

# MISSING LINK TRUST

2019-20

---

A world where every girl is safe from sex trafficking

---



**MISSING**

# FOREWORD

Hello Friends,

We have been talking about these unprecedented times for the last three months now. And it has affected all of us. There have been discussions of a new world order and some who say nothing much will change. But, one thing is for sure, it has given us the pause and forced us to take stock of what was and what might be, something which most of us didn't have the luxury to do.

At Missing, we were forced to address a burning issue that had already started to build up in our conversations and awareness sessions with children; Cybersex trafficking. According to the National Center of Missing and Exploited Children (NCMEC) of America reported that 25,000 cases of suspected child pornography were uploaded from Indian in the last six months.

We realized that children were spending an unparalleled amount of time online within a few days of the lockdown. This put us into high gear mode on creating awareness on cybersex trafficking through our social media campaign and building a cybersafety module. We had the good fortune of collaborating with experts in the field and collating the module with which we are going to reach as many children as possible, both online and offline.

**Our work for prevention of trafficking takes a 360-degree approach with our national school awareness programme which deals with systematic awareness through innovative methods, leading to systematic prevention of exploitation and trafficking on one end.** Awareness has been our key pillar which drives our motto of prevention of trafficking. And, with each year we have been able to build the programme from strength to strength. It has now taken the shape of Missing Anti-Trafficking Programme (MATp) for schools, high schools and colleges. It can be implemented under SEWA (Social Empowerment through Work Education and Action) in CBSE curriculum and CAS programme in IB and other private schools, an endeavor to take up social responsibility. The programme incorporates social consciousness on the role society plays on the rising trends of abuse and community engagement so that they can step out as leaders and changemakers and spokespersons for every missing girl.

**On the other end, our work in Sunderbans, which accounts for 44% India's trafficking victims, aims to prevent trafficking through the empowerment of the weakest, poorest, and most vulnerable women and girls who are victims of trafficking because of extreme poverty and domestic violence.** The support we received last year has strengthened the program making us reach 100 women in 3 villages, changing their and their families lives. We provided skill training, procured B2B market orders, and started the women's journey towards financial independence. The ladies last year made over one lakh bags for e-commerce sites and others. Additionally, we have been providing women with legal assistance, safe spaces to discuss their problems, financial literacy, and awareness about their rights, enabling a holistic development in the area. This year we have already started training them on mask making so that we can continue their economic development. We also have a digital literacy centre and provided digital literacy to 100 students for free.

Innovation has been a unique pillar of our campaign and we constantly use our expertise to develop innovative and impactful methods using art and technology to reach more people in a more immersive and experiential manner. Last year we also took steps towards fulfilling the Missing mission to be a motivator and the resource provider for any entity and individual creating awareness against sex trafficking. With the help of psychologists and researchers, we have embedded questions and choices in our award-winning Missing Game for a cause, that give us insights into public perception and behavior in this space. We have two other interactive tools coming out this year.



'Web of Deceit' is an Interactive Digital Comic which we have made collaboration with the International Justice Mission. It is an awareness tool for the general public and it has the point of view of the police and lawyers. It makes it a relevant tool for training the police and young lawyers too. 'Missing- The Complete Saga' is our second initiative in the gaming space. In this stimulating experience, the player will be taken through the journey of a young, impoverished girl named Devi and how she breaks the chain of human trafficking.

Under our research undertaking last year, we conducted two projects for awareness and research. The Missing National Anti Trafficking Awareness Drive in tier 2 and tier 3 cities of India. We covered 9 states (Andhra Pradesh, Gujarat, Punjab, Bihar, Madhya Pradesh, Maharashtra, Tamil Nadu, Uttar Pradesh and Kerala) across India covering 7500 students. It resulted in rich primary data on their social media and cyber footprints, in addition to their general awareness of the issue.

We have also conducted a study to understand the public perception of juvenile sexual crime. It gave us an insight into understanding their consumption pattern on relevant news, awareness on trafficking and sexual crime, their perceptions on the cause and their attitude towards victims and perpetrators. We chose to do this study at the JLF 2020 as it attracts more than 4 lakh educated urban crowd across ages from all over India. We covered more than 5000 respondents that gave us rich insights.

We truly believe that the COVID crisis creates a greater urgency and need for investing, specially in UN Sustainable Development Goal (SDG) #5 – Gender Equality, which includes financial empowerment of the vulnerable women. Our Women Empower Centres have not only financially empowered vulnerable girls and women, but have also been instrumental in creating a sustained, equitable and inclusive space for them. And, through our Missing Anti Trafficking Awareness Programme (MATp), we are always working towards eliminating all forms of violence against all women and girls in the public and private spheres, including trafficking, sexual and other types of exploitation. We are committed to our vision of creating a world where every girl is safe from trafficking.

Do stay safe.

Warmly,  
Leena





## CONTENTS

---

About us	2
Vision, Mission, Objectives	4
Timeline	6

---

Trustees & Advisory Board	8
Our Team	10

---

### OUR WORK

Innovate	12
Educate	18
Empower	28

---

Testimonials	36
Research and Insights	38

---

What's in store 2020?	42
-----------------------	----

---

Awards and Partners	46
How to get involved	48

---

## ABOUT US

Missing Link Trust primarily works in anti-trafficking awareness. We strongly believe that awareness equals prevention and use different awareness tools and methodologies in our fight against sex trafficking.

It was launched in 2014, as a public art work, at the India Art Fair, by Leena Kejriwal to engage the public on the issue of sex trafficking. The silhouette became a national symbol for millions of missing girls that get trafficked everyday, never to be found again. The project grew rapidly with the formation of Missing Link Trust in 2016.

What makes MISSING unique is that our methods of spreading awareness are simple yet hard-hitting. We believe that our behaviors, our attitudes, our society and culture are unconsciously shaped by the tools and the technologies we use. It is very important for

us not to have “the tools shaping us” passively. Missing uses psychological intervention in all its strategies and tools to create that wedge, which shakes the status quo in society on certain trends and acceptance of the objectification of the human body which is leading to a ever rising demand for women and girls which is leading to rise in sex trafficking and the age of a girl dropping.

**Understanding the way people engage and retain information, we combine art and technology to reach out in innovative ways, be it our MISSING game, murals, the interactive digital comics and school awareness programme. Our campaigns across India encompass our pillars of innovate, educate and empower.**

2019-20 has also been a year of firsts for us. Missing Link Trust participated for the first time at Jaipur Literature Festival to a great response.

We formed our first advisory board adding valuable insights, enabling us to create the right strategy and future collaborations.

We also won the esteemed WSA Award for the Missing Game vernacular version, which is helping us create awareness against sex trafficking and reach people in regional pockets of India in their own languages.

Our rural livelihood project also grew leaps and bounds with the launch of the second Women Empowerment Centre (WEC) at Madhusudanpur and Swadhikaar Youth Community Programme. We saw more women starting their journey towards economic empowerment and young girls

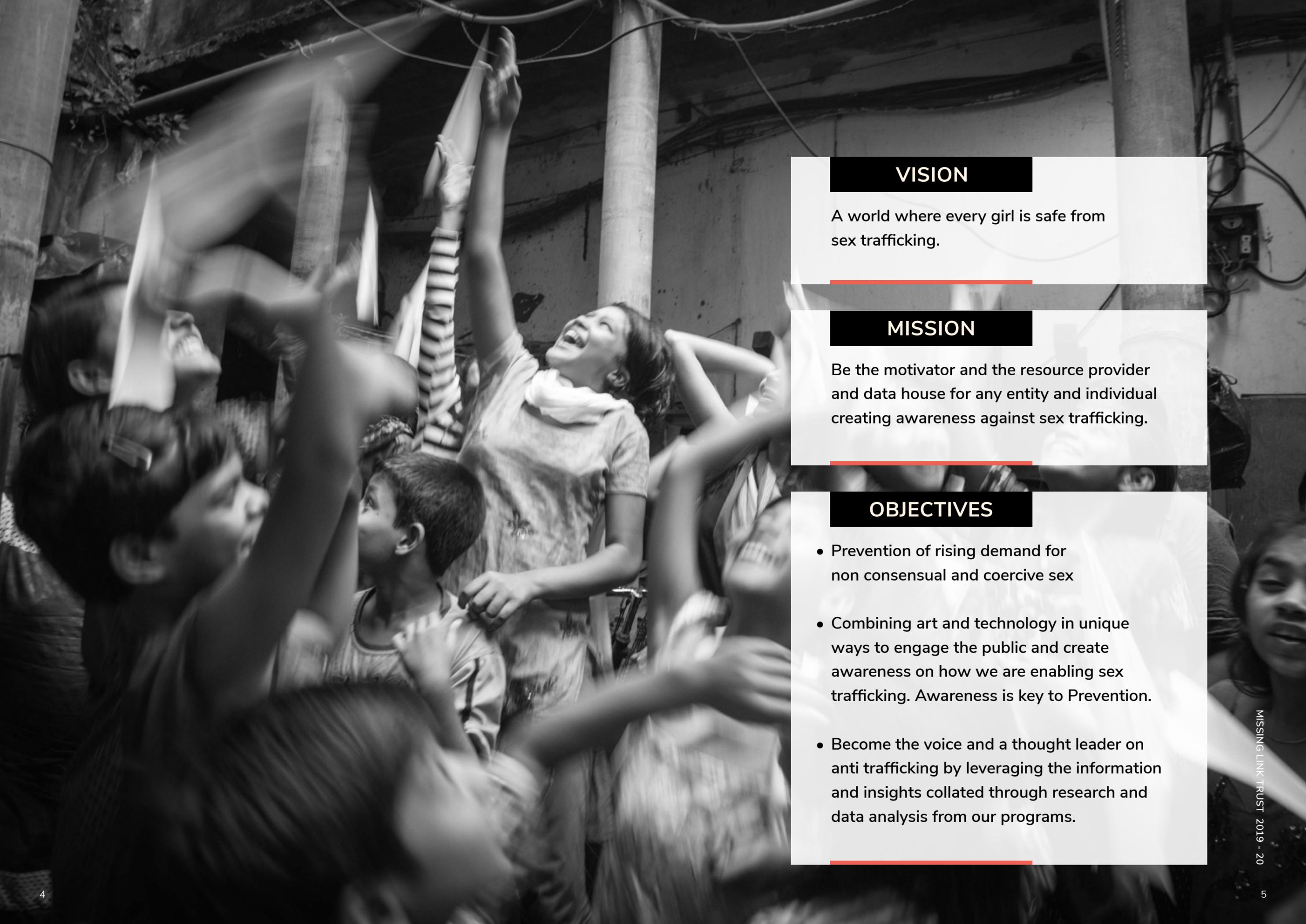
building their confidence and skills, transforming into community leaders.

Data from these initiatives also form an important part of our agenda. Each information and insight collated through our research and analysis helps us execute more meaningful programmes with maximum impact. We have a strong team, network and our advisory board having experts from justice to technology, cyber trafficking and education who form a strong backbone of the Missing Link Trust work.

The coming year looks equally exciting with unveiling of a host of new initiatives and digital tools like Missing Game 2, Interactive Digital Comic and even our new website. We believe that with the right tools and resources, everyone has the power to become anti-trafficking catalysts in the society



YES BANK  
presents:  
INDIA  
art FAIR



## VISION

A world where every girl is safe from sex trafficking.

## MISSION

Be the motivator and the resource provider and data house for any entity and individual creating awareness against sex trafficking.

## OBJECTIVES

- Prevention of rising demand for non consensual and coercive sex
- Combining art and technology in unique ways to engage the public and create awareness on how we are enabling sex trafficking. Awareness is key to Prevention.
- Become the voice and a thought leader on anti trafficking by leveraging the information and insights collated through research and data analysis from our programs.

# TIMELINE

## 2014



- JANUARY**  
MISSING public art was launched at the India Art Fair.

## 2015

- JULY**  
Successful crowdfunding campaign for the MISSING project.
- OCTOBER**  
Missing Link Trust was formed.
- NOVEMBER**  
Violence against women fortnight programme in key trafficking belts across the country

## 2016

- JANUARY**  
The short film created on Jaya's life won the Changemaker Award at the YES! I am the CHANGE Film Award.
- MARCH**  
Rural Awareness Programs were first conducted in the 24 Parganas North and South, West Bengal



- NOVEMBER**  
The MISSING game was chosen as the NASSCOM Indie Game of the year.

## 2017

- JANUARY**  
MISSING Installation showcased with Pune Biennale.
- FEBRUARY**  
The MISSING game for a cause was selected for the Berlin Casual Connect.



- MARCH**  
Missing Link Trust conducts awareness sessions in schools in WB in collaboration with the Ministry of Women and Child Development.
- Missing Link Trust won the Sandvik India Diversity Award under the for Innovation and Impact.

- APRIL**  
The making of the 130 ft long Mural with the MISSING figure on the German Consulate Walls of Kolkata.
- The MISSING game was launched in Bengali and within a week of its launch it was on #1 spot in the Bangladesh Google Play Store.

- JULY**  
The MISSING game for a Cause received around half a million organic downloads across 70+ countries on the Google Play Store and App Store.

- Flashmob with 100 girls in one of the biggest malls of Kolkata in collaboration with the German Consulate.

- AUGUST**  
The MISSING Game was invited to Games for Change at NYC

## SEPTEMBER

Missing Link Trust crowdfunded for 'Missing: The Complete Saga' and raised over \$50,000 on Kickstarter.

Launch of the "The Hunt for the Lost Durga" Missing Mural walk in Kolkata

Pad Yatra - Members of Missing Link Trust team marched on foot from Ranchi to New Delhi, reaching out to more than 75,000 people in 14 cities and towns in 3 weeks of the yatra.

## OCTOBER

The German Consulate Kolkata supported our initial pilot livelihood programme for tailoring training 40 girls/ women in Kultali.

## DECEMBER

The MISSING Game was presented at the Korean Games Conference

## 2018

### MARCH

The MISSING Game was launched in 12 vernacular languages and the Sex Watch Survey was presented.

### APRIL

Swachh Gram project with the German Consulate Kolkata - to help build 100 toilets for the most vulnerable girls and women in Kultali

### MAY

MISSING Public Art Campaign won an award Social Media for Empowerment organised by DEF under the Crowdsourcing Category

### JULY

Missing Link Trust's Mural walk "Choke the Demand" with Change.org in New Delhi

## SEPTEMBER

Missing Link Trust set up a Women Empowerment Centre (WEC) in Kultali for its Sustainable Livelihood Program.

## OCTOBER

Missing Link Trust won the Inclusion & Empowerment award at the M Billionth Award South Asia 2018 organised by DEF.

Launch of the Urban School Awareness Programme



## NOVEMBER

Missing Link Trust launched its first Digital Literacy Centre with the Digital Empowerment Fund (DEF) at Kultali.

Jessica Lindl the Global Head of Education at Unity Technologies spoke of the Missing Game for a Cause at the UNESCO MGIEP Tech 2018 in Vishakapatnam

MISSING Game for a Cause as the Best and Most Innovative Digital Solution in Inclusion & Empowerment from India and shortlisted for the 2018 World Summit Awards

## DECEMBER

Missing Link Trust merchandises were showcased at the German Christmas Fair at the German Consulate General Kolkata.

Missing Link Trust lanches the first of its kind an interactive digital comic to create awareness on trafficking with International Justice Mission at the International Conference to Combat Sex Trafficking in the Digital Age.

## 2019



### MARCH

WEC executes its first bag order of 11,000 bags

Leena Kejriwal won Her Story's Women On A Mission Award for Art & Culture.

### APRIL

Urban School Awareness Programme reaches 45,000 students.

Missing Link Trust addressed a young and passionate group of engineering students at the TEDx DTU event on what role the public plays in the rising figures of sex trafficking.

Missing Link Trust in collaboration with Project Baala conducted a Menstrual Health Awareness Workshop as a part of MISSING's Rural Livelihood Program at Kultali, West Bengal

### MAY

Leena Kejriwal used the TEDxSurat platform to make people aware about the cause and effect of trafficking

### JUNE

For the First time the WEC showcased the MISSING Bags at an event in Taj Bengal organised by Flo Kolkata Chapter.

### JULY

Missing Link Trust tie-up with Red Balloon Global for awareness and leadership building programme for girls and boys of Dharavi

### AUGUST

BBC World Service, an international broadcaster, covers the Missing Link Trust

program in Sunderbans

## SEPTEMBER

Second batch with Red Balloon Global at Dharavi for both girls and boys

## OCTOBER

Started specialized embroidery group in WEC for upscaling women skills

Missing Link Trust has its first Advisory Board meeting on Oct 23rd in New Delhi

## NOVEMBER

Opening of RG Saraf Skill Training Centre and moving the first WEC to a bigger place

National School Awareness Campaign in 9 states in tier 2 and tier 3 cities covering 7500 students

## 2020

### JANUARY

Missing Link Trust participated at Jaipur Literature Festival through a special stall.

Missing Anti Trafficking Awareness Programme session conducted at Maharani Gayatri Devi School

### FEBRUARY

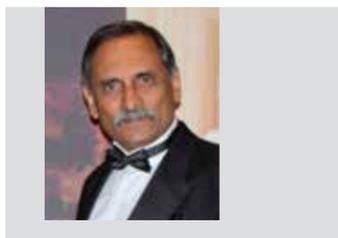
Missing Link Trust participated in International Rotary Conference in Kolkata

### MARCH

Missing Link Trusts wins the World Summit Awards, an international competition which aims to select and promote the world's best startup companies in digital content and innovative applications

Making and distributing 3 ply safety masks to the vulnerable women and children across Kultali in West Bengal for COVID-19

## TRUSTEES AND ADVISORY BOARD



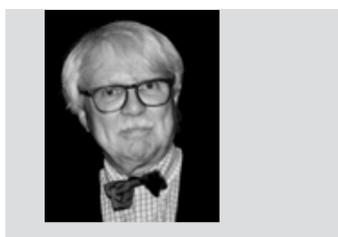
### NAYAN PATEL

ADVISORY BOARD, MISSING LINK TRUST

Nayan Patel is a risk management specialist with over thirty-five years of experience in International Banking having held a number of senior leadership positions in the financial services industry in the UK.

A committed social entrepreneur and a change leader, Nayan has expertise in building strategic links between organisations - a skill which he shares widely to help address and find solutions on a range of social and humanitarian challenges locally and internationally.

Nayan currently sits on the advisory board of a number of NGOs, charities, social impact enterprises and academic institutions. A Rotarian of long standing, Nayan is recipient of Paul Harris Fellow and also bestowed with Rotary International's highest honour, the "Service above Self" Award in recognition of his contribution to the organisation and for his extensive charitable work globally.



### JÜRGEN THOMAS SCHROD

ADVISORY BOARD, MISSING LINK TRUST

Jürgen is currently serving as the German Consulate General Kolkata / India. A public management graduate from Verwaltungswirt, Jürgen has rich diplomatic experience globally, having held senior

embassy position across Bangladesh, Philippines, Australia, New Zealand and India. He speaks English, Russian, German and French fluently.



### SANGITA KATHIWADA

ADVISORY BOARD, MISSING LINK TRUST

Sangita Sinh Kathiwada qualified as a graphic designer and further studied jewellery designing, interior decoration, photography, and silkscreen printing. A combination of inherent talent and design education led to the creation of Mélange, the premier fashion house of India. With a commitment to incorporating the latest design with ancient Indian handicrafts, she went on to establish The Morarka Cultural Centre in 1994 at the prestigious National Centre of Performing Arts (NCPA). Sangita worked with Ketan Mehta as a creative director for his film Rang Rasiya based on the life of Raja Ravi Verma and she also was the art curator for Kiran Rao film Dhobi Ghaat. She is further in the process of developing an intimate wellbeing center in Mumbai in an unusual setting of an Art Deco Bungalow, for holistic living and conscious consuming.



### SANJOY ROY

ADVISORY BOARD, MISSING LINK TRUST

Sanjoy K. Roy is Managing Director of Teamwork Arts, which produces over

twenty-five highly acclaimed performing arts, visual arts and literary festivals across forty cities across the globe, including the world's largest free literary gathering — the annual Jaipur Literature Festival. Roy is a founder-trustee of Salaam Baalak Trust working to provide services for street and working children in Delhi. Roy works closely with various industry bodies on policy issues within the cultural space in India.



### OSAMA MANZAR

ADVISORY BOARD, MISSING LINK TRUST

Osama Manzar is the Founder-Director of Digital Empowerment Foundation. He is a global leader on the mission of eradicating information poverty from India and global south using digital tools through Digital Empowerment Foundation, an organisation he co-founded in 2002.

A British Chevening Scholar and an International Visitors Leadership Program Fellow of the US State Department, Osama is a social entrepreneur, author, columnist, impact speaker, angel investor, mentor, and sits on several government and policy committees in India and on international organisations working in the areas of Internet, access, digital inclusion and Misinformation. Osama has instituted 10 awards for recognising digital innovations for development in South Asia. He is a Member of Advisory Board for Alliance for Affordable Internet; Member of Licensing Committee for Community Radio in India at the Ministry of Information & Broadcasting among others. Osama Manzar has travelled to more than 2000 villages and visited more than 50 countries.



### NIKITA TULSIAN

TRUSTEE, MISSING LINK TRUST

Nikita Tulsian is a passionate, executive level salesperson with 20 years of experience of heading sales departments of leading television companies like BBC Earth, AXN and TV Today Network. She has received various awards and recognition throughout her career, including the Top 50 media persons in the country. Her sector expertise includes financial planning, forecasting and strategy, operations and teambuilding.



### ANJU DHANDHANIA

TRUSTEE, MISSING LINK TRUST

Anju Dhandhanian is a believer of women independence and works tirelessly towards better facilities for vulnerable women and girls. A Rani Birla graduate in arts she is a contemplative person with keen eye for culinary skills.

## TEAM - MISSING LINK TRUST



**LEENA**  
FOUNDER

Leena Kejriwal is the founder and trustee member of the Missing Link Trust. She is a photographer and installation artist based in Mumbai. The Missing Project was launched at the India Art Fair in 2013. The project led Kejriwal to run a successful crowdfunding campaign, in order to gather support and spread awareness on the plight of 16 million young girls lost into the dark holes of sex trafficking.

She then founded the Missing Link Trust in October 2015 and has since then worked with a single minded focus to create meaningful and impactful methods and programs for prevention of trafficking. The project has since then come a long way from being an artists project to a non profit organisation with outcome and impact measurements.

Kejriwal has received multiple awards and accolades for her unique artistic take on this grave social issue: the Yes Foundation Changemakers award for her innovative campaign (2016); the Sandvik India Diversity Award for an innovative and impactful campaign (2017); the mBillionth award for the Missing Game (2018); the World Summit Award (2020) and the Her Story Woman on a mission Award, to name a few.



**SATYAJIT CHAKRABORTY**  
GAME DEVELOPER

Satyajit is instrumental in developing MISSING games which are created to spread awareness about sex trafficking. He is founder and owner of Flying Robot Studios, an award-winning game development studio based in Kolkata, India. He is also the recipient of Indie Game of the Year Award 2016 for designing and developing 'Missing - Game for a Cause'.



**PREETI HARKARE**  
RESEARCH, PLANNING AND OPERATIONS

Preeti contributes to the strategy, data outlook, planning and operation support. An economic graduate with more than a decade of communication sector experience, she has helped draft long term vision for Missing Link Trust



**JAHANVI**  
PROGRAMME MANAGER

Jahanvi manages all ongoing projects of Missing Link Trust, maintains communication with all Missing Link Trust stakeholders, coordinates with external service providers for proper execution of the program and prepares proposals and presentations. She has completed her Masters' in development and has experience in field reporting, writing and research.



**PRABIR MISHRA**  
KEY PROGRAMME MANAGER,  
RURAL TEAM

Prabir runs and oversees the key projects of the Missing Link Trust's rural programme. He manages the timely execution of the rural awareness programme and women empowerment centre activities. Additionally, he also looks after stakeholder management with networking across rural administrative, legal and judicial bodies. In addition to training his team, he actively counsels domestic violence victims, assist in victim rehabilitation and community engagement.



**PRADIP MAITI**  
CENTRE EXECUTIVE, RURAL TEAM,  
DIGITAL EMPOWERMENT CENTRE

Pradip has been with Missing Link trust for two years. He oversees the Digital Empowerment Centre (under CIRC) and imparts basic computer training amongst the youth in the area. He is also a part of the rural awareness team, assisting in the school awareness program.



**LATA GAYEN**  
PROGRAMME EXECUTIVE, RURAL TEAM,  
WOMEN EMPOWERMENT CENTRE

Lata has been with Missing Link Trust for three years. A local, she has acquired community management skills and works with the team on awareness campaigns against trafficking in school, community, and youth. She also oversees the second women empowerment centre at Madhusudanpur.



**BABUSONA DAS**  
OPERATIONS MANAGER, RURAL TEAM

Babusona or 'Babu' as the team calls him has been with Missing Link Trust since inception and oversees the operations of the project. He is instrumental in the smooth coordination between the teams, logistics and training processes. He is also responsible for procuring raw material and successful shipment of the bag orders made by women under Women Empowerment Centre (WEC)

# INNOVATE

At Missing, we use innovative mediums like gaming, murals, public art and comic to create a highly immersive and empathic experience on sex trafficking. We believe in transforming society using innovation as a core pillar in creating awareness.

Creating novel methods of combining art and technology for mass awareness has enabled us to evolve our campaign into smart solutions reaching every section of the public.

They also become innovative and invaluable digital tool to create community leaders to fight sex trafficking in our anti trafficking awareness programmes.



## STENCIL PROJECT

At the start of our campaign in 2016, the missing stencil as guerilla art became the way to lend your voice and protest against all girls going missing. There are over 5000 such on many walls of multiple cities. It builds empathy in a viewer and in the least kindles curiosity. The goal was to create an impactful starting point for all our dialogues on sex trafficking and it has worked beautifully.

It is now an integral part of our school programme where students are taking ownership and becoming a spokesperson for every Missing Girl. The stencil is also a powerful means for engaging the public and moving towards ending demand. Each person who creates a stencil becomes a spokesperson for the Missing Girl, making it an inclusive and open campaign.



40+ CITIES  
5k+ STENCILS  
900+ DAILY IMPRESSIONS



## MURAL WALK

The Missing mural walk is a multi-city art project. This initiative aims to start a dialogue with urban India about the dark world of trafficking (the public is the biggest stakeholder in this issue).

Each city has its own set of murals and chatbot narrative. The murals invite viewers to talk to the artwork via a facebook chatbot. The project builds hard-hitting narratives on the current conversation around sexual violence due to structural and normative gender inequalities in the social fabric.

In Kolkata, the first city where the Missing murals were created, it is an interactive experience similar to a hunt that engages the participant in a deeper and a more immersive experience through a dialogue on sex trafficking. Titled the 'Hunt for Missing Durga', it is the representation of every little, innocent girl who is like a little Durga. When such a girl is hurt, trampled or subjugated, it is an unjustifiable crime of which society is the main stakeholder.

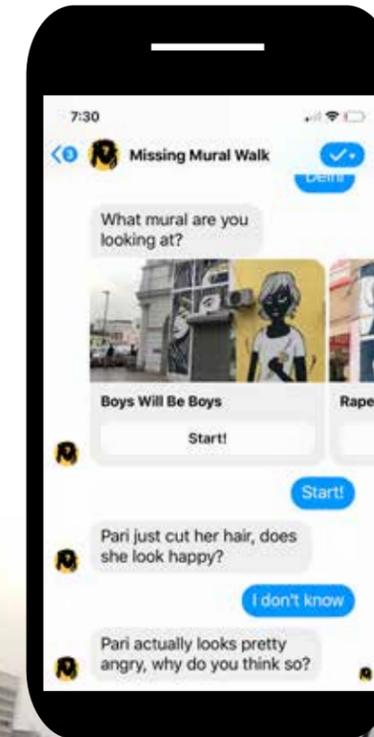
In Delhi they are in the form of provocative comic strips on patriarchal comments that encourage sexual violence against girls, and an accompanying Facebook chatbot sets the context for the audience on how commercial sexual exploitation of children is a shocking form of sexual violence that is driven by public demand.

Lastly, in Mumbai, the murals delve deeper and take the audience through an emotional journey of a full circle- from a free girl to a victim and then a survivor. It addresses highly sensitive yet critical issues that needs to be addressed like empathy towards the victims and survivors, social discrimination, conditioning, challenges of integration into the society and ultimately the resilient hope that is alive deep making them look forward to a better future.

Scan the QR code to download and play the award winning free game here.



3 CITIES  
15 MURALS  
500+ CHATS



**“This is intelligent art. It really involves the viewer in this conversation ... and in a way that hasn’t happened before”**

**INTERNATIONAL JUSTICE MISSION**  
for Stencil Project

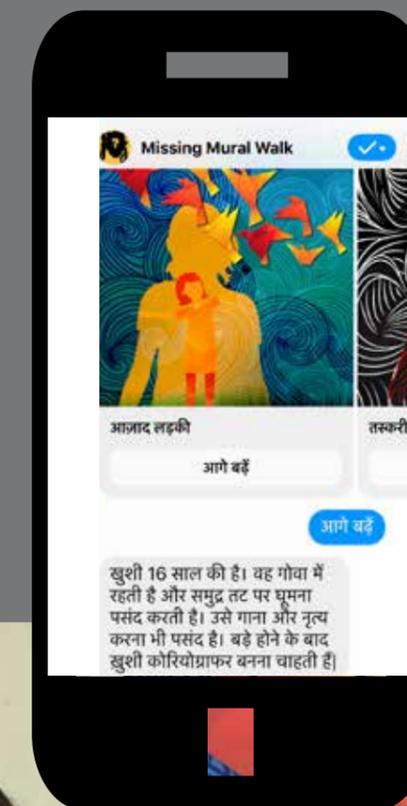
The silhouette of a young girl symbolizes a black hole into which millions of girls disappear from the face of the earth. She is a constant reminder and a remembrance of the millions of girls who have been lost. This stencil artwork also shares important information that the number 1098 is the pan-India Childline helpline for children gone missing.



**“I usually have a lot of criticism for what people do on this topic but this strikes me as just absolutely right.”**

**CATHARINE A. MACKINNON,**

Harvard Law School Faculty and Renowned Gender Rights Activist  
for Mural Walk



The Missing Murals in Mumbai. These were made during a program with Red Balloon Global in Dharavi. The children were taken through an intensive learning through art and engagement to understand why how and who gets trafficked. The Murals were designed with elements of their drawings and colours. They further created the Chatbot with which one can chat with each of them. Scan the QR code here to talk to her.

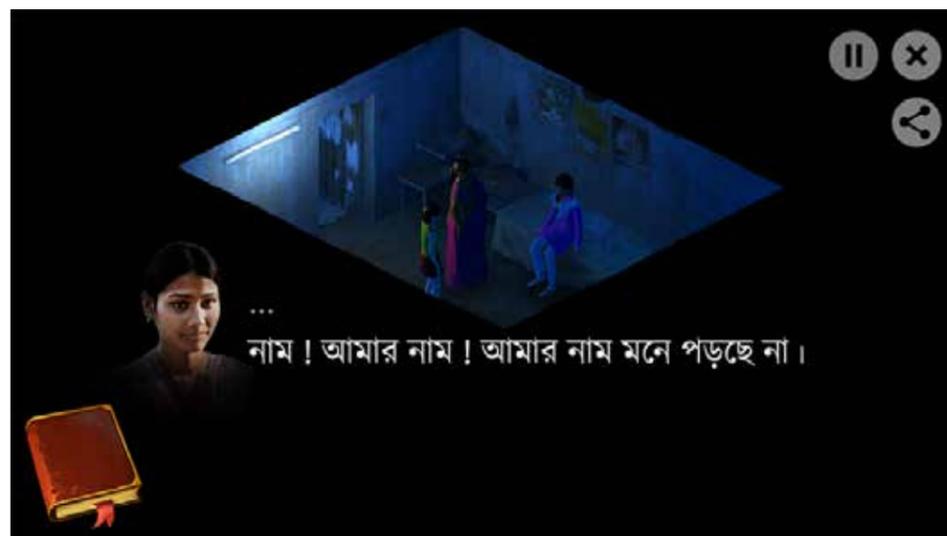


## MISSING GAME FOR A CAUSE

The award winning MISSING Game For A Cause is a role-playing game designed to put players in the decision-making seat 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. It is a first of its kind in leveraging technology in a unique way to bring about long-lasting social change. Available for free

on iOS and Android in 12 vernacular languages and 6 international languages, the game has a potential reach of every corner of India and millions in all parts of the world, where other traditional means of awareness generation cannot penetrate with ease.

This is dummy text. Does QR code need a caption or a prompt, if so please provide words for the samdummy text



**1 MILLION+**  
ORGANIC DOWNLOADS

**12**  
LANGUAGES

**70+**  
COUNTRIES

**WINNER**  
OF NASSCOM INDI  
GAME OF THE YEAR

## VERNACULAR IS THE KEY



According to a recent Google-KPMG report, India has

**234 million** INDIAN LANGUAGE USERS online

while only **175 million** are ENGLISH LANGUAGE USERS.

The INDIAN LANGUAGE USER base is poised to account for **75%** of India's internet user base by **2021**.



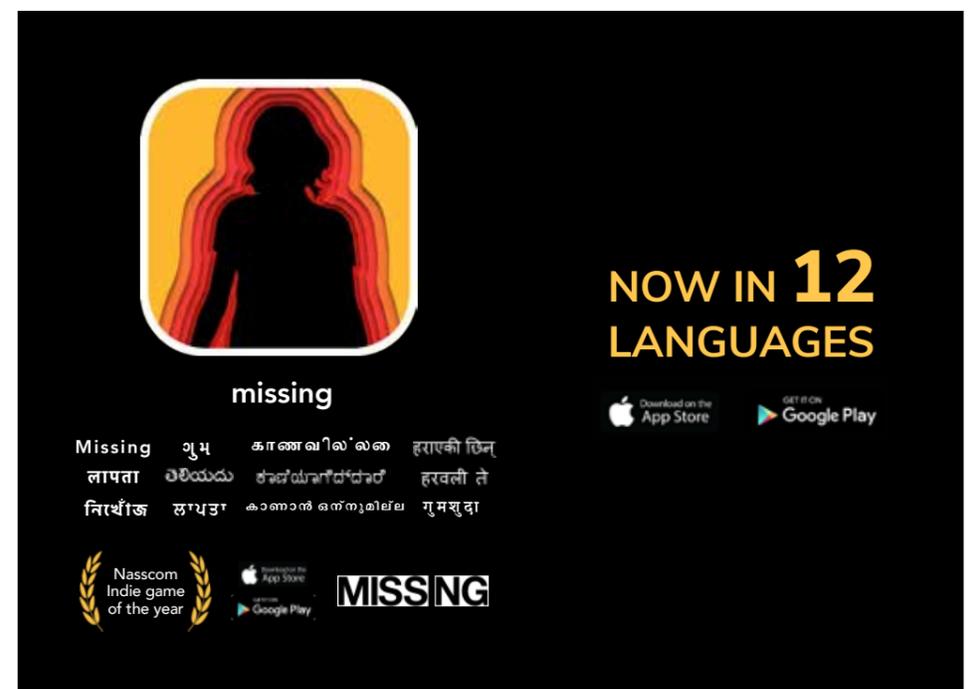
A lot of it is being consumed through the mobile platform. India is expected to exceed

**800 million** SMARTPHONE USERS by **2021** with **536 million**

using it in NATIVE LANGUAGE .We can see that

- Rapidly growing internet penetration,
- Affordable mobile data connections
- Improving digital literacy

are together driving the big wave of growth of Indian language content within the internet ecosystem.



# EDUCATE

Out of the 40.3 million victims of trafficking today, 30% comprises young children, with the majority being young girls. We educate for creating a new social fabric to end demand by systematic awareness programme amongst school children. Our national school awareness programme runs across rural and urban India, reaching thousands of school children across municipal, private, and international schools.

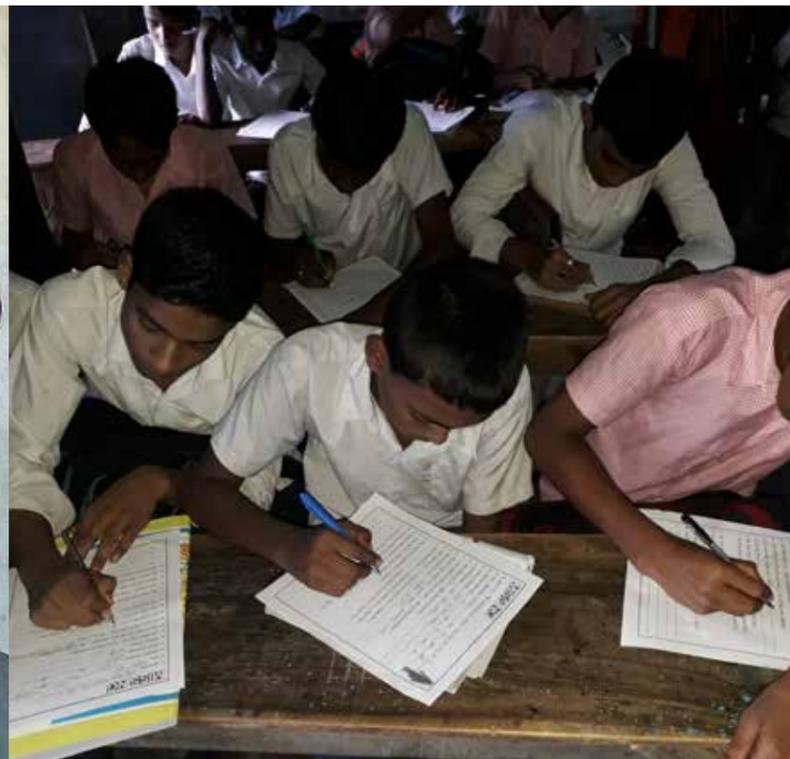
## RURAL AWARENESS PROGRAMME

We started the Rural School Programme in 2016. Children across high trafficking belts in the country are covered through extensive awareness sessions. These programs are being conducted in all girls' schools as well as co-education schools, addressing the social dynamics of rural India. The focus of the sessions is to generate

awareness and prevent child marriage and trafficking. The programme further delves into the deeper terrains of gender discrimination where it also gives the adolescent girls and boys opportunities to think and reflect on the different discriminations, violation of rights and violence faced by women and children in the society.

Discussions on trafficking revolve round issues of why and how girls and women are trafficked into sex trade, trafficked for labour and for other grievous offences. The sessions on trafficking focuses on generating their consciousness such that they do not fall into any such situation unknowingly. Through these sessions, the girls not only develop an understanding of the issues, but also develop a resilience whereby they can protest and prevent any such incidents in their own lives. In March 2017, we conducted the rural awareness programme with the Ministry of Women and Child Development

The rural school awareness program. The children fill questionnaires to rate their understanding of trafficking post the session.



## SWADHIKAAR YOUTH PROGRAMME

Alongside, we have also started the 'Swadhikaar Youth Programme'. Missing Link Trust through this program goes beyond the school programme and works closely with the youth in most vulnerable communities. The objective of the programme is to developing community leadership amongst youth which can play a huge role in creating awareness against sex trafficking. Community leadership can reduce their

vulnerability and strengthen the social dynamics in the area.

Keeping this in mind, Missing Link Trust has recently started systematic programs in three communities at Kultali: Katamari, Madhusudanpur, and Bhuneshwari having a minimum of 20 youth in each center. The youth develop their skills and knowledge through intensive workshops comprising varied activities and become youth leaders in their communities to create awareness against trafficking.

The newly enrolled members of the Swadhikaar programme from Katamari and Madhusudanpur.



## MISSING ANTI TRAFFICKING PROGRAMME (MATp)

We started the Missing Anti Trafficking Programme (MATp) in December 2018. We believe it is important to reach out to children in urban areas as well since the trafficking itself is now moving from rural to urban. Children in cities, especially young girls, are increasingly being targeted by sex traffickers, who find it easy to approach them often through social media platforms.

We ran an intensive community leadership workshop for the children of Dharavi. It works on sensitization on what is trafficking, who are traffickers, prevalence, and safeguarding oneself. Further, the workshop focused on developing leadership qualities and empowering them through art-based tools.

Each child has the right to safety. Combining education with engagement, we have developed a highly interactive pedagogy using the MISSING game, stencil art, and other digital tools, motivating students to become key catalysts in social

transformation through the Missing Anti-Trafficking Programme.

The activities culminate with a national film competition open to all MATp participants across states. The students submit their short films on their experiences, discovering and showcasing their skills on design for change, art for change, technology for social good and community ownership. The programme also includes a session on cybersex trafficking, how to protect oneself online and measures to take to not fall into the trap of traffickers.

The programme incorporates social activism and community engagement in the student experience by providing a blueprint for students to raise awareness about trafficking. We believe awareness leads to acceptance and a solution.

The programme also addresses parents as it is important for parents to know the markers and be aware. It equips them with basic tools and markers to safeguard children navigating social media using cyber civic sense.

Together, we have already reached 1.35 lakh students through our school awareness programme across the states.



Students of the Founhead school in Surat made the Missing silhouette in the school to show their solidarity and protest for the missing girls.



## KEY OBJECTIVES OF THE MATp

- Make children aware of sex trafficking and helping them remain safe from potential traffickers. Children between the ages of **10-16 years** are most likely to be targeted by traffickers **online** or **offline**.
- Making them aware of how traffickers are increasingly targeting **vulnerable teens** and **pre-teens online** and how easy it is to fall into their trap.
- Create awareness on the **role each of the students plays in creating demand**, leading to increasing cases of sex trafficking among **young girls** and **children**.
- Empower children with the means to **question the status quo** and contribute to the **movement of anti trafficking**
- Inspire them to become **youth community leaders creating awareness** amongst friends and family **using art and technology** under the **Missing Anti Trafficking Programme (MATp)**.



## WHY DO WE NEED A SCHOOL PROGRAMME?

- Traffickers targeting urban areas
- **Cyber trafficking** on the rise
- Average age of victims dropping from **16 years to 12 years**
- Important to reach out to students at the right age
- Need for **cyber civic sense /etiquettes**
- Important to use tool that are engaging for the young age group
- Children **unaware** that they can get trafficked



## MISSING LINK TRUST NATIONAL ANTI- TRAFFICKING AWARENESS DRIVE

In November, the Missing Link Trust, launched a national anti-trafficking awareness drive across nine states in India, targeting tier 2 and tier 3 cities. The initiative was to spread awareness on trafficking through the medium of regional language versions of MISSING Game, interactive workshops and street plays conducted by Tapas, a social activist organization working on social issues at the grass root level. **The Missing anti-trafficking drive covered 18 cities across 9 states of Madhya Pradesh, Punjab, Gujarat, Telangana, Bihar, Maharashtra, Kerala, Karnataka and Tamil Nadu,** by interacting with students and the local audience while instilling the importance of action against this issue through the medium of street plays.

The students were introduced to the grim reality of sex trafficking that has become a grave social issue today. The awareness had special focus on the role of technology in trafficking. Online

predators today contact 77 percent of youth by the age of 14 and 22 percent of children between the ages of 10 and 13! Hence digital tools like the MISSING game become critical for engaging the youth. At the same time, with increasing regional content users on mobile platforms, vernacular versions of the game also enable us to reach remote areas of the country where English content cannot penetrate.

The 40+ day long initiative across the nine states aimed to sensitize students in tier 2 and tier 3 cities to the plight of the victims, while instilling in them a need for action. It aimed to create an awareness amongst the most vulnerable age group of the society, the youth, which is the first step for prevention of this crime. **The program also had another purpose which would take us closer to our mission to be a resource provider and data house for any entity and individual creating awareness against sex trafficking.** This initiative also aimed to test the students' knowledge about their general awareness about the role of social media and other specifics in order to make data driven assumptions of the knowledge of the general public about the issue.



**18**  
CITIES

**9**  
STATES

**100+**  
STREET PLAYS use  
regional language  
versions of MISSING  
Game, workshops and  
street plays

MAKING INDIA AWARE, ONE STATE AT A TIME

- 📍 GUJARAT
- 📍 MADHYA PRADESH
- 📍 BIHAR
- 📍 KERALA
- 📍 TAMIL NADU
- 📍 UTTAR PRADESH
- 📍 MAHARASHTRA
- 📍 PUNJAB
- 📍 TELANGANA



**VINOD NAYAK**

Principal  
Jyotiba Fule College of Education

“Through the session conducted, the students got a lot of new information about human trafficking. Suggestions were given about how to be safe and how to use your phone. Programs and sessions like these are essential for society. I wish that these training happens world over and wish the Missing Trust all the best in this endeavor. I request 15 year old-18-year-olds to download and play this game through which one can be aware of this issue and keep oneself safe.”

Nagpur, Maharashtra



“They had given a detailed session - helpline numbers, whom they should approach, and how to cope with it. It was a wonderful session. We would like the same kind of session for a different set of audiences as well. We hope students will pass on this information to the entire college of 6500 students so that everyone benefits from it.”

Tamil Nadu

**Dr. R GEETHA**

Principal,  
DNB Vaishnav College,



# EMPOWER

Women play a key role in rural social, economic and environmental infrastructure. Yet, they are largely underrepresented in India rural communities. Being the most exploited and unappreciated section of rural society puts our women and girls in extremely vulnerable bracket and an easy target for sex traffickers.

The Ministry of Women and Child Development has reported that in 2016, 19,223 women and children were trafficked in India constituting a rise of almost 25% from the previous year, West Bengal being one

of the top states for trafficked victims. Within Bengal, South 24 Parganas features among the top five districts in terms of trafficking. Abject poverty along with remoteness of the region make it a breeding ground for sex traffickers. Most of the girls who are trafficked are lured from their homes with the false promise of an opportunity for employment. Even when girls are rescued and brought back, the biggest obstacle they face is lack of gainful occupation. This is why we believe that to root out trafficking, it is crucial to provide not only skill but also livelihood opportunities in high trafficking areas.



Women stitching bags at the Women Empowerment Centre



## MISSING WOMEN EMPOWERMENT CENTRES

The Missing Link Trust rural livelihood program, through its two Women Empowerment Centres (WEC) aims to create awareness in villages of Kultali amongst rescued women and vulnerable girls, creating a base to introduce them to means of alternate livelihood options. This programme also focuses on community awareness and health, creating a support matrix for these women, leading to a long term change in their community.

We have two skill centres at Kultali and Madhusudanpur. **These are enabling women to discover their potential and over 100 women have already started their journey towards financial independence** and support their families with a steady regular income. We aim to inspire 50 new women each year to start their journey to empowerment and change their lives. A majority of these women are survivors of domestic violence or are the sole earning members in their families. For 75% of the women, the average size of their family is 4-6 members with monthly income ranging from just RS. 2000-4000. Learning new skills for the first time has given them hope for a better life and the work with WEC has impacted their ability to educate their children and improve their own relationships with their families. **These women have fulfilled more than a lakh of bag orders till date, changing the way they look at themselves and their achievements.** 94% of the women with WEC are working for the first

time. Our key donors and supporters for the rural programme have ensured that the women get adequate training and modern equipment to increase capacity of production as well earning capabilities. SRMB Steel have supported the Missing rural programme by providing advanced electric wing sewing machines. This empowers our women at WEC to make more bag per hour, which translates into earning more for themselves and their families.

Our target is to make them capable of earning atleast ₹10,000 on a monthly basis. Similarly RG Saraf Foundation helped Missing set up the skill learning schools at the 2 locations, helping 100 women under our wing, making them financially independent. Along with the support of other key donors like the Jindal group, these partners will truly help us shake the status quo of trafficking area. More than half of the women are now being able to afford better education for their children. 58% mentioned that it has positively changed their family dynamics with them experiencing support now.



After being trained in tailoring and stitching, women have found their way to financial empowerment

## AWARENESS LEADS TO EMPOWERMENT

Empowerment sessions are held with these women once every month, where they are encouraged to share their stories/concerns and try to work towards a way out within the group. Besides, they are also made aware of the different schemes that they can avail for themselves and for their children and families. Discussions also take place around the issues of rights of women and the violence that women face.



## DIGITAL EMPOWERMENT CENTER

Our Women Empowerment Centre (WEC) hosts our first media centre, built in collaboration with the Digital Empowerment Fund (DEF). The centre works as an information and communication hub dealing with products and services that serve the needs of the local community in health, livelihood, education, and public service delivery.

The DEC works with adolescents and young adults between the ages of 16 and 25 years. The beneficiaries are first-generation learners and the exposure enables them to learn how to use technology to their advantage. They are also trained in filling applications forms and applying for government schemes. Once the training is complete, these young girls can greatly benefit their community as well due to their skills.

@MISSING LINK TRUST  
COMPUTER CENTRE

TOTAL STUDENTS

**100**

BATCHES

**17**

(PER BATCH  
6 STUDENTS)

FEMALE

**49**

MALE

**51**

AGE

**15-22**

YEARS





# PROGRAMME PROCESS

## Missing Rural Livelihood Programme

### Mobilisation

Identifying women who are trafficking survivors or vulnerable due to poverty, lack of education and awareness

STEP 01



### Training

One year training courses on tailoring and stitching in multiple batches

STEP 02



### Awareness

Simultaneously empowering women through sessions on understanding and dealing with issues related to gender, violence, women rights, hygiene, how trafficking operates and preventive steps

STEP 03



### Apprenticeship & Income Generation

After basic 6 months training, hands-on apprenticeship for 6 months, followed by market connect to generate employment and steady income through orders

STEP 04

### Data & Measurement

Collection of data, impact and outcomes and model testing for replication and block development

STEP 05





**“Led by its founder Leena Kejriwal, Missing Trust Link is giving hope and dignity to the survivors by providing them with opportunities to move on from their past and live a dignified life.”**

**- NAYAN PATEL**  
PHF Patron, Medical Aid Films  
Advisory Board Member,  
Missing Link Trust

**“It has been an honour to be part of the noble cause that missing girls espouse. We sincerely believe we have contributed very little and would earnestly look forward to continue engaging in the future. The feedback of the work being done on the ground has been of great service to womankind. We wish and hope that Missing Link Trust continues to bring a smile and honor to womanhood.”**

**- ASHISH BERIWALA**  
Director at SRMB Steel

## TESTIMONIALS

“I am sincerely and deeply touched by the mission taken up by Leena with the Missing Link Trust. I consider it a privilege to be associated with this work and be able to help in my own small way. I thank her for allowing this opportunity and wish her the very best.”

Sangita Sinh Kathiwada, Founder - Mélange and Morarka Cultural Centre,  
Member - Advisory Board, Missing Link Trust

“It is inspiring how Missing Link Trust uses ‘art’ as a tool to create awareness and transform public perceptions about sex trafficking. iProbono is pleased to support this cause and will continue providing holistic legal support to the organisation.”

Mar folder Faruqi, South Asia Regional Director, iProbono.

## MISSING GAME REVIEW

“Let’s save them all. They need a helping hand. It’s the best feeling saving Champa in the game, we must do it in real life.” - Jodie Smith

“I actually felt the emotions as I was playing the game and boy did it hit me right in the heart.” - Ahmed Zayed

“Sad but true what these girls go through every day. This needs to stop. Thank you to the team behind this game, all smartphone owners need to check this out.” - Mark Silvers

“The amazing concept for a game. There are not many games like this and it really puts into perspective the horrors that these women that exist in real life go through.”

- Deandra Neretlis

## MISSING MURAL REVIEW

“It’s unbelievable. It’s so well done. I didn’t even know something like this would be possible. Keep on going strong!”

- The Deputy Consul General Federal Republic of Germany, Mr. Jürgen Thomas Schrod & Iris Schrod



## MEDIA

Photographer and installation artist Leena Kejriwal initiated a path-breaking campaign to highlight the travails of a shocking reality of prostitution.

- THE NEW INDIAN EXPRESS

A public art project is asking Indians to notice the millions of girls and women trafficked into sex work. - AL JAZEERA

Missing, a powerful art project that is engaging the public and raising awareness about the millions of young girls and women who are lost to sex trafficking and go missing in the dark world of prostitution in India. - WOMEN'S WORLDWIDE WEB

A Unique Project that is using Art and Technology to spread awareness about girl child trafficking. - THE BETTER INDIA

Art can be a catalyst in educating only to a certain extent. Realising the limitations of the medium, Kejriwal had launched a gaming application in 2016. She used the power of technology to create a role-playing game designed to put players in the decision-making seat. In a way, if free and instant porn on the web accelerates the demand for prostitution, then Kejriwal has hit the nail in the head by using a gaming application to sensitise people. - HINDU

Missing has found true language to combat human trafficking - GAMESDEV

# RESEARCH & INSIGHTS

## THE NEED FOR DATA

One of the greatest challenges we face today as a country is lack of data on human trafficking. Currently, the only credible source of data in numbers is the National Crime Records Bureau (NCRB) figures released annually. It often masks the real number of victims due to lack of awareness, social pressure and lack of resources to report such a crime. Moreover, India lacks a systematic approach to collect the triggers like how the youth is consuming technology, triggers for juvenile sexual delinquency, perception of sexual acts and risks, and a common effective resource bank, helping to address the root cause of the issue and helping the girls create a circle of safety around them.

Data and insights form the essential building blocks of Missing Link Trust's mission of being a resource provider and data house for

any entity and individual creating awareness against sex trafficking. Leveraging our wide student outreach, our purpose is to create a rich data pool in order to understand the behaviour patterns of teenagers and young adults to make data driven assumptions of the knowledge of the general public about the issue. Each information and insight collated through our research and analysis also helps us execute more meaningful programmes with maximum impact. It further becomes resource material for any partner, entity or individual fighting to create a safer world for our youth.

This year we took two key initiatives as initial steps towards fulfilling our mission:

1. **Understanding Social Media & Cyber Footprints Amongst Youth**
2. **Scratching the surface: Evaluating Public Perception on Juvenile Sexual Crime**



## UNDERSTANDING SOCIAL MEDIA & CYBER FOOTPRINTS

Between December 2019- February 2020, Missing Link Trust conducted the Missing Anti-Trafficking Awareness Drive across colleges in the country spreading word through workshops and street plays. It covered 18 colleges, 18 tier 2 cities across 9 states, 100+ street plays and 6500 students.

The anti-trafficking awareness drive was an initiative to get the conversation going on the issue of trafficking, spreading awareness, promoting caution, mobilizing people and sensitizing people to the plight of the unfortunate victims of this crime. The initiative aimed to achieve this through the medium of interactive workshops and street plays.

The 40+ day long initiative aimed to sensitize the people of the country to the plight of the victims while instilling in them a need for action through introducing them to the MISSING Game for a cause in their local language. This initiative also aimed to test their knowledge about their general awareness about the issue in order to make data driven assumptions of the knowledge of the general public about the issue.

### MISSING ANTI TRAFFICKING AWARENESS DRIVE

COLLEGES  
**18**

TIER 2 CITIES  
**18**  
(ACROSS 9 STATES)

STREET PLAYS  
**100+**

STUDENTS  
**6500**



## FINDINGS

We directly spoke to more than **6500** students across these states found that:

- **60%** of them are spending at least **2-6 hours** each day on the internet. **10%** are spending more than **6 hours**.
- A lot of it is on social media with **Instagram, Facebook, TikTok** and **Snapchat** being the top 4.
- At the same time, they are also experiencing and demonstrating risky behaviour on the platform. **44%** agreed to the fact that social media does pose a **safety risk**.
- **67%** said that they regularly receive friend requests from strangers on their social media handle. At the same time **46%** are also accepting the requests without any thought of **personal risk**.
- **49%** have come across **sexually explicit material** or pornography while browsing the internet.
- **58%** said they will close the site, but a whole **42% of girls and boys** both chose options between I like to look at it, I will close the window at that time and secretly revisit or I will indulge in it.
- **Only 17%**, which is a miniscule number, understood that there is a **link between pornography and sex trafficking** (rest being unaware or unsure) At the same time **63%** said they will **stop watching** pornography if they knew there is a correlation.
- Lastly, **85%** rated themselves between **very low** to **not at all** on their awareness on anti-trafficking laws and the legal status of pornography in India.

## SCRATCHING THE SURFACE:

## EVALUATING PUBLIC PERCEPTION ON JUVENILE SEXUAL CRIME

Missing Link Trust participated in the **Jaipur Literature Festival in January 2020**. Jaipur Literature Festival is a platform that attracts not only book lovers globally but also a large number of students and young professionals in the age bracket of **13-29 years**. With the agenda to address the growing number of juvenile growing sexual crimes in the country, Missing Link Trust spoke to more than **5000 young adults** and teenagers at the venue to understand their consumption pattern on relevant news, awareness on trafficking and sexual crime, their perceptions on the cause and their attitude towards victims and perpetrators.



JAIPUR LITERATURE FESTIVAL  
JANUARY 2020

## FINDINGS

- The study was done with **5300 respondents** with **88%** belong to the **age bracket of 14 to 29 years old**. It had equal distribution of men and women.
- **A large number of young respondents depend on social media for news. 45% mentioned Facebook, Instagram, WhatsApp and Twitter as their major sources of news. This was followed by newspapers 25%, television 16% and new website 11%. A small section also said that they don't follow news everyday ( 3%).**
- On being questioned on **juvenile sexual crimes** happening in India, **85%** of the respondents said that they hear or read about sexual crimes committed by young adults and teenagers against children frequently in the **news**. Only a mere **6%** said they don't recall or really remember reading such news, highlighting the disturbing trend of juvenile sexual crimes on the rise.
- On a scale of **1-10 (1= unaffected, 10= extremely disturbed)** on the effects of such news had on the youth, **76%** rated themselves between **8-10**, saying they were very disturbed after reading such incidents. Only **5%** of the respondents seemed **unaffected** by reading by the developments.
- **68%** also said they think such instances are increasing compared to the last five years.
- On probable causes **34%** think that **sexually deviant behaviour** stems from **childhood** itself, though **44%** also said they are not sure.
- On the top reasons influencing such behaviour, **60% chose domestic violence and abuse in childhood** to be the root cause of such behaviour. The other key reasons given included emotional trauma due broken families, separated/ divorced parents and exposure to sexually explicit and violent content in childhood.
- Half of the respondents **51%** were clear that teenagers committing **sexual crimes against children** don't deserve different treatment and should be **treated at par with adults**. However a sizeable number, **31%**, was also open to differential and **comparatively lenient approach**, depending on the nature of crime given the age of the perpetrators themselves. **18%** said they should be treated as **juveniles**.
- **Mirroring similar sentiments 43% thought that young adults and teenagers caught committing a sexual crime against a child should be treated as an adult criminal. 21% said that they should be psychologically evaluated and 8% said that they should be sent to the correctional facilities.**
- Addressing perceptions of gender with respect to crime and stereotyping, **57%** agreed that **adolescent boys** are more likely to commit sexual crimes than girls. Only **16%** disagreed with the statement, and **27%** said **both** are likely.
- In all these opinions, only **16%** of the respondents knew about **juvenile Justice Act 2015** and **POCSO Act 2012**. **35%** had an idea on only **one of the laws** and **49%** were **unaware** of either of the Acts, making a strong case for creating further awareness.

THE STUDY IS THE FIRST STEP AND IS AN INDICATOR ON WHAT HABITS AND PERCEPTIONS ARE SHAPING THE YOUTH OF THE COUNTRY WITH RESPECT TO JUVENILE SEXUAL VIOLENCE.

## WHAT'S IN STORE IN 2020?

Human Trafficking is a \$150 billion industry globally and it isn't slowing down. According to the Global Report on Trafficking in Persons released by the United Nations Office of Drugs and Crime, human trafficking is reaching 'horrific' dimensions with more women, girls, boys, and men being trafficked at an exponential rate. India, itself is expecting the rate of trafficking to grow at 25 percent annually.

While it is essential that effective measures and actions are needed to curb trafficking, we, from our side, we can end by being aware and making others aware simultaneously. Missing Link Trust tirelessly works towards raising awareness about sex trafficking as we strongly believe

## AWARENESS = PREVENTION

In the coming year, we are coming up with digital innovations to end trafficking. Wonder, why focus on digital? According to a study, India has **538 million smartphone users with 70 percent of them being an active member of social media platforms**. The smartphone user penetration is expected to increase by **28.3 percent annually**. Just like us, traffickers also have access to this data. Rather, they may be one step ahead of us. And, they are already using digital platforms to target vulnerable populace. Nowadays, traffickers don't even have to move. Many girls are lured with the promise of love and employment through WhatsApp and Facebook. And more than 51 percent of them are mirrors.



## MISSING : THE COMPLETE SAGA

So, what can we do? We can educate, we can empower. Following the same motto, we will be launching our 'MISSING : The Complete Saga', a reality-based role-playing game set in a rural Indian village in the Sunderbans. The Sunderbans is a low lying area in East-India, it is extremely remote and impoverished. A hot-bed of trafficking, it accounts for 44% of India's trafficking victims.. In this stimulating experience you are taken through the journey of a young, impoverished girl named Devi. Her circumstances at first seem tragic but it all depends on the choices you make. With her brave and courageous spirit she is all set to fight her dreary destiny, break the chains of human trafficking and at last find her own place in the world.

Explore Developer's Diary



Unlike other tools of communication, gaming engages players, makes them feel part of the story, and lets them see the consequences of their choices. The reward at the end of the game reinforces their behavior and leaves impressions on the brain. Moreover, games are accessible and affordable which makes it possible to reach more people.

In India, there are 201 million mobile game users and it is expected to rise to 370 million users by 2022. The gaming industry market value is estimated at \$405 million by 2022. With our first game 'MISSING: A Game for Cause', we reached out to more than a million people across 70 countries. With our second game, we are expecting to reach double the number. Our game, which will be available in 12 vernacular languages, will cover both rural and urban audiences of different age groups.



## MISSING AUGMENTED REALITY APP

Next in the pipeline is our Augmented Reality Application that will allow users to interact with the MISSING silhouette on the digital plane. **The users will have to scan the silhouette, watch it come to life in their smartphones and then there will challenges related to sex trafficking that they can solve giving them a broader understanding of the issue.** The AR App will allow users to seamlessly interact with a silhouette with the added quality of information. AR, the new technology, saw 2019 as its year and is expected to grow manifold in the coming years. It is expected to occupy a market size of \$200 billion globally by 2025. Our AR App will relay essential information to the user reducing the time spent on gathering information from the third party like looking up information online or reading reports. It will be crucial as it is time saving given the hectic nature of modern lives. It is forecasted AR will key trending technology in 2020 enabling reality-based interaction. It will provide an immersive learning experience to students and those using it.



- 1 HOW DOES THE AUGMENT MISSING GIRL APP WORK?**

Silhouettes of the Missing Girl already created at appropriate geographical locations using Stencil Art shall be used as the QR code for the App
- 2 HOW DOES THE MISSING GIRL AR APP WORK?**

Step 1: User downloads the Missing Girl Augmented Reality (AR) App from the Google Playstore on a compatible mobile phone  
Step 2: User opens the Missing Girl App  
Step 3: User focuses the camera of a compatible mobile phone towards the Silhouette created using Stencil Art, and clicks on the same to get a girl in live using Augmented Reality
- 3 WHAT DOES THE USER DERIVE FROM THE MISSING GIRL APP?**

Once the missing girl gets Augmented in front of the user, the entire story and narrative comes in live of how she goes missing.
- 4 FLIP HERE FOR MORE IMMERSIVE EXPERIENCE**
- 5**

"FOLLOW ME" - Would you like to follow her?  
YES NO SKIP

Once you select "YES" the player is taken to a darker scenario: a room full of dark figures of girls who look very lost and forlorn. Each has a name and he can choose to explore any of their stories of how they came to be missing.
- 6**

Do you know how do we reach here??  
YES NO SKIP

Each narratives starts with the girl explaining how she came to be "missing" & then lead the player to help save the missing girls through hints and clues. The story telling will be done using 2d animations. Real life situations will be created, animated & integrated in the application. These situations will be dynamically planted either a predefined location or based on geography.
- 7**

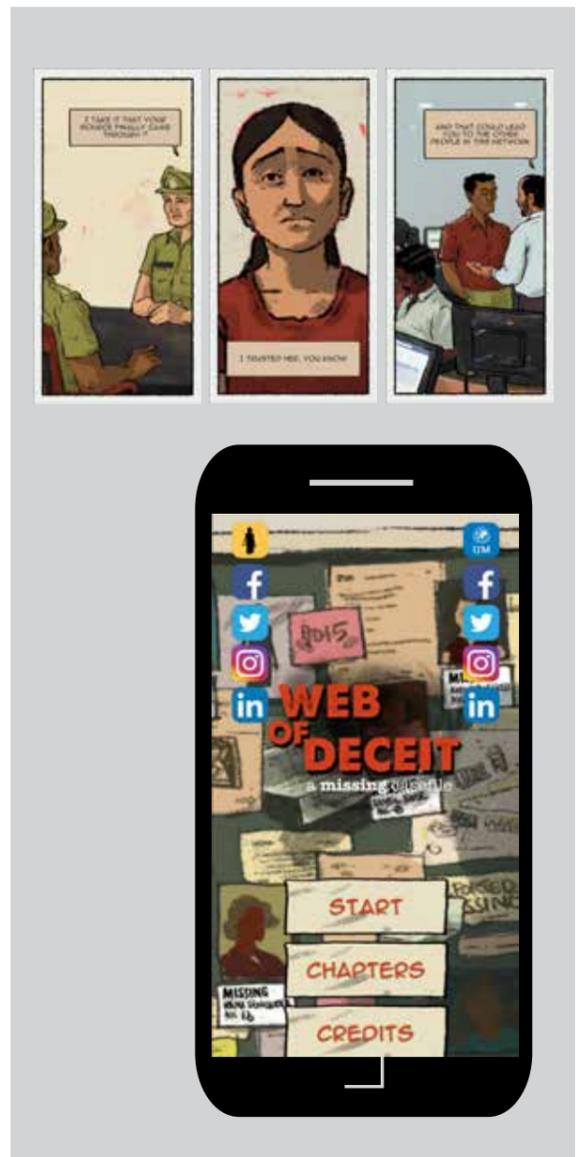
CONTINUE

## WEB OF DECEIT: INTERACTIVE DIGITAL COMIC

This year we are going beyond our targeted audience of school-going children and vulnerable women. We are developing Interactive Digital Comic in collaboration with International Justice Mission. Unlike our previous initiatives, our interactive digital comic will reach out to 1.9 million police officers in all states, 16,119 subordinate judges, along with 26 judges in the Supreme Court. The comic will follow the narrative where Inspector Sameer who is trying to get a lead to nab the trafficker through one of the girls who has been a victim. **The comic follows the underlying theme of how police work and how traffickers are using technology and online payments to lure young girls into the web of sexual exploitation. The comic aims to build the relationship between police and citizens where they can easily report cases and help police if they know about any cases.** This is essential as 25 percent of Indians don't trust the police and it will be a fundamental step in building trust. Furthermore, the comic, which provides multi-media experience, has the potential to engage readers where they can understand the issue from the perspectives of different stakeholders. The users will be part of the story, allowing them a vivid experience. The comic, which will be in vernacular languages, will target 70 percent of the Internet users. According to a KPMG report, nine out of ten users who are coming online are non-English users. English users only form a small percentage of users on the internet. With the comic in vernacular languages, we will transcend boundaries and reach everyone.

Since the comic is one of the most interactive ways to engage with people, we will also be publishing MISSING School Book Comic to reach students across the country in their regional languages. These backpage comics will be the perfect way to capture the attention of the most vulnerable section of the population and target awareness directly where it is most needed.

One of the main challenges while trying to prevent sex trafficking is lack of data. There are only the United Nations and National Crime Bureau of India data which is reliable. Through our continuous work, we have been collecting data, gaining insights into people's behavior, prevalent trends and understanding grassroots realities. We aim to publish it under the Online Resource Library so that independent organizations, government bodies, non-government organizations or think tanks can use it to formulate better measures to prevent trafficking.



# AWARDS



# PARTNERS



RILATO CONSULTING

RG SARAF FOUNDATION

# HOW TO GET INVOLVED

## CORPORATE SUPPORT

Collaborate with **Missing Link Trust** for your CSR requirement.

- Aligned with your Business ✓
- Objectives ✓
- Sustainable Outreach ✓
- Compliant with Companies ✓
- Bill 2012 ✓
- Result Oriented and Scalable
- Brand Visibility ✓
- Builds Social Capital & Partnerships ✓
- Nation Building ✓

Today corporate social responsibility has become a bedrock of all major industry players as employees, customers, and stakeholders decide whether they want to support a company's products or services based reputation, with CSR being an integral part of it. It is crucial then, to have high performing CSR to be an industry leader. With the average age of a girl being trafficked dropping to 7 years and the buying of minors for prostitution increasing 133% from 2013-2014, there is an urgent and pressing need to stop the new escalating violence against women and girls. MISSING has been working tirelessly in this sphere and with significant results.



## COMPLIANT WITH UN SDGs



Missing Link Trust work fits under the UN SDG's and is in sync with the world wide aims for creating a new agenda emphasizing on a holistic approach to achieving sustainable development for all. We are compliant with the following SDGs

SDG 5 Gender equality: To achieve gender equality and empower all women and girls- Our work in the Sunderbans and the Missing Anti Trafficking Awareness Programme (MATp) conducted in schools works towards eliminating all forms of violence against all women and girls in the public and private spheres, including trafficking, sexual and other types of exploitation.

SDG 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all- Our Skill Training Centers in Sunderbans ensure that even the most vulnerable learners acquire the knowledge and skills needed to promote sustainable development, through learning opportunities that encourage not only sustainable livelihoods but also human rights, gender equality and a culture of peace and non-violence.

SDG 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all- The Missing Link Trust's rural livelihood programme, through its Women Empowerment Centers, aims to train the women and achieve a sustained per capita economic growth. The Centers promote productive activities, generating employment by connecting the women to the marketplace and helping them on the path of financial freedom.

## PROCESS & DOCUMENTATION

We follow best industry standards, ensuring our partners receive:

- Timely project reports
- Monthly calls and reports
- Annual Report
- Fund disbursement / utilisation statement
- Field visits, when required
- Impact and outcomes report

## CSR UNDER COVID19

Missing Link Trust is turning these challenging times into the times of harnessing opportunities. Our women at the empowerment centers have been trained and already making essential items like masks and PPEs. We are now compliant and fall under the CSR under Covid 19 requirements of the government.

This has enabled us to continue empowering women through generating employment in the remotest and poorest part of the country. With support and CSR partnerships this program has the potential to act as a social catalyst through expanding the scope and livelihood creation. This will enable us to create further inclusion by taking in the returning migrant workers who have come back in the villages due to a lack of jobs and livelihoods.

## VOLUNTEERING

We are always open to having new and returning volunteers. We have a national awareness program and are always open to new facilitators across India. We are tasked with ending demand for sex trafficking, and in order to achieve this we will need as many like minds as possible.

## CAREERS

Collaborate. Create. Share. Reach out. We work with like-minded organisations and individuals, learning from their experience

and freely sharing our case studies, resources, research and expertise to create a multi-fold impact and exponentially increase our outreach to spread the awareness.

## HOW TO DONATE

- Donations accepted through Cheque/DD and online transfer in favour of the **MISSING LINK TRUST**.
- Our Bank Details for Online Transfer: A/C No: 50200015561433; IFSC Code: HDFC0000008 HDFC BANK LTD, Stephen House Branch, Kolkata
- Donations to **MISSING LINK TRUST** (registered under Sec 12A of Income Tax Act, 1961) are exempted from tax u/s 80G of IT Act.



**MISSING**