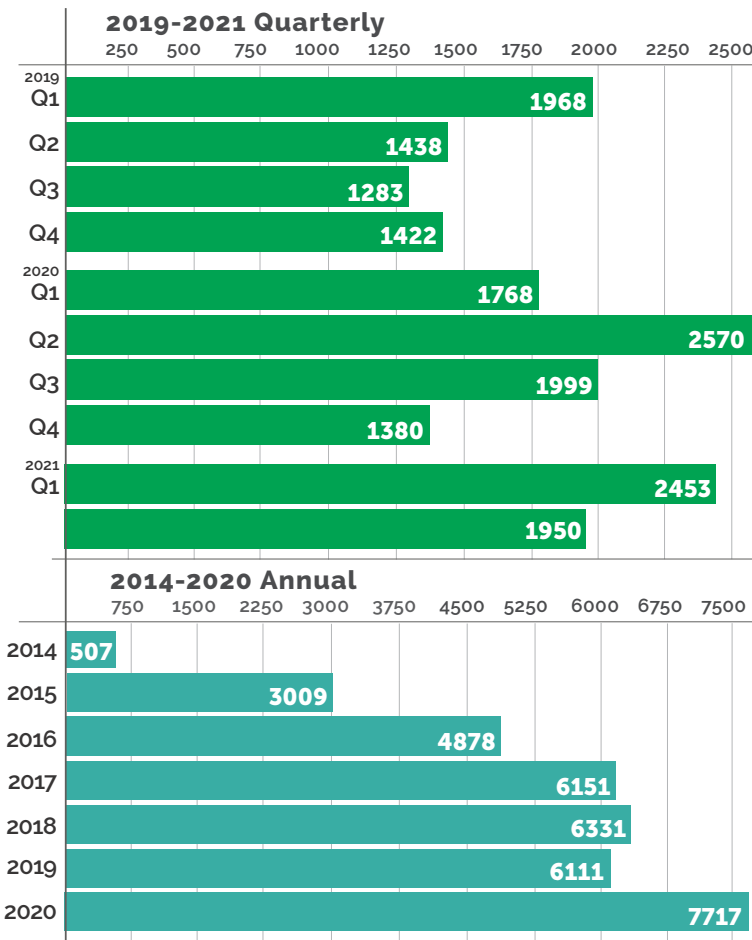


## Q2 2021 HELPLINE HEADLINES

As fires and other workplace problems make the news in Bangladesh, we are grateful for the opportunity to provide workers in the readymade garment industry with a trusted communication channel to report and help resolve workplace issues before they escalate into major concerns.

Since its inception in 2014, the Amader Kotha Helpline had been launched in 1,190 factories reaching more than 1.5 million workers. In the second quarter of the year, 7,814 calls were received of which approximately 25 % reported substantive issues. About 15 % of issues were related to COVID-19 and the pandemic.

### SUBSTANTIVE ISSUES REPORTED TO HELPLINE



Despite restrictions on business operations as a result of the pandemic, workers continued to have access to trained Helpline officers via a toll-free number that is available nationwide from 6 a.m. to 10 p.m. on weekdays. After hours and weekend calls are returned the next business day.

As always, we look forward to hearing from you with comments and suggestions at: [info@amaderkothahelpline.net](mailto:info@amaderkothahelpline.net).

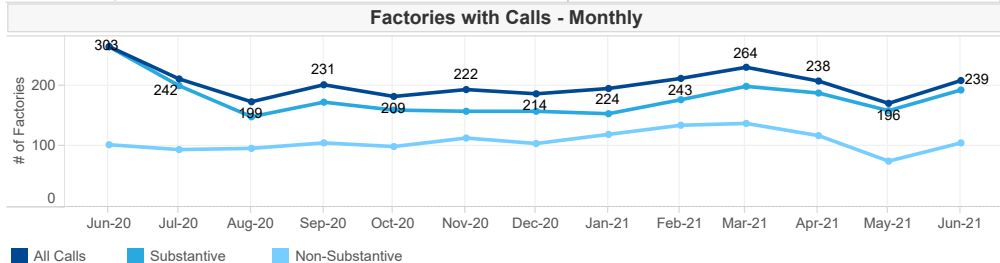
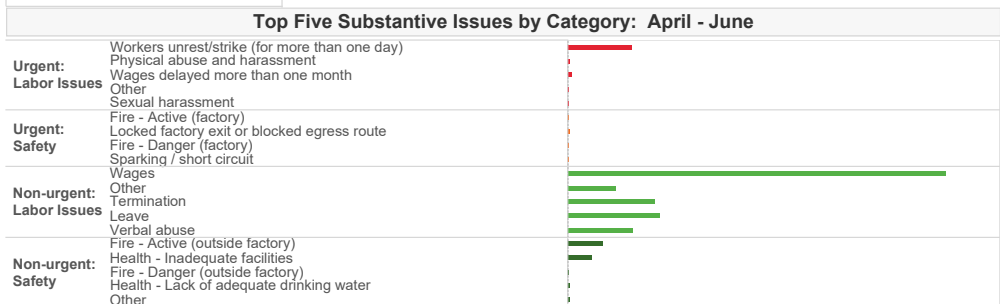
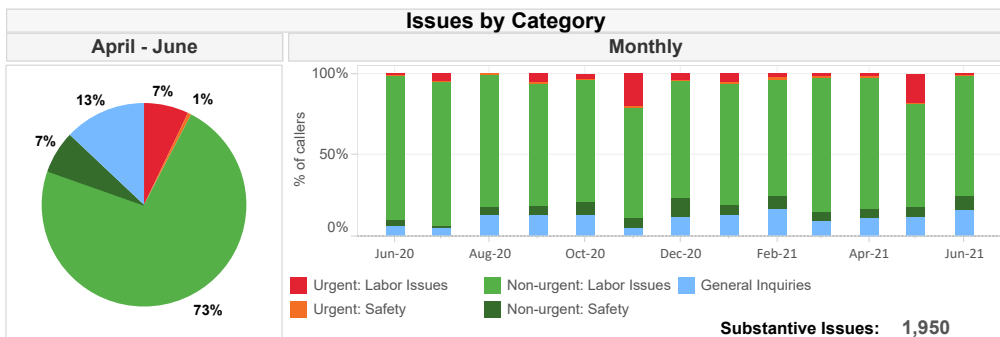
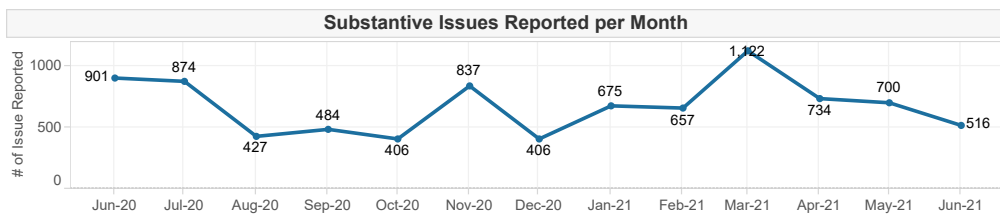
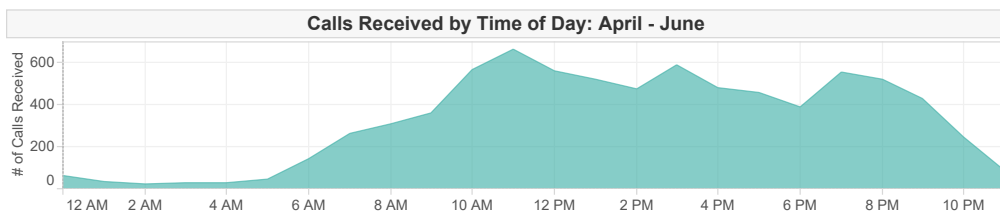
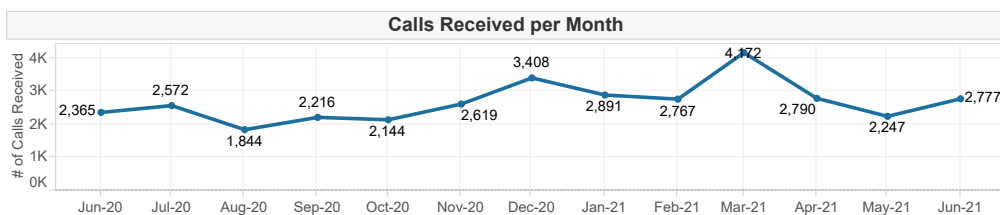




# SECOND QUARTER 2021 FINDINGS

## KEY FINDINGS INCLUDE:

- **7,814 calls were placed to Amader Kotha in the second quarter of 2021**, this is a 20% decrease in calls compared to the previous quarter for a total of 32,447 calls received in the past 12 months.
- **24.9 % (1,950) of calls received were substantive issues.** A majority (73%) related to non-urgent labor issues such as compensation including wages and bonuses, termination and leave, and verbal abuse from supervisors. In total, 19 urgent safety and 137 urgent labor issues were reported to the Helpline.
- **The most reported urgent issues were related to compensation, including wages and bonuses as well as termination, leave, worker unrest / strike (for more than one day) and verbal abuse.** Active fires outside the factories and inadequate facilities were reported at lower levels.
- **General inquiries comprised 13% of issues this period**, disregarding missed or test calls. Many of these were requests for information related to COVID-19 and government lockdown, as well as factory internal policies around work arrangement and payments.





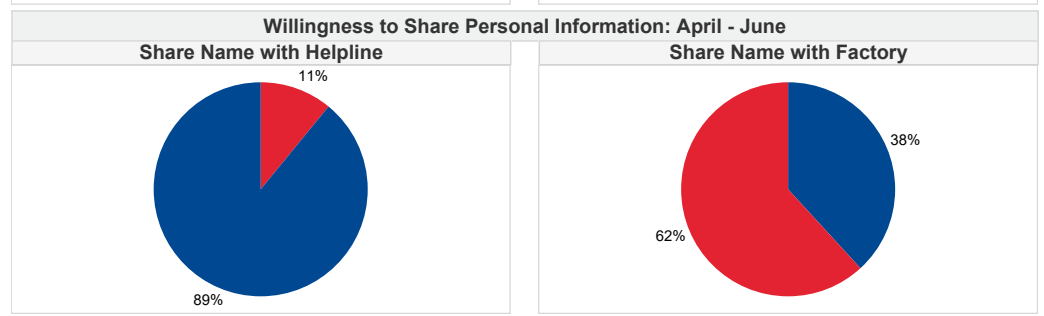
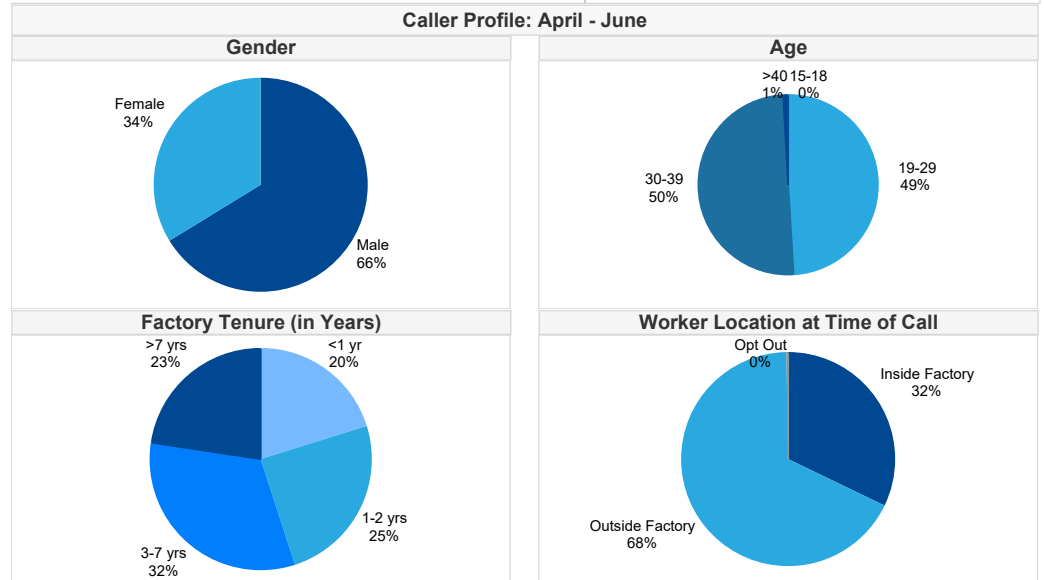
# SECOND QUARTER 2021 FINDINGS

## KEY FINDINGS, CONTINUED:

- On average, the peak call times in Q2 2021 were between 10:00am and 7:00pm, suggesting workers are more comfortable calling throughout the day.
- 86% of all issues reported in the second quarter of 2021 from workers at factories were resolved and closed by the end of April. All remaining open issues are in the process of being closed in accordance with Amader Kotha protocols.
- 89% of workers that called to report a substantive issue this period were comfortable sharing their name with the Helpline and, of that group, 38% would allow their name to be shared with the factory.
- Of the 1,000+ factories that have received training on the Helpline, workers from 673 factories placed calls to the Helpline between April and June 2021, a record high for the previous three-month period.

**NOTE:** Detailed call data is provided to brands after factories have had the opportunity to verify and respond to information provided by workers.

Issue Resolution: April - June		
Resolved	Helpline Response to Info Request	42%
	Per Factory	11%
	Per External Party(ies)/Referral	27%
Parties Unwilling to Resolve	Worker Does Not Seek Assistance	11%
	Insufficient Documentation / Invalid Claim	0%
Unable to Pursue	Unable to Pursue: Non Listed Factory	9%



### Progress to Date (from July 2014 onward)

#### Total Calls

Inbound 41,535  
Outbound 571,516

#### Substantive Issues

41,096

#### Helpline Launched Factories

Factories: 1,190  
Workers: > 1.5 million

#### 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-participating factories. 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.
- Substantive issues per month graph may not match historical newsletters due to changes in issue categorization over time.
- # of workers and # of factories where the Helpline has been launched are based on information on the Helpline's CRM database.

## 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 shows up in factories

 <b>আমাদের কথা</b> AMADER KOTHA WORKER HELPLINE	<b>"আমাদের কথা" হেল্পলাইন</b> ২৪ ঘণ্টা আপনার সেবায় নিয়োজিত	 <b>আমাদের কথা</b> AMADER KOTHA WORKER HELPLINE	<b>Amader Kotha Helpline</b> 24-hour is at your service		
<input type="checkbox"/> জরুরী	<input type="checkbox"/> নিরাপত্তা	<input type="checkbox"/> অন্যান্য সমস্যা	<input type="checkbox"/> Emergency	<input type="checkbox"/> Safety	<input type="checkbox"/> Other Issues
<b>টোল ফ্রি:</b> ০৮০০৬৬৬৬৬৬			<b>Toll Free:</b> 0800666666		

**কিভাবে হেল্পলাইন যোগাযোগ করবেন?**

আপনার ফোনটি কল করার জন্য প্রস্তুত করুন

হেল্পলাইন নম্বর ডায়াল করুন

আপনার কথা আমাদের কাছে। আপনার পরিচয় গোপন থাকবে।



**আমাদের কথা**  
AMADER KOTHA  
WORKER HELPLINE

**ফোন করুন...**  
টোল ফ্রিঃ  
০৮০০৬৬৬৬৬৬৬৬

নিরাপদ কর্ম পরিবেশ আপনার অগ্রসর লক্ষ্য  
(Safe working environment is our goal)

**How to Communicate with helpline?**

Prepare your phone set to make a phone call

Dial Helpline number

Inform us your concern. Your identity will remain confidential.



**আমাদের কথা**  
AMADER KOTHA  
WORKER HELPLINE

**Call us**  
**Toll Free:**  
**08006666666**

(Safe working environment is our goal)

Information about Amader Kotha is publicized in factories