

## **Project Report on the Awareness Campaign**

### **Introduction**

#### **About Missing:**

MISSING is a Public Art and Awareness Campaign that focuses on creating a sensitized, subconscious awareness about sexual trafficking across civil society. It uses the simple and powerful visual imagery of a silhouette against an urban skyline to engage the public.

Our approach focuses on the first P of the UN's 4P strategy against trafficking: Prevention, through awareness. Prevention, as of now, is being conducted mostly by NGOs within their area of operation and mainly to prevent second generation prostitution. Although the government, NGOs and police are doing intensive work in the field, there exists a deep vacuum when it comes to public awareness on the magnitude of the issue. Both at the rural level, which generates the supply and at the urban level, which creates the demand for the girls. This vacuum is what MISSING is targeting through its awareness campaign.

#### **About the Campaign:**

Missing aims to fight Human Trafficking by making the civil society aware on the issue of trafficking and on the plight of the trafficked victim. Human Trafficking is done in a much organised manner and to fight it organisations must work hand in hand.

Millions of girls and women are forced into living in inhumane conditions of brutal violence and repeated rapes because there is a market created by men who buy sex. Trafficking is a market driven crime & the demand leads to the escalation of the supply.

The Awareness Campaign aims to bring this issue out into the open in a non-preachy, interactive and thought-provoking the way, using public art installations, stencils and the Game app.

The medium used will be Awareness Session, Stencil art work and Missing Game primarily.

## Project Description

### **Background:**

Human trafficking is world's 3rd largest organised crimes after drugs and arm trade. Sexual exploitation (79%) is by far the most commonly identified purpose of trafficking in persons, followed by forced labor (18%). Women and children are most vulnerable to trafficking throughout the world. 2/3rd of the victims of trafficking are reported to be women. Although human trafficking is often a hidden crime and accurate statistics are difficult to obtain, researchers estimate that more than 80% of trafficking victims are female. Over 50% of human trafficking victims are children. There are an estimated 27 million adults and 13 million children around the world who are victims of human trafficking.

Sex traffickers use a variety of ways to "condition" their victims, including subjecting them to starvation, rape, gang rape, physical abuse, beating, confinement, threats of violence toward the victim and victim's family, forced drug use, and shame.

Human trafficking is one of the fastest growing criminal enterprises because it holds relatively low risk with high profit potential. Criminal organizations are increasingly attracted to human trafficking because, unlike drugs, humans can be sold repeatedly.

West Bengal borders with Nepal, Bhutan, Bangladesh and the Indian states of Bihar, Jharkhand, Odisha, Assam and Sikkim. It is a source, destination, and transit state for men, women, and children subjected to forced labour and sex trafficking.

Child Rights and You (CRY) analysed the National Crime Record Bureau (NCRB) data for 2014 and it was found that West Bengal accounts for 42% of cases registered under the procurement of minor girls in India (India Today, 2016).

Looking at the massiveness of the issue of trafficking in West Bengal and the plight of girls and women who are trafficked, *Missing Link Trust* with the support of *Ministry of Child and Women Development, Government of West Bengal* has undertaken the endeavour to end trafficking.

**Rationale:**

Human Trafficking is a manifestation of much deeper issues. It has been observed that lack of awareness among the general public and lack of livelihood opportunities in the source areas are among the major reasons behind trafficking. Missing focuses on creating a sensitized, conscious awareness on sex trafficking in both source and destination areas across civil society. Trafficking is a demand driven industry and the Missing awareness campaign is focused in rural areas and the urban areas i.e. the supply and demand side of trafficking. By actively buying sex and by passively being involved by being silent spectators we add to the demand of more girls and thus more and more girls are getting trafficked. Missing aims to cut the demand by making mass aware of the evil the demand creates. Missing uses the simple and powerful visual imagery of a silhouette against an urban skyline to engage the public. Anyone can get trafficked and the only way out is to be consciously aware. The aim is to put an end to trafficking by making the civil society aware.

**Scope:**

The Awareness Campaign aims to bring the issue of trafficking out into the open in a non-preachy, interactive and thought-provoking way. The medium used will be Awareness Session, Stencil art work and Missing game app primarily.

The Awareness campaign will be carried out with the school going youth. The campaign aims will be done through the public high schools in South 24 Pargana, North 24 Pargana and Kolkata. Prior permission from the school will be taken and the awareness campaign will be conducted with the students of 8<sup>th</sup> standard and above.

**Objectives:**

- To have sensitized and aware civil society about sex trafficking.
- To create a mass movement to end trafficking.

**Target Area:** South 24 Pargana, North 24 Pargana and Kolkata.

**Target Population:** School going youth, school teachers and the general public in South 24 Pargana, North 24 Pargana and Kolkata.

## Activities

### March, 2017

The program initiated in March, 2017 in South 24 Pargana region. The first two weeks of March was invested in identifying and mobilising youth volunteers and in preparing a *Facilitator's Guide* to support the person conducting the awareness session. With the support of Kaikhali Samadhan Samity, a local NGO in the region two teams were formed comprising of local youth to conduct the awareness campaign.

Training was conducted with the 2-teams with the aim to understand human trafficking and the approach to the awareness campaign.

The awareness campaign will be conducted via Public High School focusing on standards 8<sup>th</sup> and above. In March '17 eleven schools were covered and through the 11 schools 2053 children and youth were directly made aware on the issue of human trafficking using the awareness session.



Training of the youth volunteers



Stencil Art made by the school children and youth  
volunteers

The awareness was taken in the community through the stencil art. The school going youth along with the facilitators made the silhouette in location of visibility in the community. The

stencil art in itself speaks a lot and has the child-line contact number 1098.

*'It feels horrible to think about the plight of the girls, I never knew about it.' 'How can such things happen?'*

*'From our village as well some girls went missing and now no one knows where she is'*

The response of the school children was encouraging, many said that it was informative and shed light on the social evil of human trafficking. To many the awareness session was a realisation that trafficking of girls and women is taking place from their village as well.

### April, 2017

In April 3 - team in North 24 Pargana District was first identified and trained. From 6<sup>th</sup> April the team started with getting the permission from the school to conduct the awareness campaign. The first awareness campaign in North 24 Pargana was held on 12<sup>th</sup> April in Eastern Standard School and Gukulpur Madrassa wherein 80 and 35 students participated respectively.



In April a total of 24 schools were covered in North 24 Pargana and 6 schools in South 24 Pargana. 2356 children and youth benefited directly from the awareness session.

According to the school teachers the awareness campaign is an eye-opener to human trafficking. They never knew about it as a world problem and that so many girls and children throughout the world get trafficked and pushed into the darkness of sex industry.

### **Key Observations:**

- The awareness campaign has brought about participation by the local youth to actively get involved in local development. The local youth conduct the anti-trafficking awareness campaign and have become the face of the entire campaign in the local community
- Personal development of the youth volunteers is taking place. The youth volunteers had never held a microphone and taken talked to a crowd of people. They never knew Trafficking closely and the gravity of the issue. Now they are conducting the awareness session in front of 100 children and youth. They are making people in the community aware of the issue and taking leadership in the local level.
- In two months 4409 children and youth have been made aware and through stencil art and the entire village and community have been made aware of the issue of trafficking, as well.
- Children are aware of girls that have gone missing from the village. The awareness campaign was a realisation that she might have been trafficked. It brought to light that they too can get trafficked, and that an important way to protect oneself is to be aware.
- The school have been supportive to the cause. Teachers participate and support in managing the children.
- The youth volunteers act as anti-trafficking vigilante group. They have access to the information on who got trafficked which is supportive to conduct rescue operation.
- The stencil art project is a constant reminder on trafficking and missing girls. It makes people think on the issue of missing girls.
- The campaign has made children and youth aware of the child-line contact number 1098. The stencil art has the child-line number and through the awareness session people are told that if they come across any girl missing call the child-line number.

### **Challenges:**

- South 24 Pargana and North 24 Pargana are huge areas spread across the Sunderbans region. The distance between the villages is a lot and thus takes more time to cover the area.
- Transportation is a concern. Lack of proper roads and crossing rivers in between makes it challenging to reach out to all the schools.
- Taking permission from the school is time consuming. Sometimes the youth volunteers have to go 3 to 4 times to one school to get the permission.

## Annexure -1

<b>List of Schools covered in March – South 24 Pargana</b>				
<b>Date</b>	<b>School Name</b>	<b>Topic Covered</b>	<b>No of participants</b>	<b>No of Stencil art</b>
21st March	Kaikhali Gopalganj B. K	Human Trafficking and Child marriage	51	2
22nd March	Kaorakhali High School	Human Trafficking and Child marriage	84	2
23rd March	Debipur Karunamayee Balika Vidyatan	Human Trafficking and Child marriage	37	2
23rd March	Madhya Gurguria High School	Human Trafficking and Child marriage	29	2
27th March	Pichakahli Jr. High School	Human Trafficking and Child marriage	68	2
27th March	Pachuakhali High School	Human Trafficking and Child marriage	198	2
27th March	Ashitbaran Bidyapith	Human Trafficking and Child marriage	121	2
28th March	Debipur H.M Vidyapith	Human Trafficking and Child marriage	70	2
28th March	Karunamyee Balika Bidyatan	Human Trafficking and Child marriage	105	2
29th March	Hindu Vidyalaya Ashram	Human Trafficking and Child marriage	90	2
30th March	Kantamari Churmoni H.S	Human Trafficking and Child marriage	1200	2



## Annexure – 2

<b>List of Schools covered in April</b>					
<b>Date</b>	<b>School Name</b>	<b>Topic Covered</b>	<b>District</b>	<b>No of participants</b>	<b>No of Stencil art</b>
12-04-2017	Estern Stander School	Human Trafficking and Child marriage	North 24 Pargana	80	2
12-04-2017	Gukulpur Madrasa	Human Trafficking and Child marriage	North 24 Pargana	35	4
13/04/2017	Gobindapur J.R High School	Human Trafficking and Child marriage	North 24 Pargana	85	1
13/04/2017	Balki High School H.S	Human Trafficking and Child marriage	North 24 Pargana	30	4
17/04/2017	Taranipur Kaluni High School	Human Trafficking and Child marriage	North 24 Pargana	150	4
26/04/2017	Beradhanga High School	Human Trafficking and Child marriage	North 24 Pargana	26	1
26/04/2017	Panchabati H.S School	Human Trafficking and Child marriage	North 24 Pargana	39	2
27/04/2017	Sarupnagar Sarapur Madrasa H.S	Human Trafficking and Child marriage	North 24 Pargana	45	3
28/04.2017	Sutia High School	Human Trafficking and Child marriage	North 24 Pargana	55	2
20/04.2017	Nohata High School	Human Trafficking and Child marriage	North 24 Pargana	86	3

20/04.2017	Nohata Sarada sundari Balika Vidyalay	Human Trafficking and Child marriage	North 24 Pargana	98	2
22/04/2017	Simulia M.S.K	Human Trafficking and Child marriage	North 24 Pargana	73	2
24/04/2017	Chowberia Dinobandhu Vidyalay (H.S)	Human Trafficking and Child marriage	North 24 Pargana	104	3
24/04/2017	Chowberia Ananda Sundari Mitra balika Vidyalay	Human Trafficking and Child marriage	North 24 Pargana	88	4
25/04/2017	Dighari High School	Human Trafficking and Child marriage	North 24 Pargana	78	2
25/04/2017	Ramsankar Pur High Scchool	Human Trafficking and Child marriage	North 24 Pargana	83	2
27/04/2017	Sankar pur High School	Human Trafficking and Child marriage	North 24 Pargana	73	2
27/04/2017	Guja High School	Human Trafficking and Child marriage	North 24 Pargana	96	4
28/04/2017	Palla High School	Human Trafficking and Child marriage	North 24 Pargana	78	4
28/04/2017	Belta high School	Human Trafficking and Child marriage	North 24 Pargana	67	2
29/04/2017	Kharua Rajapur High School	Human Trafficking and Child marriage	North 24 Pargana	86	2
29/04/2017	Uttar Fulsara High school	Human Trafficking and Child marriage	North 24 Pargana	79	2

24/04/2017	Bibekananda M.S.K. School	Human Trafficking and Child marriage	North 24 Pargana	32	3
27/04/2017	Samsernagar High School	Human Trafficking and Child marriage	North 24 Pargana	92	4
18/04/2017	Ambikanagar Haripriya High School (H.S)	Human Trafficking and Child marriage	South 24 Pargana	260	2
20/04/2017	Bhubaneswari Jaykrishna high School (H.S)	Human Trafficking and Child marriage	South 24 Pargana	85	4
26/04/2017	Patunighata Girls high School	Human Trafficking and Child marriage	South 24 Pargana	45	2
21/04/2017	Mathurakhanda Akshaychandra Vidyapit	Human Trafficking and Child marriage	South 24 Pargana	85	2
24/04/2017	Bhubaneswari Jaykrishna high School (H.S)	Human Trafficking and Child marriage	South 24 Pargana	78	2
27/04/2017	Patunighata Girls high School	Human Trafficking and Child marriage	South 24 Pargana	45	2