



International
Labour
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PUBLIC-PRIVATE PARTNERSHIPS IN HIV PREVENTION AND CARE IN INDIA

India has the world's third-largest population of people living with HIV (PLHIV) – the latest government count showed an estimated 2.1 million PLHIV, of whom 86 per cent are of working age. If not treated correctly, HIV and AIDS can negatively impact on the livelihoods of individual workers, their dependants and their families, and – on a larger scale – enterprises and local and national economies. The workplace has a vital role to play in limiting the potential negative impacts of HIV and AIDS.

At particular risk in India are long distance truck drivers and migrant workers. These groups have higher-than-national average HIV and AIDS prevalence rates of 2.59 and 2.99 per cent, respectively. Reaching out to these groups is therefore a key focus of the National AIDS Control Programme (NACP) in India.

FACTS AND FIGURES

Partners:

Apollo Tyres Ltd. and
JK Tyres & Industries
Ltd.

Beneficiary country:

India

Timeframe:

2006 – present

Budget:

Technical assistance was provided by the ILO under the project supported by the US Department of Labor/ The President's Emergency Funds for AIDS Relief (USDOL/ PEPFAR).

The companies implemented activities at their own cost.

THE RESPONSE

Partnerships are at the forefront of all ILO activities in the field of HIV and the world of work. The success of the ILO in reaching thousands of workers at risk of – or otherwise affected by – HIV and AIDS, can be attributed to its strong collaboration with a large number of bilateral, multilateral, and private partners.

The ILO's experience with its private partners in India shows that the average annual cost of a prevention programme is USD 0.9 per person. This compares with the much higher USD 228 per person per year of first-stage HIV and AIDS treatment drugs. Indeed, it is for this reason that many truck drivers are already covered by HIV prevention efforts, and tyre manufacturing companies, such as Apollo Tyres Ltd. and JK Tyres & Industries Ltd., consider their HIV intervention among their drivers as an investment benefiting both their business and their workers.

Apollo Tyres started its work in 2000 when, with initial support from the UK Department for International Development (DVID), it set up a health clinic for truck drivers in the Sanjay Gandhi Transport Nagar in Delhi. Three years later, Apollo took complete charge of funding, managing, and running this clinic.

In mid-2006, the company started its partnership with the ILO and set up workplace programmes in all four of the locations where it operates. Seeing positive outcomes, the company expanded its work to truck drivers and forged partnerships with Indian State AIDS Control Societies, international non-governmental organizations and private partners.

JK Tyres began its intervention with truck drivers in 2005 when, supported by the Bill and Melinda Gates Foundation, it linked with the Transport Corporation of India Foundation. JK Tyres established three clinics on National Highway-8 (NH-8) and organized regular "Infotainment" melas (fairs) around the clinics. The collaboration with the ILO commenced in 2008 in order to support the development and implementation of a comprehensive workplace programme in all locations. By June 2012, JK Tyres supported 12 clinics. Since their establishment, numerous truck drivers have used their facilities and received HIV prevention, treatment, care and support services. One particular initiative, carried out jointly by the ILO and JK Tyres – "Not forgetting our own employees" – aims to spread awareness among employees of JK Tyres throughout India.



“At Apollo Tyres we believe that our work in the community, especially the trucking community, is an investment and an opportunity to create a difference in the lives of our stakeholders and customers. Considering its importance to what we do, for us it is just like any other business process. Naturally, here too we set ourselves tough targets and ensure that they are achieved.”

Neeraj Kanwar,
Vice Chair and
Managing Director,
Apollo Tyres Ltd.

RESULTS

Apollo Tyres has established 25 health care centres in strategic trucking hubs across India. Their programme in India has received a special commendation from the Global Business Coalition on Health (GBCHealth) for adopting a unique public-private partnership for the implementation of its HIV/AIDS initiative. This initiative also includes sexually-transmitted infections (STIs). As of September 2015, Apollo Tyres, through its peer educator, supply chain, and workplace sensitization drives, estimates it has reached 573,427 people, treated 337,303 cases of STIs and counselled 207,423 women and men.

Approximately 72,846 people have undertaken voluntary HIV testing. Apollo Tyres has also received an Asian CSR award for its targeted intervention programme in the health enhancement category.

By March 2015, approximately 217,860 people had attended JK Tyres' clinics, and around 43,284 people, mostly truck drivers, had been treated for STIs. These clinics have also established links with government facilities and refer people to them for HIV counseling and testing.

Interventions with truck drivers provided an opportunity for companies to become part of the NACP.



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BENEFITS OF PARTNERING

The ILO has recognized expertise in many work-related sectors, including occupational safety and health and social security. It has a wide array of resource materials, manuals and guides for programming, and is therefore able to provide expert advice on the development of HIV and AIDS workplace programmes and policies.

Partnerships in India allowed the ILO to support companies so that they could reach thousands of workers at risk or affected by HIV and AIDS. They also helped companies to understand the need for interventions in and around their operation areas and at major trucking points – both as a strategic investment, and for the benefit of workers, their dependants and communities. These effective workplace interventions, the increase in the levels of sustained workers' employment, and the willingness shown by enterprises to undertake workplace initiatives – all demonstrate the positive impact of these partnerships.

The project supported enterprises in cooperation with the Indian Government and the development of partnerships with the national AIDS programme, as well as organizations of people living with HIV.