

# Promoting Public-Private Partnership through Kafé Mukti

I O M M R F D H A K A



*Kafe Mukti at the Department of Social Services*



*Kafe Mukti at the Department of Women Affairs*



*Kafe Mukti at the Bangladesh Government Secretariat*



IOM Dhaka as part of its Counter Trafficking interventions has set up the Kafé Mukti (Freedom Café) initiative under the 'Prevention and Protection of Victims of Human Trafficking in Bangladesh' (PPVHT-B) project, supported by the Governments of Norway and Denmark. The Kafé Mukti initiative has been designed to ensure economic reintegration of the victims of trafficking and empowerment of vulnerable women through active involvement in business ventures.

The brand name 'Mukti' (meaning freedom) rightly demonstrates the economic emancipation of the women by returning to them their dignity and lost status in the society.

Under this innovative project, four kiosks have

been launched in different government and private institutions, employing survivors of trafficking to provide them with an income generating opportunity.



*Serving coffee to university students*

This model has brought together and aroused the interest of different stakeholders, including the Government, NGOs, multinational and national corporate houses. This innovative model is the demonstration and promotion of Public - Private Partner-

ship (PPP) in Bangladesh.

In the beginning, several victims of trafficking and other vulnerable women were selected from shelter homes managed by various NGOs and Government in the country. They were then provided psycho-social counseling and training in managing small cafeterias/kiosks.

Out of the 22 women who were initially trained, two were first chosen to run a small kiosk, *Kafé Mukti*, in the premises of a private university,

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North South University in central Dhaka.

IOM provided the cost of setting up the kiosk, and provided the initial capital for the women to run these kiosks. These



**Guests enjoying cups of coffee**

women are in turn being supervised by a supervisor from an implementing NGO, whose responsibility is to support and monitor the management of the kiosks.

At the same time, the large and well-known food giant, Nestlé, provided in-kind contributions in the form of vending machines and a sub-



**Opening function**

stantial amount of raw materials, pre-mix and cups.

Witnessing the initial success of the first kiosks, three other kiosks were set up in three different government premises, namely the Secretariat Building of Bangladesh, the Department of Women Affairs and the Department of Social Services.

Each kiosk is managed in exactly the same way as the first. The largest kiosk resides in the hub of Home Ministry, the Secretariat Building and generates the most revenue and is also initiating the most interest among various corporate houses. The world known beverage giant, Pepsi has donated a refrigerator in order to promote the sales of cold drinks in the kiosk, while a local real estate company, Praasad Nirman, has committed to build a roof top cover and add to the aesthetics around the area due to the ensuing weather conditions.

This innovative project is expected to reach out across the country, with the continued support from the key stakeholders.

The sustainability of these kiosks will be ensured through revenue



**Handmade snacks at the kiosks**

generation. Any retained profits will be used to develop additional Kafe Mukti kiosks or potentially in the long term, other initiatives of small scale businesses by vulnerable women in Bangladesh. Through this process, women are not only de-stigmatized but are both economically and socially empowered by being reintegrated into the mainstream society.

It is envisioned that in the long term, the profits generated will be pooled into the establishment of a foundation, named Mukti Foundation. These funds



**Girls at the kiosk**

will later be used to develop not only kiosks, but different trade ventures, ranging from laundries to mini hotels.

The key beneficiary group will continue to be survivors of trafficking and their children as well as other vulnerable women, providing them a realistic process of establishing sustainable income-generating work.

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