The Logbook

SREEJATA ROY

BODY MAPPING

There is a new 'Recipe for Safety' specialist. Accidents and occupational ill health are no longer just an issue; they are now part of a larger business strategy. The production team is using new technologies to monitor and control work processes, ensuring that only the highest quality products are produced. Managers have implemented new training programs, which include body mapping, to help workers understand how their bodies move and interact with the clothing they wear. This has resulted in a significant reduction in musculoskeletal injuries.

1. Manual handling
2. Musculoskeletal injuries
3. Slips, trips and falls

Moreover, if, in the future, if the agency is not in the best interest of the company, the manager can take appropriate action.

The use of new technology is changing the way the industry works.

Even if her body were to go under the production track, the line manager would hardly bother. Instead, he would concentrate on meeting his production target for the day.

If she faints on the production track, the manager takes no steps to help, or she is left on the floor.
FOODWORKER

If you are not sure which area of art and design you would like to specialise in, Design. This diploma course gives you the chance to experiment with ideas and concepts that each movement is using. Sometimes she is a bit of a confessor and sometimes she cannot explain where the pain is. The work is briefly, "FASHION & CLOTHING".
Make-up as...

The rules of a food factory in Midlands (UK), determines a particular dress code for the workers. It extends right from the head to the tip of the toes.

Everyone has to wear two caps — a shower cap, with a net cap beneath it to hold the hair tightly in place. Not a single strand should escape.

The body is covered with a long white coat to the knees. There are three layers of plastic aprons over the coat.

The upper and lower arms are covered with plastic sleeves. Knee-high boots cover the legs.

While logged up in uniform we have to frequently wash our hands, especially before putting on the mandatory pair of plastic gloves, and cotton ones over these.

Finally, we are in complete armour. The body weighs heavy, wrapped so that only the face is exposed. We move to the finishing area, wait to begin our day’s work at our respective stations. We cast strange glances at one another. Even if we fancy wishing anyone “Good morning.”, we hesitate because often we cannot recognise who is who, within our funny uniforms.
The conveyor belts revolve fast, to speed up production. The workers do not get any time to warm up to their tasks or to adjust to their individual spaces. They have to work rapidly right from the beginning. The body remains static, and the hands are in constant motion, keeping up with the machines. The faster the machine, the higher the production, and the larger the increment added to one's pay.

While working in the factory, I noticed that most of the women workers invariably, regularly, have thick make-up on. Outlined eyes, lips, declare themselves in strident relief, skin tones recede, pause nervously on the caked verges of blush and foundation. Initially, the practice seems bizarre to me. Gradually I realise that this jazzy masking of one's features is a way to break the monotony of the surroundings and the drudgery of repetitive, stressful work. Here, CCTV cameras monitor us round the clock. There is no chance of stopping one's actions for a moment, or turning one's face towards that of an exhausted comrade in a gesture of solidarity.

For us, bold make-up functions as therapy. It is the only means of forgetting the obdurate husk of plastic and cotton swaddling the body, and the only gesture of self-assertion that allows us to somehow remain confident enough to communicate with the line manager.

During breaks, in the canteen, the women workers talk only about how Avon or L'Oréal suits or doesn't suit their complexions. The topic of make-up somehow wipes away all our distress. Then one is able to pass the day without tension while positioning cherries or sprinkling cocoa powder upon row after row of chocolate truffles, or operating the cream machine with one foot.
Anguish and

All CSRs will have their calls monitored
Abuse in Call Centre

by the Quality Team

on daily basis, so remember to cover all your CORE items. For further info on how to achieve the best Quality results please contact your Duty Manager.

Weekly Score Card

<table>
<thead>
<tr>
<th>Name</th>
<th>Calls</th>
<th>Av.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arju Nandhu</td>
<td>3</td>
<td>30</td>
</tr>
<tr>
<td>Anjam Bains</td>
<td>4</td>
<td>73</td>
</tr>
<tr>
<td>Balvinder Chacha</td>
<td>4</td>
<td>46</td>
</tr>
<tr>
<td>Dennis Brown</td>
<td>4</td>
<td>70</td>
</tr>
<tr>
<td>David Barker</td>
<td>2</td>
<td>25</td>
</tr>
<tr>
<td>Deborah Webb</td>
<td>6</td>
<td>63</td>
</tr>
<tr>
<td>Gurdeep Bains</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hannah Knights</td>
<td>4</td>
<td>55</td>
</tr>
<tr>
<td>Harry Atkinson</td>
<td>3</td>
<td>57</td>
</tr>
<tr>
<td>Imran Khan</td>
<td></td>
<td></td>
</tr>
<tr>
<td>John Yeadon</td>
<td>7</td>
<td>39</td>
</tr>
<tr>
<td>Jane Stephney</td>
<td>4</td>
<td>53</td>
</tr>
<tr>
<td>Ketty Serenate</td>
<td>4</td>
<td>48</td>
</tr>
<tr>
<td>Kran Bhandara</td>
<td>4</td>
<td>33</td>
</tr>
<tr>
<td>Kuldeep Bains</td>
<td>4</td>
<td>78</td>
</tr>
<tr>
<td>Marilyn Chauhan</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mohammed A</td>
<td>3</td>
<td>27</td>
</tr>
<tr>
<td>Neeli Joshi</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nadia M</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paula Rai</td>
<td>4</td>
<td>70</td>
</tr>
<tr>
<td>Reechee Trory</td>
<td>10</td>
<td>83</td>
</tr>
<tr>
<td>Rimi Chawla</td>
<td>7</td>
<td>71</td>
</tr>
<tr>
<td>Robert Bradford</td>
<td>4</td>
<td>40</td>
</tr>
<tr>
<td>Roma Singh</td>
<td>7</td>
<td>66</td>
</tr>
<tr>
<td>Sarah Davison</td>
<td>4</td>
<td>53</td>
</tr>
<tr>
<td>Sharon Abbas</td>
<td>4</td>
<td>45</td>
</tr>
<tr>
<td>Shamsher Begum</td>
<td>1</td>
<td>50</td>
</tr>
<tr>
<td>Sonia Connelly</td>
<td>4</td>
<td>65</td>
</tr>
<tr>
<td>Shreyal Rai</td>
<td>1</td>
<td>75</td>
</tr>
<tr>
<td>Stacy Wallace</td>
<td>3</td>
<td>64</td>
</tr>
<tr>
<td>Sukvinder Singh</td>
<td>3</td>
<td>63</td>
</tr>
<tr>
<td>Su Slater</td>
<td>4</td>
<td>60</td>
</tr>
</tbody>
</table>

Don’t Forget

- 6452
- Phonetics
- Web
- Salutation
- Receipt sending
- Receipt number
- Register call
- Call control
- Further assistance
- Advance payment
- Loose call
- Keep to correct
- Break times

Keep personnel to a minimum
In doubt ask duty manager for advice
Place: A call centre in the Midlands (UK)
Time: Peak hours
Number of calls queued: 200
Number of Customer Service Representatives (CSRs) on shift: 32

CSR: Welcome to......! Sorry to keep you waiting. My name is Rupita. How may I help you?
Customer: I want to pay the charge, please. What is the charge for a day?
CSR: It's £5 a day, sir, if you are travelling in the restricted zone from 6 am - 6 pm excluding the weekends, as they are free.
Customer: Okay, thanks.
CSR: Vehicle number?
Customer: LCO2551.
CSR: Make?
Customer: Jaguar.
CSR: Model?
Customer: XJ EXECUTIVE AUTO.
CSR: So you want to pay for today only...?
Customer: No, I want to pay for yesterday.
CSR: I am afraid, sir, then you have to pay £40 as penalty charges.
Customer: Why?
CSR: As you know, £5 is the charge from 6 am - 6 pm on the day you are travelling in the city, and you can pay till 10 pm the same night. After 10 pm the charge increases to £10 till midnight, then it goes up to £40 as penalty for not paying.
Customer: But I did not know that!
CSR: I am sorry, sir...
Customer: I don't live in London! I don't come very often to the city, and by mistake I was in that zone. Moreover I was not informed about this extra charge!
CSR: Sorry! I can understand your situation, but I cannot help...
Customer: Why can't you help me?
CSR: Sir! This is the rule.
Customer: What do you mean by rule?

Sometimes we go beyond our body, gender, cultural, social and who or what we are. In suspension, there we inhabit the state of our assigned identities, our fixed selves.
Customer: What do you mean by rule? Ask your supervisor to help you out here. I am sure I don't have to pay any penalty.
CSR: Sorry, sir! There is no supervisor here; and I have told you that this is the system we follow...
Customer: But I can't pay £40 as penalty charges! I was unaware about this information. I came to know from one of my friends...
CSR: Sir, since you have travelled and did not pay the charges the same day, you have to pay the penalty the next day.
Customer: I think you are talking shit! Call your supervisor, I want to speak to him!
CSR: Sorry, sir! I told you there is no supervisor at present; you need to pay £40...
Customer: You are getting on my nerves now! Tell me, where is this call centre based? Is it in Mumbai?
CSR: No sir! It is in the Midlands.
Customer: But your accent sounds Indian and you speak weird English! Where are you from?
CSR: India, sir!
Customer: I don't know why the hell on earth you have to come to our country and work!
CSR: Yes sir! By the way, would you like to pay the £40 now or later?
Customer: I won't pay a single penny! What's your name? I am going to write a complaint against you and send it to the mayor! You are not qualified to serve our country. First of all you need to learn proper English, and then learn our English customs. And you should also learn to not harass an innocent person!
CSR: Okay sir!

As soon as the customer disconnected the call, I had to take the next one that had been on hold for over a minute. The duty manager had been monitoring my conversation with the abusive customer. When the second call ended he came over and gave me a warning, since the earlier call had taken close to five minutes.

...and personal boundaries to a place where we don't recognise of mind/mode of being that in turn inhabits us as we perform...
The Urban Frontier