

1098
#missinggirls



MISSING LINK TRUST

FY16-17 OVERVIEW & REPORT

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ACTIVITY REPORT FY16-17

MISSING is a Public Art and Awareness Campaign that focuses on creating a sensitized, subconscious awareness about sexual trafficking across civil society. It uses the simple and powerful visual imagery of a silhouette against an urban skyline to engage the public.

Our approach focuses on the first P of the UN's 4P strategy against trafficking: Prevention, through awareness. Prevention, as of now, is being conducted mostly by NGOs within their area of operation and mainly to prevent second generation prostitution. Although the government, NGOs and police are doing intensive work in the field, there exists a deep vacuum when it comes to public awareness on the magnitude of the issue. Both at the rural level, which generates the supply and at the urban level, which creates the demand for the girls. This vacuum is what MISSING is targeting through its awareness campaign.

The Awareness Campaign aims to bring this issue out into the open in a non-preachy, interactive and thought-provoking the way, using public art installations, stencils and the Game app.

Missing aims to fight Human Trafficking by making the civil society aware on the issue of trafficking and on the plight of the trafficked victim. Human Trafficking is done in a much organised manner and to fight it organisations must work hand in hand.

Millions of girls and women are forced into living in inhumane conditions of brutal violence and repeated rapes because there is a market created by men who buy sex. Trafficking is a market driven crime & the demand leads to the escalation of the supply.

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The medium used will be Awareness Session, Stencil art work and Missing Game primarily.

KEY ACHIEVEMENTS OF THE YEAR

1. Rural Awareness

The Missing Link Trust undertook an extensive rural awareness among schools in West Bengal with the Women and Child Development Ministry. The campaign aimed to bring the issue of trafficking out into the open in a non-preachy, interactive and thought-provoking way. The medium used were interactive sessions, stencil art work and the Missing game app.

The Awareness campaign will be carried out with the school going youth. The campaign aimed through the public high schools in South 24 Pargana, North 24 Pargana and Kolkata. Prior permission from the school will be taken and the awareness campaign will be conducted with the students of 8th standard and above. The programme covered more than 35 schools in rural West Bengal and reached out to more than 2500 students in the vulnerable age group.

Objectives of the rural awareness campaign:

To have sensitized and aware civil society about sex trafficking.
To create a mass movement to end trafficking.

Target Area: South 24 Pargana, North 24 Pargana and Kolkata.

Target Population: School going youth, school teachers and the general public in South 24 Pargana, North 24 Pargana and Kolkata.

RURAL AWARENESS

The program initiated in March, 2017 in South 24 Pargana region. The first two weeks of March was invested in identifying and mobilising youth volunteers and in preparing a Facilitators Guide to support the person conducting the awareness session. With the support of Kaikhali Samadhan Samity, a local NGO in the region two teams were formed comprising of local youth to conduct the awareness campaign.

On 18th March '17 training was conducted with the 2-teams with the aim to understand human trafficking and the approach to the awareness campaign.

The awareness campaign will be conducted via Public High School focusing on standards 8th and above. In March '17 eleven schools were covered and through the 11 schools 2053 children and youth were directly made aware on the issue of human trafficking using the awareness session.

The awareness was taken in the community through the stencil art. The school going youth along with the facilitators made the silhouette in location of visibility in the community. The stencil art in itself speaks a lot and has the child-line contact number 1098.

'It feels horrible to think about the plight of the girls, I never knew about it.' 'How can such things happen?'

'From our village as well some girls went missing and now no one knows where she is'

The response of the school children was encouraging, many said that it was informative and shed light on the social evil of human trafficking. To many the awareness session was a realisation that trafficking of girls and women is taking place from their village as well.

RURAL AWARENESS

In April 3 - team in North 24 Pargana District was first identified and trained. From 6th April the team started with getting the permission from the school to conduct the awareness campaign. The first awareness campaign in North 24 Pargana was held on 12th April in Eastern Standard School and Gukulpur Madrassa wherein 80 and 35 students participated respectively.

In April a total of 24 schools were covered in North 24 Pargana and 6 schools in South 24 Pargana. 2356 children and youth benefited directly from the awareness session. According to the school teachers the awareness campaign is an eye-opener to human trafficking. They never knew about it as a world problem and that so many girls and children throughout the world get trafficked and pushed into the darkness of sex industry.

Key Observations:

The awareness campaign has provided the local youth to actively participate and involve in local development. The local youth conduct the anti-trafficking awareness campaign and have become the face of the entire campaign in the local community

Personal development of the youth volunteers is taking place. The youth volunteers have never held a microphone and taken talk to a crowd of people. They never knew Trafficking closely and the gravity of the issue. Now they are conducting the awareness session in front of 100 children and youth. They are making people in the community aware of the issue and taking leadership in the local level.

Children are aware of which girl is missing from the village. The awareness campaign was a realisation that she might have been trafficked. They too can get trafficked, only way to protect oneself is to be aware. The school have been supportive to the cause. Teachers participate and support in managing the children.

The stencil art project is a constant reminder on trafficking and missing girls. It makes people think on the issue of missing girls and make The campaign has made children and youth aware of the child-line contact number 1098.

MISSING GAME

One of the most important achievements of the year for Missing Link Trust was the development of the MISSING game. MISSING Game For A Cause is a role-playing game designed to put players in the decision-making seat to make choices and assess risks to experience what a 'missing girl' goes through when she is trafficked into the cruel world of prostitution; a world into which millions of girls are lost every year. The gameplay and storyline invoke discomfort in the player through the intensive and claustrophobic experience of being in the victim's shoes.

is a first of its kind game built on the Unity platform to be translated in Indian vernacular languages. This puts MISSING as an innovator and changemaker in leveraging technology in a unique way to bring about long-lasting social change. The game, much like MISSING's other initiatives, focuses on raising awareness and thus prevention of sex trafficking.

The game is a combination of adventure, puzzles (environmental and micro management) and RPG. It is developed in a responsive format so that it can be released on multiple platforms.

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India is set to have 530 million smartphone users in 2018. Primarily, the game is targeted at Android, IOS and PC and is easily playable for anyone with access to a smartphone. This gives us the ability to reach and create awareness amongst a vast and varied, urban and rural audience through the vernacular localization of the game. The game has the potential reach of millions in all parts of the world, and most importantly in remote areas where other traditional means of awareness generation cannot penetrate with ease.

The storyline for MISSING Game for a cause was formed on the basis of interviews with trafficking victims and survivors.

LIVELIHOOD AND SHORT FILM

LIVELIHOOD

We have also started the groundwork and planning for the framework of creating a rural livelihood project in Kultali. The aim of this social enterprise will be to train the vulnerable women and girls in the affected area of Kultali in stitching, embroidery and bag making and make them financial independent for them to avoid falling into the dark trap of trafficking. We started this year with the beginning the on-ground survey of Kultali and Madhusudanpur by recruiting and training local women to act as survey officers and gather relevant data to back the project.

SHORT FILM

Human trafficking is world's 3rd largest organised crimes after drugs and arm trade. Sexual exploitation (79%) is by far the most commonly identified purpose of trafficking in persons, followed by forced labor (18%). Women and children are most vulnerable to trafficking throughout the world. 2/3rd of the victims of trafficking are reported to be women. One of the most effective way to reach out to people is through visual impact. Missing Link Trust create a short awareness film to run a social media awareness campaign to create a buzz and open dialogue on trafficking among various stakeholders.

ANNUAL EXPENDITURE

Income

9,92,815

**Donations +
government grant
+ other income**

Expense

1,93,729

**Rural Awareness +
Livelihood**

Expense

5,40,243

**Missing game +
reserve for game
promotion**

Expense

2,58,843

Short film + others