



# HAMRO SAMMAN PARTNERSHIPS

## PRIVATE SECTOR ENGAGEMENT

Overview of Private Sector Engagement Approaches and Activities





Photo: Pramin Manandhar

## BACKGROUND

Hamro Samman is a five-year Counter-Trafficking-in-Persons (CTIP) project funded by the United States Agency for International Development (USAID) and the Department for International Development (UK Aid) and implemented by Winrock International. The project's goal is to reduce the prevalence of trafficking-in-persons (TIP) in 10 strategically selected districts of Nepal, namely: Kathmandu, Makwanpur, Nuwakot and Sindhupalchowk in Province 3; Rupandehi, Kapilvastu, Banke and Bardiya in Province 5; and Kanchanpur and Kailali in Province 7.

Hamro Samman engages the private sector to leverage their resources and expertise by building sustainable, shared-value partnerships aimed at sensitizing the private sector on TIP and catalyzing partnerships that improve services for trafficking survivors and those at risk of being trafficked or exploited, and promoting cross-sectoral partnerships with and between the Government of Nepal (GoN), CSOs and the private sector. Below are the ongoing areas of engagement with the business community.

## ACTIVITIES

### Jivika - Hamro Samman, Training and Job Creation Activity

#### OVERVIEW

**Jivika** (“livelihood”) is an innovative 20-month employability program designed to sustainably improve access to training, employment and entrepreneurship opportunities for Hamro Samman’s target group, namely trafficking and labor exploitation survivors and those at considerable risk. The program is especially focused on women’s economic empowerment and will target, mobilize and prioritize women — who will be at least 60 percent of the total trainees.

Jivika’s approach will cater to their needs and interests of the target group, while also drawing on market-driven approaches and training models to build sustainable partnerships and solutions.

This activity will be implemented by **SAFAL Partners P. Ltd**, a consulting and investment firm that helps to improve operations and speed up sustainable growth of start-ups and SMEs in Nepal, and **Rojgari Services P. Ltd**, which uses the employer-pays model to connect job seekers free-of-cost to employers in Nepal, bridging the demand-supply gap and building the capacity of job-seekers in the process. Hamro Samman has partnered with SAFAL Partners to sustainably improve access to training, employment and entrepreneurship opportunities for survivors and at-risk populations and with Rojgari Services to improve access to training and employment for at-risk populations that are vulnerable to human trafficking.

#### KEY ACTIVITIES AND INTENDED RESULTS

##### Deliver training and enable jobs/self-employment

Jivika partners will provide life skills training and psychosocial support along with market-aligned vocational training to ensure equal opportunity for the most vulnerable individuals. For candidates interested in entrepreneurship, there are trainings and linkages with support services to enable start-ups. Jivika implementers will collaborate with Hamro Samman’s shelter and CSO partners and other local-market stakeholders such as GoN Employment Service Centers to source and screen viable, interested candidates.



Picture 1: Jivika’s approach will cater to their needs and interests of the target group, while also drawing on market-driven approaches and training models to build sustainable partnerships and solutions.

##### Collaborate with CSOs, the GoN and employers to sustainably improve access to training, employment and entrepreneurship opportunities

In partnership with Hamro Samman and CSOs partners, Jivika partners will advocate with the GoN, especially at the provincial and local levels to mobilize public funding in support of common goals around training, employment and enterprise start-ups, helping design and establish replicable models for public private partnerships.

To bring a market-driven approach to training and placement, Jivika will assess the labor market and conduct rapid mapping of in-demand job roles and viable sectors for employment and business set-up.

Jivika partners will also help strengthen the capacity of Hamro Samman’s CSO and shelter partners to continue delivering quality psychosocial and life skills training over the long-term by upgrading training curricula and upskilling instructors.

Picture 2: Tara Bhandari representing Biswas Nepal which works with Entertainment Sector workers signing the Letter of Agreement to partner on Jivika





Provide vocational and entrepreneurship training for at least **1,200** survivors and at-risk youth with market-aligned curricula. In the process, increase awareness and exposure of the target group to key messages/information that help protect workers and prevent TIP.

Connect at least **960** training graduates to the onboarded employers for on-the-job, apprenticeship and placement opportunities. In the course of employer engagement, also promote safe and empowering workplace practices, increasing sensitization to TIP. Jivika partners will also provide post-placement support to help target groups sustain and thrive in their work and business environments.



# Hamro Samman Partnership: National Business Initiative

## OVERVIEW

Hamro Samman's partnership with the National Business Initiative (NBI), onboarded in August 2018, is aimed at increasing business sensitivity and action on CTIP; promoting inclusive and ethical recruitment and labor practices; and bringing about behavioral change amongst key market players through awareness programs.

Hamro Samman's partnership with NBI has led to strengthening of capacity and networks to raise awareness and mobilize the private sector on TIP, also deepening and expanding their relationships with CSOs and the private sector in Hamro Samman target districts. To date, this partnership has led to at least 300 private sector representatives sensitized and oriented on TIP in five districts, including through a two-day national Responsible Business Summit in Kathmandu and co-creation workshops. Similarly, research and mapping on private sector services, which can be availed by TIP survivors and at-risk groups at subsidized rates or free-of-cost, have been completed in five target districts, leading to the development of a service catalog with preliminary commitments from about 75 companies.

The activities outlined below are designed to continue harnessing NBI's expertise and influence selected members to drive and scale innovations at the intersection of business interests and anti-human trafficking initiatives and augment other Hamro Samman programs and partnerships.

## KEY ACTIVITIES AND INTENDED RESULTS

### Scale-up Private Sector Service Mapping and Engagements with CSOs and the GoN to Strengthen Referral System

The Ministry of Women, Children and Senior Citizens (MOWCSC) manages an Online Service Directory that lists a range of services available from government entities and CSOs in 16 districts. A more comprehensive and accessible referral system at the national, provincial or local level that interfaces with various actor, and brings the private sector, CSO and GON services in the same platform, can provide a reliable need-based service to survivors and their families and enable more effective recovery and reintegration as well as aid protection and prevention of trafficking. This referral system is envisioned as a digital platform that facilitates secure and prompt cross-sectional information-sharing for stakeholders involved in rescue, rehabilitation and reintegration of survivors. The referral system may ultimately be owned and managed by the government or a suitable CSO or business network to ensure sustainability.



Picture 3: NBI convened the National Association for Foreign Employment Agencies and its members to discuss solutions with Government representatives of relevant ministries and departments

To date, NBI has completed mapping and private sector engagement in five districts -- Kathmandu, Makwanpur, Rupandehi, Banke and Kailali. The next phase of NBI's engagement with Hamro Samman will be designed to complete mapping in all 10 districts by September 2020. NBI will update and share the private sector service catalogue and seek cooperation from other Hamro Samman CSOs, Go, and private sector partners to build an integrated tech-based referral system and collectively advocate for its adoption by the GoN at the national, provincial or local level.

Similarly, to elevate private sector leadership and boost cross-sectoral collaborations on CTIP, NBI, in coordination with Hamro Samman, will facilitate and support private sector representation at selected local or provincial-level Committees for Controlling Human Trafficking (CCHT).

### Operationalize the Responsible Business Alliance Nepal to Sensitize and Catalyze Improved Private Sector Services and Boost Cross-Sectoral Collaborations

In July 2019, the Hamro Samman project and NBI partnered to create and launch the **Responsible Business Alliance Nepal**, a strategic alliance of progressive businesses and professionals who joined forces to collectively extend their expertise, financing, market access, advocacy and technologies to meet development and social objectives like CTIP, while also furthering their core business goals. The Alliance builds on and seeks to enrich NBI's network to improve knowledge and awareness about human trafficking in Nepal among vulnerable populations and companies; to promote skill-building and job placements and linkages; and to promote responsible business practices amongst its members and other businesses to reduce the risk of exploitation and human trafficking.



Picture 4: Convening of progressive business leaders to establish a multi-sectoral Responsible Business Alliance Nepal

In line with the recommendations from the 2019 Bali Process, the Alliance adopted the AAA Framework — Acknowledge the problem, Act to strengthen and implement practices and policies, and Advance efforts — as their model of engagement.

Working in close collaboration with Hamro Samman’s other private sector partners NBI will inject energy and inspiration, clarify goals and improve understanding of the nexus between TIP and the private sector to unite and mobilize the private sector. In an effort to insti-

Picture 5: Sanam Shakya representing Nepal Handicraft Association and Bal Kumari Darlami, CEO of Shakti Handicraft Workshop, discuss product design driven by market demand and trends



tutionalize the Alliance and maximize its impact, NBI will draw on the expertise, tools and experience of the likes of the Mekong Club, a Hong Kong-based firm, to equip the Alliance and NBI’s networks with the knowledge, inspiration and networks needed to build and execute an effective roadmap and to catalyze stronger partnerships on CTIP. The Mekong Club is also running a training-of-trainers workshop for selected private sector representatives to further the Alliance and its goals and build TIP sensitization capacity in the private sector. Examples of intended outcomes in 2020 include:

- Pooled CSR fund conceptualized and established to support enterprise start-ups by survivors and at-risk youth;
- Employers sensitized and onboarded to inject inclusive and responsible recruitment and retention practices to create opportunities for training and jobs for survivors and at-risk youth. As part of this, NBI envisions training recruitment agencies on TIP and responsible recruitment practices.

Private sector communications and marketing platforms leveraged to disseminate Hamro Samman’s communications content for collective amplification to ensure widespread reach and influence.



Photo: Pramin Manandhar

## Hamro Samman Innovation Challenge:

### OVERVIEW

Hamro Samman works to reduce the prevalence of trafficking by exploring and promoting dynamic partnerships, innovative approaches and new technologies to counter human trafficking. Launched in July 2019, the **\$150K Hamro Samman Innovation Challenge** is working with innovators and problem-solvers to generate new or adapted technology-enabled tools and approaches that address risks faced by TIP survivors and those at risk, by achieving one or more of the following outcomes:

1. Improve access to safe and viable skill development and employment in targeted sectors/industries that have employment growth potential in Nepal. The solution should build in protections to ensure that the users, especially women, will not be trafficked.
2. Strengthen information solutions to raise awareness and influence behaviors of key actors including migrant workers, aspiring migrant workers, workers in the entertainment industry, trafficking survivors and /or other populations at risk of being trafficked.
3. Establish an independent mechanism (such as a rating mechanism) to hold recruitment companies or businesses in the entertainment industry accountable.

The Challenge is currently in the final stage of awarding and onboarding up to three Challenge winners, who will receive catalytic grant funding, tailored mentoring and potential start-up or scale-up equity from Hamro Samman private sector partners on the Challenge: **Fusemachines Nepal, IFC's Business Oxygen Fund** and **SAFAL Partners**. Designed to generate need-responsive and commercially successful innovations, the Challenge Fund enables human-centered design thinking and system-wide collaborations for the winners to build partnerships and leverage support from key private sector and CSO actors. These partnerships are expected to start by April 2020.



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This document is made possible by the generous support of the American people through the United States Agency for International Development (USAID) and the British People through the United Kingdom's Department for International Development (UK aid). The contents of this report are the responsibility of Winrock International and do not necessarily reflect the views of USAID or the United States Government or UK aid or the United Kingdom Government.