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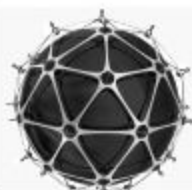
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DIESL completes ambitious AIDS awareness and road safety programme in north India

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As a part of their continued efforts towards creating awareness regarding AIDS and road safety among truck drivers, Tata group's logistics arm, Drive India Enterprise Solutions (DIESL) conducted another nationwide AIDS awareness and road safety campaign in September 2012. The initiative, Jagruti, plans to cover 6,000 truck drivers across the country by December 2012. The first phase of this ambitious project was driven in north India, in partnership with the NGO URIDA (Urbo Rural Integrated Development Association), where they reached out to more than 2,600 truck drivers in 20 days.

According to industry survey and reports, in 2006 it was found that 40 percent truck drivers were susceptible to AIDS. As per the facts collected by Centre for Media Studies (CMS) 95 percent of the truck drivers with AIDS were in the age group of 18 to 45 years, 80 percent were married and around 75 percent were in the profession for more than five to six years. Transport terminals are the hubs where truck drivers gather for extended periods of time. Hence, DIESL chose these terminals as areas where the drivers could be collectively given information on AIDS and road safety. DIESL has been conducting such programmes since 2010 and has reached out to more than 8,500 truck drivers in last two years.

The activity in the north was carried out at locations like Punjab Bagh Transport Nagar, Sanjay Transport Nagar, Timarpur Transport Nagar and Azadpur Transport Nagar. 50 employees from DIESL's north zonal office in Delhi and nearby warehouses volunteered as workshop facilitators and made this event a success. DIESLites contributed their time and effort by mobilising the truck drivers and gathering them at the programme venue, distributing handouts and maintaining the beneficiaries' attendance record.

Following in the footsteps of the Tata group, DIESL aims to engage its employees in this project, by contributing seven hours per employee per year for this noble cause in other parts of south and west India also, with a target to reach out to an additional 4,000 truck drivers by December 2012.



Participants at the AIDS and road safety awareness camp