This Monthly Brief contains visualizations of data gathered via the Amader Kotha Helpline. The charts and trends conveyed represent the nature and frequency of worker calls, usage of the Helpline among Alliance factories, and demographic information about workers who call the Helpline.

KEY FINDINGS INCLUDE:

- 5,694 calls were placed to Amader Kotha in March, for a total of 126,973 calls received from the inception of the program through March 31, 2017.

- The peak call times this month were around 11am and 4pm, due to Helpline refresher trainings.

- 462 substantive issues were shared with the Helpline from workers at Alliance factories this month. The most commonly-reported issues were related to compensation, non-factory fires, and verbal abuse.

- 132 substantive issues were related to safety this month; among these, 20 issues were urgent.

- 427 (92%) of the substantive issues reported to Amader Kotha in March were non-urgent, while 35 were urgent. Top-reported urgent issues include locked/blocke}d egress routes and structural cracks in factories.

- General inquiries comprised 35% of issues this month, disregarding missed or test calls.
• 178 Alliance factories were represented by workers calling with substantive issues in March, out of a total of 417 Alliance factories with workers who called for any reason.

• 75% of the issues/inquiries reported by workers this month have been resolved. Lack of issue resolution was due to workers not seeking resolution assistance or to the Helpline staff and/or Alliance not being able to pursue issues further.

• 93% of workers who called to report a substantive issue this month were comfortable sharing their name with the Helpline, while only 85% were willing to share their name with their factory.

• The majority of callers this month were male (64%), and at least 72% of callers were between the ages of 19 and 29, though more may be represented among those who did not disclose age.

• Of the 862 Alliance factories that have received training on the Helpline, workers from 822 factories have placed calls to the Helpline. Workers from 629 of these factories reported substantive issues. This is based on data from December 2014 to date.

• 92% of the safety issues encountered this month have been closed, with follow-ups occurring per protocol.

Notes:
• Graphs do not include calls from ‘False’ or ‘No Category’ issue categories, except graphs on calls received and calls by time of day.
• Substantive issues (non-inquiry calls of substance) per month graph may not match historical briefs due to changes in issue categorization over time.
• General Inquiries are not incorporated into ‘Substantive’ issue graphs, nor into graphs on caller profile and willingness to share personal information.
• Calls have been received from non-Alliance factories. For example, calls were received from 62 factories not listed as Alliance factories in February. 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.
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• # of workers and # of factories where the Helpline has been launched are based on information provided by the Alliance.