Tapas

MISSING

MISSING: ANTI-TRAFFICKING AWARENESS DRIVE

2019

COLLABORATION WITH:
'MISSING'

A TAPAS FOUNDATION CAMPAIGN AGAINST CHILD EXPLOITATION & TRAFFICKING

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OVERVIEW

Human trafficking is one of the biggest organized crimes in the world and in India. **The majority of human trafficking victims are used for sexual exploitation; others for bonded labour, domestic work, military conscription, marriage, illicit adoption, sport, begging, or organ harvesting.**

According to the National Crime Records Bureau (NCRB), 8132 cases of cases of human trafficking were reported across India in 2016. In the same year, 15379 people were trafficked, of whom 9034 victims were below the age of 18. Of these, 4,911 or 54% were girls and 4,123 or 46% were boys. **Approximately 50 percent of human trafficking victims are women and girls and upto 50 percent are minors.**

Human trafficking, and specifically girl trafficking is a heinous crime which is rampant in the country. **Only 10% of human trafficking in India is internation; the remaining 90% operates inter-state.**

OUR
CAMPAIGN

OBJECTIVES

Tapas Foundation set out on a p**an-India initiative focused on engaging with school and college students across the country to make them aware of the prevalence of girl trafficking and the tactics of the traffickers.** Through intensive and engaging workshops, we made them aware of protective measures and their rights as citizens of the country.

COLLABORATION

Save Missing Girls is a non-profit organization dedicated specifically to combating girl trafficking in the country. *In November 2019, Missing launched the "Missing: Anti Trafficking Awareness Drive", an initiative to fight girl trafficking with the weapon of knowledge and insight, in collaboration with Tapas Foundation.*

GOAL

A major goal of the initiative was to equip youngsters, who are the most at risk of being trafficked, with crucial knowledge that could save them in these moments before or after being trafficked.

EDUCATING THE VULNERABLE

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ACCORDING TO A WORLD VISION INDIA STUDY, ABOUT **59% OF ADOLESCENTS DID NOT KNOW OF ANY WAY TO PROTECT THEMSELVES FROM TRAFFICKING**, AND 72% DID NOT KNOW ABOUT SERVICES THAT COULD HELP THEM.

Throughout the campaign, we made them aware of the threat they faced and how to deal with it, while building on their understanding of the issue and the stigmas around it.

INITIATIVES

Tapas Foundation spread awareness among the young children through:

1. Our trademark street plays
2. Interactive sessions
3. Workshops
4. Quizzes

To further drive home this knowledge in the most engaging way possible, Missing Link Trust has designed "**Missing: Game for a cause**", an interactive game which allows the player to visualize the experience of a victim and learn the best practices in the scenario, available in many vernacular languages.

LOCATIONS IMPACTED

MAHARASHTRA	PUNJAB
GUJARAT	TAMIL NADU
MADHYA PRADESH	UTTAR PRADESH
BIHAR	KERALA
TELANGANA	

INSTITUTIONS COVERED

Maharashtra

1. Gyan Vikas Junior College, Nagpur
2. Jyotiba Phule Junior College, Nagpur

Tamil Nadu

1. Guru Nanak College, Chennai
2. SDNB Vaishnav College, Chennai

Uttar Pradesh

1. Kutir Mahavidyalay Chakke, Jaunpur
2. Janhit College, Jaunpur
3. Bayalsi College, Jaunpur

Kerala

1. Sree Kerala Varma College, Thrissur

Punjab

1. Lovely Professional University, Jalandhar

Madhya Pradesh

1. Sagar Institute of Science & Technology, Bhopal

Andhra Pradesh

1. S.K.R College of Women, Rajahmundry
2. Government College, Autonomous, Rajahmundry

Bihar

1. Open Sky Public School, Muzaffarpur
2. Chandrasheel Vidyapeeth, Muzaffarpur
3. Shaheed Ramanand Ramgovind Singh Junior College.
4. S.B.C.P.G. School, Patna
5. S.M.D. college, Patna
6. Govt. Ambedkar Awasiya Vidyalay, Patna

CAMPAIGN IMAGES

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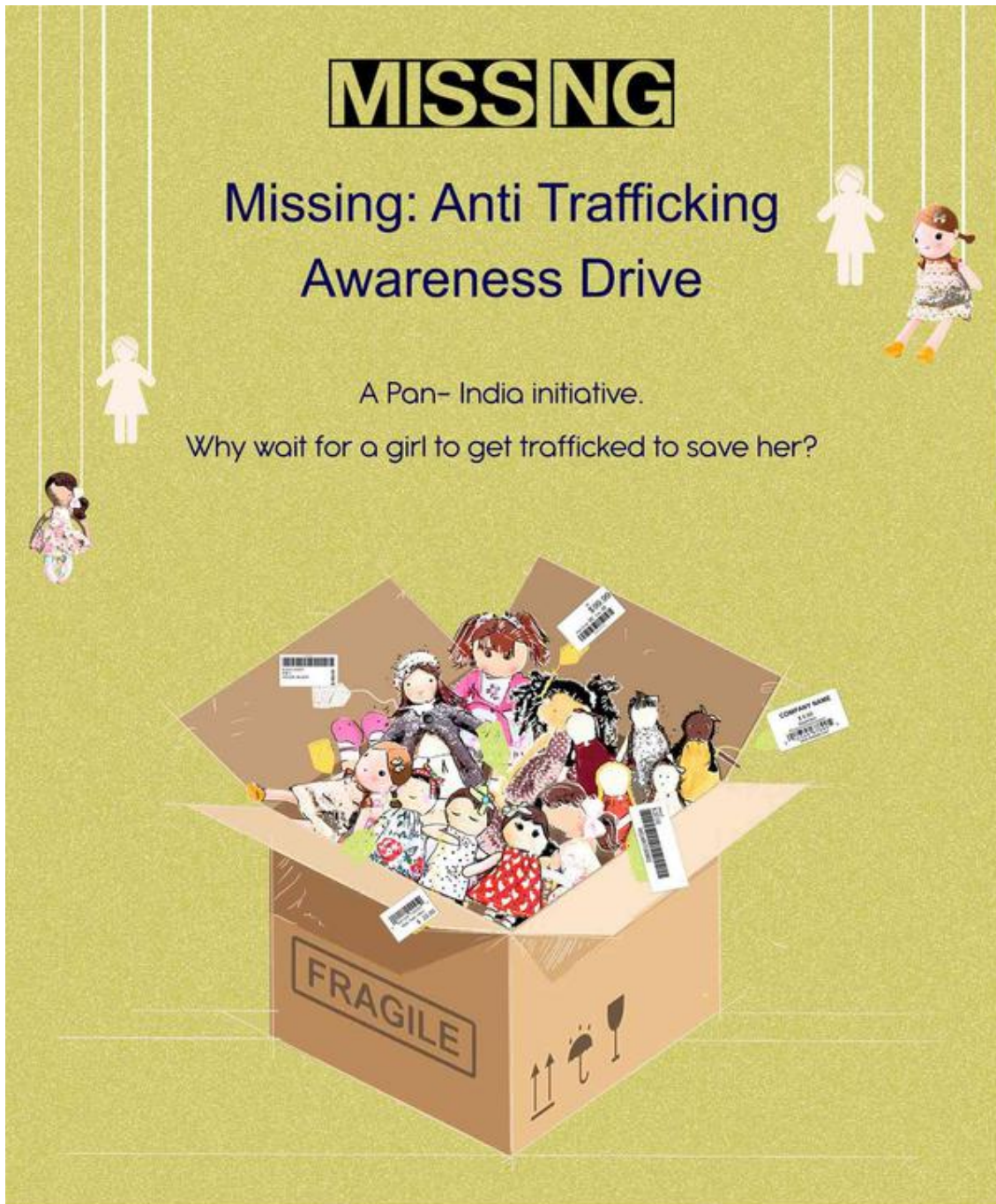
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CAMPAIGN IMAGES

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CAMPAIGN IMAGES

CAMPAIGN POSTER

CAMPAIGN BANNER

Making India aware, one state at a time.

Gujarat
Madhya Pradesh
Bihar
Kerala
Tamil Nadu
Uttar Pradesh
Maharashtra
Punjab
Telangana

MISS NG

Missing: Anti Trafficking Awareness Drive

A pan-India initiative
Spreading awareness about girl trafficking.
Caution. Prevention. Rehabilitation.

Curated by *Tapasi*

Why wait for a girl to get trafficked to save her?