



PRAJWALA HAPPENINGS

Knowledge → Reflection → Action

Volume 7

Monthly Newsletter

July 2026

This Month in Impact

- 1 Renewal of the Telangana State Anti-Trafficking Policy following sustained advocacy efforts
- 18 Victims assisted in removal from places of exploitation
- 28 At-risk women supported through employment/self-employment
- 12 Survivors placed through employment/self-employment initiatives
- 5 Transgender persons exited street-based prostitution and secured alternative livelihoods
- 16 Survivors safely reintegrated with their families
- ₹0.75 Lakh Interim Compensation accessed by 1 child survivor
- 86 Sex buyers counselled and pledged to not buy sex again
- 225 World Day Against Trafficking in Persons programmes organized in collaboration with Prajwala trained front line workers

A NEW FACE OF TRAFFICKING

Who is Really Behind the Scam?

When we receive a fraudulent message or hear about an online financial scam, we often think about the criminal behind it.

But what if the person behind the scam is also a victim?

*As we observe World Day Against Trafficking in Persons, this year's theme, "**Trapped Behind the Scam**," urges us to look beyond the crime and recognise the growing reality of cyber-enabled human trafficking, where people are deceived, trafficked across borders and forced into online scam operations.*

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"SHE BELIEVED A PROMISE OF A BETTER FUTURE. INSTEAD, SHE FOUND HERSELF TRAPPED IN EXPLOITATION, FAR AWAY FROM HOME AND WITH NO ONE TO TURN TO. YEARS LATER, THE SAME YOUNG WOMAN IS PURSUING HER EDUCATION, WORKING TOWARDS HER DREAMS AND INSPIRING OTHERS THROUGH HER COURAGE. SOMETIMES, HOPE BEGINS WITH SOMEONE BELIEVING IN YOU BEFORE YOU CAN BELIEVE IN YOURSELF."

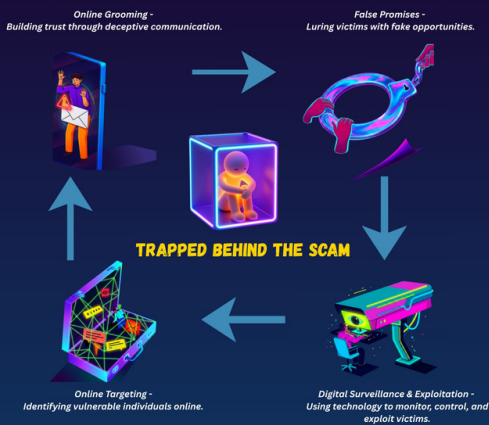
[Read her Story inside on Page 4](#)



POLICY
To Combat Human Trafficking for Commercial Sexual Exploitation

**The new
Telangana State Anti-Trafficking Policy**

**WORLD DAY AGAINST TRAFFICKING IN PERSONS
2026**



**"Trapped Behind the Scam" in
observance of the World Day Against
Trafficking in Persons 2026**



**Student Committee Meeting
at Learning Centres**



**Founder delivering the keynote address at the
Asia Region Anti-Trafficking Conference, Thailand**



**First batch of trainees
receiving their National Trade
Certificates upon successful
completion of the one-year
ITI course**



**World Day Against Trafficking in Persons programme at Anakapalli District bringing
together government officials, frontline workers, law enforcement, and school children**



**Address by our Founder at the
Telangana Police Academy on the occasion of the
World Day Against Trafficking in Persons**



**Daily Meditation Sessions
for residents**



**Completion of legal trials through
the Victim Assistance Unit**



**2nd Quarter Appraisal of all interventions
conducted by Governing Body Members**



**First ETU training completed by transgender
participants, opening pathways to dignified livelihoods**



**Distribution of Tailoring machines
to transgender participants
promoting self-employment**

TRAPPED BEHIND THE SCAM

"Every message promising a better future does not always lead to one."

Every year, 30 July is observed as the World Day Against Trafficking in Persons. This year's theme, "Trapped Behind the Scam," reminds us that human trafficking is constantly changing. Today, traffickers no longer rely only on physical movement or face-to-face deception. Increasingly, they use technology, social media and fraudulent recruitment networks to lure people into exploitation.

A message offering employment abroad. An attractive salary. Free accommodation. A chance to support one's family.

What appears to be an opportunity can quickly become a carefully designed trap.

This growing form of cyber-enabled human trafficking targets people's aspirations rather than their fears. Victims are recruited through deceptive online advertisements, messaging platforms and fake recruiters. Once they leave home, many discover that the promised job never existed. Instead, they are confined, stripped of their passports and freedom, and forced into carrying out online financial scams under threats, violence and constant surveillance.

Perhaps the most difficult reality to understand is this: The person behind an online scam may also be a victim.

Forced to commit crimes. Unable to escape. Living under fear.

Their freedom taken away long before someone receives a fraudulent message.

As trafficking evolves, our understanding must also evolve. Human trafficking is no longer confined to sexual exploitation or forced labour alone. It increasingly includes trafficking for forced criminality, where technology has become both the tool of recruitment and the means of exploitation.

The question before us is no longer simply: How do we stop scams?

But rather, How do we prevent people from being trafficked into committing them?

The answer begins with awareness.

It continues through responsible recruitment, informed migration, stronger international cooperation, survivor-centred protection and coordinated institutional responses.

As we observe World Day Against Trafficking in Persons, this year's theme reminds us that behind every online scam may be a human story of deception, coercion and exploitation. Recognising these emerging realities is the first step towards ensuring that technology becomes a tool for opportunity—not exploitation.

"The greatest deception is not the scam itself. It is the false promise of a better future that becomes a pathway to exploitation."

FINDING HOPE BEYOND BORDERS

When Kaja lost both her parents at a young age, life became uncertain. Raised by relatives who struggled to care for her, she grew up with limited opportunities, little emotional support and was unable to continue her education. Feeling isolated and searching for hope, she connected through social media with a man originally from Bangladesh and settled in India. He appeared caring and understanding. Over time, he patiently filled the emotional void in her life, gained her trust online and promised her employment and a better future in India. Believing she had finally found someone who genuinely cared for her, Kaja crossed the border—only to discover that the promises were a deception. She was trafficked and went through exploitation across multiple locations in different states.

When Kaja was rescued and admitted to Prajwala, she carried deep emotional scars. She found it difficult to trust others, struggled with addiction and often expressed her pain through anger and self-harm. Having endured prolonged exploitation, she had come to believe that this was the only life she was meant to live. Healing was not immediate. It took months of de-addiction support, individual counselling, group therapy, trauma-informed care and peer support before she slowly began to believe that life could be different.

Over time, Kaja discovered her confidence and purpose. She actively participated in life skills sessions and vocational training under the Economic Rehabilitation Programme, where she trained in welding. A quick learner with remarkable determination, she became a peer counsellor in the shelter, completed her training in welding becoming a full-time staff member, thus, encouraging and supporting other women on their own journeys of recovery. Her leadership qualities, eagerness to learn and growing confidence became evident in every opportunity she embraced.

Her courage extended beyond her own rehabilitation. She gave testimony during the legal proceedings, contributing to the arrest of her trafficker. She also confidently shared her experiences at a consultation programme, advocating for stronger cross-border measures to prevent trafficking, protect women from online deceptive recruitment and ensure support for victims.

Following the completion of all legal and statutory procedures, Kaja was safely repatriated to Bangladesh through our partner organisation. Today, she stands on her own feet—having completed her education, secured employment, and set her sights on becoming a police officer. Her journey shows the remarkable transformation of a young woman who once believed she had no future but now looks ahead with confidence, purpose and hope.

Trafficking often begins long before exploitation itself. Today, traffickers increasingly use social media and online platforms to identify vulnerable individuals, build emotional trust and create false hopes of love, employment or a better future. With compassionate care, opportunities to learn, and the belief that every individual deserves a second chance, lives can be rebuilt with dignity, confidence and hope.

If You Would Like to Support

Every survivor's journey is unique. Healing often requires long-term counselling, education, skill development, livelihood opportunities, legal support and, where necessary, safe repatriation and reintegration. Your support helps Prajwala walk alongside survivors as they rebuild their lives with dignity, confidence and hope.

To support, [Donate at https://prajwalaindia.com/donate](https://prajwalaindia.com/donate)