

# WHAT IS OPERATION RED ALERT?



## OPERATION RED ALERT

OPERATION RED ALERT (RED ALERT) IS:

- **A MOVEMENT** to end large-scale sex trafficking in India by 2025.
- Aiming to be the **VOICE** of anti sex trafficking in India, through a pan-India partnership of grassroots NGOs.
- A collaborative, **UNIFIED EFFORT** to end sex trafficking in India. We are concerned about what is happening to young girls and women in this country and are determined to make a difference.

### 3 PILLARS OF RED ALERT



EXPOSE BY  
MEDIA CAMPAIGN



EMPOWER BY  
NATIONAL HELPLINE



ERADICATE BY  
GRASSROOTS EDUCATION

### WHY RED ALERT?

A concerted effort to combat sex trafficking is overdue. Culture, poverty and demand have helped the flesh trade flourish in India. Women in Indian society are undervalued, with child marriage, gender-based violence in public and in the home, and low earning and learning capability the societal norm. The statistics say it all:

1



**EVERY 10 MINUTES**

A GIRL GETS SOLD INTO  
THE INDIAN FLESH TRADE.

2

A GIRL IN AN INDIAN BROTHEL  
IS **RAPED 20 TIMES**  
OR MORE A DAY.



3



**ONLY 1%** OF THE GIRLS  
ARE RESCUED.

4

THE AVERAGE AGE OF A  
TRAFFICKED CHILD IN INDIA  
IS **12 YEARS** OLD, WITH  
SOME AS YOUNG AS **7**.



5



INDIA HAS MORE SLAVES  
THAN ANY OTHER COUNTRY,  
AN ESTIMATED **14 MILLION**  
BY THE GLOBAL SLAVERY

## THE CHALLENGE

**90%** OF THE GIRLS IN SEXUAL SLAVERY, WERE TRAFFICKED/TRICKED INTO EXPLOITATION.

THE NUMBER ONE CHALLENGE IN INDIA IS AWARENESS. PEOPLE ARE SIMPLY UNAWARE THAT MILLIONS OF THEIR DAUGHTERS ARE BEING STOLEN AND SOLD INTO BROTHELS. THOSE WHO DO KNOW TURN A BLIND EYE OUT OF FEAR OR SHAME.

## THE OPPORTUNITY

**75%** OF HOUSEHOLDS OWN A TV SET.

TOGETHER WITH EXISTING NGOS, RED ALERT IS CHAMPIONING A LONG-TERM MEDIA LED CAMPAIGN TO "POPULARIZE THE PROBLEM".

TV. RADIO. PR. ON-THE-GROUND ACTIVATION. DIGITAL. IT'S ALL GOING TO BE PART OF THE MEDIA MIX. TO RAISE AWARENESS AND GET THE COMMUNITY INVOLVED.

RED ALERT FORESEES THE DAY WHEN THIS PROBLEM WILL NO LONGER BE UNKNOWN: IGNORANCE WILL NOT FUEL THE MACHINERY OF TRAFFICKING, AND IT WILL LOSE ITS CLOAK OF INVISIBILITY.

THE MEDIA CAMPAIGN WILL CREATE AWARENESS AND PROTECTION FOR THE GIRL-CHILD. SPECIFICALLY, THE TELEVISION CAMPAIGN WILL TARGET FATHERS, MOTHERS, YOUNG GIRLS, YOUNG BOYS, VILLAGE ELDERS AND LEADERS.

THE CAMPAIGN WILL CARRY A CALL TO ACTION AND A RESPONSE MECHANISM INTO A NATIONAL CALL CENTRE.

WE HAVE COMMISSIONED FINAL MILE (MUMBAI-BASED BEHAVIOURAL PSYCHOLOGISTS) TO RESEARCH THE BEHAVIOURAL TRIGGERS OF TWO DISTINCT GROUPS:

- GUARDIANS LETTING GIRLS GO WITH TRAFFICKERS. IN MOST CASES, IT'S THE FATHERS
- YOUNG MEN VISITING BROTHELS

**THE RESULTS OF THE RESEARCH ARE EXTREMELY INFORMATIVE AND INSIGHTFUL AND COVERS EVERYTHING FROM THE DECISION MAKING FACTORS, THE EMOTIONS AND MOST IMPORTANTLY THE ENABLERS AND BARRIERS. THE PURPOSE IS TO HONE IN ON KEY BEHAVIOURAL TRIGGERS THAT CAN PREVENT THE DECISION FROM BEING MADE.**



## EXPOSE BY MEDIA CAMPAIGN

“SEX TRAFFICKING AND MASS RAPE SHOULD NO MORE BE SEEN AS WOMEN'S ISSUES THAN SLAVERY WAS A BLACK ISSUE OR THE HOLOCAUST WAS A JEWISH ISSUE. THESE ARE ALL HUMANITARIAN CONCERNS, TRANSCENDING ANY ONE RACE, GENDER, OR CREED”

NICHOLAS D. KRISTOF AND  
SHERYL WUDUNN

## THE CHALLENGE

THERE IS NO EXCLUSIVE HELPLINE FOR SEX TRAFFICKING IN INDIA.

THERE IS A MAJOR GAP IN INDIA'S RESPONSE TO SEX TRAFFICKING: MANY ORGANISATIONS ARE DOING PHENOMENAL WORK BUT A LACK OF COMMUNICATION AND PARTNERSHIP MEANS MANY GIRLS SLIP BETWEEN THE CRACKS, AND HAVE NO IDEA HOW TO REACH OUT FOR HELP. FAMILY AND OTHER MEMBERS OF THE COMMUNITY WHO SEE GIRLS BEING TRAFFICKED DO NOT KNOW WHO TO CALL, AND ARE NOT AWARE OF THE HELP AVAILABLE TO THEM.

## THE OPPORTUNITY

THERE ARE **950** MILLION ACTIVE PHONE CONNECTIONS IN INDIA-REPRESENTING MORE THAN 75% OF THE INDIAN POPULATION. IN MOVING FROM AWARENESS TO ACTION, RED ALERT IS CREATING A HELPLINE - A CENTRAL NUMBER WHICH VICTIMS AND COMMUNITY MEMBERS CAN CALL TO REPORT SUSPICIOUS ACTIVITY OR SUSPECTED TRAFFICKING.

BACKED BY PARTNERS - NGOS, LAWYERS, GOVERNMENT BODIES, LAW ENFORCEMENT, SAFE HOUSES- THIS WILL FORM A STRONG REFERRAL AND RESPONSE MECHANISM.

THERE ARE MANY COMMITTED ORGANISATIONS IN INDIA DOING SIGNIFICANT WORK AGAINST TRAFFICKING. BUT THE NEED OF THE HOUR IS TO WORK TOGETHER. LEARN FROM EACH OTHER AND BENEFIT FROM EACH OTHER'S STRENGTHS.

**RED ALERT** WILL PLAY A SUPPORTIVE ROLE IN DRIVING THESE PARTNERSHIPS, CONNECTING THE LARGE NETWORK OF GRASSROOTS NGOS. WE WANT TO EMPOWER OUR PARTNERS AND SUPPORT THEIR WORK. TOGETHER, WE WILL BE MUCH STRONGER.

SO FAR RED ALERT HAS MET WITH OVER 40 NGOS TO EXPLAIN THE FUNCTION AND OPERATIONS OF THE HELPLINE. OUR TECHNOLOGY PARTNER, GLUEPLUS, IS BUILDING A UNIFIED TECHNOLOGY PLATFORM THAT WILL INCLUDE A CALL CENTRE AND CASE MANAGEMENT SYSTEM THAT WILL BE MADE AVAILABLE TO ALL THE NGOS ON THIS PLATFORM.



EMPOWER BY  
**NATIONAL HELPLINE**

“ WE HAVE TRAINED GIRLS [RESCUED FROM SEX TRAFFICKING] AS CARPENTERS, AS MASONS, AS SECURITY GUARDS, AS CAB DRIVERS. AND EACH ONE OF THEM ARE EXCELLING IN THEIR CHOSEN FIELD, GAINING CONFIDENCE, RESTORING DIGNITY, AND BUILDING HOPES IN THEIR OWN LIVES.”

SUNITHA KRISHNAN,  
CO-FOUNDER OF PRAJWALA

## THE CHALLENGE

OVER 70% OF GIRLS WHO ARE TRAFFICKED COME FROM ILLITERATE FAMILIES.

50% OF TRAFFICKING VICTIMS HAVE A FAMILY INCOME OF LESS THAN RS. 66 (-\$1.07) A DAY.

MOST GIRLS WHO ARE SOLD INTO TRAFFICKING ARE FROM THE POORER RURAL AREAS OF INDIA, WHERE INCOME AND EDUCATIONAL OPPORTUNITIES ARE MINIMAL. AROUND 90% OF VICTIMS ARE TRICKED INTO SEX SLAVERY, THROUGH FALSE OFFERS OF EMPLOYMENT, EDUCATION OR MARRIAGE.

## THE OPPORTUNITY

THE BEST DEFENSE IS A GOOD OFFENSE. WE NEED TO EDUCATE AND EQUIP GIRLS AND COMMUNITIES AGAINST THE VILE TRICKS OF SEX TRAFFICKERS. TAKING RESPONSIBILITY FOR INDIA'S DAUGHTERS REQUIRES THE BUY-IN OF THE WHOLE COMMUNITY - FROM THE ELDERS OF THE VILLAGE TO THE GIRLS THEMSELVES.

TRAINED VOLUNTEERS WILL CONDUCT 2 - 3 DAYS VILLAGE PROGRAMS IN AT-RISK COMMUNITIES WITH VERY SPECIFIC MESSAGES DEVELOPED FOR THE FATHERS, MOTHERS, YOUNG BOYS AND THE AT-RISK GIRLS. THEY WILL CONDUCT THESE SESSIONS WITH THE VILLAGE ELDERS, COMMUNITY VIGILANCE COMMITTEES, SCHOOLS AND WOMEN SELF HELP GROUPS.

## THE ANTI-TRAFFICKING KIT

RED ALERT IS WORKING ALONGSIDE GRASSROOTS NGOS TO CREATE, DESIGN AND DEVELOP A TOOLKIT FOR INDIAN FAMILIES, GIRLS, COMMUNITIES AND THEIR GUARDIANS. THE TOOLKIT BECOMES A TOOL OF EMPOWERMENT AND PROTECTION IN THE HANDS OF THE FAMILIES AND THEIR GIRLS- DETAILING THE WAYS THAT THE TRAFFICKERS WORK AND OPERATE, AND DESCRIBING THE WAYS THEY USE TO TRICK THE GIRLS AND FAMILIES INTO SENDING THEIR GIRLS TO THE CITY.

THE MAIN FOCUS OF THE TOOLKIT IS TO EDUCATE INDIA AND IT'S GIRLS ON THE HORRORS OF TRAFFICKING. WE HAVE DEVELOPED SPECIFIC MESSAGING FOR FATHERS, MOTHERS, YOUNG BOYS AND YOUNG GIRLS.

THE ANTI-TRAFFICKING TOOLKIT WILL BE DISTRIBUTED AT THE VILLAGE OUTREACHES AND BE USED AS THE COMMUNICATION TOOL TO TRAIN, INFORM, EQUIP AND EMPOWER THE VILLAGES TO BECOME 'SAFE VILLAGES'. THE TOOLKIT INCLUDES:

- MOVIE SHOWING, THEATRE GROUPS
- COMIC STRIPS
- FLYERS WITH INFORMATION AND HELPLINE
- SAFE VILLAGE MURALS



ERADICATE BY  
**GRASSROOTS  
EDUCATION**

“PULLING DROWNING PEOPLE OUT OF THE RIVER IS COMPASSION, BUT WE HAVE TO WALK UPSTREAM TO SOLVE THE REASONS THEY ARE FALLING IN. THAT'S JUSTICE.”

DAVID BATSTONE,  
CO-FOUNDER OF NOT FOR SALE

PLEASE CONTACT US FOR MORE INFORMATION ON  
[askredalert@mychoicesfoundation.org](mailto:askredalert@mychoicesfoundation.org)

IF YOU OR ANYONE YOU KNOW NEEDS HELP, PLEASE CALL  
1800-419-8588

