



ORGANIZATION

My Choices Foundation, India
pledges to

**Create awareness about human trafficking
in Indian villages and contribute to
SDG 5, 16, and 17**

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Name:

Creating awareness about Human Trafficking in Indian, vulnerable villages and contributing to SDG 5, 16, and 17.

Description:

Every few minutes, a girl in India is trafficked and forced into sexual slavery. Only 1% of these girls are being rescued, while what happens to the other 99% is largely unknown and seldomly reported. We have developed our program - Safe Village Program - to focus on preventing trafficking in villages by raising awareness and empowering people with tools like our toll-free helpline to report instances of trafficking.

Through our vulnerability mapping tool, we identify villages that are at risk of falling prey to traffickers. We partner with grassroots NGOs who conduct the prevention programs in these remote pockets. The Safe Village Program uses positive messages to target each of the stakeholders in the village - the boys, the girls, the mothers, the fathers, and the village leaders. It is a two-day prevention-based program that aims to spread awareness, empower, equip and educate people in India's vulnerable villages on the dangers of sex trafficking and the ways to identify and prevent trafficking.

Implementation plan:

Operation Red Alert partners with local NGOs that work on issues related to women and trafficking, train them on the Safe Village Programs, and appoint them as "Implementing Partners". These Implementing partners conduct Safe Village Programs under the management of Operation Red Alert. Only the program facilitators trained by ORA are eligible to conduct these programs. We have 105 implementing partners across 8 states of India, who are registered to conduct our programs. There are various steps as part of the Safe Village Program, outlined below.

Planning: It is essential to the mission of prevention to identify and target the right location and people. Human traffickers depend on a variety of factors influencing the vulnerability of families in rural India to target them for exploitation.

We partnered with Quantium, a data analytics company that utilized Indian government census data to analyze villages across India, to create a vulnerability mapping tool. Based on the score generated by this tool, we input the geo-locations (latitude and longitude) of the implementing partners and get a list of the villages with high vulnerability scores and their

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proximity to the location of the partners. This list is shared with the implementing partners who then conduct the Safe Village Program based on our approval.

Pre-visit: The pre-visit involves visiting the village, collecting data to get a deeper assessment of the vulnerability/trafficking risk.

SVP Day 1:

- School Sessions are conducted to educate adolescent boys and girls where students conduct the skit;
- We raise awareness about child abuse and child marriages;
- We distribute our custom-made Comic Book which creates awareness about trafficking.

SVP Day 2:

- We host sessions with parents and community members.
- We share details about our helpline and enlist volunteers to be custodians of the village.

What is covered in the Safe Village Program and actions:

The Safe Village Program aims to educate the communities on how to prevent and manage sex trafficking in their villages. This would include :

- Focus on school children - Schools play a major role in influencing the communities, especially the school children. Programs would be conducted to share the importance of education with the students and their parents. Boys and girls would be encouraged to support their friends in continuing their education and to timely report any signs of trafficking or abuse.
- Looping in Village Leadership - Specific sessions with village leaders and influential members would be conducted to share the disadvantages of child marriage, risk of trafficking, related laws, and reporting mechanisms. They would further be motivated to be vigilant and prevent their villages from any such activities.
- Sustainability through Grassroots Stakeholders - for long-term sustainability, villages need to have their own mechanisms for prevention and management. We would identify Gram Mitras, Nodal Teachers and would train and empower them to sustain the positive messages in the villages. They would continue to conduct the sessions and be on the lookout for any sort of violence and abuse. Another grassroots stakeholder i.e. Rakshaks would help in reporting the cases in time. They would be provided with all the relevant resources and would be frequently trained/upskilled on the related topics.
- Collaborating with the local administration and rescue system - creating an active database of active bodies, like police, AHTUs, local NGOs, etc for the tracing and rescue of the missing children would help inactive response.

We also conduct Re-visits where we visit a village after six months to assess the impact of the program.

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Impact:

The Safe Village program provides a highly targeted education program in the most vulnerable communities and aims to prevent the supply of girls into the trade through a behavioural change program. Most NGOs' efforts are spent in the rescue and rehabilitation of trafficked girls. The Operation Red Alert Safe Village Program reaches the highest risk and most vulnerable villages around India, teaching families how to keep their daughters safe. By raising awareness, it will be possible to end child sex trafficking.

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