



Q1 2024 HELPLINE HEADLINES

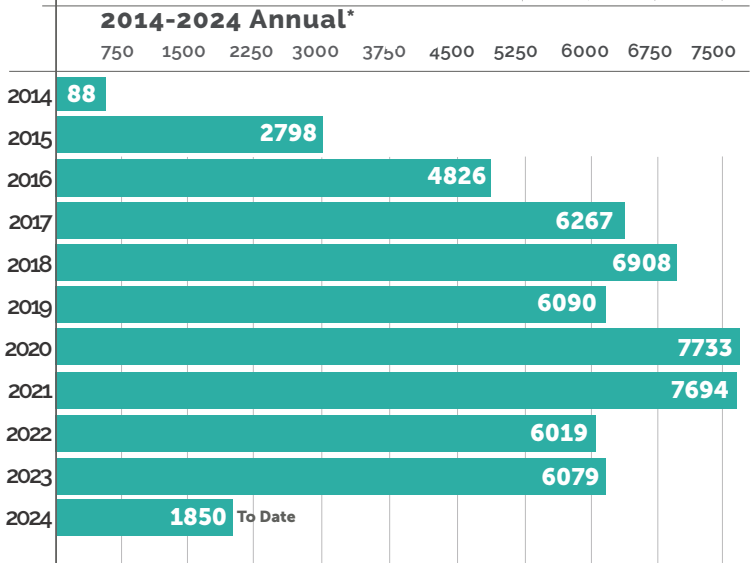
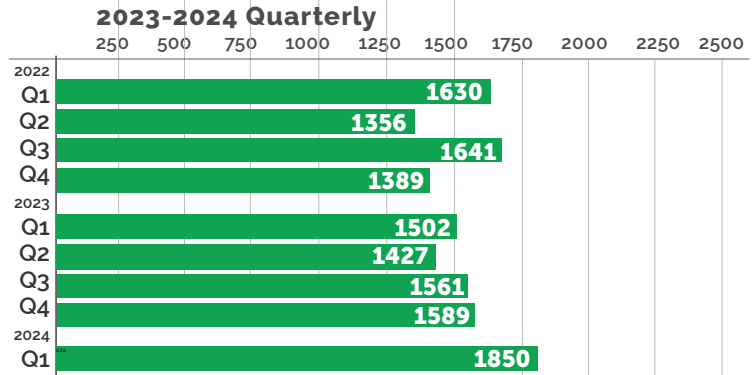
Welcome to the Q1 2024 edition of *Our Voice*, the newsletter of the Amader Kotha Helpline. In Q1 2024, we continued to provide workers in the Bangladesh readymade garment sector with a trusted communication channel to report and help resolve workplace issues before they escalate into major concerns, and to encourage sustainable solutions..

In this quarter, the helpline is pleased to announce that we are piloting e-learning modules for factory management. We have also finished production on two new worker training videos, in order to enhance the onboarding and refresher training experience for workers, and to better support brands and factories in the co-ordination process.

Since the Amader Kotha Helpline's inception in July 2014, the Helpline had been launched in more than 1,500 factories reaching more than 1.5 million workers.

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

SUBSTANTIVE ISSUES REPORTED TO HELPLINE



*Revised case count methodology



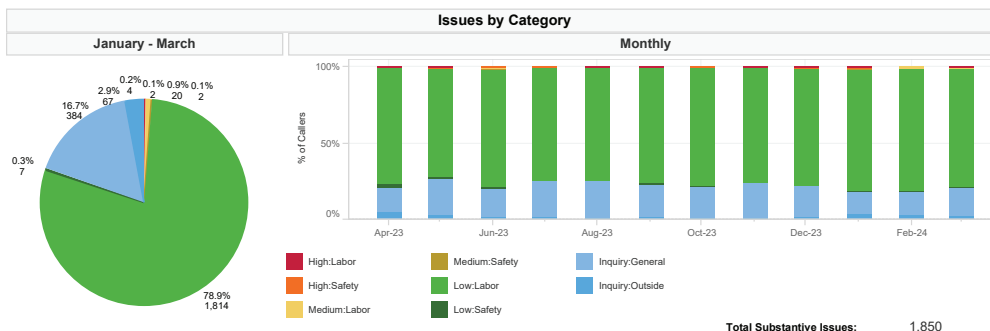
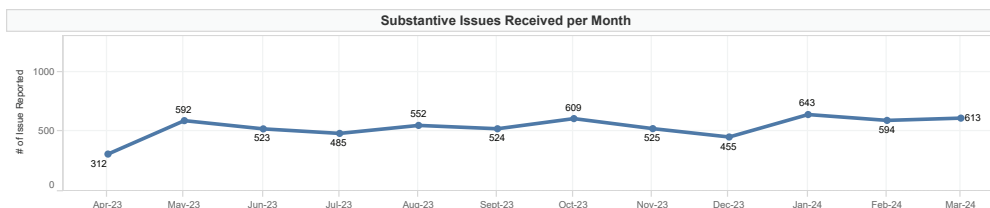
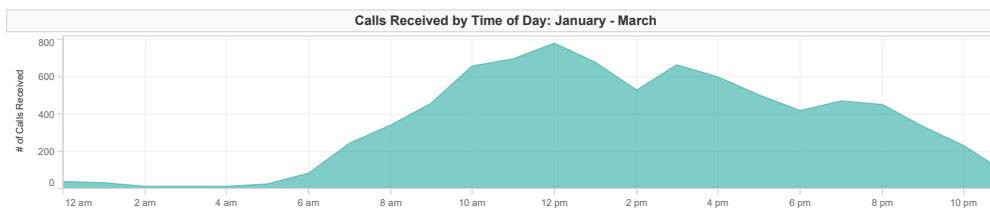
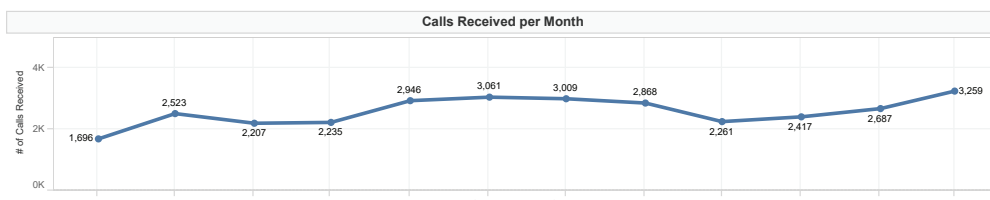
Photo: ©ILO/M.Crozet



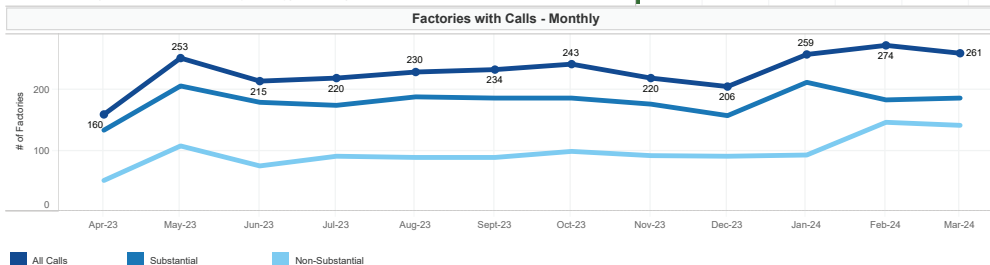
FIRST QUARTER 2024 FINDINGS

KEY FINDINGS INCLUDE:

- **8,363 calls were placed to Amader Kotha in the first quarter of 2024**, this is a 2.27% increase in calls compared to the previous quarter for a total of 31,169 calls received in the past 12 months.
- **80.4% (1,850) of calls received were substantive issues.** A majority (79.2%) related to low level labor issues such as compensation (including wages and bonuses), termination and leave, and hours of work. In total, 2 high-level safety and 4 high-level labor issues were reported to the Helpline. This quarter saw a sharp increase in calls related to retaliation, with 20 calls.
- **The most reported priority issues were related to physical abuse and harassment, fire safety and building cracks**, for a total of 6 incidents. We also received 1 calls related to violations of freedom of association. High and medium level labor and safety issues made up 1.3% of all calls during last quarter.
- **General inquiries comprised 19.6% of issues this period**, disregarding missed or test calls. We had 0.3% of calls categorized as low (level 1) safety issues, down from last quarter, with unhealthy and hygienic work environments being the only reported issue from 7 callers.



Category	Issue Description	Count
High(Level 3):Labor	Physical abuse & harassment	4
High(Level 3):Safety	Active fire in the factory	1
	Cracks in beams, columns or wall following an earthquake. (includes walls or windows shaking)	1
Medium(Level 2):Labor	Compensation issues (including wages delayed more than a month; and other illegal and/or unethical practices such as garnishing wages by payroll manager)	3
	Retaliation, integrity issues and worker rights: Issues that present potential violations of agreed ethics or transparency related policies, inquiries	20
Medium(Level 2):Safety	Risk of fire in the factory	2
	Lack of appropriate PPE	1
Low(Level 1):Labor	Compensation-Wages	489
	Termination	345
	Compensation-Benefits	191
	Leave	213
Low(Level 1):Safety	Unhealthy and unhygienic working environment	7

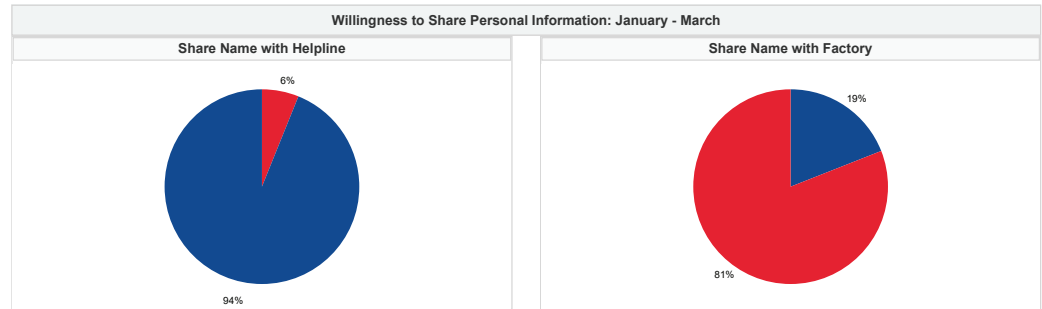
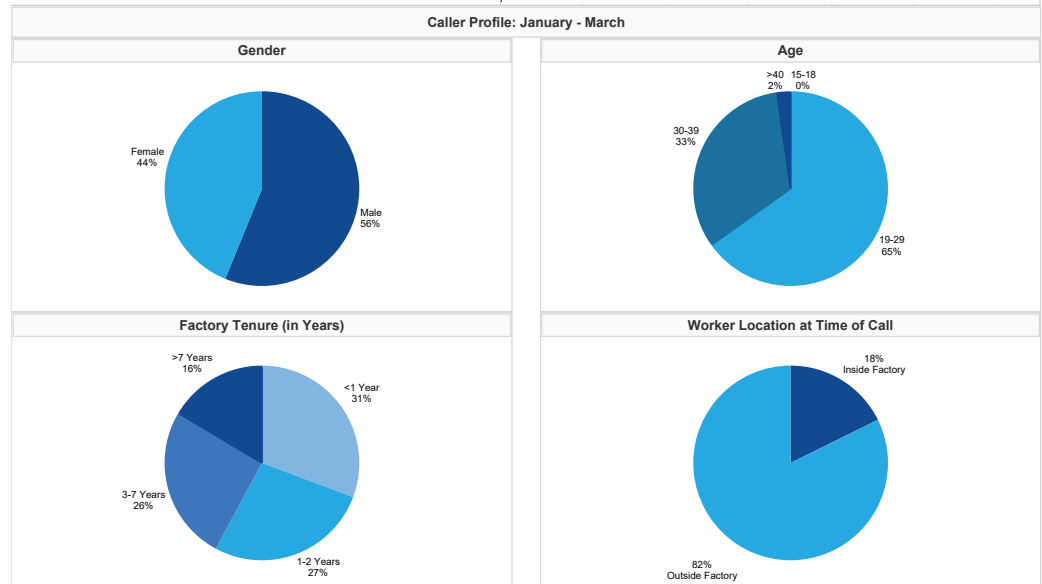
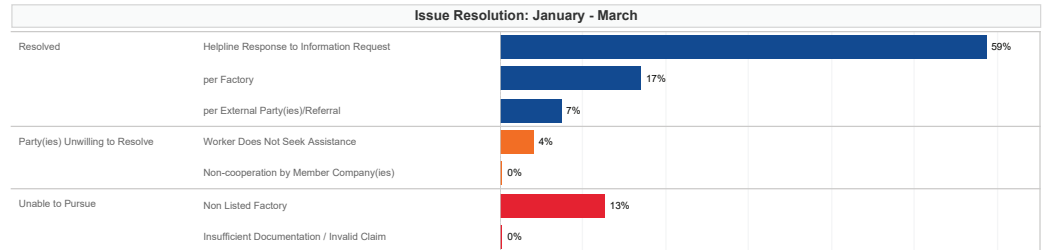




FIRST QUARTER 2024 FINDINGS

KEY FINDINGS, CONTINUED:

- On average, the peak call times in Q1 2024 were between 12pm to 3pm. This quarter only 18% of workers called from inside factories, with 82% calling from outside the factories, which remains roughly unchanged from last quarter.
- This past quarter, 19% of workers indicated that they were willing to share their name with their factories when reporting grievances to the Helpline, which is a decrease from last quarter. 92% of workers were happy to share their name with the Helpline itself, demonstrating the very positive level of trust workers have with us.



Progress to Date (from July 2014 onward)

Total Calls

Inbound	408,401
Outbound	332,129

Substantive Issues

55,736

Helpline Launched Factories

Factories: 1,338
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.



New E-Learning and Video Materials for Worker and Management Trainings

To our Amader Kotha Subscribers,

Building trust with workers and management has always been key to the success of the Amader Kotha Helpline. To further enhance that trust we are delighted to announce the creation of two Amader Kotha Worker Training Videos. The first is remote training video package for workers, and the second is a video introduction and e-learning course for factory management, currently in its pilot phase . Together, they add to our ability to foster a safe and equitable workplace environment.

Complementing In-Person Trainings:

Recognizing the value of in-person training in educating workers about their rights and responsibilities, the Amader Kotha Remote Training Videos are an additional resource. They serve as a complement to our existing in-person training materials, reinforcing the knowledge gained through face-to-face sessions in an easily digestible video format for workers. While we strongly encourage the continued use of in-person training for workers, these videos act as valuable support tools to enhance the training program and reiterate our message to workers digitally.

Enhancing Trust and Building Connections:

The Amader Kotha Worker Training Videos go beyond a transfer of information on how to use the helpline. They include an extended video that animates the role-playing scenes that have been successfully utilized by Phulki in their in-person training sessions over the past decade. By bringing these scenarios to an animated format, we can provide workers with a relatable and engaging digital learning experience in a format that is easily deployable. The extended video introduces Phulki and the helpline officers visually by offering workers a virtual tour of the helpline staff's office. This virtual interaction introduces workers to each of the helpline operators personally, strengthening the connection between workers and our dedicated team by letting them know exactly who is answering their calls. The videos for workers are available in two versions: an animated introduction to the helpline and workplace rights, as well as a longer form video inclusive of two animations and live-action footage that more closely replicates the in-person training.

Piloting an E-Learning Program for Factory Management:

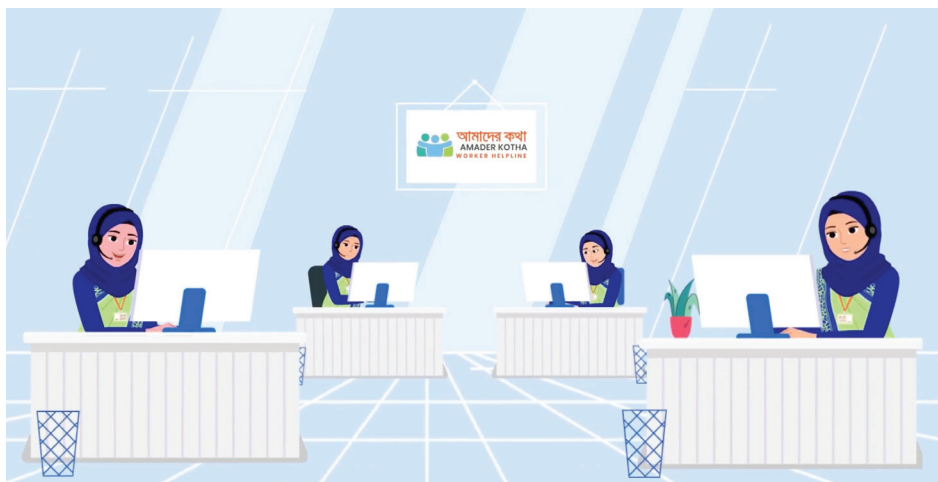
The e-learning course for management is a six-module program that is being piloted as an additional tool to onboard factory management onto the Amader Kotha Helpline. This program ensures that management comprehends the significance of the helpline and actively supports its implementation within their facilities. In addition to the training Amader Kotha provides to workers, the management e-learning program provides a convenient and accessible way for management to familiarize themselves with the helpline's objectives and operations, as well as proper procedures for grievance management and interaction with the helpline. The e-learning program also seeks to reinforce knowledge with interactive exercises and quizzes throughout the modules.

Empowering Workers, Ensuring Support:

The Amader Kotha Helpline remains steadfast in providing workers with a confidential platform to voice their concerns, seek guidance, and report workplace issues. Our goal is to empower workers and to help create a work environment where their rights are respected and protected. Through the Amader Kotha Worker Training Video and our new e-learning platform for factory management, we aim to equip workers and factories with the tools they need for successful grievance resolution.

Join Us in Driving Positive Change:

We invite you to continue to join us in championing worker rights and fostering a culture of trust and transparency. Please reach out to any of the helpline partners – Phulki, LRQA, or The Cahn Group – or contact us at info@amaderkothahelpline.net if you would like to learn more about the Amader Kotha Worker Training Video and how we can support a roll-out to factories in Bangladesh.





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, an LRQA company and the leading supply chain risk and sustainability solutions provider globally. Each partner brings years of experience building innovative, best-in-class labor compliance programs in supply chains.

কিভাবে হেল্পলাইনে যোগাযোগ করবেন?

আপনার ফোনটি কল করার জন্যে প্রস্তুত করুন

হেল্পলাইন নাম্বার ডায়াল করুন

আপনার কথা আমাদের জানান। আপনার পরিচয় গোপন থাকবে।

আমাদের কথা AMADER KOTHA WORKER HELPLINE

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টোল ফ্রি নম্বর
নিরাপদ কর্মপরিবেশ আপনার আমার লক্ষ্য
{Safe working environment is our goal}

Clear Voice Hotline Service
Phulki
NIRAPON
ELEVATE

আমাদের কথা AMADER KOTHA WORKER HELPLINE

নিরাপদ কর্মপরিবেশ
আপনার আমার লক্ষ্য
{Safe working environment is our goal}

ঝুঁকি, সচেতনতা ও নিরাপত্তার স্বার্থে
ফোন করুন
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টোল ফ্রি নম্বর

Clear Voice Hotline Service
Phulki
ELEVATE

Information about Amader Kotha is publicized in factories