

Quick Report

Agile. Simple. Affordable

17TH JULY 2020

Marico Limited

INDUSTRY - CONSUMER GOODS

Revolutionary Health and Safety Training via Virtual Reality!

Sustainably Influenced the behaviour of the right teams...

About Company

Marico Limited is one of India's leading consumer products companies operating in the beauty and wellness space. Empowered with freedom and opportunity, Marico Limited work to make a difference to the lives of all our stakeholders - members, associates, consumers, investors and the society at large. Currently present in 25 countries across emerging markets of Asia and Africa, Marico has nurtured multiple brands in the categories of hair care, skin care, edible oils, health foods, male grooming, and fabric care. Marico's India business markets household brands such as Parachute, Parachute Advansed, Saffola, Hair & Care, Nihar, Nihar Naturals, Livon, Set Wet, Mediker and Revive among others that add value to the life of 1 in every 3 Indians.

The International business offers unique brands such as Parachute, HairCode, Fiancée, Caivil, Hercules, Black Chic, Isoplus, Code 10, Ingwe, X-Men and Thuan Phat that are localized to fulfil the lifestyle needs of our international consumers. Charting an annual turnover of INR 63 billion (Financial Year 2017 - 2018) across their portfolio, Marico's sustainable growth story rests on an empowering work culture that encourages their members to take complete ownership and make a difference to the entire business ecosystem

Challenges and Objectives

Marico Limited used conventional classroom training techniques for HSE trainings. However, those traditional techniques had many limitations in terms of creating an impact on the trainees. The outcome of such trainings was that majority of people remembered what was taught only for a few days post trainings. Organization was looking for some innovative way to conduct the HSE training and moreover a technique which would be active and impactful, an approach which would be different in terms of risk prevention.

The main aim was to adopt a training technique which would be based on real situations, which would be immersive and in turn prevent any kind of accidents or safety related issues which may happen within the factory. This made them choose Virtual Reality as a platform to train employees in HSE and conduct innovative safety days. Considering their operations, their manufacturing processes and risk of safety incidents, they opted for 2 ready modules of Immersive Factory – Confined Space and Hazard Spotting Storage and Packaging.

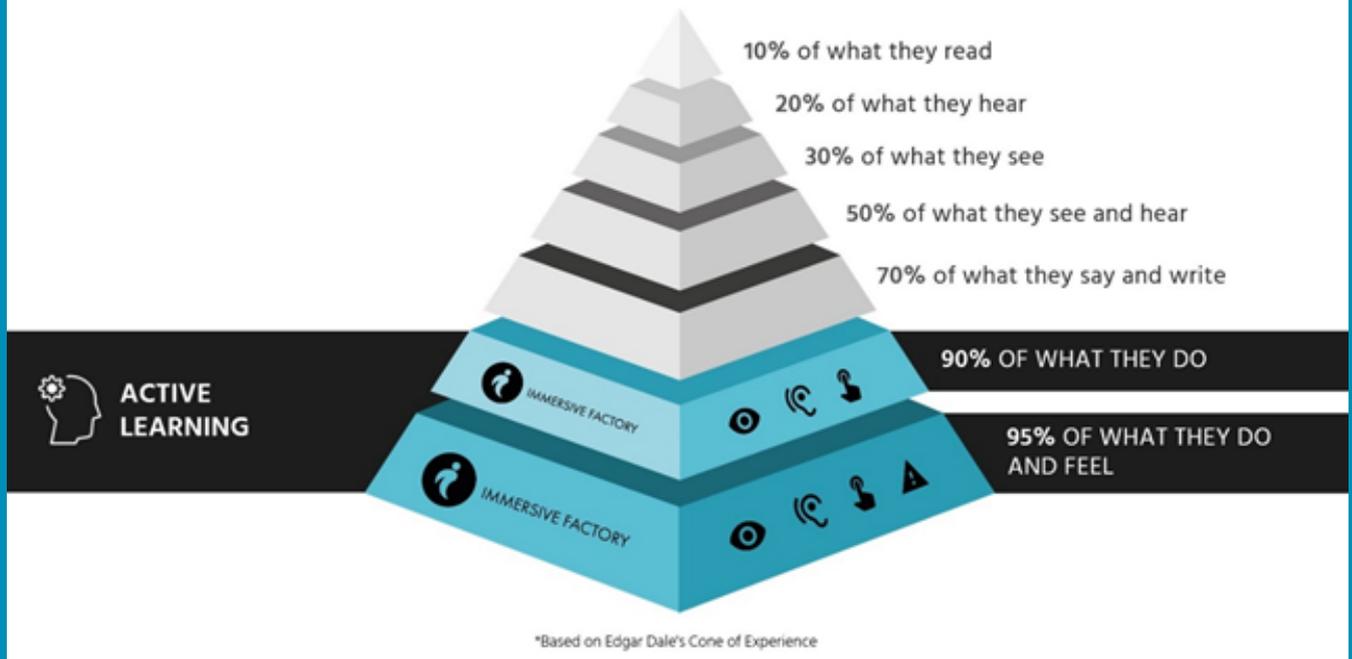
Immersive Factory has prebuilt standard set of HSE training exercises from where people can choose the ones most relevant. However, the instructions to perform these exercises are in English and this was again a challenge. For better understanding by locales they wanted all the safety instructions to be in local language so that its easier for people to understand when they wear the head gear and perform that exercise. Another challenge was a small customization required in one of the modules chosen – Confined Space. This was required in order to suit their processes and set up so that people learn better and get a more real feel of the situation.

How the Solution Helped

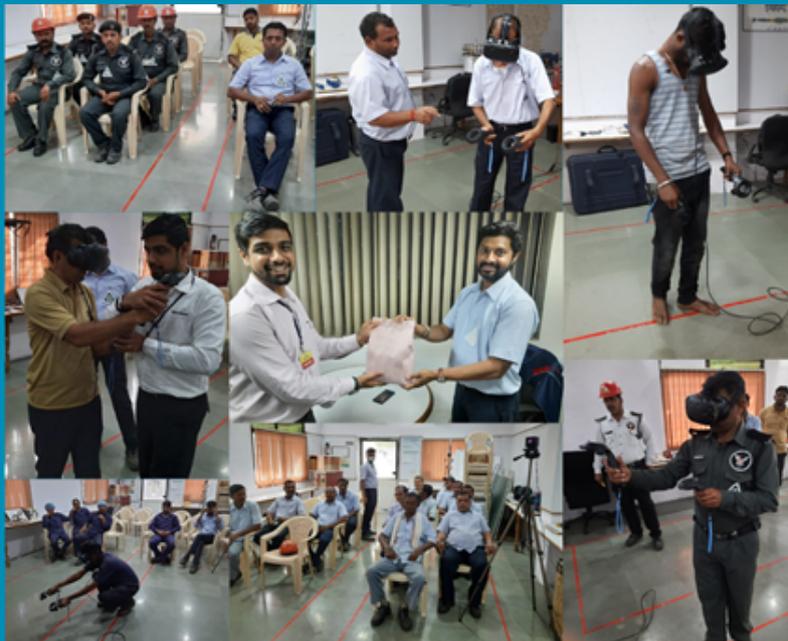
Immersive Factory's Virtual Reality based Safety Trainings proved to be a revolutionary solution. This innovative technique made the Safety Days even more interesting. 2 Safety days were conducted where more than 90 people were trained. In order to maintain a better personal attention, training was conducted in batches, 10 people per batch. Employees enjoyed this contemporary technique of training. Two days of safety training session covered the Hazards Spotting – Storage and Packaging exercises on first day and Confined Spaces exercises on second day.

With this immersive way of training through Virtual Reality employees could actually experience and take a feel of hazardous situation virtually and thus could related to it and understood the impact and severity of situation far more better than what they would have in a classroom training session.

People remember...



Supporting Visuals and Quotes



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It was a novel experience for the plant people, and we all have witnesses enthusiastic participation from people for the Virtual Reality based Health and Safety Training session. The Training modules were enjoyed by the participants which was user friendly and well monitored by expert trainer from team Quick Report. We are expecting future association over new and advanced EHS training programs as and when required. Marico family express our appreciation to the Quick Report team for this wonderful experience.

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MR. MOBASHSHIR NASIM
MANAGER SAFETY, HEALTH & ENVIRONMENT
MARICO LIMITED