

# MISSING LINK TRUST

THE JOURNEY BEGINS!



## It is a long way ahead...

**This year,  
we looked at:**

ESTABLISHING  
SOCIAL MEDIA  
PRESENCE

And there is a lot to do! Our drive to engage the public on the rising issue of sex trafficking continues. We are now official and much more structured under the Missing Link Trust. We see ourselves innovatively using art and technology for creating a deeper impact and moving from beyond empathy to create a ripple of change in socio behaviour in this space.

India has seen a 133% rise in sex trafficking of young girls in 2013 & 14. Trafficking is a market driven crime. The demand leads to the escalation of the supply. We are using technology through smart phones, to engage the public on the role they play in this issue. This is making us the change makers on this issue. 36% of all Indian mobile phone users currently own a smartphones. Even if we target that section, it creates a huge impact for awareness on human trafficking. Even though the trust was formed in October 2015, we have targeted the vibrant and dynamic social media space to kick start our campaign. On the other end, we also take tiny steps at grassroot level by providing training to a small batch of vulnerable women in Kultali to stand on their feet and avoid the trap of trafficking. We look at 2016-17 with great excitement to fruitify our plans.

The invaluable support from our partners, donors and collaborators help us to continue our relentless drive to spread awareness on the heinous issue of trafficking for sex.