

Site training and awareness
for telecom industry

ANIMATION

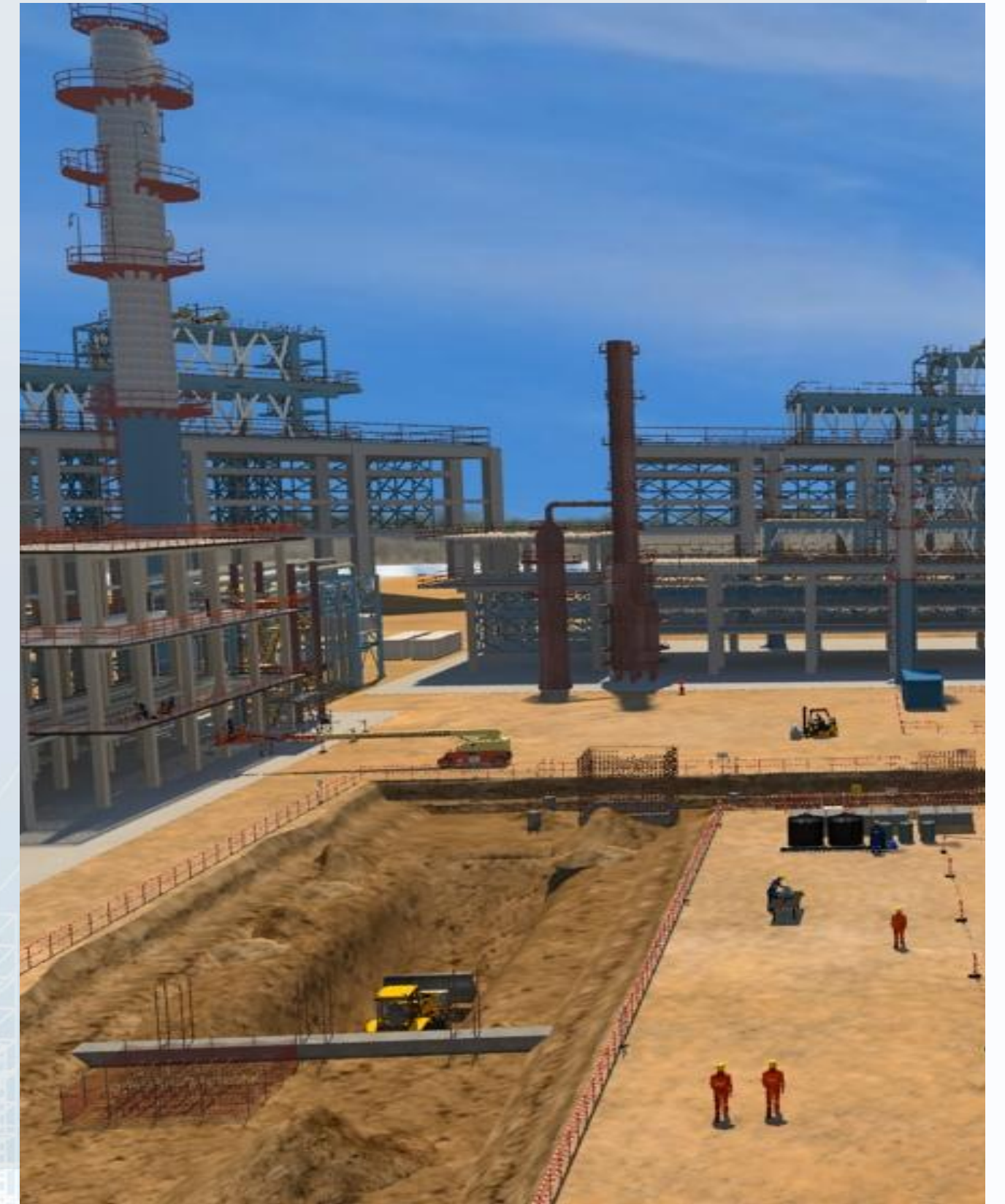
Visual training for workforce

CUSTOMIZED ANIMATION VIDEOS

Boost training, skilling and re-skilling in-house
for the safety veterans

Stay Vigilant | Prepared | Aware

One of the companies from the telecom industry faced the challenge of bringing in globally acceptable safe practices to their Indian operations. The client was looking for a training solution with a clear objective to achieve substantial results in terms of productive outcomes and reduced injury rates



TRADITIONAL APPROACH AS A HINDERANCE

- Trainings proved to be time consuming & cumbersome.
- This led to boredom amongst the trainees, resulting in partial attention towards the sessions.
- 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.



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 workforces 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).



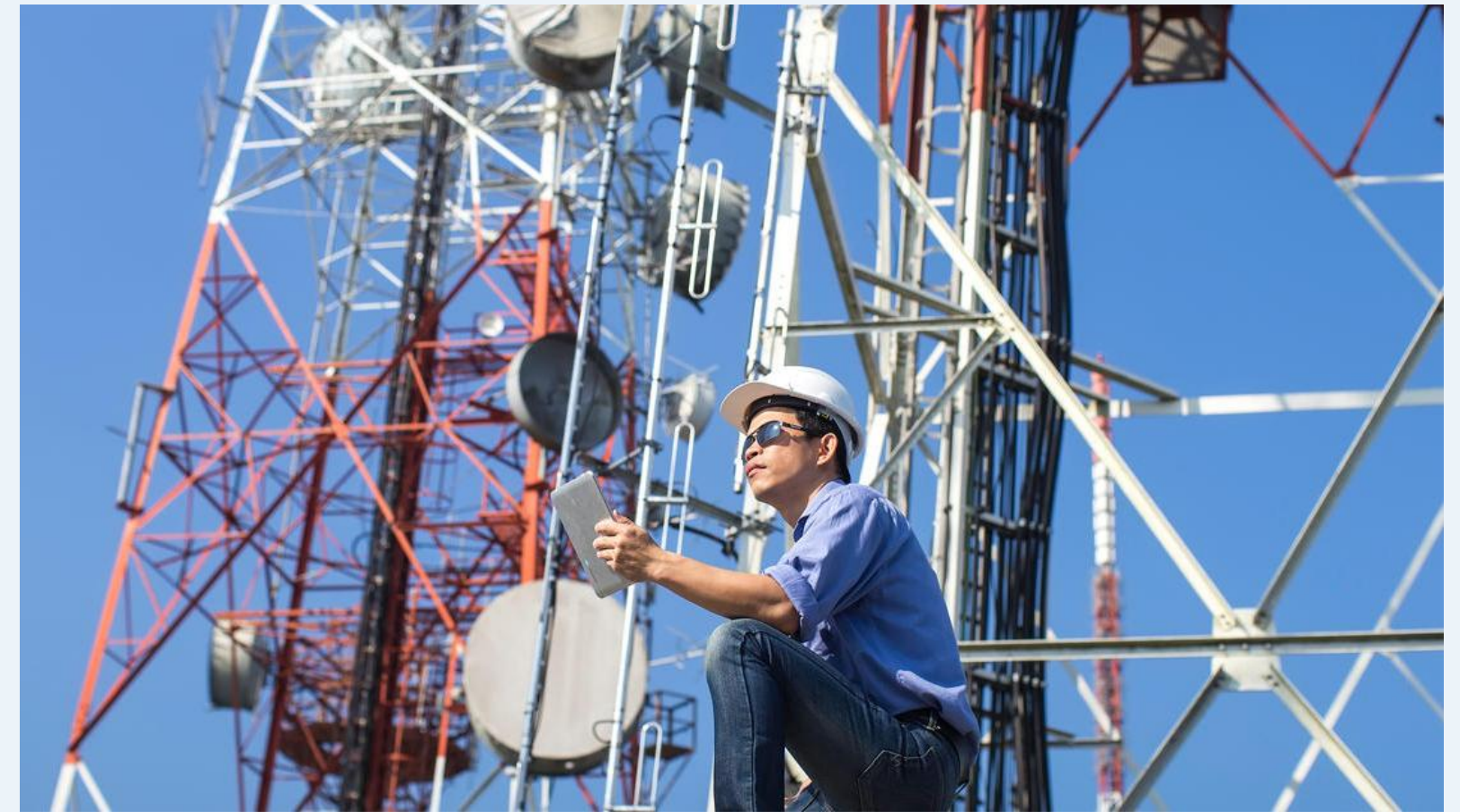
CHALLENGES

- They had observed that the induction program was getting redundant and boring. This made the audience ignorant and hence, negligent.
- There was a serious cultural divide in adopting some of the global best practices for safety.
- There was high amount of risk tolerance, greater rate of injuries and high severity considering the hazardous nature of work.



OUR APPROACH

- ASK-EHS' EHS experts got involved right for delivering the Electrical Safety Induction to workforce working on cell-sites, 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.



BRIDGING THE TRAINING GAP

ASK-EHS SOLUTION DELIVERY

- Clear idea on an incident that had occurred at site and injured the workers
- Based on the prevalent presentation, there were clear areas that could be customized easily and communicated in the form of animation
- 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)

KEY FEATURES

- 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.

RESULTANT 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.



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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>