

Rehabilitation of Sex Trafficked women and Girls through Social Entrepreneurship: A Case Study of PRAJWALA

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Abstract

This research paper analyzes how entrepreneurial skills provide economic rehabilitation and social reintegration to the largely marginalized and alienated victims of sex trafficking for social and sustainable development. PRAJWALA an anti-trafficking organization in Hyderabad which was started in the year 1996: It works towards preventing women and children from entering into prostitution through social entrepreneurship. This Anti-trafficking Organization developed a Rescue and Restoration Program (RRP) in order to break the cycle of exploitation, and end the torment faced by the victims of trafficking. The RRP team fulfills the four-fold objectives of undertaking rescue missions, providing crisis counselling at police stations, conducting home investigations, and supporting the judicial process with a team of directors, coordinators and barefoot counsellors, many of whom are survivors of sex trafficking themselves. Its uniqueness involved five basic component models which include identifying need-based, aptitude-based, market-assessed, viable and sustainable economic options, and livelihood training. This analysis, in turn attempts to understand the role of PRAJWALA in fostering entrepreneurial skills for long term social reintegration and the manner in which it helps the victims become an entrepreneur in corporate and professional environments. The findings of the research might prove helpful for social value creation through studying the new voices of the alienated.

Keywords: Rehabilitation, Innovative miniature, Victims of Sex trafficking, Social Entrepreneurship, Voice of Prajwala.

1. Introduction & Background

In the wake of globalization and the resultant marginalization and alienation of large sections of humanity, sex trafficking of women and girls has become a matter of urgent concern in today's world. The National Crime Records Bureau, Government of India report of

CRIME IN INDIA 2011, enumerates that crimes against women in India are very high in general and more so among Scheduled Castes, Schedule tribes, Minority women with increased crimes against girls in particular. The State of Andhra Pradesh stood first with a crime rate of 14.67% against women among Indian states followed by Maharashtra and Madhya Pradesh with 9.59% and 9.54% respectively (Crime in India Report page: 48). In India, over 200,000 women and children are inducted into the flesh trade every year (PRAJWALA's Annual Survey Report, 2012-13), and the Andhra Pradesh state is one of the largest suppliers of women and children for the purpose of commercial sexual exploitation. The reasons behind this flesh trade are poverty, unemployment, illiteracy, family financial problems, rape, kidnapping and abduction, love and marriage, superstitions, craze to enter the entertainment industry such as TV serials, media and cinema. The sources of trafficking come from auto drivers, pimps and middlemen who trap girls and women Economic hardships coupled with the prevailing status of women in society, and changing public attitudes towards sex and morality creates a context which encourages this modern form of slavery. An incredibly disturbing fact is that the age of the women/girls entering prostitution has seen a progressive decline in the last decade. This may be partly due to the wide belief that sex with young girls, especially virgins, will cure sexually transmitted diseases and prevent one from contracting HIV/AIDS. One of every four victims rescued from prostitution is a child, and 60% of these children are HIV positive (PRAJWALA Annual Report 2012-13).

Sex trafficking not only results in severe violation of human rights but also causes adverse physical, psychological and moral consequences for the victims. All hopes and dreams of a better life are shattered and over time the girls become penniless, mentally broken and affected with serious/life-threatening illnesses such as HIV/AIDS. The journey of sex trafficking destroys the body, mind and soul of a victim, and fundamentally

takes away her capacity to trust herself or anyone around her. The damage done is deep rooted and often irreversible, as the sense of rejection, betrayal and numbness that a trafficked women or girl goes through makes her lose faith in humanity. Skewed identity, poor self-worth and learnt helplessness also make her believe that there is no hope for her in the outside world and her destiny is to sell her body. Prajwala, works on the premise that prevention is better than cure, and that addressing the root cause of sex trafficking is the most effective means of eradicating it. As a result, the organization has developed two interventions that strive to eliminate the sources of trafficking. The first is providing education to equip vulnerable children (Girls) with skills to ensure a bright future, and the second is targeting vulnerable women to make them aware of the dangers of commercial sexual exploitation by means of rehabilitation through entrepreneurial skills, which ultimately provides the victims with a source of livelihood, sustainable development and obtaining dignity of life.

PRAJWALA believes that rehabilitation is a long-term holistic process, with interconnected approaches that cannot be stand-alone interventions. They have developed a stage-wise intervention strategy. The first step involves psychological rehabilitation of victims, to ensure that the damage caused by being trafficked for a prolonged period of time is undone, and that their emotional stability and self-confidence is restored. The next stage of providing economic options ensures that the victim has access to livelihood opportunities that reduce the chances of re-trafficking. Finally, civic support provides the survivors with an identity, financial stability and security in the form of financial aid, subsidized housing, and assets. It further reduces the risk of re-entry into prostitution. Essentially, the three stages of PRAJWALA's rehabilitation strategy include: psychological rehabilitation in therapeutic shelter homes, economic rehabilitation through Prajwala Enterprises and Employability Training Unit and civic rehabilitation which provides support for the victims through identity cards, immediate relief funds and access to government welfare benefits.

The two dynamic aspects of PRAJWALA's social rehabilitation process involves: institutional care and

protection involving counseling in an ambience of healing and building capacities of self-esteem, and self-confidence through Life Skills Education and adopting entrepreneurial skills through a social entrepreneurship. The latter involves a process in which individuals build or transform institutions to generate solutions to social problems, such as poverty, illness, illiteracy, environmental destruction, human rights abuses and corruption, in order to make life better for many. According to Gregory Dees, social entrepreneurs do the same for social change, creating new combinations of people and resources that significantly improve society's capacity to address the problem. He also explains that, they create public value, pursue new opportunities, innovate and adapt, act boldly, leverage resources they do not control, and exhibit a strong sense of accountability.

This research paper reports on the in-depth examination of economic rehabilitation of women victims of trafficking that was carried out by PRAJWALA. In order to fulfil this vision, PRAJWALA created its own production cum training unit in 2004 called Prajwala Enterprises (PE), which was started with support from the International Organization for Migration and Catholic Relief Services. In the process of economic rehabilitation, the Prajwala Enterprise and the Employability Training Unit has two interventions, which includes the livelihood skills and occupational training needed to face the world with a proud smile and confidence. Prajwala Enterprises holds that a key aspect of preparedness for social reintegration is the employability factor. Hence, it is essential that the livelihood training is selected based on interest and aptitude by assessing the victim as well as market viability of the trade. PRAJWALA taps the victim's extraordinary inner strength and lack of awkwardness in a male-dominated trade. It has been observed that survivors excel in trades that are non-conventional and mostly part of a male bastion such as livelihood training opportunities in cab driving, security guard, masonry, etc. Depending on the aptitude, health and legal status of survivors, the trades available for on-the-job training at Prajwala Enterprises include welding/fabrication, screen printing, lamination, carpentry and book-binding. During orientation, each trainee spends one full day in each of the four available trades to see which was most

appropriate for their interests and skill-sets. Then, they spend 3 months gaining real-time work experience in the pre-designated department of their choice. Apart from this, a 10-day security guard training was undertaken in collaboration with Balaram Security Services, Bangalore. Two retired army officers-Major Prashanth Rai and Major Bhawana Chiranjay conducted the certificate course, which intended to train the candidates on basic skills required to enter in to the security sector. The candidates gained employment in 44 Kasturba Gandhi Balika Vidyalaya (KGBV) schools in 20 districts of Andhra Pradesh. Since Prajwala's inception, over 5081 women have been reintegrated with their families and a total of 37 victims have been repatriated to their respective countries.

2. Objectives of the Study

- To study the Socio-economic conditions and social categories of trafficked respondents
- To examine the role of Prajwala Enterprises in the rehabilitation of trafficked women
- To know how Prajwala Enterprise (PE) and Employability Training Unit (ETU) are imparting entrepreneurial skills through social entrepreneurship
- To study the challenges which impedes innovation in entrepreneurship development

3. Review of Literature

Dees (2005) in his commentary on 'Social Entrepreneurs and Education' states that social entrepreneurship is very new to the academic world, especially outside of business and public policy. Academic attention to this "field" is only about a decade old. Only recently this topic has attracted the attention of scholars from the disciplines of education, public health, and social work. He explains that the term "social entrepreneur" is not meant to convey the mindset common to large business corporations. Entrepreneurs, even in business, are subversives, those who are "reforming or revolutionizing the pattern of production," as economist Joseph Schumpeter put it. They are the agents of "creative destruction" - out with the old and in with the new. George also adds Howard Stevenson's, vision a professor of entrepreneurship at Harvard, explicitly contrasts them

with "administrators" who preserve status quo. Entrepreneurs may be part of what Habermas calls "the system," as Humphries and Grant suggest, but they are not corporate or bureaucratic. They promote change within the system, and some of them actively work to change the system. Yes, most business entrepreneurs are concerned about profit and without it they cannot survive. But for many entrepreneurs this is not the primary motivation. By marrying the concept of entrepreneurship with the word "social," George hopes to describe someone who focuses on social change instead of profit as the goal, and approaches this goal with an entrepreneurial spirit, as one of determination, innovation, and resourcefulness. George concludes that the social entrepreneurship construct has a great potential for helping us mobilize resources for social good and for stimulating new thinking about economic and social institutions.

Srivastava (2007) in his article 'Benefiting from Social Entrepreneurship and Social Businesses in India', states that he believes that India needs extensive application of multidisciplinary approaches and entrepreneurial energy in social and environmental sectors. The challenge is: how to have more number and better quality of social entrepreneurs in the country? Social entrepreneurship, although an old field of practice, is a new and emerging field of systematic knowledge and learning. The growth in social entrepreneurship should not be left to chance. Borrowing from Peter Drucker's book 'Innovation and Entrepreneurship', he observes that everyone who can face up to decision-making can learn to be an entrepreneur and behave entrepreneurially. Entrepreneurship, then, is a behavior rather than a personality trait, and its foundation lies in concept and theory rather than in intuition. Even if one attributes some credit to personality, some experts have suggested, a large number of selected people (after initial screening) can be trained to be entrepreneurs. Extending this logic further, Srivastava thinks that most people who can combine a spirit of social service and entrepreneurial behavior can learn and develop themselves as social entrepreneurs. Furthermore, when social entrepreneurial education and training is spreading in other countries (e.g., USA and UK), there is growing need to promote

such education in India also. The social entrepreneurship, as a special type of leadership, can flourish here only if its value is recognized by a significant section of Indian society, especially the policy makers, educationists, media and other government bodies. If this happens, it can create new waves of opportunities, strategies, approaches, and impacts in the direction of sustainable development.

Johanna and Ignasi (2004) in their working paper 'Social Entrepreneurship and Research: A source of Explanation, Prediction and Delight', explain that social entrepreneurship, as a practice and a field for scholarly investigation, provides unique opportunities to challenge, question and rethink concepts and assumptions from different fields of management and business research. They talk about the view of social entrepreneurship as a process that catalyses social change and important social needs in a way that is not dominated by the direct financial benefits for the entrepreneurs. It is seen as differing from other forms of entrepreneurship in the relatively higher priority given to promoting social value and development versus capturing economic value. Johanna and Ignasi have drawn these conclusions by trying to identify the distinctive domain of social entrepreneurship and argued that social entrepreneurship differs from other forms of entrepreneurship in that it gives high priority to social value creation.

The UNICEF (2007) report entitled 'Adolescents and Civil Engagement: Social Entrepreneurship and Young People' highlights that children and young people have a vision of developing themselves in this world and they have a key role to play in their self-development as well as in the development of their communities. Taking initiative, creating a project, conceptualizing and launching one's own venture are exceptions, not the rule in most young people's experience. Every child is good at something. Encouraging and giving that child the opportunity to succeed is extremely important in shaping their personality and tolerance for risk. Young people are an integral part of the world's human capital and they are increasingly being seen as key participants in decision making and development. Lastly, this report explains that the social entrepreneurship can lead to the

achievement of holistic development in young people, and allow them to contribute to the development of their own communities and is also helpful in achieving the Millennium Development Goals. This article will provide an overview of social entrepreneurship as it currently exists, outline the ways in which young people are involved, demonstrate the ways in which young people are contributing as social entrepreneurs to UNICEF's goals, and provide guidelines to support and scale-up youth social entrepreneurship interventions.

4. Methodology

The concept of social entrepreneurship has emerged as a research area in the social sciences and in management field, and aims to create an impression of a modern approach to social value creation. This study deals with PRAJWALA (Non-Government Organization), Hyderabad, of Andhra Pradesh. PRAJWALA emerged as an anti-trafficking organization, and is founded on the principle of preventing women and children from entering into prostitution, which is the worst form of sexual slavery. Since its inception in 1996, over and around 7000 women and children have been rescued. Among these, 5000 were children and adolescent girls and 2000 were women of middle age. The authors of this study have taken a sample size of 100 victims of trafficking, from Prajwala's Enterprise. These are individuals who are actively engaged in vocational training and entrepreneur skills. In this study, we used a combination of participant observation, semi-structured interviews and archival materials. We used random sampling technique to select the respondents, and interviewed respondents, trainees and rescue team as well as shelter team members. Data was collected from 'December 10, 2013' to 'January 15, 2014' were duly tabulated. Secondary information was collected from various documents such as books, articles, newsletters, reports, magazines, daily newspapers, as well as from the existing literature to understand the role of Prajwala's vision and the practice of social entrepreneurship in transforming marginalized voiceless women into empowered social entrepreneurs.

5. Data Analysis

Table: 1 Social Category * Family Background of Trafficked Respondents

Social Category of the Respondent	Family Background of the Respondent		
	Poor	Middle Class	Upper Middle Class
General Category	4	5	3
OBC	12	6	1
SC	15	2	4
ST	13	3	3
Minority	12	4	4
Others	4	4	3

Table-1 enumerates the social category of the respondents with respect to their family background. 60% victims are from a poor background and prone to be victims of sex trafficking. They have either been rescued by Prajwala's powerful rescue team or have joined from the crisis counseling of police and law enforcement agencies, followed by 24% of victims from middle class family background and the remaining 16% are from rich family background. The social category of the respondents reflects that Scheduled caste and Minority background

women are more vulnerable with 21% and 20% respectively, followed by Other Backward Class women and Scheduled Tribe women with 36 percent. Lastly, the general category and other category women make up 23% of the numbers. It was also noticed that they were trapped into sex trafficking through various means. The reasons for trafficking in the State are Duped by close relatives and friends, beguiled by middlemen, problems of poverty, and craze towards the movie industry.

Table: 2 Age of the Respondent * Role of Prajwala in Providing Rehabilitation

Age of the respondent	Role of Prajwala in providing rehabilitation		
	Psychological	Economic	Civic
10-14 Years	12	8	5
15-18 Years	9	10	6
19-25 Years	9	11	5
26-35 Years	8	10	7

Table-2 enumerates the age of the respondents and the role of Prajwala in providing rehabilitation to the victims, in which there are 25% girls and 75% women. The multiple traumas faced by girls who are sex trafficked encompass the beginning of a life struggle which is marked by ill-treatment, oppression and indebtedness. Victims of sex trafficking are sold and resold over and over again in a continuous cycle of exploitation. Once a trafficked girl eventually succumbs to her

circumstances within prostitution, she is closely watched and her movements and interactions are monitored and restricted. A constant struggle for existence in an exploitative structure of pimps, sex racket, middle men and brothel house owners makes any escape attempt virtually impossible. The respondents from different age groups are undergoing the psychological and economic rehabilitation with almost an equal percentage (39% and 38% respectively) followed by civic rehabilitation (23%).

Table: 3 Choice of Livelihood Training in Prajwala Enterprise * Educational Qualification

Livelihood Training in Prajwala Enterprise	Educational Qualification of Respondent				
	illiterate	Primary	Secondary	Higher Secondary	Graduation
Cab Driving	0	0	2	0	2
Security Guard	2	2	3	3	0
Beautician Course	2	2	1	0	0
Welding	5	6	1	3	0
Lamination	3	5	2	1	0
Screen Printing	3	3	4	2	0
Carpentry	4	4	1	1	0
Book Binding	5	4	5	0	3
House Keeping	0	1	1	1	3
Voc. Training	3	2	3	1	1

Before introducing the rehabilitation process, Prajwala started the rescue and restoration program (RRP) team which fulfils the four-fold objectives of undertaking powerful rescue missions, crisis counseling at police stations, conducting home investigations, law enforcement agencies and other capacity building programs. This provides the werewithal to effectively fight human trafficking. (Table 3)

The table 3 explains the respondent's choice of livelihood training with respect to their educational qualification. Prajwala's uniqueness is demonstrated by its five basic component model which includes identifying need-based, aptitude based, market assessed, viable and sustainable economic options, and providing livelihood training. According to this model, as majority of them were from very low educational background (illiterate), 79% with primary and secondary education level and the remaining 21% have higher secondary and graduation level education. Out of 100 respondents 62% have opted for cab driving, security personnel, welding, carpentry and housekeeping and 38% have opted for other occupations such as beautician course, lamination, screen printing, vocational training (Table 4).

This anti-trafficking organisation has introduced a dynamic aspect of learning of Life Skills Education (LSE) in order to cope with the stress and humiliation.

Life Skills training gives them moral support to lead their life in a safe and dignified way and also helps the victims build self-confidence and feelings of self-worth. This eventually empowers them to unlearn negative thought patterns and begin the healing process from within. The changes in respondent's life reflect the positive impact of Life Skills Education which they have adopted not only help to increase their employability but also to reduce the risk of being re-trafficked into prostitution. Half of the respondents have started thinking critically and creatively, are aware of themselves and are practicing and learning effective communication skills, the remaining 50% respondents are in the process of decision making, developing interpersonal relationships and empathy towards others as well as learning problem solving techniques (Table 5).

The table 5 enumerates innovative strategies for the improvement of entrepreneur skills for the marginalized women and the age of the respondents. The respondents have suggested some innovative strategies for the development of entrepreneurship by improving entrepreneur skills. 36% have suggested market-assessed and socially dignified jobs, followed by 23% asking for skill-oriented training which should be given to the trainees, 17% have addressed the provision of placement facilities, and 14% suggested aptitude and need-based training will be fruitful in acquiring a job in the

Table: 4 Type of Life Skills Education Adopted * Age of the Respondent

Type of Life Skills Education Adopted	Age of the Respondent			
	10-14 Years	15-18 Years	19-25 Years	26-35 Years
Self-Awareness	4	3	3	2
Creative Thinking	2	1	1	4
Critical Thinking	5	2	3	3
Empathy	4	1	6	4
Decision Making	1	3	3	2
Problem Solving	1	3	1	2
Interpersonal Relationship	2	2	2	3
Effective Communication	3	3	3	1
Coping with Emotions	1	3	2	2
Coping with Stress	2	4	1	2

competitive market space and lastly, 10% suggested entrepreneurs should have viable economic options, so that they can start their own business firm or can be self-employed.

6. Conclusion

The study concludes that Prajwala not only promotes entrepreneur skills but is also the largest rehabilitation center for sex trafficked victims in India, and capable of accommodating up to 1,200 rescued victims of commercial sexual exploitation at any given time. From the initial stage of being trafficked to years of leading lives as slaves, and finally to being rescued and subjected to a different sort of pain, these victims see it all. Psychosocial interventions thus pose a significant challenge, as the healing of the pain and undoing all the damages done by stakeholders who were custodians of protection need to go hand in hand. Nonetheless, such challenges appear miniscule compared to the enablers and strengths that make success the norm at Astha Nivas (Shelter Home Name), including effective cooperation of children, strong team support, and continuous guidance from management. Throughout the entire rescue-restoration process, the custodial and judicial procedures immediately post-rescue are usually not victim-friendly and make the survivor believe that her journey of victimization is never-ending. Moreover, around 65% of the victims are not ready to join Prajwala as they see nothing wrong with selling their bodies to

men in return for money instead of joining Prajwala's Enterprise. Around 48% of the respondents had been re-trafficked and joined the Shelter home of Prajwala with broken bodies and 40% with sexually transmitted diseases. Only 12% had a realization about exploitation and cheating by middle men, pimps and brothel lady heads and started to join immediately after police station counseling and Prajwala's rescue team counseling process.

PRAJWALA's (Anti-Trafficking organization) efforts are fruitful to ensure the successful rehabilitation and social reintegration of survivors. Despite many challenges over the years, Prajwala has received financial support from UNICEF, International Organization for Migration, Government of India, UNIFEM, Volkart Foundation, Catholic Relief Services, Ek Disha Inc, Hilton Foundation, Give India, UNODC, Misereor (Germany), Leger Foundation (Canada), Edukans (The Netherlands), Vital Voices, Global Giving, Reliance Foundation, Philip R. Berlinski, Google, United Way of Mumbai, iPartner and Goldman Gives/Krishna Rao Family Foundation. These agencies have played a crucial role not only by being the financial backbone of the organization but also by consistently mentoring it. Prajwala's rescue approach is becoming a best practice model nationally and internationally for cross-learning and replication. Nonetheless, rescue is only the beginning of a long struggle to get the victim's life back on track after being subjected to the oppressive conditions of the flesh trade.

Table: 5 Innovative Strategies for the improvement of Entrepreneur Skills* Age

Innovative Strategies for Entrepreneur Skills	Age of the Respondent			
	10-14 Years	15-18 Years	19-25 Years	26-35 Years
Placement	6	4	5	2
Market Assessed	6	4	3	5
Socially Dignified	5	4	4	5
Skill -Oriented	3	7	9	4
Economic Options	2	2	2	4
Aptitude -Based	2	2	1	2
Need-Based	1	2	1	3

Thus, advocacy is one of the most important tasks undertaken in Prajwala. Prajwala is motivated and has taken many initiatives for long-term systemic change to happen in the trafficking sector. Through social entrepreneurship and by imparting entrepreneur skills for the victims livelihood and sustainable economic growth, they hope to produce more number of entrepreneurs from the trafficked women and result in the welfare of the society.

End Note

An earlier version of the manuscript was published in the proceeding of 6th Conference on Excellence in Research and Education held at IIM Indore in 2014.

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