

Pilot Project to Eliminating Human Trafficking in Thailand

FROM: Group 12

ATHGO INTERNATIONAL Miracles of Development: Good Governance and Capacity Building

SUBJECT: Eliminating Human Trafficking in Thailand

I. Action Forcing Event

The events and purposes that warrant action in the development of our business model is the issue of human trafficking in Thailand. Trafficking is defined as the illegal trading of human beings for the purpose of exploiting their labor.

Approximately 80,000 women have been sold into Thailand's sex industry since 1990. The use of children as a service for the purpose of cheap labor or sex has become a lucrative trade around the world. We are trying to help women get out of human trafficking and trying to include these women in need of income into the programs already instituted in electronic companies such as Sony that solve the electronic recycling issue. This is also an opportunity to have a democratically run women's cooperative. More positive aspects of this business model include worker ownership, Democratic Institution, Incentives, worker and business productivity, employment, and elimination of corruption in the workplace. We identified Sony Corporation because of its recycling philosophy and efforts with their Green Management 2010 plan which is focused on reusing and recycling materials and products they manufacture.

II. Background/ Analysis

The reason our business model will be exceedingly successful is because we are not only educating women on other legitimate and safer ways for receiving income, but we are providing them with a job source that will essentially sustain them throughout the future. There has never before been a successful collaboration between the public sector and the private sector in Thailand targeting Human trafficking. There have been other attempts in other industries around the world, for example the Ogden Corporation in Paraguay when the company utilized scientific management in the textile industry which was ultimately successful.

III. Business Model

In order to provide alternate options for the women involved in human trafficking, our Co-op will provide for food, shelter, medical care and counseling to lend a safe haven for those women in need. With job at Sony, these women we will be provided with training encompassing literacy, technical problems, financial concerns, and possible career options for the future. The length of this training will last 3 months. Information and Communication Technology will be incorporated in the training of these women. By educating Thai women, Sony will be provided with educated workers that will effectively aid in the recycling process of electronic pieces. This Model will not only be beneficial to the population of the country of Thailand, but it will also benefit large electronic companies by providing literate employees and these women will benefit and have a healthier lifestyle. Long term, we hope to not only reach those women who have been affected by trafficking, but we will also provide mentors to young women in Thailand. Our Business partners include Sony for the women's jobs, Thai Red Cross Society for healthcare, Dole for food sources, Bangkok University for technical and business training, and Bangkok Bank for financial stability.

If successful, possible expansion will occur providing housing options for the children of these women selected by our Co-op. Until that time, part of the selection process will include if or if not the woman has children. Some barriers that can make this Co-op unsuccessful is the proper development of a feasible selection process, effectiveness of training, how lucrative the jobs provided turn out to be.

IV. Projection

A performance based wage will be offered to these women who work for the company recycling these electronic pieces. Revenue will increase overtime due to market demand. Our goal is to select 100 women who will live and train in our Co-op and successfully continue their career in the industry in Thailand. We expect there to be a depreciation in the physical capital that we initially invest in. We also expect steady profits from Sony Corporations as well as the IT industry to continue to expand in Bangkok.

Projected Start up costs: \$500,000.00

Operating costs per year: \$150,000

Projected Profits for the Cooperative for the first year: \$150,000

Benefits to Sony: Improved Brand reputation due to recognizing social responsibility.

V. Group's Role

In order to be successful, the organization will need a large staff. There will need to be analysts, strategists, researchers, teachers and health professionals.

Works Cited

- http://thailand.prd.go.th/view_inside.php?id=3534
- [http://www.no-trafficking.org/content/Country Pages Thailand/work thailand.htm](http://www.no-trafficking.org/content/Country_Pages_Thailand/work_thailand.htm)
- <http://www.no-trafficking.org/content/FAQ/faq.htm#q1>
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