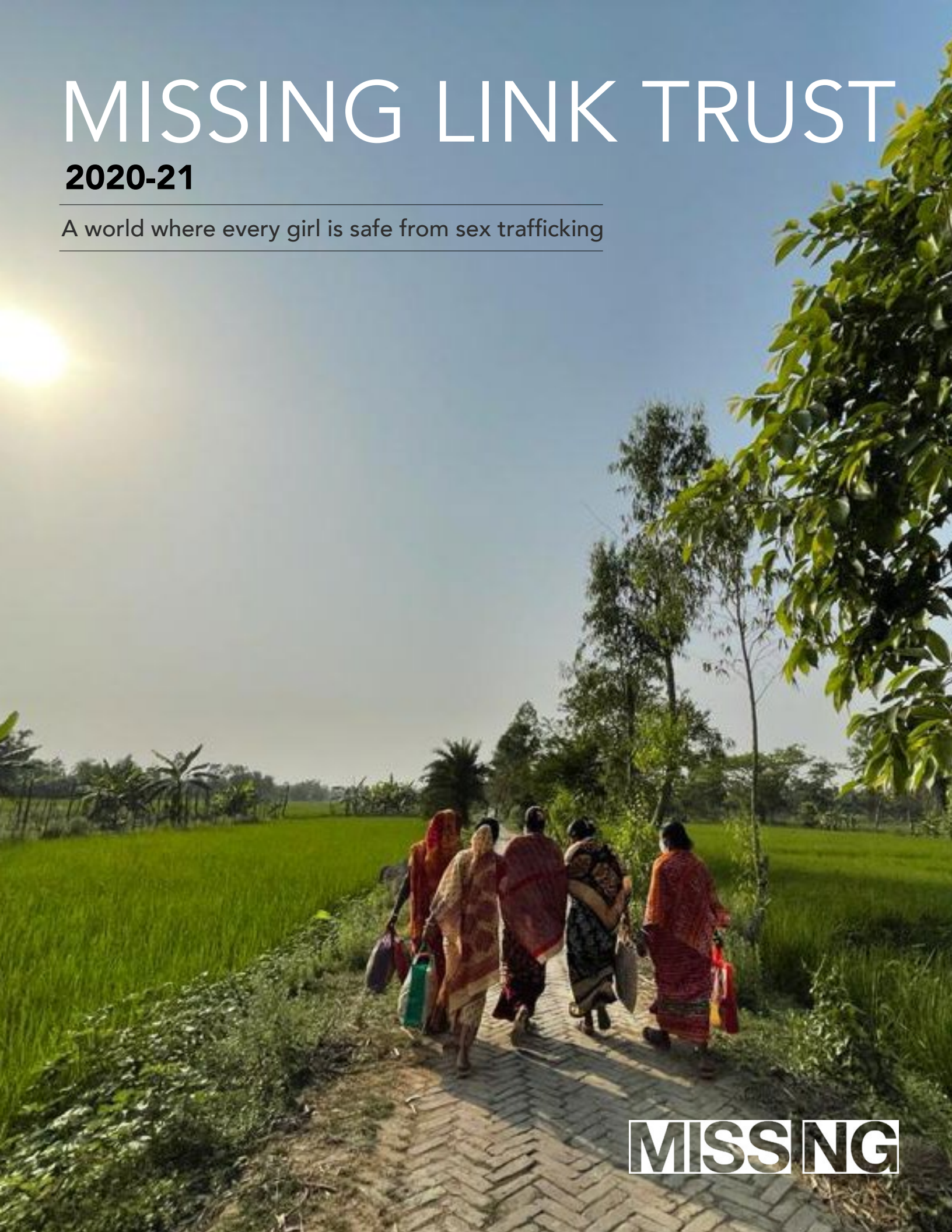


MISSING LINK TRUST

2020-21

A world where every girl is safe from sex trafficking



MISSING

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Foreword

Dear Friends,

Resilience. We all discovered it. Again and again.

It's been over two years and COVID-19 still looms over us. The pandemic has devastated human lives, the economy, and educational systems. The financial hardship on families has led to mass movement of people, and the closing of schools, amongst all this the risks of human trafficking have increased. In this scenario, multidisciplinary interventions using innovation, technology, and entrepreneurial thinking will be the way forward.

Our work in the space of sex abuse and exploitation has made us come face to face with a new kind of cruelty. Child sexual abuse.

In 2019, the world saw approximately 16.9 million suspected CSAM (Child Sexual Abuse Material) reports, of which nearly 1.98 million were from India—the single-largest out of 241 countries. The Indian subcontinent ranks highest when it comes to CSAM consumption. CSAM Searches in Tier 1 cities peaked at 5.5 million searches.

This report from law enforcement agencies in India gives us some insights to ponder on. The Kerala Police have a special unit CCSE (Counter Child Sexual Exploitation) which is dealing with preventing online child exploitation and child pornography. The unit is working in close contact with the Interpol Crimes against Children and the International Centre for Missing and Exploited Children (ICMEC).

“According to the police, many of those arrested were men in their early 20s... everyone arrested was below 25 years old, including a 16-year-old. In the case of the minor, police officers have said that they will consult mental health experts and send him for counselling.”

The arrests also revealed how consumption of CSAM spanned the spectrum of society ... It was a doctor in his early 30s working at a primary health centre.. a hotel management graduate.. A man who had done a short stint in the Indian Navy.

Mr. Sebastian Edassery, CSO and Director (Deloitte), who has worked closely with the Kerala Police and the Interpol on this very issue, has been a key advisor to MISSING for the MISSING Awareness and Safety School Program. His insights from the ground reality have helped shape the program and highlight preventive measures that are invaluable for children, adolescents and caregivers.

Technology has a huge role to play in the lives of GEN Z (under 25 years old). And like everything else, it has two sides : it empowers, democratizes and transforms. And simultaneously it widens the divide and “weakens the already weak and nourishes all bad things”.

Under COVID-19, everything has moved online. Exposure to the internet, the good and the bad has quadrupled. Age is no longer a barrier. Children as young as four years old are online for classes and recreation. With the world moving online, civic sense can no longer be just physical; digital civic sense will have to be an intrinsic requirement for society. A sound education on online behaviour, safety and protocols will go a long way for them to have a fulfilling and holistic life.

The Missing Awareness and Safety School Program (MASSp) does just that! Our primary focus this last year has been the research and development of the program. It will shape future generations to stay safe from sexual abuse and exploitation both online and offline and curb the rising demand for commercial sexual exploitation and abuse. It's use of immersive narratives and a technology-powered pedagogy provides experiential learning to drive behavioral change. The Pilots have been launched across India and were well received by learners and educators who now wish to include it in their academic curriculum.

Why wait for a girl to get trafficked to save her?



Unique to MISSING is our reach in the remote trafficking belt of Sundarbans. We have been providing training to our Swadhikaar Youth Group on safety and advocacy through the MASSp. The program has equipped 150+ youth leaders with the knowledge and skills to overcome vulnerabilities and risks; empowering them to become catalysts for social transformation.

Another primary focus for us in the part year has been COVID-19 Relief and Response Program alongside the livelihood and digital literacy programs. MISSING implemented two Cyclone Relief Drives, a COVID Awareness drive, Monthly Ration Relief Drive and Mask Distribution Drives reaching over 12,500 people and this work continues... Deprivation drives exploitation, and it is important for us to ensure that no family goes without basic necessities such as food and shelter.

The pandemic made us dig deep and reach out for all kinds of partnerships and support - individual, volunteers, institutional. From fundraising, mobilizing global support and building our volunteer team... The MISSING community from across the world gave a new meaning to community resilience. It is not about where each of us are, but having a common goal and vision to create a world where every child is safe.

Before I wind up I would like to share that we are the proud recipients of the Thomson Reuters Foundation Anti Slavery capaign award for 2021! MISSING started out as a public art campaign in 2014 and today the Campaign has been recognized for its impact and contribution to the global fight against trafficking. It was a very special moment to finally be recognized as a campaign - what it had set out to be!

Stay safe and take care!

Warmly,
Leena



Image: Thomson Reuters

About MISSING

MISSING is India's foremost public art and education organization working to prevent sex trafficking.

We work at the intersection of education, art, and technology to raise mass awareness about sex trafficking and curb its rising figures, impacting vulnerable populations of women and adolescents.

We do this through innovative education programs, immersive art, and storytelling platforms using the power of technology to do good at scale. We also share these tools with any organization or individual working in this space.

Prevention is inadequately addressed in most anti-trafficking strategies. Many non-government organizations work in the area of rescue, rehabilitation and helping with legal proceedings. But there are very few organizations in India, like MISSING, who work on the prevention of sex trafficking

and engage directly with the public. MISSING brings a systemic focus back on prevention while acknowledging that numerous complex factors contribute to sex abuse and trafficking such as economic crisis, social exclusion, gender discrimination and weak legal protection systems.

MISSING works under its pillar of Empowerment in the Sundarbans, West Bengal which accounts for 44% of reported cases of trafficking in India. It uses skills training, digital literacy and youth-led advocacy to empower survivors of trafficking and gender-based violence, vulnerable women and girls, and adolescents.

Today, MISSING's strength has grown to 170 women across two Women Empowerment Centres South 24 Parganas, West Bengal). MISSING's community youth awareness program has evolved into the Swadhikaar

Youth Program mobilizing 150+ vulnerable youth and empowering them with the skills to become community leaders.

Under its pillar of Education, MISSING has developed the innovative Missing Awareness and Safety School Program (MASSp) providing systematic and innovative curriculum to raise awareness on sex abuse and exploitation in rural and urban schools in India. It has also developed tools such as the Missing: Game for a Cause, the Global Guerilla Art Stencil Project, the Missing Murals with Chatbots, an interactive digital comic Web of Deceit, and the upcoming game Missing: The Complete Saga to reach a wider audience and educate them about sex trafficking, online and offline safety, and related issues.

The program, in its initial stage, reached over 1,35,200 students in over 3,000 schools across 15 states. MASSp has evolved from the successful implementation of the

workshops and awareness programs conducted across the country over the last four years by MISSING. Under COVID-19, the Program was launched online and reached over 300 students from Rajasthan and Gujarat.

As a part of the Sundarbans outreach, MISSING also provides focused training to vulnerable youth through the Swadhikaar Youth Program on safety and advocacy through the MASSp.

As part of the global anti-trafficking community, MISSING's Empowerment and Education pillars also align with the UN's Sustainable Development Goals of SDG 4 'Quality Education', SDG 5 'Gender Equality', SDG 8 'Decent Work and Economic Growth' and SDG 16 'Peace and Justice Strong Institutions'.



VISION

A world where every girl is safe from sex trafficking.

MISSION

We work at the intersection of education, art, and technology to raise mass awareness about sex trafficking and curb its rising figures, impacting vulnerable populations of women and adolescents.

We do this through innovative education programs and immersive art and storytelling platforms using the power of technology to do good at scale. We also provide these tools to any entity or individual working in this space.

We build collaborative partnerships to expand our community reach and services.

MISSING believes that raising awareness leads to prevention of sex trafficking. Why wait for a girl to get trafficked to save her?

1098
#missinggirls

Timeline

2014



January

MISSING Silhouette launched as a Public Art Project at the India Art Fair

2015

July

Successful crowdfunding campaign on Wishberry

October

Missing Link Trust is formed

November

16 Days of Activism against Gender Based Violence Campaign across key trafficking belts in India

2016

January

Jaya Hey!, a short film (about a survivor of sex trafficking) wins the Yes! I am the Change - Change-maker Award from Yes Foundation

March

Rural Awareness Program

implemented in West Bengal (North and South 24 Parganas)

October

Missing Game for a Cause is launched

November

Missing Game for a Cause wins the NASSCOM Indie Game of the Year

2017

January

MISSING Silhouette showcased at the Pune Biennale

February

Missing Game for a Cause selected for the Berlin Casual Connect



March

Awareness Program conducted in urban and rural districts across West Bengal in collaboration with the Ministry of Women and Child Development.

MISSING wins Sandvik India's Diversity Award for Innovation and

Impact

April

MISSING launched the 130 ft Mural on the German Consulate wall in Kolkata

Missing Game for a Cause launched in Bengali. #1 on Google Play Store in Bangladesh within a week of its launch

July

Missing Game for a Cause hit half a million downloads in 70+ countries

Flashmob with 100 participants in one of the largest malls of Kolkata in collaboration with the German Consulate

August

Missing Game for a Cause invited to Games for Change, NYC

September

Successful Kickstarter Campaign for Missing The Complete Saga raising \$50K!

Launch of the MISSING Murals with 'Hunt for the Lost Durga' in Kolkata

Pad Yatra - MISSING marched on foot from Ranchi to New Delhi reaching over 75k + people in 14+ cities in 3 weeks

October

The German Consulate supported MISSING's Pilot Livelihood Program for 40 women and girls in Kultali, South 24 Parganas

December

Missing Game for a Cause at the Korean Games Conference

2018

March

Missing Game for a Cause launched in 11 Indian regional languages

MISSING's first report, *Sex Watch Survey*, published

April

Swachh Gram with the German Consulate Kolkata - built over 100 toilets in Kultali

MISSING wins Digital Empowerment Foundation (DEF)'s Award 'Social Media for Empowerment'

July

Choke the Demand Mural launched in New Delhi in partnership with Change.org

September

Established the first Women Empowerment Centre in Kultali

October

Launch of the Urban Awareness Program

MISSING wins the 'Inclusion and Empowerment' Award at MBillionth, South Asia



November

Launch of the Digital Literacy Centre in Kultali, in partnership with DEF

Jessica Lindl, Global Head of Unity Technologies, speaks of the *Missing Game for a Cause* at the UNESCO MGIEP Tech 2018 (Visakhapatnam)

Missing Game for a Cause wins the 'Most Innovative Digital Solution in Inclusion and Empowerment' and is shortlisted for the 2018 World Summit Award

December

MISSING showcases its merchandise, made by the beneficiaries of the Women Empowerment Centre (WEC), at the German Consulate's Christmas Fair (Kolkata)

2019

March

The women of the WEC complete their first mar-

ket order (for bags)

Leena Kejriwal wins HerStory's Women on a Mission Award under the category of Art and Culture

April

MISSING at TedX DTU on the 'Role of the Public in the Rising Demand'

MISSING conducted a menstrual health workshop in Kultali in partnership with Project Baala

May

MISSING at TedX Surat on the 'Cause and Effect of Sex Trafficking'

June

MISSING Bags made by the beneficiaries of the WEC showcased at a Flo event in Taj Bengal, Kolkata

July

MISSING collaborated with Red Balloon India to conduct the Urban Awareness Program in Dharavi, Mumbai

August

Leena Kejriwal features in *BBC's Kalki Presents: My Indian Life* for its episode 'The Biggest Brothel in Asia'

September

2nd Workshop in Dharavi with Red Balloon

October

Regional Embroidery

contd.

Training launched in WEC for upscaling the work

First Advisory Board Meeting in New Delhi

2020

January

MISSING participated in the Jaipur Literature Festival

MISSING conducted the Urban School Awareness program at Maharani Gayatri Devi School, Jaipur


February

MISSING participated in the International Rotary Conference, Kolkata

March

MISSING wins at the World Summit Awards

Distribution of 3-ply masks made by the women of the WECs for community members



April

Launch of the #Stay-HomeStaySafe Campaign to raise awareness about cyber sex trafficking

Launch of #DonateFor-Sundarbans to rally support for COVID-19 Relief

May

In the aftermath of the Supercyclone Amphan MISSING conducted Cyclone Relief Aid for the community members for 6 months hereafter, reaching over 5000+

Lalit Agarwal, from Texas (United States) mobilized support and raised funds for #DonateForSundarbans

MISSING hosted its 2nd Advisory Board Meeting

June

MISSING launched a series of webinars on Cyber Safety with Karnika Seth (CyberLawyer), Sebastian Edassery (Cyber Security Expert) and Nirali Bhatia (CyberPsychologist) for 'Cyber Safety at Home' in partnership with YFLO

WECs manufactured masks for community support and market orders

More women who migrated back under COVID-19 joined the Women Empowerment Centres



July

MISSING launched its

new website on World Day against trafficking in persons and spoke with experts in the fields of anti-trafficking, academics, online safety and youth journalism to commemorate the occasion

Missing Awareness and Safety School Program (MASSp) launched for online dissemination under COVID-19

August

MISSING launches the #MissingChatSeries and hosts stalwarts such as Sanjoy Roy, Osama Manzer and Samar Jodha

MISSING speaks with Guneet Monga, Oscar-winning Producer, for its #FreedomSpecial

September

MISSING speaks with Priyank Kanoongo, (Chairperson, NCPCR), Ananya Chakraborty (Chairperson, WBSCPCR), Tannishtha Dutta (UNICEF), Osama Manzer and Dr PM Nair (Father of Anti-trafficking) for 'Education Under COVID-19: Are children safe online?' Fountainhead School, Surat and Maharani Gayatri Devi School, Jaipur enrol for the MASSp

To contribute to the global week to

#Act4SDGs, MISSING hosted a dialogue with the President of the Rotary International, Shekhar Mehta, who also founded the Rotary India Literacy Mission

Leena Kejriwal represented MISSING at various youth-based events with internationally established youth organisations such as GirlUp and AIESEC

October

More than 150 youth members enrolled under the Swadhikaar Youth Program across 8 villages

Vinay Antony Payapally from Hyderabad dedicated his annual fundraising initiative 'Ride for the Children' to MISSING

In partnership with Gracious Givers (an initiative of the Rungta Foundation) MISSING distributed reusable menstrual hygiene kits to 200+ women and girls in Sundarban

November

MISSING launched #HowManyMore in solidarity with the UN's 16 Days of Activism against Gender Based Violence and spoke to V (formerly known as Eve Ensler)

Missing: The Complete

Saga made available to wishlist on Steam

MISSING participated in the India Game Developers' Conference and spoke to leading industrial experts such as Tsahi Liberman, Anat Shperling, Cassia Curran and Antonia Koop at a Panel Discussion 'Niche or Golden Opportunity? Creating Games of Social Impact'

The Swadhikaar Youth Group participated in the UNICEF RCCE Program under COVID-19 and reached over 12,500 people in the Sundarbans

Leena Kejriwal represented MISSING at the WSA's European Young Innovators Festival 2020

December

MISSING hosted 'Working with Adolescents: Sexuality and Violence' with Sunitha Krishnan (Co-Founder of Prajwala), Bishakha Datta (Co-Founder of Point of View) and Ananya Chakraborti Chatterjee (Chairperson, WBSCPCR)

Leena Kejriwal featured as one of the top 100 Game Changers by Gamesindustry.biz for MISSING's contribution to global social impact in the gaming industry

MISSING hosted its 3rd Advisory Board Meeting

2021

January

Web of Deceit: A Missing and Trafficking Casefile (interactive digital comic) launched on January 24th. Event headed by Hon'ble Justice Shampa Sarkar, Judge, High Court, Kolkata; Mrs. Neeloo Sherpa Chakraborty, IPS, Jt. Commissioner of Police (Organisation), Kolkata Police and leading Bengali Cinema Actor-Producer, Rituparna Sengupta.

February

The new MISSING Girl figures launched in Kalaghoda, Mumbai

March

MISSING participated in GiveIndia's Fundraising Challenge

The MISSING Campaign received the Thomson Reuters Foundation's Stop Slavery Campaign Award

Missing The Complete Saga is shortlisted for Steam's Indian Harvest Festival

Team - Missing Link Trust



LEENA KEJRIWAL
FOUNDER

Leena Kejriwal is a photographer and social artist based in Mumbai and Kolkata. MISSING is a direct response to her experience of over thirteen years (before founding Missing Link Trust) in the grassroot spaces of the rural trafficking belts of West Bengal and the red light districts of Kolkata.

The MISSING Silhouette, her public artwork, was launched to great recognition at the India Art Fair, 2014. Realising its potential to create a powerful public dialogue on the issue, she then started a guerrilla art movement across the country - and the Silhouette became the Missing Stencil Project. She has since been exploring multiple genres which use art and narratives to engage the public on the issue of sex trafficking. Since 2015, the work is growing rapidly under the aegis of the Missing Link Trust.

Kejriwal has been honored with multiple awards and accolades for her unique artistic take on this grave social issue: Her Story Woman On a Mission Award (2019), the mBillionth award for the Missing Game (2018), the YFLO Women Achiever Award (2016), and the Yes Foundation Changemakers Award (2015), to name a few. Her work has been exhibited in various locations in France, NY, India, Iran, Germany and broadcasted in several media including BBC, Al Jazeera, SBS World News, the Guardian, The Telegraph, The Sunday Tribune, The Hindu and many more.



SATYAJIT CHAKRABORTY
GAME DEVELOPER

Satyajit is the founder and owner of Flying Robot Studios, an award-winning game development studio based in Kolkata, India. He is the recipient of several awards such as 'Indie Game of the Year Award 2016' for the design and development of Missing Game for a Cause.

He is the developer of the Missing Game for a Cause and Missing The Complete Saga.



NAYONEKA SHANKAR
PROJECT MANAGER

Nayoneka/Naina started out as an Associate Producer at a Mumbai-based Production House after completing her Masters' in Media and Cultural Studies from Tata Institute of Social Sciences, Mumbai. Feminist documentaries such as Shohini Ghosh' Tales of the Night Fairies had a huge impact on her and led her to explore women's sexuality vis-a-vis Prostitution/Sex Work - one of the most contested issues in feminist theory and praxis. Her desire to contribute to the discourse and the issue made her take the leap from the media industry to the development sector. She is now a Project Manager with Missing - supervising, coordinating and executing its various projects and programs and providing executive support to the Founder.



GITANJALI SOMANATHAN
PROJECT MANAGER
(MASSp)

Gitanjali is developing the Missing Awareness and Safety School program (MASSp), a first of its kind school program in India.

She is a filmmaker, communication professional and a manager of things that come up. She's spent her professional career crafting media to tell stories of struggle and success around themes such as gender, sexuality, livelihood and education. She's studied Media, Journalism and Communication. Her major interests are asking questions, finding good stories, finding good food and building a more equal world.



PRABIR MISHRA
PROJECT MANAGER
(MISSING Rural Program)

Prabir manages and supervises the Livelihood Program and the Swadhikaar Youth Program in the Sundarbans. He also looks after stakeholder management - networking across rural administrative, legal and judicial bodies. In addition to training the Sundarbans team, he actively counsels survivors' and their families, assists in victim rehabilitation and community engagement.



SIDDHARTHA BHARGAVA
PROJECT MANAGER
(Research and Analytics)

Siddharth has 10 years of experience in management consulting, research, and project management. Previously while working with Indian Political Action Committee (I-PAC) he led the political campaign for a national political party. He and his team supported the organization for campaign management including research, analytical insights, policy analysis and advocacy. He has worked with global leaders like Goldman Sachs and Accenture for a large part of his career.

Siddharth is an engineering graduate and has done his Masters in Business Administration in Finance. He is also a GCPP alumnus of the Takshashila Institution, Bangalore. He enjoys playing cricket, football and is a self proclaimed fitness enthusiast.



PRADIP MAITY
PROJECT ASSOCIATE
(MISSING Rural Program)

Pradip manages the Digital Empowerment Centre (under CIRC-DEF) and imparts basic computer training to vulnerable youth and community members from the region. He also provides assistance and support for other Missing Projects and Programs (Livelihood Program and Swadhikaar Youth Program).

Team - Missing Link Trust



BABUSONA DAS
GROUND OFFICER

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 all procurement, service delivery and maintenance activities.



APARNA JWALAN
WOMEN EMPOWERMENT
CENTRE ADMINISTRATOR
(MADHUSUDANPUR)

Aparna took on the responsibility of Administrator under COVID-19. Previously a brick kiln worker, married to a migrant worker, she is now overseeing the smooth running of the Madhusudanpur Centre. Having undergone the Tailoring and Apprenticeship Training, she is an adept dressmaker. She also assists with Community Outreach and Awareness Building.



PADMA BHAKTA
WOMEN EMPOWERMENT
CENTRE ADMINISTRATOR
(MADHYA GURGURIA)

Previously a wood collector and fisherwoman, she is now overseeing the smooth running of the Vasa-Madhya Gurguria Centre. Having undergone the Tailoring and Apprenticeship Training, Padma is an adept dressmaker. She also assists with Community Outreach and Awareness Building.



MISSING under Covid-19

On December 31, 2019, the World Health Organisation's (WHO) China office heard the first reports of a previously-unknown virus behind a number of pneumonia cases in Wuhan, a city in Eastern China with a population of over 11 million.

Little did we realise that the pandemic that was to come in its wake, would be here to stay. And the distorted realities it would expose - from the failing public health system, to the gaps in the education system, to the Digital Divide and the rising figures of gender based violence.

It is hard to stay optimistic in times like these. But MISSING rose to the challenge, despite the times.

The Sundarbans, where MISSING works, has been struggling to overcome the grave challenges brought due to COVID-19 and in the aftermath of the Super Cyclone Amphan and Cyclone Yaas. The twin blows have landed people in further abject poverty, making girls

more vulnerable to trafficking by way of child marriage and sex trafficking.

Within three months of the lockdown being imposed, over 500 cases of child marriage were reported in West Bengal alone (not accounting for the majority of cases that went unreported).

The national childline, 1098 tracked 1.92 lakh interventions on the ground (12.9% increase from the previous year). The interventions include at least 32,700 cases of trafficking, child marriage, sexual abuse, emotional abuse and cyber crimes.

Reverse migration along with a lack of any foreseeable income, acute shortage of food resources, and loss of connectivity has led to communities constantly battling for daily necessities in the region.

Women have been doubly displaced. Many are at a risk of permanent exit from the labor market resulting in feminization of poverty. The

stress, the disruption of social and protective networks, loss of income and decreased access to services have increased the risk of violence for women. More domestic violence complaints have been filed under COVID-19 than in the last ten years.

Due to the disruption to the education system, adolescents have become increasingly vulnerable - especially those in abusive/deprived households.

Suicides among adolescents have increased because of a lack of awareness on multiple issues and support infrastructure. It is especially prevalent among adolescent girls, and under COVID-19, suicide attempts have increased tremendously.

Lack of proper information and guidance regarding sexuality and sex has contributed to rising figures in:

- Teenage pregnancy
- Repeated use/abuse of emergency contra-

ceptive pills among girls

- Premature tobacco consumption/smoking
- Elopement which has led to Prosecution of young men under POCSO and criminalization of more young adults under the new legal age of marriage

To address the above issues, MISSING started the Relief Drive Program from the month of April, trained its Women Empowerment Centres trainees in mask-making and made focused efforts to mobilize vulnerable adolescents through the Swadhikar Youth Program.



#DonateForSundarbans

It has never been more imperative to re-strategize how we can continue to create social impact and change under COVID-19, with physical movement restricted. And social media has never been more significant for public engagement.

The **#DonateForSundarbans** Campaign on MISSING's Social Media and the monthly Newsletters garnered supporters from across the world. Lalit Agarwal, from Texas, United States (who heard about MISSING's work through BBC's Kalki Presents: My Indian Life, The Biggest Brothel in Asia) mobilized and raised funds for the COVID-19 Relief Drive in Sundarbans.

With the funds raised MISSING provided COVID-19 and Amphan Relief to 3,000 community members across the villages of Vasa (Madhagurguriya), Madhusudanpur, Purva Gurugiya, Kantamari, Bhuvaneshwari, Baikunthapur and Maipith in South 24 Parganas, West Bengal. Each ration kit provided by the Trust helped sustain, on average, a family of six to eight members for three to four weeks. The beneficiaries returned for the subsequent round of ration kits.

Awareness of and access to menstrual hygiene practices and products has always been limited for women in rural areas, and

the situation under COVID-19 has made it more difficult. With the support of Gracious Givers, an initiative of the Rungta Foundation, MISSING distributed menstrual hygiene kits to 200 women and girls in the villages of Vasa, Baikunthapur, Bhuvaneshwari and Madhusudanpur. The Ground Team also raised awareness about the importance of menstrual hygiene for the health and safety of women and the community at large through workshops and surveys.

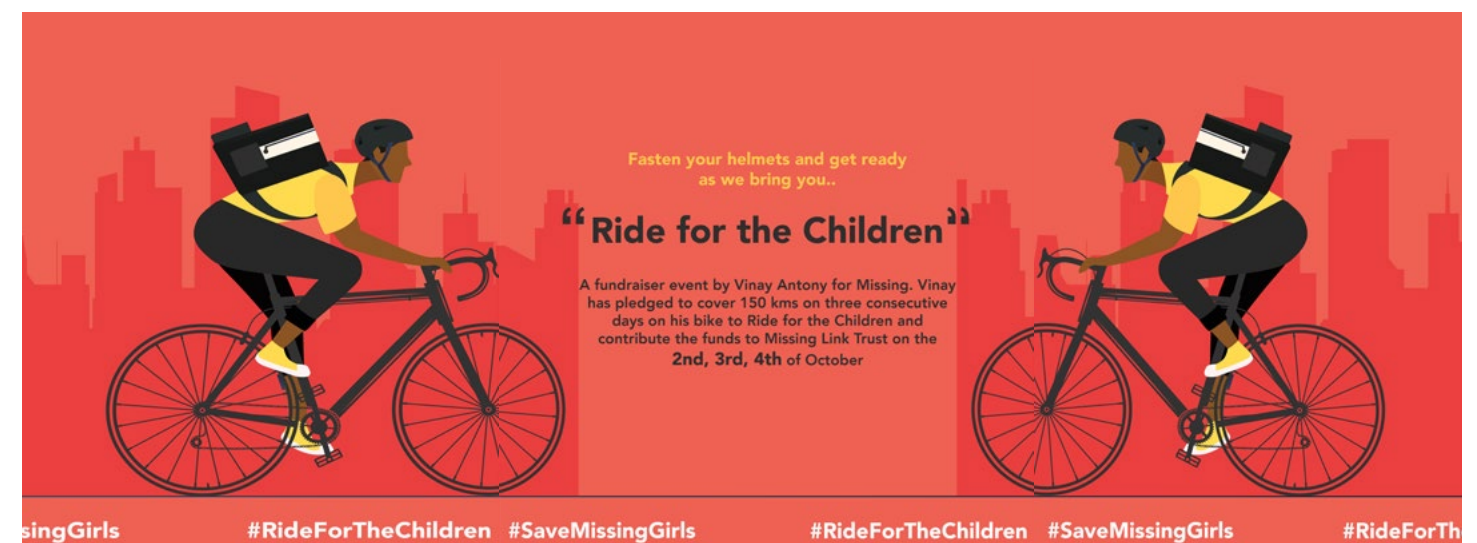
In early October 2020, Vinay Antony Payapally from Hyderabad dedicated his annual fundraising initiative 'Ride for the Children' to MISSING's **#DonateForSundarbans**.

Vinay pledged to cover 150 kms on three consecutive days and brought people together across the globe to contribute to the cause. What was even more heartwarming was the response MISSING got from his company, Zenoti, which transformed this ride into the Wave for Goodness. The Zenoti employees managed to notch 6907 miles for the fundraiser!

As they say, *"We do good things and find great things within them!"* Vinay and his colleagues truly stepped up to create a change the world wishes to see.



Distribution of Ration kit provided by the Trust helped sustain, on average, a family of six to eight members for three to four weeks.



Under Covid-19

COVID Awareness in the Sundarbans

The Swadhikaar Youth Leaders and community members associated with the Trust implemented the UNICEF Risk Communication and Community Engagement (RCCE) COVID-19 response Program in partnership with the Digital Empowerment Foundation from November to December, 2020. They took the Program across 9 villages in Kultali to create awareness around COVID-19.

The Program helped mitigate rumours, increased awareness and drove the requirement for preparedness, prevention and response practices under COVID 19. It also induced effective engagement of community members in response, to control the outbreak. change the world wishes to see.

The volunteers achieved this by executing the following tasks:

- Put up posters on community boards and walls
- Conducted loudspeaker announcements
- Used WhatsApp broadcasts for mass dissemination of information
- Distributed Leaflets
- Provided one-to-one counselling through door to door visits

- Formed youth clubs at the panchayat level
- Conducted community meetings

MISSING's team of 25 volunteers (16 community members and 9 Swadhikaar Youth leaders) took the Program to 12,500 beneficiaries across 12 villages - Purba Gurguria, Madhya Gurguria, Shyam Nagar, Dakshin Durgapur, Madhavpur, Sankizahan, Kantamari, Bhuvaneshwari, Baikunthapur, Kishari Mahanpur, Debipur and Nagenabad.



25
VOLUNTEERS

12,500
BENFICIARIES

12
VILLAGES



#OnlineSafety under COVID-19

India stands right on top of the list, with 19.87 lakh reports in a global compilation of reports of child sexual abuse material (CSAM). It also reported a 95% spike in porn viewership within weeks of the lockdown imposed in March 2020.

With digitalization becoming intrinsic to our lives, trafficking has moved online. Children can get trafficked, sitting in their own bedrooms without the knowledge of the guardians. The rising connectivity and easily available personal information have made children and young adults more vulnerable to online predators. Lack of information among parents, caregivers and teach-

ers on cyber safety and civic sense pose major challenges in preventing cyber exploitation of children.

Recently in India, an alumna of a leading school in Chennai (Tamil Nadu, India) revealed several incidents of sex abuse and exploitation on behalf of several survivors' from the school, on Instagram, sparking off a #MeToo moment among Chennai schools across social media platforms. Similarly, last year **#BoisLockerRoom** was an incident that exposed objectifying and abusing of young girls by young boys online.

Quotes from Experts:

MISSING hosted several discussions with leading experts from the field on the issue of online safety, especially in regards to adolescents. Here's what some of them had to say:

“

For teenagers, who are at the peak of their identity and sexuality exploration, exposure to inappropriate content, violent and abusive language eventually becomes a part of their thought process and worldview. It is important to be involved in this stage of their development and filter their access to certain kinds of content. Children need guidance, no matter how comfortable they seem with the internet.

Nirali Bhatia, Cyber Psychologist

“

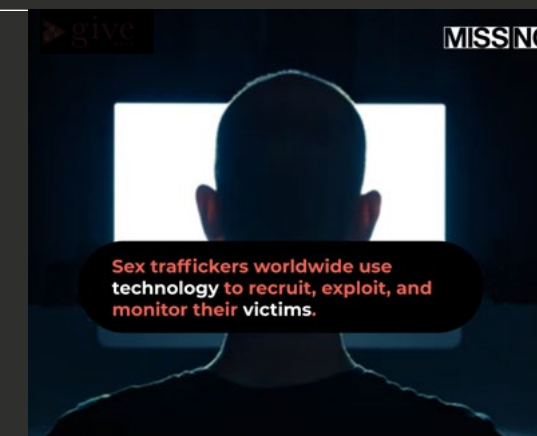
The internet provides anonymity to those who seek it, and this works fully to the advantage of online predators. Through geotagging and profiling, it is not very difficult for these predators to secure all the required information to trap children.

Sebastian Edassery, Cyber Security Expert; Director and Head of Security at Deloitte India

“

Families are wary of reporting, out of fear of losing their reputation or standing in society. The NCRB data accounts for possibly 2-3% of actual cyber crimes against children that take place.

Dr. Karnika Seth, Cyber Lawyer and Founder - Seth Associates



“

Statistics revealed that 50% of children both boys and girls reported being harassed online or being victim of online bullying but very interestingly the way in which they experienced it - had a gender divide. For boys it was more about public shaming or a rude comment or something on their profile. For girls it was more about harassment on private messengers, pictures that were objectionable and sent out without their consent.

Ms. Tannishtha Dutta, Child Protection Specialist, UNICEF



During the COVID-19 lockdown, India saw a 95% jump in consumption of CSAM

Under Covid-19

Other Social Media Campaigns

Social media has emerged as an important medium of communication globally for reaching out to a vast audience. It is radically changing the way the public, especially the youth, interacts with social issues. Nearly three-quarters of millennials use social media to discuss issues they care about. This new frontier puts individuals in the driver's seat to learn about, donate and advocate for issues they feel passionate about.

Under COVID-19, MISSING has leveraged its social media to get the public more involved on the issue.

Its following across social media platforms has grown steadily:

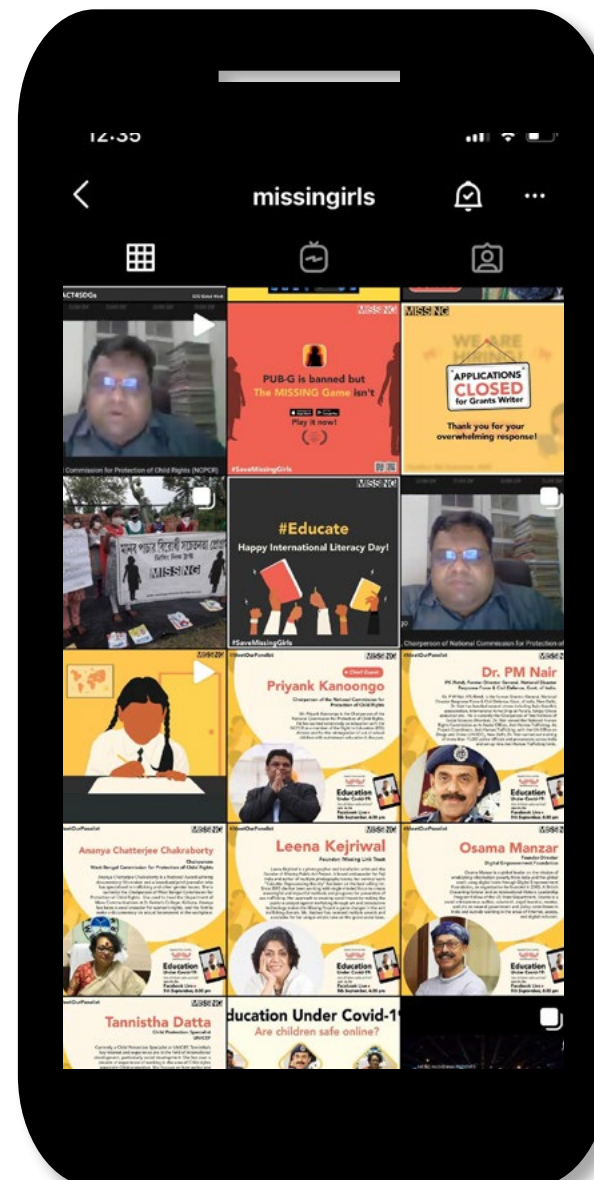
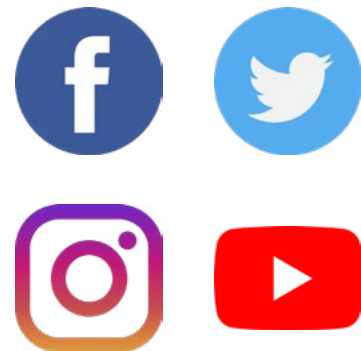
- Users from India, United States, UK, Australia and Canada have been engaging with its content
- They mainly fall in the age range of 18 - 44
- 59% of them are women
- Over 25k + individuals are following MISSING

MISSING also partnered with Indian Women Blog and Youth ki Awaaz and was part of panel discussions hosted by leading youth organizations such as AIESEC and GirlUp. It participated in tweet-chats and webinars and global campaigns and put together diverse, esteemed panels with changemakers and thought leaders across the world.

#AwarenessEqualsPrevention



On June 30th, World Day against Trafficking in Persons, MISSING hosted a panel discussion titled "Awareness equals Prevention" with Priti Patkar (Founder of Prerana), Dr. Vibhuti Patel (PhD in Economics), Anshul Tewari (Founder of Youth ki Awaaz) and Dr. Shruti Kapoor (Founder of Sayfty).



#16DaysOfActivism

On November 25th - International Day for the Elimination of Violence against Women - Leena Kejriwal spoke with none other than V (formerly known as Eve Ensler) on the power of Speaking Up in solidarity with the UN's #16DaysOfActivism #OrangeTheWorld.



As part of the campaign, MISSING hosted another powerful panel discussion with thought leaders like Sunitha Krishnan, Bishakha Datta and Ananya Chatterjee Chakraborty on 'Working with Adolescents: Sexuality and Violence' which is becoming increasingly important to address. The discussion highlighted the influence of technology on adolescents' sexuality, consent in the digital age, how legal frameworks define how adolescents' express their sexuality or subvert social definitions of sexuality and gender and the way ahead for adolescent sex education in our country.



MISSING also engaged in a dialogue with Shekhar Mehta, President of Rotary International and founder of the Rotary India Literacy Mission to discuss two significant aspects of the COVID-19 Education Crisis - Cyber Safety and Children beyond the Digital Divide.



To further explore the issue, MISSING hosted a webinar on 'Education Under COVID-19: Are children safe online?' with Mr. Priyank Kanoongo (Chairperson of the National Commission for Protection of Child Rights), Dr PM Nair (Chairperson of the Centre of Excellence and Centre of Research and Learning on Human Trafficking of the Indian Police Foundation), Ms. Ananya Chatterjee Chakraborty (Chairperson of West Bengal Commission for Protection of Child Rights), Osama Manzer (Founder of the Digital Empowerment Foundation) and Tannishtha Datta (Child Protection Specialist at UNICEF).



Gaps in Education

The pandemic has significantly disrupted the Education sector, which is a critical determinant of a country's economic future. The Digital Divide in the wake of the pandemic made evident many underlying gaps in the system.

- The Gender Gap: Only 21 percent of women in India are mobile internet users while 42 percent of men have access.
- 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).

“

We have been conversing on various platforms since the Covid19 crisis. The Commission has come across two major issues:

- First, the digital divide in the country.
- Second, the safety of the kids in the digital space who do have access to the internet and devices.

Mr. Priyank Kanoongo, Honourable Chairperson of the National Commission for Protection of Child Rights

“

We need to build technology based solutions as a part of any curriculum complete with netiquettes, dos/don'ts, parental guidance, awareness about how to identify misinformation etc. It has to be a part of the embedded system at the community level. Why should trafficking be left to social organisations to tackle. It should be a part of everyone.

Osama Manzar, Founder - Digital Empowerment Foundation

“

A recent survey conducted in 12 states had more than 2 lakh students participate in it. We were able to reach 4% schools in those states, and the survey demonstrated:

- In 50% of these schools, children had access to social media sites on school computers.
- The teachers were not equipped to deal with cyber crimes, cyberbullying, etc.

Mr. Priyank Kanoongo, Honourable Chairperson of the National Commission for Protection of Child Rights

Volunteers who stepped up to the challenge!

In the last one year, to drive MISSING's work and involve the community in its efforts, several calls for volunteers and remote internship opportunities were put out. These calls were heard loud and clear - over 500 applicants sent their resumes and 50 were shortlisted.

MISSING is grateful for the energy, enthusiasm and dedication the volunteers have brought and continue to bring to their roles - be it for marketing, social media campaigning, MASSp content research and development or executive / core team support.

Here's a little about some of the volunteers who helped take MISSING's work ahead, and what they had to say.



SHWETA SHARMA
Business Development Manager
(Lead), Amazon India

An alum of MDI Gurgaon and an experienced management professional, Shweta comes with over six years of experience across multiple industries- real-estate, media, telecom and e-commerce, to name a few. She began her post-MBA journey at Vodafone Idea followed by an Ad Sales stint at Star Sports wherein she served as the Strategic Account Lead for key clients across multiple industries and provided advertising solutions while onboarding them on various sports tournaments broadcasted by the Star Sports network. She is currently working as a BDM lead for Australia in the Amazon India- Global selling team.

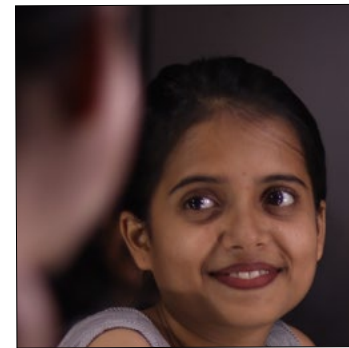
Shweta joined the Missing family in Sep'20 when she was looking for volunteering opportunities to support NGOs. Since then, she has been closely working with the team to chart a branding partnerships strategy along with various asset monetization avenues for the trust. It has been a very exciting journey so far and she is looking forward to every bit of what the future holds.

Mayukhi Chacham has been a volunteer with Missing Link Trust since November 2020. She developed and presented various high quality designs and visual creatives for MISSING's social media platforms as well as for its Rural Empowerment and Leadership Program.

"My experience with Missing has been an eye opening journey. Fighting such a dark experience of child sex trafficking with something as great as art really focuses on educating the community. It was an honour to be a part of such an impactful organisation."



MAYUKHI CHACHAM
Graphic Designer, Zynga



MANISHA SAHOO
B.Des Fashion Communication,
National Institute of Fashion
technology

Manisha joined Missing in September '20 as a volunteer and went on to join the Trust as the Lead Graphic Designer up till March 2021. Manisha showed her ability as an organizer, creator and manager and diligently worked towards several projects - Social Media Campaigns, the MISSING Awareness and Safety School Program (MASSp), MISSING Project Reports and Presentations, MISSING Rural Empowerment and Leadership Program among others.

"As a design student, my goals and dreams always revolved around creating things that could touch the lives of as many individuals as possible in ways it's helpful to them. I joined MISSING with the sole intention of learning and helping as much as I could, and MISSING taught me to do everything effortlessly. The team is so driven, that each day is a new challenge, with so much compassion and dedication to help women and girls lead a life of their own."

Anuneeta volunteered with MISSING from July to August 2020 and assisted across multiple projects.

"The opportunity to work with MISSING has been one of the best experiences for me. Some of the initial tasks that I was assigned were with regards to social media management. It was an area I was not very confident about, but at every moment my ideas were encouraged. I was challenged to be more creative and bring something new to the table every day. The fact that in the midst of a global pandemic, I was able to contribute, although in a small way to the massive efforts put in by the organization attempting to improve the lives of the marginalized, made it a very meaningful experience for me."



ANUNEETA CHATTERJEE
M.A in Social Work, TISS



SARBAJAYA BHATTACHARYA
Research Scholar, Dept. Of English,
Jadavpur University

Sarbajaya is a freelance translator for People's Archive of Rural India and also volunteers with Ebong Alap, a Kolkata-based non-profit society. She has published academic articles and translations. She has been volunteering with MISSING since November 2020.

"Working with Save Missing Girls has been an enriching and fulfilling experience that has allowed me to use my skills in translation for a just social cause."

**"Every person can make a difference, and every person should try."
- John F. Kennedy**

EMPOWER

South 24 Parganas is one of the top five districts with the highest occurrence of cases. Low human development characterizes the region, with wide inequities in educational attainment, work participation, and gender-based violence which further exacerbate the issue.

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 where MISSING works.

To prevent trafficking, it is crucial to provide livelihood and entrepreneurial opportunities and ensure financial empowerment of vulnerable community members. Even after undergoing skill training, the key problem many women face is the lack of entrepreneurial skills and the inaccessibility to markets.

Women Empowerment Centres

MISSING has two Women Empowerment Centers (WEC) - in Madhya Gurgurya and Madhusudanpur - to provide livelihood skills to vulnerable women and girls. The women in these centres have been able to achieve the

following milestones:

- More than 200 women have undergone training in stitching, tailoring, and regional embroidery (Kantha)
- A total of one lakh bags have been made by the women against orders
- 3000 + Masks have been made against orders; more have been provided to the community
- The majority of women have reported a positive change in their family dynamics with them experiencing support from family members.

The centres also act as a 'safe space' for women to discuss their problems regarding domestic violence and alcohol abuse and find solutions. It also focuses on menstrual hygiene, community awareness, financial literacy, resulting in a support matrix for these women.

The Process:

MISSING has been raising awareness through workshops in all Gram Panchayats of Kultali on anti-trafficking to prevent vulnerable young girls and women from falling into the trap of traffickers. The interactive workshops include discussions on understanding gender, gender-based discrimination, rights of women, trafficking and how the entire traf-

ficking nexus operates. Further, through the workshops, it creates the base for mobilizing and creating a cluster of women and girls to make them financially independent and provide alternate means of livelihood

Through the awareness workshops in Kultali and prior work, MISSING has identified adolescents/women who are trafficking survivors or women who are vulnerable due to poverty, lack of education and awareness.

The training of the women focuses on designing, cutting and measurement, embroidery and stitching of garments and bags. It is provided in two sessions to two separate batches. Training is for 6+6 months - hands on training and the apprenticeship program. The training happens over 3 days a week for 4 hours a day.

After the basic training for 6 months, the program identifies and connects the group with the market so that they can earn an income. Further, once the training program is over MISSING ensures that the beneficiaries are steadily connected to the market, earning a stable long-term income.

B2B businesses function on three parameters - Lead generation, Pipeline extraction and Conversion. Using the Marketing Funnel Strategy, MISSING is expanding the sales of its bags. To create a lasting change in the community, MISSING needs to focus on augmenting livelihood skills and impart advanced training to women who are already working with us. It also needs to open new centres so that more women can learn vocational skills and earn a livelihood.

Under COVID-19 and due to the phased lockdown, the WECs were shut from March - May 2020. Since the re-opening in June, regular attendance has fallen. Though 100 more women have enrolled due to familial economic constraints and the reverse migration the region is experiencing, MISSING's sales operations have not resumed at intended capacity. Some beneficiaries were trained in mask-making and while initially MISSING was able to receive bulk orders, there has been an overall drop in orders received. To scale up its production, the organization has taken this time to rethink its strategies for sales and the plan



EMPOWER

going forward. While the processes have fallen in place organically up until the pandemic, MISSING is now devising a structured and financially viable plan to meet its goals for the true economic empowerment of the women in the region.

Digital Empowerment Centre:

Digital technology has the potential to enable youth entrepreneurship and lower barriers associated with it. Youth in rural India are deprived of the benefits of modern technology, simply because they cannot afford access to it. Thousands of students in government schools in these areas lose out on the benefits of computer education, a vital skill to shape their future.

Digital literacy skills or the lack of them, especially during the Covid-19 pandemic, have affected the lived realities of individuals and communities in multiple ways, across themes such as education, economic development, political participation, health, social discourse, and many more.

The Digital Empowerment Centre in Madhusudanpur has been built in collaboration with the Digital Empowerment Foundation. 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 beneficiaries are first-generation learners and the exposure enables them to learn how to use technology to their advantage. The course provides an introduction to digital devices, how to operate them; introduction to the internet, communications using the internet and the use of key/crucial applications on the internet over the course of one/three/six months.

This training gives them the opportunity to pursue entrepreneurial skill development and economic empowerment.

Objectives of the Digital Literacy Program:

- Increase enrollment
- Increase the scope of community support network and outreach through meaningful digital connectivity
- Increase access to ICTs - health care, citizen services, financial services, education, e-commerce, e-governance
- Provide know-how of Digital/Online mobilization of resources and support for socio-economic development of the region
- Train for remote working through online outsource work
- Increase Entrepreneurship and Employability capacities
- Reduce vulnerabilities of the youth in the region through digital literacy and capacity building



EMPOWER

Case Studies

Sutrishna Mondal

Sutrishna is 17 years old and a school student, now in Class IX. She lives in Madhya Gurguria and belongs to a poor, fisherman family. Her family of nine members survives on monthly earnings of INR 3000 - 4000. This is not sufficient. To be able to receive higher education and support her family, Sutrishna is now working with the WEC.

Saraswati Maity and Sonali Maity

A school student aged 17, Saraswati is from Bhuvaneshwari. Sonali is 16 and studies in Class X. Their brother Somvu is 10 years old and studies in Class V. Their father, Tapan Maity, is a poor honey farmer and fisherman and their family of six survives on a monthly income of INR 4000. This is not sufficient for her further education and for this reason, both sisters have joined the Centre.

Lipika Pradhan

Lipika is 18 years old and a student of Class XI in Madhyagurguria. Her father, Tarak Pradhan, is a farmer and her mother Gouri Pradhan is a housewife. She has a sister who is studying in Class V. The family's monthly income is INR 4000-5000.

She aspires to be financially independent and finish her education. Recognising the importance of digital literacy today, she has enrolled for the Digital Literacy Program.



Lilufa Mollah

Lilufa is a 22 year old from Mallikpur. She is the daughter of a farmer and lived in Dakshin Durgapur before marriage. At 18, she was married off and shortly after had a son. The marriage was an abusive one, with her husband threatening to kill her and demanding money. She endured the abuse to protect her son, and her family back in Durgapur.

The violence reached its peak, with her husband setting her on fire, after an altercation and leaving her to die. Somehow Lilufa made it out alive with the help of her neighbours. Her husband was later arrested by the Police.

She has enrolled at the WEC for skill training and digital empowerment as she is in dire financial straits. MISSING has also been facilitating her legal aid so her husband remains convicted.

Krishna Guchait

A school student aged 16, now in Class X, she lives in Bhuvaneshwari. Her father, Tapan, is a poor fisherman. The family's (7 family members) monthly earnings are INR 4000. To be able to continue to study, she has joined the Centre so she can provide for her own education.

Aparna Sardar

Aparna is 17 years old and studies in Class 10. She lives in Shyamnagar. Her parents are uneducated and struggle daily for basic necessities (food, clothing). Her father, Nitaranjan Sardar is a daily labourer who earns INR 4-5000 a month. He is also an alcoholic. Aparna has two brothers who study in Class V and VII. She heard of the WEC from her friends and joined the Vasa (Madhya Gurguria) Centre, so she can become independent and finance her own education.



EDUCATE

80% of sex workers nationwide, representing 16 million women, are victims of sex trafficking. Kidnapped or lured from their homes, they have been forced into sexual slavery through a combination of coercion, torture, starvation and rape. **40%** of these victims are adolescents and children, **some as young as nine years old**.

53% of children in India are victims of sexual abuse before they reach the age of 10 years, according to the National Childline (24x7 helpline for reporting child distress). Child survivors of sexual abuse are at increased **risk for anxiety, posttraumatic stress disorder (PTSD), and other emotional and behavioral problems** throughout their life span.

Numerous studies show that **child sexual abuse (CSA)** survivors are vulnerable to later **sexual revictimization** in both adolescence and adulthood. CSA has a clear correlation with **high-risk sexual behaviors** and may have a connection with later abuse on others.

The 2006 World Report on Violence against Children provided estimates that **in 2002 approximately 150 million girls and 73 million boys were subject to CSA worldwide**, including 1.2 million trafficked children and 1.8 million exploited through prostitution or pornography.

Prevention of child sexual abuse may be effective in the prevention of more commercialized forms of abuse such as sex trafficking. And **prevention begins with awareness and education**.



The MISSING Awareness and Safety School Program

Through the MATp's successful implementation with 1,35,000 students in the last four years and the feedback received from educators, MISSING identified the need for a deeper and a sustained engagement with the broader issue of abuse and exploitation of children and young adults in India

MISSING developed the Missing Awareness and Safety School Program (MASSp) to provide systematic awareness on prevention of sex abuse and exploitation to adolescents, through a unique pedagogy that combines the immersive impact of art and scalability of technology.

Today, the MASSp is a year long, first of its kind program which can be incorporated in all school curriculums. Its modules educate learners about gender inequality, patriarchy, misogyny, oppressive social structures and how they can question them in society. It helps learners unlearn social prejudices, take ownership of their safety and reshape their

social environments.

MISSING follows a design thinking approach and co-designs the MASSp curriculum and formats with learners. Through its pilot sessions and intensive feedback mechanisms, it is constantly updating the Program to maintain its relevance in changing scenarios - be it the content, the mode of dissemination, running campaigns parallel to it online and offline etc.

All its modules have both theoretical and practical components. Additionally, the MASSp is embedded with MISSING's award-winning tools such as the MISSING Mural with chatbots, the interactive digital comic, the MISSING game and the MISSING stencil.

The Program is in alignment with the National Education Policy of India (2020), and board mandated guidelines and requisites across states in India. Currently it is being translated into Hindi, Bengali, Kannada and will be translated into more regional languages in the future.

EDUCATE
MASSp

What makes the MASSp unique
and a powerful tool?



Awareness on Prevention of Sex Abuse and Exploitation has never been streamlined as a necessary school program in India.



The MASSp equips its learners with the TOOLS and the VOCABULARY to take ownership and actively prevent sex abuse and exploitation; and it ENCOURAGES them to speak up!



You can learn to make a film, launch a social media campaign, create public artwork, design a board game, play a mobile game and MAKE AN IMPACT through the MASSp.



The MASSp content is available as audio-visual narratives, making it easier to understand tricky/uncomfortable topics without undermining their complexity.



The MASSp is available in self-learning formats giving learners the flexibility to learn in privacy, at their own pace, and then go out into the community and engage.



The MASSp invites new types of learners - from different socioeconomic backgrounds, with diverse skills and learning capacities, to come forward and demonstrate their potential.

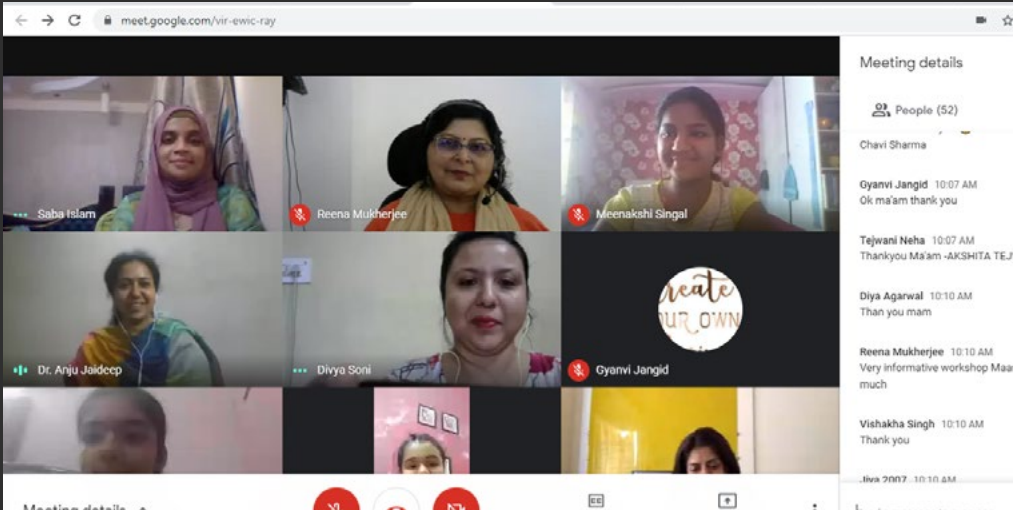


The MASSp questions some unchallenged notions about knowledge sharing. In India, it is generally accepted that Elders and Older people are the ones best equipped to provide information or wisdom. This program challenges this notion. It encourages the younger generation to step out, take ownership of the knowledge they gain and carry it back to their elders and older acquaintances, educating them instead on social issues.

The MASSp Pilot:

Under COVID-19, the MASSp was launched online and reached over 300 students. Schools, organisations and state authorities have expressed their interest in including the MASSp in their curriculum.

The curriculum includes three CORE modules (Awareness about Abuse and Exploitation, Cyber Safety and Sex Education) and five PRACTICAL modules (Design your own Board Game, Launch your own Awareness Campaign, Theatre for Change, Make your own Murals with Chatbots, Filmmaking for Change).



Students' Testimonials

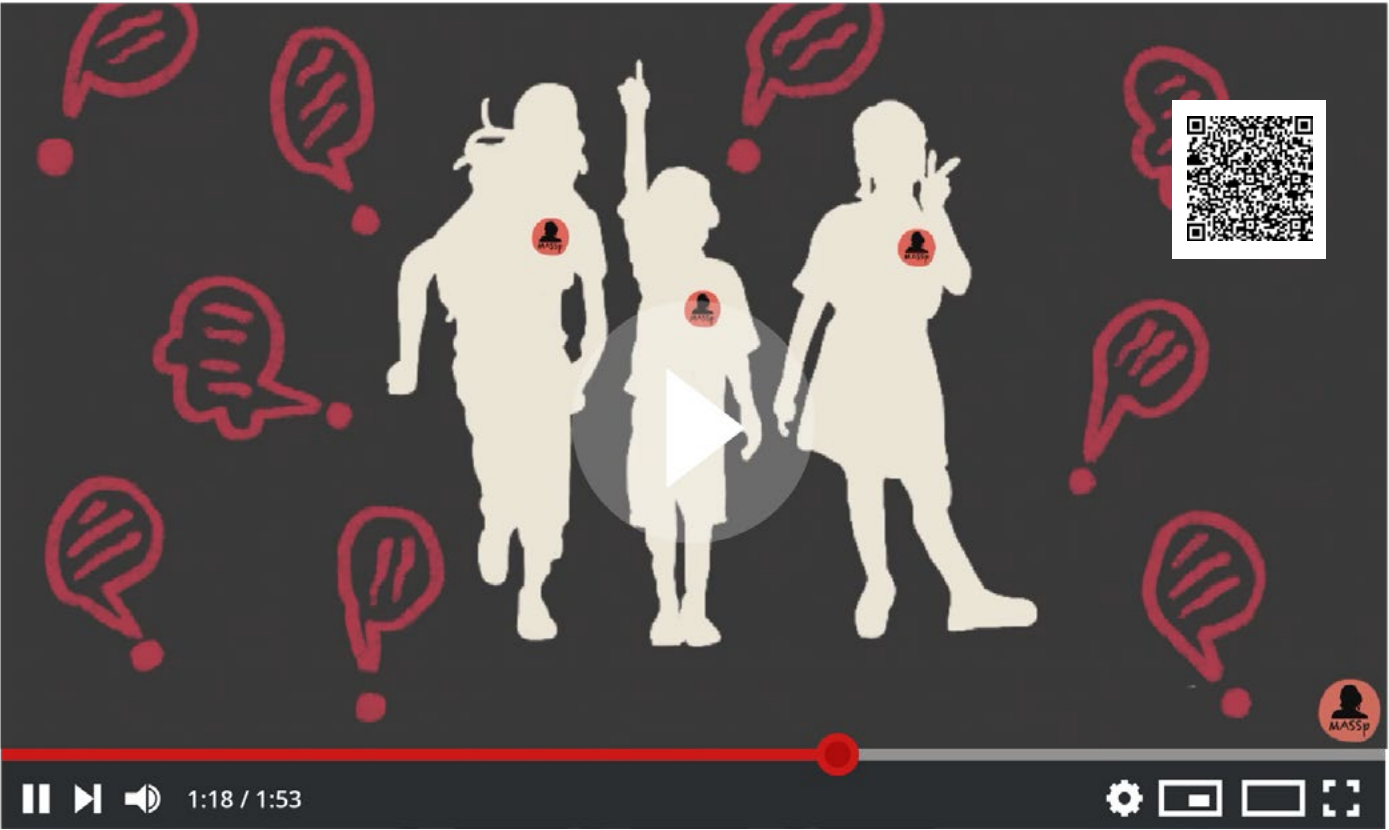
EDUCATE
MASSp

"I'm a better person now. I know now CONSENT matters. I know what body image is. And I feel much more informed."

"Your body belongs to you and not society. Learning, exploring and understanding, is not a crime but knowledge that should be respected."

"It benefited me and made me much more aware about things occurring around me; and how to just differentiate between right or wrong and follow my instincts. Thank you, it's a great initiative. Education is the key to less crime and safety for women and children."

"It actually educated me and cleared out questions about gender and sex I have had for a long time."



MASSp Modules:



Awareness 101



Cyber Safety



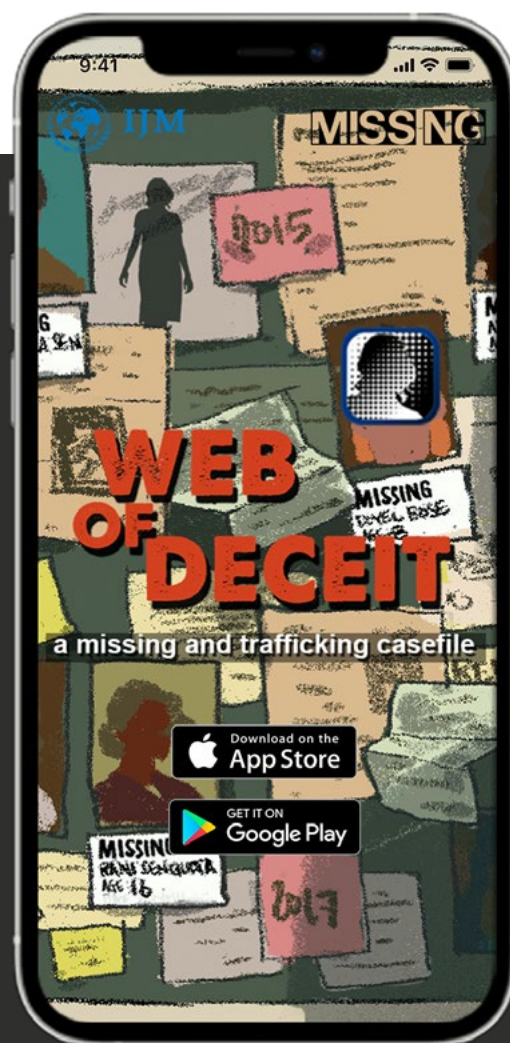
Launch your own
Awareness Campaign



Adolescent Education

EDUCATE; MISSING's Innovative Tools

With rapidly growing internet penetration and affordable mobile data connections, India is expected to exceed 800 million smartphone users by 2021. Tech innovation is key to expanding MISSING's awareness initiatives and reaching more people.



Web of Deceit: A Missing and Trafficking Casefile - An Interactive Digital Comic



Web of Deceit is a joint venture between Missing Link Trust and International Justice Mission. It has been developed to create awareness on the issue of sex trafficking

and the narratives of survivors. The readers of the comic will also have the option of interacting with elements of the comic on key points relating to combating Human Trafficking in India.

The comic demonstrates how crimes, in specific, against women and children may be reported; and depicts how prosecution of a trafficker/exploiter takes place. It brings to light the dynamic nature of sex trafficking.

The aim of this comic is that it will act as a trust-building mechanism for citizens who are sceptical of reporting cases - a fundamental step towards increasing the reportage of crimes. The comic, furthermore, has the potential to highlight the different perspectives of the various stake-

holders in the issue. It comes with additional resources (best practices, judgements on key issues and phone numbers) for the purpose of spreading awareness and information.

Released on January 24th, the Comic was launched by Hon'ble Justice Shampa Sarkar, Judge, High Court, Calcutta; Mrs. Neeloo Sherpa Chakraborty, IPS, Jt. Commissioner of Police (Organisation), Kolkata Police and leading Bengali Cinema Actor-Producer, Rituparna Sengupta in a Virtual Press Conference.

The comic is available to download for free on Google Play Store and was recently launched on App Store.



EDUCATE; MISSING's Innovative Tools

Who is the MISSING GIRL?

In 2021, MISSING, for the first time, put a face to the MISSING Girl Stencil Project! She is a personification of the young girls MISSING works with in the Sundarbans.

The Missing Stencil Project was born from the Missing Silhouette which was launched to great recognition at the India Art Fair in 2014. Realising its potential to create a powerful public dialogue on the issue, the Silhouette was launched as a guerrilla art movement across the country. It is now an award winning global project with 5000 + stencils across the world.

Launched to great recognition at the India Art Fair, the MISSING Silhouette is a constant reminder of the millions of girls who are going missing every day. Its ingenuity lies in its simplicity and its evocativeness. It connects the public in a way that words cannot - to pause, to think and to ASK.

Realising its potential to create a powerful public dialogue on the issue, the Silhouette was launched as a guerrilla art movement across the country, and across international borders - and the Missing Silhouette became

the Missing Stencil Project. It is a powerful starting point for a public dialogue on the issue of sex trafficking and has been called "a silent argument in a public space", by international curator, Shaheen Merali.

To commemorate this, for the first time, the campaign is giving a sneak peek into the MISSING Girl's character! A set of six, never-seen-before MISSING figures are now up in Kalaghoda, Mumbai.

Each artwork is accompanied by a QR code that opens up a unique GIF. Each GIF is a window into the girl's thoughts, and her frustrations - her personal diary. The figures, along with the narrative that surround them will be mapped on the Missing Public Art Google Arts and Culture page! Take a walk through Kalaghoda or engage with the artwork virtually by scanning the QR codes.

The Campaign is trans pedagogical and interventionist in its approach - blending educational processes with art; and subverting existing public spaces and their interpretation vis-a-vis a critical global issue - Human Sex Trafficking.

It traverses various geographies, mediums and spaces. Using technology, visuals, installations and sound, MISSING aims to build a community that works towards building a safer world for women.

A public art project in its truest sense, the stencil project involves the public through active participation and provides ownership in the campaign to #EndDemand.



The Campaign is now being mapped on Google Arts and Culture, putting it on the international stage. Today, millions of people from across the world come to Google Arts & Culture to learn more about our shared history as humanity. They explore the thousands of exhibitions and stories that bring millions of artifacts — from a 230,000 year-old figurine to the present day MISSING Silhouette — to life.



EDUCATE; MISSING's Innovative Tools

Missing The Complete Saga now available to wishlist on Steam!

Imagine a game beyond action and adventure, in a world unlike any you've probably encountered. A 3D open world RPG, Missing The Complete Saga follows the journey of a young girl, Devi as she fights her circumstances to escape getting trafficked.

In November 2020, the game was made available to wishlist on Steam. To celebrate this small victory, MISSING hosted a panel discussion at the India Game Developers' Conference - the biggest developer conference in South Asia. The discussion 'Niche or Golden Opportunity? Creating Games of Social Impact' featured global industry stalwarts - Tsahi Liberman, Anat Shperling, Antonia Koop and Cassia Curran in conversation with Leena Kejriwal.

Missing the Complete Saga is the first ever game to be set within a rural Indian village, with the entirety of the experience taking place from the point of view of a young girl. It is set to release this Autumn.

The game has a strong focus on building the players' own individual characters as Devi. The player's character will have an inventory, and skills based on a skill tree. The game features day-night cycles with each day being a new



level. The day begins in an idyllic setting and as time progresses, the village becomes more hostile. The player has to go through the day without falling into tricky/potentially dangerous situations.

The players' choices will result in a unique development of the character for each individual player. The smallest of decisions the player makes throughout their life will shape their destiny. Every choice will affect the skills the player learns and the path they follow.

This is a problem-oriented game where every problem defines the gameplay. And the best part is, it doesn't give the player any hint about what the answer could be.

The answer is YOU, the player. Your choices and actions are your answers. Your perspective of the problem gives you your answer.

This game is not about winning or losing. It is about finding a perspective - finding your own self and keeping yourself safe.

Along with 29 other games from India slated under 'Past', 'Present' and 'Future', the game was featured on Steam's Indian Harvest Festival in April 2021.

Things you should know about the gameplay:

- The challenges on day 1 do not go away on day 2; they are going to come back the next day unless they are overcome. The player is completely free to break the pattern of the gameplay. Choices are not branched
- The game does not have irrelevant NCPs : Every person in this village follows a particular routine, every character has a purpose. Every entity has its own routine.
- The player has to find opportunities in these routines. Each of these individuals will always have something to give/to trade/to share. The game does not get easier with a second or third gameplay. Only different. Every player's experience of the game will be different. You will never be able to repeat your own perspective of the gameplay, let alone another player's.
- This game is not about winning or losing. It is about finding a perspective - finding your own self and keeping yourself safe.
- Along with 29 other games from India slated under 'Past', 'Present' and 'Future', the game was featured on Steam's Indian Harvest Festival in April 2021.



Tsahi Liberman
Narrative Designer,
Veteran Game Developer
& Designer, Social Change Addict

Cassia Curran
CEO, WINGS Interactive

Antonia Koop
CEO at Kite Rider-Strategic
Adventures Ltd

Anat Shperling
Co-Founder, CEO at Toya

Leena Kejriwal
Founder, Missing Link Trust

**Niche or Golden opportunity?
Creating Games of Social Impact**

MISSING





missing

Missing ગુપ્ત காணவில்லை हराएकी छिन्

लापता తెలియదు ಕಾಣೆಯಾಗಿದೆ/ದೂರ हरवली ते

निर्धोख છાપડા കാണാൻ ഒന്നുമില്ല गुमशुदा





Gaming for good

Missing Game for a Cause: Soon to Relaunch on India’s leading Mobile Gaming App

Launched in 2015, the game has come a long way since its inception - travelling across globally reputed conferences and sweeping awards. It has been recognized as a powerful tool for awareness on the issue of sex trafficking.

Leena Kejriwal represented MISSING at the World Summit Award European Young Innovators' Festival, 2020 for the panel - Gaming for Good. The Panel included other luminaries from the field such as Daniela Hauswirth, Johanna Pirker and Adrian Wegener.

To take the game a step further, today, the storyline has been updated and impact metrics have been embedded to track the player’s journey from apathy towards the issue to empathy, and even action!

Already having reached a million individuals across the world, the game is now being relaunched in India to reach more players from semi-urban and rural India.

Recent studies indicate that the internet is growing increasingly regional by the day. As high as 75 percent of internet users in India will be consuming content in regional languages by 2021. Missing Game for a Cause topped the charts in Bangladesh after its initial localization to Bangla.

The updated storyline is now available to play in 11 Indian regional languages and it is all set to relaunch on one of Asia's fastest growing mobile platforms for gaming!

Games have the potential to shatter stereotypes. No game is played once. You go over it, through it, again and again and in the process you also unlearn and learn. Games sometimes feel real enough to be real life experiences - our brains reorient on a neurological level through games. This can be used to our advantage, to realign our thinking, society's thinking and help us confront and tackle our biases. If this strategy is used right - the potential is unimaginable!

No other medium allows for such an engaging and immersive experience into a narrative like games do. It goes beyond filmic or literary experiences where one is still a distanced reader or viewer whereas in a game, the player takes control of the message of the game, steers the narrative and becomes one with the story - fighting for survival or victory.

“The Missing Game for a Cause is a firsthand tool for understanding and empathy building.

EDUCATE; MISSING's
Innovative Tools

The MISSING Murals with Chatbots:

The MISSING Murals with chatbots aim to start a dialogue with urban India about the dark world of trafficking. Partnering with organisations like Change.org and sponsors such as Shalimar Paints, the murals have their presence in 3 cities in India - 15 murals with 500 + chats. Each city has its own set of murals and chatbot narratives and invites viewers to interact via a Facebook chatbot. They are based on hard-hitting narratives on current conversations around sexual violence due to structural and normative gender inequalities.



EDUCATE

#2 Swadhikaar Youth Program:

Children, especially those from poor families, are most vulnerable to trafficking. The National Human Rights Commission (NHRC) Action Research Study conducted in 2005 found that a majority of trafficking victims belong to socially deprived sections of society, including Scheduled Castes, Scheduled Tribes, etc. Children from drought-prone areas and places affected by natural or human-made disasters are also more likely to fall prey to traffickers. The NHRC estimates that almost half of the children trafficked within India are between the ages of 11 and 14; they are subjected to physical and sexual abuse and kept in conditions similar to slavery and bondage.

"Child trafficking is about taking children out of their protective environment and preying on their vulnerability for the purpose of exploitation."

- The International Labour Organisation

"... Out of every ten girls rescued from brothels and red-light areas across the country, seven are from Bengal's North and South 24 Parganas districts."

- Shakti Vaihini



Unique to MISSING is its reach in the remote trafficking belt of South 24 Parganas, the Sundarbans.

MISSING has been conducting community youth awareness workshops over the last two years which has now evolved into the Swadhikaar Youth Program.

- Mobilizing 150 + vulnerable youth
- Across 9 villages (Madhusudanpur, Gurgurya Bhuvaneshwari, Deulbari Debipur, Maipith Baikunthapur, Debipur, Maipith Nagenabad, Madhya Gurguria, Kantamari, Gopal Ganch)
- Age group 13 - 20
- Empowering them to become community leaders

Now the leaders are undergoing training of the MISSING Awareness and Safety School Program. The Program will be conducted by

leaders across multiple villages which have high occurrences of child marriage and sex trafficking and will contribute to decreasing cases. They will create safe spaces for community members and report cases to concerned authorities.

The Program curriculum is broken down and adapted for the requirements of the community and are in sync with the sensibilities and social evolution of the community. There is continuous impact assessment throughout the program in the form of quick surveys, feedback, interactive questionnaires etc. The ACE (Adverse Childhood Experience) Questionnaire is embedded to identify childhood experiences of abuse and neglect and levels of risks of health and social problems in the regions the program is implemented in. The findings from these will help create further awareness around the issue. Data and reports will be shared with concerned government bodies for policy formulation, further research and report integration.



THEORY OF CHANGE: MISSING



Research and Insights

WHY MASSp?

All leading research initiatives and organisations working in the fields of sex trafficking and gender based violence recognise that Prevention programmes are not supported as well as rehabilitation and post-rescue care. (Zero Traffick, Dasra)

AWARENESS IS THE NEED OF THE HOUR

“The reporting [of child sexual abuse] is extremely low as the information about the possibility of abuse isn’t imparted to children,” Kumar said. “That’s why we saw the need for an awareness programme.” - Nishit Kumar, head of communication and strategy at Childline India Foundation

There is a need to ensure active and meaningful engagement of children and adolescents in protecting themselves and their peers from sex abuse and exploitation through age appropriate curriculum to be integrated and mainstreamed in school curriculum. It is also important to enable

and empower parents and caregivers to play an active role in preventing and protecting children from sex abuse and exploitation

Interestingly, according to a study conducted by Child Rights and You, on “Online Safety and Internet Addiction” amongst adolescents in Delhi-NCR, cyber-bullying occurred least among adolescents who had knowledge about NCERT guidelines for Internet safety.

Awareness Programs have a key role to play in prevention. If systematically designed and disseminated they can go a long way in changing prevalent regressive, oppressive practices and challenge social dynamics which lead to cultures of abuse and exploitation.

We have conducted several surveys with students, caregivers and teachers across urban schools over the past year to assess their requirements.



According to leading Cyber Psychologist, Ms. Nirali Bhatia,

Teenagers, who are at the peak of their identity and sexuality exploration, when exposed to inappropriate content assume violent and abusive language to become a part of their thought process and worldview. It is important to be involved in this stage of their development and filter their access to certain kinds of content.

Some parents also often forget to note that technical intelligence or adeptness is no substitute for maturity and digital civic sense. Children need guidance, no matter how comfortable they seem with the internet.

Responsive Parenting (listening to and seeking the opinions of children in their upbringing) helps create a participatory atmosphere in the house and it always betters the prospects of safe behavior by children. Understanding the point of view of the child, more in cases when the child is passing through adolescence might help the parents in not only maintaining trans-

parency but also in building a level of trust with them. This safe space and mutual trust will help in tricky conversations such as cyber safety and why certain preventive, protective measures are necessary.

The most tried and tested tools for explaining and implementing cyber safety and cyber hygiene practices are neither taking away devices nor scaring the child into obedience; they are building trust, ensuring transparent conversations happen, and the communication lines are open.

The idea is to inform the child, and educate about why and how cyber safety matters. While there may be several apps for monitoring the child’s online activities, this should never be the long term agenda. The fundamental idea is to build trust and invest in conversations with the child. This simple tool of being able to talk openly with your child can completely remove the possibility of secret friends, secret hookups and suspicious online behaviour. A balance act needs to be established, between being a ‘helicopter’ parent and giving personal space to kids.



Children’s digital literacy is an emerging challenge in India. In 2012, Telenor India did a study on child online safety in 12 countries and found that children in India are in the highest risk category due to a combination of increased access enabled by affordable Internet and smartphones, and low resilience with parents and children lacking the knowledge of how to safeguard themselves against different cyber threats. The rapid adoption of digital technology is affecting societies at multiple levels and adding to the complexity of peer relationships, parenting and child protection.

RESEARCH

The public discourse on online abuse and exploitation in the country is very limited given the lack of knowledge and awareness of the risks and threats posed by the Internet and social media to children. Child victims of online abuse and exploitation often lack the confidence and knowledge to report abuse and seek assistance.

Some important highlights from the data collected are:

On Sex Education,

- **72%** of the parents surveyed think Sex Education should be taught to students between the ages of 10 - 18.
- **61%** of the parents surveyed voted for the Comprehensive Sex Education Approach. It encompasses sexual, mental and reproductive health and is rights-based and gender-focused.
- **97%** of the students who participated in a survey on Adolescent Education asserted that Sex Education is necessary. 83% reported that the right age to start educating children about sex is during puberty.
- **93%** of these children have never spoken about sex with their families.
- **100%** of the students who attended the Adolescent Education Module Sessions reported this module improved their understanding of how peer pressure, consent, self esteem, body image play an important role in their lives.
- **82%** of them now have clarity on the age of consent and understand basic thumb rules about consent such as asking for permission every time one makes a physical advance, accepting a 'No'.
- When asked about issues/experiences that bothered students in regard to their peers' or families' behaviour and conduct that has affected their physical and mental well being/safety, many who felt safe speaking up, reported incidents of physical abuse, molestation, gender inequality and body shaming.

On Cyber Safety,

- **83%** of the parents who participated in the survey did not know about/ have FireWall installed for their Home Network. Securing home wi-fi networks and procuring Firewall is the first step towards implementing digital hygiene and enforcing cyber civic sense.
- **44%** reported that topics like online harassment, cyberbullying, gender stereotypes become part of family discussions **sometimes** and another **44%** reported that it rarely comes up or hasn't come up yet.
- On being asked, "Today, it's reported that at least 90 percent of kids between the ages of 8 and 16 have watched pornography. Not only have most tweens and teens seen porn, but boys **ages 12 to 17** are actually the largest consumers of online pornography. Why do you think this is?" - **78%** opined that this occurs due to access to the Internet at a young age.
- **98%** of the students who attended the Cyber Safety Sessions found them to be useful - having learnt new things and even surprising information.

INSIGHTS FROM THE SUNDARBANS:

Globally, women and girls bear the burden of poor reproductive health outcomes, including early pregnancies, unsafe abortions, and sexual violence. Gender roles are established early in life and are often reinforced in puberty, leading to lifelong patterns of gender-prescriptive behaviours and unequal access to resources. Recently, adolescence has emerged as a critical time point that is particularly amenable to social interventions.¹



If you look at the problems that the youth in Sundarbans are facing -

- early marriage or elopement of minors
- early and unsafe initiation into sexual activities
- early childbearing
- limited knowledge about and access to contraception
- unwanted pregnancies and lack of access to safe abortion services
- exposure to sexually transmitted infections
- lack of autonomy and gender- based power imbalances
- growing suicides among girls
- Stigma around menstrual hygiene
- Sex trafficking the one common factor binding them all is the lack of acknowledging and addressing adolescents' sexuality and their sexual and reproductive health.

¹ Suchi Bansal, Ellen McCammon, Luciana E. Hebert, Shirley Yan, Crystal Tyler, Alicia Menendez & Melissa Gilliam (2021) Understanding Adolescents Experiences with Gender-Based Norms in India through a Participatory Storytelling Game, International Journal of Adolescence and Youth, 26:1, 12-26, DOI: 10.1080/02673843.2021.1873810

RESEARCH: PUBLICATIONS

The lack of conversational discourse on the subject of adolescents’ sexuality and the discomfort and stigma around it has led to more and more adolescents demonstrating risky sexual behaviour.

In the Sundarbans, a large percentage of cases filed under POCSO are by parents of adolescents who exercise their agency and elope with their partners. The girls in these cases state that they had chosen their partners and had sexual relations with consent. While the courts grant that the girls who also happen to be minors entered into a consensual relationship, their partners who are often older than 18 are convicted.

To this end, MISSING has implemented the Missing Awareness and Safety School Program to sensitize and educate young adolescents’ in the region. Through the program they are becoming aware about the legal and public discourse on issues surrounding adolescents’ sexuality, gender-based discrimination and violence. They are equipped with a know-how of legal recourse and the skills for community mobilization to drive behavioural change. The Program also provides a safe space for them to make choices, voice their concerns and clarify myths.



MISSING featured in Dasra’s **‘Buffering Now: Harnessing Technology for Sustainable Good: Lessons for Adolescent-Focused Organizations’**, this year. The issue focuses on digital interventions in the Indian development sector and highlights MISSING’s role in leveraging technology-based solutions to solve some of the most significant challenges that our communities face.



What's in store for 2021?

1 MASSp

The MISSING Awareness and Safety School Program is ready to be rolled out in schools and communities across India and globally. Designed to be embedded in existing Central, State and Private School Curriculum, it is in alignment with the National Education Policy, 2020. It can be provided to junior college, high school and secondary school students.

The MASSp will be provided in the following formats:

Offline - conducted in-person by appointed trainers

Through the MASSp dashboard - A web app for online execution of the MASSp for schools and their students who have access to PCs.

Through In-Chat Modules for Cross Messaging Platforms - adapted for WhatsApp, Facebook etc. for students who do not have access to PCs.

Mass Media Channels - focusing on Commercial Radio/Community Radio for rural or remote regions and Online Streaming Platforms for semi-urban and urban regions

Partnerships

MISSING has been in conversation with leading non-governmental, non-profit and community based organisations across the world (United Kingdom, Kenya, Cambodia and in home turf - India); with National and State government bodies, education departments and with schools to implement the MASSp.

What is the MASSp?

A first of its kind education program focused on safety and prevention of sex abuse and exploitation.

Who is it for?

You could be 11 years old, you could be 18. You could be a parent, you could be a school administrator. You could be a volunteer working with underserved communities, you could be an activist.

Come discover what the program is about!

Do you wish to conduct the MASSp in your school?

Do you think the communities you are serving require a Program like the MASSp?

Get in touch with us at massp@savemissinggirls.com!



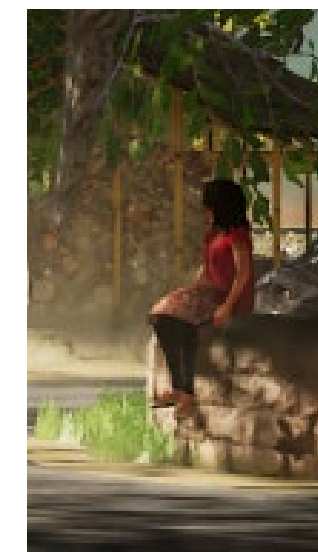
2 LAUNCH OF MISSING THE COMPLETE SAGA

Set to release this fall, Missing The Complete Saga thrusts the player into a unique narrative and environment that shapes their perspective on the issue of sex trafficking - turning apathy to empathy. There is no dramatic climax; this is not a hero's journey. The smallest of decisions you make throughout your life will shape your destiny. Every choice will affect the path you follow!

The game has already received a lot of global attention and media coverage through its successful Kickstarter in 2018 which raised \$50k!

The development of the game is nearly complete with a well-defined core loop, look and feel.

Visit the Game's new homepage here: and don't forget to wishlist on Steam.



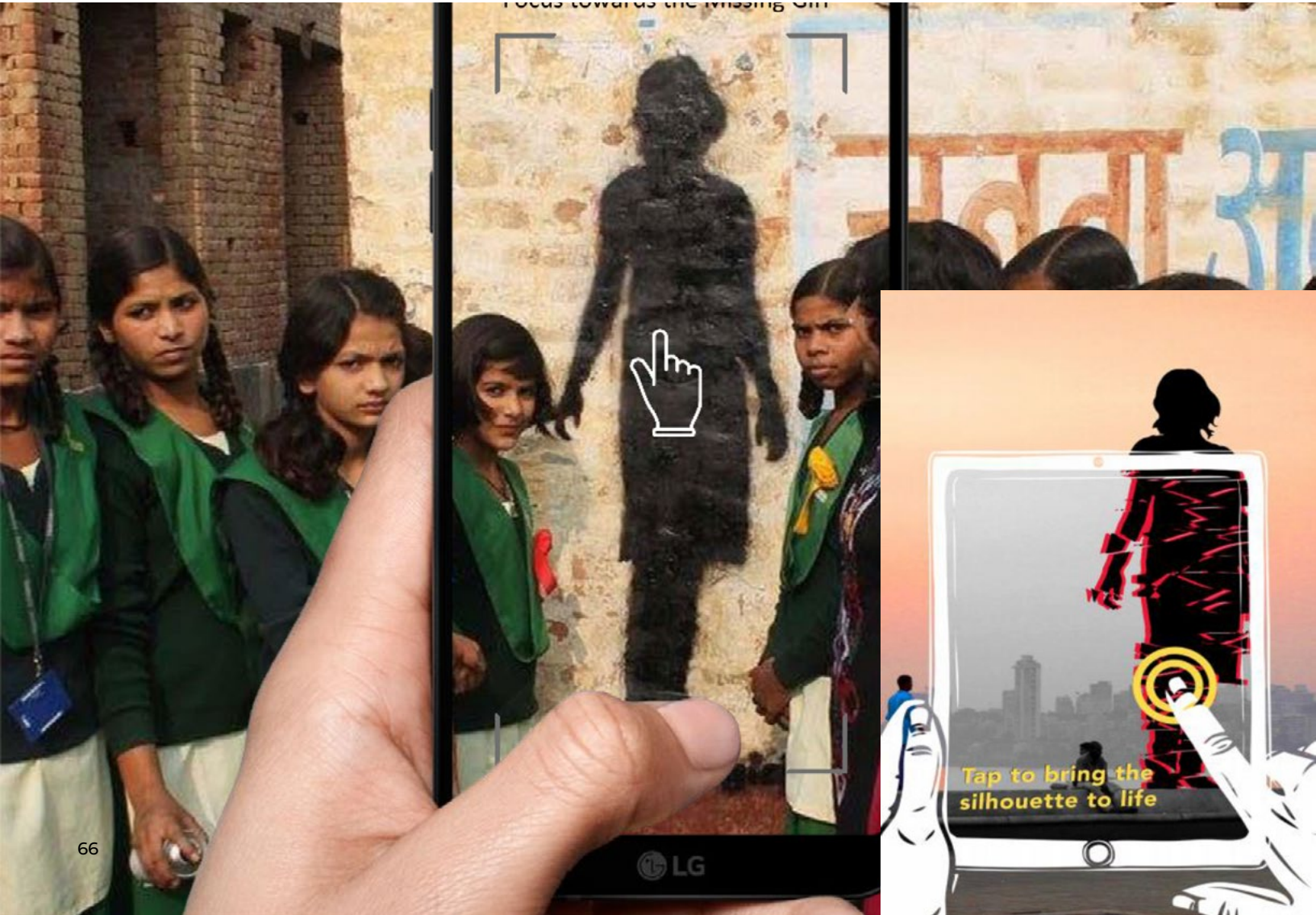
3 THE MISSING AUGMENTED REALITY APP

The MISSING Stencil has its presence across the globe and now the MISSING AR App will use the power of augmented reality to narrate her story! The App will add a new layer of engagement with the MISSING Campaign's iconic symbol. It will provide a deeper hook and higher potential to motivate a user to retain the messaging and further spread awareness against sex-trafficking.

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 and in the end they will get a chance to click on multiple calls to action.

The storytelling will be through 2D animations narrating real life stories. These situations will be dynamically planted either in predefined locations or based on geographical significance. It will also deploy gamification tactics like levels, geo tags and notifications to increase engagement, bring users back to the app and most importantly, offer an immersive learning experience.

The App will be the first of its kind and MISSING is currently in discussions with global developers and activists to launch it this year!

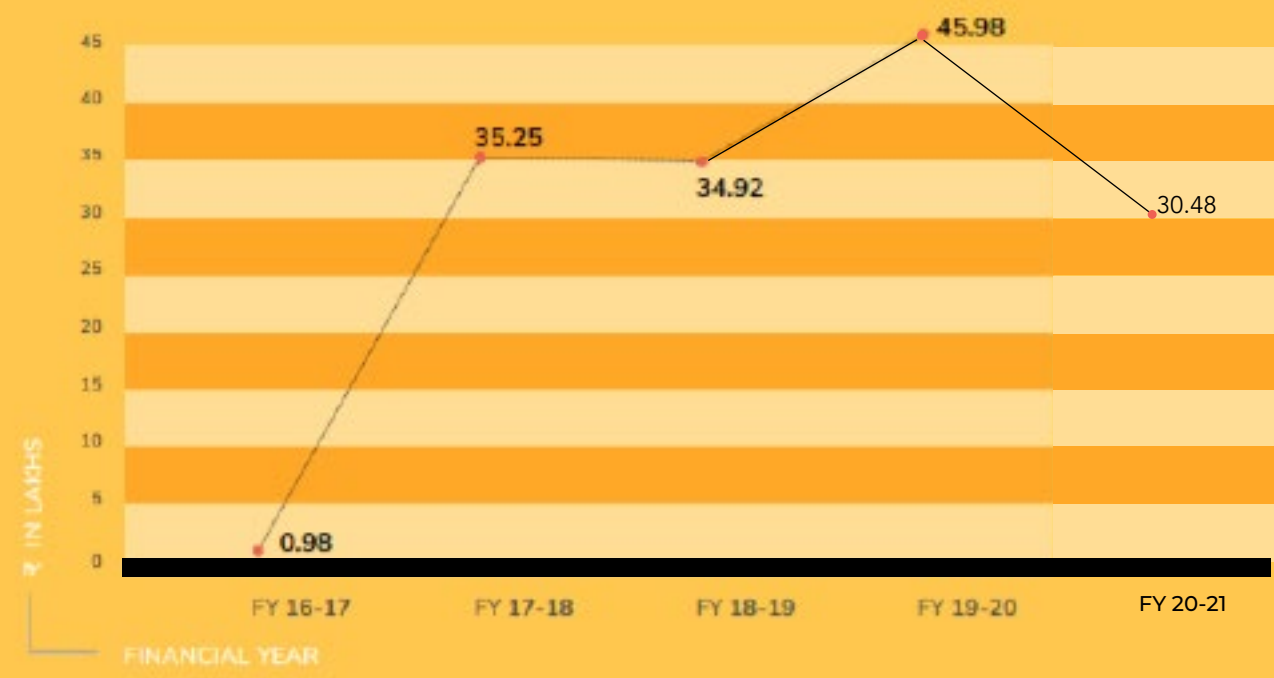


4 MISSING EMPOWERMENT CENTRES

MISSING will now expand its centres to 5 more villages and the centres will be classified as Administrative and Village Centres. The scope of work and activities at each of the centres will now include:

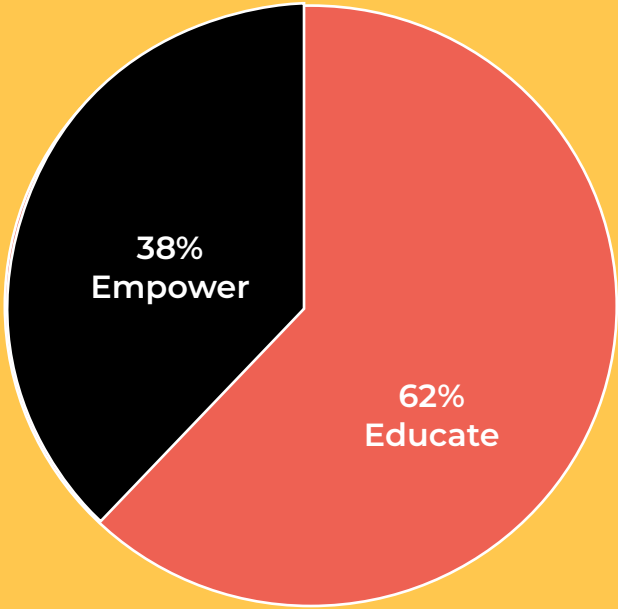
| ACTIVITIES/SERVICE | DESCRIPTION |
|---------------------------------------|---|
| MASSp | MISSING will provide training to vulnerable youth on safety, prevention of sex abuse and exploitation and advocacy. The trainees will then take it back to their respective communities making them thought leaders and change makers. |
| Digital Literacy | In partnership with Digital Empowerment Foundation, the centre will offer digital literacy in multiple areas like MS Office, E-governance, Online Banking etc., as per the requirement from the community. |
| Soochanpreneur - Entrepreneur Program | MISSING will implement a rural entrepreneurship-based project in partnership with Digital Empowerment Foundation. |
| Counselling | MISSING conducts interactive workshops in all Gram Panchayats of Kultali on anti-trafficking which include discussions on understanding gender, gender-based discrimination, women's rights, trafficking. |
| Rescue | The Village Centres will potentially function as an intervention unit for Childline India or as a Collaborative Partner (emergency rescues/ as a sub-centre). |
| Prosecution & Legal counsel | Missing in partnership with iProbono or International Justice Mission helps survivors and community members to file legal cases & counsel them on domestic issues. |
| Community Development | MISSING will implement Community Programs for availing Social Protection Schemes (in partnership with CovidActionCollab), Prevention of Child Marriage and Trafficking, Disaster Relief, Covid Relief etc. |
| Community Radio | Participatory communication through community radio is a promising approach for building self-confidence of the people, decreasing dependency, for re-establishing indigenous knowledge into modern-day solutions to development and overcoming marginalization of communities. |
| Social Media | The Swadhikaar Youth Leaders who have access to digital platforms will be empowered and encouraged to raise awareness online to prevent sex trafficking. They will share case stories and engage at the local level. |

Financial Report



Funding Distribution 2020

| | |
|---------|-----------|
| Total | 32,46,756 |
| Educate | 20,00,497 |
| Empower | 12,11,970 |



BALANCE SHEET

FUNDS AND LIABILITIES (Amount in Rs)

| | |
|-----------------------------------|-----------|
| FUNDS | |
| Corpus Funds | 1,71,000 |
| Excess of Income over expenditure | 17,65,834 |

| | |
|--|----------|
| LIABILITIES | |
| Trade payables & other current liabilities | 5,78,972 |
| TDS payable | 28,655 |

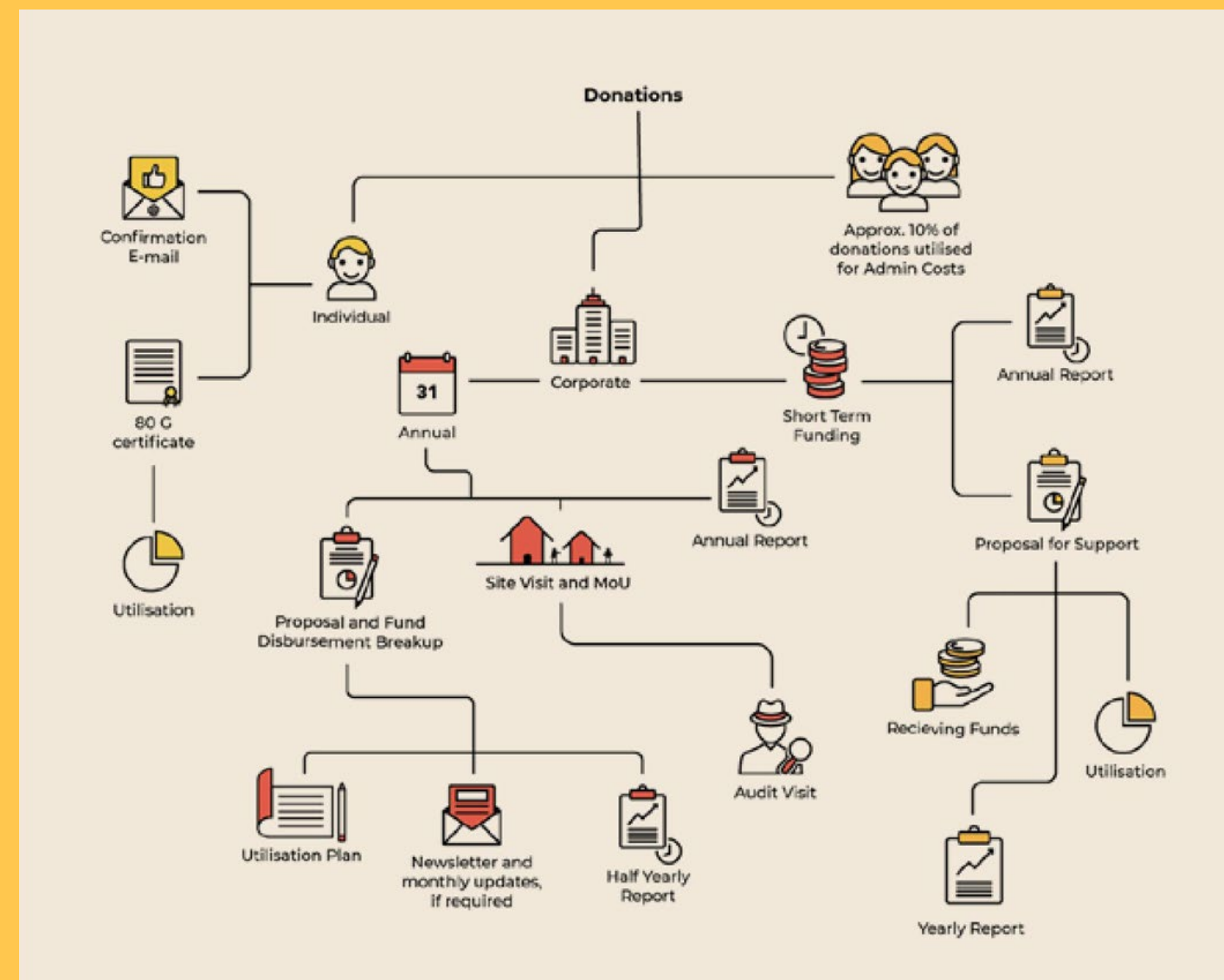
| | |
|---|-----------|
| ASSETS | |
| Investments | 6.31.878 |
| Current Assets | 1,83,600 |
| Cash and Bank Balances | 14,67,506 |
| Furniture and Fixture, Office Equipment | 2,61,477 |

| | |
|-------------------|-----------|
| INCOME | |
| Donation Recieved | 30,47,057 |
| Other Outcomes | 27,138 |

| | |
|-----------------------------------|-----------|
| EXPENDITURE (List of Cost Heads) | |
| Total Expenditure | 37,46,756 |
| Excess of Income over Expenditure | -1,72,561 |

EXPENDITURE

| | |
|--|-----------|
| Outreach - Social Media | 20,000 |
| Professional & legal Fees | 1,85,900 |
| Women Empowerment Centre and School Awareness | 3,58,434 |
| Missing Awareness and Safety School program development cost | 12,88,485 |
| Stencil kits for school outreach | 22,800 |
| Employee benefit expenses (Salary) | 3,78,203 |
| Rent | 2,55,500 |
| Website development & maintenance | 1,94,700 |
| Depreciation | 34,288 |
| Audit fees | 8,260 |
| Administrative & other expenses | 2,13,159 |
| Food and Ration Distribution Distribution | 2,00,100 |
| Financial help to Underserved Community Members | 86,927 |



FUND FLOW CHART

Testimonials



“ Leena’s extraordinary work has flourished over the last few years and it is so amazing to see the depth and the carefulness and the creativity with which you’re doing this really powerful work to stop sex trafficking...Everybody, support this wonderful work of Leena, it is so important.



V, formerly known as Eve Ensler

“ The launch of the digital comic (Web of Deceit) is a great occasion and a landmark in the career of all persons who really believe in combating human trafficking... it provides not only information about human trafficking, but also shows how the right tools can combat it. MISSING Link Trust is an organisation which believes in innovative ways of combating and preventing human trafficking. They believe in education, empowerment at all levels, starting from the school level, to also educating the parents and other persons in society because we are all stakeholders in this situation of human trafficking, and MISSING link Trust has done a great job... It is a comic for the superheroes, of the superheroes and by superheroes. The superheroes are the persons who are the victims and the other superheroes are those who have worked relentlessly and endlessly with trafficked people... the launch of this comic is a proud moment for all of us.

Hon’ble Justice Shampa Sarkar (Judge, High Court, Calcutta)

“ The digital comic is a very good initiative in this age of internet accessibility for children, it will go a long way and I am sure children will love it. I think it will reach a lot of kids and make an impact. It will also reach a wider audience because it is online.

Smt. Neeloo Sherpa Chakraborty (IPS, Jt. Commissioner of Police (Organisation), Kolkata Police)

“ I am aware of the good work that you (Leena) are doing, being in the same city. You have kept us abreast of the work and I find you have taken a lot of big strides over the years, which is really wonderful.



Shekhar Mehta, President - Rotary International

“ NGOs and governments need to work together. Leena Kejriwal is a classic example of this convergence. I salute her.

Dr. PM Nair (IPS Former Director General)

Media Coverage

GI 100 | GAME CHANGERS BY GAMESINDUSTRY.BIZ



THE TIMES OF INDIA

Web of Deceit: Trafficking story turned into comic strip to spread awareness

13 February 2021 10:09 AM IST | Mumbai

Share: f t



Top Stories

FREEDOM COLLABORATIVE

A NEW SCHOOLS PROGRAM AIMS TO EDUCATE CHILDREN IN INDIA ABOUT SEXUAL ABUSE AND GENDER INEQUALITY

MISSING develops an educational program to protect Indian schoolchildren from abuse, a new study looks at the plight of Cambodia’s workers during COVID-19, and Verité’s latest guide helps raise awareness among communities in Uttar Pradesh on the risks of working in Gulf countries.



Awards



Partners



How to Get Involved

CORPORATE SUPPORT

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

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

Globally, there are 4.8 million persons in forced sexual exploitation. Women and girls are disproportionately affected with 99% of victims in the commercial sex industry being women.

MISSING, through its work, addresses the rising demand for commercial sex exploitation and abuse through its awareness programs and supports vulnerable, at-risk populations in 'source' geographies to prevent exploitation and trafficking.



COMPLIANT WITH UN SDGs



MISSING's Pillars are compliant with the following Sustainable Development Goals prescribed by the UN through the following programs:

SDG 4 Quality Education: Missing Awareness and Safety School Program, Swadhikaar Youth Program

SDG 5 Gender equality: Missing Awareness and Safety School Program, Women Empowerment Centres, Digital Empowerment Centre, Swadhikaar Youth Program

SDG 8 Decent Work and Economic Growth: Women Empowerment Centres, Digital Empowerment Centre

SDG 17 Partnerships for the Goals: All Programs and Projects

PROCESS & DOCUMENTATION

MISSING follows the best industry standards, ensuring its partners receive:

- Project Progress Reports
- Impact Assessment
- Utilization of Funds Statement
- Annual Report
- Project Visitation / Field Visitation

CSR UNDER COVID19

In the wake of the current crisis, the social sector of the country has stepped up its efforts

to overcome the pandemic and protect at-risk populations. A significant proportion of the financial support for the social sector comes from corporates (private and public companies). In times of crisis such as these, the Ministry of Corporate Affairs (MCA) has appealed to companies to go "over-and-above" the legally mandated CSR ceiling of 2% (of average net profit of 3 immediately preceding financial years). Many have pontificated about the role that CSR funds can play in these testing times.

NITI Aayog has alled upon the corporates to leverage their CSR so that it can complement India's COVID-19 mitigation strategy. As per a publication by NITI Aayog:

Instead of resorting to easier options of discharging their CSR obligations, like contributing to designated funds, they must first strive to professionalise their CSR teams, forge new partnerships with NGOs and work with the district administrations to deploy their CSR funds in the most effective manner.

VOLUNTEERING

MISSING's work in the last one year has been driven to a scalable extent by its team of exceptional volunteers. It is constantly seeking passionate individuals and aspiring students to join the team and strengthen MISSING's work.

Working with MISSING gives volunteers the opportunity to build their portfolios across diverse fields - Social Media Management, Stakeholder Management, Content Development and Research, Community Development, Project Coordination, Campaigns and Fundraising, Graphic Design, Filmmaking etc.



CAREERS

Collaborate. Create. Share. Reach out.


MISSING partners with organisations and individuals across industries, across the world to achieve its vision of creating a world where every girl is safe from sex trafficking.

MISSING prioritizes gender equality, disability inclusion, equal pay, a safe working environment, opportunity for growth, transparency and a zero tolerance policy towards discrimination on the basis of gender identity, sexual orientation or caste.

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.**





Why wait for a girl
to get trafficked
to save her?

MISSING

MISSING LINK TRUST,
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