

2012

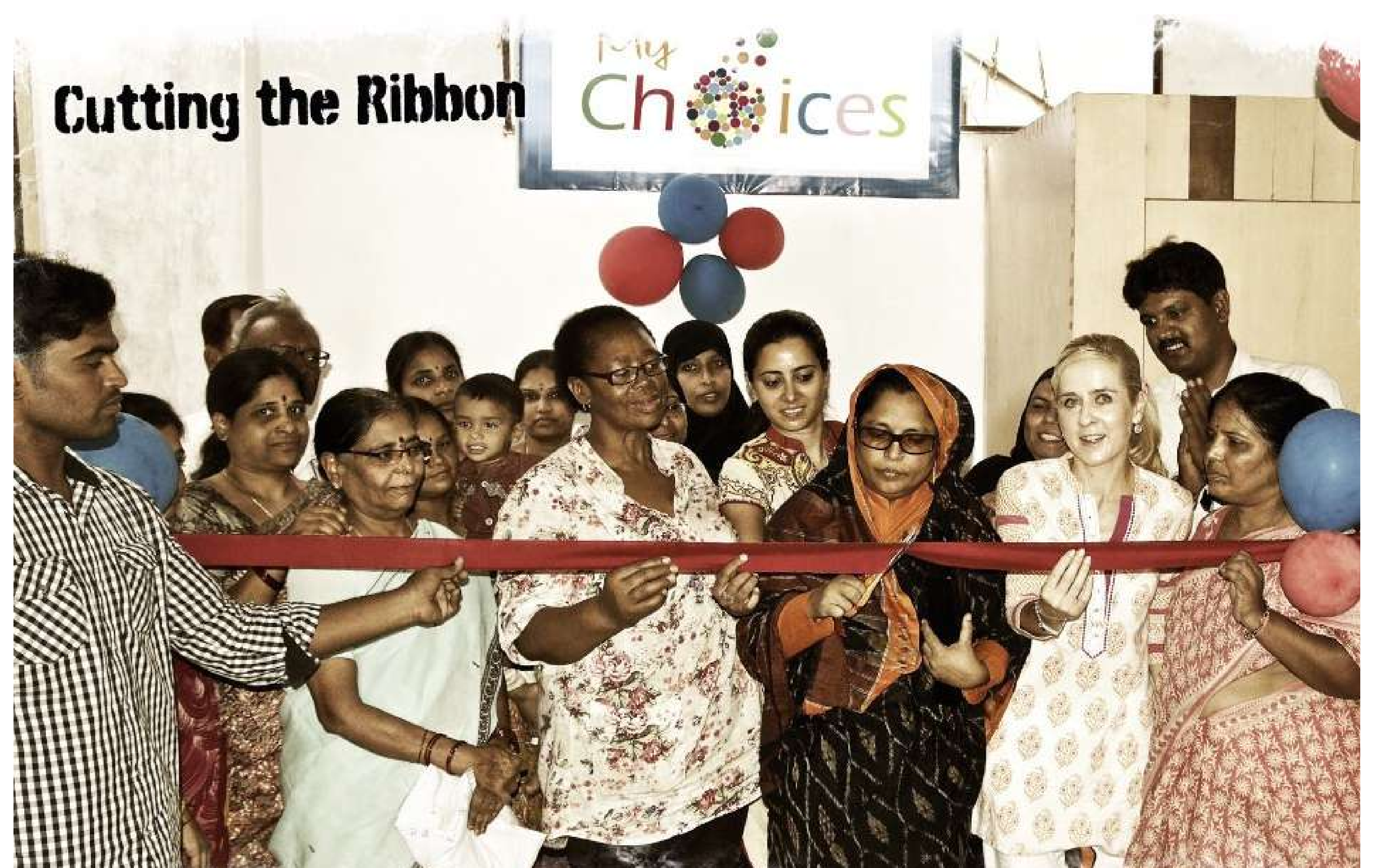
TOGETHER, WE ARE UNSTOPPABLE AND FEARLESS

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.

2013

TOGETHER, WE ARE UNSTOPPABLE AND FEARLESS

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 Lakdikapul, Hyderabad.

We opened a counselling centre at Golconda, Hyderabad.



2014

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We launched our anti-sex trafficking wing, Operation Red Alert to sensitise at-risk communities about sex trafficking and prevent it for once and for all.



RESULTS

DEMAND SIDE

Four proprietary strategic frameworks of FinalMile capture behavioural insights and set strategic directions for design:

1. **VISIBLE SUBTEXT**
2. **EMGRAM**
3. **NUTSHELL LOGIC**
4. **DECISION LEVERS**

These frameworks map the influence of context, emotions and mental models (heuristics and biases) that are at play in decision making and extract the key behavioural principles that have the potential to work as levers in influencing decisions and behaviour.

The frameworks are based on the 4 key principles of Behaviour Architecture™

1. **Decisions are predominantly non-conscious.**
2. **Emotions guide behaviour.**
3. **Context influences decision outcomes.**
4. **Heuristics and systematic biases moderate decision making.**

The results of the research in the following sections are collated using these 4 frameworks.

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).

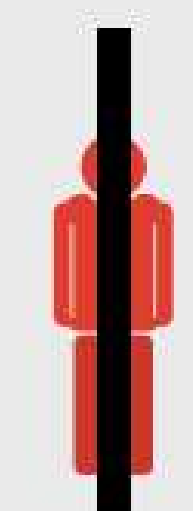
3. MENTAL MODELS

The dynamic interplay and interrelations between the context and emotions leading to development of habit, can be seen as divided in to 3 stages:



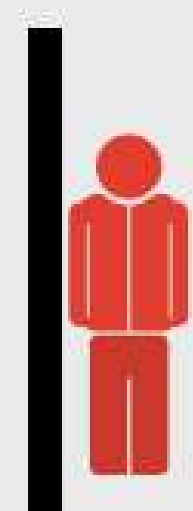
CONSIDERATION

Anticipation of pleasure and relief, along with desire for control, sexual frustration, and scorn for women are creating action tendencies for approach behaviour, while anticipation of guilt, shame and regret along with self-image concerns are creating feelings of doubt, unease and anxiety, which act as barriers to the behaviour. The person is undecided and doubtful about the act, even though there are strong pulls towards it.



TRIAL

Feelings of doubt, unease and anxiety are addressed with various triggers/enablers such as peer group, intoxication, payday, etc. and the tendency is acted upon. The act leads to rewards such as instant gratification, confidence, relief, enjoyment, pride and sense of control.



HABIT

Sequence of cues, actions and rewards repeated several times leads to the formation of habit. The cues in this case being the enablers i.e. alcohol, salary, peer group, while the action being purchasing sex and rewards being the positive feedback from the act as discussed above.



THE HABIT LOOP [CHARLES DUHIGG, 2012]

2015

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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

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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.



Home Who we are What we do

How My Choices Foundation used market research to help prevent trafficking of girls for sexual exploitation



Photo: Copyright My Choices Foundation

Understanding how to address men's behaviour to buy and sell girls

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

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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.

2018

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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.

2019

TOGETHER, WE ARE UNSTOPPABLE AND FEARLESS



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.

DOMESTIC VIOLENCE HELPLINE

Call/Whatsapp for free counselling, legal and safe home services for survivors of domestic violence.

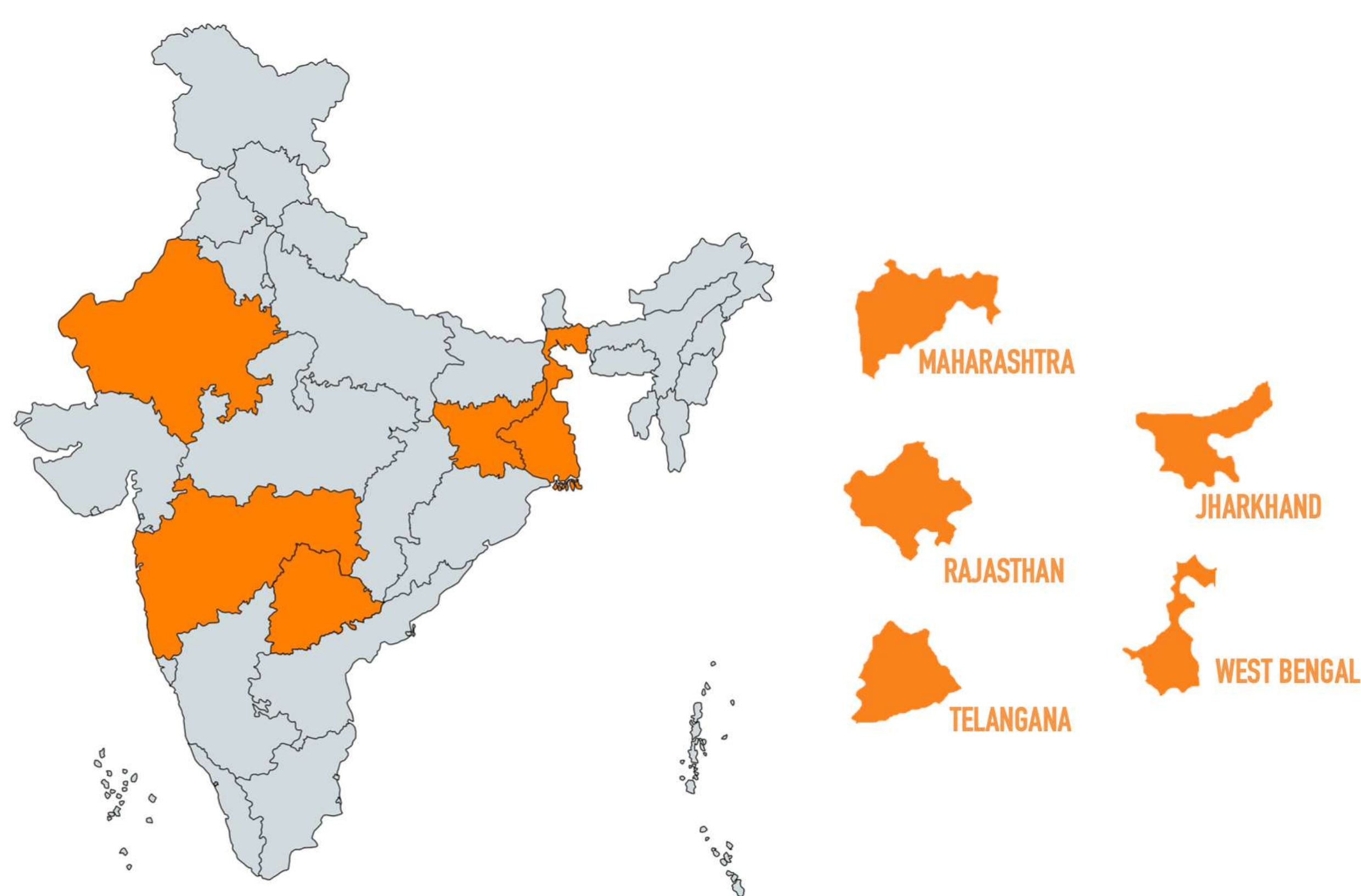


1800 212 9131

2020

TOGETHER, WE ARE UNSTOPPABLE AND FEARLESS

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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