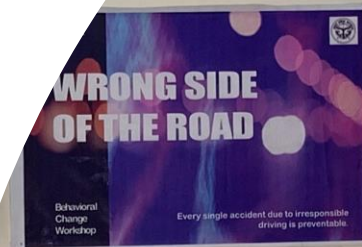


# Impact Assessment of Wrong Side of the Road programme

Alwar and Aligarh

**Diageo India**

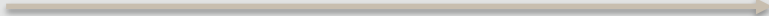
August, 2023



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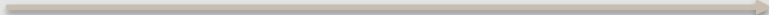
## Background and introduction 01

About Diageo, need for intervention and about the support



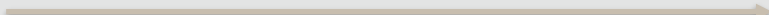
## Approach and methodology 02

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## Key findings 03

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# Notice to the reader

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- The information collected for this study is through field visits, meeting with stakeholders and backend data provided by Diageo. We have relied on the information shared by these sources. The scope of work here does not constitute an audit or due-diligence of the information shared, hence information received from the various sources was believed to be accurate.
- This report should not be considered as an expression of opinion on any form of assurance on the financial statements of or on its financials or other information.
- Any recommendations provided as part of the assessment exercise may be implemented after an analysis of prioritization. The decision to implement the recommendations is the responsibility of the management of Diageo.
- Field visits were conducted in cognizance with Diageo, the implementing partner and field teams with prior acceptance on approach, methodology, coverage plan, tools and indicators.
- Grant Thornton Bharat LLP holds no responsibility on accuracy or sanctity, or authenticity of information provided by company or implementing partner or stakeholders covered or any other party involved, and results / references drawn basis the same.

# 01 Background and introduction

# About Diageo India

Diageo India is a leading beverage alcohol company in the country. Diageo aims “to create the best performing, most trusted and respected consumer products company in India”.

Diageo India focuses on making social responsibility a core part of its business model in order to transform lives and communities. Some of their CSR activities include:

- Promoting positive drinking through efforts towards prevention of alcohol related harm and awareness generation
- Building sustainable communities through access to clean drinking water, sanitation health care facilities among others
- Empowering women to ensure equal access to resources and opportunities through initiatives on health, security, and education

## Key focus areas



### Water Stewardship

To replenish water across water stressed locations and enable sustainable water management



### Underage Consumption

Create awareness among students on harmful effects of underage drinking



### Anti Drink and Drive initiatives

Create awareness among consumers and enforcement officials on impact of drinking and driving.



### Women Empowerment

Vocational skill training for women to create source of livelihood

# About WSOTR

## The programme and its relevance

- As per the Ministry of Road and Transport and Highways report on Road Accidents 2021, approximately, 9,150 accidents were caused due to drunken driving and 3,314 fatalities.\*
- As a measure, the Government of India, under Section 185 of the Motor Vehicle Act of 1988, made driving while intoxicated or driving when under the influence of alcohol, a punishable offence.

- Diageo India in its effort towards promoting behaviour change around drunken driving, introduced the Wrong Side of the Road programme.

Interactive learning experience for the beneficiaries

Use of case stories and situations to develop understanding

- The aim is to improve knowledge and understanding on the adverse impact of irresponsible drinking. It focuses on changing the mindset on drunken driving.

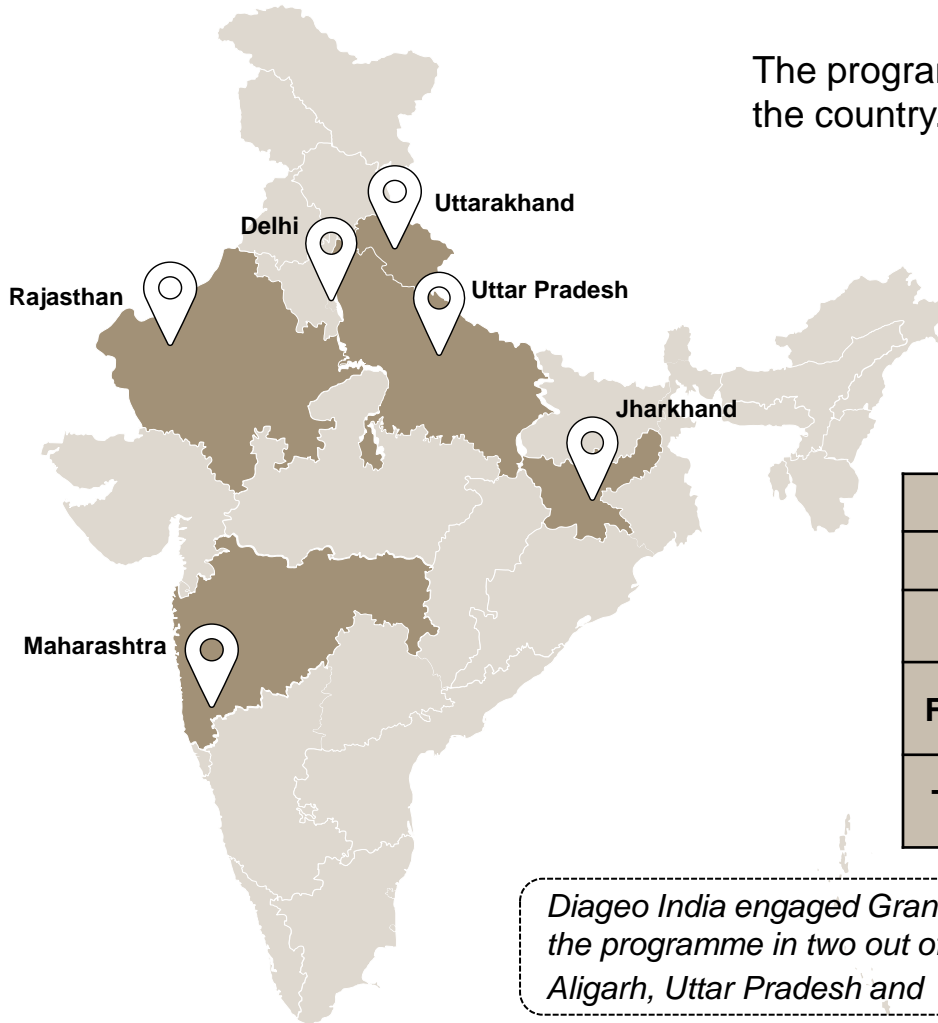
Personalised assistance with the help of lab managers

Collaboration with government bodies

*Road Accidents in India 2019* [https://morth.nic.in/sites/default/files/RA\\_2021\\_Compressed.pdf](https://morth.nic.in/sites/default/files/RA_2021_Compressed.pdf)

# About WSOTR

## Reach of the programme



The programme has made its mark across various states in the country. Below table lists out the key numbers:

<b>Number of RTOs</b>	<b>19</b>
<b>Number of Cities</b>	<b>19</b>
<b>Number of States</b>	<b>5</b>

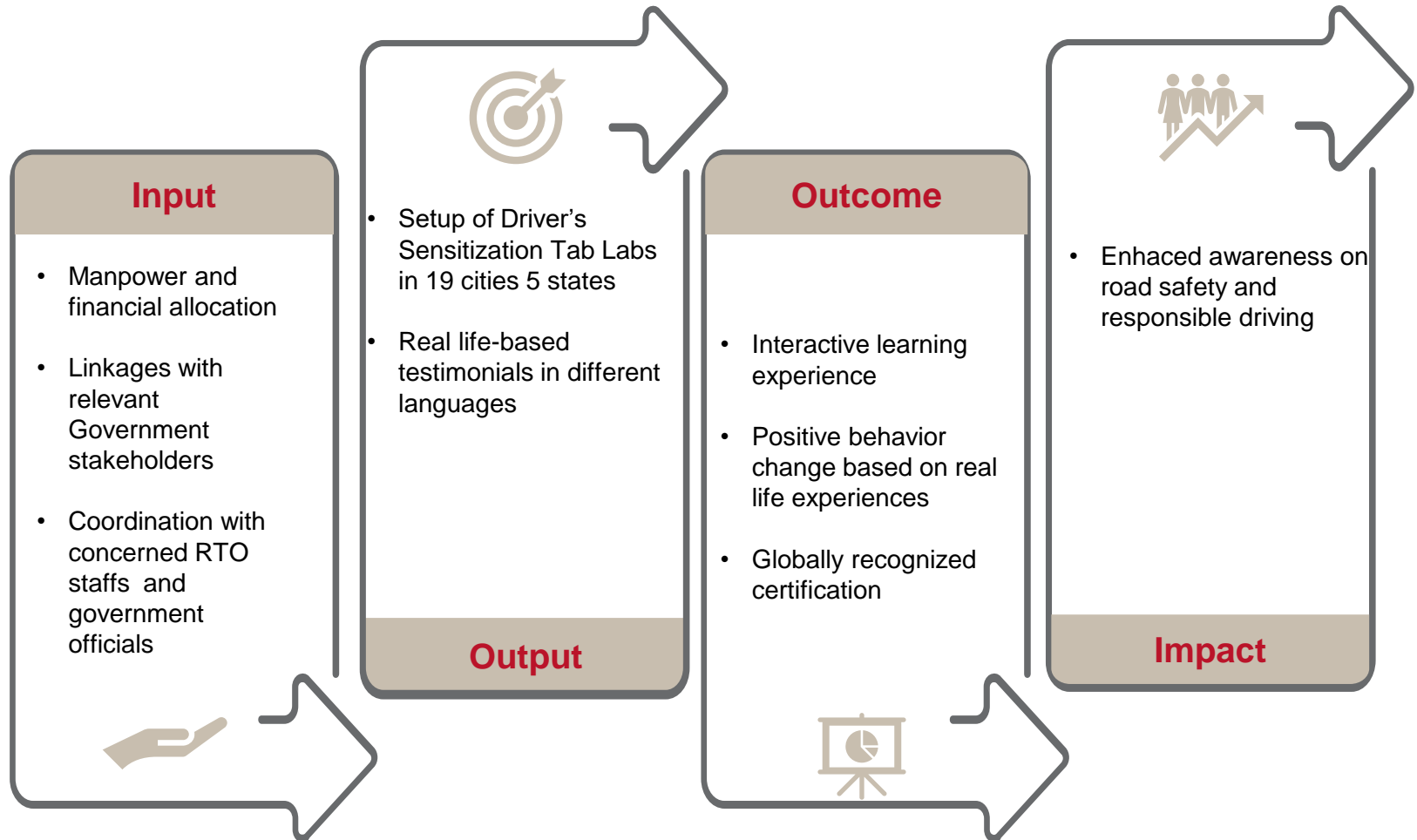
<b>Year</b>	<b>RTO Alwar</b>	<b>RTO Aligarh</b>
<b>FY 21-22</b>	10,425	2,318
<b>FY 22-23</b>	14,140	13,545
<b>FY 23-24 (Ongoing)</b>	1,984	1,247
<b>Total beneficiaries</b>	26,549	17,110

*Diageo India engaged Grant Thornton Bharat to conduct an Impact Assessment of the programme in two out of the five states. These included one RTO each in Aligarh, Uttar Pradesh and Alwar, Rajasthan.*

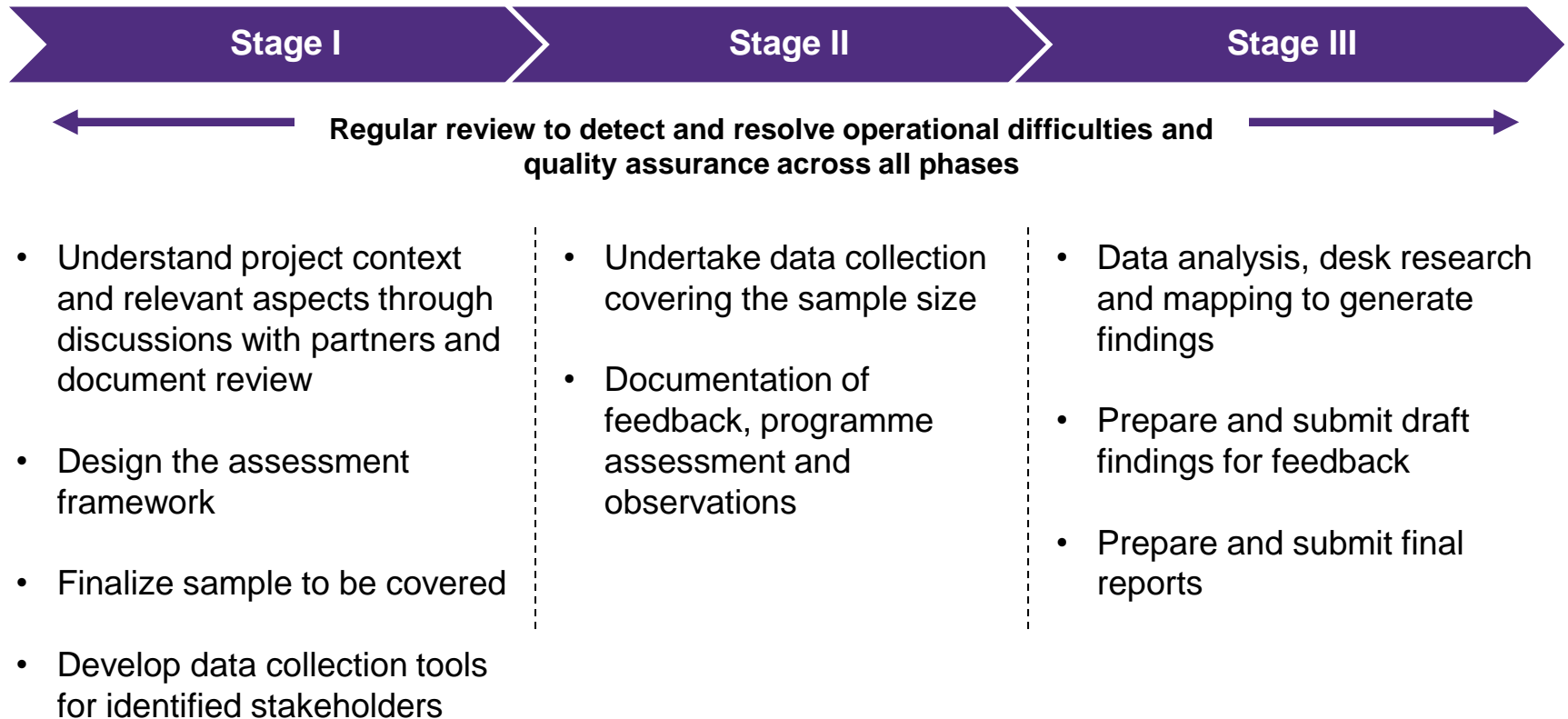
## **02 Approach and Methodology**



# The study focused on the Theory of Change...



# Key steps in the study methodology...



# Stakeholder profiling and data collection

Location	Regional Transport Office	Stakeholders met	Type of interview
Uttar Pradesh	Aligarh, Driver Training Institute	RTO (Inspector)- 1 Lab Manager-1 Applicants – 2	In depth interviews
Rajasthan	Alwar, Driver Training Institute	ARTO- 1 Lab Manager-1 Applicants – 2	

Data collection was done by GT team through a qualitative approach, as per the availability of the stakeholders.

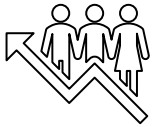
Key areas of enquiry included:

- ❖ Understand the impact of the programme
- ❖ Collect feedback of relevant stakeholders and beneficiaries
- ❖ Evaluate the current usage of the support provided

## **03 Key Findings**

# Key findings

## Enabling factors



### Convergence

The programme focuses on **creating linkages** with the RTOs. This ensures a collaborative approach to build a safer community.



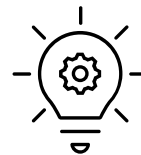
### Partnership

Diageo India **partnered with CSRBOX** as the implementing agency. With the help of CSRBOX, the programme has reached across multiple RTOs.



### Unique approach

The programme builds on a unique model of utilizing **educational experiences** as the medium of awareness generation.



### Knowledge

The programme also focuses on **improving knowledge** on the impact of irresponsible drinking. The aim is towards dissemination of information

# Key findings

## Utilizing knowledge

### Knowledge creation

The programme focuses on providing information on the repercussions of irresponsible drinking. This ensures **accessibility of knowledge** for all members of society.

### Knowledge sharing

The knowledge created is also further shared with the larger community. It opens a **space for discussion** and helps people share common experiences.

### Knowledge utilization

The availability of knowledge leads to implementation as well. The shared experiences helps **translate knowledge into practice**, which will result in fewer road accidents and safer driving.

### How knowledge impacts the everyday?

- Basis interaction with stakeholders, it was noted that, projects like WSOTR help generate awareness on risks associated with drinking and driving. **~43,659 people have been a part of the project.**
- Shift in people's perspective towards road safety and subsequent behaviour change.
- More conversation on the need for better rules and regulation on road safety.

# Stakeholder voice

## Lab managers

### Rating of the support by the lab managers:



“People are intrigued and happy to learn through a unique approach. However, To ensure more active participation, the time length of the assessment may be reduced”

- **Yoginder, Lab Manager, Alwar**



“The case stories we showcase help people relate to the situations. However, to further improve its reach, the content can also be presented in different languages.”

- **Nripen Bandhu, Lab Manager, Aligarh**

# Stakeholder voice

## Government officials and beneficiaries



“The project implemented by Diageo has resulted in creating a positive impact on the lives of people. We are thankful to Diageo for supporting the government through this programme.”

**- Rani Jain, RTO Alwar**



“Use of such online platforms help develop better understanding among people. This ensures higher retention of information and practice in real life”

**- Champalal Nigam, RTO Aligarh**



“This is a great opportunity to learn and create awareness. It is also interesting to do this as part of our usual processes in the RTOs.”

**- Visitors at the RTO**



# Photos from the field



Image 1: Tab Lab in RTO-Alwar



Image 2: Lab Manger assisting applicants in the assessment

# Annexure 1/4

## Wrong Side of the Road project RTO staff members/ Government official (Qualitative)

Hello, my name is Sudhi Bhaduria I am here from Grant Thornton Bharat to carry out an impact assessment for Diageo's Wrong Side of the Road Project. If I have your consent, I would like to ask you a few questions.

Name: RAVI JAIN  
 Designation: ARTO  
 Name and Place of RTO: RTO ALWAR, RAJASTHAN  
 Date:  
 Location: RAJASTHAN

S/N	Questions	Probe areas:	Responses
1.	How long have you worked in this RTO (Staff members)/Govt. officials)?	<ul style="list-style-type: none"> <li>Years of experience</li> <li>Key roles and responsibility</li> </ul>	<p>3 years in RTO.</p> <p>Responsibilities -&gt; ensuring road safety, enforcing traffic rules, issuance of driving license to eligible individuals, collection of Road taxes/fees</p>
2.	How is the programme is integrated in the entire application process How do you introduce the programme to the attendees in the RTO?		<p>The programme is integrated as a mandatory process in the entire application process. The applicant has to mandatorily go through the assessment before proceeding for the driving test.</p>
3.	What is the impact created by the programme?	Understand impact created, such as change in attitude drinking and driving	<p>The implementation of the programme has resulted in decreased number of casualties in the area. People have become more vigilant towards drunk &amp; drive.</p>

# Annexure 2/4

4.	What are some of the key learnings for those who undergo the assessment? Any specific cases/ stories you would like to mention?	<ul style="list-style-type: none"> <li>• Understand the impact created through the stories/ cases</li> </ul>	<ul style="list-style-type: none"> <li>• Understand the impact that is created due to drinking &amp; drive.</li> <li>• The assessment process enables them to understand the impact &amp; its result</li> </ul>
5.	Have you noticed any change in people's approach towards drinking and driving?	<ul style="list-style-type: none"> <li>• Perspective of the project or in general with regard to need for awareness</li> <li>• Any data available to understand the difference in road accidents (drunk driving) before and after the project, in that regions</li> </ul>	<ul style="list-style-type: none"> <li>• Data available on govt website, in different reports showing decreased number of casualties due to drink &amp; drive.</li> </ul>
6.	Does the RTO conduct any other awareness campaigns/ programmes on drinking and driving?	<ul style="list-style-type: none"> <li>• Measures to address the issue of drinking and driving</li> <li>• Campaigns or strategies in place</li> </ul>	<ul style="list-style-type: none"> <li>• Regular awareness drives.</li> <li>• Weekly checking of vehicles in different locations</li> </ul>
7.	Any feedback of comment / Would you recommend this programme to other RTOs?		<ul style="list-style-type: none"> <li>• The project should be made mandatory in every RTO in collaboration with concerned Govt department.</li> </ul>

# Annexure 3/4

## Lab Manager (Qualitative)

Hello, my name is Snehal Bhadani I am here from Grant Thornton Bharat to carry out an impact assessment for Diageo's Wrong Side of the Road Project. If I have your consent, I would like to ask you a few questions.

Name: NRIPEN BANDHU

Designation: LAB MANAGER

Name of RTO: RTO Aligarh, UTTAR PRADESH

Date:

Location: Aligarh, U.P

S/N	Questions	Probe areas:	Responses
1.	Can you explain purpose/relevance of the WSOTR project?	<ul style="list-style-type: none"> <li>Project relevance</li> <li>Key driving factors</li> <li>Detailed understanding of the process flow</li> <li>Key stakeholders involved</li> </ul>	<ul style="list-style-type: none"> <li>Project was introduced to sensitize people about consequences of Drink &amp; Drive</li> <li>Stakeholders involve applicants for driving license.</li> </ul>
2.	How long have you been posted in this RTO for WSOTR project and what are your key responsibilities?	<ul style="list-style-type: none"> <li>Day to day role/ duties/ responsibilities</li> <li>Interactions with other RTO officials</li> </ul>	<ul style="list-style-type: none"> <li>Duties → As the center works on offline mode → entering the details of the applicant in register, ensuring the pre &amp; post assessment is completed. Entering the details on online platform of Chitly data sharing.</li> </ul>
3.	What is the focus of the programme? How and when is it conducted?	<ul style="list-style-type: none"> <li>Purpose of the assessment</li> <li>Details of the assessment</li> <li>Types of questions</li> </ul>	<ul style="list-style-type: none"> <li>To sensitize people about the consequences of drink &amp; drive based on real life experience.</li> <li>Pre assessment followed by real life based experience in local language and a post assessment</li> </ul>

→ The focus → The applicant goes through the process of the getting the license, just before the driving test, the assessment is done to sensitize them.

→ Ensuring the tabs are fully charged & all in working condition.

• Questions related to perception & understanding about the topic



# Annexure 4/4

4.	Did you receive any training before joining the programme?		Yes. 2 weeks of online training with information about the project.
5.	How do you introduce the programme to people? How do people react to the same? Any cases or instances that you would like to highlight regarding the project.		<p>The programme is introduced to applicants where they are briefed first about the initiative.</p> <ul style="list-style-type: none"> <li>• Some people shows interest.</li> <li>• on the other hand people try to avoid it.</li> </ul>
6.	Are there any challenges in the project or specific to the lab?		<ul style="list-style-type: none"> <li>• There are challenges in the project → ① Engaging people for the assessment. ② motivating them for the same.</li> </ul>
7.	Any suggestions...		The video's played in the assessment should be made shorter as overall the complete

# Thank you