

Livelihood Models for Combating Trafficking



About the Project

Trafficking is inhuman. This is against the principles of human rights and degenerates the existence of a trafficked person to the extent of being a slave. Despite this, trafficking is rampant. Moreover, it affects the disadvantaged, marginalized and people at the periphery of development in worst manner. One such geography is Ranpur Gram Panchayat in Ranpur block of Nayagarh district of Odisha state in India, which is about 80 kilometers from Bhubneshvar, the capital of Orissa. This Gram Panchayat includes 3 villages Ranpur, Raghunathpur and Mangrajpur. Ranpur is an erstwhile princely state ensconced between beautiful mountains. Trafficking of women and girls is rampant in this area and this is primarily due to lack of education and livelihood opportunities at the grassroots level. People are lured by outsiders by working opportunities or marriage proposals and these innocent people fall prey to the evil designs of these traffickers which results into a large number of girls being trafficked from the area.

In order to combat human trafficking at the community level, a multi-pronged approach was designed and implemented as a pilot project in the area. The project was a bouquet of community based interventions that included awareness generation, engaging young girls in information dissemination, community monitoring through vigilance committees and developing and promoting local livelihood options.

This paper provides the details of livelihood models developed the project area.

Context

Lack of livelihood opportunities for women and girls in the community is typically considered as a push factor and a primary cause of increasing their vulnerability to trafficking. There is a growing literature in the domain of trafficking that says that integrated approach to prevent human trafficking is essential to curb trafficking and also to prevent re-trafficking of rescued girls integrated with their families. Generation of livelihood opportunities for women is the most important part of any such integrated strategy. Promotion of employment and education for women and girls to increase their access to better jobs are seen as appropriate interventions for preventing trafficking as the creation of livelihood opportunities may discourage unsafe out-migration and reduce the risk of trafficking.

Ranpur, a small Panchayat in Nayagarh district of Odisha in India hardly has any livelihood opportunities for women and girls at the community level and therefore has been leading to unsafe migration of girls, many resulting into cases of trafficking. Considering this, the project made an arduous attempt to establish livelihood models at the community level. Besides it the project has also been able to integrate some of the girls in the community with employment opportunities in modern service sector in Bhubaneswar, the capital town of Odisha.

Purpose of Developing Livelihood Models

- To discourage unsafe migration and thereby human trafficking among women in the community.
- To provide sustainable livelihood options at the local level to the women in the community.
- To empower the women and girls in the community.

Livelihood Research

In order to design livelihood models it was required to assess the skills, interests and expectations of young girls and their families and also to the market situation for demand and supply of certain commodities. The project therefore planned a research with the following objectives:

- To understand the beliefs and attitudes of the community about their girls and women.
- To understand the attitudes and perceptions of the girls in the community about livelihoods
- To assess the livelihood related skills and capacities of youth in general and young girls in particular in the community
- To understand the barriers faced by the girls in accessing the educational or livelihood opportunities.
- To explore livelihood models which are considered suitable by the parents and girls.
- To explore the existing models of livelihood generation and entrepreneurship in and around the project areas

Research Methodology and Findings

The research was conducted at two levels. Initially the project team did a detailed review of existing market scenarios in and around Ranpur, taking clue from livelihood models being attempted in other parts of the country. Detailed concept notes were developed including business model analysis for the following options:

- Social franchise of Contraceptives & Menstrual-use products
- Tele-Consultation Clinic
- Marketing of Tea products by the girls in the community
- Home Manager Program



Discussion with Young Girls on Livelihoods

At the second level six peer educators from the community went to Ranpur, Mangrajpur and Raghunathpur villages of Ranpur panchayat of Ranpur block in Nayagarh and conducted 10 Focus Group Discussions each with the parents and girls in the community. More than 200 people were covered for over a period of one month to understand their perspectives and opinions about young people in the community.

Some of the important findings of this research that helped in the development of livelihood models in next phase are as follow:

- Livelihood models that are based at the community level and not necessarily need migration of the girls outside the community will be a preferred choice. If designed keeping in mind the traditional skills and capacities of girls, these models can bring in community ownership.
- The other type of livelihood models are more rooted in the modern service sector based economy and will go on to expose the women in the community to a wider world and will broaden their horizon. These models will be job-based models but need to ensure safe migration of the girls to nearby urban centers.
- Livelihood opportunities to girls at the community level or in urban cities will also promote safe migration in the community and will ultimately check trafficking.
- Livelihood opportunities to girls will also bring in a change in the attitude of families about the girls. Girls will no longer be seen as a liability rather they will be treated as assets to the families. It will also address the problems of early marriage as once a girl start earning family will not be interested to get her married at a premature age.
- Once parents have the confidence that their girls can earn and support the family, they will be motivated to continue their education and get their daughters trained in certain skills which will ultimately check the problem of school dropout.
- While there is an established demand for young people, particularly girls, the rural girls, their families and the environment is not yet ready to explore these options.
- Considerable efforts and investments are required at these levels to first mentally prepare the families and girls to explore modern and non-traditional approaches to livelihoods and then make efforts in building their skills to adopt these models.
- Community lacks both capacity and intention to invest in livelihood options. They are not willing to invest even as a working capital for a model for which basic infrastructure can be funded. Also, parents are not willing to finance trainings for their daughters as their primary objective is to marry them and not “live on their earning”. Since communities do not invest, they have little or no ownership towards the created models and even small level issues discourage them from continuing their efforts, finally leading to the failure of the model.
- Majority of the training programs are geared to facilitate the improvement in communication and presentation skills of people. Training programs give importance to grooming and exposing the trainees to different kind of job opportunities. Though training programs provide general soft skills but they are generally focused at providing specialized skills in particular sector like marketing, hospitality or elder care.

Identification of Livelihood Models for Implementation

Once certain livelihood models were shortlisted a detailed discussion was organized with the girls and their parents to shortlist the models that they would be most comfortable with. Interestingly, the community was not keen on models developed by the team (social franchising and tele-medicine) as they did not find these fitting into their social fabric. The models proposed by the community itself were accepted by them and finally four models selected for implementation were Incense stick (Agarbatti) making, Mushroom and vegetable farming and poultry. Also, very few girls were willing to go for skill based training.



Coverage of Livelihood Models

Table 1: Involvement of SHGs and Members of SHGs in Different Models

Serial Number	Name of the Model	Number of SHGs involved	Number of Women Involved
1	Agarbatti Making	9	98
2	Poultry	17	126
3	Mushroom Farming	9	46
4	Vegetable Cultivation	8	41
Total			326

Efforts in Setting up the Models and Their Outputs

INCENSE STICK (AGARBATTI) MAKING

Cost Benefit Analysis of the Model

First of all cost benefit analysis of the model was done to determine the profitability of the model. Cost Benefit analysis was also important to ensure the sustainability of the model. Factors like procurement or sourcing of raw materials and establishment of market linkages of the model were also considered at this phase.

Establishment of Market Linkages

For the establishment of any successful model it is very important to ensure the demand of production. As members of the SHGs have limited exposure and access to markets, it was decided to formally sign an agreement with a marketing agency that will take the responsibility of marketing the goods produced by the SHGs. Considering this, SHGs signed a memorandum of understanding with a marketing company called BIPANI. BIPANI also was willing to provide raw materials to the SHGs at a fixed price, resolving another major issue of procurement of raw materials.

Training of SHGs on the Model

Once the readiness of the model was conspicuous from the community, a training program was organized to equip SHG members with the required skills and capacities to start the production. These trainings were provided by a resource person from BIPANI in two different phases covering 33 SHG members from 3 SHGs and 27 members from 3 other SHGs. These were five-day trainings organized in the project office in Ranpur.

Business Plan of the Model

As per the Memorandum of Understanding (MOU), BIPANI provides one Kilogram of raw materials at a cost of INR 27.5 to SHGs. SHG members then work on that raw material to produce one Kilogram of Agarbattis which is ultimately bought by BIPANI from the SHGs at a price which is decided after the gradation of production quality. For the first grade of production a price of INR 57 for one kilogram is provided rendering a profit of INR 29.5 to SHGs for their production efforts. For B grade quality the purchase price is INR 50 per kilogram. Initially the time taken by a member to convert one Kilogram of raw material into finished product was about 2 hours but as the time will progress the members will become more efficient and this time will significantly thereby bringing a greater amount of income to them.



Women making Agarbattis

Output of Model

98 women, members of 9 SHG are currently involved with this model. These women earn in the range of 30 to 50 INR every day, working nearly 1 to 2 hours every day. The amount of earnings do not seem motivating enough at the first look but these earnings have contributed very meaningfully to the lives of these women, helping them in affording things which they could not have asked from their families. Many are using these earnings to buy stationary items and books for their children. Some of the women have been able to afford tuition classes for their children with the help of these earnings.

POULTRY

First of all project team and peer educators made an effort to convince the people to start working on this model. Though some families do rear one or two chicks but motivating them to go for a higher scale was a challenge. Experts from Central Institute for Freshwater Aquaculture (CIFA) (a government of India undertaking) provided training to SHGs on Poultry rearing. Besides it project also provided support in the form of free chicks to the women. A total of 1300 chicks have been provided by the project so far.



Women with Chickens

Output of Model

126 women from 17 SHGs were trained on poultry rearing. 1300 chicks were distributed in 3 phases. More than 250 chicks have been sold so far at a rate of INR 200 per Kilogram. It has been decided that each poultry rearer would deposit money that she gets after selling two chicks with the SHG federation so that new members would be supplied chicks to start their poultry rearing activity

MUSHROOM CULTIVATION

As some SHGs expressed their willingness to start mushroom cultivation, a training program was organized by the experts from Madhyam Foundation. These trainings were provided in different rounds. First of all a general training was provided and women were motivated to start working. Once they started growing mushrooms then experts provided training at subsequent stages of production. Spawn, seeds of Mushrooms were also provided by the project.

Output of Model

46 women from 9 SHGs were trained on mushroom cultivation. The initial investment per bed is INR 48 per kilogram and the selling price is in the range of INR 120 to 140 which makes this model to be a very profitable one. Mushroom cultivation model has a limitation as it is a seasonal business and mushrooms cannot be grown throughout the year.

VEGETABLE CULTIVATION

This is a model that is exclusively rooted in the indigenous skills and capacities of the community. One very important advantage of establishing this model is that agriculture is something that women in rural India have always been engaged in. Efforts were put in to convince the women to engage in vegetable cultivation. Initially women were not feeling confident about cultivating vegetables. But then they were convinced by telling them that they would not be doing something new or different as they have already been supporting the male members in their families in agriculture and it is just that this time they would be doing it independently. Once women were convinced they were provided training by the expert on vegetable cultivation from Madhyam Foundation. Financial support in the form of INR 3000 per SHG was also provided by the project.

Output of Model

41 women from 8 SHGs were trained on backyard vegetable cultivation. Each SHG has earned in the range of INR 6,000 to 8,000 in last 3 months.

Modern Service Sector Based Livelihood Options

In modern Indian economy service sector has emerged to be a prominent sector of job growth and employment opportunities in last 15 years. Emergence of modern service sector coupled with the lack of job opportunities in the neighborhood of community prompted the project team to look for the avenues of training as well as placement of young girls from the community in service sector in Nayagarh and Bhubaneshwar. As placement in service sector demands a certain kind of skills from the candidates, project also sought to establish partnerships with the skill providers. The project developed a partnership with a Delhi-based organization called **Empower Pragati** which is an investee company of National Skill Development Corporation of India. **Empower Pragati** provided month long residential training to 3 girls from the community. These training were in Business Process Outsourcing (BPO) and modern retailing and were completely free for girls.

Benefits of these Modern Livelihood Opportunities

- All the three girls have been placed with the established BPO and retail outlets of established brands in Bhubaneshwar and have been earning in the range of 7000 to 12000 INR per month.
- First time girls from the community stayed in a big city and that too on their own. This really boosted the confidence of these girls and which will ultimately reduce their dependence on the male members of their families.
- Incomes of these girls are proving to be an important helping hand to the household economies of the families of these girls.
- Placement of these girls has generated the demand of more such trainings from other girls from the community.

Constituting SHGs into Federation

Project has also made an effort to organize all the SHGs into a federation. The Federation (registered as Maa Maninagn Society) has also elected its officials as president, treasurer and secretary. An executive body has also been formed which will be responsible for the implementation of agreed upon tasks of the federation. Two members of every SHG are the members of executive committee.

Objectives of Federation

- To make the livelihood efforts more organized.
- To expand the livelihood options in the community and to bring more women into the established livelihood models.
- To promote savings and proper utilization among the members.
- To represent the interests of the SHGs at block and district level.
- To sustain the livelihood efforts in the community.



SHG Federation Meeting

Training on Federation building

A one day orientation cum training program was organized for federation leaders at Madhyam Foundation Project office. The facilitator of the training program was Ms. Janatun Begum, Coordinator of the project and Ms. Parvati Maharana from the federation. All the members participated in this orientation program. Bye laws were prepared by the federation leaders with the participation of all the members. Participants were also given training about how to present and prepare a resolution in front of the members of the federation. Later one day capacity building program was organized for the members of executive body. Members were trained on general administration and account keeping.

Benefits of Livelihood Generation

- As women have started making their individual contribution to the household economy their self-worth has gone up.
- These models have also led to greater participation in the decision-making at family and community level.
- Though it is difficult to establish direct linkages between the engagement of women in the livelihood models and decrement in the number of cases of trafficking from the community but number of cases of trafficking have gone down in the community in last one year
- Establishment of livelihood models has also provided greater financial autonomy and spatial mobility to women who are engaged with these models

Challenges in Establishing Livelihood Models

- The duration of the project has been one of the limiting factors in development and establishment of models as establishment of any livelihood model requires considerable time. Context of the community also brought its own challenges in terms of the time as it took a lot of time in convincing the people in the community to take up these models.
- Getting women to work on livelihoods was itself a big challenge. The women in this community were not oriented or confident enough to work for an earning.
- Most challenging aspect in this project was that the project attempted to establish models that were more in tune with modern economy and had better demand in the markets. These models would also provide better earning opportunities for the women. Project team even offered its support in providing capacity building as well as monetary support to start these models but women in the community could not muster the courage to take up these models. A major learning is that community would like to engage with livelihood options that are rooted in the indigenous practices and competencies of the women in the community.
- Resistance from the male members of the community has been another challenge that has been faced in the establishment of these models.
- Marketing of the product of this model has been another challenge. As this community is far off from the town of Nayagarh it was really a challenge to ensure the marketing and sale of the output of these models. Sourcing of raw material has been another challenge faced as Ranpur block is far from the Nayagarh city and Ranpur does not have much of demand for raw material it was difficult to source the raw material for the project.
- Environmental factors also proved to be initial stumbling block in establishing livelihood models in the community. A case in point is the fish rearing model. For this model 15 women from the community were trained on backyard fish rearing. They even started rearing fish in ponds in the community but because of the cyclone in Odisha all the fish ponds were washed away and this model could not go ahead.

Measures to Ensure Sustainability of Livelihood Efforts

Major aim of establishing these livelihood models in the community was to develop livelihood opportunities in the community so that trafficking of women and girls can be prevented. Sustainability of these interventions is very important to ensure that poverty driven trafficking which happens due to lack of livelihood opportunities in the community coupled with unsafe migration can be contained. Ample efforts have been made by the project team to ensure the sustainability of these livelihood models in the community. Some of these efforts are:

- As these women are based in the community and it is difficult for them to engage in marketing of their products, project has tried to establish the linkages with the markets to ensure that SHGs do not face marketing related problems in future. For instance, for Agarbatti making a memorandum of understanding has been signed with a marketing agency called BIPANI. BIPANI is responsible for the marketing of finished output from these women.

- Constituting all the SHGs into a federation has also been done to ensure the sustainability of livelihood efforts that have been made by the SHGs. This federation will make sure that SHGs continue to work on the livelihood models that have been established.
- 15 SHGs have been linked with the Odisha government's livelihood scheme called Tripti. As per the theme all of these 15 SHGs have been provided INR 15000 each to consolidate and expand their livelihood models.
- Other SHGs are in the process of getting linked with the Tripti scheme. These SHGs have been graded and ranked as per the requirements of the scheme and will soon be linked with the scheme and will be getting the financial support from the government.



IMPACT Partners in Social Development

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CBATN (Cross Border Anti Trafficking Network)

CBATN is a coalition of NGOs coming together from Bangladesh, India, Pakistan, Sri Lanka and Nepal to fight the menace of cross border trafficking between these countries. CBATN is registered under the Societies Registration Act 1860. The mission of CBATN is **“To eliminate all forms of violence against women and children, particularly human trafficking”**. As its long term goal, CBATN will ensure that **“Permanent systems and institutions are established to ensure significant reduction in cross-border human trafficking, adequately supported by quality care to survivors and deserving punishment to the perpetrators”**



Madhyam Foundation

Madhyam Foundation is registered under Societies Act 1860. It works with more than 23,000 poor and marginalized families in 8 districts of Odisha including project district Nayagarh. Madhyam mainly undertakes capacity building and core expertise in formation of Self-Help Groups. Madhyam is also working on raising awareness on the issues of migration and human trafficking. It works on improving the access of migrants to different social security schemes.

For Further Details Contact:

IMPACT Partners in Social Development

JE-1/1 LGF, Khirki Extension, Opposite B Block Tikona Park,
Malviya Nagar, New Delhi 110017 INDIA

P: +91-11-2954 5554; 4684 8446

E: helpdesk@impactpartner.org.in

W: www.impactpartner.org.in

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