ANNUAL REPORT 2025-26



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

MISSING

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FOREWARD





In 2015, Missing began as a public art campaign — an attempt to make people stop, look, and feel an issue that had remained largely hidden in the shadows of red-light districts. Ten years later, as we mark a decade of this journey, it is an opportunity to reflect on how our work has evolved and what continues to drive us.

Our approach has always been simple: **learn, create, disseminate.** Years of working in and around red-light districts taught us that addressing sexual exploitation required more than direct intervention; it demanded a shift in public perception and social attitudes. This understanding gave rise to the Missing public art campaign and, subsequently, the Missing Game, designed to engage audiences through play rather than preach. Our audience was always society at large — the public, the potential abuser, and the silent bystander whose actions and inaction allow exploitation to persist.

The seeds of our school-based safety programme - MASSp were sown through conversations with survivors. I remember one survivor telling me, her voice trembling, that she had not even known trafficking existed until it was too late. That sentence has stayed with me ever since, reinforcing the conviction at the heart of our mission: **why wait for a child to be abused to save them? Let us protect them before it happens.**

This year, we strengthened our Missing Awareness and Safety School Programme (MASSp), making it more interactive and dialogue-based, investing in trainer capacity, and building our monitoring and evaluation systems. MASSp 3.0 reflects our commitment to evidence-informed prevention — continually learning from practice, emerging forms of harm, and global developments to make our interventions more effective.

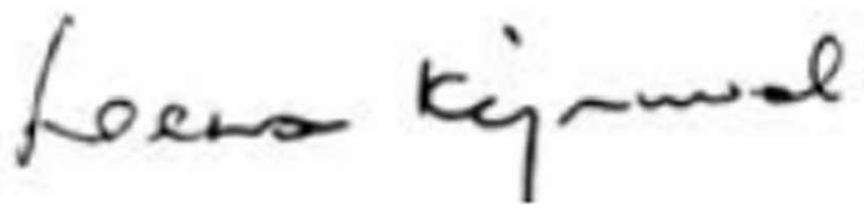
We also expanded into Maharashtra for the first time, reaching approximately 20,000 children in the state while continuing our work in West Bengal. From trafficking-affected communities in the Sundarbans to urban settlements in Mumbai, we are working across diverse contexts where children face different but equally important safety concerns. Our management information systems, trainer processes, and reporting mechanisms have also matured, strengthening the foundations needed to grow responsibly.

Our work reached international platforms this year, with our preventive education methodology and creative public engagement approaches selected for presentation at a global conference in Vilnius in October 2026. This reflects our growing emphasis on rigorous evaluation and sharing learning beyond the contexts in which we work.

None of this progress happens without people. We welcomed senior leaders who have strengthened our organisational capacity and invested in building a more aligned, reflective team. We are deeply grateful to Ramesh Kacholia and Caring Friends for their unrestricted support; Social Venture Partners Mumbai for enabling our expansion into Maharashtra; and Capgemini for championing our work within its CSR portfolio. We also thank our Board and advisors for their continued guidance, expertise, and commitment.

A decade on, the challenge of child sexual exploitation continues to evolve, particularly online, and so must we. We enter our second decade with stronger systems, expanding reach, and a deeper commitment to learning what works. Our responsibility is not simply to reach more children, but to ensure our work makes a meaningful difference in their lives.

Thank you to every team member, partner, teacher, and child who has been part of this journey. A decade is a milestone, not a destination. There is much more to do, and we move forward with renewed purpose.



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



ABOUT US

Missing Link Trust is India's leading organization dedicated to preventing Child Sexual Violence (CSV) by addressing it at its roots — through Safety Education, Public Engagement, and Community-driven action.

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.

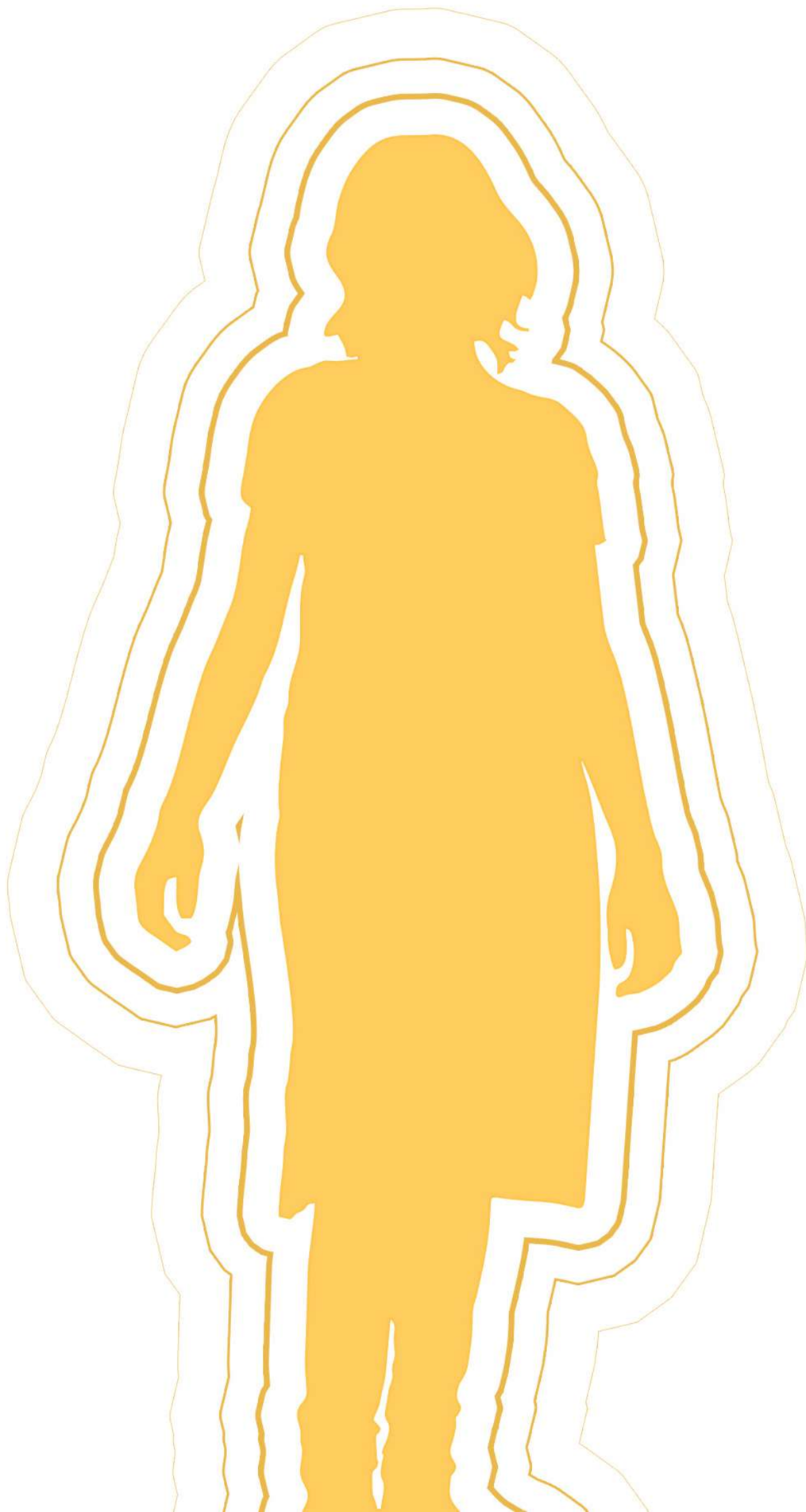
We focus on prevention at the root—equipping children, caregivers, and communities with the knowledge, skills, and agency to recognize, resist, and respond to harm before it occurs.



Our public Engagement 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, and 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.

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.



MISSION

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

VISION

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

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.**

OBJECTIVES



Education for Prevention:

Research-driven, age-appropriate education that equips adolescents, caregivers, educators, and institutions to recognise, prevent, and respond to child sexual violence.

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.

Public Engagement 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.

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.



BOARD OF 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 media professionals.
Expertise: strategy, operations, teambuilding.



ANJU DHANDHANIA

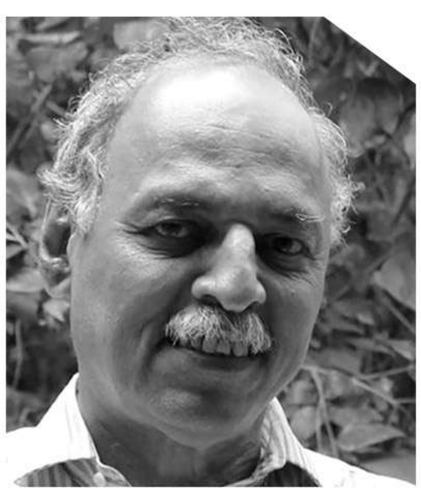
Arts graduate and advocate for women's empowerment. Works to improve conditions for disadvantaged women and girls.



LEENA KEJRIWAL

Photographer and social artist.
Founder and CEO, MIssing Link Trust, with 13+ years of working in red light districts and trafficking zones. Work showcased globally (BBC, Al Jazeera, The Guardian, etc.).

ADVISORY COUNCIL



PRINCIPLE ADVISOR

UJWAL THAKAR

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



GEETANJALI JHA CHAKRABORTY

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



SUMAN SRIVASTAVA

Strategist, author, and entrepreneur with leadership experience at Euro RSCG India and Asia Pacific.
Author of Marketing Unplugged and Don't Beg.



NEERAJ SANGHI

Infrastructure and finance leader with extensive experience across oil & gas and infrastructure. He has led major projects at Essar, Total India, and HC1, founded the Highway Operators Association of India, and currently serves as Managing Director & Operating Partner at Neo Infrastructure Asset Management.



DILIP SIVASANKAR

Technology and data science leader with 25+ years of experience in analytics, machine learning, and large-scale data platforms. He has held senior leadership roles at Amazon, including Director of Science, leading global customer experience and risk prevention initiatives, and has built data-driven solutions across e-commerce, payments, and financial services.

OUR TEAM



SHALINI ARVINDAN

Director – Monitoring, Evaluation, and Learning



NAINISH TIKOO

Director/Advisor for Programme and Partnerships



NIKITA ANAND

Admin/HR Co-ordinator



RADHIKA N

Manager – Brand and Advocacy



ARIHANT KOCHAR

Consultant - Finance and Compliance



AMITAV BARIK

Programs Manager



PANCHALI KAR

Lead – Content and Youth Program



SUCHISMITA SANTRA

Program Coordinator



APARAJITA CHATTERJEE

Senior Associate – Content and Partnerships



SRIPARNA CHOWDHURY

Senior Associate – Partnerships and Insights



PRADIP MAITY

Officer – Youth Advocacy and Outreach



PRABIR MISHRA

Manager – Outreach and Mobilisation



BABUSONA DAS

Senior Associate – Content and Partnerships



TANVI BHIMANI

Senior Associate – Partnerships and Insights

FIELD TEAM/ TRAINERS

MUMBAI



ARHAMA BALWAR



MADHURI GAUD



MUDRA CHAVAN



NANDANI GOUD



PREETI CHAVAN



SHRITA HALANKAR



SNEHAL PAWAR



VAISHNAVI GUPTA

KOLKATA



ANJANA BISWAS



FATEMA KHATUN



MATONGINI NASKAR MONDOL



NURRUNESHA KHATUN



PURNIMA MONDOL



RUBI TEWARI



SARASWATI TEWARI



SOUMEN GOLE



UTPAL PRAMANIK



SRABANI MAITY



SUDHA RUI DAS


হারানো মেয়ে
১০৯৮

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

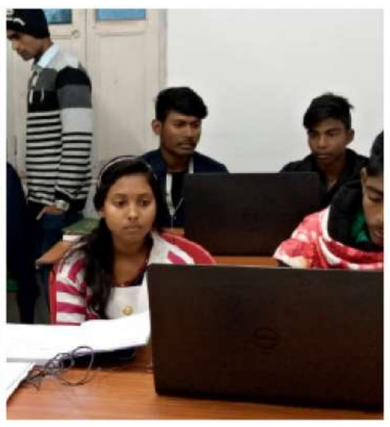


MARCH
Awareness Program conducted in urban and rural districts across West Bengal in collaboration with the Ministry of Women and Child Development.

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



AUGUST
MISSING wins Thomson Reuters Stop Slavery Campaign

NOVEMBER
Execution of MASSp in WhatsApp



MARCH
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!



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 traffick-ing and child sexual abuse.

AUGUST
Execution of MASSp iPublic 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.





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 investment

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



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

AUGUST
10th Year of Missing Link Trust

OCTOBER
Missing Link Trust (MLT), represented India at the ISPCAN 2025 World Congress on Child Protection, held in [Vilnius, Lithuania, 6-9th October, 2025.



MARCH
Round Table Conference on “Strengthening School Systems to Prevent Violence Against Children” in Mumbai

ABOUT OUR WORK

Our Approach :

Why wait for a child to be abused to save them? Let's Act Now

At Missing Link Trust, we believe the most effective way to protect children is to prevent abuse before it happens. Our work equips children, caregivers, educators, and communities with the knowledge, confidence, and support to recognise risks, challenge harmful norms, and act early—while building a culture where conversations about safety, consent, gender, and respect are no longer taboo.

Our prevention model is built on three pillars:

EDUCATION

Education is one of the most effective tools for preventing child sexual abuse. Through our flagship Missing Awareness & School Safety Programme (MASSp), we equip adolescents aged 13–18 with the knowledge and practical skills to recognise abuse, understand consent and boundaries, stay safe online, seek help, and protect themselves and others. Delivered through interactive learning, storytelling, art, technology, and real-life scenarios, MASSp builds confidence, critical thinking, and safer behaviours in schools and beyond.



PUBLIC ENGAGEMENT

Prevention extends beyond the classroom. Through campaigns, public art, films, digital tools, strategic partnerships, and technology-driven initiatives, we challenge harmful social norms, spark public conversations, and inspire individuals and communities to take collective responsibility for child safety.





EMPOWERMENT

In high-risk regions such as the Kultali block of the Sundarbans, we complement our prevention efforts through targeted community empowerment. Our Women's Empowerment Centre equips women and adolescent girls with vocational and life skills, expanding access to sustainable livelihoods and reducing economic vulnerabilities that increase the risk of trafficking and exploitation.

Together, these three pillars address both the immediate and underlying drivers of child sexual abuse and exploitation, creating safer environments where children can grow, learn, and thrive.

EDUCATION


Missing Awareness and
Safety School program
নিসিং অ্যাওয়ারনেস
এন্ড সেফটি স্কুল প্রোগ্রাম

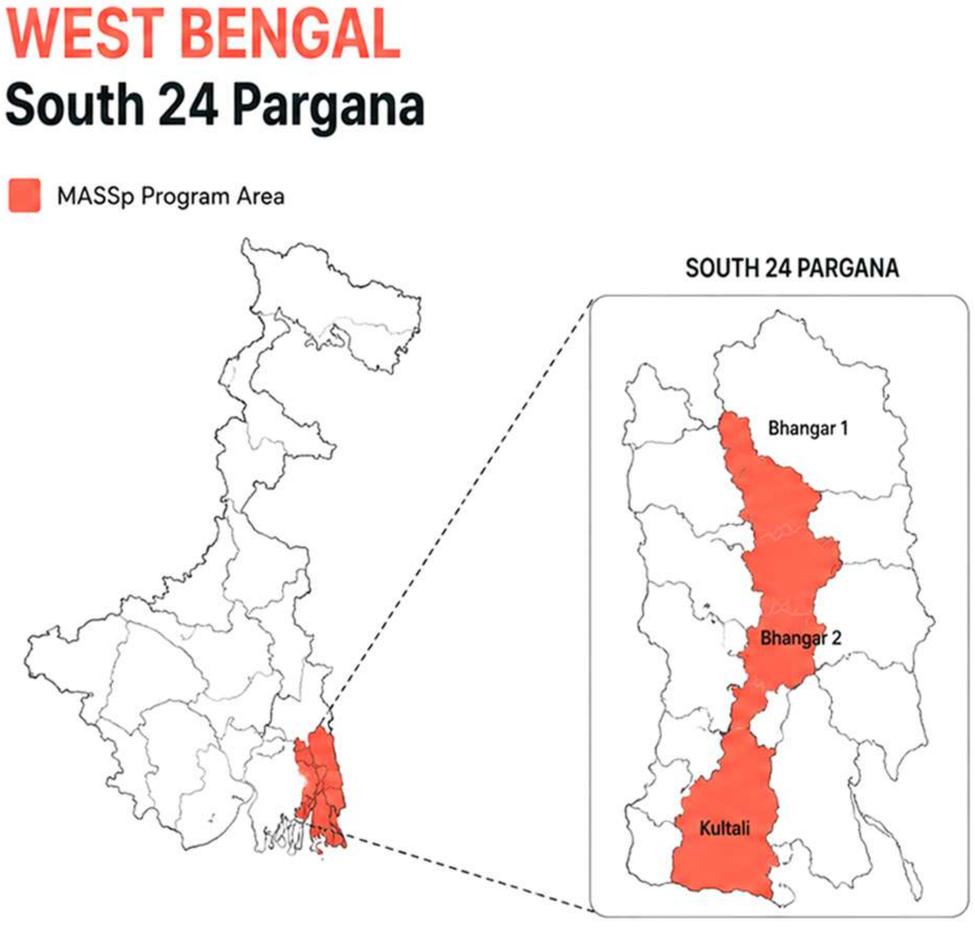
Missing Awareness and Safety School Program

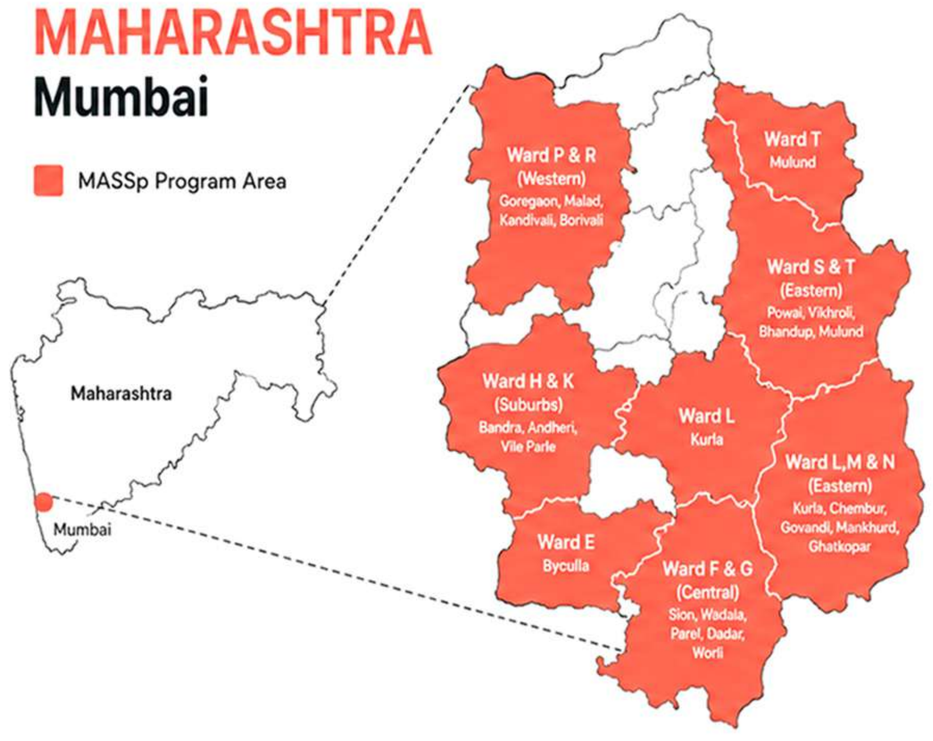
During FY 2025–26, MASSp continued to equip adolescents with the knowledge and skills to recognise, respond to, and report child sexual abuse through research-driven, age-appropriate safety education. The curriculum covers personal safety, consent and boundaries, cyber safety, child rights, emotional wellbeing, and help-seeking, enabling young people to make safer decisions and seek support when needed.

The programme combines interactive learning, storytelling, audio-visual content, art, and technology to make child safety education engaging and accessible.

Available in English, Hindi, Bengali, and Marathi, MASSp can be delivered through classroom-based sessions or digital platforms, allowing it to adapt to diverse learning environments.

Reach: During FY 2025–26, the Missing Awareness & Safety School Program (MASSp) was implemented across Maharashtra and West Bengal, reaching 42,300 adolescents through two complementary implementation approaches.





MASSp Implementation Areas: Locations across South 24 Parganas (West Bengal) and Mumbai (Maharashtra) where the Missing Awareness & Safety School Program (MASSp) is currently being implemented.

Direct Implementation : Our trained facilitators delivered interactive sessions in government schools, working closely with school authorities to integrate the programme into the academic timetable.

In Maharashtra, the programme was implemented across Mumbai—including Kurla, Mulund, Byculla, Sion, Wadala, Parel, Dadar, Worli, Bandra, Andheri, Vile Parle, Chembur, Govandi, Mankhurd, Ghatkopar, Goregaon, Malad, Kandivali, Borivali, Powai, Vikhroli, and Bhandup—reaching 13,594 adolescents.

In West Bengal, MASSp was implemented in South 24 Parganas district, across the Kultali, Bhangar I, and Bhangar II blocks, reaching 18,534 adolescents through direct implementation.

Partnerships: To scale our impact – reach, overall capacity and sustainability, we partner with schools, colleges, and organisations by training teachers and facilitators to deliver the MASSp curriculum within their own communities. During FY 2025–26, these partnerships reached 10,172 adolescents in Maharashtra, including the training of 50 Master Trainers, 500 college students, and 100 school students, while 9,522 college students were reached through The Movement India's Walk of Freedom Campaign.

Advancing Child Safety Content and Learning: At Missing Link Trust, we believe effective child safety education must continuously evolve to respond to emerging risks, implementation learnings, and the changing needs of children and the adults who support them. Through ongoing curriculum enhancement, capacity building, technology-enabled learning, and robust monitoring systems, we are strengthening MASSp to ensure children, educators, parents, and caregivers have the knowledge, skills, and confidence to prevent and respond to abuse and exploitation.

This year, MASSp underwent significant enhancements informed by implementation experience and insights from students, facilitators, schools, and partner organisations. These efforts focused on strengthening the curriculum, redesigning the Training of Trainers (ToT) model, expanding resources for parents and teachers, developing a dedicated Learning Management System (LMS), and reinforcing our evidence-based impact assessment framework to improve both programme quality and scale.



Program Curriculum Enhancement: To integrate on-ground implementation learnings and insights from internal and external stakeholders, the curriculum was strategically revised. The program now utilizes an interactive, participatory framework featuring contextual case stories tailored for both rural and urban youth, streamlined into a precise, comprehensive 4-5 hour program delivered across 4 distinct modules.

Revised Training of Trainers (ToT) Model: The ToT framework was redesigned to prioritize active facilitation over passive learning. The new model emphasizes on facilitator-led dialogue & open conversations with advanced guidance on handling child disclosures and navigating formal reporting guidelines.

Ecosystem Building & Community Extension: Recognizing that child safety requires a supportive ecosystem, the program expanded its reach beyond students by developing dedicated safety modules for Parents/Caregivers and Teachers as extensions of the core curriculum.

Robust Impact Assessment Framework: The assessment methodology is revised by integrating the Child Safety Knowledge Questionnaire (CSKQ) which measures students' capacity for recognition, response, and reassurance by mapping outcomes to the KAP (Knowledge, Attitude, Practice) Model via pre- and post-assessment questionnaires administered to a representative student sample.



LEARNING MANAGEMENT SYSTEM(LMS) DEVELOPMENT & PILOT READINESS

Following a rigorous comparative analysis of leading industry platforms, we selected and deployed a core LMS optimized for our architectural needs and cost-efficiency. Moving beyond a standard setup, we launched a fully customized domain with an intuitive user interface, deliberately structured into distinct course categories tailored for children, parents, and teachers.

In preparation for our upcoming Mumbai pilot, recent efforts focused on ensuring a robust, launch-ready platform. We have successfully integrated the MASSp 2.0 curriculum across English, Hindi, and Marathi versions under the "Adolescents" category, marking full readiness for our first live student cohort.

TOT: 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 redesigned the ToT framework to transition from passive learning to active facilitation. The new model prioritizes facilitator-led dialogue and open conversation, backed by advanced guidance on managing child disclosures and navigating formal reporting protocols.

TOTs & Cascading Impact via Partner Organizations: To scale our reach, we conducted intensive capacity-building workshops with our partner organizations to cascade the curriculum directly to their respective beneficiaries and communities.
In our partnership with The Movement India (TMI) we delivered specialized training on curriculum content and advanced facilitation techniques for 6 core team members.

MISSING CHILD SAFETY CAMPS

To reinforce learning beyond the classroom, we launched Child Safety Camps—interactive, school-wide experiences that help children revisit and apply key child safety concepts through engaging, hands-on activities. Building on the Missing Awareness & Safety School Program (MASSp), the camps reinforced learning among existing participants while reaching children beyond classroom sessions.

The camps transformed school campuses into immersive learning spaces with activity stations on Bodies & Boundaries, Cyber Safety, Gender Sensitisation, Human Trafficking Awareness, Building a Safer World, and Knowing Your Rights. Through storytelling, quizzes, games, case-based scenarios, art activities, safety pledges, and take-home learning materials, children strengthened their understanding of personal safety, recognised risks, and built confidence in seeking help.

Teachers, caregivers, volunteers, and community members also participated, creating opportunities for open dialogue and reinforcing the shared responsibility of keeping children safe.

During FY 2025–26, Missing Link Trust conducted five Child Safety Camps across government schools in the Kultali Block of South 24 Parganas, West Bengal, reaching 2,537 children. Notably, 1,418 children who had not previously participated in MASSp sessions were engaged through the camps, significantly expanding access to child safety education while reinforcing learning among existing participants.

Key Outcomes:

- 5 Child Safety Camps conducted across 5 government schools in Kultali Block, West Bengal.
- 2,537 children reached through immersive, school-wide learning experiences.
- 1,418 first-time participants engaged, extending child safety education beyond classroom-based sessions.
- Teachers, volunteers, and community members actively participated, strengthening a whole-school and community approach to child protection.





NEW RESOURCES – PARENT AND TEACHER MODULES

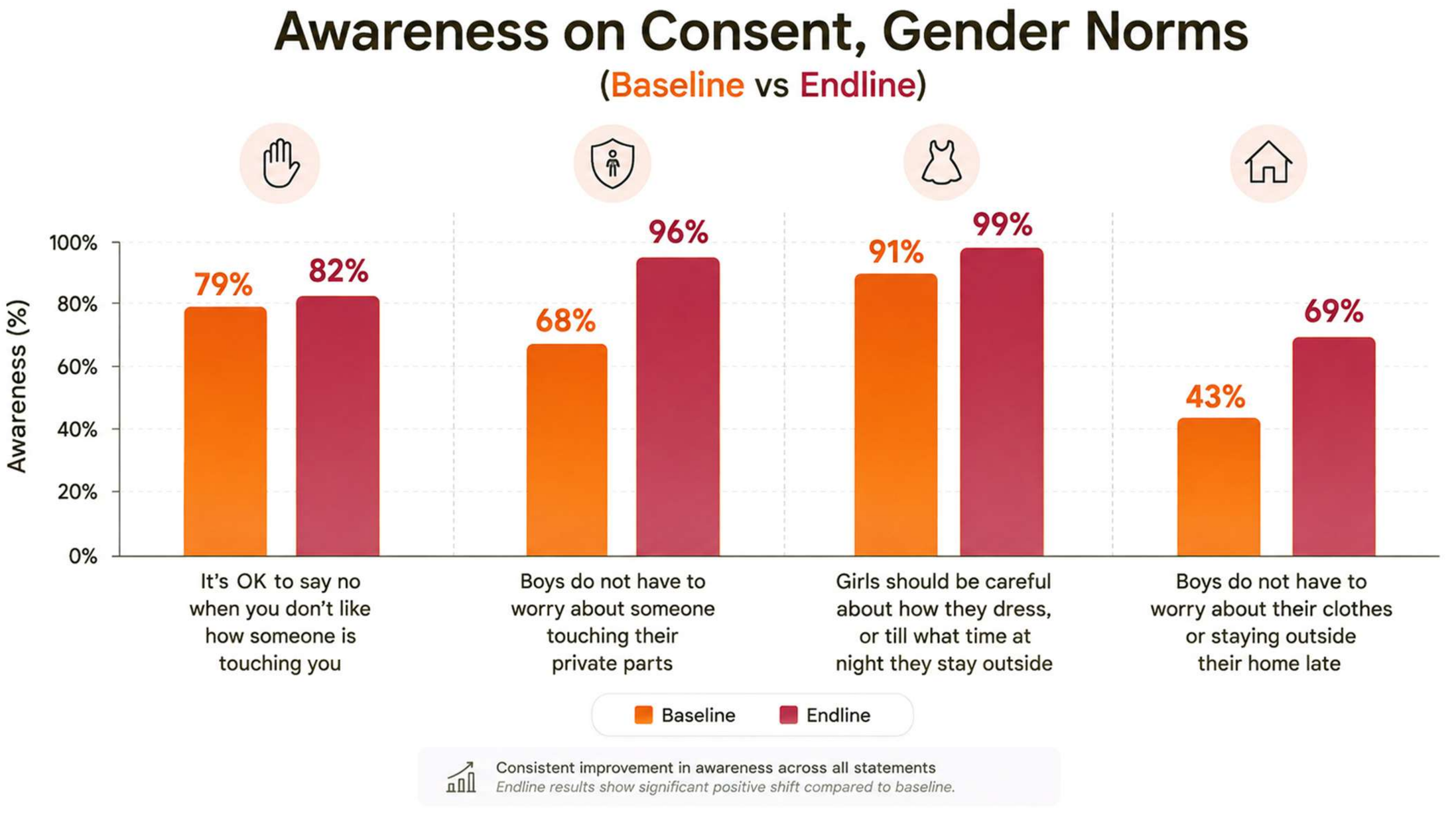
Recognising that child safety is a shared responsibility, Missing Link Trust expanded its preventive child protection efforts by developing comprehensive audiovisual learning modules for parents and teachers, two of the most influential stakeholders in a child's life. Designed to complement the Missing Awareness Safety School Programme (MASSP), these modules build the knowledge, confidence, and practical skills needed to create safe, supportive, and responsive environments for children. Covering child rights, recognising abuse and early warning signs, online and offline safety, mental wellbeing, puberty, trafficking, and appropriate response mechanisms, the modules equip adults to move beyond awareness towards informed action. By fostering open communication, trust, and timely intervention, the initiative strengthens the protective role of families and schools in children's everyday lives.

This initiative represents an important step in building a sustainable child safety ecosystem where prevention, early identification, and coordinated response are embedded across the environments that children navigate daily. The programme promotes a collective safeguarding approach by aligning parents, educators, and community support systems around a common framework for child wellbeing. Strengthening the capacity of trusted adults creates multiple layers of protection, improves the likelihood of early disclosure and intervention, and reinforces children's confidence that they will be heard and supported. By investing in the adults who shape children's daily experiences, Missing Link Trust is contributing to stronger safeguarding systems, more resilient communities, and a culture where every child can learn, grow, and thrive in safety.

MONITORING, EVALUATION, LEARNING (MEL)

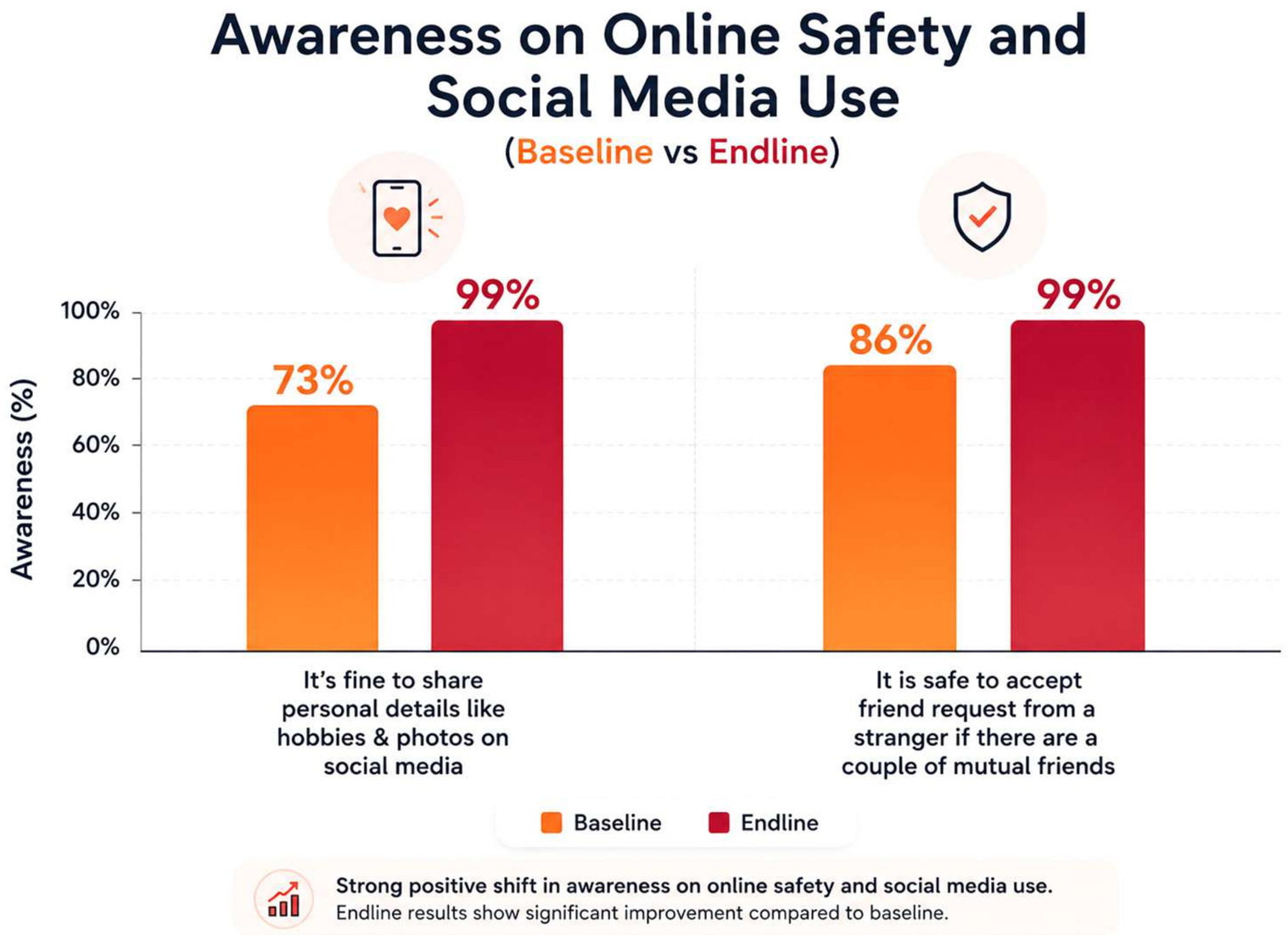
Over the past decade, Missing Link Trust has evolved from activity-based monitoring towards a more rigorous, evidence-driven approach that measures changes in children's knowledge, attitudes and practice. The organisation's MEL framework combines standardised assessment tools, pre- and post-intervention assessments, structured research designs and independent evaluations to understand not only who is reached, but what children learn, retain and apply.

The framework assesses outcomes across key areas of child safety, including awareness, consent, online safety, help-seeking, reporting and emotional well-being. By comparing baseline and endline responses, MLT is able to identify measurable shifts in understanding, as well as areas where further reinforcement is needed.



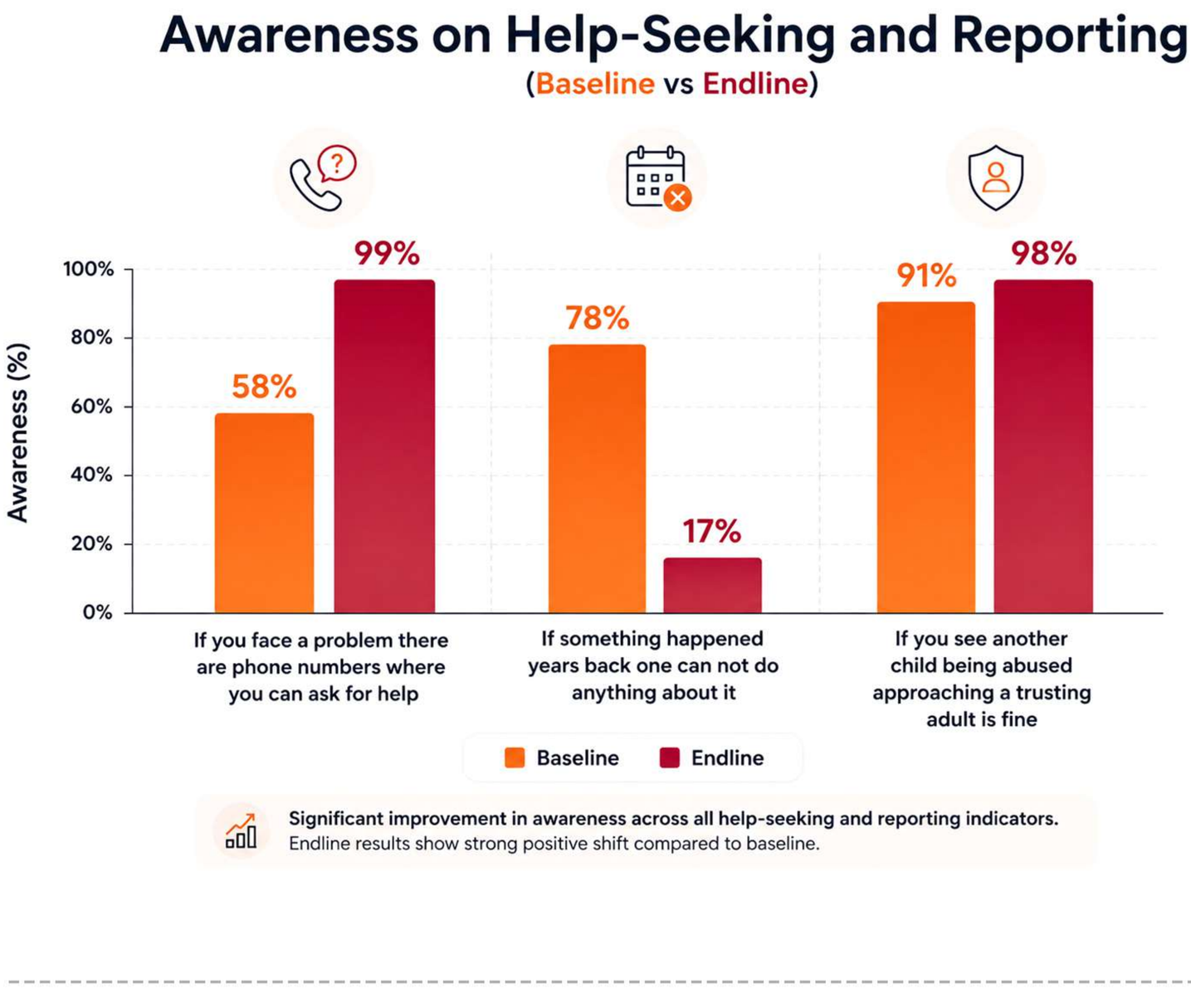
Change in children's recognition that boys can also be vulnerable to inappropriate touch.

The evaluation showed an increase from 68% at baseline to 96% at endline in children recognising that boys can also experience inappropriate touch. This demonstrates the value of measuring changes in perceptions and social norms alongside knowledge of child safety.



Change in children's awareness of online risks and safe digital behaviour.

Awareness that sharing personal information online can be unsafe increased from 73% to 99%, while awareness of the risks of accepting friend requests from strangers increased from 86% to 99%.



Change in children's awareness of help-seeking and reporting pathways.

Awareness of available helplines increased from 58% to 99%, while understanding that abuse can be reported to a trusted adult increased from 91% to 98%. At the same time, the evaluation identified areas requiring further attention, including awareness around reporting abuse that occurred in the past.

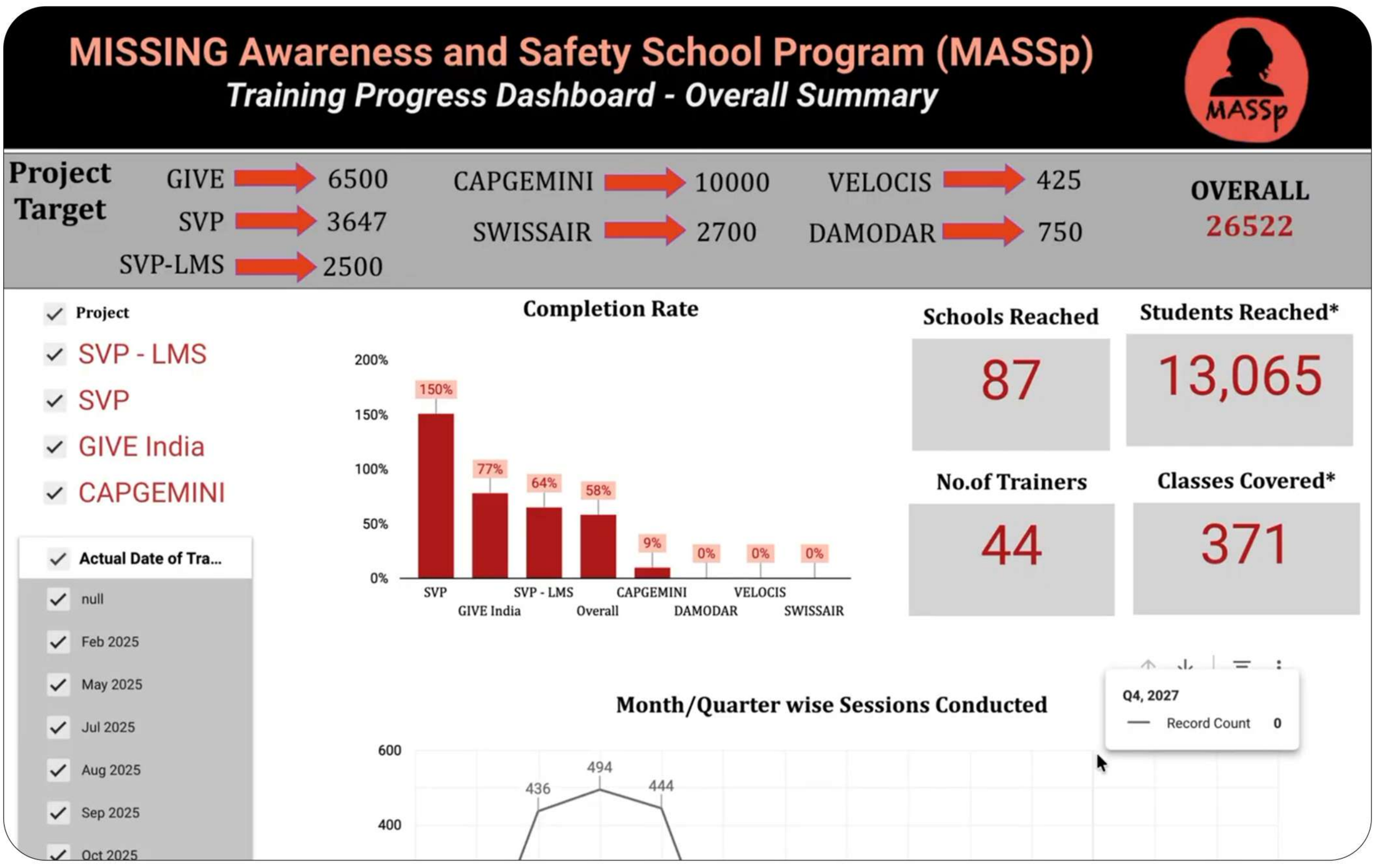
Together, these evaluations demonstrate how MLT uses evidence not simply to measure programme reach, but to understand what changes, what persists and where further intervention is needed. Findings are used to strengthen programme design, reinforce key safety messages and identify areas requiring deeper engagement.

Through this continuous cycle of implementing, measuring, learning and adapting, MEL has become an integral part of how Missing Link Trust strengthens its child safety interventions.

TECHNOLOGY, MIS AND DASHBOARDS

To support implementation at scale, Missing Link Trust has invested in a technology-enabled Management Information System (MIS) that integrates program delivery, monitoring, and reporting into a unified platform. The MIS captures real-time data on school coverage, participant reach, session completion, assessments, referrals, and program outcomes, enabling teams to monitor implementation quality and identify gaps as they emerge. Standardised data collection protocols ensure consistency, accuracy, and accountability across multiple locations and stakeholders.

Interactive dashboards translate complex field data into actionable insights for program teams, leadership, funders, and partners. By providing real-time visibility on targets, progress, learning outcomes, and operational performance, the dashboard ecosystem supports timely decision-making, adaptive management, and continuous improvement. Together, the MIS and dashboard architecture have transformed monitoring from a retrospective reporting function into a proactive management tool, strengthening programme quality, scalability, transparency, and impact.



PUBLIC ENGAGEMENT







Preventing child sexual violence requires more than education—it requires a shift in public awareness, attitudes, and behaviours. At Missing Link Trust, our Public Engagement initiatives use art, technology, storytelling, media, and strategic campaigns to bring child safety into mainstream conversations. By breaking the silence around abuse, challenging harmful social norms, and equipping people with practical knowledge and tools, we empower children, parents, caregivers, educators, and communities to play an active role in prevention. Through digital innovation, public art, campaigns, films, and advocacy, we make child safety visible, relatable, and actionable—building a culture where prevention is a shared responsibility.

Online and Offline Campaigns:

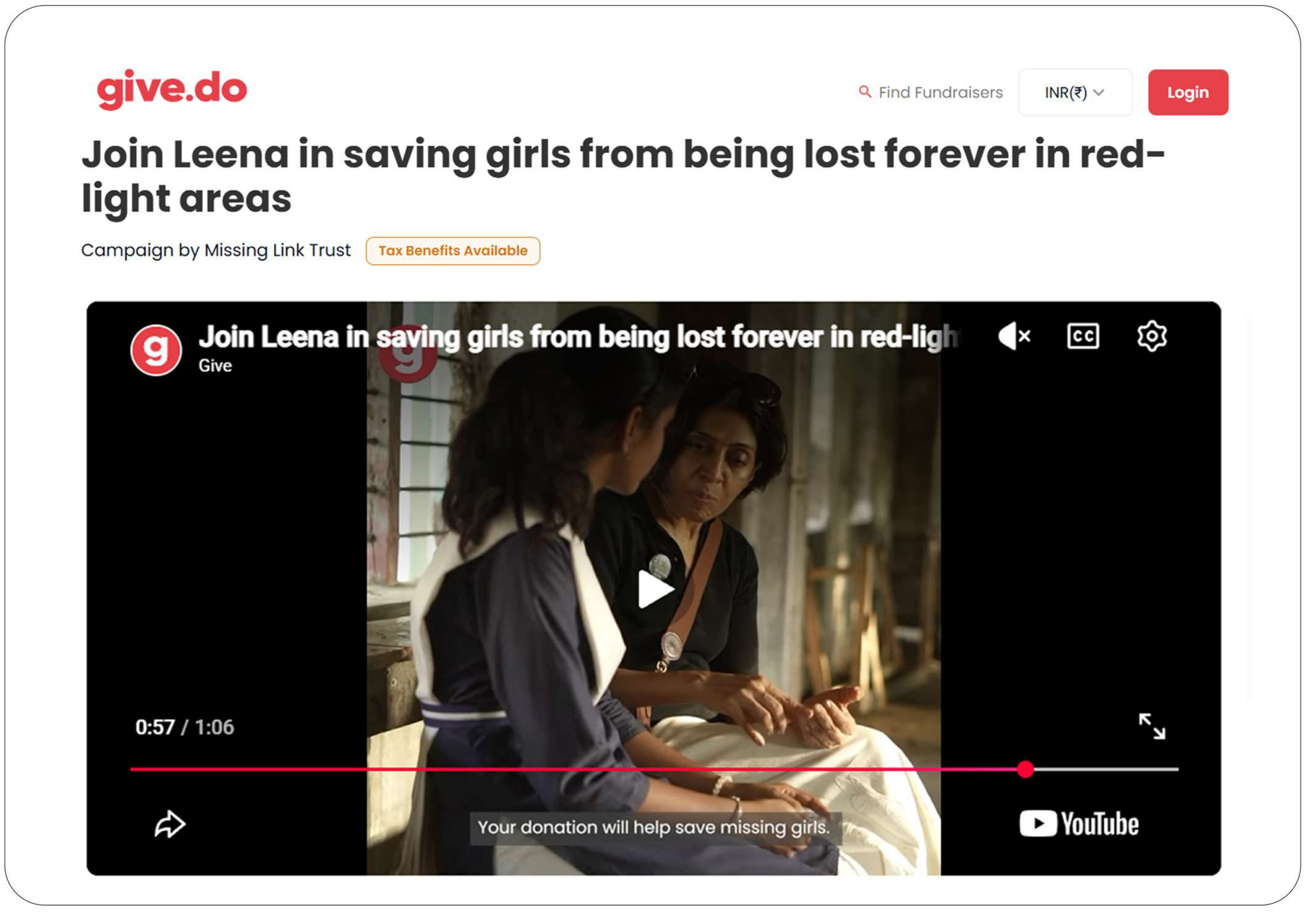
Community-Powered Fundraising for Child Safety, with Give India:

During FY 2025–26, we leveraged digital fundraising to mobilise community support for child safety initiatives. Through Give's crowdfunding platform, individual donors came together to help create safer environments for children and adolescents in vulnerable communities.

A key campaign supported the implementation of Child Safety Camps in schools across Kultali, West Bengal. The funds enabled immersive, interactive learning experiences that strengthened children's understanding of personal safety, body autonomy, online safety, trusted adults, and reporting mechanisms.

By the end of the financial year, five Child Safety Camps had been conducted across five schools, reaching 2,537 children and adolescents. Additional camps are planned in the coming year to expand the initiative's reach and impact.

- **₹29 lakh raised through Give campaigns**
- **2,537 children reached**
- **5 Child Safety Camps conducted**
- **5 schools engaged**
- **More camps planned for FY 2026–27**



Scan to know more here

TATA MUMBAI MARATHON 2026: RUNNING FOR CHILD SAFETY



In January 2026, Missing Link Trust participated in the Tata Mumbai Marathon (TMM), one of India's largest platforms for philanthropy, public engagement, and social impact. Through the Dream Run and our fundraising campaign, "Gift a Child a Life Free from Sexual Violence," we mobilised runners, donors, volunteers, and supporters to raise awareness and resources for child safety and abuse prevention.

The campaign aimed to support the expansion of our Missing Awareness and School Safety Program (MASSp) to vulnerable communities in Mumbai, particularly children studying in BMC schools in F Ward. Through preventive education, digital safety awareness, and social-emotional learning, the initiative seeks to equip children with the knowledge and confidence to recognise risks, seek help, and stay safe.

Through the Tata Mumbai Marathon platform, Missing Link Trust raised ₹[17.28 lakhs] with the support of 129 donors and supporters, with a special mention to Leena Kejriwal our founder, Neeraj Sanghi our Advisor, Nainish Tikoo and Nikita Anand from our team for being our champion fundraiser and helping advance our mission of creating safer childhoods through education and prevention. The campaign also engaged 25 runners and team members, who championed the cause within their personal and professional networks.

The campaign reinforced a core belief that drives our work: child safety is a shared responsibility. By transforming a sporting event into a platform for awareness and action, we were able to engage new supporters, strengthen our community of advocates, and expand public understanding of the importance of preventive education in protecting children from abuse.



Beyond fundraising, the marathon became a powerful advocacy opportunity. Through social media campaigns, peer-to-peer fundraising, and community outreach, we brought conversations around child sexual abuse prevention, online safety, and child rights to a wider audience. Every step taken by our runners symbolised a collective commitment to ensuring that children grow up safe, informed, and protected.

- Advocated for the expansion of MASSp in vulnerable communities
- Increased public awareness around child sexual abuse prevention and online safety
- Engaged new audiences in supporting safer childhoods through philanthropy and advocacy

Campaign Highlights:

- ₹[17.28 lakhs] raised for child safety education initiatives
- 129 donors and supporters contributed to the campaign
- 25 runners and team members

TATA MUMBAI MARATHON
TATA CONSULTANCY SERVICES
18 January, 2026

Scan to know more here

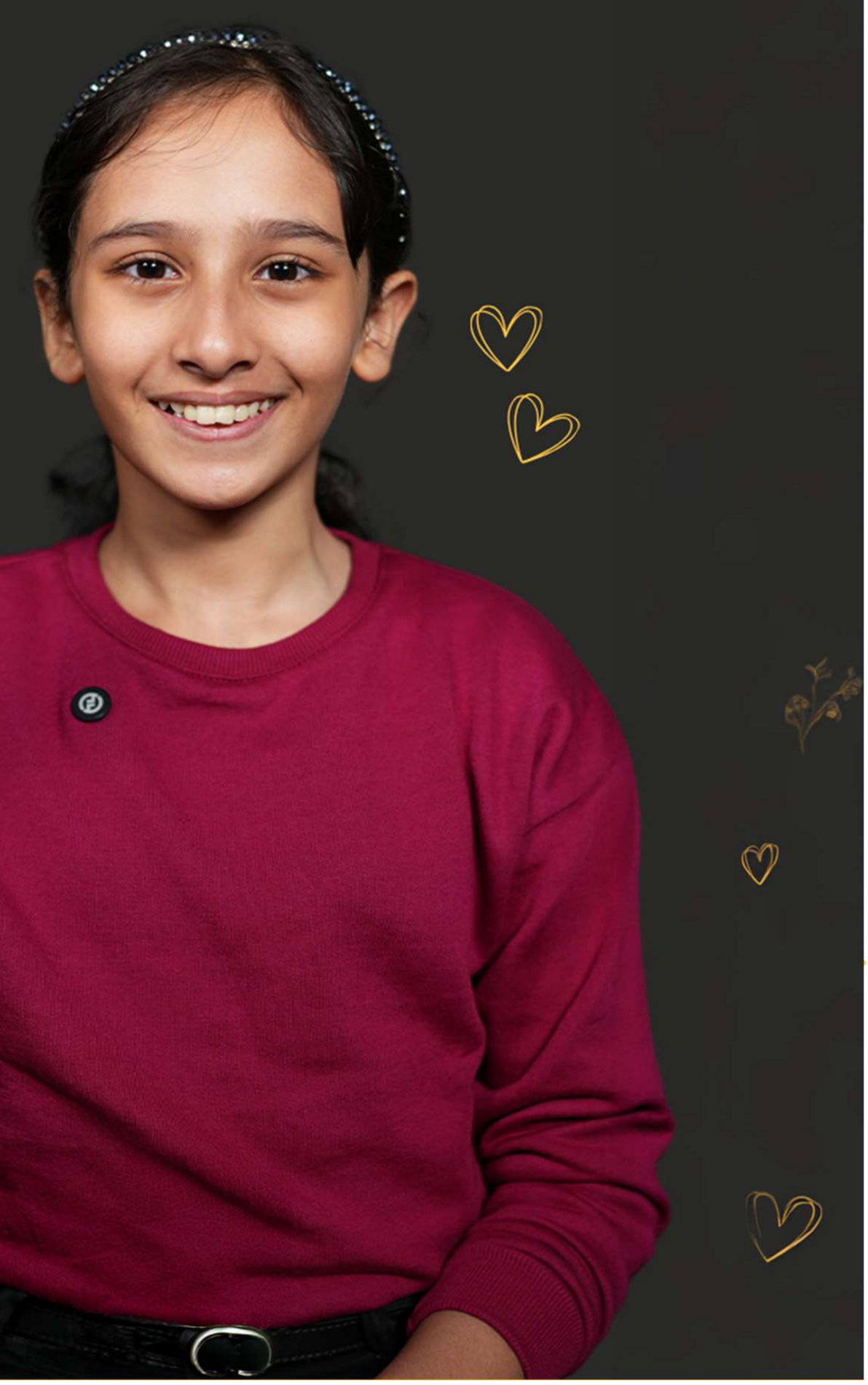


TRUSTED ONE (T1) : CAMPAIGN

Every Child Needs to be able to identify a T1 for themselves before the actually need one

During FY 2025–26, we conceptualized and developed T1 (Trusted One), an innovative child safety initiative designed to strengthen children's access to safe, trusted adults in their lives.

Recognizing that many children experiencing abuse, exploitation, or online harm often struggle to identify a safe person to turn to, T1 aims to create a culture where every child can identify, approach, and seek support from at least one trusted adult. The initiative seeks to move child safety conversations beyond awareness and towards practical, everyday protective behaviours.



Throughout the year, the team invested significant effort in research, programme design, stakeholder consultations, content development, and implementation planning. This included exploring engagement models for children, parents, schools, and communities; developing campaign narratives and educational tools; and identifying opportunities for partnerships and pilot implementation.

The campaign was formally rolled out towards the end of the financial year, laying the foundation for wider implementation and community engagement in FY 2026–27. T1 represents our commitment to creating sustainable safety ecosystems where children feel heard, supported, and empowered to seek help when they need it most.



Scan to know more here

KHULI BAAT: AN AI-ENABLED CHILD SAFETY CHATBOT



As children's lives become increasingly digital, parents, teachers, and caregivers often struggle to navigate conversations around online safety, grooming, exploitation, adolescent relationships, and emotional well-being. To address this growing need, we are developing Khuli Baat—a WhatsApp-based AI-enabled chatbot that provides trusted, accessible, and context-specific guidance on child safety.

As children's lives become increasingly digital, parents, teachers, and caregivers often struggle to navigate conversations around online safety, grooming, exploitation, adolescent relationships, and emotional well-being. To address this growing need, we are developing Khuli Baat—a WhatsApp-based AI-enabled chatbot that provides trusted, accessible, and context-specific guidance on child safety.

Designed for ease of access, Khuli Baat leverages India's most widely used messaging platform to ensure that adults can seek reliable information without downloading new applications or requiring advanced digital skills. Unlike generic AI tools, the chatbot is built on expert-validated content and informed by our decade of field experience, making its guidance relevant to the realities faced by children and families across India.



The chatbot is being developed using a responsible, trauma-informed AI framework that prioritises safety, accuracy, and trust. Its phased roadmap begins with a rule-based system delivering expert-reviewed guidance, before evolving into an AI-assisted platform capable of providing natural language support while remaining grounded in a verified knowledge base.

Supported through our CSR partnership with Capgemini, the first phase of Khuli Baat aims to empower 5,000 parents, teachers, and caregivers with the knowledge and confidence to better protect children and respond to their concerns with empathy and informed action.

Khuli Baat

Chatbot Number - 6003060040

Scan to know more here

ROUNDTABLE ON CHILD SAFETY

Strengthening School Systems to Prevent Violence Against Children

Convening Stakeholders for Systemic Change:

On 23 March 2026, Missing Link Trust convened a multi-stakeholder Roundtable Consultation on "Strengthening School Systems to Prevent Violence Against Children" in Mumbai. The consultation brought together representatives from government departments, child protection bodies, educators, civil society organisations, researchers, legal experts, and community leaders to discuss emerging child safety challenges and identify pathways for stronger prevention and response systems.

The roundtable served as a platform for dialogue on strengthening child protection within educational settings, with discussions focusing on school safeguarding mechanisms, reporting systems, online child safety, community engagement, and the role of technology in prevention efforts.

Key sessions included:

- A panel on strengthening school systems through collaboration between government agencies, schools, and civil society.

- A dedicated discussion on online child safety, addressing digital risks, cyber laws, digital literacy, and the shared responsibility of parents, educators, policymakers, and children.

- A fireside conversation between MLT Founder & CEO Leena Kejriwal and SVP representative Karishma Dixit on building safer environments for children through innovation, advocacy, and public engagement.

- A presentation of learnings from MLT's gender and masculinity interventions, highlighting evidence-based approaches to preventing violence and promoting healthier social norms.

- An introduction to MLT's AI-powered child safety chatbot, exploring the potential of responsible technology to expand access to safety information and support.

The consultation surfaced several critical priorities, including the need for child-friendly reporting mechanisms, stronger implementation of safeguarding policies, increased digital safety education, greater community participation, and improved coordination among stakeholders.



Outcomes of the Roundtable

- Strengthened partnerships between government departments, schools, NGOs, and child protection stakeholders.
- Generated actionable recommendations for improving child safety systems and school safeguarding practices.
- Elevated conversations around online child safety and responsible use of technology.
- Created opportunities for future collaboration on advocacy, research, and child protection initiatives.

By bringing together diverse voices and expertise, the roundtable reinforced our commitment to shaping public discourse, influencing systems, and advancing collective action to create safer environments for children.

Scan to know more here



EMPOWERMENT


প্রশিক্ষণ কেন্দ্র

EMPOWERMENT

Intro + work achieved in the year 2025-26 -

Economic empowerment is a critical pathway to building safer and more resilient communities. Through the Women's Empowerment Centre (WEC), Missing Link Trust equips women from vulnerable communities with vocational skills, livelihood opportunities, and the confidence to become financially independent. By strengthening women's economic resilience, the programme helps reduce vulnerabilities associated with poverty, trafficking, and gender-based violence while enabling women to become active contributors to their families and communities.

Based in Kultali, Sundarbans, the Women's Empowerment Centre provides training in tailoring, embroidery, and garment production, while facilitating pathways to employment, entrepreneurship, and market linkages. The programme supports women in developing sustainable livelihoods that improve household income and create long-term economic security.

NSDC-Certified Tailoring Programme - Key Highlights – FY 2025–26

Under the support of the B.C. Jindal Foundation, 100 women successfully completed the NSDC-certified tailoring programme across four batches. Over three months, participants received practical training in garment construction, including blouses, churidars, petticoats, frocks, and other apparel. Continuous assessments throughout the course ensured skill development and readiness for employment or self-employment.

Strengthening Livelihood Opportunities

The programme continued to support women beyond training by exploring market linkages and production opportunities. During the year, new tote bag samples were developed for BIBA, creating opportunities for future livelihood partnerships and income generation through collective production.

Tracking Long-Term Outcomes

To better understand the long-term impact of the programme, Missing Link Trust conducted a follow-up survey with 101 NSDC graduates. The survey found that 67% of respondents continue to practise tailoring from home, demonstrating sustained use of the skills acquired through the programme. It also highlighted key barriers to livelihood expansion, including household responsibilities, childcare, limited access to sewing machines, and restricted mobility. These insights will inform future programme planning, post-training support, and employment interventions to strengthen women's economic outcomes.

Through continued investment in skills, enterprise development, and market access, the Women's Empowerment Centre is enabling women to build sustainable livelihoods, increase their financial independence, and create more secure futures for themselves and their families.


MISSING
LINK TRUST
WOMEN
EMPOWERMENT
TRAINING CENTER
MADHYA GURGURIA,
KULTALI, 24 PARGANAS (South)
#missingirls
SINGER
SBI general

RESEARCH

Research is at the heart of our prevention approach, generating evidence that strengthens programmes, and advances child safety.

Over the last decade, Missing Link Trust's research journey has evolved from documenting field experiences to generating evidence that shapes conversations on child safety, gender, and prevention. This evolution reached a significant milestone with the organisation's first international research presentation at the International Society for the Prevention of Child Abuse and Neglect (ISPCAN) Congress in Vilnius, where insights from its prevention-focused child safety work were presented to a global audience. This marked a transition from program implementation to knowledge leadership, positioning grassroots evidence from India within international child protection discourse and demonstrating the value of prevention models emerging from the Global South.

Building on this foundation, Missing Link Trust has expanded its research agenda through primary studies, longitudinal evidence generation, and collaborative knowledge platforms. The Masculinity Study among young men and boys challenged assumptions that education and employment automatically lead to gender-equitable attitudes, revealing the persistence of deeply rooted patriarchal norms and highlighting the need for deeper engagement on gender socialisation. Alongside its own research, the organisation actively contributes to collective evidence building through partnerships and networks such as the UN Global Initiative (UNGI) India and the Coalitivon for Good Schools Asia, creating spaces for practitioners, researchers, educators, and policymakers to share learning, generate context-specific evidence, and amplify underrepresented voices from the Global South. Through these collaborations, Missing Link Trust is helping build a stronger regional and global knowledge ecosystem where lived experiences from communities inform policy, practice, and future research on child safety and gender justice.


মিসিং লিঙ্ক ট্রাস্ট

Our presentation at the ISPCAN 2025

Authors: Leena Kejriwal, Nainish Tikoo
Institution: Missing Link Trust, India

PREVENTING CHILD SEXUAL VIOLENCE - SCALING CHILD SAFETY EDUCATION ACROSS INDIA

Objective: To deliver and expand structured child safety education across India, empowering adolescents—to protect themselves in physical and digital spaces.

WHY THIS MATTERS:



- **5.6M+** CSAM cases in India
  Source: *National Center for Missing and Exploited Children (NCMEC) 2022*
- **400%** rise in cyber crimes against children
  Source: *National Crime Records Bureau (NCRB) 2020*
- Adolescents, especially girls in vulnerable communities, face the highest risks.

Gap: Preventive child safety education is almost absent in schools & communities.

IMPACT & EVIDENCE

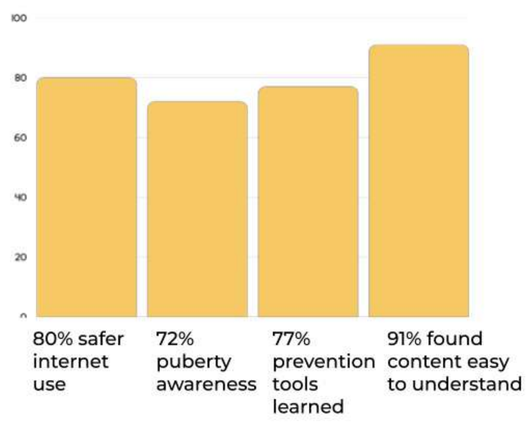
97% adolescents feel empowered to act & support peers



KNOWLEDGE GAINS:

- Exploitation awareness: 25% → 45%
- Digital hygiene: 48% → 86%
- Puberty education: 45% → 87%

PRACTICAL TAKEAWAYS:



STRENGHTS

Engaging, immersive, scalable, evidence-based

CHALLENGES

Needs integration into academic calendars for sustainability

THE WAY FORWARD

- Scale MASSp to **250,000** adolescents in 2 years
- Train teachers & integrate into school calendars for sustainability
- Launch LMS & expand interactive tools (e.g., Missing Game)
- Drive policy advocacy & expert roundtables

OUR INTERVENTION:

Missing Awareness and Safety School Program (MASSp) 1

Age group: Starting young

Topics: Safety | Empathy | Digital Hygiene | Puberty | Life Skills

Immersive curriculum : Storytelling, art, games, tech-enabled AV content



Assessment: CKAQ

Language: Multilingual delivery

Objectives: To recognize/ to report and to understand they are not responsible.

- Robust referral system of psycho social and legal aid
- Strengthening eco system of care providers
- Community involvement/ Youth leadership

SAFETY SCHOOL PROGRAM

Reach - **191,000** adolescents reached across **14** Indian states

WINNER NASSCOM Indie Game of the Year 2016

Beyond the Classroom – Missing Game for a Cause 2



Missing

- Empathy-building
- Social impact game
- Sparks mainstream conversations on abuse & exploitation

GET IT ON Google Play
Download on the App Store

GAME RESEARCH THESIS

THE MISSING GAME

Reach - **1.5M+** organic downloads across **70+** countries

Preventive education works.
With measurable shifts in knowledge, attitudes, and behaviours, MASSp proves that structured safety education can be scaled across India to protect adolescents online and offline.

LEARN MORE ABOUT US
www.savemissinggirls.com
reachus@savemissinggirls.com

SUMMARY

India faces rising child sexual violence — 5.6M+ CSAM cases and a 400% surge in cybercrimes. Our MASSp programme reached 191,000 adolescents in 14 states with an 8-hour safety curriculum and the award-winning Missing Game.

Results: 97% feel empowered; key knowledge on exploitation, digital hygiene and puberty nearly doubled. Next: scale to 250,000 adolescents, train teachers, integrate into schools, and drive policy change. Preventive education works!

ISPCAN CONGRESS
6 - 9 OCTOBER 2025

MISSING

Safeguarding Children through Education & Prevention

Shalini Aravindan and Aparajita Chatterjee | MISSING LINK TRUST



We presented our prevention-first approach to child protection at the International Society for the Prevention of Child Abuse and Neglect (ISPCAN) Congress, highlighting how education, public advocacy, technology, research, and community engagement can work together to prevent child sexual violence and emerging online harms.

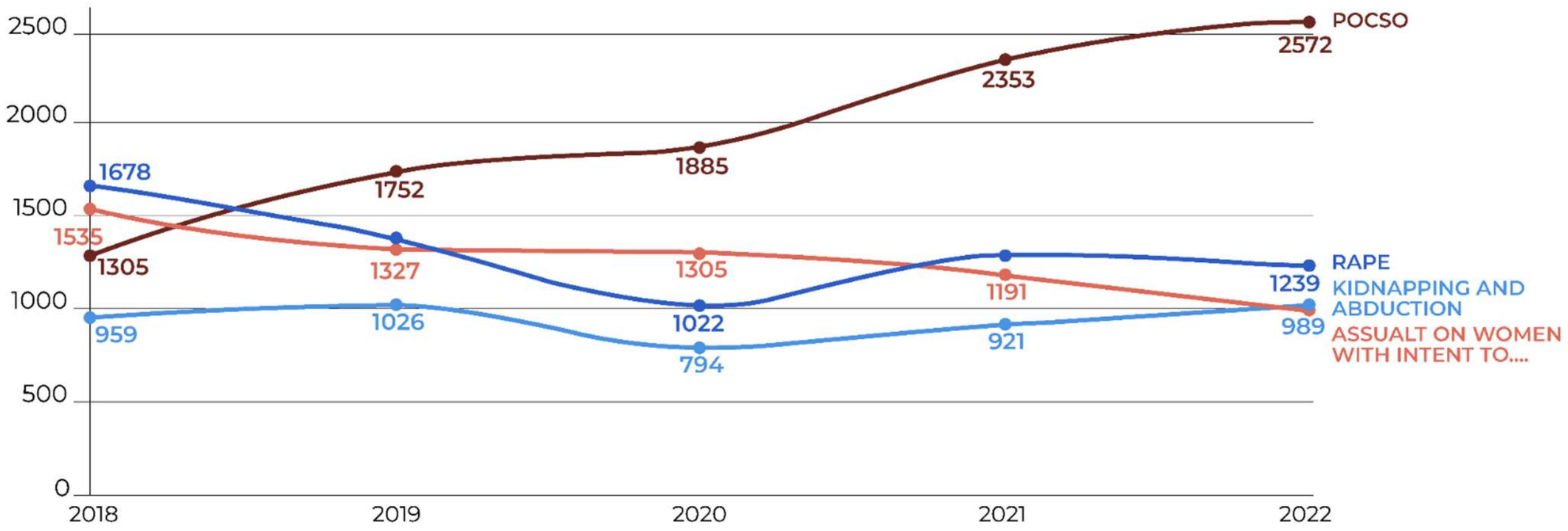
The presentation showcased our integrated prevention model that reaches children, parents, educators, communities, and the wider public through school safety programmes, youth engagement, public art, digital campaigns, podcasts, games, chatbots, and social media. The model emphasises prevention through awareness, behaviour change, localisation of resources, and multi-stakeholder collaboration.

The session also highlighted the impact of several flagship initiatives, including the Stop Online Stalkers campaign, which reached millions through social media, cinema screenings, influencer partnerships, WhatsApp support services, and student forums. Other innovations featured included the award-winning Missing Game for a Cause, the Missing Podcast series, and the internationally recognised Missing Public Art Project, demonstrating how creative communication can generate public dialogue and encourage action against child exploitation.

Scan to know more here

Crimes Against women committed by Juveniles - Peer on Peer Sexual crime as Highest and rising trend

Juveniles in Conflict with Law: Crimes Against Women (2018-2022)



SOURCE: NCRB (2018-2022)

Overview of juvenile sexual offending in India-the shifting graph

At ISPCAN 2025, we presented research examining trends in juvenile sexual offending in India using National Crime Records Bureau (NCRB) data (2018–2022) alongside published literature, government documents, media reports, and academic research.

The study explored changing patterns of juvenile offending, including the rise in peer-on-peer sexual offences, crimes against women committed by juveniles, age and gender trends, and the growing burden on the juvenile justice system. The research also highlighted significant evidence gaps, particularly the absence of systematic data on school-based sexual violence and the limited public availability of judicial decisions involving juveniles, which restrict opportunities for policy analysis and programme design.

Based on these findings, the presentation recommended strengthening school- and community-based prevention programmes, improving data collection on child sexual violence in educational settings, increasing transparency in juvenile justice while safeguarding children's rights, and expanding evidence-based approaches to rehabilitation and restorative justice.

Scan to know more here


The HUDDLE: A Multidisciplinary Training Concept
ISPCAN CONGRESS
6 - 9 OCTOBER 2025
Pragathi Tummala, MPH
CEO | ISPCAN
Afnan Attrash Najjar, PhD
Oxford University Post Doc Fellow
Haruv Institute
Antonia Chiesa, MD
Professor of Pediatrics | University of Colorado School of Medicine & the Kempe Center
Abbie Newman, JD, RN
Mission Kids Advocacy Center, PA
ISPCAN Distinguished Advisory Council
Dick Krugman, MD
Professor of Pediatrics | University of Colorado School of Medicine & the Kempe Center
Diahann G Harrison, JD
Ombudsman Jamaica,
ISPCAN Board of Directors
The Haruv Institute
ZOMAFoundation


Is your child safe online?

UNDERSTANDING MASCULINITY AND GENDER NORMS

Missing Link Trust undertook a study of 605 young men aged 16–25 in Kultali Block, West Bengal, to understand how gender norms, relationships, emotional expression, peer expectations, economic pressures and childhood experiences shape contemporary masculinity. The study also examined digital engagement, recognising the growing role of smartphones, social media and peer networks in shaping attitudes.

The findings reveal a complex and transitional picture of masculinity. While 85% supported boys participating in household chores and 75.2% rejected the belief that “No means Yes”, traditional expectations around male authority, breadwinning and emotional suppression remained strong.

76.9% believed men should be the main decision-makers in the family, while 74.2% agreed that boys should not show emotions such as fear, sadness or stress.

The study highlights that prevention must go beyond addressing overt violence to examine the wider norms that shape young people’s relationships and choices—including peer pressure, emotional restriction, sexual norms, control, economic stress and digital influences. These findings strengthen MLT’s approach to prevention by providing evidence for interventions that promote more equitable, emotionally healthy and non-violent understandings of masculinity.

EXTERNAL RESEARCH & POLICY CONTRIBUTIONS

During FY 2025–26, MLT contributed its expertise to key national and global child protection initiatives, supporting evidence-informed policy and systems strengthening.

UNCRC General Comment No. 27: Contributed to consultations led by Counsel to Secure Justice (CSJ) and UNICEF India on the development of General Comment No. 27 (GC27), strengthening guidance on children's right to justice and effective remedies.

Out of the Shadows Index (OOSI): Contributed technical inputs to the third edition of the Out of the Shadows Index, a global benchmarking initiative led by Together for Girls (formerly developed by the Economist Intelligence Unit). Missing Link Trust reviewed India's scoring and provided evidence-based recommendations on national and state-level child protection policies and interventions to strengthen the country's assessment.

We contributed field evidence and data-driven insights to the amicus curiae appointed by the Supreme Court of India in the ongoing Public Interest Litigation examining the legal complexities surrounding the age of consent under the POCSO framework. Drawing on our research and extensive field experience with adolescents, we shared evidence on the realities of consensual adolescent relationships, the implementation challenges of the law, and its implications for child protection. The written submission ensured that lived experiences and grassroots evidence inform national legal and policy deliberations on balancing children's rights, protection, and evolving capacities.


Scan to know
more here
and read our Masculinity
research report

PARTNERSHIPS

Collaboration is central to our approach to scaling child safety education and strengthening prevention ecosystems. We work with governments, civil society organisations, and national and global networks to expand the reach of evidence-based child protection programmes.

Government Partnerships
We collaborate with government departments to institutionalise child safety education within public systems and strengthen institutional responses to child protection.

Programme Implementation
Partnered with the Department of Women & Child Development, Maharashtra to implement MASSp across 10 Child Care Institutions (CCIs) in Mumbai, reaching 332 children, while initiating discussions with the Maharashtra State Commission for Protection of Child Rights (M-SCPCR) for future collaboration.

Secured approval from the Education Department, Maharashtra to implement MASSp in 16 Brihanmumbai Municipal Corporation (BMC) schools, with discussions underway to expand the partnership.

Resource Integration
Partnered with the Department of Children Welfare and Special Services (Tamil Nadu) and Vidhya Vidhai Foundation to contribute MASSp learning resources—including Cyber Safety, Create Your Own Board Game, and Launch Your Own Awareness Campaign—to the CHILD Initiative.

Initiated collaboration with NCERT to integrate MASSp's Cyber Safety Module into the DIKSHA platform, enabling future access for students and educators across India. Resource development and submission have been completed, with integration currently underway.

NGO Partnerships
We work with NGOs to strengthen institutional capacity, build facilitator skills, and enable organisations to deliver the MASSp curriculum within their own communities. During the year, we partnered with organisations including The Movement India, Apnalaya, and Salaam Baalak Trust.

Partnership Highlight: The Movement India
Our partnership with The Movement India (TMI) combined capacity building, curriculum development, direct student engagement, and nationwide public awareness.

#IMTHEMOVEMENT



Key achievements:

- Built the capacity of 6 core team members through advanced facilitator training.
  Co-developed cyber safety and human trafficking content tailored for college-going youth.

- Trained 50 student leaders across 5 colleges, who subsequently reached 500 peers through National Service Scheme (NSS) networks.
  Delivered cyber safety sessions to 100 government school students.

- Supported TMI's nationwide Walk of Freedom campaign by developing a Cyber Safety Resource Toolkit and participating in the Mumbai chapter through interactive public engagement stalls.

- The campaign reached 9,522 citizens across 33 locations in 11 States and Union Territories, raising awareness on cyber safety, child protection, human trafficking, child labour, and women's safety.

Coalitions & Knowledge Partnerships

Missing Link Trust continues to strengthen its contribution to the global child protection ecosystem through memberships in international coalitions and knowledge networks, including the International Society for the Prevention of Child Abuse and Neglect (ISPCAN) Country Partnership Programme, the United Nations India Coalition for Education for Gender Equality (UNGI), and the Coalition for Good Schools. These platforms enable us to share our research, programme resources, and field insights while learning from global best practices and contributing to collective evidence on child safety and gender justice.

UNGEI United Nations Girls' Education Initiative

Coalition for Good Schools Asia Regional Hub

ISPCAN



LEARNINGS AND 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. Scaling with Quality

As our programmes expanded across geographies and languages, ensuring consistent quality reinforced the need for stronger systems, standardised training, and technology-enabled monitoring.

2. Behaviour Change Takes Time

Creating lasting change requires sustained engagement with children, caregivers, educators, and communities beyond a single intervention.



3. Strengthening Creative Production
Developing multilingual campaign and educational materials at scale highlighted the need for stronger production processes and specialised creative partnerships.

4. Building Strong Partnerships
Effective partnerships require clear alignment, defined roles, and sustained engagement. This year reinforced the importance of structured partnership frameworks for long-term collaboration.

5. Evidence Drives Improvement
Insights from our monitoring and evaluation framework directly informed curriculum enhancements, facilitator training, and programme design, strengthening the quality and impact of our interventions.

6. Systems Change Requires Persistence
Embedding child safety within public systems requires sustained collaboration with government institutions and long-term commitment to achieving scalable impact.

FINANCIAL REPORT

3. CORPUS FUNDS

Opening balance	**1,71,000**
Received/transferred during the year	**-**
Closing balance	**1,71,000**

4. OTHER FUNDS

Excess of income over expenditure	
Opening balance	**25,03,314**
Add: Amount transferred from income & expenditure account	**-15,19,134**
Add: Adjusted with asset fund account	**-**
CLOSING BALANCE	9,84,180
Asset fund account	
Opening Balance	**21,92,985**
Add: Asset purchased during the year	**8.26.000**
Less: Depreciation for the year	**6.70,242**
CLOSING BALANCE	23,48,743
	33,32,923

5. PROVISIONS

Provision for gratuity	**3,96,852**
	3,96,852

6. CURRENT LIABILITIES

Duties & taxes	**7,138**
Salary payable	**44,544**
Trade & other payable	**3,00.188**
Unutilised amount from restricted Donation/grants	**83,48,764**
	87,00,634

8. OTHER CURRENT ASSETS

Tax deducted at source	58,697
Security deposits	2,25,000
Prepaid expenses	26,713
Accrued Interest	2,19,356
Advance paid	55,362
	5, 85, 128

9. BALANCE AT BANK

Balance at bank	
-Current account	1,61,195
- FCRA account	18,03,868
Fixed deposit	75,00,000
	94,65,063

10. DONATION

Donation/grants received	2,27,30,686
Donation/grants received - FCRA	23,97,365
	2,51,28,051
Add: Opening Unutilised amount from restricted Donation/grants	92.30,899
Less: Closing Unutilised amount from restricted Donation/grants	83,48,764
	2,60,10,186

11. OTHER INCOME

Interest income	3,57,253
	3,57,253

AWARDS

Selected
To represent India at the International Society for the Prevention of Child Abuse and Neglect (ISPCAN)
2026

Selected
To represent India at the International Society for the Prevention of Child Abuse and Neglect (ISPCAN)
2025

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

Listed on
NSE Social Stock Exchange
2024

Winner
Social Innovation Catalyst Award
NASSCOM
2022

Winner
Thomson Reuters Foundation
Stop Slavery Campaign
2021

WINNER
Inclusion & Innovation World Summit Award
2020

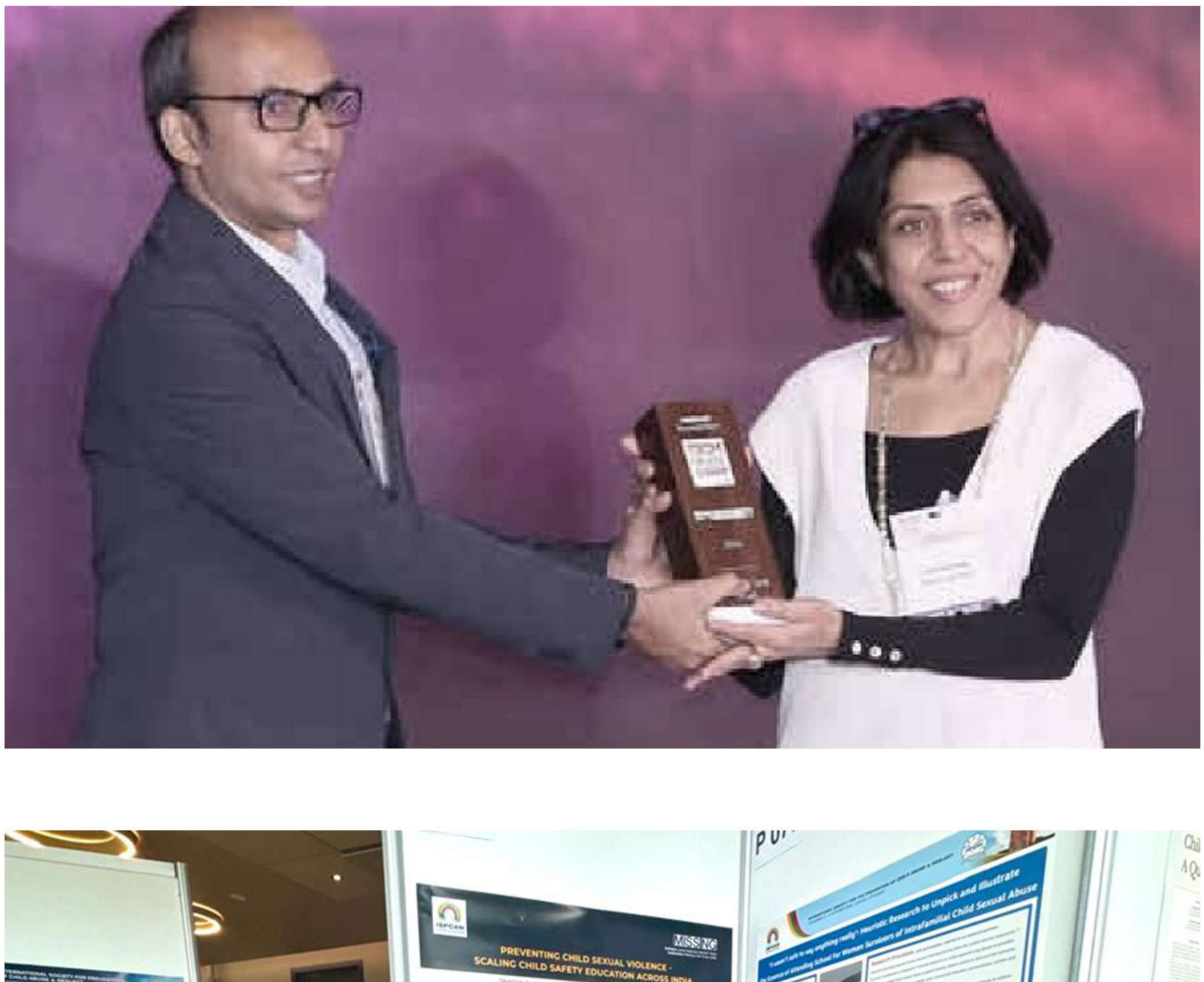
WINNER
Social Media for Empowerment Award
Digital Empowerment Foundation (DEF)
2018

WINNER
Inclusion & Empowerment Award
mBillionth South Asia
2018

WINNER
Diversity Award
Sandvik India
2017

WINNER
Indie Game of the Year
NASSCOM
2016

WINNER
Changemaker Award
YES Foundation
2016


PREVENTING CHILD SEXUAL VIOLENCE -
SCALING CHILD SAFETY EDUCATION ACROSS INDIA
Safeguarding: A Survivor-Centered Approach

WAY FORWARD

The next decade presents an opportunity to deepen our impact and strengthen the movement for child safety. We move forward with a commitment towards creating a future where every child grows up safe, informed, free from sexual abuse ; supported by an ecosystem which protects their rights, nurtures their well-being, and enables them to reach their full potential.

We will deepen our focus on prevention by strengthening three interconnected pillars of Educate, Engage, and Empower and build evidence driven programmes towards ending child sexual abuse. We will expand access to age-appropriate safety education for children, parents, educators in Sunderbans in West Bengal and Maharashtra. We plan to strengthen the mission by building an adolescent leadership programme, complementing school based prevention programmes in high risk contexts. Building agency, peer leadership and collective action will pivot young people into becoming active agents of change towards prevention of child sexual abuse and strengthen the movement for child safety. The emphasis on engaging the public through campaigns, combining storytelling, platform-based distribution, and structured calls to action, including integration with school based programmes and WhatsApp-based safety resources through our chatbot will continue to convert awareness into actions, help-seeking and engagement with safety tools, building access to referral pathways.



We will accelerate partnerships to build capacity and share our resources to drive collective action on child safety. In the coming years, we will strengthen partnerships with government departments, schools, civil society organisations, evidence-based national and international forums working on this issue to embed child safety conversations within systems.



We plan to build organisational muscle and capability by investing in leadership development, policies and processes and building a lean impact focused team working towards ending child sexual abuse. As the scale and complexity of threats to children continue to evolve, so must our response. We will continue to generate evidence, contribute to national conversations, and champion prevention as a critical pillar of child protection.

The journey ahead is ambitious, but it is also necessary and we believe we will emerge stronger with the support of our partners, donors, communities, and young leaders. We remain committed to creating a world where every child is safe, respected, and free to realise their full potential.

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 & 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
Bank: HDFC Bank Ltd., Stephen House Branch, Kolkata

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!

Scan to support our work and Donate

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