



## Impact and outreach



15 sessions



1 webinar



4 new collaborations



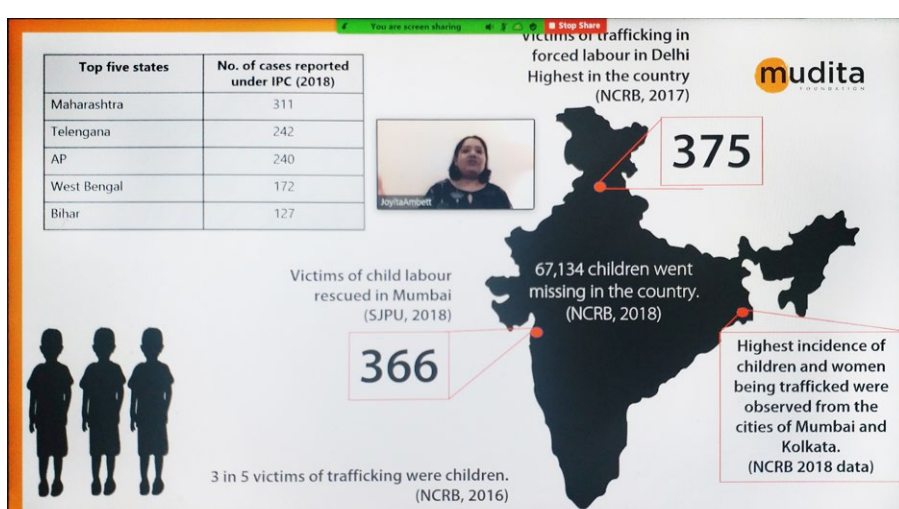
45 students



7 virtual collaborative interactions and events

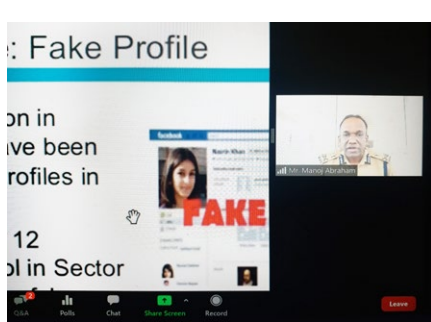


706 stakeholders in NGOs, civil society organisations, schools



Awareness-raising is a process that seeks to inform and educate people about a topic or issue with the intention of influencing their attitudes, behaviours and beliefs towards the achievement of a defined purpose or goal. Mudita Foundation has been able to reach out to a large group of individuals through its programmes and social media platforms.

## Building Awareness



interactions to raise the profile of the issue of Human Trafficking by bringing to the platform first responders who work directly with victims and survivors and people who have been active bystanders and made an individual effort to change their role in the issue.

A webinar was curated and conducted for the pan India team of Vidya India as part of their Shakti Series on Keeping Children Safe Online. Along with the Mudita team, ADGP, Kerala Police, Mr. Manoj Abraham and Dr. Harish Shetty, renowned psychiatrist from Mumbai were invited to share their experiences of tackling cybercrimes of sexual abuse and exploitation.

**“The session was an eye opener on how much we are at risk while using the digital devices and internet as well. Thanks Mudita foundation for explaining how to use and be safe while using them. Be SMART is the key to keep ourselves safe on a digital platform.”**

- Participant from Vidya India

A collaboration with Durga India saw us curate and host two virtual

A new association has helped us reach out to eminent citizens, business leaders and professionals who are a part of Rotary Clubs through awareness sessions on Human Trafficking. We have so far conducted 3 awareness sessions with the Rotary Clubs of Bombay Hills South and vBombay Worli and one Rotaract club of Bombay Hills South.

Our first virtual fundraiser was held as a part of TasteSutra's 5 year anniversary. Celebrity Chef Parul Pratap and Manav Khanna helped us talk about the issue of Human Trafficking and its proximity to all our lives even as they engaged in a virtual cooking session attended by about people. Interested individuals were able to learn new recipes through Chef Parul's cooking session and donate generously to Mudita Foundation.

## Impact through social media –

Over 50 posts and a following of over 350 in the last 4 months on LinkedIn

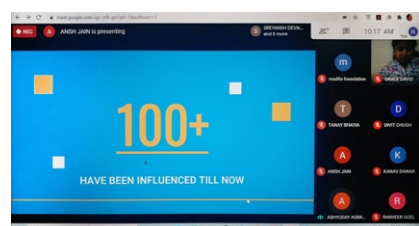
1 Campaign on World Day against Trafficking in Persons with the launch of Instagram Page on 30th July

34 posts and a following of over 140 followers on Instagram

Issue-based series on human trafficking and child sexual abuse on Instagram

Baatchet message on Whatsapp has been going out to on an average 150 – 200 people every fortnight

## Building Communities



**B**aatchet – virtual community of practitioners and organisations- What started in May as an attempt to bring organisations who work with children together to understand these difficult times is slowly evolving into a platform that initiates conversations, builds capacity and advocates the protection of children as a right for all children and a responsibility for all adults. Baatchet has in the last 4 months had 15 new organisations from around the country. Each interaction has explored a different aspect of child safety with different partners leading and sharing their expertise and best practice ranging from cyber safety, story-telling for safety, child protection and child rights.

We are proud to share that we have initiated interventions for capacity building with two organisations working in 3 cities. A 3 member team from National NGO in New Delhi and 35 representatives from Vidya India (New Delhi, Mumbai and Bangalore) are participating in a comprehensive curriculum that will enable them to understand, identify, prevent and respond to child sexual abuse and other forms of exploitation in their communities. More on this in the next newsletter!

## Building Capacities



**W**e at Mudita Foundation believe in the capacity building of young students for collective responsibility and action. Awareness followed by action is the foundation of these modules. A 3 session module was conducted with college students in Bangalore (as part of Durga India's Voice programme) and a 4 session module was conducted with high school students of St. Columba's New Delhi on the issue of human trafficking. Both modules saw engagement by the participants on social media for greater outreach. The students at St. Columba's also conducted webinars and sessions with their own family, classmates and friends to share ahead what they had learnt. It was interesting to interact with the young and the youth, many of whom got to know about this issue for the first time. The sessions helped the participants explore the role of the youth and reflect on their

responsibilities and involvement in tackling the issue of HT.

**“The programme changed my perspective – I am more aware of children around me - in public areas, at traffic signals. I wonder how I can help them, speak to them without putting them at further risk.”**

- Participant at Durga Voice

**“I found the programme very comprehensive, informative, well-paced and very suitable for my Class 12 boys. It is very contextual and is based on justice and advocacy principles of safeguarding human rights of all especially the vulnerable. In the era that we live in we all need to know this!”**

- Grace David, Coordinator, St. Columba's New Delhi

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