

A FORCE FOR GOOD

Impact Report 2024



MY CHOICES
FOUNDATION





DESIGN CONCEPT

Every life is precious and has immeasurable value. The journey can be enduring to become something beautiful.

Imagine what an oyster endures as it faces the ever-changing tides and rough conditions of the sea. The longer it perseveres, the more beautiful and rare the pearl it creates.

The Impact Report 2024 captures the extraordinary journey of My Choices Foundation as 'A Force for Good,' dedicated to discovering, nurturing and empowering women, children, and families with unwavering protection, love and care.

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MESSAGE FROM THE FOUNDER

I am privileged and honoured to share our Impact Report 2024 – A force for good with you.

This moment is infinitely special to each one of us at My Choices Foundation and our supporters worldwide as we celebrate our 12-year anniversary and over 10,000 Safe Village Programs conducted, reaching more than four million people.

**“Risk more than some think is safe.
Care more than others think is wise.
Dream more than others think is practical.
Expect more than others think is possible.”**

These words of Claude T. Bissel reflect the profound reality that if we want to do something truly meaningful, something absolutely magical, something utterly transformative, we must break free of our comfort zones, firmly believe that our dreams are achievable and be all the more kind in the journey.

This year, I would like to dedicate our Impact Report to all the survivors we serve.



To all the survivors,

Today we honour you, though no combination of words could truly capture the depth of our respect for your courage. Yet, I write this dedication in the hope that you feel seen, cherished and celebrated for the incredible strength you have shown.

You have faced unimaginable pain, endured moments of unthinkable darkness, and braced storms that sought to silence your voice and break your spirit.

Your courage goes beyond mere survival. It is a testament to your resilience and your unwavering commitment to healing, even when the road ahead seemed insurmountable.

Your story is not just one of suffering, but of reclaiming your power. It is a story of refusing to be defined by what happened to you and of rediscovering your light in a world that sometimes refuses to acknowledge your pain. By continuing to take one step at a time, even when it feels like the ground is slipping away, you are teaching all of us what true bravery looks like.

To the world, you may be called a survivor, but to us, you are so much more. You are a warrior who has defied the odds, a changemaker whose strength demands that society listen and change. You have faced battles that no one should ever have to fight, and in the process, you have shown the world that breaking is not the same as being broken. You are whole, complete and perfect. This year, as we reflect on the impact of My Choices Foundation, it is your stories that fuel our mission and remind us why we do this work.

With over 10,000 Safe Village Programs conducted by Operation Red Alert, we have reached thousands of communities, equipping over 4 million community members with knowledge, tools, and the confidence to prevent sex trafficking before it begins. Our team has handled 88,820 calls through our National toll-free sex trafficking helpline.

At Operation PeaceMaker, our PeaceMakers and counsellors have stood by survivors of domestic violence and child sexual abuse, ensuring they are heard, protected and empowered to reclaim their lives. Our team has educated 454,156 men, women and children on gender-based violence and counselled more than 21,000 families.

These achievements are not just numbers; they represent lives forever changed. They symbolise families kept together, children given the chance to dream, and women who now walk with newfound dignity and hope. Every intervention, every conversation, every act of support has been a step toward a world where no woman or girl has to endure violence, fear or abuse.

To all the survivors, we are, committed to standing with you, not just today, but every day. We are committed to amplifying your voice and the voices of all survivors, working tirelessly to dismantle the systems that allow violence to persist. Your story fuels our mission to advocate for a world that is safer, more compassionate, and more just for women and girls everywhere. A world where your experiences are not just stories of survival but powerful reminders that we must do better.



With this dedication, we pledge never to look away, never to forget and never to rest until every woman and girl is safe, until every survivor feels loved and supported. We stand beside you, committed to creating spaces where healing is possible, where justice is a certainty, and where love and dignity triumph over all.

To our Leadership team, PeaceMakers, Implementing Partners, counsellors and every member of My Choices Foundation - thank you!

Rare is the journey that is easy. Despite the difficulties, we have made great steps forward like an oyster transforming into a pearl beneath the waves of the roaring sea - but none of this would be possible without you. Every day, you rise to serve with unwavering love, care and compassion.

I am left with awe of your infinite supply of hope that never seems to dry out no matter how difficult the journey gets, your fierce heart that is overflowing with so much love and care, and your spirit that burns so bright and quells the fear to be a force for good. You see around it, through it and beyond it!

You are the heartbeat of our work, and together, we will continue to build a future free from abuse, violence and exploitation.

But we cannot do this alone. To those reading this, your support - whether through advocacy, partnership, donations or action - makes a tangible difference. Every conversation you start, every hand you extend, and every resource you share strengthens our collective fight against injustice. Stand with us, raise your voice, and help us build a future where no woman or girl has to suffer in silence.

**Hope matters.
Optimism is priceless.
Bravery is a choice.
Dragonslayers truly exist.**

With immense love, gratitude and hope,

Elca Grobler
Founder, My Choices Foundation



**12 YEARS IN THE MAKING:
FROM GRIT TO GRACE**

My Choices Foundation is driven by an unyielding human spirit and a profound commitment to honour, protect, and empower the choices of women and children, ensuring they live with dignity and freedom.

For the past 12 years, day in and day out, we have been at the frontline in some of the toughest places, confronting two of the biggest challenges faced by women and children in India – sex trafficking and domestic violence. We refused to accept the status quo and rejected the idea that violence against women and children is a fact of life. Instead, we worked tirelessly on realising 'free choices' as lived reality for millions of women and children and thrive in their lives without abuse, violence and exploitation.

On the ground in 10 states across India, and through pilot programmes in Nepal and Bangladesh, our bold and ambitious actions resulted in more girls enrolling in school, more women making free choices, more boys standing up against violence against women and girls, and more men respecting their partners and other women. We did – and continue to do – whatever it takes to help women and children feel safe and protected at homes, schools and communities.

With greater emphasis on prevention, broader awareness and comprehensive services for survivors and strengthened multi-sectoral cooperation, the work of My Choices Foundation has grown exponentially in recent years. This year also marked a radical shift in the monitoring and evaluation of our programmes to track progress and

effectiveness, identify the most relevant components of the programmes that can be brought to scale and gather reliable and credible evidence for learning, decision-making and accountability.

Partnerships have been vital to our progress, enabling us to be present and make an impact where it was needed most, thanks to the extraordinary efforts of our partners.

The nature of our partnerships has evolved over the years; whether through strategic programmatic funding, leveraging the company's expertise or collaborating with the government to make a transformational difference for women and children.

We know in our hearts – and as stories we hear on the ground and numbers show – things are changing for women and children, particularly girls.

The team at My Choices Foundation – through two operations, Operation PeaceMaker (OPM) and Operation Red Alert (ORA) – recognises women and girls as the driving force for transformation within their communities, working to address and reduce sex trafficking and domestic violence.

However, the very truth as we know it – the simple reality of being a female creates

a heightened risk of becoming a victim of slavery, violence, abuse and sexual exploitation. India has a population of over 1.4 billion, and even though almost 50% are women, the situation is still dire. The litany of abuses grows to be more threatening every day for children too.

Some have lost too much. Some have remained in silence for too long. Some have disappeared too soon. Some have been listened to too little. Some have been taken for granted too much.

With suffering and silence that is so profound, and so accepted, it would be easy to dismiss the idea that violence against women and children can never be solved. Some roots run so deep within the fabric of society that they start to feel unchangeable – but perhaps the most radical act is to believe that freedom from them is possible.

The stakes of the battle are overwhelmingly high.

Building on the tremendous progress we have made, and fuelled by optimism, bravery, and resolve, we have a clear mission, the right strategy, a passionate team, and true ambition.

With our daring and courageous choices, we infuse the much-needed momentum in the fight against domestic violence and sex trafficking through the force of our choices. The unwavering strength of our passion and determination is fully devoted to eradicating domestic violence and putting an end to sex trafficking.

My Choices Foundation marches ahead as an incredible and powerful force for good into 2025.

OUR JOURNEY

2012



Birth of My Choices Foundation

Elca Grobler founded My Choices Foundation in Hyderabad, India to stop domestic violence and end sex trafficking in India.

OPM's first counselling centre

We opened our first Operation PeaceMaker counselling centre for the survivors of domestic violence at Falaknuma of Hyderabad; the event was marked with training the PeaceMakers as first responders to domestic violence in vulnerable communities.

2013

Two more counselling centres

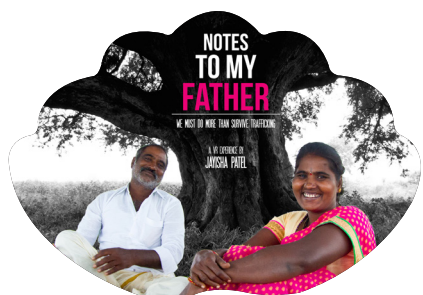
Two more counselling centres for the survivors of domestic violence were opened at Lakdikapul and Golconda, Hyderabad.

2014

Operation Red Alert began

The operations of Operation Red Alert, the anti-sex trafficking wing of My Choices Foundation, began with a strong foundation in evidence-based strategies. This included commissioning an 18-month in-depth behavioural research study to understand the contextual factors that drive men to sell or force young girls into trafficking or buy girls for sexual exploitation (rape).





2017

World's first virtual reality film

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 and has been screened in more than 30 festivals worldwide.

The BridgeBuilder challenge: Top five social innovators

OPM was chosen as one of the top five social innovators in the BridgeBuilder Challenge, which elevates promising ideas and provides them with seed funding to test new approaches and prove solutions to some of the world's most urgent needs. Participants from 185 countries responded to the challenge with more than 650 ideas.

PeaceTracker and SafeTracker

Two custom data management systems were implemented: PeaceTracker to capture information about OPM clients, and SafeTracker for the work of the Safe Village Program.



Introduction of Rakshak

Rakshak (Grassroot volunteer in the villages), the vigilante of the village, was introduced to ensure the sustainability of the Safe Village Program.

2016

Awarded by the ESOMAR Foundation

We won the most prestigious market research award from the ESOMAR Foundation for our report on understanding how to address men's behaviour in buying and selling girls, understanding decision-making in at-risk families and identifying levers that will make the fathers and mothers protect their girl children.



Respect2Protect campaign with the Indian Cricket team

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

2015



ORA's first Safe Village Program

We rolled out our flagship Safe Village Program and launched India's first national anti-human trafficking toll-free helpline 1800 419 8588.

OPM as a Nodal counselling centre

The Telangana State Police Department designated OPM as a Nodal counselling centre for all domestic violence cases for the North Zone and South Zone divisions. Additionally, we opened counselling centres at Secunderabad and Warangal.

2018

Lotus Safe Home

The Lotus Safe Home opened its doors as a sanctuary for women and children escaping abusive homes, offering them immediate safety, shelter, and a place to heal. Beyond providing a secure environment, it serves as a beacon of hope where survivors can access counselling, legal aid, vocational training and emotional support, empowering them to rebuild their lives with dignity and strength.

First Asian Anti-Trafficking Forum

We hosted our first Asian Anti-Trafficking Forum (AATF), bringing together experts, advocates, and policymakers from across India to tackle the pressing issue of sex trafficking.





2021

2020

2019

ORA expansion

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

Dial 100 partnership

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.

Bus station: Child Help Desk

We started the 24x7 Child Help Desk at Mahatma Gandhi Bus Station with the support of ChildLine India Foundation, Women Development and Child Welfare and the Telangana State Road Transport Corporation.

OPM Social Impact study

We conducted a large-scale Social Impact Study on OPM's interventions to gather short- and long-term outcomes, and make relevant improvements.

Nodal Teachers and Gram Mitras

The Safe Village Program is enhanced by the involvement of Nodal Teachers (Protectors) and Gram Mitras (Friends of the village) to sustain the programme's impact.

COVID-19 response

MCF deepened community interventions in response to the COVID-19 pandemic to address the increasing domestic violence and trafficking cases. Also, we provided essential supplies to more than 13,000 people, impacting 5,169 families.

Domestic violence helpline

We launched our domestic violence helpline on WhatsApp (93334 04141) on which women and girls can send messages to report violence and/or seek help without fear.

Railway station: Child Help Desk

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

IP-Counsellor model

Through Implementing Partner-Counsellor partnership, OPM expanded into the states of Jharkhand, Maharashtra, Rajasthan and West Bengal.

Domestic violence helpline

We launched a domestic violence helpline 1800 212 9131 for women to seek help and report domestic violence.

2022

Four phases of the Safe Village Program

The new approach to the Safe Village Program (Pre-visit, Safe Village Program, Step Up and Blitz) was launched with a focus on deepening interventions and creating 100% Safe Villages in the country.

ORA expands internationally

ORA took its first steps internationally, making inroads into Bangladesh and Nepal to combat trafficking beyond India.



2023

SASA! Together

OPM integrated the evidence-informed and internationally recognised SASA! Together approach to drive positive and sustainable change in social norms that perpetuate violence against women. This approach incorporates a gender-power analysis, a structured four-phase process for change, holistic community engagement and benefits-based activism.

MoU with the Telangana Police

With the Memorandum of Understanding, ORA strengthened our collaboration with the Telangana State Police, Women Safety Wing of Telangana Police, Anti-Human Trafficking Units of Telangana Police to organise various activities to fight trafficking.

2024

ESAF partnership

OPM was chosen as a technical expert partner by a large microfinance organisation, ESAF Foundation to conduct gender sensitisation and domestic violence awareness sessions for Arogyasakhis (friends of health) on the correlation between violence and women's health issues.

Endline evaluation of the Safe Village Program

At ORA, a large-scale endline evaluation was conducted to assess the effectiveness of the Safe Village Program in changing the knowledge, attitudes and practices of fathers, mothers, girls, boys and Grassroots Stakeholders regarding sex trafficking and its pathways.





OUR MISSION

We aim to give women, children and families choices to live lives free from abuse, violence and sexual exploitation.

OUR VALUES

Passion

We are kind, caring, brave and passionate.

Courage

We act with courage, ask tough questions and challenge the status quo.

Transformation

We believe that a better world is often a choice away.

Innovation

We always strive to find new and innovative ways to solve society's tough problems.

Accountability

We do the right thing and take responsibility for our actions.

Equality

We treat all with respect, dignity and integrity.

Partnerships

We trust the power of partnerships and collaboration.





OUR THEORY OF CHANGE

Sex trafficking and domestic violence are complex issues, deeply embedded in the fabric of society. MCF's Theory of Change provides a framework for us to move systematically, design the right strategy, make course corrections if necessary, inform decisions, measure progress and deliver on our mission.

Our Theory of Change was shaped by thorough analyses and in-depth consultations with diverse stakeholders, including national, state, and district-level actors, community-based organisations, grassroots leaders, and strategic partners. It also drew on the experiences of our team, as well as insights from those who sought and received support from MCF, ensuring every component was carefully designed to enhance the clarity and quality of our programmes while aligning with MCF's overall mission.

Each of our operations is guided by its own Theory of Change (ToC), carefully designed to align with our mission of empowering women, children and families to live lives free from violence, abuse, and sexual exploitation.

THE PROBLEM

Gender-based violence (GBV) against women and girls is rooted in harmful social norms, patriarchal structures, and rigid gender roles, which normalize and sustain violence. Cultural practices and economic and political inequalities further perpetuate violence, affecting women and girls throughout their lives in forms such as physical, sexual, emotional, and economic abuse. Stigma and fear of societal judgment prevent most survivors from reporting abuse, leaving them without access to justice or support. This systemic cycle demands urgent action to challenge harmful norms, empower women and girls, and ensure access to effective support and protection.

HIGH-LEVEL ACTIVITIES

- Consistent, evidence-based and targeted community outreaches and training to inform, educate and maintain awareness of domestic violence.
- Build the capacity of PeaceMakers, the local community women to be influential agents of change within their communities.
- Host community forums and dialogues, where women, men, girls and boys can actively engage in discussions about domestic violence, and shift harmful norms at household-, community- and societal levels.
- Engage and partner with local and national government authorities including police to prevent and respond to domestic violence.
- Provide training to the police officials/justice sector on survivor-centred care, counselling and support approaches.
- Provide psychosocial support, skill development and livelihood training opportunities for survivors.
- Train and supervise counsellors to provide individual and group psychosocial interventions for vulnerable communities.
- Conduct regular and context-appropriate reviews, studies, and research on DV and related topics, and disseminate the generated evidence to key stakeholders. Integrate Gender Equality, Disability and Social Inclusion (GEDSI) across all levels and phases of the programmatic design.
- Provide training to and support the development of sector-specific risk mitigation plans and responses.
- Advocate for and establish partnerships for domestic violence programmes for vulnerable women and children and/or survivors of domestic violence.
- Build alliances and networks with like-minded organisations to advocate for the effective implementation of laws at the state and national levels.
- Support the government and organisations through training and resource sharing to assist survivors of gender-based violence.
- Serve in the committees under the Sexual Harassment of Women at workplace (Prevention, Prohibition and Redressal) Act 2013 to make workplace safer.
- Conduct programmes with institutions, children and parents to raise awareness about child safety including recognising and preventing abuse and provide support mechanisms for reporting and addressing incidents.
- Engage men and boys through targeted programmes to promote gender equality and empower them to become champions in preventing gender-based violence within their communities.

MISSION

We aim to give women, children and families choices to live lives free from abuse, violence and sexual exploitation.

GOAL

Promote gender equality, reduce the prevalence of domestic violence and improve the quality of life (especially women and girls) by addressing the root and structural causes of violence faced by women and children.

Output 1.1: Selected PeaceMakers are engaged and trained to mobilize men and women in their communities to change behaviour, attitudes and practices about violence against women and girls.

Output 2: Selected Community leaders and/or key decision makers and authorities advocate for changes in behaviours, attitudes and practices and take action to prevent violence against women and girls.

Output 3: Women and girls have improved confidence and/or are equipped with knowledge to report violence.

Output 2.1. Cases of domestic violence and child sexual abuse are more effectively and/or often reported and provided psycho, social, and legal support and safe shelter.

Output 2.2. Specialist support services are set up or improved to help women and girl survivors and those at risk.

Output 2.3. Women and girl survivors or those at risk can access services through improved ease of accessibility (e.g. geographic distance, facilities for differentiated needs, knowledge of services).

Outcome 1

Improved prevention of violence against women and girls through changes in knowledge, attitude and practices of individuals and communities.

Outcome 2

Improved access for women and girls to essential, safe and adequate services to end violence against women and girls.

OUTCOMES

Outcome 4

Enhanced safety measures for the survivors of child sexual abuse, and improved gender-equitable attitudes and behaviours among adolescents and youth.

Outcome 3

Increased effectiveness in the institutional response to prevent violence against women and girls.

Output 4.1. Safe spaces and platforms are established for children, adolescents and youth to discuss safety and gender-related issues. Young and adult girls and boys have improved knowledge of gender equality, safety and prevention of harmful practices.

Output 4.2. Parents, teachers and caregivers are equipped with knowledge and tools to create a safe and supportive environment for children, promoting their safety and well-being.

Output 4.3. Reported cases of child sexual abuse receive necessary support and assistance.

Output 3.1: Institutions improve effectiveness to prevent and respond to violence against women and girls(e.g. through improving capacity, resources, efficiency or coordination etc.).

Output 3.2. The capacity and skills of the service providers (MCF's partners and other allied actors) are strengthened to provide quality domestic violence services.

Output 3.3. Mechanisms are in place to gather evidence and data, monitor domestic violence trends and patterns, and inform policy and programme design.

THE PROBLEM

Sex trafficking continues to be a grave issue in India, with traffickers preying on vulnerable populations, especially in rural areas where awareness and protective systems are limited. Children, particularly girls, are often the most at risk, falling victim to trafficking due to poverty, lack of education, and early marriages. These deeply entrenched social and economic challenges are compounded by the lack of awareness within communities about how traffickers operate and the risk factors involved. The challenge lies not just in rescuing victims, but in preventing trafficking before it begins. Many at-risk communities remain unaware of the tactics traffickers use, making them more vulnerable. The rural-urban divide, combined with inadequate enforcement of anti-trafficking laws and the stigma surrounding reporting, further complicates efforts to protect potential victims.

HIGH-LEVEL ACTIVITIES

- Consistent, evidence-based and targeted campaigns, workshops and trainings to inform, educate and maintain awareness of sex trafficking-related topics and persuade them to report/take up action.
- Establish and strengthen peer-to-peer groups, youth clubs and group cultural and leisure activities for children, including groups specific to girls' and boys' needs, interests, and transferable skills.
- Provide training and information on positive parenting knowledge, skills, and behaviour among mothers, fathers and caregivers.
- Paper-based resources (comic books) and audio-visual aids (audio and videos) for children and communities to sustain knowledge and awareness about sex trafficking and its related factors.
- Build children's transferable skills, including the capacity to think critically, recognise trafficking signs and risks, and resist peer pressure.
- Prompts, nudges and job aids for Implementing Partners, field workers and Grassroots Stakeholders to inform, educate and maintain the knowledge of sex trafficking-related topics and keep their villages safe.
- Participatory service designs with efficient and transparent reporting and feedback mechanisms from and for communities.
- Regular and context-appropriate evidence generation across all levels of the programme.
- Transparent reporting and dissemination of the generated evidence to key stakeholders.
- Establish partnerships and collaborations for coordinated action with local government bodies, the Women and Child Welfare Department, strategic partners, law enforcement and other like-minded actors.
- Integration of Gender Equality, Disability and Social Inclusion (GEDSI) across all levels and phases of the programmatic design.
- Build the capacity of Implementing Partners, field workers and Grassroots Stakeholders (Rakshaks, Nodal Teachers, Gram Mitras and Community Leaders), and foster influential positive attitudes and active engagement in keeping their villages safe.
- Effective reporting and monitoring mechanisms to prevent, address and respond to trafficking and other factors including child/early marriage, child labour, unsafe migration, child abuse and domestic violence.
- Engagement with aligned actors for psychosocial, legal aid and rehabilitation of survivors, and take measures in preventing and responding to trafficking.

MISSION

We aim to give women, children and families choices to live lives free from abuse, violence and sexual exploitation.

GOAL

Reduce the prevalence of sex trafficking and exploitation in vulnerable communities by empowering communities to take action to prevent and respond to sex trafficking.



Output 1.1: Children and communities have greater awareness and improved knowledge about sex trafficking and its related factors.

Output 1.2: Mothers, fathers and caregivers have improved positive parenting and gender-equitable attitudes, skills and practices.

Output 1.3: Children, families and communities have the skills to report suspicious activities and support initiatives to keep their villages safe from traffickers.

Output 2.1: Rakshaks (Vigilante), Gram Mitra (Friends of a village), Nodal Teachers and community leaders have greater knowledge to identify and address the risks of trafficking.

Output 2.2: Grassroots Stakeholders have increased resources to provide support to children and community members that contribute to reducing their vulnerabilities.

Output 2.3: Grassroots Stakeholders recognise the strengths and resources in their village and influence the decision-making to create a protective environment.

Outcome 1

Children and communities feel better protected from traffickers.

Outcome 2

Village custodians (Grassroots Stakeholders) reach high levels of ownership to keep their villages trafficking-free.

OUTCOMES



Outcome 4

Anti-trafficking systems, structures, coordination, cooperation and evidence are strengthened.

Outcome 3

Risks and vulnerabilities are reduced, and children are empowered to advocate for their rights.

Output 4.1: Confidential reporting mechanisms and referral systems are strengthened to receive reports of suspicious activities and ensure support for survivors.

Output 4.2: MCF's IPs have increased knowledge, capacity and resources to work with relevant duty bearers and prevent, address and respond to trafficking.

Output 4.3: High-quality data collection and evidence generation methods are in place to monitor the trafficking trends, and inform policy and programme design.

Output 3.1: Girls and boys have greater access to education, life skills and knowledge about rights and where to report and/or seek help.

Output 3.2: Children have access to support systems that provide protection, care and guidance, reducing their vulnerability to trafficking and exploitation.

Output 3.3: Girls (Guardian Girls) and boys (Smart Boys) become influential actors to protect their friends, and advocate their rights to stay in school and postpone marriage or employment until adulthood.



OUR TRANSFORMATIVE FOUR-PILLAR APPROACH

Our initiatives, Operation PeaceMaker and Operation Red Alert, are founded on four key pillars that define our core actions. This approach provides a clear framework for our targets and goals, enabling us to create meaningful change and serve as a force for good for millions of women, children, and families.



Operation PeaceMaker aims to resist harmful social norms which perpetuate domestic violence, empower victims to seek help and strengthen community institutions to provide survivor-centred care.



PILLAR 1
Prevent through awareness



PILLAR 2
Provide support through interventions



PILLAR 3
Protect survivor's safety



PILLAR 4
Prepare boys and men to be allies



Operation Red Alert seeks to reduce the vulnerabilities of at-risk populations to being trafficked for the purpose of commercial sexual exploitation and create a protective environment for women, children and communities.



PILLAR 1
Eradicate at grassroots level



PILLAR 2
Equip village custodians



PILLAR 3
Empower by helpline



PILLAR 4
Expose by mass media



OUR IMPACT

With our unwavering commitment and relentless activism, My Choices Foundation has been a force for good for over the past 12 years in India. It is evident in the transformative impact we have made, demonstrating a resolute stride towards positive change in the realm of stopping domestic violence and ending sex trafficking.



320

PeaceMakers trained

21,036



families received counselling



454,156

people educated on gender-based violence

132,407



students empowered through school programmes



363

survivors of domestic violence
received safe accommodation and
financial, psychological, legal and
vocational training support

1,761



calls received through
domestic violence helpline



10,119

Safe Village Programs conducted



2,404,447

people received educational comic books about sex trafficking



89

Implementing Partners

88,820



calls handled through our sex trafficking helpline

4,064,505



people educated on sex trafficking and its pathways

21,637



village custodians registered (Rakshaks, Gram Mitras, Nodal Teachers and Community Leaders)

**THE PROBLEM OF DOMESTIC
VIOLENCE AND SEX TRAFFICKING
IS INTRACTABLE**



Domestic violence, is a pattern of abusive behaviour in any relationship that is used by one partner to gain or maintain power and control over an intimate partner. It can be physical, sexual, emotional, economic or psychological actions or threats of actions that influence another person. This includes any behaviours that intimidate, manipulate, humiliate, isolate, frighten, terrorise, coerce, threaten, blame, hurt, injure or wound someone.

THE DEADLIEST PLACE FOR WOMEN AND GIRLS IS HOME

We must acknowledge that the intensity of abuse, violence and sexual exploitation of women and children, especially girls, has remained at catastrophic levels. According to the report by the UN Office on Drugs and Crime (UNODC) and the UN Women Report on intimate partner/family member femicides:

“The home is the most dangerous place for women and girls.”

An average of 140 women and girls were killed each day in 2023 by an intimate partner or a close relative. This data underscores the pervasive nature of gender-based violence and highlights the critical need for comprehensive strategies to protect women and girls globally.

In India, the severity of femicide and infanticide remains a critical concern. Dowry-related violence is a significant contributor to femicide, with reports indicating that approximately 20 women are killed daily due to dowry disputes, totalling nearly 7,000 deaths annually.

Female infanticide also persists, driven by factors such as poverty, the dowry system, and societal preference for male children. This has led to a skewed sex ratio, with estimates suggesting that up to 50 million girls and women are missing from India's population due to systematic sex discrimination and sex-selective practices.

Worldwide,

736 million - 1 in 3 - 

women have been subjected to physical and/or sexual intimate partner violence or non-partner sexual violence or both.



of ever-married women aged between 18-49 have experienced spousal violence.



of married women aged 15-49 years, experience intimate partner physical and/or sexual violence at least once in their lifetime.

India has the highest rate of domestic violence among married women (girls) who were married by 18, with a rate of 67%.



women die every day as a result of harassment over a dowry - either murdered or compelled to commit suicide.

27.6 million

of women have been victims of physical and verbal abuse.

Every

20 minutes 

a woman is raped in India and child rape cases have increased by 336% in the last 10 years.

Everyday,

7,000 

unborn girls are selectively aborted in the womb, just because they are girls.

Sex trafficking is the act of recruiting, transporting, transferring, harbouring or receiving a person through the use of force, coercion, abduction, fraud, deception or other means, for sexual exploitation. It is the abuse of a position of vulnerability, differential power or trust to profit monetarily, socially or politically from the labour or commercial sex work of another.

WOMEN AND GIRLS SOLD, RESOLD AND REPURCHASED

The lives of women and girls, who were sold into marriage, promised a job or lured into a romantic relationship with a pretense of a happy life, are immeasurably worse. They face a lifetime of abuse, violence and sexual exploitation. Girls, as young as aged 7, are forced into sexual slavery.

Sex trafficking is a devastating assault on human rights and freedom, stripping individuals of their dignity, autonomy and the very essence of their humanity.

The distressing reality is that we live in a society where women and girls are treated as commodities, who can be sold, resold and repurchased. Every single time this happens, a life is shaken to its foundation.

Globally,

71%

of trafficking victims are women and girls, of which 99% trafficked for sexual exploitation.



of victims of sexual exploitation are children.



of victims of trafficking in forced marriage were children.

In India,

16 million

women are victims of sex trafficking annually, with 40% of them being adolescents and children, some as young as nine years old.



of trafficked victims are forced into sexual slavery in India.



of the enslaved girls get rescued.

1 in 3

of the world's child brides live in India.



223 million

child brides are in India, of which 102 million were married before turning 15.

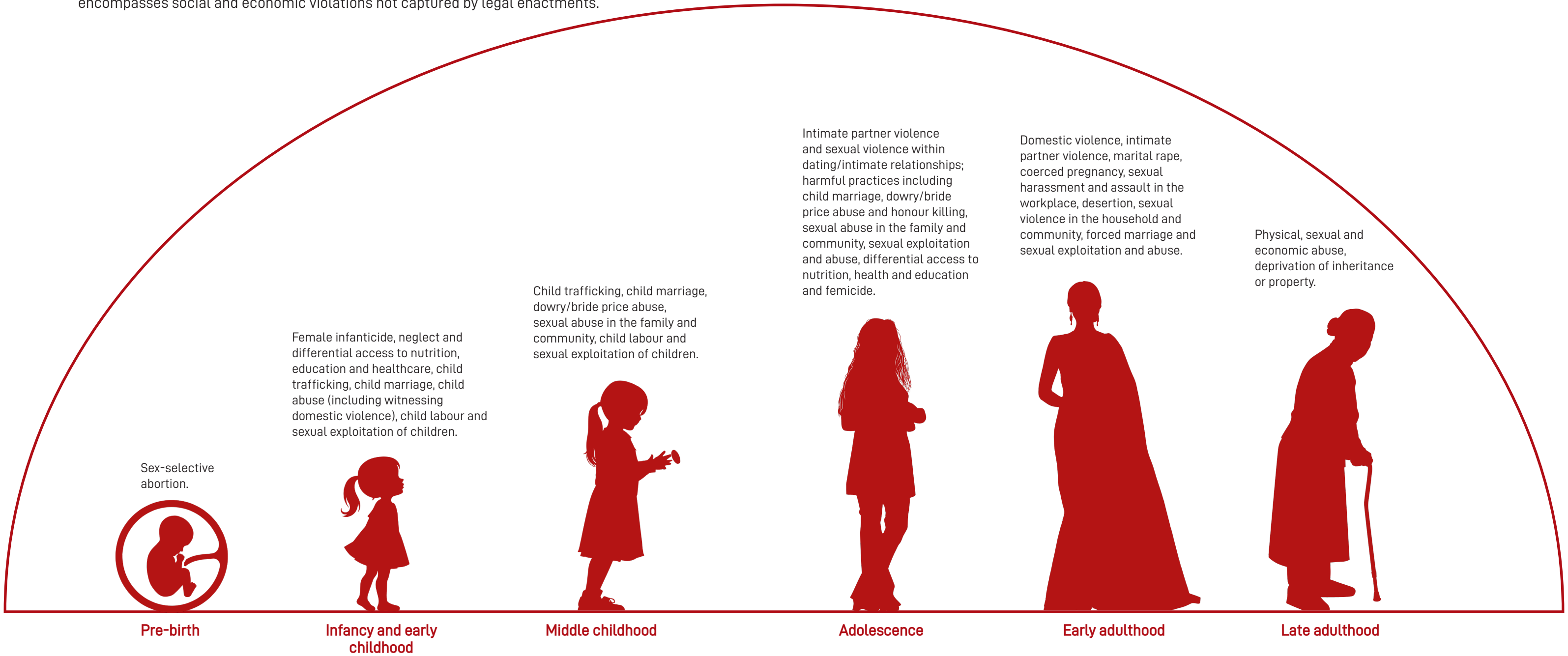
WOMEN AND GIRLS FACE ABUSE, VIOLENCE AND EXPLOITATION THROUGHOUT THEIR LIVES

In the lifecycle of women and girls - pre-birth, infancy and early childhood, middle childhood, adolescence, early adulthood and late adulthood, violence and trafficking are visible in all stages of life.

While some forms of violence are direct and visible, many others are insidious and more hidden, making both the nature and degree of the violation invisible. For instance, child marriage enjoys cultural and social sanction in most Indian communities. It is important to recognise that crimes against women and girls are a legal category whereas violence against women and girls encompasses social and economic violations not captured by legal enactments.

In India, while strides have been made in advancing women's and girls' rights, the harsh reality remains unchanged for many - millions of women and girls still endure unimaginable challenges and injustices every day.

Given the massive scale and occurrence of domestic violence and sex trafficking in the lives of women and girls, My Choices Foundation works to prevent and respond to all forms of domestic violence and sex trafficking through Operation PeaceMaker and Operation Red Alert.





OPERATION PEACEMAKER



PILLAR 1 PREVENT THROUGH AWARENESS

It is the normalization of gender inequality – the imbalance of power between women and men, and girls and boys – that has led to the deep-seated propensity to accept, tolerate and justify domestic violence. This predisposition needs to be uprooted once and for all.

Domestic violence is inherently preventable and Operation PeaceMaker of My Choices Foundation seizes every opportunity to intervene before it begins or escalates. Our true commitment to prevention is reflected and realised through our prevention-focused awareness programmes.



PEACEMAKERS IN ACTION: COMMUNITY AWARENESS PROGRAMMES

PeaceMakers are courageous women who have stepped forward to support other women and families in their communities. Recognizing the widespread nature of domestic violence, they felt a deep responsibility to encourage women to seek help and break the cycle of abuse.

Many PeaceMakers themselves have overcome significant barriers on this journey, demonstrating resilience through training, mentorship, and hands-on experience. Their courage has inspired others, proving that change is possible and contagious. They have become a driving force for meaningful and lasting transformation in their communities. Today, their efforts are not only valued by women but also respected by men and community leaders, who recognise their unwavering commitment to creating violence-free communities.

Having similar social, environmental, behavioural or occupational experiences, PeaceMakers are deeply trusted in the communities as leaders among the broader community and they foster a supportive

environment for women and children who face domestic violence and child sexual abuse. They work to empower other women and girls in the community to exercise their choice through community awareness programmes, where relationship dynamics, power imbalance, women's rights, conflict management, and societal, cultural and gender norms are discussed.

As witnessed in the field, PeaceMakers are pure inspirational models as they transform themselves into a powerful force for positive change in the fight against domestic violence within their communities.

The outreach work of PeaceMakers involves reaching out to victims and survivors of domestic violence through evidence-informed posters and flyers on how to seek help and gain access to comprehensive services offered by OPM, such as helplines, counselling centres and safe homes.



Since our inception, we have trained over 320 PeaceMakers and currently 61 PeaceMakers (47 female and 14 male) are actively contributing to steadily breaking down structures that keep women silenced, powerless and helpless. Over time, PeaceMakers evolve into visible and inspiring role models, serving as safe havens where other women can confide and seek support and strength.

42%

of our domestic violence cases for counselling were directly referred to Operation PeaceMaker by our dedicated PeaceMakers, highlighting their crucial role in identifying and supporting survivors.

On the strategic front, employing a participatory approach with PeaceMakers ensures that solutions are meaningful, culturally sensitive and locally relevant, and generate a greater sense of ownership which leads to the sustainability of programme outcomes.

It has been observed in our monitoring and evaluation that:

Clients (survivors of domestic violence) supported by PeaceMakers experience a greater involvement from their husbands in household tasks over time.



Clients (survivors of domestic violence) supported by PeaceMakers experience a significant reduction in violence.



SASA! TOGETHER

Operation PeaceMaker adapted and began the implementation of the SASA! Together (Start, Awareness, Support and Action), a multi-intervention gender-based violence prevention project in 2023. Developed by Raising Voices in Uganda, the project aims to prevent and respond to violence against women by supporting communities through a comprehensive process (phased-in approach) of social change focused on interrogating unequal power dynamics between women and men.

Because of our years of work with women and communities in poor neighbourhoods located in urban areas in the state of Telangana, OPM holds deep local knowledge about the people's concepts, beliefs, perceptions, problems and how they arrive at solutions.

We conducted a community profiling exercise and finalised 50 target communities in the state of Telangana. Our baseline assessment with 2,927 individuals revealed that 67% of women were unemployed, 23% of females had never received formal education, and 33% of both men and women had only completed secondary education. Additionally, our findings indicate that domestic violence is widely prevalent within these communities. Alarming, 75% of men agreed that a husband should have control over his wife's movements, and one-third of men believe that a woman should tolerate violence from her husband to keep the family together.

Based on the findings of the baseline assessment, the implementation of the Start phase began in the 50 target communities. The main aim of the Start Phase is to foster personal reflection about power and nurture power within.

We have trained all the PeaceMakers in the SASA! approach, who conduct activities in the streets, homes, market stalls, bus stops and informal gathering places. Their activism and personal transformation inspire others to trust and reach out to them and make similar changes in their own lives.

Memoranda of Understanding have been signed by 50 community leaders (elders, cultural and religious leaders, local

police, healthcare workers, teachers and government officials), who will use their role and influence in the community to prevent violence against women. A series of training sessions have been conducted, and monthly meetings were held to learn about the progress.

At the end of start phase, Community members **'Know'** that both women and men have power and everyone can choose to use power positively or negatively, **'Feel'** that they have power within willing and interested in discussing power and **'Do'** think about how they use power and talk about positive and negative uses of power.



50 target communities



2,927 participated in the baseline assessment

Alarming, 75% of men agreed that a husband should have control over his wife's movements, and one-third of men believe that a woman should tolerate violence from her husband to keep the family together.



To evaluate the community's readiness for the next stage, we conducted Focus Group Discussions (FGDs) with 35 men and 32 women in September 2024. The discussions followed a structured guide with open-ended questions addressing topics like power, gender roles, domestic violence, consent, and household decision-making and fictional narrative prompts.

FGDs revealed key shifts in understanding gender roles, power, and violence. Men showed increasing recognition of the need for gender equality, mutual respect, and non-violent conflict resolution, though patriarchal norms and economic pressures continue to act as barriers to lasting change.

Women, on the other hand, exhibited greater empowerment in asserting their needs, especially around decision-making and financial independence, though they remain constrained by economic dependence and control over their social freedoms. Both groups acknowledged the pervasive impact of gender-based violence and the need for continued education and support to foster healthier relationships.

If there's a fight between a husband and the wife, the neighbours should definitely intervene. They should not be like mere audiences watching.

- FGD participant



It is important to explain (consent) to the men in the right way. Only then, they will be able to understand and realise.

- FGD participant



MY CHOICES FOUNDATION MARKS 16 DAYS OF ACTIVISM AGAINST GENDER-BASED VIOLENCE CAMPAIGN

Our team of PeaceMakers, community members, community activists and counsellors conducted awareness programmes in the target communities, schools and colleges, where they discussed the issues of domestic violence, child sexual abuse, child marriage and legal support available for survivors of domestic violence.

In one of the target communities, the event space was provided by a male community leader who is the owner of a local tent house. There was full commitment when we asked for the space; he handed over the keys to the tent house and appreciated the work of the PeaceMakers in the community.

The strategic location of the tent house helped bring more people into the conversation, and the act of the owner stood as an inspirational example for others to join the fight against gender-based violence. The support of male community members is crucial as they hold a strong influence in the community and can serve as a key to creating lasting change and fostering a safer environment for women.



A photograph of two women standing outdoors. The woman on the left is wearing a white sari with a blue border and has a neutral expression. The woman on the right is also wearing a white sari with a blue border, has a bindi on her forehead, and is smiling broadly. They are standing in front of a light-colored wall with a decorative ledge and some potted plants. At the bottom of the image, there is a white rectangular sign with an orange border that contains the word "Compassion" in a black serif font.

16 DAYS OF ACTIVISM AGAINST
GENDER BASED VIOLENCE
@ WE CARE 9333404141

The poster is a hand-drawn illustration of a tree with a thick black trunk and green branches. The trunk is inscribed with the words "STAND FOR YOUR RIGHTS" in large, white, block letters. The tree is covered with numerous leaves of various colors (yellow, orange, pink, and green), each containing a message in a different language. The messages are as follows:

- Yellow leaf (top left):** Empowering women. Empower the world.
- Orange leaf (top right):** वेदी बचाओ वेदी पढ़ाओ
- Pink leaf (top right):** تسدرتھ کریں!
- Orange leaf (top right):** It takes time to overcome your enemy and violence
- Yellow leaf (middle left):** Strong women. Strong WORLD
- Pink leaf (middle left):** THE WORLD NEED STRONG WOMEN
- Yellow leaf (middle left):** ವೆಂನರನಿ ಬೆವಿಂತ್ ಪವರ್ ವಕ್ತ
- Orange leaf (middle right):** As women achieve power, the barriers will fall.
- Pink leaf (middle left):** A Strong Women Strong and Stands Up for herself
- Orange leaf (middle left):** Your life matters. Choose Safety. Choose you.
- Orange leaf (middle left):** Every Step Forward No matter how small is a victory
- Pink leaf (middle right):** In Unity, there is strength. In Womanhood, there is power.
- Orange leaf (middle right):** गीतिका सतीशचंद्र रे ललित की प्रती होती है
- Orange leaf (bottom right):** Girls are Capable everything....
- Orange leaf (bottom right):** There is no limit to what we as women can accomplish
- Yellow leaf (bottom left):** Fight for her rights, not against her body
- Pink leaf (bottom left):** حق یابی لاش نہ ہرگز!
- Orange leaf (bottom left):** I AM WHITE!

SCHOOL- AND COLLEGE-BASED OUTREACH PREVENTION PROGRAMMES

Schools hold immense potential to transform gender dynamics, shape attitudes and behaviours, and foster a generation of men and women who embrace gender sensitivity and equality.

Every day, countless children either become victims of or witnesses to physical, sexual or psychological violence in their homes. Evidence shows that constant subjection to violence leaves a lasting impact on their lives. These children underperform at school, suffer from depression and/or fall into unsafe habits like alcohol or drug addiction and high-risk sexual behaviour. Growing up, many of them even become perpetrators of violence.

The abhorrent nature of the crime, with society rarely acknowledging its prevalence, leads to a worsening situation. Up to 69% of the children in India have suffered sexual abuse, which is more than 300 million children. Another study revealed that one in every two children is a victim of child sexual abuse before turning 18, predominantly at the hands of family members or individuals known to them. Additionally, the National Crime Records Bureau (NCRB) reports that a child is sexually abused every 15 minutes in India, and 53% of children report abuse by a parent, relative, or school teacher.

Children and adolescents are afraid of being judged rather than listened to if they report violence. The fear of public exposure, harassment and stigmatisation stop them from reporting violence or asking for help. In most cases, they lack information about where to go, whom to call to get advice or seek help.

Our school and college programmes focus on gender and equality, building gender awareness, educating about gender stereotypes, and addressing gender issues in their classrooms and communities. Sensitisation sessions with the students also focus on equipping themselves and others with tools to protect themselves from child sexual abuse, through making responsible decisions and understanding the importance of reporting violence when it occurs. The introduction of MCF's helplines and other available resources provides them with a sense of calm and encourages them to report and/or reach out for help. Young boys are trained to change their perspectives on gender and are given lessons on positive masculinity to bring about generational change.



We at Teach For India, Hyderabad have been collaborating with My Choices Foundation for the last couple of years and the work that they showcase in the communities and also in our schools is unparalleled. In the past year, MCF has partnered with us to train approximately 25 Teach For India fellows to be First Responders in prevention and intervention for child sexual abuse cases and to also become advocates of child safety in their schools. My Choices Foundation has also been instrumental in handling very sensitive cases of domestic violence and child sexual abuse in our schools and we at Teach For India really cherish our partnership with MCF to take steps to ensure that all the children in our schools are safe. We are looking forward to our partnership in the coming year which focuses on the prevention of child abuse, especially in adolescents and preparing more teachers and fellows of TFI to be first responders in prevention and intervention for the children. Looking forward to very impactful years with the partnership of My Choices Foundation."

- Vinathi Sureddy
City Child Protection Officer, Manager, Government Relations,
Teach for India

Through these programmes, we not only empower students, but can also change their perspectives so that they can stop accepting the stereotypical gender norms, understand and defend their self-worth and live healthy and safe lives. Furthermore, we are able to reach out to and help their loved ones who are victims of domestic violence.



With strong support from teachers, school administrators and authorities, we have conducted over 2,705 school and college programmes that have impacted the lives of 132,407 students in India.







SUPERSMART SHAKTI SAFETY NETWORK

The SuperSmart Shakti Safety Network is a 12-month transformative long-term mentorship programme that equips young girls to become powerful agents of change within their communities. The programme reaches out to vulnerable girls who are most at risk of child marriages, domestic violence and sexual abuse. It focuses on building strength among girls individually and collectively, which creates a ripple effect of empowerment, confidence, and resilience that spreads across families, peer groups, and neighbourhoods.

Varied components of the programme include interactive workshops, peer mentorship and storytelling sessions that educate them about personal development, decision-making, rights awareness and career pathways, address gender stereotype attitudes and provide guidance on the available resources to navigate gender-based challenges and pursue their dreams.

Shakti groups are facilitated by OPM Programme leaders and young women or Shakti activators, who are residents of the community where the groups are formed. They are trained to work with young girls, deliver core curriculum, and connect those facing harm with OPM for support.

The degree of impact of the SuperSmart Shakti Safety Network is evident from our evaluations; girls become more confident in their abilities, cultivate inner strength, are more vocal about their dreams, make educated choices about their health, education and career and emerge as leaders who realise their own potential and become advocates for change within their communities.

Earlier, I was zero confident, scared to talk to elders and having stage fright, but Shakti helped me become bold, fearless and confident.

- Sameena



Since I dropped out of school, I thought that I should only do household work. But after attending Shakti, I recognised my ability to become a beautician.

- Asma



The understanding of sexual abuse, sexual harassment, and the impact of toxic masculinity among girls has significantly improved, as observed in the Social Impact study conducted to learn the short-term and long-term outcomes of the Supersmart Shakti Safety Network. Focus group discussions were conducted with a set of girls who completed the Shakti mentorship programme between 2018 and 2021.

The following findings reflect how well-informed and empowered the girls have become after completing the Shakti mentorship programme, demonstrating a significant shift in their awareness, attitudes, and confidence in addressing abuse and violence.

100% of Shakti girls

said that keeping quiet against
abuse is wrong.

viewed taking action against verbal
abuse such as informing elders or
authorities is important.

viewed complaining to the police as
a right course of action is necessary
during violent/abusive situations.



Earlier, I did not allow my daughters to go outside alone. My husband was picking them up and dropping them off. After Shakti, I gave them full freedom to go and meet her friends. Because now I know that they have learnt their safety steps and they are capable of handling the situation.

- Sameena's mother



Also, the Shakti girls take up community-based projects which have profoundly impacted the quality of life in their community. In one of the Shakti circles, the girls have vowed to close the alcohol shop which was the root cause of financial instability, violence and domestic abuse in their homes, while in another circle, the girls obtained subsidised "bus passes" for all the schoolgirls in their community to enable them to travel to schools and continue their education.

It is truly inspiring to see how young girls become an incredible force for good, dismantling societal barriers and preparing to lead with purpose.



2,094 girls have graduated from the Shakti programme and 104 community projects have been completed successfully.

GENDER SENSITISATION AND INTEGRATION OF DOMESTIC VIOLENCE TRAINING FOR HEALTH WORKERS IN CHHATTISGARH

In 2024, Operation PeaceMaker was chosen by the ESAF Foundation to conduct sensitisation sessions for Arogyasakhis (friends of health) on the correlation between violence and women's health issues. This partnership is a testament to our strong technical expertise, in-depth knowledge and extensive experience in the fight against domestic violence among rural as well as urban communities across India.

Over the last 12 years, we have trained various key stakeholders including police officials, healthcare workers, community-based organisations, corporate leadership, and local, regional and international NGO representatives on gender sensitisation, victim-/survivor-centric counselling, human rights, stereotypes surrounding men and women, identifying and responding to domestic violence, and integrating the survivors of domestic violence in the society.

ESAF Foundation, a large microfinance organisation guided by Opportunity International Australia found that My Choices Foundation (OPM) was the right partner when they planned to incorporate gender sensitisation sessions, as part of a broader initiative to improve the health of women and their families and enable them to lead productive lives and achieve sustainable livelihoods.

The role of MCF involved conceptualizing themes, developing modules, and

conducting training sessions aimed at empowering Arogyasakhis. These sessions equipped them with tools to engage effectively with women in the community, explain the health impacts of domestic violence, and guide them in seeking support in a supportive and culturally sensitive manner.

- Three modules were developed:
- Types of domestic violence and their link to physical and mental health.
 - Impact of domestic violence on children and family, and
 - Conflict management and emotional well-being.

The training also covered the W.H.O's LIVES framework: Listen (Listen to the woman closely, with empathy and without judging), Inquire about needs and concerns (Assess and respond to her various needs and concerns - emotional, physical, social and practical (e.g. children in her care), Validate (Show her that you understand and believe her. Assure her that she is not to blame), Enhance safety (Discuss a plan to protect herself from further harm if violence occurs again) and Support (Support her by helping her connect to information, services and social support).





PILLAR 2 PROVIDE SUPPORT THROUGH INTERVENTIONS

2024 was another year of headlines filled with grim statistics and harrowing tales of women and girls whose lives were filled with fear and pain at their homes, a place that should ideally bring joy and peace.

For children growing up in violent homes, their earliest memories are likely to be being woken by raised voices, thrown utensils, and slaps or beatings in the middle of the night. Stories of these women and children are rarely told because of shame, guilt and social stigma.

Attuned to the local context and addressing the multiple factors associated with domestic violence, Operation PeaceMaker's 'Provide Support through Interventions' pillar is grounded in the principles of a rights-based approach. It advances gender equality and women's empowerment while being culturally and age-appropriate, survivor-centered, and focused on ensuring safety and perpetrator accountability.



Empowering survivors is the cornerstone of our mission. Envisioning a world where freedom rings true for every woman and child. Let us embrace the responsibility to be the voice for the voiceless and disrupt the cycle of abuse. It is not just their fight, it is our shared journey towards a future where every choice is one of empowerment and not fear. Together, we are a force for good.

- Elca Grobler
Founder and Director
My Choices Foundation



COUNSELLING AND SUPPORT CENTRES

Central to meaningful and effective counselling is the concept of trust, belief and respect between the counsellor and the client. However, the task is quite demanding because, for many of these victims, all these feelings have been shattered.

Our professionally-trained counsellors understand the dynamics of abusive relationships and have the essential skills to address the complex needs of the victims and survivors, and their children. They create a safe, non-judgmental and confidential space, enable the clients to explore the different aspects of their lives and encourage them to express their feelings freely and truly.

We run five counselling and support centres – Shah Ali Banda, Golconda, Lakdikapul, Warangal and Secunderabad – where clients can visit us in person, call us on our toll-free helpline 1800 212 9131 or Whatsapp 9333 40 4141.

Our sex trafficking helpline, operated by the anti-trafficking wing of My Choices Foundation has handled over 88,000 calls to date. Unexpectedly, but 25% of callers were

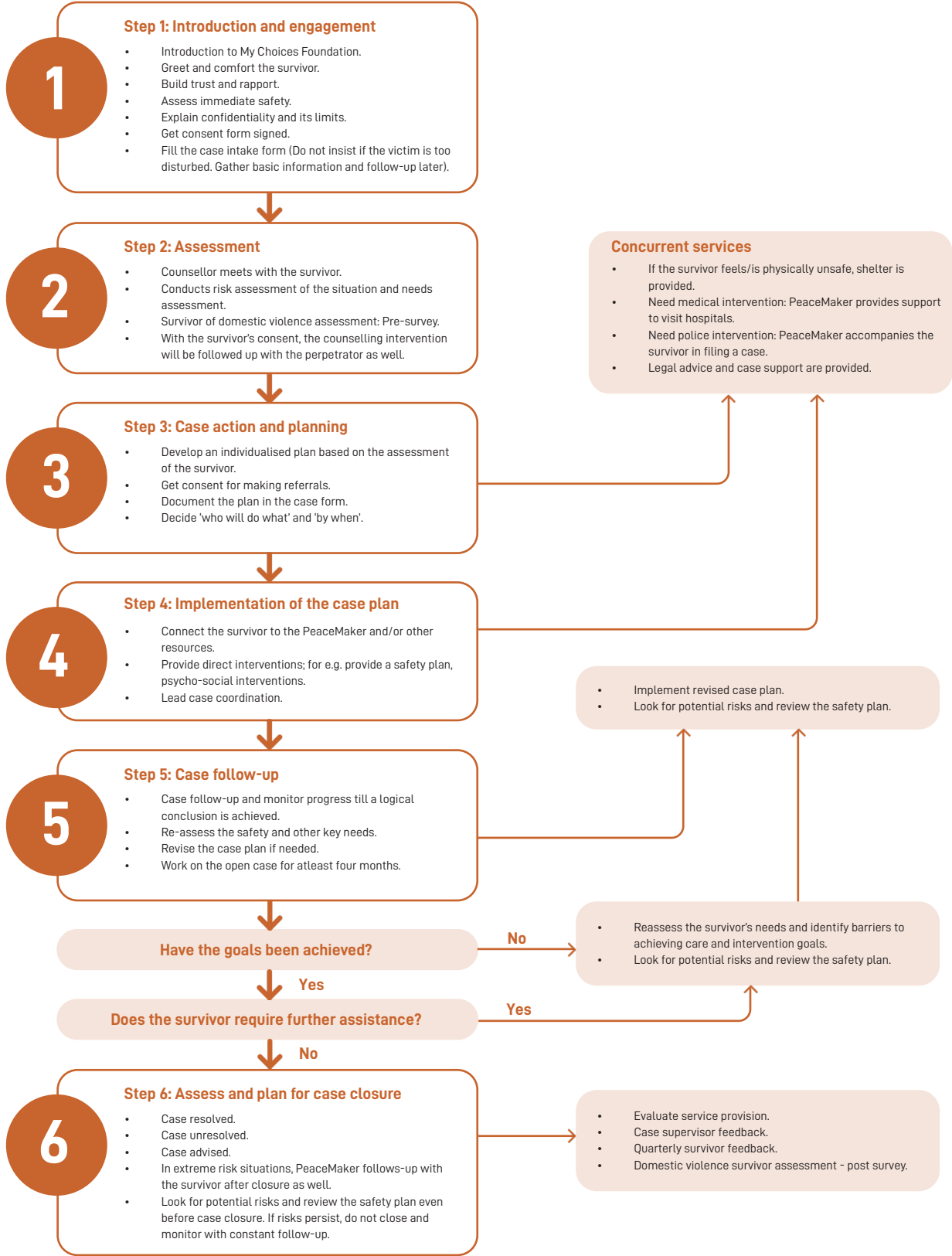
seeking help for domestic violence either for themselves, their friends or people in their communities. This staggering volume of calls indicated a critical need for safe and accessible support for women facing violence and abuse in their homes.

We acted fast and built an Implementing Partner – Counsellor model in 2021, strengthening and leveraging the partnerships of 85 community-based organisations (ORA's Implementing Partners) in remote communities. Now, we have 11 Counsellors located in - Bihar, Jharkhand, Maharashtra, Rajasthan, Uttarakhand and West Bengal to provide counselling and offer critical assistance to the survivors of domestic violence and child sexual abuse. By placing our counsellors within our partner organisations across states, we ensure survivors can access the support they need within their own communities. This model not only offers a lifeline to those in distress but also strengthens pathways to long-term safety and healing.

Our evaluations, driven by in-depth Monitoring and Evaluation (M&E) reports, have revealed numerous progressive and constructive changes in the lives of domestic violence victims and survivors. These include increased self-esteem and self-worth, greater confidence and empowerment, reduced stress and feelings of shame, an improved ability to detach from violent relationships, a more positive outlook, increased optimism, reduced hopelessness, and a deeper understanding of the dynamics of domestic violence and abuse.



Counsellors follow a structured method to ensure that survivors are informed of all the available options and enable and empower the clients to make their own choices, reach their own decisions and act upon them.



Adapted from the Interagency gender-based violence case management guidelines, 2017.

Educating men to recognise their violent behaviours and equipping them with strategies to change is crucial for reformation, breaking the cycle of violence, and fostering lasting prevention.



My Choices Foundation is a dedicated NGO focused on supporting women and children affected by domestic violence. The foundation provides comprehensive services, ranging from emergency rescue operations to long-term rehabilitation and empowerment programs. It offers a safe space for survivors, helping them rebuild their lives through counselling and legal assistance. The team takes a proactive approach to urgent cases, ensuring the safety of individuals in distress. Through their relentless efforts, My Choices Foundation strives to create a society where women can live free from violence, thrive with dignity, and reach their fullest potential. Their work not only brings immediate relief to distressed women and children but also empowers survivors to lead independent, fulfilling lives.

- Te Aka Aorere
New Zealand High Commission, New Delhi



A JOURNEY OF HEALED HEARTS BONDED THROUGH PEACE AND JOY

The face of Meera* showed clear signs of exhaustion, but deep down there were seven years of bruises, blood spots and a black eye – she was a victim of domestic violence and found no way to escape her husband for seven years.

Within a few months into the marriage when her husband first hit her, she did not know what to think. Her thoughts were: Was this real? Did he hit me? She was in great shock.

Coming from a middle-class background combined with the normalisation of domestic violence in her community, Meera kept quiet and endured physical, emotional and verbal abuse at the hands of her husband and in-laws for seven long years every single day. The abuse continued even when she was pregnant.

She felt broken. She was scared. She was ashamed. She suffered immeasurably.

One day in 2019, something terrible happened to Meera. She did not want to disclose the details, but it was beyond her imagination. She fled for safety, reached her natal family, and sought shelter at our Lotus Safe Home.

At our Lotus Safe Home, Meera received emotional support, guidance, and tools to rebuild her confidence. Counsellors taught her techniques to manage her anxiety, such as deep breathing exercises, mindfulness practices, and structured routines. She also began tutoring students in Maths, which helped her regain financial independence and a sense of purpose.

With support from the Safe Home team, Meera filed an F.I.R against her husband. However, her husband turned the tables against her and made false allegations against her during police counselling.

In addition to the legal action, Meera also underwent continuous psychiatric treatment to manage her mental health. Her treatment focused on stabilising her emotions, building resilience, overcoming her obsessive compulsiveness and improving her ability to cope with challenging situations.

As Meera was gaining strength, we invited her husband to join the counselling session. Our counselling sessions aim to address family conflicts, offering emotional support, empowering women to take control of their lives – and work with men who perpetrate domestic violence. We take a closer look at the behavioural patterns of the perpetrators and tailor counselling approaches to the specific needs of the individuals. At My Choices Foundation, we believe that counselling perpetrators of domestic violence is an essential task and over the years, it has demonstrated effectiveness in promoting accountability and facilitating positive transformation in individuals, families and communities.

That was what happened in Meera's life. Through multiple counselling sessions, we guided Meera and her husband, Ravi* to look at their lives from a fresh perspective, and helped them to address their issues, focusing on building mutual understanding and prioritising their child's well-being. They began to communicate clearly and allowed each other the opportunity to speak, without harsh words and any conflict. Respect and equality became their cornerstone.

Meera's husband understood his wife and children had endured a great deal because of his behaviour. As her husband showed a willingness to change and work on their relationship, Meera, supported by her family, our counsellors, and legal advisors, agreed to give their marriage another chance.

After resolving key issues, Meera returned to her in-laws' home to begin a new chapter of peace and joy. The couple continued their counselling sessions still and adhered to the session discussions.

Today, Meera and her husband are living together with their child, working toward a healthier and more stable family life. Despite the challenges, Meera's determination, combined with the support of various interventions, has enabled her to rebuild her life and create a safe and happy environment for herself and her child.

LEGAL AID FOR SURVIVORS

Women, particularly those from lower socio-economic backgrounds face numerous barriers leaving abusive relationships, let alone having the strength, knowledge and resources to seek justice. They are often silenced by the long-standing toxic gender norms and continue to endure the violence.

After the counselling process, our advocates meet with the victims to talk about the options available on the legal front. Our legal team comprises three advocates serving three districts - Hyderabad, Ranga Reddy and Warangal – Andhra Pradesh and Telangana, with a total of seven courts - Warangal, Nampally, Kukatpally, Rajendra Nagar, Medchal, L.B.Nagar and Malkajgiri.

LOTUS FUND

Leaving an abusive relationship is a courageous step toward a brighter future. However, financial limitations can often make this journey challenging. Every survivor deserves the opportunity to reclaim their independence and build a life free from fear.

My Choices Foundation's Lotus Fund empowers thousands of survivors by providing the essential support they need to start anew. Through safe housing, healthcare, education, job training and small business initiatives, we help survivors and their children step confidently toward a future filled with security, opportunity, and hope.

One of our survivors was on the verge of a breakdown because of the abuse, the Fund enabled her to continue her medication without a break, enabled her to keep her work and go back to her marital home. Another survivor survived the toughest of her days with the groceries provided by My Choices Foundation while another survivor not only survived her disability but also her pregnancy with the support of the Lotus Fund.

How does OPM help the victims of domestic violence?

We address different legal issues faced by a victim of domestic violence, including direct legal representation of cases. The overall goal is to promote longer-term safety and economic stability for victims of domestic violence and their children through emotional support, medical assistance, skill training and job opportunities.

What types of legal services are provided by OPM?

We provide a comprehensive range of legal services such as filing a petition, obtaining a court order, reaching out to the police, filing an FIR (First Information Report), providing assistance in filling out forms to initiate a divorce or seek a custody of their children, understanding the court processes, accompanying survivors to the court and providing general information about the legal process.

Which courts does OPM primarily represent?

We represent clients at the multiple Judicial Magistrate of First Class in the Hyderabad district of Telangana.

How does OPM ensure the effective implementation of the domestic violence laws in the country?

The Protection of Women from Domestic Violence Act (PWDVA), 2005, was enacted not to end relationships but to end abuse and provide survivors with legal protection and relief. Keeping the spirit of this law at the core of our work OPM's advocates play a crucial role in guiding and supporting survivors to access their legal rights effectively.

Our advocates ensure that survivors are fully informed about the comprehensive protection available under the act and assist them in securing protection orders, temporary custody orders, maintenance orders, compensation orders, and residence orders. By facilitating access to these legal remedies, OPM helps survivors regain safety, stability, and autonomy, ensuring that the PWDVA is not just a law on paper but a lifeline for women seeking justice and security.



PARTNERSHIP WITH THE TELANGANA STATE POLICE

Our long-standing working relationship with the Telangana State Police combined with strong technical expertise in the recruitment and training of counsellors to cater to the critical needs of the victims and survivors of domestic violence resulted in another great collaboration. We joined forces with the Women's Safety Wing of Telangana Police to hire and train counsellors at the Centre for Development and Empowerment of Women (CDEW) family counselling centres.

The CDEW family counselling centres assist couples who are experiencing strained relationships due to marital discord, offering them a platform to openly discuss their problems and seek effective solutions. The initiative falls under the wing of the Safe City project, launched by the Government of India with the aim to create a safe, secure and empowering environment for women in public places and enable them to pursue all opportunities without the threat of gender-based violence and/or harassment.



We have trained 27 psycho-social counsellors in understanding the issue of domestic violence, its root causes, and how to help address the violence in the lives of the survivors across 27 centres in Hyderabad, Rachakonda and Cyberabad commissionerates.





PILLAR 3 PROTECT SURVIVOR'S SAFETY

Imagine a world where every woman feels safe, valued, and protected - where no one has to face the fear of being left alone in the dark or endure harm in their own home. Unfortunately, for many women in India, the harsh reality of abuse and homelessness remains a challenge. The strength and resilience they show in such situations highlight the urgent need for support, safe spaces and solutions that empower them to break free and build a future filled with dignity and hope.

Though the circumstances around victims seeking shelter are complex and varied, oppressive structures, such as harmful gender norms, economic injustices and sexism, play a key role. These systemic forces interact to shape the experiences of women living with their abusive partners.

Protecting survivors' safety remains one of the top priorities for My Choices Foundation by providing the most immediate needs to those who are fleeing violent homes – a safe place to stay.



THE LOTUS SAFE HOME

A safe space for reflection can be a lifeline for a survivor of domestic abuse, offering hope where there was once despair. That is precisely what our Lotus Safe Home provides - a sanctuary of immediate safety for women and children escaping abuse with nowhere else to turn. Here, they find not just shelter but the first step toward healing and rebuilding their lives.

While residing in the Safe Home, the survivors have regular appointments with our counsellors who help them to specify their needs and explore possible solutions by building emotional strength and a concrete plan of action. Clients take part

in art therapy, as well as vocational training that allows them to develop a skill to achieve economic independence.

The Lotus Safe Home encourages victims of abuse to contemplate their road ahead with courage and strength. It is their decision and there are no other voices that determine their decisions. The reassurance that the victims of abuse gather from the other clients (residents at the Safe Home) doubles up their courage and hope. We constantly remind our caretakers of the importance of deep empathy while working with domestic violence survivors.

I am a survivor of abuse and neglect. With no support from my husband or his family, I sought help from the women's police station and was guided to My Choices Foundation. In their safe home, I rebuilt my life, learnt tailoring and regained my confidence. Today, I stand as a caregiver, teaching tailoring to other survivors and empowering them to rise above their struggles, just as I did. My Choices Foundation has given me hope to transform my life and I help others do the same.

- Parveen*



Because of the constant physical abuse, I experienced severe debilitating headaches and depression was the outcome. Along with working on my domestic violence case and providing shelter, the medical treatment supported by the Lotus home was something that brought me out of hell.

- Anjali*





PILLAR 4 ENGAGE BOYS AND MEN TO BE ALLIES

Domestic violence, or any form of violence against women and girls, is not merely a 'female issue' - it is a grave human rights violation. While men and boys are predominantly the perpetrators, this violence is rooted in toxic masculinity traits ingrained from childhood, fostering a sense of power over women and girls. Though not all men and boys are violent, many are raised in societies that normalise violence as a legitimate means of exerting control over those with less power.

Our well-designed and holistic interventions involve men and boys to be allies in the fight against violence against women and girls. Over the period of time, our interventions with boys and men prepare them to be allies in the fight against gender-based violence - they become the game changers in shifting the power relations, opposed the strongly entrenched social norms and led to changes at individual-, family-, community- and societal-levels.



ASLI CHAMPIONS BOYS' SAFETY NETWORK

Like the SuperSmart Shakti Safety Network, the Asli Champions Boys Safety Network is a multi-layered approach to making notable shifts in boys' knowledge, attitudes and behaviours in at-risk neighbourhoods or communities. Mentors work with them for 12 months and help them to build their own idea of masculinity, manliness or masculine identity - away from the sexist contexts where they have internalised the notion of masculine power associated with the submission of power.

Working with boys and men led to addressing the root cause of gender inequality in the communities; it has become a safe space to confront patriarchal and toxic notions of masculinity by exploring negative gender norms, deconstructing patriarchal ideologies and promoting positive ideas about masculinity through modelling alternative attitudes and better relationships.

Adopting inclusive and intersectional components, the Asli Champions Boys Safety Network is tailored to meet the unique experiences and needs of each and every participant in the Network. They are supported by peer networks and connected to safe people in the community who they can rely on.

After participating in the Network, all the boys reported a significant shift in their understanding of abuse and their role in addressing it. Every boy agreed that staying silent in the face of abuse is wrong and emphasised the importance of informing the police in situations involving explicit photos or violence. Furthermore, 82% of the boys acknowledged that responsibility for violence lies solely with the perpetrator, not the victim - a crucial step toward challenging harmful societal attitudes.



I joined My Choices Foundation to make my community free from violence and abuse, and to ensure that the community is safe and happy. We must make this world a better place for women and children. Men and boys should know that violence is not acceptable. Men like me must come forward, as we can convince other men and boys more effectively. If a woman speaks out about stopping violence against women, they often see it as her problem and don't pay much attention.

- Siddharth
PeaceMaker



29 Asli circles were conducted across all centers in Telangana and 539 boys graduated from the Asli Champions Boys Safety Network.

THE BOYTALK PROJECT

The BoyTalk project is an initiative to support young boys to self-reflect, stay safe and make informed decisions by engaging in a dialogue on what it really means to be a 'real man'. Conversations are centred on evidence-based topics to reject traditional definitions and embrace new, safe and healthier choices where boys can be catalysts in bringing a broader change in communities where there is no violence, abuse or neglect.

Topics of the conversations include 'a young man's body and mind', 'a young man's pride', 'violence against women and girls', 'boundaries, safety and friendship', 'boys do care' and 'real men hear no'.



18 Circles of the BoyTalk were conducted in Telangana and 336 boys graduated from the programme.

After attending the first three sessions of BoyTalk, I understood the importance of equality. My parents had stopped my sister's education. I spoke to them about how boys and girls have an equal right to education. I also assured them that I would drop and pick her up from school. This made my parents understand, and now my sister is continuing her education.

- Rahul



SAFA has been working on marginalized women and intersectionality for 16 years and as we work on socio-economic challenges their enabling ecosystem takes on a major role. Domestic violence is a huge deterrent that creates a painful hindrance for the woman. In this scenario, we prefer to partner/collaborate with organisations that work in that domain and have vision alignment with SAFA. This is where My Choices has stepped in at the inception level. The robust programme of PeaceMakers supports the challenges of women and the mechanism leverages the existing resources of both organisations. The partnership has been impactful and also creates a model of collaborative work. Since then we have also initiated 'Boy Talk' with them and plan to grow the same series in 2025 to our young men's training centres. Collaborations in the development space create pathways of mutual growth."

- Rubina Nafees Fatima
CEO and Founder , SAFA



OPERATION RED ALERT

একটি উজ্জ্বল
সুরক্ষিত গ্রাম



PILLAR 1 ERADICATE AT GRASSROOTS LEVEL

The nation's sex trafficking problem is huge – India is a source, destination and transit country for trafficking. While vulnerable women and children set to escape poverty, abuse at home or secure better futures face staggering risks of sexual exploitation, parents in the villages or from lower socio-economic backgrounds are lured by agents who promise employment or marriage for their children.

Women and girls are primarily forced into prostitution and domestic servitude, where they are physically and sexually assaulted every day, and men and boys end up being manual labourers and suffer

cruel treatment from their employers. A variety of structural, social and personal factors contribute to the vulnerabilities of the communities to sex trafficking.

The anti-sex trafficking wing, Operation Red Alert of My Choices Foundation adopted the evidence-informed grassroots thinking approach to design effective interventions to prevent sex trafficking at the grassroots level. The primary objectives were to reduce the vulnerability to sex trafficking and build well-coordinated systems and structures to prevent crime in a sustainable way.

THE SAFE VILLAGE PROGRAM

Standing out as a pioneering initiative in the prevention of sex trafficking, the Safe Village Program was designed based on 18-month behavioural research which revealed the complexities of men's psychological, sociological and environmental drivers and barriers when it comes to the demand and supply side of trafficking.

The objectives of the Safe Village Program are to sensitise at-risk community members about sex trafficking, generate awareness about ways to prevent trafficking, sustain awareness and create ownership within the communities to keep their villages free of trafficking.

Our Implementing Partners use the Vulnerability Mapping Tool to identify vulnerable villages – hotspots of trafficking – where girls and women are most at risk. The tool provides precise and accurate data and is triangulated with the National Crime Records Bureau reports and anecdotal evidence.

The Safe Village Program has four phases:

Phase 1: Pre-visit

Before any SVP, our local Implementing Partner (IP) will verify that the identified village is trafficking-prone with their local knowledge and expertise. During the pre-visit, the Implementing Partner collects data on incidents (reported and unreported) of and/or related to trafficking. They establish

connections with villagers, community leadership, teachers, police and women's groups who will support the SVP when it comes to their village.

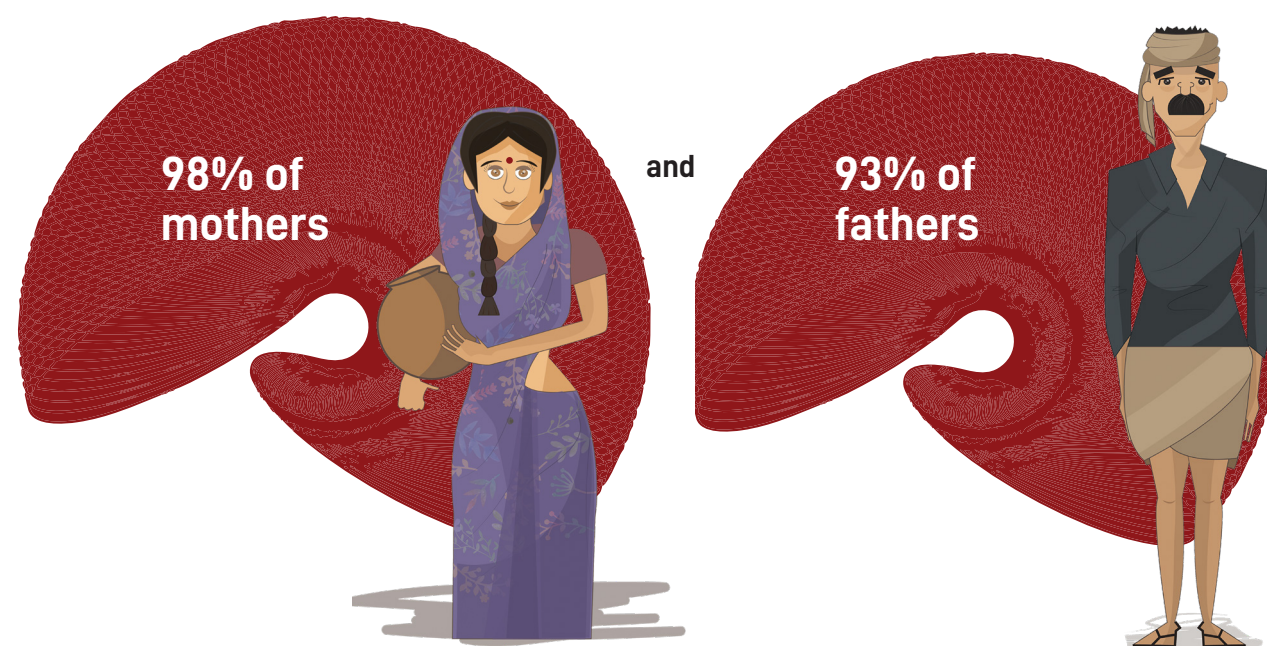
Phase 2: The Safe Village Program

The Safe Village Program – sensitisation workshops and awareness sessions – is conducted over two days for every key stakeholder group – fathers, mothers, children (schools-based) and communities. The programme is delivered using a Behavioural Change Toolkit, which includes a comic book, flip chart, audio-visual clips, flyers and other public information materials.

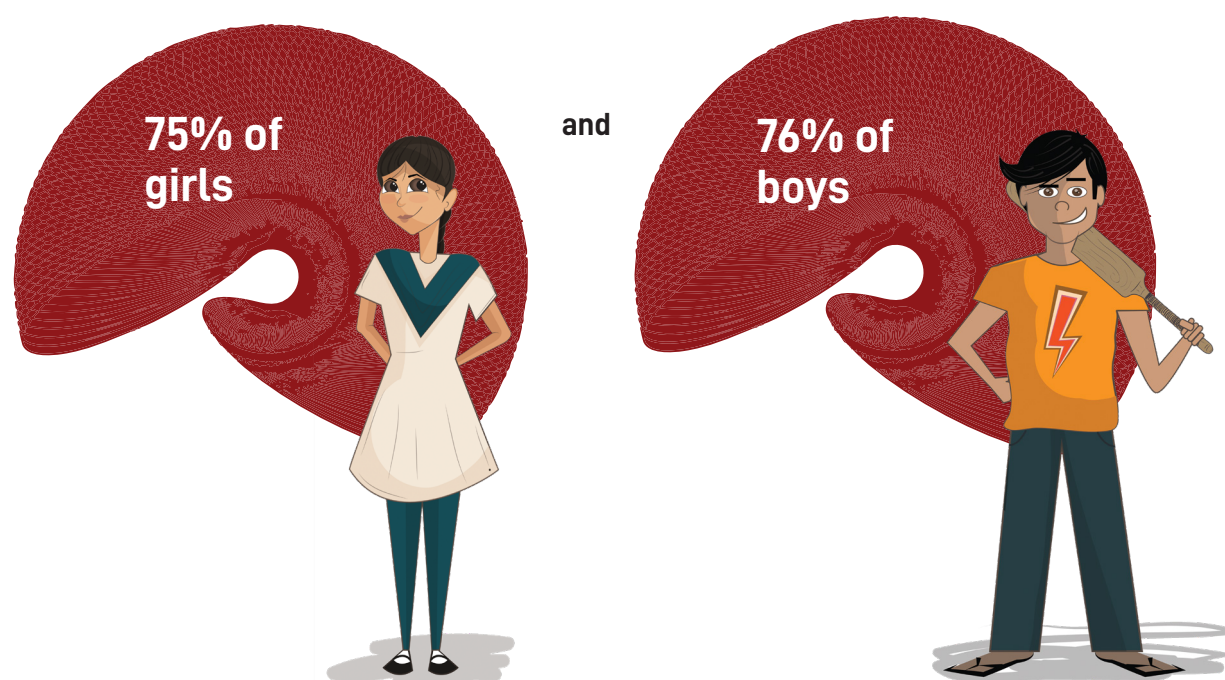
The comic book with relatable and aspirational characters – Good Father, Informed Mother, Guardian Girl and Smart Boy – has been designed to prepare common men, women and children into heroes to fight trafficking. These characters are designed to educate key stakeholders on trafficking while inspiring them to believe in the innate potential of each individual to make a difference and stand up against this exploitative form of slavery.



Evident from a large-scale evaluation study in 2024, the Safe Village Program has proven to be an effective initiative in changing the knowledge, attitudes and practices of fathers, mothers, girls, boys and Grassroots Stakeholders regarding sex trafficking and its pathways such as child marriage, child labour, child sexual abuse, unsafe migration and online grooming.



felt that the Safe Village Program is essential to keep their villages safe.



learnt to keep themselves from being trafficked and/or traffickers.

After the Safe Village Program,

91% of fathers
99% of mothers

gained a clear understanding
of the risks of sex trafficking.

Additionally,
91% of fathers and 97% of mothers
reported feeling confident in their
ability to protect their children from
being trafficked.

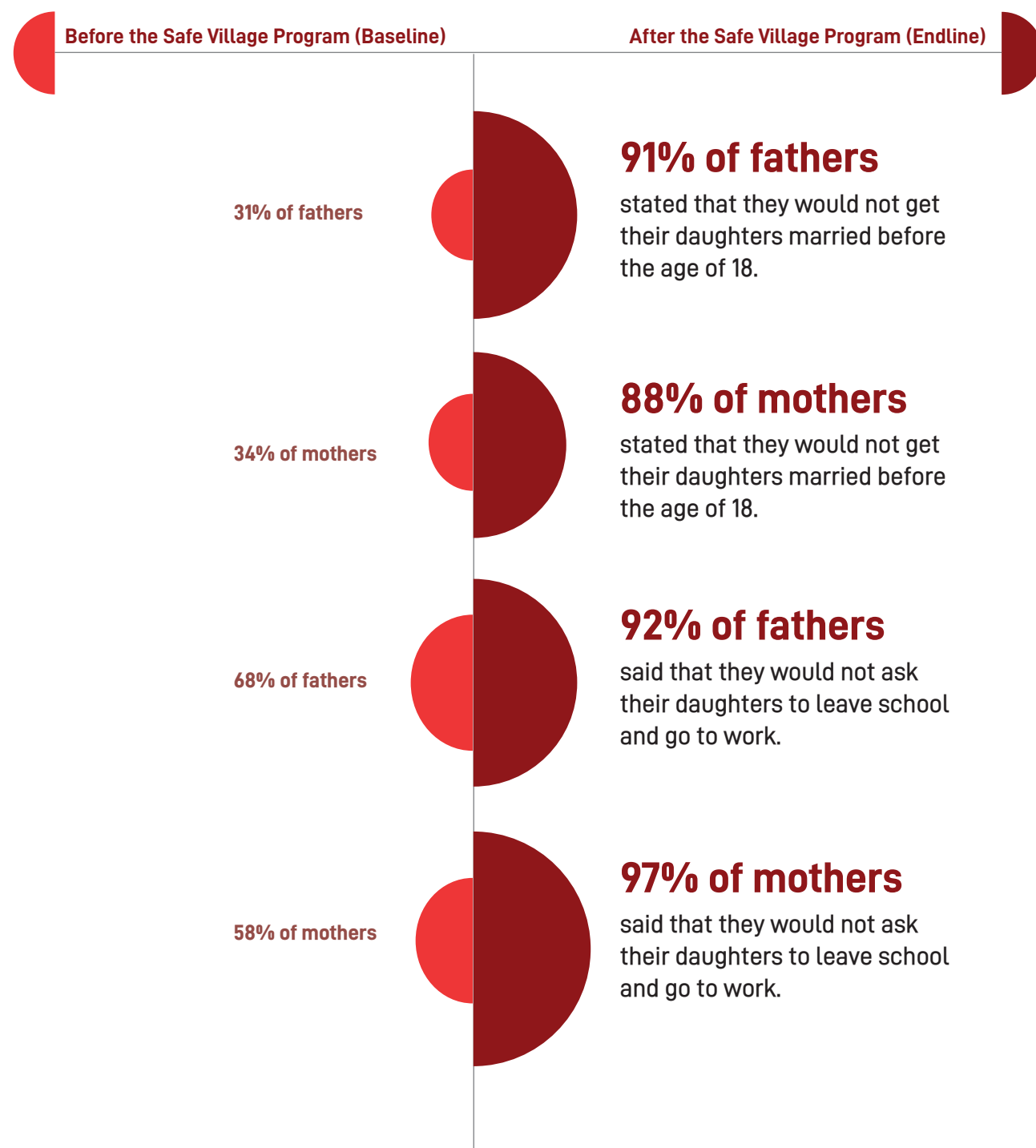


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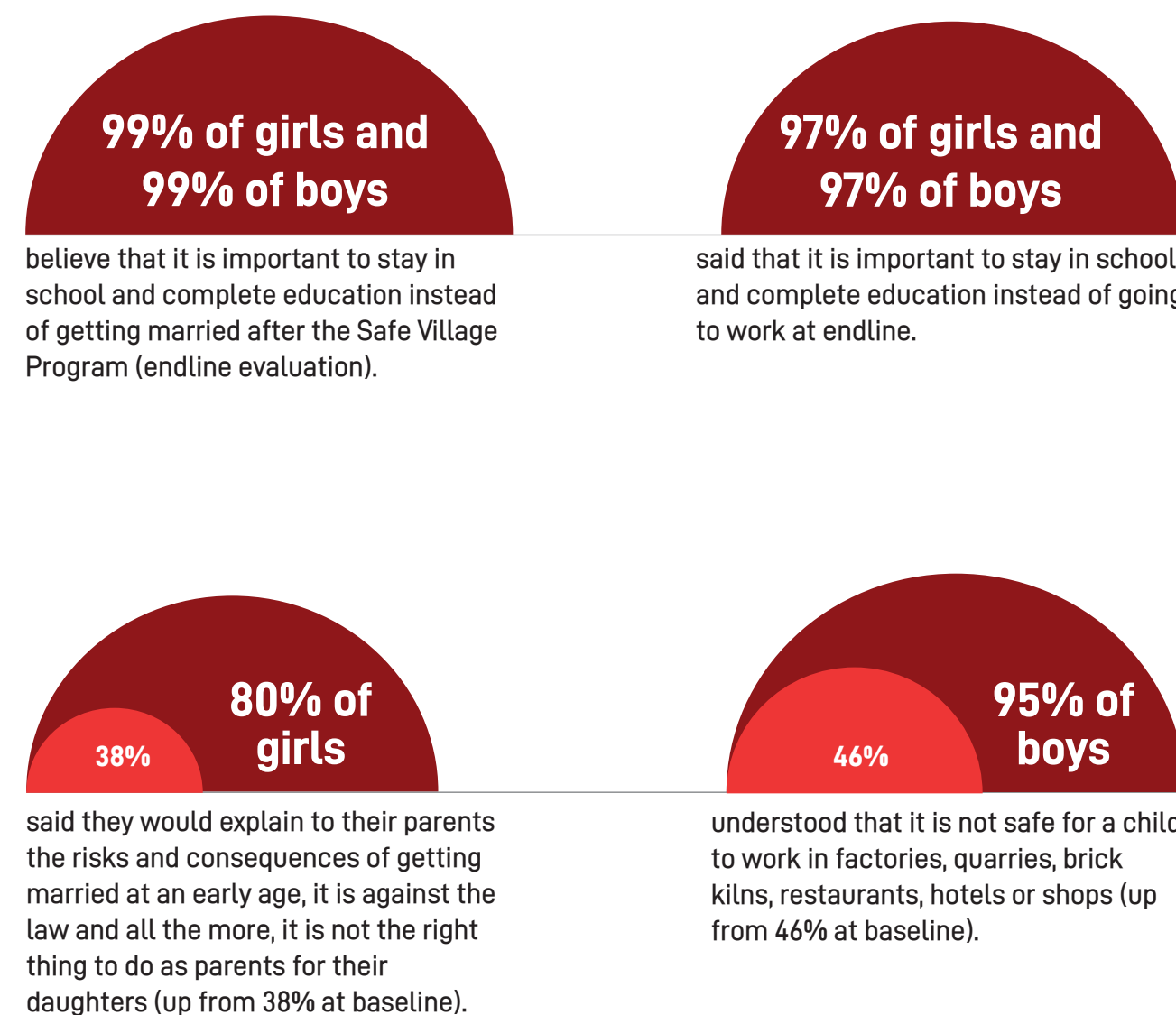
SAFE VILLAGE PROGRAM



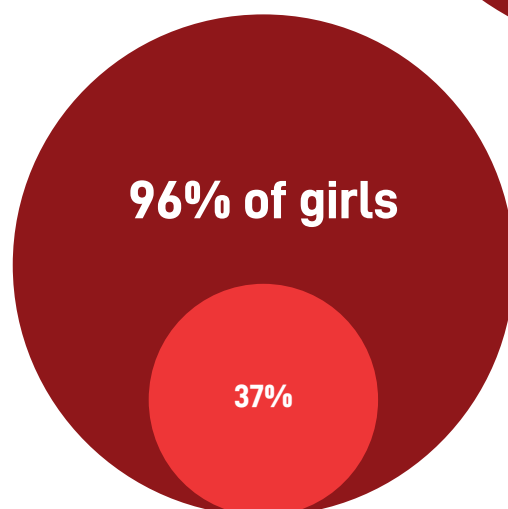


After attending the Safe Village Program, Fathers and mothers unanimously said that education is more important than marriage or work as a child.

Similarly, girls and boys believed education is extremely important compared to marriage or work at endline.

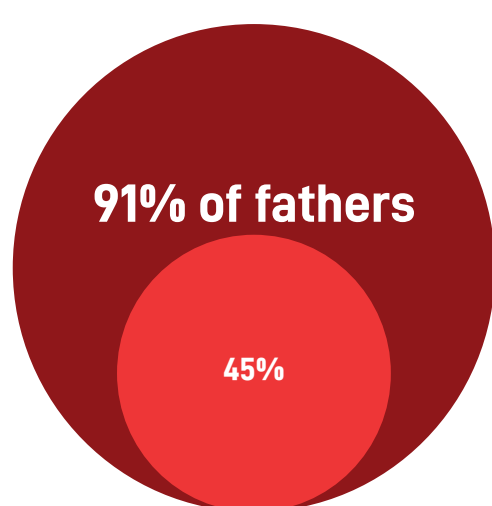


Improved knowledge and adoption of positive practices in terms of good (safe) vs. bad (unsafe touch).



reported learning the difference between safe (good) touch and unsafe (bad) touch (up from 37% of girls and 41% of boys at baseline) and

95% of girls and 91% of boys said that they will ask the person to stop if they feel uncomfortable with their touch at endline.



Following their participation in the Safe Village Program, awareness of child sexual abuse and its associated dangers significantly increased. The percentage of fathers who fully understood the issue rose from 45% to 91%, while mothers' understanding grew from 12% to 99%.

Living the creed of Good Fathers and Informed Mothers



87% of fathers and 89% of mothers said:

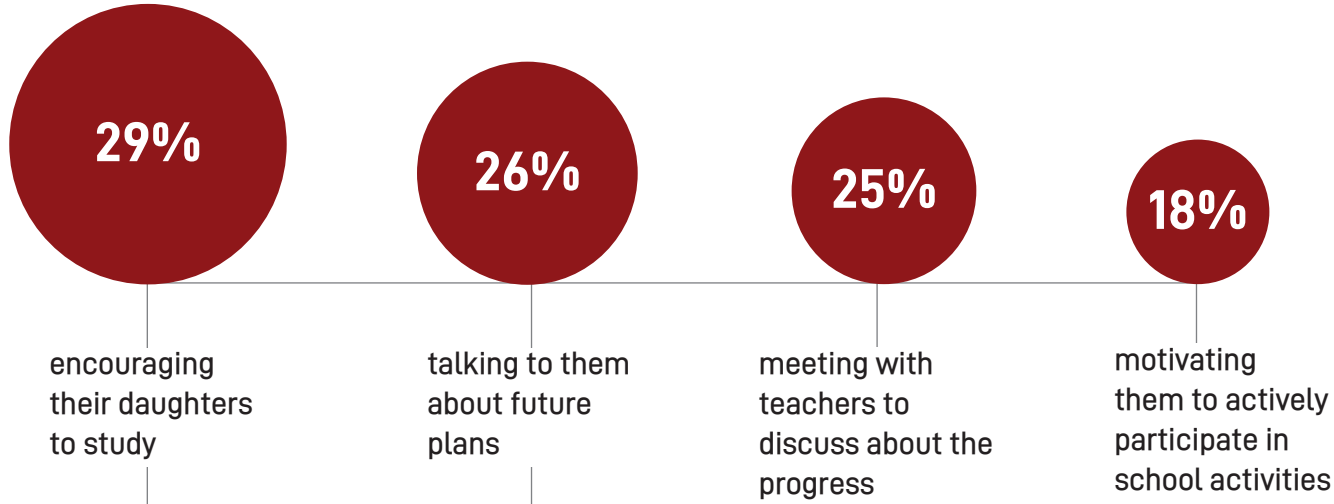
Yes, I commit to the safety and well-being of my children.



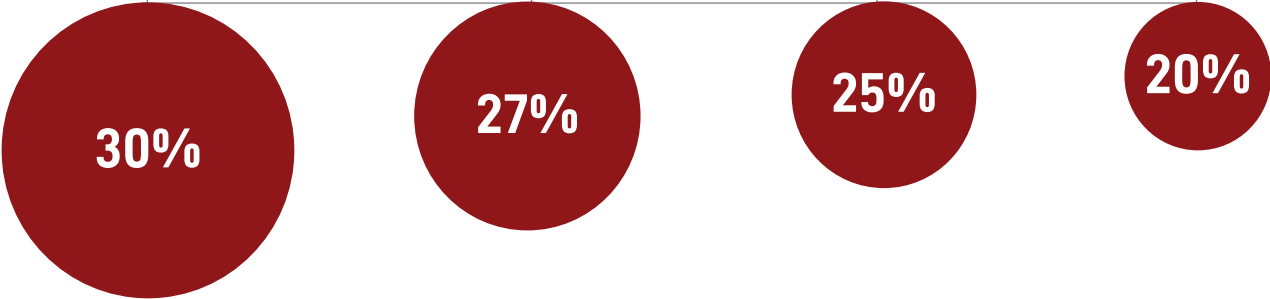
Also, 87% of fathers and 89% of mothers made a commitment that they would not get their daughters married early or send them to work.

After attending the Safe Village Program, fathers and mothers said that they would take four different but equally important approaches to support their daughters' education and future:

Fathers



Mothers





91%

of girls and boys said that they will help the children who are at risk of pathways to sex trafficking by calling the helpline, talking to their parents or informing their teachers.

SUSHILA BECOMES A GUARDIAN GIRL TO MAKE HER VILLAGE SAFE

16-year-old Sushila* lives in a remote village, Kuldiha in the district of Bardhaman, West Bengal. Given the poor economic conditions and limited access to education, Kuldiha is an opportune ground for child trafficking agents. Traffickers prey on parents' poor economic situation, giving false promises of a brighter future for their children – the misguided hope that their children will escape poverty and have a better life. Little did they know, they were pushing their children into a world that broke people.

It was late in the afternoon when the My Choices Foundation team met Sushila in a place of worship in her village. The innocent teenager was seated at the staircase, deep in her thoughts. Her face was laden with sadness. She got to know that another child had gone missing from her village and wondered where the missing children would end up. She wanted to help, but she had no idea how to go about it.

That was when the My Choices Foundation team visited Sushila's village to conduct the Safe Village Program.

As Sushila narrates:

When the Safe Village Program was held in our village and the way the team explained it, I understood the seriousness of child trafficking issues. During the programme, I was also given a comic book that helped me to grasp the concepts of child trafficking and child marriage easily.

The comic book had the characters – the Good Father, the Informed Mother, the Guardian Girl and the Smart Boy.

My friends and I learnt about the good and bad effects of social media and the ill effects of the excessive usage of online platforms. It was an eye-opening conversation with My Choices Didi (she fondly refers to the team member as a big sister). She mentioned an anonymous call or a message on our mobile. The caller usually compliments us and within a few days, we would be offered a good job or even receive a marriage proposal. She also mentioned that similar things can happen on Facebook and we should believe none of it. It is all false promises.

The sex trafficking helpline 1800 419 8588 is a godsend to our village. I memorised the helpline number because it is the number that I would call to prevent child trafficking and child marriage in my village and I encouraged my friends to do so as well.

I am truly happy that you have come all the way to help us. I loved the program and continue to tell my friends that no one should get married or go to work before 18 years of age. I don't want a single child to go missing from my village. As I read in the Comic book, I will be the voice of the Safe Village Program and be a 'Guardian' for this village.



After attending the Safe Village Program, my mind and thoughts have completely changed. Every topic covered by the team has its importance. The helpline numbers are very important to us. We must use this number to report any activities around trafficking. I will go back and share the learnings with my friends and relatives.

- Sujit Guria,
Good Father



The Safe Village Program was an eye-opening one. This is the first I have participated in this type of programme. We never had any trafficking awareness programmes at schools before and I haven't heard anyone discussing this topic. Today, I have learnt so much about sex trafficking and now, I will share this information with my friends and parents too. It is important to keep ourselves and our friends safe from traffickers.

- Pritipriya Ghosh,
Guardian Girl



Phase 3: Step-up

In the Step-up phase, we go deeper with our interventions in the targeted villages where traffickers continue to operate, where survivors of trafficking live and greater awareness among the communities is needed. The Step-up will be held every two months, ensuring continuous engagement with youth, parents, and community leaders.

We have kept high-risk villages under strong observation and surveillance in 2024 and zeroed in on three villages in Bihar, Jharkhand and West Bengal to begin the Step-up programmes in 2025.

Jharkhand and West Bengal are among the top ten states with the highest number of human trafficking cases in the country. They are considered to be the hotspots of trafficking due to the states' geographical proximity to international borders – Bangladesh, Bhutan and Nepal – and metropolitan cities.

Key components of Step-up:

- Children's programmes: Raising awareness among Guardian Girls and Smart Boys in schools.
- Fathers' and Mothers' Meetings: Encouraging Good Fathers and Informed Mothers to prioritise education and safety.
- Community action meetings: Mobilising local leaders, law enforcement, and Grassroots Stakeholders.
- Youth resilience training: Equipping adolescents with tools to recognise and resist exploitation.
- Structural reforms: Strengthening partnerships with Anti-Human Trafficking Units, Women & Child Development, and Labour Departments.
- Survivor-led advocacy: Training survivors to educate and empower their own communities.



DRUMBEATS OF AWARENESS: THE SMART BOYS OF NUAGAON IN ACTION

The rhythmic sound of drumbeats echoed through Nuagaon village in the Bastar region of Chhattisgarh, heralding the commencement of a Safe Village Program.

Known for its vibrant tribal communities, Bastar grapples with significant challenges like unsafe migration, which often leads to human trafficking. Irregular monsoons and poor agricultural yields have forced many families to leave their villages in search of work, unknowingly exposing themselves - especially women and children - to grave risks.

During a pre-visit to Nuagaon, the My Choices Foundation team discovered that many families were migrating without adequate information or safeguards. The team planned a Safe Village Program to raise awareness about human trafficking and its prevention, as well as the risks of migration that associated with trafficking.

On the day of the Safe Village Program, Karthin and Mahesh - two young boys - took the lead in mobilising the villagers and encouraged them to attend the programme.

The event was a success with many men, women, and children gathered at the community-sharing space to attend the Safe Village Program. During the community session, women and children courageously shared their concerns about trafficking and child marriage. The attendees pledged to become 'Good Fathers' and 'Informed Mothers', vowing to protect their children from trafficking, child marriage, and child labour. They also resolved to consult the village headman and MCF's local partners before migrating for work, ensuring safer practices.

As the programme concluded, the villagers expressed heartfelt gratitude, saying, "Thank you, My Choices Foundation. Now, our village is safe." The team received a warm farewell, with the same rhythmic drumbeats that had united the community in action and awareness.

The Safe Village Program in Nuagaon is a shining example of community-driven efforts and grassroots leadership. Thanks to the dedication of 'Smart Boys' like Karthin and Mahesh, the village now stands better prepared to safeguard its future.



Phase 4: Blitz

Blitz is the final phase of the effort to ensure the village is safe. It will be initiated after eight months to one year of the Step-Up intervention. During this stage, My Choices Foundation will directly monitor the programme with the support of State Coordinators, Implementing Partners and Grassroots Stakeholders.

Structural reforms and coordinated action are critical for systemic change. We actively partner with the Indian Police's Anti-Human Trafficking Units, District Legal Services Authority, Women and Child Development Departments, Education and Labour Departments, and other stakeholders. Collaboration extends to NGOs, private-sector allies, academia, and media partners, amplifying systemic resilience and long-term impact.

As we look ahead, we are committed to strengthening our partnerships and ensuring that our work seamlessly connects prevention, intervention, and rehabilitation.

By embedding survivor support mechanisms within our Step-Up and Blitz models, we aim to create a continuum of care that ensures no survivor is left behind. Through our partnerships, survivors receive:

- Safe shelter in trauma-informed homes, where they can heal and rebuild their lives.
- Vocational training in market-driven skills, helping them secure dignified employment.
- Legal aid and justice support, so they can pursue action against traffickers and access their rights.
- Psychosocial counselling and mentorship, ensuring emotional and psychological healing.

Prevention is powerful and when combined with strong survivor support systems, it becomes truly transformational. Through collaboration, community action, and survivor-centred approaches, we can create Safe Villages not just for those at risk, but for those who are rebuilding their futures.

EMPOWERED KANCHAN'S JOURNEY IN UCHDIH VILLAGE IN BIHAR

On a scorching day, the dusty roads led us to the remote village of Uchdih, where the rhythm of life is set by the cycle of farming. We joined forces with Duncan Hospital and convened our first session of the Safe Village Program at the local school. Boys and girls gathered eagerly, ready to absorb the teachings of the day.

The highlight? A gripping play, expertly performed by the students, vividly depicting the insidious tactics of traffickers preying on vulnerable children. Among the cast was 12-year-old Kanchan Kumari, a quiet but determined girl from Class 8, who delivered her role with remarkable poise and conviction.

Following the school programme, we ventured into the heart of the village, where fathers, mothers and children gathered under the shelter of a makeshift tent beside a brick kiln. As our field team prepared to commence the session, Kanchan surprised us all by stepping forward: "I will join in conducting the programme." It was a moment of astonishment and pride to witness Kanchan taking charge.

Assisted by members of the ORA team, Kanchan seized the moment. Her words resonated with wisdom beyond her years. She recounted the lessons learnt at school, delivering powerful messages to boys, girls, fathers and mothers in the village. But it was when she delved into the challenges hindering children's education that her words truly struck a chord.

First, she spoke of human trafficking and bravely addressed the taboo subject of unsafe touch. Her words were a wake-up call, revealing a harsh reality often overlooked.

Next, she shed light on the scourge of child marriage, a practice that robs children of their right to education and a childhood free from adult responsibilities. With a solemn gaze towards the nearby brick kiln, she highlighted the plight of child laborers, condemned to toil in hazardous conditions instead of receiving an education. Finally, her voice faltered as she spoke of the silent agony of domestic violence, a menace that shatters the innocence of childhood.

It was a watershed moment, as the community listened intently, their hearts stirred by Kanchan's impassioned plea. Questions were asked, discussions ensued, and Kanchan's courage inspired a newfound resolve among the villagers.

After the Safe Village Program, we learnt of Kanchan's own struggles, her quiet resilience masking the pain of familial violence. Swift action was taken, as we counseled her family and put them in touch with the OPM team, ensuring that peace prevailed within their home.

As the sun dipped below the horizon, casting a golden glow over the village of Uchdih, we departed with hearts full of hope. For in the quiet courage of a young girl named Kanchan lay the promise of a brighter future for her village and beyond.





JOURNEY OF SALEEMA: VICTIM OF SEX TRAFFICKING TO ADVOCATE FOR SAFE VILLAGES

"I would love to be a part of the Safe Village Program and encourage children to stay in school and not drop out," said Saleema*, a survivor of sex trafficking.

Saleema was born into a poor family in the Canning district of 24 Parganas South, West Bengal. Despite her love for school, adverse circumstances and lack of encouragement forced her to drop out. With little to occupy her time as a 12-year-old, she visited her uncle's house, where she was forcibly abducted by two men who sold her into forced sexual slavery in Bengaluru.

Her family, devastated by her disappearance, searched relentlessly and eventually lodged a police complaint. Meanwhile, Saleema endured unimaginable torture and starvation at the brothel where she was held. Months later, her resilience prevailed, and she managed to escape with the help of kind strangers and a grassroots NGO.

Saleema returned to her village, where the NGO facilitated her rehabilitation and supported her desire to resume her education and contribute to her community's safety.

My Choices Foundation had conducted a Safe Village Program in Saleema's village, but tragically, it was after she had already been trafficked. When Saleema learnt about the SVP, she expressed keen interest in joining the initiative. With guidance from the ORA team, she reviewed the programme's comic book, wholeheartedly embraced the opportunity to become an active participant and stepped forward as a leader in her village.

With Saleema's involvement, MCF will launch the Step-up phase of the Safe Village Program in her village in 2025 that deepens community engagement and prevention efforts. It will be a one-year initiative with Safe Village Programs every two months. Her leadership will be supported by Grassroots Stakeholders, Implementing Partners, and guidance from the ORA team.

Saleema's journey from victim to advocate embodies the future we fight for - a world where survivors don't just escape, but rise, reclaim their power, and become protectors of their own communities. We are not just rescuing; we are igniting a movement where communities refuse to be bystanders, standing strong to stop trafficking before it ever begins.



10,119 Safe village Programs have been conducted, impacting 4,064,505 people.

THE ASIAN ANTI-TRAFFICKING FORUM

Marking UN World Day Against Trafficking in Persons, we organise the Asian Anti-Trafficking Forum to raise awareness and abolish human trafficking for sexual exploitation in India and internationally. The 6th Asian Anti-Trafficking Forum (AATF) was successfully conducted on 20-21, August 2024 under the theme 'Leave No Child Behind in the Fight Against Sex Trafficking.'

The online forum brought together diverse stakeholders, including Implementing Partners, field teams, law enforcement officials, community leaders, and subject matter experts, to share insights, experiences, and strategies aimed at preventing and combating human trafficking, with a focus on protecting children and vulnerable communities.



Technology has a dual role; it aids and combats human trafficking. The use of data analytics to track patterns and identify trafficking hotspots is a huge step forward in prevention, but it is also a double-edged sword when perpetrators use tech to exploit vulnerable communities. It is crucial to collaborate with tech companies because they have the tools, data, and resources that can be used to identify suspicious online activity, track patterns, and even shut down trafficking operations before they grow too large.

- Saritha KGV
Additional Superintendent of Police (CID), Andhra Pradesh
Guest speaker at the 6th Asian Anti-Trafficking Forum

Sessions centred on regional strategies, community involvement and gender-sensitive perspectives, for combating trafficking. The forum has paved the way for several future initiatives, including continued collaboration to deepen the impact of anti-trafficking programmes in vulnerable communities, equipping local law enforcement, grassroots volunteers and community leaders with capacity-building initiatives and strengthening digital infrastructure.



As silent champions in the communities, the team of My Choices Foundation is breaking the chain of trafficking by building a protective and preventive chain of Good Fathers, Informed Mothers, Guardian Girls, Smart Boys, Rakshaks, Nodal Teachers, Gram Mitras and Community Leaders. You are ensuring that no child is left behind in the fight against trafficking.

- Samir Baptist
Chief Executive Officer, VIHAAN
Keynote speaker at the 6th Asian Anti-Trafficking Forum



PARTNERSHIP WITH THE TELANGANA STATE POLICE

Accelerating the momentum towards shared objectives of creating safer communities, the Telangana State Police chose Operation Red Alert as their partner for various outreach activities and capacity-building initiatives. Key initiatives in 2024 include Operation Smile-X, Operation Muskaan-X and the National Commission for Protection of Child Rights campaign to eradicate child labour.

Operation Smile/Muskaan's initiative aims to locate missing children, reconnect them with their families as well as provide them with appropriate rehabilitation. During a month-long campaign, Operation Red Alert works together with State Police officials and conducts Safe Village Programs in vulnerable and at-risk communities across the state of Telangana. We used various forms of technology, such as print and media to disseminate information and locate the missing children.

Under this partnership, we have organised over 100 Safe Village Programs. The focus was to create awareness that leads to tracing out missing children and rescuing them from begging, rag picking, child labour and other factors, which were trafficking pathways.

Operation Red Alert was chosen to be one of the two primary partners by the Women Safety Wing of the Telangana State Police in their efforts to eradicate child labour in the state. With absolute cooperation from other government wings such as the Women Development and Child Welfare, State Legal Services Authority, the Labour Department and the State Commission for Protection of Child Rights, a series of targeted initiatives was conducted in October and November 2024. The purpose of the initiative was to identify and rescue children and adolescents engaged in labour-intensive sectors within all the districts of Telangana state.





PILLAR 2 EQUIP VILLAGE CUSTODIANS

The third objective of the Safe Village Program, 'Sustain awareness and create ownership' is primarily realised through our Grassroots Stakeholders concept, a volunteer model that enlists the help of local volunteers to improve reach, ensure sustainability and make villages trafficking-free.

Volunteers are Rakshaks (vigilantes reporting suspicious activity), Nodal Teachers (community protectors committed to safeguarding children, typically teachers and headmasters), Gram Mitras (friends passionate about village safety) and Community Leaders (a guide to keep track of the visitors and advise the villages).

Engagement with our Grassroots Stakeholders is driven by a shared sense of purpose and continued commitment through various capacity-building activities and events.

In 2024, a national-level online event was organised to recognise and celebrate the work of Nodal Teachers. Nodal teachers from across India participated and shared insights about their work in their villages and reflected on their strategies and impact, emphasising efforts to combat early marriage, promote regular school attendance, and prevent child labour.

These events serve as the platform for meaningful and rewarding conversations. It helps to accentuate everyone's experiences and contributions and instil a sense of ownership in achieving the mission of My Choices Foundation by creating safe villages.



We have over 21,600 Grassroots Stakeholders registered across 10 states in India.

BEYOND THE CLASSROOM: A NODAL TEACHER'S MISSION TO PROTECT CHILDREN

Roopa, a teacher from Bettiah in the state of Bihar understood the power of education. Beyond academics, she cared deeply for her students' well-being. When the Safe Village Program was held in her village, Roopa saw an opportunity to make a wider impact.

Roopa became the Nodal Teacher, an instrumental role in sustaining the awareness of the Safe Village Program. My Choices Foundation equipped her with tools to address issues like trafficking, unsafe migration and child labour. Witnessing the positive impact within the school, Roopa felt a deep desire to extend this safety net beyond its walls.

Her relentless passion pushed her further, and Roopa became a community leader. She spoke to parents and leaders and advocated for a united front against child marriage, abuse, and exploitation.

Her passion ignited a fire in others and inspired them to build a village where every child can happily and peacefully live and thrive.

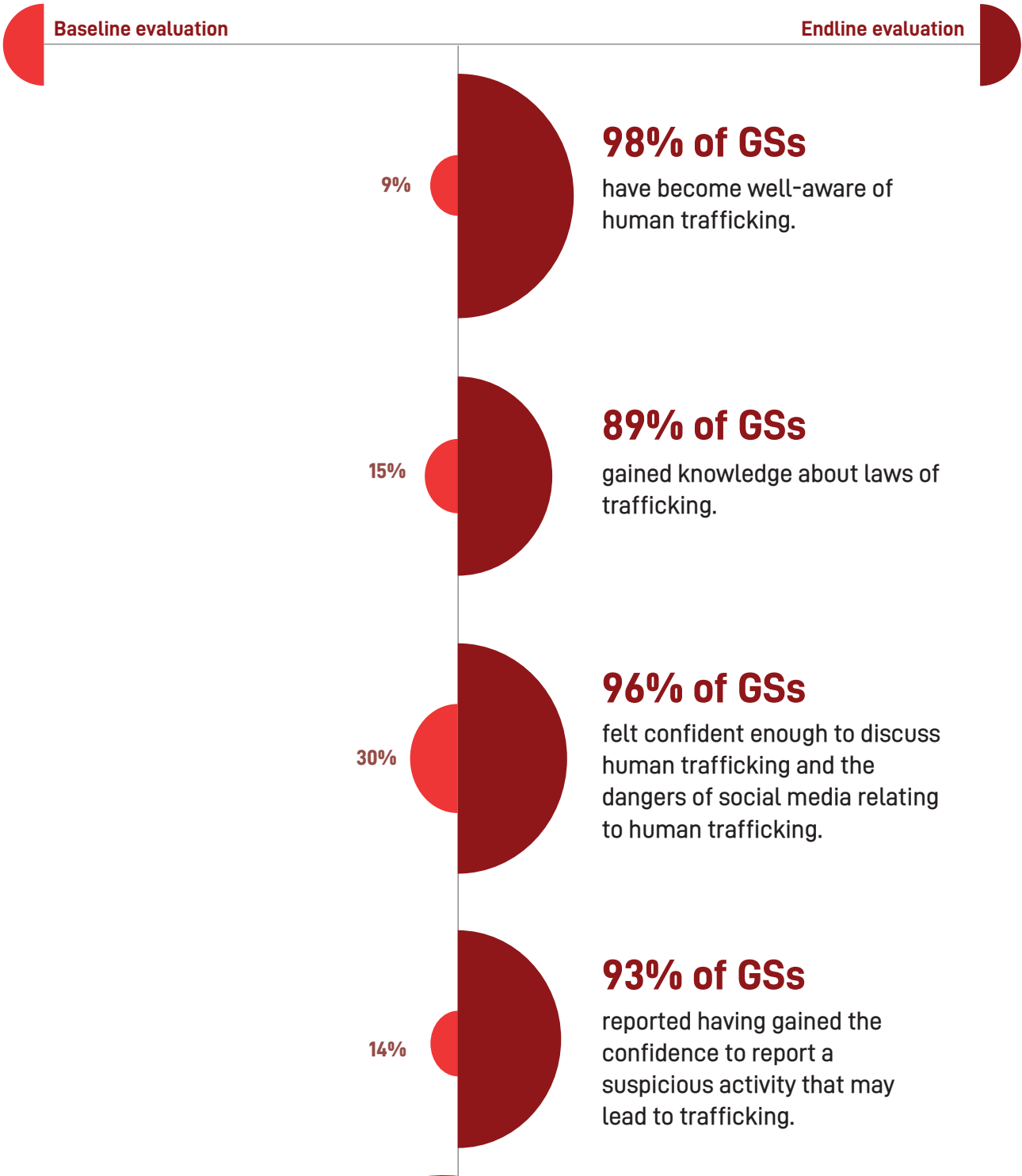
During the Grassroots Stakeholders Training, Roopa took a prominent role, encouraging all stakeholders, especially the Nodal Teachers of six villages in Bihar. She understood their crucial role in keeping children safe.

Nodal Teachers are the frontline defence against school dropouts, child trafficking, child labour, child marriage, and domestic violence. Counselling children and parents gives them the power to safeguard their communities.

Roopa's story exemplifies a teacher's unwavering spirit, the power of collaboration, and the vital role of Nodal Teachers in creating a brighter and safer future for children.



The results of our endline evaluation with Grassroots Stakeholders were remarkable.



All GSs reported to have gained significant knowledge and improved confidence.



96%

of GSs found the 'Stakeholders' Handbook' as an important resource to engage in informative and thoughtful conversations with children, women, men and community leaders in their villages after the Safe Village Program (30% of GSs reported that they had access to any resource at baseline).

88%

of Community Leaders actively collaborate with other GSs, police, and Implementing Partners to sustain awareness of the Safe Village Program.





FRIENDS ON A MISSION TO PROTECT CHILDREN FROM TRAFFICKING

Shanti and Rekha are close friends. Along with the team of My Choices Foundation, they are on a heroic mission – keep their village safe from traffickers and ensure children are protected from child marriage, child labour and unsafe migration.

As Gram Mitras of Kerabani village in the state of Jharkhand, Shanti and Rekha are passionate volunteers who took on the responsibilities of assisting in conducting the Safe Village Program. The Safe Village Program aims to sensitise at-risk community members about sex trafficking, its causes, and its risk factors, create awareness about ways to protect communities from trafficking and empower the grassroots stakeholders to sustain the awareness by reinforcing anti-trafficking messages with continuous follow-ups with children, women and men in the villages.

"Just a few minutes into my conversation with Shanti and Rekha, I was moved and inspired by their passion, strong will and determination to protect their village from traffickers. These young women knew that their village was at risk and wanted to help, but they did not know what to do and how to do it. It was the right time for the MCF's Safe Village Program, and we found the right people to support us", said Vivian Isaac, Program Director of Operation Red Alert, My Choices Foundation.

Shanti and Rekha were chosen as Gram Mitras during the pre-visit of the SVP. Along with other Grassroots Stakeholders,

Shanti and Rekha attended a brief informative session on the importance of the SVP and the participation of children, parents and other community members. They actively engaged in discussions and gave an idea to include a session on 'savings schemes' for mothers to ensure a good turnout.

As the saying goes, 'actions speak louder than words', their deep commitment and active involvement as Gram Mitras were reflected in the large turnout of community members to attend the Safe Village Program. A large number of fathers and mothers came to the event. After the SVP, Shanti and Rekha took the stage to talk about the savings schemes, and reinforced the importance of being 'Informed Mothers' and 'Good Fathers'. The SVP was interactive with community members asking thoughtful questions and gaining valuable insights.

"We are so happy and privileged to be part of the Safe Village Program. We now know how to keep our village safe, and we are proud that the community understands the importance of protecting our children", said Shanti.

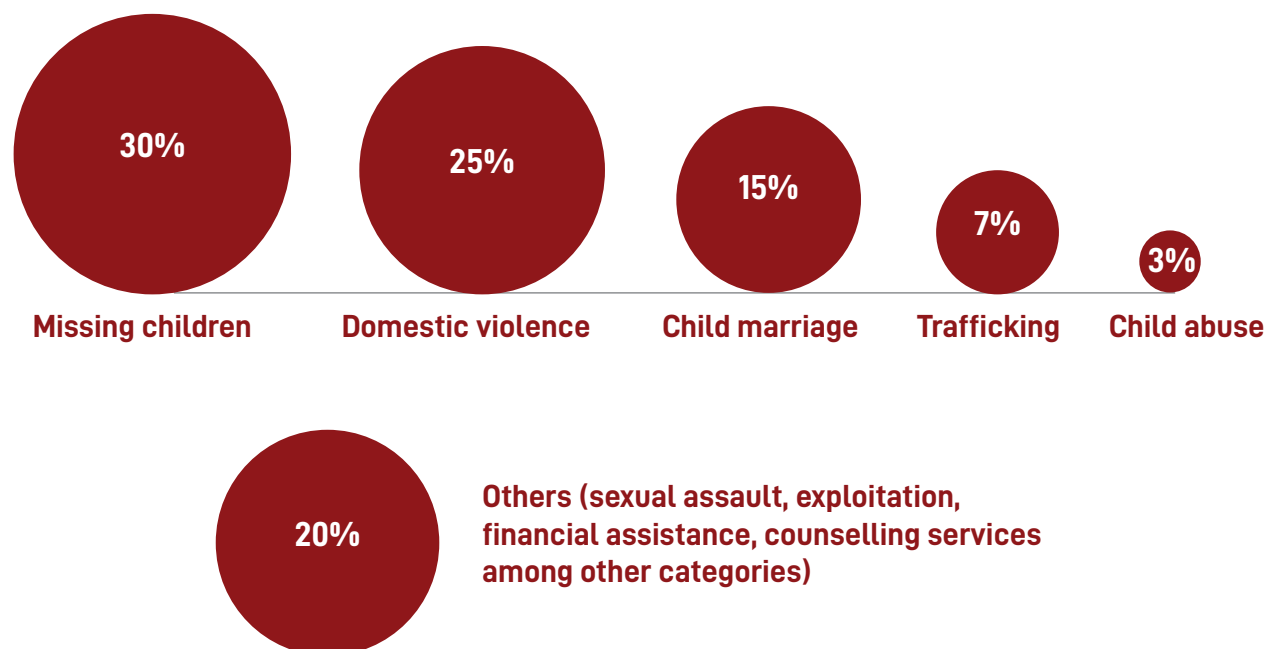
"This was one of the best Safe Village Programs we have conducted. Shanti and Rekha were incredibly helpful and effective in conducting the programme. I feel confident that Kerabani will remain safe from trafficking with the great support from Gram Mitras, Shanti and Rekha", said Sushila Sunuwar, State Coordinator, MCF.



PILLAR 3 EMPOWER BY HELPLINE

Our sex trafficking helpline serves at-risk communities and vulnerable populations. It provides a lifeline to those in distress or crisis, offering guidance and support to prevent trafficking. The helpline serves as a safe way to ask for help with our helpline respondents are available to guide people in the right direction, provide resources or connect them to the local IPs, GSs and district/state authorities.

People reached out on the helpline sought help for:



To date, we have handled 88,820 calls through the sex trafficking helpline and protected thousands of women and girls from being trafficked, sold into sexual slavery, caught in early marriage, stopped from going to school or toiling in the hot sun as labourers. We have also rescued children and have had them safely reunited with their families. The number of calls to our helpline is an accurate measure of public awareness and a strong proof of the ownership within the communities to keep their villages safe.



We have handled 88,820 calls on the sex trafficking helpline 1800 419 8588.

The process of MCF's helpline operations

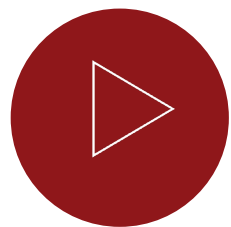




MCF's sex trafficking helpline

1800 419 8588

is the most preferred reporting choice to report suspicious activity such as sex trafficking, child marriage, child labour, child sexual abuse and/or child trafficking among the villagers and Grassroots Stakeholders.



PILLAR 4

EXPOSE BY MASS MEDIA

We believe the media can be a force for good; it has the power to influence individual beliefs, attitudes, and behaviours and can bring radical changes for an equal and fair society for all. Media can persuade one person and the information creates the common knowledge of a norm and enhances social coordination as people more readily accept the information if they believe others have also accepted it. For instance, the introduction of cable television focussing on gender attitudes in rural India found a significant decrease in the reported acceptability of domestic violence toward women, a decrease in and son preference as well as increases in women's autonomy.

India is home to 1.12 billion cellular mobile connections, 751.5 million internet users, 462 million social media users and 217 million households with television. It offers a huge potential to address the complex issue of sex trafficking with mass media campaigns.

We work 'with' communities, not 'for' or 'on' behalf of people with a thorough understanding of the social, cultural, behavioural and structural dynamics to create awareness, promote positive practices and achieve sustainable behaviour changes to keep the communities safe from traffickers and end sex trafficking once and for all.

In 2024, we launched well-coordinated mass media campaigns integrating research, best practice, theory, audience and partnership insight.

#Leavenochildbehind

We marked the World Day Against Trafficking in Persons with a focus on raising awareness of the causes and vulnerabilities associated with child trafficking and commercial sexual exploitation of children.

#Endchildlabour

Child trafficking is strongly linked to child labour. In a week-long campaign, we raised awareness of how child trafficking is closely connected to child labour and emphasised the importance of working together to end child trafficking and child labour.

#Investinwomen

We believe that women's rights are human rights issues. By sharing resilient stories of PeaceMakers, Guardian Girls and Informed Mothers, the objective of the campaign was to promote equal rights and opportunities for women and girls. On the day of International Women's Day 2024, we released our Impact Report 2023 themed, 'Creating a safer world for women and children'.

#Girlsvisionforthefuture

The International Day of the Girl campaign centred on persistent hope and relentless perseverance of young girls' dreams for their future. We called upon everyone to honour their dreams and support their journey toward a world that champions every girl's choices to live a life free from abuse, violence and exploitation.

#UNITE

From 25 November (International Day for the Elimination of Violence against Women) to 10 December (Human Rights Day), we used our online platforms to invite people from all walks of life to learn more and take a stand against violence against women and girls. The campaign has put the spotlight on the issue of sexual violence and has reached a crescendo that cannot be silenced or ignored cannot be silenced or ignored any longer.



TECHNOLOGY AS A FORCE FOR GOOD

Operation PeaceMaker

Built by Quantum (data analytics company), PeaceTracker is a game-changer for tracking and managing cases of domestic violence in real-time, which is essential for delivering timely support. Being able to monitor each step - from initial contact to follow-ups and actions taken - allows for a much more structured and responsive approach.

The use of Sisense (data analytics company) for data analysis is equally powerful. By providing live data, it enables the team to assess not just individual cases but also the performance and progress of the entire network of counselling centres and counsellors. It supports us in evaluating the consultant counsellors, but through the assessment, and ensures the upscaling and strengthening of the consultant counsellors with ongoing mentoring and regular capacity-building sessions.

Up2Tom is a powerful AI tool for early intervention, helping individuals identify domestic violence issues before they escalate. By embedding the expertise of your counsellors and PeaceMakers, we are able to create a support system that is not just reactive but also preventive, which is key in addressing such sensitive and complex issues. In an area as critical as domestic violence, being able to respond swiftly and adapt to new cases as they come in can make a real difference in outcomes.

Operation Red Alert

The Vulnerability Mapping Tool is a crucial development by Quantum to support the work of Operation Red Alert. By leveraging India's census, education data, and various socio-economic factors, we are able to pinpoint the most at-risk villages, which ensures that your resources are used in the most effective way possible. It's such a smart use of big data to prevent trafficking before it starts by targeting these high-risk areas with proactive efforts.

The Safe Tracker and NexGen RedAlert App allow us to track and monitor sex trafficking awareness initiatives across multiple states, and then quickly gather real-time data from field volunteers and implementing partners. The fact that our team can assess the situation and alert authorities when necessary is vital for ensuring safety and stopping trafficking in its tracks.

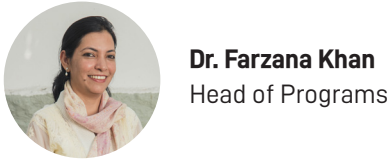
The integration of real-time monitoring and behavioural change tracking through the app strengthens our ability to refine your strategies, ensuring that interventions are continuously adapted based on actual feedback and evolving community needs.



Global collaboration and cross-sectoral partnerships are fundamental in the fight against gender-based violence and trafficking. Our partnership with Quantum over the years has supported us to better people's lives. With the help of technology, we aim to shake the deep-rooted structures of domestic violence and sex trafficking that thrive on a solid foundation of abuse, violence and exploitation of women and children. We are truly grateful for the partnership and support of Quantum.

- Elca Grobler
Founder and Director
My Choices Foundation

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Head of Programs



Pearl Choragudi
Head of Interventions

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Kothili Pushpa Rani
Centre Coordinator



Kuppli Vizla Bhavana
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Counsellor



Sowmya Mare
Senior Counsellor



Swathi Reddy B
Counsellor and Supervisor of Lotus Home



Tarannum Parvin
Lotus Safe Home Caretaker

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Mohammed Javeed Ansari
Program Coordinator



Syeda Ayesha Fatima
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Tajwar Lodhi
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Program Coordinator

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Bondugula Mounika
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Gujjar Reena
Centre Coordinator



Kalakotla Chiranjeevi
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Ratna Sri
Counsellor

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Malda Sahayogita Samiti
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IP Counsellor
Sitara
Jharkhand



Gayatri Darmwal
IP Counsellor
Vimarsh
Uttarakhand



Hakima Khatun
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Nari O Sishu Kalyan Kendra
West Bengal



Rajkumari
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Rajasthan



Renu Kumari
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IDEA
Bihar



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TEAM

OPERATION RED ALERT



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Program Director



Reenal Lal
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State Coordinator and Quality Controller, Andhra Pradesh and Telangana



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Vinay Kumar
State Coordinator, Karnataka



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State Coordinator, Maharashtra and Rajasthan



Santanu Sarkar
State Coordinator, South Bengal



Sujit Lakra
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Annie Hepzibah
Finance Executive



Vanam Sravanthi
Finance Executive



Divya Tangella
Assistant Finance Executive

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Priyanka Nevgi
Data and Operations Manager

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Head of Marketing, Communications and Fund-raising



Tracey Mallandain
Grants and Fund-raising Specialist









Isa De Villiers
Communications Officer and Executive Assistant to the Founder





OPERATION RED ALERT
TEAM

OUR IMPLEMENTING PARTNERS




ANDHRA PRADESH

-  CRASA (Compassionate Rural Association for Social Action)
-  LAMP (Literacy Agriculture and Medical Project for Rural Development)
-  Mahila Welfare Society
-  PPT (Praja Pragathi Trust)
-  REDS (Rural and Environment Development Society)
-  RDSST (Rural Dalitha Sankshema Samanvaya Sangam)
-  SSS (Sanghamithra Service Society)
-  SRAMA (Society for Rural Agriculturists and Mass Awareness)
-  VIDYA (Vivekananda Innovations for Developing Youth Ambitions Foundations)
-  Vision for Asia

BIHAR

-  Adithi
-  EHA Duncan Hospital
-  Fakirana Sisters' Society
-  IDEA (Institute for Developmental Education and Action)











CHHATTISGARH

-  Bastar Dharma Kshema Samiti
-  BRS [Bastar Rachana Samiti]
-  BIRDS[Bastar Rural Integrated Society]











ODISHA

-  Malkangiri Organisation For Development










JHARKHAND

-  Action for Women and Rural Development
-  AROUSE
-  HOPE
-  LAHANTI
-  Lok Kalyan Seva Kendra
-  PRERNA (Programme for Rural Employment Education among Rural Neighbour Association)
-  Sahyogini
-  Srijan Foundation (SF)
-  SWABHIMAAN
-  The Daughters of St. Anne, Gumla (Sitara)

KARNATAKA

-  Aralu
-  Abhivruddhi Society for Social Development
-  Global Concern India
-  Kumareshwar Education and Rural Development Association
-  Margadarshi
-  PEOPLE - Power, Educate, Organize, Progress For Liberty & Equity
-  Sanskar Pratistan
-  SMILE (Socio Moral Integration of Living Educe Organisation)
-  Vimukti Charitable Trust
-  Women's Welfare Society








MAHARASHTRA

-  Aadarsh Mahil Gruh udhog Latur
-  Abhinav Bharat Samaj Seva Sanstha (ABS)
-  Ekvira Social Foundation Savalaj
-  Gramin Mahila Vikas Sanstha
-  Gramparivartan Prabhodhini Katgun
-  Jayvant Bahuuddeshiy Samaj Seva Mandal
-  Rajmata Jijau MahilaBahu Uddeshiya Foudation
-  Rashiwade Kala Krida V Sanskrutik Mandal
-  Shri. Manvel Bardeskar Education Society Gargoti






















RAJASTHAN

-  Center for Rural Prosperity and Research
-  Grameen Vikas Shodh Avam Takniki Kedra Pachiwar
-  Gramrajya Vikas Evam Prashikshan Sansthan
-  Jai Bhim Vikas Shikshan Sansthan
-  Shiv Shiksha Samiti

TELANGANA

-  Ashwin Kumar Foundation
-  DORCASS (Deed For Orphan Rehabilitation Care and Agriculture Service Society)
-  FMMSSS (Franciscan Missionaries of Mary Social Service Society)
-  Go India Trust
-  Society for Community Participation and Education in Rural Development (SCOPE-RD)
-  Society for improvement in backward areas for rural development
-  SWARD (Society for Women Awareness and Rural Developent)

WEST BENGAL

-  ALL Will Know Him
-  Aastha Foundation
-  BBSS (Bansra Birangana Seva Samity)
-  Chaplin Club
-  CSSI (Christian Social Service of India)
-  Digambarpur Angikar
-  GGBK (Goranbose Gram Bikash Kendra)
-  Holy Hand Society
-  Holy Mission for Children's Welfare & Rural Development
-  Kaikhali Samadhan Samity
-  Khalisady Anubhab Welfare Association
-  Malda Sahayogita Samity
-  Nari O Sishu Kalyan Kendra
-  NEHCS (North East Human Care Society)
-  Panitar Pally Unnayan Samiti
-  Raigunj Jena Seva Society
-  Sabuj Sangha
-  Samsia Rural Health and Economic Development Society
-  Suprava Panchashila Mahila Uddyog Samity(SPMUS)
-  The Council of the Church of God
-  USHAGRAM

OUR DONORS



We are grateful to have received the support of Amsure, for one of our counselling centres and the Lotus Safe Home, which helps domestic violence survivors.



Australian Aid, the Australian Government's international aid programme, has been a key supporter of My Choices Foundation. Through its funding and partnership with OIA, Australian Aid has played a crucial role in strengthening our Operation PeaceMaker and Operation Red Alert programmes, which work to protect and empower vulnerable communities. Their commitment to promoting stability, security, and prosperity across the globe has directly contributed to our work to prevent domestic violence and combat sex trafficking in India.



The Azim Premji Foundation is a non-profit organization focused on improving the quality of education in rural government schools of India, with a vision to contribute towards a more just, equitable, and sustainable society through its work on education, health, and livelihoods initiatives across the country. Operation PeaceMaker has partnered with the Azim Premji Foundation on various community projects addressing gender-based violence and child sexual abuse.



With the support and contributions of the Netherlands Embassy, we had worked to deal with vulnerability and misinformation during the COVID-19 lockdown. The three types of interventions are providing essential food supplies to vulnerable communities, providing assistance and support for domestic and sexual abuse victims and raising awareness on COVID-19 safety.



GHR Foundation aims to create lasting change with partners around the world through early action and learning, paired with collaboration on every level to provide the greatest opportunity for adjustment and impact. GHR Foundation provided support to one of the counselling centres of My Choices Foundation.



Global Fund for Children has been a great supporter of the Safe Village Program. With their help and support, we activated Safe Village Programs in West Bengal through four implementing partners. GFC has always been available with bridge funds for additional requirements. We are grateful for their adaptability and generosity to sponsor the COVID-19 relief initiative, organisational development and wellness programmes.



Our Safe Village Program, developed based on behavioural research findings to educate and empower rural communities has been awarded a prestigious grant by the Global Fund to End Slavery. The fund helped us to build anti-trafficking behavioural change communications campaigns in 28 villages across three locations in the state of West Bengal.



Joy of Helping has partnered with My Choices Foundation to support the work of our counsellors working alongside our Implementing Partners across 10 states. Their funding enables us to provide critical support to survivors of domestic violence and child sexual abuse.



Hatch has partnered with My Choices Foundation in 2021 to provide financial support for the Lotus Safe Home and The Safe Village Program, as well as crucial support for covid related activities. We are deeply thankful for their continuous support navigating Covid, as well as support of our programmes.



We are truly grateful and honoured to Opportunity International Australia for their continued support of the selected programmes of My Choices Foundation. Since 2018, Opportunity International Australia (OIA) has been a steadfast partner in supporting My Choices Foundation, providing both financial support and invaluable expertise to strengthen both of our programmes. OIA has played a critical role in sustaining and expanding the reach of our operations, ensuring that more families can build safe, healthy, and hopeful futures.



The Synchrony Foundation focuses on charitable initiatives that align with Synchrony's commitment to community development and support. Synchrony has partnered with Operation Red Alert to support the work of our Safe Village Programs across various states in India.



The Sall Family Foundation, through Namati, supported My Choices Foundation initiatives to address the issue of child sexual abuse in India through intervention and prevention by training and capacity building of legal assistants who deal with child sexual abuse issues.



The Macquarie Group Foundation is the philanthropic arm of the Macquarie Group and provides support to hundreds of community organisations globally each year through financial support, volunteering and skills sharing. Macquarie provided specific support to two counselling centres of My Choices Foundation.



We have partnered with Quantum India to build a data analytics tool, the Vulnerability Mapping Tool, to map villages highly prone to trafficking in rural parts of India where girls and young women are most at risk. Quantum helped us with a custom-built management system, SafeTracker which enabled core workers in the field to instantly upload data via mobile phone app. Quantum has built the PeaceTracker which hosts all our domestic violence data and cases and helps us in our work to stop domestic violence.



The William H. Donner Foundation, Inc. supported the Lotus Safe Home which provides shelter to victims of domestic violence. My Choices Foundation opened the Lotus Safe Home in 2018 to help transform victims of domestic violence into survivors of domestic violence.



In partnership with the US Consulate, we aim to raise awareness on human trafficking in the South Indian states, Andhra Pradesh and Telangana, using community radio stations.



Xilinx (now AMD), a semiconductor manufacturing company provided support to our antitrafficking arm, Operation Red Alert of My Choices Foundation. Through their continuous support, we are able to conduct Safe Village Programs in the state of Telangana, India.



OUR PARTNERS



My Choices Foundation had partnered with Alliance 8.7, a global partnership committed to achieving Target 8.7 of the 2030 Sustainable Development Goals: take immediate and effective measures to eradicate forced labour, end modern slavery and human trafficking and secure the prohibition and elimination of all forms of child labour to achieve decent work for all and sustained economic growth.



Aangan Trust build and strengthen child protection systems to ensure that the most vulnerable children are safe, supported, in school, and assured of childhoods free from trafficking, child marriage, hazardous work, violence, and exploitation. We partner with Aangan trust on a variety of awareness projects with adolescent girls and boys.



Breakthrough's 'Bell Bajao' launched in India in 2008. It is a cultural and media campaign that calls on men and boys to take a stand against domestic violence. We had partnered with Breakthrough to translate the advertisements into 17 different Indian languages and distribute them across the country through our grassroots programmes, social media and television.



Operation PeaceMaker of My Choices Foundation is a training partner for Bharosa, the Hyderabad Police support centre for women and children who are affected by violence in the family, community and workplace.



My Choices Foundation had partnered with CHILDLINE 1098 to run the 24-hour operational help desk at Nampally Railway Station in Hyderabad and Mahatma Gandhi Bus Station through our Anti-trafficking arm, Operation Red Alert. The CHILDLINE help desk was a joint initiative of the Union Ministry of Women and Child Development, Telangana State Road Transport Corporation and the Indian Railways.



Dentsu Impact (A dentsuMB Company), a creative arm of the Dentsu is led by experts in creative, strategic planning and account management with a single-minded objective of creating impact. We partner with Dentsu to launch creative multimedia campaigns to create awareness of child labour, sex trafficking and domestic violence.



My Choices Foundation is partnering with ESAF Foundation through Opportunity International Australia to empower their Arogyasakhis (community health workers) to integrate women's safety into their health initiatives through training, safety module development, and ongoing support. Through this initiative, together we are equipping 2,250 households with critical knowledge about gender-based violence prevention, women's rights, and non-violent conflict resolution.



My Choices Foundation is a coalition member of Every Woman Treaty, a global alliance of over 4,000 women's rights advocates and organizations across 169 nations. The treaty aims to end violence against women and girls through the adoption of a new Optional Protocol to The Convention on the Elimination of All Forms of Discrimination against Women (CEDAW).



Final Mile is a knowledge-intensive organisation with the clear intent of applying knowledge to solve real-world problems by developing an integrated understanding of several related fields, including cognitive neuroscience, psychology, classical economics, and design. We partnered with Final Mile to conduct a Behavioural Insights study for the Operation Red Alert.



The Freedom Collaborative is a platform for and by the global anti-trafficking community to connect partners, provide information and share knowledge. My Choices Foundation is proud to be a regional partner, supporting Freedom Collaborative to connect Indian NGOs with the platform and all the resources it offers.



Genpact drives digital-led innovation and digitally-enabled intelligent operations to solve problems with data and analytics. We partner with Genpact to build the Train the Trainer model to facilitate the entire training lifecycle – from selection to deployment and continuous monitoring and upskilling.



I'm Safe is a mobile application designed to enhance women's safety by providing real-time security solutions. In partnership with I'm Safe, My Choices Foundation has integrated their services into our support systems which empowers individuals to take proactive steps in safeguarding themselves and complement our efforts to prevent domestic violence and human trafficking.



International Justice Mission is a global organisation that protects the most vulnerable from violence and oppression irrespective of their gender, community, caste, race and ethnicity. IJM is a strategic partner of Operation Red Alert of My Choices Foundation.



Invisible Scars is a collaborative venture of two NGOs – SAM-VAD Advocacy (Samvad Society for Advocacy & Development) and Good Universe. We have partnered with Invisible Scars to help women facing abuse.



OPM has been closely collaborating with Maulana Azad National Urdu University for many years. We have welcomed social work students as interns in our organization and have also provided placement opportunities within OPM. Additionally, we have a separate Memorandum of Understanding (MoU) with the Women's Education Department to jointly conduct various programmes, such as radio talks, seminars, webinars, and more. OPM is also empanelled as a member of their Internal Complaints Committee under the Prevention of Sexual Harassment (POSH) Act.



We have developed a relationship quiz in partnership with our technology partner Merlynn Intelligence Technologies. Titled 'Are You in a Healthy Relationship', our quiz focuses on the health of a relationship in four core areas: physical, emotional, economic and sexual. The quiz consists of yes or no questions and is completely confidential.



NILA is committed to providing underserved women and children with expert legal aid, counsel and action at rates affordable to each client. Operation PeaceMaker partnered with NILA to provide professional legal support to OPM cases with specialised needs. NILA helps OPM allocate lawyers on a basis to specific cases, utilising their network of pro-bono lawyers.



We worked with Oculus to create a Virtual Reality film on human trafficking in India. The film was showcased at the Sundance Film Festival in 2017 and became an official selection at the SXSW Film Festival where it made its world premiere.



We have partnered with Quantum India to build a data analytics tool, the Vulnerability Mapping Tool, to map villages highly prone to trafficking in rural parts of India where girls and young women are most at risk. Quantum helped us with a custom-built management system, SafeTracker which enabled core workers in the field to instantly upload data via mobile phone app. Quantum has built the PeaceTracker which hosts all our domestic violence data and cases and helps us in our work to stop domestic violence.



My Choices Foundation partnered with Raising Voices, an organisation based in Uganda, to implement its evidence-based violence prevention program, SASA! Together, in 50 communities where Operation PeaceMaker operates in Telangana. As part of this collaboration, MCF signed an MoU, and two team members attended on-site training in Kampala, Uganda, focusing on the Start and Awareness phases of the programme.



Safa introduces urban women who have not received formal education to sustainable livelihoods and supports them in the education of their children through an area-based community model. My Choices partnered with them on the issue of women safety and awareness programs with women and youth associated with SAFA.



Sisense, an advanced analytics platform supports My Choices Foundation on a pro bono basis for the ORA and OPM core teams, the State Coordinators, and the Program Team members, enabling them to analyse stored data, make informed decisions, restructure programs, and measure the impact of interventions effectively.



We have partnered with the Telangana State Police to serve as counsellors in domestic violence cases (Women Safety Wing) and organise awareness sessions about human trafficking (Anti-Human Trafficking Units).



Teach for India operates with a vision that all children receive an excellent education through its fellowship programme, placing teachers in underprivileged schools. My Choices Foundation supports their child safety initiative by providing training, awareness sessions and intervention support for children or families facing domestic violence or child sexual abuse.



Tharuni is a non-governmental organisation that works for the development of adolescent girls, women and elderly people. We have partnered with Tharuni to expand our SuperSmart Shakti Girls' Safety Network and Asli Champions Boys' Safety Network programmes for adolescent girls and boys.



Vimarsh, a dedicated NGO based in Nainital, Uttarakhand, works with women and children. OPM partnered with them to provide support by offering a trained counsellor to assist survivors of domestic violence and bring awareness about the prevention of violence in the communities.



VIHAAN works at the grassroots to fight human trafficking and provides survivors access to legal support leading to justice. My Choices Foundation refers survivors of trafficking, violence and exploitation to Vihaan to start the legal procedure of fighting the injustice they endured.



Women's Education Project equips young and vulnerable women with skills to discover their voice and thrive in rewarding careers. My Choices Foundation has partnered with the Women's Education Project since 2016 to expand our Shakti and Asli programmes to empower adolescent girls and boys.





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My Choices Foundation is committed to working with women, children, families and communities to stop domestic violence and end sex trafficking by providing choices to live lives free of abuse, violence and exploitation. My Choices Foundation serves all people, regardless of religion, race, ethnicity or gender.

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*Names have been changed to protect survivors' identities.

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