

Case Study

Industry

Telecom

Project

Electrical Safety Induction to work-force working on cell-sites

Objective

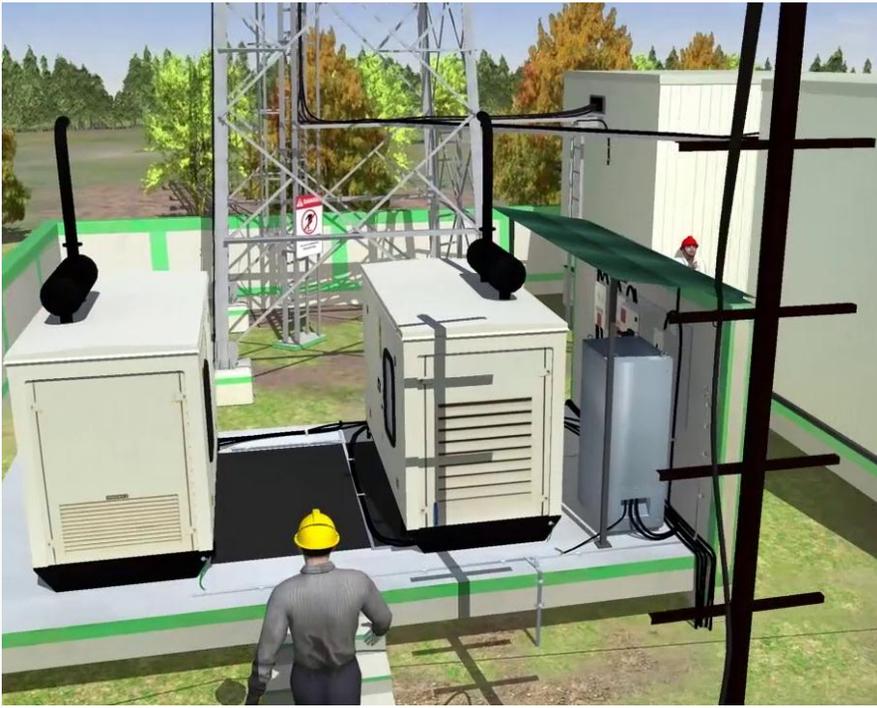
Support the training and education efforts of the EHS team

Beneficiaries

- Management
- Direct work-force
- Contract work-force

Geography

Pan-India operations



BUSINESS CASE

One of the companies from the telecom industry faced the challenge of bringing in globally acceptable safe practices to their Indian operations. There was a serious cultural divide in adopting some of the global best practices for safety. The client was looking for a solution that would allow them to reach out to its work-force in a manner that was not just acceptable but also create a lasting and productive impact. The clear objective was to achieve substantial results in terms of productive outcomes and reduced injury rates.

They approached ASK-EHS after much internal deliberations. After a strict evaluation process, they identified ASK-EHS to be a credible source for providing an answer to their pressing issues. It was jointly identified that a customized movie would be an ideal solution to communicate the gravity and the criticality of safety practices when working on cell sites.

KEY CHALLENGES

- ✓ The movie was to be played across the length and breadth of India. Hence while adopting some of the global best practices, the movie needed to communicate in local (native) language for some of the work-forces to absorb the same.
- ✓ The prevalent practice was a 6 hour induction using photos (images) and a PowerPoint presentation.
- ✓ The induction required qualified trainers who could pass the message to the audience(s).
- ✓ They had observed that the induction program was getting redundant and boring. This made the audience ignorant and hence, negligent.

- ✓ There was high amount of risk tolerance, greater rate of injuries and high severity considering the hazardous nature of work.

WHAT WE DID

ASK-EHS' knowledge (domain) leaders identified the key areas that required immediate attention when dealing with induction programs. Based on the prevalent presentation (provided by the client for the purpose), there were clear areas that could be customized easily and communicated in the form of animation.

For example:

- ✓ An incident that had actually occurred at site and injured the workers
- ✓ A technical diagram that was an important element to be communicated strongly. (It was shown through an image of a line diagram in the prevalent presentation)
- ✓ The importance of the permit process for undertaking tasks at the cell sites
- ✓ General safety guidelines for those working alone at the cell sites
- ✓ Critical tasks related information like working alone, working in the rain (or in the presence of water), adequate 'earthing' required etc.

Having identified these areas, ASK-EHS set about weaving the subject into a cleverly developed script that would evoke important responses from its audience. For the purpose, humour, shock, sadness and a sense of family wellbeing was included in the movie to make it interesting and productive.

The movie and its content was slotted into the presentation at key points and later on, a summary of all the subjects covered in the induction was replayed right at the end.

RESULTING BENEFITS

- ✓ The induction program was reduced to a mere 45 minutes to an hour from the prevalent 6 hours. This provided adequate time, resource and cost benefits to the organization
- ✓ The movies were produced using local (native) language making it easier to communicate to the audiences
- ✓ The shocking audio-visual movie (especially of the incidents) created a shock value that resonated among the work-forces long after the induction
- ✓ The audience was able to understand the gravity of the events easily and hence, it remained in their minds for a longer time. This allowed them to change their overall behavior
- ✓ Critical as well as complicated tasks were seamlessly telecasted to the audience

NOTE

The client was fully satisfied with the final product and has been using the tool at its various locations across India with good effect. They have received encouraging responses from the ground level work-forces about the movie. While it is difficult to quantify the contribution of the movie in reducing the injury rates, the client has said that they have seen productive results in that area.

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