

## Write-up for Web (Assessment, Training & Re-assessment) Driving to Gold Programme for DLF Drivers, Gurugram (Haryana)



Submitted by: FLEET FORUM

## Programme Description

### 1. Programme Information

#### DLF's Road Safety Challenge

Fleet Forum's 'Driving to Gold' programme offers a comprehensive solution; driving skills is part of the programme, however it is not the only intervention, as road safety awareness and physical and mental well-being of drivers in India is an equally important part of the driver profile.

DLF has been investing in various training and community engagement activities for their own / subcontracted drivers. While these activities have resulted in some benefits, the drivers have still been involved in road traffic incidents which are a major concern for the organization. Therefore in a need for more comprehensive approach to realise the next steps in further reducing the accidents. DLF initiated 'Driving to Gold' programme for its dedicated drivers. Approximately 20 dedicated drivers who are stationed in DLF office in Gurugram participated in the programme.



#### Need for Certification

India accounts for over 11% of the global road death figures. Drivers are responsible for the wellbeing and safety of passengers, but are also in charge of high value vehicles, equipment and cargo.

They are the most prominent public 'face' of the organisation, and often have to deal with difficult situations, bad roads, hostile environments and unfair demands. Organisations employing or contracting drivers to operate their fleet are exposing themselves to a very high safety risk that can have commercial, financial, human, legal and reputational consequences.

Fleet Forum aims to emphasize the positive influence that drivers with the right knowledge and skills can have on the delivery of service in a safe, fuel-efficient and environment-friendly manner. Fleet Forum wishes to change the way organizations think about driver assessment and training by developing, piloting and implementing a Certification Programme which organisations can use **to proactively and continuously manage safe driving of their own, hired and subcontracted drivers.**

## Concept of 'Driving to Gold'

'Driving to Gold' consists of developing drivers, providing feedback and ensuring their driving behaviour is safe, fuel-efficient and environmental friendly. The programme focused on heavy duty vehicles and consisted of the following instruments:

Instrument	Description
Assessment / certification	Assess drivers' level of knowledge and practical skills and assess physical and mental fitness (medical check and psychometric test). A positive outcome will lead to certification ( <b>bronze, silver</b> and <b>gold</b> level driver).  The assessment identified areas for improvement and assigned training modules and other interventions that could bridge gaps, thus providing a tailor-made path for training for all drivers
Driver Interventions	Provided a range of practical interventions that support drivers in acquiring knowledge and developing skills needed. The interventions enabled drivers to grow in their level of professionalism. Their learning was measured in the re-assessment.
Re-Assessment	Mechanisms were put in to place to measure to what extent learning has been put into practice (re-assessing the level of the driver); identifying pending areas for improvement and recommend additional driver interventions if necessary.

## Objectives and Benefits

### Objectives

- Proactively and continuously manage safe driving of our own drivers
- Minimize the number of road traffic incidents of all drivers supporting DLF
- Emphasize the positive influence that drivers with the right knowledge and skills can have on the delivery of service.
- Change the way we, as an organisation, think about driver assessment and training
- Raise the profile of the transport sector in India.

### Benefits

Previous experiences with facilitating road safety programmes have shown that the following benefits can be achieved:

- Trained drivers in road safety principles, health and well-being, fuel efficiency and eco-friendly practices
- Reduction in the incidence of injury to staff members and other road users. Road traffic crashes can be reduced by up to 40%
- Cost savings; operating costs can be reduced by up to 10% from a decrease in fuel consumption and better maintenance
- Reduced environmental impact. CO2 emissions, particular matter and fuel consumption can be reduced up to 10%

## Detailed Description of Knowledge and Skill-Building

	BLOCK 1: ASSESSMENT	BLOCK 2: TRAINING	BLOCK 3: RE-ASSESSMENT
0 – 30 min			
30 – 60 min	60-minute practical driving training	60-minute practical driving training	60-minute practical driving assessment
60 – 90 min	30-minute evaluation of driving skills and 3 point action plan	30-minute driver coaching and 3 point action plan	
90 – 120 min	Medical check-up for HTV drivers 	Road safety and driver behaviour vialogue 	Basic and advanced road safety & psychometric test
120 – 150 min	Basic road safety & psychometric test 	Nutrition and HTV fitness session 	Mini medical check-up 
150 – 180 min	Personalised feedback report and conversation 	Knowledge game to encourage learning 	In-depth knowledge test covering all themes of programme 

## 2. Programme Set-Up

### 'Driving to Gold' programme for DLF's dedicated drivers at Gurugram

Activity	Date
Launch of the programme	21 <sup>st</sup> August 2017
Block 1 (Assessment)	21 <sup>st</sup> August 2017
Block 2 (Training)	4 <sup>th</sup> October 2017
Block 3 (Re-assessment)	4 <sup>th</sup> January 2018
Graduation Ceremony	4 <sup>th</sup> January 2018



## 3. Programme Activities

Driving to Gold Programme

**Assessment block consisted of following activities:**

Activity	Description
<b>Registration &amp; Hand-over of welcome pack</b>	All participating drivers were given a welcome pack which consisted of a road safety sticker, welcome letter, road traffic knowledge inserter, detail description of the program, name tag, driving passport and pouch.
<b>Medical Test</b>	Audiometry test was conducted for drivers to find out that they must be able to hear a forced whisper in one ear at 1.5 metre feet (with or without the use of a hearing aid) The vision test comprised of the following check-ups: Auto-refractor, Vision drum, Colour blindness check-up with book and Optometrist consultation on the spot by Doctor. Also the drivers were checked for BMI and blood pressure along with blood sugar test.
<b>In Cab Assessment &amp; counselling</b>	In cab assessment of all participating drivers, after the practical assessment, the driver and assessor sat together for 30 minutes and evaluated the driving skills. With the support of the assessor, the driver identified a maximum of 3 actions he will focus on to improve his driving behaviour.
<b>Psychometric Test</b>	Road safety and psychometric assessment: within the next 30 minutes, this basic assessment measured driving-related ability and personality factors of professional drivers. It combines a number of ability and personality dimensions that have been shown in various validation studies to be the most relevant. Response Panel was used as the input device. An instruction phase and an error-sensitive practice phase were also given before the actual conduction of the test so that the participants are familiar with the test.
<b>Feed back</b>	All participating drivers were asked to fill a Questionnaire based on each driver's experience out of participating for the programme.

**Training block consisted of various activities:**

Activity	Description
<b>Registration</b>	Attendance of all participating drivers was taken. A brief review of the previous block was given to all drivers.
<b>In Cab Training &amp; counselling</b>	In cab assessment of all participating drivers were done during the previous block which resulted in 3 action points for each driver. The assessors focused on the improvements on those areas. Again driver and assessor sat together for 30 minutes and evaluated the driving skills and the improvements. New areas of improvements were also listed in passport so that it can be practised for next 6 weeks.
<b>Vialogue session</b>	In this session drivers were to watch 3 road safety related videos and engage in a discussion with the facilitator to create road safety awareness. Based on the needs of the driver, 3 videos were shown from the following themes 1. Use of seat belt, 2. Introduction to Road Safety, 3. Changing behaviour.
<b>KBR session</b>	In cab assessment of all participating drivers, after the practical assessment, the driver and assessor sat together for 30 minutes and evaluated the driving skills. With the support of the assessor, the driver identified a maximum of 3 actions he will focus on to improve his driving behaviour.

<b>Nutrition &amp; Fitness session</b>	<p>In 15-minute Nutrition exercise, drivers learnt how to pick out the healthier meals on various truck stop menus as well as snacks for in between meals. They learnt better eating practices which allows bodies and minds perform at their best, providing extra energy and better alertness, especially while driving.</p> <p>In the fitness session drivers learnt on how to improve their physical condition through a daily 10-minute workout routine to preserve health and to remain physically fit. This workout has been tailor-made to the lifestyle of a driver, requires no equipment and can be conducted in between breaks.</p>
<b>Feed back</b>	All participating drivers were asked to fill a Questionnaire based on each driver's experience out of participating for the programme.

### Re-assessment block consisted of various activities:

<b>Activity</b>	<b>Description</b>
<b>Registration</b>	Attendance of all participating drivers was taken. A brief review of the previous two blocks was given to all drivers. Also what is expected out of them after completion of the programme.
<b>In Cab Re-assessment &amp; counselling</b>	In cab assessment & training of all participating drivers were done during the previous two blocks which resulted in some action points for each driver. The assessors focused on the improvements on those areas. During this session assessor communicated drivers on their improvements and gap areas.
<b>Advance Psychometric Test</b>	This session consisted of advance road safety related psychomotor and psychometric test: within the next 60 minutes, this basic assessment measured driving-related ability and personality factors of professional drivers. It combines a number of ability and personality dimensions that have been shown in various validation studies to be the most relevant. Response Panel was used as the input device. An instruction phase and an error-sensitive practice phase were also given before the actual conduction of the test so that the participants are familiar with the test. After the session each drivers were counselled by experts for the improvements areas.
<b>Mini Medical Check -up</b>	In this session, all participating drivers were checked for BMI and blood pressure once again after it was done for all in the first block of the programme.
<b>Knowledge Test</b>	<p>All participating drivers completed a 50 question knowledge test. The 45-minute test covered the following areas:</p> <ul style="list-style-type: none"> <li>• Road markings and traffic signs</li> <li>• National and state traffic regulations</li> <li>• Road safety knowledge</li> <li>• Health knowledge and standards</li> <li>• Nutrition and physical fitness <sup>NEW</sup></li> <li>• Safe driving strategies and actions to take in an emergency situation <sup>NEW</sup></li> </ul>