

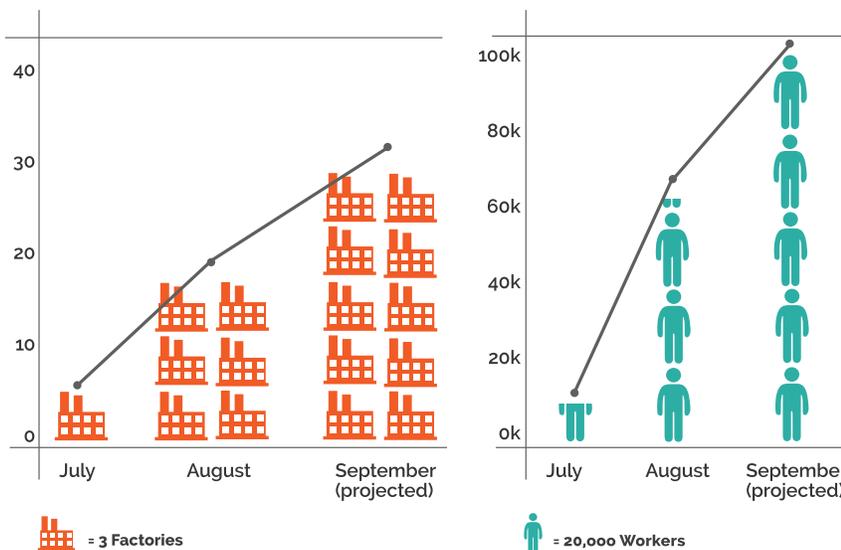
★ FEATURE

Rise in Usage Follows Expansion in Helpline Access

INCREASED CALLS. With Phulki training teams operating at full schedule after the Eid holidays, approximately 50,000 new workers received access to the Amader Kotha Helpline in August.

The increased number of workers with Helpline access resulted in an upswing of both test and substantive calls to Amader Kotha. A total of 476 calls were received during the month.

HELPLINE ACCESS JULY-SEPTEMBER



TEAM TRAINING. Increased Helpline activity also heightened the need for building the skills of Helpline representatives. Drawing from the full-time, professional training staff at a reputable call center, Amader Kotha team members spent two days reviewing a range of topics from communication skills to team building. The training sessions were well received.

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AMADER KOTHA: Impact on People

The Helpline exists to make a difference for people.

Even in these early months, there is much to learn from statistical analysis of the calls received by Amader Kotha (see: This Month's Findings). But as important as the analysis of the calls by frequency and category is, it is the impact those calls have on people and factories that makes the difference.

The first safety-related call was received in the early hours of the morning, one day in late August. A fire started in a local shop—not anywhere near a factory. A worker who lived in the area and saw the fire had recently participated in an Amader Kotha training session and had received an Amader Kotha card with the contact number on it. The police and fire authorities responded, the fire was extinguished and no one was hurt. While the call was not related to safety in a factory, we were glad to help and build trust in the Amader Kotha system.

The Helpline has already made an impact for workers

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Phulki trainer, Khadiza Tul Kubra, leads introduction of Amader Kotha to workers in a factory

“This training was a good reminder for me,” said Farzana Latif, a Phulki staff member dedicated to Amader Kotha who participated in the training. “Although we know the facts, it can be hard to apply them properly which can lead to problems in our daily routine. This training will make my professional and personal life easier,”

The Amader Kotha team looks forward to receiving additional training in the near future. 🌐



A LOOK AHEAD: Rapid Helpline Expansion through New Approach

During the pilot period, we are routinely looking for different and innovative approaches to introducing the Amader Kotha Helpline to workers. One approach is to teach Lead Trainers and Peer Trainers in factories how to introduce Amader Kotha to workers. In these cases, Phulki trains ten percent of the workers directly. In small factories, Phulki has directly trained 100% of the workforce. And, starting in August, there are plans to integrate the introduction of Amader Kotha into the fire



Training session for Amader Kotha representatives

safety training conducted by Alliance Master Trainers. This third approach will allow the Amader Kotha team to test one way to rapidly expand Helpline access. 🌐

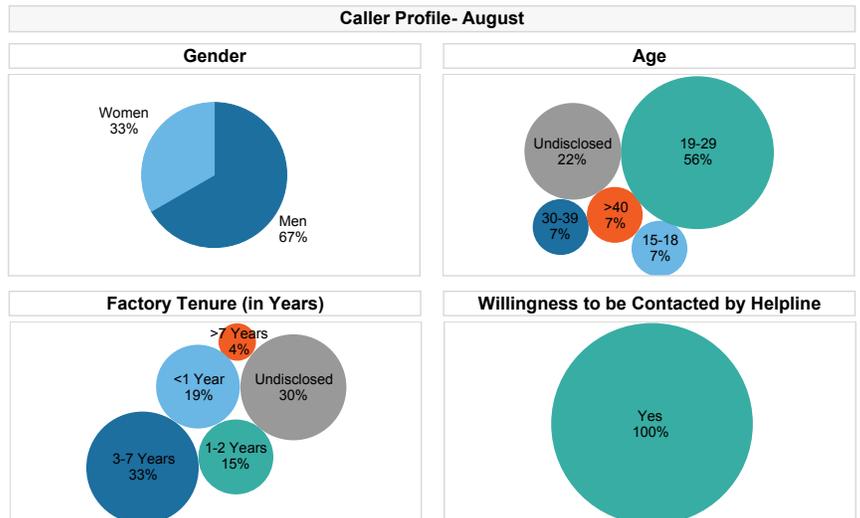
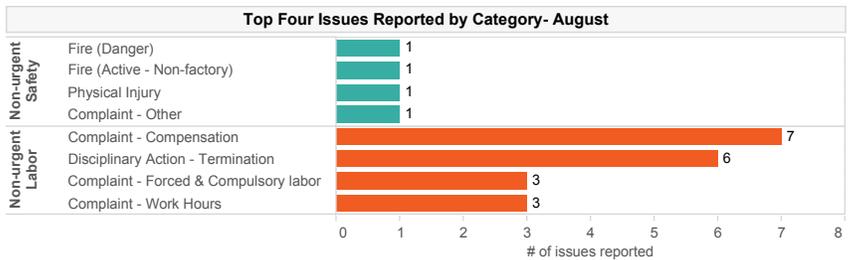
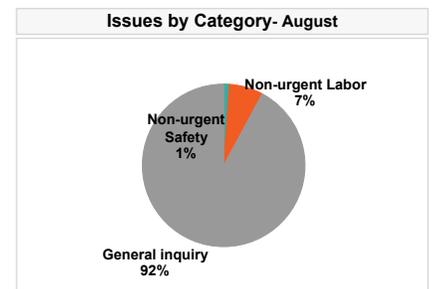
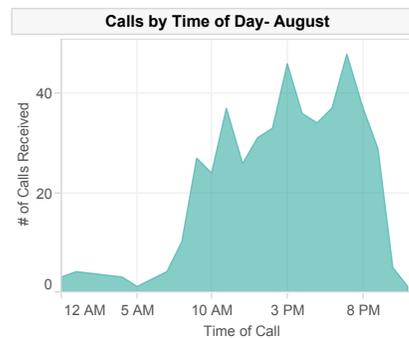
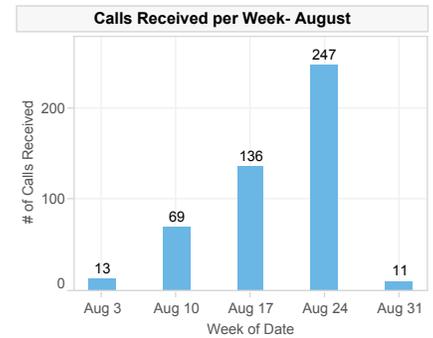
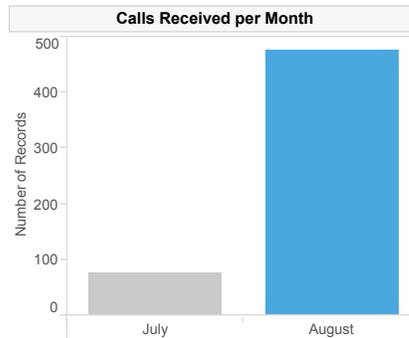


THIS MONTH'S FINDINGS

KEY FINDINGS INCLUDE:

- **A total of 476 calls were made to Amader Kotha this month.** Like in July, most callers are workers or factory managers testing the Helpline to see if it works and/or ask Helpline representatives general questions about Amader Kotha.
- **Four workers called to report safety issues.** Two of these calls were related to fire. A worker reported an active fire near their home—they did not have the number for the fire department, but were carrying an Amader Kotha card. A second worker reported hazardous electric wires and broken electric board at their factory's sample storage room.
- **Twenty-five labor issues were reported in August.** The most common issue reported was compensation. In particular, many workers complained they did not receive their proper bonus following the Eid holiday. Several workers also called the Helpline to inquire about what policies, if any, their factory had regarding retirement benefits.
- **Several callers said they worked extra hours prior to Eid, in exchange for more leave during Eid.** However, some callers did not like this arrangement and wanted it discontinued.
- **The Helpline received calls from workers at factories that have not received Amader Kotha training.** These workers had heard about the Helpline from friends and family members.
- **A higher percentage of Amader Kotha callers this month were women, compared to last month.** Women made up 33% of all substantive Helpline calls in August, up from 22% last month.

Please see the adjacent visualizations for further information on Helpline usage.



* Caller Profile data does not include calls from the "General Inquiry" issue category

Progress to Date		
Provided Access to Helpline	Calls	Scheduled Next Month
# workers: 62,382	# calls received: 552	# workers: 98,498
# factories: 19	# factories: 15	# factories: 30

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 Good World Solutions (GWS), a non-profit organization whose flagship tool—Labor Link—has reached over 100,000 workers. Each partner brings years of experience building innovative, best-in-class labor compliance programs in supply chains. 📞

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by listening and directing their concerns to decision-makers, prompting timely follow-up. In a call received by Amader Kotha in mid-August, a female worker expressed concern about long hours, especially during the hot summer months. In accordance with the Helpline protocols, we reported the concern to management right away. That evening, we received a call back from the same worker who asked: “Did you tell the management about the subject of my call?” We responded: “Yes, that’s what we do with the information we receive. Why do you ask?” “Well, at 7:00 p.m. this evening,” she explained, “the lines were shut down and we were told to go home.” While there will often be a need for voluntary overtime, we were delighted that on this occasion a worker’s concern was taken seriously by factory managers able to be flexible in meeting both production goals and workers’ needs.

We look forward to sharing more stories about Amader Kotha’s impact in future newsletters.

-Doug Cahn
Clear Voice



Information about Amader Kotha is publicized in factories