



EICHER TRUCKS AND BUSES INTRODUCES DRIVER CARE PROGRAM

Launches 3 Mobile Vans to provide advanced quality eye and ear care services to truck drivers

August 24,2018,New Delhi:[Eicher Trucks & Buses](#), part of [VE Commercial Vehicles](#), introduced a **first of its kind initiative for the welfare and safety of the truck drivers - Eicher Driver Care Program**, which will run 365 days of the year. In a joint effort with Eicher Group Foundation and Dr. Shroff's Charity Eye Hospital (SCEH), Eicher has launched 3 Eicher Eye and Ear Screening Mobile Vans (**EMV**) to provide accessibility to affordable & advanced quality eye and ear care services to the truck drivers.

It has been proposed that the Eicher Driver Care Program will directly impact **more than 2.5 million drivers across 20 major transport** hubs of the golden quadrilateral and national highways. The objective of this initiative is to ensure clearer vision and safe travel for truck drivers who are the most frequent users of national highways. The program further aims to target major transport hubs along golden quadrilateral highways across India, in partnership with corporates and other relevant stakeholders in the medical community.

According to the survey conducted by Eicher Group Foundation and Dr. Shroff's Charity Eye Hospital, one of the major reasons for truck accidents are attributed to poor eyesight of the drivers. According to the report compiled by the Transport Research Wing, Drivers' fault has been revealed as the single most responsible factor for road accidents, accounted for 77.1% of total road accidents during 2015. It is fundamental to attribute vision and hearing abilities as the two major faculties for safe driving.

Eicher & Dr. Shroff's hospital have through this program, already organized **444 camps, covered around 28,000 beneficiaries and tested over 12000 drivers, till date. Further, 2785 drivers have been found suffering from vision problems**, out of which 42% were corrected their vision through spectacles and 4% referred for further examination and procedures, out of which 20% were reported and got treatment at base hospital.

Eicher Driver Care Program targets to create a huge impact on the eye and ear care practice among drivers and improve visual & hearing ability which would also aid in reduction of heavy duty truck accidents due to vision and hearing issues pertaining among the truck drivers. The project is being implemented through **fixed centers, community outreach camps and a mobile ophthalmic van model (Eicher Eye and Ear Screening Mobile Van {EMV})** covering various transport hubs within a 90-100 km range.

Eicher Driver Care Program

Key Interventions include-

- *Comprehensive primary eye & ear screenings through fixed centres as well as mobile vans; cataract and other specialised diagnosis*
- *BP and Diabetes check ups*
- *Providing quality spectacles on subsidized rate*
- *Provisions to anchor for comprehensive check-ups and further treatment.*
- *Digitization of the records for tracking, mobilizing and screening beneficiaries.*
- *Special communication system for generating awareness about eye & ear healthcare through SMS updates.*
- *Hi-end ophthalmic van designed with advanced Eye & ENT equipment as well as optical fitting labs to avail prescribed spectacles on the spot.*
- *Driver education through pamphlets, leaflets, AVs etc.*



Currently commissioned at Delhi NCR and Kanpur regions, in collaboration with Dr. Shroff's Charity Eye Hospital (SCEH), Eicher Driver Care Centre along with Eicher Mobile Vans are catering to **driver mobilization, free screenings, awareness and counseling sessions along with referrals for eye and ear surgery.**

Commenting on this initiative, **Vinod Aggarwal, MD & CEO, VE Commercial Vehicles** said, "Our objective is to improve the working conditions of commercial vehicle drivers by providing an environment where they can easily access their daily needs to improve their efficiency. Our Eicher Driver Care Program is an endeavor for a nationwide impact, which will not just benefit the drivers but will improve driver productivity, retention and disease management."

He further said, "We are happy to collaborate with Dr. Shroff's Charity Eye Hospital (SCEH), which along with our mobile vans and community outreach camps, are working towards education and treatments to be able to positively influence the driver ecosystem and promote a healthier industry. Given the dearth of skilled drivers and the risks associated with the long haul hours, such interventions will provide a critical pillar of support. In future, we hope to see a marked increase in voluntary acceptance towards health management amongst the truck drivers."

About Eicher Trucks & Buses

Eicher Trucks and Buses has the lineage of three decades of operations in India. Adopting the most professional and holistic approach to modernize the Indian trucking industry, their brand philosophy, "Go Pro", promises to deliver best-in-class fuel efficiency, higher loading capacity, superior uptime and overall vehicle life time profitability. Eicher Trucks and Buses (ETB) is present in the LMD range with a strong presence in the 4.9T-16T truck segment and an ever-increasing market share in 16T-49T heavy duty trucks segment. Eicher Pro Series buses also have a strong presence in the Light and Medium segment along with a leadership in the school bus segment.

About VE Commercial Vehicles Limited (VECV):

VE Commercial Vehicles Limited (VECV) is a joint venture between the Volvo Group and Eicher Motors Limited. In operation since July 2008, the company includes the complete range of Eicher branded trucks and buses, VE Powertrain, Eicher's components businesses as well as the sales and distribution business of Volvo trucks within India. VECV's vision is to be recognized as the industry leader driving modernization in commercial transportation in India and the developing world.

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