

We don't need your program in our factory: experiences and lessons from designing a workplace intervention against VAW in ready-made garment factory in Bangladesh

HERproject model

HERproject is BSR's collaborative initiative with a mission is to unlock the full potential of women working in global supply chains through workplace programs on health, financial inclusion, and gender equity.



Improve health-related knowledge and behaviors and access to health services and products for low-income working women.



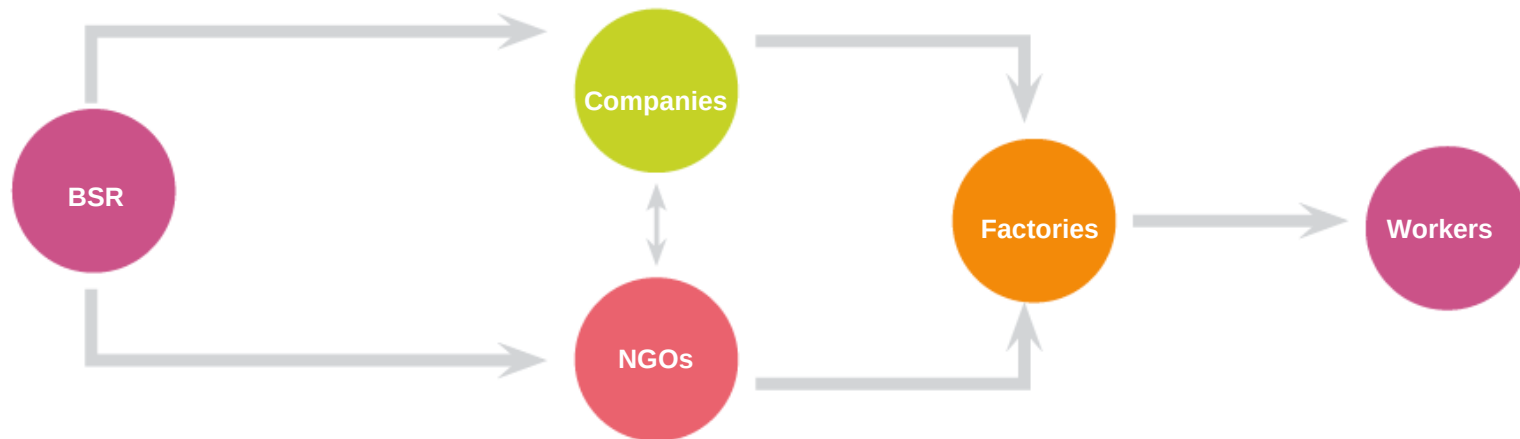
Build the financial capability of low-income employees by delivering financial education programs and connecting factory employees to appropriate financial services.



Promote positive gender relations in the workplace and family through training, policy development, and peer support groups.



HERproject Model



SCALE



IMPACT



SUSTAINABILITY

Our Company Partners

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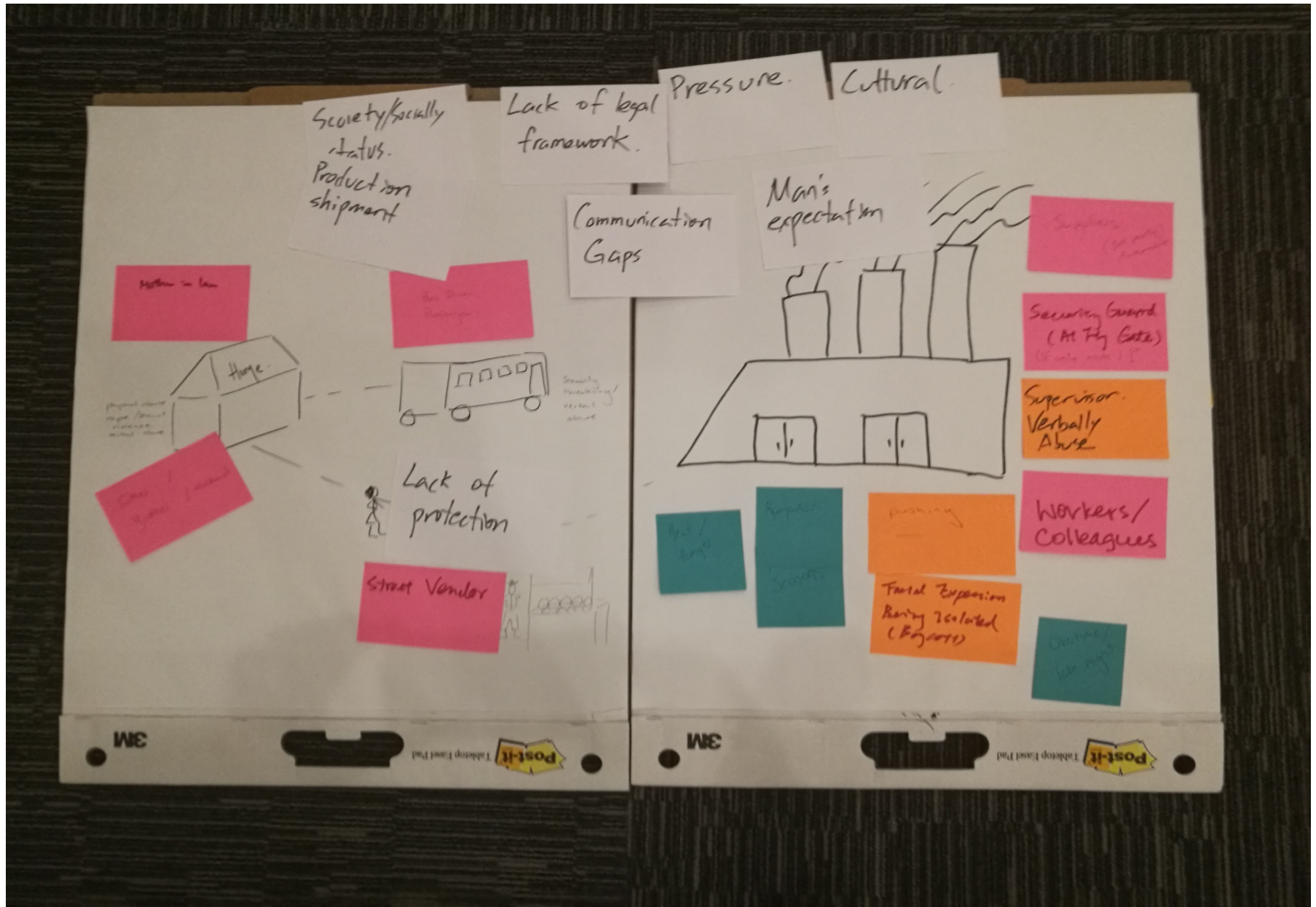
Waitrose



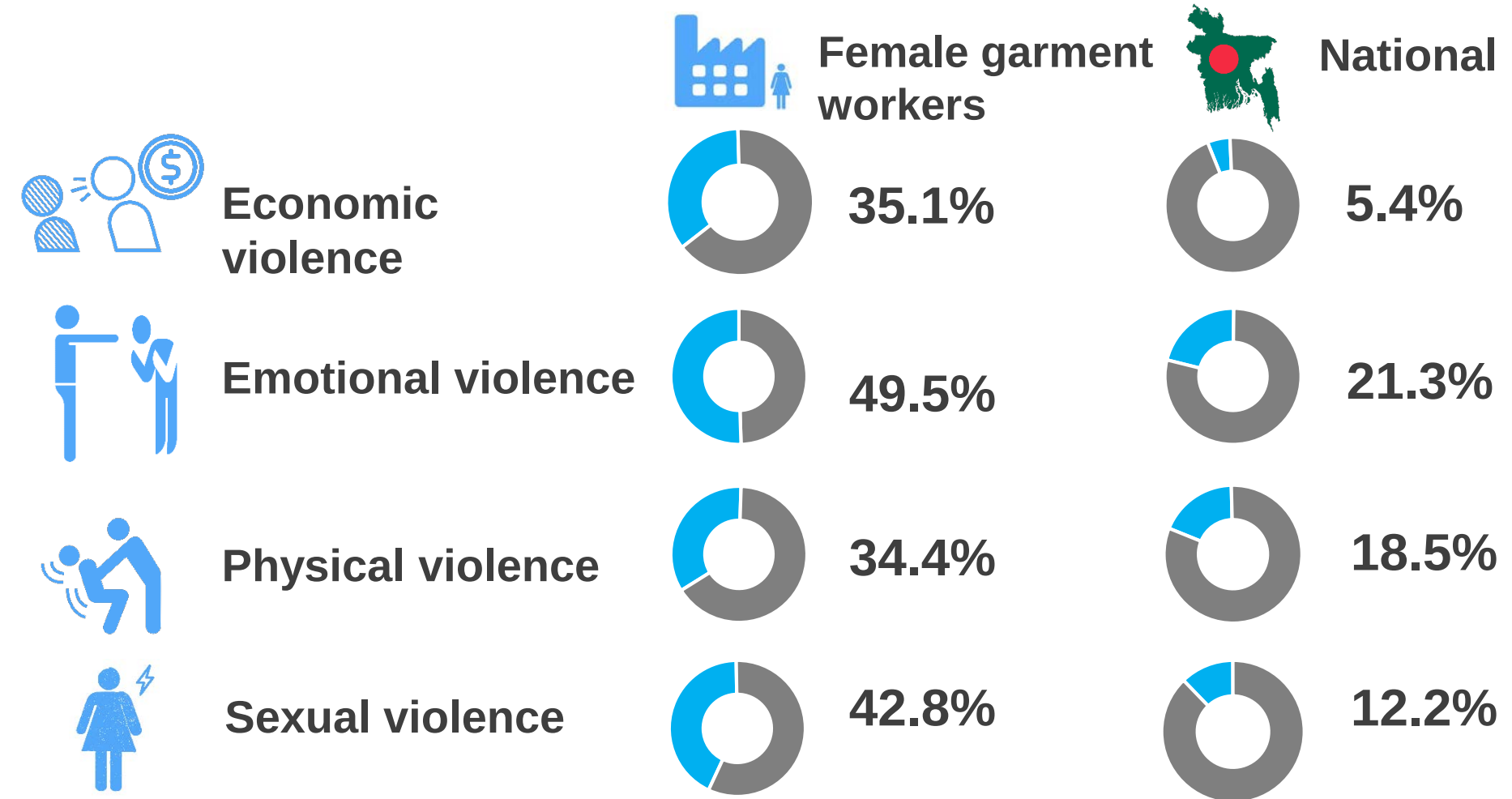
Bloomberg

Why HERrespect





Experiences of intimate partner violence in the past 12 months



Violence used as a tool for achieving production targets

“The workload is tremendous here. They swear at us when we fail to complete the work. ...They scold. They say, ‘Hey you! Daughter of a bitch, daughter of a pig! How come so much work has been piled up?’ ...At such times I feel really bad. ... I cannot stand this. I cry. I feel like quitting my job. But I can do nothing. I have to work here to take care of my family. My family lives on my earnings.”

Rimi, Sewing Operator

“The PM (Production Manager) and APM (Assistant Production Manager) verbally abuse line chiefs and supervisors. They in their turn abuse us (workers). They do so because of their huge workload.”

Tazia, Helper

Workplace emotional violence by management in the last 4 weeks: 63%

Management attitudes and management style

Statement	STRONGLY DISAGREE	DISAGREE	AGREE	STRONGLY AGREE
Sewing operators usually want to do as little work as possible	4.6	43.7	44.0	7.8
Male supervisors are much better at meeting production targets than women would be	1.6	29.5	60.6	8.3
Sewing operators should have their pay reduced if they don't work hard enough	14.2	73.7	11.3	0.8
Women supervisors are too soft on women workers	9.1	49.6	40.0	1.3
You need to be tough to be a supervisor or manager	1.9	16.9	55.5	25.7
If they haven't finished work Sewing operators should just stay until the targets are completed	9.4	73.5	15.6	1.6
Sewing operators in a garment factory should always obey their supervisor and managers	-	0.8	40.0	59.3
It's not your concern if women Sewing operators get into trouble at home for staying late to meet targets	15.6	73.2	9.9	1.3



HERrespect Workplace Intervention

HERrespect Expected Outcomes

Workers become more willing and equipped to engage in respectful dialogue with managers/colleagues at work and intimate partners

Greater gender awareness and sense of empowerment

Less acceptance and normalization of the use of violence

Managers and workers have better coping mechanisms to work stress

Greater awareness on protection mechanism and support for abused women inside and outside the workplace



**But we don't need your
programme in our factory**

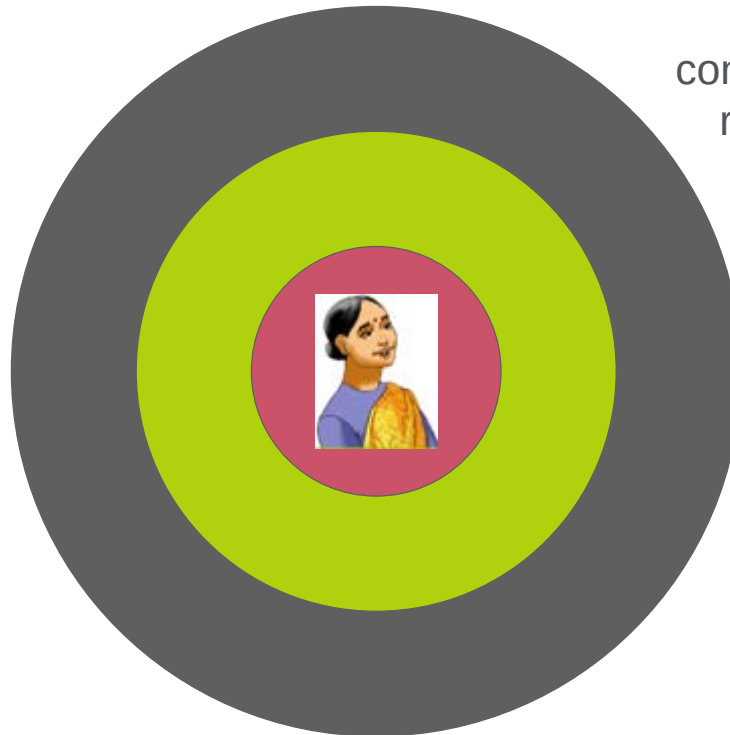
HERrespect Intervention

Skill Building:

Enhancing management and workers' abilities to build harmonious working relationships in the workplace through enhanced communications, problem-solving skills, and stress management.

Reflection on Norms:

Sensitizing management and workers on causes and consequences of unharmonious relationships at work and in intimate relationships.



Strengthening Company Policy:

Supporting factory management to develop and communicate policies and mechanisms to prevent and address workplace violence.

HERrespect Intervention

HERrespect is a workplace-based program over a 9-month period in four intervention RMG factories (another four factories as control).



Training

18-hour training for:

- 100 middle managers
- 100 married female workers
- 50 male workers



Joint-Sessions

- Three joint-sessions between training participants (married female, male workers, and managers) to reflect on learnings



Awareness Campaigns & Factory Policy Review

- Improvement of factory's policies and systems
- Support for factory to communicate policies to the management and workers



Evaluation

- External evaluation (baseline and endline) to be conducted by icddr,b

Sample activities

Role play on happy and unhappy relationships



Sample activities

Managerial trainings



'I used to shout at the workers but even then they don't give quality work. Now I feel they only take out their anger on the worker and this affects our shipment as well'. – Line chief





Sample activities

Joint sessions between management and workers



Sample activities

Factory policy review and communications



Sample activities

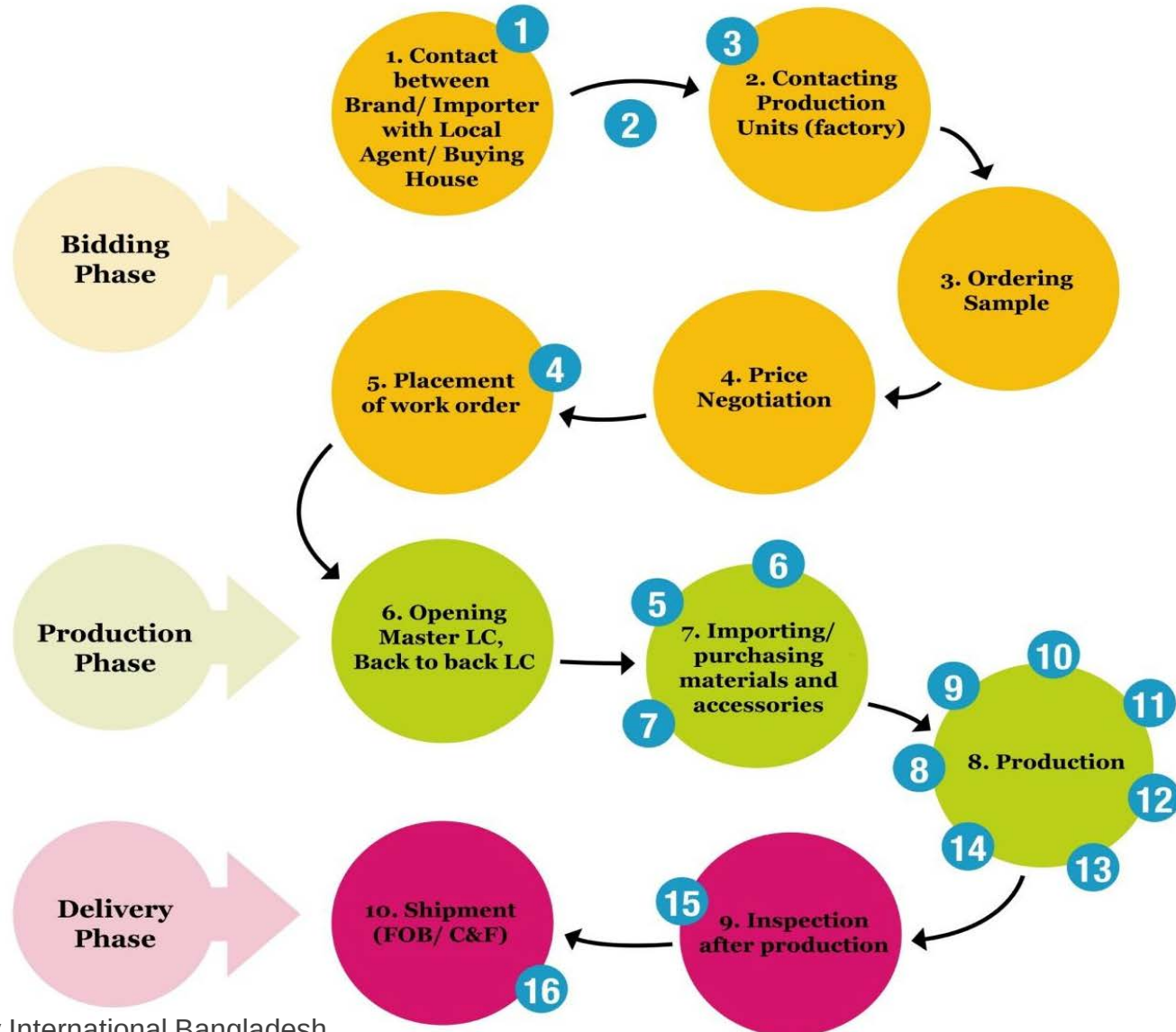
Community component



Learning

- Workplace as an incubator of dialogues and positive changes
- VAW as a business priority
- Institutionalizing prevention and responses efforts in workplace
- Investing in capacity building of partners
- Power, power, power

Think Beyond the Workplace – Violence in the Supply Chain



Thank you!

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