

# MISSING LINK TRUST

MISSING

## ANNUAL REPORT 2021-22

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A world where every girl is safe from  
sex trafficking



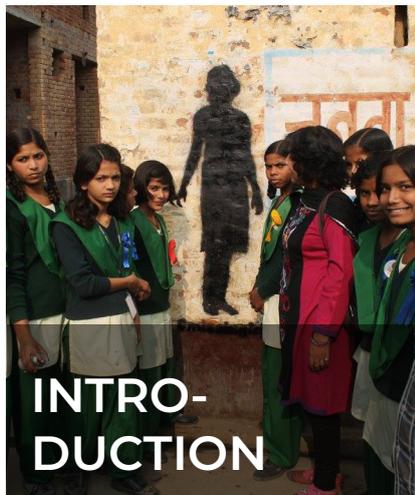
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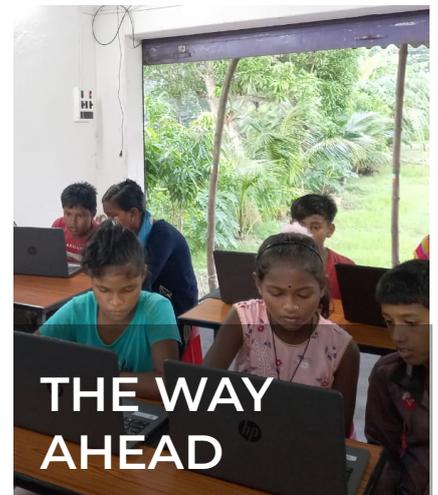
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# FOREWORD

by Leena Kejriwal,  
Founder, MISSING Link Trust

Hello friends,

We are emerging out of the shadows of the pandemic. However, there is a long road ahead of us in our return to normalcy. Our campaign against trafficking also had to adapt to the altered realities that Covid created - combating the increased trafficking in cyberspace being a major objective.

Years back, when I started my journey in the anti-trafficking space, one of the biggest concerns was the prevention of second generation of sex work and the rehabilitation of trafficked and sexually abused humans. The concern came with the acute understanding that trafficking created a vicious cycle of exploitation and misery - it led to emotional and psychological distress and social exclusion creating a larger network of vulnerability. Due to this added vulnerability, studies show that 1 in 12 women become victims again within the 4-5 months. This susceptibility extended to multiple generations.

This concern has become more acute with the migration of trafficking to the digital space. In the beginning of the pandemic, many assumed that trafficking would go down with the restrictions in physical movement. However, trafficking has managed to overcome those hurdles and flourish. The increased attention on pandemic containment left little time for the law and order mechanism to deal with organized crimes. The shifting of our daily activities, including our educational infrastructure has meant that online predators have more access.

Earlier, the average age of trafficking was 12-14 years; that has gone down significantly with the proliferation of **cybercrimes**. Children can easily be groomed, seduced, and solicited into sexual acts online, in the pursuit of illegal profits. Does this mean that the average age of trafficking has gone down to as low as infancy?

According to the report published by the United States Sentencing Commission, about **30.3 percent** of victims of **Child Sexual Abuse Material (CSAM)** are infants and toddlers. Commercial sexual exploitation of children have found a fertile ground in online platforms which has provided increased access for traffickers.

What really pains me is the term 'child pornography' which is being used extensively and even unknowingly. The terminology of pornography and participants in pornographic content can at times, imply consent, which is never the case with children. In accordance with the law, just as children cannot consent to have sexual intercourse, they cannot consent to have their photographs of a sexual nature, to be recorded and circulated. It is high time we refer to it as what they truly are: Child Sexual Abuse Material (CSAM).

Studies also show that adolescents become the most targeted group in such abuse. Traffickers utilise the web platforms in a way that causes bewildered teenagers to unintentionally create sex abuse material. The vulnerability of adolescents to such threats is also due to the myriad of developmental tasks of adolescence. Adolescence is characterized by physical, mental and hormonal changes.

Adolescent sexuality is still a taboo topic in many parts of our country and therefore, they lack authentic channels for such exploration. This pushes them to the internet where they come across a large volume of age inappropriate material. The negative impacts of consumption of such material can range from addiction to pornography to them becoming sexual offenders. The confusing landscape of the internet might also lead them to trust the wrong people online. This poses significant threats to the Indian population where every fifth person is an adolescent.

In rural spaces like Sundarbans, we have seen that the added economic stress also has significant implications in this scenario - to reduce economic burden, parents often marry off their young children. These child brides are then thrown into the web of trafficking. The UN predicted at the onset of the pandemic that there will be 13 million more child marriages world over.

Governments - both at central and state levels - have taken multiple initiatives to combat trafficking. The National Commission for Child Rights(NCPDR) has organized multiple workshops and consultation meetings between stakeholders to discuss and develop measures to address the growing threats. Kerala government's Operation Shubhayatra is an initiative to curb online recruitment scams that are trafficking outfits. However, these initiatives often deal with actions post abuse. What are we doing to prevent such occurrences altogether?

In the anti-trafficking space prevention means awareness.MISSING's continuous efforts on prevention has made us realize the importance of reaching out to every child to stop trafficking. Our learnings and research has let us work deeper on our Missing Awareness and Safety School program (MASSp)

MASSp is a first-of-its-kind safety awareness program that is designed to address the personal safety and empowerment needs of adolescents. We have made the program available in both offline and online modes so that every child can access it. The innovative design helps the children to become the advocates of their own and their peers' safety. Its creative pedagogy speaks to the children and is narrative based. The ease of use and engagement is further facilitated through the audio visual elements that adopt the 'train the trainer' model. The project aims to bring the children's voice in the campaign against trafficking.

We have also been working on the development of MISSING podcasts that will enable better public engagement with the cause. We, at MISSING, believe that the biggest stakeholder in the campaign against trafficking is the public. Therefore, our goal is to bring the society as a whole into the conversation about anti-trafficking initiatives. We work with schools, experts with legal and activist backgrounds and government agencies to bring about a larger collaboration between all stakeholders.

Right from the MISSING girl silhouette that compels the viewers to face the bleak realities of the children lost to the dark web of trafficking to MASSp, our efforts have been to ingrain the need to fight against trafficking into the public consciousness. Trafficking is no longer isolated stories of unfortunate accidents - the dangers are at our doorsteps.

Our children are online. Are we prepared?

Warmly,  
Leena

# ABOUT MISSING

MISSING is India's foremost public art and education organisation 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 tries to create public engagement through its various public art projects. The MISSING Silhouette Project, the MISSING Mural Project and the MISSING Stencil Project has been vital in involving the public in the campaign against trafficking. We have embraced the ability of art to transcend languages and evoke strong emotions in individuals to help us in spreading awareness.**

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 advo-

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 Centers (WEC) in **Bhasa and Madhusudanpur, 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.

The digital pedagogy of MASSp also incorporates such as the Missing: Game for a Cause, the Global Guerilla Art Stencil Project, the Missing Murals with Chatbots, and an interactive digital comic Web of Deceit, 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. Pilot programmes for MASSp had been launched across India and its intensive feedback mechanisms were used to constantly update the programme. Under COVID-19, the Pprogram was launched online and reached over 300 students from Rajasthan and Gujarat.

As a part of the Sundarbans outreach, MISSING also provides awareness to vulnerable youth through the



*This photograph is not owned by Missing Link Trust*

Swadhikaar Youth Program on safety and transforms them into advocates of development and anti-trafficking in their region, 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

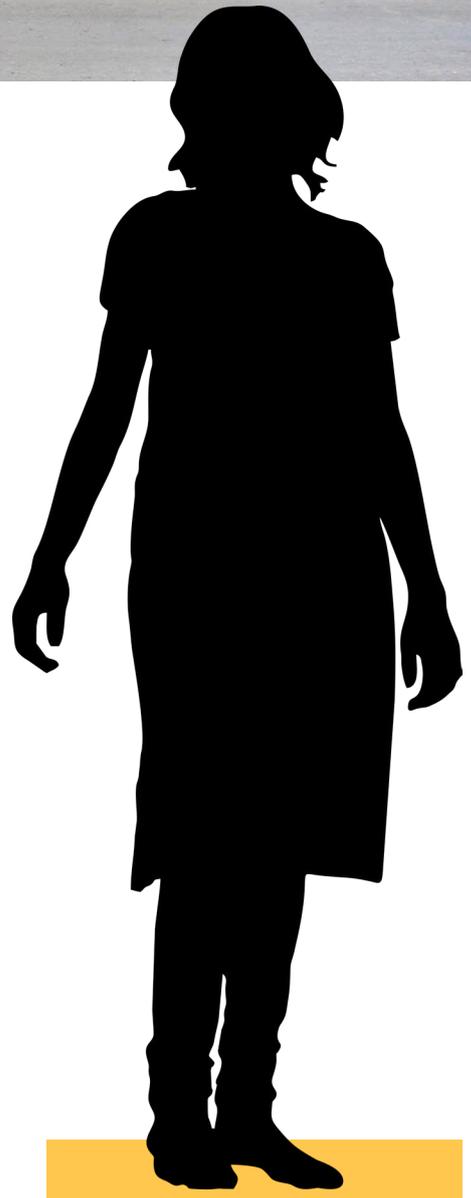
A world where every girl is safe from sex trafficking

## MISSION

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

## MISSION

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



# CHANGING FACE OF TRAFFICKING



This year's theme for UN Day against Trafficking in Persons was **"Use and Abuse of Technology"**. The international organization's acknowledgement of the changing avenues of trafficking proves to us the importance of digital hygiene. The youth presence online has increased manifold over the last few years, accelerated by the covid crisis. According to the study conducted by the Institute of Governance, Policies & Politics, 80 percent of the population of young adults with access to smartphones uses social media, averaging about 5 hours per day. Yet the majority of teenagers and young adults are proper digital practices. Privacy rights, social media engagement standards are still abstract concepts to most.

The ignorance by a vulnerable section of the population has enabled trafficking to migrate online. The anonymity provided by **cyberspace is conducive for trafficking predators**. The ready availability of personal and geographical information has made targeting young people easier through social media platforms.

Digital media platforms that promote the tendency to publicize daily routines and interests, make young children more susceptible to psychological 'grooming' techniques by predators. **Grooming** refers to the process through which a trafficker slowly builds a rapport with the intended target, eventually luring them into meetings or pushing them to share explicit content which can then be used to pull them into the web of trafficking.

**80%** of the population of young adults with access to smartphones uses social media, averaging about 5 hours per day.



**MISSING recognizes the need to use social media and other online tools to promote awareness and educate the young users of the internet.**

The **pandemic** has escalated this clandestine crime globally. As people were pushed to limit their contact with the physical world, lives shrunk into virtual worlds. Mobile phones became easily accessible for prolonged times, especially as education ecosystems were also based online. This, in turn, has increased their risk of appearing under the radar of traffickers. In our effort to work against modern day slavery

MISSING recognizes the need to use social media and other online tools to promote awareness and educate the young users of the internet.

The changing landscape of trafficking requires us to keep up with the times. MISSING understands the complex challenges accessibility to technology poses and sums it up as, “The more we are connected, the more vulnerable we become.”

A complex social, psychological, and material web that works together to entice potential victims into the realm of traffickers serves as the driving force behind and foundation for trafficking. On the other hand, the sex trade has developed a demand that is specifically met by the trafficking trade. The fetishization of young girls in this profession fuels demand for their trafficking. Thus, young girls become a “niche and valuable commodity” in this market that must be “procured” at all costs. Digital hygiene techniques that respect adolescents’ privacy while still ensuring their safety online are crucial in this context.

This year our target is to continue our grassroots work while mobilizing our resources online. MISSING has and continues to bring in various stakeholders to make cyberspace safer for young children. We have engaged in conversations with educators on the importance of imparting safe practices to young children. Our communication tools like the MISSING Mural Project as well as MISSING - Game for a cause, attempts to spread awareness utilizing the same digital ecosystems and social media platforms.



# TRUSTEES AND MENTORS



**Leena Kejriwal**  
**FOUNDER**

Photographer and social artist Leena Kejriwal works out of Kolkata and Mumbai. Her art has been shown in numerous galleries in France, New York, India, Iran, and Germany. It has also been featured on multiple media houses such as BBC, Al Jazeera, SBS World News, the Guardian, The Telegraph, The Sunday Tribune, and The Hindu to name a few.

MISSING is a direct reaction to her over thirteen years of experience (before forming Missing Link Trust) in the red light districts of Kolkata and the rural West Bengal trafficking hotspots.



**Ujwal Thakar**

Ujwal has worked in banking for 28 years and has held important senior management roles at a number of leading banks. After leaving the banking industry, he took on the role of CEO at Pratham and later Give India. He has worked tirelessly in the social sector since his retirement from active employment in 2010, chairing boards of numerous NGOs and banks and, more significantly, offering guidance and mentoring to them on their way to success.



**Nikita Tulsian**

Nikita is a driven executive level sales professional with 20 years of experience running sales teams for prestigious television networks like BBC Earth, AXN, and TV Today Network. Throughout her career, she has won numerous accolades and recognitions, including a spot among the Top 50 media figures in the country. Her knowledge of the industry encompasses operations, teambuilding, financial planning, forecasting, and strategy.



**Anju Dhandhan**

Anju advocates women's empowerment and works relentlessly to improve facilities for disadvantaged women and girls. She is a contemplative individual with a good eye for culinary skills and holds a graduate degree in arts from Rani Birla College.



**Jacob Ninan**

Mr. Jacob Ninan serves as a trustee for several NGOs. He worked for the Axis Bank Foundation as the CEO and Executive Trustee. He began his banking career with Catholic Syrian Bank after earning his degree in science from Bangalore University. In 2000, he joined Axis Bank. He has worked in the banking industry for more than three decades, holding a variety of positions and handling a wide range of duties, including retail banking, corporate finance, MSME lending, and trade finance.

# ADVISORY BOARD



**Nayan Patel**

Nayan Patel is a risk management expert, with over 35 years of experience in international banking and a number of high leadership roles in the UK financial services sector.

As a passionate social entrepreneur and agent of change, Nayan is skilled at creating strategic alliances amongst organizations.

Several non-profit organizations, charities, social impact businesses, and academic institutions now have Nayan on their advisory boards. Nayan is a longtime Rotarian who has received the Paul Harris Fellow Award as well as Rotary International's highest honor, the "Service above Self" Award, in appreciation of his contributions to the club and his significant international philanthropic activity.



**Jürgen Thomas Schrod**

Currently, Jürgen is the German Consulate General in Kolkata, India. Having studied public administration from Verwaltungswirt, he has since concentrated on his areas of expertise, which included management and marketing, organizational behavior, civil law, public law, and administrative sciences.

Jürgen has a wealth of diplomatic expertise spanning more than 25 years. He began his career in Germany working for the Federal Ministry of Defense, Federal Ministry of Interior, and Federal Office of Migration and Refugees in various positions. In the last 20 years, Jürgen has held senior embassy positions in Bangladesh, the Philippines, Australia, New Zealand, and India.

He speaks English, Russian, German, and French fluently.



**Sangita Kathiwada**

Sangita Sinh Kathiwada established The Morarka Cultural Centre in 1994 at the acclaimed National Centre of Performing Arts, which is committed to combining cutting-edge design with ancient Indian handicrafts.

Sangita served as the art curator for the Kiran Rao film Dhobi Ghaat as well as the creative director of Ketan Mehta's Rang Rasiya, which is based on the life of Raja Ravi Verma. She is further in the process of developing an intimate wellbeing center in Mumbai in an unusual setting of an Art Deco Bungalow, for holistic living and conscious consumption.



**Sanjoy Roy**

Sanjoy K. Roy is the managing director of Teamwork Arts, which produces more than 25 highly acclaimed performing arts, visual arts, and literary events in forty cities across the world, including the Jaipur Literature Festival, the largest free literary gathering in the world.

Roy is a founding trustee of Salaam Baalak Trust, which works to help Delhi's working and street children. Roy collaborates closely with numerous industry entities on policy matters pertaining to India's cultural sector.

## ADVISORY BOARD (contd.)



**Osama Manzar**

Osama Manzar is the Digital Empowerment Foundation's founder and director. Through the Digital Empowerment Foundation, he has established himself as a global leader on the quest to eradicate information poverty from India and the global south through digital means.

He is a social entrepreneur, author, columnist, impact speaker, angel investor, mentor, and member of several Indian government and policy committees as well as international organisations that work in the fields of internet access, digital inclusion, and misinformation.

For the purpose of recognising digital breakthroughs for South Asian development, Osama has established ten awards. He is a Member of Advisory Board for Alliance for Affordable Internet; Member of Licensing Committee for Community Radio in India at the Ministry of Information & Broadcasting among others. Osama Manzar has travelled to more than 2000 villages and visited more than 50 countries.



**Gitanjali Jha Chakraborty**

Geetanjali Jha Chakraborty is the President of Apnalaya. She has a varied background, having worked in the social sector for more than 15 years after spending her early years in the business sector.

Geetanjali now serves on the boards of the Foundation for Mother and Child Health, Vihaan, and Technoserve India Foundation. She has held executive and CEO-level positions with Concern India Foundation, CHILDLINE India Foundation, and ARMMAN. She also serves on Tech Care for All's global advisory board. She is enthusiastic about urban inequality, mental health, and child protection. She holds an LLM in Human Rights and Criminal Law in addition to a Masters in Social Work.

## OUR MENTORS



Led by the passionate social vision of Ramesh Kacholia (founder), Caring Friends (CF) is an informal group of friends that attempt to bridge the gap between NGOs and donors. CF has assessed the quality and the impact of work by the Missing Link Trust and has generously supported MISSING. CF's philanthropic collaboration has helped MISSING's work tremendously, as it has done to many other grass-roots work throughout India.



UIA is a consortium of compassionate and experienced professionals endeavoring to help social entrepreneurs with their insights, experience and network. They help to bring relevant leadership & management skills learnt from the corporate sector to social enterprises in contrast to an approach of trying to corporate social enterprises. Ujwal Thakar's trailblazing efforts through the UI Cohort's mentorship has helped MISSING to make meaningful connections and networks to carry out its work.

# OUR TEAM



**Priti Srivastava**  
COO, MISSING

Priti serves as our Chief Operating Officer. Before joining MISSING, she served as the Service Head for People Interactive and as Executive Director of the non-profit Cuddles Foundation. Priti has a wide range of expertise in risk management in the capital market, having worked with ICICI Bank and handled international banking. She holds a master's degree in economics.



**Bhawana Kaka**  
Executive Assistant

Bhawana Kaka has worked as an Executive Assistant for more than six years after finishing her MBA. She has worked with several different organizations and has a plethora of experience in Human resource. She currently acts as the Founder's Executive Assistant & is actively involved in the day-to-day operations of the Missing Link Trust.



**Monalisa Bandyopadhyay**  
Fundraising Manager

Monalisa has over 15 years of expertise in running a digital startup business in the UK, US, and India, as well as corporate sales and customer relationship management. She has also had books published. An MBA graduate from XLRI, Jamshedpur, she is in charge of fundraising and maintaining the collaborations for Missing. She also collaborates with Missing's founder and mentors to create a solid five-year business plan.



**Devleena Chakraborty**  
Project Manager, MASSp

Devleena has more than 15 years of expertise in project management, operations, and IT consulting in both India and the US. Her development sector work has emphasis on education and child protection. She collaborates closely with the creator of MISSING to manage the company's various projects and partners.

She earned her degree in economics and a postgraduate diploma in business administration from the Symbiosis Institute of Business Administration. She also holds a counseling diploma.



**Tanvi Bhimani**  
Product Designer

Tanvi has worked in the design and development industry for more than 4 years. A design graduate from Srishti Institute of Art, Design, and Technology, Tanvi has a specialization in weaving. She collaborates closely with the Missing women's empowerment centers and is in charge of creating new products and teaching the women how to make them.



**Bhaswati Bose**  
Graphic Designer

Bhaswati received her degree from the National Institute of Fashion Technology in Bhubaneswar. She is in charge of all design requirements at MISSING, including editorial design, graphics, and print deliverables, as well as pitch decks, reports, and reports. She presently works on the Missing Awareness and Safety School programme design team (MASSp).

# OUR TEAM in SUNDARBANS



**Prabir Mishra**  
Project Manager

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.



**Babu Sona 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.



**Kamini Kumar Guchhait**  
Master Trainer, MASSp

Kamini trains the MASSP volunteers as well as staff for the project and helps in conducting the program. He is also responsible for the daily monitoring and reporting of the MASSP program. Kamini helps in the planning and implementation stages of MASSp as well. He also handles the workbook reports and data entry monitoring through the Google drive.



**Pradip Maity**  
Project Associate

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).



**Nitai**  
Computer Teacher

Nitai handles the Missing Awareness and Safety School Program. He also works closely with our digital literacy centre and trains the students there. He's a resident of Madhya Gurguria region in the South 24 Parganas.

Prior to working with MISSING, Nitai has worked with IIMC and Bandhan Bank. Nitai is fluent in Bengali, Hindi and English.



**Siddheshwar Mondal**  
Master Trainer

Siddheshwar Mondal is the master tailor and trainer at the women empowerment centre in Sundarbans. He imparts tailoring training to the ladies and students from the local area. He helps in developing new product samples for Missing and also manages the production.



## Padma Bhatka

**Administrator, Women Empowerment Centre, (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.



## Aparna Jwalani

**Administrator, Women Empowerment Centre, (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.

## Our Team of Volunteers



# 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

## 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

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

## 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 market order (for bags)

Leena Kejriwal wins **HerStory's Women on a Mission Award** under

## 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 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 in 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 member

## APRIL

Launch of the #StayHomeStay-Safe Campaign to raise awareness about cyber sex trafficking

Launch of #DonateForSundarbans to rally support for COVID-19 Relief



## MAY

In the aftermath of the Supercyclone Amphan MISSING conducted Cyclone Relief Aid for 5000+



MISSING hosted its 2nd Advisory Board Meeting

## JUNE



A series of webinars on 'Cyber Safety at Home' in partnership with YFLO launched

WECs manufactured masks for community support and market orders

## JULY

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

## AUGUST

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

## SEPTEMBER

Roundtable discussion for 'Education Under COVID-19: Are children safe online?' in partnership with NCPDR

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

## OCTOBER

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

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

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



## NOVEMBER

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

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)

# 2021

## JANUARY

Web of Deceit: A Missing and Trafficking Casefile (interactive digital comic) launched

## 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

## APRIL

Web of Deceit: Interactive Digital Comic is available on Playstore

## MAY

Donate today to #SundarbansLivesMatter and provide Disaster Relief to the community.

## JUNE

Missing The Complete Saga is now available for Limited Time Playtest on Steam's Next Fest!

## JULY

MASSp launched on World Day against Trafficking in Persons in a panel discussion "Let's bring MISSING Awareness to Schools!"

## AUGUST

MISSING featured in Dasra's 'Buffering Now: Harnessing Technology for Sustainable Good: Lessons for Adolescent-Focused Organizations'.

## SEPTEMBER

MISSING has been selected as a WINNER at the Women in Games Global Awards for Video Games Advocacy - recognising games organisations advocating for change!

Panel discussion on "How prevention can change the narrative around Human Trafficking" by Rotary International and Missing Link Trust on World Peace Day

## OCTOBER

MISSING participated in #100Heroes by @give\_india to win matching donations at the biggest and grandest festival of festivals of India's non-profit sector.

#RideForTheChildren! embarked by Vinay on a noble ride to raise awareness and funds to save missing girls

## NOVEMBER

MISSING participated #United-forChildSafety campaign to mark Child Safety Week in collaboration with other NGOs.

MISSING participated in the India Game Development Conference 2021 to represent "MISSING: the complete Saga"

Traffic Hai #Roklo Campaign launched to raise awareness about child trafficking

## DECEMBER



District Level Roundtable held in Kultali focusing on "The Rise of Exploitation of Girls: Role of Child Marriage and Teenage Pregnancies

# 2022

## JANUARY

MISSING partnered with Meta! in the fight against sex trafficking

The #Roklo Campaign has touched 10.5 million+ impressions with a reach of over 7.1 million+!

## FEBRUARY

MASSp is made available on Whatsapp!

1000 adolescents from 13 districts of Madhya Pradesh are now participating in MASSp!



MISSING participated in the One Billion Rising event in collaboration with Creative Arts Academy



MISSING conducted a roundtable discussion on "Integrate online safety into the Everyday Education of our children" in collaboration with Cyberpeace Foundation



MISSING Mural project at the German Consulate, Kolkata

# THE POWER OF PUBLIC ART

In an age of overabundance of information and shrinking attention spans, we are faced with warring narratives begging for our focus everyday. While some of the information may get lost in translation, the medium of art makes itself stand out due to its universal applicability. Thus, public art becomes a consistent way of raising awareness- a constant, visual (and vibrant) reminder that there are inequities existing in the society and they should not be forgotten.

Creative expression in community spaces is therefore an important platform for raising awareness and public engagement. The unused and often ignored walls and corners of urban landscapes have the potential to turn into avenues of art-inspired activism. Unlike the art pieces that are displayed in museums and galleries, there are no restrictions or price tags attached to the accessibility in the case of public art. Hence, it can create strong community collaboration. Passers-by can not only gather information and become aware of social issues, but also such projects have a scope to be interactive by inviting input from the viewers.

**Leena Kejriwal, the founder of MISSING had a clear vision on the reach of such powerful pieces and has incorporated multiple forms of public art in MISSING's communication tools.**



## THE MISSING INSTALLATION PROJECTS

Our Founder, photographer and installation artist Leena Kejriwal has constantly been in search of mediums to inform the public of the plight of millions of girls that were lost to trafficking. The use of installations was the first creative communication tool we employed. The works are larger than life black silhouettes of young girls placed against the urban skyline. Constructed from iron sheets, forged and painted pitch black, they seem like sharp, black holes cut out of the sky. Holes, into which millions of girls, disappear from the face of this earth. These expanded forms act as memorials to these young girls who have disappeared, vanished into thin air. It is hoped that these emblematic silhouettes generate curiosity, recognition and finally a sense of deep loss, recovering them from the abyss of the sky. A recovery that inspires millions of others to act on behalf of the fate of those who have disappeared and are alluded by justice.. This strong imagery transcends language barriers in creating public engagement.

Today the silhouettes have become a national symbol of missing girls trafficked everyday, fading into the dark world of exploitation. The emblematic silhouettes serve as strong tools of communication as they initially arouse curiosity and the resulting journey leads to creation of empathy towards millions of missing girls. The installations have also graced eminent platforms like India Art Fair and Pune Biennale.



## THE MISSING STENCIL PROJECT

One of MISSING's most significant campaigns has been the Stencil Project. The stencil acts as a powerful means in assigning ownership to the public in the campaign to end the demand for trafficking. In the initial days of operation, the school kids were encouraged to paint the stencil on their school walls to make them aware of the issue of trafficking and the Childline number 1098 as a helpline number in the time of distress, as part of an awareness campaign of Community Intervention project. Now the task is an official part of the Missing Awareness School Safety Programme (MASSp).

To execute the silhouette, a frame of 5 feet is used to draw the outline of the stencil. The stencil itself measures 3.5 feet of height. The Silhouette project has achieved success in its objective of drawing attention towards the issue of trafficking.

**We have put up over 5000 stencils in more than 40 cities across India constantly reminding the public about millions of missing girls.**





## THE MISSING MURAL PROJECT

Murals and other forms of street art have the ability to capture the immediate response of a community to social injustices. They rouse empathy and create an urge to act to bring about a change. The MISSING Mural project utilizes this empowering potential to activate new cultural and social narratives in the movement against trafficking.

We, at MISSING, believe that the biggest stakeholder in the movement against trafficking is the society collectively. Keeping that in mind, we have designed the **Missing Mural Walk** to initiate a conversation in urban India about trafficking and its multiple aspects.

The Missing Mural Walk is a multi-city art project with each city being provided its own set of murals and chatbot narrative through Facebook. **We have partnered with organizations like Change.org and Shalimar Paints to create 15 murals with chats in 3 cities across India. This immersive experience allows the murals to be interactive, creating further engagement.**

The pioneering project in Kolkata had an interactive experience designed to feel like a hunt, titled, **“The Hunt for Missing Durga”** whereas in Delhi it took the form of provocative comic strips and in Mumbai, it was more emotionally charged in order to facilitate empathy from the public. Regardless of the design, the intent behind all the murals have been to invoke deep conversations with the public that gives them an acute view into the world of trafficking and push the society into acting.

A major testament to the impact of these murals was the opportunity MISSING received to display the murals on the **13 walls of the German Consulate in Kolkata**. On the occasion of International Women’s Day on 8th March, 2022, the silhouettes of Missing girls were etched in one of the biggest walls in the city at Hastings Road, Alipore by the MISSING Team.

# THE MISSING APPS

MISSING has always championed the need to use technology innovatively in spreading awareness about the dark world of traffic. With a large section of population still being unaware about the enormity of the sex trafficking trade, it became even more significant to use creative mediums to capture their attention. Our brainstorming led us to develop awareness initiatives in the form of computer applications that have helped increase the reach of our campaigns.

## MISSING : GAME FOR A CAUSE

Initially launched in 2015, the world's first anti-trafficking game, has evolved since - both in its technological innovations and its range. The game is of the role-playing genre which allows the players to experience what a missing person has to go through because of the heinous crime of trafficking. The multilingual interactive game design allows for engagement and awareness about the prevention of sex trafficking.

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!

**Missing Game for a Cause topped the charts in Bangladesh after its initial localization to Bangla.** The game, which is an innovative spin on the traditional means of awareness creation, is now available for free on iOS and Android in 12 vernacular languages and 6 international languages. With more than 1 million organic downloads across 70 plus countries, the game has made its mark in the digital activist platform.

The impact and ability of the game has been recognised in multiple global venues World Summit Award European Young Innovators' Festival, 2020 and has received accolades and awards including the Nasscom Indie Game of the Year award.

The maker's own words is perhaps the best summary of the experience of playing the game , "Players can hate it or love it but can never be unmoved by it."



**Nasscom  
Indie Game  
of the Year**

**12** VERNACULAR  
LANGUAGES

**6** INTERNATIONAL  
LANGUAGES

**1M+** ORGANIC  
DOWNLOADS

**70+** COUNTRIES



Scan to Play!

GET IT ON  
**Google Play**

Download on the  
**App Store**

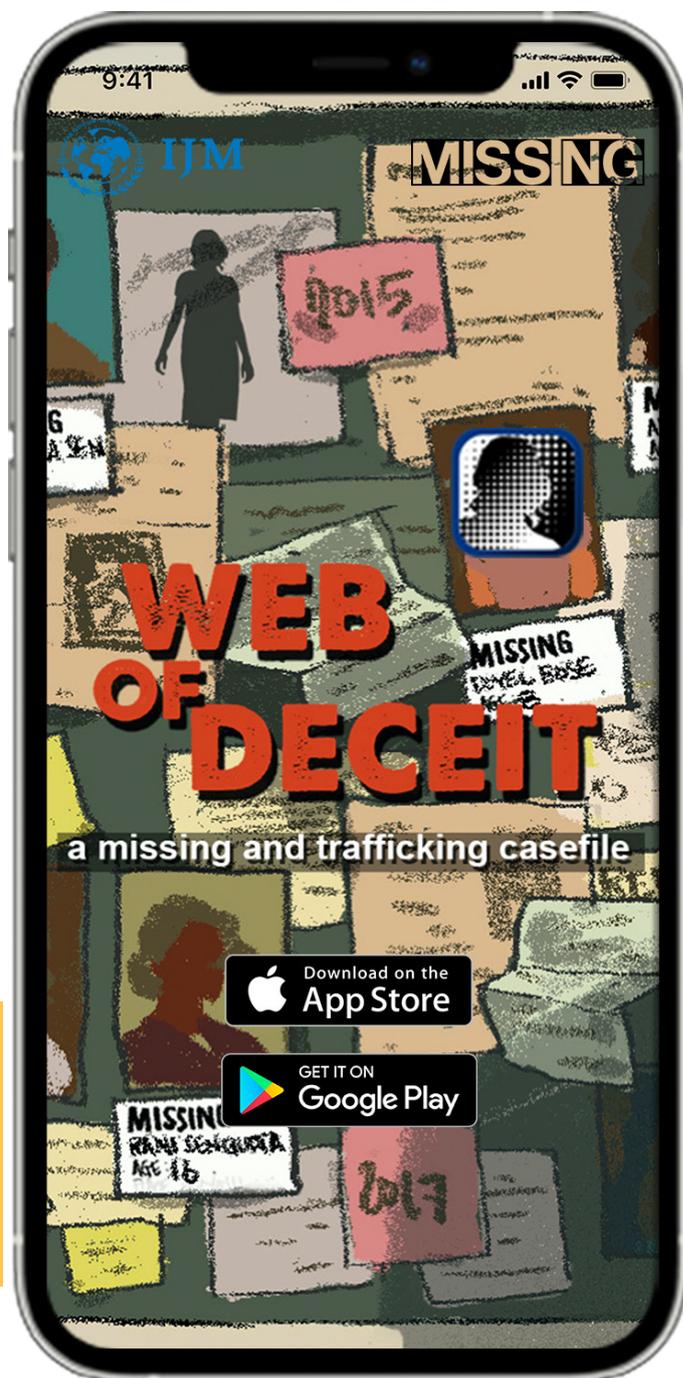
## WEB OF DECEIT : DIGITAL COMIC

In order to go beyond the target audience of school going children and women, Missing Link Trust collaborated with the International Justice Mission to create an interactive digital comic - Web of Deceit.

This initiative attempts to show how crimes, particularly those against women and children, may be reported and to show how a trafficker or exploiter can be prosecuted. It was developed as a tool to educate the public on the changing nature of sex trafficking.

The design of the comic follows the narrative of Police inspector Sameer who is trying to bring a trafficker to justice with the help of a trafficked girl. The storyline is created to promote the relationship between the police and citizens in tackling cases of trafficking.

The intention is for this comic to serve as a trust-building tool for citizens who are reluctant to report crimes, which is a crucial first step in boosting crime reporting. The comic also has the ability to expose the various players' differing points of view on the problem of sex trafficking. The comic is available for download for free in Playstore and Appstore.



Scan to Read!

# MEDIA CAMPAIGNS

The increased engagement with social media, especially during the pandemic has posed new difficulties for campaigns and organizations against trafficking as trafficking has migrated to online platforms. On the one hand, with increased screen-time for kids due to their educational requirements and restrictions in physical gatherings, the propensity of contact with online predators have increased. On the other hand, the shift of focus from routine law and order to measures to control the pandemic has enabled more breathing room for traffickers. It is at this juncture that the use of social media becomes even more pertinent in combating trafficking and spreading awareness.

## MISSING #RokLo Campaign

MISSING has evolved by incorporating novel platforms of using art and technology to spread awareness about trafficking. **India has 290 million active social media users** who spend the majority of their screen time on various social networking websites. Teens and adolescents constitute **31 percent** of this population. Awareness in such a time of complex digital interdependence would be incomplete without meaningful discussions in and about social media platforms.

With this scenario in mind, MISSING conducted a 4 month long campaign from November to March 2022. The campaign, which centered around the slogan **“Traffic hai! #Roklo”**, was aimed to create awareness amongst the adults and adolescents to prevent child trafficking through social media platforms. The primary target audience of the campaign comprised adolescents in the age group of **11-19 years**. However, the campaign also sought to extend its reach to families, communities and policy makers that could act as gatekeepers in preventing trafficking.



**MISSING**

शौषण शिक्षा  
अंधकार जागरूकता  
अज्ञान अवसर

**बेहतर कल के लिए  
बच्चों की तस्करी**

**#Rklo**

**MISSING**

**51% of humans  
trafficked are minors**

**#Rklo**

Source: cry.org

**MISSING**

**Online predators  
take up different personas  
to lure their victims**

**Educate to put a stop**

Traffic hail!

**#Rklo**

**MISSING**

**90%  
OF ABUSERS  
are known to the victim**

**Educate to put a stop**

**MISSING**

**200 children go missing every day.**

**#Rklo**

Traffic hail!  
**#Rklo**

**Bright sparks  
defeat the dark**

**#NationalGirlChildDay**

**MISSING**

**Educate  
to empower her**

Bring the **Missing Awareness  
and Safety School program (MASSp)**  
to your child's school

To experience the power of awareness

Traffic hail!  
**#Rklo**

Traffic hail!  
**#Rklo**

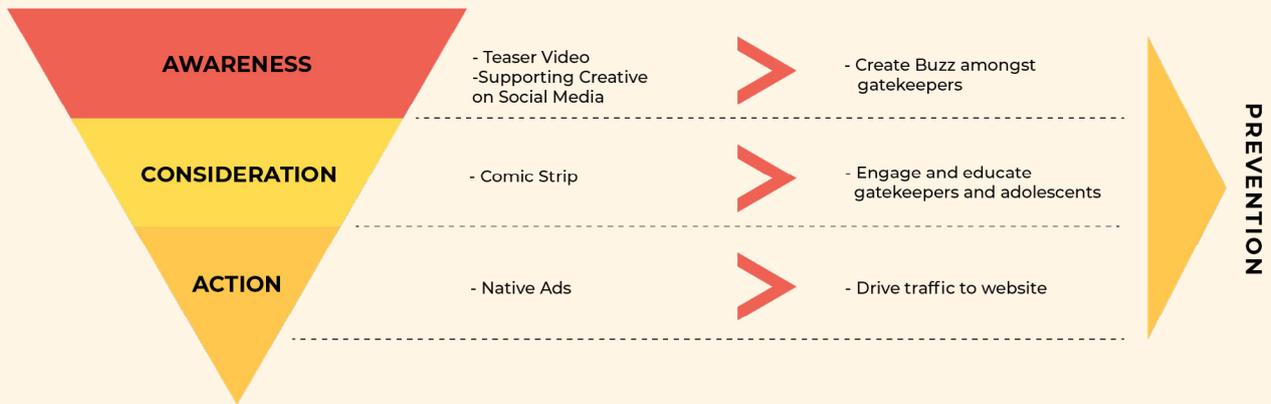
**Some life skills are  
not a part of textbooks**

**Educate and empower** adolescents with  
**Missing Awareness and Safety School Program (MASSp)**

		Timetable					
Day	Period	Period I	Period II	Period III	Period IV	Period V	Period VI
Mon	English	Hindi	MASSp	L	SST	Science	Mash
Tue	English	Hindi	PF	U	SST	Science	Mash
Wed	English	Hindi	MASSp	N	SST	Science	Mash
Thur	English	Hindi	PF	C	SST	Science	Mash
Fri	English	Hindi	MASSp	H	SST	Science	Mash

The campaign focused on drawing attention to the staggering numbers of people trafficked despite strict laws against child labour and prostitution. Having understood the limitations of mere legal framework without awareness, the campaign attempted to bring about conversations between parents and children and with the society at large. The campaign simultaneously focused on the role of infrastructure by highlighting how socio economic barriers lead to increased vulnerability.

# FUNNEL STRATEGY



Each phase is overlapping with 80% Awareness

The campaign was based on a funnel strategy that gave out a roadmap leading to action through awareness. To execute this, a foundation was laid through awareness initiatives that talked about the campaign's need and the staggering figures about trafficking trade in India. The next step was to convert this awareness into engagement and education, thereby creating a sense of consideration amidst the target population. Comic strips that engaged the stakeholders were majorly used in this part of the campaign. This mindset was then encouraged to inspire action by the masses through the tools offered by MISSING.

**This conversation enabled MISSING to promote the MISSING Awareness and Safety School Program (MASSp).** The MASSp tool is a systematic school programme that is aimed to end the abuse and of children. The campaign worked to solidify the idea that in the world of trafficking, awareness is the way to prevention. It was focused on bringing the public back into the conversation, as they are the biggest stakeholder in this crime that is demand-driven.

In summation, the campaign was focused on providing a **greater reach to awareness practices** that have been systematized under the MASSp. It encourages the learners to empathize with the plight of the survivors and also provides them with the vocabulary and tools to speak up. The campaign directs the attention of the viewer to taking ownership and making responsible choices.

**The campaign generated an engagement with more than 1.4 million and has a reach of over 10.6 million across Facebook, Instagram and YouTube.**

## TEJ - ONE BILLION RISING

One Billion Rising is the biggest mass action to end violence against women in human history. The campaign was focused on spreading the message of love, equality and justice and on the call to “Rise for the bodies of all women, girls and the earth.” The decade-long campaign has used its platform to connect to women across the globe in a purposeful, political, transformative and empowering way.

**MISSING also collaborated with The Creative Arts Academy (TCAA) to stage a short performance of ‘Tej’ , a poem by Debabrata Singha for the One Billion Rising event. The Creative Arts Academy jointly worked with the Swadhikar Youths to bring about this performance.**

The poem is the story of marginalized communities, their girls, struggles and the fight to attain their right to education. It focuses on the socio-political intersectionalities that characterize Indian society. As the poem is reflective of many societal realities that MISSING aims to target, the event became an important cultural intervention focusing on women.

The event is a perfect testament of the grassroots level changes that Missing Link Trust attempts to bring about through empowerment and education that will ultimately lead to the eradication of sex trafficking.



## MISSING X ZENOTI - #RideForTheChildren

Mr Vinay Antony for the 5th edition of **#RideForTheChildren** campaign raised funds for empowering our youth in the Sundarbans. Mr Vinay's idea to raise funds to empower vulnerable women and girls in the Sundarbans region involved a three day cycle ride covering 450 kms from 8th to 10th October. Vinay pledged to cover 150 kms on three consecutive days and brought people together across the globe to contribute to the cause.

What made this into a campaign of a larger scale was the transformation of the campaign by Vinay's employer, Zenoti. Zenoti transformed the campaign to the Wave of Goodness with multiple members of the company supporting the cause - by walking, jogging, swimming and the likes.

The funds raised this year was used for the provision of laptops to the MISSING Digital Literacy Centers and to support the skill training of 1000 vulnerable women and girls in the Sundarbans region.



# MISSING IN SUNDARBANS

Sundarbans is the world's largest delta region that spreads over India and Bangladesh covering around 9630 sq.km. Natural disasters and adversities in climate have affected sources of livelihood negatively, threatening the very survival of the population dependent on them. With limited resources and options in attaining a livelihood, the women and girls in this region face more hardships than anyone else.

### WHY SUNDARBANS?

The environment of uncertainty and deprivation makes the women and children even more vulnerable to trafficking. The Missing team gained an understanding of the socio-economic-political dynamics of Sunderban as a result of Leena's interactions with trafficking victims in Kolkata. They also learned how the social issues of child marriage, teenage elopement, domestic violence, and child sexual abuse are all connected to the problem of trafficking.

Traffickers and procurers approach vulnerable women and families and promise them a well paying job in a city. But once the woman leaves her home for this job, she is trafficked into commercial sexual exploitation or sexual slavery. Traffickers also pretend to fall in love with women and ask them to run off with them to a city. Once they reach the city, the men are never to be seen again by the women and they are sold to commercial sexual exploitation. Child marriage has also been reported as a strategy of traffickers to lure young, under age girls. Families that are desperate to reduce the number of mouths to feed or are unable to pay for the education of their children are willing to marry their girls off.

Traffickers use this to their advantage to traffic underage girls.





Of Sundarbans' 29 Blocks, Kultali ranks **29th** on the Standard of Living Ranking in Infrastructure Development as per the State's Human Development Report

**46.36 %**  
**Poverty Ratio of Kultali**

## YAAS CYCLONE RELIEF AID

On 26th May, Cyclone Yaas wreaked havoc in the Sundarbans. Where Cyclone Amphan led to destruction of property and infrastructure rendering thousands homeless, Cyclone Yaas left the people of Sundarbans without any means to earn a livelihood.

The saltwater that the cyclone brought in destroyed fields and ponds used for cultivation of freshwater crops and fish. It was estimated that for the damage to be mitigated, it would take two years. With the pandemic restrictions, disruption to essential services and facilities, economic uncertainty in addition to the destruction of the region's natural resources, the community was in extremely dire straits.

West Bengal accounted for 25% of India's trafficking cases between 2010 and 2016. In 2016, the state recorded a whopping 44% share of the total cases related to human trafficking in India. Taking a look at the human trafficking victims, it has been found that trafficking is not always forceful and unwilling in nature. Several villages across West Bengal have broker rackets who offer financial aid to extremely financially backward families and purchase kids and sell them off to the sex market. Moreover, West Bengal shares porous, international borders with Bangladesh and Nepal. With the easy access to the borders, West Bengal acts as the point of transit to the other cities. Considering the geopolitical scenario of the state and the threat of trafficking, better access to education, awareness, social security and empowerment are the needs of the hour for every woman in this state.

Of Sundarbans' 29 blocks, Kultali ranks 29th on the Standard of Living Ranking in Infrastructure Development as per the state's Human Development report. Therefore, MISSING's effort to eradicate trafficking in the area was simultaneously focused on enhancing the living conditions of the people. It began its operation through awareness campaigns in 2016 that soon developed to projects like the women empowerment centers and Swadhikar youth programmes. From creating an awareness programme for schools to imparting leadership education as well as skill training to the women, MISSING aims for overall development of the region.

This commitment to community development has also been evident in the relief efforts during Covid 19 outbreak, Amphan cyclone and more recently Yaas cyclone. In doing so, MISSING has been able to provide a sense of social and economic stability to the region.

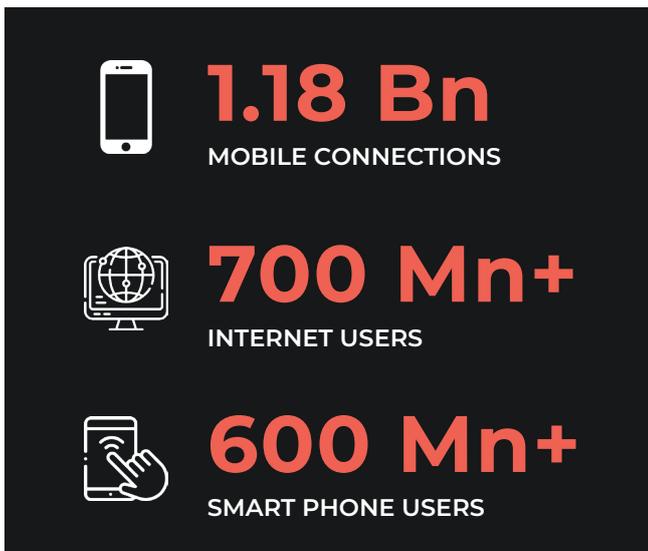
MISSING started the **#SunderbansLivesMatter** Campaign to collect relief aid for the community. The donations received were used to fund ration kits to the families, potable water and rations to vulnerable sections and medicines.

In partnership with TechMahindra Foundation, MISSING also established community kitchens providing three meals a day in Uttar Debipur, Purba Gurguriya and Shyamnagar providing disaster relief to over **600 beneficiaries**.

The **Women Empowerment Centers** were also opened during this time providing safe spaces as well as income generation opportunities throughout difficult times. These centers and relief efforts provide some semblance of stability in their life as the inaccessibility to these regions often deprive them of relief aid.



# EDUCATE



In Oct 2021, India had 1.18 billion mobile connections, 700 million Internet users, and 600 million smart-phones. This number is increasing to 25 million per quarter.

**The availability of smartphones in rural India has also increased from 36.5% in 2018, to 61.8% in 2020 and 67.6 % in 2021.**

It is immensely crucial to educate masses online and take digital awareness a notch higher. As the first step in raising awareness, MISSING attempts to employ multiple tools to educate the society and in particular, its vulnerable sections.

## COMMUNITY DEVELOPMENT

In order to prevent trafficking, it was important to uplift the community through education as well as economic, social and cultural development. MISSING has been acting as an agent of change through its multiple initiatives.

Ranging from awareness programmes to skill training ventures, MISSING manifests its vision to educate and empower the community to prevent sex trafficking. With its consistent efforts MISSING has succeeded in linking police officials, panchayat members, teachers, mental health professionals and **BDO in Kultuli** under the movement against trafficking. In order to report and investigate cases of child marriages, elopements, and trafficking, MISSING has, over time, established a vigilance system with two police stations, fifty **ASHA employees**, 16 Aanganwadi employees, a child protection committee of two village panchayats, and a Block Development Officer.





Missing is the nodal agency of **Village Level Child Protection Committee (VLCPC)** of **two Gram Panchayats** namely **Vaikunthpur** and **Bhuvneshwari**.

The duties of VLCPC include defending the rights of kids and preventing abuse, child labour, child marriage, and trafficking. As the nodal organisation, MISSING has efficiently carried out its responsibilities which include planning community awareness campaigns, educating VLCPC members on various child safety issues, and assisting the committee with search and rescue efforts.

## MASSp- Missing Awareness and Safety School Program

MASSp is a first-of-its-kind safety awareness program that is designed to address the personal safety and empowerment needs of adolescents. The core focus of the program is to prevent sex abuse, exploitation and trafficking through innovative digital teaching and learning methods. It uses compelling narratives, art, games and technology for an immersive experiential learning.



MISSING

### Lets's bring MISSING awareness to schools!

**Guillermo Gallarza**  
Vice President, International  
Centre for Missing and  
Exploited Children

**Ananya Chatterjee  
Chakraborty**  
Chairperson, WB State  
Commission for Protection of  
Child Rights

**Shekhar Mehta**  
Rotary International  
President, 2021-22

**Dr Sarfaraz  
Ahmed Khan**  
Former Professor and Director  
NUJS, Symbiosis Law School

**Sebastian Edassery**  
Director and CSO  
Deloitte

**Leena Kejriwal**  
Founder, MISSING

**30 JULY  
2021**

World Day against  
Trafficking in Persons

**4:00  
PM**

Live Stream

MASSp was launched on **July 30 2021, 'World Day against Trafficking in Persons'**. In an attempt to bring MISSING awareness to schools, the launch panel saw experts from multiple fields talk about the benefits of the programme.

- Guillermo Gallarza, Vice President of International Center for Missing and Exploited Children emphasized the need for partnerships and knowledge sharing across organizations and fields - academia, legislative bodies, policy experts, administrative units etc.

- Ananya Chatterjee Chakraborty, the Chairperson of West Bengal State Commission for Protection of Child Rights provided her insights into how trafficking has adapted to the pandemic and has moved online posing a serious threat to all children, adolescents, caregivers and teachers. These insights were reaffirmed by Mr. Sebastian Edassery, a cyber security expert.

Dr Sarfaraz Ahmed Khan used his legal expertise to talk about the need to increase reporting of crimes and how awareness will play a key role in this. Rotary International President, Mr Shekhar Mehta explained the importance of prevention as a strategy and the role of education.



MASSp discusses all important aspects of adolescent safety - mental, physical and emotional safety. The program also educates them to be conscious citizens and understand the role they play in the rising figures of sex abuse, exploitation and what behavioural changes they can implement to help curb it.

The program adopts a pedagogical approach that uses immersive narrative and innovative tools. MISSING follows a design thinking approach and co-designs its curriculum and formats with learners. The program will shape future generations to stay safe from sexual exploitation both online and offline and curb the rising demand for commercial sexual exploitation.

The program is based on learnings from the awareness workshops conducted nationwide with over 1,35,300 students across 15 Indian states. This 10-hour program is designed exclusively for adolescents in class VII to class XII or between the ages of 13 and 17. MASSp is available in English, Hindi and Bengali and is currently being developed in other regional languages. To take this program to every last adolescent, the program is offered both online and offline. As of March 2022, the program had covered 3500+ students.

<b>Audio-visual program</b> 	<b>Self-paced program</b>
<b>Interactive &amp; Narrative based modules</b> 	<b>Creative Activities</b> 
<b>Accessible on Web Portal- PC, Tablet, Smart Devices</b> 	<b>Badges of Achievement</b> 
<b>Minimal teacher intervention</b>	<b>Certification</b> 
	<b>Monitoring and Evaluation for impact assessment</b> 

**1,35,300**  
Students across  
15 Indian States

**10-Hr**  
Program

**13-17**  
years



## Swadhikar Youth Program

The Swadhikaar Youth Program has evolved from the community youth awareness workshops MISSING has been conducting in the past few years. Through the program, we have aimed to mobilize youth in the **13-20 age groups** and train them to be community leaders. So far we have been able to reach **9 villages** including Madhusudanpur, Gurgurya Bhuvaneshwari, Deulbari Debipur, Maipith Baikunthapur, Debipur, Maipith Nagenabad, Madhya Gurguria, Kantamari and Gopal Ganch in the South 24 Parganas area.

Studies show that children from vulnerable social and economic groups are more susceptible to trafficking. The intention behind the youth program is to empower such vulnerable young children with knowledge and skills. The program works hand-in-hand with the MISSING Awareness and Safety School Program, under which the potential leaders are trained. The training provides sensitization on what is trafficking as well as enables self-expression and other leadership qualities to act with agency in community issues. This will create safe spaces for community members and encourage them to report cases to concerned authorities.

In addition to the training, MISSING regularly organizes events on festivals and days of local and national importance where SWADHIKAR members participate. It is an opportunity to speak to other

children about the issues of inquiry and address larger sections of the society. They performed a street dance for the One Billion Rising Campaign that gave a call to rise to end violence against children and women, thus becoming part of the largest mass action campaign against violence against women in human history. During Covid and cyclones, the SWADHIKAR members were also mobilized to assist the distribution of relief material.

The girls are also taught to alert the MISSING team in case of impending child marriage in the village. In the last three years, the MISSING team has gotten 60 calls from the SWADHIKAR group members informing them about child marriages in the village, which has led to timely action in response.

The programme acknowledges the need to work with the government structures to complement the community leadership. This has led to regular participation of the Swadhikar youths in programmes by the Panchayat and District Administration.

# EMPOWER

## Women Empowerment Centres

The Missing Link Trust set up two Women Empowerment Centres (WEC) in Sundarbans to empower these women and provide them with a source of generating income. It is a community based initiative with the aim of giving training to women in the area of stitching and sewing skills. The first WEC was set up in 2017 in Bhasa and the second center was set up in Madhusudanpur in the beginning of 2018.

More than 200 women joined the center at Bhasa and Madhusudanpur to train under the guidance of the master tailors. The products taught include underpants, petticoats, blouses, frocks for small children and Churidaar.

More than 200 women joined the center at Bhasa and Madhusudanpur to train under the guidance of the master tailors. The products taught include underpants, petticoats, blouses, frocks for small children and Churidaar.

Once the women receive the training, in addition to producing bulk goods, they are able to make daily-wear clothes for themselves and their families. Along with clothes, the women are also trained in making high quality finished bags and pouches in canvas and cotton fabrics. The women are also trained in screen printing logos and artworks on the bags.



In the past few years, the number of women who participated in the training programmes have increased substantially; so has the infrastructure. This has led to an increase in skill development and income generation opportunities. The recently executed order of 1 lakh drawstring bags for a company called Jaypore, is a testament to the upscaling this initiative has undergone.

During the trying times amidst the **pandemic**, the empowerment centers served as safe spaces for these women. With domestic violence cases reaching an all-time high, these centers acted as a space that could be utilized by the women outside the confines of their houses. The continuation of training gave them a routine to follow and the rations reliefs as well as continued community support meant that some of their duress during Covid could be addressed and alleviated. The centers also gave them a place to execute orders that they might have procured and provided the infrastructure to finish those orders, helping the women to stay financially independent.



**1 Lakh**  
**Drawstring Bags for**  
**a company called**  
**Jaypore**





## Digital Literacy Centre

The MISSING Digital Literacy Center is targeted to create a safe space, provide certified skill training and digital literacy education to adolescents where they come together, learn and build their skills. In the age of data, thousands of young kids lose out on better living chances due to the digital divide in rural India. This initiative has emerged based on our partnership with **Digital Empowerment Foundation**.

The center serves as a focal point for information and communication about goods and services that meet the needs of the neighborhood in terms of health, livelihood, education, and the provision of public services.

The centre works with teenagers and young adults between the ages of 16 and 25. The exposure helps the beneficiaries, who are first-generation learners, learn how to use technology effectively. They receive training on how to complete applications and apply for government programmes. These young girls' abilities will be of tremendous use to their society once the programme is finished.

During the time of Covid, the digital centers have focused their attention towards covid relief. The centers will restart their work in the post-Covid digital realities. The training in the centers gives them the opportunity to pursue entrepreneurial skill development and economic empowerment. There have been reports of a few students of the Digital Empowerment Center running their own business in setting up digital centers to link Aadhar Cards.



# IMPACT

India has been identified as a source, transit and destination area for trafficking. Lack of awareness on the issue combined with the lack of coordination among the police and welfare departments, health, women and children departments pose major hurdles in curbing trafficking in the country.

Though under-researched, there is global consensus that missing persons and trafficking are inter-linked. Missing persons could have been trafficked or those who go missing voluntarily i.e runaways are more vulnerable to being trafficked. Girl children and adolescents are vulnerable to being trafficked under the guise of child marriage.

West Bengal has consistently recorded high numbers of missing persons and child brides. West Bengal is home to **22 million child brides**, despite the significant increase in female literacy levels and narrowing gender gap in literacy rates. COVID-19 has intensified this issue. Between March and August 2020, the national childline, 1098 received **92000 calls on child abuse** and exploitation in 11 days. 30% of the reported cases were of violence and child abuse, said Harlin Walia, Deputy Director of Childline India.

**The major objectives of MISSING when undertaking its projects in the Sunderbans area has been :**

- To raise awareness among the population of the region and share with them how to identify and protect themselves from being trafficked
- Provide skill training and employment opportunities to reduce vulnerability
- Provide legal assistance to survivors and help them return to their homes
- Get to the root of the issue - raise awareness and counsel against child marriage, domestic violence and other issues that make girls and women more vulnerable



## The impact of MISSING's work in this area has shown significant improvements in these areas :

### AWARENESS WORKSHOPS

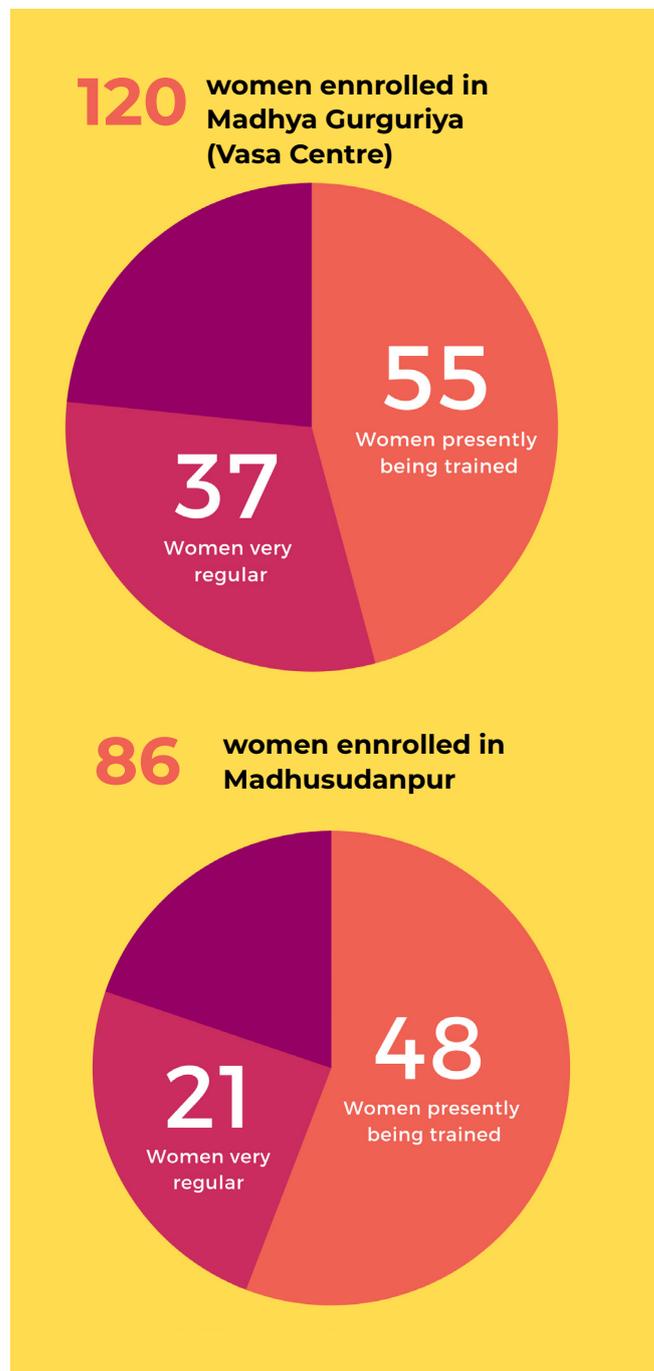
In order to increase the level of awareness, MISSING has been conducting awareness workshops that include discussions on understanding gender, gender-based discrimination, rights of women, trafficking and how the entire trafficking nexus operates. Further, through the workshops, it identifies adolescents/women who are survivors of trafficking of women who are vulnerable due to poverty, lack of education and awareness. It then helps empower these vulnerable women by counseling them, providing skill training to become financially independent and provide alternate means of livelihood.

### EMPOWERMENT CENTRES

Lack of skill training and the subsequent inability to obtain employment has been a major hurdle in the development of women.

MISSING's Women Empowerment Centres were created with this need in mind. To prevent trafficking, it is crucial to provide livelihood and entrepreneurial opportunities. This ensures financial empowerment of vulnerable community members. Our two Women Empowerment Centers (WEC) - in Madhya Gurguria and Madhusudanpur provide livelihood skills to vulnerable women and girls and to disrupt the status of trafficking from this area. During the Covid-19 outbreak the Center has seen 55 more women enrolling in the Rural Program of the organization. Financial autonomy leads to equality in the family dynamics and helps change the social dynamic of the region. These centers act as a safe space, especially amidst the rising domestic violence reports all over the country during the pandemic.

Despite the COVID-19 setback, MISSING's Women Empowerment Centres (WECs) continued to provide vocational training and awareness programs to vulnerable women and survivors from across 10 villages under Kultali Block (Madhya Gurguria, Bhuaneswari, Dakshin Durgapur, Debipur, Purba Gurguria, Baikunthapur, Jwalaberiya, Chuprijhara, Ambika Nagar, Madhusudanpur). The ladies completed orders for 5500+ reusable masks and were able to receive remuneration against the orders completed individually. 1,000 masks were provided to the Community for a COVID Awareness and Mitigation Program covering 8 villages conducted by the Trust from November - December 2020.



These women are currently being trained in the centers in stitching, tailoring, and bag making. Apart from that they are trained to stitch shirts, salwar and items required in daily necessities like pillow covers. **A total of 1 lakh+ bags have been made by the women against orders.**

## EDUCATE AND EMPOWER

### DIGITAL LITERACY CENTRES

Digital Literacy Center is a similar initiative to bridge the gap between information and opportunities in rural India. The Center has been providing skill training, digital literacy education and more importantly safe spaces for vulnerable children and adolescents from the communities to come together, learn and build their skills. In their efforts to do that, they have influenced the youth who now think it to be an opportunity to learn and apply it in their daily lives.

The total number of students who have enrolled in the Digital Empowerment Center is 120 with the numbers increasing. There have been 20 new students and many success stories related to this Center. The objective of entrepreneurial skill development and economic empowerment getting fulfilled can be seen from the case studies.



### SWADHIKAR YOUTH PROGRAMS

In addition to these efforts, the Swadhikar Youth Program acts as an avenue to mobilize adolescents and youth groups from the age of 13-20, to mold them into potential community leaders. So far, the program has been able to mobilize more than 150 young people across 9 villages (Madhusudanpur, Gurgurya Bhuvaneshwari, Deulbari Debipur, Maipith Baikunthapur, Debipur, Maipith Nagenabad, Madhya Gurguria, Kantamari, Gopal Ganch)

Through the community awareness workshops regularly conducted, the program engages with the youth to equip them with the knowledge and skills to overcome vulnerabilities and risks which empower them to become catalysts for social transformation.



We now have 155 young girls across 6 villages who have found their voice and are helping other girls find theirs. This has resulted in a difference in the child marriage in the villages where our Swadhikar Youths work, impacting the lives of girls. On an average, every month, 3-4 girls report conversation in the family regarding their marriage wherein they have been able to convince their parents otherwise and to let them continue with their education.

The introduction of MASSp curriculum supplements the awareness initiatives and trains the vulnerable youth groups to become leaders and create youth-led advocacy on social issues.

# GOVERNMENT PARTNERSHIPS

MISSING LINK TRUST has been committed to strengthen its reach in spreading awareness as well as educating and empowering the society. It has often partnered with various government agencies for the same. We understand the need for a nexus between government agencies, legal institutions and our community intervention initiatives to achieve the desired impact. This year, Missing has participated in multiple roundtables with various stakeholders to explore the various avenues that can be pursued through government partnerships.

## District level roundtables at South 24 Parganas, West Bengal, December 2021:

The roundtable, which was held on 23 December 2021 in Kultali was focused on **“The Rise of Exploitation of Girls: Role of Child Marriage and Teenage Pregnancies”**. The panel consisted of people from varied expertise like that of a block development officer, police officer, counselor, teacher and other important officials from the development sector. The discussion was focused on reducing child marriages and putting an end to early motherhood. The conversation covered topics that ranged from legal implications to the significance of civic amenities to the role educators had to play.

The discussion was contextualized in the time of the pandemic that showed an increase in the number of child marriages. Often, these child marriages lead to teenage pregnancies which poses an immense health risk for both the young girls and infants. Through this discussion, we aimed at establishing the key role that civic society and educationists can play to lower these numbers in the region.



The round-table also focused on the legal implications of situations where the child born from such underaged marriages are not being recognized by the law. The girls cannot then avail legal civic amenities like- prenatal health care, police or legal support since the marriage is not considered valid under the law. This makes them even more vulnerable and in turn, the prime targets for abuse and exploitation.

There was unanimous agreement between the panelists that awareness was the answer in dealing with these challenges. The role of smartphones, especially in regards to access to explicit content was also discussed. Some suggestions that were raised in the panel included organizing Vocational Training

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Other suggestions by different panelists also covered the steps the government can take. This included the halting of **Government entitlements and facilities** like job cards, ration cards, being a part of the Laxmi Bhandar or the Kanyashree scheme, to both the bride and groom's families for involvement in such illegal activity. Additionally, complaints have to be lodged against them which include serious charges in regards to child marriage, POCSO Act etc.

**The importance of community in curbing the tendency** was also a point of discussion. Panelists were of the opinion that the social pressure to get married had to be reduced, and that child protection issues had to be included in the school syllabus through Education Departments. There were also suggestions on the need for more involvement of ASHA and ICDS staff as well as an improvement of the school level monitoring system.

The panel succeeded in identifying various stakeholders and offering suggestions on what can be done at multiple levels to bring down child marriages.

**Panelists :**

- Mr. Birendra Adhikary - B.D.O.- Kultali;
- Smt. Rupa Sardar - Savapati Kultali Panchayat Samity
- Smt. Suparna Kantha - Aneswa Counselor, Joynagar rural hospital
- Mr. Balaram Mondal - 2nd Officer of Maipith coastal Police Station
- Mr. Suvamoy Das - 2nd Officer & Child protection officer of Kultali Police Station
- Mr. Subrata Ghosh - Headmaster Kantamari High School
- Mr. Pijush Baran Das - Teacher of NirodhBaran High School
- Mr. Badal Maity - Unicef, Action Aid Coordinator of Kultali Block regarding child protection
- Mr. Avijit Bose - Co- Coordinator, Child line South 24 Pgs and
- Mr. Sujoy Roy - Representative of Child in Need Institute (CINI)

## **Cyber Peace foundation Missing Link Trust Roundtable, February 2022:**

Set amidst the pandemic, the roundtable discussed **“the importance of integrating online safety into the everyday education of our children”**, in collaboration with the National Commission for Protection of Child Rights (NCPCR), Koo and Meta. The platform brought together thinkers and practitioners from the fields of child safety, cyber safety, child development, sexual abuse and other pertinent issues.

The discussion was based on the understanding that while the internet has its advantages, it is a wide universe wherein perpetrators have devised various methods of violating the safeguards. The lack of proper regulatory authority and the relative anonymity cyberspaces provide which evades detection has been underlined in the discussion.



The National Education Policy 2020 and its implications for cybersafety was also touched upon. Its provisions for online digital education and user integration of technology has been pointed out as instances of the policy's commitment to cybersafety of children.

The government's emphasis on cybersafety in digital educational spaces was further affirmed by Dr Behra when he discussed the future plans of NCERT to prepare programmes about online safety to be broadcasted in TV and radio. There were also discussions about NCERT preparing material in comic or gamified formats for better reach among children. Such ideas closely align to the MASSp content and games that MISSING has developed as part of its awareness campaigns.

The importance of leveraging the advantages of such technologies did not go untouched in the discussion. The access to knowledge that online spaces provide needs to be monitored and utilized. Therefore, Koo has been encouraging active participation of women in the social media space.

The founder of MISSING, Leena Kejriwal focused on the importance of creating a safe ecosystem for children. It is crucial to make the children aware of the issues of the cyber world and teach them about cyber safety. She stressed upon the fact that childhood abuse leads to depression, repression, and anxiety. Agreeing with Dr Behra, she highlighted the importance of audio-visual teaching for students. MISSING's path-breaking MASSp tool and its usage of games and web comics to spread awareness were highlighted in this regard.

The shortage of cyber professionals in regulating and creating safeguards was emphasized. It was also stated that the laws for cybercrimes are lacking in penalizing and punishing the perpetrators of cybercrime. The panel successfully dealt with the legal, technological and educational aspects of digital hygiene and safety, concluding that every individual had a moral responsibility to spread awareness towards the cause.

**Panelists :**

- Priyank Kanoongo - NCPCR Chairperson
- Dr Rakesh Maheshwari - Ministry of Electronics and Information Technology
- Dr Amarendra Behra - NCERT and Syllabus Board
- Dr. S. Sathyanarayanan - Scientist , Cyber Law Group, Ministry of Electronics & Information Technology (Meity), Government of India
- Dr. Nirali Bhatia - Cyber Psychologist
- Madhu Sirohi - Representative from Meta
- Maj Vineet - Cyberpeace Foundation
- Niyati Verma - Sr Manager, Public Policy and Outreach, Koo
- Leena Kejriwal, Founder, MISSING.



## CASE STUDIES

As part of its active research orientation, MISSING has collected case studies of various individuals who were trafficked or were vulnerable to it. Here are a select few to throw light into multiple facets of trafficking:

### 1

#### Love Traps and Child Marriage :

Many cases of exploitation occur in the pretense of being in love with the girl. Some of these fake 'lovers' sell the girls to traffickers and in some cases they are sexually exploited by the guys themselves. This can also often lead to child marriages. Child marriages, themselves as a phenomenon, are yet to be removed completely from Sundarbans.

16 year old Ananya (11th grader) left home on a Monday and never returned. This caused a tremendous amount of worry to her family (residents of Kultali Block). They contacted the MISSING Link Trust team. The MISSING Team went with the parents to the Maipith Coastal Police Station to meet the OC Madhusudan Pal. Due to his absence on that day, they spoke to Balaram Mandal who was the second officer and was assured that they would find Ananya.



Fulfilling the assurances, the Coastal Police found Ananya in an unknown house at Jota Borda Nagar, near Majher Kheya. During further investigations, it was revealed that she was in a relationship with Joydeb Pramanick (27 year old son of Biswanathan Pramanick, resident of Bhubeneswari) for sometime and the house where she was found belonged to Joydeb's aunt. They were to get married on tuesday. The police tracked Joydeb through his mobile number and arrested him at 11pm Tuesday for child marriage offences and the next morning Ananya was send to CWC home.

### 2

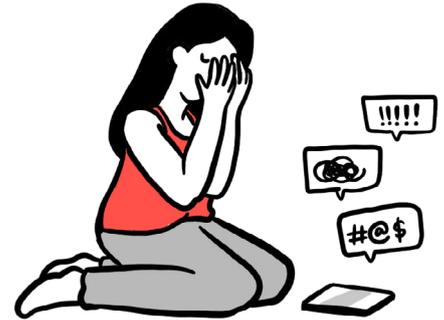
#### Online Traps :

Quite often, digital ecosystems that encourage sharing of private information acts as traps that can bring traffickers close to girls. Such personal information can then be used to build a relationship with them, eventually luring them to vulnerable positions. Sometimes, such traps also come in the form of offers of employment or fame. Here is one such case.

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Sana, a classical dancer from Sunderbans, met a boy through facebook. The guy had found out about her passion through facebook posts and pretended to be supportive of her. He falsely promised her that he would help her to become a famous dancer and lured her to a place in Medinipur, Bengal. He sexually abused her and recorded a compromising video of her without her knowledge. Sana managed to escape from there that day.

However, the boy proved to be a persistent nuisance and harassed her. Even though her family came to know and took her phone away, the guy continued his threats to make her photos and videos public.



Sana's mental health suffered terribly and she became suicidal. It was then that Sana's father happened to meet with MISSING's employee, Prabir Mishra and shared Sana's story. MISSING intervened, counseled her and employed her at the local office for performing backend work for various projects. Now she is gaining computer skills at MISSING's Naba Disha center, a digital literacy initiative.

### 3 Missing Girls

Not all cases have straightforward answers despite the best of efforts. The case of Neeti is one such instance that shows how millions of missing girls disappear into the black hole of trafficking, never to be seen again.

The family and the cops are still desperately searching for 15 year old Neeti from 24 Parganas. Neeti's father said that she left to go to her school in Namkhana to collect her marksheet on Saturday morning but did not return. After 7pm, the family started searching for her frantically and called her school where the authorities told the family that Neeti had never been to the school that day. This prompted the family to register a missing case at the Kutoli Police Station.



A local person informed the father that he saw Neeti with Samrat Biswas ( a resident of Panchim Gabtala). The police filed an FIR against Samrat. However, the police could not find any trace of Neeti at Samrat's house where Samrat himself was present. The police promised the family to do their best to find Neeti and bring her back home.

After 12 days, the family contacted MISSING Link Trust and shared all the information they had. The organization contacted Kultali Police station, the coastal police, BDO and a health counselor Suparna Katha along with keeping the family in the loop. Despite involving so many parties Neeti remains missing and the family still lives in hope of seeing their daughter.

# TESTIMONIALS



Missing Link has helped me whenever there was a natural disaster, they gave me manure, plastic and paper. I feel very proud to work there.

**- MALABIKA BERA, WEC Beneficiary**



I learnt sewing. I made masks and bags. The centre helped us during lockdown and Amphan by giving us relief. I helped people who work on land by providing them with the center's relief. I will keep working at the centre because the centre helped me.

**- MANASI MAITY, WEC Beneficiary**



Lockdown and Amphan were difficult conditions. Missing centre helped us in providing relief. I made masks for the centre, earned money and became self-reliant.

**- TANUSREE JANA, WEC Beneficiary**



I learnt how to tailor at Missing Link Trust Workshops. I learnt how to make masks, bags and blouses. The biggest change has been that now my family( husband, mother-in-law, son) gives me importance.

**-PADMA BHAKTA,  
WEC Beneficiary**



Scan to know  
Padma's story



I think there should be more digital Literacy Centres in village like this so that my friends and peers can learn with me as well.

**- Swati Pal**  
**Digital Literacy program**  
**Beneficiary**



Scan to know  
Swati's story



Through a friend, I learnt about the Free Digital Literacy Course offered by MISSING Link Trust. I joined immediately and learnt a lot of new things!

**- Gitanjali Mahite**  
**Digital Literacy program**  
**Beneficiary**



Scan to know  
Gitanjali's story



I learnt a lot of things from the program which I never knew before. I learnt the importance of keeping myself and my peers safe in the surroundings and how to protect myself online.

**-Student of Kultali**  
**Massp Beneficiary**



Scan to know  
her story

# FINANCIAL REPORT

## BALANCE SHEET

As at 31st March 2022

(All amounts are in Indian Rupees unless otherwise stated)

	NOTE	AMOUNT Rs
<b>Funds &amp; liabilities</b>		
Corpus funds	2	1,71,000
Other funds	3	77,58,085
<b>Liabilities</b>		
Current Liabilities	4	11,06,082
		90,35,167
<b>Assets</b>		
Property, plant & equipments	5	4,41,409
Other current assets	6	44,50,732
Balance at bank	7	10,73,659
Investment in mutual fund		30,69,366
		90,35,166

## INCOME AND EXPENDITURE ACCOUNT

for the year ended March 31, 2022

(All amounts are in Indian Rupees unless otherwise stated)

	NOTE	AMOUNT Rs
<b>Income</b>		
Donation received	8	92,50,758
Other incidental income	9	59,10,005
		<hr/>
		1,51,60,763
		<hr/>
<b>Expenditure</b>		
<b>Project Expenses</b>		
Missing awareness and safety school program		53,20,602
Community kitchen		3,10,443
Women empowerment & computer centre		9,54,356
Awareness expenses including mural painting		5,38,428
Donation paid		52,500
		<hr/>
Other admin expenses		17,40,187
Depreciation		71,847
Amount written off		1,75,000
Audit fee		5,000
		<hr/>
<b>Total Expenses</b>		91,68,362
		<hr/>
<b>Excess of Income over expenditure</b>		59,92,401

# WHAT'S IN STORE FOR 2022?



### MASSp

Our MASSp program has always been cognizant of the need to incorporate digital mediums in the dissemination of information.

Another exciting initiative in this regard for the coming year is the **MASSp chatbot on WhatsApp**. The partnership with WhatsApp platform will allow for better dissemination and easier information flow through the program in multiple languages.

In order to expand the reach of the program, MISSING has been in conversation with leading non-governmental, non-profit and community based organisations in India and across the world ( United Kingdom,

Ghana, Cambodia). These include NGOs working with children all over the country as well as organisations working to prevent sex trafficking across the world.

We have also had discussions with National and State government bodies, education departments to implement the MASSp. We are also in talks with both public and private schools, where the program will get rolled out in online or offline mode on the basis of computer access.



### MISSING Mobile Game

We are excited to announce our partnership with Mobile Premier League(MPL), one of the world's largest eSports and skill gaming platforms. MISSING Game for a Cause will be revamped and rolled out in 13 languages. Under the genre of 'Games for Change', this initiative will tackle the first 'P for Prevention' out of the United Nation's four Ps against trafficking.

The partnering with MPL would help to amplify the reach of MISSING game by leveraging both traditional and social media platforms.

This collaboration would lead to utilizing the official MPL social media handles to have an extended outreach through the existing MPL customer base. In addition, the partnership will help the MISSING game to extend its range with celebrities and influencers acting as endorsers. The joint venture will also open up Universities and external platforms for MISSING to collaborate with.



## The Missing Podcast

Another exciting initiative for spreading awareness that is in the works at the Missing Link Trust, is the Missing Podcast which will be launched on all major platforms by August 2022. The podcast would borrow the expertise of various eminent personalities from legal and activist backgrounds to tackle real life reported cases of trafficking.

The initiative aims to reaffirm the role of the society as the most important stakeholder in the fight against trafficking and suggests ways in which the public can help. The podcast is set to explore issues concerning child safety and protection in India, child sexual abuse, adolescent

sexuality, children in conflict with law, cyber safety and more. Our intention is to build awareness on cyber safety, adolescent sexuality and reintegration of survivors.

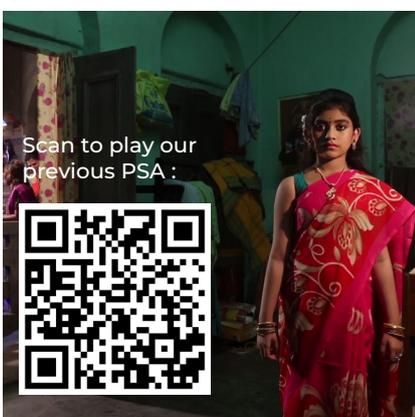
The podcast will feature in platforms like Spotify, Amazon Prime Music, Audible, JioSaavn, Apple podcasts, Gaana, Wynk, Bingepods etc.



# THE MISSING PODCAST

explores issues around child protection in India, adolescent sexuality, cyber safety and more.

AVAILABLE ON ALL MAJOR PLATFORMS!



## The MISSING PSA

MISSING has proposed to create a PSA (Public Service Announcement) short film clip to raise awareness on the rising figures of sex abuse on-line and offline and the role of parents and caregivers, in collaboration with National Commission for Protection of Child Rights (NCPCR). Since the PSA strategy has been beneficial in raising awareness about multiple social evils like alcoholism and drug abuse, we hope that it will bring about wider awareness about the perils of sex trafficking.

The plan is to disseminate the PSA across the state through cinema halls, TV channels and WhatsApp marketing.

# AWARDS



# PARTNERS

## FUNDING PARTNERS :



## KNOWLEDGE PARTNERS :



# ORGANISATIONAL ETHICS

## PROCESS AND DOCUMENTATION

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

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

## COMPLIANCE WITH UN SDGs

The work done by the Missing Link Trust is in line with the UN Sustainable Development Goals and global efforts to establish a new agenda that places an emphasis on achieving sustainable development for all.

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 (MASSp)  
Swadhikaar Youth Program
- SDG 5 : GENDER EQUALITY**  
Missing Awareness and Safety School program (MASSp)  
Women Empowerment Centres  
Digital Empowerment Centre  
Swadhikar Youth Program
- SDG 8 : DECENT WORK AND ECONOMIC GROWTH**  
Women Empowerment Centres  
Digital Empowerment Centres
- SDG 17 : PARTNERSHIPS FOR THE GOALS**  
All Programs and Projects



## CSR UNDER COVID 19

In the rise of an unprecedented set of challenges amidst the pandemic, Missing Link Trust has showcased its organizational flexibility and social commitment through various measures to alleviate distress occurred due to Covid 19. Our ladies have received training and have been producing PPE and masks at the empowerment centres. This has allowed us to keep empowering women by creating jobs in the most rural and under-developed areas of the nation. This initiative has the ability to operate as a social catalyst by broadening its coverage and generating new livelihoods with assistance and CSR collaborations. This will allow us to foster broader inclusion by integrating the migratory workers who have returned to the villages due to a lack of employment and means of subsistence. Thus, Missing Link Trust reaffirms its commitment to CSR guidelines laid out by the government.

# HOW TO JOIN US!

## Collaborate with Missing Link Trust for your CSR Requirement!

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

Our partners at Missing Link Trust go beyond being mere donors. They share our commitment to fighting sex trafficking and our dream of a future where every girl has a right to safety. They are individuals, groups, and businesses who help us in our battle against sex trafficking and who believe in the power of awareness. With India witnessing a growth rate of 25% in trafficking, it is high time that there is a renewed collaboration between NGOs and Corporates to eradicate the crime of trafficking.

## 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 future 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.



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# MISSING

MISSING LINK TRUST

73, Bentinck Street,

Kolkata -700001, West Bengal.

Contact: +91 9831025181

Email: reachus@savemissinggirls.com



@missingpublicart

@ missinggirlSundarbans



@MISSINGGIRLS



@ missinggirls

@ missinggirlsinsundarbans



Missing Link Trust



MISSING LINK TRUST is an ISO 9001:2015 certified Public Charitable Trust.

It is registered under Sec 12A of Income Tax Act, 1961 and

is exempted from tax u/s 80G of IT Act.

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Visit us here at  
SaveMissingGirls.com