



IMPACT REPORT ²⁰¹⁶ EVIDENCE FOR PREVENTION

RED

ALERT

NOTE FROM THE FOUNDER

“ Many of us know the saying: “It takes a village to raise a child”. What our team carries in our heart and fully believe, is that it not only takes a village to raise a child, but it takes a village to keep a child safe. **Especially - a girl child!** In November 2013 our team embarked on a journey that has forever changed each of our lives. We committed to being a part of the greater “village” whose mission is to keep girls safe. Girls who are trafficked for sexual slavery live a life of extreme abuse and daily rape. Their average age when they are taken is 12 years old and some as young as 6 or 7 years. We cannot have this happen in our “village”, our world.

Deciding how to keep our village safe, was a journey ...

Why Prevention

Only 1% of trafficked girls ever get rescued. Rescue and rehabilitation must happen, but it is able to do very little to end trafficking.

At the start of our work, our team dedicated 18-months to exploration and learning. We travelled the width and breadth of India, met with as many of the NGOs that work in this field as we could, and in the process, probably had more cups of Chai than is healthy! Every expert NGO, government worker, and trafficking survivor we spoke to identified the same gap in anti-trafficking efforts - no one was working to systematically prevent trafficking, and there was no coalition organised to work towards the elimination of supply of girls.

Thus, we have positioned our efforts in the center of that “gap”. We are dedicated to the difficult and often invisible work of prevention.

We feel we **MUST EQUIP** the at-risk villages where girls are coming from to keep the village and its girls safe. There is no other work for us but this.

Our Research paper

Close to 90% of girls are trafficked due to the ignorance of their parents, in particular the ignorance of their fathers. This reality is very unique to India.

Critical to our initial research phase, we commissioned a research paper by a Mumbai-based Behavioral Architecture firm to try and understand **HOW** can we change the behavior of the Fathers and the families to **NOT** to let their girls go.

Make in India

I personally love the slogan “Make in India”, and as a team we truly believe that together we can “Make India Safe”.

“ “

If those who can act, remain inactive, If those who should know better, remain indifferent, and if the voice of justice is silent when it should speak up, then evil will triumph. As a human race we may falter, we may fail, and we sometimes take too long to do what is obviously needed. Yet, ultimately, we **DO** know deep inside what is right and what is wrong.

It is all of us, Good Fathers and Informed Mothers of this beautiful country, Guardian Girls and Cool Boys that will keep our girls safe! Collectively, we have the courage and the bravery within us to make India safe.

We are now 3 years into our commitment to doing everything we can to prevent young girls from being trafficked into a life of sexual slavery. On this journey, we have been exposed to the worst that humanity has to offer. Yet, we have also been strengthened, encouraged and fueled by the stories and lives of hundreds of fathers, mothers and girls who hold a relentless commitment to keep their villages safe. Our goal with this Impact Report is that it gives you a glimpse into this surprising hope. We invite you to join us - will you be #OnRedAlert?

” ”

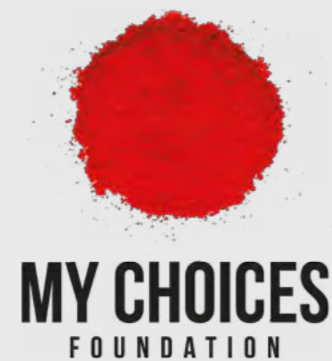
ELCA GROBLER

CONTENTS

Be on #REDALERT

IF YOU ARE ON RED ALERT SHE WILL BE SAFE

RED ALERT



INTRODUCTION 01
A note from the founder.
Pg 02

**HIGHLIGHTS/
AWARDS** 03
Evidence of exceptional innovation
in research and strategy.
Pg 10

**STORIES FROM
THE FIELD** 05
Stories of prevention in action.
Pg 22

COMING IN 2017 07
Updates about the future of
Operation Red Alert.
Pg 30

**02 GEOGRAPHIC
REACH**
The states we work in,
and why our presence is
strategic.
Pg 08

04 3 PILLARS
Get information on
our key operations,
statistics from
our field work and
services, and stories
from the team.
Pg 12

**06 TRAFFICKING
TRENDS**
Trends that are critical in
combatting traffickers.
Pg 28

PREVENTING SEX TRAFFICKING IN INDIA

Impact Report 2016

3

OPERATION RED ALERT

3 PILLAR APPROACH

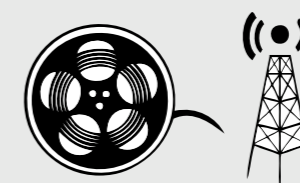
Operation Red Alert has developed a 3 Pillar approach to prevent the trafficking of girls. Our aim is to stop trafficking before it reaches families and steals girls' lives.



EMPOWER

NATIONAL HELPLINE

Prior to our helpline, there was no exclusive, national helpline for sex trafficking. With 95 million mobile phones in the country this is an opportunity to put the power to take action in the hands of those who need it most. The helpline is based on a coalition effort of Operation Red Alert's partner NGOs, each providing different services to different geographic zones in India.



EXPOSE

MASS MEDIA CAMPAIGN

The number one barrier to ending human trafficking is awareness. The general Indian public is still largely unaware that trafficking exists, let alone that India has disproportionately more slaves than any other country in the world. We aim to see trafficking become something every Indian is committed to ending. If we are on #RedAlert, India's daughters will be safe.



ERADICATE

GRASSROOTS EDUCATION

Preventing trafficking is impossible if we do not educate the families and villages that traffickers are targeting. In India, most families have no idea that their girls are being taken and sold into sexual exploitation. Most NGO's efforts are spent in rescue and rehabilitation of trafficked girls. The Operation Red Alert Safe Village Toolkit is reaching at risk villages around India, teaching families how to keep their daughters safe.

GEOGRAPHY

ANDHRA
TELANGANA

WEST BENGAL

KARNATAKA

Andhra Pradesh & Telangana, the two Telugu speaking states are ranked #9* and #4 respectively as source states for trafficking girls. Often referred to as the “stalking ground of Traffickers”, drought prone areas of these states are home to some of India’s most vulnerable families. 12.2% of all trafficking cases originate in these two Telugu states.

West Bengal is ranked #2** as a source state for the trafficking of girls. Its capital, Kolkata, is called the “breaking point” for girls - where they are subjected to whatever level of abuse it takes to make them 100% submissive - before they are sent to other states to be exploited in commercial sex work. 18.2% of all trafficking cases originate in West Bengal.

**Field data suggests that West Bengal ranks #1. NCRB data may not represent accurate numbers due to under-reporting.

Karnataka is ranked #5 as a source state for trafficking of girls. The rise of social mobility and migration in the fast-developing South, has made families and young girls especially susceptible to the lures of Traffickers. Hopes of a brighter future lead victims to easily trusting lucrative “opportunities” and being tricked into sex work.

*Andhra Pradesh (AP) and Telangana (TS) bifurcated and became two states on June 2, 2014, and independent crime reports were released for the first time for the year 2015. Trafficking is pandemic in both states, and data on reported crimes seems to bely the reality in AP. Grassroots NGOs do not agree with the #9 ranking of AP.

HIGHLIGHTS

ESOMAR AWARD

The research paper that Operation Red Alert commissioned from Behavior Architects, Final Mile, Mumbai won the world's premier award for market research - the ESOMAR Excellence Award for Paper of the Year. World leaders in market research including Coca-Cola were among the finalists. This award is a huge accolade and even bigger affirmation that the research that underpins each of our programs and creative collaterals is indeed game changing. Most importantly, it validates the thinking that has gone into the design of the Safe Village Program and our Good Father campaign and each of its key collaterals.

We hope that the accolades for our report feels like a win for every NGO in the field working towards preventing and ending sex trafficking. We have already seen several NGOs using the research findings to inform their programs, and we know that it continues to serve our colleagues and friends in the cause.

HIGHLIGHTS

RED ALERT MAPPING TOOL

Operation Red Alert partnered with Quantum, a world class big data analytics company to build a tool that maps India's most trafficking prone, or "at risk", villages. The mapping is used to target villages based on their risk to trafficking.

The tool went live in early 2016, and we have put it to the test by sending our Implementing Partners to these villages to conduct Safe Village Programs (SVPs). In person studies on these villages report high incidences of trafficking cases, and very low awareness levels, proving that our mapping tool is sending us where prevention is needed most.

We are constantly improving the tool by including more data sets. We look forward to the highest standard tool and to helping the coalition of anti-trafficking NGOs in India work towards more precise and impactful programs.

1

PILLAR GRASSROOTS EDUCATION

STAT 1

20 IMPLEMENTING PARTNERS 4 STATES

Operation Red Alert is leading the prevention effort in India through the provision of research, training, program structure, and key resources. We work through Implementing Partners to provide education to village stakeholders on how to stay safe from trafficking. We do this by working through the most reputable anti-trafficking NGOs across India whose own initiatives focus on trafficking intervention. We believe that until we become better organized at working together than traffickers, prevention will never succeed.

मानव तस्करी विरुद्ध अभियान
तथा जनचेतना कार्यक्रम
in collaboration with RED... Jalpaiguri Police
supported by 46B... Mal Bazar

IMPLEMENTING PARTNER QUOTES

“ I think the whole Safe Village Program (SVP) is undoubtedly a comprehensive programme that accounts for the intersectionality of child rights, gender based discrimination, poverty, and trafficking. Moreover, the SVP activates community participation and ownership to achieve its goals of awareness, action, access and advocacy. I feel that with the platform of Operation Red Alert we can say firmly, elimination of sex trafficking is sure & certain by 2025. ”

- SANJEEV KR SINGH, SECRETARY, ASHA NGO

“ We have found the SVPs of ORA very effective in the traffic-prone villages. In many villages, where trafficking has been prevalent for a long time, trafficking cases are finally starting to be reported due to the awareness that people now have. ”

- MS. AMINA LASKAR, SECRETARY, BBSS

STAT 2

449 SAFE VILLAGE PROGRAMS

CONDUCTED THROUGH IMPLEMENTING PARTNERS

Each SVP includes 1 Pre-SVP Study of the village and a 2 day workshop with different sessions for teachers, village sarpanches, fathers, mothers, young girls and young boys. The SVP also works to equip or establish a local village CVC (Community Vigilance Committee) to carry forward the education and activism initiated by the SVP.

STAT 3

SVP BENEFICIARIES 600,069

*AROUND 5% ARE DOUBLE COUNTED DUE TO ATTENDANCE AT MORE THAN ONE SESSION DURING THE SVP.

Each beneficiary attends a session specifically designed with messaging for their demographic. We have developed our messaging for Good Fathers, Informed Mothers, Guardian Girls and Cool Boys from our award winning research and extensive consultation.

HEATMAP OF SVPS

STAT 4

4

TRAFFICKING CASES

ON AVERAGE PRE-EXISTING, REPORTED TRAFFICKING CASES IN THE VILLAGE

During our Pre-SVP Study, we gather data on the prevalence of trafficking in that village in the last 1-2 years. High numbers of cases in recent years affirms that our Village Mapping Tool is helping us target the most trafficking prone villages with our prevention program.



COOL BOY QUOTES



NAGESH

"I like the Father character in the comic book best! I have 2 elder sisters. I will protect them if I can."

RAVI

"Everyone should respect their elders and protect girls. I have a little sister. I'm good at keeping her safe from danger. I would rescue her if anything happened to her. Everyone must do this!"

SRIKANTH

"Girls don't run as fast as boys, but they are as smart as boys."

“

”

GUARDIAN GIRL QUOTES



SWATHI

"Rahul is my favorite character. It's nice to see a young man who cares about his village!"



RADHIKA, TRAFFICKING SURVIVOR

"I wish Red Alert had come to my village before I got trafficked. I will help other girls stay safe!"



GUARDIAN GIRL PLEDGES

Girls stamp their thumbprint into a heart shape on the Guardian Girl Contract, promising to look out for each other's futures.

2

PILLAR
NATIONAL HELPLINE



CALLS PER STATE / REGION

ANDHRA / TELANGANA- 105

KARNATAKA - 52

WEST BENGAL - 896

INTRO

The Red Alert Helpline is India's first helpline dedicated exclusively to handling human trafficking cases. The toll free number was launched in October 2015, and is advertised selectively in high risk villages through our Safe Village Programs. We handle cases from urban and rural areas across India through a network of referral partners made up of India's most reputable ant-trafficking NGOs

5 SUPPORTED LANGUAGES*

ENGLISH, HINDI, TELUGU, BENGALI, AND KANNADA

*Supported = having designated, fully fluent helpline staff. Other languages are supported on need basis. Our Supported Languages will grow as our work expands to other states that require regional language.

A RESPONDENT'S STORY:

BENGALI LANGUAGE RESPONDENTS

Rajat and his wife Madhuri have been Helpline Respondents serving our Bengali calls for 1 year.

"High confidence levels in a helpline, mean that the helpline gets A LOT of calls! As a Helpline Respondent, it's clear to me how well our field workers are doing their job, just by the volume of calls we get, each one knowing that we will respond and will help them take action. I feel that my job is the best one. Most helpline Respondents feel so drained after each day, having to bear the concerns of each caller, but I feel so encouraged each day. Every caller speaks to us with utmost confidence that Red Alert really has their interest at heart, and will take action when needed. Most of the calls we receive are from people who call to say "thank you!" for the SVP in their village. They tell us that after the SVP in their village, they feel more secure than they ever have before, that they feel safe knowing there is someone there they can call for information, counselling on how to take action, and to report anything jeopardizing the safety of the girls in their village. The reported trafficking cases were responded to so well, that it only built local confidence in the helpline. So we keep getting more and more calls. It's incredible!"



STATISTICS

TOTAL NUMBER OF CALLS **5,245**

OF CALLS THAT ARE TO SAY THANK YOU - >300

OF TRAFFICKING CASES- **16**

3

PILLAR
NATIONAL AWARENESS

GOOD FATHER **CAMPAIGN DEVELOPMENT**

Operation Red Alert will be launching its 3rd pillar - India's first Mass Media Campaign to bring awareness of sex-trafficking.

In 2017, we will launch India's first mass-media, pan-India anti-trafficking awareness campaign aimed at making trafficking the priority of every person, but in particular of fathers.

The campaign will be titled "Good Father", and will speak to the root causes of trafficking, as well as the most basic solutions!

The campaign will utilize a 3 pronged approach to reach out to an urban Indian audience, and also speak directly to the rural fathers who make decisions about their daughter's futures.

VR FILM **RELEASING JANUARY 2017**

Operation Red Alert has joined the pioneers of VR film making through the Oculus VR For Good project. We are 1 of 10 NGOs selected globally by Facebook and Oculus for the VR For Good initiative.

Our filmmaker is award winning filmmaker and director Jayisha Patel, who has worked with Al Jazeera and BBC.

Our mentor is none other than Gabo Arora, Creative Director and Senior Advisor of the United Nations. The film premieres at the Oculus House at Sundance Film Festival, January 2017, and will be rolled out online later in 2017.

THE WORLD'S 1ST DOCUMENTARY VIRTUAL REALITY FILM ON SEX-TRAFFICKING.

STORIES FROM THE FIELD

WEST BENGAL

DEEPIKA AND PAYAL

Deepika* and Payal* are 17 years old, and best of friends. They are from a village in the South 24 Parganas District of West Bengal. Both girls dropped out of school early, wanting to work to help their parents support the family. Their parents are poor, daily wage laborers who work collecting cow dung for fire fuel. Supporting the girls was difficult for them.

One day, a man named Satish came to their family and offered to take the girls for a good job in Mumbai. He promised that they would earn enough money to help support their family remaining in the village. The girls' parents decided to let them go. On 23/Nov/2016 evening, Satish picked up the girls at the train station, and they set out for Mumbai.

The next day, the Operation Red Alert Safe Village Program was conducted through Implementing Partner HASUS. Deepika and Payal's parents attended part of the program, and learned about typical methods of traffickers. Immediately after the program they went to their Village Panchayat (leader) and told him about letting their daughters go to Mumbai with a man promising them work. The Panchayat member took them to report the case in the police station, and told them to call the Red Alert Helpline as well.

The Red Alert team then activated our network partner** in Mumbai to find the girls in the city. Deepika and Payal were rescued at the Mumbai train station before any abuse could take place. Satish was arrested, but not detained.

Deepika and Payal are now safely back home with their families, who are so grateful they were able to prevent anything happening to their daughters. Satish is currently not facing any charges since the family willingly let their girls go, and no exploitation took place. No one from the village is willing to provide evidence against Satish because he is considered a powerful man in the community.

The HASUS team is in constant contact with the families, ensuring that the girls stay safe. HASUS is working to get the two girls into a vocational training course so they can learn skills that will earn them a decent livelihood.

*Victim names changed, and no identifying information used.

STORIES FROM THE FIELD

WEST BENGAL

SADAF

16 year old Sadaf* left her house telling her parents she was going to a school Independence Day celebration, but never came back. Her parents are poor and uneducated, and felt there was nothing they could do to search for her.

Sadaf's class mate, who had attended an Operation Red Alert (ORA) Safe Village Program (SVP), noticed she had gone missing. She suspected that Sadaf may have been lured to run away with a boy she had been speaking to on the phone. She had learned in the SVP that this is how traffickers often trick girls. Remembering her SVP training, she went to the local village Community Vigilance Committee (CVC). The CVC activated the ORA Implementing Partner** (IP) to take up the case.

The IP helped the family file an First Information Report (FIR) at their local police station, which caused the whole village to learn about Sadaf's disappearance. Once the case became news, a local political party started to pressure Sadaf's parents to withdraw the case.

It is "well known" among the village and local NGOs that this political party is involved in a trafficking ring, which is one reason Sadaf's parents felt helpless to work with the police. However, NGOs have lacked hard evidence of victim testimony to push for arrests and prosecutions. The IP counseled the family not to give into pressure, and told them that if they withdrew the case, there would be no follow up from police to find their daughter.

After just a few days, Sadaf called her parents to say that she had been taken to Bangalore, and would return in 6 months. With the phone number and location in hand, the IP planned to activate the Anti Human Trafficking Unit to plan a rescue. However, this news reached Sadaf's trafficker, and caused him to send her back to her village.

Once home, Sadaf said that the man had lured her with the promise of marriage and a better life, and once she arrived in Bangalore, he locked her up in a room with a plan to keep her there until he could sell her.

Sadaf's trafficker has not yet been arrested. The IP is working to put together enough evidence to arrest the trafficker, and implicate the local political party for helping run a local trafficking operation.

Sadaf is safe, and under the protection of the the IP and her parents, who are now aware of the local traffickers' methods to lure girls.

*Victim names changed, and no identifying information used.

**This Operation Red Alert implimenting partner's identity must remain anonymous due to ongoing casework.

FIELD EXPERIENCE

VIVIAN ISAAC
PROGRAM DIRECTOR

COALITION BUILDING

Building a coalition effort to prevent trafficking in India is perpetually challenging. The relationships with government, officials, police, and other NGOs is a continuous journey. In the initial period of our work, we were met with a lot of disbelief. However, with each conducted Safe Village Program (SVP), we have watched the faith in our work grow. At our first ever SVP in West Bengal, Mr. Pradeep Barui, Director of Children's Welfare, the District Child Welfare Officer, and the local village leaders all attended our programs and appreciated our efforts. Additionally, senior policemen in West Bengal have shown their support by offering to help in our trainings and SVPs.

In Andhra Pradesh and Telangana, police officials now acknowledge the usefulness of our work. We have received a request from police to share data from our Village Mapping Tool that maps trafficking-prone villages to help them in their investigative work to prevent crimes. The police and in particular the Anti-Human Trafficking Unit (AHTU) in these states are always ready to take action on cases when we approach them for help.

One of the most critical ways in which we guide our Implementing Partners is in the strengthening of their working relationships with local AHTUs. These relationships make a big difference in the efficiency of NGO rescue efforts and long term efforts to prevent trafficking through proper investigative case work.

Many reputed NGOs across the country who initially lacked faith our prevention-based goals are now approaching us to join the movement. Operation Red Alert is incredibly proud to be pioneering a systematic and data-driven approach to prevention in India.

WHEN FAILURE HURTS

On a visit to Canning Block of 24 South Parganas in West Bengal for a quality check visit with one of our Implementing Partners, I met Radhika*. She was learning tailoring at an institute run by a local NGO. I talked to her about her home and her plans in life, then I shared with her the work that we do. She was very keen to know about our work, and asked for one of our Bengali Comic Books because she loves to read. She read the pages about the Guardian Girl and Informed Mother with special interest.

When Radhika was just 15 years old, she was trafficked and forced into sex work. She was born in that area to very poor parents. When she was little, her father abandoned the family leaving her mother to sustain the family on her daily wage labor. Radhika left school early to start working. They moved together to Kolkata to find better work. In Kolkata, a man named Badshah Mullah befriended them and offered to take Radhika to another city for better work. Radhika's mother sensed that he was a bad man and moved the family back to the village.

Shortly after their move, Badshah Mullah showed up in their village. He visited their home with huge gifts of food and other items from the city, and spoke to Radhika about the life she could have in the city. Radhika's mum would not let her go, but Badshah kept visiting them. Eventually, Radhika's mother came home one day to find her gone.

Radhika's mother worked with NGOs and police to get Radhika back. They rescued her from Karnataka, but not before she had suffered 6 months of being exploited by her traffickers.

When Radhika finished reading the comic book, and I had told her how we educate girls and families on how to stay safe from trafficking, she asked me the most heart breaking question: "Why didn't you come to my village sooner?" She told me, "If this SVP was done in my village, I would not have been trafficked".

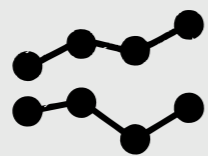
I don't have an answer for Radhika. There isn't a good reason why we (all of us who are working to end trafficking) didn't reach her in time. I can only promise that we will do everything we can so that not one other girl from her village ever goes missing because of trafficking.

“

”

2016-2017

TRAFFICKING TRENDS



HOW TRAFFICKING AND THE EFFORTS TO STOP IT ARE CHANGING IN INDIA?

We at Operation Red Alert firmly believe that until we become better organized than traffickers, we will never be able to protect the families and girls they target and exploit with such expert efficiency. Traffickers are world class chameleons, adapting to every challenge and exploiting every opportunity. We MUST be able to meet those challenges.

“Traffickers and pimps have never been better organized or established. They have learned the modus operandi of police and NGOs, and are adapting quickly. The anti-trafficking coalition needs to adapt more quickly to combat them.” -

MICHAEL YANGAD, DIRECTOR OF OPERATIONS, INTERNATIONAL JUSTICE MISSION

1 RISE OF TECHNOLOGY

- Traffickers are using technology to be more cost efficient and to hide their identity.
- They interact less and less with their clients, choosing to interface through social networks, chat apps and websites.
- They use blackmail and manipulation to trap their victims, and technology to coordinate their movements. So, the exploiters do not pay for physical infrastructure of brothels.

2 FLOATING ECONOMY

- Operating brothels is expensive and high risk. Exploiters are opting for private and more hidden establishments like home-run brothels, escort services, massage parlors.
- The increased use of technology means that coordinating delivery of girls is easy and relatively risk-free.
- Overall, the huge profits of trafficking allow the perpetrators the luxury of making choices that improve their protection and preservation.
- In Mumbai, this has led to a decrease in the number of minors exploited in red light areas (public establishments) as traffickers are taking fewer risks and charging a higher premium on young children.

3 TARGETING GIRLS DIRECTLY

- An increase in female autonomy and rise in materialistic ambition has made particular demographics of girls more vulnerable to traffickers' tricks.
- Traffickers target girls from poor families who are in school or college, hoping of a life where they can earn more money. Traffickers pose as friends, classmates and boyfriends, investing in long term relationships with potential victims, and use their aspirations of quick material gains to lure them into prostitution.

FOLLOW OUR BLOG IN 2017 TO READ IN DEPTH INFORMATION ON TRAFFICKING TRENDS IN INDIA.

COMING
IN

2017

YOU'VE HEARD ABOUT THE GOOD FATHER CAMPAIGN LAUNCH. HEAR ARE A COUPLE OF OTHER EXCITING THINGS TO COME IN 2017.

GRASSROOTS EXPANSIONS

We will be doubling the number of our Implementing Partners in the first 6 months of 2017. This means our Safe Village Programs will reach more at-risk villages each week and month than ever. This has only been possible because anti-trafficking NGOs have experienced our work, seen the impact of prevention, and have asked to join the coalition effort. We're thrilled to have these incredible NGOs join us.

EXPANDING TO MORE STATES

Operation Red Alert currently works in 4 states. In 2017, we will be expanding our Safe Village Program and Helpline language support to serve more high-risk states.

WE ARE ON
RED ALERT
WILL YOU JOIN US ?

DESIGNED BY



FOR



OPERATION
RED ALERT

www.mychoicesfoundation.org/redalert

facebook.com/redalertMCF

twitter.com/redalertMCF