

MISSING LINK TRUST

A world where every girl is safe from sex trafficking.



MISSING

Around **4.8** adults **&** **1** Million children *
are victims of forced sexual exploitation.

* Source: UN International Labour Organisation Study (2016)

MISSING

Everyday, more than
600 & **180**
children women

GO MISSING IN INDIA.

* Source: National Crime Records Bureau

Who are we?

Missing Link Trust is an award winning organisation that uses the power of innovation, education and empowerment to prevent sex trafficking.

We strongly believe that awareness equals prevention and we use innovative tools and methodologies for mass engagement.

How?

Missing tackles the first P of the UN's Four P Strategy on Anti-Trafficking

Prevention

Prosecutions

Protection

Partnerships





We

EDUCATE

We educate to create a new social fabric and to end demand by developing systematic awareness programs for school students.



INNOVATE

We use innovative mediums like gaming, murals with chat-bot, stencils, and digital comics to create a highly immersive and empathetic experience on sex trafficking.

www.savemissinggirls.com



EMPOWER

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

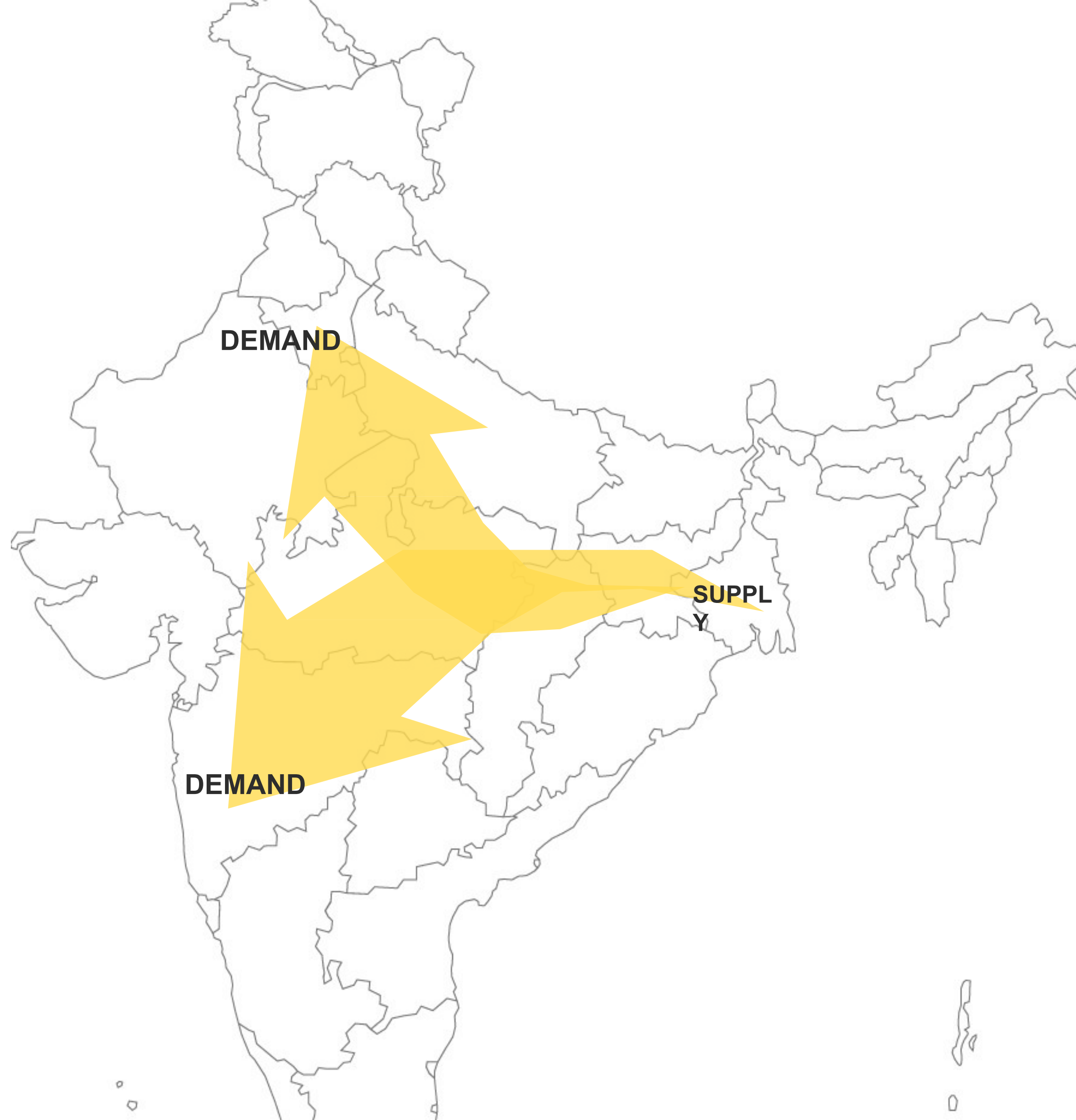
MISSING GIRLS - reachus@savemissinggirls.com

The image features a central white rectangular area where the text is located. This area is flanked on the left and right by black silhouettes of two people, a woman on the left and a man on the right, facing each other. The background is divided into three horizontal bands: a yellow band at the top, a white band in the middle, and a yellow band at the bottom.

Rural Empowerment & Leadership Program



Between March and August 2020, the national childline, 1098 tracked 1.92 lakh interventions on the ground (12.9% increase from the previous year). The interventions include at least 32,700 cases of trafficking, child marriage, sexual abuse, emotional abuse, begging and cyber crimes



The Trafficking route goes from **East to West**

West Bengal accounts
for about
44% of all reported
trafficking
cases in India.

Majority of the cases being from
Rural Bengal where the
remoteness of the location adds
to its vulnerability.

This is where MISSING works.

A close-up portrait of a woman with traditional Indian jewelry and makeup. She has a bindi on her forehead, a nose ring, and a small earring. Her eyes are heavily lined with dark makeup, and she has red lipstick. The background is dark and out of focus.

PAIN POINTS

Most girls who are trafficked are lured from their homes with the **false** promise of an opportunity for employment.

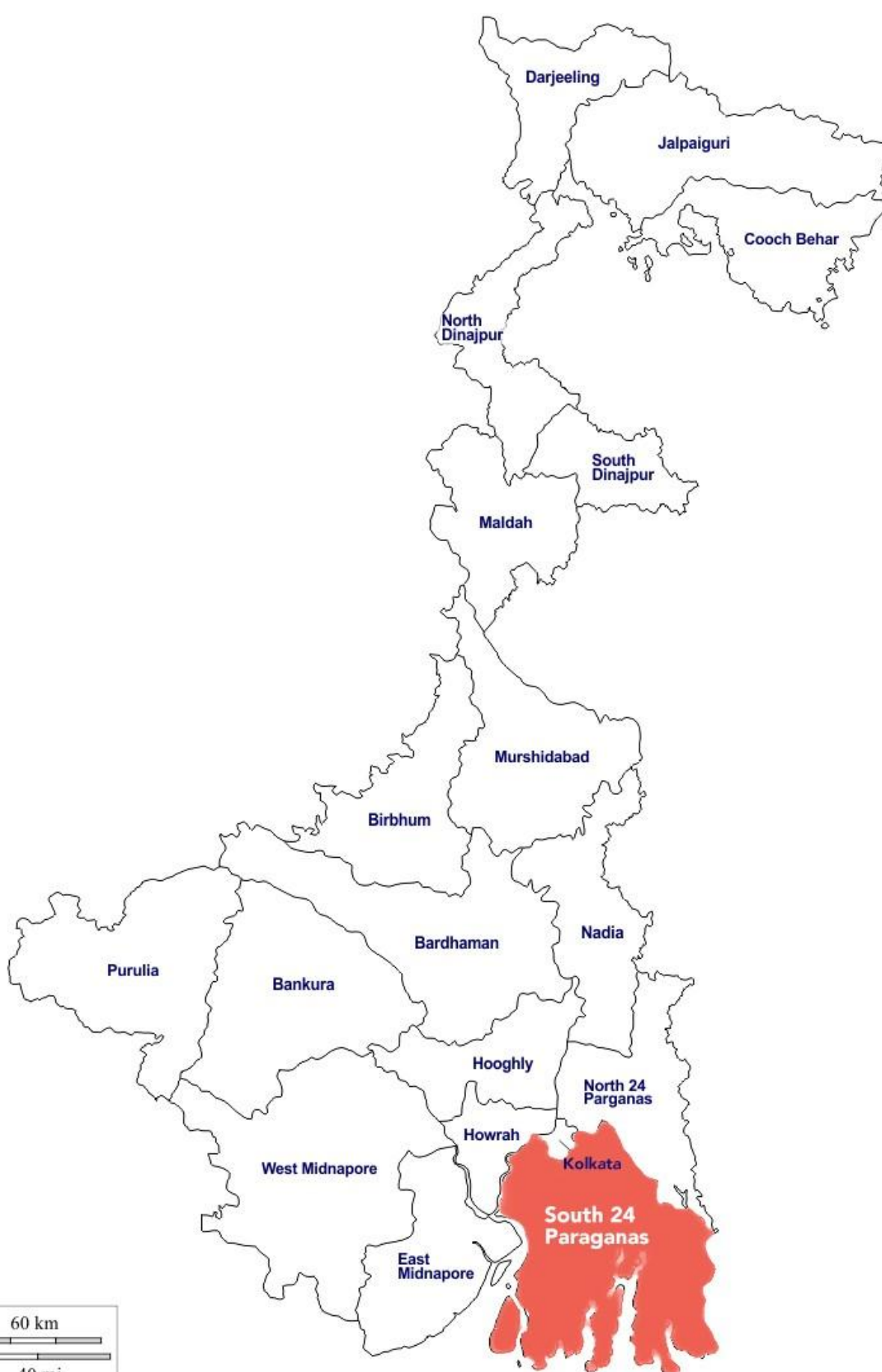
Even when girls are rescued and brought back, the biggest obstacle they face is the **lack of gainful occupation**



Meet Karishma

At 16, she was smart and skillful and a bread earner for her family. One day when she was delivering a customer's order to their house, the last thing she remembers is being hit hard on her head when she turned to shut the door. Being the young gutsy girl that she was, she protested and screamed, for which her violators hit her on the head and broke her legs. She was rescued in a police raid and vowed to fight for her right to freedom and dignity.

Today, she is stronger than ever before and ready to testify against her trafficker. She is now working with missing Link Trust at the Women Empowerment Center. She has honed her skills and has



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

Within Bengal
SOUTH 24 PARGANAS
features among the top five
districts in terms of trafficking.



Process



1

Orientation

2

Mobilization

3

Training

4

Income Generation

5

Sale of MISSING Bags



Project Objectives



Diversify



**Increase Monthly
Income**



**Open New
Centers**



**Reach more
Women**



**Abuse &
Trafficking**



Women Empowerment Centres

MISSING has two Women Empowerment Centres (WEC) - in Madhya Gurguria and Madhusudanpur. The women in these centres have been able to achieve the following milestones:



155 women



1 Lakh + bags



Able to **earn a monthly stipend and support their families of minimum ₹8,000**



The majority of women have reported a **positive change in their family dynamics**

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

WHY BUY A MISSING BAG?

Empower the Women of Sundarbans to **break out of the cycle of exploitation** and poverty by supporting products crafted by them at the Women Empowerment Centers.

The Missing Bag is a **handcrafted**, artisanal, multi-purpose product - available in cotton and canvas option. It is customisable as per the requirements of the business/ buyer/ consumer (logo, color, size, artwork).

The bag is **environment friendly, reusable, long-lasting** and can be offered as an eco-friendly packaging alternative for industries and brands seeking to demonstrate a positive social and environmental impact.



**ENVIRONMENT
FRIENDLY**



**STRONG SOCIAL
NARRATIVE**



**COMPETITIVE
PRICING**



GOOD FINISH



Large drawstring bag
Dimensions: 18" x 19.5"



Large Bag with Handles
Dimensions: 14" x 16"



Small Bag with Handles
Dimensions: 12" x 14"



Small Drawstring Bag
Dimensions: 13.5" x 11"

Partner with the Trust to help save missing girls.

Place bulk B2B orders for driving sustainable livelihood.

The placement of MISSING's logo on the bag, which is optional, establishes a clear visual focus on building a safer world and shows our joint commitment.

Minimum 100 Bags to be produced as per your size, branding and design requirements.

FUNDS **REQUIRED FOR:**



Training the women



Designing the products



Marketing and sales
strategy



Raw Materials



Transportation and storage



Machines and training
kits

Our Partners

change.org

YES FOUNDATION

EKAAGRA

FIDUS LAW CHAMBERS
Litigation | Advisory

German Missions in
India

iProbono

DEF
DIGITAL EMPOWERMENT foundation

ROTARY
INDIA

TRADE
Jindal
MARK

Volunteer
Your skills can change lives.

FLYING ROBOT
game development studios

RILATO CONSULTING

Khushii
KINDNESS FOR FLOURISHING SOCIAL
AND POLITICAL INTERVENTIONS IN INDIA

Naandi



Towards a new dawn
Ministry of
Women and Child Development
Government of India

PARTNER
INDIA

SRMB

SOUTH KOLKATA
HAMARI
MUSKAN

IJM



प्रेरणा
PREERANA

Why Partner with us

- ✓ **A mutually beneficial collaboration**
- ✓ **Sustainable Outreach**
- ✓ **Compliant with Companies Bill 2012**
- ✓ **Result Oriented and Scalable**
- ✓ **Brand Visibility**
- ✓ **Builds Social Capital and Partnerships**
- ✓ **Nation Building**
- ✓ **Impact Assessment and Outcome Report**

CSR under COVID-19

Under our COVID 19 initiatives we have now trained the women at our empowerment centers to make essential items like masks to meet the rising demand.

Our #SunderbansLivesMatter campaign is driven to provide ration to the poorest and the families in the remotest regions to prevent the increasing vulnerability to trafficking.



Missing Link Trust works in sync with the UN's SDGs of Gender Equality, Inclusive Equitable Education, and Sustained Economic Growth for holistic development.



MISSING Link Trust
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Missing Link Trust registered under Sect. 12A of the IT Act, 1961.
Donations to Missing Link Trust are exempted from Tax U/S 80G of IT Act