



International  
Labour  
Organization

## 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 which, 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, communities, 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 truckers 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 a key focus of the National AIDS Control Programme in India.

### FACTS AND FIGURES

#### Partners:

Apollo Tyres Limited and JK Tyres Limited

#### Beneficiary Countries:

India

#### Timeframe:

2006 – present

#### Budget:

Technical assistance was provided by the ILO under the project supported by USDOL/PEPFAR. The companies implemented their 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 and JK Tyres consider their HIV intervention amongst truckers as an investment benefitting both their business and their workers.

Apollo Tyres Ltd. started its work in 2000 when, with initial support from the UK Department for International Development, it set up a health clinic for truckers 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 truckers and forged partnerships with Indian State AIDS control societies, international non-governmental organizations and private partners.

JK Tyres Ltd. began its intervention with truckers in 2005 when, supported by the Bill and Melinda Gates Foundation, it linked with the Transport Corporation of India Foundation. JK Tyres Ltd. established three clinics on National Highway-8 (NH-8) and organized regular "Infotainment" melas (fairs) around the clinics. The collaboration with 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 conducted by the ILO and JK Tyres in collaboration, "Not forgetting our own employees", aims to spread awareness among JK Tyres' employees all over India.

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*“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 Chairman and Managing Director, Apollo Tyres Ltd*



## RESULTS

- Apollo Tyres has established 21 health care centres in strategic trucking hubs across India. Their programme in India has received a special commendation from the Global Business Coalition Health (GBCHealth) for adopting a unique public-private partnership for the implementation of its HIV/AIDS initiative. This initiative also includes sexually transmitted infections. As of March 2011, Apollo Tyres, through its peer educator, supply chain, and workplace sensitisation drives, estimates to have reached 870,117 people, treated 28,467 cases of STIs and counselled 67,483 women and men.
- By July 2012, approximately 179,000 people had attended JK Tyres' clinics and around 27,400 people, mostly truckers, had been treated for STIs. The clinics have also established links with government facilities and refer people for HIV counselling and testing.
- Interventions with truckers provided an opportunity for companies to become part of the National AIDS Control Programme. Apollo Tyres was nominated to become a representative of the private sector on the Country Coordination Mechanism, set up by the Global Fund to Fight AIDS, Tuberculosis and Malaria.

## BENEFITS OF PARTNERING

The ILO has recognized expertise in many work related sectors including occupational safety and health and social security. It concurrently has a wide array of resource materials, manuals and guides for programming and as such can provide expert advice in the development of HIV/AIDS workplace programmes and policies.

These particular collaborations in India allowed the ILO to support companies to reach thousands of workers at risk or affected by HIV and AIDS and 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 workers, dependents and communities. These effectively developed workplace interventions increase levels of sustained worker employment and the willingness shown by enterprises to undertake work place initiatives demonstrates their positive impact.

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

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