

Case Study

Industry

Mining

Project

Technical EHS Activities

Objective

Safety awareness for internal as well as external stakeholders

Beneficiaries

- Direct work-force
- Contract work-force

Geography

Global operations



BUSINESS CASE

India's largest and the world's second largest zinc-lead mining subsidiary was looking for a solution to ensure that their workmen in their premises are aware of the hazards and their corresponding measures for prevention. They approached ASK-EHS with this vision, asked to create a safety animated movie that emphasized on the most common technical activities at site - Hot Work, Machine Guarding, Civil Excavation, Welding & Gas Cutting and many more. The movie will be used by them as a safety awareness initiative for their internal as well as external stakeholders.

KEY CHALLENGES

- ✓ Trainings proved to be time consuming & cumbersome. This led to boredom amongst the trainees, resulting in partial attention towards the sessions. Hence, the information wasn't delivered in its entirety.
- ✓ It was difficult to come up with a solution that provided a thorough and elaborate understanding of hazards, and for the workers, it wasn't easy to comprehend and assess the hazards. Comprehending & assessing the possible hazards involved in technical work, it becomes extremely inevitable to provide the workers with a thorough and elaborate understanding of methods to avoid all sorts of menaces thus occurring.
- ✓ Though the lectures and presentations were well-equipped with details and images, and they were made considering the target audience, they weren't completely successful in expressing the gravity of mishaps, especially in the case of following SOPs. Every time, the induction required qualified trainers to pass on the learnings to the audience(s).
- ✓ All the above mentioned drawbacks could result in fatal injuries & possible casualties – it doesn't work positively for a company's reputation.

WHAT WE DID

ASK-EHS' knowledge (domain) experts identified the pain points that required immediate attention to cope up well with the induction programs. Based on the reference material (shared by the client), animated videos 'highlighted' the key areas to maximize the reach of information.

For example:

- ✓ ASK-EHS' EHS experts got involved right from the conceptual phase, including the detailed study of requirements, analysis of EHS data and preparation of a detailed script to achieve the targets.
- ✓ Based on the safety standards shared by the clients, animated movies were created with the motto of educating the workers about their safety culture, their workplace hazards and precautions to be undertaken for incident prevention.
- ✓ The 'Dos & Don'ts' that should be strictly followed during operations at sites were duly identified & included in the movie.
- ✓ The importance of the permit process for undertaking the tasks at the sites
- ✓ Critical task-related information like working alone, working in the rains (workplace conditions etc.)

RESULTING BENEFITS

- ✓ The animated movie made a visible impact on the workers and was successful in creating awareness and enhancing safe performances at their worksite. has proven
- ✓ The induction program was reduced to mere 20 – 30 minutes, as against the previous two-hour program. This benefitted the organization in terms of time, resources and costs
- ✓ The movie was a on-time investment, hence it eliminated the need to hire a trainer, recurrently, at the time of new recruitments. Effective delivery of the information was ensured, regardless of the audience size.
- ✓ The movie was produced using their local (native) language, made it easier to connect and communicate with the audience
- ✓ Due to its absorptive-digestive nature, the audience was able to understand and relate to the gravity of the events easily - the movie created a higher retention & recall value among the workers. This helped them transition to safe behaviors.
- ✓ Critical information and complicated learnings were seamlessly delivered to the workers.

VALUE DELIVERY

The client was fully satisfied with the final product and has been using the tool extensively with good effect. There have been similar inquiries generated from different locations of the same company to help them optimize their training procedures and similar objectives.

They have received encouraging responses from the ground level work-force for the animated movie.. While it is difficult to quantify the contribution of the movie in reducing the injury rates, the client has mentioned that they have seen productive results in that area as well.

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