



IOM International Organization for Migration  
 OIM Organisation Internationale pour les Migrations  
 OIM Organización Internacional para las Migraciones

## FINAL REPORT TO THE GOVERNMENT OF THE UNITED STATES OF AMERICA

### ECONOMIC REHABILITATION OF TRAFFICKED VICTIMS IN HIGH SUPPLY STATES OF INDIA (ERTV)

<b>Executing agency:</b>	International Organization for Migration (IOM)
<b>Project partner agencies (or national counterparts):</b>	State governments, local NGOs and NGO networks, corporate houses, Training Institutes and Municipal corporations
<b>Geographical coverage:</b>	The Indian states: Andhra Pradesh, Karnataka, Tamil Nadu, West Bengal and Delhi.
<b>Project management site:</b>	IOM Hyderabad (India)
<b>Target group(s):</b>	300 rescued victims of trafficking
<b>Project period:</b>	1 February 2002 to 31 March 2005
<b>Reporting period:</b>	1 February 2002 to 31 March 2005 (Financial Feb02 to May05)
<b>Total budget:</b>	USD 530,000
<b>Funds utilized</b>	USD 530,000

#### SUMMARY

IOM has designed and implemented this project, Economic Rehabilitation of Trafficked Victims (ERTV) in India to facilitate the successful social reintegration and sustainable rehabilitation of the rescued victims of trafficking by creating avenues for economic development.

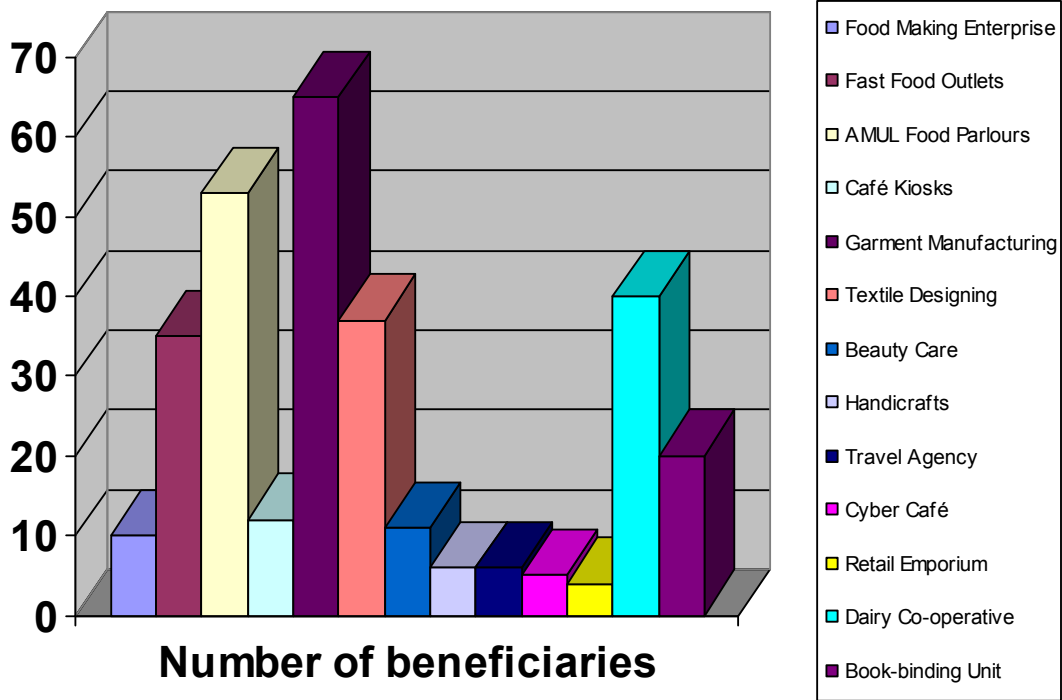
IOM envisaged and put forth a coordinated multi-stakeholder, multi-pronged approach which aims to holistically tackle the challenges inherent in the process of rehabilitation of trafficked victims. This has been achieved for 304 victims of trafficking by extending micro-credit and business support, by organizing collaborations / franchise options from corporate houses and / or by setting up of viable group enterprise activities. The project has been implemented in partnership with district and state government, and in some instances the government has extended financial and infrastructural support in setting up these micro-enterprises. This approach involves the NGOs who in association with IOM are responsible for, the psycho-social rehabilitation of the beneficiaries, day to day support for the micro-enterprise management.

To date, 304 survivors of trafficking have received training on entrepreneurship development and soft skills and are rehabilitated through twenty eight different micro-enterprise units. IOM has solidified relationships with nine NGOs, six corporate houses, nine training institutions and the government. All stakeholders and the media have applauded the uniqueness of the project for its innovative nature and replicability.

#### Headquarters:

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MICRO ENTERPRISES	NUMBER OF BENEFICIARIES
☐ Food Making Enterprise	10
☐ Fast Food Outlets	35
☐ AMUL Food Parlours	53
☐ Café Kiosks	12
☐ Garment Manufacturing	65
☐ Textile Designing	37
☐ Beauty Care	11
☐ Handicrafts	6
☐ Travel Agency	6
☐ Cyber Café	5
☐ Retail Emporium	4
☐ Dairy Co-operative	40
☐ Book-binding Unit	20
<b>TOTAL 38 Micro-Enterprises</b>	<b>TOTAL 304 Beneficiaries</b>



## 1. PROJECT DESCRIPTION

The objective of the project was to contribute to the successful and sustainable rehabilitation of rescued victims of trafficking in the south Indian states of Andhra Pradesh, Tamil Nadu and Karnataka through the creation of avenues for economic development. The southern states of India were the initial operational area of the project, but based on emerging needs, this was expanded to include the states of Delhi and West Bengal.

This was achieved through micro-credit, business support and organized collaborations/franchises from corporate houses and/or viable group enterprise activities. The project was designed to:

- Economically rehabilitate 300 rescued victims of trafficking from lower socio-economic strata of the society;
- Enhance the entrepreneurial skills of these 300 rescued victims of trafficking;
- Develop a sense of dignity and self confidence in them;
- Enable them in successful integration into the society through informed decisions;
- Encourage the beneficiaries to promote an institution of their own, for their own benefit;
- Develop a replicable model for economic rehabilitation of migrants, especially rescued victims of trafficking.

The participants were encouraged to take up individual or group activities based on the nature of the enterprise, which would vary depending on the corporate partnership or the viable activity identified. Credit was extended for undertaking these activities, which was recovered at a nominal rate of interest after the enterprise starts making sustainable income. This interest rate was determined after consideration of inflation, operational costs and total debt. Credit recoveries are channelled into a revolving fund managed by the facilitating agency for providing credit to more survivors of trafficking or strengthening the existing businesses.

In addition to setting up enterprises for the beneficiaries and conducting business specific training, IOM simultaneously prepared an entrepreneurship development training programme to equip the participants with the required skills. This programme focused on imparting basic principles of management, marketing, bookkeeping, accounting and business planning and was conducted in two phases. This was mainly targeted at NGO staffs that are assisting the beneficiaries in managing the businesses on a day to day basis and representative beneficiaries from all the enterprises. A training manual has been developed on the basis of the experience of these trainings and has been widely disseminated.

All the set objectives were achieved by December'05 and January-March was mainly utilized to do the required follow up with the NGOs and the beneficiaries to ensure a smooth withdrawal. Also in February this year, IOM organized an experience sharing workshop to disseminate the concept and learnings of the ERTV project and seek suggestions and recommendations for further replication. The workshop was a very useful exercise which had participation from all the stakeholders as well as the organizations working on anti trafficking. All the learnings and proceeding of the workshop have been documented for circulation. As on 31<sup>st</sup> march all activities of the ERTV project and been completed.

## ROLE OF STAKEHOLDERS

IOM	Beneficiary	Government	NGO	Corporate Houses
<ul style="list-style-type: none"> <li>▪ Conceptualization and project design.</li> <li>▪ Framing of the Operational guidelines.</li> <li>▪ NGO and Beneficiary selection.</li> <li>▪ Corporate Houses identification and linkages.</li> <li>▪ Capacity building and Training of NGO staff and Beneficiaries.</li> <li>▪ Interface with Government and support mobilization</li> <li>▪ Linkages with Training institutions</li> <li>▪ Financial assistance for project implementation</li> <li>▪ Periodic visit, support and ensuring consistency and Quality.</li> <li>▪ Coordination amongst various stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>▫ Business planning</li> <li>▫ Enterprise set up</li> <li>▫ Day to day management</li> <li>▫ Group formation and period reflection</li> <li>▫ Institutional development</li> <li>▫ Peer group motivation and exposure</li> <li>▫ Profit sharing and asset creation</li> </ul>	<ul style="list-style-type: none"> <li>▫ Allocation of suitable sites for enterprise set up</li> <li>▫ Infrastructural and financial assistance</li> <li>▫ Coordination amongst various departments and agencies</li> <li>▫ Replication and upscaling</li> <li>▫ Community mobilization</li> </ul>	<ul style="list-style-type: none"> <li>▪ Direct care and support to the beneficiary.</li> <li>▪ Continuous psychosocial counselling and medical care.</li> <li>▪ Identification of suitable locations for setting up businesses</li> <li>▪ Day to day support to the beneficiaries – business management and coordination</li> <li>▪ Group formation and confidence building amongst entrepreneurs</li> <li>▪ Revolving fund management</li> <li>▪ Institutional development</li> </ul>	<ul style="list-style-type: none"> <li>▪ Extending franchise</li> <li>▪ Feasibility analysis</li> <li>▪ Creating market linkages</li> <li>▪ Brand promotion</li> <li>▪ Business specific training</li> <li>▪ Business culture and corporate image</li> <li>▪ Regular follow up and support</li> </ul>

## 2. RESULTS

Name of the NGO	No. of Survivors	Type of enterprise that has been set up	Location	Average monthly income (in Rs)
PRAYAS	37	Amul food product parlours	Delhi	2000-3000
PRAJWALA	28	Amul Parlour and Book Binding Unit	Hyderabad	2000
SANLAA P	50	Gifts shop cum cyber café , Xpress Coffee Day Café , Food catering unit, Garment Manufacturing, Amul Parlour	Kolkata	1500-2000
ODANA DI	20	Car rentals cum travel Agency, Beauty Parlour, Amul Parlour and Handicrafts Emporium.	Mysore	2500-3000
CARD	20	Tiffin Centre and Dairy	Nellore	800-1500
STHREE	56	Beauty Parlour cum Crafts Bazaar, Canteen, Garment Manufacturing, fast food centre.	Cuddapah	1000-1500
SFDRT	15	Dairy, Mobile Restaurant.	Pondicherry,	1000-1500
ARTS	38	Surface Ornamentation & Garment Making, Tiffin Centre and Dairy.	Srikakulam	1000-2000
VMM	40	Nutritious food products Bakery and Kalamkari (Indian handprint garment) Printing Unit	Vijayawada	2000-2500

## 3. ACTIVITIES

### 3.1 General

While IOM initially conceptualized the ERTV project with a corporate franchisee model, it has allowed for considerable design and evolutionary flexibility. During the course of implementation, five different business models have emerged. The type of enterprise taken up by the participants depended on where the NGOs and their enterprises were located – in rural or urban areas, the resources available with the NGO (in terms of infrastructure, staff capacities, goodwill, contacts and linkages etc.) and its ability to mobilize government support, the potential for corporate franchisees and the interest and skill level of the participants.

Model	Characteristics	Example
Corporate Franchise	These businesses are outlets of the corporate houses which are managed by the survivors (franchisees) on a commission basis on the overall sales. The brand name, products, expertise and everything that is required is extended by the corporate at an agreed cost.	Coffee Day Express, Amul parlour
Training Cum	These are mainly production centres which would produce goods and sell in the market and are	Garment production unit, book binding

Production units	eventually used for training more survivors who are interested in a particular trade.	unit
Corporate alike businesses	Survivors come together to set up group businesses with a professional outlook. A brand name is developed a corporate alike identity is created.	Beauty parlour, Fast food centres, mobile restaurants
Institutional model	Several businesses set up for the survivors are combined and bought under a single umbrella and formed as an institution. The institution is an independent entity assisting the individual businesses as and when required.	Manavi enterprises
Traditional businesses	The traditional activities like dairy, bee keeping, sheep rearing which are typical and convenient to a particular location and survivors are encouraged.	Dairy

It has been observed that Corporate-like enterprises have found widest scope for implementation across different types of locations. Since corporate education and ensuring corporate involvement in real terms are time taking processes and the need is guaranteeing immediate rehabilitation business processes for identified victims, IOM opted to setup corporate-like enterprises also. Though no direct franchise/dealer relationships with Corporate Houses have been envisaged, the business would function as a corporate entity does. In all the business models that have emerged, the Corporate Houses would be involved though in the backward and forward linkages providing resources, training and marketing inputs to ensure the viability of the businesses. There has been an effort to introduce a corporate culture in them and thus distinguish them from other traditional enterprises. Professionalism is introduced through provision of good quality training inputs on enterprise development aspects as well as business skills, supported with facilitation from the NGO, and monitoring and follow-up from IOM.

The traditional rural-based enterprises, essentially in the dairy sector, have been taken up in rural areas where market potential for other enterprises and skill levels among participants were low, and the wherewithal for producing high value goods for larger markets not readily available. However, the best possible training inputs were provided to offset these limitations and add value to an otherwise traditionally managed low-key activity.

Training-cum-production centres are being increasingly considered as a suitable option to provide employment to a large number of participants at a single place, with scope to ensure an employment opportunity to some of the less enterprising participants also. These enterprises require high capital investment, substantial infrastructure, and technical expertise to manage specialized equipment and large scale production, and the capacity to innovate in a competitive and changing market scenario. The book binding cum printing unit facilitated by Prajwala and the proposed garment production centre at Cuddapah in collaboration with STHREE, National Institute of Fashion technology (NIFT) and GoAP and the Kalamkari printing at Vijayawada fall into this category.

### 3.2 Experience sharing workshop

The workshop was conducted to share the experiences and disseminate the learning gained during the implementation of IOM's ERTV initiative and to streamline the approaches and processes for the future scaling up and replication of similar initiatives in India.

The workshop was successful in bringing together participants from different fields, NGOs, Corporate Houses, Training Institutions, Government and the survivors of trafficking. In addition to sharing their rich experiences of the project, the workshop also brought in new perspectives, challenges and issues which need to be addressed.

While acknowledging the strengths of multi-stakeholder approach, it was felt that the concept can be scaled up for supporting more number of survivors of trafficking across the country.

In unison, all the participants agreed that the rehabilitation of the rescued survivors of trafficking involves the balancing of providing psychological and economic support. The social support should be a continuous process so as to re-integrate them into the society and give the beneficiaries options for dignified living.

All the key learnings and experiences of the ERTV project was shared by various stakeholders and the following is a summary of the same.

Inputs By IOM	Key Learnings	Scope for Replication
<ul style="list-style-type: none"> <li>• Introduction to the ERTV concept.</li> <li>• Developing the business ideas</li> <li>• Introduction to Corporate Partnerships. Corporates have lent their brand name and provided technological and marketing support. They aided in mainstreaming the women and in scaling-up the entrepreneurs</li> <li>• Marketing support in identifying and managing businesses.</li> <li>• Introduction to formal systems</li> </ul>	<ul style="list-style-type: none"> <li>• Economic Rehabilitation requires a holistic approach to give grater space for psycho-social component</li> <li>• Economic Rehabilitation is an effective tool to ensure overall rehabilitation</li> <li>• Before starting production units, strong study of the market and demand needs to be studied. Being responsive to the market is the key for viable enterprises.</li> <li>• Post involvement in enterprises – continuous provision of support services (other than technical, marketing and financial support)</li> <li>• Focus on training and placement also needs to be included.</li> <li>• Mixed groups yield better results (consistency and overall efficiency)</li> <li>• The participants see only immediate benefits. They have no long term vision. They want a regular income NOW. Hence the NGO needs to be perseverant in its efforts and provide all round support.</li> </ul>	<ul style="list-style-type: none"> <li>• Creation of an alternative model for shelter home based setups in view of inflow &amp; outflow of participants. The issues about the continuity of the enterprise, the assets created their off and the possibility of providing opportunities to work from their homes have to be addressed.</li> <li>• Strengthening of and capitalizing on multi-stakeholder approach</li> <li>• Issues like the viability of the economic enterprises run by the survivors and their physical and psychological well-being need to be balanced.</li> <li>• Considering legal restrictions of mobility and movement of participants because of court proceedings, alternatives focussing on engaging them within closed doors also need to be considered.</li> <li>• Look for partnership with willing and reliable Corporate</li> </ul>

<p>and mechanisms</p> <ul style="list-style-type: none"> <li>• Training participants to become entrepreneurs</li> <li>• Quick access to micro loans</li> <li>• Access to medical and psycho-social support systems, provided by doctors and institutions</li> <li>• Access to professional training institutions like Lifestyle Academy and NIFT.</li> <li>• Financial inputs for implementing all aspects of the project</li> <li>• Working out logistics and other arrangements for the to-be entrepreneurs.</li> <li>• Selecting appropriate business locations on a rent free or subsidized basis.</li> <li>• Mobilizing resources from Government and other Corporate Houses.</li> <li>• Planning the marketing and promotional</li> </ul>	<p>support.</p> <ul style="list-style-type: none"> <li>• Prevent or counter-act malicious gossip of competitors about the entrepreneurs (because of their past and probable diseases)</li> <li>• Not all people have entrepreneurial abilities.</li> <li>• We need to get out of the mindset that women can do only soft work and are not good at technical and hard core work. Prajwala book binding entrepreneurs have proved the above.</li> <li>• Sharing of experiences amongst NGOs and Entrepreneurs is very important.</li> <li>• Working with Corporate Houses adds a lot of overall value to the project.</li> <li>• Need for acquiring marketing skills.</li> <li>• Space has to be given to the women to go through the relapse periods.</li> <li>• Dignity of living is the most important benefit of the ERTV project</li> <li>• Computer literacy is essential especially in the case of running Amul Parlours</li> <li>• Need for consistent motivational support</li> <li>• Overcoming initial reluctance to learn skills and think about business with girls</li> <li>• How to select appropriate business locations</li> <li>• Being wary of family members or men becoming suddenly interested in the participants. It might be because of their share in the cooperative and not because of who they are.</li> <li>• The inadequacy of capital sometimes leads to the investing in lower quality assets or settling for B class locations, which attract not enough customers and result in less profit.</li> </ul>	<p>Houses that also provide training.</p> <ul style="list-style-type: none"> <li>• Try all sectors of business, not only the traditional ones for women</li> <li>• The participants that are trained can now train new entrepreneurs.</li> <li>• Adapt to market needs. Hence a marketing orientation is important to redefine the products</li> <li>• Sharing experiences with other NGOs in this field is important to experiment and adapt.</li> <li>• Tie-ups with the Corporates are a good strategy for scaling up. Also Understand the corporate sector - “how do they start business, how to they survive?”</li> <li>• Process documentation of the economic rehabilitation process is a useful source for learning and finding the triggers for replication</li> <li>• Business diversification in terms of newer livelihood options. The idea is to look at not only enterprises but also jobs</li> <li>• Capacity building of the partner NGOs and the beneficiaries will aid faster replication</li> <li>• The fact that women are the entrepreneurs can be an advantage. In this case, the fact that the travel agency is run by girls who drive the taxis attracts many customers as it is unique to this place.</li> <li>• Choosing an economic activity that can be broadened and/or reach out to other sectors. E.g. to the taxi company can add a ladies driving school, car mechanics, a service station and a station for spare parts.</li> </ul>
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activities regularly. • Continuous follow up	result in less profit.	Uneducated and non-skilled participants can be involved in production units which don't require many skills, like a condiments unit.
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### 3.3 NGO activities

NGO PARTNERED WITH	OTHER ORGANIZATIONS INVOLVED	NO.	TYPE OF ENTERPRISES	TOTAL PROJECT BUDGET	CREDIT AMOUNT PER PARTICIPANT
ARTS – Action for Rural Technology and Services, Srikakulam	<input type="checkbox"/> Andhra Bank Institute of Rural Development <input type="checkbox"/> Krishi Vignyan Kendra <input type="checkbox"/> Visakha Dairy	20	Dairy Development	Rs. 5,10,000/-	Rs. 20,750/-
	<input type="checkbox"/> Nagavalli Institute of Rural Entrepreneurship Development <input type="checkbox"/> GMR Foundation <input type="checkbox"/> DRDA – NIFT	12	Surface Ornamentation and Garment Making	Rs. 3,03,000/-	Rs. 5,000/-
	<input type="checkbox"/> Andhra Bank Institute of Rural Development <input type="checkbox"/> Municipal authorities	6	Food parlours / Tiffin centres		Rs. 13,000/-
PRAJWALA, Hyderabad	<input type="checkbox"/> St Mark's Family Project <input type="checkbox"/> Boy's Town	20	Book Binding	Rs. 11,40,000/-	Rs. 20,000/-
	<input type="checkbox"/> Gujarat Co-operative Milk Marketing Federation <input type="checkbox"/> Government of Andhra Pradesh - W&CW Dept.	8	AMUL – Taste of India Parlours – Part of our Pilot Project	This was the part of the Pilot phase that IOM had initiated. IOM is currently providing Marketing support, Monitoring and overall Co-ordination of both the parlours.	
STHREE – Society to Help Rural Empowerment and Education, Anantapur	<input type="checkbox"/> Life Style Clinic Academy <input type="checkbox"/> Life Style Health Beauty and Fitness Spa	12	Beauty Parlour, Cosmetic Franchisee Unit cum Crafts Bazaar	Rs. 3,04,000/-	Rs. 7,000/-
	<input type="checkbox"/> DRDA <input type="checkbox"/> District Collectorate Authorities	8	Tiffin centres	Rs. 5,27,000/-	Rs. 11,750/-
		6	Fast food outlet		Rs. 10,000/-
	<input type="checkbox"/> NIFT <input type="checkbox"/> DRDA <input type="checkbox"/> District Collectorate	30	Garment manufacturing	Rs. 9,00,000/-	Rs. 25,000/-

NGO PARTNERED WITH	OTHER ORGANIZATIONS INVOLVED	No.	TYPE OF ENTERPRISES	TOTAL PROJECT BUDGET	CREDIT AMOUNT PER PARTICIPANT
VMM – Vasavya Mahila Mandali, Vijayawada	☐ DRDA ☐ Joint Collectorate Authorities	10	Food making enterprise	Rs. 4,21,000/-	Rs. 20,000/-
	☐ Kanti Textiles	25	Kalamkari Textile Printing	Rs. 6,44,355/-	Rs. 6,840/-
		5	Kalamkari Garment Making		Rs. 6,471/-
PRAYAS Institute of Juvenile Justice, Delhi	☐ Gujarat Co-operative Milk Marketing Federation	12	AMUL – Taste of India Parlours	Rs. 5,45,000/-	Rs. 15,000/-
		25		Rs. 11,11,250/-	Rs. 16,000/-
SANLAAP, Kolkata	☐ Café Coffee Day – Amalgamated Bean Coffee Trading Company ☐ GCMMF	20	☐ AMUL – Taste of India Food Parlour ☐ Georgia Café Outlet ☐ Café Coffee Day – Express Take-away Outlets ☐ Internet Café & Gift Stall ☐ KWALITY Walls Ice-cream and Softy Corner	Rs. 8,28,000/-	Rs. 21,000/-

NGO PARTNERED WITH	OTHER ORGANIZATIONS INVOLVED	No.	TYPE OF ENTERPRISES	TOTAL PROJECT BUDGET	CREDIT AMOUNT PER PARTICIPANT
	☐ National Institute of Fashion Technology	30	☐ Garment making - Kid's wear, Women's wear and Men's wear	Rs. 5,27,000/- (This is only the training phase. As soon as the training is completed an addendum to this would be added where the interested participants can start working on their micro enterprises as garment manufacturers)	
ODANADI Seva Samsthe, Mysore	☐ GCMMF	4	☐ Maanavi Multi-product emporium	Rs. 7,90,000/-	Rs.25,000/-
		3	☐ Maanavi Travel agency		Rs.50,000/-
		5	☐ Maanavi Beauty parlour		Rs.20,000/-
		8	☐ Maanavi - Amul Food Parlours		Rs.15,000/-
Community Association for Rural Development – CARD, Nellore	☐ Department of Women Development and Child Welfare	9	☐ Tiffin centres / Fast food outlets	Rs. 5,87,000/-	Rs. 14,000/-
	☐ Mahila Pranganam (a unit of AP Women's Co-operative Finance Corporation)				
	☐ Swarnabharat Institute of Rural Entrepreneurship Development	11	Dairy / Vermiculture		Rs. 21,000/-
	☐ Vishal biotechnology				

NGO PARTNERED WITH	OTHER ORGANIZATIONS INVOLVED	NO.	TYPE OF ENTERPRISES	TOTAL PROJECT BUDGET	CREDIT AMOUNT PER PARTICIPANT
Society for Development Research & Training – SFDRT, Pondicherry	<input checked="" type="checkbox"/> Institute of Hotel Management & Catering Technology <input checked="" type="checkbox"/> Sri Ram Driving School (Authorised trainers of the Road Transport Authority, Pondicherry)	6	<input checked="" type="checkbox"/> Mobile Restaurant	Rs. 7,46,800	Rs.28,500/-
	<input checked="" type="checkbox"/> Rajeev Gandhi Institute of Veterinary Sciences and Animal Husbandry	9	<input checked="" type="checkbox"/> Dairy Co-operative		Rs. 27,000/-

#### ARTS

- ☐ **Dairy** - The dairy enterprise with 20 entrepreneurs is making strides in the right direction. The revolving fund has been created and micro-credit repayments are being made. Refresher and follow-up training programmes which were conducted during the last quarter in order to ensure cross learning among participants and reinforce the various aspects related to dairying have been completed.
- ☐ **Garment Making and Surface Ornamentation Production Centre** - Technical training in surface ornamentation has been completed and in basics of tailoring. After the completion of the training the participants felt that considering the demand and the margins involved in garment retails shop is lucrative they proposed to set up a retail shop which IOM approved. Now they are running the shop very successfully where they sell garments for all kinds of customers with different rates and have become self sustainable. They have started repaying the loan and are maintaing it in a separate bank account.
- ☐ **Tiffin Centre** - Andhra Bank Institute of Rural Development (ABIRD) conducted business training for the women involved in this initiative. The participants found a suitable site and have set up a Tiffin centre which has started yielding profits.



#### SFDRT

- ☐ **Dairy** – The business is being activity collectively by all the participants. The Department of Animal Husbandry Extension, Rajeev Gandhi College of Veterinary and Animal Sciences, Pondicherry have successfully completed the technical training of the participants. The participants also underwent on-the-job training in private dairies so as to understand the nuances of the business.
- ☐ **Mobile Restaurant** - The food making and driver training of the six participants have been completed. They also completed on-the-job training in a multi-cuisine restaurant based at Pondicherry. The vehicle, has been transformed into a restaurant on wheels, and has undergone complete transformation to suit the requirements of a full fledged restaurant. The participants have very systematically worked out various locations that they are parking their vehicle in the day so as to make the most business. In most places they have been able to seek permissions for free from the government and private players.

#### CARD

**Dairy and Tiffin Centres** - The 20 entrepreneurs involved have already been extended business-specific orientation by Swarnabharat Institute of Rural Entrepreneurship Development (SIREN) and have been given adequate exposure visits. They are now independently running their dairy activities as well as the Tiffin centres.

## STHREE

- ☐ **Garment Manufacturing Unit** – A huge centralised facility centre with all the latest equipment is has been set up at Cuddapah in partnership with the Government of Andhra Pradesh (represented by District Rural Development Authority), NIFT and partner NGO STHREE. This initiative is one of its kinds rehabilitating 30 participants immediately and many more in the future. The agreement has been prepared and has been signed by all the key stakeholders.

After the successful completion of the training the small orders are being given by the NGO STHREE for its outlet in Puttaparti. With the marketing intervention of IOM a bulk order from FABINDIA (Garment manufacturing Unit) has been outsourced to the Cuddapah unit and the work will start soon. Other huge orders from Tanishq Jewellers (A TATA Undertaking) are in the pipeline for finalization. The food and shelter of the girls is still being taken care by the Government. Orders are expected from the Government by the end of this year.

- ☐ **Tiffin Centres** – The Tiffin centre in the Cuddapah Collectorate is doing very well as from the beginning it has tremendous client potential. We tied up with coke and a refrigerator has been bought to add cool drinks section in the canteen.

Galivedu canteen has been shifted from Galivedu to TTDC campus in Cuddapah as it was not doing well. Now this canteen in Cuddapah is doing well serving the Garment manufacturing Unit girls and the food expenses are being taken care by the DRDA Cuddapah. Various trainings are conducted by the government in the same campus and this canteen serves all.

- ☐ **Beauty Parlour, Cosmetics Franchisee Unit cum Crafts Bazaar** – The participants engaged in this initiative have worked out their remuneration and have drawn up a comprehensive Articles of Association for their business enterprise. They will have started the credit repayment as well. It has also been decided to introduce more attractive services and packages to enhance the business at the beauty parlour. The crafts business has picked up very well and has been successful in securing continuous and consistent orders from the market.

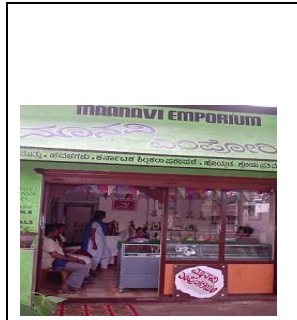


## ODANADI

- ☐ **Maanavi Beauty Parlour & Cosmetics Franchisee Unit** – The participants have registered themselves as Maanavi Society and have worked out Articles of Association for their specific business. They have set up the beauty parlour after a rigorous market study of different locations. The participants have completed training at Jan Sikshan Sansthan in Mysore and are managing the business independently. They are doing so well that they have been able to contribute Rs 1, 00,000 for the Tsunami survivors in India out of their profits.
- ☐ **Maanavi Multi Products Emporium:** Emporium has taken off and the participants have introduced a wide range of products varying from detergents, phenyls, shampoos (in-house production) to brass handicrafts, pearls & jewellery. They have had orders for their products from Karnataka State Road Transport Corporation and various hospitals in Mysore. They are also designing various promotional schemes and marketing strategies for boosting sales. IOM staff, along with Odanadi personnel and the participants met with the owner of a large brass products business (Dhokra) in Bangalore. He has agreed to sell his products at cost so that the participants will make a minimum margin of 40% on the sale of these items through the emporium.
- ☐ **Travels** - The participants of the car rental services have taken a test and received driving licenses and took a few extra classes for perfection. They have purchased a Maruti-Omni after surveying the market extensively. They have started procuring orders for their car rental services and are mainly catering to the school children drop and pick ups. The initiative has been recognised as a very one and is being sought to be replicated in various places in India.
- ☐ **Amul Parlour** – The location for the Amul Parlour has been finalised and the required equipment has been procured. The participants opened for business and have introduced a wide range of food products such as juices and snacks to boost sales. The participants, along with IOM staff, met with the Amul Zonal Manager and sought his assurance that the required marketing and other support would be given by Amul in a timely manner.

## PRAJWALA

- ☐ **Book Binding Unit** –Target was to reach 20 victims but there are 28 girls with 8 new entrants. Girls are capable, they train new entrants and confident to develop a training institute. Consistent monthly counselling is being provided to them by Prajwala. The Unit is registered as a small scale unit. Apart from the Book Binding Unit skills like lamination, printing, binding, operating machines the girls have learnt carpentry and welding too. Girls go out on their own covering schools, colleges and other prospective customers to get orders for the unit.



- ☐ **Amul Parlour** – The two first Amul Parlours in partnership with Prajwala have picked up business. IOM has drawn up a document detailing the experiences and lessons learned from this pilot Amul Parlour experience.

## VMM

- ☐ **Bakery** – The women have begun production of commercial lines after finishing their technical training in April 2004. Some constraints were experienced during the reporting period because of acute load shedding resulted in an interruption of the production process and inconsistent quality of the produce. But now they have taken care of all difficulties and are doing good business. They have also started 2 retail outlets at a government market premise where the district collector has allotted free space to run these.
- ☐ **Kalamkari Textile Printing and Garment Making Unit** – Twenty five girls are involved in the textile printing unit and five in garment making unit supported by VMM and Kanti Textiles. The unit is setup and the training by Kanti Textiles has been imparted successfully. Kanti textiles is now facilitating the job-work to the participants and compensating them on the basis of work completed. The vocational skill training to beneficiaries has been completed. The unit is also supplying their garments to outlets in Vijayawada and Hyderabad as well.

## SANLAAP

- ☐ **Travels** – Considering the fact that finding suitable high customer traffic locations in Kolkata for setting up food outlets is a difficult task, the participants have decided to venture into other areas and start a travel agency cum car rental business. Sanlaap has offered the participants the use of their vehicles to start the business. But after starting this in Kolkata they realised that considering the heavy traffic and pollution in the city they could not cope with it and have hence started a catering unit with the same investment and are doing well with the business. They have tied up with some offices where they regularly supply breakfast and lunch.
- ☐ **Internet Café** - The HUB, which combines an Amul food products parlour, Internet Café, and garments and gift items (prepared by the women survivors of trafficking), has formally taken off and is doing a good business. Four of the participants have been economically rehabilitated through this initiative. The participants have learned to manage computers and handle customer queries. To attract more customers and boost business, the participants are working out various promotional schemes.
- ☐ **Garment Manufacturing Unit** – The 30 participants identified to be trained in garment manufacturing and fashion technology have undergone training and have received their certificates from National institute of Fashion Technology (a premier fashion technology institute in India). They recently showcased their garments and their creative and innovative skills. Ten of the participants have taken up



jobs provided through NIFT in various boutiques in Kolkata and the rest are working in a production unit in Sanlaap shelter home. The successful initiative of IOM-NIFT partnership was covered in THE TELEGRAPH, a popular daily Newspaper in Eastern India

- ☐ **XPRESS COFFEE DAY** - The Xpress Coffee Day kiosks have been set up at Ballygunj Phari petrol station, Hutch call centre and Vishnu call centre in Kolkata. Each of the call centres has staff of around 800 and the Xpress kiosk would be placed inside the cafeteria. Participants who have already been trained in the CDXs have started going to Vishnu and Hutch kiosks and 10 more participants have started their training in different CDXs in Kolkata.

## **PRAYAS**

- ☐ **Amul Parlours**– Seven of the proposed eight Amul Parlours have been set up in prime locations in Delhi. The sales record of all the outlets is impressive. Since finding free locations Delhi is a very difficult and time taking task the NGO has requested a no cost extension till August '05 for setting up the last parlour under the agreement with IOM. The participants and the PRAYAS staff have prepared a marketing, financial and human resources plan and are accordingly conducting the activities of the business. A common financial reporting package is being developed for the Amul Parlours in Delhi so that all the accounts can be uniformly maintained.

### **3.4 Training and staff development**

The project has evolved training mechanisms which are integral components of implementation and ensure a strategy for learning. This has taken place through exercises focusing on introspection and the sharing of experiences for the project's activities and enterprises. A platform has been created which has contributed to learning across the various micro-enterprises and this has been a factor in initiating not only new ideas but also additional enterprises.

Two staff members from IOM India (Hyderabad) were sent to Geneva to develop their management skills and to get an over all idea of project implementation to implement the project more effectively for the next phase.

### **3.5 Capacity building for enterprise development**

This has been a significant activity during the last reporting period. Since all enterprises have been initiated and participants have received the appropriate training and vocational skills, the real challenge lies in ensuring adequate support for each participant to handle the businesses/enterprise independently. This would ensure sustainability beyond the project's implementation. IOM had organized a training workshop on entrepreneurship development involving partner NGOs and selected beneficiaries in two phases. On the basis of this workshop, most of the NGOs have organized similar workshops and independent sessions for the beneficiaries to assist them in maintaining their enterprises.

### **3.6 Paving the path for new partnerships**

The ERTV has triggered a number of national and regional conferences on corporate social responsibility in rehabilitation of trafficked victims, economic rehabilitation of trafficked persons, etc. The U.S. State Department organized one such conference with the Confederation of Indian Industries and Prajwala, and IOM was requested to present a paper on its unique ERTV. The

presentation focussed on the fact that the ERTV aims not only at the successful rehabilitation and social reintegration of survivors of trafficking, but also at creating an information sharing platform for the replication of the initiative by others and in other settings. This was conducted in all metros in India.

IOM team also participated in regional workshops on anti trafficking in Dhaka and Delhi where the ERTV project was again showcased and appreciated. The workshop conducted in Delhi by Stop an NGO working in anti trafficking was supported by UNDP and IOM. The workshop brought in all NGOs, beneficiaries, police, judiciaries and government to work out concrete plan of actions for systematic conducting of anti trafficking activities in the region.

#### **4. CONCLUSIONS**

Although the ERTV project has provided a rich experience, one of the major gaps in implementation was the lack of a psycho-social component. To involve the participants in an economic rehabilitation process, continuous counselling and support is required which IOM had envisaged would come in from the NGOs. But in most cases it was observed that the NGOs were finding it difficult to find qualified counsellors and this had an effect on the project. It was also observed that the participants see only immediate benefits. They have no long-term vision. They want a regular income NOW. Hence the NGO should help them to persevere. Continuation of enterprise often depends on steadfastness and effort of the NGO, because participants are sometimes unreliable and many drop out due lack of confidence, illiteracy and delay in the project initiation. The regular flow of money is a motivator for the entrepreneurs. Any irregularity and/or the slow pace of business discourage them. Hence, the organization has to persevere in its efforts and be very careful in the selection of the business.

The inadequacy of capital sometimes leads to the investing in lower quality assets or settling for B class locations, which are not able to attract enough customers and thus, result in less profit. Also IOM provides administration and monitoring support for a short span of just one year which is insufficient. A project like ERTV needs more time considering that the training and setting up of the business itself takes nearly six months and support for one year thereafter. Overall the project has been a very successful and useful intervention and the IOM team is very thankful to have been able to be a part of this rich experience.