

NATIONAL PRODUCTIVITY COUNCIL

(Under Ministry of Commerce & Industry, Govt. of India)
Dr. Ambedkar Institute of Productivity, Chennai.

Webinar on

“Behaviour Based Safety”

About the webinar:

Behaviour Based Safety (BBS) is an established method of using positive reinforcement to change unsafe individual behaviour and to reinforce safe behaviour. BBS is the "application of science of behaviour change to real world safety problems". It is a process that creates a safety partnership between the management and the employees. BBS has been established as a way to increase control and manageability of safety culture in industrial setting. BBS strives to focus workers' attention on their own and their peers' daily safety behaviour, by focusing on what people do, analyzing why they do it and then applying a research-supported intervention strategy to do away with "unsafe acts". BBS mandates that management and employees alike consistently focus attention and action on their own daily behaviour to keep the facilities safe.

Webinar Coverage:

- Introduction to Behaviour Based Safety (BBS)
- Heinrich's Theory
- Principles of Behaviour Based Safety
- Behaviour Laws
- ABC Behaviour Model
- Intervention Strategies
- BBS Cycle & implementation of BBS
- Case studies

Please contact Shri M Natarajan at m.natarajan@npcindia.gov.in for any queries.



SPEAKER V. NARASIMHAN

Venkatachari Narasimhan is a chemical engineer. He worked for 36 years in Coramandel International Limited of Murugappa group and retired as a senior executive. He was in charge of the production, utilities and safety departments. After retirement, he joined as process safety consultant in "Rams Safety Consultants" and served for 4 years. He has handled over 70 projects on safety audit, risk analysis, HAZOP, Safety & fire safety audits, etc.

In 2016, he started his safety consultancy organisation, Enyes Associates, along with his friend. He delivers lectures on safety, risk assessment and control, Environment management, etc. on various platforms in and around the country.

Register @

<https://bit.ly/2IM5SgN>

REGISTRATION FEE:

**Rs. 99/- per participant
(inclusive of GST)**



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