

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.



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.



OPERATION
RED ALERT