



আমাদের কথা  
AMADER KOTHA  
WORKER HELPLINE

# OUR VOICE

Amader Kotha Newsletter

VOLUME 11, NUMBER 2 | Second Quarter 2025

## Q2 2025 HELPLINE HEADLINES

Welcome to the Q2 2025 edition of Our Voice, the newsletter of the Amader Kotha Helpline. In Q2 2025, 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, 8 high-risk safety issues and 13 high-risk labor issues were reported to the Helpline, resulting in engaged factories working to address and resolve worker concerns. Despite disruptions resulted from ongoing power supply shortages and government restrictions on internet and cellular service, the Helpline has continued operations during the government permitted hours in this quarter. Our call recording system is available whenever service is possible at all other times.

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](mailto:info@amaderkothahelpline.net).

### SUBSTANTIVE ISSUES REPORTED TO HELPLINE

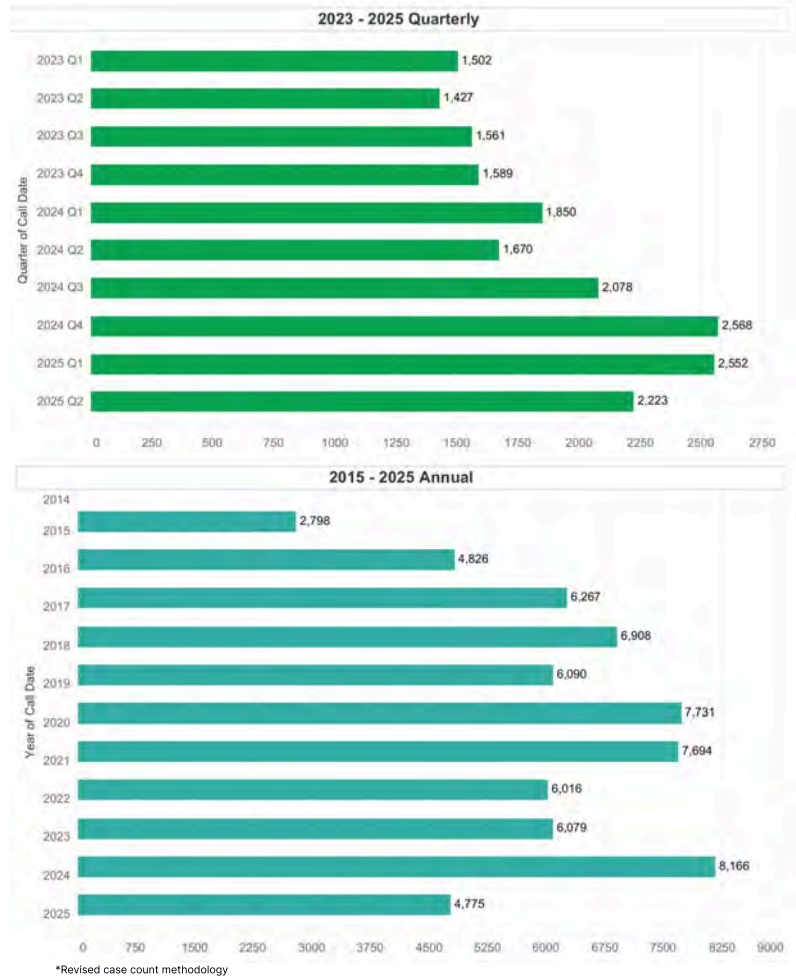


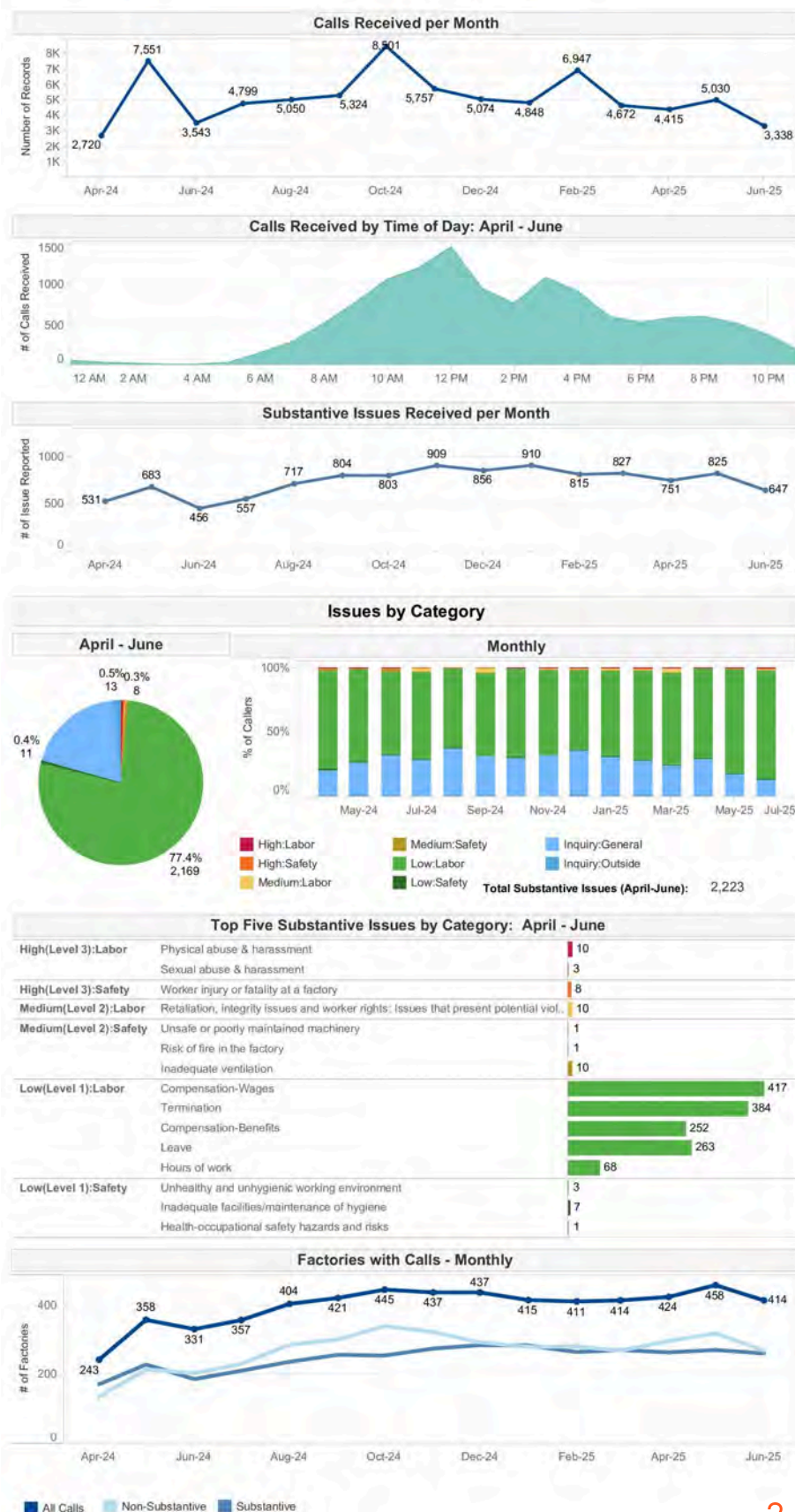
Photo: ©ILO/M.Crozet



# SECOND QUARTER 2025 FINDINGS

## KEY FINDINGS INCLUDE:

- 12,783 calls were placed to Amader Kotha in the second quarter of 2025, this is a 22.4% decrease in calls compared to the previous quarter for a total of 63,755 calls received in the past 12 months. Call reduction was influenced by Eid holidays.
- 13.2% (2,223) of calls received were substantive issues. A majority (77.4%) related to low risk labor issues such as compensation (including wages and benefits), and termination and leave.
- In total, 13 high-risk labor issues and 8 high-risk safety issues were reported to the Helpline. This quarter continued to have an elevated number of calls related to retaliation, integrity and worker rights issues, with 33 calls.
- The most reported high-risk issues were related to physical abuse and harassment, for a total of 10 incidents. High and medium-risk labor and safety issues made up 1.9% of all substantive issues during last quarter.
- General inquiries comprised 24.5% of issues period, disregarding missed or test calls.

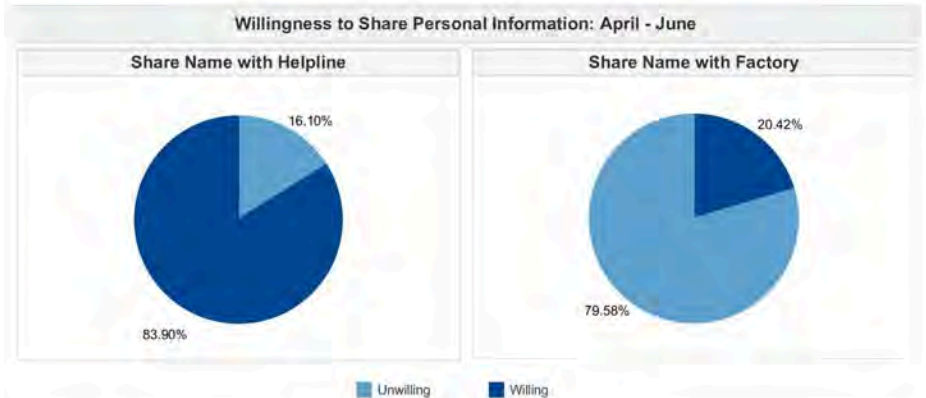
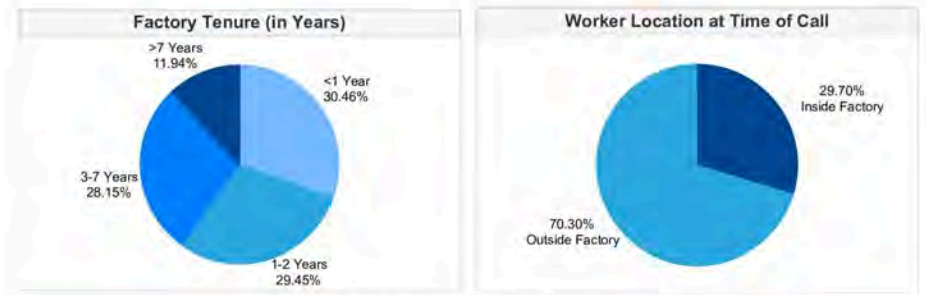
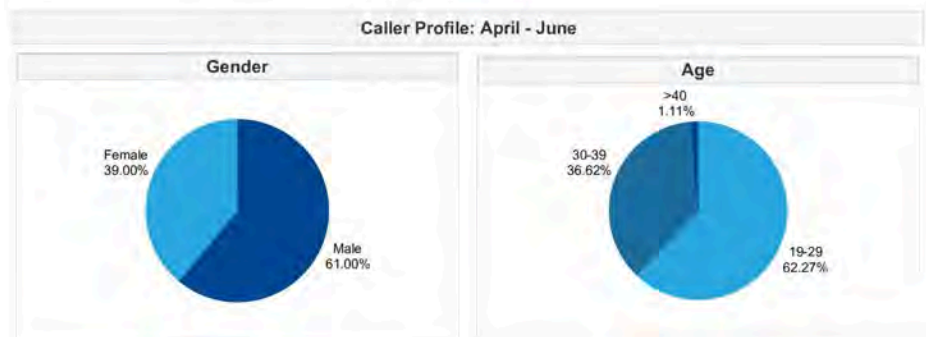
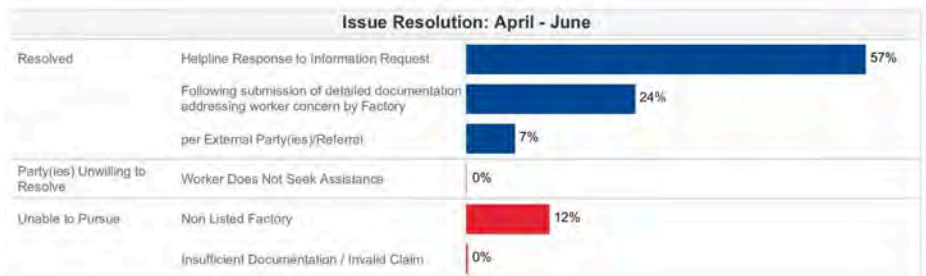


# SECOND QUARTER 2025 FINDINGS

## KEY FINDINGS, CONTINUED:

- On average, the peak call times in Q2 2025 were between 10am to 1pm. This quarter 29.7% of workers called from inside factories, with 70.3% calling from outside the factories, which remains roughly unchanged from last quarter.

- This past quarter, 20.4% 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. 83.9% 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	Substantive Issues	Helpline Launched Factories
Inbound 489,041 Outbound 418,829	67,438	Factories: 852 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.



## Amader Kotha Joins Workshop to Explore Collaboration between Grievance Mechanisms

To our Amader Kotha Subscribers,

Amader Kotha Helpline's implementing partner, Phulki, participated in a first-of-its-kind workshop in Dhaka on July 22nd convened by GIZ, the main international development agency for Germany. The purpose of the workshop was to work toward identifying complementary relationships and enhancing the effectiveness of grievance redressal systems in the Bangladesh's Ready Made Garment sector.

Participating alongside representatives from Better Work, Fairwear, amfori, ETI, and ACT (Action, Collaboration, Transformation), Phulki described key 2024 trends in calls to the Helpline including:

### **Surge in wage-related grievances:**

Payment and compensation issues rose sharply in the second half of 2024. They accounted for 47% of all grievances in 2024. Most Reported Issues: Wages – 22% (1,842 grievances); Termination – 17% (1,435); Verbal abuse or harassment – 14% (1,166).

### **Limited management awareness:**

Only 2 of 11,477 grievances involved issues that management was already aware of, pointing to a critical visibility gap at the worksite level.

### **Consent to share identity:**

In 2024, 45% of grievants shared their identity with the worksite via the helpline, an indicator of increasing worker trust in the Helpline process.

“We appreciate GIZ's initiative to organize the event and are keen to continue to share our experiences and find ways to collaborate,” concluded Ahlan Ahsan, CEO of Phulki. “The Amader Kotha Helpline is well positioned to expand its operations to support more efficient case handling and provide a valued service to more workers and factory managers alike.”



Phulki management representatives, Humayera Rahman and Ahlam Ahsan, join the GIZ workshop in order to share findings of the Amader Kotha Helpline and seek areas for collaboration.



## 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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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