MISSING LINK TRUST

MISSING

ANNUAL REPORT 2024-25



A world where **every child is safe** from exploitation

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.
© Copyright 2022 | Missing Public Trust | All Rights Reserved



ANNUAL REPORT 20 25



CONTENTS

FORWARD FROM THE FOUNDER 01

ABOUT MISSING- VISION, MISSION & OBJECTIVE 03

TRUSTEES & ADVISORY BOARD 05

TEAM MEMBERS 06

ORGANISATION TIMELINE 09

OUR APPROACH 11

EDUCATION 15

PUBLIC ADVOCACY 31

- SWADHIKAR YOUTH GROUP 33
- MISSING ROUND TABLE CONFERENCE 37

EMPOWERMENT 40

PARTNERSHIPS 49

FINANCIAL REPORTS 53

AWARDS 55

WAY FORWARD 57

HOW TO JOIN US 59

FORWARD



LEENA KEJRIWAL

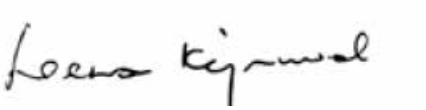
Each year, as I pause to reflect on the journey of Missing Link Trust, I am reminded that our work is not only about numbers or programs—it's about the quiet, often invisible battles fought daily to keep children safe. It's about giving voice to those who have been silenced and building systems that protect long before harm can reach them.

2024–25 has been both a pivotal and testing year. The urgency to address child sexual exploitation and abuse—especially in the digital space—has intensified, with a sharp rise in CSAM (Child Sexual Abuse Material) cases and growing online vulnerabilities among children. Navigating these realities has not been without challenges: school closures, permission delays, and persistent stigma have tested our agility. Yet, momentum has been on our side. Through our MASSp (Missing Awareness and School Safety Program), we reached over 1.91 lakh children with age-appropriate safety education. We shaped national discourse through policy roundtables, earned recognition such as the NASSCOM Tech4Good Award, and became one of the first few civil society organisations listed on the NSE Social Stock Exchange. Our Women's Empowerment Centre continued to build economic independence in high-risk communities, deepening local resilience.

These milestones, achieved despite the hurdles, reaffirm our belief in prevention before rescue. By strengthening systems, building awareness, and fostering partnerships, we are creating safer environments for children—online and offline. What began as a public art project to make people stop, see, and feel the invisible crisis of missing girls has grown into a movement, powered by the courage of survivors, the resilience of communities, and the creativity of our small but mighty team. We have been stretched, but also inspired, renewed, and reminded that change is not only possible—it is already unfolding.

This report is more than a collection of achievements; it is a shared vision—one where child safety is proactive, inclusive, and rooted in collective responsibility. Thank you to every partner, supporter, teacher, parent, and child who has walked this path with us. There is much more to do, and with your support, we are ready for what lies ahead.

Because why wait for a child to be abused before we act? The time is now.



In solidarity and hope,
LEENA KEJRIWAL
Founder & CEO, Missing Link Trust



ABOUT MISSING

Missing Link Trust is India's leading education and public advocacy organization dedicated to preventing child sexual violence —through education, public advocacy, and empowerment.

Every eight minutes, a child goes missing in India. Many are never found. In 2023 alone, the country reported 4.5 lakh cases of Child Sexual Abuse Material (CSAM)—a 250–300% increase from previous years. With children as young as 10 navigating the internet independently and nearly half engaging with strangers online, the urgency for prevention is clear and immediate.

We focus on prevention at the root—equipping children, caregivers, and communities with the knowledge, skills, and agency to recognize, resist, and respond to harm before it occurs.

At the heart of this work is our flagship Missing Awareness and School Safety Program (MASSp)—an interactive, gamified, age-appropriate child safety curriculum aligned with the WHO's INSPIRE framework. (The INSPIRE framework is a set of seven evidence-based strategies developed by WHO to prevent and respond to violence against children.) MASSp guided by this framework, has been designed to create a safety ecosystem across schools, families, and communities, reaching adolescents, teachers, and parents with engaging, culturally relevant content to prevent child sexual violence.

Our public advocacy work amplifies prevention through art, technology, and storytelling, powerful enablers that shift mindsets and inspire action. From the iconic Missing Girl Silhouette street art campaign, to the award-winning Missing: Game for a Cause, to multilingual safety chatbots and cinema PSAs, we make safety information visible, accessible & connected to real-time support.

In high-risk regions such as the Sundarbans in West Bengal, we address vulnerabilities at their source. Through Women's Empowerment Centres, we offer vocational skills and safe livelihood opportunities for women and adolescent girls, reducing the economic drivers of trafficking and exploitation.

In 2024, we were honoured with the NASSCOM Tech4Good Cyber Security Award for our work in child safety, and became one of the initial few civil society organizations listed on the NSE Social Stock Exchange. We are also building a Learning Management System (LMS) to scale prevention education across geographies.

Vision

Our vision is to create a world where every child is free from sexual exploitation and abuse

Mission

Our mission is to be resource providers and support systems to catalyse education, advocacy and empowerment to prevent sexual abuse and exploitation.

Objectives

1. Education for Prevention: Develop and implement engaging, research-driven safety educational programs that equip adolescents, parents, educators and institutional partners with the knowledge and tools to recognise and prevent child sexual violence.

To design and implement research-driven educational programs that move beyond child sexual abuse awareness, integrating comprehensive sexuality and gender education. These programs aim to address the root causes of abuse, particularly unequal power dynamics and equip adolescents, caregivers, educators, and institutions with the knowledge, language, and tools to recognise, prevent, and respond to child sexual violence in a holistic and context-sensitive manner.

2. Public Advocacy Through Art and Technology: Use innovative storytelling, interactive media, and digital tools to raise awareness, shift mindsets, and spark action to prevent sex abuse and exploitation.

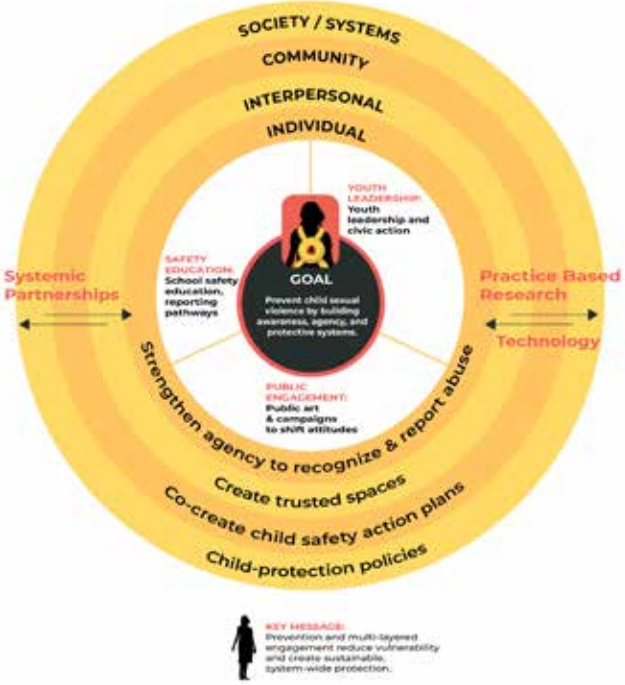
3. Thought Leadership in Child Safety: Leverage data, research, and practice based knowledge to influence policies, drive systemic change, and position Missing Link Trust as a leading voice in the fight against child sexual violence.

4. Empowerment for Safer Communities: Strengthen individuals and communities, especially vulnerable groups, through skill-building, awareness initiatives, and accessible resources to combat child sex abuse and exploitation at its roots.

OUR THEORY OF CHANGE

Missing Link Trust's Theory of Change centers on building child safety through awareness, education, and empowerment. We strengthen school safety and equip the entire ecosystem—children, educators, parents—with tools to make informed choices.

Our approach is non-linear and collaborative, combining school-based programs, youth-led community engagement, and public advocacy to shift narratives and enable long-term prevention.



BOARD MEMBERS

TRUSTEES



Jacob Ninan

Ex-CEO, Axis Bank Foundation. Over 30 years in banking (retail, corporate, MSME, trade finance). Trustee for multiple NGOs.



Nikita Tulsian

Media sales leader with 20+ years at BBC Earth, AXN, TV Today. Among India's Top 50. Expert in strategy and team building.



Anju Dhandhania

Arts graduate and advocate for women's empowerment. Works to improve conditions for disadvantaged women and girls.



Leena Kejriwal

Photographer and social artist. Founder-CEO, Missing Link Trust. 13+ years in red-light and trafficking zones. Work featured by BBC, Al Jazeera, The Guardian.

ADVISORS



Ex-CEO at Pratham & GiveIndia. 28 years in senior banking roles. Now mentors NGOs and chairs multiple boards in the social sector.

PRINCIPLE ADVISOR
Ujwal Thakar



Nayan Patel

35+ years in international banking. Expert in risk and strategic partnerships. Advisor to many global nonprofits and recipient of Rotary's highest honour.



Sanjoy K. Roy

MD, Teamwork Arts (Jaipur Lit Fest). Co-founder, Salaam Baalak Trust. Cultural policy expert and producer of global arts events.



President, Apnalaya. Former CEO roles at CHILDLINE, ARMMAN. Advisor to multiple nonprofits. Focus: urban inequality, mental health, child protection.

Geetanjali Jha Chakraborty



Founder, Digital Empowerment Foundation. Global leader in digital inclusion. Advisor to Indian ministries and global bodies; 50+ countries, 2000+ villages.

Osama Manzar

TEAM MEMBERS



Shalini Arvindan

Director - Monitoring, Evaluations & Learning (MEL)



Nainish Tikoo

Director - Fundraising and Partnerships



Suchismita Santra

Program Coordinator



Aparajita Chatterjee

Senior Program Associate



Nikita Anand

Admin Manager



Radhika N

Manager- Communications and Advocacy



Pradip Maity

Officer - Youth Advocacy and Outreach



Prabir Mishra

Manager - Outreach and Mobilisation



Amitav Barik

Program Manager



Babusona Das

Admin Supervisor



Tanvi Bhimani

Consultant WEC program



Alino Chishi

Research Associate

FIELD TEAM/ TRAINERS

MUMBAI


Ankita


Madhuri


Akanksha


Pooja


Alina


Shahin

KOLKATA


Nurrunesha Khatun


Moumita Baidya


Fatema Khatun


Monami Bayen


Subhojit Halder


Suvodip Ghosh



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

2016

SEPTEMBER

The MISSING game for the cause is launched



NOVEMBER

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



2017

MARCH

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



SEPTEMBER

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



2018

SEPTEMBER

Established the ***first Women Empowerment Centre*** in Kultali



NOVEMBER



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

2019

MARCH



The women of the WEC complete their first market order of 11,000 bags

2020

MARCH

MISSING wins at the World Summit Awards

JULY

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



2021

AUGUST

MISSING wins Thomson Reuters Stop Slavery Campaign

NOVEMBER

Execution of MASSp in WhatsApp

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

2023

APRIL

Award-winning actor Ayesha Kapur joined as the Voice of Missing as part of the Swadikaar Youth Group Program in Sundarbans, engaging with youth and the local community, raising awareness to prevent trafficking and child sexual abuse.



AUGUST

Public Service Announcement (PSA) Campaign launched in partnership Cyber Peace Foundation and PVR Nest to raise awareness against online child abuse and trafficking. The launch event was inaugurated by the chairperson of NCPCR (National Commission for Protection of Child Rights) Priyank Kanoongo.



2024

JANUARY

WEC Vasa centre inaugurated by the SBI General Insurance Leadership team



APRIL

SSE Listing : Listed on the Social Stock Exchange, marking a major step in scaling our impact through transparent, mission-driven invest-



NSE Social Stock Exchange

NOVEMBER

Nasscom Tech 4 Good Award - Won the NASSCOM Tech for Good Award for our innovative use of technology in preventing child sexual exploitation.

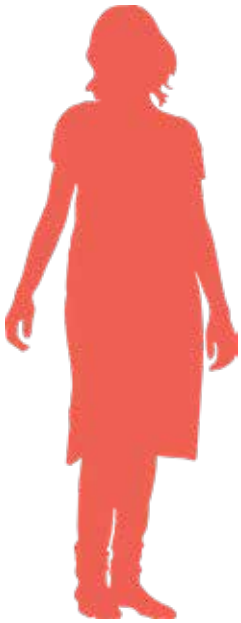


2025

FEBRUARY

Round Table Conference - Hosted a national roundtable on child safety, uniting experts across sectors to co-create collaborative solutions in policy, education, and tech.





OUR APPROACH

We focus on preventing child sexual violence by strengthening safety education in schools, building youth leadership and empowering communities for preventive action.

“Education is a one of the most powerful tool in preventing violence against children —

structured programs with diverse and interactive learning methods, repeated exposure, and peer engagement are key to lasting impact.”

— WHO, 2022-25 reports

At Missing Link Trust, we are driven by a singular mission—to protect children from abuse, exploitation, and trafficking by addressing the root causes before harm occurs. While many efforts focus on rescue and rehabilitation, prevention is the missing piece—and that’s where we step in.

Our work is built on key pillars of Education for School Safety and Public Advocacy.

In addition, we engage in targeted empowerment work in select high-risk areas in Sundarbans where the need is urgent and deeply local.

Each section of our work plays a crucial role in preventing child sexual exploitation and abuse, and driving lasting change.





EDUCATION

Education is the first and most powerful step toward prevention—recognized by the WHO and other leading global bodies. Through our flagship program – the Missing Awareness and School Safety Program (MASSp), we work with schools and communities to educate children, parents, and educators on comprehensive safety for prevention of abuse—physical, digital, social, and emotional. MASSp reaches adolescents through an interactive curriculum that blends storytelling, art, games, and technology, helping them understand potential threats and empowering them to protect themselves and their peers.



PUBLIC ADVOCACY

Advocacy is at the heart of creating systemic change. Through art, technology, and strategic campaigns with communities and online –, we challenge societal norms and inspire collective action. From PSA films to chatbot-powered safety tools and public art installations, our advocacy initiatives aim to bring the issue of child sex abuse and exploitation into the spotlight and mobilize communities to take a stand.



EMPOWERMENT

We engage in context-specific empowerment initiatives in the Kultali block of the Sundarbans—where our journey began, and where vulnerabilities to trafficking and exploitation are especially high.

Through the Women's Empowerment Centre (WEC), we support women and adolescent girls with vocational skills training in tailoring, handicrafts, and soft skills. By expanding access to safe, viable livelihood opportunities, we help reduce financial vulnerabilities that often lead to exploitation.

This work, though limited in scale, reflects our commitment to holistic prevention—recognizing that safety begins not just with knowledge, but with opportunity and dignity.



EDUCATION

The Missing Awareness and School Safety Program (MASSp) is the flagship initiative of Missing Link Trust, designed to educate vulnerable adolescents prone to sexual abuse, exploitation, and trafficking. This first-of-its-kind program addresses personal safety and empowerment using immersive experiential learning.



Missing Awareness and Safety School Program (MASSp)

The program incorporates audio-visual content, compelling narratives, and innovative methods like art and technology. It is class and geography-agnostic, making it relevant for every adolescent in India. MASSp is available in English, Hindi, Bengali, & Marathi and can be implemented in both online and offline modes.

THE MISSING AWARENESS AND SAFETY SCHOOL PROGRAM (MASSP) IS IMPLEMENTED THROUGH

2

KEY APPROACHES :

Direct Implementation:

Our trained facilitators work directly with government schools, coordinating with administrators to integrate the program into the school timetable. These facilitators conduct interactive, in-person sessions with students, equipping them with critical knowledge about safety in physical, digital, social, and emotional aspects

Partnerships:

We collaborate with schools and organizations by training their teachers and facilitators. These trained professionals then deliver the MASSp curriculum to their adolescent beneficiaries, extending the program's reach and impact across diverse communities.

MASSp is designed to be **flexible in its delivery**—it can be conducted **entirely offline**, fully in-person through facilitator-led sessions, or as a **blended model** using digital tools such as interactive videos, audio-visual modules, and gamified content to enhance learning outcomes.

In **2024–25**, we focused on direct implementation, MASSp was directly implemented in **West Bengal (Sundarbans and Kolkata)** and **Maharashtra,** reaching some of the most vulnerable communities. These direct implementations allowed us to ensure quality, monitor impact closely, and refine the program model for future scale.

Direct Implementation

State / District	Blocks / Wards Covered	Schools & Centres	Children Reached	Funding / Partnerships
South 24 Parganas, WB	5 blocks	89 schools	29000+	NSE SSE Child Safety Bond
Kolkata, WB	Urban schools	44 Schools	9500+	META
Mumbai, MH	F&M wards	12 schools 2 community centres	3691	SVP Mumbai + local NGOs (Salaam Baalak Trust & Sparsh)

South 24 Parganas

In April 2024, Missing Link Trust (MLT) became one of the first nonprofits to be listed on the National Stock Exchange's Social Stock Exchange (SSE)—a milestone that affirmed the urgency and credibility of our mission. Through this platform, we raised ₹1.2 crore via a Zero Coupon Zero Principal (ZCZP) Child Safety Bond, dedicated to preventing abuse and exploitation of children.

These funds enabled the expansion of our Missing Awareness and School Safety Program (MASSp). Building on a successful pilot in the Kultali block, we scaled the initiative to 87 schools across five blocks in South 24 Parganas—one of India's most high-risk regions. A team of 20 trained educators delivered our curriculum, reaching over 29,000 children in Baruipur, Sonarpur, Rajpur, Rajpur Sonarpur, and Bhangore—bringing life-saving safety education to classrooms at scale.



Kolkata District

Building on our earlier successful collaboration with Meta, we renewed our partnership this year to further our shared commitment to child protection. The focus was on delivering the Missing Awareness and Safety School Program (MASSp) to vulnerable and at-risk children in West Bengal, with a strong emphasis on preventing child sexual abuse and exploitation through awareness and education.

As part of this initiative, we implemented MASSp directly in government schools across Kolkata, reaching students from Grades 7 to 12. Through interactive, age-appropriate sessions, we reached over 9,500 children, equipping them with essential knowledge on personal safety, digital risks, and help-seeking strategies. This collaboration marked a meaningful step in expanding the reach and impact of safety education within the urban school ecosystem.





Mumbai

In partnership with Social Venture Partners (SVP) Mumbai, MASSp was rolled out across two underserved urban wards—F Ward and M Ward—covering low-income private and government schools as well as community-based centres. Between July 2024 and March 2025, the program reached 3,691 children through engaging safety education sessions. Despite administrative restrictions on new NGO entries, the program expanded steadily from Sparsh Community Centres to nine schools.

Strengthening Delivery Across States:

To ensure quality and scalability, six facilitators were trained through a three-day capacity-building workshop, with recruitment support from ConnectFor and Bright Future. We piloted digital tools such as a Learning Management System and Tickers to streamline assessments, while digitizing student workbooks using Google Forms for better tracking and accountability.

Across both states, feedback from school heads and community leaders indicated strong interest in sustaining and scaling MASSp. New partnerships were initiated with Salaam Baalak Trust, Rotary Club, and Apnalaya to expand our reach to more children in high-risk urban areas. These efforts reflect a community-driven, scalable model of child safety education—adapting to structural challenges while strengthening delivery through local partnerships, tech integration, and continuous feedback.

Missing Awareness and Safety School Program (MASSp)

implemented in various schools



















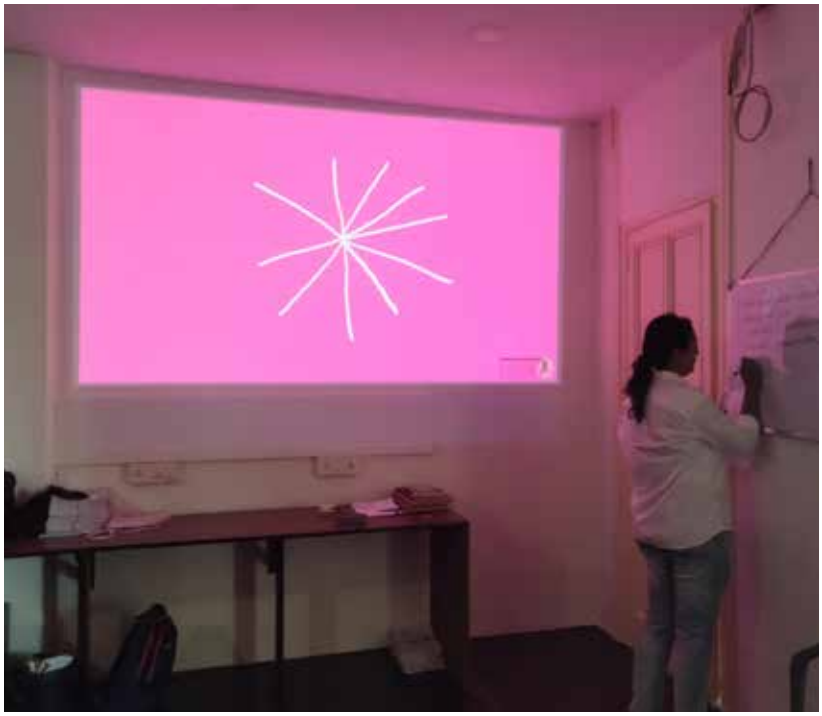




SCHOOL SAFETY EDUCATION: CAPACITY BUILDING & INNOVATION

As part of our Missing Awareness and Safety School Program (MASSp), we not only implement sessions directly in schools, but also strengthen systems and stakeholders to deliver child safety education at scale.









This is achieved through continuous capacity building, content upgrades, and technology-enabled tools — ensuring that children, educators, and caregivers have the skills, resources, and confidence to prevent and respond to abuse and exploitation.

Building Capacity for Safer Schools

Our capacity building strategy focuses on three key areas:

Upgrading Curriculum & Resources:

The MASSp curriculum is available in English, Bengali, and Hindi, and can be localised for any geography. Ahead of our pilot in BMC schools, we translated and adapted all materials—including assessments and helpline information — into Marathi.

Strengthening Safety Nets:

These are child-friendly, visual resources embedded into the MASSp curriculum. They provide age-appropriate information on recognising abuse, online safety, and where to seek help. Updated based on school feedback, Safety Nets are now more relatable for children and are given as posters to schools, ensuring they remain visible reminders long after our sessions.



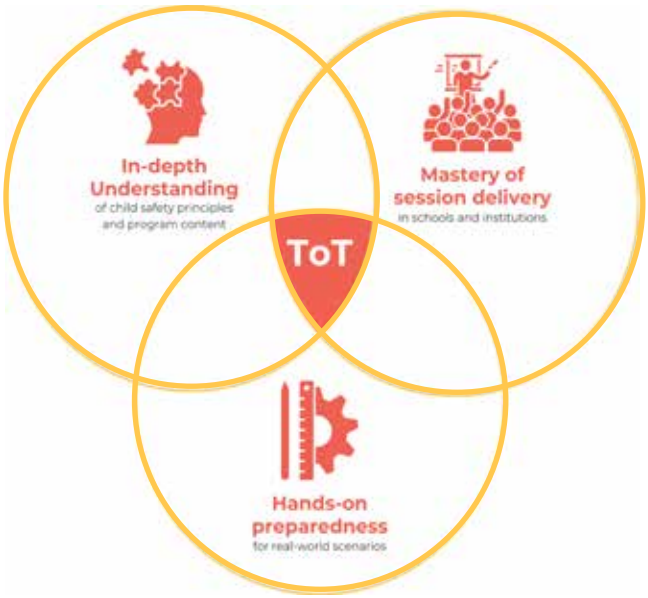


Training-of-Trainers (ToT) Model:

To address gaps in institutional preparedness under POCSO, we run ToT programs that certify trainers to deliver MASSp effectively. This includes deep dives into child safety concepts, practical facilitation skills, and modules on POCSO, Child Protection Policies, and reporting protocols.

This year, we began standardising our ToT format for both online and offline delivery, based on research and ground-level feedback.





Digitization & Data Management

Accurate, timely data is essential to mea sure the effectiveness of MASSp. In 2024–25, we piloted technology-led solutions to streamline our KAP-based (Knowledge, Attitude, Practice) assessments:

Automated scanning of student responses

- Reformatted workbooks for software-based digitisation
- Animated digital instructions to guide students

In rural areas where internet and hardware limitations posed challenges, we introduced a Bluetooth clicker–based system for real-time data capture—reducing manual effort and improving accuracy during sessions.

Scan the code to check out the MASSp student dashboard





Expanding Reach in the Northeast – Sikkim ToT

Capacity building also extends to regions where MASSp is implemented through partners. In collaboration with Impulse NGO Network, we conducted a two-day Training-of-Trainers workshop in Gangtok, Sikkim.

Participants: Founders, team leads, case managers, and Anti-Human Trafficking Unit officials from across Sikkim

Impact: 35 trainers certified to deliver MASSp in 8 Northeastern states (Assam, Sikkim, Meghalaya, Mizoram, Tripura, Nagaland, Manipur, and parts of North Bengal)

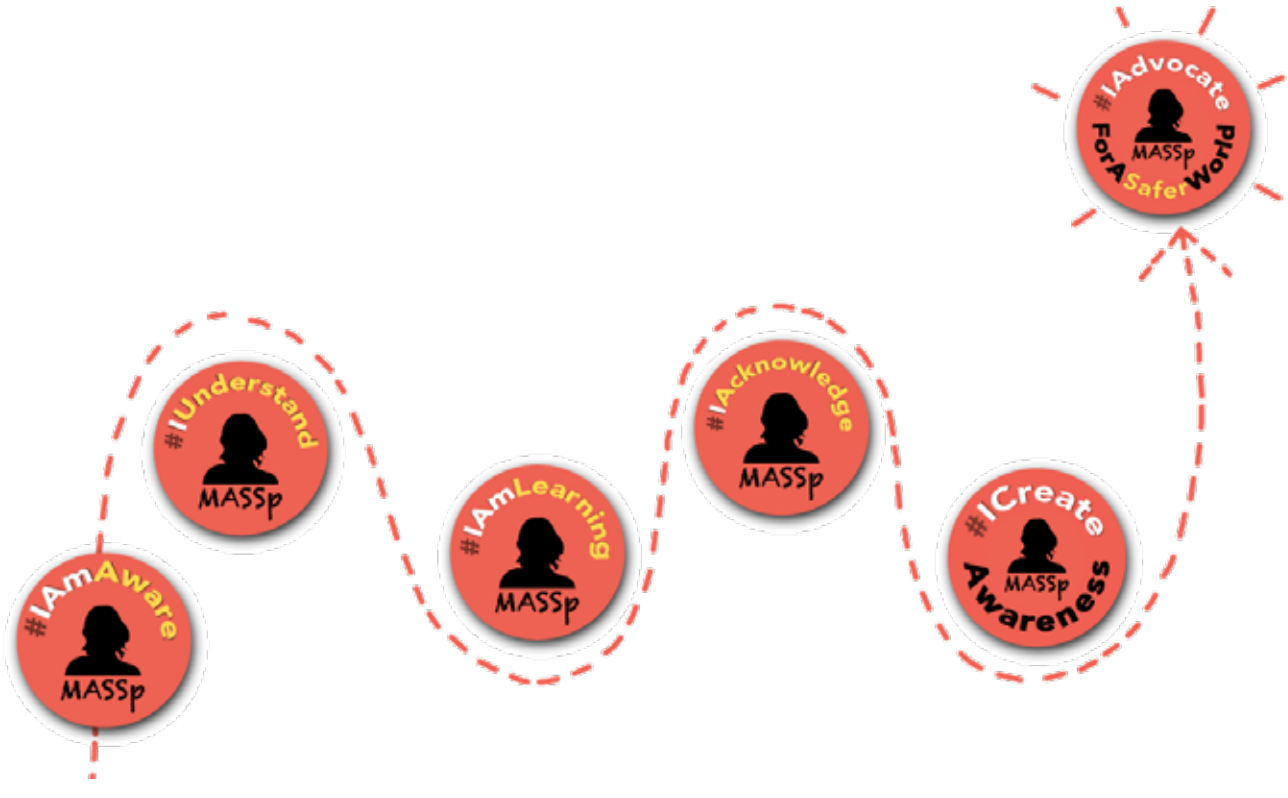
Reach Potential: Implementation planned in 3 districts per state, targeting over 12,000 children.











IMPACT OF MASSP ANALYSIS

The Missing Awareness and School Safety Program (MASSp) made significant strides in protecting and empowering vulnerable adolescents through safety education.

The details listed below are from an external third-party impact study conducted.



Implemented across 87 schools in five blocks of South 24 Parganas, West Bengal, the program reached over 29,000 students, thanks to the successful listing of Missing Link Trust on the Social Stock Exchange (SSE) and the ₹1.2 crore raised through a Zero Coupon Zero Principal (ZCZP) Child Safety Bond.

MASSp's experiential five-module curriculum—spanning topics like awareness, cyber safety, adolescence, and creative advocacy—was delivered in deeply underserved regions such as the Sundarbans. An independent impact assessment conducted by Dr. Roselent Joseph showed statistically significant improvement across all thematic areas ($p < 0.05$), validating the program's relevance and effectiveness.

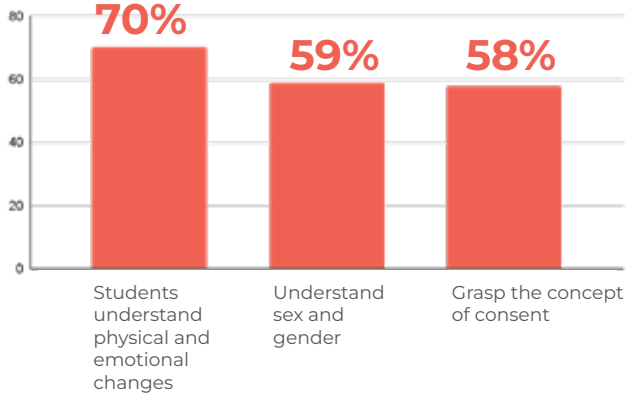
MASSp

Funds raised: 1.2 cr

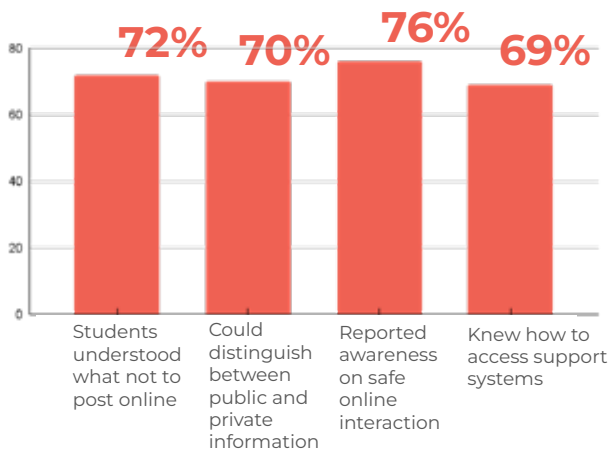
Children reached: 29,000

Schools reached: 87

Adolescence & Consent



Cyber Safety



READ OUR
SSE PROJECT REPORT

NSE Social Stock Exchange



STUDY | 2024 2025

Students overwhelmingly favoured the Cyber Safety module (35%), and 96% rated the overall program as either Excellent or Satisfactory. A notable 16% increase in awareness about traffickers was also observed, alongside gains in understanding puberty, consent, and distinguishing pornography from realistic sex (6%–9%).

MASSp has proven to be a powerful tool in enhancing personal safety, digital awareness, and bodily autonomy among adolescents in high-risk, low-resource settings. The success of this phase not only demonstrates the value of school-based safety education but also lays the foundation for a scalable and context-sensitive national model to protect children—especially those most at risk.

Testimonials

"I have been part of the awareness session conducted by Missing Link Trust and been informed about various scams and traps for the children. I would like the trainers of theMissing Link Trust to conduct sessions in the future as well."

Harinavi DVAS High School

"We have liked the MASSP sessions conducted in our school and keep the numbers(helpline numbers and site details) provided during the sessions and keep ourselves safe."

Maqsed Ali Institute Girls






program






1098





WAY FORWARD

As we look ahead, MASSp is evolving into a deeper, more responsive program grounded in our learnings from diverse geographies and contexts.

We use creative storytelling and digital innovation to shift mindsets, amplify child safety awareness, and inspire collective action.



WITH MASSP 2.0, WE HAVE EXPANDED THE CURRICULUM INTO AN 8-HOUR PROGRAM, REACHING 42,405 CHILDREN ACROSS WEST BENGAL AND MAHARASHTRA FOR THE FIRST TIME.

Going forward

Structured safety education

Focus on pre-teens
(earlier age of first abuse emerging)

1 AI-powered chatbot upgraded for child-friendly safety guidance

This shift reflects our commitment to delivering more sustained, impactful safety education that goes beyond one-off interventions.

Emerging patterns from the field have shown a worrying trend—**the age of first abuse** is getting younger. In response, MASSp 3.0 will place a stronger focus on pre-teens, with content and methodologies tailored to their developmental stage. Interactive, story-led sessions using visual tools, art, and games will be central to engaging this younger audience meaningfully.

We are also enhancing our digital support systems. Our child-friendly safety chatbot is being upgraded with AI features to ensure more responsive, accurate, and age-appropriate guidance. Beyond addressing violence, it will offer a safe, anonymous space for children to ask questions around sexuality, gender, relationships, and consent—providing facts grounded in research and aligned with national guidelines.

MASSp 3.0 aims not only to protect children but to empower them—with knowledge, confidence, and tools for navigating risk safely. Through a blend of expanded curriculum, younger age engagement, and digital support systems, we are moving toward a more inclusive, accessible, and long-term model of child safety.



PUBLIC ADVOCACY

Public Advocacy is at the heart of creating systemic change. We use creative storytelling and digital innovation to shift mindsets, amplify child safety awareness, and inspire collective action.



At Missing Link Trust, we harness the power of art, technology, and strategic campaigns to challenge harmful societal norms and inspire collective action.

From PSA films and chatbot-powered safety tools to public art installations, our initiatives aim to bring the issue of child sexual violence and exploitation out of the shadows and into public consciousness — sparking dialogue, shifting mindsets, and building a culture of prevention.

Give India Campaign

As part of our Public Advocacy initiatives in 2024–25, Missing Link Trust partnered with GiveIndia, one of India's largest online giving platforms, to launch the digital campaign "Join Leena in Saving Girls from Being Lost Forever."The campaign brought national attention to the invisible and brutal reality of trafficking in red-light areas—where hundreds of young girls are lost each year to exploitation, abuse, and violence.

The campaign centered around our founder Leena Kejriwal's personal journey—from painting silhouettes of missing girls across Kolkata's streets as a silent protest against trafficking to building a movement focused on prevention, rehabilitation, and awareness.

Through this campaign, we called for urgent public support to:

- Prevent trafficking at the source in vulnerable communities like the Sundarbans
- Rehabilitate girls rescued from forced sex work through care, education, and emotional healing
- Deliver safety education to adolescents through our flagship program MASSp (Missing Awareness and Safety School Program)

Campaign Impact Highlights:

- The campaign reached over 1.2 lakh people through digital platforms
- Mobilized support for expanding MASSp to 83 government schools across Joynagar I, Joynagar II, and Baruipur blocks in the Sundarbans
- Educated adolescents on issues of child sexual abuse, exploitation, and trafficking to help them stay safe and alert others

This campaign became more than just a fundraiser—it was a storytelling-led advocacy effort that stirred empathy, action, and public discourse around the need for preventive approaches to child safety.





WATCH OUR GIVE INDIA CAMPAIGN HERE

Swadhikar Youth Program

Our onground Public Advocacy initiative in the Sundarbans

The Sundarbans is one of the most vulnerable regions in India when it comes to child sexual abuse, exploitation, and trafficking. Our onground public advocacy efforts here are led by the Swadhikar Youth Group (SYG) — a dynamic collective of young people committed to protecting themselves and their communities.

The name Swadhikar, derived from Swa (self) and Adhikaar (rights), reflects the group's core belief: that every young person has the right — and the power — to shape their own future.

Formed during the pandemic in 2021, the group began with door-to-door awareness campaigns on COVID safety. Since then, their role has evolved significantly. Today, they actively participate in government and Missing Link Trust initiatives, championing issues like child trafficking, sexual abuse prevention, and youth empowerment.

Over the past year, SYG has grown to 285 active members, leading community events, safety workshops, and public engagement campaigns that spark dialogue and strengthen grassroots resilience across the Sundarbans.

Our Key events and initiatives under Swadhikar Youth Program this year -



International Women's Day Celebration

On On Women's Day, we held a community event in Debipur, Kultali, with WEC members, SHGs, and the Swadhikar Youth Group to promote women's empowerment and adolescent safety in a high-risk region.

The program addressed five key issues: violence against women, child marriage, teenage pregnancy, financial independence, and online safety. WEC members shared stories of gaining self-reliance, and Swadhikar youth led an interactive session with parents on identifying manipulative relationships and online grooming.

Local officials, police, and Panchayat leaders attended, reinforcing the need for strong community-government collaboration in protecting children and women.

MISSING WOMEN'S DAY CELEBRATIONS









Youth Advocate for Economic Empowerment

On August 24, 2024, the Swadhikar Youth Group actively participated in a community event at the Debipur Cyclone Centre, Kultali, alongside over 300 SHG and WEC members. The event focused on economic empowerment as a key strategy to reduce vulnerabilities to child marriage, trafficking, and early motherhood in the Sundarbans.

The agenda included orientation sessions on livelihood strategies, discussions on career aspirations, and the screening of WEC success stories. Swadhikar Youth joined conversations on how skill development and mental health support can strengthen long-term safety and independence for women and girls.

The event concluded with a certificate ceremony for WEC graduates, celebrating their completion of a 3-month training program. The presence of local leaders and officials underscored the strong community support for Missing's empowerment initiatives.

This engagement deepened the Swadhikar Youth Group's understanding of how economic resilience contributes to child protection and reinforced their role as youth leaders driving change from within.

YOUTH ADVOCATE CELEBRATIONS



National Youth Day Celebration

Swadhikar Youth led the National Youth Day celebration in Bhubaneswari, Kultali, engaging over 300 community members. The event blended culture and advocacy, using recitations, drama, songs, and a drawing competition to raise awareness about child safety and youth empowerment.

The celebration highlighted Missing Link Trust's work through the lens of Swami Vivekananda's values, encouraging young people to be agents of change. Government officials, police representatives, and community leaders addressed topics such as POCSO awareness, women's rights, cyber safety, and mental health.

A special moment was the NSDC certificate distribution, recognising 25 women who completed skill training. The event showcased how youth-led public advocacy and community partnerships can drive long-term safety and empowerment in vulnerable regions like the Sundarbans.







Closed Table Discussion on the Digital Personal Data Protection(DPDP) Act

As part of our commitment to safeguarding children in digital spaces, we in partnership with ARKLegal organized a roundtable discussion on the draft rules of the Digital Personal Data Protection (DPDP) Act. The objective of the roundtable was to bring together diverse stakeholders to critically review the draft, identify gaps, and offer constructive feedback—particularly around provisions affecting children's data rights and protection.

The discussion centered on three core areas of concern. First, the phrase "detrimental to the well-being of a child" was flagged as being too vague and open to subjective interpretation.

Participants strongly recommended that the rules include a clearer, more detailed definition to ensure consistent enforcement and legal clarity. Second, the section addressing mental health was found to lack specificity, with no detailed categorization or guidance provided—an omission that could hinder effective protection and response. Third, the requirement for verifiable consent raised questions due to the absence of any stated mode or standard for verification, which could lead to implementation challenges.

The roundtable concluded with a commitment to consolidate all feedback into a formal submission. Legal expert Khushbu Jain was designated to draft the final report, synthesizing the insights and recommendations from the session for submission to the relevant regulatory authorities.

By facilitating this roundtable, Missing Link Trust reaffirmed its role as a proactive advocate for child safety in the evolving landscape of digital policy and governance.







Missing Round Table Conference on Child Safety

Strengthening child safety in educational institutions - through strategic partnerships and capacity building

In February 2025, Missing Link Trust convened a Child Safety Roundtable bringing together a diverse group of stakeholders — including educators, child rights experts, government representatives, technologists, and nonprofit leaders — to address the evolving risks children face both online and offline.

The roundtable focused on identifying gaps in existing safety mechanisms, sharing field-level insights, and exploring collaborative, tech-enabled approaches to prevention. Discussions ranged from school-based safety education and digital exploitation to AI-powered reporting tools and the role of public advocacy in shifting cultural narratives around child sexual abuse.

The event provided a platform for cross-sector learning, laying the groundwork for future partnerships and policy recommendations. It also reinforced our commitment to positioning child safety as a shared societal responsibility, rooted in both systemic reform and community engagement.

This milestone gathering marked a key step forward in Missing's efforts to bridge knowledge, practice, and innovation in the fight against child sexual abuse and exploitation.







READ ABOUT OUR ROUND TABLE CONFERENCE REPORT HERE


Education is a powerful tool in preventing violence against children
MISSING AWARENESS AND SAFETY SCHOOL PROGRAM
MASSP
MASSP IS INDIA'S FIRST SAFETY SCHOOL PROGRAM FOR ADOLESCENTS.
ADOLESCENT SAFETY CANNOT RELY ON PASSIVE LEARNING OR COMMON SENSE ALONE. THEY MUST ACTIVELY EXPLORE WHAT IT MEANS TO BE SAFE—PHYSICALLY, MENTALLY, AND EMOTIONALLY—WHILE LEARNING HOW TO PROTECT THEMSELVES AND THEIR PEERS.
AWARD-WINNING TOOLS
INTERACTIVE GAME
MISSING: Game for a Cause puts players in a trafficked girl's shoes.
DIGITAL COMIC
Web of Deceit educates on trafficking dangers through storytelling.
97%
feel empowered to act and help others.

EMPOWERMENT

Empowerment is prevention. When women gain skills, income, and confidence, they become anchors of safety in their families and communities. Our Women Empowerment Centres (WECs) in the Sundarbans not only equip women with livelihoods but also create safe spaces where resilience, agency, and collective strength thrive.



Women Empowerment Centre (WEC)

In the trafficking-prone Sundarbans region of South 24 Parganas—where extreme poverty, isolation, and climate disasters drive migration for labour—women and girls face constant risk. Our Women Empowerment Centres (WECs) offer a powerful alternative: safety through skill and income.

Launched in 2017 (Bhasa) and 2018 (Madhusudanpur), the WECs are community-based initiatives providing training in tailoring, bag-making, and screen printing, creating vital livelihood opportunities. More than 300 women have been trained so far in garment stitching and the production of canvas and cotton bags.

During the COVID-19 pandemic, the centres became safe spaces for women facing rising domestic violence, offering routine, relief, and resilience. They continued fulfilling orders, helping women maintain financial independence during the crisis.

In March 2023, we launched a third centre in Nakuler Mor, training 89 women in 2024–25 who successfully passed the National Skill Development Corporation (NSDC) tailoring certification. This centre is expanding product lines and skills—recently adding hand embroidery, enabling the women to produce embroidered table mats, runners, and kantha tea towels.

The WECs focus on B2B production, fulfilling bulk orders from companies such as Jaypore (1 lakh drawstring bags), ILSR, and Jivita Enterprise, while building steady partnerships with brands like Biba and Amala Earth. Products include coin pouches, tote bags, and toiletry kits.



62% reported increased confidence

26% reported generating income

Our operational model follows a community-first approach:

- **Orientation & Awareness:** Gram Panchayat workshops on rights, safety, and livelihood opportunities.
- **Targeted Mobilisation:** Identifying survivors and vulnerable women affected by child marriage, domestic violence, and poverty.
- **Skilling & Training:** Comprehensive 6+6 month training in tailoring and bag-making for market-ready skills.
- **Market Linkages:** B2B outreach to connect trained women to sustainable income opportunities.

Impact Highlights -

- **333 women** women trained in tailoring, bag-making, and handicrafts so far
- **4** NSDC–certified batches completed, including 1 batch of 89 women trained in 2024–25
- **62%** reported increased confidence
- **26%** began generating income from their skills
- Women's earnings helped fund children's education, delay early marriage, and reduce dropout rates



WEC as a Community Hub

Beyond skills training, the WEC functions as a centre for health awareness, mental well-being, and public service access. Through storytelling, workshops, and celebrating success stories, it builds local ownership and inspires women and youth to participate in empowerment efforts.









RESEARCH

Our work is grounded in research and evidence—not only to measure impact, but to strengthen and refine our programs, align them with policy priorities, and contribute to the global body of knowledge on child safety and protection.



Study of National Education Policy 2020 in alignment with MASSp -

To gain an understanding of our education program MASSp's alignment with the government policy guidelines, we conducted a study of the National Education policy 2020 for a comparative analysis to identify the areas of alignment & gaps.

Some of the features of the MASSp program, in alignment with the guidelines include the following: -

Cognitive Development: Features like critical thinking, creativity, collaboration, and leadership, backed by MASSP

Immersive Learning: Incorporate innovative tools with audio-visual format to make the learning experience more immersive and interactive

Core L & D Features: Includes inquiry-based, discovery-based, discussion-based and analysis-based learning

Regionally accessible: A versatile system that appeals to students of various geography, languages and across the digital divide

Two-fold Learning: Hybrid models which combine digital learning with in-person interactions

State of the Art Curriculum: Union between innovation and technology constantly influences and supports curriculum



Global Engagement: Abstract Submissions to ISPCAN Congress 2025

In 2024–25, We expanded its global footprint by submitting three abstracts for oral presentation at the ISPCAN International Congress 2025. Organised by the International Society for the Prevention of Child Abuse and Neglect (ISPCAN), the Congress is a globally recognised platform that brings together experts working to end violence against children.

The submitted abstracts reflect key areas of our work in child safety and digital protection:

- **Safeguarding Children in the Digital World through Technology-Integrated Tools and Resources**
- **Overview of Juvenile Sexual Offending in India: The Shifting Graph**
- **Awareness and Safety Education for Vulnerable Children: Preventing Child Sexual Abuse and Exploitation through School-Based Interventions**

These submissions marked an important step in sharing our field-based insights with the international community and contributing to the global conversation on child protection.

IMPACT

Independent third-party Impact Assessment by Aspire Impact



In 2024, Missing Link Trust partnered with Aspire Impact, a third-party impact measurement organization, to conduct an independent assessment of two flagship programs: the Missing Awareness and Safety School Program (MASSp) and the Women Empowerment Centre (WEC) in the Sundarbans. The study aimed to evaluate the effectiveness of these programs across four key pillars: Reach, Depth, Inclusion, and Sustainability.

The MASSp program, which focuses on child safety education, was evaluated across direct and partner-led implementations in Kolkata, the Sundarbans, and 13 other locations including Delhi NCR, Mumbai, Hyderabad, and the North East. The study assessed the experiences of 17,050 students who participated between 2021 and 2023, using a sample of 359 students for quantitative surveys and 15 in-depth interviews with stakeholders such as teachers, parents, ASHA workers, and police officers.

Findings revealed that 80% of students learned about safe internet use, 77% gained tools to stay safe from abuse, and 72% learned about changes during puberty. The pro-

ASSESSMENT







gram's interactive and gamified pedagogy was highly effective, with 97% of participants appreciating the format. Girls made up 62% of the students, and 84% came from households earning less than ₹20,000 per month. Notably, 95% of students found the program materials helpful for revision, and 71% were likely to recommend it to peers—highlighting the program's retention and long-term impact.

The WEC program was assessed across two centres in Kultali and Joynagar, focusing on 90 women trained in tailoring and skill-building in 2023–24. Of these, 97% successfully acquired livelihood skills, and 62% reported a significant boost in confidence. While 26% applied their skills regularly to earn an income, 76% expressed interest in further skilling, such as Kantha embroidery.

All women surveyed were from vulnerable backgrounds, with 91% reporting monthly household incomes below ₹10,000. Additionally, 71% shared that their communities viewed them more positively after completing the training.

This impact study reinforces the strength and relevance of Missing Link Trust's approach—focusing on community-rooted, scalable interventions that centre the most vulnerable. With clear evidence of improved knowledge, confidence, and intent to act, these programs are not just reaching people, but changing lives meaningfully and sustainably.

READ OUR ASPIRE IMPACT REPORT HERE

SOCIAL STOCK EXCHANGE LISTING

In April 2024, Missing Link Trust was officially listed on the National Stock Exchange's Social Stock Exchange (SSE)—a groundbreaking recognition that positioned us among India's first nonprofit organizations on this platform dedicated to high-impact social change.



This listing marked a major milestone in our journey to institutionalize support for child safety and exploitation prevention.

Through the SSE listing, we successfully raised **₹120 lakhs (₹1.2 crore).** These funds were instrumental in scaling our Missing Awareness and Safety School Program (MASSp) across five high-risk blocks in the South 24 Parganas district of West Bengal.

With this investment, we trained and deployed 20 facilitators who reached over 29,000 children, equipping them with essential knowledge about personal safety, online risks, and ways to prevent abuse.

The SSE listing not only strengthened our financial foundation but also deepened public trust and transparency in our work. It represents a new model of engaging retail and institutional supporters in the mission to build safer childhoods—and a powerful step forward in making child protection systemic, scalable, and sustainable.





Missing Listed on NSE
NSE
Social Stock Exchange

29,000

vulnerable children and adolescents reached in Sunderbans

₹ 400/child

give a life free from sex abuse and exploitation

₹ 2.73 lakh/case

prosecution cost per case to the economy

KNOW MORE ABOUT OUR SSE LISTNG HERE

PARTNERSHIPS

Funding partners:

Social Stock Exchange

#LivingMyPromise
reimagining indian philanthropy
Dolphin Tank

SVP India

Meta

Give India

Caring Friends

Jindal Steels



Program partners:

Salaam Balak Trust:

runs 12 centres for street-connected children across Mumbai and Thane. In March 2025, Missing Link Trust partnered with SBT's Malad centre to deliver MASSp child-protection sessions to 57 vulnerable children—marking the start of a long-term collaboration to keep street and slum-dwelling youth safe.

Sparsha NGO

In partnership with Sparsha, we are strengthening community-level engagement on child safety by combining expertise and reach. Sparsha's grassroots experience complements our prevention-first approach, enabling safety education and responsive support for children and families. Together, we reached 233 children through sessions at Wadala BMC School and Sparsha's community center, building awareness and empowering them to stay safe.

NSDC

The Women's Empowerment Centre (WEC) is certified by the National Skill Development Corporation (NSDC), enabling women to receive industry-recognized training and build pathways toward sustainable livelihoods.

Learnet

Our partnership with Learnet has strengthened the Sewing Machine Operator Training Program by providing certified trainers, high-quality training kits, and formal assessments for women enrolled in the program. Their regular reporting and certification support ensure the training runs smoothly, efficiently, and with measurable impact — empowering women with skills for sustainable livelihoods.

Child Welfare Committee:

Designated as a nodal agency in South 24 Parganas, Missing Link Trust supported 21 child protection cases in 2024–25 through home visits, counselling, and stakeholder coordination. MLT also participated in 4 district-level programs with CWC, DCPU, and DLSA, and conducted awareness drives at the community level.

Swayamsiddha:

meaning self-reliant, is a West Bengal Police initiative to empower adolescents to make informed decisions and reduce vulnerability to abuse. In 2024–25, Missing Link Trust partnered with police stations in South 24 Parganas to conduct 16 awareness sessions in schools and communities, reaching over 700 people on human trafficking and child marriage prevention through education and engagement.

KEY ORGANISATIONAL LEARNINGS & CHALLENGES

As we scale our work to prevent child sexual violence, each year brings new insights and realities from the ground. The lessons below reflect what it takes to create lasting impact in vulnerable communities—balancing agility with deep-rootedness, and innovation with collaboration. They also highlight the systemic challenges we continue to face, shaping our roadmap for the future.



1. Community-rootedness is non-negotiable

Operating in vulnerable and remote regions like the Sundarbans has reinforced the importance of deep community relationships. Building trust, local ownership, and cultural sensitivity are essential for both impact and sustainability.

2. Agility is essential

Frequent disruptions—school closures, permissions, social stigma—demand flexible, responsive planning. We've learned to design programs that are modular, team-driven, and able to pivot in real time without compromising on quality.

3. Infrastructure gaps limit scale

As we expand, the lack of centralised systems (for permissions, program tracking, and monitoring) has created bottlenecks. Investments in backend infrastructure, data systems, and digitisation are critical for consistent, scalable delivery.

4. Participation drives relevance and impact

Our most meaningful shifts have come when content, tools, and approaches are shaped by those they aim to serve—children, adolescents, and community members. Participatory design is no longer an add-on, but a core value.

5. Advocacy is core, not peripheral

Child safety is as much a mindset issue as it is a policy one. Yet, advocacy often remains underfunded. We've learned that sustained storytelling, campaigns, and public engagement are central to prevention—and must be prioritised as part of our strategy.

6. Collaboration over silos

We have seen the power of partnerships—when civil society, schools, governments, and funders work together. Moving forward, we aim to strengthen collective action, shared platforms, and sector-wide learning to tackle child protection systemically.



BUDGET

BALANCE SHEET

Receipts and Payment Account for the Year ended March 31, 2025
(All amounts are in Indian Rupees unless otherwise stated)

	AMOUNT Rs
Funds & Liabilities	
Corpus funds	1,71,000
Other funds	46,96,299
Liabilities	
Short-term Provisions	58,604
Current liabilities	95,50,632
	1,44,76,534
Assets	
Property, Plant & Equipments	23,60,099
Other current assets	10,10,786
Balance at bank	1,11,05,649
	1,44,76,534
Opening Balance	
Cash at Bank	20,95,084
Fixed Deposits	
	20,95,084
Receipts	
Grants/ Donation received	2,70,16,178
Interests received	7,03,90
Total receipt	**2,77,20,083**

Payments	
Salary Expenses	61,96,980
Payment to Creditors	1,10,55,866
Capital Expenditure	4,45,672
Repayment of Loan	10,00,000
Total payments	**1,87,09,518**

Closing Balance	
Cash at Bank	8,82,208
Investment in Fixed Deposits	1,02,23,441
	1,11,05,649

INCOME AND EXPENDITURE ACCOUNT

As at 31st March 2025
(All amounts are in Indian Rupees unless otherwise stated)

	AMOUNT Rs
Income	
Donation	1,77,86,540
Other income	10,44,354
	1,88,30,893
Expenditure	
Project Expenses	
Missing Awareness and Safety School Program	1,02,07,151
Women Empowerment Centre	16,92,081
Creating Public Awareness	27,74,688
Other Admin Expenses	29,18,329
Fundraising expenses	2,06,810
Total Expenses	**1,77,99,060**
Excess of Income over expenditure	**10,31,833**

AWARDS

SHORTLISTED
International Society for the Prevention of Child Abuse and Neglect (ISPCAN)
2025

LISTED ON
NSE'S Social Stock Exchange
2024

WINNER
Social Innovation Catalyst Award
NASSCOM
2022

WINNER
Thompson Reuters Foundation
Stop Slavery Campaign
2021

WINNER
Inclusion & Innovation World Summit Award
2020

WINNER
Social Media for Empowerment
DEF
2018

WINNER
Inclusion & Empowerment
MBILLIONTH SOUTH ASIA
2018

WINNER
Diversity Award
SANDVIK INDIA
2017

WINNER
Indie Game of the Year
NASSCOM
2016

WINNER
Changemaker
YES Foundation
2016


TECH
FOR GOOD
AWARDS
nasscom
foundation
#TECHFORG


nasscom
foundation
TECH
FOR GOOD
AWARDS
CYBERSECURITY
2024
Winner
Missing Link
Trust

WAY FORWARD

As we reflect on the last year's achievements, challenges, and learnings, the road ahead for Missing Link Trust shall be guided by a renewed commitment towards deepening impact, strengthening child safety ecosystem, innovating new products, testing new geographies while remaining data centric



WE SEE OURSELVES AS EMERGING AS AN AGILE AND RESILIENT TEAM, CATALYZING CHANGE AGENTS IN FURTHERING OUR MISSION OF CHILD SAFETY.

We will continue to build stronger safety networks in communities of Sunderbans and Mumbai, led by young people, and local institutions. Strengthening partnerships with schools, education, police and other line departments, NGO's, frontline workers - will remain central to this effort.

Technology continues to remain a key enabler as we deepen our quest to find the right platforms for scaling our programme online. We plan to test and expand our Learning Management system, AI based safety chatbot, AI Based social listening tools to reach more young people with timely information and support.Internally, we will continue prioritizing team wellbeing, better organisational systems, and a culture that allows us to do this work with care and clarity. We continue to invest in evidence and learning, documenting what works, listening to those we serve, and using these insights to shape policy and public conversations.

We hope that with the continued support of our partners, mentors, advisors and well wishers, we build a stronger, more responsive ecosystem that keeps our children safe.



SUPPORT OUR WORK

CSR Collaboration

Missing Link Trust invites companies and institutions to collaborate with us through meaningful, high-impact CSR partnerships. Our programs align with key business objectives and CSR mandates under the Companies Act, 2013, offering:

- **Sustainable outreach with measurable outcomes**
- **Scalable and replicable models**
- **Strategic brand visibility**
- **Nation-building impact**
- **Compliance with CSR legal frameworks**
- **Partnerships that build social capital**

Our CSR partners are not just donors—they are changemakers who stand with us to protect children and prevent sex trafficking. With trafficking cases growing at an alarming 25% annually in India, cross-sector partnerships are crucial. Together, we can create a future where every girl has the right to safety and freedom.

Volunteer With Us

Volunteers are at the heart of Missing Link Trust's impact. Over the past year, our work has been significantly strengthened by a passionate network of individuals who contributed their time, skills, and creativity.

We actively welcome students, professionals, and changemakers to join our mission.

Whether you're looking to grow professionally or give back meaningfully, volunteering at Missing offers rich learning, collaboration, and social impact.

Careers & Culture

We believe in building a team that reflects the world we want to create—safe, inclusive, and equitable. We partner with individuals and organizations across sectors and geographies, working together to build systems of safety for every child.

Donate to our fundraisers

Make a difference — every contribution helps protect a child and create safer communities.

give INDIA

Donate & Support

You can also support us by making a financial contribution. Donations to Missing Link Trust are eligible for tax exemption under Section 80G of the Income Tax Act, 1961.

Bank Transfer Details:

Account Name: Missing Link Trust

A/C No: 50200015561433

IFSC Code: HDFC0000008

Let's Create Change Together

Whether you're a company, an individual, or a student—your support can power prevention, education, and protection.

Collaborate. Create. Share. Reach Out.

To explore partnerships, write to us at

reachus@savemissinggirls.com

Why wait for a child to get abused to save them? Lets Act Now!



MISSING

+91 9836353362

reachus@savemissinggirls.com

www.facebook.com/savemissinggirls

instagram.com/savemissinggirls

linkedin.com/company/savemissinggirls

x.com/savemissinggirls

SCAN TO VISIT OUR WEBSITE

#Save Missing Girls