



Stakeholder Consultation on Suhana Safar

Development Alternatives (DA) has been working on skill development with truck drivers & helpers on WASH, Road Safety, Financial Inclusion etc. through a unique initiative called 'Suhana Safar' with support from the Maersk Group. It has reached out to more than 8500 beneficiaries in the past 2.5 years. In order to share the experiences, learning and findings of the Suhana Safar Programme; explore pathways to strengthen the programme and work towards future approaches for the larger benefit of the truck drivers and helpers' communities, a stakeholder consultation was organised on 3rd August, 2018 at DA headquarters, Delhi. The theme of the stakeholder consultation was *"Suhana Safar: A skilling supply chain initiative to explore & influence approaches to benefit truck drivers & helpers' communities"*.

The objective behind this consultation was to have a discussion with stakeholders with an overarching view of discussing the learnings of Suhana Safar Programme and work towards future policy actions for the larger benefit of the target group. This consultation brought together various like-minded people from different arenas of development working towards a similar goal. Among the attendees of the event, there were people from government representing sector skill councils, CEOs of various foundations, civil service organisations, health organisations, researchers, professor, businesses and media. The agenda was to discuss the status and way forward for the policy measures taken and future policy imperatives for promoting awareness on health, road safety and enforcement of safety law as part of the National Road Safety Policy by the Ministry of Road Transport and Highway, Government of

India. Other themes discussed were - importance of financial inclusion, physical fitness and life skills for truck drivers and helpers' community.

The stakeholder consultation started with a welcome address by Mr. Shrashtant Patara, Senior Vice President, DA, followed by a keynote address by Dr. Arun Kumar, President, DA. Further, Mr. Julian Michael Bevis, Senior Director, South Asia, MAERSK shared a key note address with the guests. Cap. Ramanujam, CEO Logistics Sector Skill Council, initiated the discussion by giving an overview of logistic industry in India, followed by Mr. T. K. Malhotra from Automobile Association of Upper India (AAUI), sharing his experiences in the automobile industry. An overview of the Suhana Safar Programme was given by Ms. Manisha Mishra, Programme Director and Ms. Tanvi Arora, Manager, DA. It helped in giving clarity to the participants on overall approach adopted and how the programme has unfolded so far, while mentioning the way forward for the same.

Further to the programme introduction, Mr. Ramandeep Choudhary and Mr. Virendra Singh Rathore from Ministry of Road Transport and Highways, Government of India, gave a special address for the event while sharing various initiatives taken by the Government towards road safety in India, which was well taken by the participants.

The target group of the Suhana Safar Programme being truck drivers and helpers, they also actively participated in the consultation and shared insights about their experiences, the paradigm shift which has occurred over the years and how their life on road can be further improved. The event gave a platform to professionals in the sectors of transport, health, academics, media, financing etc. to express their views on the scenario and aspects pertaining to road safety, WASH/health of truck drivers & helpers in India, importance of their financial inclusion, physical fitness and learning life skills. The implementation team of Suhana Safar Programme also shared their enriching experiences while conducting the programme on field with truck drivers and helpers' community. The programme way forward and vote of thanks was shared by Ms. Zeenat Niazi, Vice President, DA, focusing on the importance of stakeholders' collaborations for further improving the quality of lives of truck drivers and helpers' community.

The stakeholder consultation focusing on improving the lives of truck drivers and helpers' community was conducted for the first time in DA, which helped in successfully gathering the valuable insights from different stakeholders and further improving the programme.