

Impact Assessment of various interventions carried out by Apollo Tyres Foundation (ATF)

FINAL REPORT

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Executive summary

- Close to 25% respondents (TGs) reported ATF as the source of information regarding HIV/TB/Vision Care/BP/ Diabetes. Majority (>60%) got information from TV/Radio/ News Paper/Magazine.
- For TGs, ATF/Outreach workers and Peers/other community members are two of the 3 top sources of information about HIV/AIDS & STI after friends/relatives.
- Majority of the truckers' community is aware about source of HIV/AIDS transmission as close to 73% & 63% Truckers mentioned that unprotected sex with infected partner & sex with multiple partners as the source of HIV/AIDS transmission respectively.
- Close to 60% Truckers mentioned that using condom during sexual intercourse can prevent person from HIV/AIDS
- Data from ATF reveal that number of STI cases cured has declined from 2011 onwards which shows that people are more aware about methods of STI prevention in comparison to before 2011. Majority of truckers (>75%) and allied population beneficiaries also reported that they do not feel that they are at risk of contracting HIV because majority of them are aware and using preventive methods.
- ATF MIS data shows that after 2015, proportion of HIV positive cases linked with ART has declined considerably. Earlier it was >80% while now <50% HIV positive cases are linked with ART.
- 44% beneficiaries seen IEC activities in the vicinity of transshipment hub in the past 6 months.
- Majority of truckers (62%) witnessed camp activity in the past six months followed by hoardings and public announcement
- Camp (43%), hoardings/poster (15%) and Public Announcement (12%) have been perceived as most effective methods of IEC.
- Although majority of the truckers (~80%) visited ATF clinic for common ailments but around 50% also visited for Vision, Diabetes and Hypertension related problems. 30% truckers visited ATF clinic for TB related problem also.
- There is sharp increase in outreach activities and OPD footfall after 2015 because of expansion of ATF HCC services.
- >50% truckers are aware about symptoms of vision related problem, and they also visited to get vision relate services to ATF HCCs/Camps.

- Secondary data reveals that around 43K vision testing has been done by ATF HCCs/Camps and nearly 50% truckers were provided spectacles on affordable cost and through social marketing.
- Close to 2400 cataract patients have been identified by ATF HCC in the past 7 years. Only 45 cataract surgeries have been done.
- >85% truckers were aware about TB preventive measures such as TB infected person should cover his/her mouth with cloth while coughing and should not consume liquor, tobacco.
- Awareness about some of the important aspects of TB prevention is low as over 50% truckers think that TB infected person can spit anywhere; >75% truckers think that TB infected person need not to complete his/her course of treatment if feeling better before completion of the course
- As per ATF MIS data, out of 3148 TB testing cases, 153 were diagnosed as confirmed TB cases; 112 were linked with DOTS, 26 were completed DOTS & 39 confirmed TB cases linked with DBT since 2018 across 12 ATF HCCs.
- Fairly good percentage of truckers were aware about frequent urination (79-83%) & Fatigue/tiredness (65-69%) as early signs of diabetes.
- Respondents were quite aware about methods to control diabetes as around 70% respondents mentioned that taking healthy & balanced diet and 60% respondents mentioned that daily physical exercise can control diabetes to a large extent.
- As per ATF MIS data, In the last three years close to 55K diabetes tests were done across 12 cities and nearly 18%-24% cases were found at risk of diabetes. Survey findings also reveal that close to 30% truckers and allied population were diabetic.
- 64% truckers confirmed that they are using Apollo tyres currently
- 22% truckers mentioned that they shifted to Apollo tyres while they were using tyre of some other brand earlier
- Durable has been mentioned by 70% truckers as the reason of shifting from earlier brand
- Top three perception about Apollo brand by trucker beneficiaries are
 - ✓ High priced premium product

- ✓ Cares for its customer
- ✓ Superior quality products
- Close to 80% truckers think that ATF is doing work to benefit common person
- Around 35% got support from ATF during pandemic in terms of Masks (~70%); Sanitizers (~66%); Vaccination (~35%) and in other aspects.

1.0 PROLOGUE

1.1 BACKGROUND

Apollo Tyres Ltd, one of the leading tyre manufacturers in India, has a robust Corporate Social Responsibility (CSR) program. Its CSR framework links its social initiatives to its business operations, strategic goals and objectives. Apollo's CSR activities signify long-term commitment through the three "I"s: Influence, Involve and Impact.

Apollo Tyres began its social initiatives in 2000, building them on a public-private and private-private partnership model in order to optimize resources and maximize technical knowledge. It places specific focus on Truckers, who form Apollo's largest client base, and works towards their health and well-being. Preventive healthcare initiative for the underprivileged community is the Company's pioneering program. Under this initiative, the Company operates 32 healthcare centres in the transshipment hubs spanning 19 Indian states. The program provides healthcare services such as prevention and awareness of HIV-AIDS, vision care, integration of tuberculosis and other non-communicable diseases such as diabetes, high blood pressure and general treatment facility. There are other generic treatment facilities provided at each healthcare centre such as fever, cough, cold, flu and other basic first aid care.

As part of protocol, Apollo Tyres Foundation (ATF) conducts periodic impact assessment after every 5 years. In this context, they have invited Karvy Insights (KI) to carry out the impact assessment of their HIV/AIDS, STI, Vision, TB, Diabetes and Hypertension testing program. The following narrative contains KI's design towards conducting the same.

1.2 RESEARCH OBJECTIVES

The key research objectives of the current study were as follows:

1. To understand the present status of the intervention carried out at locations by implementing partners;
2. To measure the impact of the intervention on improving Knowledge, Attitudes, Behaviours, and Practices on HIV/ AIDS, Vision Care, Tuberculosis and Non-communicable disease (diabetes and hypertension) among the target segments;
3. To measure the impact of the targeted interventions on brand recognition & corporate reputation of Apollo Tyres among the target segments;
4. To assess the quality of health services which are being provided by Apollo Tyres Healthcare Centre to their target audience; and
5. To assess the impact of partners contributions

1.3 TARGET GROUPS

The following were the target groups for the intervention:

- Truckers & their helpers/cleaners who ride with them on the trucks
- Respondents (Beneficiaries) of clinic-based intervention, which include people who will be visiting Apollo Health Care Centre for different ailments (common and STD care) and Vision, TB, Diabetes & High BP testing.
- Allied Population in Survey Areas: These include people who are associated with truckers, and include barbers, tea-stall/roadside eatery owners/staff, garage mechanics, those selling tobacco products in kiosks, etc. The target respondents for this survey would be business owners of enterprises.
- Apollo Tyres and Ambuja Cement Program Staff
- Government department officials directly linked to services (HIV testing-state AIDS control Society, Tuberculosis-District TB department and Central TB Division)
- Essilor 2.5NVG Program Staff (technical partner for vision care service)
- Program Staff of The Union (technical partner for TB service)

1.4 RESEARCH DESIGN

What needs to be born in mind is that while ATF's HIV/AIDS intervention program has been going on now for several years and their health care clinics located in major truck terminals and transport nagars are well-established and recognized, the other interventions such as vision care, diabetes, High BP & TB testing are relatively new as they were introduced after 2015. All post-2015 interventions are also being operated from the same premises or from the same health care clinics and involves the same target audience. The following matrix is a detail research log frame highlighting how Karvy Insights undertook this assessment.

Research objective	Inquiry areas	Respondent segments and research protocol
To understand the present status of the intervention carried out at locations by implementing partners	Assessment of Target Vs Achievement for each of the program in each centre Physical achievement of Eye testing done, and spectacles given, number of camps organised, Number of TB testing done, and positive cases linked to DOT centres, Number of testing done for diabetes and provided treatment Awareness generation activities done for HIV/AIDS and STI Number of patients treated annually or footfall of patients for any kind of treatment	Secondary data collection in a prescribed format from program staff
To measure the impact of the intervention on improving Knowledge, Attitudes, Behaviors, and Practices on HIV/ AIDS, Vision Care, Tuberculosis	Awareness of HIV/AIDS/STDs – transmission and prevention and treatment Knowledge and beliefs regarding myths surrounding people living with HIV Awareness of condom usage and place of availability	Face-to-face structured questionnaire survey with truckers, helpers and allied populations frequenting transport terminals where ATF has its program

Research objective	Inquiry areas	Respondent segments and research protocol
and Non-communicable disease (diabetes and hypertension) among the target segments	<p>Source of awareness</p> <p>Current social norms surrounding HIV/AIDS/STD prevention behaviour</p> <p>Current attitude towards seeking voluntary testing/treatment at health care centre</p> <p>Incidence of having gone for testing or treatment at the centre</p> <p>Current risk behaviour of target groups and adoption of protection, including condom usage</p> <p>Current attitude towards seeking testing and treatment for vision care, TB, diabetes and hypertension</p>	<p>Mini group discussions with truckers and helpers</p> <p>IDIs with doctors and paramedical staff of centres</p> <p>IDIs with program staff of ATF, Ambuja Cement, Essilor, DOT centres, ICTCs.</p>
To assess the quality of health services which are being provided by Apollo Tyres Healthcare Centre to their target audience	<p>Reasons behind visit</p> <p>Ratio of first-time visitors to repeat clients</p> <p>Source of referral</p> <p>Satisfaction with service received (quality of consultation, referral, counselling, supply of medicines, treatment, extrinsic like behaviour of doctors, paramedical staff and counsellor)</p> <p>Satisfaction with eye testing services and spectacles provided</p> <p>Satisfaction with services provided for TB testing, counselling, and treatment</p> <p>Satisfaction with services provided for other non-communicable diseases like diabetes, hypertension and other common ailments</p> <p>Presence of doctor/counsellor/staff during last visit</p> <p>Whether service delivery is as per standards set by ATF</p> <p>Level of overall satisfaction with visit</p> <p>Whether understood and internalised instructions/counselling provided by doctor/paramedical staff</p>	<p>Mystery client survey</p> <p>Exit interviews with real patients who have exited centre after receiving service</p>
To measure the impact of the targeted interventions on brand recognition & corporate reputation of Apollo Tyres among the target segments	<p>Awareness about who runs the healthcare centres</p> <p>Awareness about and exposure to the behaviour change campaigns</p> <p>Whether aware that ATF has been running both campaigns and health care centres</p> <p>Attitude towards the Tyre brand and whether Apollo is viewed as a responsible corporate</p> <p>Relative brand recall of Apollo among competing brands – both in terms of quality of product line and CSR activities</p>	<p>Face-to-face structured questionnaire survey with truckers, helpers and allied populations frequenting transport terminals where ATF has its program</p> <p>Mini group discussions with truckers and helpers</p>

Research objective	Inquiry areas	Respondent segments and research protocol
To assess the impact of partners contributions	Number of persons coming for vision care, TB, diabetes & hypertension Level of satisfaction among s people who have availed the services Perception of the people about provided services by ATF in comparison to other govt. and private health care service providers	Face-to-face structured questionnaire survey with truckers, helpers and allied populations frequenting transport terminals where ATF has its program Mini group discussions with truckers and helpers

1.5 SELECTION OF SAMPLE RESPONDENTS

A listing exercise was first conducted to identify eligible categories of respondents. If a target group (TG) was found to be eligible, then the interview was conducted on the spot and if eligibility criteria was not met, then the process was continued until a successful interview was done.

The recruitment contact sheet was administered on the sample universe prior to the main survey. We had identified the following four categories of respondents that were later sampled:

1. Those who are aware and exposed to outreach campaigns run by ATF;
2. Those who are aware and exposed to outreach campaigns on HIV/AIDS, STI treatment and allied interventions by other foundations/organizations/agencies;
3. Those who have received services from Health Care Centre for vision care, diabetes, hypertension & Tuberculosis; and
4. Who were not been exposed to any campaign on HIV/AIDS/STI in the past.

1.6 GEOGRAPHICAL COVERAGE

Sl.	State	City of Transport Nagar	Sl.	State	City of Transport Nagar
1	Bihar	Patna	7	Rajasthan	Jaipur
2	Delhi	Delhi	8	Tamil Nadu	Chennai
3	Himachal Pradesh	Nalagarh	9	Uttar Pradesh	Kanpur
4	Maharashtra	Mumbai	10	Uttar Pradesh	Varanasi
5	Maharashtra	Nagpur	11	West Bengal	Farakka
6	Maharashtra	Pune	12	West Bengal	Kolkata

1.7 SAMPLE SIZE CALCULATION

The appropriate sample size for a population-based survey was determined largely by three factors, viz. (i) the estimated prevalence of the variable of interest, (ii) the desired level of confidence and (iii) the acceptable margin of error. In this case prevalence of the variable of interest i.e. KABP on HIV/AIDS was

not available for proposed twelve locations. To get highest sample size, 'p' value was taken as 50 percent (or 0.5). We then used the Cochran formula for multi-stage sampling, as follows:

$$N = \frac{t^2 \times p(1-p) \times d_{\text{eff}}}{m^2}$$

n = required sample size

t = confidence level at 90% (standard value of 1.64)

p = estimated prevalence of key variable taken as 50% as no prior data available

m = margin of error at 5% (standard value of 0.05)

$$n = \frac{1.64^2 \times 0.5(1-0.5)}{(0.05^2)} = 269 \text{ or rounded off } 300 \text{ after considering } 8\text{-}10\% \text{ non-response rate.}$$

In order to provide estimates for all twelve locations separately, interview a minimum of 300 target respondents (truckers + allied) had to be at each location. These were those TGs who have been exposed to ATF programming and can be considered as the intervention group. We also selected, from the listing exercise, 50 non-exposed TGs from each location (600 in all) as the counterfactual (control group).

Additionally, we also conducted mystery client surveys and exit interviews at each of the health care centres. Exit interviews were done with the patients who would come for vision care, TB, diabetes, hypertension, STI/HIV/AIDS related issues. Care was taken to cover respondents from each category.

Finally, we conducted two Mini Group Discussions, one with truckers/helpers and one with allied population in each of the program locations, thus covering 24 MGDs overall. IDIs were conducted with the medical and paramedical staff in each centre as well as IDIs with the program staff responsible for roll-out and monitoring of the project in each site.

1.8 ACHIEVED SAMPLE

- Trucker Beneficiaries – 3048
- Allied Population Beneficiaries – 633
- Non-Beneficiaries (Truckers + Allied) – 646
- Exit Interviews – 174
- Mystery Clients – 58
- FGDs with Truckers – 12
- FGDs with Allied Population – 12
- IDIs with Project Coordinators – 12
- IDIs with Project Directors – 8
- IDIs with ATF Sr Management Staff – 2

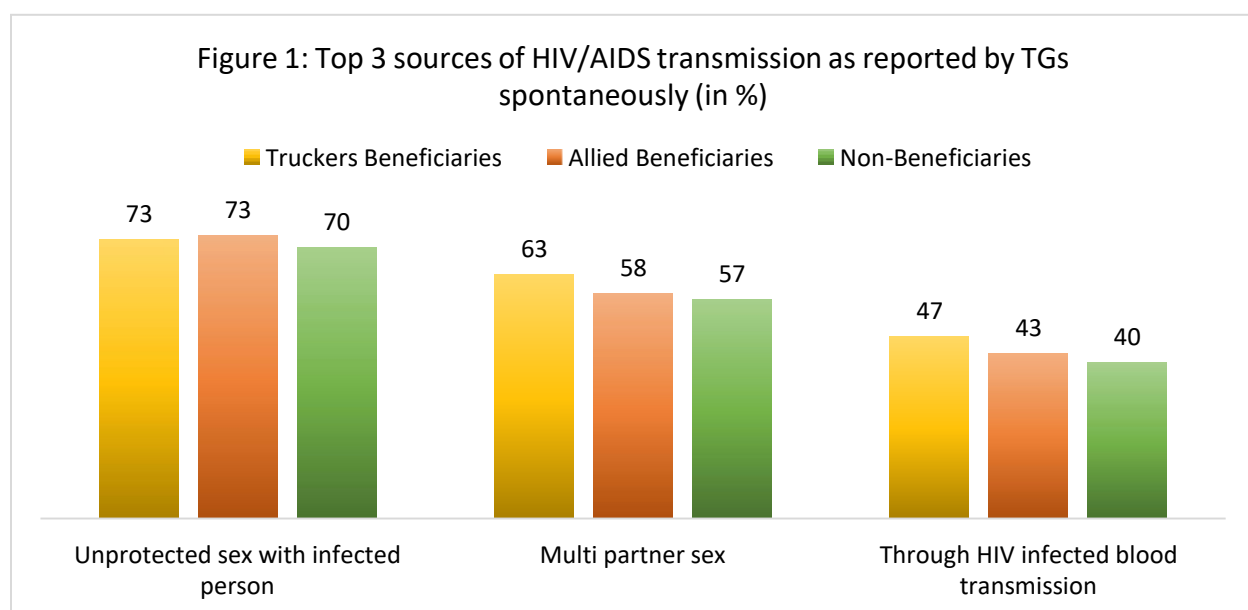
2.0 RESEARCH FINDINGS

2.1 TRUCKERS, ALLIED BENEFICIARIES, AND NONBENEFICIARIES

2.1.1 Awareness about transmission & prevention of HIV/AIDS

Close to a quarter of the 25% beneficiaries (truckers and allied populations) had reported that ATF was the source of information regarding HIV/TB/Vision Care/BP/ Diabetes. Majority of them (>60%) got their information from TV/radio/ newspaper/magazine.

For beneficiaries, ATF/outreach workers and peers/other community members were two of the three top sources of information about HIV/AIDS & STI, after friends/relatives.



Source: Field survey

Around 73% of the truckers could correctly state that unprotected sex with infected partner is a source of HIV/AIDS transmission. A similar proportion of allied populations could also state the same. This was slightly lower among non-beneficiaries (70%).

Around 63% of the truckers could correctly state that sex with multiple partners is a source of HIV/AIDS transmission. This was slightly less in case of allied populations (58%) and even lower among non-beneficiaries (57%).

Finally, around 47% of the truckers could correctly state that infected blood transfusion is a source of HIV/AIDS transmission. This was less in case of allied populations (43%) and even lower among non-beneficiaries (40%).

Regarding HIV/AIDS prevention, around 61% of the truckers could correctly state usage of condom always is a preventive method. A similar proportion of allied populations could also state the same. This was slightly lower among non-beneficiaries (59%).

Similarly, around 39% of the truckers could correctly state that staying faithful to one partner is another preventive method. This was considerably less in case of allied populations (34%) and even lower among non-beneficiaries (31%).

Finally, around 32% of the truckers could correctly state that avoiding sharing needs was a preventive method. This was less in case of allied populations (28%) as also among non-beneficiaries (28%).

2.1.2 Knowledge about HIV/AIDs transmission & prevention

Table 1: Proportion of TGs who agreed to the given statements (in %)

Statements	Truckers Beneficiaries	Allied Beneficiaries	Non-Beneficiaries
HIV / AIDS spreads by living with an HIV infected person	63.2	64.6	63.0
HIV / AIDS spreads by injecting needle that has been already used by someone else who is infected	88.3	90.8	91.0
HIV / AIDS spreads by infected blood transfusion	91.8	94.2	92.4
A pregnant woman infected with HIV or AIDS transmit the virus to her unborn child	85.9	88.9	84.7
A healthy-looking person can also transmit HIV/AIDS	83.1	86.3	84.2
It is not required to use condom during anal sex with any partner to get protected from HIV / AIDS	60.7	68.6	57.1
A person who is HIV infected should consult doctor or seek for treatment	93.2	94.9	93.2
If any member of your family suffers from HIV/AIDS would he / she be accepted in the family	87.0	91.5	84.4
Consistent use of condom protects from HIV / AIDS / STI / RTI infections	91.8	94.8	90.7

Source: Field survey

As a general observation, the performance of allied beneficiaries has been better than those of beneficiaries and non-beneficiaries across all 9 statements. Further, beneficiaries have registered higher awareness across 5 statements as compared the non-beneficiaries while the latter have scored higher in three. Overall, even though knowledge about HIV/AIDS and appropriate behaviour was fairly high among all, more efforts would need to be done to generate some more awareness among the primary beneficiaries of the program.

2.1.3 Perception about RISK of contracting HIV among TGs

In this section, the research looked at percentage of respondents do not feel at the risk of contracting HIV. The findings have been presented below by centres.

Table 2: Percentage of respondents do not feel at the risk of contracting HIV (in %)

Sl.	City of Transport Nagar	Truckers	Allied populations	Non beneficiaries
1	Chennai	86	87	73
2	Delhi	87	90	83
3	Farakka	58	54	44
4	Jaipur	77	78	72
5	Kanpur	91	93	93
6	Kolkata	89	88	87
7	Mumbai	82	87	90
8	Nagpur	82	88	90
9	Nalagarh	83	91	76
10	Patna	83	77	61
11	Pune	64	57	35
12	Varanasi	77	84	92

Source: Field survey

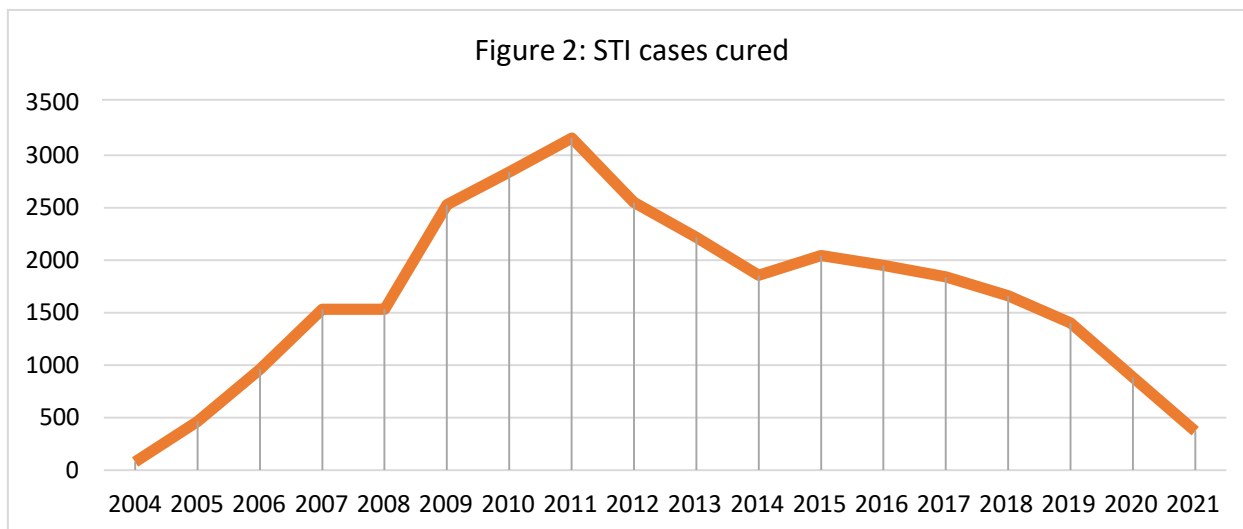
Some of the key observations from the above table are as follows:

Across most centres, a higher proportion of truckers and allied populations feel that they are not at risk of contracting HIV than the non-beneficiaries. This is not necessarily a good outcome because fear or lack of it often influence high risk behaviour. Conversely, it could also mean that in locations where the proportion is high, the confidence may be stemming from the fact that they have, through repeated exposure to the program, have already adopted safe and appropriate behaviour.

Either way, Farakka and Pune truck terminals have buckled the trend and more attention needs to be put in those centres.

2.1.4 STI cases cured

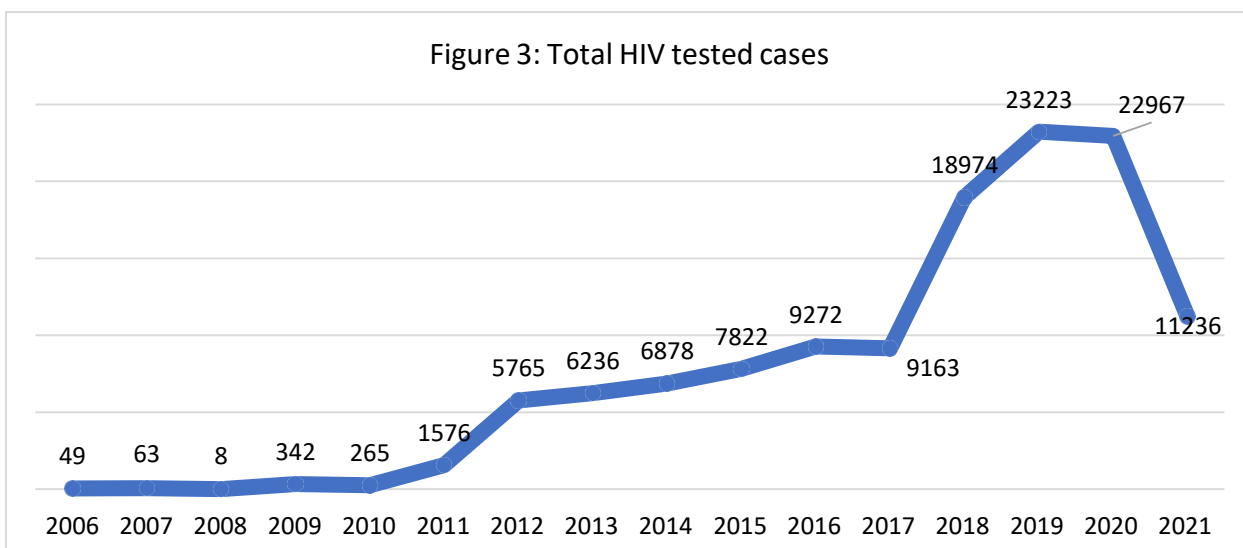
MIS data from ATF reveals that number of STI cases cured has declined from 2011 onwards which shows that the beneficiary population are more aware about methods of STI prevention in comparison to pre-2011. We have already discussed that as per the field survey, more than 60% of the truckers were well aware about methods of HIV/AIDS or STI prevention and majority of truckers and allied population beneficiaries had also reported that they do not feel that they are at risk of contracting HIV because they are aware and using preventive methods. The excessive dip from 2020 to 2021 may also be attributed to low economic activity (and hence lower transport movement) owing to the pandemic restrictions.



Source: ATF MIS data of 12 centres

2.1.5 Progress on HIV testing

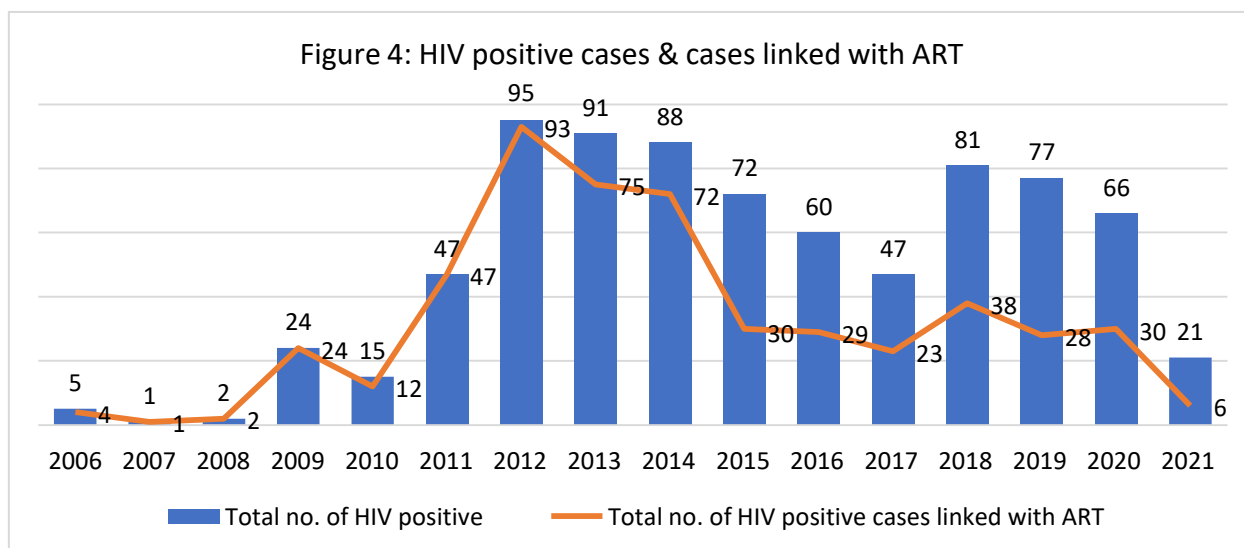
Except Nalagarh and Chennai, all other ATF Health Care Centers have in-house HIV testing facility; therefore, the HIV testing has continuously increased since 2008 and reached a peak of ~23K in 2019 and declined marginally in 2020. In 2021 it has declined from 23K to 11K primarily because of movement restrictions in place due to the pandemic.



Source: ATF MIS data of 12 centres

2.1.6 HIV positive cases and cases linked with ART

Initially the focus of the ATF interventions was on HIV/AIDS & STI, and because of that, testing was continuously increasing. Positivity rate was also relatively higher than the few previous years. That is why rate of HIV positive cases linking with ART was also quite high (~90%). Since 2015, ATF has also diversified its interventions to other health care services and a possibility is that due to this reason, HIV positive cases linked with ART may have declined considerably.



Source: ATF MIS data of 12 centres

2.2 OUTREACH ACTIVITIES

2.2.1 Status of IPC Sessions or meetings of ATF staff

This section is address to all beneficiaries, i.e., truckers as well as allied populations. The salient observations are as follows:

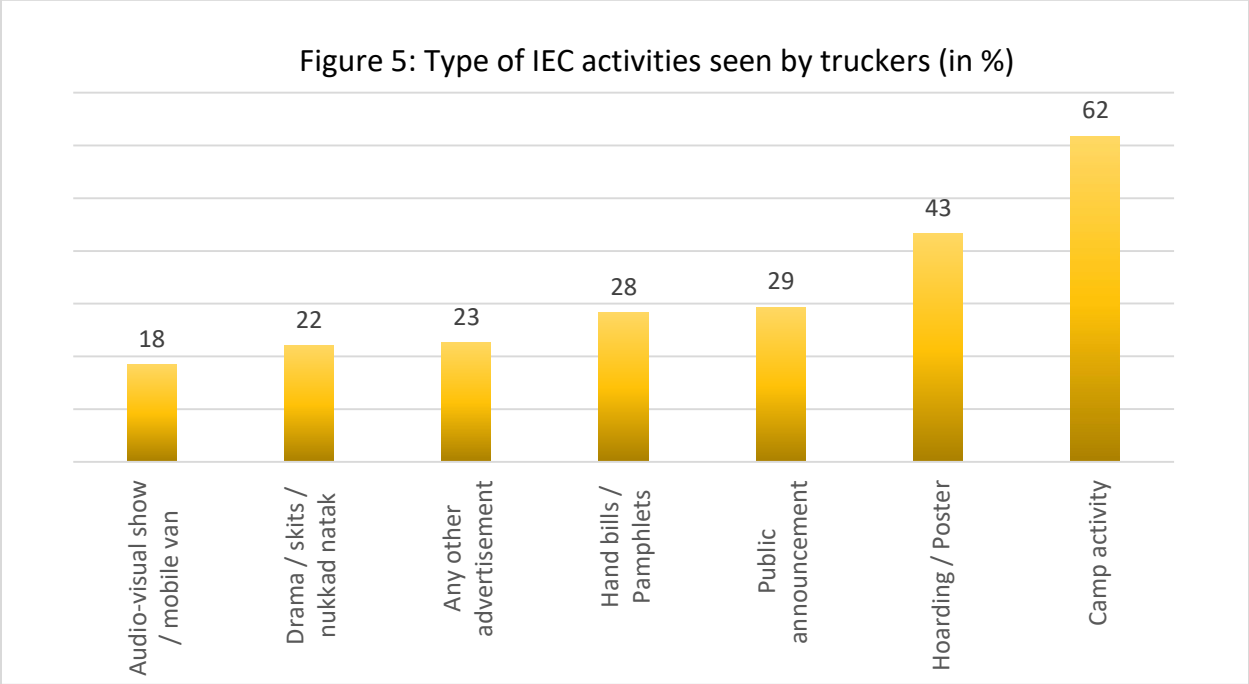
44% of truckers and 43% of the allied populations had reported that they had personally met with ATF worker.

Regarding frequency of these meetings, of those beneficiaries who had reported to have met with a ATF worker, close to a quarter had these meetings quite regularly (24% in case of truckers and 29% in case of allied populations), while over 60% of the beneficiaries (63% truckers and 61% allied populations) had mentioned that they met ATF workers a few times so far.

50% of the respondents had reported that they found these meetings (and the following IPC sessions) as very much useful while another 48% reported that these sessions were somewhat useful.

2.2.2 IEC activities seen by trucker beneficiaries and activities perceived as most effective

As per the survey results, 44% of the trucker beneficiaries had seen any IEC activities in the vicinity of transshipment hubs in the past 6 months prior to the survey contact. Majority of the truckers (62%) had been witness to camp activities in the past six months, followed by hoardings (43%) and public announcements (29%).

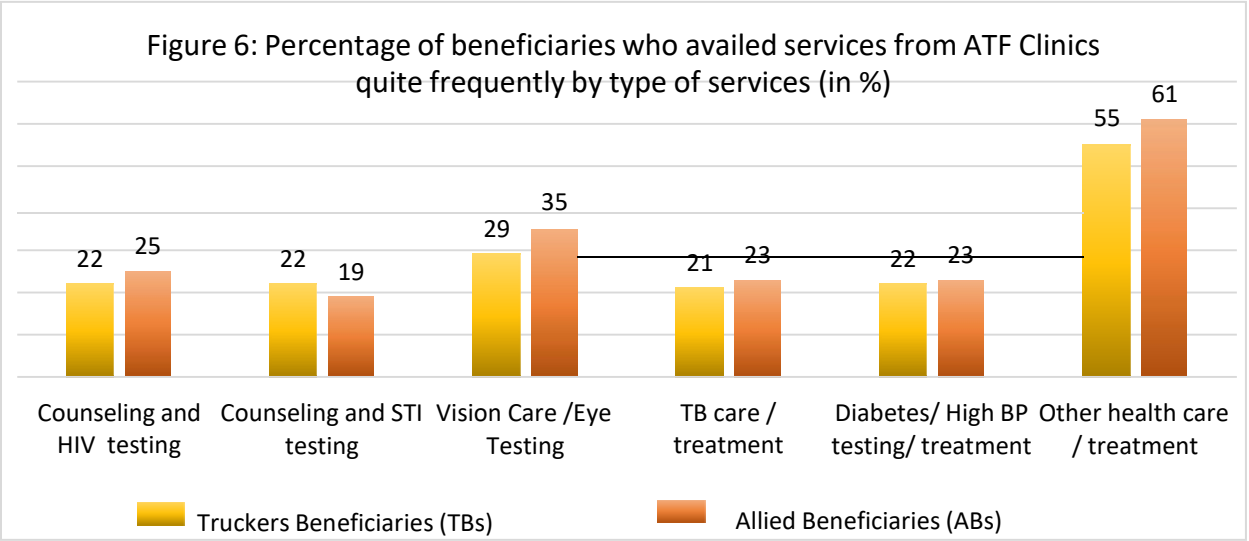


Source: Field Survey

Regarding IEC activities/means that are perceived to be most effective by those exposed to them, the most effective by a clear margin was camps (43%), followed by hoardings and posters (a distant second at 15%).

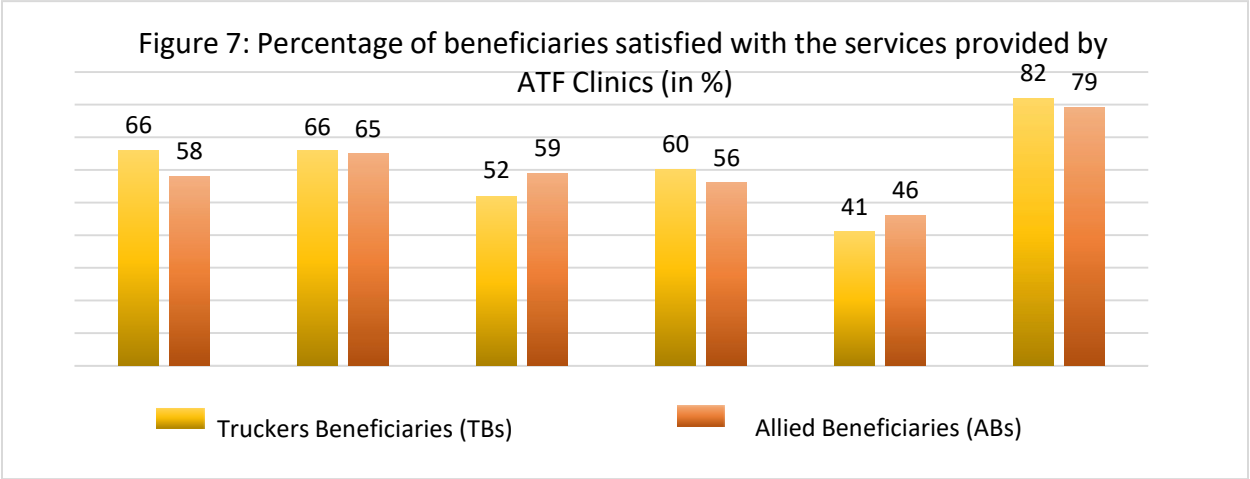
2.2.2 Frequency of utilization of ATF clinic services & level of satisfaction

This line of inquiry was address separately to both truckers as well as allied populations. Analysis only those responses that stated that services are used quite frequently, it was found that apart from counselling services on STI, a higher share of allied beneficiaries were availing of ATF’s healthcare services as compared to the truckers.



Source: Field Survey

Regarding level of satisfaction with the services availed, the level seems to range from a little above 50% to below 70%, which, in itself, is not exceptionally high. The outliers were other healthcare treatment (other than diabetes, eye care, TB, and counselling and testing pertaining to STI and HIV) which had a high of 80% or just above (this was also the service that had most frequent visitors), and diabetes and high BP treatment which has registered a low satisfaction level of below 50%. In general, the trend seems to be that whichever services are more frequently availed are the services users are more satisfied with.

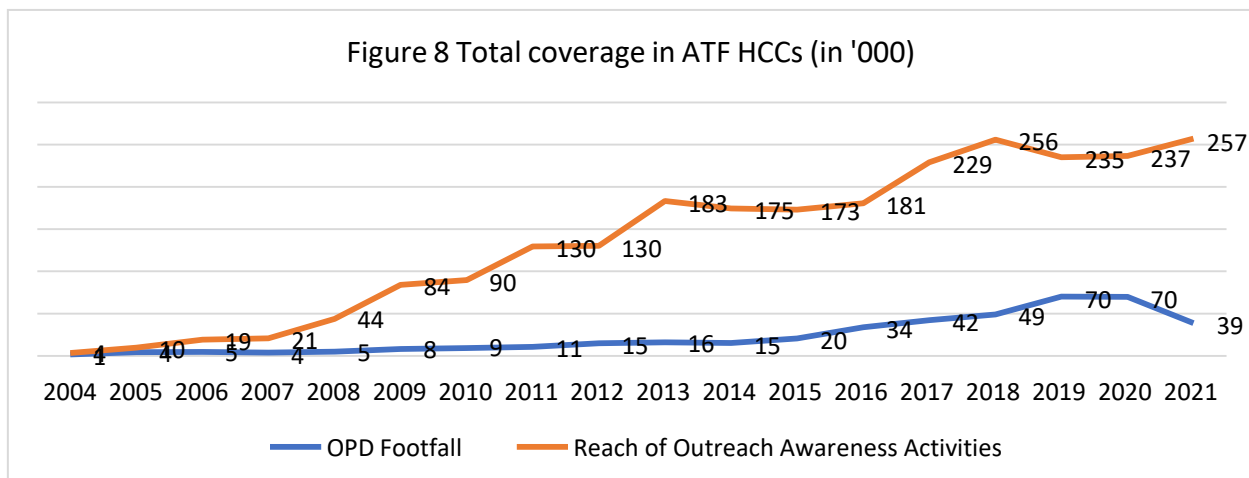


Source: Field Survey

2.2.3 Total coverage in ATF HCCs: outreach & OPD

Since the inception of ATF Health Care Centers in 12 study cities, outreach awareness activities and footfall in OPDs have continuously been increasing. OPD footfalls have gone up from a mere 1000 in 2004 to 70,000 in 2020. It dipped to 39,000 last year, but that can be explained by the fact that for the greater part of the year, various restrictions were in place for public movement of goods and services and the public in general owing to the pandemic.

On the other hand, there does not seem to have been any reduction in effort at outreach by ATF despite the pandemic restrictions of 2021. The reach of these activities had recorded its highest level in 2021 (2.57 lakhs). The following figure depicts the details.

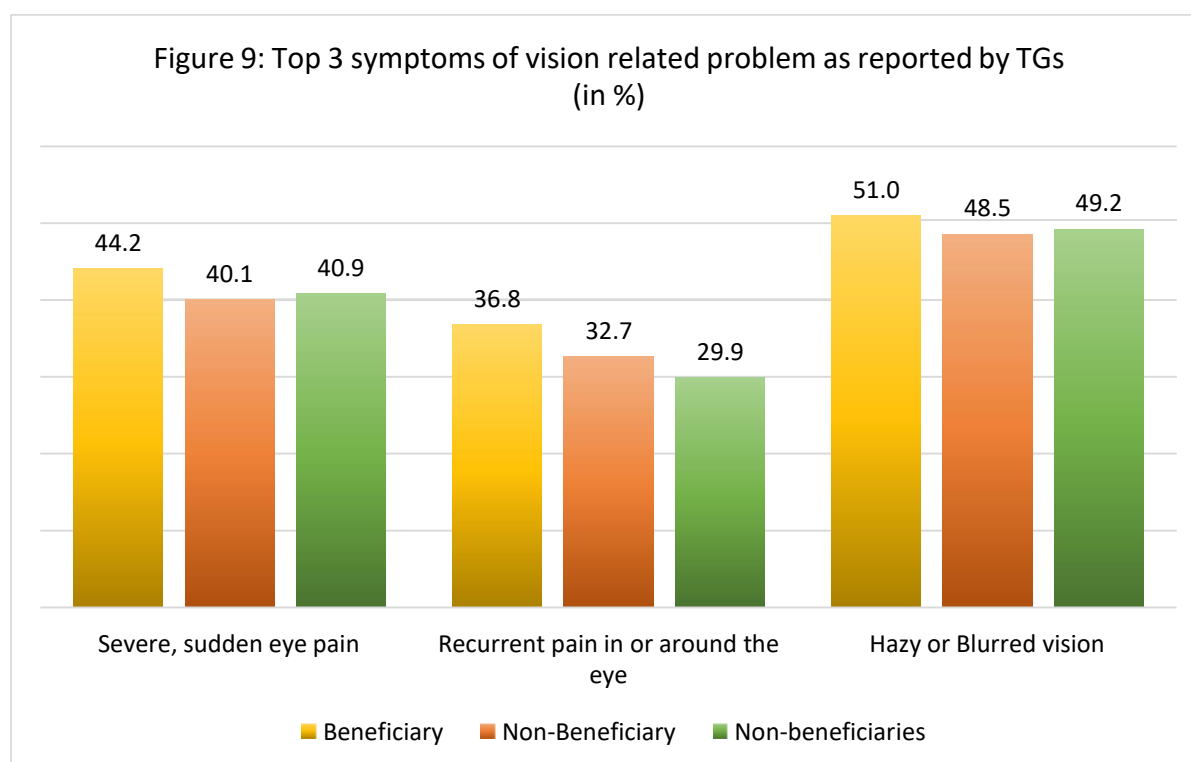


Source: ATF MIS data of 12 centres

The number of ATF centres has also increased from 1 to 12 during the same period. It may be recalled that 44% truckers, despite being the mobile population, had reported that they had seen any ATF outreach activity in the past 6 months and >60% had reported receiving ATF services quite frequently.

2.3 VISION CARE

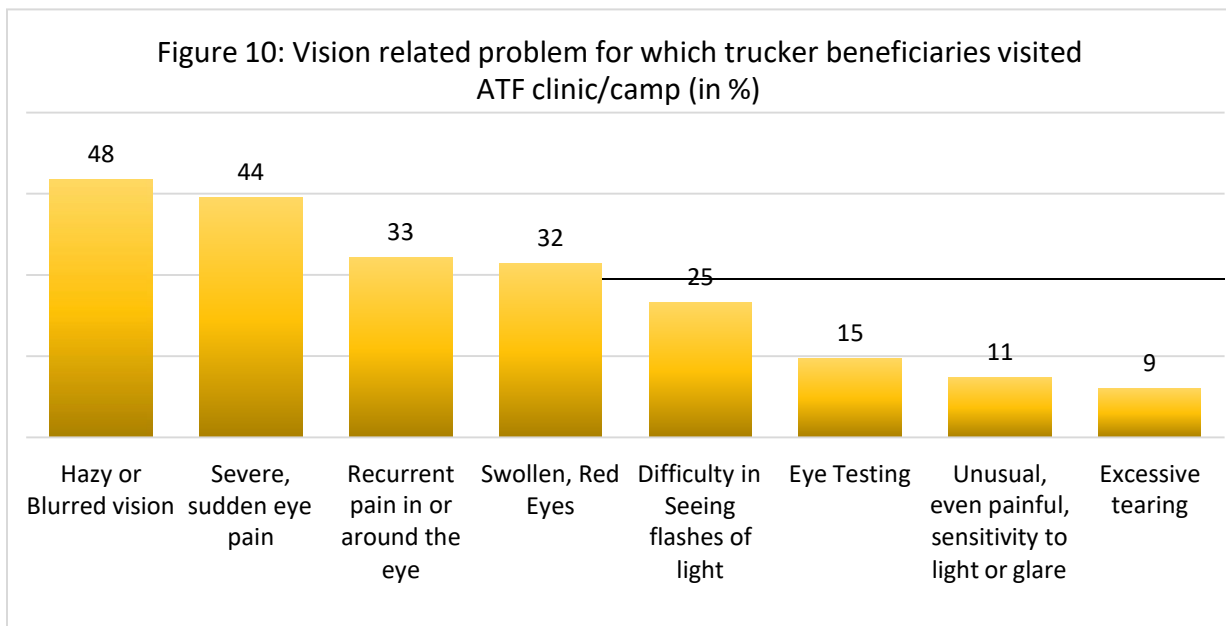
2.3.1 Awareness about Symptoms of vision related problem & treatment seeking behaviour



Source: Field Survey

Hazy or blurred vision (51%), severe and sudden eye pain (44%), and recurrent pain in and around eye (37%) have been reported by truckers as the main symptoms of vision related problems from which they suffered. This was the similar trend observed among allied populations as well as non-beneficiaries. However, looking at the differences in numbers (proportions) between truckers and non-beneficiaries, it leads us to conclude that the primary target beneficiaries were perhaps more aware of the symptoms and likely to seek out treatment than their non-beneficiary counterparts.

The survey further revealed that nearly half of the truckers who visited the clinic with vision related issues did so because they had hazy or blurred vision, followed by severe and sudden eye pain. Other symptoms plaguing about a third of the treatment seekers included recurrent pain in and around the eye, and swollen, red eyes.



Source: Field Survey

2.3.2 Vision care services and level of satisfaction among TBs about these services

48% of the trucker beneficiaries thought that they should wear sunglasses when there is excessive sun light while close to 20% think that it's not necessary.

79% of the truckers had reported having had an eye check-up. 63% of them had reported receiving eye drops, 45% had reported receiving of other medicines and 41% had reported receiving of spectacles when they visited ATF Health Care Centre (ATFHCC)/Eye Camp for their vision related problem.

Table 2: Proportion of trucker beneficiaries who were satisfied to a large extent with vision related services provided to them (in %)

Sl.	City of Transport Nagar	Truckers satisfied
1	Chennai	84
2	Delhi	94
3	Farakka	58
4	Jaipur	67
5	Kanpur	59
6	Kolkata	74
7	Mumbai	83
8	Nagpur	38
9	Nalagarh	68
10	Patna	55
11	Pune	64
12	Varanasi	49

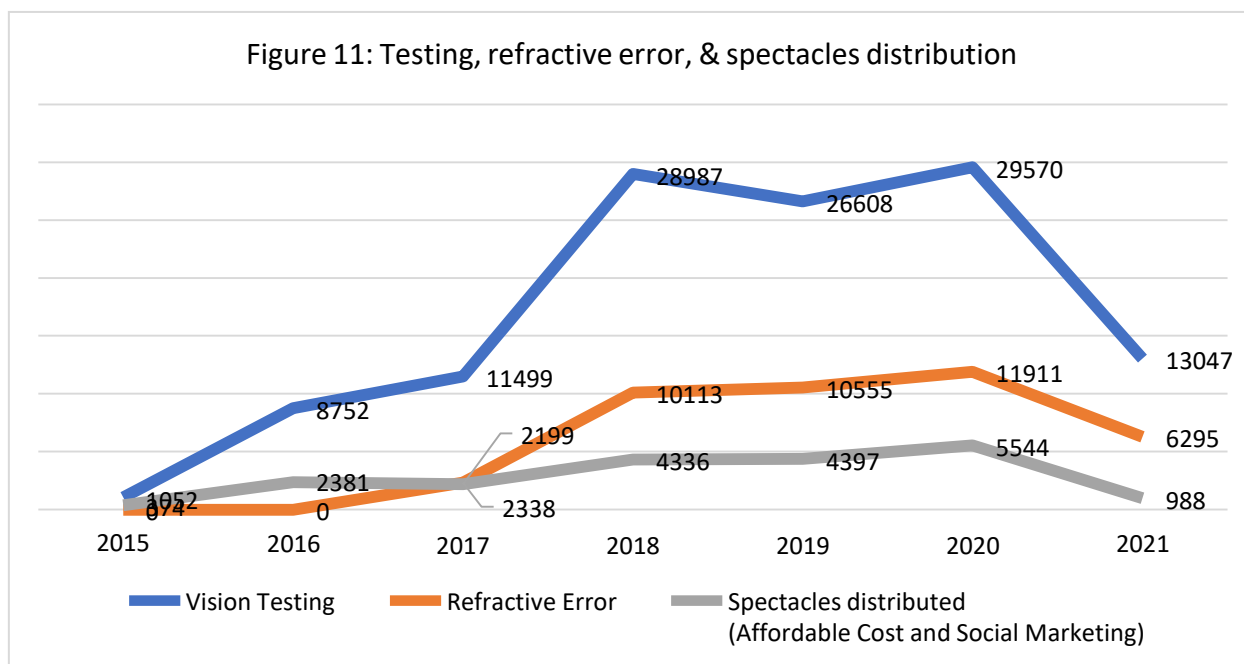
Satisfaction level (80% or more beneficiaries saying satisfied to a large extent) was found in Chennai, Delhi, and Mumbai, with the Delhi centre recording the highest satisfaction levels. Conversely, the lowest satisfaction levels (less than 50%) were recorded from Nagpur, followed by Varanasi. At an overall level, certain amount of introspection is required to be done not only in these two centres, but also in Kanpur, Farakka, and finally, Patna.

2.3.3 Testing, refractive error, & spectacles distribution

ATF started providing vision care services in 2015 and vision testing have increased from 1000 in 2015 to ~30,000 in 2020. It declined to 13,000 in 2021 due to movement restrictions brought about by the pandemic.

Based on ATF's internal MIS data for the 12 centres, HCCs had found close to 41,000 refractive error cases since 2017 across the 12 centers and they have distributed spectacles on affordable cost (social marketing) to close to 20,000 truckers.

The survey findings had also revealed that close to 41% truckers had received spectacles when they visited ATF HCC/Eye Camp for their vision related problem.



Source: ATF MIS data of 12 centres

2.3.4 Cataract patients & surgery status

In the last seven years, close to 2400 cataract patients have been identified by ATF HCC. Most of these diagnosed patients have been referred to eye clinics or hospitals for surgery. ATF does not conduct mass scale cataract surgeries; they have done just 45 in the last seven years. However, the number of surgeries done is increasing exponentially, from just 3 in 2018 (they year when surgeries were started), to 20 in 2021.

2.4 TUBERCULOSIS CARE

2.4.1 TB prevention among truckers

Awareness about TB is relatively low among truckers, especially about some of the key measures regarding its transmission. The salient survey findings have been discussed below.

- Over 50% truckers who participated in the survey thought that a TB infected person can spit anywhere.
- More than 75% of the truckers thought that a TB infected person need not to complete his/her course of treatment if feeling better before completion of the course.
- 55% of the truckers thought if somebody is coughing for three or more weeks continuously, he should not be worried as it is common when season changes.
- 60% of the truckers thought that if someone is diagnosed with TB, he/she should not reveal this to anybody at home or outside.

These are all serious misconceptions and given the survey numbers, there is still a long way to go for ATF to ensure an acceptable level of understanding among their primary audience regarding TB and its transmission.

On the other hand, truckers seem to be well conversed regarding preventive measures, implying that reach of messaging has not been uniform. For instance, while understanding of transmission was sub-optimal, truckers are aware about following TB preventive measures:

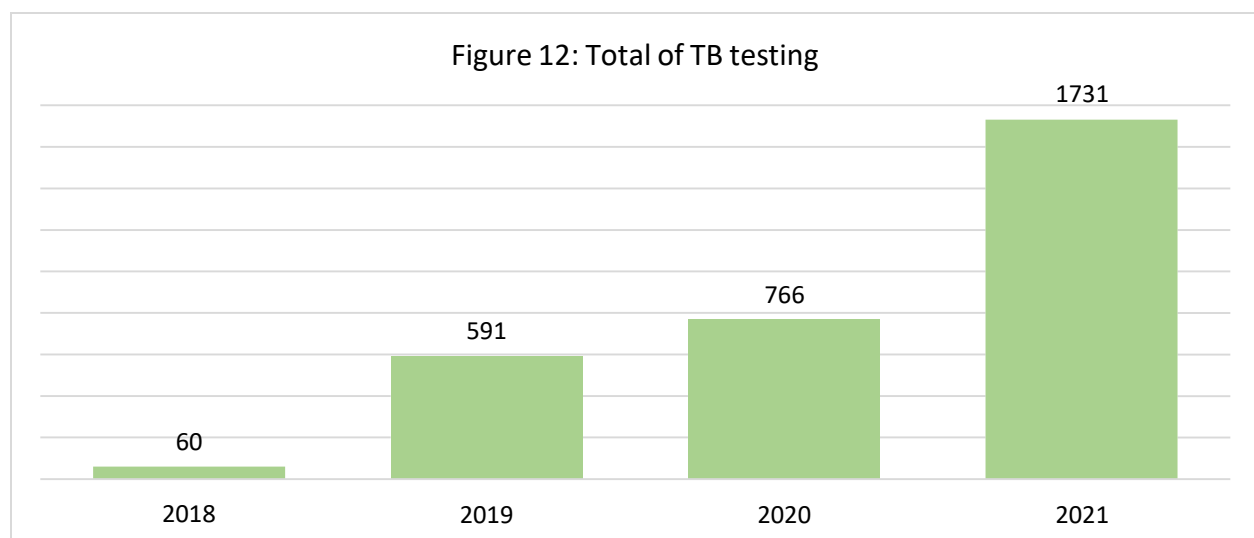
- Greater than 85% of the truckers were aware that if the TB bacteria are put into the air when a person with TB disease of the lungs or throat coughs, speaks, or sings, people nearby may breathe in these bacteria and become infected.
- Close to 90% of the truckers were aware that a TB infected person should cover his/her mouth with cloth while coughing.
- Over 85% of the truckers were aware that one should not take liquor or consume tobacco if diagnosed with TB.
- Around 12-13% of the truckers had experienced continuous cough for more than 2 weeks and 42% of these truckers had gone for a sputum test.

Once again, the contradiction in the awareness levels regarding transmission and prevention does indicate a certain lack of uniformity in the IEC efforts which will need to be corrected going forward.

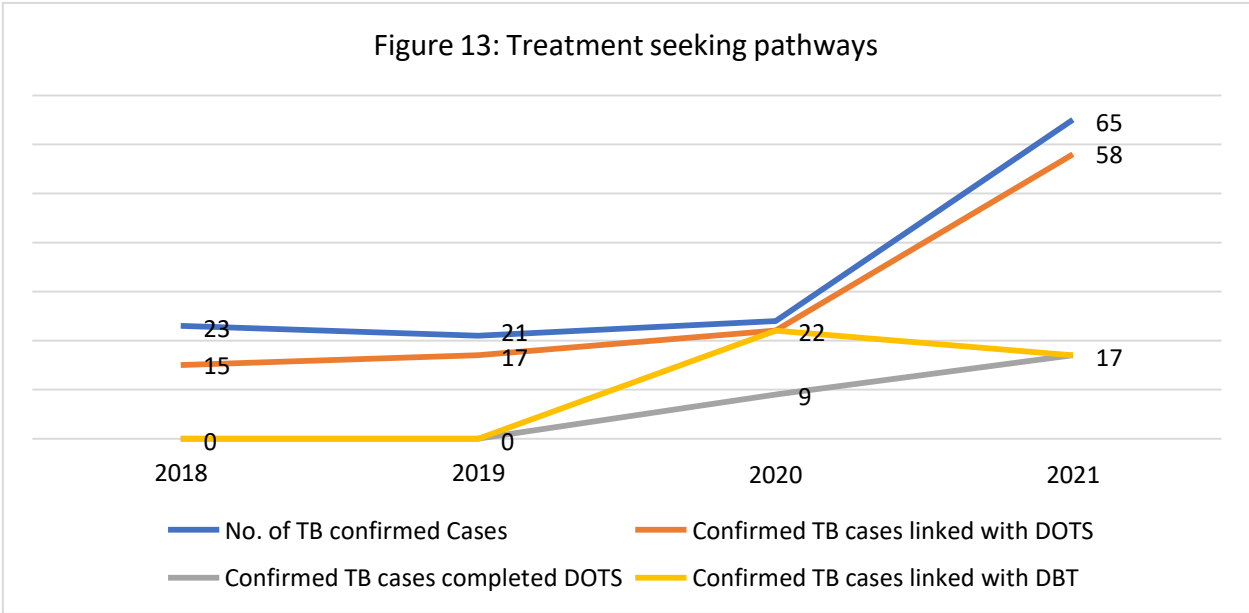
2.4.2 Testing, diagnosis, and treatment

ATF had started providing services related to TB in 2018 and TB testing has increased multifold since its inception. While 60 people were tested in 2018, the number has increased to over 1700 in 2021.

Out of 3148 TB testing cases till date, 153 were diagnosed as confirmed TB cases; 112 were linked with DOTS, 26 has completed DOTs protocol, and 39 confirmed TB cases have been linked with DBT since 2018 across 12 ATF HCCs.



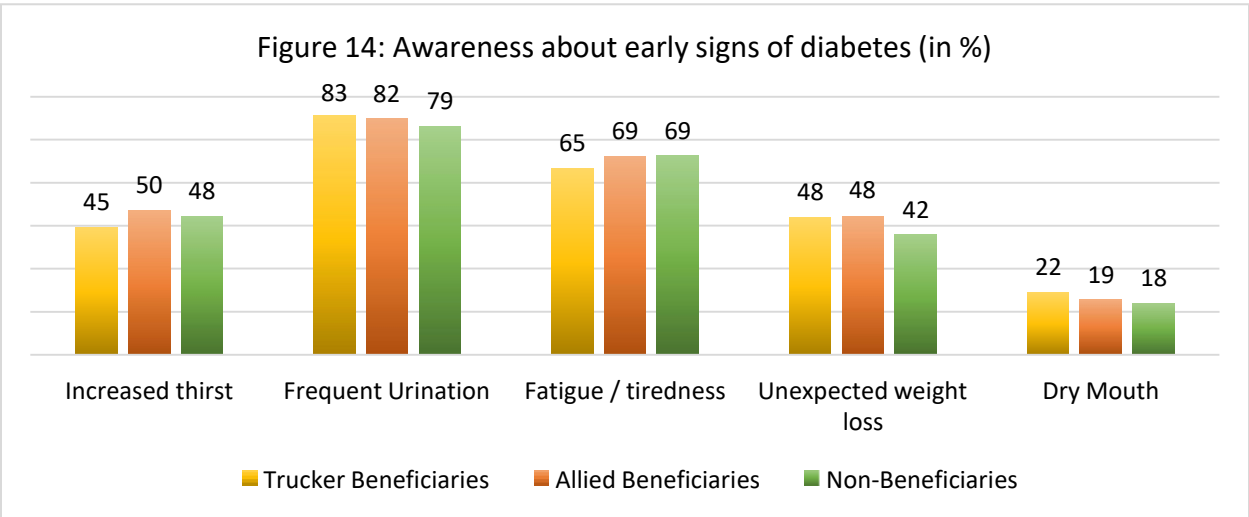
Source: ATF MIS data of 12 centres



Source: ATF MIS data of 12 centres

2.5 DIABETES AND HYPERTENSION

2.5.1 Awareness about early signs or symptoms of diabetes among TGs



Source: Field Survey

Around 83% of the truckers could correctly state that frequent urination was an early sign of diabetes. A similar proportion (82%) of allied populations could also state the same. This was slightly lower among non-beneficiaries (79%).

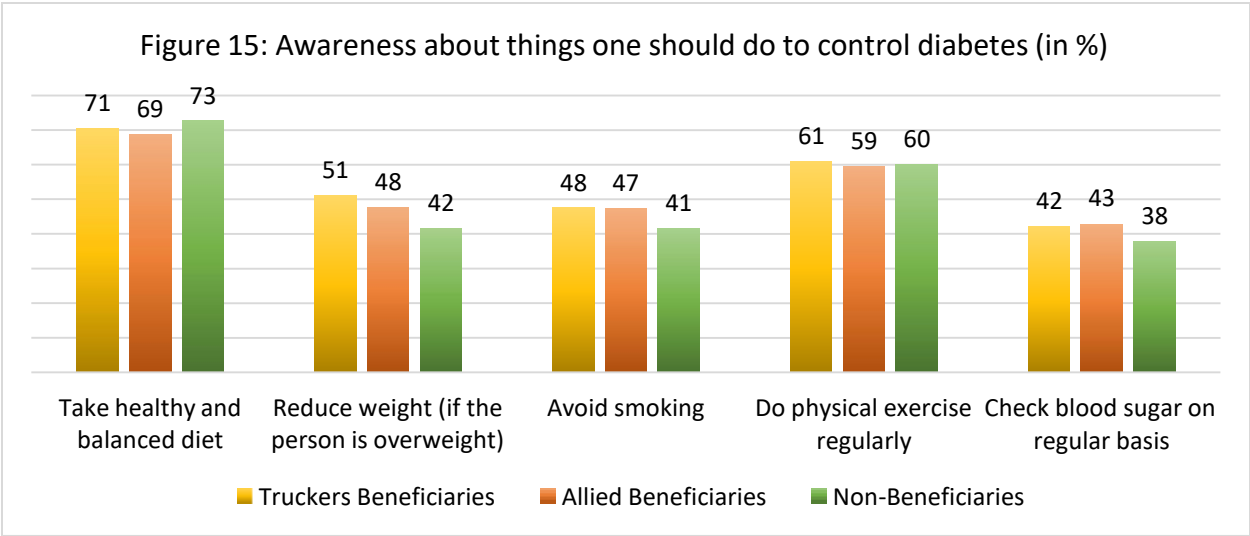
Around 65% of the truckers could correctly state that frequent fatigue and/or tiredness was an early sign of diabetes. This understanding was higher among allied populations (69%) as well as non-beneficiaries (69%).

Around 48% of the truckers could correctly state that unexpected weight loss was an early sign of diabetes. This understanding was similar among the among allied populations (48%) but considerably lower among non-beneficiaries (42%).

Finally, around 45% of the truckers could correctly state that increased thirst was an early sign of diabetes. However, this was higher in case of allied populations (50%) as well as among non-beneficiaries (48%).

Dry mouth being an early sign could not be recalled by any significant proportion of respondents across all three categories.

2.5.2 Awareness about methods to be used for diabetes prevention and control



Source: Field Survey

Around 71% of the truckers could correctly state that taking a healthy and balanced diet helps prevent diabetes. A similar proportion (69%) of allied populations could also state the same. This was higher among non-beneficiaries (73%).

Around 61% of the truckers could correctly state that doing physical exercise helps prevent diabetes. This understanding was slightly lower among allied populations (59%) as well as non-beneficiaries (60%).

Around 51% of the truckers could correctly state that controlling obesity was a means of preventing diabetes. This understanding was slightly lower among the among allied populations (42%) but considerably lower among non-beneficiaries (42%).

Controlling smoking as well as checking blood sugar regularly as means of diabetes control were mentioned by less than 50% of the respondents in each category, even though the difference between truckers and non-beneficiaries was fairly high in both cases.

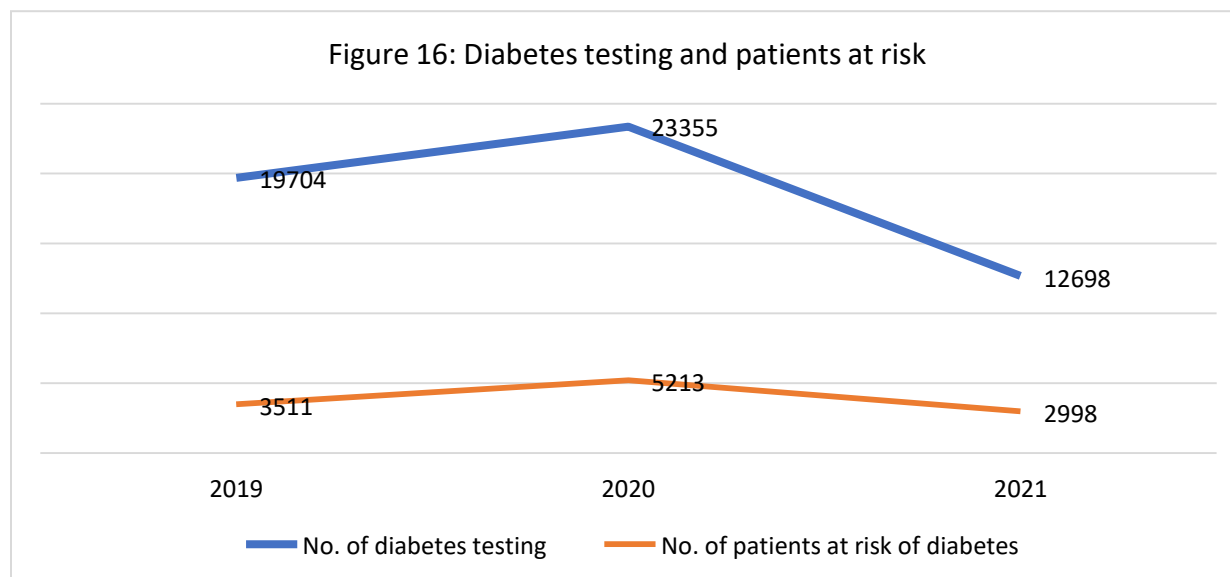
2.5.3 Diabetes testing behaviour

38% of the truckers, 31% of allied beneficiaries, and 25% of non-beneficiaries had got themselves tested for diabetes. Of these, 48% of the allied population had tested positive, while the figure was low for truckers 29% and non-beneficiaries (38%).

As expected, 96% of the non-beneficiaries either got tested in a government facility or in a private facility. On the other hand, 53% of the truckers and 61% of the allied population got themselves tested through the ATF Health Clinic. 28% of the truckers and 22% of the allied populations also went to a government health facility for their test.

While 69% of the truckers and 63% of the allied populations were very much satisfied with the services they had received (which is reflective of the good work done by the ATF clinics), even government services are satisfactory as is reflective of the fact that 65% of the non-beneficiaries were very much satisfied with their experience.

In the last three years, close to 55,000 diabetes tests were done across the 12 centres and 18%-24% of the cases were found to be at risk of diabetes. It may be noted that diabetes testing had declined from 23,000 to 13,000 from 2020 to 2021 due to the restrictions imposed by the government on free movement owing to the pandemic.

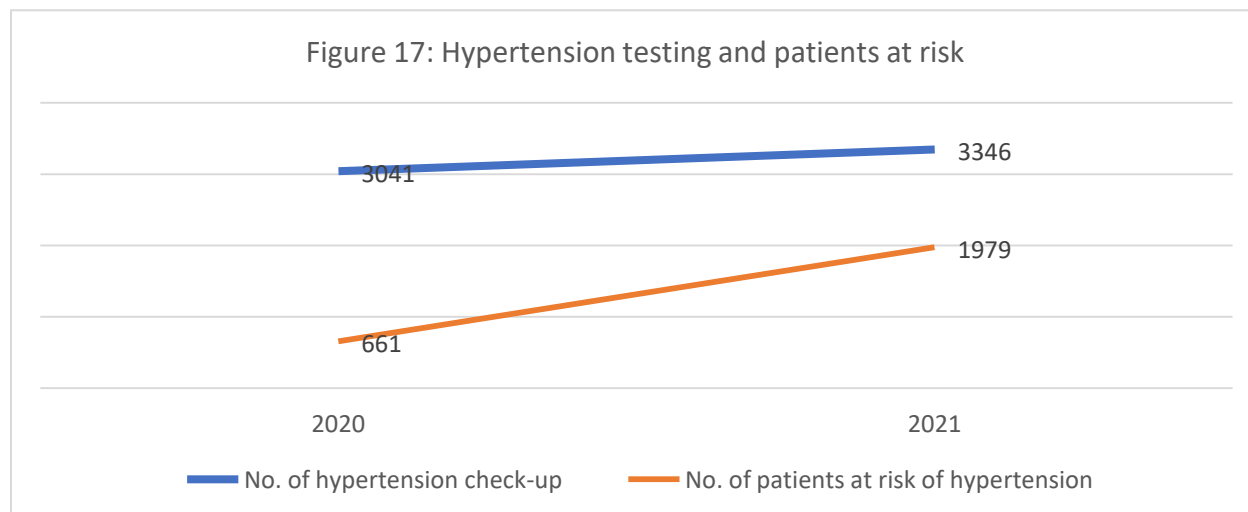


Source: ATF MIS data of 12 centres

2.5.4 Testing for hypertension

Around of the 9% truckers had registered low blood pressure upon testing while another 10% had reported that their blood pressure was high. These figures for allied beneficiaries were 14% and 15% respectively. About 50% of the truckers and 60% of the allied beneficiaries got their blood pressure measured in an ATF Health Care Centre.

In the last two years, close to 6400 hypertension check-ups were done across the 12 centres and 22% of the patients in 2020 and 59% of the patients in 2021 were found at risk of hypertension.



Source: ATF MIS data of 12 centres

Ratings of various ATF healthcare services as reported by mystery clients

Table 3: Ratings of features and services at ATG HCC by mystery clients (in %)

	Very Bad	Bad	Okay	Good	Really Good	Can't Comment
Counseling	2	7	10	29	47	5
Examination/ Diagnosis by doctor	9	3	14	29	41	4
Examination/Diagnosis by Optometrist	3	10	14	21	31	21
Blood Test	2	5	16	22	24	31
Dispensing of Medicines	0	5	12	31	48	3
Behaviour of the staff	3	3	16	21	55	2
Waiting room/place	2	7	20	24	47	0
Cleanliness within the clinic	3	5	17	28	47	0
Promotional materials	2	10	17	24	47	2

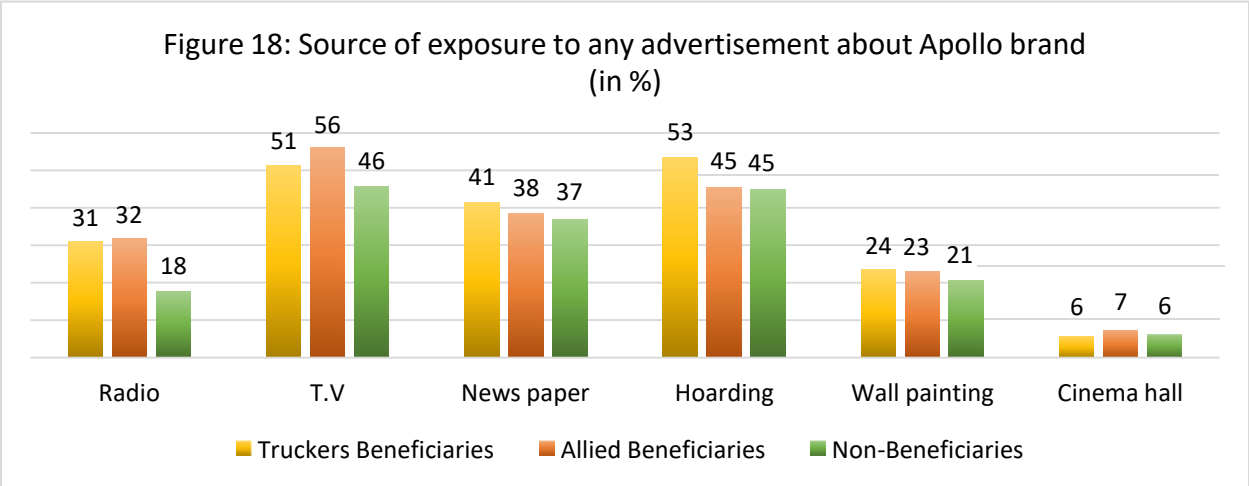
Source: Field Survey

Seven out of the nine features were rated to be above good or really good by at least 70% of the mystery clients. The most positive features were dispensing of medicines, behaviour of staff and counselling.

The features which were not rated very highly (either bad or very bad) by at least 10% of the mystery clients were availability of promotional materials, and examination by optometrist or a doctor.

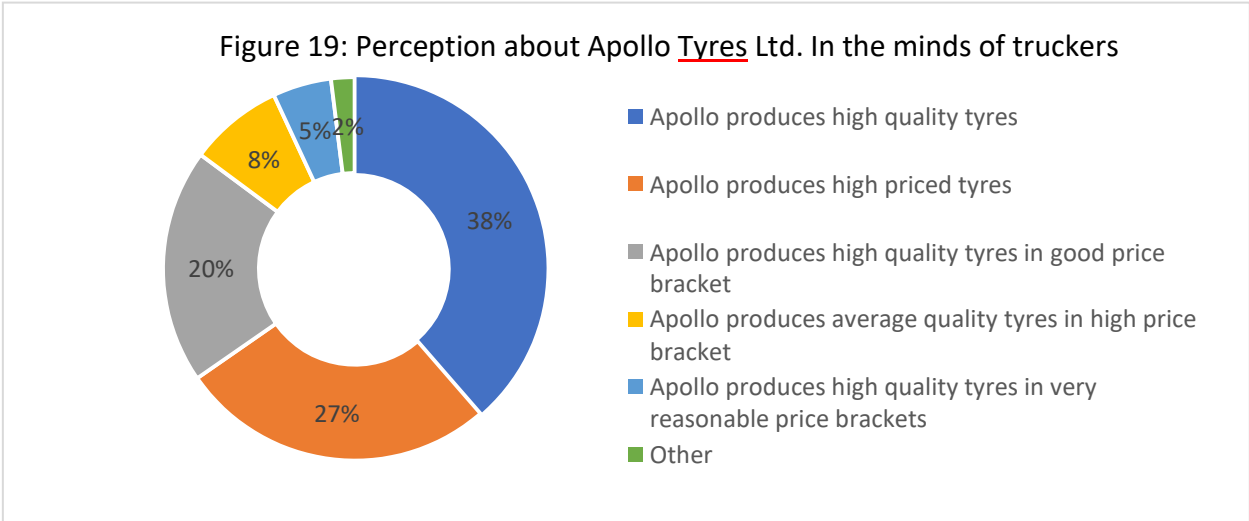
2.5 BRAND PERCEPTION OF APOLLO TYRES

2.5.1 Brand recall and attitude towards the company



Source: Field Survey

The above figure indicates that most respondents (across all three categories) got exposure to brand advertising about Apollo Tyres from a multitude of sources. The most common sources were hoardings and television., followed by advertising in the newspaper.

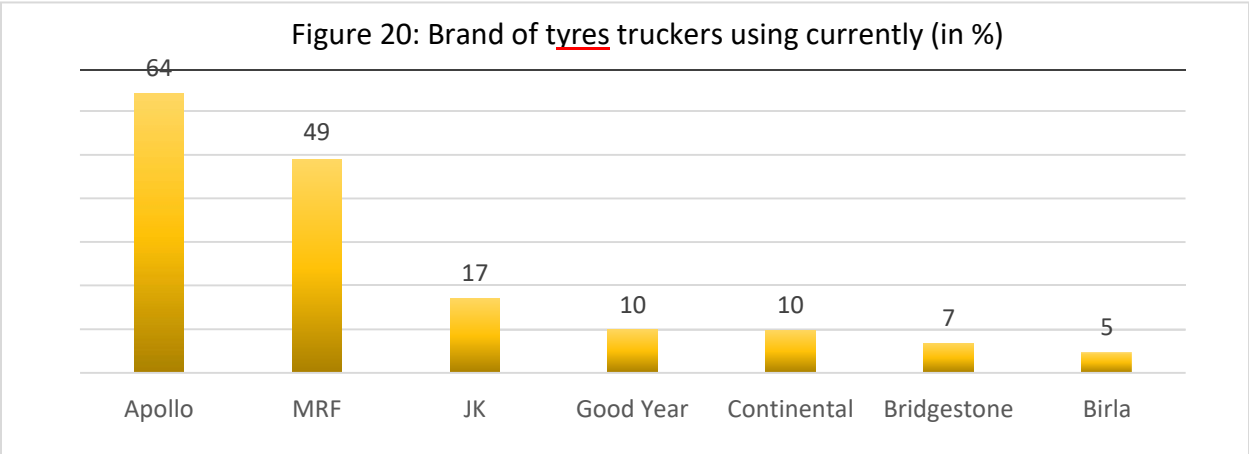


Source: Field Survey

Close to two out of five truckers knew Apollo Tyres as a company that made high quality tyres. A little over a quarter of them were of the opinion that the company made high priced tyres. One on five though that Apollo made high quality tyres within a good price bracket. Only 5% harboured the opinion that tyres made by Apollo were high quality within a very reasonable price bracket.

Only 8% harboured a negative opinion of the company in the form of manufacturing average quality tyres that were not value for money.

Going by the old maxim that the proof is in the pudding, we further explored the brand equity of the company against the brand of tyres that truckers were currently using. The results were overwhelmingly in favour of Apollo Tyres with 64% of the truckers currently driving on tyres manufactured by Apollo Tyres, followed by MRF (49%) and JK Tyres (17%). The value adds up to more than 100 because not all tyres of a vehicle need be from the same company.



Source: Field Survey

2.5.2 Perception about brand Apollo as a tyre manufacturer

We also ascertained the top three perceptions regarding the company as a tyre manufacturer among the three respondent segments. The findings have been presented below.

Table 4: Attitudinal predispositions towards Apollo as a tyre manufacturer

	Truckers	Allied populations	Non-beneficiaries
1	Sells a high-priced premium product	Cares for its customers	Sells a high-priced premium product
2	Cares for its customers	Superior quality products	Superior quality products
3	Superior quality products	Safe and reliable	Cares for its customers

Source: Field Survey

The findings seem to point to the fact that Apollo manufacturers niche tyre range which is expensive but of good quality, perhaps amongst the best in the market. It also is a company that cares for its customers.

2.5.3 Rating of company features

Table 5: Ranking of service features of Apollo Tyres company

	Beneficiaries	Non-Beneficiaries
Social Work	Rank-1	Rank-1
Price	Rank-2	Rank-7
Safety	Rank-3	Rank-3
Quality	Rank-4	Rank-6
Durability	Rank-5	Rank-4
Availability	Rank-6	Rank-5
Company Image	Rank-7	Rank-2

Source: Field Survey

Apollo Tyres is known within the transport sector and those associated with the same as a company which does social work, this seems to be its most redeeming feature. Thereafter, among the ATF beneficiary population, product pricing is rated very highly even though its rated low among non-users. The issue of safety as a product feature also has a high rank across both segments.

2.5.4 Brand loyalty

64% of the truckers had confirmed that they are using Apollo tyres currently, while 22% of them had mentioned that they had shifted to Apollo tyres from some other brand.

The primary reason for shifting brands was given as durability of the product, as mentioned by 70% of the users. This was followed by safety (59%) and superior quality (57%).

Table 6: Band share (in %)

Companies	Earlier	Current	Gain / Loss
Apollo	28.6	50.8	22.2
Continental	5.0	3.8	-1.2
MRF	42.2	26.5	-15.7
Good Year	7.5	3.5	-4.0
Bridgestone	2.8	1.8	-1.0
Birla	2.3	1.5	-0.8
JK	7.0	9.3	2.3
CEAT	4.3	2.8	-1.5
Other	0.3	0.0	-0.3

Source: Field Survey

From the above table it is clear that the biggest gain in market share (among the trucking universe) has been for Apollo Tyres with over 22% new users who have shifted from other competing brands. The biggest drop in market share has happened with MRF.

2.6.4 Perception about ATF CSR activities and its impact on sales

The salient findings are summaries below:

1. 78% of the trucker beneficiaries thought that ATF is doing good work to benefit common person. This feeling was observed among 82% of the allied populations.
2. 36% of the trucker beneficiaries had felt that possibility of purchasing Apollo tyres has increased quite a bit due to ATF's good social work on the ground. This feeling was among 33% allied populations.
3. 36% of the trucker beneficiaries had felt that the strategy used by Apollo Tyres Ltd. by running health clinic will very much enhance the sale of tyres. This feeling was slightly higher (39%) among the allied populations.

2.6.5 Perception of TBs and ABs about reasons of running ATF Clinics

Table 7: Perceived probable reasons for which Apollo is providing healthcare services to the truckers (in %)

	Truckers Beneficiaries	Allied Beneficiaries
Company wants to improve the health conditions of the truckers	64.9	65.0
Company cares for its customers	62.4	66.1
Company wants to add value to the lives of its customers	46.9	40.6
Improving the company's image among its customers	43.5	48.9
To increase sales of their products	36.1	38.4
Don't know/can't say	6.7	5.8

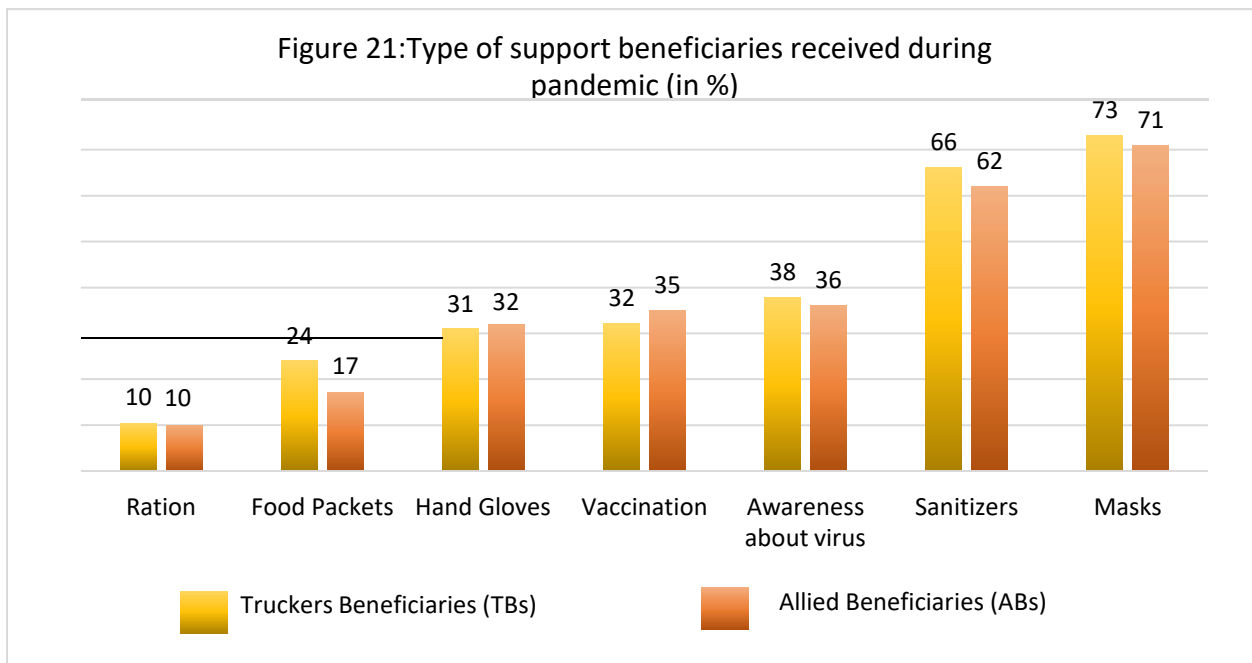
Top 3 perceived probable reasons for which Apollo is providing healthcare services to truckers are

1. Company wants to improve the health conditions of the truckers
2. Company cares for its customers
3. Company wants to add value to the lives of its customers

2.6.6 Support received from ATF during the pandemic

We asked all the beneficiary respondents as to the nature of support they ha received from ATF during the pandemic lockdown restrictions. 32% of the truckers and 39% of the allied beneficiaries could confirm that they did get direct support from ATF during the pandemic restrictions.

The most common support was in the firm of consumables, viz. masks and hand sanitizers. About a third could also confirm that they received counselling regarding the virus as well as help with vaccinations.



2.6 EXCERPTS FROM IN-DEPTH INTERVIEWS

2.6.1 Positive changes among beneficiaries as experienced by ATF staff

Hesitation to talk about HIV/AIDS or condom have gone and beneficiaries are more willing to discuss these issues with their doctor and even among themselves. Truckers are found to be freely expressing their concerns.

There is a certain degree of trust and respect that has evolved between beneficiaries and the ATF HCC staff.

“They used to call us 'AIDS wale'. But now the situation is good, they respect us, refer to us by the title 'doctor sahab'.”

High risk behaviour has changed for the better. The general observation by staff is that majority of the TGs are now using condoms.

Even the transporters have started cooperating with the ATF teams – they now readily provide space and sometimes arrange for refreshment during the camps.

Earlier, it was reported that the drivers did not bathe regularly. The ATF outreach workers recalled that they had to counsel them in the meetings regarding cleanliness. The truckers did not brush their teeth earlier, and constantly used tobacco. But that is changing, truckers are becoming more conscious about personal hygiene and have started bathing and brushing regularly.

There has also been a drastic increase in HIV testing; earlier beneficiary population used to hesitate even at the mention of HIV. Today, they converse with the counsellors regarding their problems, their sexual behavior. Due to efforts from the government as well as supplementary efforts by organisations like ATF, maximum number of people have become aware of this disease, precautions, and consequences.

“Earlier we had to make announcements requesting the drivers to get themselves tested for HIV, now they come by themselves.”

“Truckers used to hesitate to even give blood for testing, but now they are aware and do not hesitate.”

Most of the drivers who have regularly got exposed to the IEC activities of ATF have changed their lifestyles, they have started cooking on their own and bathing on regular basis to avoid fungal infection.

Regarding vision care, earlier drivers never bothered to treat this as an issue and always ignored any symptoms at the beginning. If things got worse, they simply bought eye drops from pharmacies and do self-treatment. But now, they visit the clinics for eye drops and that gives the doctors the opportunity to run tests and isolate patients with genuine vision problem.

“Today people with vision problems are regularly coming for eye testing and using spectacles, if required. Cataract patients are now getting themselves operated as well.”

Earlier, people in the transport industry did not know about diabetes, even though they had the symptoms of diabetes. Today, awareness has grown and now they come and check their sugar levels voluntarily.

Similarly, truckers would have symptoms of TB (like coughing for more than 2-3 weeks and sometimes accompanied by blood in their sputum) but they did not bother to take it seriously and consult a doctor. They simply used to buy a syrup from medicine shop and moved on. Today, TB patients are regularly visiting DOT centres.

2.7 PARTNERS' CONTRIBUTION AND CONVERGENCE WITH SDGS

2.7.1 Partners' contribution

The Union is the contribution partner and they are providing technical support in terms of providing training to ORWs for TB awareness and they also provide medicine for patients. Established in 1920, the International Union Against Tuberculosis and Lung Disease (The Union) is committed to creating a healthier world for all, free of tuberculosis and lung disease. The Union is a global membership, technical and scientific organisation.

ATF runs a campaign twice a year for TB Free India as per the guidance of District Tuberculosis Officer.

Essilor is a partner for Vision Care. As the world leader in ophthalmic optics and a key player in visual health, the Essilor Group provides solutions to correct, protect and prevent vision problems. In partnership with ATF, they provide spectacles free of cost in the camps and on nominal charges throughout the year (Rs.200-250 per spectacle). They also provide training to optometrist and provide other technical support for awareness generation pertaining to Vision Care among ATF staff.

State AIDS Control Society is another partner. They provide technical support for imparting training to lab technicians, awareness generation training to ORWs. They also provide counselling and testing facility to those who have been identified as HIV positive by ATF and start antiretroviral therapy.

2.7.2 SDG and ATF's contribution

<p>SDG 3: To ensure healthy lives and promote well-being for all at all ages</p>	<p>India Commitments Target 3.3: By 2030, end the epidemics of AIDS, tuberculosis, malaria and neglected tropical diseases and combat hepatitis, water-borne diseases and other communicable diseases</p> <p>Target 3.8: Achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all</p>	<p>HIV Around 30,000 STI cases are cured, and 1.24 Lac HIV testing have been done, out of which 792 cases were +ve and 514 were linked to ART</p> <p>Vision Around 1.20 lakhs vision testing done, 41,000 refractive error and 2,400 cataract cases found. Of this, 45 cataract surgeries done and around 20,000 spectacles distributed.</p> <p>Tuberculosis Around 3149 TB testing done, of which 134 confirmed cases; 112 cases linked to DOTS, 26 cases completed DOT treatment and 39 cases also linked with DBT scheme.</p> <p>Diabetes Close to 56,000 diabetes tests done and around 11,700 cases found to be 'at risk'.</p>
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		<p>Hypertension Close to 6,300 hypertension check-ups done and 2,600 were found to be 'at risk'.</p> <p>Outreach Close to 24.6 lakhs outreach activities carried out till date by 12 centers and around 4.2 lakh patients examined in OPD</p>
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3.0 RECOMMENDATIONS AND SUGGESTIONS

3.1 RECOMMENDATIONS

ATF may increase fee marginally as close to 70% mentioned that they can afford more than the fee currently charged to them or they may reduce the validity from 30 days to 20 days

For Vision Care, more emphasis should be on behavior change towards using of sunglasses during excessive sun light. SLR may provide sunglasses to them during summer. Centers where there is less footfall for vision care, more focus on communication of vision care services would be beneficial.

There was still a lack of correct knowledge of TB prevention among TGs; this can be enhanced through regular IPC sessions or ORWs meetings with TGs.

The survey had revealed that for 250 of the TGs, the main source of information on HIV/ TB / Vision Care/ Diabetes / Hypertension was ATF, while more than 50% heard about these diseases from TV/Radio. Display of large size posters / hoardings at multiple locations within transshipment area or in the offices of transporters would help in increasing their awareness even further.

Close to 20% of the survey participants had reported that they did not see any glow sign board/poster inside clinic on HIV/AIDS, Diabetes, Vision Care, TB, Hypertension etc. These posters can be put up in the waiting area of the clinic.

Patients wait in the clinic for about 10-15 minutes. This waiting time may be utilized for counselling and awareness generation. Teleconsultation has been reported to be effective; ATF needs to investigate this and if need be, replace this with the deployment of doctors as it was done before pandemic.

3.2 Suggestions

In order to have a 360-degree assessment of clinics, a ranking exercise can be conducted on an yearly basis and the following indicators may be used for all 32 locations:

- Year of establishment of clinic
- Achieved vs Target
- Availability of Optometrist in the clinic
- Number of satellite camps organized and foot fall
- Number of Special Days camp organised and foot fall
- Number of HIV tests done and positivity rate
- Availability of HIV testing facility
- Number of truckers distributed spectacles
- Number of truckers coming in for eye tests or were recommended for eye test
- Number of truckers referred to ICTC
- Availability of doctor (full time / part time)
- Number of trainings attended / provided
- Online submission of data in time