



# Laborlink

## S U R V E Y R E P O R T

### GoodWeave (India) | 2013-2014

GoodWeave partnered with Good World Solutions (GWS) and the Labor Link platform to survey workers at GoodWeave-inspected carpet factories and production sites in India. The project was made possible through the generous support of the U.S. Agency for International Development. **Over 800 workers answered questions on working conditions during the project's Phase I, and during Phase II 500+ workers participated in a survey focused on worker livelihoods.** This level of participation gives GoodWeave a robust dataset sourced anonymously and directly from workers. The data can help GoodWeave monitor conditions in inspected factories, assess the strengths and weaknesses of their compliance procedures and determine key areas where there is potential for positively impacting people within the communities they serve.

### Survey Details

GoodWeave created a carpet certification and label to help eliminate the use of child labor in the handmade carpet industry. Rug exporters who use the GoodWeave label must be licensed under the GoodWeave certification program, export to GoodWeave-licensed importers and agree to meet GoodWeave's standards for working conditions.



All production sites within GoodWeave-licensed supply chains are subject to unannounced inspections to ensure compliance with the standards<sup>1</sup>. GoodWeave partnered with GWS and its Labor Link service as part of their efforts to monitor compliance and worker well-being. **Labor Link is an interactive voice response (IVR) platform that allows users to connect directly with target audiences through their mobile phones.** Surveys were conducted at 18 carpet factories in four towns— Gurgaon, Panipat, Sitapur and Bhadohi.

1. GoodWeave's existing standard is based on one principle: no child labor. GoodWeave is also pilot testing an expanded standard, which is planned to introduce additional criteria covering broader labor rights, working conditions and environmental impacts.

Survey questions were designed jointly by GoodWeave and GWS, and then recorded and hosted on the Labor Link mobile platform. Phase I implementation occurred during 1-2 day factory visits by a Labor Link and/or GoodWeave representative. Workers were grouped together, given an instruction card and asked to complete the survey on-the-spot or in a designated room (e.g. conference room) using their mobile phone. Phase II implementation was led by GoodWeave and factory staff; workers were given the option to take the survey upon receiving the instruction card or later, at a time and place of their choosing.

<b>Target Audience</b>	Workers at 18 GoodWeave-inspected (Tier 1) factories in four towns; no pre-requisites to participate, such as literacy or phone ownership.
<b>Survey Content</b>	Questions on working conditions, household assets and key demographics.
<b>Recruitment Methodology</b>	Instruction cards explaining how to participate were distributed to workers and instruction posters were hung in high-visibility areas at factories. Incentive prizes (mobile credit top-ups) were awarded to participants selected at random. Non-factory workers were not invited to participate.
<b>Delivery</b>	Anonymously via IVR technology to workers' mobile phones in Hindi. Workers were informed that their answers were confidential.

## Survey Results & Analysis

At factories with fewer than 100 workers, all workers were invited to participate. At larger factories, 100 workers were recruited at random. **Overall, 48% of the target audience participated in Phase I and 31% participated in Phase II<sup>2</sup>.**

These response rates are high in comparison to industry standards and exceed key statistical benchmarks for data reliability. That said, concerns about question comprehension (discussed in this report's final section) should be considered while reviewing survey results. Key results fall into three categories: **Child Labor & Young Workers, Wages & Working Hours and Worker Livelihoods.**

### 1. Child Labor & Young Workers

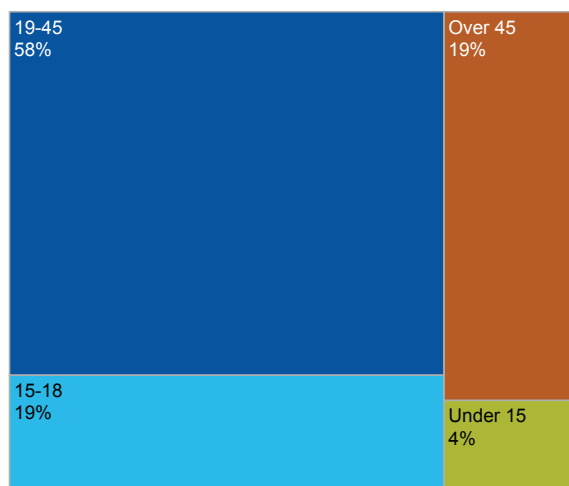
GoodWeave is dedicated to ending the use of child labor in carpet weaving. Producers in the supply chains of licensed exporters are required to adhere to GoodWeave's

2. Response rates are calculated as a percentage of workers present at the factories during visits made by the Labor Link trainer during Phase I. Workforce sizes were smaller during Phase II because of slower production at the end of the year.

current no-child-labor standard, which stipulates, in line with international norms, that the minimum age for entry to employment must be at least 14. In 2014, GoodWeave will begin implementing an expanded certification standard (currently in pilot testing phase). GoodWeave is assessing the feasibility of supporting efforts to strengthen the international norms by progressively raising the minimum age for employment to 15.

Survey questions aimed to assess whether GoodWeave's random surprise inspection system succeeds in deterring and rooting out child labor. Results revealed that in surveyed sites:

- **The presence of child labor and young workers in GoodWeave-inspected sites is negligible or nil, based on the survey's margin of error.** 96% of survey respondents identify themselves as over 15 years of age, meeting the legally allowed minimum age and the GoodWeave standard. The additional 4% falls within the survey's margin of error<sup>3</sup>, and is therefore not considered statistically significant. **The low prevalence of young workers suggests that raising the minimum working age to 15 is feasible for GoodWeave-licensed exporters.**



#### ◀ AGE DISTRIBUTION

#### QUESTION:

How old are you?

Fig. 1: Age distribution of surveyed workers across surveyed factories

## 2. Wages & Working Hours

GoodWeave recognizes that child labor and poverty go hand-in-hand. Accordingly, Labor Link asked workers about their wages, working hours and the length of a typical work week. Interesting findings include:

- **Few survey participants say they work more than 8 hours a day, but nearly all work long weeks.** The typical work day is 8 hours or less for 70% of those surveyed. Only 1 in 10 work more than 10 hours daily. More tenured workers appear to work the longest hours, especially in Bhadohi. 42% of workers surveyed say they normally work seven days a week (see Figure 2).

<sup>3</sup>. The margin of error is a statistic expressing the amount of random sampling error in a survey's results. Given what we know about the target population and using a confidence interval of 99%, we calculate this survey's margin of error as approximately +/- 4%.

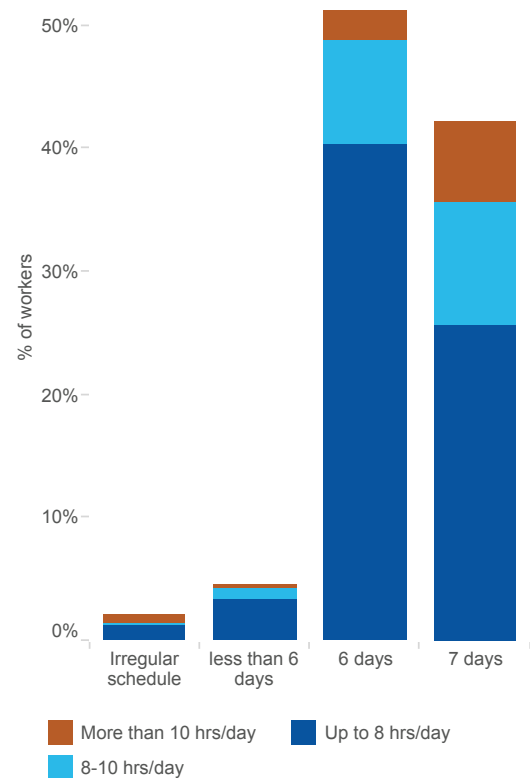
## WORKING SCHEDULE ►

**QUESTIONS:**

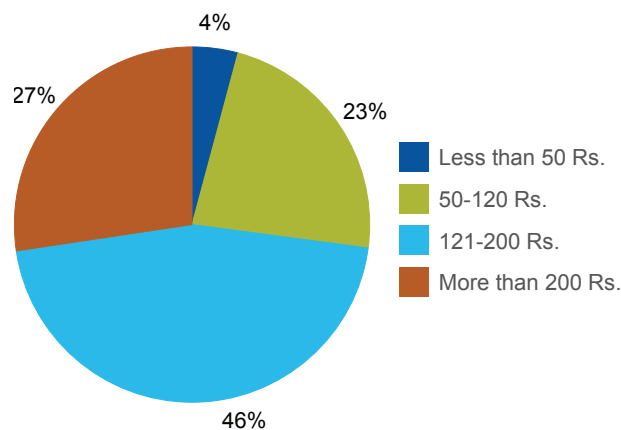
**How many days per week do you usually work for this factory?**

**When you work for this factory, how many hours do you usually work in a typical day?**

Fig. 2: Days worked in a typical week and hours worked in a typical day



- **Most workers report earning 121 rupees per day (about USD \$2) or more.** 73% of workers across factories take home more than 120 rupees daily. It is unclear, though, how many earn the government-mandated minimum wage (205.44 rupees per day in Haryana and 191.38 rupees per day in Uttar Pradesh). For example, 56% of workers in Haryana who say they work more than 8 hours a day also say they make less than 200 rupees daily- below their state's minimum daily wage.



## ◀ DAILY WAGE

**QUESTION:**

**When you work for this factory, how much money do you usually earn each day?**

Fig. 3: Daily wage on a typical workday

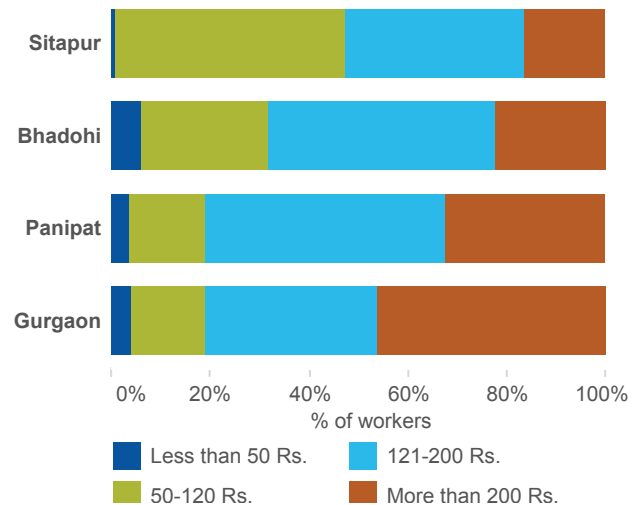
- **Wages vary by workers' location.** Nearly half of respondents (47%) working in Sitapur earn less than 121 rupees per day, compared to 32% in Bhadohi and 17% each in Panipat and Gurgaon. Sitapur also has the smallest share of respondents making over 200 rupees daily.

#### ◀ WAGES BY LOCATION

##### QUESTION:

When you work for this factory, how much money do you usually earn each day?

Fig. 4: Daily wage on a typical workday, by region



- **Workers with more tenure do not report higher earning.** There is little difference in the wages reported by workers who have been at their factory for less than two years and those who have worked at their factory 5+ years.

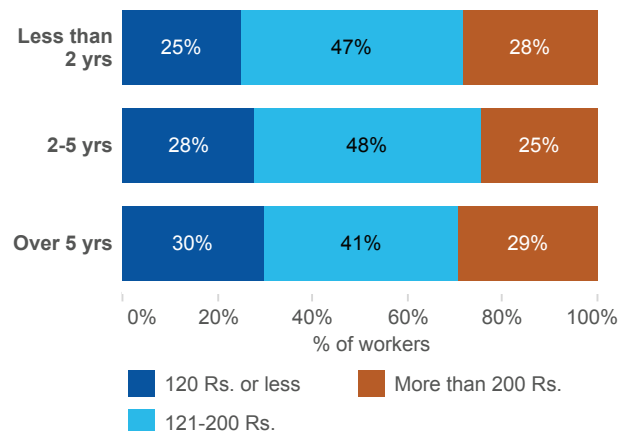
#### WAGES BY TENURE ►

##### QUESTIONS:

When you work for this factory, how much money do you usually earn each day?

How long have you been working for this factory?

Fig. 5: Daily wage on a typical workday, by years at factory

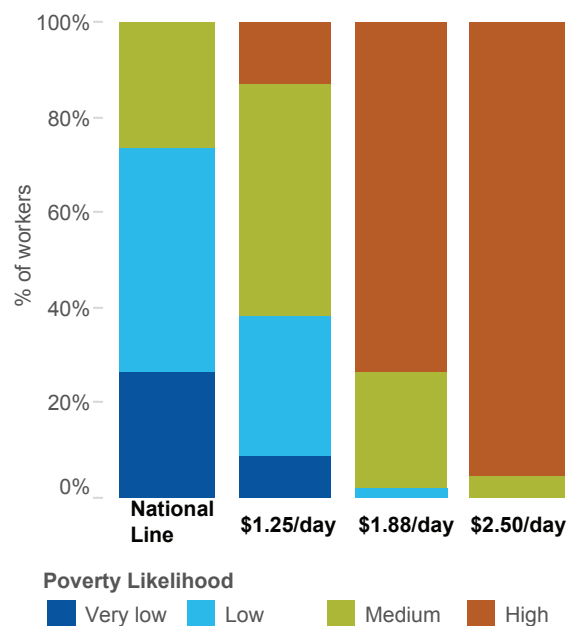


- **Some workers say their wages are lowered for mistakes made at work, as well as other types of deductions.** Overall, one in four workers say their wages are reduced when they make a mistake at work, a punishment more common among weavers than workers in other job positions. Another 22% of workers report that their wages are reduced for things like medicine and housing.

### 3. Worker Livelihoods

During Phase II of the project, workers were asked questions from the Progress out of Poverty Index (PPI) – a set of 10 questions that together, yield a “poverty score” predicting the likelihood that someone is or is not in poverty. Questions ask about household size, education levels and people’s homes and possessions. Results of the PPI survey suggest that many workers in inspected supply chains live in poverty.

- **Most workers make less than \$1.88 per day.** Though 73% of workers surveyed in Phase I say they make at least 120 rupees per day (~\$2 USD), their household characteristics and assets indicate that they are not as well-off as their wages suggest. 74% of surveyed workers have PPI scores corresponding to a high likelihood of living below the \$1.88 per day line (international 2005 PPP)<sup>4</sup>. This discrepancy may be driven by large household sizes and workers’ spending preferences. For example, migrant workers likely send part of their wages to relatives in their native place rather than investing in household assets where they currently live.



#### ◀ LIKELIHOOD OF POVERTY

##### QUESTIONS:

##### India Progress out of Poverty Index

Fig. 6: PPI Rating based on India’s national poverty line and the \$1.25, \$1.88 and \$2.50 (Intl 2005 PPP) per day poverty lines

- **Workers in GoodWeave’s supply chain have large households.** Nearly all workers have children living in their household (95%), and one-third of respondents say they live with five or more children.
- **Education levels are low among GoodWeave’s workers.** Half of surveyed workers live in a household in which the senior male household member did not advance past primary school (see Figure 7).

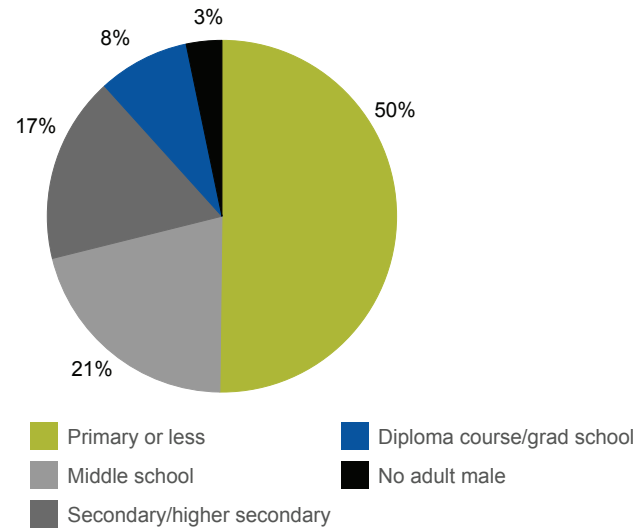
<sup>4</sup> “High” likelihood corresponds to a 75% of higher probability of poverty below the given poverty line, “medium” to 28%-74% probability, “low” to 11%-27% probability and “very low” to 10% or lower probability.

## EDUCATION ►

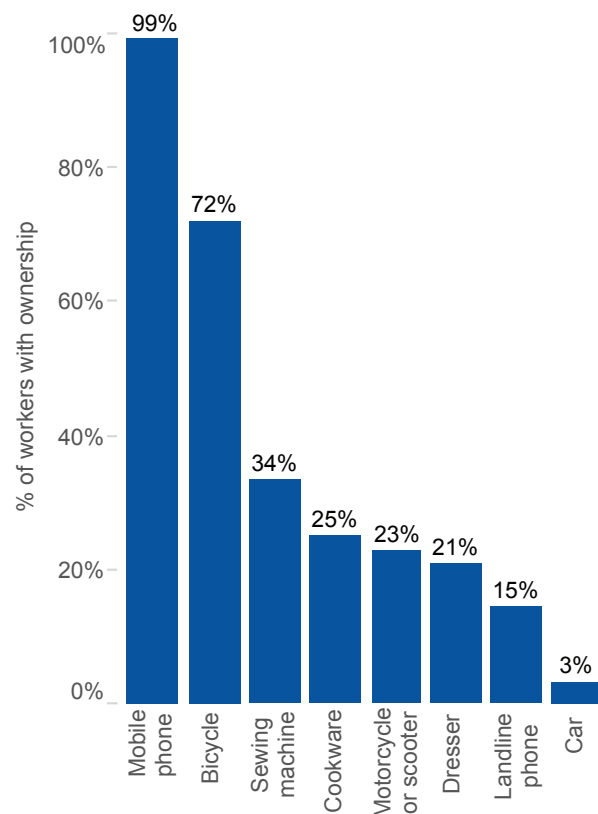
**QUESTION:**

**What is the education level of the senior male member of your household?**

Fig. 7: Education level of male head of household



- **Nearly all workers have access to a mobile phone.** 99% of surveyed workers have a mobile phone in their household and 72% own a bicycle. However landline phones are much less common, as is the ownership of other household goods, such as cookware and dressers.



## HOUSEHOLD ASSETS ►

**QUESTIONS:**

**Ownership of household items**

Fig. 8: Percentage of respondents who answered "Yes"



## Project Conclusions and Lessons Moving Forward

GoodWeave is demonstrating leadership by using technology to connect directly with workers in a new and innovative way, and giving workers an anonymous channel to report sensitive issues. Survey findings can assist GoodWeave in identifying where factories have been successful at meeting GoodWeave's standards, as well as where inspection practices should be reviewed. The worker livelihoods data collected during Phase II also provides GoodWeave with a baseline for measuring livelihoods over time. Many important lessons were learned during the project, including how the approach should and should not be modified during future mobile-based engagement of workers in GoodWeave-inspected supply chains:



- **Worker Participation & Trust.** Workers were enthusiastic about engaging with Labor Link and receiving the chance to win a prize. During a post survey evaluation, one group of workers said “It was nice to participate. Nothing like this has happened in our factory before. It was good. It is for our benefit.” Furthermore, survey results show that workers at GoodWeave-inspected supply chains are willing to share sensitive information via mobile. GoodWeave should think about how future mobile surveying can be used to focus audits and/or monitor remediation efforts between audits.
- **GoodWeave Self-sufficiency.** GoodWeave staff successfully led Labor Link implementation at six factories during Phase I after being trained by a Labor Link trainer and worked remotely with a trainer to launch the Phase II survey at all 18 factories. This illustrates that Labor Link surveying can be replicated and scaled for future projects within the GoodWeave supply-chain without the cost of Labor Link field staff participation.
- **Survey Design & Worker Comprehension.** Both Labor Link field and HQ staff identified flaws in survey design, which led to survey participant confusion. For example, some respondents were unsure how to answer the question on daily wage. Workers paid by piece or on a monthly/weekly basis had difficulty calculating their daily wage equivalent, which may explain the variation between workers' stated wage and PPI scores. Similar issues were raised about other questions, such as that about working hours. Key survey design takeaways include:
  1. Each question needs to be specific; we should not expect survey participants to follow a theme or line of logic across survey questions.



2. Response options, especially when they include ranges, should be designed based on research topics defined before survey design.
  3. The topic of wage is best explored in a survey dedicated solely to the subject.
  4. More collaboration between GWS and GoodWeave is required to ensure survey questions fit the targeted worker/factory context.
- **Mobile Phone Literacy & Availability.** A portion of the target population demonstrated low mobile phone literacy. These workers required assistance using their phones and pressing numbers on their keypad to answer questions. Additionally, many workers did not bring their mobile phones to the factory or did not have mobile credit on their phones — something needed to place a missed call to Labor Link. During future launches, it is important that there is sufficient time and space to provide Labor Link demos and allow workers to share phones.
  - **Survey Implementation.** Close collaboration between GoodWeave, GWS and factory management is important for securing factory buy-in and scheduling Labor Link surveys. There were occasions on which conflicting events, such as other visitors or “pay-day,” delayed the Labor Link launch or negatively impacted participation. Phase II’s implementation during low production season resulted in fewer workers having the chance to participate, as some workers (especially migrants) leave their factories during this time. These situations can be avoided with careful pre-launch planning and communication.
  - **Results Follow-Up.** Thinking should be given to if and how potential “red flag” information is shared with GoodWeave so remediation efforts can commence immediately after issue identification. For instance, in factories or productions sites where a significant code compliance issue is discovered, protocols should be in place to share that information with GoodWeave before the end of a survey period.

GWS and GoodWeave will discuss next steps in early 2014 to consider how to effectively apply these lessons learned and refine the model for wider roll-out within GoodWeave’s supply-chains.

#### About Good World Solutions

Labor Link is operated by Good World Solutions, a U.S. non-profit that uses technology to engage farmers and workers around the world. By increasing transparency in global supply chains, GWS promotes business for socially responsible companies and empowers workers that produce our food and popular consumer products. Find out more about us at [www.goodworldsolutions.org](http://www.goodworldsolutions.org).

