

Primark

My Life Training

Factory Worker Insights

India



Foreword by Primark

Primark's Commitment to Alleviating Worker Vulnerabilities and Human Rights Risks

Primark is committed to addressing the risks that workers face in our finished goods supply chain, especially the most vulnerable workers. We implement programmes that support worker welfare. Our worker engagement programme, 'My Life', is a key tool to achieve this in our supply chain and forms a part of our approach to Human Rights Due Diligence (HRDD).

The 'My Life' Worker Engagement Programme

My Life trains workers to strengthen their basic life skills to better deal with issues they may face in factories in our finished goods supply chain in India. We have piloted this in some Mills too. This programme has been designed to address the risks that vulnerable people face, particularly women and domestic migrant workers. Many workers have a poor understanding of their rights or what factories should provide - for example, employment documents they can read and understand. Running since 2017 and delivered by Primark's Ethical Trade Team in India, the programme was developed in partnership with a local NGO Maitrayana, the Naz Foundation and a global NGO Women Win.

My Life equips workers with essential life skills in three key areas: communication skills, knowledge of worker rights and their responsibilities, and health practices in the workplace. Primark works closely with the factory mid-management to accommodate space and time for the training. The training is delivered in an active, participatory and engaging format known as the 'play-based approach' and has been adapted to fit local needs, including language requirements. The training curriculum consists of 8 modules, each focusing on a basic life skill. Workers participate in the training in groups, and each module takes around 40-45 minutes to complete with the training completed over a 1-2-month period.

Measuring and Understanding the Impact of Our Programmes

We want to better understand the outcomes and impact of our initiatives on worker welfare. In recent years, we have developed Theories of Change, to help articulate the expected outcomes of our initiatives, so that we can better measure them. We applied this approach to My Life where we commissioned the independent social impact organisation 60 Decibels to help us understand the impact.

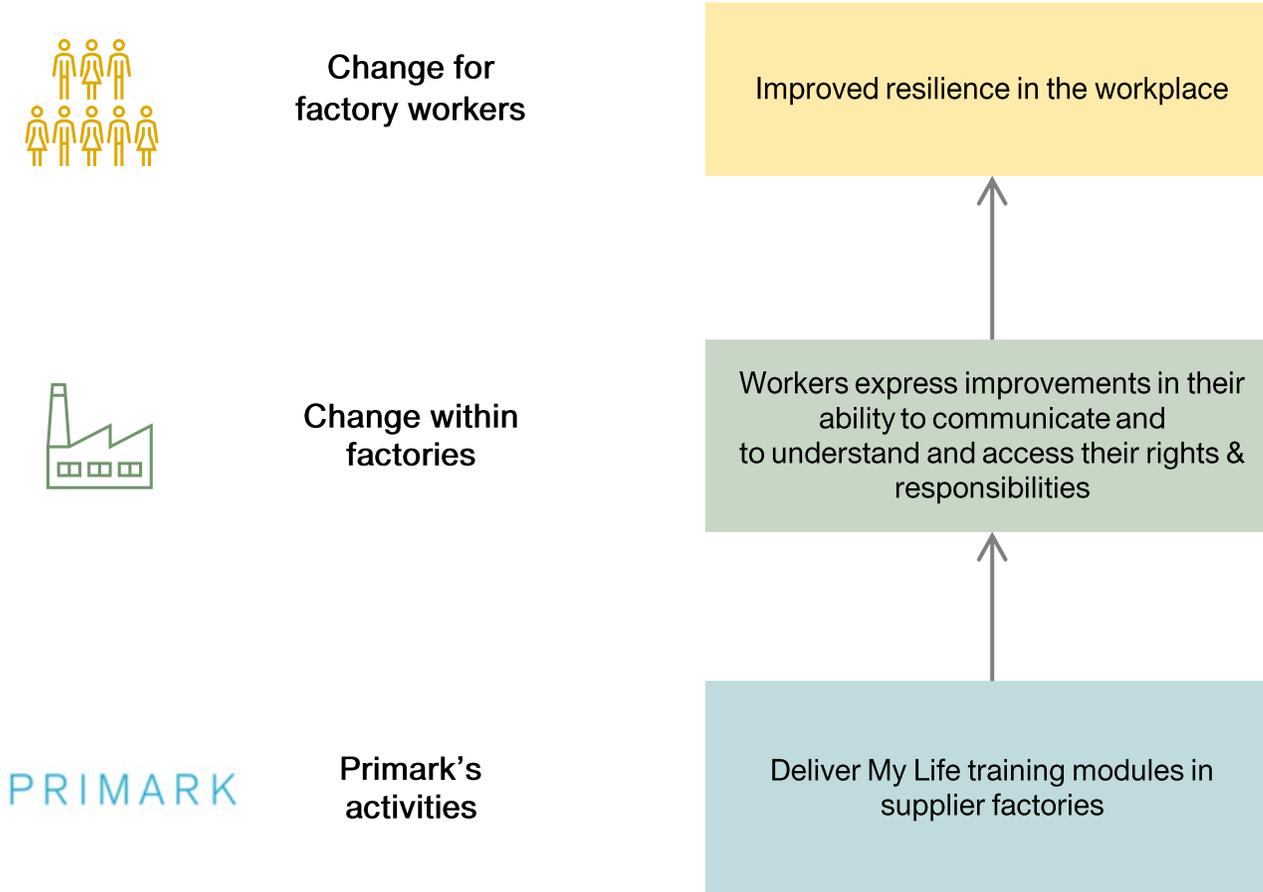
We welcome the results of the independent impact assessment as presented in this report. It helps us understand how workers are experiencing impact and the positive difference My Life makes for them, particularly migrant workers.

My Life's Theory of Change

The purpose of My Life is to equip workers with basic 'life skills' and help them improve their ability to understand their workplace, express themselves, and show up with more confidence.

The expectation is that by improving workers' resiliency in the workplace through My Life, Primark is contributing to preventing and mitigating risks for the most vulnerable workers.

The Theory of Change lays out the expected changes and outcomes of the My Life programme.



Report Overview

Primark <> 60 Decibels Partnership

Primark recognizes that a structured approach to monitoring and evaluating impact is critical to capture learnings and understand the progress of initiatives such as the My Life. Primark is committed to being a learning organization guided by data and evidence to understand the breadth and depth of impact.

To better understand and learn about the impact of My Life, Primark commissioned an independent impact assessment of the project with 60 Decibels. The goal of the assessment was to measure the impact of the training on the lives and livelihoods of factory workers, and workers in some mills where My Life has been piloted, who completed the training.

What We Did

The My Life impact assessment was undertaken between March-November 2023 through phone-based surveys with 525 trained workers, a representative sample of workers who took part in the initiative in the supplier factories.

60 Decibels shipped 13 mobile phones to 9 factories in Tamil Nadu for conducting the surveys. 60 Decibels trained in-country researchers then interviewed workers through the shipped mobile phones during working hours on the premises.

How We Did It

60 Decibels researchers used a proprietary and standardized survey tool. The survey asks questions across a range of criteria including communication skills, health & hygiene, rights & responsibilities, and meaningfulness associated with job, income, and social status. All surveys were conducted in the local languages (Tamil, Oriya, and Hindi).

Welcome To Your 60dB Results

We enjoyed hearing from 525 workers in your supply chain in India – they had a lot to say!

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Detailed Results

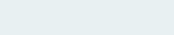
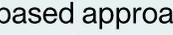
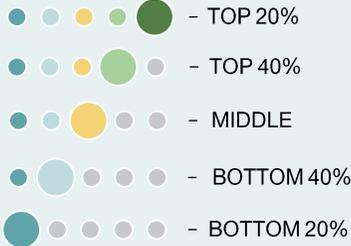
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Performance Snapshot

Almost all workers are accessing a training like the My Life for the first time, and they are highly satisfied with it. They experience its impact both at and outside of work.

<p>Income Profile</p> <p>65%</p> <p>live in the bottom 60th of India's wealth distribution</p> 	<p>First Access</p> <p>97%</p> <p>accessing a training like the My Life for the first time</p> 	<p>Impact</p> <p>53%</p> <p>quality of life 'very much improved'</p> 	<p>What Impact</p> <ul style="list-style-type: none"> • 41% say improved health & hygiene • 26% mention increased sense of calm & patience • 23% report better communication 	<p>Worker Voice</p> <p>"I learned a lot of safety protocols so I'm being more careful at work. I learned to save and not spend unnecessarily which has changed my perception about savings. Nowadays I'm also not speaking rudely or shouting at my parents." - Male, 27, Non-migrant</p> <p>Data Summary</p> <p>Performance: 525 worker interviews conducted between March-November 2023 in India.</p> <p>Quintile Assessment compares Performance with India Benchmark comprised of 103 companies and 22,826 respondents. Full details can be found in Appendix.</p>
<p>Net Promoter Score®</p> <p>93</p> <p>on a -100 to 100 scale</p> 	<p>Communication Skills</p> <p>59%</p> <p>communication skills 'very much improved'</p> 	<p>Satisfaction with Training Modality</p> <p>92%</p> <p>report they are 'very satisfied' with the play-based approach of the My Life training</p> 	<p>New Topic Requests</p> <ul style="list-style-type: none"> • 67% say career progression • 49% mention financial literacy • 47% report stress management 	<p>Performance vs. 60dB Benchmark</p>  <ul style="list-style-type: none"> • TOP 20% • TOP 40% • MIDDLE • BOTTOM 40% • BOTTOM 20%

Key Findings (1/2)

The My Life training appears to successfully uplift vulnerable factory workers by helping them build critical life skills both at and outside of work.

1

The My Life training is improving workers' communication skills.

Workers report the session on “Basic Communication” to be most useful. Nearly 3 in 5 workers report their way of communication has ‘very much improved’ because of the training. Top improvements include increased confidence, better anger management, and improved relationships with coworkers. Two-thirds of the workers also ‘strongly agree’ to having a better relationship with their supervisor after the training.

Learning communication skills is reiterated as one of the top satisfaction drivers and quality of life outcomes.

Pages: [18](#), [21](#), [27](#), [28](#), [31](#), [42](#)

An idea: Follow-up trainings could focus on helping workers learn how they can leverage their communication skills for professional development, considering career progression is the top requested future training topic.

2

Workers have developed a better understanding of their rights and responsibilities at work.

Two-thirds of the workers ‘strongly agree’ to have a better understanding of their rights and responsibilities because of the My Life training. Workers mention gaining knowledge about Provident Fund (PF) and Employee State Insurance (ESI), understanding salary calculations and deductions, and increased discipline.

Most (91%) workers report having an appointment order and access to mechanisms that can support them in representing work-related issues.

Pages: [35](#), [36](#), [45](#), [48](#)

A recommendation: Given that workers have developed baseline knowledge about benefits like PF & ESI and salary calculations, this training module may include additional content on managing personal finances in follow-up trainings.

3

The intended impact of the My Life training on workers' personal lives is high.

Almost all workers report that ‘all’ or ‘most’ of the My Life training is useful in their personal lives and has led to quality of life improvements.

The top quality of life improvement is on workers' health. Reflecting specifically on personal and menstrual health outcomes, 3 in 5 workers report significant improvements. They talk about developing clean habits, improved diet and nutrition, and increased knowledge about menstrual health.

Pages: [20](#), [38](#) to [42](#)

Gender insight: Interestingly, men are more likely to report ‘very much improved’ way of managing personal health than women (69% vs. 57%). Women are more likely to report significant improvements in how they / other female family members manage their menstrual health compared to men (60% vs. 49%).

Key Findings (2/2)

Impact on the more vulnerable groups including migrant workers, female migrant workers, and mill workers is the highest.

4

Migrant workers experience a deeper impact compared to non-migrant workers.

Compared to non-migrant workers, a higher proportion of migrant workers experience significant improvements in communication skills (70% vs. 50%), personal (74% vs. 47%) and menstrual health (70% vs. 49%), their understanding of rights and responsibilities (74% vs. 47%), and quality of life (70% vs. 38%). This is likely due to migrant workers being younger on average compared to non-migrants (22 vs. 35 years) – younger workers might find these life skills more novel and, thereby, more impactful.

Pages: [51](#)

To celebrate: The deeper impact experienced by migrant workers across the key expected impact outcomes of the training is a testament to its success, given that it is a training aimed at building life skills among vulnerable workers, and migrants are a more vulnerable segment.

5

Female migrant workers experience a deeper impact compared to female non-migrants.

Female migrant workers are more likely to report significant improvements in communication skills (69% vs. 50%), personal (74% vs. 43%) and menstrual health (77% vs. 46%), their understanding of rights and responsibilities (72% vs. 62%), and quality of life (70% vs. 34%).

They are also more likely to find ‘all’ of the training useful in their personal lives (82% vs. 50%).

Page: [52](#)

To celebrate: Not only is the training successful in generating a deep impact for migrant workers as mentioned in the previous finding, but the impact on female migrant workers is especially commendable.

6

Compared to non-mill workers, mill workers appear to report deeper positive impact.

Mill workers report a deeper impact compared to non-mill workers, particularly on the health and quality of life outcomes.

Mill workers experience the highest impact on the way they / their female family members manage menstrual health and hygiene. We also observe the greatest difference in this metric between mill and non-mill workers (77% vs. 54%). This is likely due to a greater proportion of mill workers being women compared to non-mill workers (96% vs. 75%).

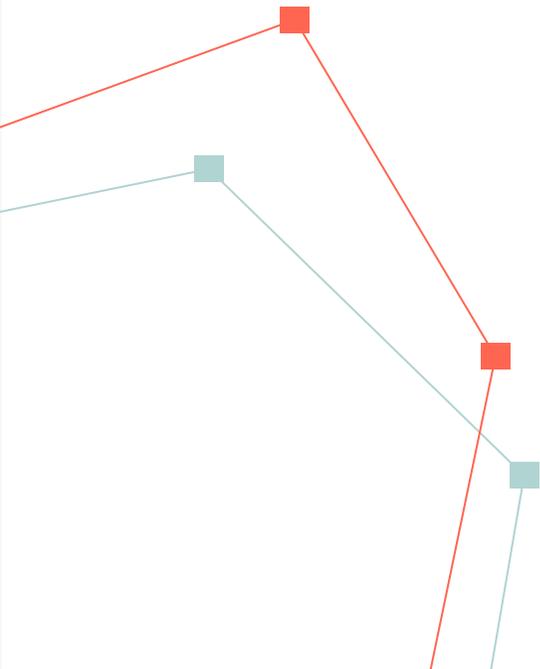
They are also more likely to strongly agree to having a better understanding of their rights at work and find their work meaningful.

Pages: [54](#)

Food for thought: What characterises the vulnerabilities of mill workers? Understanding this more deeply could help tailor the training further to continue uplifting mill workers.

Worker Voices

We love hearing worker voices.
Here are some that stood out.



Impact Stories

96% shared how the My Life training improved their communication skills, health and hygiene, and quality of life

“Nowadays I'm doing exercise in the morning and keeping myself cleaner. I am keeping the bathroom clean and not throwing anything in the toilets like before. I also learned how to efficiently use water.”
- Female, 20, Migrant

“Earlier there were always heated arguments in the department. It was about work. I used to argue when things were not favoring me. But now I participate in the discussion and talk freely, acknowledge others' views, and take responsibility too.” - Female, 29, Non-migrant

“I am able to balance my life well, I do not get angry or upset much with what others tell me. I save money and take care of my parents. I speak to them more respectfully.” - Male, 28, Non-migrant

“I can now understand how much my wife goes through during her menstrual cycle, so I help her by giving her hot water to bathe with. I also ask my wife to keep the clothes she uses clean.” - Male, 37, Non-migrant

Opinions On Value Proposition

94% are Promoters and highly likely to recommend the My Life training

“This training taught us how to be disciplined in both the workplace and home. They taught us many useful things which will be helpful in our day-to-day lives. We can talk without being shy.” - Male, 50, Non-migrant

“I find many things shared in training to be very useful. I got very good information regarding menstruation. I think everyone should be knowing such information.”
- Female, 38, Non-migrant

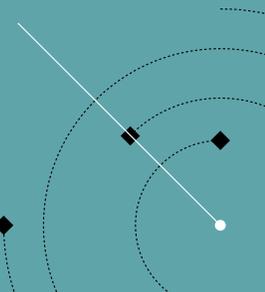
Satisfaction with Training Modality

98% are satisfied with the play-based approach of the My Life training

“This play-based training will stay in our minds for a very long time. I'm 60+ and at our age, we don't understand things very easily and can't keep them in mind too long.” - Male, 61, Non-migrant

“The trainer used a ball and other materials to make the session interesting. It was fun and we were free from all the tensions of work. The method was very constructive and effective.” - Male, 36, Non-migrant

- Profile Deep-Dive
 - Demographics & Income Profile
 - Migration Status, Tenure & Training Sessions Completed
 - First Access
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Demographics

Across the report, we have disaggregated the data by two key segments: workers' gender and migration status (more details about this metric on [page 13](#)).

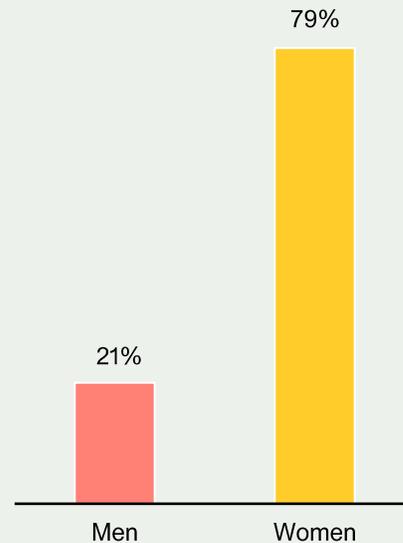
We have also called out differences by the following segments wherever significant: number of training sessions completed, recency of training completion, tenure, and age.

A typical factory worker is a 23-year-old woman, living in a household of 5 members.

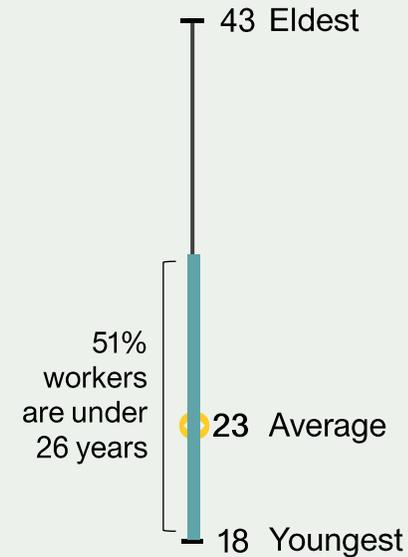
About the Workers We Spoke With

Data relating to worker characteristics (n = 525)

Gender



Age



Household Size

4.8 Average size

Worker Profile: Inclusivity

63% of workers live in the bottom 60th percentile of India's wealth distribution. This means that the My Life training is reaching slightly poorer workers than average.

How To Read This Chart

The x-axis shows the distribution of wealth in the general population.

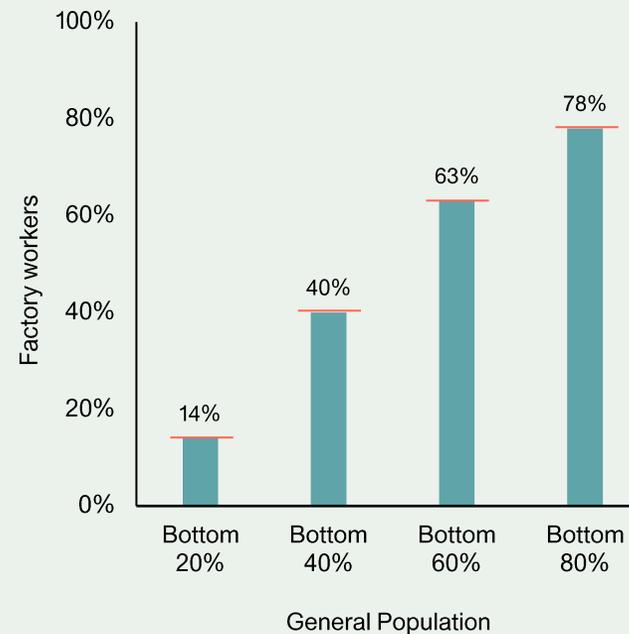
The y-axis and chart bars show the proportion of workers that fall into the bottom 20%, the bottom 40% etc., of the population.

If workers exactly matched the distribution of wealth in the general population, then the percentages on the y-axis would exactly match, i.e. 20%, 40%, 60%, 80%, and coincide with the red lines.

The differences in distribution highlight where My Life training is over- or under-penetrating certain segments.

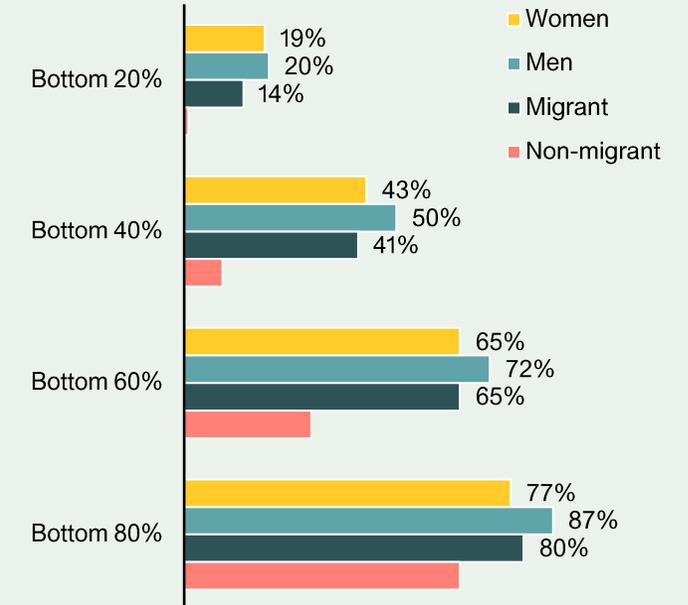
Wealth Distribution of Factory Workers vs. General Population

% living in the poorest xx% in India (n = 523)



Wealth Quintiles by Gender & Migration Status

% living in the poorest xx% in India (n = 523 | Women = 409, Men = 113 | Migrant = 248, Non-migrant = 274)



Migration Status & Tenure

Migrant workers are likely to be younger compared to non-migrant workers.

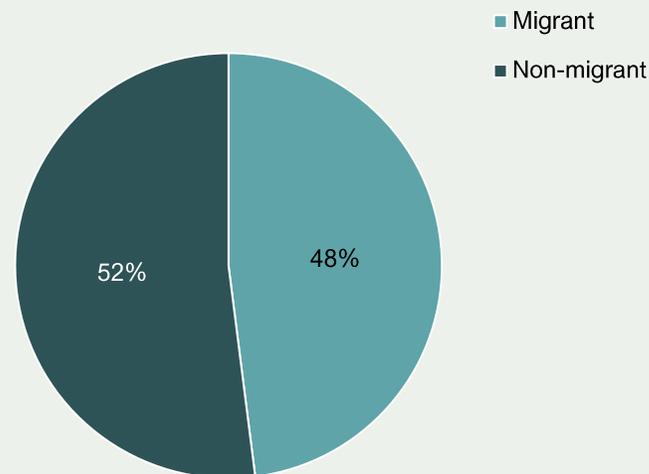
- Workers less than 26 years of age are more likely to be migrants compared to those over 26 (76% vs. 18%).
- Unsurprisingly, because of being younger, migrant workers are more likely to be less tenured. Those who have worked at the factory for less than a year are more likely to be migrants than those who have worked at the factory for over a year (84% vs. 27%).

Among men and women, there is roughly an equal split of migrant and non-migrant workers.

We spoke with a roughly equal split of migrant and non-migrant workers. Nearly two-thirds have been working with the factory for at least a year.

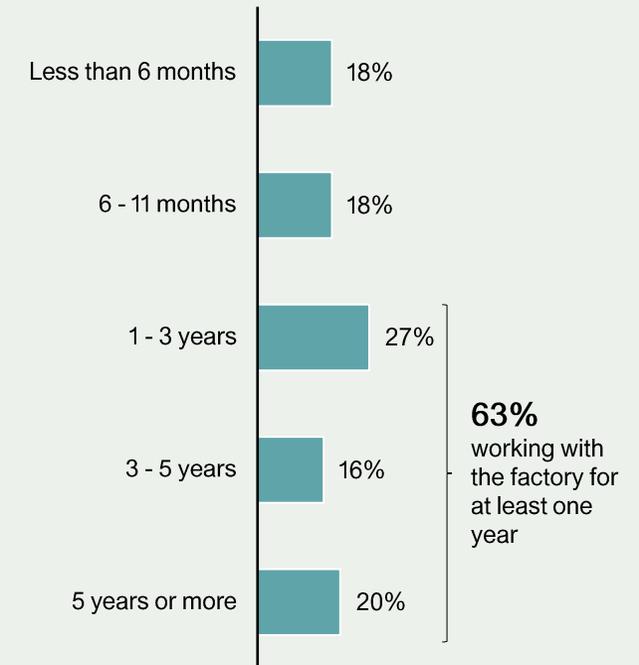
Migration Status

Q: Are you a migrant or native to where you work? (n = 525)



Tenure at the Factory

Q: How long have you been working at [Factory]? (n = 525)



Number of Sessions Completed & Recency of Completion

Per the survey eligibility criteria, we interviewed only those workers who have completed 5 or more (out of 8) sessions of the My Life training.

Migrant workers are more likely to have completed all 8 training sessions compared to non-migrant workers (68% vs. 40%).

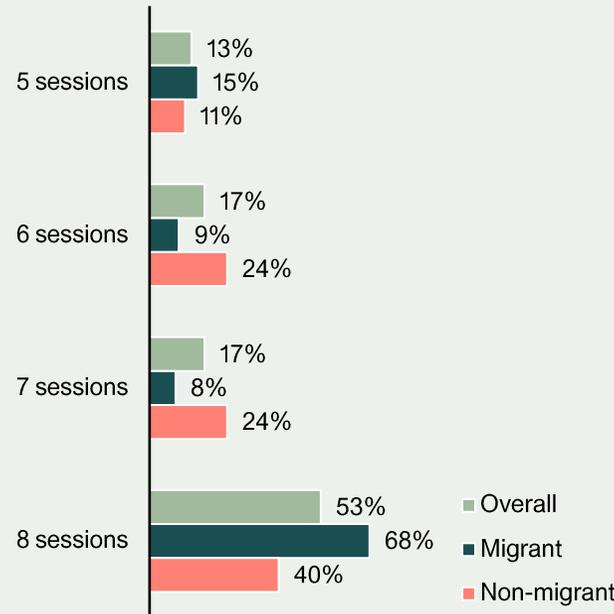


No statistical differences by Gender.

Over half of the workers we spoke with have completed all 8 sessions of the My Life training. The majority completed the training less than 6 months before the interview.

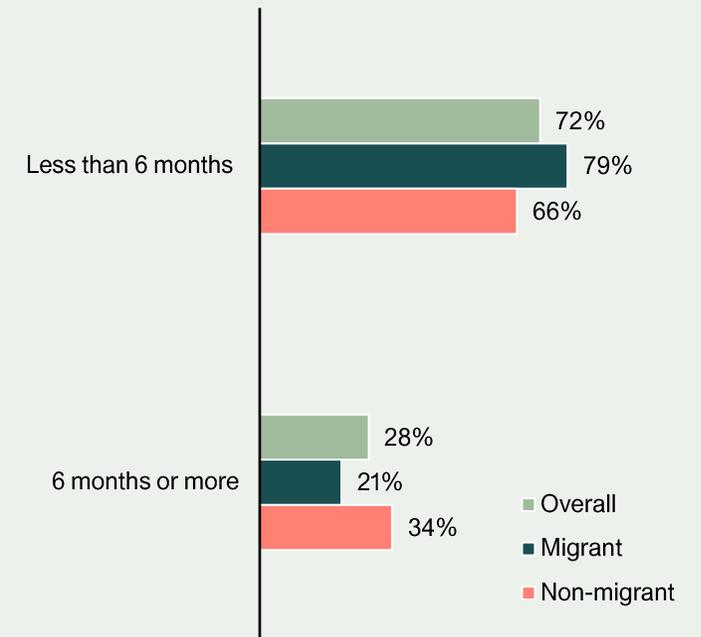
Number of Sessions Completed

Q: Can you tell me how many sessions have you completed? (n = 520*)



Recency of Training Completion

Q: MIS Data (n = 525)



* 5 workers did not recall the number of sessions they have completed. They were eligible based on the MIS Data.

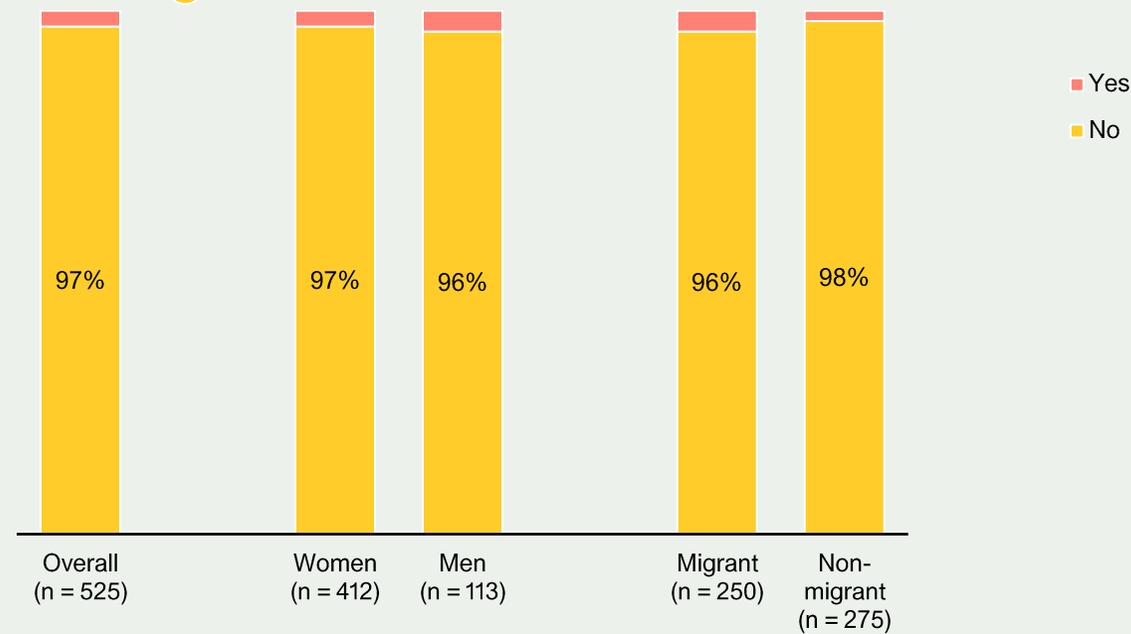
First Access

Almost all workers report they have not had access to a training like the My Life before working at the factory.

First Access

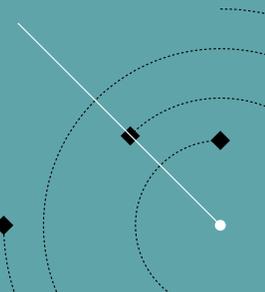
Q: Before working at [Factory], did you have access to a training like the My Life training that [Factory] provides? (n = 525)

● ● ● ● ● - TOP 20%



No statistical differences by
Gender and Migration Status.

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Net Promoter Score®

The Net Promoter Score® for the My Life training is 93, which is world-class! This is much higher than the India NPS benchmark of 48, indicating high satisfaction levels.

The Net Promoter Score® is a gauge of satisfaction and loyalty. Anything above 50 is considered excellent. A negative score is considered poor.

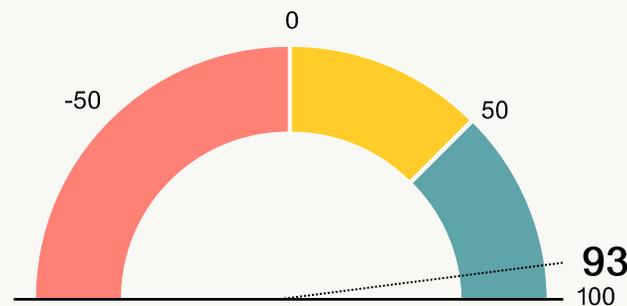
Asking workers to explain their rating provides insight into what they value and what creates dissatisfaction. These details are on the next page.

Trends ⓘ

- **Number of Sessions Completed:** The NPS for workers who have completed all 8 training sessions is higher than those who have completed fewer sessions (97 vs. 90), indicating that satisfaction is likely driven by the extent of learning.
- **Recency of Training Completion:** The NPS for workers who completed the training less than 6 months before the interview is slightly higher than those who completed it over 6 months before the interview (94 vs. 90).

Net Promoter Score® (NPS)

Q: On a scale of 0-10, how likely is it that you would recommend the My Life training to a colleague, where 0 is not at all likely and 10 is extremely likely? (n = 524)



NPS = 94% Promoters - 1% Detractors

9-10 likely to
recommend

0-6 likely to
recommend

NPS Benchmarks

● ● ● ● ● - TOP 20%

60 Decibels Global Benchmark 50
583 companies

India Benchmark 48
103 companies

Creators of the NPS, Bain & Company, suggest that a score of:

- Above 0 is good
- Above 20 is favourable
- Above 50 is excellent
- Above 80 is world class

NPS Drivers

Promoters value learnings related to communication skills and health and hygiene. The handful of Detractors want to see more easily understandable content.

94% are Promoters :)

They love:

1. Learning communication skills
(54% of Promoters / 51% of all workers)
2. Health and hygiene related learnings
(44% of Promoters / 41% of all workers)
3. Improved knowledge about rights
(18% of Promoters / 17% of all workers)

“We can learn a lot from this training. The one I liked the most is it teaches us how to manage our anger.” - Female, 42, Non-migrants

Tip:

These are value drivers in marketing.

Promoters are powerful brand ambassadors!

5% are Passives :\

They like:

1. Information on appropriate workplace etiquettes
(8 workers)
2. Training's usefulness in both personal and professional lives
(7 workers)
3. Learning communication skills
(5 workers)

“My Life training teaches us how to behave well at the workplace which is a good thing, but still, I'm not able to follow everything.” - Male, 53, Non-migrant

Tip:

How can improvement areas listed here be used to make the training better?

1% are Detractors :(

They want to see:

1. More easily understandable content
(3 workers)
2. Fewer language barriers
(2 workers)

“I'm not sure why, but I had difficulty understanding everything that was taught due to language barrier.” - Female, 20, Migrant

Tip:

Negative word of mouth is costly.

What's fixable here?

NPS by Gender and Migration Status

The NPS for women is higher than that for men, indicating they have higher satisfaction levels. The NPS does not differ by migration status.

Amongst Promoters, women are more likely to report improved knowledge about rights at work as a satisfaction driver, than men (19% vs. 9%). Migrant workers are also more likely to report improved knowledge about rights at work than non-migrant workers (21% vs. 12%).

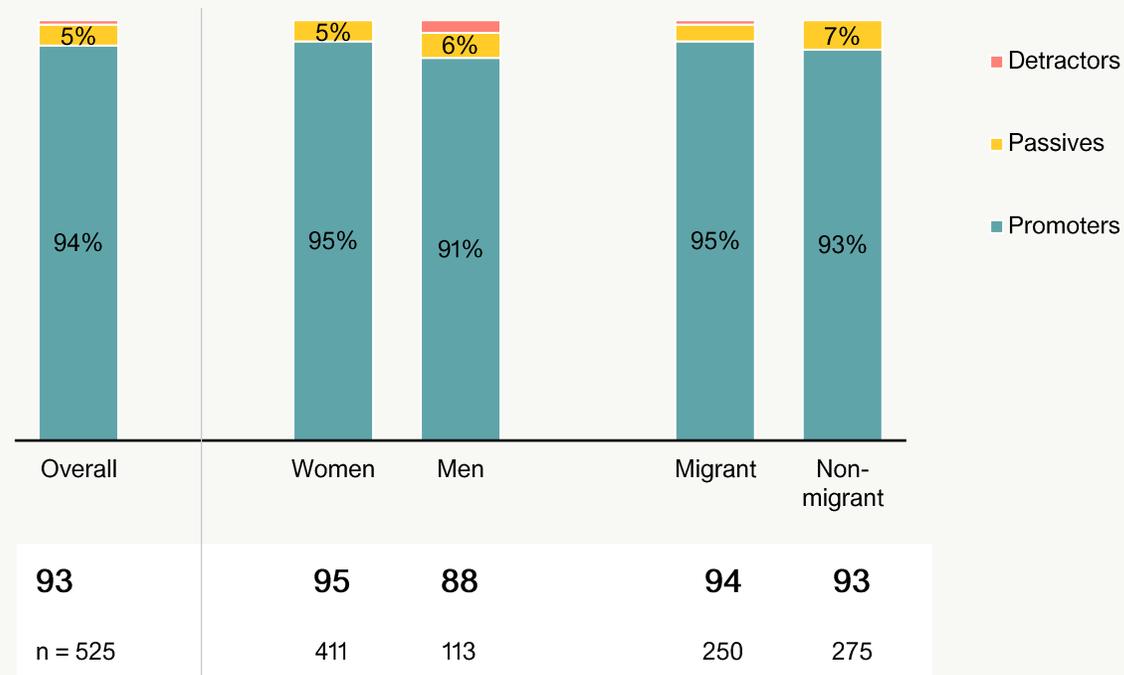
Greater awareness about their rights at work has likely contributed to making both groups (i.e. women and migrants) less vulnerable in the informal labour market.

Trends (i)

- **Recency of Training Completion:** Among Promoters, those who completed the training less than 6 months before the interview are more likely to report learning communication skills as a top satisfaction driver than those who completed it over 6 months before the interview (59% vs. 41%).

Net Promoter Score Disaggregated by Gender and Migration Status

Q: On a scale of 0-10, how likely is it that you would recommend the My Life training to a colleague, where 0 is not at all likely and 10 is extremely likely? (n = 525)



Usefulness of Training in Personal Life

Migrant workers are much more likely to say they found 'all' of the training useful in their personal lives than non-migrant workers (82% vs. 50%). Given that migrant workers are younger than non-migrant workers, they are more likely to find the training valuable. Non-migrant (and older) workers likely have a stronger baseline about the training topics owing to more life experience. We find this trend reflected across most metrics.

Trends ⓘ

- **Number of Sessions Completed:** Workers who have completed all 8 training sessions are more likely to report they find 'all' of the training useful than those who have completed fewer sessions (77% vs. 50%).

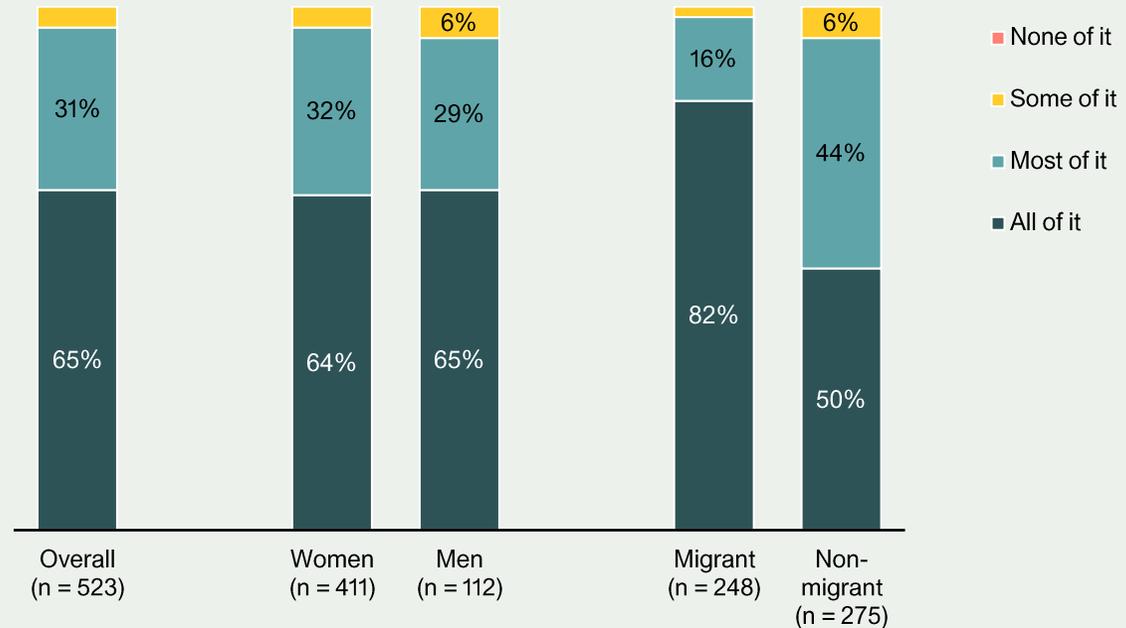


No statistical differences by Gender.

Two-thirds of the workers report that they found 'all' of the training useful in their personal lives.

Extent of Training Usefulness in Personal Life

Q: How much of the information you received from the My Life training is useful to you in your personal life? (n = 523)



Most Useful Sessions

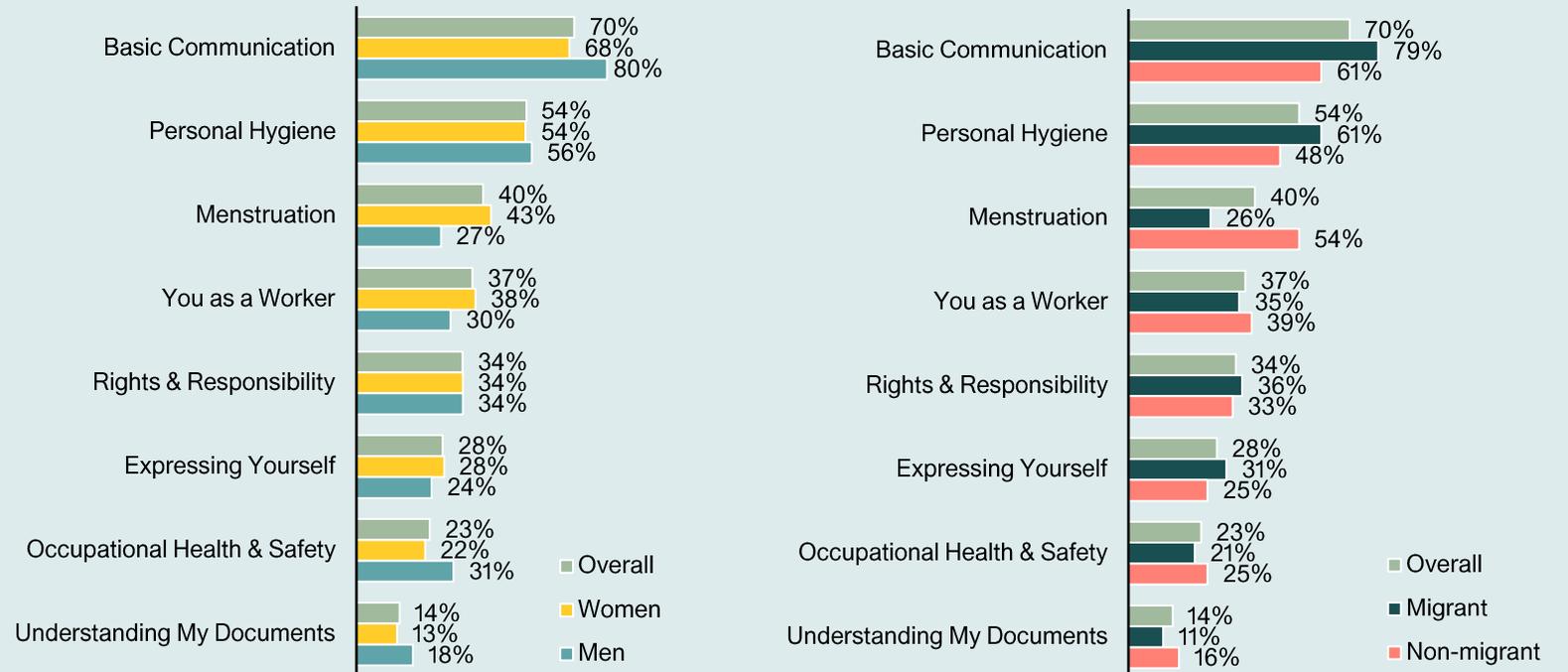
Basic Communication is most commonly reported as the topmost useful session, followed by Personal Hygiene and Menstruation.

Migrant workers are more likely to report Personal Hygiene as a top useful session compared to non-migrant workers (61% vs. 48%).

Non-migrant workers are more likely to report Menstruation as a top useful session compared to migrant workers (54% vs. 26%). Could this be a result of non-migrant workers feeling more comfortable discussing sensitive issues like menstruation because of feeling more familiar with their work environment compared to migrant workers, who are not locals?

Most Useful Sessions

Q: Which were the top 3 most useful sessions of the My Life training for you? (n = 525 | Men = 71, Women = 386 | Migrant = 220, Non-migrant = 237). Multi-select.



Satisfaction with Training Modality

Non-migrant workers are slightly more likely to say they are 'very satisfied' with the play-based approach compared to migrant workers (94% vs. 89%).

Trends (i)

- **Recency of Training Completion:** Workers who completed the training less than 6 months before the interview are more likely to say they are 'very satisfied' with the play-based approach than those who completed it over 6 months before the interview (93% vs. 87%).

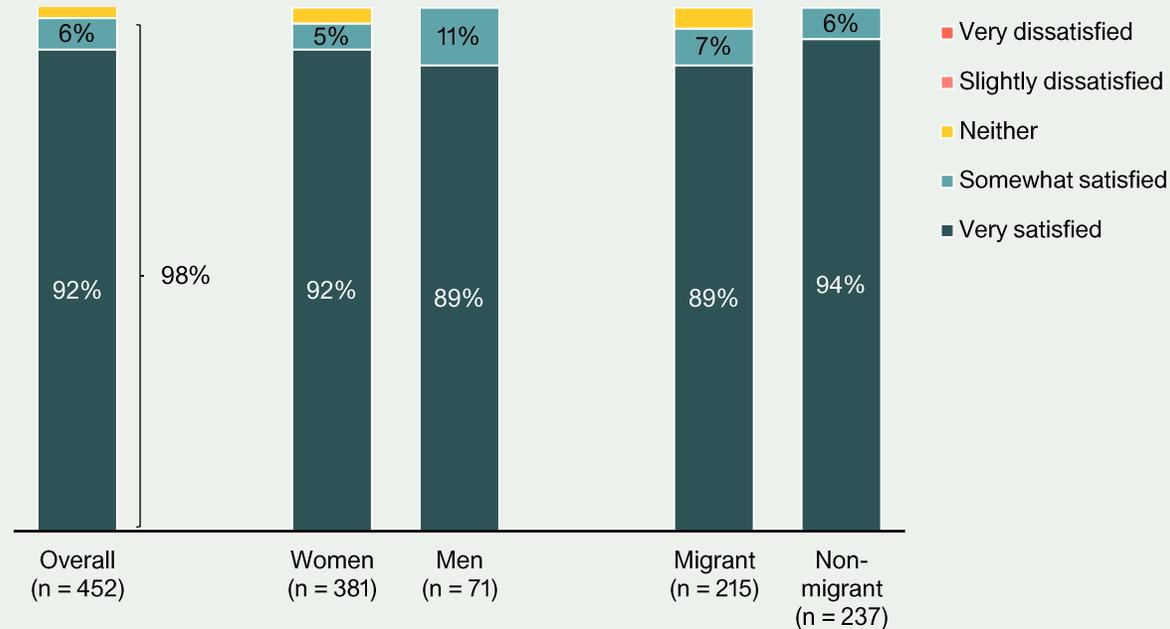


No statistical differences by Gender.

Over 9 in 10 workers report they are 'very satisfied' with the play-based approach of the My Life training.

Satisfaction with Training Modality: Play-Based Approach

Q: Thinking about the way the My Life training sessions are delivered to you through games and activities, how satisfied or dissatisfied are you with this play-based approach? (n = 452*)



Satisfaction with Training Modality: Top Outcomes

Workers were asked to describe – in their own words – the reasons for being satisfied with the play-based approach of the My Life training.

The top satisfaction drivers are shown on the right. Others include greater attention and memory, stress-free learning, and learning effective communication.

Women are more likely than men to say that the play-based approach is fun and interactive (51% vs. 33%) and instrumental in helping them learn the importance of teamwork (14% vs. 5%).

Compared to migrant workers, non-migrant workers are more likely to mention that the play-based approach is instrumental in helping them learn the importance of teamwork (15% vs. 10%).

Workers are satisfied with the play-based approach because it makes the sessions fun, interactive and experiential, and has helped them learn the importance of teamwork.

Three Most Common Self-Reported Satisfaction Drivers for 98% of Workers Who Are Satisfied With The Play-Based Approach

Q: Can you please explain your answer? (n = 442). Open-ended, coded by 60 Decibels.

55%

mentioned sessions are fun & interactive

(47% of all respondents)

“Oh, those sessions were very enjoyable as we were there together and learning things. We never had such fun learning, so it was very good.” - Female, 28, Migrant

17%

talked about trainings being experiential

(14% of all respondents)

“There was an activity that taught us how to pay attention when something is happening before us. Now, in the same way, we pay attention to our work.” - Female, 34, Non-migrant

14%

reported they learnt the importance of teamwork

(12% of all respondents)

“The rhymes game was memorable. We played the game of Blindman Buff which showed us that without teamwork we all go in different directions.” - Female, 26, Non-migrant

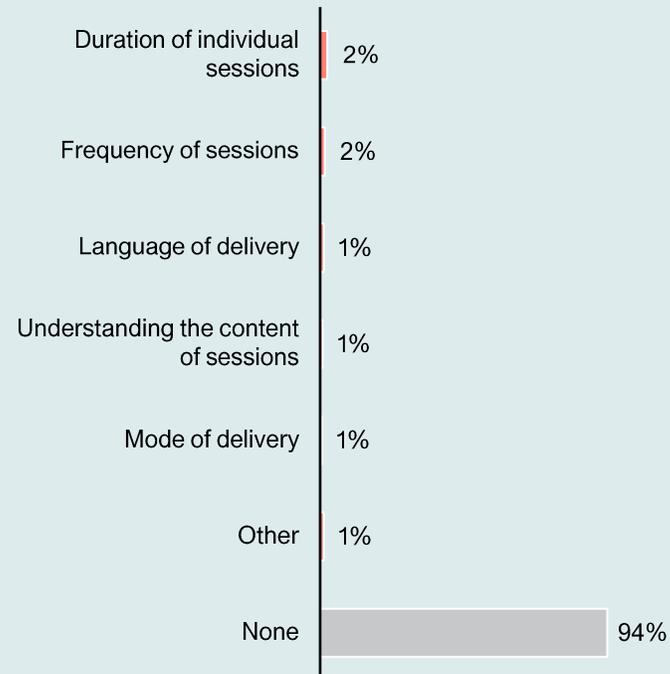
Challenges

Most workers report they do not face any challenges with the My Life training.

Challenges can encourage negative word-of-mouth and detract from positive impact.

Challenges with Training

Q: Have you experienced any challenges related to the following aspects of the My Life training? (n = 525).
Multi-select question.



“I want more time to be added in each session. It would be nice if they extend the 40 mins training to one hour.” - Female, 34, Non-migrant

“It would be nice if they give a one-week break in between so we can do our personal work as well. Since the sessions are continuously happening, we can't do our personal work.” - Female, 40, Non-migrant

“I felt the Tamil slang was a bit difficult to understand. I guess it might be because the trainer was from North India.” - Male, Non-migrant

Suggestions for Future Training Topics

Workers most commonly request future trainings to cover the topic of career progression, followed by financial literacy and stress management.

Men are more likely than women to request career progression as a future training topic (78% vs. 65%). Women are more likely to request training on stress management (49% vs. 38%) and domestic violence (39% vs. 25%).

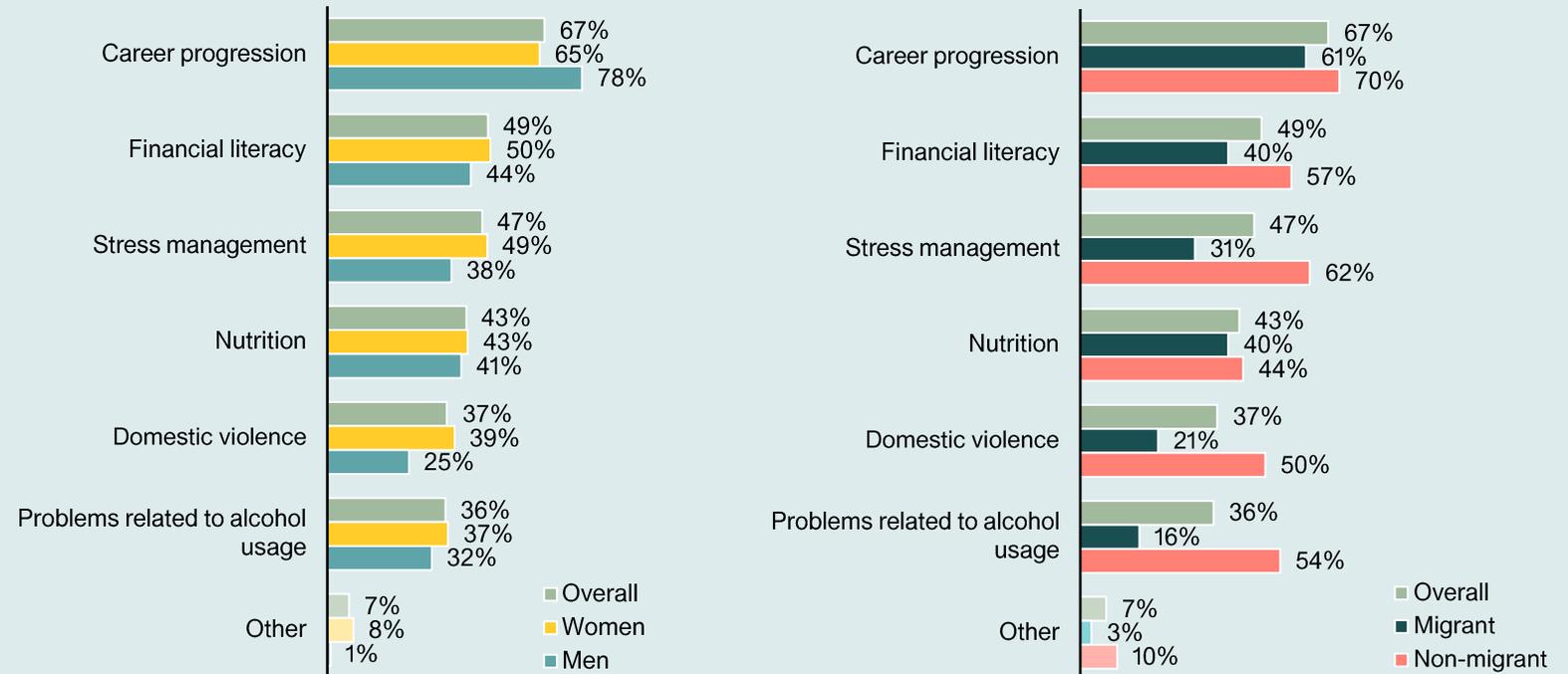
Non-migrant workers are more likely than migrant workers to request most topics.

Trends ⓘ

- **Number of Sessions Completed:** Workers who have completed less than 8 training sessions are more likely to request almost all topics than those who have completed all 8 sessions. It is not surprising that workers who have not been able to attend the full training have a greater desire to learn more.
- **Recency of Training Completion:** Workers who completed the training less than 6 months before the interview are more likely to request training on career progression than those who completed it over 6 months before the interview (69% vs. 55%).

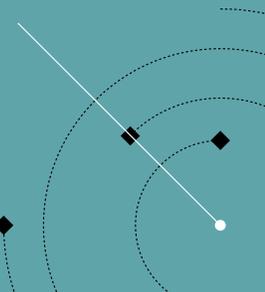
Future Training Topic Suggestions

Q: If the My Life training were to add new topics to the curriculum, which of the following topics would you like to learn about? (n = 457* | Men = 71, Women = 386 | Migrant = 220, Non-migrant = 237). Multi-select question.



* The sample size is lower because we did not ask this question during the pilot.

- Profile Deep-Dive
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 - Migration Status, Tenure & Training Sessions Completed
 - First Access
- Experience with the My Life Training
 - Net Promoter Score
 - Satisfaction with Training Modality
 - Challenges & Future Training Topics
- **Impact of the My Life Training**
 - **Impact at Work**
 - **Impact Outside of Work**
- Experience of the Factory
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 - Spotlight on Female Migrant Workers
 - Spotlight on Mill vs. Non-mill Workers



Communication Skills

Migrant workers are more likely to report their way of communication has 'very much improved' compared to non-migrant workers (70% vs. 50%). This is in line with results on [page 21](#) i.e. migrant workers are more likely to report Basic Communication as one of the most useful sessions than non-migrant workers. They might value the impact on communication skills more because of having to socially adjust in a new work environment.

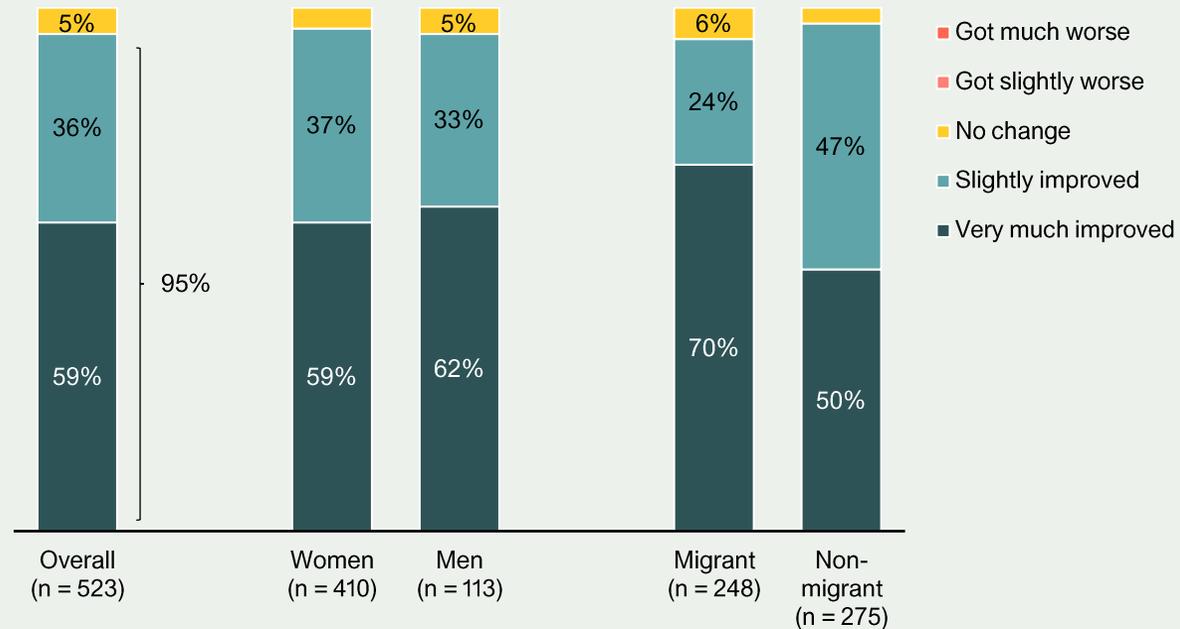


No statistical differences by Gender.

Nearly 3 in 5 workers report their way of communication has 'very much improved' because of the My Life training.

Way of Communication

Q: Has your way of communicating with other factory workers and/or your supervisor changed because of the My Life training? Has it: (n = 523)



Communication Skills: Top Outcomes (1/2)

Workers were asked to describe – in their own words – the changes they were experiencing in their communication skills because of the My Life training.

The top outcomes are shown on the right. Others include:

- Improved sense of calm and patience (11%)
- Feeling more comfortable seeking help from colleagues (11%)
- Reduced fear and worry at work (10%)

When we look at workers' open-ended responses, we discover the top three reasons why they say their way of communication has improved.

Three Most Common Self-Reported Outcomes for 95% of Workers Who Say Way of Communication Improved

Q: How has your way of communicating improved? (n = 498). Open-ended, coded by 60 Decibels.

35%

mentioned increased confidence

(34% of all respondents)

“Earlier I was not speaking with my supervisor, now I am confidently speaking and asking my manager about issues and feedback.” - Female, 22, Migrant

21%

talked about better anger management

(20% of all respondents)

“Before I used to get angry very quickly and wouldn't help anyone. Now since I controlled my anger and learned how to speak to other staff it's easier for me.” - Male, 46, Non-migrant

12%

reported improved relationships with coworkers

(11% of all respondents)

“I made many friends from another department during the training. Before we did not speak with other department members, but now we don't have any hesitation to talk to new members.” - Male, 25, Non-migrant

Communication Skills: Top Outcomes (2/2)

Women are more likely to report better anger management compared to men (24% vs. 16%).

Migrant workers are more likely to report increased confidence than non-migrant workers (45% vs. 27%).

Non-migrant workers are more likely to report better anger management than migrant workers (32% vs. 10%).

Trends ⓘ

- **Recency of Training Completion:** Workers who completed the training less than 6 months before the interview are slightly more likely to report better anger management as a reason for improvement in communication skills than those who completed it over 6 months before the interview (24% vs. 14%).

The top reasons for improved way of communication differ by gender and migration status.

Top Reasons For 95% of Workers Who Say Way of Communication Improved

Q: How has it improved? (n = 498) Open-ended data, coded by 60 Decibels.

	Women (n = 391)	Men (n = 107)	Migrant (n = 232)	Non-migrant (n = 266)
Increased confidence	37%	32%	45%	27%
Better anger management	24%	16%	10%	32%
Improved relationships with coworkers	11%	13%	15%	9%

Sharing Learnings

Men are generally less likely to share their learnings than women.

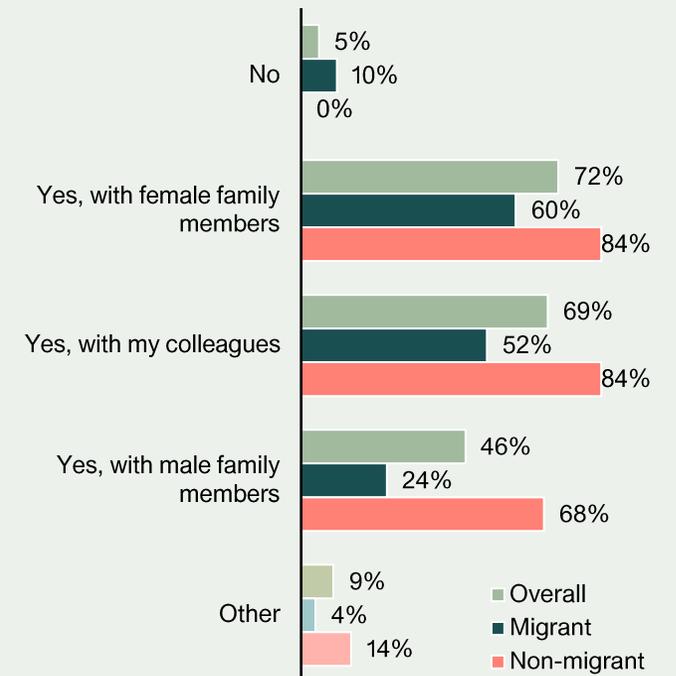
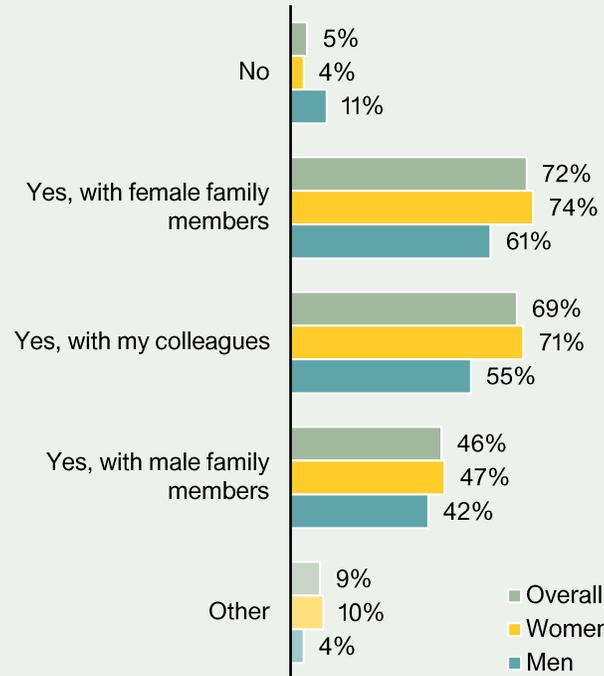
Non-migrant workers are significantly more likely to share their learnings with male family members (68% vs. 24%) and female family members (84% vs. 60%). This is likely because non-migrant workers have greater proximity to their families compared to migrant workers.

Migrant workers are less likely to share their learnings with colleagues compared to non-migrant workers (52% vs. 84%). This could be due to language barriers or larger cultural differences. Providing training on communication skills, especially to migrant workers is critical in supporting them as they continue to socially adjust to new work environments.

Workers are most likely to share their learnings from the training with their female family members and colleagues.

Sharing Learnings

Q: Did you share the information you learnt in the My Life training with someone else? (n = 457 | Men = 71, Women = 386 | Migrant = 220, Non-migrant = 237). Multi-select question.



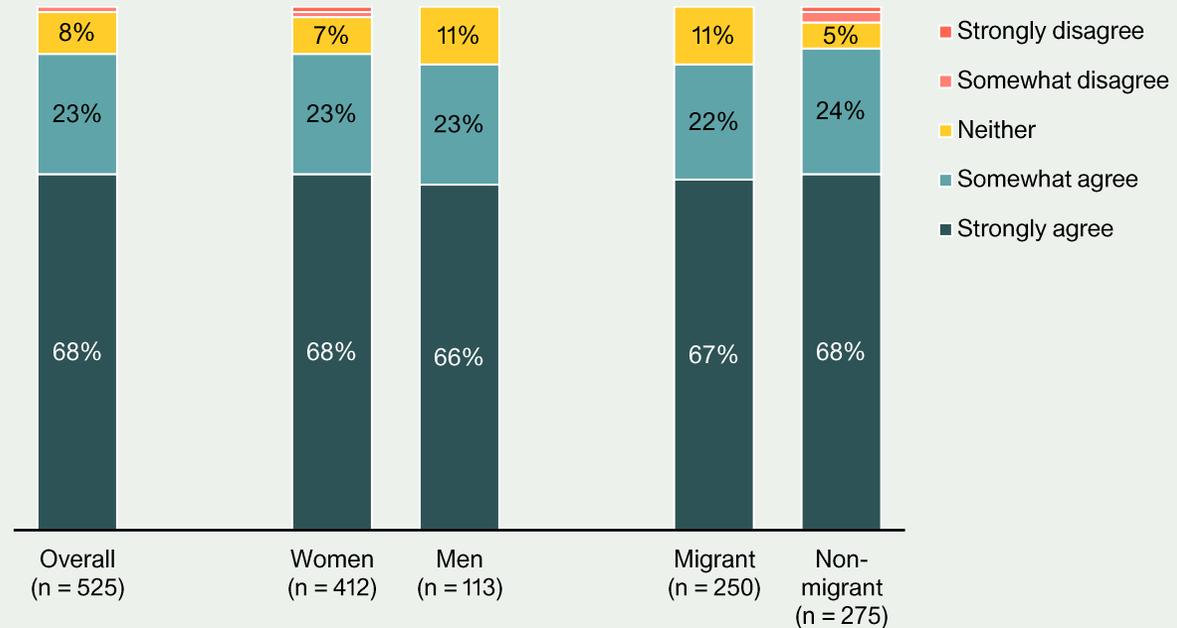
Relationship With Supervisor

As seen on [page 28](#), higher confidence appears as a top reason for improvement in workers' communication skills, which is likely translating into a better relationship with the supervisor.

Two-thirds of the workers 'strongly agree' to having a better relationship with their supervisor after the training.

Relationship With Supervisor

Q: To what do you agree or disagree with the following statement: After receiving the My Life training, I have a better relationship with my supervisor than before. (n = 525)



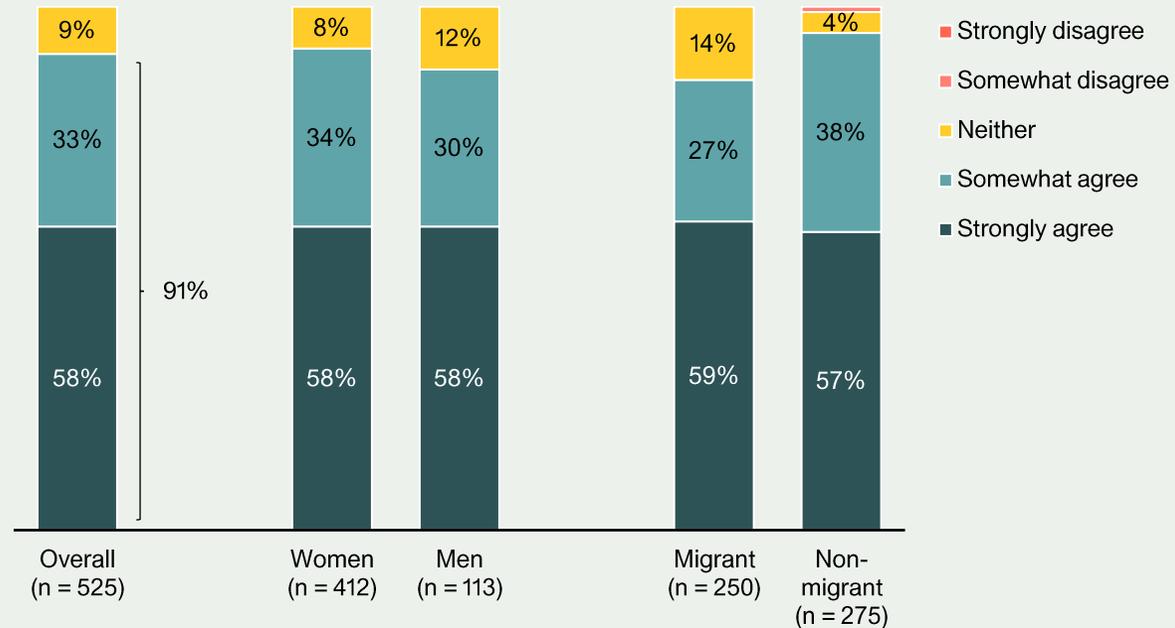
No statistical differences by Gender and Migration Status.

Sense of Purpose at Work

Nearly 3 in 5 workers 'strongly agree' to find their work at the factory to be meaningful after the training.

Sense of Purpose – Meaningful Work

Q: To what do you agree or disagree with the following statement: After receiving the My Life training, I find the work that I do at [Factory] to be meaningful. (n = 525)



Trends ⓘ

- **Number of Sessions Completed:** Workers who have completed all 8 training sessions are slightly more likely to 'strongly agree' to find their work meaningful than those who have completed fewer sessions (62% vs. 53%).



No statistical differences by Gender and Migration Status.

Sense of Purpose at Work: Top Outcomes (1/2)

Workers were asked to describe – in their own words – why they find their work at the factory to be meaningful after the My Life training.

The top outcomes are shown on the right. Others include:

- Increased learning and skills (9%)
- Greater willingness to help colleagues (8%)
- Understanding importance of time management (8%)

Trends ⓘ

- **Recency of Training Completion:** Workers who completed the training over 6 months before the interview are more likely to report they now show up with a stronger work ethic (37% vs. 29%) and increased learning and skills (14% vs. 7%) than those who completed it less than 6 months before the interview. This likely indicates that improvements in work ethic and skills impacts workers' sense of purpose at work in the longer term.

Workers who report finding their work meaningful talk about showing up with a stronger work ethic, more mindful leave planning, and an improved understanding of teamwork.

Three Most Common Self-Reported Outcomes for 91% Workers Who Agree They Find Their Work Meaningful After the Training

Q: Can you please explain your answer? (n = 476). Open-ended, coded by 60 Decibels.

31%

mentioned showing up with a stronger work ethic
(29% of all respondents)

“I deliver all the responsibilities given to me on time. I understand the importance of time. I know I will have to do my role well to take the work to the next level.” - Female, 23, Migrant

15%

talked about more mindful leave planning so as to not impact production targets
(13% of all respondents)

“After the training, I feel more responsible towards my work. Even if I take leave, I call and inform my supervisor about the task that has to be done that day or write and give them notice on the previous day itself.” - Female, 33, Non-migrant

12%

reported improved understanding of teamwork
(11% of all respondents)

“Earlier I only worked for myself but now I believe in teamwork and having peaceful relations with co-workers, which helps in contributing to productivity.” - Female, 39, Non-migrant

Sense of Purpose at Work: Top Outcomes (2/2)

Women are more likely than men to say they plan their leaves more mindfully after the training (17% vs. 5%).

Non-migrant workers are more likely to report all three top outcomes, compared to migrant workers.

The top outcomes for those who find their work to be meaningful differ by gender and migration status.

Three Most Common Self-Reported Outcomes for 91% Workers Who Agree They Find Their Work Meaningful After the Training

Q: Can you please explain your answer? (n = 476). Open-ended, coded by 60 Decibels.

	Women (n = 377)	Men (n = 99)	Migrant (n = 214)	Non-migrant (n = 262)
Showing up with a stronger work ethic	32%	31%	15%	47%
More mindful leave planning so as to not impact production targets	17%	4%	1%	26%
Improved teamwork	10%	9%	6%	13%

Rights and Responsibilities at Work

Migrant workers are slightly more likely to 'strongly agree' to have a better understanding of their rights and responsibilities at work compared to non-migrant workers (72% vs. 62%). This indicates that migrant workers likely feel more legally empowered after the My Life training, thereby making them less vulnerable in the informal labour market.

Trends ⓘ

- **Number of Sessions Completed:** Workers who completed all 8 training sessions are more likely to 'strongly agree' to having a good understanding of their rights and responsibilities than those who completed fewer sessions (71% vs. 61%).

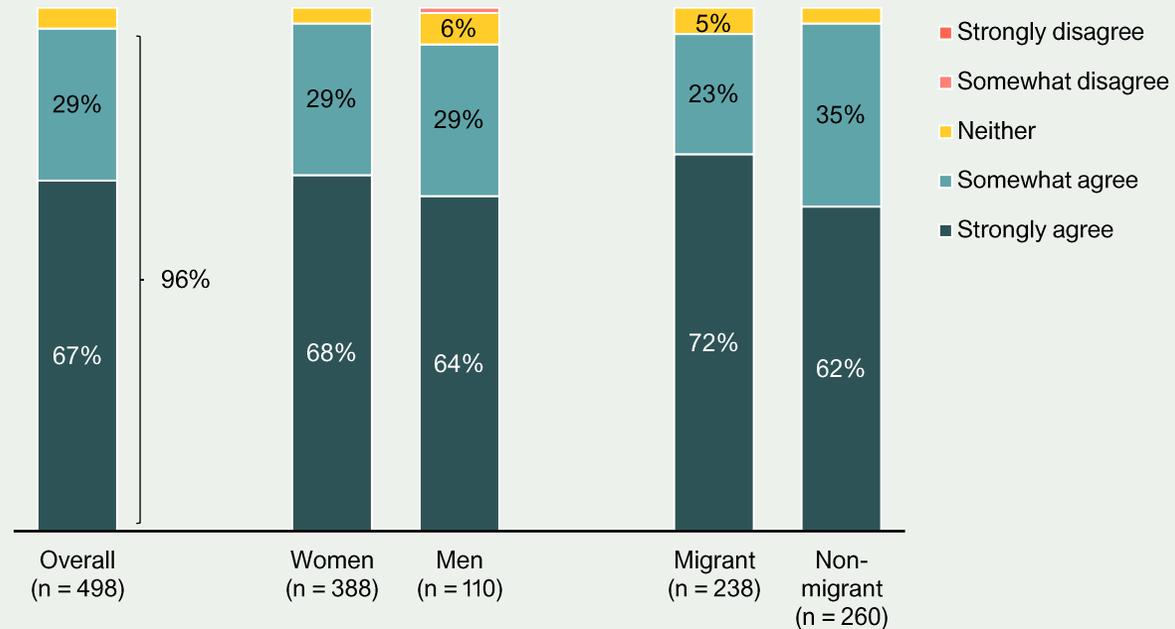


No statistical differences by Gender.

Two-thirds of the workers 'strongly agree' to have a better understanding of their rights and responsibilities at work after the training.

Understanding of Rights and Responsibilities at Work

Q: To what extent do you agree or disagree with the following statement: After receiving the My Life training, I have a better understanding of my rights and responsibilities at work. (n = 498)



Rights & Responsibilities: Top Outcomes (1/2)

Workers were asked to describe – in their own words – why they have a better understanding of their rights and responsibilities after the My Life training.

The top outcomes are shown on the right. Others include:

- Learning about leaves & medical claims (13%)
- Following workplace etiquette (12%)
- Increased awareness about health & safety (12%)

Trends ⓘ

- **Number of Sessions Completed:** Workers who completed all 8 training sessions are more likely to say they have learned about leaves & medical claims than those who have completed fewer sessions (18% vs. 5%).

Workers mention gaining knowledge about Provident Fund (PF) & Employee State Insurance (ESI), understanding salary calculations & deductions, and increased discipline.

Three Most Common Self-Reported Outcomes for 96% Workers Who Agree They Better Understand Their Rights & Responsibilities After the Training

Q: Can you please explain your answer? (n = 476). Open-ended, coded by 60 Decibels.

28%	mentioned gaining knowledge about Provident Fund and Employee State Insurance (26% of all respondents)	“We learned about the ESI benefits and the importance of PF savings. Personally, I have chosen not to withdraw money from my PF account and have kept it saved for the future.” - Female, 48, Non-migrant
16%	talked about understanding salary calculation and deductions (15% of all respondents)	“We didn't know about PF and ESI deductions earlier because we didn't receive a pay slip. After the meeting, we informed HR and started receiving them now.” - Female, 35, Non-migrant
15%	reported increased discipline (14% of all respondents)	“Now I know how to do time management - punching in and out of the machine on time and not wasting our time by gossiping, etc.” - Male, 22, Migrant

Rights & Responsibilities: Top Outcomes (2/2)

Women are more likely than men to report gaining knowledge about Provident Fund and Employee State Insurance (30% vs. 21%). Given these themes are related to managing finances, this is in line with women being slightly more likely than men to request future training about financial literacy (50% vs. 44%), as observed on [page 25](#).

Similarly, non-migrant workers are more likely than migrant workers to report all three top outcomes. This could be due to non-migrant workers being older on average than migrant workers – they might value learning about their entitlements related to finances more given they are likely to have more familial and financial responsibilities. Is there anything else that could be driving the difference?

Top reported outcomes for better understanding of rights and responsibilities differ by gender and migration status.

Three Most Common Self-Reported Outcomes for 96% Workers Who Agree They Better Understand Their Rights & Responsibilities After the Training

Q: Can you please explain your answer? (n = 476). Open-ended, coded by 60 Decibels.

	Women (n = 374)	Men (n = 102)	Migrant (n = 226)	Non-migrant (n = 250)
Gaining knowledge about Provident Fund and Employee State Insurance	30%	21%	16%	39%
Understanding salary calculation and deductions	17%	13%	11%	21%
Understanding punctuality and discipline	17%	7%	10%	19%

Personal Health & Hygiene

Men are more likely to report 'very much improved' way of managing personal health than women (69% vs. 57%). Could this be because women culturally have a stronger knowledge baseline about health-related behaviours compared to men?

Migrant workers are more likely to report 'very much improved' way of managing personal health than non-migrant workers (74% vs. 47%). This is likely because migrant workers are younger – they might find this information novel compared to their older counterparts.

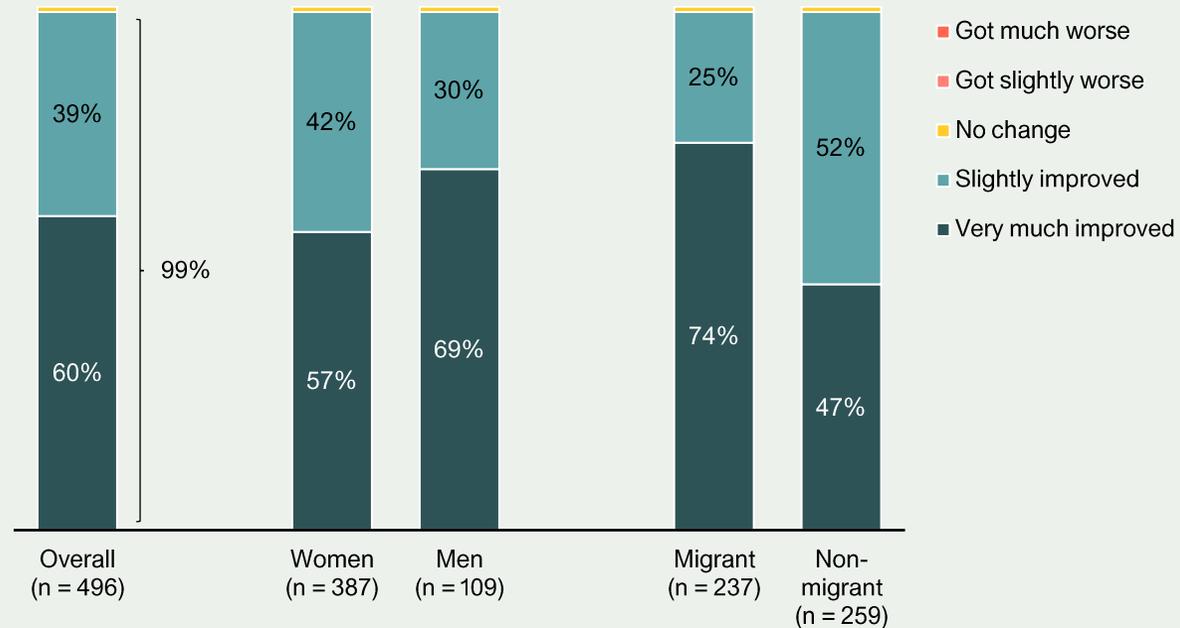
Trends ⓘ

● **Number of Sessions Completed:** Workers who have completed all 8 training sessions are more likely to say their way of managing personal health has 'very much improved' than those who have completed fewer sessions (65% vs. 53%).

3 in 5 workers report their way of managing personal health and hygiene has 'very much improved' after the training.

Way of Managing Personal Health & Hygiene

Q: Has the way you manage your personal health and hygiene at the factory and/or at home changed because of the My Life training? (n = 496)



Menstrual Health & Hygiene

Women are more likely to report significant improvements in how they / other female family members manage their menstrual health compared to men (60% vs. 49%). This is not surprising given these learnings are targeted more towards women.

Similar to personal health, migrant workers are more likely to report significant improvements in menstrual health compared to non-migrant workers (70% vs. 49%).

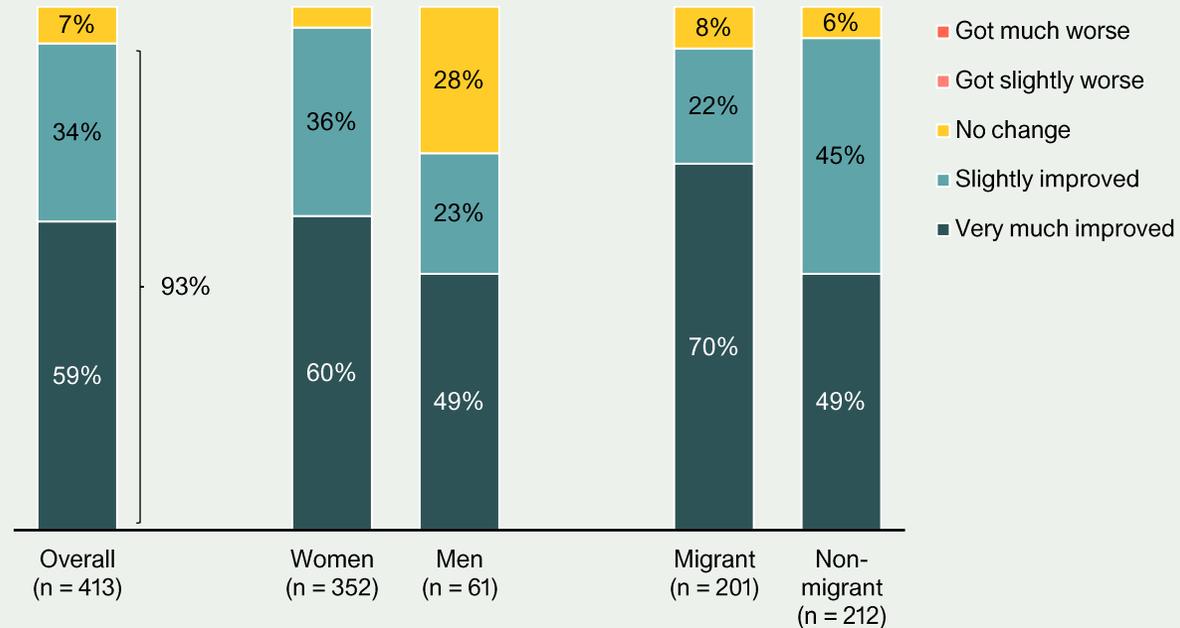
Trends ⓘ

- **Recency of Training Completion:** Workers who completed the training over 6 months before the interview are more likely to report significant improvements in menstrual health than those who completed it less than 6 months before the interview (66% vs. 56%).

3 in 5 workers report that the way they / their female family members manage menstrual health and hygiene has 'very much improved' after the training.

Way of Managing Menstrual Health & Hygiene

Q: Has the way you or other female members in your family manage their menstrual health and hygiene at the factory ad/or at home changed because of the My Life training? (n = 413*)



* The sample size is lower because we did not ask this question during the pilot.

Health & Hygiene: Top Outcomes

Workers were asked to describe – in their own words – the changes they were experiencing in their health and hygiene practices because of the My Life training.

The top outcomes are shown on the right. Others include:

- Increased PPE usage (7%)
- Breaking health-related myths and misconceptions (7%)
- Switching to using sanitary pads from cloth (6%)

Trends ⓘ

- **Recency of Training Completion:** Workers who completed the training less than 6 months before the interview are more likely to report they developed clean habits (70% vs. 52%) and improved diet and nutrition (39% vs. 21%) than those who completed it over 6 months ago.

Top reported health outcomes include workers developing clean habits, improvements in their diet and nutrition, and gaining menstrual health and hygiene-related knowledge.

Three Most Common Self-Reported Outcomes for Workers Who Say Way of Managing Personal & Menstrual Health & Hygiene Improved

Q: How has your personal & menstrual health and hygiene improved? (n = 498). Open-ended, coded by 60 Decibels.

65%

mentioned they developed
clean habits

(62% of all respondents)

“I am maintaining cleanliness in my workplace and keeping the surroundings clean. If there are many waste clothes, I will clean without waiting for the concerned team.” - Male, 34, Non-migrant

34%

talked about improved diet
and nutrition

(32% of all respondents)

“I learned how to eat vegetables and greens. I eat them regularly now. I'm drinking a lot of water and getting more sleep than before.” - Female, 19, Non-migrant

13%

reported they gained
**menstrual health-related
knowledge**

(13% of all respondents)

“I did know a little about menstruation, but after the training, I have gained a lot of knowledge. I use a hot water bag when it pains more.” - Female, 19, Non-migrant

Quality of Life

Over half of the workers report significant improvements in their quality of life because of the training.

Men are more likely than women to report significant quality of life improvements (62% vs. 51%).

Migrant workers are more likely to report significant quality of life improvements compared to non-migrant workers (70% vs. 38%). The deeper impact experienced by migrant workers across [communication skills](#), [understanding of rights](#), and [health and hygiene](#) appears to have trickled down to quality of life.

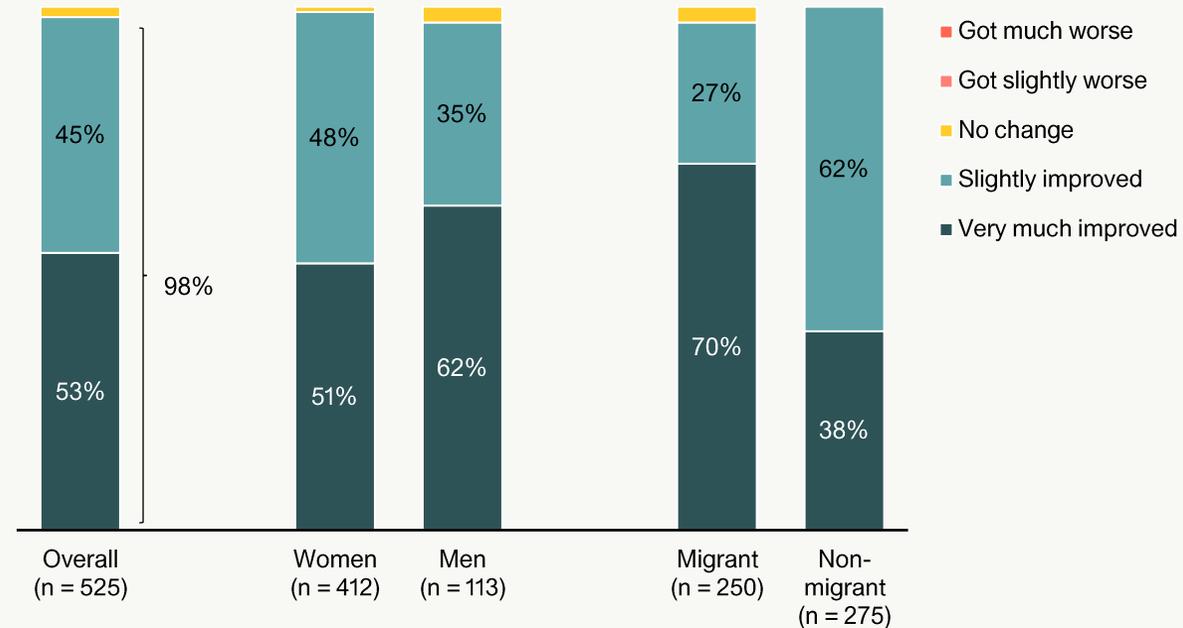
Trends ⓘ

- **Number of Sessions Completed:** Workers who have completed all 8 training sessions are more likely to report significant quality of life improvements than those who have completed fewer sessions (61% vs. 45%). Primark can aim to increase worker participation in all training sessions by helping them understand the benefits of attending all sessions.

Quality of Life

Q: Has your quality of life changed because of the My Life training? (n = 525)

● ● ● ● ● - TOP 20%



Quality of Life: Top Outcomes (1/2)

Workers were asked to describe – in their own words – the changes they were experiencing in their quality of life because of the My Life training.

The top outcomes are shown on the right. Others include:

- Increased confidence (14%)
- Better understanding of people (13%)
- Improved quality of work (9%)

Trends ⓘ

- **Number of Sessions Completed:** Workers who completed all 8 training sessions are more likely to report improved health and hygiene as a top quality of life outcome than those who have completed fewer sessions (47% vs. 35%).

Thinking about their quality of life outcomes, workers spoke about improved health and hygiene, an increased sense of calm and patience, and better communication abilities.

Three Most Common Self-Reported Outcomes for 98% Workers Who Say Quality of Life Improved

Q: How has your quality of life improved? (n = 517). Open-ended, coded by 60 Decibels.

41%

mentioned improved health and hygiene

(41% of all respondents)

“The major thing that changed because of this training is my diet. First, I used to eat fast food without knowing the consequences, but after this training, I am following a proper diet.”
- Male, 33, Non-migrant

26%

talked about increased sense of calm and patience

(25% of all respondents)

“I used to get very angry before. But now I've reduced my anger significantly. I'm being more patient and more responsible at work and home. This has avoided many problems in my professional and personal life.” - Female, 34, Non-migrant

23%

reported better communication abilities

(23% of all respondents)

“In the training, I learned how to behave in public and at home and how and when to talk. I'm following this and teaching my daughter the same.” - Female, 48, Migrant

Quality of Life: Top Outcomes (2/2)

Women are more likely than men to report improved health and hygiene (43% vs. 33%) and an increased sense of calm and patience (28% vs. 16%).

Non-migrant workers are much more likely to report an increased sense of calm and patience compared to migrant workers (39% vs. 10%).

Trends ⓘ

- **Recency of Training Completion:** Workers who completed the training less than 6 months before the interview are more likely to report an increased sense of calm and patience as a quality of life outcome than those who completed it over 6 months before the interview (29% vs. 14%).

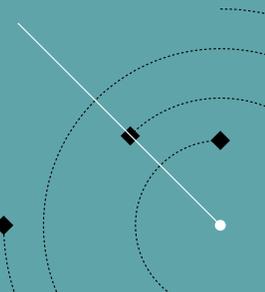
Top quality of life outcomes differ slightly by gender and migration status.

Three Most Common Self-Reported Outcomes for 98% Workers Who Say Quality of Life Improved

Q: How has your quality of life improved? (n = 517). Open-ended, coded by 60 Decibels.

	Women (n = 408)	Men (n = 109)	Migrant (n = 243)	Non-migrant (n = 274)
Improved health and hygiene	43%	33%	38%	44%
Increased sense of calm and patience	28%	16%	10%	39%
Better communication abilities	23%	23%	21%	24%

- Profile Deep-Dive
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Appointment Order

9 in 10 workers report they have an appointment order for their employment with the factory.

Non-migrant workers are more likely to say they have an appointment order than migrant workers (96% vs. 85%). This could be because they are more aware of it, as observed on [page 37](#) i.e. non-migrant workers are more likely than migrant workers to say they understood the importance of critical documents like salary slips or Employee State Insurance.

Trends ⓘ

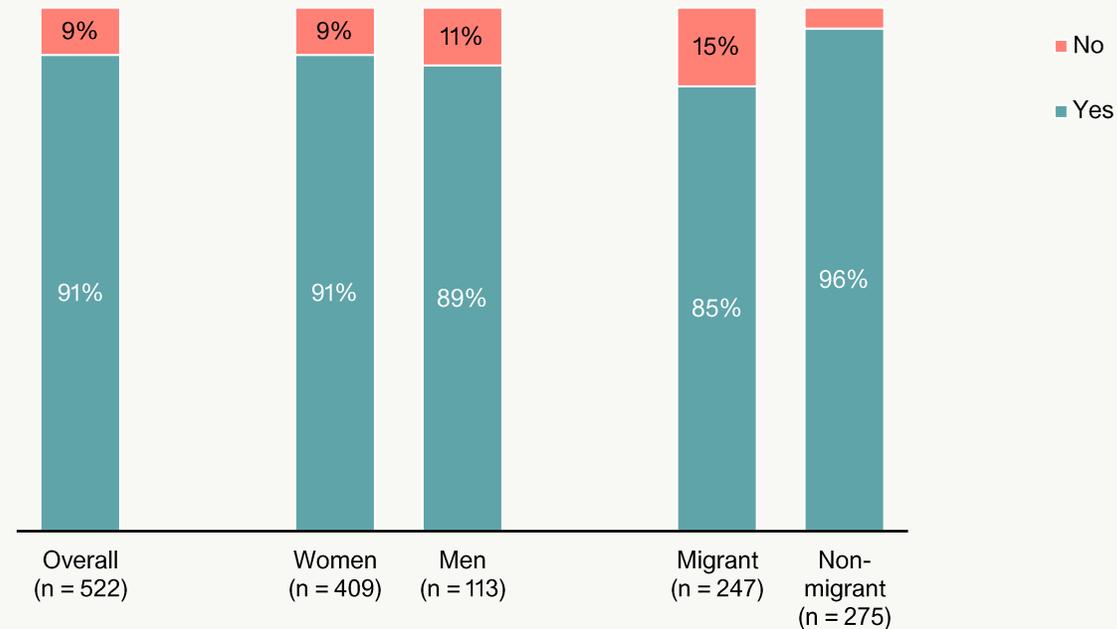
- **Tenure:** Tenured workers i.e. those who have been working with the factory for over a year are more likely to have an appointment order compared to less tenured workers (96% vs. 82%). This may suggest that tenured workers appear to have more formalized employment with the factory.



No statistical differences by Gender.

Appointment Order

Q: Do you have an appointment order for your employment with [Factory]? (n = 522*)



Work Culture (1/2)

Non-migrant workers are slightly more likely to 'strongly agree' that their opinions at work count compared to migrant workers (79% vs. 71%). This could be because non-migrant workers don't face language barriers and therefore can be more communicative.

Trends ⓘ

- Recency of Training Completion:** Workers who have completed the training less than 6 months before the interview are more likely to 'strongly agree' that their opinions are valued at work than those who completed it over 6 months before the interview. (81% vs. 60%).

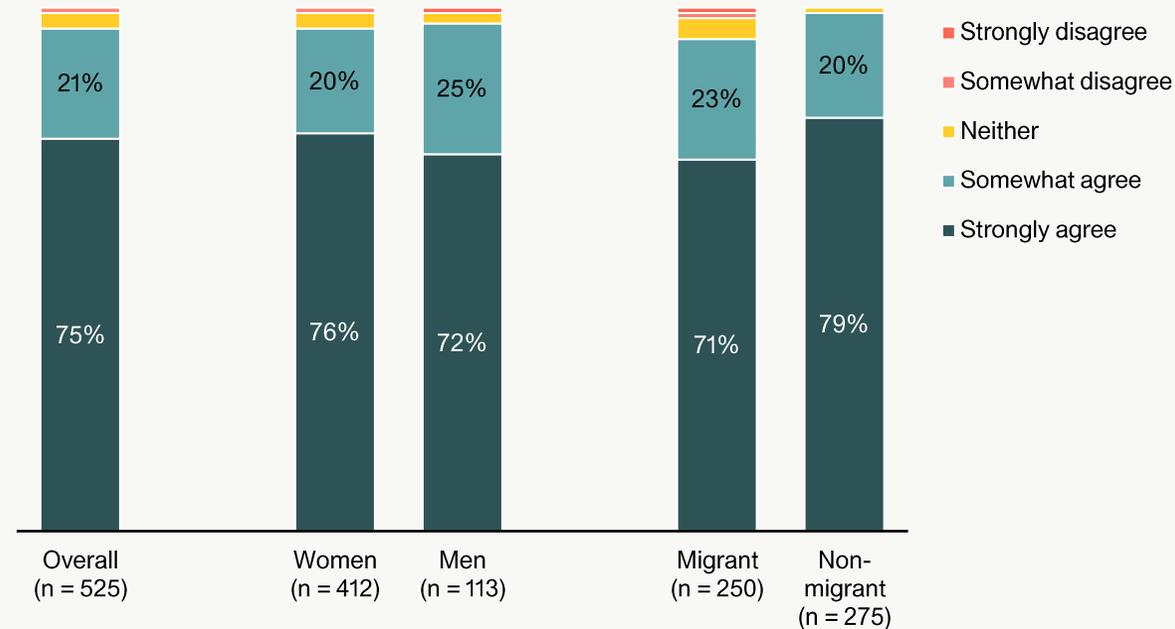


No statistical differences by Gender.

Three-quarters of the workers 'strongly agree' that their opinions at work count.

Opinions at Work

Q: To what extent do you agree or disagree with the following statement: "At work, my opinions seem to count."? (n = 525)



Work Culture (2/2)

Over 9 in 10 workers 'strongly agree' that they are treated with respect at work.

Non-migrant workers are more likely to 'strongly agree' that they are treated with respect at work than migrant workers (99% vs. 85%). Cultural differences, leading to a lack of familiarity with local norms, practices, and language amongst migrant workers, might likely be playing into workers' feelings of respect at work.

Trends ⓘ

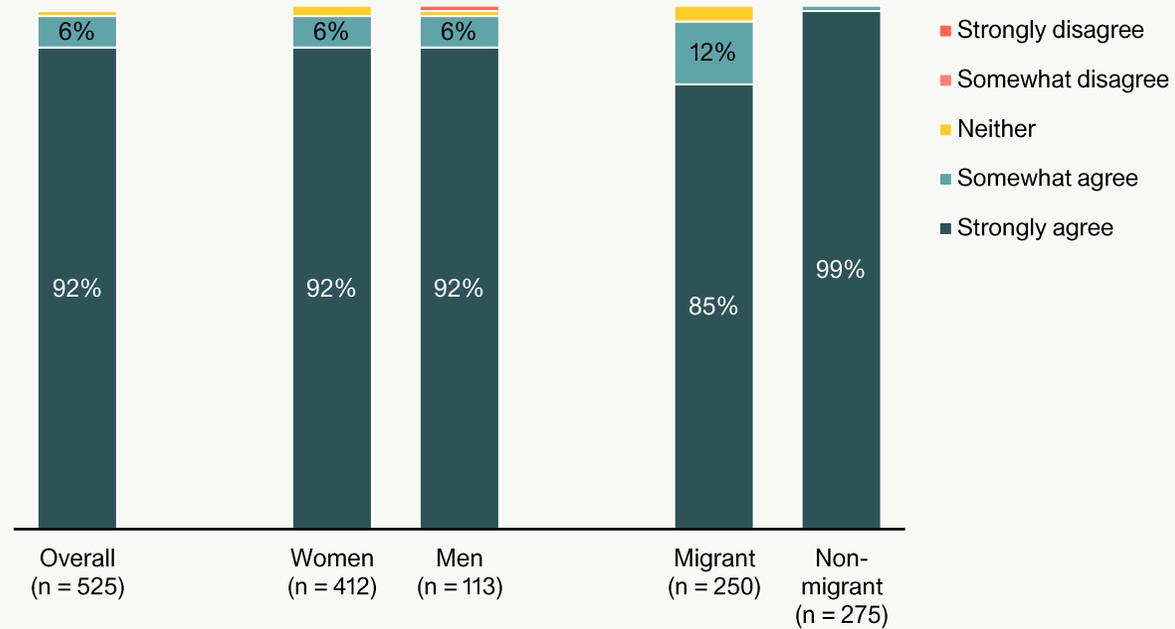
- **Recency of Training Completion:** Workers who have completed the training less than 6 months before the interview are slightly more likely to 'strongly agree' that they are respected at work than those who completed it over 6 months before the interview. (94% vs. 89%).



No statistical differences by Gender.

Respect at Work

Q: To what extent do you agree or disagree with the following statement: "At work, I am treated with respect."? (n = 525)



Representation Mechanisms

Non-migrant workers are more likely to report having access to representation mechanisms at work compared to migrant workers (100% vs. 91%). Similar to trends observed on previous pages, this might also likely be due to non-migrant workers not facing language barriers and hence feeling more comfortable vocalizing their issues, like negotiating for better pay, improved job security, etc.

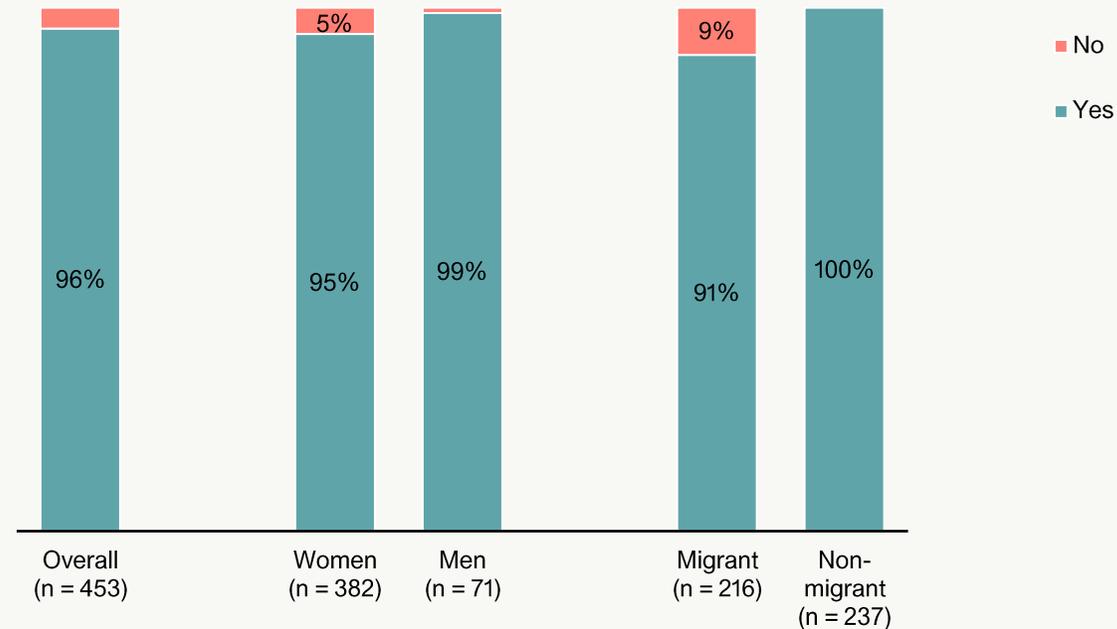


No statistical differences by Gender.

Almost all workers report they have access to mechanisms that can support them in representing work-related issues.

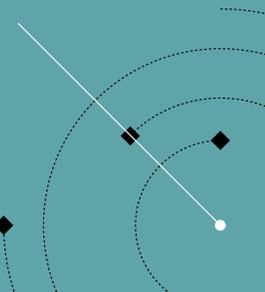
Access to Mechanisms for Representing Work-Related Issues

Q: Do you have access to mechanisms which would provide you support in representing issues like negotiating for better pay, improving job security, etc., if needed. (n = 453*)



* The sample size is lower because we did not ask this question during the pilot.

- Profile Deep-Dive
 - Demographics & Income Profile
 - Migration Status, Tenure & Training Sessions Completed
 - First Access
- Experience with the My Life Training
 - Net Promoter Score
 - Satisfaction with Training Modality
 - Challenges & Future Training Topics
- Impact of the My Life Training
 - Impact at Work
 - Impact Outside of Work
- Experience of the Factory
 - Appointment Order
 - Work Culture
 - Representation Mechanism
- **Additional Segmentation Analysis**
 - **Trends by Gender & Migration Status**
 - **Spotlight on Female Migrant Workers**
 - **Spotlight on Mill vs. Non-mill Workers**



Trends by Gender

Men appear to experience a slightly deeper impact on personal health and overall quality of life. Women appear to report deeper menstrual health impact.

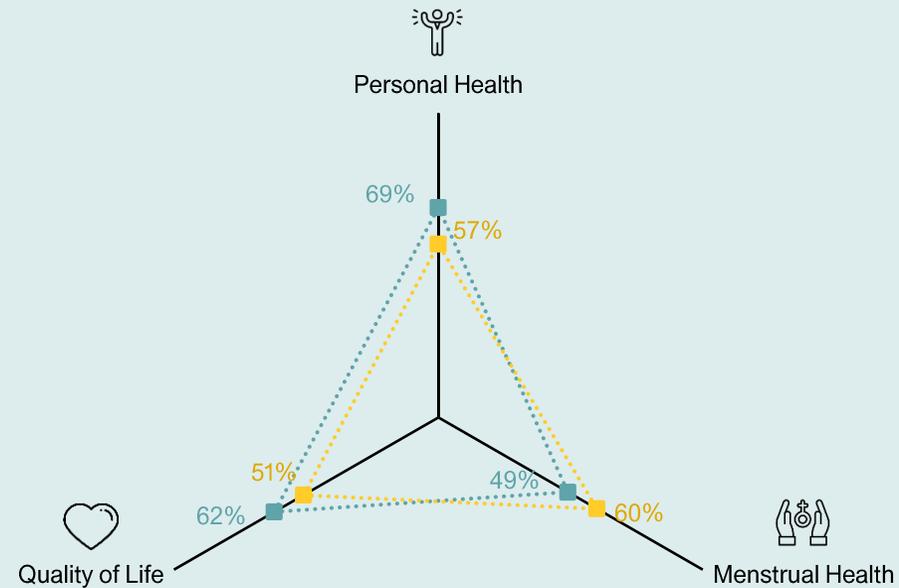
This page summarizes the trends by gender observed in the report.

Average results across metrics:

- Men: 60%
- Women: 56%

Trends by Gender

The degree to which women's and men's experiences and impact differ.



Key

- Men n = 113
- Women n = 412

- Personal Health**
% 'very much improved' way of managing personal health
- Menstrual Health**
% 'very much improved' way of managing menstrual health
- Quality of Life**
% 'very much improved' quality of life

Trends by Migration Status

This page summarizes the trends by migration status observed in the report.

Average results across metrics:

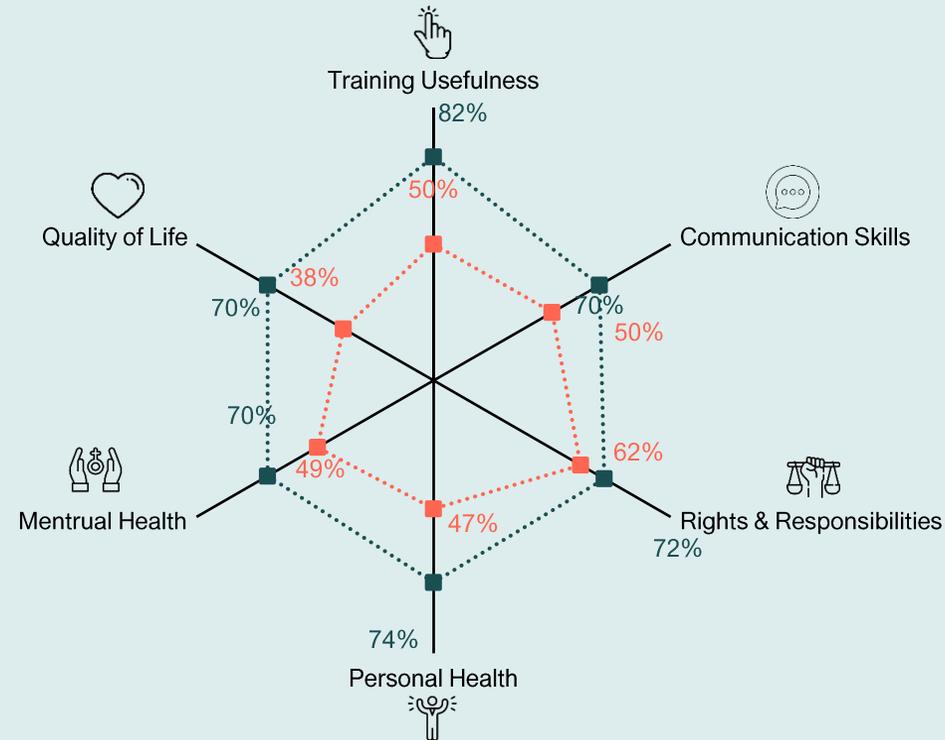
- Migrant workers: **71%**
- Non-migrant workers: **49%**

The deeper impact experienced by migrant workers across communication skills, understanding of rights at work, health and hygiene, and quality of life is a testament to the success of the My Life training, given it is a training aimed at building life skills among vulnerable workers, and migrants are a vulnerable segment.

Migrant workers appear to experience a significantly deeper impact of the training compared to non-migrant workers.

Trends by Migration Status

The degree to which migrant and non-migrant workers' experiences and impact differ.



Key

Migrant Workers
n = 250

Non-migrant Workers
n = 275

Training Usefulness
% 'all' of the training is useful

Communication Skills
% 'very much improved' communication skills

Rights & Responsibilities
% 'strongly agree' to understanding rights/responsibilities

Personal Health
% 'very much improved' way of managing personal health

Menstrual Health
% 'very much improved' way of managing menstrual health

Quality of Life
% 'very much improved' quality of life

Spotlight on Female Migrant Workers

This page summarizes the trends by migration status for women.

Average results across metrics:

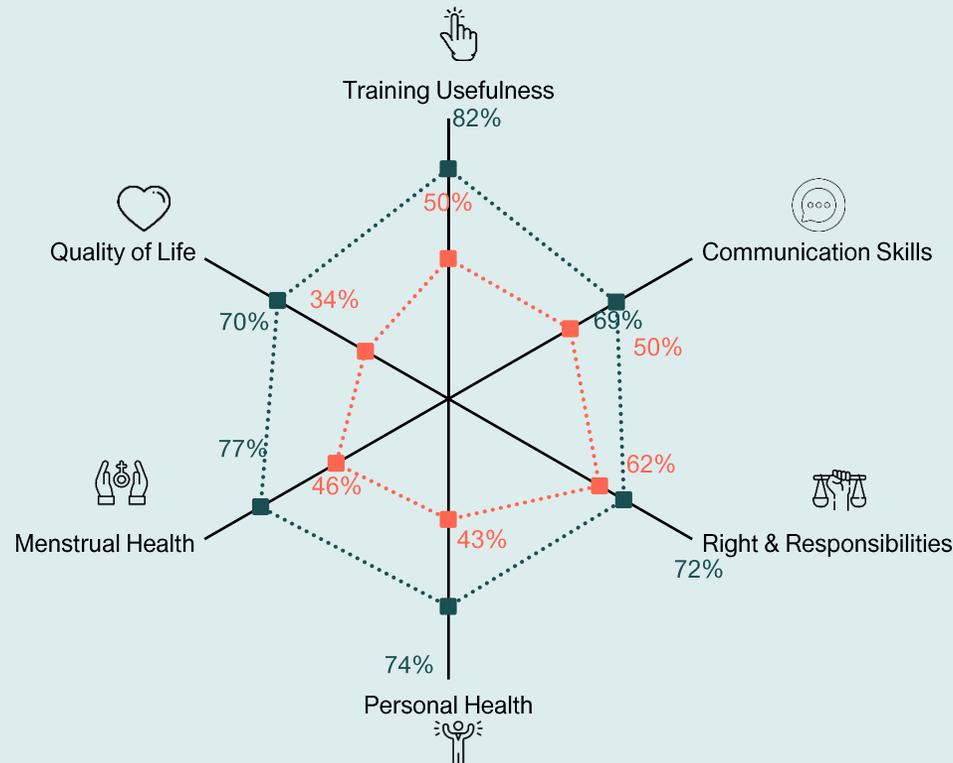
- Female migrant workers: **74%**
- Female non-migrant workers: **50%**

The My Life training has been successful in generating a deep impact for female migrant workers, an even more vulnerable worker group.

Amongst women, we observe a similar trend as for the full sample – female migrant workers appear to experience a deeper impact compared to female non-migrant workers.

Trends by Migration Status

The degree to which female migrants and female non-migrant workers' experiences and impact differ.



Key

○ Female Migrant Workers
n = 188

○ Female Non-migrant Workers
n = 224

Training Usefulness
% 'all' of the training is useful

Communication Skills
% 'very much improved' communication skills

Rights & Responsibilities
% 'strongly agree' to understanding rights/responsibilities

Personal Health
% 'very much improved' way of managing personal health

Menstrual Health
% 'very much improved' way of managing menstrual health

Quality of Life
% 'very much improved' quality of life

Spotlight on Male Migrant Workers

This page summarizes the trends by migration status for men.

Average results across metrics:

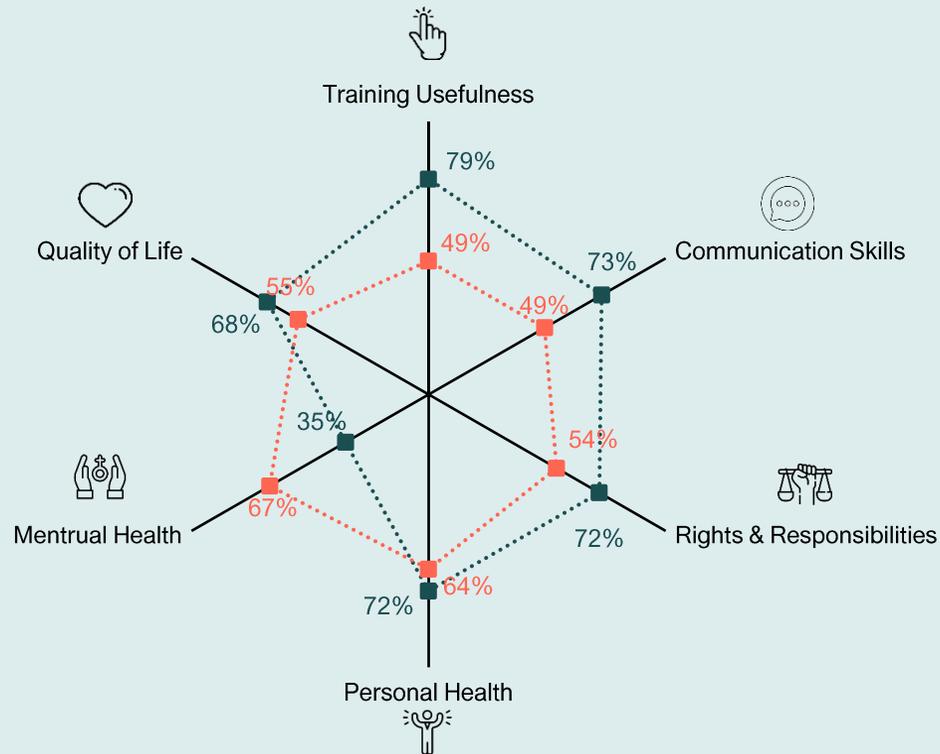
- Male migrant workers: **66%**
- Male non-migrant workers: **57%**

Male non-migrant workers are more likely to report significant improvements in the menstrual health of their female family members compared to male migrant workers. This is not surprising given non-migrant workers likely have more proximity to their family members.

Compared to male non-migrant workers, male migrant workers experience a deeper impact on almost all metrics, except the menstrual health of their female family members.

Trends by Migration Status

The degree to which male migrant and male non-migrant workers' experiences and impact differ.



Key

- Male Migrant Workers
n = 62
- Male Non-migrant Workers
n = 51

- Training Usefulness**
% 'all' of the training is useful
- Communication Skills**
% 'very much improved' communication skills
- Rights & Responsibilities**
% 'strongly agree' to understanding rights/responsibilities
- Personal Health**
% 'very much improved' way of managing personal health
- Menstrual Health**
% 'very much improved' way of managing menstrual health
- Quality of Life**
% 'very much improved' quality of life

Trends by Type of Factory (Mill vs. Non-mill)

In the Tirupur textile industry, a mill typically refers to a spinning mill involved in yarn production, while a non-mill factory refers to a garment manufacturing unit that produces finished clothing items.

Average results across metrics:

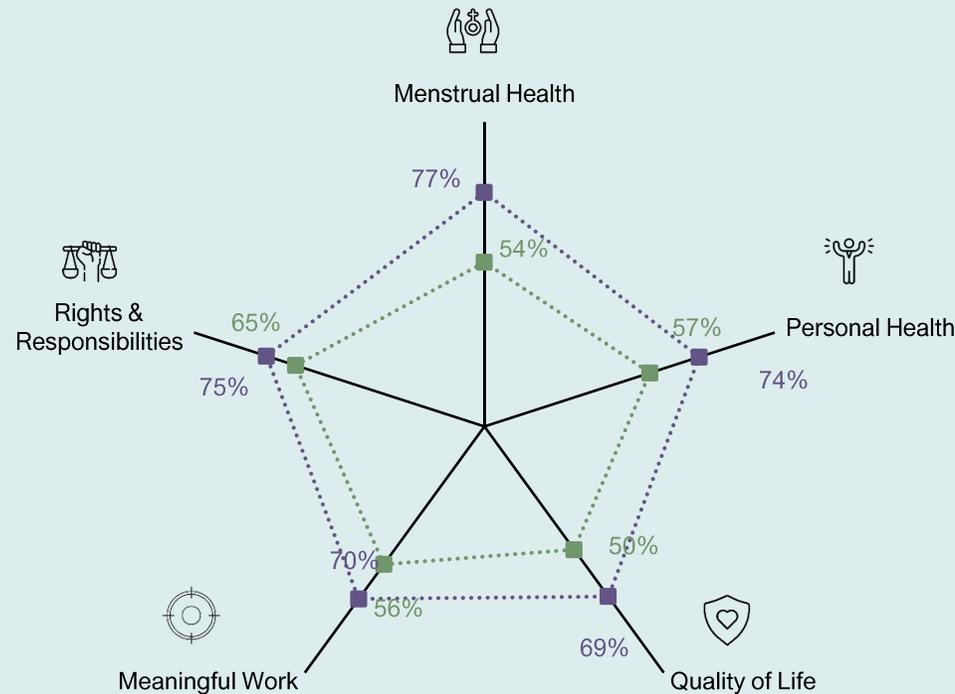
- Mill workers: **73%**
- Non-mill workers: **56%**

Mill workers experience the highest impact on the way they / their female family members manage menstrual health and hygiene. We also observe the greatest difference in this metric between mill and non-mill workers. This is likely due to a greater proportion of mill workers being women compared to non-mill workers (96% vs. 75%).

Mill workers appear to experience a deeper impact compared to non-mill workers, particularly on the health and quality of life outcomes.

Trends by Factory Type

The degree to which mill workers' and non-mill workers' experiences and impact differ.



Key

- Mill Workers
n = 84
- Non-mill Workers
n = 441

 **Menstrual Health**
% 'very much improved' way of managing menstrual health

 **Personal Health**
% 'very much improved' way of managing personal health

 **Quality of Life**
% 'very much improved' quality of life

 **Meaningful Work**
% 'strongly agree' that they find work meaningful

 **Rights & Responsibilities**
% 'strongly agree' to understanding rights/ responsibilities

Trends by Migration Status and Type of Factory (1/2)

This page summarizes the trends by migration status of mill and non-mill workers.

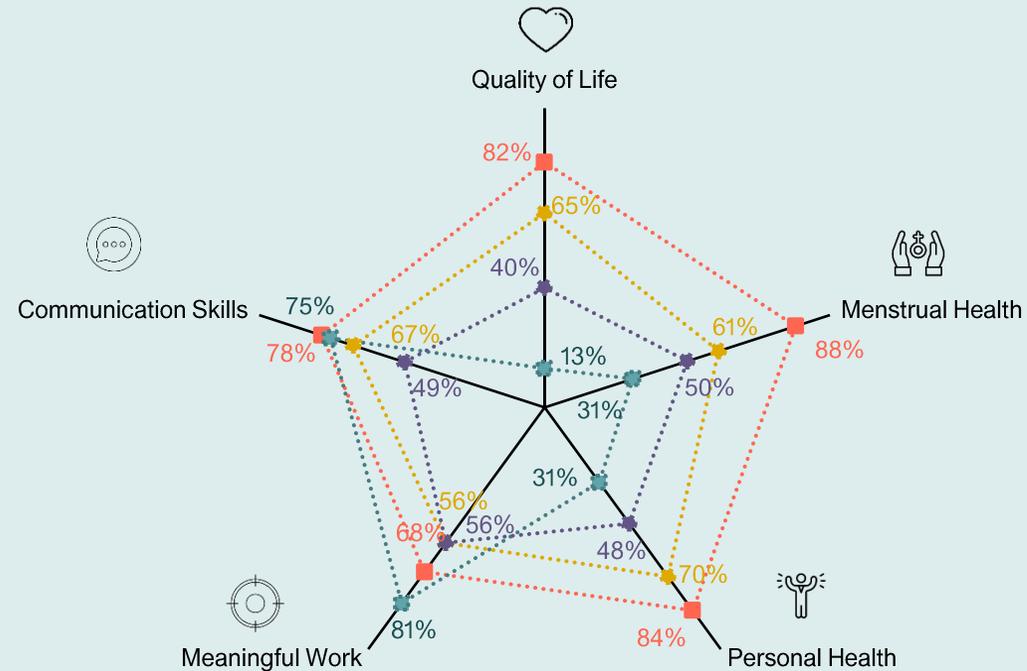
Average results across metrics:

- Mill Migrants: **80%**
- Mill non-migrants: **46%**
- Non-mill migrant: **64%**
- Non-mill non-migrant: **49%**

Depth of impact is the highest for migrant workers in mills, compared to the non-migrant workers in mills and all non-mill workers.

Trends by Factory Type

The degree to which different types of workers' experiences and impact differ.



Key

- Mill migrants (n = 68)
- Mill non-migrants (n = 16)
- Non-mill migrants (n = 182)
- Non-mill non-migrants (n = 259)

- ♥ **Quality of Life**
% 'very much improved' quality of life
- 👐 **Menstrual Health**
% 'very much improved' way of managing menstrual health
- 👐 **Personal Health**
% 'very much improved' way of managing personal health
- 🎯 **Meaningful Work**
% 'strongly agree' that they find work meaningful
- 🗣️ **Communication Skills**
% 'very much improved' communication skills

Trends by Migration Status and Type of Factory (2/2)

We have summarized the qualitative trends by migration status of mill and non-mill workers on the right.

Looking at mill migrants, they are most likely to report higher confidence as a reason for improved communication skills and developing clean habits as a top health outcome.

Trends by Factory Type

The degree to which different types of workers' experiences and impact differ.

	Mill Migrants (n = 66)	Mill non-migrants (n = 16)	Non-mill migrants (n = 117)	Non-mill non-migrants (n = 176)
Communication Skills				
Improved confidence	66%	31%	37%	27%
Better anger management	3%	25%	13%	31%
Health & Hygiene				
Developed clean habits	86%	69%	85%	59%
Improved diet & nutrition	44%	75%	15%	48%

Appendix: Data from Questions Asked Only During Pilot Data Collection

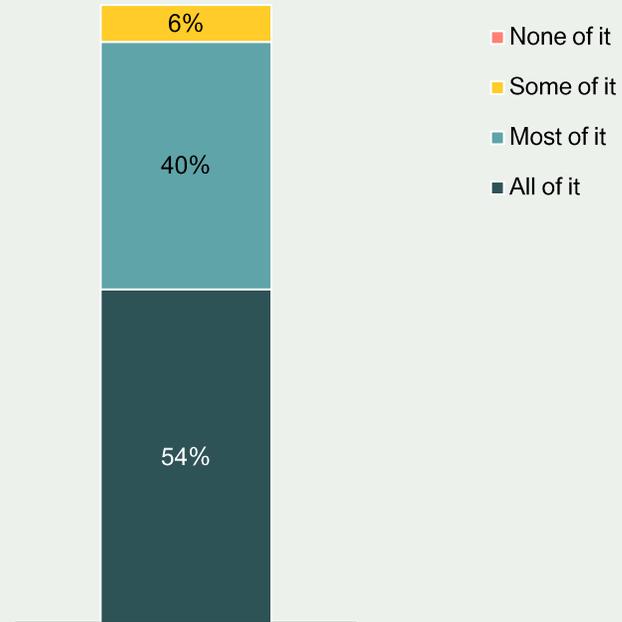
Ease of Training Comprehension & Application

These questions have a low sample size because they were asked only during the pilot.

Roughly 1 in 2 workers report that 'all' of the training was easy to understand and applicable to their personal lives.

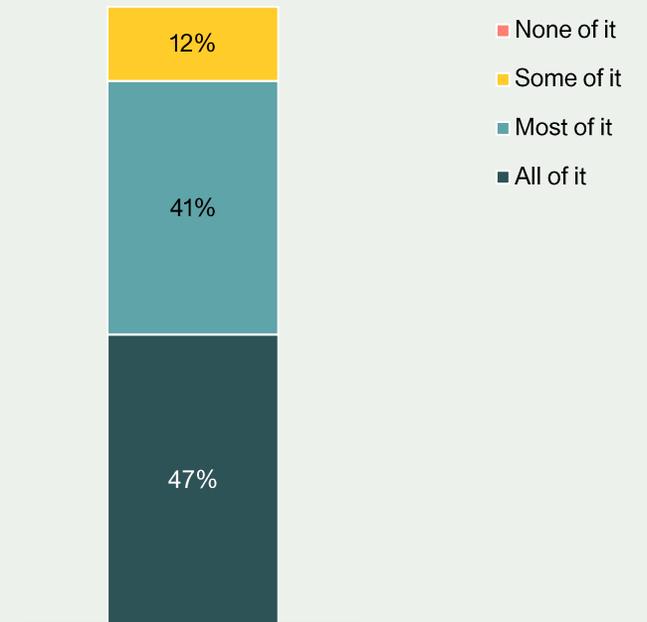
Ease of Training Comprehension

Q: How much of the information you received from the My Life training was easy to understand? (n = 67)



Training Application to Personal Life

Q: How much of the information from the My Life training do you apply to your personal life? (n = 66)



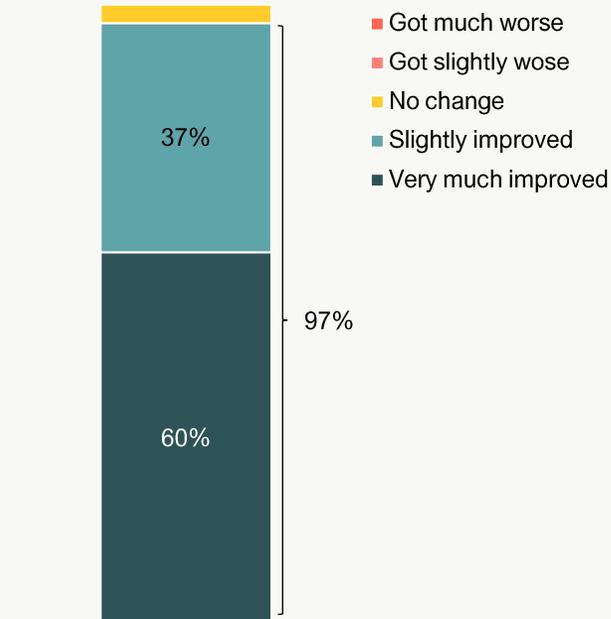
Way of Doing Job

Almost all workers say their way of doing their job improved because of the training. Top outcomes include improved communication skills and an understanding of responsibilities.

This question has a low sample size because it was asked only during the pilot.

Way of Doing Job

Q: Has your way of doing your job at [Factory] changed because of the My Life training? (n = 68)



Three Most Common Self-Reported Way of Doing Job Improved Outcomes

Q: How has your way of doing job improved? (n = 66). Open-ended, coded by 60 Decibels.

32% mentioned improved communication skills
(31% of all respondents)

29% talked about improved understanding of job roles and responsibilities
(28% of all respondents)

27% reported increased sense of calm and patience at work
(26% of all respondents)

Rights, Responsibilities & Safety At Work

These questions have a low sample size because they were asked only during the pilot data collection.

Workers talk about their rights to Provident Fund and ESI, their responsibility to maintaining a clean workplace, and meeting deadlines. 7 in 10 workers 'strongly agree' to feel safe at work.

Top Reported Rights & Responsibilities

Q: Can you please explain two rights and two responsibilities that you may have learnt through the My Life training? (n = 62). Open-ended, coded by 60 Decibels.

Rights

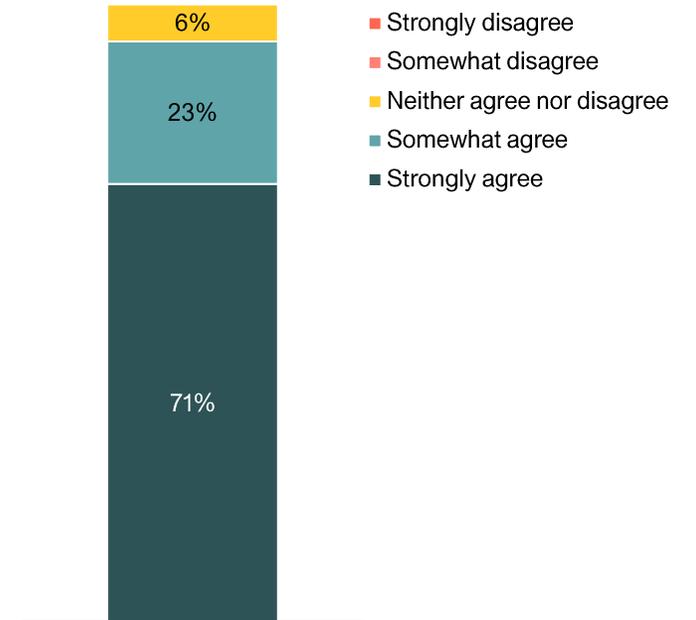
- #1 Right to provident fund (21%)
- #2 Right to Employees State Insurance (18%)

Responsibilities

- #1 Maintaining clean and healthy surroundings (18%)
- #2 Meeting deadlines (18%)

Safety from Physical Hazards

Q: To what extent do you agree or disagree with the following statement: "After receiving the My Life training, I feel safe from physical hazards."? (n = 68)



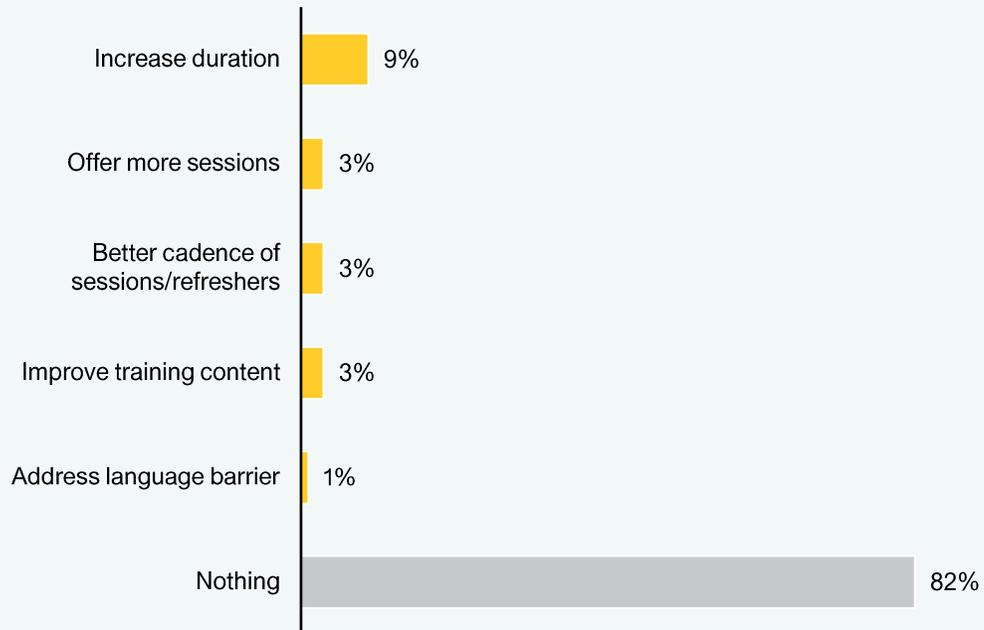
Suggestions for Improvement

This question has a low sample size because it was asked only during the pilot data collection.

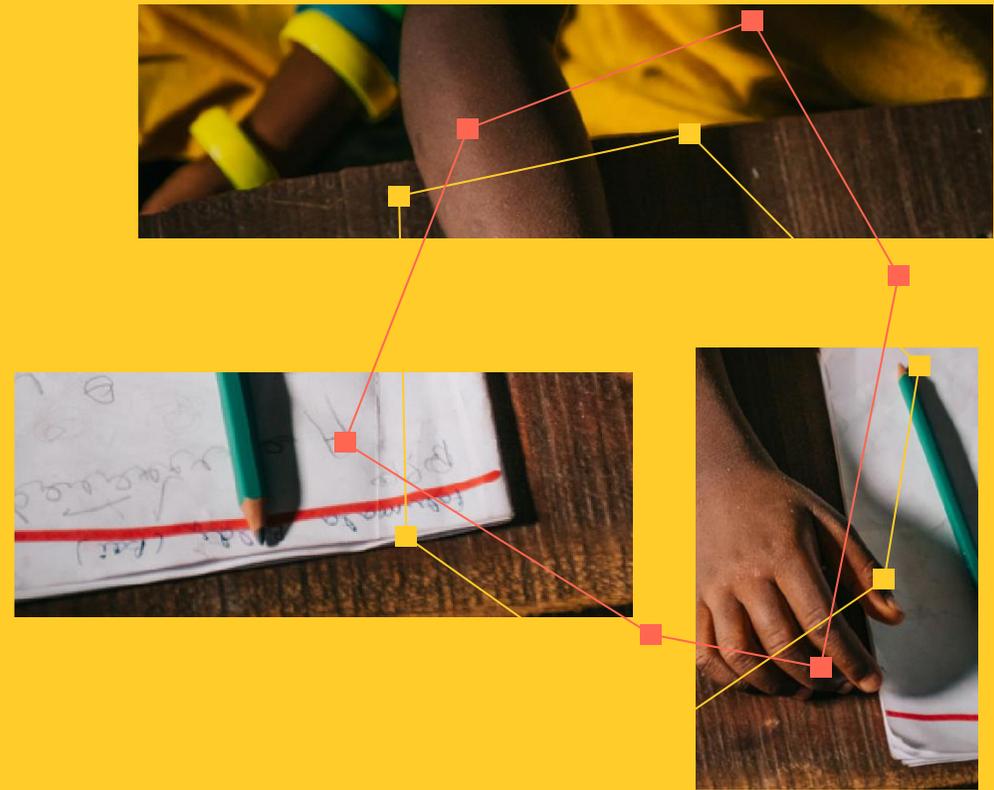
Over 4 in 5 do not have any suggestions for improving the My Life training. The remaining mainly ask for a longer training duration.

Suggestions for Improvement

Q:If you could change something about the My Life training program, what would that be? (n = 68).
Open-ended, coded by 60 Decibels.



What Next?



How to Make the Most of These Insights

Example LinkedIn posts or tweets to share publicly.

- 98% of workers say the quality of their lives has improved because of the My Life training. “I can speak openly without hesitation anywhere and I feel so clear now!”
#ListenBetter with @60_decibels
- 94% of workers would recommend the My Life training to a friend or family member – we’re excited to continue providing this training to more factory workers! We
#ListenBetter with @60_decibels

Here are ideas for ways to engage your team and use these results to fuel discussion and inform decisions.

What You Could Do Next. An Idea Checklist From Us To You :-)

Engage Your Team	<input type="checkbox"/>	Send deck to team & invite feedback, questions and ideas. Sometimes the best ideas come from unexpected places!
	<input type="checkbox"/>	Set up team meeting & discuss what’s most important, celebrate the positives & identify next steps.
Spread The Word	<input type="checkbox"/>	Reach a wider audience on social media & show you’re invested in the factory workers – we’ve added some example posts on the left.
Close The Loop	<input type="checkbox"/>	We recommend closing the loop with factory workers thanking them for taking part in the study, sharing the positive impact created, and what you will be working on to improve the My Life training.
	<input type="checkbox"/>	After reading this deck, don’t forget to let us know what you thought here!
Take Action!	<input type="checkbox"/>	Collate ideas from the team into an action plan including responsibilities.
	<input type="checkbox"/>	Keep us updated, we’d love to know how you utilise the insights from this report.

Detailed Benchmarking Comparison

Comparison to benchmarks can be useful to identify where you are under- or over-performing versus peers, and help you set targets. We have aligned your results to the [Impact Management Project](#) framework – see next page.

Information on the benchmarks is found below:

Project Data

respondents 525

60dB India Benchmark:

companies 103

respondents 22,826

60dB Global Benchmark

companies 583

respondents 153,458

Comparison of the My Life Training to Select 60dB Benchmarks

Dimension	Indicator	My Life Training	60dB India	60dB Global Benchmark
Who ○	% first access	97%	68%	67%
What Impact □	% reporting quality of life 'very much improved'	53%	24%	37%
	% reporting quality of life 'slightly improved'	45%	49%	45%
Experience +	Net Promoter Score	93	48	50

Impact Management Project

We take pride in making the data we collect easy to interpret, beautiful to look at, and simple to understand and act upon.

We also align our data with emerging standards of best practice in our space, such as the [Impact Management Project \(IMP\)](#).

The IMP introduces five dimensions of impact: Who, What, How Much, Contribution, and Risk.

These dimensions help you check that you haven't missed any ways of thinking about, and ultimately measuring, the positive and negative changes that are occurring as a result of an intervention.

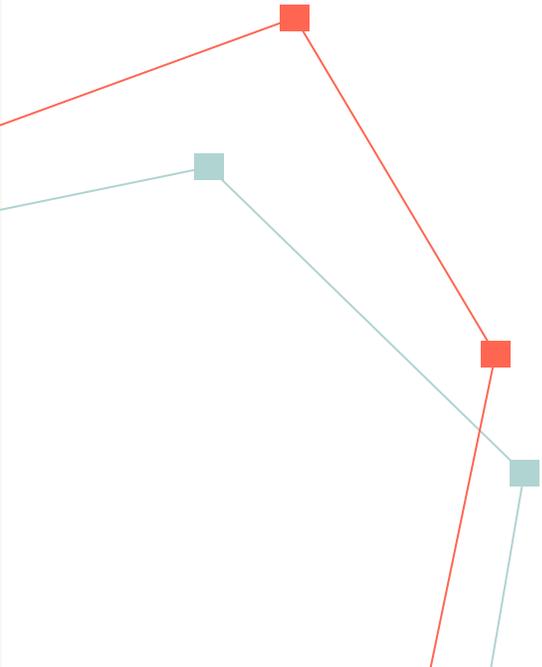
**IMPACT
MANAGEMENT
PROJECT**

We aligned your results to the Impact Management Project. We're big fans of the IMP – it's a simple, intuitive and complete way of conceptualizing impact.

Dimension	Explanation
Who ○	The Who of impact looks at the stakeholders who experience social and environmental outcomes. All things equal, the impact created is greater if a particularly marginalised or underserved group of people is served, or an especially vulnerable part of the planet protected. For the who of impact, we tend to work with our clients to understand poverty levels, gender and disability inclusivity.
What Impact □	What investigates the outcomes the enterprise is contributing to and how material those outcomes are to stakeholders. We collect most of this what data using qualitative questions designed to let customers tell us in their own words the outcomes they experience and which are most important to them.
How Much ≡	How Much looks at the degree of change of any particular outcome.
Contribution +	Contribution seeks to understand whether an enterprise's and/ or investor's efforts resulted in outcomes that were better than what would have occurred otherwise. In formal evaluation this is often studied using experimental research such as randomised control trials. Given the time and cost of gathering these data, this is not our typical practice. We instead typically ask customers to self-identify the degree to which the changes they experience result from the company in question. We ask customers whether this was the first time they accessed a product of technology like the one from the company, and we ask how easily they could find a good alternative. If a customer is, for the first time, accessing a product they could not easily find elsewhere, we consider that the product or service in question has made a greater contribution to the outcomes we observe.
Risk △	Impact Risk tells us the likelihood that impact will be different than expected. We are admittedly still in the early days of figuring out how best to measure impact risk – it's an especially complex area. That said, where customers experience challenges using their product or service, we do think that this correlates with a higher risk that impact does not happen (i.e. if a product or service is not in use then there's no impact). Hence, we look at challenge rates (the percent of customers who have experienced challenges using a product or service), and resolution rates (the percent of customers who experienced challenges and did not have them resolved) as customer based proxies for impact risk.

Summary Of Data Collected

Note on Sampling: We interviewed as many workers as possible from the list of 729 eligible workers Primark shared, i.e., all workers who completed at least 5 training sessions and continue to work at the factory.



525 interviews completed between March-November 2023 in India.

Methodology

Survey mode	Phone
Country	India
Language	Tamil, Oriya, Hindi
Dates	March-November 2023
Regions	Tirupur, Tamil Nadu
Response rate	72%
Average time per interview	21 mins

Responses Collected

Total	525
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Sampling

	% sample
% Women	79%
% Migrants	48%

Accuracy

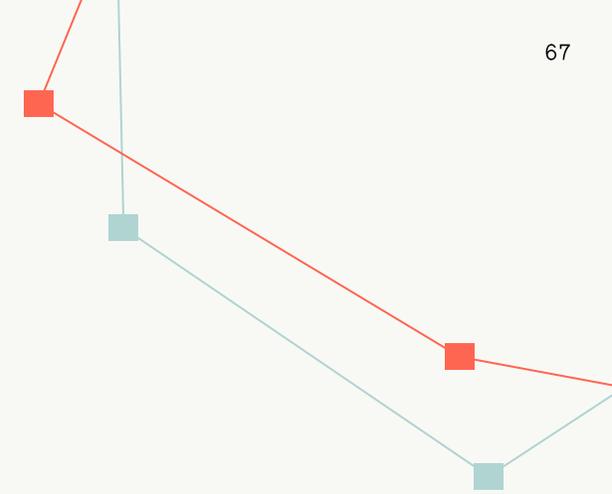
Confidence Level	90%
Margin of error	2%

Research Assistant Gender

Female	5
Male	6

Thank You For Working With Us!

Let's do it again sometime.



About 60 Decibels

60 Decibels makes it easy to listen to the people who matter most. 60 Decibels is an impact measurement company that helps organizations around the world better understand their customers, suppliers, and beneficiaries. Its proprietary approach, Lean Data, brings customer-centricity, speed and responsiveness to impact measurement.

60 Decibels has a network of 1,400+ trained Lean Data researchers in 80+ countries who speak directly to customers to understand their lived experience. By combining voice, SMS, and other technologies to collect data remotely with proprietary survey tools, 60 Decibels helps clients listen more effectively and benchmark their social performance against their peers.

60 Decibels has offices in London, Nairobi, New York, and Bengaluru. To learn more, visit 60decibels.com

We are proud to be a Climate Positive company. 

Your Feedback

We'd love to hear your feedback on the 60dB process; take 5 minutes to fill out our feedback survey [here!](#)

Acknowledgements

Thank you to Vishal Gadhavi, Lindsey Block, Crycilda Meyne, and Ann Sunil for their support throughout the project.

This work was generously sponsored by Primark.

It was very helpful and
insightful as we learned how to
talk properly and understand how to
present ourselves and uphold values.

Now,

> while sneezing I'm
covering my mouth

> we are eating
healthy food in our
family

> I have changed the
way I used to think
about menstruation.

Project Team:

Tripti Singh

Jasleen Kaur

Akanksha Singh

Srinidhi Balaji

Damini Nayak

For queries, please email:

jasleen@60decibels.com

tripti@60decibels.com