MISSING

ReachUs@SaveMissingGirls.com • fb.com/missingpublicart • www.SaveMissingGirls.com

We Innovate. Educate. Empower.

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

We educate for creating a new social fabric to end demand by systematic awareness programme amongst school children

We empower the most vulnerable women and girls in Sunderbans through skill training and livelihood to prevent sex trafficking.

Our Partners

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Ministry of women and child development

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MISSING

uses art and technology to prevent sex trafficking through awareness

1mn
Game Downloads

70+
Countries

7
Awards

5,000 +
Stencils Sprayed

10
Programs and projects

4
Years

86,000 +
Students educated

Vision

Use our knowledge and resources to end demand and stop sex trafficking.

Mission

Combine art and technology in creating mass awareness amongst the public, through innovative ways, leading to prevention of sex trafficking.

Strategy

MISSING follows the UN's anti-trafficking strategy with a focus on prevention through awareness.

Murals

We Empower

Women Empowerment Centre

MISSING has set up a Women Empowerment Center in Kultali, West Bengal, the area where 44 percent of India's human trafficking victims come from. Most of the girls who are trafficked are lured from their homes with the false promise of an opportunity for employment.

Our programme looks at training vulnerable women in making bags and prevents them from falling into the dark world of sex trafficking. The centre not only teaches tailoring to women, it provides employment opportunities that can ensure them a steady monthly income equal to or above what they would be making through prostitution.

This sustainable livelihood program has empowered dozens of young girls and women and begun the process of long term change in their community.

We create a sustainable livelihood opportunity for the survivors and vulnerable girls in one of India's highest trafficking areas.

Within Bengal
SOUTH24 PARGANAS
features among the top five districts in terms of trafficking.

We Educate

Rural School Awareness

46k
Students educated

580+
Schools

24
Months

We started the Rural School Programme in 2016. Under the initiative, Missing Link Trust has conducted extensive awareness sessions in high trafficking belts in the country. These programs are being conducted in all girls' school as well as co-education schools.

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.

Urban School Awareness Programme

40k
Students

51
Schools

MATc: Missing Anti-Trafficking Club

Out of the 40.3 million victims of trafficking today, 30% comprise of young children, with majority being young girls.

At Missing, we firmly believe that systematic awareness on the role we play in the demand and the systematic understanding of the different ways one can get trafficked for sex can lead to systematic prevention.

We realised that it is important to reach out to children in urban areas as well since the trafficking itself is now moving from rural to urban.

Our urban school awareness initiative started in December 2018. It combines 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 and are looking at rolling it out pan India.

The Missing Anti Trafficking Club is an extension of our urban school awareness programme. It incorporates social activism and community engagement in the student experience by providing a blueprint for students to raise awareness about trafficking.

We Innovate

Stencil project

The stencil is a powerful means for engaging the public and providing ownership in the campaign to end demand. Each person who creates a stencil becomes a spokesperson for the MISSING making it an inclusive and open campaign.

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.

5k+ Stencils

900+ Daily Impressions

40 Cities

Mural project

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

2 Cities

12 Murals

500+ Chats

Missing Game for a Cause

1 Million
Organic Downloads

WINNER

Indie Game of the Year
NASSCOM
2016

12
Languages

70+
Countries

Presented at

- **Games For Change NYC,**
- **Berlin Casual Connect**
- **Korean Games Conference**

The award winning MISSING Game F- A screen shot

Download on the App Store

GET IT ON Google Play

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.

Missing - The Complete Saga

The overwhelming response and support received by the MISSING Game for a Cause led us to create an even more detailed and immersive gaming experience in MISSING: The Complete Saga.

We held a crowdfunding kickstarter campaign that raised over 50,000 USD. The new game will have greater complexity in characters, storylines, locations and challenges; all coming together to create a heart wrenching experience that opens the players eyes to the stark reality of countless young girls today.

Augmented Reality App

MISSING is looking at creating an Augmented Reality application as a part of our initiative to raise awareness about trafficking among digitally enabled audiences through deeper social engagement and immersive. The app will add a new layer of engagement to the campaign's symbol;
the Missing Silhouette.

A simple user flow will allow people to scan the silhouette from any media, watch it come to life, interact with it on the digital plane. The app has the potential to use gamification tactics like levels, geo tags and other hyper local elements to increase engagement, bring users back to the app and importantly create an immersive discovery experience.

Coming Soon

Web of Lies: Interactive Digital Comic

The Missing Campaign & Internal Justice Mission collaborated to build an interactive and engaging educational experience using a visual narrative and digital tools to sensitize police officers, prosecutors and judges on cases related to sex trafficking in India. This project will help address the biggest pain points in sex trafficking cases from the viewpoint of the various stakeholders and provide holistic information to each of them to act as required in important situations. This 3 layer solution combines visual, interactive and behavioural options that ensure the experience is complete with learning feedback and impact assessment.

Missing - School Book & Comics

MISSING is working on publishing comic book strips with publishers of notebooks to reach students across the country in their regional languages.

These backpage comics are the perfect way to capture the attention of the most vulnerable section of population and target awareness directly where it is most needed.

Collaborate

with MISSING 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

Founder's message

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.

174 children go MISSING in India every day

MISSING LINK TRUST (registered under Sec 12A of Income Tax Act, 1961) are exempted from tax u/s 80G of IT Act. Darpan ID: Darpan ID: WB/2017/0176607

"I usually have a lot of criticism for what people do on this topic but this strikes me as just absolutely right."
-Harvard Law School Faculty and Renowned Gender Rights Activist, Catharine A. MacKinnon

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