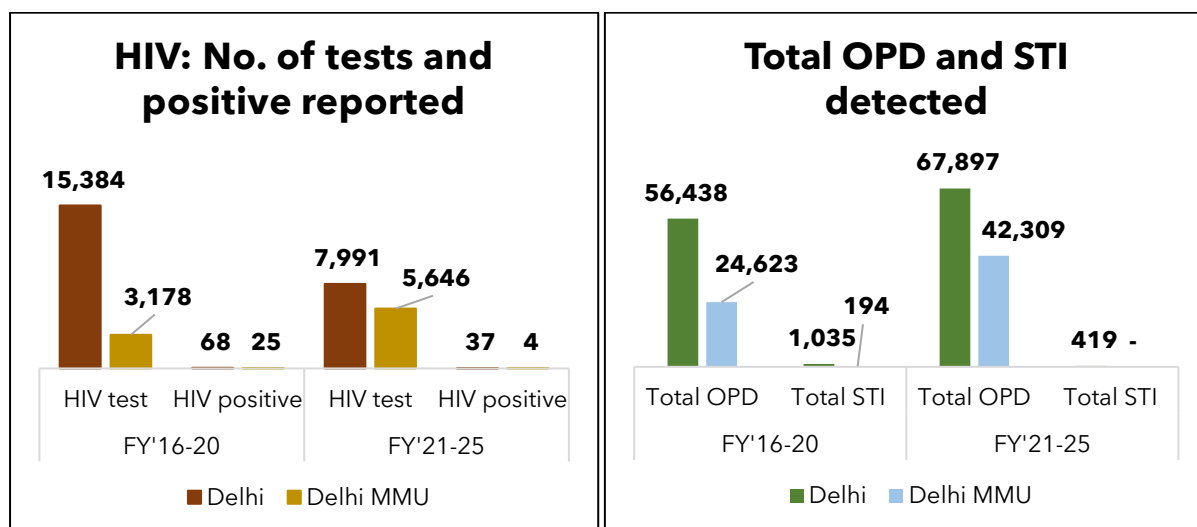
improving health outcomes across the four focus areas	<ul style="list-style-type: none"> - Perceived improvements in accessibility and reliability of healthcare services.
To analyse patterns of utilization for TB, HIV/STI, Vision Care, and Diabetes services offered through ATF centres and Mobile Medical Units (MMUs).	<ul style="list-style-type: none"> - Frequency and reasons for visits (screenings, follow-ups). - Barriers to accessing services (e.g., distance, stigma, awareness). - Key motivators for service uptake across health conditions.
To explore community perceptions of ATF and NGO health workers and their role in providing health education and encouraging positive health-seeking behaviour.	<ul style="list-style-type: none"> - Trust in and credibility of ATF/NGO health workers. - Perceived effectiveness in educating about TB, HIV/STIs, Vision, and Diabetes. - Community attitudes towards health workers as change agents.
To assess the reach and effectiveness of awareness campaigns in increasing knowledge and encouraging early detection and treatment of TB, HIV/STIs, Vision issues, and Diabetes.	<ul style="list-style-type: none"> - Community recall and understanding of key messages related to symptoms, prevention, and treatment. - Behavioural changes following campaigns (e.g., increase in screenings, clinic visits, adoption of preventive practices). - Reach of different campaign platforms (e.g., IEC materials, street plays, workshops, digital outreach).
To investigate how ATF's health programmes, influence public perception of Apollo Tyres as a socially responsible brand committed to community well-being.	<ul style="list-style-type: none"> - Perception of Apollo Tyres as a brand that supports social development and well-being. - Influence of ATF health services on community trust and brand goodwill. - Community recognition of Apollo Tyres Foundation as an agent of positive change. - Impact of healthcare services on brand loyalty or favourability.

2. RESEARCH FINDINGS

2.1. Delhi Static Centre and Medical Mobile Unit

2.1.1. HIV/AIDS and STI testing cases (Secondary data)

Figure 1: HIV/AIDS and STI testing cases

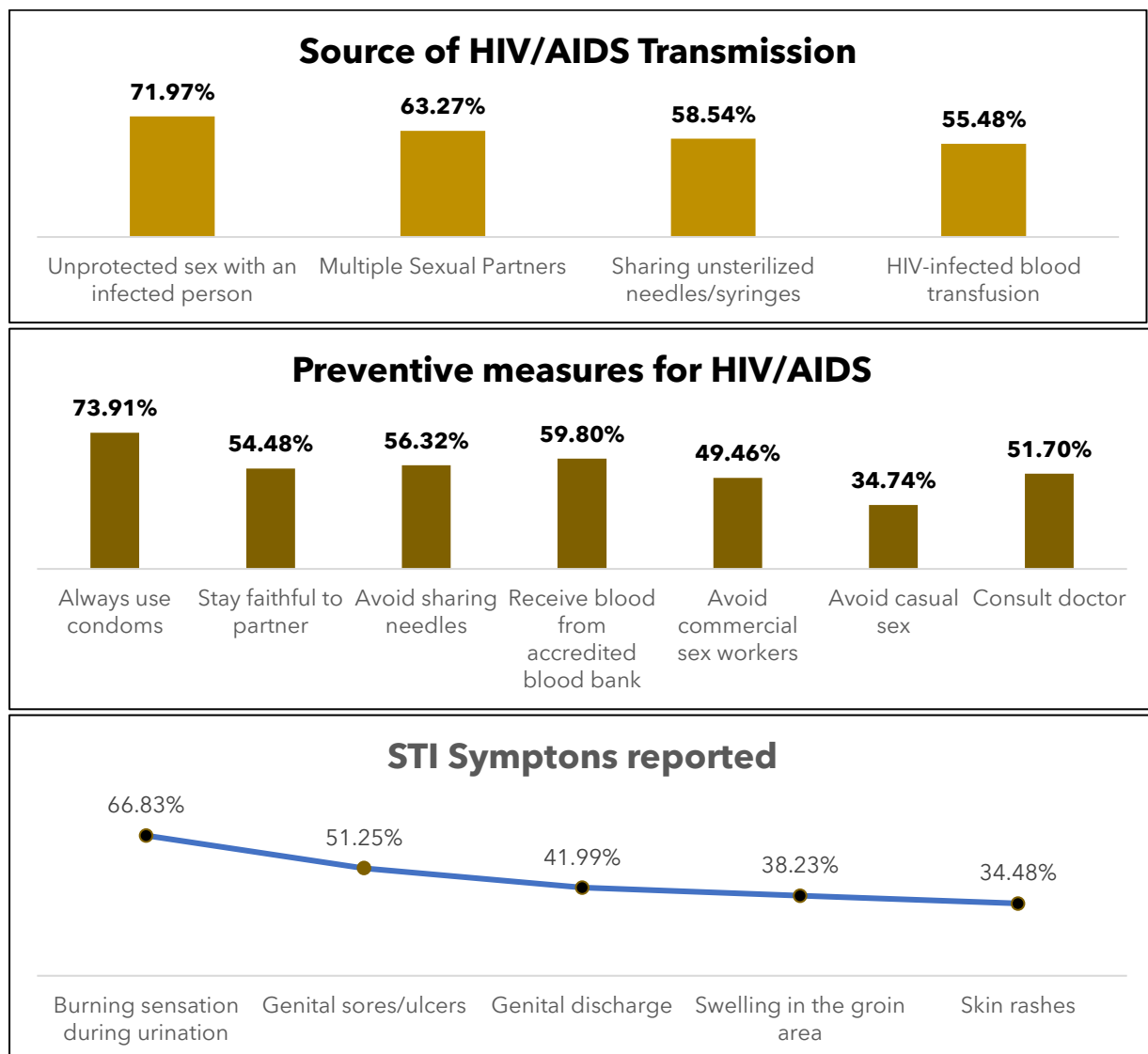


The secondary data from FY 2016-20 to FY 2021-25 highlights encouraging progress in HIV/AIDS and STI outreach and service utilization under the Apollo Tyres Programme. Notably, there has been a substantial increase in HIV testing through Delhi MMU—from 3,178 to 5,646—indicating enhanced reach and accessibility of mobile health services. While overall HIV testing numbers in Delhi saw a reduction, the continued detection of positive cases (68 to 37 in Delhi, 25 to 4 in MMU) suggests timely identification and possible improvement in preventive behaviours. OPD footfall has grown significantly in both Delhi (56,438 to 67,897) and Delhi MMU (24,623 to 42,309), reflecting stronger community engagement and trust in health services. Although there was a decrease in reported STI cases, particularly in Delhi MMU, this may be attributed to better awareness, early treatment, or more integrated health counselling during OPD visits.

2.1.2. Source of Transmission and preventive measure for HIV/AIDS (Primary data)

The primary data reflects encouraging awareness levels about the sources and preventive measures of HIV/AIDS among the target population. A high percentage of respondents correctly identified unprotected sex (71.97%), multiple sexual partners (63.27%), and sharing unsterilized needles (58.54%) as key transmission routes, and acknowledged preventive practices like condom use (73.91%) and receiving blood from accredited blood banks (59.80%).

Figure 2: Source of Transmission and preventive measure for HIV/AIDS



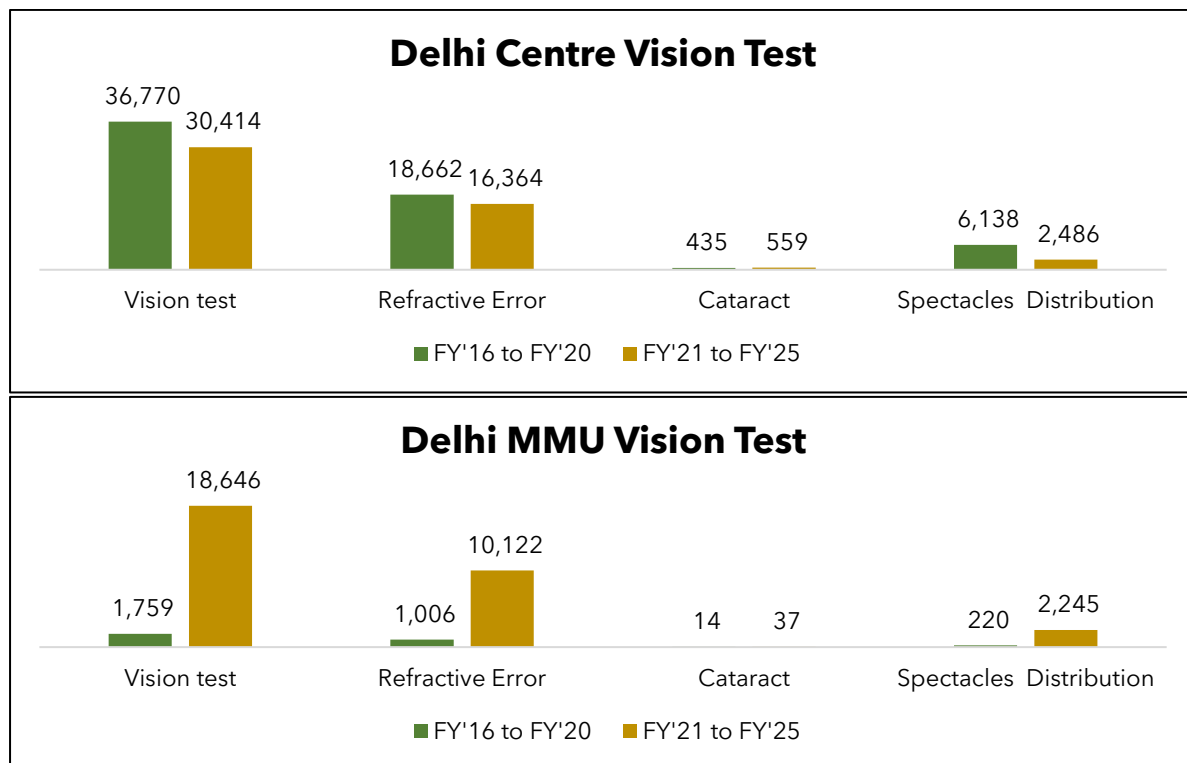
These findings align well with the secondary data, which shows a steady implementation of testing services across both Delhi and Delhi MMU centre.

The data on reported STI symptoms indicates encouraging levels of awareness among respondents, particularly around key indicators such as burning sensation

during urination (66.83%), genital sores or ulcers (51.25%), and genital discharge (41.99%). This shows that a significant portion of the population is now better equipped to recognize early warning signs of STIs. While recognition of swelling in the groin area (38.23%) and skin rashes (34.48%) is relatively lower, these areas present valuable opportunities for strengthening health education efforts. When viewed alongside the secondary data—which showed consistent engagement with OPD services and STI screenings—the awareness levels reflect a positive shift toward early identification and potential care-seeking behaviour.

2.1.3. Vision Care testing cases (Secondary data)

Figure 3: Vision Care testing



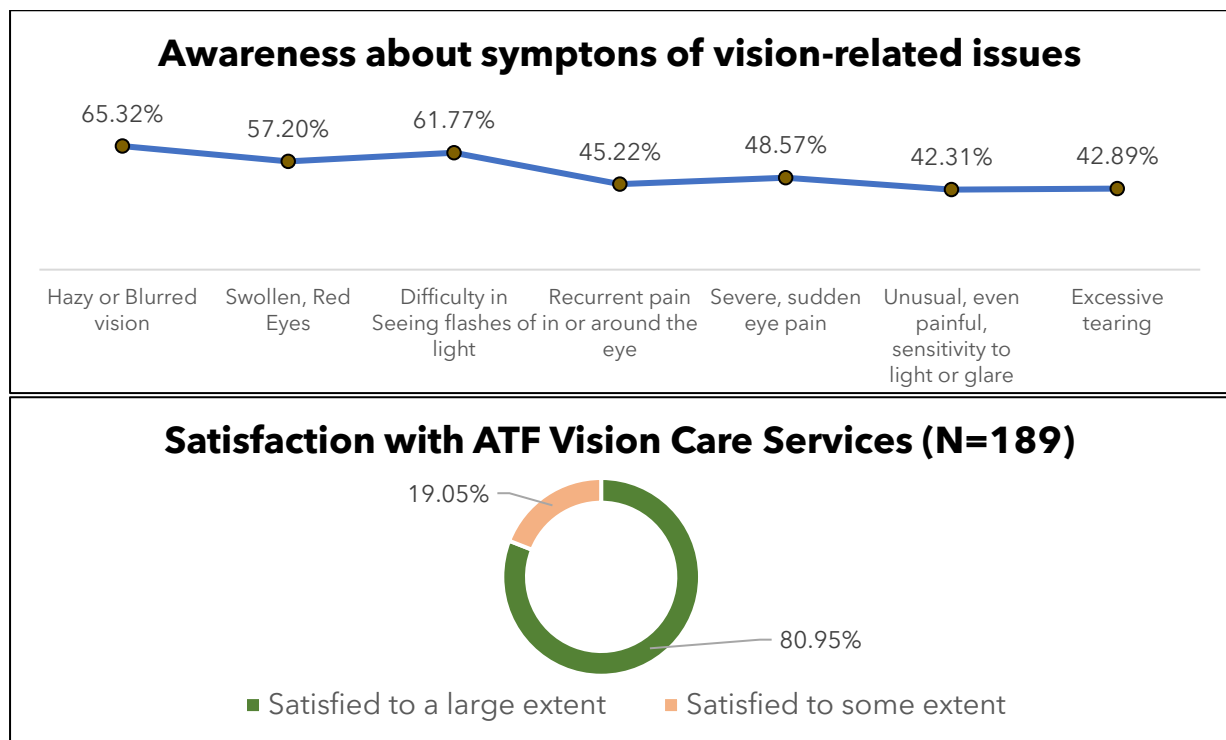
The data reflects a significant expansion in vision care outreach under the Apollo Tyres programme, particularly through the Delhi MMUs. Vision tests conducted via MMUs increased tenfold from just 1,759 in FY'16-20 to 18,646 in FY'21-25, indicating improved accessibility and coverage for underserved populations. Similarly, detection of refractive errors rose from 1,006 to 10,122 cases, and spectacle distribution increased more than tenfold, from 220 to 2,245—demonstrating a proactive response to visual impairment needs.

While the Delhi Centre shows a slight decline in the number of tests, it maintained strong service levels, with consistent detection of refractive errors and a slight increase in cataract identification. The centre also continued to play a key role in spectacle distribution, though a drop was observed, possibly due to the shift in outreach toward MMUs.

2.1.4. Awareness regarding vision-related symptoms (Primary data)

The findings reflect a promising level of awareness regarding vision-related symptoms, with a significant portion of individuals able to identify common indicators such as hazy vision (65.32%), flashes of light (61.77%), and red or swollen eyes (57.20%). While recognition of subtler symptoms like light sensitivity (42.31%) and excessive tearing (42.89%) is comparatively lower, the overall awareness landscape offers a solid platform to enhance targeted eye health education and early intervention efforts.

Figure 4: Awareness regarding vision-related symptoms



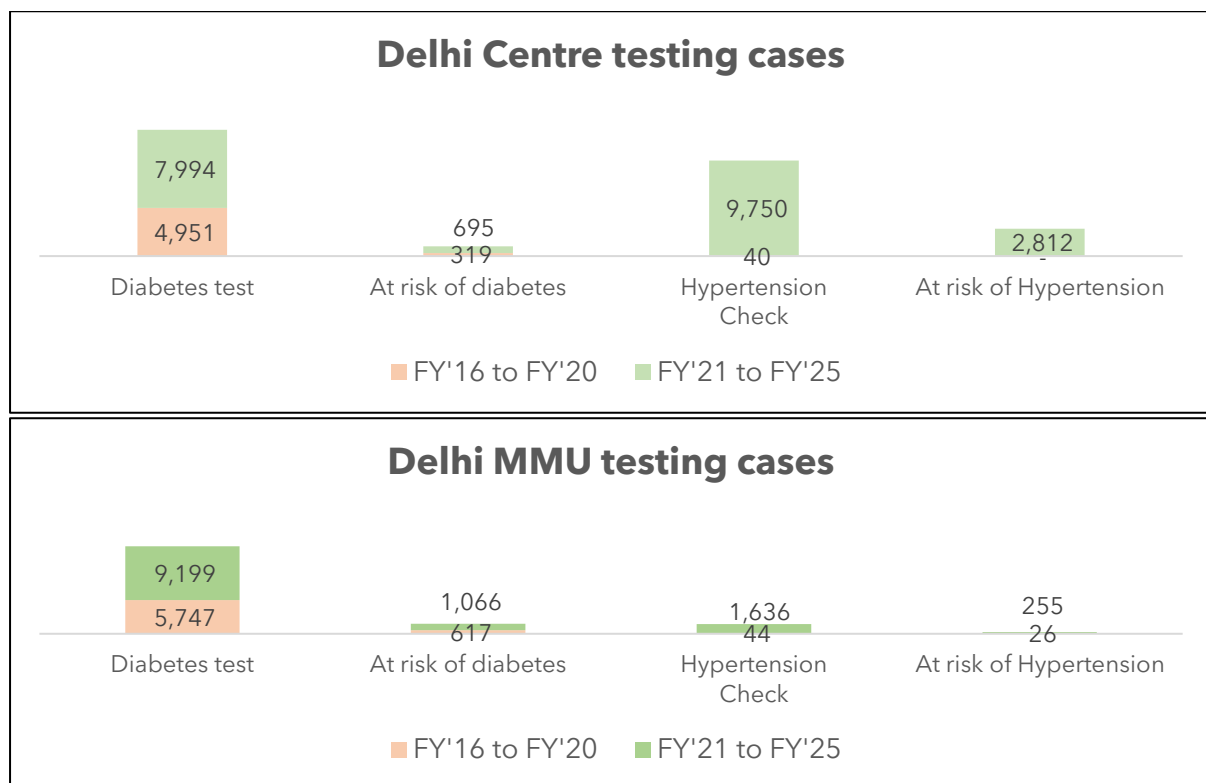
The strong satisfaction levels with ATF Vision Care Services (80.95% satisfied to a large extent) align well with the substantial number of vision tests conducted across both Delhi Centres and MMUs, as reflected in the secondary data. Out of the 611 individuals surveyed, 189 visited ATF for vision care, including 115 through the Delhi

MMU. Notably, the sharp rise in MMU testing from FY'16-20 to FY'21-25 demonstrates improved outreach and accessibility.

2.1.5. Diabetes and Hypertension testing cases (Secondary data)

The data reflects a commendable expansion in non-communicable disease (NCD) screenings, particularly in the recent years (FY'21-25). Notably, there was a significant uptick in hypertension checks at the Delhi Centre, jumping from just 40 cases in FY'16-20 to 9,750 in FY'21-25. Similarly, diabetes testing has shown consistent growth across both the Delhi Centre and MMUs, indicating enhanced reach and responsiveness.

Figure 5: Diabetes and Hypertension testing cases



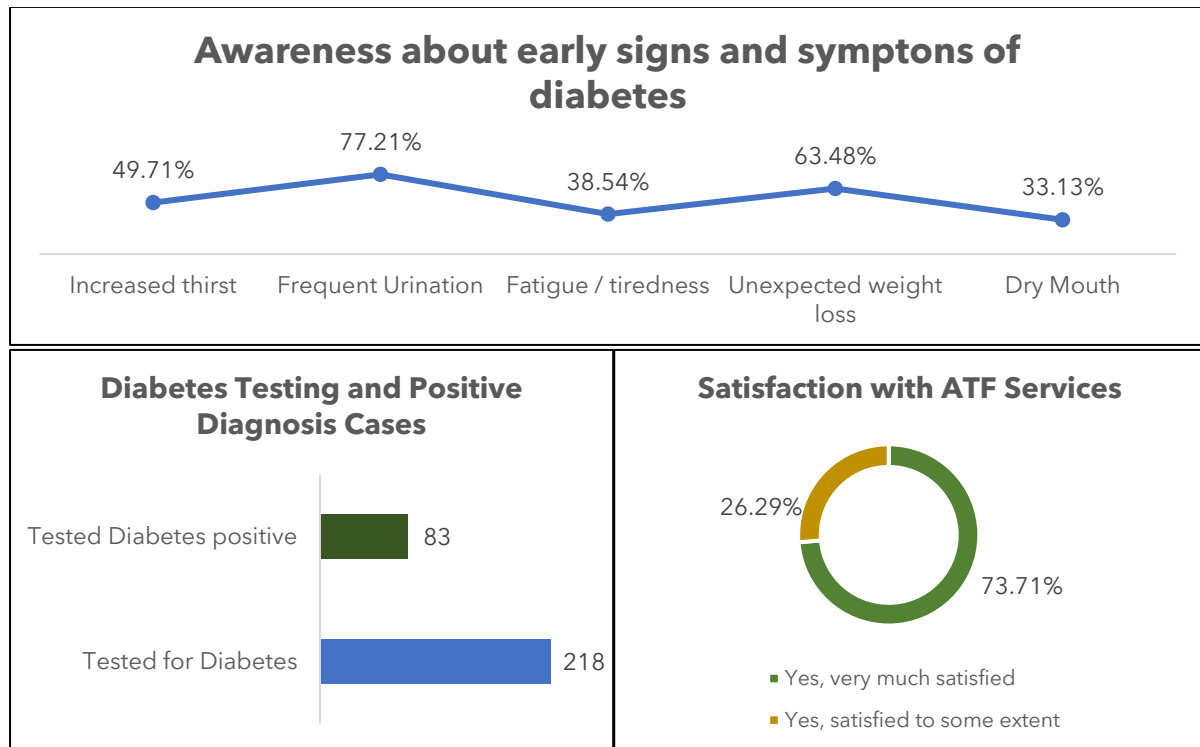
2.1.6. Awareness about Diabetes-related symptoms (Primary data)

The data reflects a promising level of awareness regarding diabetes-related symptoms, particularly frequent urination (77.21%) and unexpected weight loss (63.48%), showcasing a strong grasp of early warning signs among the population.

Importantly, of the 218 individuals screened, 83 were found to be positive for diabetes—underscoring the value of proactive testing. This primary insight aligns

well with the secondary data, which reveals a considerable rise in diabetes testing across both Delhi Centres and MMUs during FY'21-25, especially through MMUs where testing nearly doubled.

Figure 6: Awareness about early signs and symptoms of diabetes



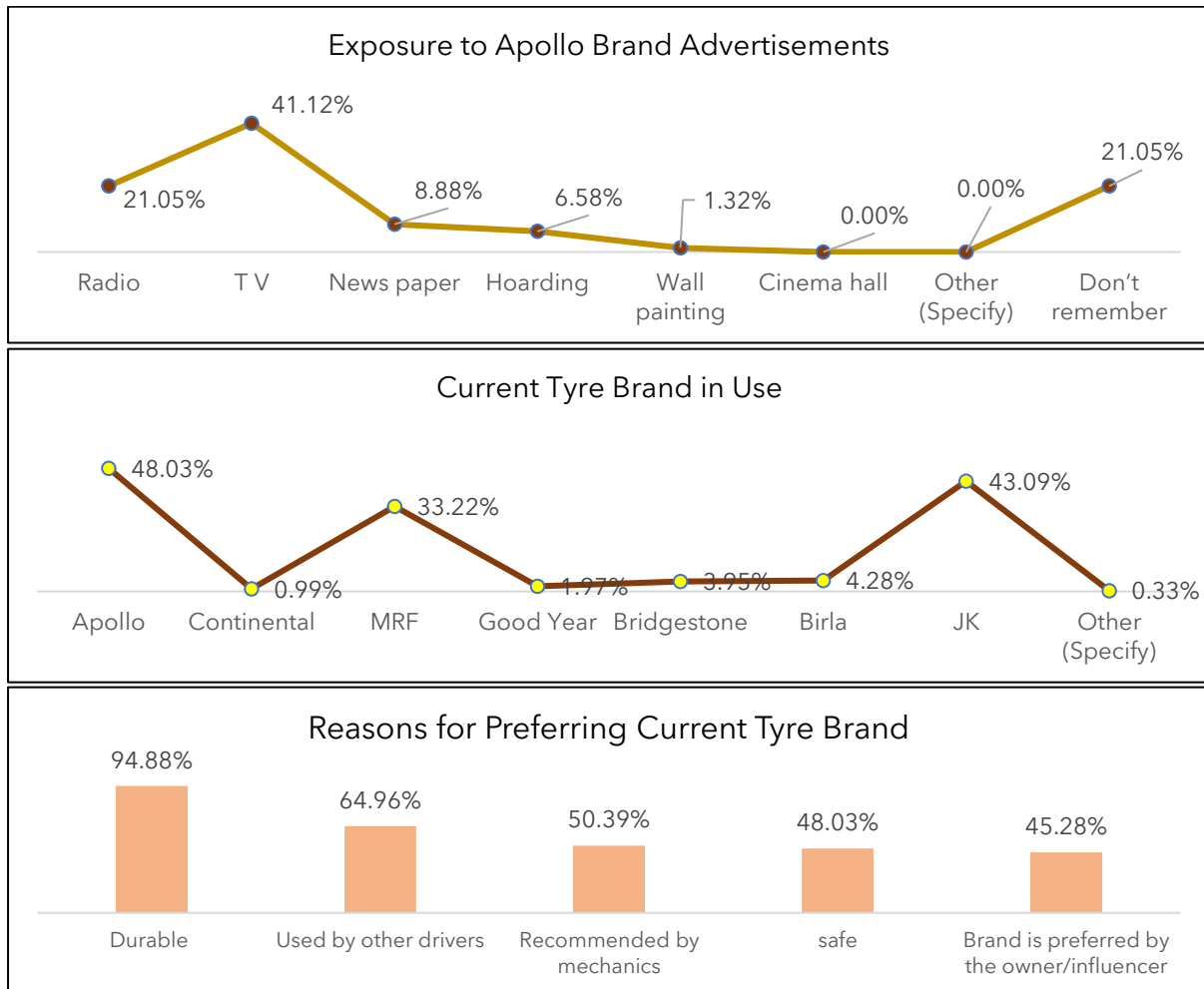
This initiative is further validated by the high satisfaction levels with ATF services, where a combined 100% of respondents expressed satisfaction, reinforcing confidence in the quality and impact of the care provided

2.1.7. Brand Recognition (Primary data)

Major exposure to Apollo Tyres brand advertisements was reported through television (41.12%), followed by radio (21.05%), with 21.05% of respondents unable to recall the medium. In terms of brand usage, 48.03% of respondents reported using Apollo tyres, followed by JK Tyres (43.09%) and MRF (33.22%). The primary reasons for choosing Apollo tyres included durability (94.88%), usage by other drivers (64.96%), recommendations from mechanics (50.39%), safety (48.03%), and preference by owners or influencers (45.28%). Apollo Tyres has strong brand visibility, particularly through television advertisements, and enjoys a significant market share. The high preference for Apollo is primarily driven by its durability and

safety, along with positive recommendations from mechanics and usage by other drivers.

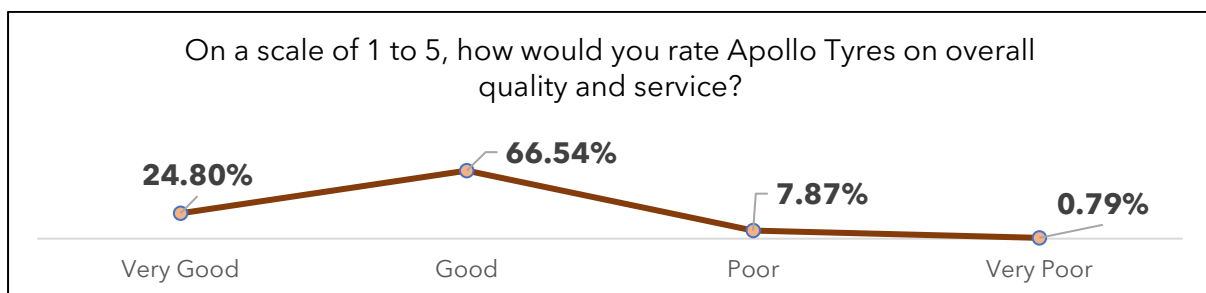
Figure 7: Brand Recognition



However, the influence of brand recommendations from owners or influencers also plays a notable role in consumer choice.

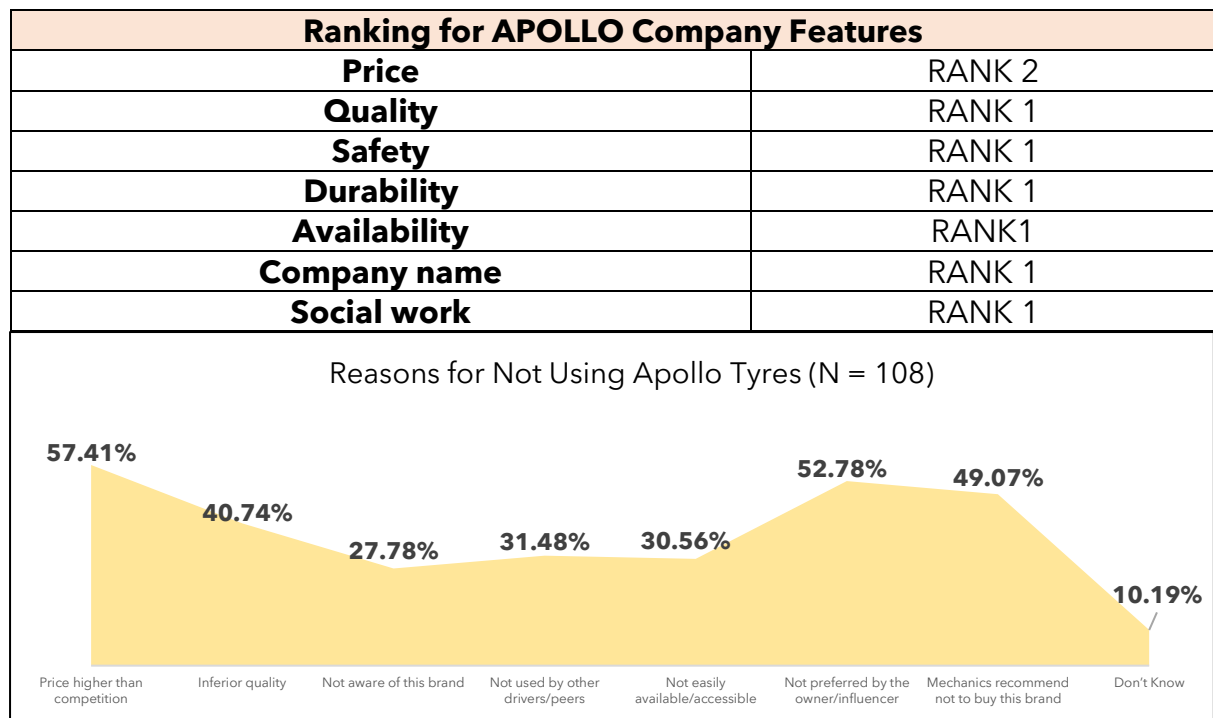
2.1.8. Quality and Service Rating for Apollo Tyres (Primary data)

Figure 8: Quality and Service Rating for Apollo Tyres



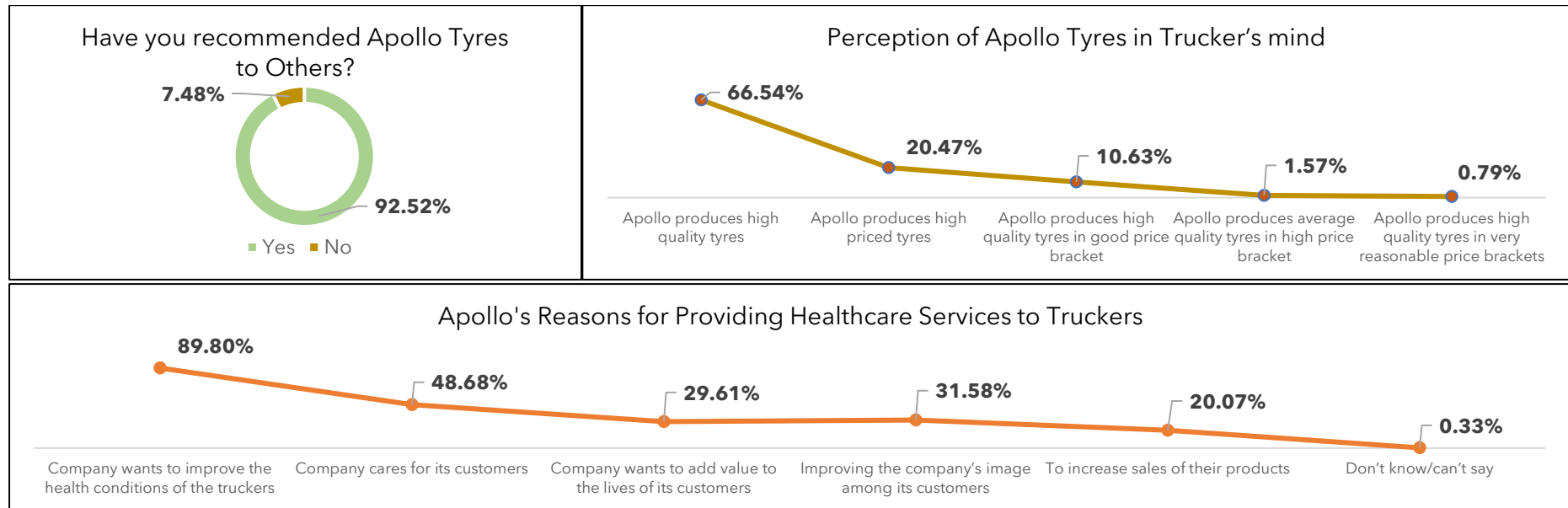
A combined response of 'Very Good' and 'Good' ratings, totaling over 90%, was given for the overall quality and service of Apollo Tyres. This indicates a strong level of customer satisfaction. Additionally, the table below highlights the ranking of various company features. Notably, 'Price' ranks second, while other features such as Quality, Safety, Durability, Availability, Company Name, and Social Responsibility all rank first. This underscores the importance of these factors in shaping customer perceptions.

However, major reasons for not using Apollo Tyres were reported as a higher price compared to competitors (57.41%), the brand not being preferred by influencers/owners (52.78%), and 49.07% of mechanics recommending against purchasing them.



2.1.9. Perception of Apollo Tyres in Trucker's Mind (Primary data)

Figure 9: Perception of Apollo Tyres in Trucker's Mind

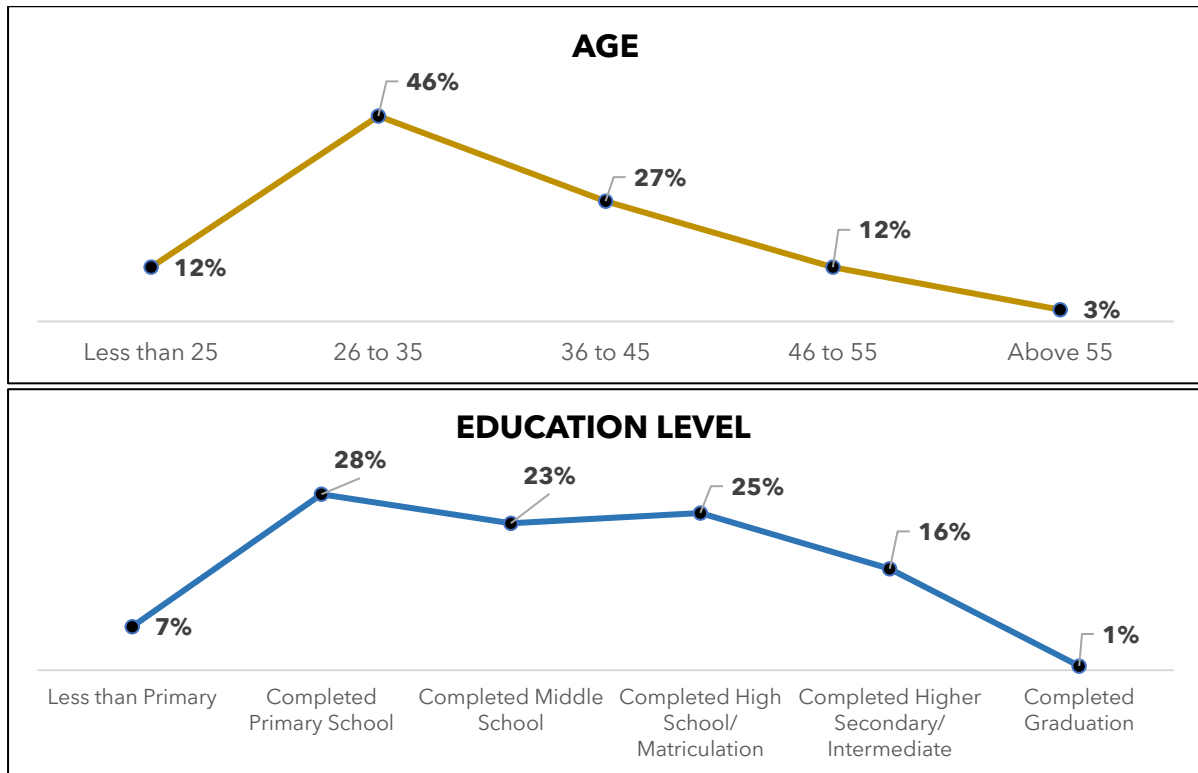


Almost 92.52% of respondents recommended Apollo Tyres to others. The major perceptions about Apollo Tyres in truckers' minds are that the brand produces high-quality tyres (66.54%), followed by the perception of being high-priced tyres (20.47%), and producing high-quality tyres at a good price point (10.63%). Regarding why Apollo provides healthcare services to truckers, the reasons stated by truckers are as follows: 89.80% believe the company wants to improve the health conditions of truckers, 48.68% feel the company cares for its customers, 31.58% think it is aimed at improving the company's image among customers, 29.61% believe it adds value to customers' lives, and 20.07% think the company seeks to increase sales of its products. The provision of healthcare services is seen as both a genuine effort to support truckers and a potential business strategy.

2.2. TB Project

2.2.1. Demographic Details (Primary data)

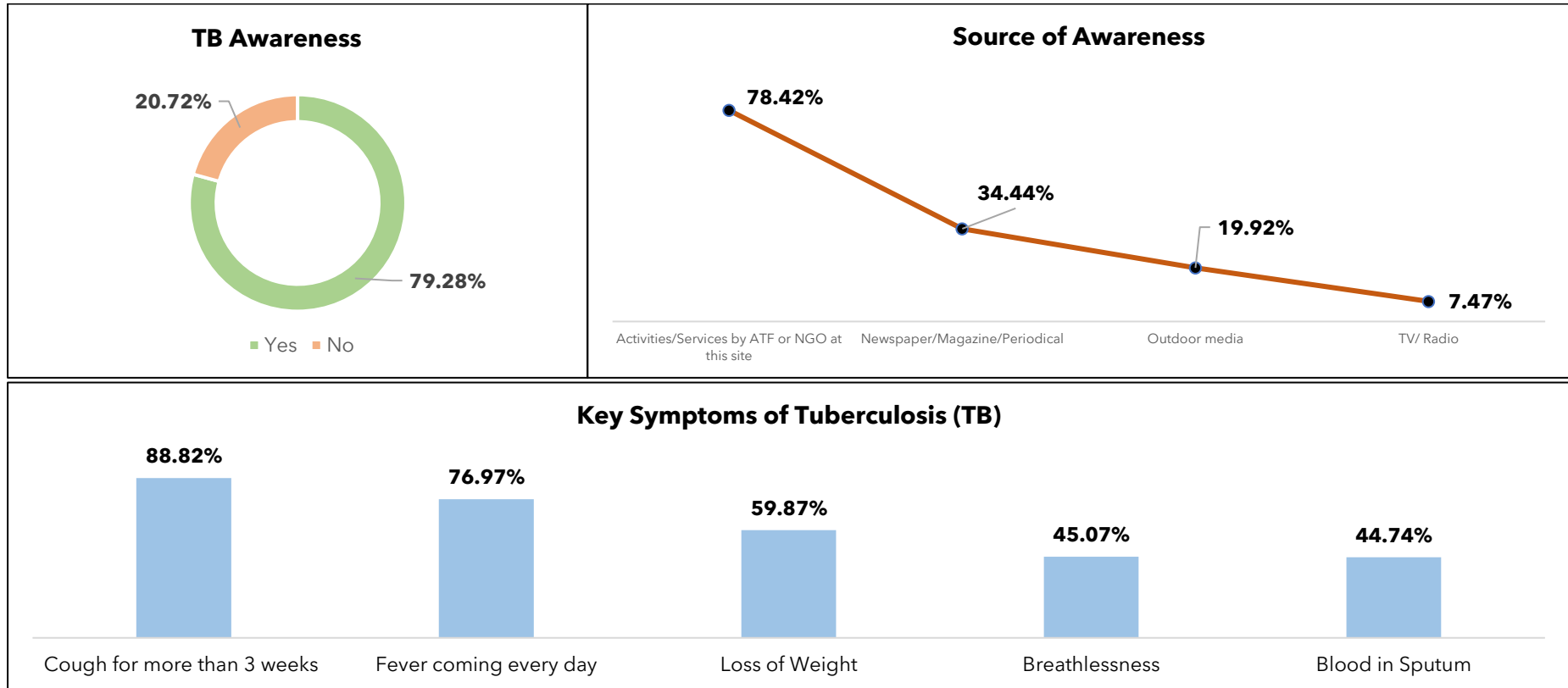
Figure 10: Demographic Details



The analysis of Tuberculosis (TB) data reveals significant demographic patterns. The largest age group affected is 26 to 35 years (46%), followed by 36 to 45 years (27%), indicating that TB predominantly affects individuals in their economically productive years. Regarding education, 28% of participants completed primary school, while only 1% are graduates, suggesting that lower education levels might be associated with TB prevalence. These trends highlight the need for targeted awareness and interventions in younger and less-educated populations. 87% of respondents reported themselves as truckers and 95% of them involved in driving for all months.

2.2.2. TB Awareness (Primary data)

Figure 11: TB Awareness



The analysis shows that 79% of respondents are aware of TB, with ATF or designated NGO (78%) being the primary source of information, followed by newspapers (34%). Key symptoms include persistent cough (89%), fever (77%), and weight loss (60%), indicating strong symptom recognition. However, the low role of NGOs (7%) in awareness highlights an opportunity for targeted outreach programs.

2.2.3. Secondary Data Analysis

		TB test*					
		FY'16 to FY'20			FY'21 to FY'25		
Sr. No.	Centre Location	TB test	TB confirmed	Link with Dots	TB test	TB confirmed	Link with Dots
1	Delhi	1,137	61	-	4,230	169	136
2	Delhi MMU	-	-	-	1,000	4	3

*The data is based on secondary sources for the base years' FY 2016-2020 and FY 2021-2025.

- **Improved Testing Coverage:**

- In Delhi, the number of TB tests increased significantly from 1,137 in FY'16-FY'20 to 4,230 in FY'21-FY'25, showcasing a **nearly 3.7-fold increase**, reflecting improved outreach and diagnostic efforts under the programme.

- **Increased TB Case Detection:**

- TB confirmed cases in Delhi rose from 61 to 169, almost tripling, which suggests better detection possibly due to enhanced diagnostic tools or wider screening.
- Delhi MMU identified 4 confirmed TB cases during FY'21-FY'25, contributing marginally but positively to overall detection efforts.

- **Linkage to DOTS (Directly Observed Treatment, Short-course):**

- There was a notable addition of a DOTS linkage component in the second period (FY'21-FY'25), with 136 cases linked in Delhi and 3 in Delhi MMU. This reflects a strengthened follow-up and treatment linkage system, which was either not tracked or not available in the previous period.

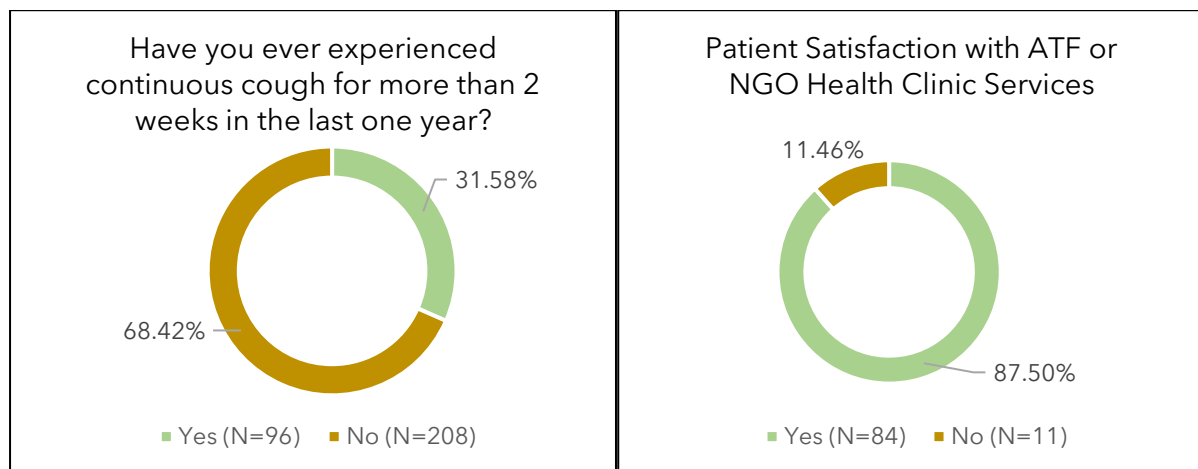
2.2.4. TB Perception and Experience (Primary data)

	Agree	Disagree	Don't know
If somebody is Coughing for three or more week continuously, he should not be worried as it is common due to seasonal changes	34.21%	65.79%	0.00%
If there is weight loss, he/she may be infected with TB	76.32%	23.68%	0.00%
Chest pain is not a cause of TB	39.14%	58.88%	1.97%
People say that sweating during night is one of the causes of TB	78.29%	20.72%	0.99%
If a person has loss of appetite, he should go for TB testing	76.97%	22.70%	0.33%
Regular head ache can be one of the causes of TB	78.62%	20.72%	0.66%
Is the TB a communicable disease? It can be transmitted through couch/ sneezing	84.54%	15.46%	0.00%
Somebody experiences fever in the evening continuously for few days, he should get tested for TB	89.80%	10.20%	0.00%
If someone is coughing for three or more weeks, he/she should immediately get his/her sputum tested.	92.11%	7.57%	0.33%
TB infected person should cover his/her mouth with cloth while coughing	77.96%	21.71%	0.33%
TB infected person can spit anywhere	46.71%	52.30%	0.99%
One should not take liquor or consume tobacco if diagnosed with TB	85.86%	14.14%	0.00%
TB infected person need not to complete his/her course of treatment if feeling better before completion of the course	60.86%	37.83%	1.32%
TB infected person should not hide his/her illness with anybody and should start treatment immediately as possible.	87.17%	12.83%	0.00%
One should strictly follow instructions of the doctor complete entire course for complete recovery.	92.43%	7.57%	0.00%

The data on TB perception and experience indicates a good understanding of key aspects, with 92.43% agreeing that strict adherence to the doctor's instructions for completing treatment is crucial and 92.11% recognizing the need for sputum testing after persistent coughing. However, misconceptions persist, such as 46.71% believing spitting is acceptable for TB patients, highlighting the need for education on hygienic practices. The strong agreement (84.54%) on TB being communicable suggests awareness of its infectious nature.

2.2.5. Patient satisfaction with ATF/NGO Health Clinic Services (primary data)

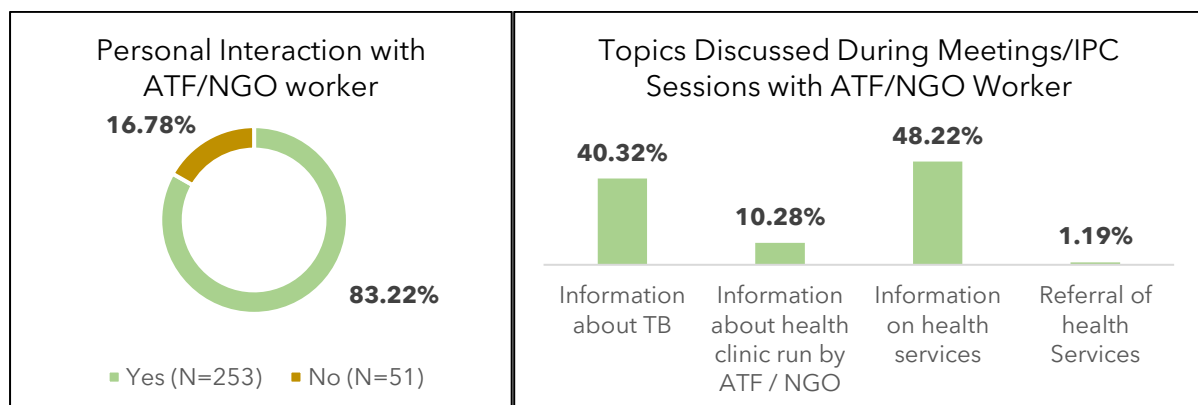
Figure 12: Patient satisfaction with ATF/NGO Health Clinic Services



31.58% of respondents reported experiencing a continuous cough lasting more than two weeks within the past year. Among those who sought testing at ATF/NGO health clinics, the majority (87.50%) expressed satisfaction with the services provided.

2.2.6. Perception about ATF/NGO Workers (primary data)

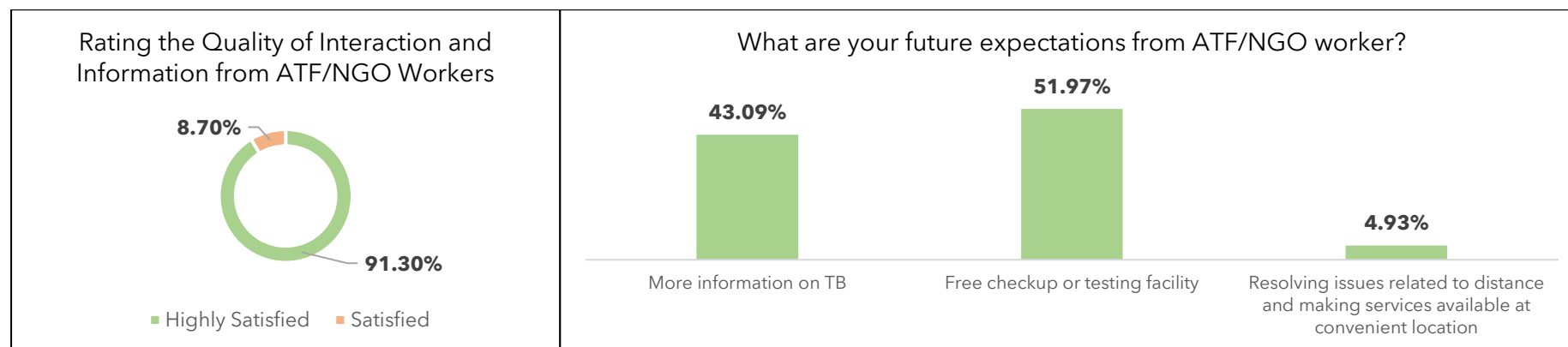
Figure 13: Perception about ATF/NGO Workers



83.22% of respondents reported direct interaction with an ATF/NGO worker. The key topics discussed during these interactions were information on health services (48.22%), tuberculosis (40.32%), ATF/NGO-operated health clinics (10.28%), and health service referrals (1.19%). The relatively lower focus on health clinic details and referrals implies that while general awareness is high, further efforts may be needed to enhance knowledge about specific services and referral pathways.

2.2.7. Rating and expectations from ATF/NGO Workers (primary data)

Figure 14: Rating and expectations from ATF/NGO Workers



91.30% of respondents expressed high satisfaction with the quality of interaction and the information provided by ATF/NGO workers. Additionally, 52% reported access to free checkups or testing services, 43% sought more information on tuberculosis, and 5% highlighted the need for resolving issues related to distance by making services available at more convenient locations. The high satisfaction rate suggests effective communication and a positive perception of ATF/NGO workers. The demand for free checkups, additional TB information, and more accessible service locations reflects areas where the services are meeting community needs, though there are still opportunities for improvement in service accessibility and education. However, **the below table also** indicates key areas for intervention. A significant 30.04% of respondents reported that ATF/NGO workers lacked adequate understanding and knowledge about TB-related issues. Additionally, 28.46% noted that the IPC (Interpersonal Communication) sessions conducted by ATF/NGO workers were not effective, as they could not answer all or some of the queries raised by the respondents. While ATF/NGO workers are generally perceived positively, there is a clear need for further training and capacity building, especially in terms of TB knowledge and enhancing the effectiveness of IPC sessions.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Perception about ATF / NGO worker / Health clinic	95.26%	3.95%	0.79%	0.00%	0.00%
I am aware that ATF / NGO workers are running a health clinic at site	73.91%	25.30%	0.79%	0.00%	0.00%
The services provided by ATF /NGO health clinic is beneficial to the common people	82.61%	17.39%	0.00%	0.00%	0.00%
ATF / NGO worker have helped to access the free health services like HIV/AIDS, STI, Eye, Sugar, & High BP testing or other health care treatment	75.89%	24.11%	0.00%	0.00%	0.00%
In the need of health treatment, I prefer to go ATF / NGO health clinic as not only it is affordable but the quality of services is good	79.45%	19.76%	0.79%	0.00%	0.00%
There is no health facility available nearby this site. Hence, I go for ATF / NGO clinic	77.87%	20.55%	0.79%	0.40%	0.40%
ATF / NGO worker organize awareness activities quite regularly for the community members	81.42%	18.18%	0.00%	0.40%	0.00%
I am highly dependent upon ATF /NGO health clinic for my health whenever I come at site.	67.19%	32.41%	0.40%	0.00%	0.00%
ATF / NGO worker are always approachable and they extend all possible help in clarifying doubts related to TB and others	84.19%	15.81%	0.00%	0.00%	0.00%
ATF / NGO worker did not have adequate understanding and knowledge about TB related problems	1.98%	30.04%	34.39%	18.58%	34.78%
The information on TB, worker is useful	88.14%	31.23%	0.40%	0.00%	0.00%
The IPC session conducted by ATF / NGO worker is not effective as they could not answer all / some of my queries	1.19%	28.46%	34.78%	16.21%	39.13%
ATF / NGO worker often organize programme at the site for TB, awareness generation	90.91%	28.06%	0.79%	0.00%	0.00%
ATF / NGO worker maintain the confidentiality, privacy and identity of the members	83.40%	35.97%	0.40%	0.00%	0.00%
They work in collaboration with community stakeholders	87.35%	32.02%	0.40%	0.00%	0.00%
I can afford more than what ATF /NGO charges as fees for treatment	86.17%	32.02%	1.19%	0.40%	0.00%

3. RECOMMENDATIONS

Tuberculosis (TB) Project

Key Observations:

- High awareness (79%), yet misconceptions persist: 46.71% think spitting is acceptable, risking transmission.
- Delayed diagnosis despite knowledge: 92.11% agree on sputum test for cough, but few act early.
- Poor treatment adherence: 60.86% believe stopping treatment early is acceptable.
- Limited service access: Only 52% accessed free check-ups; distance and stigma are barriers.
- NGO/ATF worker gaps: 30.04% say workers lack TB knowledge; 28.46% find IPC sessions ineffective.

Key Recommendations:

- Correct Misconceptions via myth-busting campaigns using community leaders and mobile media.
- Improve early detection with mobile TB screening in high-risk zones and chemist partnerships.
- Ensure treatment adherence through digital reminders, peer support, and small incentives.
- Enhance ATF/NGO worker training with regular refreshers, simulations, and knowledge benchmarks.
- Strengthen Referral System with structured slips, QR codes, and tracking-based NGO rewards.

HIV/AIDS and STI, Vision Care, and Diabetes

Key Observations:

- HIV/STI awareness is strong, but STI symptom recognition varies; some signs less identified.
- Vision Care expanded rapidly via MMUs: tenfold increase in screenings & spectacle distribution.
- Diabetes & Hypertension testing grew significantly; high awareness of common symptoms (e.g., frequent urination, weight loss).
- High satisfaction with ATF services across all health areas (80-100%).

Key Recommendations:

- Deepen STI Symptom Education with tailored IEC content focusing on lesser-known symptoms.
- Maintain & Expand MMU Reach for Vision and NCD screening in underserved areas.
- Improve NCD Awareness via lifestyle counseling and myth-busting (e.g., diabetes is only for the old).
- Boost Data Integration across HIV/STI/Diabetes/Hypertension services for better follow-up.
- Package Preventive Services Together—offer bundled screenings for multiple conditions in one visit.

Questionnaire: TB Project

IDENTIFICATION DETAILS

1. Name of City	
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INTERVIEWER DETAILS

2. Name of the interviewer	
3. Date of the interview (to be auto generated in CAPI)	

CONFIDENTIALITY AND CONSENT

Hello, my name is _____, and I work for _____ Ltd. We are conducting a research study on behalf of Apollo Tyres Foundation (ATF), which is running a healthcare center in collaboration with an NGO at this site. The purpose of this study is to evaluate the impact of the health interventions implemented by ATF and to identify areas for improvement. The findings will help ATF refine its strategies for addressing health-related challenges across various locations.

I kindly invite you to participate in this interview, which will take about 20 minutes. During the session, I will ask you some questions, and I assure you that your responses will remain completely confidential. Your honest answers will provide valuable insights into people's understanding and experiences regarding communicable and non-communicable diseases, as well as the role of ATF/NGO in addressing them.

Your participation is entirely voluntary, and you are free to skip any question or stop the interview at any time if you feel uncomfortable. We sincerely appreciate your cooperation and thank you for contributing to this important study.

Are you willing to participate in this study?		
<i>Response</i>	<i>Code</i>	<i>Action</i>
Yes, I am willing to participate.	1	Proceed with the interview.
No, I do not wish to participate.	2	Thank the respondent and end the interview.

(SIGNATURE of interviewer certifying that informed consent has been given verbally by the respondent)

SECTION 1: RESPONDENT PROFILE

Q. No	Question	Response	Code	
1.1	What is your age? (Enter completed years)			
1.2	What is your highest level of education?	Illiterate	1	
		Less than Primary	2	
		Completed Primary School	3	
		Completed Middle School	4	
		Completed High School/ Matriculation	5	
		Completed Higher Secondary/ Intermediate	6	
		Completed Graduation	7	
		Completed Post graduation/ Above	8	
1.3	What is your occupation?	Agriculture-based work (farming, labourer, livestock)	1	
		Construction work / masonry	2	
		Factory work / loading-unloading activities	3	
		Business (e.g., petty shop, workshop)	4	
		Home-based work	5	
		Unskilled / semi-skilled work	6	
		Do not do any additional work	7	
		Other (Specify)	8	
1.4	How long do you work in a year?	All months	1	
		Certain months of the year (lean season)	2	
		Irregularly	3	
		Others (Specify)	4	
1.5		Married	1	

	What is your current marital status?	Divorced	2	
		Separated/Deserted	3	
		Widower	4	
		Never Married	5	
1.6	Who do you currently live with? (Multiple responses allowed)	Wife	1	
		Children	2	
		Live-in sexual partner/lover	3	
		Parents/ Siblings	4	
		Co-workers/Friends	5	
		None/Alone	6	
1.7	How many times have you been away from home in the last six months?	(Enter number of times)		
1.8	How many days were you away from home in the last six months?	(Enter total days)		
1.9	Have you seen or heard any Hording/ poster or advertisements about TB in the last six months?	Yes	1	
		No	2	
1.14	What was your source of awareness? (Multiple responses allowed)	TV/ Radio	1	
		Newspaper/Magazine/Periodical	2	
		Outdoor media	3	
		Activities/Services by ATF or NGO at this site	4	
		Others (Specify)	5	
1.5	How does one make out if someone is likely to have TB? What are the symptoms?	Cough for more than 3 weeks	1	
		Fever coming every day	2	
	Do Not Prompt	Loss of Weight	3	
	Multiple Responses Possible	Breathlessness	4	
		Blood in Sputum	5	

	Specify _____	Any other symptom	6	
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SECTION 2: TB CARE

Now I am going to read out some statements, please tell whether you agree or disagree with this statement.

2.1	Awareness about Symptoms	Agree	Disagree	DK/CS
A	If somebody is Coughing for three or more week continuously, he should not be worried as it is common due to seasonal changes	1	2	3
B	If there is weight loss, he/she may be infected with TB	1	2	3
C	Chest pain is not a cause of TB	1	2	3
D	People say that sweating during night is one of the causes of TB	1	2	3
E	If a person has loss of appetite, he should go for TB testing	1	2	3
F	Regular head ache can be one of the causes of TB	1	2	3
G	Is the TB a communicable disease? It can be transmitted through couch/ sneezing	1	2	3
H	Somebody experiences fever in the evening continuously for few days, he should get tested for TB	1	2	3
I	If someone is coughing for three or more weeks, he/she should immediately get his/her sputum tested.	1	2	3
J	TB infected person should cover his/her mouth with cloth while coughing	1	2	3
K	TB infected person can spit anywhere	1	2	3
L	One should not take liquor or consume tobacco if diagnosed with TB	1	2	3
M	TB infected person should not hide his/her illness with anybody and should start treatment immediately as possible.	1	2	3
N	TB infected person need not to complete his/her course of treatment if feeling better before completion of the course	1	2	3
0	One should strictly follow instructions of the doctor complete entire course for complete recovery	1	2	3

Q. No.	Question	Response	Code	Skip
2.2	Have you ever experienced continuous cough for more than 2 weeks in the last one year?	Yes	1	
		No	2	2.6 By CP
2.3	If Yes, did you go for sputum test or X-ray?	Yes	1	
		No	2	
2.4	Where did you go for sputum test or X-ray.	Govt. Health Facility	1	
		ATF Health Clinic	2	
		Other NGO Health Clinic	3	
		Private Health Facility / Pathology lab	4	
		Other (Specify)	5	
2.5(a)	If gone to ATF or NGO health clinic, are you satisfied with services?	Yes	1	
		No	2	
2.5(b)	Were you referred to any other Govt facility by ATF clinic / Doctor for further tests, investigations or treatment	Yes	1	
		No	2	

2.6	Extent of utilization of services?	Frequently	1	
		Moderately	2	
		Only once	3	
2.7	Are you satisfied with the accessibility of the services			
2.8	Do you think you have been benefited after using these services?			

SECTION 3: ROLE OF ATF OR NGO WORKER

Q. No	Questions	Responses	Codes	Skip
3.1	How long you know the ATF /NGO worker / health clinic at this___site?	One month	1	
		Three months	2	
		Six months	3	
		Twelve months	4	
		More than twelve months	5	
3.2	How did you get to know about ATF/ NGO worker / health clinic? Do Not Prompt (Multiple response possible)	Directly contacted by them	1	
		Through other community member /peer	2	
		Through allied population	3	
		Through community stakeholders	4	
		During IEC campaign at site	5	
		Other (Specify)_____	9	
3.3	Have you ever personally met with ATF / NGO worker?	Yes	1	
		No	2	4.1
3.4	How frequently have you met in the past 6 months?	Quite regularly	1	3.6
		At times	2	3.6
		Only once	3	
3.5	If met only once, what are the reasons? Do Not Prompt (Multiple response possible)	I already know the information provided by them so did not feel necessary to meet again	1	
		The information provided was not much helpful	2	
		I do not have time	3	
		worker may disclose my identify	4	
		Other (Specify)_____	9	
3.6	During the meetings / IPC sessions, what topics have been	Information about TB	1	
		Information about health clinic run	2	

	discussed with you by the ATF / NGO worker?	by ATF / NGO		
		Information on health services	3	
		Referral of health Services	4	
		None	9	
3.7	Have these sessions help you.	The IPC session was lengthy and boring	3	
		ATF / NGO worker could not explain or answer my queries	4	
		The IPC sessions were not supplemented with IEC material	5	

3.8 How would you rate the quality of interaction and information provided by ATF or NGO workers?
Ans:
3.9 Are there any additional health topics you think ATF or NGO workers should address in their awareness sessions?
Ans:

SECTION 4: PERCEPTION ABOUT ATF / NGO WORKER / HEALTH CLINIC

Note: Now I will read out some statements to you one by one and ask you to tell me to what extent you agree / disagree with each of the statements on a five-point rating scale.

	Perception about ATF / NGO worker / Health clinic	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	DK/CS
4.1	I am aware that ATF / NGO workers are running a health clinic at site	5	4	3	2	1	8
4.2	The services provided by ATF /NGO health clinic is beneficial to the common people	5	4	3	2	1	8
4.3	ATF / NGO worker have helped to access the free health services like HIV/AIDS, STI, Eye, Sugar, & High BP testing or other health care treatment	5	4	3	2	1	8
4.4	I am highly dependent upon ATF /NGO health clinic for my health whenever I come at site.	5	4	3	2	1	8
4.5	In the need of health treatment, I prefer to go ATF / NGO health clinic as not only it is affordable but the quality of services is good	5	4	3	2	1	8
4.6	There is no health facility available nearby this site. Hence, I go for ATF / NGO clinic	5	4	3	2	1	8
4.7	ATF / NGO worker organize awareness activities quite regularly for the community members	5	4	3	2	1	8
4.8	ATF / NGO worker are always approachable and they extend all possible help in clarifying doubts related to TB and others	5	4	3	2	1	8

4.9	ATF / NGO worker did not have adequate understanding and knowledge about TB related problems	5	4	3	2	1	8
4.10	The information on TB, worker is useful	5	4	3	2	1	8
4.11	The IPC session conducted by ATF / NGO worker is not effective as they could not answer all / some of my queries	5	4	3	2	1	8
4.12	ATF / NGO worker often organize programme at the site for TB, awareness generation	5	4	3	2	1	8
4.13	ATF / NGO worker maintain the confidentiality, privacy and identity of the members	5	4	3	2	1	8
4.14	They work in collaboration with community stakeholders	5	4	3	2	1	8
4.15	I can afford more than what ATF / NGO charges as fees for treatment	5	4	3	2	1	8

Q. No.	Questions	Responses	Codes	Skip
4.17	What are your future expectations from ATF / NGO worker? [Please use the given codes]	More information on TB	1	
		Free checkup or testing facility	2	
		Resolving issues related to distance and making services available at convenient location	3	
		Other (Specify)	4	

SECTION 5: BRAND RECALL

[This section deals with the brand recall of Apollo Tyres limited in the minds of truckers]

Q. No.	Questions	Responses	Codes	Skip
5.1	Have you heard of Apollo?	Yes	1	
		No	2	5.4
5.2	What does Apollo mainly do?	Manufacture Tyres	1	
		Running Health Clinic	2	
		Other (Specify)	3	
5.3	Have you ever seen/heard any advertisement of Apollo brand?	Radio	1	
		T V	2	
		News paper	3	
		Hoarding	4	
		Wall painting	5	
		Cinema hall	6	
		Other (Specify)_____	9	
	Don't remember	10		
5.4	Which brand of tyres you use currently? [MULTIPLE RESPONSE POSSIBLE]	Apollo	1	
		Continental	2	
		MRF	3	
		Good Year	4	
		Bridgestone	5	
		Birla	6	
		JK	7	
		Other (Specify)_____	9	
		NONE	99	Skip to 5.19
5.5	What is your most preferred tyre brand? RECORD VERBATIM			
5.6	What are the reasons for preferring this brand over	It is affordable	1	
		Durable	2	

	others? RECORD VERBATIM AND THEN POST CODE -----	safe	3	
		Superior quality	4	
		Used by other drivers	5	
		Persuasive Marketing	6	
		Easily available at all halting points	7	
		Recommended by mechanics	8	
		Also provides healthcare services at the Trans-shipment Locations (TSL)(TSLs)	9	
		Have been using this brand for a long time	10	
		Brand is preferred by the owner/influencer	11	
		Servicing	12	
		All of the above	13	
		Can't Say	14	
		Other (Specify)	99	
5.7	On a scale of 1 to 5, how would you rate Apollo Tyres on overall quality and service?	Insert 5 Point Scale Very Good 5 to Very Poor 1		
5.7(i)	Have you ever switched between brands for tyres in the last 2 years?	Yes	1	
		No	2	5.10
5.8	Can you please tell me which was your previous using brand and which is your current using brand of tyre? [Please record information on the last shift of brands]	Earlier Brand	Current Brand	
		_____	_____	
5.9		Low price than the earlier brand	1	

	Can you please tell us the reason for shifting between brands? [MULTIPLE RESPONSE POSSIBLE]	Durable		2					
		Safe		3					
		Superior Quality		4					
		Used by other truck drivers/peers		5					
		Persuasive Marketing		6					
		Easily available at all halting points		7					
		Recommended by mechanics		8					
		Also provides healthcare services at the TSLs		9					
		Have been using this brand for a long time		10					
		Brand is preferred by the owner/influencer		11					
		Servicing		12					
		All of the above		13					
		Have not changed the brand		14					
		Can't Say		15					
		Other (Specify)_____		99					
5.10	How would you rate brands of tyres on given parameters (Quality of a tyre includes smoothness, retreading, power, noise level, cushioning etc.)	Brand name	Price	Quality	Safety	Durability	Availability	Company image	Social work
			Rank	Rank	Rank	Rank	Rank	Rank	Rank
		Apollo (1)							
		MRF (2)							
		JK (3)							
		Bridgestone (4)							
		Birla (5)							
		Continental (6)							

		Goodyear (7)							
		Other (Specify)							

Q. No.	Questions	Responses		Codes	Skip
5.11	Before purchasing a tyre what will be the key factor a transporter/ truck driver will keep in his mind? (RANK) READ OUT THE OPTIONS BEFORE RANKING	Low price		1	
		Superior Quality		2	
		Used by other truck drivers/peers		3	
		Persuasive Marketing		4	
		Easily available at all halting points		5	
		Recommended by mechanics		6	
		Also provides healthcare services at the TSLs		7	
		Have been using this brand for a long time		8	
		Brand is preferred by the owner/influencer		9	
		Servicing		10	
		All of the above		11	
		Can't Say		12	
Other (Specify)_____		99			
5.12	Rank 3 major strengths of Apollo tyres	Options	Code	3 major strengths	
		Low price	1		
		Superior Quality	2		
		Used by other truck drivers/peers	3		
		Persuasive Marketing	4		

		Easily available at all halting points	5		
		Recommended by mechanics	6		
		Also provides healthcare services at the TSLs	7		
		Have been using this brand for a long time	8		
		Brand is preferred by the owner/influencer	9		
		Servicing	10		
		All of the above	11		
		Can't Say	12		
		Other (Specify)	99		
5.13	RANK 3 major weaknesses of Apollo tyres		Options	Code	3 major weaknesses
			Price higher than competition	1	
			Inferior quality	2	
			Not aware of this brand	3	
			Not used by other drivers/peers	4	
			Not easily available/accessible	5	
			Not preferred by the owner/influencer	6	
			Mechanics recommend not to buy this brand	7	

		Don't Know	8	
		Other (Specify)	9	
5.14	If using Apollo tyres, from how long you are using this brand	In years	Or	Go to 5.16
		In Months		Go to 5.16
		Not using Apollo tyres	99	
5.15	What are the reasons for not using Apollo tyres? [MULTIPLE CODE POSSIBLE]	Price higher than competition	1	
		Inferior quality	2	
		Not aware of this brand	3	
		Not used by other drivers/peers	4	
		Not easily available/accessible	5	
		Not preferred by the owner/influencer	6	
		Mechanics recommend not to buy this brand	7	
		Don't Know	8	
Others	9			
5.16	What perception do you have about Brand Apollo as a tyre manufacturer? [MULTIPLE CODE POSSIBLE]	High priced premium product	1	
		Variety of products for all types of trucks	2	
		Cares for its customer	3	
		Value for money/Cost effective	4	
		Superior quality products	5	
		Safe and reliable	6	
		Easily accessible brand	7	
		Caters to the comfort of the truck drivers	8	
Tyres with longer life	9			

		Owner's pride	10	
		Only rich truck owners can afford this brand	11	
		It is better only for long distance travel	12	
		It is only better for short distance travel	13	
		It is just like any other tyre brand available in the market	14	
		Don't Know/can't say/	15	
		Other (Specify)	99	
5.17	Have you ever recommended others to purchase Apollo tyres	Yes	1	
		No	2	
5.18	What is the perception of Apollo Tyres' Limited in Trucker's mind?	Apollo produces high quality tyres	1	
		Apollo produces high priced tyres	2	
		Apollo produces high quality tyres in good price bracket	3	
		Apollo produces average quality tyres in high price bracket	4	
		Apollo produces high quality tyres in very reasonable price brackets	5	
		Other (Specify)	9	

Q. No.	Questions	Responses	Codes	Skip
5.19	Do you think ATF is doing a good work that benefit the common person like you?	Yes	1	continue
		No	2	Go to 5.21
		Don't know/can't say	3	Go to 5.21
5.20	Do you think the purchasing of Apollo tyres has increased considering the works that ATF is doing?	Very much	1	
		To an extent	2	
		Not much	3	
		Don't know/can't say	4	
5.21	Do you think the strategy used by Apollo Tyres Limited by running health clinics in India will enhance the sale of its brand in the country?	Very much	1	
		To an extent	2	
		Not much	3	
		Don't know/can't say	4	
5.22	Can you explain the reason for your answer to above question Please note VERBATIM for any of the options mentioned above	----- - ----- - ----- - ----- - -----		
5.23	What could be the reasons for which Apollo is providing healthcare services to the truckers? [MULTIPLE CODE POSSIBLE]	Company wants to improve the health conditions of the truckers	1	
		Company cares for its customers	2	
		Company wants to add value to	3	

		the lives of its customers		
		Improving the company's image among its customers	4	
		To increase sales of their products	5	
		Don't know/can't say	6	
		Other (Specify)_____	9	

5.24 Would you recommend ATF to others based on the health services they provide?

Ans