

OPERATIONAL GUIDELINE

Feedback & Response Mechanism (FRM)



Introduction

The Feedback and Response Mechanism (FRM) is a critical accountability tool within ActionAid Bangladesh (AAB) Rohingya Response Programme. It facilitates the meaningful participation of affected populations and ensures transparency, learning, and responsive action through the collection and management of feedback.

Alignment with Standards and Approaches: AAB's Accountability to Affected Population (AAP) system is guided by the Core Humanitarian Standard (CHS) and Human Rights-Based Approach (HRBA). It emphasises the active involvement of affected people, focusing on their rights, dignity, and participation. The FRM aligns with CHS commitments such as accountability, meaningful participation, and learning, while HRBA ensures the system addresses power imbalances, advances women's rights, and promotes structural change.

Objective

- To institutionalise a structured, reliable, and inclusive mechanism for collecting, storing, analysing, and responding to feedback.
- To provide affected communities and other stakeholders with safe and accessible channels for raising concerns.
- To promote community engagement, transparency, and continuous improvement in project design and delivery.

The FRM helps ActionAid adapt and respond to community needs more effectively.



Focus Group Discussion is conducted to collect group feedback

Core Principles

- **Participation & Inclusion:** Engage affected populations, ensuring no one is left behind. Everyone, regardless of gender, age, or ability, should be able to participate and share their feedback freely.
- **Feedback & Response:** Receive requests for information, assistance, and expressions of admiration or concern about services, staff behavior, or project activities. Acknowledge, investigate, and respond to feedback appropriately and within set timeframes.
- **Transparency:** Share information proactively so that communities understand how projects operate and what support they are entitled to.
- **Monitoring:** Monitoring makes the FRM dynamic and responsive rather than static, turning collected feedback into actionable improvements while strengthening accountability, transparency, and trust.
- **Evaluation & Learning:** Collect community feedback, discuss key concerns with management, identify areas for improvement, take action with focal points, and adapt based on lessons learned.



Feedback and Response Mechanism Process Flow

a. Information Sharing

- Use leaflets, posters, and stickers to explain the FRM process in clear and accessible ways.
- Share information during consultations, distributions, training sessions and ongoing sessions. Reinforce messages at multiple community touchpoints to build trust.

- Clearly inform participants about the FRM process, available channels, and measures in place to ensure confidentiality and safety.

act:onaid

Feedback and Response Mechanism (FRM)



ActionAid Bangladesh supports Rohingya refugees and host communities through interventions in food security, WASH, site management, skills development, protection, psychosocial support, and gender-based violence prevention.

Our Feedback and Response Mechanism (FRM) is a critical accountability tool that facilitates the meaningful participation of affected populations and ensures transparency, learning, and responsive action through the collection and response of feedback.

We believe everyone has the power within them to create change for themselves, their families and communities. ActionAid is a catalyst for that change.

Accountability Principles

- Participation & Inclusion
- Feedback & Response
- Transparency
- Monitoring
- Evaluation & Learning



Our Hotline Number: 09606667755 (9:30am to 5:30pm)

STOP GENDER DISCRIMINATION & GENDER-BASED VIOLENCE

act:onaid

တုံ့ပြန်မှုနှင့် တုံ့ပြန်မှု ယန္တရား



ActionAid ဘဏ္ဍိကလားဒေ့ရှ်သည် ရိုဟင်ဂျာဒုက္ခသည်များနှင့် လက်ခံထားသော လူအဖွဲ့အစည်းများကို အားအသောက် လုံခြုံရေး၊ ဆေးကုခြင်း၊ နှုတ်ခမ်းခံခွင့်၊ ကျွမ်းကျင်မှုဖွံ့ဖြိုးတိုးတက်မှု၊ ကာကွယ်ရေး၊ စိတ်ပိုင်းဆိုင်ရာ လူမှုရေး အထောက်အပံ့နှင့် ကျားမဆိုင်ရာ အကျိုးစက်မှု တားဆီးကာကွယ်ရေးတို့တွင် ဝင်ရောက်ကူညီပေးသည်။

ကျွန်ုပ်တို့၏ တုံ့ပြန်မှုနှင့် တုံ့ပြန်မှု ယန္တရား သည် ထိခိုက်ခံရသော လူဦးရေများ၏ အဓိပ္ပာယ်ရှိစွာ ပါဝင်မှုကို လွယ်ကူချောမွေ့စေပြီး ပြန်ကြားချက်များ စုဆောင်းခြင်းနှင့် တုံ့ပြန်ခြင်းမှတစ်ဆင့် ပွင့်လင်းမပြင်သာမှု၊ သင်ယူမှုနှင့် တုံ့ပြန်ဆောင်ရွက်မှုကို အာမခံသော အရေးပါသော တာဝန်ယူမှု ကိရိယာဖြစ်သည်။ လူတိုင်းမှာ သူတို့ကိုယ်တိုင်အတွက်၊ သူတို့မိသားစုအတွက်၊ သူတို့ရပ်ရွာအတွက် အပြောင်းအလဲကို ဖန်တီးဖို့ အစွမ်းရှိတယ်လို့ ယုံကြည်တယ်။ **ActionAid** ဟာ အဲဒီလို အပြောင်းအလဲအတွက် ဓာတ်ကူပစ္စည်းပါ။

တာဝန်ယူ အခြေခံများ

- ပါဝင်မှု & ပါဝင်မှု
- တုံ့ပြန်မှု & တုံ့ပြန်မှု
- ပွင့်လင်းမပြင်သာမှု
- စောင့်ကြည့်ခြင်း
- အကဲဖြတ်ခြင်း & သင်ယူခြင်း



အရူးပရီလိုင်နံပါတ် - 09606667755 (မနက် ၉ နာရီခွဲမှ ညနေ ၅ နာရီခွဲအထိ)

ကျား-မ ခွဲခြားဆက်ဆံမှုနှင့် ကျား-မအခြေခံ အကျိုးစက်မှုများကို ရုပ်တံနံရံ

act:onaid

କଲ୍ କରନ୍

ଆମେ ଆପଣଙ୍କ ପରାମର୍ଶ ଓ ମତାମତ ଶୁଣିବା ଚାହୁଁ

ହଟ୍ଲାଇନ୍ ନମ୍ବର: ୦୯୬୦୬୬୬୭୭୭୭
(ମକାଳ ୯:୩୦ ଟା ଥିକେ ବିକେଳ ୫:୩୦ ଟା)

act:onaid

ခေါ်ဆိုပါ။

ଆମେ ଆପଣଙ୍କ ପରାମର୍ଶ ଓ
ମତାମତ ଶୁଣିବା ଚାହୁଁ

Hotline Number: 09606667755
(୯:୩୦ AM TO 5:30 PM)

act:onaid

ଆମେ ଆପଣଙ୍କ ପରାମର୍ଶ ଓ
ମତାମତ ଶୁଣିବା ଚାହୁଁ

କଲ୍ କରନ୍

ହଟ୍ଲାଇନ୍ ନମ୍ବର: ୦୯୬୦୬୬୬୭୭୭୭
(ମକାଳ ୯:୩୦ ଟା ଥିକେ ବିକେଳ ୫:୩୦ ଟା)

act:onaid

ଆମେ ଆପଣଙ୍କ ପରାମର୍ଶ ଓ
ମତାମତ ଶୁଣିବା ଚାହୁଁ

WE WANT TO HEAR YOUR
SUGGESTIONS AND FEEDBACK

କଲ୍ କରନ୍

Hotline Number: 09606667755
(9:30 AM TO 5:30 PM)

b. Feedback Collection Channels

- **Hotline Number:** A toll-free, accessible number where participants can report issues confidentially.
- **Help Desk:** AAB staff receive verbal feedback during field events or distributions
- **Feedback Boxes:** Placed in different project implementation locations or facilities to allow both anonymous and named submissions.
- **Individual feedback or Face-to-face Interactions:** Allow community members to speak directly to staff to share feedback.
- **Focus Group Discussions:** Arrange small group discussion to collect group feedback and understand community-level concerns.



c. Documentation

- All feedback is recorded in KOBO Toolbox, ensuring real-time and organised data management.
- The project FRM focal must submit feedback data in KOBO by the last day of each month. The MEAL team's AAP focal then analyses the data for reporting and action.
- A physical register is also maintained by project FRM focal as backup to ensure authenticity.



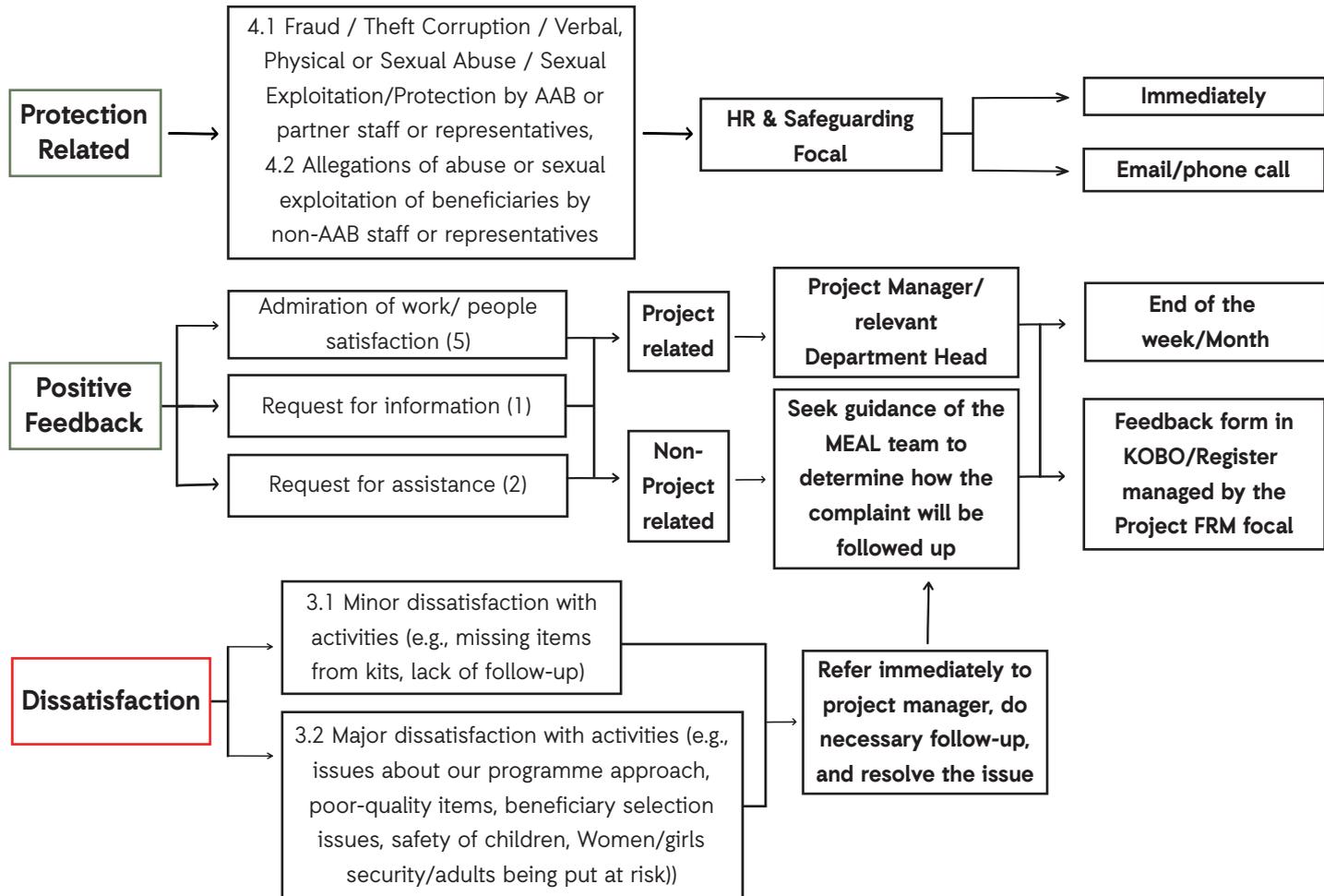
KOBO Link: <https://eu.kobotoolbox.org/>

d. Feedback Categorization and Timeline

Category No.	Categories	Who will Collect / Register	Who will Responsible	Entry on KOBO/Database	Data Management, Reporting & Analysis
1	Request for information	Project FRM Focal	Project Manager	Project FRM Focal	MEAL Team
2	Request for assistance	Project FRM Focal	Project Manager	Project FRM Focal	MEAL Team
3	Dissatisfaction				
3.1	Minor dissatisfaction with activities (e.g., missing items from kits, lack of follow-up)	Project FRM Focal	Project Manager	Project FRM Focal	MEAL Team
3.2	Major dissatisfaction with activities (e.g., issues about our programme approach, poor-quality items, beneficiary selection issues, safety of children, Women /girls security /adults being put at risk)	Project FRM Focal	Project Manager	Project FRM Focal	MEAL Team
4	Protection				
4.1	Fraud / Theft / Corruption / Verbal, Physical or Sexual Abuse / Sexual Exploitation/Protection by AAB or partner staff or representatives	HR and Safeguarding Focal	HR and Safeguarding Focal	HR and Safeguarding Focal	HR and Safeguarding Focal
4.2	Allegations of abuse or sexual exploitation of beneficiaries by non-AAB staff or representatives	HR and Safeguarding Focal	HR and Safeguarding Focal	HR and Safeguarding Focal	HR and Safeguarding Focal
5	Admiration of work / People satisfaction	Project FRM Focal	Project Manager	Project FRM Focal	MEAL Team

e. Response Mechanism

- The AAP focal from MEAL team assesses every case, plans and decides the most suitable course of action.



- After analysing the data, a live tracking sheet of all feedback is shared with project managers on the 1st of each month. Project managers update the status (resolved, in progress, pending) by the 5th. They take necessary steps to resolve each feedback; they talk to project FRM focal and project team if necessary. Then AAP focal from MEAL team prepares a “Monthly FRM Report” in infographic format and shares it with the entire RRP team by 7th.
- Engage management when necessary. Complex or sensitive cases are escalated for higher-level decisions.
- Safeguarding/HR focal takes necessary action as per the organisation’s procedures to respond to the category 4 (protection relate) feedback.

f. Referral System

- Issues that are not related to ActionAid are, with consent, referred to appropriate service providers. This ensures broader community needs beyond AAB’s mandate. There is a designated referral form for this.

Roles and Responsibilities

- **AAP Focal from MEAL team:**
 - Develop the overall FRM system.
 - Orient the project FRM Focal.
 - Oversee implementation, analysis, and reporting.
 - Acts as the main coordinator for feedback management.
- **Project FRM Focal:**
 - Share and disseminate messages about the AAB’s FRM system to the participants.
 - Collect and entry feedback in register book.
 - Serve as the frontline contact for communities.



Community members speak directly to staff to share feedback



FRM focals share information about this system during different sessions

- Input into KOBO Toolbox and maintain records.
- Ensure accurate and up-to-date feedback data.
- **Project Manager/Lead:**
 - Update the feedback status monthly by 5th of each month.
 - Take the necessary steps to resolve the feedback.
 - Review feedback reports and integrate findings into planning.
 - Use feedback to adapt programme strategies.

Monitoring, Reporting, and Learning

- Conduct monthly data analysis in KOBO to identify trends and emerging issues.
- Share key findings with programme teams to improve collaboration and accountability.
- Use feedback for adaptive programming and evidence-based decision-making for project activities.
- Generate Monthly and quarterly FRM reports for donors and senior management.
- Keep stakeholders informed and improve accountability.

Confidentiality and Data Protection

- Handle all personal data securely. Store all information using protected systems.
- Limit access to sensitive information to authorised staff only to maintain confidentiality.
- Follow ActionAid Bangladesh's data protection and safeguarding protocols.
- Comply with organisational standards for safety and ethics.

Review and Update

This guideline should be reviewed bi-annually and updated based on feedback, contextual changes, or operational learning. This ensures it remains relevant and responsive to the needs of the community and AAB.

ActionAid Bangladesh

Cox's Bazar Office

Holding No: 752

Block C, Ward No: 11

Jhawtola Moshjid Road

Cox's Bazar-4700

act:onaid

Copyright © 2025 ActionAid Bangladesh. All rights reserved.