

# India's Leading CGD company solicits Animation videos as a medium to train their workers

## Need

Being a leading Natural Gas manufacturer, the client had a pipeline installation in progress at one of their sites. As part of the training & awareness for the installation work, they were looking for a medium that would be convenient for on-site training.

## The Challenges

- HSE training sessions needed to be conducted on an installation site.
- The training needed to take into account the multiple simultaneous operations on the site.
- The training needed to be conclusive and delivered with limited resources.
- The workers on the site had limited to no literacy.
- The training needed to provide uniform information and speak to the audience in a way that retains maximum information.

**A custom video of various fundamental HSE topics enabled comprehensive training to the workers.**

## About The Client

The client is a notable natural gas company in India with diversified interests in the natural gas industry, including trading, transmission, production and transmission of LPG, LNG regasification, petrochemicals, city gas and E&P. The company operates an extensive network of natural gas pipelines across the country, with ongoing pipeline projects aimed at expanding its footprint. It also commands significant market share in gas transmission and gas trading in India.

Our client, together with its subsidiaries and joint ventures, also holds a formidable market share in City Gas Distribution. In the Liquefied Natural Gas (LNG) market, it has a significantly large portfolio. Furthermore, the company is actively expanding its presence in renewable energy sources such as solar, wind and biofuel.

## Key Challenges

HSE training sessions had to be conducted on an installation site. Considering the multiple simultaneous operations that go along with it, the training had to be such that is conclusive of this fact and could be imparted from the limited resources available.

The site workers mostly consisted of workers with a limited to no literacy. Considering this, the training that had to be provided in a way that provides uniform information & speaks to the audience in a way that retains maximum information.

## What we did

1. We involved our Subject Matter Experts (SMEs) right from the conceptual phase, which included a detailed study of the requirements.
2. Our SMEs conducted an analysis of the Environmental, Health, and Safety (EHS) data provided by the client to understand the key areas that needed to be highlighted.
3. Based on the analysis, a detailed script was prepared to achieve the desired goals and objectives.
4. Storyboards were created to act as a visual representation of the video, similar to a PowerPoint presentation, providing a comprehensive sequential overview of the beginning and end of the movie.

## The Solutions

- SMEs involved from the conceptual phase for detailed requirement study.
- Analysis of client's EHS data conducted by SMEs to identify key areas.
- Detailed script prepared based on the analysis.
- Storyboards created as a visual representation of the video.
- Video produced covering fundamental topics.
- Characters, models, and backgrounds tailored to client's site location.

## The Benefits

- Training success: Comprehensive coverage with reduced training time by half.
- Visual association: Workers easily relate to the training through the client's site and background visuals.
- Emotional connection: Workers empathize with the gravity of processes for better retention.
- Versatile training medium: Animated video serves for initial and refresher training, eliminating the need for a physical trainer.

5. Following the creation of the storyboards, the video was produced, covering all the fundamental topics identified during the analysis phase.

6. The characters, models, and backgrounds used in the video were developed specifically to align with the client's site location, ensuring a customized and tailored approach to the project.

## Resulting Benefits

By using an animated video as a training medium, all the necessary information and concepts were effectively conveyed to the trainees. The visual nature of the video allowed for a comprehensive coverage of the subject matter, ensuring that all key points were communicated clearly. Additionally, the use of animations and graphics helped in simplifying complex topics, making them easier for trainees to understand. As a result, the training time was significantly reduced, allowing trainees to grasp the material more efficiently and effectively.

By incorporating the client's site and background into the video, a sense of familiarity and relevance was created for the workers. Seeing their own work environment represented in the video helped them to connect with the training material more deeply. This association between the visuals in the video and their own workplace allowed the workers to easily relate to the concepts being presented, increasing their engagement and understanding.

Through the animated video, the workers were able to witness and understand the seriousness and importance of the processes being discussed. The visual representation of potential risks, hazards, and the consequences of unsafe practices created a strong impact, making it easier for workers to empathize with the gravity of the situations. This emotional connection helped to reinforce the significance of following proper procedures and safety guidelines, making it more likely for workers to retain and apply the information in their daily work routines.

The versatility of the animated video as a training medium allowed it to be used not only for initial training but also for refresher training. Trainees could refer back to the video whenever they needed a reminder or a recap of the training content. This eliminated the need for a physical trainer to be present for every refresher session, reducing costs and logistical challenges. The video served as a self-contained resource, providing a consistent and standardized training experience.

## Moving Forward...

ASK's & the client's association goes back to multiple projects ago. With this successful implementation of development & delivery of a training video is yet another feather in the hat. As the past & the present stands a testimony of it, there is nothing but an upward trajectory for ASK's association with the client, continuing the path of a long term & successful project associations in the future.