

MY CHOICES
FOUNDATION

I AM THE CHANGE

IMPACT REPORT 2025





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DESIGN CONCEPT

The 2025 Impact Report, “I Am the Change,” is designed around a central theme of individual agency driving collective transformation.

The visual concept, The Thread of Change, is expressed through a continuous system of flowing lines.

These lines move across pages, stories, data, and programmes, symbolising connection, momentum, and shared responsibility.

What begins as a single line grows into intersecting pathways, representing how one voice, one decision, one act of courage expands into collective change.

Graphically, a fine, continuous line weaves through the report, linking a counselee’s personal breakthrough to a Guardian Girl’s courage, from a father’s shift in belief to a village’s collective action. The line mirrors our Theory of Change: awareness sparks reflection, reflection drives choice, and choice multiplies into systemic transformation across India.

This approach translates complex social outcomes into a visually connected, accessible, and deeply human narrative.

The line becomes more than design, it becomes a metaphor for movement. No story stands alone. Every transformation is part of something larger.

‘The line becomes more than design, it becomes a metaphor for movement. No story stands alone.

Every transformation is part of something larger.’

This report, woven together through The Thread of Change, captures that courageous journey.

It reflects the momentum of our Theory of Change, showing how awareness grows into agency, and agency evolves into collective, unstoppable action across Operation PeaceMaker and Operation Red Alert.

The lines throughout this report remind us: change is rarely linear, but it is always connected.

This is the heart of our credo and DNA:

witnessing the vulnerable rise into hope creators who confront injustice, becoming DragonSlayers who challenge harmful norms and shift entire systems.

Every step chronicled here demonstrates that courage travels. One life changes. Then another. And another.

Until the lines converge and a nation transforms.



‘The lines throughout this report remind us: change is rarely linear, but it is always connected.’



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WHO

WE

ARE



MESSAGE FROM THE FOUNDER

-Elca Grobler



“I raise up my voice—not so that I can shout, but so that those without a voice can be heard.”

— Malala Yousafzai

A thread of change runs through every story in this report.

I have seen it in the eyes of a woman who finally speaks after years of silence. I have felt it in the courage of a girl who dares to name what happened to her. I have witnessed it in the quiet determination of a father who chooses respect over control, and in the collective voice of a village that says, “No more.”

Every statistic begins with a heartbeat. Every scar carries a story. Every rescued child is proof that justice can rewrite destiny.

Across India — and across our world — violence against women and girls is not merely a crisis of safety. It is a crisis of humanity.

Because when violence persists, it is not women who have failed — it is humanity that has failed them. When a girl is abused, raped, or trafficked, it is not her weakness revealed. It is our collective failure laid bare.

Behind closed doors and across open fields, in bustling cities and quiet villages, millions of women and girls live in fear of those who should love, honour, and protect them most.

Each act of violence and sexual exploitation tears through the fabric of families and communities, leaving scars that can span generations.

Globally, one in three women — around 736 million — will experience physical or sexual violence in her lifetime. Close to 50 million people are living in modern slavery today, the majority of them women and girls. These are not distant figures. They are daughters. Mothers. Children whose futures were torn from them by brutal violence.

In India, the reality is deeply personal to all of us at My Choices Foundation. Nearly half of married women report having experienced intimate partner violence in their lifetime.

Every 20 minutes, a woman or girl is raped.

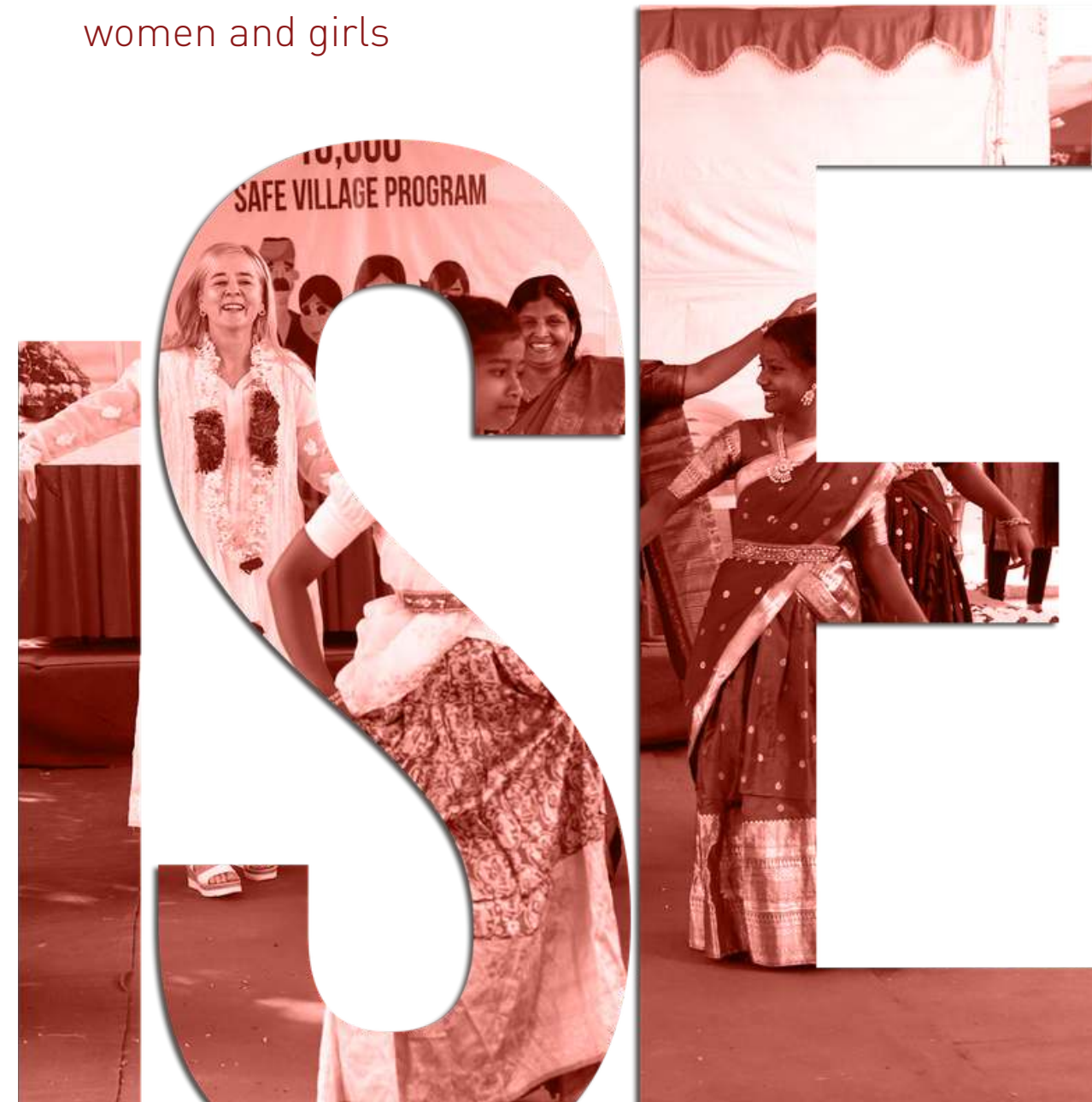
Child sexual violence has risen sharply over the past decade, and more than 95% of victims of sexual exploitation are women and girls. And only 1% of trafficked girls are ever rescued.

Behind these numbers are childhoods interrupted, education abandoned, dreams shattered before they ever had the chance to take flight. A quiet cycle of fear and silence continues to ripple across generations.

And yet — this is not the end of our story.

At My Choices Foundation, we have learned that darkness is never the final chapter.

Wherever women have been harmed, we have also seen women and girls



We have also seen
that hope is
contagious.

It is courageous.

And where there is
hope - change is
possible.

At My Choices Foundation, I believe that change is not something we wait for; it is something we weave, and something we become.

For thirteen years, we have been weaving safety, dignity, and choice into the fabric of communities across India. We have walked alongside survivors as they transformed pain into power.

We have seen girls discover their worth and their voice. We have watched boys unlearn harmful norms and choose equality. We have partnered with mothers, fathers, teachers, and community leaders who are determined to protect the next generation.

This year's theme — "I Am the Change" — captures a truth I have witnessed again and again:

Transformation
begins within, but it
never ends there.

When a woman transforms her inner world, that transformation flows outward — into her home, her children, her village, and ultimately her nation.

Her healing becomes her leadership. Her courage becomes contagious.

But change is not an event. It is a thread.

A thread woven by survivors who chose courage over silence. By girls who chose education over fear. By boys who chose equality over entitlement. By mothers who chose awareness over tradition. By fathers who chose respect over control. By counsellors, teachers, and community leaders who chose protection over indifference.

Together, these threads form a fabric strong enough to protect entire communities — and gentle enough to restore dignity and hope.

As I look ahead, I know our work is far from finished.

Violence still reaches too many homes. Traffickers still prey on too many children. Harmful norms still shape too many futures.

But I also know this: the thread is stronger than ever.

In the coming year, we will deepen our reach, strengthen our partnerships, and widen the circle of safety that begins within homes and radiates outward across villages and throughout India.

We will continue nurturing survivors into leaders, girls into guardians, boys into allies, and communities into places of protection and choice.

The transformation we have witnessed is not the end of a journey.

It is the beginning of a new chapter — one in which every person touched by our work becomes a keeper of safety and a bearer of light.

Together, we are not waiting for change.

Together, we are becoming it.

The thread
continues —
stronger, brighter,
unbroken.

And as long as it is held in the hands of those who believe in a safer India, it will keep weaving a future where every woman, every girl, and every child can live the life they choose.

With courage, gratitude and conviction

Elca Grobler



THE REALITY: THE URGENCY OF NOW

Every statistic begins with
a heartbeat.

Every scar carries a story.
Every rescued child is proof that
justice can rewrite destiny.

**A woman silenced, a girl raped and
exploited, a dream extinguished
before it could take flight.**

Across India, and the world,
violence against women
and girls is not just a crisis of
safety, it is a crisis of humanity.

THE GLOBAL CRISIS

Violence against women and girls
remains one of the most pervasive
human rights violations of our time,
cutting across age, class, education,
and geography.

23

women (around 736 million)
are subjected to physical or sexual
violence by an intimate partner, or
sexual violence from a non-partner,
across their lifetime.

15

Because when violence persists, it is not women who have
failed; it is humanity that has failed them. When a girl is
abused, raped or trafficked, it is not her weakness revealed.
It is our collective failure laid bare.

15

Behind closed doors, and across open fields, in bustling cities,
and quiet villages, millions of women and girls live in fear of
those who should love, honour, and protect them most.

Each act of violence and sexual exploitation rips through the
fabric of families, communities, villages, and our nation,
leaving scars that linger
for generations.

INDIAN

REALITY

gender-based violence is both widespread, and deeply rooted in cultural and structural inequalities



67%

of child brides experience abuse. India has one of the highest rates of domestic violence among girls married before the age of 18.



1/3

child brides in the world live in India. Of the nation's 223 million child brides, 102 million were married before the age of 15.



49%

of married women aged 15-49 report experiencing intimate partner violence at least once in their lifetime.



7,000

unborn girls are selectively aborted every day, simply because they are girls.



every

a woman (or girl) is raped in India.

20 DEATHS

every day are caused by dowry harassment, including murder and suicide.

336%

increase in child rape cases in the last decade.



Globally, one in three girls in India are missing due to sex selection (pre- and post-natal).

Behind these numbers are lives broken open, childhoods cut short, and futures stolen before they even had a chance to unfold. A quiet cycle of fear and silence ripples through generations, denying women and girls their birthright to safety, dignity, and hope.

The violence that begins at home often leads to deeper, darker forms of sexual exploitation.

16
MILLION

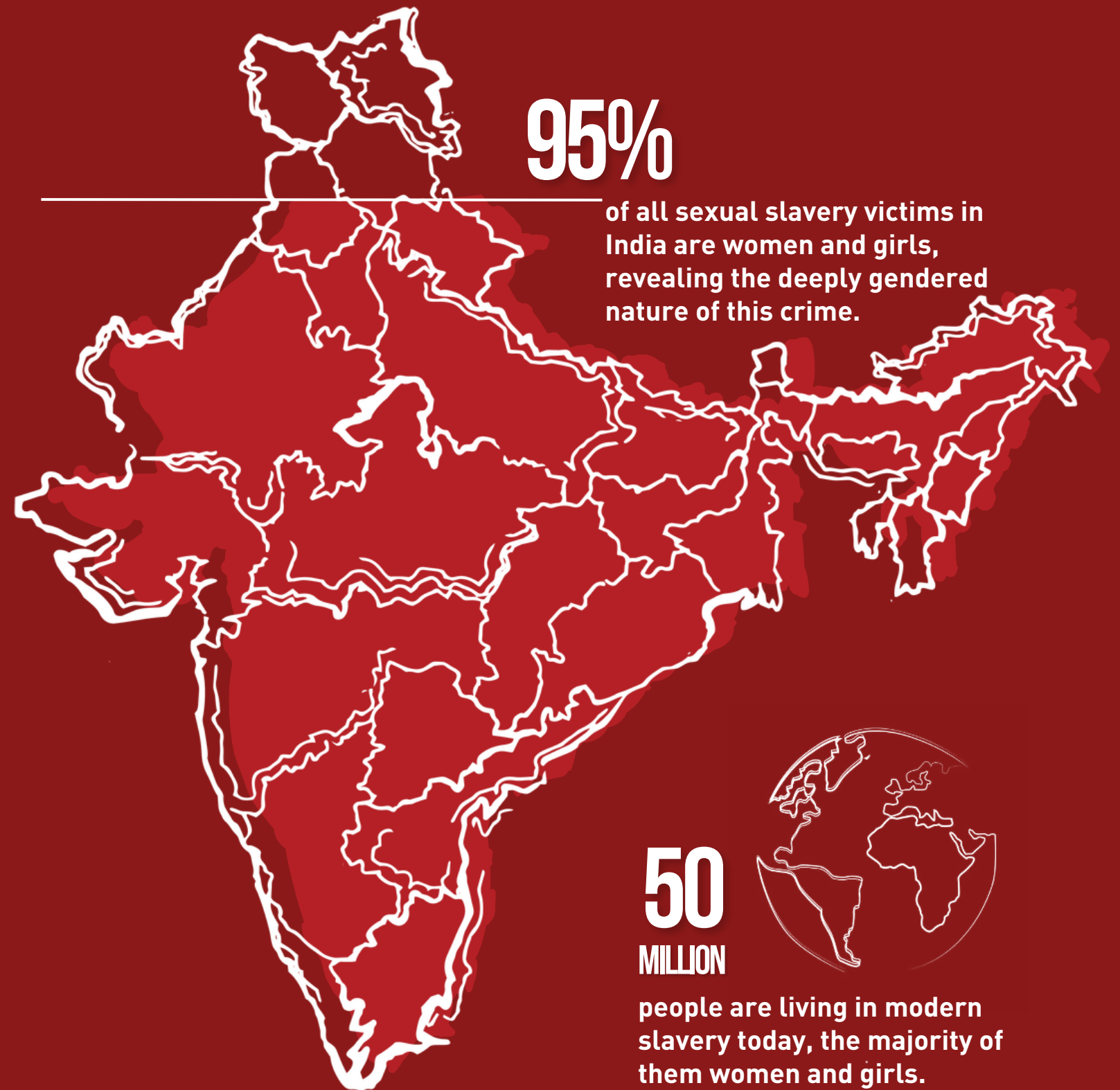
people in India are living in conditions of modern slavery.



Only **1%**
of enslaved girls are ever rescued.



4/10 victims of sexual trafficking in India are children or adolescents, some just nine years old.



95%

of all sexual slavery victims in India are women and girls, revealing the deeply gendered nature of this crime.

50
MILLION

people are living in modern slavery today, the majority of them women and girls.

EDDEN

CRISIS SEX-TRAFFICKING & MODERN SLAVERY

The violence faced by women and girls is not inevitable, it is preventable. Each statistic above reflects a moment where society failed to act, but also an opportunity to choose differently.

A safer India is built on the power of choice: the choice to live without fear, without violence, without sexual exploitation.

Yet for millions of women and girls, that choice is never given, taken from them long before they can claim it.



OUR CORE

THE BLUEPRINT FOR TRANSFORMATION

At My Choices Foundation (MCF), we carry the truth in our hearts every day:

the brutality of domestic violence, and the heartbreaking reality of sex trafficking.

These are not distant or abstract harms, but deeply personal wounds, shaped by systemic power imbalances that flourish in silence, rob women and girls of safety, and fracture their dignity, courage, and sense of self.

Our response is just as personal, just as resilient, and driven by a fierce belief that change begins with "I."

This conviction is why we have a commitment woven across our four core pillars that seamlessly connect to restoring the choices of those we serve.

Those we serve include not only women and girls, but also the men, boys, families, and communities whose transformation is essential to ending the violence itself.

IDENTITY

MISSION

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

OUR VALUES

Our values are the heart of everything we do, shaping our actions, guiding our decisions, and reflecting the priorities, attitudes, and perspectives we carry into our work every day.

TRANSFORMATION

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

PASSION

We are kind, caring, brave and passionate.

COURAGE

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

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 TRANSFORMATIVE



Operation Red Alert works to reduce vulnerabilities that put women, children, and entire communities at risk of being trafficked for commercial sexual exploitation, while building a protective environment that keeps them safe and informed.



PILLAR 1

Eradicate at grassroots level



PILLAR 2

Equip village custodians



PILLAR 3

Empower by helpline



PILLAR 4

Expose by mass media

Operation PeaceMaker rises against the norms that keep domestic violence hidden, supports survivors in seeking help with dignity, and nurtures communities that can hold, protect, and heal them.



PILLAR 1

Prevent through awareness



PILLAR 2

Provide support through interventions



PILLAR 3

Protect survivors' safety



PILLAR 4

Prepare men to be allies

FOUR-PILLAR APPROACH

OUR IMPACT

My Choices Foundation has spent the past 13 years weaving safety, dignity, and hope into the fabric of communities across India.

Our journey has been one of stitching together survivors' strength, families' resilience, and communities' collective courage, giving them the choices to live a life free from abuse, violence and sexual exploitation.





OPERATION RED ALERT

4,522,141

people educated on sex trafficking and its pathways

8,605

village custodians trained

2,735,901

people received educational comic books about sex trafficking

11,372

Safe Village Programs conducted

99,149

calls handled through our sex trafficking helpline

88

Implementing Partners



OPERATION PEACEMAKER



565,360

people educated on gender-based violence

23,667

families received counselling

339

PeaceMakers trained

67,513

students empowered through our school programmes

2,542

calls received through our domestic violence helpline

422

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



A JOURNEY OF TRANSFORMATION

FROM WITHIN A
GIRL,
BOY,
WOMAN,
MAN,
FAMILY,
COMMUNITY,
VILLAGE,
NATION.

Through Operation PeaceMaker and Operation Red Alert, we stand with individuals along a profound journey of transformation that begins within and carries forward to reshape futures.

Operation PeaceMaker accompanies women, girls, men, and boys as they challenge the deep-rooted beliefs that normalise violence within. This inner work helps them rediscover their inherent strength, courage, and voice, enabling them to rebuild trust and redefine the home as a space where peace is the expectation, not the exception.

At the same time, Operation Red Alert ignites a communal transformation by equipping vulnerable communities with the knowledge, tools, and confidence to interrupt the pathways to sex trafficking. We witness ordinary people undertake an inner shift toward accountability, rising to become extraordinary protectors who transform inherited realities of fear and exploitation into new landscapes of safety, choices, and hope.

At My Choices Foundation, we believe that change is not something we wait for; it is something we weave, and something we become.

And in the hands of empowered individuals, a safer future is not just possible; it is inevitable, woven into the very fabric of the nation.



**OPERATION
PEACEMAKER**

**BEYOND THE
SURVIVOR:**

**I AM THE CHANGE
THAT BEGINS
WITHIN, I TURNED
MY PAIN INTO
POWER AND MY
SILENCE INTO
STRENGTH**



OUR COUNSELLORS

Every journey of healing begins quietly with the courageous decision of a woman, a girl, or a mother who chooses to believe that her life can be different.

We honour this moment.

We recognise that true transformation is not only external; it begins deep within the survivor herself, where pain slowly gives way to power, and silence transforms into strength.

Through our counsellors we walk alongside survivors with dignity and compassion. In safe, non-judgemental spaces, women begin to recognise the dynamics of abuse, rebuild their confidence, and rediscover their self-worth.

They learn to identify triggers, understand their emotional landscape, explore options for safety, and envision a life free from fear and violence.

The impact is unmistakable.

The change reaches far beyond one life or one home.

And the transformation echoes through generations.

This data is a reflection of thousands of inner victories of women standing taller, speaking louder, choosing safety, and believing in their futures again.

Every data point represents a story:
A mother who learned to protect her children.

A young girl who discovered the language, and courage to name her pain.

A wife who recognised that love cannot coexist with violence.

A family that began healing together.
A community that became safer because one woman found the courage to change her life.

This is the heart of our counselling work: Healing begins with her, but it never stays with her.

When a woman transforms her inner world, it impacts outward into her home, her children, her village, and ultimately her nation. This is why we say:

She is more than a survivor.
She is her resilience.
She is her hope.
She is her change.

**SHE IS THE CHANGE THAT BEGINS WITHIN, SHE
TURNS HER PAIN INTO POWER AND HER SILENCE
INTO STRENGTH.**

BEFORE COUNSELLING

Many women arrived at our centres carrying fear, confusion, and a sense of powerlessness that had been reinforced for years. The data echoes their lived reality:



48%

barely felt confident about how to handle abuse.



47%

could recognise abuse triggers.



50%

had clarity on how they viewed their partner relationship.



46%

felt that they had any form of control over their finances.



47%

of women understood how to seek legal assistance, whereas support for mental health coping strategies was even lower at 45%.

90%

Across every measure, survivors experienced transformational growth, with women showing strong understanding, confidence, and readiness to build safer lives.

89%

feel prepared for independent living and recognise their own self-worth.

90%

of women have a clear understanding of their relationship patterns.

89%

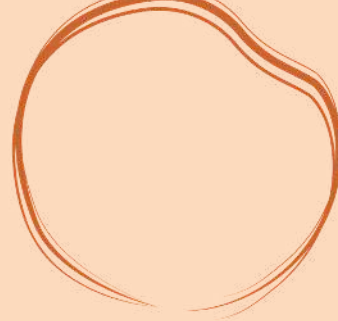
can identify abuse triggers and know how to respond safely.

90%

understand the emotional impact of abuse and are ready to seek help for partner violence, and 90% now feel empowered to leave an abusive relationship when they need to.

AFTER COUNSELLING

something extraordinary happens. A quiet, powerful change toward hope and self-belief.



REBUILDING SAFETY, STABILITY, AND CONNECTION THROUGH COUNSELLING

For eight years, *Nandini lived in an abusive marriage, held in a place where the violence was too painful to name and too overwhelming to confront.

She carried her suffering in silence, believing she had no choice, no support, and no hope for a different life. When the abuse escalated to the point where she attempted suicide, her quiet endurance broke.

In that darkest moment, a small but powerful shift began, she recognised that her pain mattered, that she deserved safety, and that change was not only necessary but possible.

With the support of her parents, she began preparing for a new beginning. She entered counselling, taking her first courageous steps towards healing.

In the counselling room, she found a space where her voice could emerge, trembling at first, then growing stronger. As she moved into taking action, she allowed herself to be vulnerable, to speak her truth, and to learn new ways of coping. Slowly, she started rebuilding her emotional stability, piece by piece.

Practical support eased her immediate burdens, allowing her to focus on her recovery.

Over time, she entered a stage of sustained progress, more confident, more grounded, and more committed to her own well-being. Her silence had transformed into strength.

Her husband's journey was also one of awakening.

In the beginning, he did not see the extent of harm his actions were causing.

Through counselling, he moved into a place of awareness, where he could finally acknowledge the emotional damage and the toll it had taken on their family.

As he began preparing for change, he agreed to counseling and embraced practical steps, such as building shared financial security.

In the action phase, he practised calmer communication, listened with greater patience, and worked to manage his reactions. With time, he too reached sustained progress, demonstrating more respectful, responsible behaviour at home.

As both partners grew individually, their shared journey towards healing also took shape. When they recognised the need for change together and committed to couple counselling, they opened the door to rebuilding their relationship.

They practised honest communication, expressed emotions safely, and learned non-violent ways to resolve conflict. Now, in their phase of ongoing stability, they show steady progress, more cooperation, mutual respect, and a renewed sense of emotional safety.

Continued follow-up supports them in sustaining this positive change.

This story reflects the heart of Beyond the Survivor:

I AM THE CHANGE THAT BEGINS WITHIN, I TURNED MY PAIN INTO POWER AND MY SILENCE INTO STRENGTH.

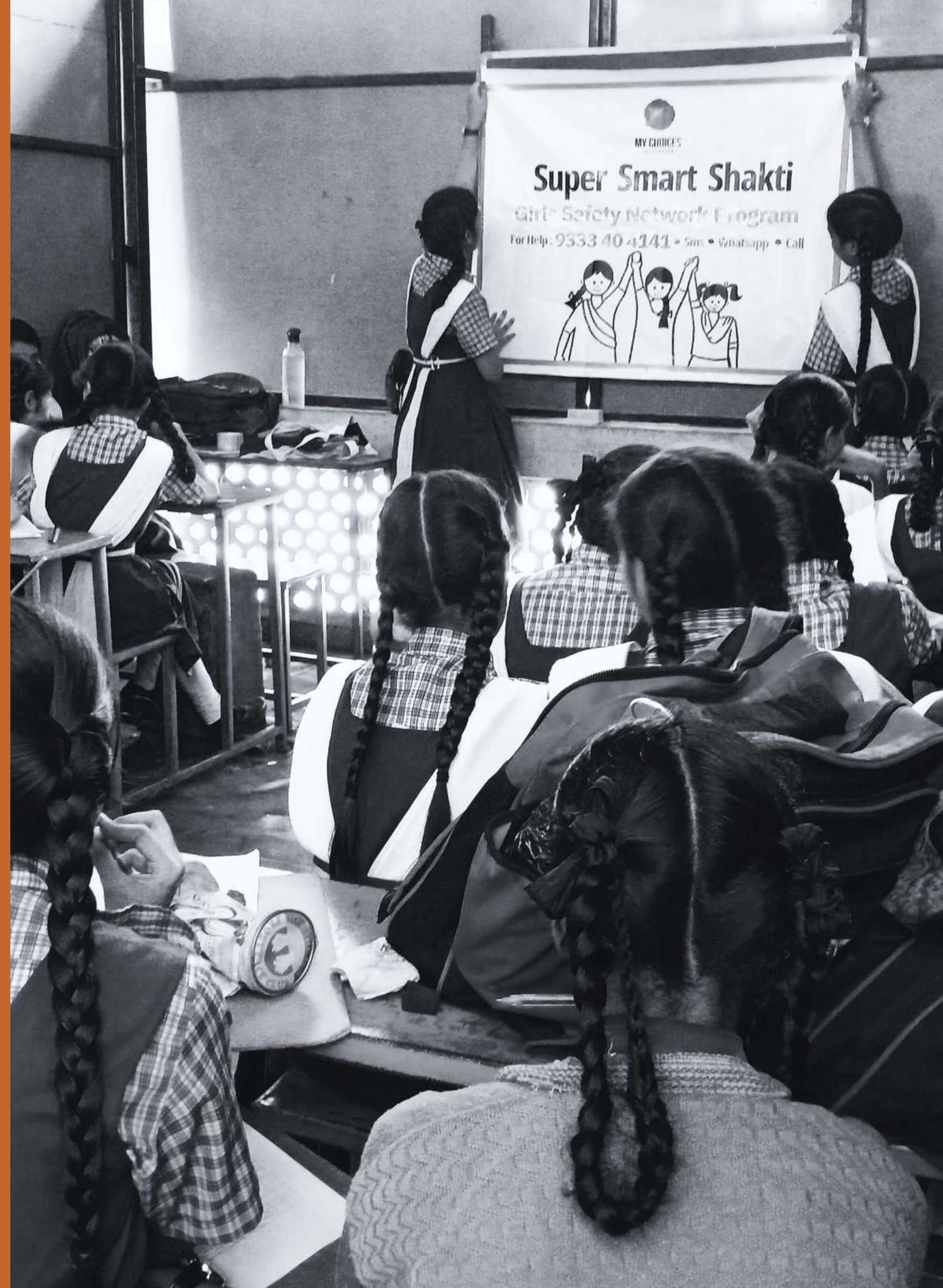
Through evidence-based counselling, Nandini reclaimed her agency, the family embraced transformation, and a safer, healthier future became possible.

*names have been changed to protect identities.
All photos used are for representational purposes

SHAKTI GIRL:

‘I AM THE CHANGE
THAT SHINES’

‘I BELIEVE IN MY
WORTH, MY DREAMS,
AND THE POWER OF
MY VOICE’





A Shakti Girl's journey begins with a simple yet radical truth:

"I matter. I have value."

For many young girls growing up in vulnerable communities, this truth is not something they are taught, it is something they must bravely claim for themselves.

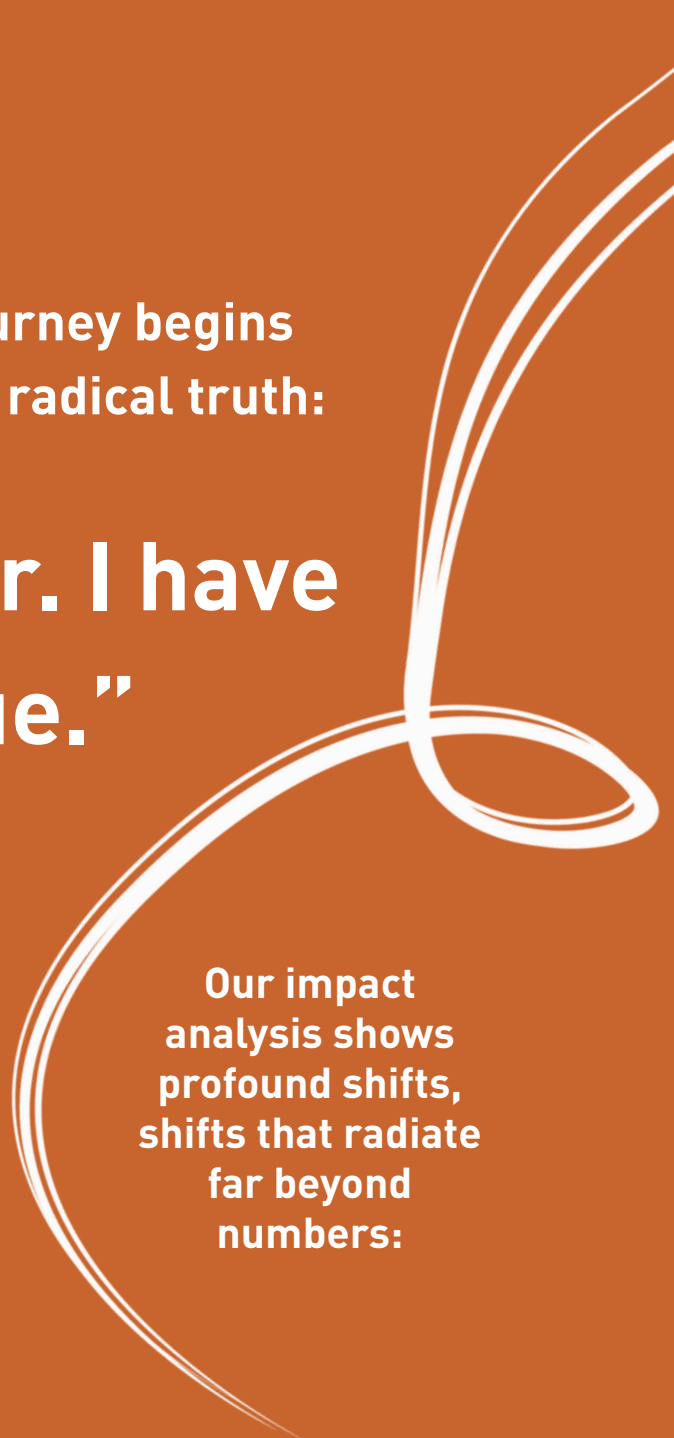
Through the 12-month Shakti Program, we ensure they never have to claim it alone.

Shakti Girls are guided to see themselves not as silent observers of their futures, but as bold architects of them.

In circles where they feel safe, celebrated, and heard, they begin to understand their strengths, their rights, their dreams, and the power held in every choice they make.

What starts as curiosity slowly transforms into confidence over the 12-month programme.

What begins as uncertainty grows into unwavering self-belief.



Our impact analysis shows profound shifts, shifts that radiate far beyond numbers:

1 Beyond the Classroom: Building Inner Strength

The programme begins by anchoring girls in the belief that their education and self-worth are non-negotiable foundations for their future.

This year's transformation underscores the profound internal shifts achieved:

FINANCIAL FORESIGHT

The number of girls recognising the importance of their financial independence saw a modest but crucial increase from:

44%

50%

This small shift represents a growing understanding that education must lead to economic self-reliance, a critical shield against abuse and exploitation.

THE LEAP OF CONFIDENCE

Empowering these girls to find their voice in times of crisis yielded remarkable results. Confidence in knowing whom to approach for help in a difficult situation surged:

Confidence to reach out to local organisations/helplines jumped from

37%

79%

Confidence to approach school authorities soared from

46%

80%

Confidence to formally engage with government officials and police increased significantly, from

36%

79%

This radical increase in confidence means that when a crisis strikes, 8 out of 10 girls are now ready to seek external support, actively turning to their newly identified support ecosystem.

2 Redefining Roles: From Passive to Proactive:

The Shakti programme breaks the traditional narrative that positions girls as passive recipients of aid.

The data shows they are embracing their new identity as proactive community changemakers and protectors:

TAKING CHARGE OF SAFETY

When asked if they had taken an active step to avert harm to self or peers in the past year, the percentage of affirmative responses jumped from



This metric demonstrates the internal conversion of knowledge into real-world, protective behaviour.

A VOICE IN THE FAMILY

We often overlook the silent influence young girls can wield. The percentage of girls reporting they helped their family in any kind of decision-making rose significantly from



This indicates the program's success in establishing the girl's voice as one of value and authority within her own home.

COMMUNITY ARCHITECTS

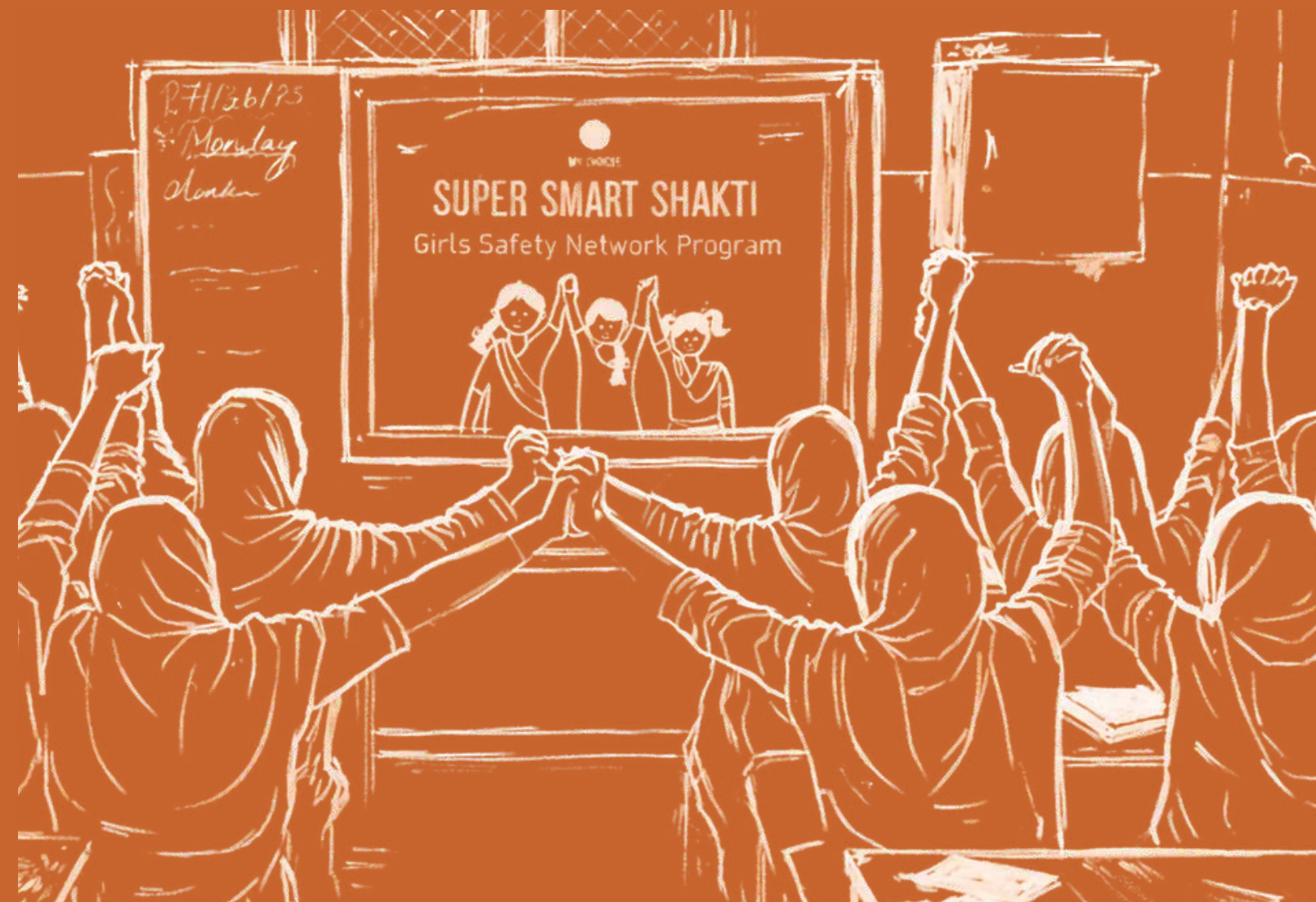
The sense of civic duty flourished, with the percentage of girls who believe it's possible for girls to bring about change in the community leaping from



Mirroring this belief, nearly two-thirds



attested to contributing to strengthening the community in some way.





3

The Confidence Triad: Preparation, Protection, and Peace

Our Shakti programme breaks the traditional narrative that positions girls as passive recipients of aid. The data shows they are embracing their new identity as proactive community changemakers and protectors:

Do you have a well-thought-out plan to financially support yourself as an adult?

42%
pre-survey

77%
post-survey

48%
pre-survey

75%
post-survey

Have at least one trustworthy adult that you can confide in?

Have you created a safety plan for yourself?

18%
pre-survey

49%
post-survey

24%
pre-survey

74%
post-survey

Aware of at least three laws that protect children?

37%
pre-survey

65%
post-survey

Do you feel confident to respond and avert discomfoting situations?

This data reflects that the SuperSmart Shakti Safety Network is fundamentally changing the internal landscape of young girls.

The data shows clear improvement, but the true transformation lies in the stories behind the percentages.

She is the change that shines. She believes in her worth, her dreams, and the power of her voice.

SAFETY & PREPAREDNESS



I CHOOSE MY FUTURE

Ameena* was 17 when the world she knew began to shift.

She lived with her parents and three siblings, surrounded by a community where a girl's path was often decided long before she understood she had one. Like many fathers around him, her father believed that arranging her marriage early was the safest way to protect her.

Until then, Ameena had never imagined that her life could unfold differently.

Everything changed when she joined the Shakti programme. During a session on self-worth, rights, and dreams, she heard something that made her heart pause:

“Your future belongs to you. You have the right to education, and the right to dream.”

Those words opened a door inside her. She began to understand how child marriage steals from young girls, steals their education, their independence, their ambitions, and the fragile beauty of their childhood.

She learnt that marriage is a responsibility meant for someone who is mature and ready, not a burden to be placed on a child's shoulders.

For the first time, Ameena allowed herself to imagine a different future. A future she had chosen.

Courage (quiet, brave, trembling) began to grow in her. She reached out to the Shakti trainers for support. What she didn't know was that she was not standing alone.

Her mother, who had been attending our community awareness sessions, had also begun to see early marriage through new eyes.

She now understood its harm, and she stood firmly beside her daughter.

Together, mother and daughter approached Ameena's father.

It was not easy. Relatives were furious. People whispered. Pressure came from every direction.

And throughout it all, our team stood with them, steady, present, unwavering.

Finally, after many conversations, and much resistance, her father agreed to break the engagement. It was a slow understanding, but it came.

Today, he sees that his daughter's decision did not shame the family, it protected her future.

Ameena has since enrolled herself in further studies. The girl who once believed her life was already decided now dreams of becoming a social activist, determined to inspire and guide other girls just like herself.

Why This Matters:

Ameena's journey is not only her victory, it is a testament to what awareness, education, and empowerment can do.

Because of the Shakti Programme, a girl discovered her right to dream, a mother found the courage to stand as her daughter's ally, a family's mindset began to shift, and a cycle of child marriage was broken.

*names have been changed to protect identities. All photos used are for representational purposes

When one girl is empowered, an entire community is set in motion toward change.



ASLI BOYS:

**'I AM THE CHANGE
THAT RESPECTS.'**

**'I CHOOSE EQUALITY,
KINDNESS, AND
COURAGE OVER FEAR
AND SILENCE.'**





An Asli Boy is not born, he is intentionally shaped. He is forged by the values he embraces, the harmful norms he actively questions, and the profound courage he discovers within himself to chart a definitive new course.

In many communities, boys inherit social scripts that fatally confuse strength with domination, manhood with control, and silence with complicity.

Through our Asli Boy curriculum, we are dedicated to gently, yet firmly, unravel these inherited patriarchal norms. We replace them with the non-negotiable truths of empathy and self-awareness. We help boys internalise that real strength is anchored in respect. Real courage is manifest in intervention. Real manhood is defined by the choice of equality, not the assertion of power.

Every boy who engages in our sessions is equipped with the tools to critique his inheritance, and the absolute freedom to rewrite it.

He learns to immediately identify toxic stereotypes, confidently challenge abusive behaviour, and recognise the inherent dignity and immutable rights of every girl and woman.

With every deep conversation, every practical activity, and every moment of honest self-reflection, he realizes that kindness is not a weakness, and empathy is not optional, it is essential to progress.

Through this deliberate journey, boys actively learn to:



This transformation is not theoretical or confined to the sessions. It becomes visibly measurable in the rhythm of community life



The true power of the Asli Boy lies in his choice:

He doesn't wait for the world to change, he becomes the change the world urgently needs.

Engaging boys is not an incidental program; it is the backbone of prevention.

When young men understand equality, value kindness, and practise intervention, the cycle of violence and exploitation is broken long before it can begin.

Because when a boy chooses respect, he forever alters the story of an entire generation.



He insists his female peers and sisters have the right to complete their education and pursue their dreams.



He consistently chooses conversation, accountability, and dialogue over any act of violence or aggression.



He actively stops a peer from engaging in harassment, bullying, or misogynistic talk.



He positions himself as a safe space, and a trustworthy advocate, rather than a potential source of fear.

He becomes an informal mentor, proactively teaching other boys that respect is the non-negotiable foundation of all interactions.

COLLECTIVE ACTION SASA! TOGETHER

The power women and men now wield is rooted not in dominance, but in mutual respect, affirming the shared declaration:

**'I AM THE CHANGE
THAT PROTECTS,
RESPECTS, AND
UPLIFTS MY
COMMUNITY.'**



మీరేమంటారు?
స్త్రీ పురుషుల సంబంధాలలో శక్తి అసమానతలు
ఉండటం సమంజసమేనా?

SASA!

transforms the root causes of violence, gender inequality, power imbalance, and community silence, by engaging entire communities to question old norms and create new ones.

Violence ends only when silence ends. With SASA!, that change began not in one home, but across an entire community.

In a context where one-third of men believed women should endure violence to preserve their families, we knew only a collective awakening could break such deeply entrenched patriarchy.

Our SASA! implementation shattered the normalisation of abuse and control, transforming silent acceptance into loud accountability.

Over just two years, the proportion of men who believed that neighbours should intervene in instances of domestic violence more than doubled, increasing from 35% to 88%.

This is not mere awareness; this is the sound of a community finding its moral voice.

Men's willingness to confront domestic violence and abuse more than tripled in the last year, marking a profound shift in a society long shaped by harmful masculine norms.

is a globally recognised, evidence-based community mobilisation approach developed by Raising Voices (Uganda, Africa), and is grounded in behaviour change theory.

Today, the community, once an enabler of silent endurance, is now at a stage where conversations about respect, shared power, and consent are the new normal.

The power women and men now wield is rooted not in dominance, but in mutual respect, affirming the shared declaration:

"I am the change that protects, respects, and uplifts my community."

We adopted this model to shift deeply entrenched beliefs that make violence seem normal, invisible, or acceptable.

Through four carefully sequenced phases:

Start, Awareness, Support, and Action, SASA! moves a community from silence to courage, from acceptance to accountability, from imbalance to **shared power**.

A community transformation model, SASA! works not by telling people what to think, but by helping them understand the **power** they hold, and how to use it positively.

It brings men, women, leaders, mothers, youth, and neighbours into shared conversations about equality, respect, and the devastating impact of violence and sexual exploitation on families and communities.

A collective movement:

What begins with one conversation becomes a community-wide shift: Men rethink harmful masculinity, control, and the meaning of respect. Women discover their voice, their rights, and their agency.

Communities recognise that silence fuels violence, and that intervention saves lives.



THE THREAD OF CHANGE TIMELINE

Each of the four phases in SASA! Together deals with a different type of power:

PHASE 1: START PHASE

Aim: Foster personal reflection about power and nurture power within

MAY-JUNE 2023

When we entered the communities we serve in May-June 2023, with 50 targeted communities and 2,927 participants in the baseline assessment, the data revealed a harsh reality:

deeply entrenched gender-based violence, where discrimination, control, and abuse shaped the daily realities of women and girls.

FOCUS GROUP DISCUSSIONS

SEP 2024

Following the completion of the Start Phase, it was essential to assess readiness for progression. This was done through structured surveys and Focus Group Discussions (FGDs) to evaluate the impact of the start phase and determine whether the community was prepared to advance to the awareness phase.

The benchmark required that more than 50% of participants demonstrate readiness before moving forward.

The findings showed a clear positive trend, indicating meaningful shifts in awareness and engagement. As a result, the community progressed to the Awareness Phase.

PHASE 2: AWARENESS PHASE

Aim: Deepen analysis of men's power over women and the community's silence about it

JUNE-JULY 2025

Surveys were conducted at the end of the Awareness Phase in the months of June-July 2025 to assess phase-specific outcomes and to determine whether the community is ready to transition to the next stage, i.e., the Support Phase.

The Awareness Phase was highly successful in reaching both genders, with men and women respondents reporting near-universal exposure to the programme and its activities.

The data in this report illustrates the baseline and endline shifts in behaviour among both men and women during the Awareness Phase, highlighting measurable changes that emerged as exposure increased of men's power over women and the community silence about it.

FOCUS GROUP DISCUSSIONS

PHASE 3: SUPPORT PHASE

Build skills and encourage community members to join power with others to prevent violence against women

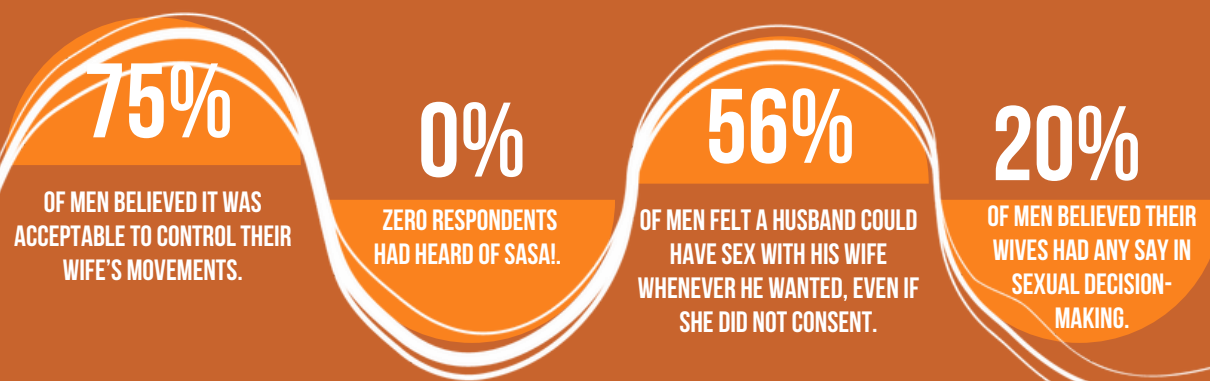
PHASE 4: ACTION PHASE

Use collective power to formalize and sustain change that prevents violence against women

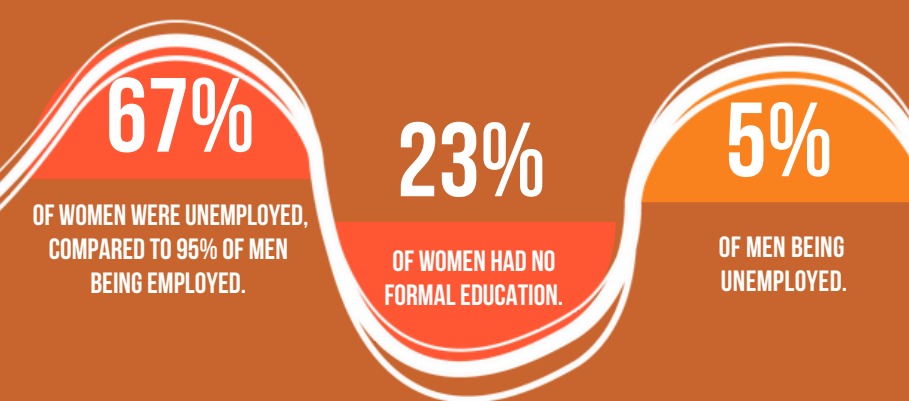
BASELINE

THE FIRST THREAD OF CHANGE

DEEPLY ENTRENCHED PATRIARCHAL NORMS



WOMEN SILENCED AND DISEMPOWERED



WIDESPREAD ACCEPTANCE AND NORMALISATION OF VIOLENCE



LOW COMMUNITY ACTION



A Male participant's testimony:

'What you explain about power sharing and power-balancing between men and women has taught me a lot. After your meeting, I kept thinking about the photo and the message, and I realised it was true. Often, the decisions I made based only on my own thinking and understanding failed. But ever since I started sharing with my wife, the advice she gives me has been very beneficial. I felt very happy, your work truly connects hearts.'

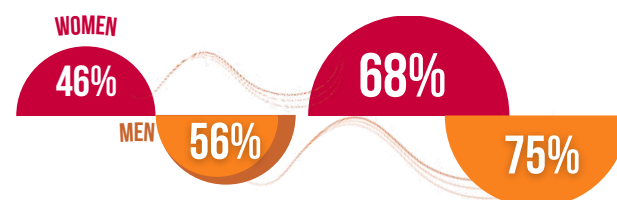
WHAT CHANGED AFTER THE START PHASE OF SASA! AWARENESS PHASE

1 UNDERSTANDING THE ROOT CAUSES OF VIOLENCE

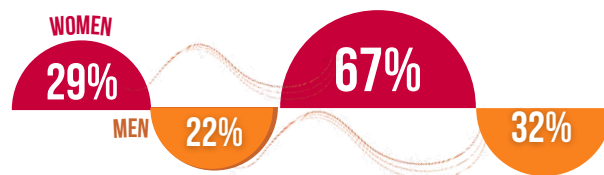
Recognition of power imbalance in both men and women agreeing that men's power causes violence, grew from:



Shift on sexual consent, with men and women disagreeing that men can demand sex without consent increased from:



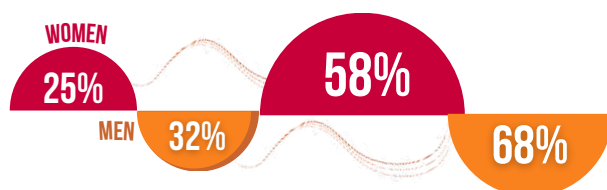
Rejection of male control over women's work in both men and women shifted from:



Seeing one of the most dramatic shifts in women's economic freedom

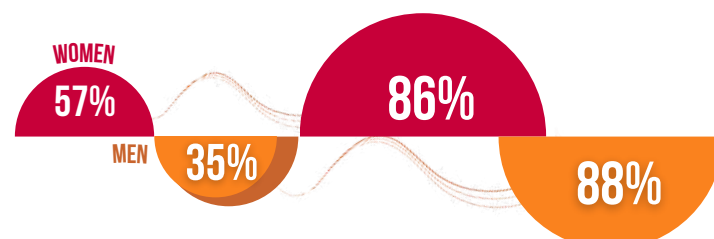
2 RELATIONSHIP DYNAMICS AND COMMUNITY RESPONSIBILITY

Rejecting violence with both women and men saying a woman should never tolerate violence rose from:

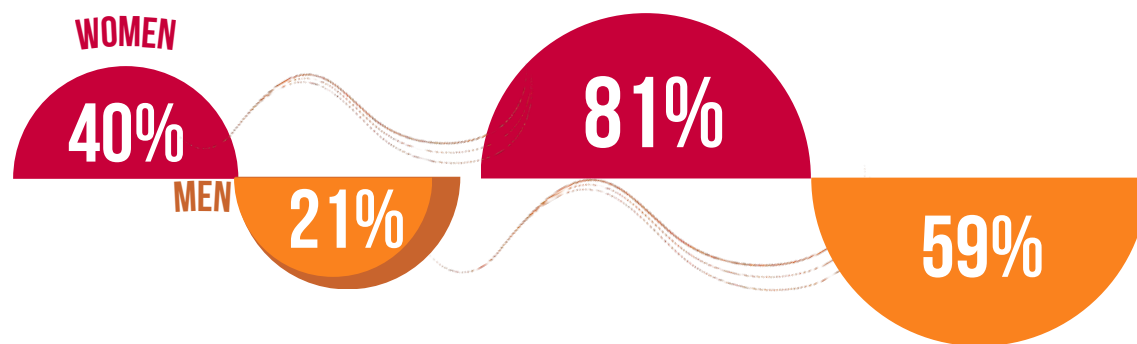


a remarkable shift in a culture where silence was once expected.

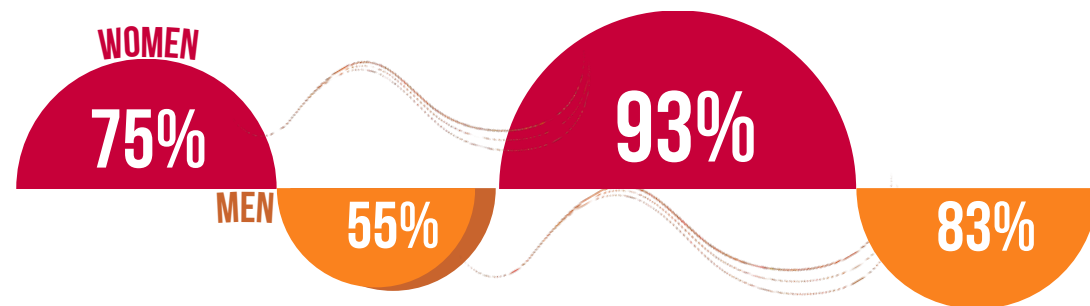
The belief that the community and neighbours should intervene surged from:



Belief that women have sexual autonomy and rights to control their own bodies changed for both men and women:

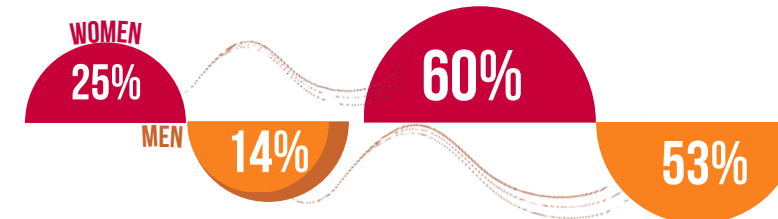


Understanding the power within to help bring positive change to their own communities, for men and women raised:

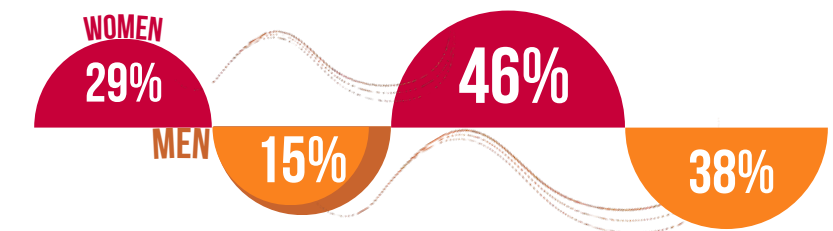


3 WHAT WE DO: BEHAVIOURAL CHANGE IN HOMES AND COMMUNITIES

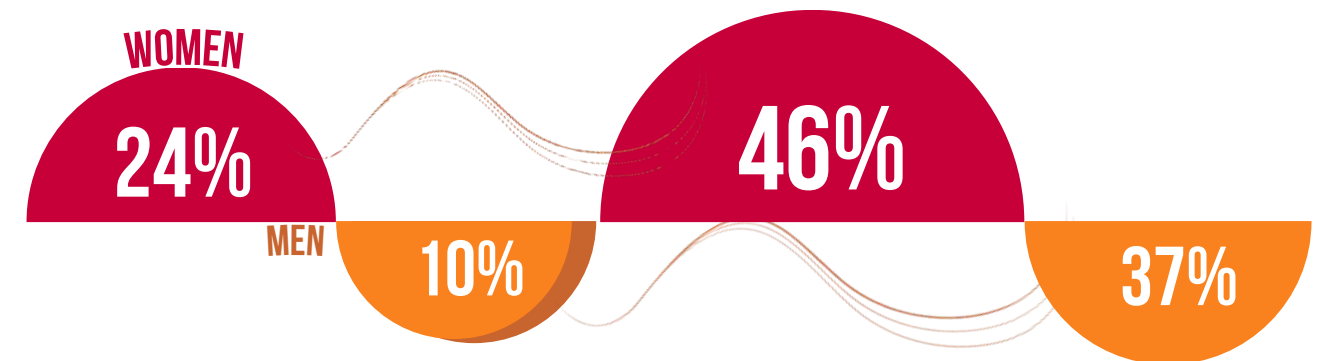
Men and women that had conversations with anyone in their community about the benefits of changing the way women and men use power in their own community soared:



Offered support to a woman that is experiencing violence from her husband/partner or boyfriend rose in both men and women:



Taking action to prevent violence: The willingness to intervene, to say “this is not acceptable”, grew:



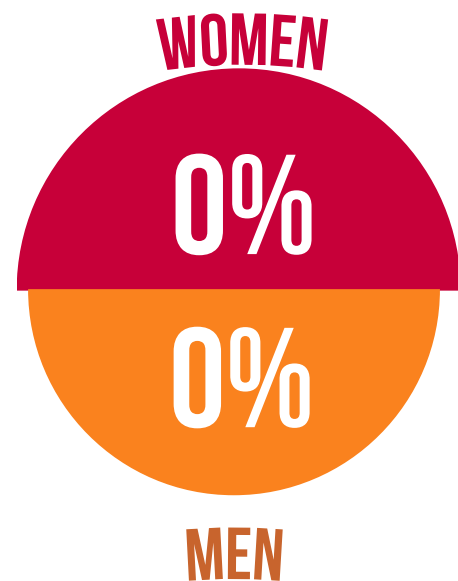
signalling a new readiness to stand up rather than stand by.



**MEN'S BEHAVIOURAL
CHANGE MORE THAN
TRIPLED**
SHOWING THAT
SASA! IS CREATING
MALE ALLIES AND
SHIFTING HARMFUL
NORMS.

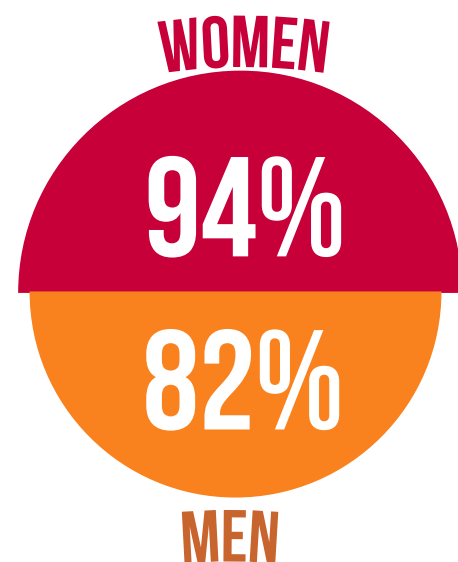
Exposure to SASA! programme activities:

BASELINE

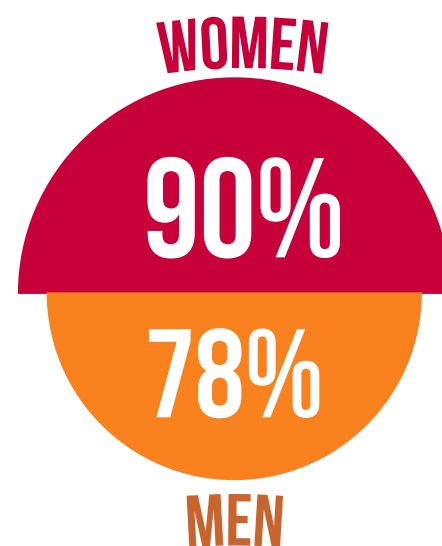


POST AWARENESS:

had heard of SASA!



participated in activities



This is unprecedented community reach.

SASA! demonstrates that real, sustainable change happens when communities take ownership of the shift. It is not the result of a single intervention, but of many people, women, men, young people, leaders choosing new ways of relating.

The story of SASA! in our communities is, at its heart, a story of people remembering their power and choosing to use it for good.

What began as isolated conversations has grown into a collective awakening where silence no longer shelters violence, and where courage is no longer the burden of the few, but the shared responsibility of the many.

Today, women stand taller, men step forward as allies, and entire communities move with a new rhythm of respect, equality, and care.

This is more than an intervention, it is a generational shift.

A community once defined by fear and endurance is now defined by action, accountability, and hope.

SASA! reminds us that change does not arrive from outside; it rises from within each voice that chooses to speak, each hand that chooses to help, and each heart that chooses to believe:



**WE ARE
THE
CHANGE**

**THAT TRANSFORMS OUR
HOMES, WHERE RESPECT
REPLACES FEAR, AND
KINDNESS AND RESPECT
GUIDE OUR ACTIONS.**



OPERATION

RED ALERT

THE VILLAGE AS CHANGE

Sex trafficking is not prevented by a single intervention, it is dismantled by an entire community choosing to see, speak, and stand against it.

Our Safe Village Program (SVP) has shown that when girls, boys, mothers, fathers, and village custodians awaken to their power, the entire ecosystem shifts from silence to vigilance, from risk to prevention and community transformation.

Our findings of the endline evaluation we conducted of our anti-trafficking intervention, through our Safe Village Programs across Bihar and Jharkhand affirm a powerful truth:

when individuals understand their agency, entire communities become the drivers of their own protection.

Our SVP equipped fathers, mothers, girls, boys, teachers, and village custodians with the knowledge, confidence, and practical tools to recognise risks, challenge harmful norms, and safeguard children from sex trafficking and its pathways.

Across the baseline surveys conducted in January 2024, the midline survey completed in April 2024, and the endline assessment implemented in July 2024, clear and consistent shifts emerged in knowledge, attitudes, and behaviours, reinforcing that informed families and engaged community custodians can transform vulnerability into vigilance.

This study shows that when people embrace their roles as Good Fathers, Informed Mothers, Guardian Girls, Smart Boys, Rakshaks, Gram Mitras, Nodal Teachers, and Community Leaders, the change does not come from outside, it comes from within the village itself.

This is the Safe Village Program's impact:

empowered individuals creating safer communities, proving that,

“I am the change”

is not just a slogan, but a measurable, collective reality.

Each one carries a specific change story, strengthened by real data and lived experience.



GUARDIAN GIRLS

**'I RAISE MY
VOICE SO
EVERY GIRL
CAN RISE.'**

**'I AM THE
CHANGE THAT
GUARDS
DREAMS.'**



GUARDIAN GIRLS BEFORE THE SVP



16%

knew the laws that protected them.

48%

(less than half) of the girls understood the risks of early marriage.



76%

felt confident to say no if forced into marriage.



32%

of girls could identify the harms of child labour at baseline.

37%

of girls didn't know how to recognise unsafe touch or seek help.



50%

of girls had already experienced unsafe touch.

Across all programme areas, girls proved to be some of the most powerful agents of protection. From baseline to endline, their knowledge, confidence, and leadership soared, not only showing awareness, but their ability to own their agency with courage and clarity.

GUARDIAN GIRLS AFTER THE SVP

96%

of girls could identify unsafe touch with confidence, and 95% said they would speak up, a powerful transformation from risk to resilience.

91%

of girls could identify relevant laws protecting them against child labour, with 78% understanding the risks.

92%

had a confidence increase. These girls now feel empowered to say "no" if forced into a marriage.

89%

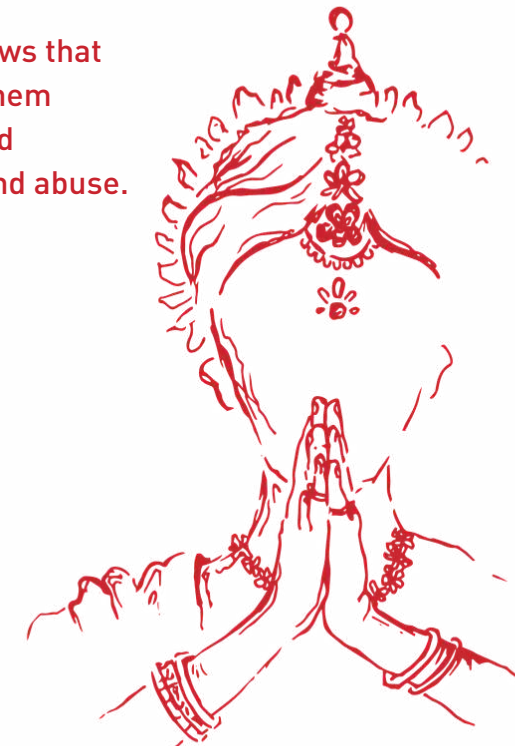
knew the laws that protected them against child marriage and abuse.

87%

of girls understood the dangers and consequences of child marriage.

22%

of girls reported a suspicious case after the programme to the helpline, India's first anti-trafficking helpline.



When asked what they would do if they or their friends were at risk, 94% of girls knew how to act, and 96% correctly identified the MCF helpline number 1800 419 8588, India's first anti-trafficking helpline.

AFTER THE SVP

97%

OF GIRLS, WHEN CONFRONTED WITH REAL PRESSURE (SUCH AS BEING ASKED TO DROP OUT OF SCHOOL), SAID THEY WOULD CHOOSE EDUCATION OVER EARNING.





GUARDIAN GIRL NAINA'S STORY: A QUIET VOICE PROTECTING MANY DREAMS

When our team arrived at the middle school in Domangaria village, Jharkhand, the courtyard hummed with anticipation.

Among the students sat Naina*, a 14-year-old Class 8 girl, silent, yet deeply present.

She didn't speak during the programme, but her eyes were full of unasked questions, uncertainty, worry, and a quiet longing to understand her place in a world that often decides for girls before they can decide for themselves.

As the Implementing Partner team explained how child marriage can become a pathway into sex trafficking, her expression changed.

A seriousness settled over her, the awakening of a truth she had always felt but never named.

After the session, the team met students individually, Naina paused, gathered her courage, and asked softly if she could share something that had been troubling her.

With a trembling breath, she began describing the reality faced by girls in her village.

"In our village," she said, "when girls turn 15 or 16, sometimes even 14, parents start thinking about getting them married. And when a girl drops out of school, the pressure becomes even stronger."

She paused, steadying herself.

"If parents don't agree to early marriage, the community pressures them. People talk... they blame the parents... and the girls have no choice."

Her words held the collective experience of so many girls whose dreams are dimmed long before they can shine.

But Naina was no longer silent.

The Guardian Girl message had reached her, reminding her that every girl's dream deserves protection, every girl's voice deserves the choice to live free from violence, abuse, and sexual exploitation.

Inspired, Naina shared: she wanted to stay in school, stay safe, and help other girls in her village do the same.

"When the Guardian Girls are active," she said with quiet determination, "we can keep ourselves and our village safe."

In that moment, Naina became exactly what the Guardian Girl stands for:

A PROTECTOR OF DREAMS, A CARRIER OF COURAGE, AND A RISING VOICE ENSURING THAT EVERY GIRL IN HER VILLAGE HAS THE CHANCE TO RISE WITH HER.

RAISING HER VOICE SO THAT EVERY GIRL CAN RISE.

*names have been changed to protect identities.
All photos used are for representational purposes

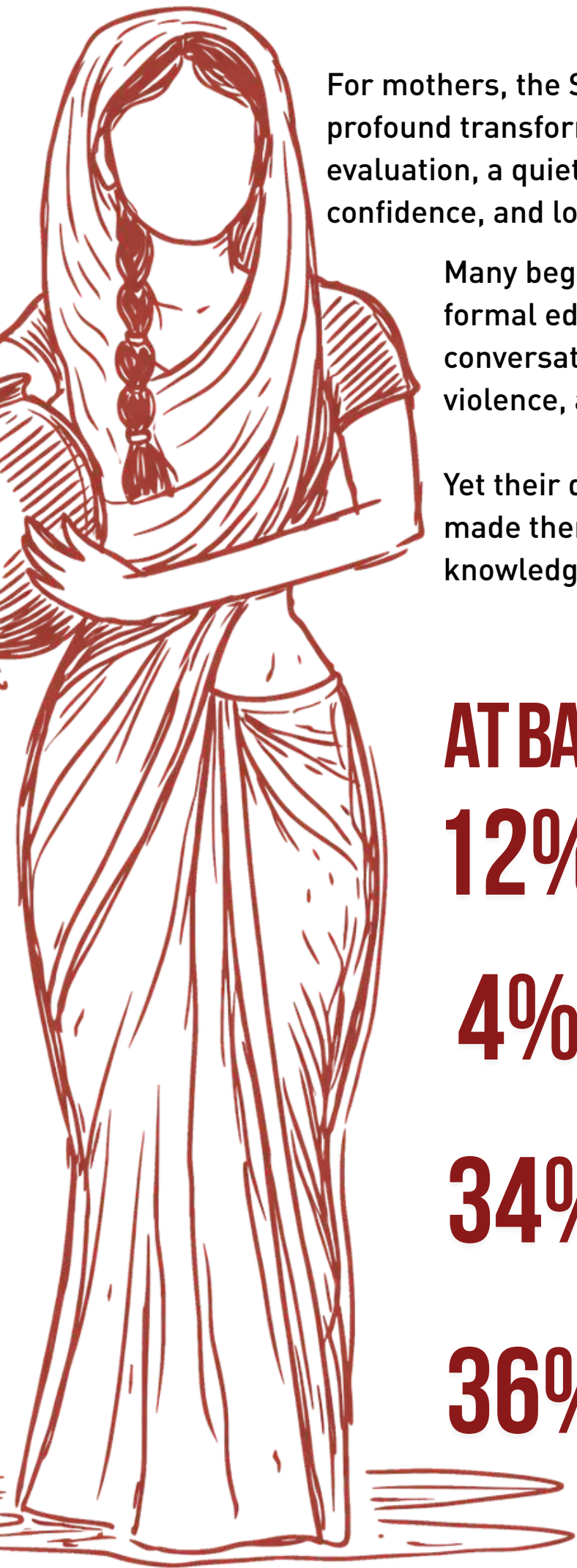


INFORMED MOTHERS

**'I AM THE
CHANGE THAT
NURTURES
WISDOM.'**

**'I CHOOSE
KNOWLEDGE OVER
SILENCE AND
GUIDE MY FAMILY
WITH LOVE.'**





For mothers, the SVP ignited one of the most profound transformations captured in our evaluation, a quiet revolution of wisdom, confidence, and love.

Many began their journey with limited formal education and little exposure to conversations about sex trafficking, violence, abuse or harmful practices.

Yet their desire to protect their children made them eager learners, ready to turn knowledge into action.

AT BASELINE ONLY:

12% of mothers understood child sexual abuse.

4% of mothers recognised the dangers of child labour.

34% of mothers were unaware that child marriage before 18 is illegal.

36% of mothers understood domestic violence.

AT ENDLINE:

99%

understood sex trafficking and its risks.

96%

understood domestic violence.

88%

affirmed they will not marry their daughters before 18.

99%

understood the risks of child labour.

99%

recognised the dangers of unsafe migration.

These gains did more than increase awareness, they reshaped daily life.



90%

OF MOTHERS SPEAK MORE OPENLY WITH THEIR CHILDREN ABOUT TRAFFICKING FEARS, PRIORITISING CONVERSATIONS ON CHILD MARRIAGE AND THE DANGERS OF SPEAKING TO STRANGERS, THE RISKS MOST PRESENT IN THEIR COMMUNITIES.

COURAGE TO ACT DEEPENED

99%

of women said they now feel confident supporting other women or young girls facing domestic violence (a key driver of trafficking vulnerability).

23%

of women said they would first reach out to their village custodians, followed by the helpline or police.

This reflects growing trust in community-led safety systems. They have become the pillars of protection in their homes. Women who choose knowledge, speak truth, and guide their families with unwavering love. Through them, change begins, grows, and endures.



GOOD FATHERS

**'I AM THE
CHANGE
THAT
PROTECTS
WITH
KINDNESS.'**

**'I SOW
RESPECT SO
MY FAMILY
MAY HARVEST
PEACE.'**





In communities long shaped by patriarchal norms, the shift among fathers is both striking and hopeful.

BASELINE:

15%

of fathers understood sex trafficking.

24%

recognised the dangers of unsafe migration.

38%

of fathers believed daughters could work early or that migration offers opportunity without considering risk.

58%

of fathers understood the harms of child labour.

75%

of fathers did not know child marriage under 18 was illegal.

ENDLINE:

91%

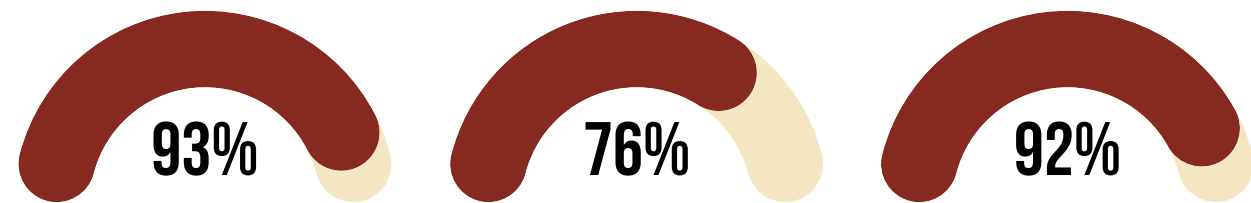
of fathers understood the risks of sex trafficking, a sixfold increase.

understand unsafe migration risks.

know the harms of child labour.

understand the dangers of child marriage.

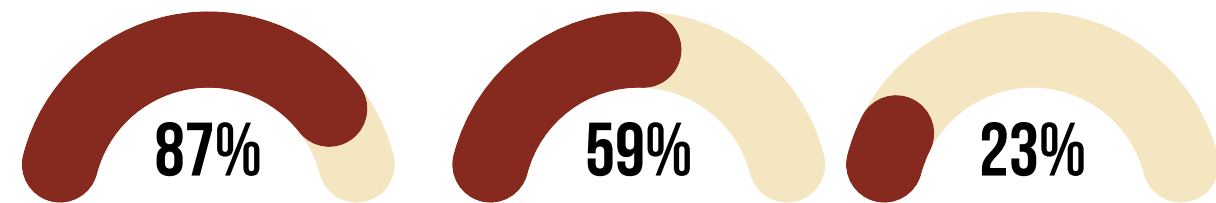
CHANGE IN ATTITUDE:



of fathers believe the SVP is essential to keeping their village safe.

of fathers feel confident working with the authorities for child protection.

of fathers now oppose sending daughters to work.



of fathers committed to never marrying their daughters before they turn 18, or sending them to work.

of fathers said they would call the helpline if they witnessed abuse.

said they would intervene directly, behaviours rarely expressed at baseline.

35% of fathers' first action when facing trafficking is to call the MCF anti-trafficking helpline.

33% would immediately reach out to community leaders or authorities when facing trafficking

A Good Father is no longer a silent bystander, he is a protector who understands the risks, speaks up when something is wrong, and stands with his daughters and sons to create a safer family.





SMART BOYS

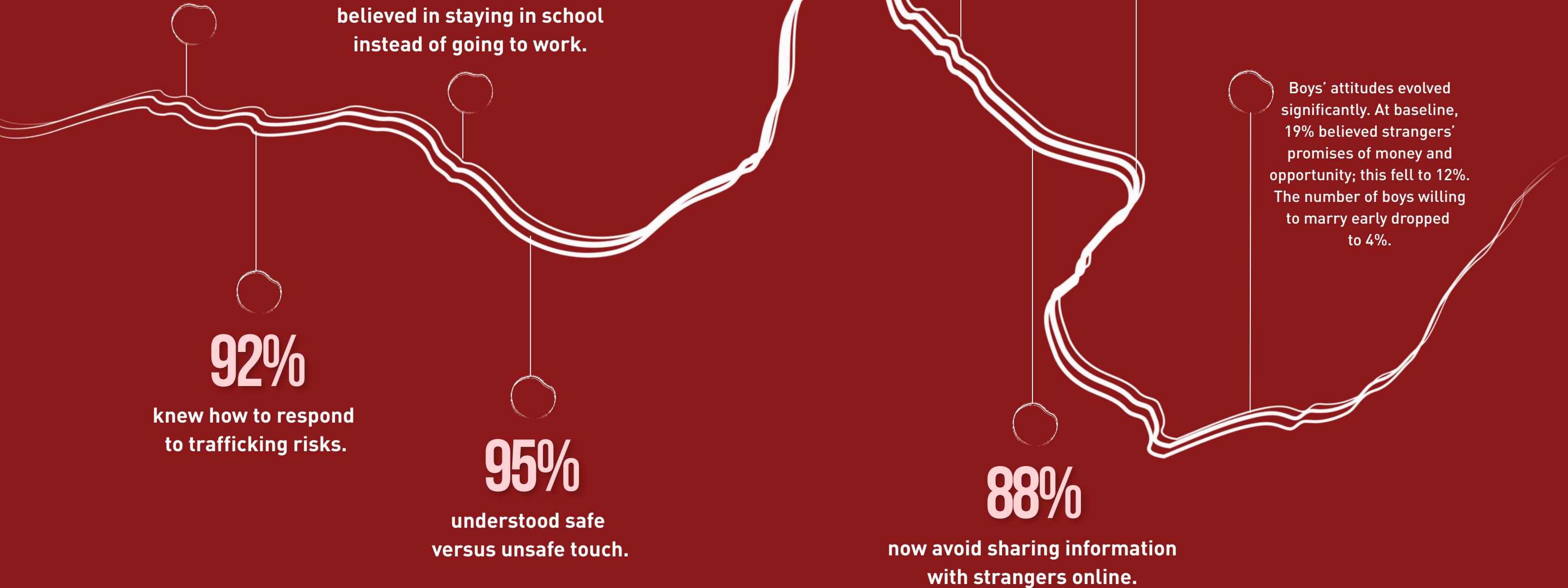
**'I AM THE
CHANGE THAT
LEADS WITH
RESPECT.'**

**'I STAND TALL
FOR WHAT'S
RIGHT AND
LIFT OTHERS
AS I GROW.'**

For boys, the SVP created a foundation for healthier masculinity and responsible leadership.

Boys were at the highest risk of misinformation at baseline, 26% did not know child marriage laws, 56% did not know migration risks, 46% did not understand unsafe touch, and 70% did not recognise the dangers of sharing personal information online.

BY THE ENDLINE, THESE VULNERABILITIES HAD REVERSED:



BEHAVIOURALLY, SMART BOYS DEMONSTRATED STRONG READINESS TO ACT:



38%

said they would call the helpline if pressured into child marriage.



31%

would report child labour in their village.



41%

would report unsafe migration attempts.



42%

would report suspicious activities they witness.

87%

Importantly, 87% said they discuss trafficking more than before, signalling that the cultural taboo around these conversations is breaking among young men.

Smart Boys are emerging as a new model of boyhood, one defined by empathy, responsibility, and courage, helping build villages where girls are safe and boys are allies in change.



VILLAGE CUSTODIANS

**'I AM THE
CHANGE
THAT KEEPS
WATCH.'**

**'A GUARDIAN OF
MY VILLAGE,
LIGHTING THE
PATH OF SAFETY
AND TRUST.'**

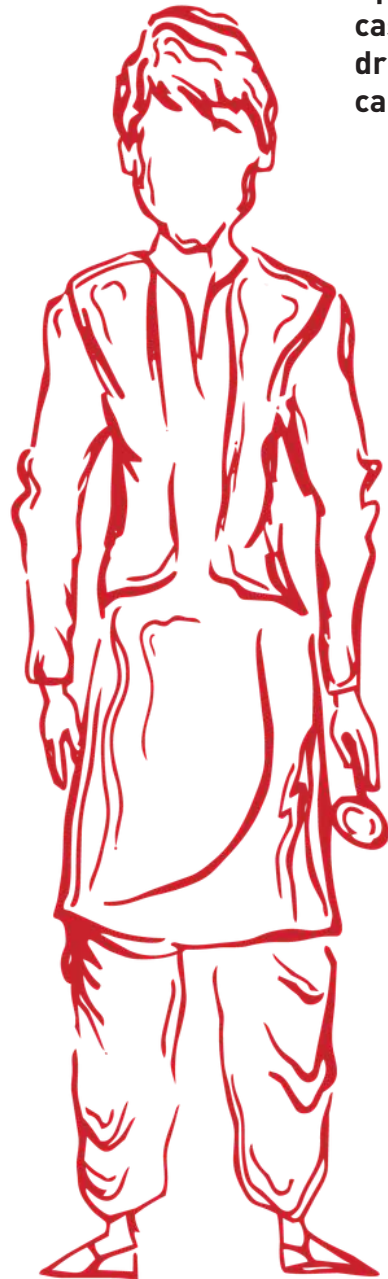


Village custodians are the backbone of ORA's sustainability model. Their transformation is among the strongest measured in the evaluation.

THE VILLAGE CUSTODIANS:

RAKSHAK, A VIGILANTE

Rakshak has the potential to spot suspicious events and provide crucial information to the Implementing Partner and Operation Red Alert about cases of missing child, school dropouts, child marriage, that can lead to trafficking.



NODAL TEACHER, A PROTECTOR

Nodal Teacher works in the community as Head Masters, School Teachers or Anganwadi Teachers. They are passionate about safeguarding the children, ensuring that they stay in school and continue to share the Safe Village Program messages.



GRAM MITRA, A FRIEND

Gram Mitra is passionate about keeping their village safe. They are our grassroots contacts who help in conducting the Safe Village Program and share relevant messages in the community even after the programme.



COMMUNITY LEADERSHIP, A GUIDE

The community leadership registers the movement of the visitors and reports any suspicious activity that could lead to trafficking. They come together to ensure the village is safe, children attend school and prevent child abuse and all types of violence.



BASELINE

9%
of Village custodians knew the term 'human trafficking'.

15%
of Village custodians knew any laws related to trafficking.

ENDLINE

98%
understood the term human trafficking.

89%
understood related laws.

To deepen understanding of programme impact, village custodians were asked to assess their own knowledge of trafficking and its related risks.

A strong majority rated their knowledge as good or excellent across key areas:

76% on human trafficking, 77% on child marriage, 72% on child labour, 67% on child sexual abuse, 66% on unsafe migration, 73% on domestic violence, and 68% on the dangers of social media.

30%

of Village custodians had access to any form resource materials or educational tools.

96%

of Village custodians used the Stakeholders Handbook.

99%

of Village custodians believed the comic book was essential for village awareness.





RAKSHAKS BECAME CENTRAL PROTECTIVE ACTORS IN THEIR COMMUNITIES:

BASELINE

ENDLINE

15%

of Rakshaks actively raised awareness on trafficking and its pathways.

92%

15%

of Rakshaks actively shared the helpline number.

92%

100%

of Rakshaks expressed commitment to their role.

NODAL

TEACHERS

DEMONSTRATED HIGH LEVELS OF CONFIDENCE IN EDUCATING CHILDREN AT ENDLINE, WITH:

81%

of Nodal Teachers confidently explaining human trafficking.

89%

of Nodal Teachers confidently explaining child marriage and unsafe migration.

93%

confidently explaining child labour.

COMMUNITY LEADERS ALSO EMERGED AS POWERFUL ADVOCATES:

BASELINE

44%

now collaborate with police, Village Custodians, and Implementing Partners.

ENDLINE

88%

The transformation of these village custodians shows that sustainable protection is not built through one-time interventions, but through empowered community actors who choose to lead, teach, and protect every day.

As Nodal Teachers, Rakshaks, Gram Mitras, and Community Leaders grow in confidence, knowledge, and action, they reshape the safety of their villages from within, turning awareness into vigilance, vigilance into prevention, and prevention into lasting safety.

Their leadership proves that a Safe Village is not a temporary outcome of the programme, but a living commitment upheld by its own people.

In their hands, the promise of “I am the change” becomes a durable shield for every child, every family, and every future.



MR. JHA THE TEACHER WHO BELIEVED IN DREAMS

In a quiet classroom in the middle school of Domangaria, Jharkhand, the students gathered for the Safe Village session.

Among them stood *Mr. Jha, a Nodal Teacher with a gentle presence and a warmth that immediately put children at ease.

As he began to speak, there was something unmistakably heartfelt in his voice, as though the story he was about to share lived deep within him.

He told the students about his daughter, a girl who had always carried a quiet determination in her eyes.

While many girls in their community were being married off before they could truly understand the world, she held tightly to her dream of becoming a government school teacher.

Marriage proposals came one after another, relatives insisted, neighbours questioned, society whispered. The pressure grew heavier with each passing year.

But Mr. Jha had made a decision long before: he would stand with his daughter, without the expectations that tried to confine her.

He spoke of how he encouraged her through every stage of her studies, how he reminded her that dreams are fragile things, but they are worth defending.

He believed in her future even when others told him he was making a mistake.

She had completed her education and become exactly what she longed to be:

a government school teacher shaping the lives of young minds, just as he had shaped hers.

When he turned back to the girls in the room, his voice softened even more. He urged them to stay strong, to stay focused.

To protect their dreams the way the Guardian Girls in the comic book protect theirs, with courage, persistence, and an unshakeable belief in their own worth.

Meeting teachers like Mr. Maheshwar Jha fills our Safe Village Program with renewed hope. His story is more than a personal triumph, it is a reminder that true guardianship begins at home, with love that refuses to bow to harmful norms.

His unwavering support for his daughter has grown into a deep commitment to every child in his school.

Nodal teachers like him make villages safer. They make futures brighter.

**AND THEY REMIND US THAT REAL
IMPACT OFTEN BEGINS WITH ONE
COURAGEOUS PARENT WHO CHOOSES
TO BELIEVE IN A GIRL'S DREAMS.**

**names have been changed to protect identities.
All photos used are for representational purposes*



మనం
అందరినీ
సాధించాలి

మన అవగాహన గల తల్లిని

తల్లిని చూసి మనం మరలము పాఠం మనం
రక్షణ పుస్తకం చదివి అది చాలా ముఖ్యం. ఇది
గమన మరియు పాఠం కోసం మనం చాలా
సన్నాహం చేసుకోవాలి.

తల్లిని అర్థం చేసుకోవడానికి మనం
అందరినీ చూసి మనం మరలము పాఠం మనం
రక్షణ పుస్తకం చదివి అది చాలా ముఖ్యం. ఇది
గమన మరియు పాఠం కోసం మనం చాలా
సన్నాహం చేసుకోవాలి.

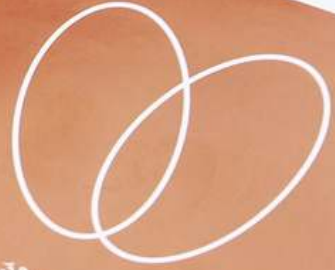


సంరక్షక ఆడపిల్లల ప్రతిజ్ఞ

- నా విలువ ఏమిటో నాకు తెలుసు మరియు నేను ఇతరులకు విలువ ఇస్తాను.
- నేను అప్రమత్తంగా ఉండి తప్పు జరిగినప్పుడు స్థిరంగా మాట్లాడతాను. తప్పు చేసిన వారినే బహుభావంగా ఉండేట్లు చేస్తాను.

నేను ఇతరులకు విలువ ఇస్తాను. నా కీసుకోవటం మంచి మార్గం.

అందరి రక్షణ కోసం మనం కలిసి పనిచేయాలి. అందరినీ చూసి మనం మరలము పాఠం మనం రక్షణ పుస్తకం చదివి అది చాలా ముఖ్యం. ఇది గమన మరియు పాఠం కోసం మనం చాలా సన్నాహం చేసుకోవాలి.



సంరక్షకం, నేరీ ముగ్ధ నేయడే
మీ సంరక్షకుల సంరక్షకం, నేరీ ముగ్ధ నేయడే



A COMMUNITY BECOMING THE CHANGE

Across every corner of village life: children, men, women, parents, teachers, leaders, and village custodians: the Safe Village Program sparked one of the most profound transformations.

The data does more than inform us; it reveals a community awakening:

Knowledge rose from almost nothing to more than 90%, as understanding replaced fear and silence.

Beliefs shifted from harmful resignation to a bold, collective refusal to allow exploitation.

Behaviours moved from quiet endurance to courageous reporting, intervention, and protection.

Collective responsibility deepened, reflected in the confident and widespread use of the helpline.

Networks of safety grew stronger, more coordinated, and more determined than ever before.

This is what it looks like when a community remembers its power, when mothers speak, fathers listen, teachers lead, children trust, and neighbours refuse to stay silent.

**WE
ARE THE CHANGE,
AND NO CHILD WILL
BE LEFT**

BEHIND



CONTINUING THE THREAD

LOOKING AHEAD

As we close this year's impact report, one truth rises above every number, every story, and every transformation:

change is not an event, it is a thread. A thread woven by survivors who chose courage over silence.

By girls who chose education over fear.

By boys who chose respect over dominance.

By mothers who chose knowledge over tradition.

By fathers who chose protection over power.

By teachers, counsellors, Rakshaks, and village custodians who chose vigilance over indifference.

Together, these individual threads have become a fabric strong enough to hold entire communities, and soft enough to restore dignity, hope, and possibility.

This year, we witnessed what happens when a single decision, *I am the Change*, becomes a collective declaration.

Homes grew safer.

Villages became more vigilant.

Children felt heard, seen, and protected.

Men and boys stepped forward as allies.

Women reclaimed not only their choices, but their futures.

And communities once bound by silence now speak with clarity, unity, and courage.

But the work is far from finished. Violence still reaches too many homes.

Traffickers still prey on too many children.

Harmful norms still shape too many futures.

And so, as we look ahead, we do not loosen the thread, we pull it forward.

In the coming year, we commit to deepen our reach, strengthen our partnerships, and widen the circle of safety that begins within homes and radiates outward into communities and across India.

We will carry the wisdom of our learnings, the honesty of our data, and the hope found in every story shared within these pages.

We will continue to nurture survivors into leaders, girls into guardians, boys into allies, mothers into educators, fathers into protectors, and communities into ecosystems of safety and choice.

The transformation we have witnessed is not the end of a journey, it is the beginning of a new one.

A journey in which every person touched by our programmes becomes a keeper of safety, a champion of equality, and a bearer of light in the hardest places.

THE THREAD CONTINUES:

**STRONGER, BRIGHTER,
UNBROKEN.**

**AND AS LONG AS IT IS HELD IN THE
HANDS OF THOSE WHO BELIEVE IN
A SAFER INDIA, IT WILL KEEP
WEAVING A FUTURE WHERE
EVERY WOMAN, EVERY GIRL,
EVERY CHILD CAN LIVE THE LIFE
THEY CHOOSE.**

**TOGETHER, WE ARE NOT WAITING
FOR CHANGE.**

TOGETHER, WE ARE BECOMING IT.

**THIS IS THE NEXT CHAPTER.
THIS IS THE CONTINUING THREAD.**



GLOSSARY

Asli Boys

A boys' empowerment programme that works with adolescent boys to challenge harmful gender norms, promote respect for girls, and encourage non-violent, responsible behaviour.

Baseline / Midline / Endline

Measurement points used to understand change over time: Baseline: the starting point, before a programme begins | Midline: progress measured during the programme | Endline: results measured after the programme is completed.

Comic Book / ORA Comic Book

Our primary educational tool, using visual storytelling to explain trafficking risks, laws, and prevention strategies in an accessible, human format.

Comic Book Characters

Relatable figures within our educational materials —such as Informed Mother, Good Father, Guardian Girls and Smart Boys, who model protective behaviours and courage for village readers.

Community Leaders

Local leaders who monitor visitor movement and report suspicious activities to ensure the village remains a safe environment for children.

DragonSlayers

A DragonSlayer is one who dares to confront the dragons of violence, silence, and exploitation — and, in doing so, lights the way for others to rise.

Four- Pillar Approach

The holistic strategic framework used across both Operation PeaceMaker and Operation Red Alert to ensure impact through prevention, intervention, protection, and sustainability.

Good Fathers

Men in the ORA ecosystem who have moved from patriarchal bystander roles to active protectors of their daughters' education and safety.

Gram Mitra

A "village friend" and grassroots contact who helps coordinate safety messages and programs within the community.

Guardian Girls

A specific identity within ORA for girls who have been empowered to recognise risks and protect their own dreams as well as those of their peers.

Hope Creators

The hands who actively build pathways to safety, dignity, and freedom — transforming fear into courage and silence into strength. Weaving resilience into broken places — thread by thread, choice by choice.

Implementing Partner (IP)

A trusted local organisation that works alongside My Choices Foundation to deliver programmes in communities.

Informed Mothers

Women within the Safe Village Program who have gained the confidence to speak truth, challenge tradition, and nurture wisdom within their families.

Nodal Teacher

Educators or school staff who act as protectors, ensuring children stay in school and remain informed about their rights.

Operation Red Alert Helpline (1800 419 85 88)

India's first toll-free anti-trafficking helpline, providing a centralised point for reporting suspicious activity and seeking help.

Operation PeaceMaker (OPM)

Our frontline operation dedicated to ending domestic violence in India through counselling, legal aid, and community-based intervention.

Operation Red Alert (ORA)

Our large-scale prevention program aimed at ending sex trafficking by educating vulnerable rural communities and establishing protective networks.

PeaceMaker

Community-based responders, usually a survivor or community member, trained by OPM to provide support, counseling, and safety interventions for domestic violence survivors.

Rakshak

A village "vigilante" or guardian trained to spot suspicious events or dropouts that can lead to trafficking.

Safe Village Program

ORA's anti-trafficking community intervention that equips entire village ecosystems to identify and interrupt trafficking pathways.

Safe vs. Unsafe Touch

Critical terminology used in our youth programs to teach children how to identify, name, and seek help for sexual abuse and harassment.

SASA!

A 4-phased community mobilization model (Start, Awareness, Support, and Action) developed by Raising Voices (Uganda) to prevent intimate partner violence.

SASA! Data Evaluation

A rigorous data validation process involving baseline assessments and endline surveys to measure measurable shifts in community attitudes toward power, consent, and domestic violence.

Smart Boy

Young men in the ORA ecosystem who lead with respect, challenge toxic stereotypes, and act as mentors to their peers to break the cycle of violence and exploitation.

Super Smart Shakti / Shakti Girls

An advanced 12-month empowerment programme for adolescent girls that builds leadership, rights awareness, and confidence, enabling them to protect themselves and influence positive change in their communities.

Theory of Change

Our strategic roadmap where awareness sparks reflection, reflection drives choice, and choice multiplies into systemic transformation.

Village Custodians

The collective term for our local protectors, including Rakshaks, Gram Mitras, Nodal Teachers, and Community Leaders, who form the sustainable backbone of village safety.

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DISCLAIMER

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 sexual exploitation.

My Choices Foundation serves all people, regardless of religion, race, ethnicity or gender.

Comments and inquiries are welcome.

Information on the use of material in this report for training or research would be appreciated.

**Names have been changed to protect survivors' identities.*

All photos used are for representational purposes only and do not depict the actual individuals referenced. The images have been taken and used with the consent of all individuals featured.





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