

# IMPACT REPORT 2019

*An Analysis of outcomes of  
Missing Link Trust  
initiatives in 2019*





Hello Friends!

It's been yet another amazing year for MISSING!

The Missing Link Trust is four years old now and we continue to scale new goals. We firmly believe Awareness = Prevention. The urban school awareness program which we launched as late as end september, rolled out systematically pan India through our collaborations with other sister organizations. We reached 48,000 students in a period of 4 months alone! We are in the next leg of executions for the year and on the threshold of rolling out the pilot program of the MISSING Anti Trafficking Club (MATc) for an IB school next semester. This will enable us to create a deeper and long lasting engagement with the next gen, to move towards our goal of End Demand.

This year also marks more innovations from the us! The next quarter will see us rolling out the several interactive and engaging educational experiences, using visual narrative and digital tools to sensitize police officers, prosecutors and judges on cases related to sex trafficking in India.

They will help address the biggest pain points in sex trafficking from the viewpoint of the various stakeholders and provide information to each of them to act as required in important situations. These 3 layer solutions combines interactive and behavioural options that ensure the experience is complete with learning feedback and impact assessment.

Lastly but not the least is the MISSING Women Empowerment Center in the Sunderbans. The region accounts for 44% of India's trafficking victims and economic empowerment will be key to prevention, here. Our first batch successfully trained in screen printing and creating simple drawstring bags and have now executed market orders to the tune of 40000 bags in 3 months. Our aim to provide a sustainable livelihood to the most vulnerable sections of society in remote Sunderbans, does not seem far. All these initiatives only gain strength through strong collaborations. Lets educate, innovate and empower together and make the world a safer place for our children!

Leena Kejriwal

Founder, Missing Link Trust.



*"Why wait for a girl to be trafficked to save her?"*

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# Our Vision

A world where every girl is safe from sex trafficking

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# Our Mission

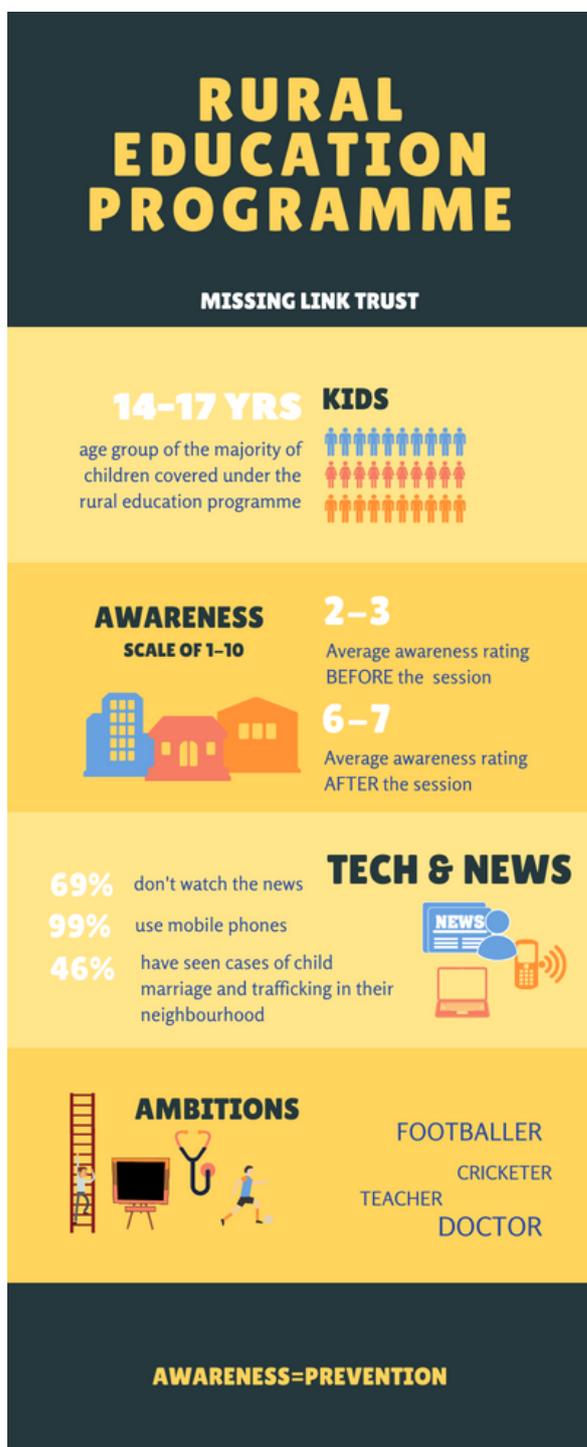
Be the motivator and the resource provider and data house for any entity and individual creating awareness against sex trafficking

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# 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 against sex trafficking
- Become the voice and a thought leader on anti trafficking through leveraging the information and insights collated through research and data analysis

## RURAL AWARENESS PROGRAMME



Out of the 40.3 million victims of trafficking today, 30% comprise of young children, with 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 SCHOOL AWARENESS

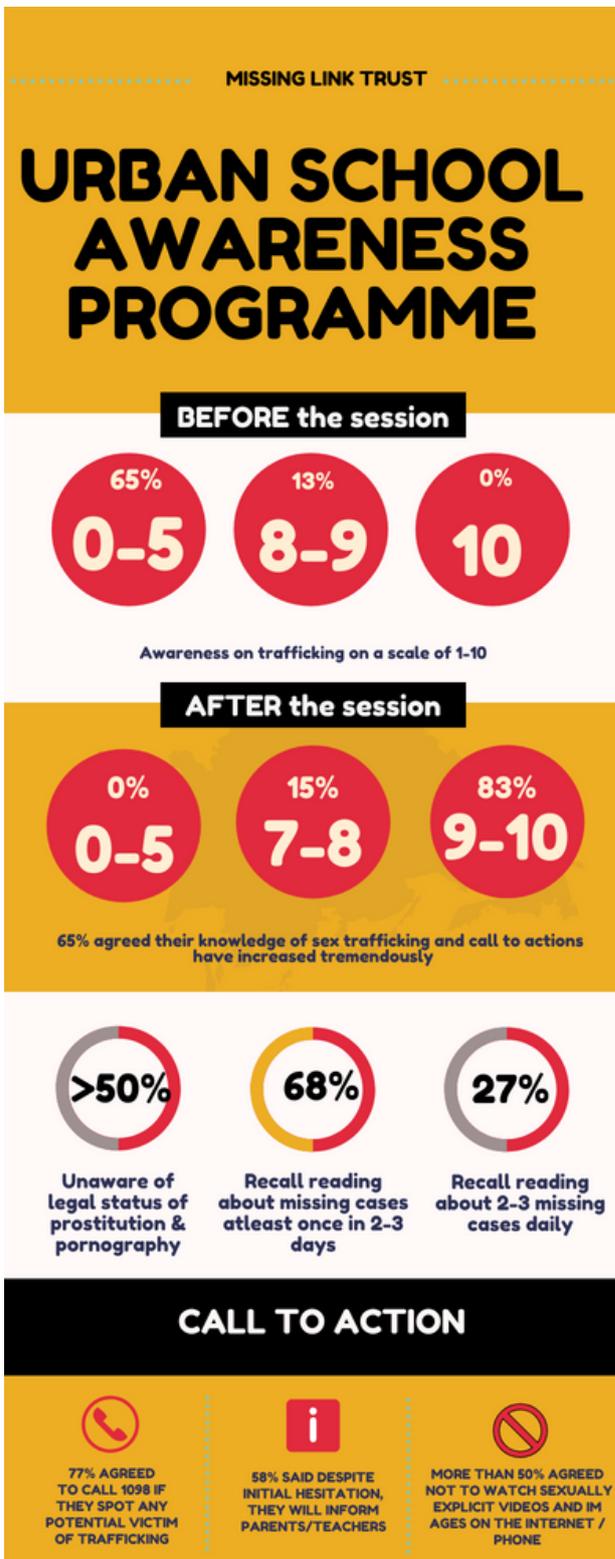
We started the Rural School Programme in 2016. Children across high trafficking belts in the country are covered through extensive awareness sessions. These programs are being conducted in all girls' school as well as co-education schools, addressing the social dynamics of rural india. The focus of the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



**42 SCHOOLS**  
**>4500 STUDENTS**  
**COVERED**

## URBAN AWARENESS PROGRAMME



We started the Urban School Awareness Programme 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.

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 catalyst in social transformation through the Missing Anti-Trafficking Club. In the last four months since its inception, we have already reached over 40,000 students across India through 51 schools.

### KEY OBJECTIVES

- ▶ Make children aware of sex trafficking and helping them remain safe from potential traffickers. Children between the ages 10-16 years are most likely to be targeted by traffickers online or offline.
- ▶ Making them aware 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 us are playing in creating demand, leading to increasing cases of sex trafficking among young girls and children.
- ▶ Educate what children can do tackle this menace. Inspire them to become youth community leaders creating awareness amongst friends and family using art and technology under the Missing Anti Trafficking Club (MATC).



We use innovative mediums like gaming, murals, public art and comic to create a highly immersive and empathic experience on sex trafficking.

Our Missing game for a cause 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 Missing mural walk is a multi-city art project conceived by Missing Public art project. Currently, we have completed two mural walks in the country and a third virtual one in Mumbai. In the one last year at Delhi with Change.org, we focused on the issue of Commercial Sexual Exploitation of Children or CSEC.



## MISSING GAME FOR A CAUSE

**18 LANGUAGES**

**>1 MILLION DOWNLOADS**

**4.3 AVERAGE RATING**

**REACHING THE RIGHT TARGET:**

**MAJORITY OF PLAYERS ARE 18-24 YRS**

**\$50,000 SUCCESSFULLY RAISED BY**

**KICKSTARTER FOR GAME 2**

## MISSING MURAL WALK

"The mural at Malviya Nagar is rather hard hitting and direct. Accompanied by a sarcasm-laced line which reads –'Koi janbhoojkar toh rape nahi karta, yeh toh galti se ho jata hai', the hands of a predator are painted in white against a black background. They slowly change their movement. Then the hands grasp an innocent girl in a tight grip. The silhouette of a girl, caught in the grip, is also a representation of many faceless girls who vanish from the earth, without leaving a trace." - **The Hindu**



## WEC

The Missing Link Trust rural livelihood program, through its Women Empowerment Centre (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.

Over 40 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.

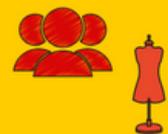
## Programme Process

Missing Rural Livelihood Programme

### Mobilisation

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

STEP  
01



### Training

STEP  
02

One year training courses on tailoring and stitching in multiple batches



### 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

STEP  
04

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

### Data & Measurement

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

STEP  
05



**94%****WORKING FOR FIRST  
TIME****>50%****CAN AFFORD BETTER  
EDUCATION FOR THEIR  
CHILDREN****58%****EXPERIENCING  
POSITIVE FAMILY  
DYNAMICS**

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 besides the available legal measures.

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.

## CURRENT YEAR

## NEXT YEAR GOAL

### FUNDING SUPPORT

### FUNDING SUPPORT

**1.25 CR**

**3 CR**

### DIRECTLY REACHED

### DIRECTLY REACHED

**0.2 MN**

**>1 MN**

### TEAM STRENGTH

### TEAM STRENGTH

**7**

**12**



**MISSING**