

REPORT OF
EXPERIENCE SHARING WORKSHOP
8th FEBRUARY, 2005
HYDERABAD

ECONOMIC REHABILITATION OF TRAFFICKED VICTIMS
(ERTV) PROJECT



IOM International Organization for Migration

Address:
IOM Hyderabad
207, Saeed Plaza, Lakdi ka pool, Hyderabad – 500 004
Tel: +91 40 55106651 Email: iomhyderabad@iom.int

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EXECUTIVE SUMMARY

International Organization for Migration organized a one day experience sharing workshop of its Economic Rehabilitation of Rescued Victims of Trafficking (ERTV) Project in India. 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.

The challenges faced by the NGO partners as well as the Corporate Houses concerning the background, interfering relatives and creating new identity for the survivors of trafficking were shared. The need to supplement the inadequate management skills among the survivors on a continued basis has been recognized. Sometimes the lack of unity among the survivors puts the continuity of the enterprise in doubt. All the participants reiterated the importance of creating and strengthening the marketing linkages. Having said this economic rehabilitation is however, an important component in the holistic approach to the fight against trafficking. Other measures have to be looked into by IOM in cooperation with the different partners. There is a dire need for creating a database with reliable data on trafficking. Capacity building of Government officials, judiciary, police and medical sector has also been mentioned as a necessary step.

The thin presence of NGOs involvement in the counter-trafficking issue in the northern region was noted and the need for NGO capacity building was also highlighted.

One very important aspect brought to light was the need to be cautious NOT to shut out from our assistance to those poor and under privileged families, who have NOT "sold" their daughters to traffickers. In other words we need to be careful not to create a push factor. This is something that needs to be look into also for the second phase or for other projects.

The workshop was also an occasion that marked the release of the "Training of Trainers Manuals" on Entrepreneurship Development by the Chief Guest Ms. Loveleen Kacker, Joint Secretary, Ministry of Human Resources Development, Government of India.

Certificates were distributed to 25 successful trainees on garment design and manufacturing training conducted by NIFT in collaboration with IOM and DRDA Cudapah. This was followed by the visit of Participants to an exhibition set up by the trainees at the venue.

The key learning that have emerged from the workshop will aid in providing a new perspective to the replication of the ERTV project.

2.0 BACKDROP

Trafficking has been a pressing issue from a long time. The organizations that work in this area are far and few. This issue needs an engagement that needs both sensitive approach and firm solutions. IOM ‘International Organisation for Migration’ has designed and is implementing its 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 co-ordinated multi-stakeholder, multi-pronged approach which aims to holistically tackle the challenges inherent in the process of rehabilitation of trafficked victims. This is being achieved by extending micro-finances and business support, by organising collaborations / franchise options from corporate houses and / or by setting up of viable group enterprise activities. The project is implemented by IOM in partnership with Government at district and state levels, NGOs, Corporate Houses, Training Institutions and rescued survivors of trafficking each making a positive contribution.

The ultimate achievement of these efforts is to see a **Beneficiary** transform into a **Participant** who has assumed ownership to all the aforesaid processes and is now an **Entrepreneur** earning a substantial livelihood with dignity. As part of this project, IOM has so far rehabilitated 304 women in 26 varied micro enterprises in 6 states in India. The options were varied keeping in mind the interests and skill levels of the survivors. The survivors themselves explored the marketing avenues for their products and are involved in the evolution of the enterprises. The last one year has seen the enterprises taking form and the survivors transforming themselves into entrepreneurs.

The models of rehabilitation that have been created during the course of the implementation of this project can be replicated only if all the stages of conceptualisation, planning and designing, implementing the project, monitoring and the impact created by the project are well documented and disseminated. In order to ensure the achievement of this objective, IOM has organized the ERTV Experience Sharing / Information Dissemination Workshop and created a learning platform for those who are committed to the rehabilitation of survivors of trafficking.

OBJECTIVES OF THE WORKSHOP

- ☐ To share the experiences and disseminate the learning gained during the implementation of IOM’s ERTV initiative
- ☐ To streamline the approaches and processes for the future replication and scaling up similar initiatives.

METHODOLOGY

The workshop began with the key note address by the Joint Secretary, Ministry of Human Resource Development, Women and Child Department, Government of India followed by an introduction to IOM and its counter trafficking initiatives. Presentation was made on ERTV concept and approach and various dimensions associated to the project. Representative of each of the stake holders from the entrepreneurs (beneficiaries), corporate houses, government, NGO partners and training institutions shared their experiences. This was followed by an open house discussion and concluded with a summary of various inputs received in the course of the workshop.

3.0 INTRODUCTION TO THE WORKSHOP

The proceedings of the workshop followed an introduction of the chief guest and a welcome address given by Mr. Ovais Sarmad, Director, Department of Resources Management, IOM. The workshop was introduced and moderated by Mr. Mizanur Rahman, Head of CTP, IOM Dhaka and Mr. S.B. Agnihotri IAS, Principle Secretary, Government of Orissa, chaired the presentation sessions during the day.

4.0 WELCOME AND WORKSHOP PURPOSE

Mr. Sarat Dash, Head of Office IOM – India

ERTV as a concept emerged incidentally when 8 trafficking victims from Delhi were rescued to be rehabilitated in Hyderabad. The first micro-enterprise was an Amul Parlour. The project then evolved to take the present form. The project rests on the premise that the economic factors are the prime triggers in trafficking and the relapse of the rehabilitated women.

The project adopts a multi-stakeholder approach to address the different phases and processes involved in rescue and rehabilitation. This approach takes care of the social and economic processes. The NGO partners address the psycho-social issues. The Corporate Houses lend their brand names and provide market support and linkages. The Training Institutes assist in capacity building of the beneficiaries through skill training. Government, the largest development agency in the country extends infrastructure and financial support. IOM, besides providing financial support, mainly focus on bringing together all the stakeholders and building synergy that would yield favourable results for the beneficiaries.

From a concept to a project, the ERTV initiative has proved that “economic support provides a dignified living” to the survivors of trafficking. The initiative endeavours to provide a regular source of income estimated to the tune of Rs.4000 a month to the entrepreneur. He sums up by saying “Let us share experiences and reflect together and look beyond the partners for ways to replicate and scale up the phenomenon”.

Why economic rehabilitation?

Economic rehabilitation is an instrument for social re-integration of the beneficiaries.

The two fold agenda is:

- Preventing rescued women from getting back into the sex network either voluntarily or by being re-trafficked
- Providing the survivors of trafficking with an opportunity to put their lives on track again and earn a regular income for a dignified living

SESSION 3: KEYNOTE ADDRESS

Ms. Loveleen Kacker, IAS, Joint Secretary, MHRD, Govt. Of India

Current Scenario in India

Ms. Kacker elucidated the existing scene in India in the trafficking sector as well as the present law enforcement procedures and government policies. In the anti-trafficking sector there are good organizations that are doing favourable work and have a wider reach than the government. Hence NGOs have a greater experience in this sector. Image of India internationally in the trafficking and migration issues does not measure favourably as it has the largest number of women and children in the gridiron of trafficking.

The present workshop is a suitable forum which brings all the stakeholders to a common platform to put forth the existing perspectives as well as provide a new lens for the way forward.

The government policies are not able to make any dent in this area. The number and reach of the government is inadequate. The government do not have pertinent data base to identify and strategize particularly in North India. Hence the Human Development Index (HDI) and the National Health Surveys do not factor in the numbers related to North India, which shows a favourable ranking.

Trafficked women are sometimes victimised by the police during raids as these women are targeted rather than widening the net to grab the culprits involved. Also there are instances where the raids are staged by the main parties involved in trafficking to throw out the HIV positive women out of the brothel.

There are policies acts and laws to curb trafficking, but either they are less relevant or not implemented in spirit. There are amendments being proposed to the Immoral Trafficking Prevention Act, which includes deleting Section 8 and 20. Also it was proposed that a central nodal authority has to be set-up for anti-trafficking initiatives. The example of “Narcotics” central agency was given to emphasise how the nodal agency worked on “focused crack down” of the crime in this arena.

Trafficking and Rehabilitation

Ms. Kacker when speaking about prevention and rehabilitation issues brought out the role of police in the whole process and said that even they should be involved in the present forum.

Prevention

Women in the rural areas are the targets of trafficking. Police needs to play a proactive and resourceful role as they have first hand knowledge of the local situation, inflow and outflow of the people. Police’s role in collecting the pertinent database about trafficking will help in building information and thus in prevention. Currently the data is unavailable and do not flow back to the MHRD. It was suggested that a conference has to be held to bring the police to a common forum to evolve strategies for collaboration with the existing stakeholders in the anti-trafficking sector. The collaboration will function as a medium for exchange of information as well as sensitizing the police force about the issues of trafficking as well as give them a new lens to look at the special women.

Rehabilitation

There are miniscule numbers of NGOs working in the area of rehabilitation of the survivors of trafficking and they are the “pockets of excellence”. The rehabilitation process is long-drawn and painful. It involves “de-toxification” of their experiences and re-integrating them in the society.

Rehabilitation is two-pronged. One method involves re-integrating the survivors by getting them married and other way involves reintegrating them to their homes. And both the processes are difficult and have a probability of relapse to the previous conditions. “Swadhar” scheme of the government deals with the rescue and rehabilitation issues but have few loose ends. She invited suggestions for improvement of the scheme. She was open to the fact that government can learn from the experiences of the organization working in this area.

Quoting a new paper article that she came across while travelling to the workshop, Ms. Kacker said that no news paper is now-a-days free from the trafficking news and she read out the clip which mentioned the vulnerability of Indonesian women and children in the Tsunami relief camps. She then summed up the presentation by quoting “Join hands and pledge to save our women and children from trafficking”

Taking forward the discussion Mr.Ovais Sarmad quoted “Ms. Kacker has been direct, dynamic and engaged in her commitment” He also reiterated the missing participation of law-enforcement officials in the forum. The issue of role of police authorities raised by Ms. Kacker gives a food for thought in engaging them in process of rescue and rehabilitation.

SESSION 4: IOM AND ITS GLOBAL INITIATIVES ON MIGRATION MANAGEMENT INCLUDING COUNTER-TRAFFICKING

Mr. Ovais Sarmad, Director of Resource Management, IOM and Ms. Anne-Marie Buschman-Petit, Special Advisor to DG, IOM

IOM

IOM is one of its kind intergovernmental organization with a Migration Management Mandate which was established in 1952. Currently there are 109 member states. It provides migration management services and works closely with the governments. Its association with India started in 1991 when IOM helped 28,000 workers from Kuwait to return to India. During Gujarat earthquake, it worked with migrant salt pan workers. In October 2004, it helped smuggled migrants who were stranded in Sahara to get back to India.

IOM's Mandate

IOM is committed to humane and orderly migration that will benefit the migrants and the society.

- Assist in meeting the operational challenges of migration
- Advance understanding of migration issues
- Encourage social and economic development through migration
- Work towards human dignity and well-being of migrants

IOM's counter-trafficking services and activities

Trafficking occurs when a migrant is illicitly engaged (recruited, kidnapped, sold, etc.) and/or moved, either within national or across international borders or when intermediaries (traffickers) during any part of this process obtain economic or other profit by means of deception, coercion and/or other forms of exploitation under conditions that violate the fundamental humans rights of migrants. The difference between smuggling and trafficking is, that the women in the trap of trafficking are unaware of what will await them (abuse, forced prostitution, etc.). Often they are lured away from their families with beautiful promises. Smuggled migrant, however, are aware of the conditions of travel and voluntarily engage in the process of illegal migration.

Counter-trafficking is one of the most important and growing service areas of IOM. Currently there are about 200 counter-trafficking projects in the world with the support of IOM. Now, Counter-trafficking is high on the agenda of many governments and in international processes thanks to IOM.

IOM's inputs on counter-trafficking

- Interventions in the international arena to curtail trafficking and support victims
- Technical cooperation
- Information dissemination (seminars, fora)
- Intervention to provide voluntary return and reintegration
- Counselling and medical support
- To provide a forum for discussion on trafficking among government, NGOs and other international organisations

SESSION 5: ERTV – CONCEPT AND PROJECT APPROACH

Ms. Sudha Gooty, Programme Officer IOM Hyderabad

Objective

To contribute to the sustainable rehabilitation of rescued victims who are the target of trafficking, by creating avenues for economic development.

Assumptions

- Economic factors are the dominating cause for trafficking
- Rescued women who are the targets of trafficking need a sustained income (3000-4000 rupees a month)
- Economic rehabilitation is a weak link in the cycle of counter-trafficking activities
- Presence of basic entrepreneurial abilities
- Rescued women have dealt with multiple pressures
- The Government is the largest development agency in the country
- There is need for linking the corporate houses to the vulnerable groups

The Approach

- The ERTV project focuses on Multi-stakeholder involvement-Corporate Houses, Government, IOM, NGOs, Training institutions and the survivors of trafficking each, making a positive contribution to achieve the project objective.
- It strives to create a win-win situation for all where the efforts of the stakeholders are converged and the benefits are reciprocal. Multistakeholder involvement
- Focused skill development (Entrepreneurship
- Development along with soft skills)
- Professional inputs in all the processes
- Appropriate business model (Match amongst the person – business – market environment - place)
- Resource Assistance (Financial inputs and Business
- advise and support)
- Capacity building (continuous on the job training and
- inputs)
- Coordination amongst various stakeholders
- Sustainability – Institutional Development

Role of the Stakeholders

IOM's Inputs

- Conceptualization and project design
- Framing of the Operational guidelines
- NGO – Beneficiary selection
- Corporate Houses identification and linkages
- Capacity building – Training of NGO staff and beneficiaries
- Interface with Government and support mobilization
- Linkages with Training Institutions
- Financial assistance for project implementation
- Periodic visit, support and ensuring consistency and quality
- Coordination amongst various stakeholders

Role of Partner NGOs

- Direct care and support to the beneficiary
- Continuous psychosocial counselling and medical care
- Identification of suitable locations for setting up businesses
- Day to day support to the beneficiaries – business management and coordination
- Group formation and confidence building amongst entrepreneurs
- Revolving fund management
- Institutional development

Role of Corporate Houses

- Extending franchise
- Feasibility analysis
- Creating market linkages
- Brand promotion
- Business specific training
- Business culture and corporate image
- Regular follow up and support

Role of the Government

- Allocation of suitable sites for enterprise set up
- Infrastructural and financial assistance
- Coordination amongst various departments and agencies
- Replication and upscaling
- Community mobilization

Role of Training Institutions

- Skill development training
- Technical inputs to the businesses
- Market linkages
- Business culture
- Technical advise on enterprise set up
- Exposure to quality standards

Role of Entrepreneurs

- Business planning
- Enterprise set up
- Day to day management
- Group formation and period reflection
- Institutional development
- Peer group motivation and exposure

- Profit sharing and asset creation

Elucidating the roles of different stakeholders she says that IOM is the chief coordinator and holds the project together from conceptualization to realization and after. In all, the stakeholders have specific and integrating roles that feed into and synergise the efforts against trafficking.

Expected outputs of the ERTV project

- Sustainable income of Rs 3,000-4,000 per month
- Professionally managed businesses
- Institution of entrepreneurs
- Cross enterprise linkages
- Trust, coordination amongst all stakeholders
- Win-win situation for all
- Adoption, replication and up-scaling
- Reduced risk of re-trafficking

Key achievements

- Reached out to 304 Entrepreneurs through 26 different enterprises, earning a regular income
- Fortified relationship with several Corporate Houses, Training Institutes and Government Agencies.
- Capacity building of NGO staff and progressive entrepreneurs.
- Developed implementation mechanisms at the project and enterprise levels.
- Training Manual on EDP

SESSION 6: ERTV – PROJECT OUTPUT-Experience sharing by Entrepreneurs

Ms. Vijaya - Manaavi Mahila Sangha (Mysore)

Manavi Mahila Sangha was started with a humanitarian perspective as the name Manavi means Humane. With assistance from IOM, Odanadi launched the ERTV project by forming a Society of the entrepreneurs and named it “Maanavi Mahila Sangha”, MMS. It started functioning from March 8th 2004. MMS was an attempt to make the entrepreneurs also manage their own collective body that not only equipped with management skills but also served as a social cushion to share their personal concerns.

The initiatives of MMS include 4 business units:

- Manavi Emporium, which houses unique, niche artcrafts. It was a capital intensive initiative but scaling it up is a real good option
- Amul Parlour is run by 4 women and it is a profit-making unit
- Beauty Parlour was started by 6 women out of whom currently 4 run it.
- Travelling agency cum car rental service is one of its kinds as it is wholly run by the women. The vision of all women drivers overwhelmed her.

Talking about the systems she says that meetings happen once a month where not only the issues of the cooperative are discussed but also the personal problems of the members and collective efforts are made to arrive at the solutions. Girls from different units lend hand to each other in times of need and work together. This provides cross-divisional work and enriches the experience. Also, the system of joint accounts ensures transparency of financial dealings and information exchange.

Vijaya concludes that the MMS experience has given her a sense of freedom and happiness that comes through sharing and collective planning and decision making.

Uma Rani - Book Binding Unit of Prajwala (Hyderabad)

The book binding unit has been initiated in partnership with IOM and Hyderabad based NGO Prajwala. The initial markets were the schools. The book binding unit at the initiative of the NGO partner now houses an offset printing press and includes activities like photo lamination, painting, welding and many more.

Initially, communicating to the outsiders seemed difficult for the participants but with gradual exposure, they became more confident. This process is enhanced by their continual involvement in the training of new participants, while they themselves are trained by others to become highly skilled. “We went from dependence via independence to interdependence.”

Satya - Amul Parlour of Prajwala (Hyderabad)

The parlour was started in 2003 with IOM’s assistance. As a part of the initiative, the women were taken on an exposure visit to Gujarat to understand the “operation flood” and the processes involved in running a diary parlour. These 4 women in turn trained the other girls in running a diary parlour. In 2003, the daily turnover was Rs.1500 and now it has grown to Rs.3500. Customer feedback is their guideline. Regular inquiries are made about customers’ preferences of products and, if possible, these are incorporated in their stock.

Describing her profitable unit Satya quips “Quality hai isiliye profit hota hai”, meaning “Our products have quality and hence we make profits”.
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For Satya, first time standing in front of different stakeholders and sharing the platform with them, made her nervous and she was overwhelmed by the opportunity given to her. She has come a long way from being a victim to an entrepreneur.

SESSION 7: ERTV – INITIATIVE – ROLE OF NGOs AND WAY FORWARD - Experience sharing by Representatives from Partner NGOs

This session was chaired by Mr. S.B. Agnihotri, Secretary to the Government of Orissa in the Department of Women and Child Welfare.

Name of the NGO and Representative	Nature of Activities of the NGO	Enterprises initiated under ERTV Project and no of entrepreneurs
SANLAAP Ms. Nivedita Programme officer	Human rights organisation, est. 1987 in Kolkatta, working for protection of the rights of women and children, who are targets of trafficking and commercial sexual exploitation.	<ul style="list-style-type: none"> • The Hub (Gifs & Cyber cafe) 6 • Coffee Day (Coffee Shop) 2 • Saath Mishali (Catering) 10 • Fashion Garment making 30
STHREE Ms. Hema Bedi President	Organization working at grass root levels in Anantapur and Kadapa districts in Andhra Pradesh focusing on prevention, rehabilitation and reintegration of the special women who have been caught in the web of trafficking.	4 micro enterprises, involving 54 survivors of trafficking partnering with IOM <ul style="list-style-type: none"> • Beauty Parlour & Crafts Bazaar 8 • Tasty Bites Café 8 • Tasty Bites Fast Foods 4 • Fashion Garment Making 30
PRAJWALA Mr. Jose Vetticatil President	NGO in Hyderabad , crusading against trafficking for the past 8 years. Endeavoured to look at the causes of trafficking , and questioned “Where do they come from?” and addressed the core issues of poverty and illiteracy	<ul style="list-style-type: none"> • Ice cream parlour 8 • Book Binding Unit 20
VMM Ms. Vidyamma President	Started in 1975 with a focus on reality, social outlook and development of the individual. Works with women and children in distress, counter-trafficking and HIV/AIDS. They also run shelter homes.	<ul style="list-style-type: none"> • Bakery 8 • Garment Making Unit 25
SFDRT Ms. Shyamala Ashok Executive Director	Based in Pondicherry started in 1996. Focuses on HIV prevention and care, especially the minor girls. She thinks that engagement of pimps in some gainful activity can be an effective preventive measure against trafficking.	<ul style="list-style-type: none"> • Dairy 8 • Mobile restaurant 8
PRAYAS Mr. Sahay Marketing Manger	Works with street children in Delhi. Amul outlets were the first enterprises started in collaboration with IOM. Good marketing strategy is to have good product mix of fast moving and special products. The beneficiaries are trained to follow the seasonal fluctuation in milk market and use suitable supplement for the product range.	Total beneficiaries are 25 comprising both boys and girls. <ul style="list-style-type: none"> • 8 diary Parlours 25
OSS Mr. Parashuram Director	Based in Mysore focuses on rescue, rehabilitation and reintegration of victims of trafficking. Because of IOM, Odanadi could put their ideas	IOM lent the financial and business idea support to Maanavi, an institution managed by 20 survivors of trafficking. Its production units require high involvement of

The input received from IOM, some of the key reflections and the scope for replication as presented by the participants have been summarised as follows:

Inputs By IOM	Key Learnings	Scope for Replication
<ul style="list-style-type: none"> • Introduction to the ERTV concept. • Developing the business ideas • 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 • Marketing support in identifying and managing businesses. • Introduction to formal systems and mechanisms • Training participants to become entrepreneurs • Quick access to micro loans • Access to medical and psycho-social support systems, provided by doctors and institutions • Access to professional training institutions like Lifestyle Academy and NIFT. • Financial inputs for implementing all aspects of the project • Working out logistics and other arrangements for the to be entrepreneurs. • Selecting appropriate business locations on a rent free or subsidized basis. • Mobilizing resources from Government and other Corporate Houses. • Planning the marketing and promotional activities regularly. • Continuous follow up 	<ul style="list-style-type: none"> • Economic Rehabilitation requires a holistic approach to give grater space for psycho-social component • Economic Rehabilitation is an effective tool to ensure overall rehabilitation • 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. • Post involvement in enterprises – continuous provision of support services (other than technical, marketing and financial support) • Focus on training and placement also needs to be included. • Mixed groups yield better results (consistency and overall efficiency) • 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. • Prevent or counter-act malicious gossip of competitors about the entrepreneurs (because of their past and probable diseases) • Not all people have entrepreneurial abilities. • We need to get out of 	<ul style="list-style-type: none"> • Creation of an alternative model for shelter home based setups in view of inflow & 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. • Strengthening of and capitalizing on multi-stakeholder approach • Issues like the viability of the economic enterprises run by the survivors and their physical and psychological well-being need to be balanced. • 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. • Look for partnership with willing and reliable Corporate Houses, that also provide training. • Try all sectors of business, not only the traditional ones for women • The participants that are trained can now train new entrepreneurs. • Adapt to market needs. Hence a marketing orientation is important to redefine the products • Sharing experiences with other NGOs in this field is important to experiment and adapt. • Tie-ups with the

	<p>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.</p> <ul style="list-style-type: none"> • Sharing of experiences amongst NGOs and Entrepreneurs is very important. • Working with Corporate Houses adds a lot of overall value to the project. • Need for acquiring marketing skills. • Space has to be given to the women to go through the relapse periods. • Dignity of living is the most important benefit of the ERTV project • Computer literacy is essential especially in the case of running Amul Parlours • Need for consistent motivational support • Overcoming initial reluctance to learn skills and think about business with girls • How to select appropriate business locations • 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. <p>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.</p>	<p>Corporates is a good strategy for scaling up. Also Understand the corporate sector - “how do they start business, how to they survive?”</p> <ul style="list-style-type: none"> • Process documentation of the economic rehabilitation process is a useful source for learning and finding the triggers for replication • Business diversification in terms of newer livelihood options. The idea is to look at not only enterprises but also jobs • Capacity building of the partner NGOs and the beneficiaries will aid faster replication • 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. • 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. • 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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Some Key Quotes:

“Enterprises should focus on what the market wants and on the interest and skills of the participants. If needed, they should go beyond the traditional line of business for women.” - Mr. Jose opines

Mrs. Shyamala feels that the ERTV project “is an entry point to other options than sex to the survivors of trafficking”. It aids in improving the quality of life through economic rehabilitation.

It was a learning experience for S.F.D.R.T as the ERTV project is a Greenfield project where everything had to be started from the scratch. She shares that catering Management experience has been an enriching one for the 8 girls. She provided them a psychological support by listening to their days experiences when they come back from the classes. Speaking about replication and scaling-up, she says “Replicating and up-scaling break monotony and increase the empowerment and ownership”

S.B.Agnihotri says that like liquor mafias where the family of the person in jail is taken care of, there should be a social security net to take care of the economic needs of the survivors of trafficking at the time of rehabilitation.

Fake identities and creating new identities are useful in keeping the background of the beneficiaries sealed and also aid in quicker rehabilitation and saves them from relapses.

SESSION 8: WIN-WIN SITUATION WHILE ATTAINING CSR – CORPORATE PERSPECTIVE

This session was chaired by Mr. S.B. Agnihotri, Principle Secretary, Government of Orissa.

Amalgamated Bean Coffee Trading Company Limited (Coffee Day) - Ms. Shweta Shetty, GM - Business Development

Coffee Day’s express division has tied up with IOM to start outlets with the rescued survivors of trafficking as the franchisees. This division is one of its kinds in branded retail chain business in take-away section. It has 242 outlets in 13 cities. Coffee Day outlets are run on franchisee model. The franchisee has to pay a refundable deposit on which Coffee Day pays an interest equivalent to the current bank rate. Operational expenses have to be borne by the franchisee. The infrastructural costs and the consumables are provided for by the company.

Coffee Day has been associated with IOM for the last one and half year. It has given special discount on the amount of refundable deposit to the tune of Rs. 50,000. IOM along with Coffee day and the local NGOs have identified suitable locations and have so far initiated one xpress coffee day kiosk involving two survivors of trafficking and 12 of them are undergoing on the job training.

They treat the beneficiaries on par with the other franchisees.

“We consider the participants as normal business partners, not from a charitable view.”

Corporate Inputs

- providing refundable deposit
- consumables
- brand name
- access to side products of better quality because of good reputation of the Corporate House
- training
- bringing the business into the mainstream

Challenges

“Managing difficulties” were faced due to the background of the beneficiaries. There were instances when the beneficiary was harassed due to her background

Key Learnings

- Managerial skills are important, but sometimes not easily picked up by the participants
- Ability of the Corporates to tackle the issues about the background of the beneficiaries when the beneficiaries face harassment when their identity is known.

Lifestyle Academy - Ms. Sumitra Iyengar, Managing Director

Lifestyle academy has been working in partnership with IOM and STHREE in Anantapur in Kadiri district with 12 beneficiaries since March 2004. The women are trained in beauty therapy, meso therapy and hair dressing.

Lifestyle academy used to train the visual and speech impaired in the area of beauty under its Corporate Social Wing - Soumini Foundation. They have a policy to reserve 30% employment to the disabled in their Bangalore outlets. With this background, Lifestyle wanted to extend this programme further and to newer plane. At the same time 2 trafficked victims from Juvenile home had been sent to them. These women were trained in the area of beauty. In Kadri, 6 women were trained for 3 months in beauty therapy, meso therapy and hair dressing. The training adopted a hands-on approach where also the health and hygiene issues were emphasised. “Skills- Health - Hygiene” is the bottom line of the training.

Challenges

- Understanding and removing the apprehensions of the trainers as some of the women are HIV positive. Counselling of the trainers is a prerequisite for training
- Creating a common identity to remove the stigma of previous identity and for the integration of the women with the other trainees. In the case of Lifestyle, they have given uniforms to the beneficiaries to give the feeling of equality and oneness.

No extra concessions were given to the survivors of trafficking in order to bring them out of the protective environment.

Enterprises Initiated

Enterprises

Trainees

- Training institute for beauticians 12 (6 became beauticians)

Replication and scaling-up

Beauty industry is Rs.1800 crore worth industry with 35% annual growth. It has highest number of women entrepreneurs. The industry in general and the enterprise in particular has to be looked from clinical and commercial perspective. The new emerging areas for scaling-up are

- Home service delivery option
- Teacher trainers to train others

- Retail sales

Talking about the another emerging area, she concludes that food processing offers immense potential if one learns the use of incubators which can used to develop various products.

Mr.Agnihotri says that the entrepreneurs should explore and avail the subsidies available for small and cottage industries as well as the area specific subsidies. Also sensitisation of the ‘purchase officers’ from the corporate sector are few steps that the IOM needs to explore to strengthen the marketing linkage.

SESSION 9: MAKING A DIFFERENCE – ROLE OF GOVERNMENT

This session was chaired by Mr. S.B. Agnihotri, Principal Secretary, Government of Orissa.

Mr. Jayesh Ranjan, IAS, Collector and DM, Cuddapah District (AP)

Mr. Jayesh Ranjan starts with a story:

“A person is strolling in the beach. He sees a baby drowning and with great efforts rescues the baby. By that time, he sees 2 more babies drowning and he saves them too. He again sees 3 more babies drowning and saves them too. The process continues.....” In this scenario there are two solutions:

- More people should be called upon to save the ever-increasing number of babies drowning OR
- Find out who is throwing the babies in the water.

Role of Government

With this Mr. Jayesh emphasis the importance of finding the cause of trafficking and providing ways to prevent it as it is more effective and a long-term solution. He thinks “Poverty is not a cause only a correlation” in the issue of trafficking. He supports it by saying that not all the potential households who can be the targets of trafficking succumb to it. Many poorer families resisted the attempts. The main causes leading to trafficking are:

- Attitudes towards women/girl child
- Lack of far-sighted vision on poverty alleviation
- Peer influences
- Lack of social norm
- Organized crime

Solution - Social Mobilization

Anantapur district is notorious for largest women being trafficked. Suggesting solutions to tackle the issue, Mr. Jayesh presented a community driven approach where the roots of eliminating trafficking takes place in the community through social mobilization process. In addition, a lump some investment has to be made to address poverty, which the poor should earn through their attitude and behaviour. A tightly knit community will recognize traffickers and prevent girls from becoming their target.

He outlines the process of social mobilization and puts forth the role of government in containing trafficking through:

- Facilitating the social mobilization process
- Positioning of a Sensitive Support Mechanism
- Nurturing grassroots social activists
- Control organized crime related to trafficking

- Meet priority community needs generated through a demand-driven process
- Economic rehabilitation as an outcome of the social mobilization process
- Fostering community organizations for long-term action

Key Learnings

- The poor need a good measure of investment support to come out of poverty.
- The agencies that can provide this support need to develop complete faith in the poor before making available this investment.
- The poor have to earn this faith and trust through their attitudes and behaviours.
- Any factor that erodes this faith will be a barrier to receiving the investment support and hence coming out of poverty.

Scope for replication and up-scaling

- Positioning a Sensitive Support mechanism
- Entry into the habitation and developing strong bond with the community
- Dialogues about poverty
- Organization into self-help groups
- Capacity building of self-help groups
- Developing local social activists
- Federation of Self-help groups
- Facilitation of social contract
- Support to demand-driven priority needs of the organization of the poor

There is a correlation between scarcity of water and trafficking. Mr. Agnihotri suggested study can be conducted to show the negative correlation between the good performance of the SHGs and the background of the members who were rescued from trafficking.

Sharing the experience of forming men's SHGs, Mr. Jayesh said that the women received support in the form of men becoming more sensitized about the women's issues. The unexpected spin off was that men started exhibiting pro social behaviour and values.

SESSION 10: CONFIDENCE BUILDING THROUGH PROFESSIONAL INPUTS – ROLE OF TRAINING INSTITUTIONS

This session was chaired by Mr. S.B. Agnihotri, Principle Secretary, Government of Orissa.

National Institute of Fashion Technology - Dr. B.V. Somasekhar, Director

NIFT joined hands with ERTV project in Kolkata and Cuddapah. 12 weeks training to beneficiaries were given in fashion garmenting. The training spanned over 156 classes that trained the women in every aspect of Garment industry. TTDC was provided by the government for the training.

Training

- Men's formals
- Women's wear Ladies casuals
- Kids wear
- Home furnishing

- Tie-dye, block printing, screen printing and batik
- International trends and forecasts
- Machine technology

In partnership with IOM, Government and local NGO, NIFT has provided a common facility centre, which is a state of the art assembly unit for production in batches. A single machine can produce 16 shirts a day where the normal machine produces 7 shirts. This assemble unit is on par with the best of industry standards, which would facilitate smooth mainstreaming of the women into larger units.

Mr. Somasekhar says “Women by nature are artistic. It just needs to be ignited”

“Enthusiasm and learning capabilities were high among the girls”

Coming out with a collection was emphasized by Mr. Somashekar as it will showcase the colour, sensibility, design, style and seasonality. This will help in understanding the trends.

Enterprises Initiated

Enterprises

- Garment Manufacturing Unit

Trainees

55

Scope for replication and up-scaling

- There is a possibility for networking within India and abroad
- Look for collaborations with related sectors of industry like leatherworking, making of ornaments, embroidery
- Development of an infra-structure
- Broaden the scope towards a whole lifestyle industry

SESSION 11: FROM THE PERSPECTIVE OF REPLICATION - Group Discussion

Moderators

Government: Mr. S.B. Agnihotri, IAS, Principle Secretary Government of Orissa

International NGO: Ms. Carmen, Executive Director, ECPAT International

Indian NGO: Mr. Pravin Patkar, Prerana

Corporate Houses: Ms. Amita Joseph, Managing Director, Business Community Foundation

Donor: Mr. Ovais Sarmad, DRM, IOM

The following points summarise the roles of all the stakeholders and the emerging issues in trafficking.

Corporate

- Quantum jump is required by up-grading to a project mode from pilot mode.
- Also the initiatives should be extended from enterprises to jobs
- Must look at the demands of the industry. Corporates are like intermediaries.
- Move from NGO approach to creating Community Based Organizations. Community should be in the centre-stage.
- Not thinking about the victims any more as victims but as healthy and strong and courageous individuals.

Government

- Prevention is better than cure.
- The endeavours should be operated through the Home Ministry. The concerned departments should approach the ministry in a non-threatening and non-publicity hogging way.
- Work through home department. Women's Desk in every police station. Women's cell needs a support from counsellors, lawyers, doctors. One has to first look at the existing systems for social support
- The main requirements are the trainers and the financial resources
- Counsellors need to be additionally trained for dealing with the special women
- State must not blindly support the women at the cost of subsidizing the perpetrators e.g. husbands who force their wives into this trade should pay for the maintenance of their wives
- Food processing centres and fashion centres and beauty parlours: good opportunities for economic rehabilitation.

NGO

- In the beginning trafficking was just considered a form of migration. IOM started sensitizing about the difference between the two. Also IOM made corporate sector ally in counter-trafficking initiatives - (CSR)
- Learning from the situation of non-trafficked people who also survived poverty, but without training and investments.
- The partners have to reach out to unrecognized, invisible and unregistered targets of trafficking.
- Prevent rural girls to go to the town and sell sex if she can earn more there than on the land, where she has to work very hard and has to spend a lot of time to get water, wood etc. and still earn nothing
- Special training for the special women and also existing institutions (e.g. ITI) should relax their norms so that they can be given an opportunity for better life.
- Reservation of products or some sectors of industry, especially for the products of these women.
- Coming to enterprises, management issues pose problems for the neo-entrepreneurs. Systems have to be developed for the treatment of the assets created through the enterprises as the women are restored to their homes.
- A system has to be developed where the beneficiaries can have a continuous moral and social support even after the economic rehabilitation

Funding Agency

“No foreign solution to local problems”. Mr. Ovais spoke about the importance of local ideas and local solutions. Solutions should be left to the local communities to emerge from their own needs. IOM can only act as a catalyst. He reiterated the following important points that emerged during the day.

- Economic rehabilitation projects only one component in a whole (psycho-social process is very important)
- Not everybody has entrepreneurial abilities and hence other avenues have to be created.
- Database related to trafficking has to be created
- Involvement of law enforcement and judiciary.
- Prevention
- Looking at the issue from a different perspective. Looking at the poor families or communities where Households resisted trafficking.
- Creating opportunities in the near future, to keep each other updated
- Understanding the role of technology in combating trafficking

“These women should not be called victims. They are beautiful beings venturing into new unexplored paths” - Ms. Amita Joseph, Business Community Foundation

“Creating avenues for safe migration is an antidote to prevent trafficking” - IOM

SESSION 12: OPEN FORUM AND FEEDBACK

Moderators

Government: Mr. S.B. Agnihotri, IAS, Principle Secretary Government of Orissa

International NGO: Ms. Ms. Carmen, Executive Director, ECPAT International

Indian NGO: Mr. Pravin Patkar, Prerana

Corporate: Ms. Amita Joseph, Managing Director, Business Community Foundation

Donor: Mr. Ovais Sarmad, Director DRM, IOM

Open forum involved all the participants of the workshop to raise questions, present their opinions and in all helped to arrive at a common understanding about the issues faced and the actions to be initiated.

The following issues were raised in the open forum

- There is no continuity of the efforts by the NGOs as with the change of the good IAS officer, the government involvement comes to naught”

As an answer to this issue, it was felt that instead of initiatives depending on good officers, the committed officer should create such systems that will make the successive officers to follow suite. It requires sensitizing the bureaucrats. Also creating Community Based Organizations to some extent gives the control directly in the hands of the people irrespective of the officer in power.

- Formation of rehabilitation committees
- Government schemes do not link up with the rehabilitation initiatives on time
- “Swadhar” scheme goes to bigger NGOs that have infrastructure rather than the sensitivity towards the issues of trafficking
- Even the name of the NGO should not be associated with the enterprises as it reinforces the stigma as well as the does not create room for new identify for the beneficiary
- Because of lack of data available about the North Indian states on trafficking, the issue remains invisible. Even the spread of NGOs and their role is not as dynamic as in South India. Hence, capacity building of the existing NGOs in the North India has to be taken up
- Marketing is the weak link in the enterprises
- Creating an e-shopping site for the products of the enterprises. It was also felt that to export the products there should be sufficient volumes.
- Organizing exhibitions in the local area just before the festivals improves the sales

SESSION 13: RELEASE OF THE EDP TRAINING MANUAL

Ms. Loveleen Kacker launched the Training of Trainers Manual. The TOT manual was the outcome of the capacity building efforts of IOM for progressive entrepreneurship. The language of the book is lucid and it was produced keeping in mind audience that it would reach out to the survivors of trafficking. The manual is demand-driven and was given form not to re-invent the wheel during training programmes.

It is an outcome of the efforts of the IOM Hyderabad team, Ms. Sudha Gooty, Ms. Nivedita and Mr. Anindit out of their training experiences. The manual will be widely circulated among its partners as well as other who would want to use it. The unique factor about the manual is that it has been printed at Prajwala Printing Press run by the ERTV project Entrepreneurs.

SESSION 14: CERTIFICATE DISTRIBUTION AND DISPLAY OF THE GARMENTS MADE BY THE BENEFICIARIES

25 survivors of trafficking from Cuddapah trained by NIFT in **garment technology** in collaboration with IOM and DRDA were awarded certificates on successful completion of their course. The proud “to-be” entrepreneurs were elated to celebrate their success amidst all the stakeholders and receive the certificates from the collector of Cuddapah and the Joint Secretary, MHRD.

Exhibition

The exhibition had the collection of the girls from Cuddapah who were trained by NIFT in garment technology. The exhibition showcased the creativity of the young women who conceptualized and executed the exhibition with the support of NIFT. On display was clothing ranging from skirts to kurtas, to house furnishings. The batik, the sequins and the embroidery gave extra sheen to the range. The idea behind the exhibition is to come out with a collection that captures their learnings - garmenting skills and the understanding the latest trends of the seasons. The collection brought out the fruits of concerted efforts of all the stakeholders.

The special women enthusiastically explained about their collection in terms of the process, the fabric and the overall efforts.

The high point came when the participants wanted to buy from the collection and were disappointed to know that the clothing and home furnishing range was not for sale

Thus, the exhibition was the culmination of the “learnings” of these special women who will now work in the assembly unit set up in Cuddapah.

The workshop closed after the “Vote of Thanks” by Mr. Sarat Dash, Head of Office – IOM India and Mr. Mizanur Rahman, Head of CTP, IOM Dhaka.

CONCLUSION

The workshop brought to fore many issues concerning the efforts, the enterprises, the roles of the stakeholders and new perspectives. From the role of law enforcement authorities to the educational institutions were touched upon. In every aspect and the phase of the project new areas of improvements as well as strong points emerged. The workshop provided food for thought to take the project forward at a greater scale and in thinking laterally about the kind of enterprises. The emphasis on psycho-social processes dominated the agenda. Some of the key learnings have been put forth below.

Key Learnings

- Dignity of living is the most important benefit of the ERTV project
- Economic Rehabilitation requires a holistic approach to give greater space for psycho-social component
- Before starting production units, ensure whether there is a market for the products

- Post involvement in enterprises – continuous provision of support services (other than technical, marketing and financial support)
- Focussing on training and placement
- Mixed groups yield better results (consistency and overall efficiency)
- 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 dependent 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 the slow pace of the business dampen them. Hence, the organization has to be perseverant in its efforts and provide all round support.
- Not all people have entrepreneurial abilities.
- Being responsive to the market is the key for viable enterprises – “Make what you can sell and not sell what you make”.
- “When mind is soft, the solution is soft”, responding softly to the issue of enterprises gives soft solutions. Typical choices like tailoring and embroidery will emerge. The idea is to look at the enterprises from market perspective and believe that these women can do more.
- Computer literacy is essential especially in the case of running Amul Parlours
- 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.

Scaling-up and Replication

- Creation of an alternative model for shelter home based setups in view of inflow & outflow of beneficiaries. 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.
- Strengthening of and capitalizing on multi-stakeholder approach
- Realistic approach towards planning and implementation is required. On one side there is an issue about the viability of the economic enterprises run by the women and the other side are the issue about their physical and psychological well-being. The women are going through a transition period in their lives. Space should be given to them and economic agenda should not be imposed at one go. E.g. expecting the women working in block printing units to produce an economically viable number of sarees, say 100 when they are going through gamut of changes physically, psychologically and socially.
- Considering legal restrictions of mobility and movement of participants because of court proceedings. This also calls for putting the psycho-social agenda before the economic agenda.
- Try all sectors of business, not only the traditional ones for women
- Process documentation of the economic rehabilitation process is a useful source for learning and finding the triggers for replication
- Business diversification in terms of newer livelihood options. The idea is to look at not only enterprises but also jobs
- 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.

In conclusion, it was felt that there should be integrated efforts in countering trafficking. There should be an attempt to move away from the traditional enterprises to newer arenas by broadening the range of partnerships. There should be convergence of the existing schemes against trafficking with the newer ones and the efforts should be made at the grassroots involving local governing bodies. Marketing and technological aspects were also underscored. Broader and strong networking is imperative for the spread and effectiveness of ERTV initiative.