



Missing Public Art & Awareness Campaign

2017 - 2018 Campaign Report
+ 2018 - 2019 Vision

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Awareness on trafficking is key to prevention.

Hello Friends!

It's been roughly two years since we launched the Missing Public Art Campaign & all our work is now conducted under the Missing Link Trust since October 2015. Much has been done and there is a lot to do! Our drive to engage the public on the rising issue of sex trafficking continues. Missing has very innovatively used art and technology for creating a deeper impact and move from beyond empathy to create a ripple of change in socio behavior 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. Our actions can have deep ripple effects. The most common example I give is the porn industry, which is ripping the social fabric of how the current generation consumes and shapes up their attitude towards women and sex.

Partnership is UN's 4th 'P' for the universal fight against trafficking. Your support and partnering with the Missing Campaign will not only make it stronger and more effective in its reach, but it will also give our partners an opportunity to have a share in our visual, high impact, outreach programmes.

Leena Kejriwal
Founder, Missing Public Art Campaign



We Grew Stronger.

Highlights of 2017 - 2018

#1

750,000 people installed the Missing Game For A Cause



70+

Countries

12

Languages

1/2 million

Organic Downloads



In 2016 we launched the MISSING Game For A Cause which puts you in the shoes of a trafficked victim. For the first time trafficking was brought to a digital audience and a gaming environment in this way.



#2

20 women started their journey to financial independence

We ran a pilot livelihood program that benefits both trafficking survivors and vulnerable girls in a high-trafficking areas. We mentored 20 girls for tailoring 2 in videography.

#3 4000 students educated on the issue of sex trafficking



MISSING joined hands with the Women and Child Development Ministry, NGOs and worked independently on a ground campaign to **combat** trafficking in 3 districts of West Bengal. Our classroom awareness program aims to educate children on the issue and create an environment that enables conversation on a topic that is otherwise taboo at home.

#4 A 14 City Pad Yatra

Members of the MISSING Team marched on foot from Ranchi to New Delhi on an awareness raising journey. The pad yatra engages the crowd through the powerful medium of nukkad natak as well as the MISSING silhouette stencils, a strong metaphor of disappearance.



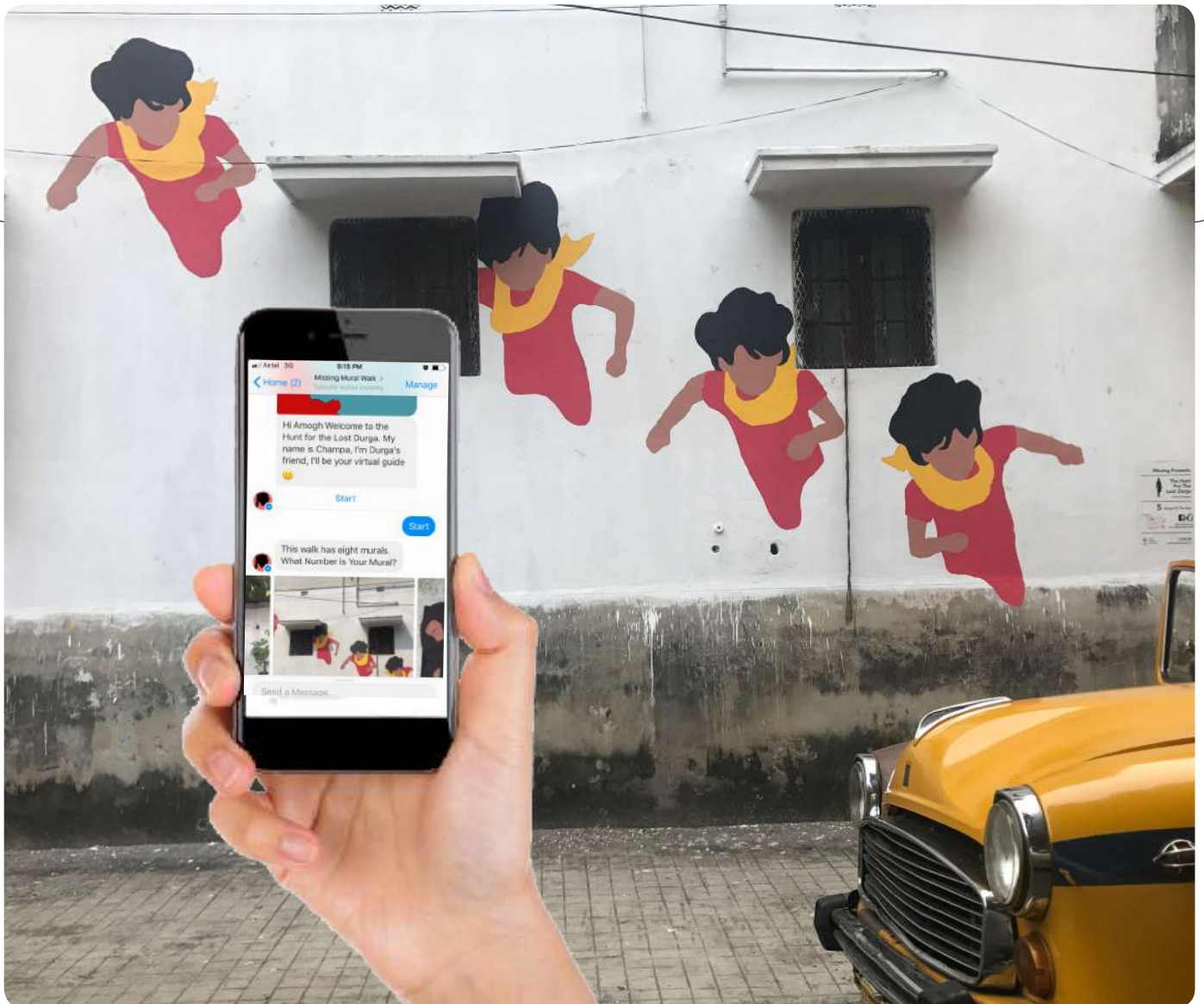
#5

The world's first mural walk with a chatbot

The MISSING mural walk is a 6 city guerrilla art project to start a dialogue with urban India about sex trafficking. Each city will have its own set of murals and chatbot narrative. The murals invite viewers to talk to the art work via a facebook chatbot. We successfully implemented this initiative in our first city (Kolkata) in September 2017 and we are excited to expand to 5 more metros.

This is intelligent art. It really involves the viewer in this conversation ... and in a way that hasn't happened before. //

- International Justice Mission





#PowerMoves Only in 2018

MISSING has been working tirelessly to spread awareness on the issue of sex trafficking throughout India and around the world. We received support from many dedicated organizations last year. We strongly believe that in the coming year, with support and collaborations with existing and new organisations, The MISSING Campaign can take its fight against trafficking to the next level.

Human Rights . Gender Empowerment . Sustainable Development . Innovation

Powermove 1

Smartphones to drive social change

Agenda:

- Pan India launch of the MISSING game in vernacular languages making the game available in 11 languages.
- Creating inroads and reaching out to the massive rural audience having mobile connectivity,
- Large scale marketing exercise through awareness yatras across 28 states,
- Rural school awareness programmes and DIY stencil kits

Target audience: digitally enabled semi urban and rural audience in tier 2, tier 3 and villages in India

Tie-up benefits:

1. Mention as Missing's partner for rural awareness in all communications
2. Opportunities to have stalls, standees, leaflets in all markets during the yatra
3. Mentions in all media communication

Support Us:

Rs. 8 lakhs for the yatra.

Rs. 4.5 lakhs rural school awareness programme, including DIY stencil kit

Powermove 2

Urban School awareness programme

Agenda:

- Outreach programme in urban schools and universities through an awareness module as a part of curriculum.
- Each awareness session will culminate into the formation of the antitrafficking club; an online club encouraging members to participate in activities raising awareness on the issue among their communities
- Aim to reach more than **500** urban education institutes by the end of the next year with more than **3500** members in the anti-trafficking club.

Target audience: digitally enabled urban young adults, teens and university students using smartphones and laptops extensively.

Tie-up benefits: 1. Mention as Missing's partner for urban school awareness in all communications 2. Opportunities to do surveys and collect data among the target audience 3. Mentions in all media communication 4. Logos on rewards under the anti trafficking programme.

Support Us:

Rs. 5 lakh for outreach and marketing in the first year

Rs.8 lakh for rewards under the anti trafficking programme.

Powermove 3

Interactive Public Art

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Digital Intervention

Agenda:

Missing will place interactive silhouettes at prominent places across Mumbai. Missing will also paint murals on highly visible private and public spaces. Target cities include Mumbai, New Delhi, Hyderabad, Bangalore and Chennai. This year will also see murals and installations come to life through the Missing Augmented Reality App for an immersive experience.

Target audience: people living across these highly populated cities and visitors/tourists. Global audience through online PR campaign as it will be first campaign of its kind.

Tie-up benefits: 1. Partner to a highly visible campaign that will have big PR push resulting in national as well as international coverage 2. Opportunities for AR companies to also come on board as collaborators, in addition to sponsors to showcasing AR work 3. Mentions in all media communication

Support Us:

Total project cost will be 40 lakhs. For installations 22 lakhs. For Murals Rs. 3.5 lakh for for each city. Rs. 18 lakh for all 6 cities (including Kolkata).

Powermove 4

Social Enterprise

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Livelihood

Kultali Block is one of the 29 blocks of South 24 Parganas under the Baruipur Sub-Division. It has been observed that a huge number of girls and women get trafficked due to poverty and lack of alternate gain-able livelihood options available. The social enterprise project aims to empower vulnerable girls and build their capacity to become self-reliant through stitching and tailoring skills.

Agenda:

Missing Link Trust has been working in Kultali for over a year and based on our prior work we will identify adolescents/ women who are trafficking survivors or women who are vulnerable due to poverty, lack of education and awareness. One year training courses on tailoring and stitching to the selected beneficiaries will be provided by experts in the area. Missing Link will further identify and connect the group with the market so that they get hands on training while simultaneously earning an income.

Further, once the training programme is over MISSING will ensure that the beneficiaries are steadily connected to the market, earning a stable long term income.

Partnerships: For this project, Missing Public Art Campaign aims to get intent and later support through a systematic process once the enterprise is has reached execution stage in 2 months.

#EndDemand With Us

A Mutually Beneficial Collaboration

Sustainable Outreach



Compliant with Companies
Bill 2012



Result Oriented and Scalable



Brand Visibility



Builds Social Capital &
Partnerships



Amazing, inspiring and infectious in a very good and notable way. The German consulate has collaborated with the campaign on multiple initiatives such as the public art projects and rural grassroot programs. We'd be more than happy to join forces again for such an important social cause"

– Jürgen Thomas Schrod
Deputy Consul General of Germany in Kolkata

Let's Get In Touch

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