



Infrastructure & site trainings
for Construction

ANIMATION

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CUSTOMIZED ANIMATION VIDEOS

Aid training, skilling and re-skilling in-house safety professionals

Stay Vigilant | Prepared | Aware

A company from the infrastructure & construction industry providing concreting services opted for animation services to help them acquaint their heavy vehicle drivers to the primary aspects of safety



TRADITIONAL APPROACH AS A HINDERANCE

- Their normal practice was to gather a group of drivers
- Give presentations and training regarding the safety aspects during their operations.
- The mission was to ensure that the safest practices were followed by the drivers to reduce incidents



CHALLENGES

- While adopting global best practices, the movie needed to communicate in local (native) language for work-forces to absorb the same.
- Contract workers came in with existing (Indian) driving cultures. This made it difficult for them to “unlearn” few things.
- Higher amount of risk tolerance, greater injury rate and high severity considering the hazardous nature of work.



CHALLENGES

- The prevalent practice was a 2 hour induction using photos (images) and a PowerPoint presentation.
- The induction required qualified trainers who could pass the message to the audience.
- The existing induction program was redundant & lacked interesting elements.



OUR APPROACH

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



BRIDGING THE TRAINING GAP

ASK-EHS SOLUTION DELIVERY

- Basic safety guidelines in safe driving were transformed into animation movie to stress upon safe work practices
- ASK-EHS weaved the subject into a cleverly developed script to –
 - Evoked effective responses
 - Made interesting and productive
- An incident was recreated graphically (at the beginning) to emphasize defensive driving

KEY FEATURES

- Highly engaging content delivery
- Adequate use of 3D animation clips / movies
- Incident recreations when needed
- Defined characters for clear understanding
- Clever learning paths
- Measurable outcomes

RESULTANT BENEFITS

- The induction program was reduced to a mere 45 minutes from the prevalent longer duration
- Movie production in local (native) language
- Ease of understanding in the gravity of events
- Increased retention rate helped behavioural change
- Seamless telecasting of critical and complicated tasks



Your Animation Story Starts Here

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Communication & learning for reliable occupational safety and health by ASK - EHS

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<https://www.ask-ehs.com/animation/animated-safety-videos.htm>