



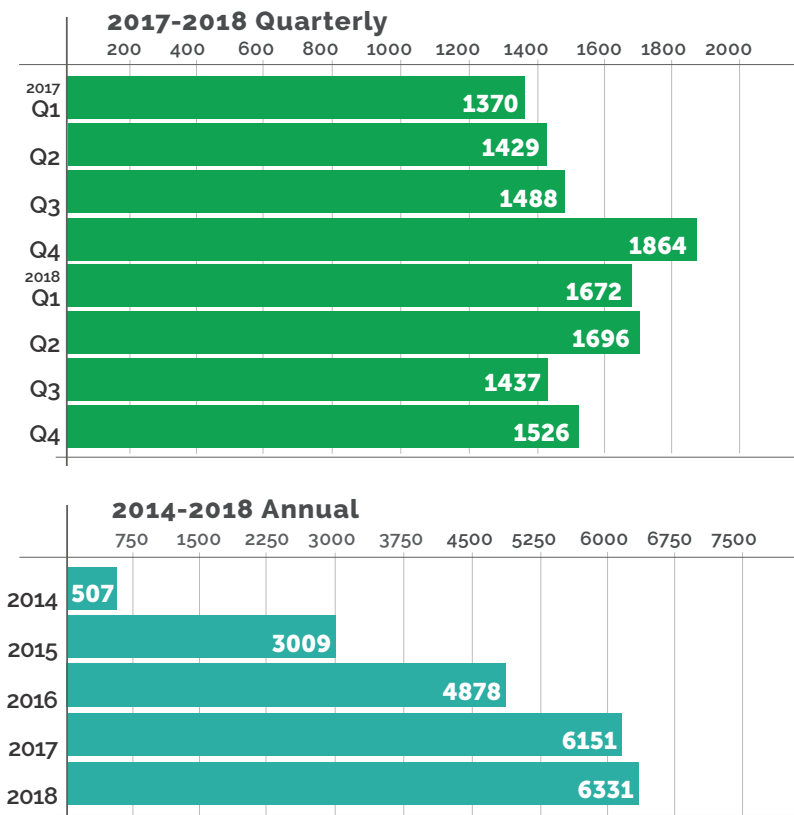
## Q4 2018 HELPLINE HEADLINES

The Amader Kotha Helpline was available to 1,503,467 workers in 1,032 factories by the end of December 2018. In the fourth quarter of the year, 1,526 substantive issues were shared with the Helpline from workers, of which 301 were related to safety.

Workers continue to have access to a toll-free number that is available nationwide, and worker satisfaction with the Helpline remains high according to Interactive Voice Response (IVR) and live surveys among Helpline callers.

The Amader Kotha Helpline Center opened operations on July 1, 2018 at renovated Phulki offices in Dhaka, marking a significant milestone in the evolution of the Helpline as an independent initiative serving Bangladesh's RMG sector.

### SUBSTANTIVE ISSUES REPORTED TO HELPLINE



Only issues that occurred in Alliance factories are shown.

## IN FOCUS: HELPLINE PREPARES TO EXPAND SERVICE TO ENTIRE RMG SECTOR

Following the successful transition in July to Helpline operations in Phulki's Dhaka headquarters, the Helpline took the additional step of creating an online presence through a recently launched website in English and Bangla—[www.amaderkothahelpline.net](http://www.amaderkothahelpline.net)—and by creating a social media presence on LinkedIn and Facebook.

Access to aggregated Helpline call data, similar to the data contained in this newsletter, is now available on the Amader Kotha website on demand. By visiting the online call data portal, interested parties can view monthly call volume and caller profiles, and track issues by category, as examples. The website includes a listing of Helpline officers,

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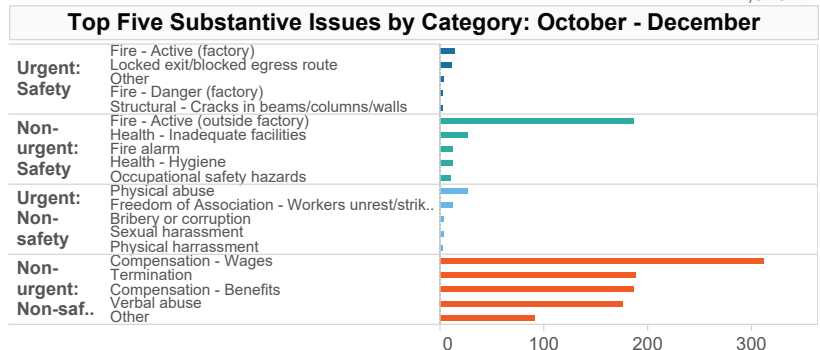
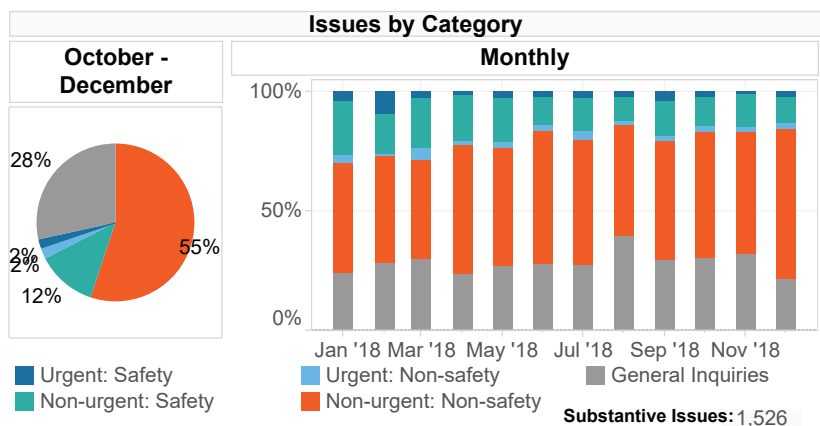
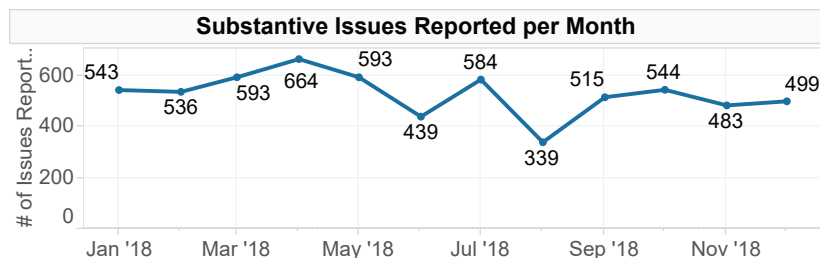
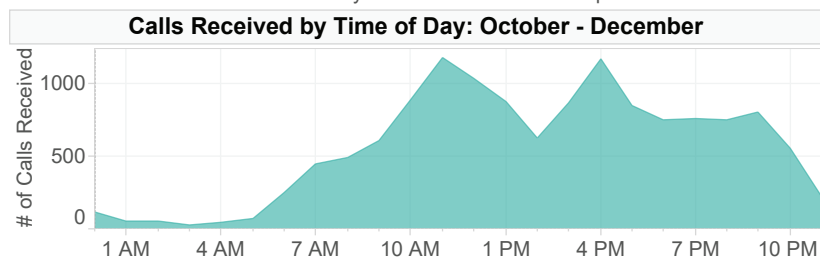
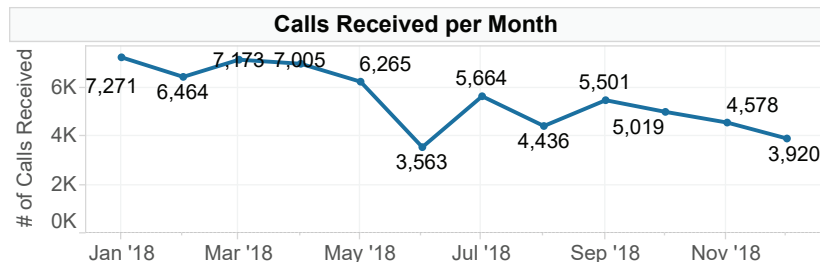
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# FOURTH QUARTER 2018 FINDINGS

## KEY FINDINGS INCLUDE:

- **13,517 calls were placed to Amader Kotha this quarter from October through December**, for a total of 262,146 calls received to date. Calls in December were lower due to closed factories during holidays and national elections.
- **The peak call times this quarter were around 11am and 4pm**, consistent with previous quarters and reflecting test call volume due to Helpline (refresher) trainings.
- **301 safety issues were reported to Amader Kotha this quarter**, of which 37 were urgent and 264 were non-urgent. Among safety issues reported by workers, those most frequently mentioned were fires outside factories, inadequate facilities, and fires inside factories.
- **General inquiries comprised 28% of issues this quarter**, disregarding missed or test calls. The majority of these inquiries pertained to Helpline support capabilities and labor laws.
- **1,526 substantive issues were shared with the Helpline from workers at Alliance factories this quarter**. The most commonly-reported issues were related to compensation, termination, and fires outside of factories.





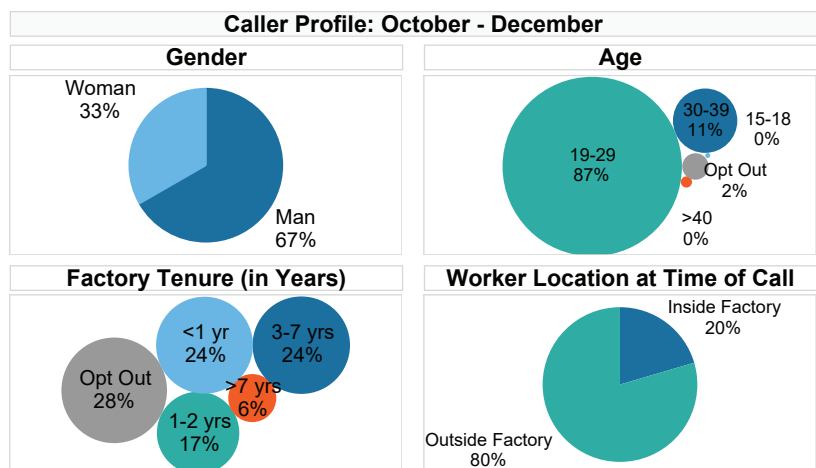
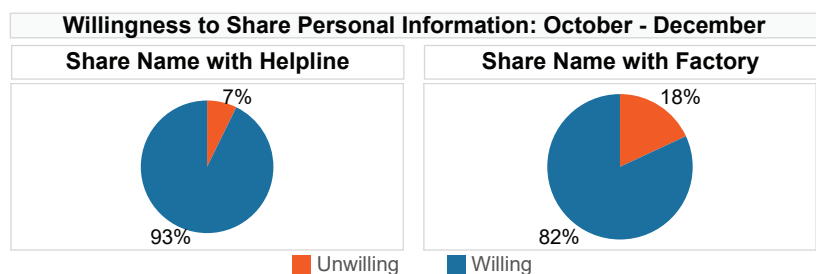
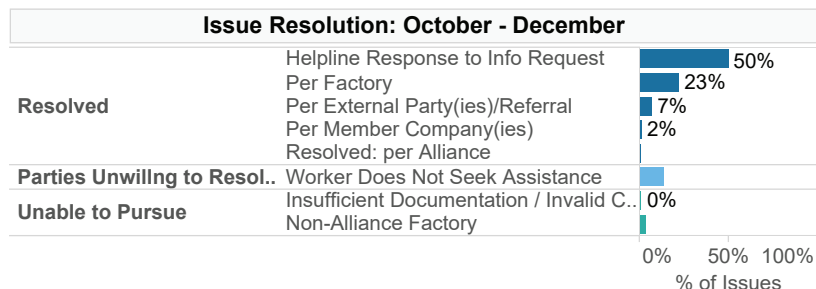
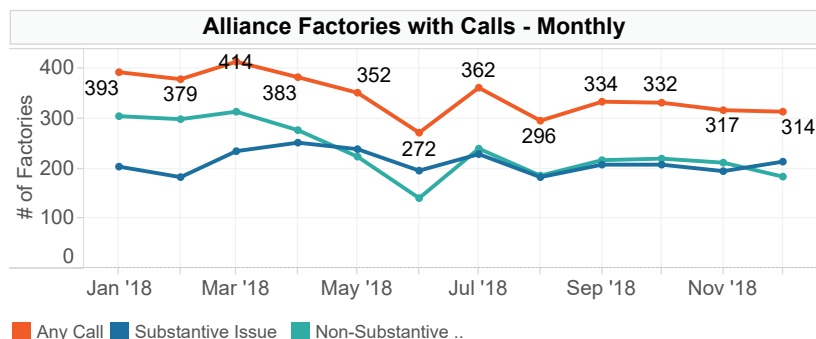
# FOURTH QUARTER 2018 FINDINGS

## KEY FINDINGS CONTINUED:

- Among the substantive issues reported by workers from any factory this quarter, 82% were resolved. The remainder were unable to be resolved due to workers not seeking resolution assistance or to the Helpline and/or Alliance not being able to pursue issues further.
- 93% of workers who called to report a substantive issue this quarter were comfortable sharing their name with the Helpline, but only 82% would allow their name to be shared with the factory.
- Of the 1,032 Alliance factories that have received training on the Helpline, workers from 239 factories (23%) placed calls to the Helpline between October and December 2018. Workers from 145 Helpline-launched factories (14%) reported substantive issues this quarter.
- Workers from 194 non-Alliance factories called the Helpline this quarter. Most calls pertained to compensation and termination.
- 99% of the safety issues reported this quarter from workers at Alliance factories were resolved and closed by the end of December. All remaining open issues are in the process of being closed in accordance with Alliance protocol.

### NOTE:

Detailed call data is provided to the Alliance for distribution to Alliance member companies after factories have had the opportunity to verify and respond to information provided by workers.



Progress to Date (from July 2014 onward)				
Total Calls	Substantive Issues		Helpline Launched Factories	
Inbound	262,146	Alliance	6,332	Workers 1,503,467
Outbound	108,023	Non-Alliance	769	Factories 1,032

### Notes:

- Graphs do not include calls from "General Inquiry", "False", or "No category" issue categories, except graphs on calls received and calls by time of day and where otherwise stated.
- Calls have been received from non-Alliance factories. For example, calls were received from 194 factories not listed as Alliance factories this quarter. These calls are included in the call volume and call time and factories with calls graphs above, but not included in the issue or caller profile visualizations.

## WHO ARE WE?

Amader Kotha, or “Our Voice” in Bangla, is a unique collaboration among three project partners—Clear Voice, a project of The Cahn Group that operates hotlines and builds effective grievance mechanisms in supply chains; Phulki, a respected civil society organization working to improve the lives of workers and their families in Bangladesh; and ELEVATE, the parent company of Laborlink, a leading business risk and sustainability solutions provider. Each partner brings years of experience building innovative, best-in-class labor compliance programs in supply chains. 📞



Information about Amader Kotha is publicized in factories

## HELPLINE FOCUS

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reference material on grievance mechanisms, and past editions of *Our Voice*.

In this period of transition, the core of our work—identifying and resolving worker grievances in Bangladesh—has remained constant. The Amader Kotha Helpline receives calls from workers every day about issues large and small. As examples:

- A supervisor was hit twice on the side of the face by an angry production manager. The Helpline intervened and disciplinary action was taken.
- A worker called to report men smoking in the bathroom, a violation of factory rules and a threat to safety and worker wellbeing. The Helpline intervened. The smokers were suspended and a training for all workers about appropriate safety was arranged.
- A security guard called to express concern about the stability of a ladder used to climb to a security post. The Helpline intervened and upgrades to the ladder were made.
- A worker called to report cracks on the roof resulting in water inside the building. The Helpline followed up until the cracks were sealed and the walls were safe.
- Several workers called to say that workers were getting sick due to excessive overtime that was the result of an urgent shipment. The Helpline crosschecked the information with several workers and called the factory management to report the concern. Later that day, the Helpline called several workers at the factory and confirmed that the overtime had ended and the case was closed.
- A worker called to report water leaking from a steam pipe in the middle of the production room. The Helpline contacted the factory manager and the leak was repaired the next day.

This edition of *Our Voice* marks the final tally of Helpline statistics during the term of the Alliance for Bangladesh Worker Safety. As that initiative closes its doors, we stand ready to serve workers in factories across the RMG sector. Any brand or factory wishing to subscribe to Helpline services, including highly regarded in-factory Helpline training, are invited to contact us at: [info@amaderkothahelpline.net](mailto:info@amaderkothahelpline.net).

-Doug Cahn, Amader Kotha Project Director