Following her calling to work in women’s empowerment, Elca Grobler founded My Choices Foundation in Hyderabad, India. My Choices Foundation aims to stop domestic violence and prevent sex trafficking in India.

We held the first of many PeaceMakers training in May and December, and they were trained in family and marriage counselling and all legal aspects of domestic violence.

We opened our first Operation PeaceMaker counselling centre to support women survivors of domestic violence at Falaknuma, Hyderabad.

PeaceMakers are local community women who are trained to help domestic violence survivors in their community.
We began grassroots awareness programmes to create community-level transformation that supports intervention at an individual level.

We opened a counselling centre for domestic violence survivors at Lakhidipl, Hyderabad.

We opened a counselling centre at Golconda, Hyderabad.
We partnered with Final Mile Consulting, a behavioural-research agency to understand contextual factors that enable men to sell/force a girl into trafficking or buy girls for sexual exploitation (rape).
TOGETHER, WE ARE UNSTOPPABLE AND FEARLESS

2015

Drawing on the best evidence, we designed a groundbreaking anti-trafficking intervention initiative - Safe Village Program to create awareness about ways to prevent trafficking from ever occurring in their villages and communities.

Led by the Indian cricketers, we launched the Respect2Protect mass media campaign to encourage men and boys to respect women and girls to protect them. MS Dhoni, Virat Kohli and other members of the then Indian Cricket Team pledged their solidarity.

We launched India’s first national anti-human trafficking toll-free helpline 1800 419 8588.

We opened counselling centres at Secunderabad and Warangal for domestic violence survivors.
2016

TOGETHER, WE ARE UNSTOPPABLE AND FEARLESS

We launched a long-term mentorship programme for adolescent girls in partnership with Aangan Trust, the Shakti Program which aims to empower girls with knowledge and resources to make safe choices and secure futures.

We won the most prestigious market research award by the ESOMAR Foundation for our report on understanding how to address men’s behaviour to buy and sell girls and help prevent the trafficking of girls for sexual exploitation.
2017

We launched a ‘Good Father’ mass media campaign. Notes to My Father, the world’s first live capture virtual reality (VR) documentary on sex trafficking was created in partnership with Oculus’ Facebook initiative VR for Good.

Notes to My Father has been screened in more than 30 festivals worldwide, including the Sundance Film Festival and SXSW Film Festival.

Ensuring the sustainability of the Safe Village Programme, we introduced ‘Rakshak’ - the vigilante of the village. Rakshak has the potential to spot suspicious events and provide crucial information to My Choices Foundation about various factors that can lead to trafficking.
We opened ‘Lotus Safe Home’ to provide immediate safety for women and children who escape from the abuse have no place to go. It is a place for new beginnings with hope and courage, where women are provided counselling, legal aid and vocation training to help them get back on their feet.

Our Founder, Elca Grobler spoke about an ‘Army of Good Fathers’ at India’s largest TedX Event held in Hyderabad. She shared about My Choices Foundation journey and emphasised the importance of ending domestic violence and preventing sex trafficking.
We held our first Asian Anti-Trafficking Forum and strengthened our partnerships with our Implementing Partners, government officials, law enforcement agencies, strategic partners and other stakeholders. It served as a platform to discuss various factors related to human trafficking and bring significant change through education, empowerment and policy change.

My Choices Foundation was chosen by CHILDLINE India Foundation to run the 24-hour operational CHILDLINE 1098 help desk at Nampally Railway Station, Hyderabad.

We launched a domestic violence helpline number 1800 212 9131 for women to seek help or counselling and report domestic violence.
We provided essential supplies to more than 13,000 people, impacting 5,169 families hit by COVID-19.

Operation PeaceMaker programmes expanded into the states of Jharkhand, Maharashtra, Rajasthan and West Bengal.

Our Safe Village Program has been strengthened with the launch of Nodal Teachers and Gram Mitras to act as sustainability pillars and prevent sex trafficking in villages.

We launched e-learning modules to empower the general population about human trafficking. The courses are available on popular e-learning platforms - Udemy, ChalkLit and many platforms are to follow.

We launched an additional domestic violence helpline number 9333 40 4141 for women to seek help or counselling and report domestic violence via Whatsapp.
2021

TOGETHER, WE ARE UNSTOPPABLE AND FEARLESS

We launched the BoyTalk project to guide boys through gender and masculinity conversations.

We held our first Safe Village Program in Chattisgarh and Odisha, making us active in 10 states.

In partnership with the State of Telangana Police Women Safety Wing, we developed online counselling protocols for survivors of domestic violence on Dial 100 and launched Empowerment Programmes for Anti-Human Trafficking Units.

WE BECAME ACTIVE IN 10 STATES IN MORE THAN 6,500 LOCATIONS ACROSS INDIA
2012-2021 | THE FIRST TEN YEARS!

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