

MISSING

MISSING LINK TRUST

Missing Link Trust ("Trust" or "Issuer") is a Public Charitable Trust registered in Kolkata, West Bengal on August 28, 2015 as a charitable trust registered under the Indian Trusts Act, 1882, vide registration no IV-190304743 /2015 at the Office of the Additional Registrar of Assurance, - III Kolkata ("A.R.A."). For more information about our Trust, please refer "General Information" and "History and Main Objects" on pages 13 and 59, respectively of this Fund-Raising Document.

Corporate office: # 73, Bentick Street, Kolkata, West Bengal-700 001, India
Communication Address: FL-518, 25A Park Street, Kolkata, West Bengal-700016, India
Tel.: +91 98321 25181
SSE REGISTRATION NO.: NSE: NSESENPO0012; BSE: BSESSE0003NP2223
PAN: AAETM2535J
Website: <https://www.savemissinggirls.com/> ; **Email:** compliances@savemissinggirls.com
Compliance Officer: Leena Kejriwal **Tel.:** 98310 25181; **Email:** leena@savemissinggirls.com

PUBLIC ISSUE BY OUR TRUST OF ZERO COUPON ZERO PRINCIPAL INSTRUMENTS OF FACE VALUE ₹ 1/- EACH ("ZCZP INSTRUMENTS"), AGGREGATING UP TO ₹ 120.00 Lakhs ("ISSUE SIZE" AND SUCH PUBLIC ISSUE HEREINAFTER REFERRED TO AS THE "ISSUE") THROUGH THIS FUND RAISING DOCUMENT AND THE OFFER DOCUMENT. THE ISSUE IS BEING MADE PURSUANT TO THE PROVISIONS OF SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE OF CAPITAL DISCLOSURE REQUIREMENTS) REGULATIONS, 2018, AS AMENDED ("SEBI ICDR REGULATIONS"), READ WITH THE SEBI CIRCULAR DATED SEPTEMBER 19, 2022, BEARING REFERENCE NO. SEBI/HO/CFD/POD-1/P/CIR/2022/120 ("SSE FRAMEWORK CIRCULAR"), THE CIRCULAR ISSUED BY THE NATIONAL STOCK EXCHANGE OF INDIA LIMITED ("NSE") NOTIFYING THE NORMS FOR REGISTRATION, ISSUE AND LISTING OF ZCZP INSTRUMENTS BY NPOS ON NSE SOCIAL STOCK EXCHANGE AND CONTENTS OF THE FUND-RAISING DOCUMENT/FUND RAISING DOCUMENT (COLLECTIVELY, "NSE NORMS"), EACH AS AMENDED TO THE EXTENT NOTIFIED AND APPLICABLE.

AS PER THE SEBI REGULATIONS, MINIMUM ISSUE SIZE SHALL BE ₹ 50.00/- LAKHS, MINIMUM APPLICATION SIZE SHALL BE ₹ 10,000/- AND MINIMUM SUBSCRIPTION FOR THIS ISSUE SHALL BE 75% OF THE ISSUE SIZE I.E., ₹ 90.00/- LAKHS. OUR TRUST IS IN AND SHALL BE IN COMPLIANCE WITH THE AFOREMENTIONED MENTIONED REGULATIONS.

OUR FOUNDER TRUSTEE

Our Founder Trustee Leena Kejriwal Email: leena@savemissinggirls.com ; Tel: +91 98310 25181. For details of our Founder, see "Our Management" on page 63 of this Fund-Raising Document

GENERAL RISKS

Investment in zero coupon zero principal instrument is risky, and investors should not invest any funds in such securities unless they can afford to take the risk attached to such investments. Investors are advised to take an informed decision and to read the risk factors carefully before investing in this Issue. For taking an investment decision, investors must rely on their examination of the Issue, including the risks involved in it. Specific attention of investors is invited to the chapters "Risk Factors" and "Material Developments" on pages 9 and 92, respectively of this Fund-Raising Document. These risks are not, and are not intended to be, a complete list of all risks and considerations relevant to the ZCZP Instruments or investor's decision to purchase such securities

ISSUER'S ABSOLUTE RESPONSIBILITY

Our Trust, having made all reasonable inquiries, accepts responsibility for and confirms that this Fund Raising Document contains all information with regard to our Trust and the Issue, which is material in the context of the Issue, that the information contained in this Fund Raising Document is true and correct in all material aspects and is not misleading in any material respect, that the opinions and intentions expressed herein are honestly held and that there are no other facts, the omission of which makes this Fund Raising Document as a whole or any of such information or the expression of any such opinions or intentions misleading in any material respect.

COUPON RATE, COUPON PAYMENT FREQUENCY, REDEMPTION DATE, REDEMPTION AMOUNT & ELIGIBLE INVESTORS

The Issue, being an issue of zero coupon zero principal instrument in terms of Chapter X-A of the SEBI ICDR Regulations, there is no coupon rate, or redemption amount applicable. For further details relating to the ZCZP Instruments, including in relation to Eligible Investors of the ZCZP Instruments, please see "Issue Related Information" on page 99 of this Fund-Raising Document. The Issue is not underwritten.

CREDIT RATING

The Issue, being an issue of zero coupon zero principal instrument in terms of Chapter X-A of the SEBI ICDR Regulations, there is no credit rating applicable.

LISTING

The ZCZP Instruments offered through this Fund-Raising Document and Fund-Raising Document are proposed to be listed on the social stock exchange segment of NSE ("NSE") being NSE Social Stock Exchange (hereinafter referred as, "Stock Exchange") and shall be the Designated Stock Exchange. Our Trust has received 'in-principle' approval from NSE vide their letter bearing number NSE/LIST/C/2024/0151 dated March 05, 2024.

PUBLIC COMMENTS

The Draft Fund-Raising Document dated January 29, 2024 was filed with the Stock Exchange, pursuant to the provisions of the SEBI ICDR Regulations and was open for public comments for a period of 21 days (i.e., until 5:00 p.m. on February 19, 2024) from the date of filing of the Draft Fund-Raising Document with the Stock Exchange. No comments on the Draft Fund-Raising Document were received by the Trust.

REGISTRAR TO THE ISSUE

 **Bigshare Services Pvt. Ltd.**
BIGSHARE SERVICES PRIVATE LIMITED
 S6-2, Pinnacle Business Park, Next to Ahura Centre,
 Mahakali Caves Road, Andheri East,
 Mumbai - 400093 Maharashtra, India
Tel: +91 22 6232 8200
Facsimile: +91 22 6263 8299
Email: info@bigshareonline.com
Investor Grievance
Email: investor@bigshareonline.com
Website: www.bigshareonline.com
Contact Person: Sagar Pathare
SEBI Registration No.: INR000001385
CIN: U99999MH1994PTC076534

ADVISOR TO THE ISSUE

VATSALYA ADVISORY SERVICES LLP
503, Laxcon Plaza, Sector 29, Nerul East,
Navi Mumbai 400706
Email: vatsalyaconsultancy92@gmail.com
Contact Person: Renganathan Bashyam
LLPIN: AAS-4727

STATUTORY AUDITOR

CA PRITY DAMANI
 51, Dobson Road, Shree Kunj Appt, Howrah 711101
Email: pritydmani@gmail.com
Contact Person: CA Prity Damani
ICAI M. No.: 309400

ISSUE PROGRAMME**

Issue opens on: Tuesday, April 02, 2024

Issue closes on: Tuesday, April 09, 2024

** The Issue shall remain open for subscription on Working Days from 10 a.m. to 5 p.m. (Indian Standard Time) during the period indicated in the Final Fund-Raising Document except that the Issue may close on such earlier date or extended date as may be decided by the Board of Trustees of our Trust, subject to relevant approvals, if any. On the Issue Closing Date, the Application Forms will be accepted only between 10 a.m. and 3 p.m. (Indian Standard Time). For further details please refer to section titled "General Information" on page 13 of this Fund-Raising Document.

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SECTION I – GENERAL

DEFINITIONS AND ABBREVIATIONS

This Fund-Raising Document uses certain definitions and abbreviations which, unless the context otherwise indicates or implies, shall have the meaning ascribed to such definitions and abbreviations set forth herein. References to any legislation, act, regulation, rules, guidelines, clarifications or policies shall be to such legislation, act, regulation, rules, guidelines, clarifications or policies as amended, supplemented or re-enacted from time to time until the date of this Fund-Raising Document and any reference to a statutory provision shall include any subordinate legislation notified from time to time pursuant to such provision.

The words and expressions used in this Fund-Raising Document but not defined herein shall have, to the extent applicable, the same meaning ascribed to such words and expressions under the SEBI ICDR Regulations, the SCRA, the Depositories Act, NSE Norms and the rules and regulations notified thereunder.

General Terms

Term	Description
“Trust” “MLT” or “the Issuer”	Missing Link Trust, A charitable trust registered under the Indian Trusts Act, 1882 (holding valid registered Trust Deed and having its Registered Office at #73, Bentick Street, Kolkata, West Bengal-700 001 INDIA
“we”, “us”, “our”	Unless the context otherwise indicates or implies, refers to our Trust, as at and during the relevant period / Fiscal/ Financial Year.
AR	Annual Report of the Trust
Audited Financial Statement	The audited financial statements of our Trust for the financial years ended March 31, 2023, March 31, 2022 and March 31, 2021, along with the audit reports, dated June 17, 2023, June 19, 2022 and July 05, 2021, respectively issued by our Statutory Auditors.
Auditors or Statutory Auditors	CA PRITY DAMANI 51, Dobson Road, Shree Kunj Appt, Howrah 711101 Email: pritydmani@gmail.com Contact Person: CA Prity Damani ICAI M. No.: 309400 Chartered Accountants, the statutory auditors of our Trust.
AV	Audio Visual
Board or Board of Trustees or our Board or our Board of Trustees or Governing Board	Board of Trustees of our Trust.
BSE	BSE Limited
Charter Document or Trust Deed	Trust Deed of Missing Link Trust executed on August 28, 2015 which shall include all the amendments till date.
Compliance Officer	Compliance officer of our Trust, <i>being Leena Kejriwal For further details, see “Our Management” on page 63 of this Fund-Raising Document</i>
Corporate Office	Corporate office of our Trust situated at #73, Bentick Street, Kolkata, West Bengal-700 001 INDIA.
Communication Address	Communication address of our Trust is FL-518, 25A Park Street, Kolkata, West Bengal-700016, India
CSR	Corporate Social Responsibility
Founder Trustee	The Founder Trustee of our Trust being, Leena Kejriwal.
FY	Financial Year
MASSp	Missing Awareness and Safety School Programme
M&E	Monitoring & Evaluation
SDG	Sustainable Development Goals
Trustees	All the elected Trustees on board as on date of this Fund-Raising Document. For further details, see “ <i>Our Management</i> ” on page 63 of this Fund-Raising Document.
WEC	Women Empowerment Center

Issue Related Terms

Term	Description
Allotment Advice	The communication sent to the Allottees conveying the details of ZCZP Instruments allotted to the Allottees in accordance with the Basis of Allotment.
Allotment, Allot or Allotted	Unless the context otherwise requires, the allotment of ZCZP Instruments to the successful Applicants pursuant to the Issue.
Allottee(s)	The successful Applicant to whom the ZCZP Instruments are Allotted either in full or part, pursuant to the Issue.
Applicant or Investor	Institutional Investors, Non-institutional Investors and Retail individual investor, who apply for issuance and Allotment of ZCZP Instruments pursuant to the terms of this Fund-Raising Document, the Offer Document, and the Application Form. For details of ineligible investors, please see “ <i>Issue Procedure</i> ” on page 104 of this Fund-Raising Document.
Application	A physical application to subscribe to the ZCZP Instruments offered pursuant to the Issue by submission of a valid Application Form submitted to the Registrar.
Application Amount	The aggregate value of the ZCZP Instruments applied for, as indicated in the Application Form for the Issue, which shall not be lesser than ₹ 10,000.
Application Form	Form in terms of which an Applicant shall make an offer to subscribe to ZCZP Instruments through the physical process which will be considered as the Application for Allotment of ZCZP Instruments in terms of this Fund-Raising Document.
Basis of Allotment	The basis on which ZCZP Instruments will be allotted to applicants as described in “ <i>Issue Procedure – Basis of Allotment</i> ” on page 104 of this Fund-Raising Document.
CDSL	Central Depository Services (India) Limited
Client ID	Client identification number maintained with one of the Depositories in relation to the demat account.
Corporate Office of the Registrar	Bigshare Services Private Limited, S6-2, 6 th Floor, Pinnacle Business Park, Next to Ahura Centre, Mahakali Caves Road, Andheri East, Mumbai 400 093.
Date of Allotment	The date on which the Board of Trustees, approves the Allotment of the ZCZP Instruments for the Issue or such date as may be determined by the Board of Director.
Demographic Details	The demographic details of the Applicants such as their respective addresses, email, PAN, investor status, MICR Code and bank account detail.
Fund-Raising Document	This Fund-Raising Document dated January 29, 2024 issued in accordance with the SEBI ICDR Regulations, the Companies Act, 2013, the NSE Norms, and filed with the Stock Exchanges for receiving public comments in accordance with the provisions of the SEBI ICDR Regulations.
Escrow Account	Account to be opened with the Escrow Collection Bank.
Escrow Agreement	Agreement dated March 20, 2024 entered into between the Issuer, the Registrar and the Escrow Collection Bank.
Escrow Collection Bank	The bank which is a clearing member and registered with SEBI as a banker to an issue under the Securities and Exchange Board of India (Bankers to an Issue) Regulations, 1994, and with whom the Escrow Account, in relation to the Issue, will be opened, in this case being Axis Bank Limited.

Institutional Investors	<p>Shall mean any of the following eligible investors:</p> <ul style="list-style-type: none"> ● a mutual fund, venture capital fund and alternative investment fund registered with SEBI; ● a public financial institution; ● a scheduled commercial bank; ● a state industrial development corporation; ● an insurance Trust registered with the Insurance Regulatory and Development Authority of India; ● a provident fund with minimum corpus of twenty five crore rupees; ● a pension fund with minimum corpus of twenty five crore rupees registered with the Pension Fund Regulatory and Development Authority established under sub-section (1) of section 3 of the Pension Fund Regulatory and Development Authority Act, 2013; ● National Investment Fund set up by resolution no. F. No. 2/3/2005-DDII dated November 23, 2005 of the Government of India published in the Gazette of India; ● insurance funds set up and managed by army, navy or air force of the Union of India; ● insurance funds set up and managed by the Department of Posts, India; or ● systemically important non-banking financial companies.
Issue	Public Issue by our Trust of zero coupon zero principal instruments of face value ₹ 1/- each, aggregating up to ₹ 120 Lakhs.
Issue Closing Date	Tuesday, April 09, 2024.
Issue Opening Date	Tuesday, April 02, 2024..
Issue Period	The period between the Issue Opening Date and the Issue Closing Date inclusive of both days, during which prospective Applicants can submit their Application Forms.
Issue Size	Up to ₹ 120 Lakhs
Non-Institutional Investors	Any investor other than a retail individual investor and Institutional Investors, except for investors who are not eligible to invest in ZCZP Instruments. For further details, see “ <i>Issue Procedure</i> ” on page 104 of this Fund-Raising Document.
Not for Profit Organisation or NPO	Not for Profit Organisation shall have the same meaning as prescribed under Regulation 292A(e) of the SEBI ICDR Regulations
Objects	Objects of this Issue as set out in the section titled “ <i>Objects of the Issue</i> ” on page 17 of this Fund-Raising Document.
Offer Document	This Fund-Raising Document, the Final Offer Document, and Application Form.
Register of ZCZP Instrument holders	The register of ZCZP Instrument holders maintained by the Issuer by the Depositories in case of ZCZP Instrument held in dematerialised form, and/or the register of ZCZP Instrument Holders maintained by the Registrar.
Registered Post	Registered post with acknowledgement due.
Registrar Agreement	Agreement dated February 14, 2024 entered into between the Issuer and the Registrar under the terms of which the Registrar has agreed to act as the Registrar to the Issue.
Registrar to the Issue or Registrar	Bigshare Services Private Limited.
SSE Framework Circular	SEBI circular dated September 19, 2022, bearing reference no. SEBI/HO/CFD/PoD-1/P/CIR/2022/120 on framework on social stock exchange including any amendment thereto.
Issue Period	The period between the Issue Opening Date and the Issue Closing Date inclusive of both days, during which prospective Applicants can submit their Application Forms.
Stock Exchange	The social stock exchange segment of NSE, being NSE Social Stock Exchange.
Transaction Documents	Transaction documents shall mean this Fund-Raising Document, and the Offer Document, read with any notices, corrigenda, addenda thereto, Registrar Agreement, Escrow Agreement, Tripartite Agreements executed with the Depositories and the Registrar or to be executed by our Trust, as the case may be. For further details please see the section titled, “ <i>Material Contracts and Documents for Inspection</i> ” on page 123 of this Fund-Raising Document.

Term	Description
Tripartite Agreements	Tripartite Agreement dated March 22, 2024 to be entered into between our Trust, the Registrar to the Issue and CDSL and Tripartite Agreement dated March 20, 2024 to be entered into between our Trust, the Registrar to the Issue and CDSL for offering demat option to the ZCZP Instrument Holders.
Under-subscription	Subscription of the ZCZP Instruments less than 75% of the Issue Size.
Wilful Defaulter(s)	Wilful defaulter shall have the same meaning as under regulation (2)(1)(III) of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018.
Working Days	Working days means all days on which commercial banks in Mumbai are open for business. In respect of announcement or issue period, working day shall mean all days, excluding Saturdays, Sundays and public holidays, on which commercial banks in Mumbai are open for business. Further, in respect of the time period between the issue closing date and the listing of the ZCZP Instruments on the Stock Exchange, working day shall mean all trading days of the Stock Exchange for ZCZP Instruments, excluding Saturdays, Sundays and bank holidays, as specified by SEBI.
ZCZP Instruments	Zero coupon zero principal instruments as notified in terms of the notification dated July 15, 2022 issued by the Ministry of Finance.
ZCZP Instrument Holder(s)	The holders of the ZCZP Instruments whose name appears in the database of the Depository and/or the register of ZCZP Instrument Holders (if any) maintained by our Trust if required under applicable law.

Conventional and General Terms or Abbreviations

Term/ Abbreviation	Description/Full Form
“₹”, “Rupees”, “INR” or “Indian Rupees”	Indian Rupees.
Trust Board Meeting	Trust Board Meeting
AIF	An alternative investment fund as defined in and registered with SEBI under the Securities and Exchange Board of India (Alternative Investment Funds) Regulations, 2012 as amended from time to time.
CDSL	Central Depository Services (India) Limited.
Depositories	CDSL and NSDL.
Depositories Act	Depositories Act, 1996, read with the rules, regulations, amendments and modifications notified thereunder.
DIN	Director Identification Number.
DP ID	Depository Participant’s Identification.
DP or Depository Participant	Depository Participant as defined under the Depositories Act, 1996.
Financial Year, Fiscal or FY or for the Fiscal Year ended	Unless stated otherwise, the period of 12 months commencing on April 1 of the immediately preceding calendar year and ending March 31 of that particular calendar year.
GoI or Government or Central Government	Government of India.
HUF	Hindu Undivided Family.
ITI	Industrial Training Institute
India	Republic of India.
NACH	National Automated Clearing House.
N/A or N.A.	Not applicable.
NCERT	National Council of Educational Research
NCERT	National Council of Educational Research
NEFT	National Electronic Fund Transfer.
NSDL	National Securities Depository Limited.
NSTI	National Skill Training Institute
NSE	National Stock Exchange.
NSE Norms	Norms for issue and listing of ZCZP Instruments by NPOs on NSE Social Stock Exchange and contents of the Fund-Raising Document/fund raising document.
NSE Social Stock Exchange	Social stock exchange segment of NSE.
PAN	Permanent Account Number.
RTGS	Real Time Gross Settlement.
SCRA	Securities Contracts Regulation Act, 1956, as amended.
SCRR	Securities Contracts (Regulation) Rules, 1957, as amended.
SEBI	Securities and Exchange Board of India.
SEBI Act	Securities and Exchange Board of India Act, 1992, as amended.
SEBI ICDR Regulations	Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended from time to time.
SEBI Listing Regulations	Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended.
State Government	The government of a state in India.
Stock Exchange	NSE Social Stock Exchange
UN	United Nation
WHO	World Health Organisation
Year or Calendar Year	Unless the context otherwise requires, shall mean the 12 month period commencing from January 1 and ending on December 31.

Notwithstanding the foregoing, the terms defined as part of “General Information”, “Risk Factors”, “Key Provisions of Trust Deed”, “Financial Information” and “Other Regulatory and Statutory Disclosures” on pages 13, 9, 117, 70, and 94, respectively of this Fund-Raising Document shall have the meaning ascribed to them as part of the aforementioned sections.

CERTAIN CONVENTIONS, USE OF FINANCIAL, INDUSTRY AND MARKET DATA AND CURRENCY OF PRESENTATION

Certain Conventions

All references to “India” contained in this Fund-Raising Document are to the Republic of India and its territories and possessions and all references herein to the “Government”, “Indian Government”, “GoI”, “Central Government” or the “State Government” are to the Government of India, central or state, as applicable.

Unless otherwise specified, any time mentioned in this Fund-Raising Document is in Indian Standard Time (“IST”). Unless indicated otherwise, all references to a ‘year’ in this Fund-Raising Document are to a calendar year.

Unless stated otherwise, all references to page numbers are to the page numbers of this Fund-Raising Document.

Presentation of Financial Information

Our Trust’s financial year commences on April 1 of the immediately preceding calendar year and ends on March 31 of subsequent calendar year. Unless the context requires otherwise, all references to a year in this Fund-Raising Document are to a calendar year and references to a Fiscal/Fiscal Year are to the fiscal year ended on March 31 of that calendar year.

Our Trust’s Audited Financial Results for the Fiscal Years ended March 31, 2023, March 31, 2022, and March 31, 2021, have been prepared in accordance with applicable accounting standards and have been audited by M/s. Lalwan Kochar & Associates, Navin Lahoty & Co. and Prity Damani respectively and are included in the section titled “*Financial Information*” on page 70 of this Fund-Raising Document.

Currency and Unit of Presentation

All references to “Rupees” or “₹” or “INR” or “Rs.” are to Indian Rupee, the official currency of the Republic of India.

Except where stated otherwise in this Fund-Raising Document, all figures have been expressed in Lakhs. The word ‘lakhs/lacs/lac’ means ‘one hundred thousand’.

General Risk

Investment in zero coupon zero principal instruments is one-time investment and investors should not invest any funds in such securities unless they consider the features of such securities/investments. Investors are advised to take an informed decision and to read the risk factors carefully before investing in this offering. For taking a subscription decision, investors must rely on their examination of the issue including the risks involved in it.

Specific attention of investors is invited to statement of risk factors contained under section “*Risk Factors*” on page 9 of this Fund-Raising Document. These risks are not, and are not intended to be, a complete list of all risks and considerations relevant to the ZCZP Instruments or investor’s decision to purchase such securities.

FORWARD LOOKING STATEMENTS

Certain statements contained in this Fund-Raising Document that are not statements of historical fact constitute “forward-looking statements”. Investors can generally identify forward-looking statements by terminology such as “aim”, “anticipate”, “believe”, “continue”, “could”, “estimate”, “expect”, “intend”, “may”, “objective”, “plan”, “potential”, “project”, “pursue”, “shall”, “seek”, “should”, “will”, “would”, or other words or phrases of similar import. Similarly, statements that describe our strategies, objectives, plans or goals are also forward-looking statements. All statements regarding our expected financial conditions, result of operations, social impacts, number of beneficiaries and prospects may be akin to forward-looking statements. These forward-looking statements include statements as to matters discussed in this Draft /Final Fund-Raising Document that are not historical facts. All forward-looking statements are subject to risks, uncertainties and assumptions about us that could cause actual results to differ materially from those contemplated by the relevant forward-looking statement. Important factors that could cause actual results, including our financial conditions and results of operations to differ from our expectations include, but are not limited to, the following:

- Reduction or discontinuation in the donations or grants received by us;
- Changes in applicable law governing corporate social responsibility policies;
- Failure to retain and attract professionals; and
- Impact of the COVID-19 pandemic or the outbreak of any new pandemic on our operations. For further discussion of factors that could cause our actual results to differ, see “*Risk Factors*” on page 9 of this Fund-Raising Document.

All forward-looking statements are subject to risks, uncertainties and assumptions about our Trust that could cause actual results and impact to differ materially from those contemplated by the relevant statement. The forward-looking statements contained in this Fund-Raising Document are based on the beliefs of management, as well as the assumptions made by and information currently available to management. Although our Trust believes that the expectations reflected in such forward-looking statements are reasonable at this time, it cannot assure investors that such expectations will prove to be correct or will hold good at all times. Given these uncertainties, investors are cautioned not to place undue reliance on such forward-looking statements.

Neither our Trust, its Trustees, its key managerial staff, and officers, nor any of their respective affiliates have any obligation to update or otherwise revise any statements reflecting circumstances arising after the date hereof or to reflect the occurrence of underlying events, even if the underlying assumptions do not come to fruition.

SECTION II – RISK FACTORS

The following are the risks envisaged by the management of our Trust which relate to our Trust and the ZCZP Instruments. Potential investors should carefully consider all the risk factors stated in this Fund-Raising Document in relation to the ZCZP Instruments for evaluating our Trust and the ZCZP Instruments before making any investment decision. Our Trust believes that the factors described below represent the principal risks inherent in investing in the ZCZP Instruments but such risks are not exhaustive. Potential investors should also read the detailed information set out elsewhere in this Fund-Raising Document and reach their own views prior to making any investment decision.

If any one of the following stated risks actually occurs, our Trust's operations, financial conditions and results of operations could suffer. These risks and uncertainties are not the only issues that our Trust faces. Additional risks and uncertainties not presently known to our Trust or that our Trust currently believes to be immaterial may also have a material adverse effect on its financial condition or operations. Unless specified or quantified in the relevant risk factors, our Trust is not in a position to quantify the financial or other implications of any risk mentioned herein below.

Internal Risk Factors

1. *As a non-profit organization, a reduction or discontinuation in the donations or grants we receive may have an adverse impact on the operations of our Trust.*

We are a Not-for-profit organization (NPO) registered under Indian Trust Act 1882. Accordingly, the operations of our organization are highly dependent on the receipt of donations and grants. The donations and grants received for the Financial Years ended March 31, 2023, 2022 and 2021 were Rs. 30 lacs, Rs. 92.51 lacs and Rs. 79.49 lacs, respectively. The revenues of the Trust is dependent on donations and grants being made by donors, companies towards their Corporate Social Responsibility (CSR) obligation and Govt., entities etc. By their nature, donations and grants are discretionary in nature and in the event of a deterioration in the financial position of our donors, the donations and grants we receive may reduce or may not continue at all. Therefore, our financial position and operations may be adversely impacted.

A significant amount of Donations and grants made to Trust typically are made by companies as part of Corporate Social Responsibility (CSR) policies. Any policy changes with regard to these policies by relevant authorities which reduces the amount contributed by these CSR entities, could have an adverse impact on Trust's operations.

There may be certain other NPOs engaged in similar Projects and the Donors and contributors might divert funds to other NPOs as well. This might have an impact on the Grants received by the Trust. Further, the dependency of the Trust on foreign contributions/donations is negligible.

The Trust is conscious of building a diversified donor base, build a financial reserve for contingencies to provide a safety net and also explore alternative fundraising avenues. The Trust has multiple donors which keep changing every year. Our overall outlay is from the contribution through 3 to 4 regular donors which contributes 60% of the total donations. Hence the risk is spread among the multiple donors. There has not been any past instance where the Trust has not received any contribution during the year.

2. *The objects of the Issue have not been appraised by any bank or financial institution.*

The objects of the Issue are not required to be appraised by any bank or financial institution. Our funding requirements and proposed deployment of the Net Proceeds are based on management estimates and may be subject to change based on various factors, some of which are beyond our control. Any variation in the utilization of the Net Proceeds or in the terms of the conditions as disclosed in this Fund-Raising Document would be subject to approval of the Board of Trustees and other authority, if any. For details, see "*Objects of the Issue*" on page 17 of this Fund-Raising Document. Additionally, various risks and uncertainties, including those set forth in this "Risk Factors" section, may limit or delay our efforts to use the Net Proceeds to achieve growth.

If the issue is under-subscribed below the minimum subscription of 75% of the offer size, the issue will be withdrawn. However, the Trust will resort to alternative funding sources from the existing donors who have been continuously patronizing the Trust.

3. *Concentration of presence of work of the entity in specific geography.*

Concentration in a particular geographical location may have its own limitations in the form of government policies, nature of area in which the activity is carried out and the characteristic of the beneficiaries.

The Trust has always endeavored in expanding its activities and though we started in Sunderbans in the year 2015 but over the years we have expanded our activities to other districts and states including Maharashtra, Assam, Bihar, Madhya Pradesh, etc thereby reducing the risk of concentration of activities in one specific geographic area.

The Trust shall explore other areas to extend its reach to other vulnerable areas of the country.

4. *Financial Mismanagement & Reputational Risk.*

Like any other non-profit organization, we are also exposed to various operational risks which include the risk of fraud or misconduct by our employees or even an outsider, unauthorized transactions by employees or third parties, misreporting and non-compliance of various statutory and legal requirements and operational errors. It may not always be possible to deter employees from misconduct or the precautions we take to detect and prevent these activities may not be effective in all cases. Any such instances of employee misconduct or fraud, the improper use or disclosure of confidential information, could result in regulatory and legal proceedings and may harm our reputation and also our operations.

The Trust has in place internal mechanism to curtails such risks.

5. *We may be unable to detect and deter misconduct of our employees which could harm our brand and our reputation or lead to litigation against us.*

We operate in a space where personal relationships, integrity and the confidence of our donors, contributors are of critical importance. As a result, we are subject to the risk that our employees and other third parties whom we deal with could engage in misconduct that may adversely affect our activities. While we have an internal process to detect, prevent and monitor our employees and third parties, the same may not be effective in all cases.

6. *Operational Risks*

Volunteers: The reliance on paid volunteers introduces a potential risk of inconsistent commitment and reliability, impacting program effectiveness.

Recruitment of trainers: The recruitment of trainers proved challenging due to high salary expectations. Trainers also encounter logistical difficulties due to the remote nature of school locations, as observed in places like Kultali in the Sunderbans.

The Trust takes proactive steps for Enhancing our fundraising capabilities to ensure regular compensation for volunteers and expanding our network of partners to create a more extensive pool of volunteer

Police Approvals, Government Permissions: Delays or denials in obtaining required approvals may disrupt the operational timeline of the safety school program.

Scheduling: Scheduling of the sessions presents a challenge, as it is imperative to avoid conflicts with school exams and other events. This may lead to delays and extensions in the curriculum timeline.

To overcome the challenge, the Trust engages with schools in advance to secure their approval and commitment.

Electricity: Reliance on electricity poses a risk of interruptions that could hinder the smooth functioning of the safety school program.

Digitization measures by MISSING: While digitization mitigates operational risks, technical glitches or cybersecurity issues may still pose threats to program operations.

7. *Risk of attrition of governing board and experienced executives:*

Our area of operation i.e. working with people in remote areas far away from the cities and towns require a special skill and training in dealing day to day issues in rural areas. Hence it takes significant time and effort in providing training and required skills to employees of the organization. Also, we engage professionals who work with us and assist us with training, planning and guiding on a voluntary basis or for nominal remuneration. Having spent much effort in training and shaping the employees, it could impact our operations when they decide to leave the organization for greener pastures. During the past 8 years of its journey Missing Link Trust has evolved constantly. The Board of Trustees has been consistent with few additions since 2022 . The decisions/policies might have an impact in case there is a change in the Trustee with relevant expertise.

The Trust shall endeavor to bring on Board competent Trustees within a reasonable time.

8. *Monitoring and Evaluation Risk:*

Inaccurate data provided by children poses a monitoring challenge, potentially may result in the inaccurate assessment.

9. *Dependency on Internal Core Team and its retention:*

The departure of key team members may disrupt communication channels, affecting the dissemination of crucial information.

10. Our Registered Office/ Corporate Office is leased. If we are unable to renew existing leases or relocate our registered office on commercially reasonable terms, there may be an adverse effect on our financial condition and operations.

Presently the Trust operates from 73, Bentinck Street, Kolkata, which is owned by Asia Engineering Supply Stores Pvt Ltd. The said company has permitted use of the premises by the Trust and in this regard has issued a NOC. Though the Trust does not foresee vacation of the premises by the said company, the Trust will have to make alternate arrangements if the said situation arises. This may disrupt the operations and incur additional cost and time.

11. Data Privacy:

The Trust in the course of its activities shall get in possession of various data pertaining to the beneficiaries and other stakeholders involved in the projects. As applicable to any industry, the Trust is also vulnerable in protecting the data. Any leakage or misuse of the data might lead to legal consequences affecting the functioning of the Trust.

Such a risk exists but measures have been taken by the Trust to ensure this doesn't happen - via digitisation.

12. Documentation Risk:

Inadequate documentation may lead to legal and operational challenges, emphasizing the need for meticulous record-keeping and proof of activities. Such a risk exists, but adequate measures, via digitisation, have been taken by MISSING to ensure this does not happen.

13. Future litigations and tax scrutiny related risks:

Presently the Trust does not have any litigations and tax scrutiny. However, there cannot be any assurance on any litigations that might arise in the future.

External Risks:

14. Regulatory and Legal Risks:

A Not for Profit Organization works under the relevant Trust Act and is subject to applicable laws in India. Post registration on the Social Stock Exchange of National Stock Exchange of India, the Trust is subject to various compliances pursuant to the Listing Obligation of Social Stock Exchange, which are new to these types of Organizations. This will entail a lot of training to the executives and inculcate a sense of awareness to the new regime.

15. Impact of outbreak of any new pandemic in future:

The World witnessed the Coronavirus or Covid -19 from 2019 to 2021 and was declared as a pandemic by the World Health Organization on 11th March, 2020. Governments across the Globe imposed lockdown measures to contain the pandemic and it affected every sector and industry. However, our programmes are not much affected as our area of operation is far away from the busy towns and cities and typically located in serene forest areas. Insignificant or nil Corona cases were reported in our area of operations, though our operations were delayed due to the overall situation. In future, an escalation of Covid pandemic or any such type of pandemic and any consequent lockdown measures imposed by Authorities could have an adverse impact on our activities and may delay the implementation.

Natural disasters, fire, acts of war, civil unrest and terrorist attack and other events could materially affect our operations. Natural disasters, terrorist attacks and other acts of violence, war, or conflicts, which are beyond our control may lead to economic instability which may adversely affect our operations, grants and therefore financial conditions of the Trust.

Risks related to ZCZP Instruments

16. Tenure/Termination:

The listing of Zero Coupon Zero Principal Instruments of a Not for Profit Organization on the Social Stock Exchange shall terminate in the following events:

- a) The object for which the funds were raised has been achieved and a certificate to this effect is submitted to the Social Stock Exchange; or
- b) The tenure to achieve the object for which the funds were raised as provided in the fund raising document has expired.”

Accordingly, the tenure of the ZCZP Instruments issued by the Trust will be the date on which the Objects of the Issue have been met or 15 months from the date of listing, whichever is earlier.

17. Repayment:

No amount is repayable on expiry of such tenure of the ZCZP Instruments. ZCZP Instruments are instruments which by their nature do not carry any interest and no amount is repayable to investors even at the expiry of the tenure of the instruments. Potential investors should be aware that even at maturity, the principal amount on investments in ZCZP Instruments are not repayable.

18. There is no secondary market for ZCZP Instruments as ZCZP Instruments listed on the Stock Exchange issued by non-profit organisations are not tradable.

There is no secondary market for ZCZP Instruments as ZCZP Instruments listed on the Stock Exchange issued by nonprofit organisations are not tradable. Accordingly, an investor will not be able to trade such ZCZP Instruments or redeem their investments in such instruments issued by our Trust.

SECTION III – INTRODUCTION

GENERAL INFORMATION

Missing Link Trust is registered in Kolkata, West Bengal on August 28, 2015, as a charitable trust registered under the Indian Trusts Act, 1882 vide IV-190304743 /2015 at the Office of the Additional Registrar of Assurance, - III Kolkata (“A.R.A.”). For more information about our Trust, please refer “*History and Main Objects*” on page 59 of this Fund-Raising Document.

For details of the Operations of our Trust, see “*Our Operations*” beginning on page 26 of this Fund-Raising Document.

Registration:

Registration No. Trust: IV-190304743 /2015
Permanent Account Number: AAETM2535J
NGO Darpan Portal ID: WB/2017/0176607
NSE Registration No.: NSESENPO0012 (Validity Upto May 21, 2024)
BSE Registration No.: BSESE0003NP2223 (Validity Upto March 07, 2024)

Registered Office:

Missing Link Trust
73, Bentick Street,
Kolkata, West Bengal 700001
INDIA
Tel.: +91 98321 25181
Website: <https://www.savemissinggirls.com/>
Email: compliances@savemissinggirls.com

Correspondence Address:

Missing Link Trust
FL-518, 25A Park Street Kolkata 700016
INDIA
Tel: +91 98321 25181
Email: compliances@savemissinggirls.com

Compliance Officer:

Leena Kejriwal
FL-518, 25A Park Street Kolkata 700016
INDIA
Tel.: +91 98310 25181;
Email: leena@savemissinggirls.com

Registrar to the Issue

 **Bigshare Services Pvt. Ltd.**

Bigshare Services Private Limited
S6-2, Pinnacle Business Park, Next to Ahura Centre,
Mahakali Caves Road, Andheri East, Mumbai – 400093
Maharashtra, India
Tel: +91 22 6232 8200
Facsimile: +91 22 6263 8299
Email: info@bigshareonline.com
Investor Grievance Email: investor@bigshareonline.com
Website: www.bigshareonline.com
Contact Person: Sagar Pathare
SEBI Registration No.: INR000001385
CIN: U99999MH1994PTC076534

Bigshare Services Private Limited, has by its letter dated January 15, 2024, given its consent for its appointment as Registrar to the Issue and for its name to be included in this Fund-Raising Document, the Fund-Raising Document, and in all the subsequent periodical communications to anyone issued pursuant to the Issue.

Investors may contact the Registrar to the Issue or our Compliance Officer in case of any pre-Issue or post-Issue related issues such as non-receipt of Allotment Advice, demat credit of allotted ZCZP Instruments, refunds, transfers, etc. as the case may be.

All grievances relating to the Issue may be addressed to the Registrar to the Issue, giving full details such as name, Application Form number, address of the Applicant, Permanent Account Number, number of ZCZP Instruments applied for, amount paid on Application, Depository Participant name and client identification number.

Statutory Auditors

CA Prity Damani, Chartered Accountants
51, Dobson Road, Shree Kunj Appt, Howrah 711101
Email: pritydmani@gmail.com
Contact Person: CA Prity Damani
ICAI M No.: 309400

Advisor to the Issue

Vatsalya Advisor Services LLP
503 Laxcon Plaza ,
Sector 29, Nerul East,
Navi Mumbai Maharashtra 400706
Email: vatsalyaconsultancy92@gmail.com
Contact Person: Renganathan Bashyam
LLPIN: AAS-4727

Stock Exchange

The ZCZP Instruments offered through this Fund-Raising Document and Fund-Raising Document are proposed to be listed on NSE Social Stock Exchange and NSE Social Stock Exchange shall be the Designated Stock Exchange. Our Company has received 'in-principle' approvals from NSE vide their letter bearing number NSE/LIST/C/2024/0151 dated March 05, 2024.

Operations

Our Trust has a physical existence, is operational and is accessible for visits at our Registered Office/Corporate Office.

Underwriting

The Issue is not required to be underwritten.

Minimum subscription

In terms of the SEBI ICDR Regulations, for an issuer undertaking a public issue of zero coupon zero principal instruments the minimum subscription for such public issue of zero coupon zero principal instruments shall be 75% of the Issue Size.

If our Trust does not receive the minimum subscription of 75% of Issue Size, prior to the Issue Closing Date, the entire Application Amount shall be refunded to the Applicants.

Further, no separate arrangements have been made in case of subscription above 75% of the Issue Size but below 100% of the Issue Size.

In case the subscription above 75% of the Issue Size but below 100% of the Issue Size is not arranged, the impact on achieving social objectives is as follows:

The Trust shall endeavor to seek more donations as projected and if the same is not achieved Trust shall plan to proportionately reduce the number of schools to be covered under the said project.

If the stated minimum subscription amount is not received within the specified period, the application money received is to be credited only to the bank account from which the subscription was remitted. To the extent possible, where the required

information for making such refunds is available with our Trust and/or the Registrar, refunds will be made to the account prescribed. However, where our Trust and/or the Registrar does not have the necessary information for making such refunds, our Trust and/or the Registrar will follow the guidelines prescribed by SEBI in this regard.

Utilization of Issue proceeds

For details on utilization of Issue proceeds see, “*Objects of the Issue*” beginning on page 17 of this Fund-Raising Document.

Issue Programme*

ISSUE OPENS ON	Tuesday, April 02, 2024
ISSUE CLOSES ON	Tuesday, April 09, 2024

** The Issue shall remain open for subscription on Working Days from 10:00 a.m. to 5:00 p.m. (Indian Standard Time) during the period indicated above, except that the Issue may close on such earlier date or extended date as may be decided by the Board of Trustees of our Trust.. On the Issue Closing Date, the Application Forms will be accepted only between 10 a.m. and 3 p.m. (Indian Standard Time) and uploaded until 5 p.m. or such extended time as may be permitted by the Stock Exchanges. Further, pending mandate requests for applications placed on the Issue Closing Date will be validated by 5 p.m. (Indian Standard Time) on one Working Day after the Issue Closing Date. For further details please see “Issue Related Information” on page 99 of this Fund-Raising Document.*

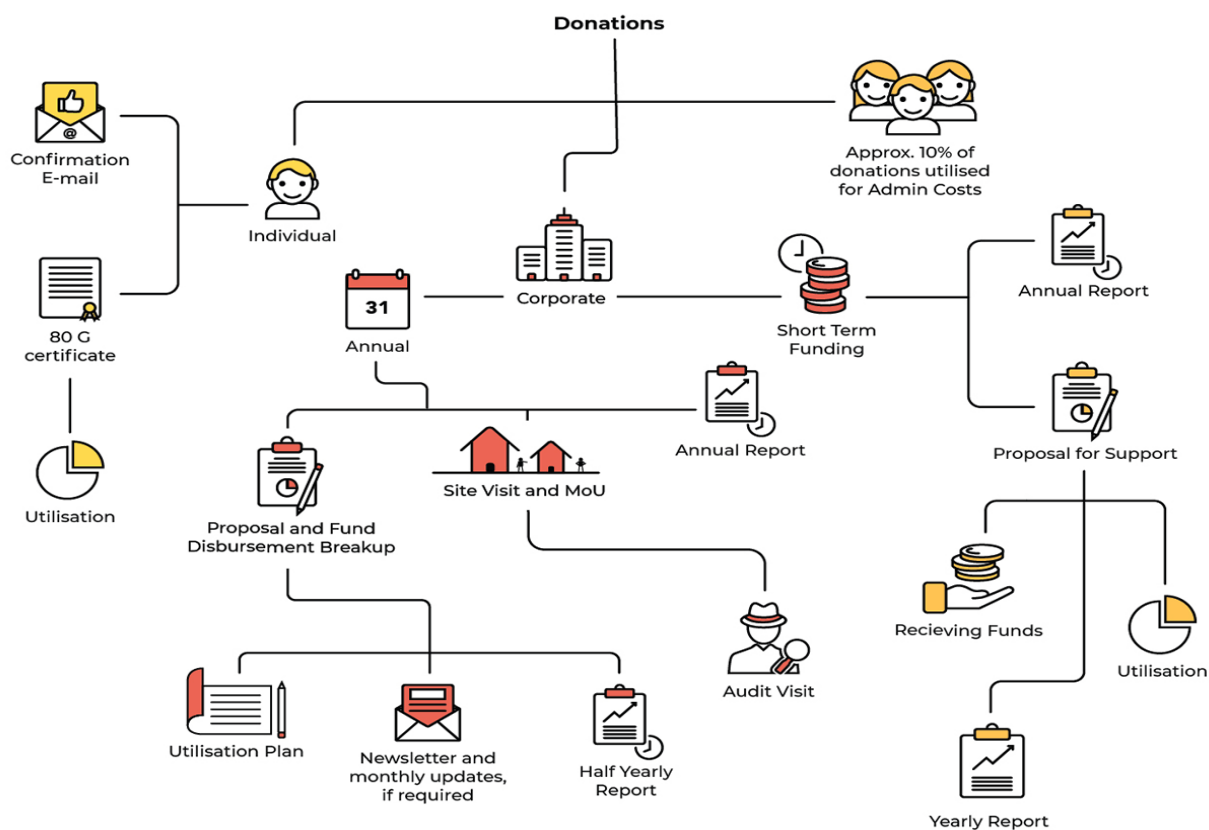
Applications Forms for the Issue will be accepted only from 10:00 a.m. to 5:00 p.m. (Indian Standard Time) or such extended time as may be permitted by the Stock Exchange, during the Issue Period as mentioned above on all days between Monday and Friday (both inclusive barring public holiday) by the Registrar. On the Issue Closing Date, Application Forms will be accepted only between 10:00 a.m. to 3:00 p.m. (Indian Standard Time).

For details in relation the Basis of Allotment, please see “Issue Related Information” on page 99 of this Fund-Raising Document.

DONATIONS

Our Trust being, a charitable trust registered under the Indian Trusts Act, 1882, the Donations received and the no of contributors in the past 3 immediately preceding 3 financial years is as set forth below

S.No.	Financial Year	Total No. of Donors	Total amount (₹ in lakhs)
1	2020-2021	34	30.47
2	2021-2022	65	92.50
3	2022-2023	22	79.50



OBJECTS OF THE ISSUE

Issue Proceeds

Our Trust has filed this Fund-Raising Document for a public issue of zero coupon zero principal instruments of face value of ₹1 each aggregating up to ₹ 120 Lakhs. The details of the proceeds of the Issue are summarized below.

The Issue is being made pursuant to the provisions of the SEBI ICDR Regulations read with the SSE Framework Circular, NSE Norms, as applicable.

Our Trust proposes to utilize the proceeds raised through the Issue, after deducting the Issue related expenses to the extent payable by our Trust (“Net Proceeds”) towards funding the objects listed under this section. The public issuance of Zero Coupon Zero Principal Instruments by a registered Not for Profit Organization in accordance with these regulations shall be deemed to be in compliance with rule 19(2)(b) of the Securities Contracts (Regulation) Rules, 1957

The main objects of our Trust permit our Trust to undertake its existing activities as well as the activities for which the funds are being raised through the Issue.

Purpose for which there is a requirement of funds, project details and target segment:

The Issue

South 24 Parganas, positioned in the coastal zone, is particularly susceptible to seasonal disasters, frequently leaving its inhabitants in severe deprivation. This precarious environment becomes a breeding ground for exploitation by traffickers. Exploiting the vulnerabilities of women and families, traffickers and procurers lure them with promises of lucrative jobs in cities. Unfortunately, once these women leave their homes, they fall victim to commercial sexual exploitation or sexual slavery. It becomes too difficult for them to ever escape the life of exploitation and poverty.

To address this issue that has plagued this geography for generations, we need a strong, multifaceted intervention for prevention - including education, economic empowerment and community level awareness. Missing works across all these aspects, here we are seeking funds for our education program to prevent abuse and exploitation online and offline.

A WHO Report states that-, “Educational programmes have been widely shown to increase safety and health in general. They are successful at preventing violence against children overall, and they are effective for preventing one form of online VAC in particular – cyberbullying (both victimization and perpetration).”

Today education and child safety is mutually inclusive. Our flagship program, **Missing Awareness and Safety School program (MASSp)**, focuses on child safety and teaches adolescents to keep themselves safe. It also creates a more empathetic generation and prevents future demand makers. It's a fully audio-visual program that engages with **adolescents** to raise awareness to prevent sex abuse and exploitation, by using compelling narratives, art and technology for immersive experiential learning. It is currently available in English, Hindi and Bengali, and can be implemented both online and offline.

MASSp's Crucial Role:

Remoteness, natural disasters and poverty are Sundarban's fundamental challenges, but these have given rise to a host of secondary issues such as child marriage, youth elopement, rising rates of adolescent suicides. All these point to a crisis in the youth community.

The proliferation of digital technology and internet access has rapidly evolved our world and it has done the same to the world of trafficking as well. More than ever, traffickers have more tools to directly approach vulnerable populations and exploit them through fraud, coercion and blackmail. Against this backdrop, the MASSp initiative plays a pivotal role in addressing the escalating crisis described above.

Our Missing Awareness and Safety School Programme (MASSp) follows the WHO guidelines around education for prevention. It is a first-of-its-kind program that is designed to address the personal safety and empowerment needs of adolescents. The core focus of the program is to prevent child abuse, exploitation and reduce drop in academics among adolescents in West Bengal, Kolkata through innovative digital teaching and learning methods. It uses compelling narratives, art, games and technology for an immersive experiential learning. It also builds assertiveness, self-efficacy, resistance to peer pressure as well as problem solving skills which are seen as primary skills by WHO in prevention of violence against children.

Target Area: South 24 Parganas, West Bengal

Sundarbans includes the North & South 24 Parganas districts in West Bengal. At present Sundarban region is spread over 19 blocks (13 Blocks from South 24 Parganas and 6 Blocks from North 24 Parganas).

The Trust has received permission from the Office of the District Inspector of Schools, West Bengal to implement the Programme in the Schools.

We intend to start with the schools of Baruipur-Subdivision, in this phase to cover all the schools in Four Blocks of South 24 Parganas.

The beneficiaries primarily come from a lower socio-economic background. The program is gender-agnostic, geography-agnostic, and class and caste-agnostic. Being an audio-visual initiative, it fosters the program, enabling anyone, irrespective of their societal position, to enroll and benefit from the program.

<i>*Assuming 600 students in every school</i>			
Name of the District	Name of the Blocks	Number of Schools	Number of Students*
South 24 Parganas	Baruipur	11	6,600
	Sonarpur	14	8,000
	Rajpur Sonarpur	11	6,600
	Bhangar 1	13	7,800
TOTAL		49	29,000

To achieve these objectives, Missing Link Trust is proposing to implement MASSp Project in 4 blocks of the Sundarban area in West Bengal ("The MASSp Project")

The estimated project cost : ₹ 120 Lakhs

Amount to be raised from Issue of ZCZP Instrument: 120 Lakhs

Phase-wise implementation:

Phase I	:	Pilot implementation with 29,000 children*
Phase II	:	50,000 children
Phase III	:	50,000 children

**After the successful pilot implementation in Phase I, we will cover the rest of the schools in Phases II & III reaching 50,000 children in each phase, respectively. We shall also work on receiving further permissions for other areas.*

Key Program Objectives:

1. Actionable Skills:

This program educates children on the knowledge and skills needed to shield themselves from online sexual abuse and exploitation, to live a fuller life with confidence and resilience.

2. Learner Agency and Empowerment:

This program comprises two vital components—critical and creative thinking to ensure a strong foundation of understanding of the issue. The critical aspect encourages questioning and a deeper understanding, while the creative component allows learners to engage in creative activities within their communities.

3. Learn-to-teach pedagogy:

The learners take their learnings to their communities through the stencil project and the safety board game which they create. We use the learn-to-teach pedagogy which immediately gives them the ownership of the issue and we see a marked behavior change, which is what we are aiming for.

4. Cultivating Empathy and Proactive Citizenship:

The program nurtures a generation marked by empathy, steering them away from a future of passive demand-makers and fostering proactive citizenship.

5. Understanding & Utilization of Safety Resources:

The program leaves behind safety net resources to transform children into informed and responsible citizens, well-versed in utilizing government mechanisms and civic tools for their safety. By understanding 'how to report' in both legal and psychological spheres, it empowers them to report incidents and guides them through the necessary steps to seek help when needed, for their safety and that of their peers.

These objectives ensure that each facet of the program—from educating on safeguarding to cultivating empathy, learner empowerment, and understanding safety resources—is specific, measurable, achievable, relevant, and time-bound. This approach not only enhances clarity and effectiveness but also serves as a strategic roadmap for achieving tangible and impactful outcomes in the mission to create a safer and more empathetic environment for the beneficiaries of the program.

The details of the proceeds of the Issue are summarized below:

S No	Particulars of the Issue	Estimated amount (in ₹ Lakhs)
1	Gross Proceeds of the Issue	up to 120
2	Less: Issue related expenses*	5
3	Net Proceeds	115

**To be finalised and updated, prior to filing of the Offer Document with the NSE.*

Requirement of Funds And Utilization Of Net Proceeds

The following table details the Objects of the Issue and the amount proposed to be financed from Net Proceeds:

Objects of the Issue	Percentage of amount proposed to be financed from Net Proceeds
The issue proceeds will be employed to implement MASSp Project in 4 blocks of the Sundarban area in West Bengal ("The MASSp Project")	100.00%

(hereinafter referred to as "Objects")

Further, for understanding on the proposed activities to be undertaken under MASSp please see " **MASSp Modules" under Our Operations Section** on page 26 of this Fund-Raising Document. Please note that the said activities are inclusive and only includes activities carried out by the Trust in the past. The Trust might add/delete/modify any of the activities based on the requirements of the location where the project shall be implemented.

Per Student Cost: Based on the analysis we estimate at ₹ 397/ student. Details of which are given below:

(Amount in ₹)

Cost Heads	Nos	Month	Per Month Rate	Total Rs
Implementation Team Salary and Fees				
MASSp Management Team Costs	NA	15	216,660	3,249,920
Content Transalction and Voiceover	1	15	45,000	675,000
District Coordinator	1	15	30,000	450,000
Block Coordinator (Program Implementation)	4	15	17,500	1,050,000
Volunteer (Stipend + Food Allowance)	14	13	5,500	1,001,000
Master Training	2	1	15,000	30,000
Total (A)				6,455,920
Equipments and other direct costs				
Audio-Visual System	7	NA	45,000	315,000
Rent for Office+Electricity	1	15	10,000	150,000
Volunteer Travel Costs	NA	12	30,000	360,000
Other Direct Costs (Workbook, Stencil, etc)	29,000	12	125,083	1,501,000
Monitoring & Evaluation	29,000	12	96,667	1,160,000
Child Helpline Maintenance	NA	15	8,850	132,750
MASSp Portal AMC	NA	15	10,325	154,875
Travel & Logistics Cost	NA	15	15,000	225,000

Total (B)				3,998,625
Total (A)+(B)= (C)				10,454,545
Administrative Costs @ 10% of (C)				1,045,455
Total				11,500,000
Cost Per Student				397

Approach/ Methodology

Scope of the Project (Approach): How Does MASSp Work -

Today education and child safety are mutually inclusive. With this program, we are making child safety an essential life skill which needs to be urgently addressed by the authorities, schools, caregivers and parents today. The program gives the child a comprehensive understanding of how to keep themselves safe and shapes them into an empathetic next generation and not become future demand makers.

Approach

- 1. Integration with Educational Framework:** Aligned with educational standards such as those set by NCERT, our curriculum secures permissions at the state, district, and block levels to engage with schools and implement the program effectively.
- 2. Comprehensive Curriculum:** Recognizing that the online realm constitutes a significant portion of teenagers' lives, the program provides safeguards in the form of information and resources. It addresses children's safety across physical, digital, social, and emotional dimensions, tackling cyber abuse in various forms such as cyberbullying, online grooming, cyber-stalking, and catfishing—unique challenges posed by interactions with anonymous online entities.

Implementation Steps

- 3. Training Excellence with TOT (Training of Trainers) Model:** Employing a Training of Trainers (TOT) model, our program ensures a thorough understanding of content through a 9-10 hour online/offline training. Trainers undergo a three-day intensive program to effectively conduct sessions with students.
- 4. Rolling out of the program:** The trainers reach out to the schools to obtain dates & timings for executing sessions with the students, as per the timetables of respective schools. The project is executed in the schools as per the execution schedule provided by the schools. The trainers carry the audio-visual equipment & workbooks to the school premises and facilitate the sessions as per the time slot provided.

Program Components –

- 1. Audio-Visual sessions** - Engaging, animated videos that address key safety issues in an interesting and accessible way.
- 2. Activities** - Hands on activities that foster deep, critical and creative thinking within the learner and enables them to share their learnings with their communities/ within their ecosystem.
- 3. Cyber Safety resources** - The learners are introduced to their rights and the protections they are entitled to in their personal, psychological and legal sphere that empower them to take necessary action.

Other components of the program that makes MASSp the first of its kind –

- 5. Award-Winning Tools:** Leveraging innovative tools like the Missing Game for a Cause, Missing Stencil project, Digital Comic: Web of Deceit, PSAs, Podcasts, and dynamic student forums, our program actively combats online threats, particularly those related to Child Sexual Abuse Material (CSAM).
- 6. Monitoring and Evaluation:** Program-embedded questionnaires, designed based on the Knowledge, Attitude, and Practice (KAP) model, provide quantitative insights into students' knowledge levels and the program's impact. Qualitative data offers valuable insights into attitudes and practices, enabling a comprehensive understanding of how the program influences behaviours and beliefs.
- 7. Safety Net Tools:** To ensure a lasting impact, safety net posters with resources/helplines and a 24X7 Chatbot for an online helpdesk are shared, leaving behind a secure ecosystem in schools post-program completion.

- 8. M&E Report and Future Pathways:** Following the 8-10 week program, a meticulously crafted Monitoring and Evaluation (M&E) report, based on psychometric assessments, sheds light on gaps in student responses. This report informs content updates, and shares insights, learnings, and improvement areas with schools, steering the way forward in enhancing the program's efficacy.

Project Execution Plan:

Program format:

- This is an 8-hour sustained learning program, to be executed over a period of 2-3 months for its effectiveness
- The program consists of 4 modules, with a gap of at least a week between each module
- 1 module takes 2 hours i.e 2 consecutive periods
- We complete 8 hours in 8 periods over 2-3 months, as per school availability

Execution Plan for 1 school:

- There are 5 Class to be covered in every school (Class VIII to Class XII)
- 2 Volunteers are required to conduct a Module of the programme
- 1 Module will be completed in 3 days for all the classes
- All 4 modules will be completed in 12 days with interval between each module as specified above

Quarter wise Execution:

Quarter 1	<ul style="list-style-type: none"> • Training of Trainers & Onboarding of the team of trainers • Teams of trainers, designated for each block, will initiate the process of obtaining school permissions from the four respective blocks (Getting permissions from schools will be spread across four quarters) • As we receive school permissions in this quarter, we will initiate the implementation for either blocks (Baruipur/ Sonarpur) • Conducting a Baseline study in Joynagar Block of Sundarbans (where MASSp is yet to be conducted) and conducting a comparative study in areas where MASSp has been conducted. (Begin with this point and then comes the Training of Trainers point)
Quarter 2	<ul style="list-style-type: none"> • Trainers continue to get school permissions • Implementations to continue in schools, both from the remaining schools of the previous quarter & the permissions received for the current quarter • Digitization of data received from the school implementations of the previous quarter
Quarter 3	<ul style="list-style-type: none"> • Trainers continue to take school permissions from blocks (Rajpur Sonarpur & Bhangar I) • Continuing of school implementation • Digitization of the data received from the school implementation of the previous quarter
Quarter 4	<ul style="list-style-type: none"> • Trainers continue to take school permissions from blocks • Continuing of school implementation • Digitization of the data received from the school implementation of the previous quarter
Quarter 5	<ul style="list-style-type: none"> • Completion of digitization of the data from all the previous quarters • Analysis of student data and generation of impact assessment

Our program's aim/focus:

- To prevent abuse and exploitation by raising awareness. MASSp will be a catalyst for positive change in the lives of adolescents within schools and communities. Our flagship program is crafted to provide actionables to prevent child sex abuse, exploitation, and trafficking, extending its impact beyond school settings. By integrating safety education with mainstream school education, especially for vulnerable sections, MASSp aims to cultivate a culture of awareness and safety.
- Educating adolescents empowers them with the knowledge to ensure their safety, prevent sexual abuse both in the digital and physical world, mitigate the demand in the next generation, and empower them with agency.

The key focus area - We are tackling the escalating incidents of child sex abuse and child exploitation by leaving behind safety nets and safety protocols in schools which aim to empower children with information and foster their development as informed citizens

Expected Outcomes

MASSp KPIs

A. Execution KPIs

The program has to be executed as per the school calendar. As per our experience of implementing the program, considering examinations & vacations, the implementation period is around 6-8 months in a year. Hence, the quarters are as per the implementation period.

Sr. No.	KPIs	Outcome	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Qtr 5
1.	Conducting a baseline study in Joynagar along with a comparative study (An area where MASSp has not been previously conducted and a comparative analysis will be conducted with areas where MASSp has been implemented)	This comparative assessment aims to discern differences and similarities between the two settings, providing valuable insights into the impact and effectiveness of MASSp interventions.	100%				
2.	Training of Trainers (ToT) and onboarding of volunteers	Master training of the Trainer Body	100%				
3.	Obtaining schools permission	Reaching out to Schools to obtain information about session dates & timings	15%	35%	35%	15%	
4.	Implementation of Program Sessions in Schools *	Implementing the program in schools based on the permissions granted by the schools.	25%	25%	25%	25%	
5.	Data Digitization & Impact Assessment	Digitizing the student responses gathered from the completed workbooks used in the program sessions.		10%	25%	20%	45%

* Implementation of the project is subjective to the school permissions i.e. session dates & timings provided by the schools.

B. Program KPIs

- For a deeper impact, the program has been designed for sustained delivery over a period of 3-4 months. The program is completely audio-visual, with repeated exposure for greater intensity & peer engagement.
- It covers three critical thinking modules of Awareness 101: Sex Abuse & Exploitation, Cyber Safety: How to keep themselves safe in cyberspace, and Adolescent Education: Comprehensive understanding of their changing body & how to safely navigate this crucial period. The creative thinking module helps them to make use of their complete understanding and develop their abilities to take action.

KPIs*	Month 1/ Module 1	Month2/ Module 2	Month3/ Module 3	Month4/ Module 4
Increase in awareness/knowledge about sex abuse and exploitation	85%			
Increase in knowledge about cyber risks and safety	Retaining the knowledge	80%		
Knowledge of the evolving attitudes and perceptions surrounding the changing adolescent bodies	Deeper understanding of the role of the body and the digital space		80%	
Increase in the ability to take action/practice by making use of their	Creative activities make them use their comprehensive understanding of their role in their safety online and			85%

creative potential to become future changemakers	offline	
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*The program is conducted over a period of 3-4 months, and each module covered in every month is mapped with the above program KPIs. KPIs are analyzed & calculated after program completion.

Activity	Amount to be spent (₹ in Lakhs)
Implementation of Program sessions in Schools	100.25
Impact Assessment	11.60
AV Equipment's	3.15

It is important to note that the project timeline is interconnected, and any changes to the project commencement time will have an impact on the overall timeline. Therefore, if the project commencement time is altered, the subsequent activities and targets mentioned in the above table will need to be adjusted accordingly. Also, there might be changes in the amount spent under each activity which would be adjusted in other activities.

Sustainability Plan

- In Sundarbans, our program will be recognised as essential for individual and community well-being, over a period of time. Youth and community members will adopt the initiative and implement it in schools and even other community spaces.
- Encouraging high school learners to join us as volunteers to help conduct our program in their districts, after graduation to earn certificates of merit
- Strike partnerships with other child safety organizations and other organizations powered by volunteer bodies to ensure implementation of the program with reduced effort from us
- We're currently engaged in efforts to share our program on a platform like Diksha, which would instantly make our program accessible to lakhs of students
- Diversifying funding sources, exploring corporate sponsorships and philanthropic foundations,
- Regularly engaging with potential donors and sponsors, showcasing program success stories to attract sustained support.

Impact of MASSp Projects executed in the past:

Some key findings from measuring impact on **2500+ adolescents** across the geographies in India are:

- Knowledge of Human Trafficking: Increased from **30%** in the pre-module survey to **85%** in the post-module survey
- Attitude in CyberSpace: Increased from **36%** in the pre-module survey to **82%** in the post-module survey
- Perception of Adolescent Hygiene: Increase from **25%** in the pre-module survey to **80%** in the post-module survey

The data collected is analyzed by psychologists to measure the KAP indicators. Monitoring & Evaluation report is provided to partner organizations based on the analysis of data collected through the questionnaires filled out by learners.

	Type of beneficiaries	Numbers reached
Reach of MASSP 1.0 (FY 2016-2021) Education and Awareness (Weekend program as per ad-hoc permission)		
Previous Version of MASSp	Implementation through Partnerships	1,30,000
Reach of MASSp 2.0 (FY 2021- 2023) Education & Awareness (Integrated within the school curriculum with permissions & partnerships)		
Direct Beneficiaries	Direct Implementation in Government Schools <ul style="list-style-type: none"> ● Sundarbans (Kultali & Joynagar) ● Kolkata 	13,185
Indirect Beneficiaries	Implementation in partnership with NGOs/Schools	4,381
Total		18,000 (approx)
Institutional Beneficiaries	Government Stakeholders <ul style="list-style-type: none"> ● District Level 	NA

	<ul style="list-style-type: none"> ● Block Level ● Government Schools 	
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Funding Plan Other than the funds to be raised through the proposed issue

Our Trust confirms that for the purpose of this Issue, funding plan will not be applicable, as the objects are proposed to be funded through the Net Proceeds.

Schedule of implementation of the project and deployment of funds

After the closure of the issue, the project will be implemented within 15 months. The deployment of funds will be done accordingly to ensure timely completion of the project.

Monitoring of utilization of funds

There is no requirement for appointment of a monitoring agency in terms of the SEBI ICDR Regulations. The Board of Trustees our Trust shall monitor the utilisation of the proceeds of the Issue. Our Trust shall submit to the Stock Exchange a statement in respect of utilisation of the Net Proceeds and balance amount remaining unutilized, until the utilization of the Net Proceeds in accordance with this Fund-Raising Document.

Interim use of proceeds

Our Trust confirms that the unutilized amounts from the Net Proceeds shall be kept in a separate bank account and shall not be co-mingled with other funds.

Issue related expenses break-up

The expenses for this Issue include, inter alia, advisor fees, fees payable to the Registrar to the Issue, printing and distribution expenses, legal fees, advertisement expenses, listing fees and any other expense directly related to the Issue. All the Issue expenses and listing fees will be paid by our Trust.

Variation in terms of contract or objects in this Fund-Raising Document

Our Trust shall not, at any time, vary the terms of the objects for which this Fund-Raising Document is issued. This statement has been given as a matter of abundant caution. Further in accordance with the SEBI Listing Regulations, the Trust shall disclose to NSE, the utilisation of proceeds from time to time in the format as specified by SEBI under Chapter IX A of SEBI LODR Regulations 2015.

Benefit / interest accruing to Trustees out of the object of the Issue

Neither our Trustees nor the senior employees of our Trust are interested in the Objects of the Issue.

OUR OPERATIONS

Some of the information contained herein, including information with respect to our vision, our target segment, strategy and operations contain forward-looking statements that involve risks and uncertainties. This section should be read in conjunction with the sections “*Forward-Looking Statements*”, “*Risk Factors*” and “*Financial Statements*” on pages 8, 9 and 70 of this Fund-Raising Document.

In this section any reference to “we”, “us” or “our” refers to MISSING LINK TRUST (the “Trust”). Unless otherwise indicated, or unless the context otherwise requires, the financial information included herein is based on our Audited Financial Statements. For further information, see “*Financial Information*” on page 70 of this Fund-Raising Document.

Overview and Vision

The Missing Public Art project started by photographer and installation artist Leena Kejriwal was a response to her deep sensitivity to the plight of the millions of girls lost into the dark world of sex trafficking. Having spent more than a decade collaborating with NGOs in the red light districts of Kolkata, Leena gained profound insights into the fact that sex trafficking is primarily driven by demand. It became evident that the public, being the most significant stakeholder in this issue, is largely absent from the conversation. Which led her to take the first step to create a strong public artwork that would transcend language barriers and talk to the masses. From this, emerged the Missing silhouette. The silhouette is the black form of a young carefree girl who personifies all the young girls lost into the black holes of sex trafficking.

In 2014, Leena Kejriwal launched MISSING Public Art Project to engage the public on the issue of sex trafficking. It was launched as a public art work, at the India Art Fair and immediately caught the eye of many international and national media through its installations.

Today, the project is growing rapidly with the formation of the Missing Link Trust. At present, the flagship program Missing Awareness and Safety School program (MASSp), is not just a campaign; it's a movement that educates adolescents about child abuse, exploitation, and trafficking both within schools and beyond. To date, it has touched the lives of over 1.75 lakh students nationwide, leaving an indelible mark on their futures. The campaigns across India encompass pillars of Educate and Empower through innovative tools.

MISSING wants to create a world that is free from sex-trafficking.

Vision Statement:

In pursuit of a world free from the shackles of sex trafficking and exploitation, MISSING/The Trust envisions a society where every child is shielded from harm, empowered with knowledge, and equipped to navigate the digital landscape safely. Our vision extends beyond mere prevention; we aspire to foster a global community that champions the rights and protection of vulnerable individuals, ensuring a future where innocence is preserved, and exploitation becomes a relic of the past.

Mission:

At MISSING, our primary focus is on the prevention of sex trafficking, and we achieve this through a multifaceted approach encompassing Education, Advocacy and Empowerment.

Raising Awareness:

Our mission revolves around raising awareness in vulnerable sections of society, employing innovative methodologies like art, multi media and other creative approaches

Education and Empowerment:

Education is a cornerstone of our mission. We are committed to providing children and adolescents with the knowledge and skills necessary to protect themselves in the digital age

Innovation and Impact:

As an award-winning organization, we pride ourselves on embracing innovation to maximize our impact. Our continuous efforts involve adapting to the ever-changing landscape of child exploitation, leveraging technology, and collaborating with diverse stakeholders to develop comprehensive solutions.

Collaborations and Partnerships:

Recognizing the collective responsibility in combating sex trafficking, MISSING actively seeks collaborations with government agencies, non-profit organizations, and community groups

In conclusion, MISSING's expanded mission and vision reflect a holistic and dynamic approach to preventing sex trafficking, encompassing awareness, education, and empowerment. Through our dedication, innovation, and collaborative spirit, we strive to create a safer and more secure world for the generations to come.

Mission path:



MASSp Theory of Change



Our programmes and their target segment

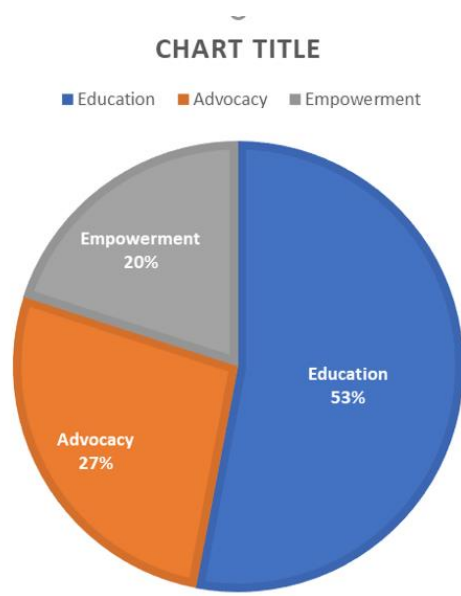
A Strategic Approach by Missing Link Trust

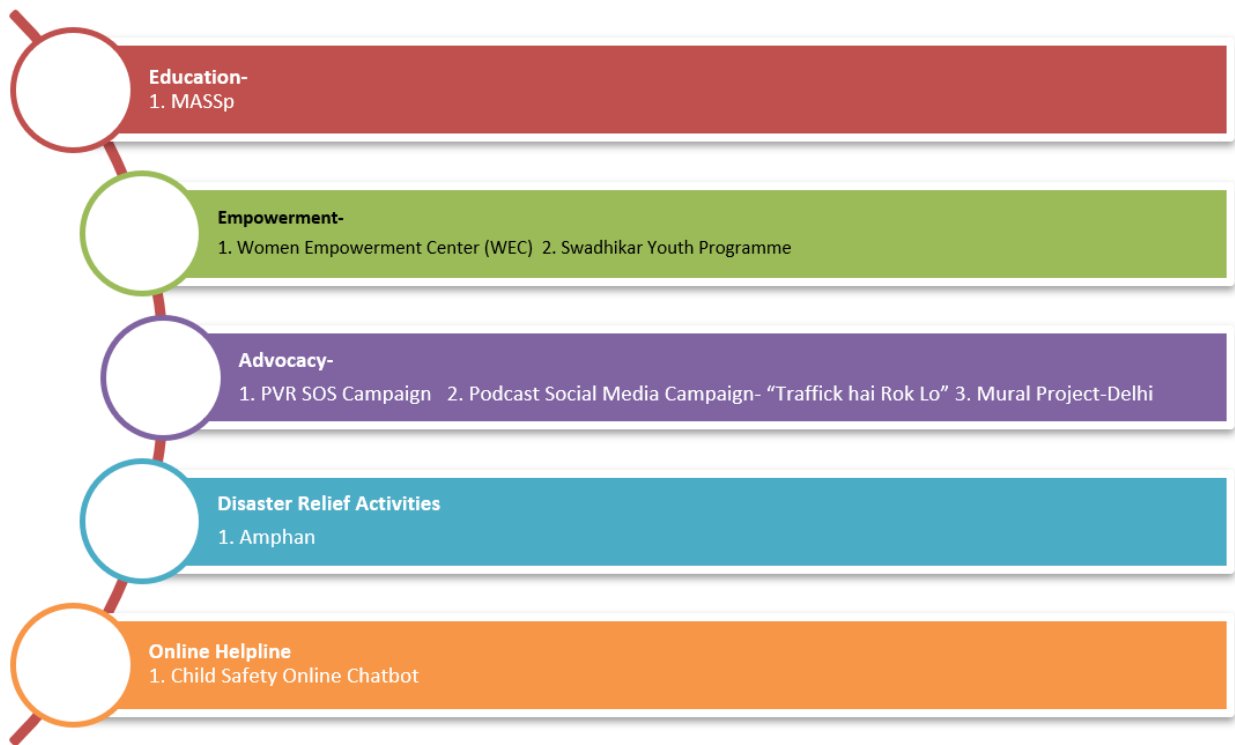
Missing Link Trust is a nonprofit that works to prevent sex abuse and exploitation of children and women in India through its three pillars of education, empowerment and advocacy. Missing harnesses art and technology to create awareness and a sense of ownership in all the stakeholders of this issue, to find a sustainable solution.

Our Vision is to create a world where children are safe from sex abuse and exploitation, both online and offline. Our Mission is to raise mass awareness about sexual exploitation and abuse that impacts vulnerable populations of women and adolescents and provide expert resources as solutions. We do this through innovative education programs, skill training and immersive art and storytelling platforms using the power of media to scale.

The Trust focuses on the Thrust areas as under:

- A. EDUCATION
- B. EMPOWERMENT
- C. ADVOCACY





A. EDUCATION

1. Missing Awareness and Safety School Program: MASSp

Introduction:

WHO Report states that-, “Educational programmes have been widely shown to increase safety and health in general. They are successful at preventing violence against children overall, and they are effective for preventing one form of online VAC in particular – cyberbullying (both victimization and perpetration).” The report also mentions that the intervention needs to be structured with varied learning techniques, repeated exposure and peer engagement.

Our Missing Awareness and Safety School Programme (MASSp) follows exactly this. It is a first-of-its-kind program that is designed to address the personal safety and empowerment needs of adolescents. The core focus of the program is to prevent child abuse, exploitation and reduce drop in academics among adolescents in West Bengal, Kolkata through innovative digital teaching and learning methods.

It uses compelling narratives, art, games and technology for an immersive experiential learning. It also builds assertiveness, self-efficacy, resistance to peer pressure as well as problem solving skills which are seen as primary skills by WHO in prevention of violence against children.

Our flagship program, **Missing Awareness and Safety School program (MASSp)** developed by Missing Link Trust (MISSING) is a unique, immersive, AV program for children that is designed to address personal safety and empowerment of adolescents. The program focuses on **Child Safety**.

- MASSp is primarily a school safety program for adolescents, but it is concerned with more than one kind of safety. The program aims to foster safety on physical, digital, social and emotional fronts tackling cyber abuse in various forms such as online grooming, cyber-stalking, catfishing and cyberbullying - being bullied by groups of nameless, faceless people, and so easily exposed to explicit content from strangers among many other; experiences they are otherwise unlikely to come across.
- The program is completely audio-visual, with repeated exposure for greater intensity & peer engagement.
- Additionally, we expect approval by NCERT and NCPCR for our application, this fully audio-visual program engages with adolescents to raise awareness about sex abuse and exploitation, by using compelling narratives, art and technology for immersive experiential learning. It is conducted in government and private schools by volunteer trainers who have been through rigorous training modules certified by the Tata Institute of Social Sciences.

The Rationale:

The Fall Out of Digital Migration on Vulnerable Children

COVID-19 escalated the digital migration to online platforms across the world. India's recent offerings of high-speed data, affordable smartphones and cheap internet connectivity, made this transition even more swift, across villages and cities. This has led to many problems at the intersection of technology and human behaviour, particularly in the area of cyber safety.

Of the 227 million internet users in rural India today, 77 million are between 12 -29 years old. 83% of Indian preteens have access to smartphones, beating the global average by 7%, most of them are unsupervised, and have little or no awareness about cyber safety protocols. Children have undoubtedly become the biggest fallout of digital migration, and are now vulnerable targets for online sex offenders and traffickers. 2019 to 2020 witnessed a 400% jump in cyber-crimes against children mainly involving online sharing of Child Sex Abuse Material ('CSAM') i.e. graphic images and videos. 8% of CSAM features children under 12 years old and 63% of children as young as 8. Sadly, India today is the biggest contributor and consumer of Child Sexual Abuse Material, with 12% of the global 8 crore images posted and circulated online being uploaded from India. This is an urgent issue in need of immediate attention.

The Disturbing Trend in West Bengal:

A recent Lancet study highlights a declining trend in child marriage rates across India, but West Bengal stands out with a worrisome 15.2% prevalence of child marriages in girls. Despite policy interventions, the state has experienced a troubling surge of 32.3%, resulting in over 500,000 additional girls being married as children. In addition to effectively ending education and potential future employment opportunities, child marriage often serves as a precursor to sex trafficking, exposing young individuals to a heightened risk of exploitation. This grim reality underscores the urgent need for intervention.

According to the National Crime Records Bureau (NCRB) report, West Bengal reports the highest number of trafficked children (3,113). With the flow of trafficking from East to West, West Bengal contributes 34% to the total number of trafficked children. The Sundarbans region is infamous as a hub for trafficking within West Bengal.

Practice:

It's a fully audio-visual program that engages with **adolescents to raise awareness of sex abuse and exploitation**, by using compelling narratives, art and technology for immersive experiential learning. The program is geography & class-agnostic and has been designed to be relevant for every adolescent in the country. The program is currently available in English, Hindi and Bengali, and can be implemented both online and offline.

MASSp program is built around the theory that education creates awareness, which in turn empowers. Awareness about their rights and access to resources gives children the confidence to speak up, ask questions and push back, thereby preventing a potentially damaging experience. It teaches to keep themselves safe and makes them aware of their own agency in their own safety.



Feedback:

At the end of the program, we provide a **Monitoring & Evaluation report** based on **psychometric assessments** designed by psychologists and filled by learners.

Area of Implementation

MASSp has currently been implemented **across geographies** in India such as Maharashtra, Bihar, Chhattisgarh, Odisha, Telangana, West Bengal, Delhi & NCR, Tamil Nadu, Karnataka, Rajasthan, Uttarakhand.

Names of Partner Organizations

The project has been implemented in partnership with multiple organizations/schools working with adolescents, namely, Udayan Care, Nomi Network, DEF, SNEHA, Sankalp Ek Prayas, Future Hope, Gaza High School, Siva Sivani School.

Implementation in partner organisations

Partners	Month & Year	Mode - Language	Age range (years)	No. of Respondents	Geography of Respondents
Udayan Care	May 2022	Whatsapp- Hindi	15-18	995	Dehradun, Kolkata, Delhi & NCR, Aurangabad, Chennai, Mumbai, Pune, Hyderabad, Haridwar, Bangalore, and Jaipur
Nomi Network	July 2022	Offline- Hindi	14-19	154	Bhubaneswar & Jharsuguda in Odisha and Forbesganj in Bihar
SNEHA (Society for Nutrition Education and Health Action)	June 2022	Hybrid [Offline + Google Forms]- Hindi	13-18	89	Dharavi, Kandivali & Kalwa localities in Mumbai
DEF (Digital Empowerment Trust)	December 2021 - March 2022	Whatsapp- Hindi	13-18	1363	13 Districts of Madhya Pradesh (Betul, Chhatarpur, Guna, Panna, Raisen, Rajgarh, Rewa, Sagar, Satna, Sehore, Shahdol, Sidhi, Singrauli)
Gaza High School	March 2023 - July 2023	Offline-Bengali	13-18	130	Hooghly district, West Bengal
Sankalp Ek Prayas	December 2022 - March 2023	Offline- Hindi	13-18	850	Patan, Durg & Dhamdha blocks of Durg district, Chhattisgarh.
Future Hope	September 2022 - September 2023	Online- English	13-18	50	Kolkata, West Bengal
Siva Sivani School	August 2023 - October 2023	Hybrid (Web Portal + Whatsapp Chatbot)- English	13-18	120	Visakhapatnam, Andhra Pradesh

The Project Activities: *Implementation thereof:*

MASSp Modules

MASSp comprises five modules and implemented in Sundarbans and Kolkata

Critical Thinking Modules:

1. **Awareness 101:** Against abuse and exploitation: Module 1 addresses various concepts related to human trafficking and knowledge about safety through pre and post-module questionnaires and activities.
2. **Cybersafety:** addresses concepts about online safety and cyber-crimes.
3. **Adolescent Education:** Module 3 addresses vital concepts related to adolescent hygiene and sex education

Creative Thinking Modules

4. Create Your Own Board Game
5. launch Your Own Awareness Campaign

How Does MASSp Work?

With this program, we are making child safety an essential life skill which needs to be urgently addressed by the authorities, schools, caregivers and parents today. The program gives the child a comprehensive understanding of how to keep themselves safe and shapes them into an empathetic next generation and not become future demand makers.

1. **Integration with Educational Framework:** Aligned with educational standards such as those set by NCERT, our curriculum secures permissions at the state, district, and block levels to engage with schools and implement the program effectively.
2. **Comprehensive Curriculum:** Recognizing that the online realm constitutes a significant portion of teenagers' lives, the program provides safeguards in the form of information and resources. It addresses children's safety across physical, digital, social, and emotional dimensions, tackling cyber abuse in various forms such as cyberbullying, online grooming, cyber-stalking, and catfishing—unique challenges posed by interactions with anonymous online entities.
3. **Training Excellence with TOT (Training of Trainers) Model:** Employing a Training of Trainers (TOT) model, our program ensures a thorough understanding of content through a 9-10 hour online/offline training. Trainers undergo a three-day intensive program to effectively conduct sessions with students.
4. **Rolling out of the program:** The trainers reach out to the schools to obtain dates & timings for executing sessions with the students, as per the timetables of respective schools. The project is executed in the schools as per the execution schedule provided by the schools. The trainers carry the audio-visual equipment & workbooks to the school premises and facilitate the sessions as per the time slot provided.
5. **Award-Winning Tools:** Leveraging innovative tools like the Missing Game for a Cause, Missing Stencil project, Digital Comic: Web of Deceit, PSAs, Podcasts, and dynamic student forums, our program actively combats online threats, particularly those related to Child Sexual Abuse Material (CSAM).
6. **Monitoring and Evaluation:** Program-embedded questionnaires, designed based on the Knowledge, Attitude, and Practice (KAP) model, provide quantitative insights into students' knowledge levels and the program's impact. Qualitative data offers valuable insights into attitudes and practices, enabling a comprehensive understanding of how the program influences behaviours and beliefs.
7. **Safety Net Tools:** To ensure a lasting impact, safety net posters with resources/helplines and a 24/7 Chatbot for an online helpdesk are shared, leaving behind a secure ecosystem in schools post-program completion.
8. **M&E Report and Future Pathways:** Following the 8-10 week program, a meticulously crafted Monitoring and Evaluation (M&E) report, based on psychometric assessments, sheds light on gaps in student responses. This report informs content updates, and shares insights, learnings, and improvement areas with schools, steering the way forward in enhancing the program's efficacy.

Impact Analysis

MASSp Questionnaires

MASSp incorporates pre-module and post-module questionnaires to assess changes in behaviour among adolescents. The questions have been designed by psychologists based on psychometric assessments.

The students fill out pre and post-module questionnaires and activity-based questionnaires. These surveys measure the Knowledge, Attitude, and Perception (KAP indicators) of students towards the various concepts covered in the program. Quantitative data helps gauge the knowledge level and measure the program's impact on enhancing students' knowledge. Meanwhile, qualitative data yields valuable insights into attitudes and practices, providing a comprehensive understanding of the program's influence on students' behaviours and beliefs and gauging their ability to take-action.

The data collected is analyzed by psychologists to measure the KAP indicators. Monitoring & Evaluation report is provided to partner organizations based on the analysis of data collected through the questionnaires filled out by learners.

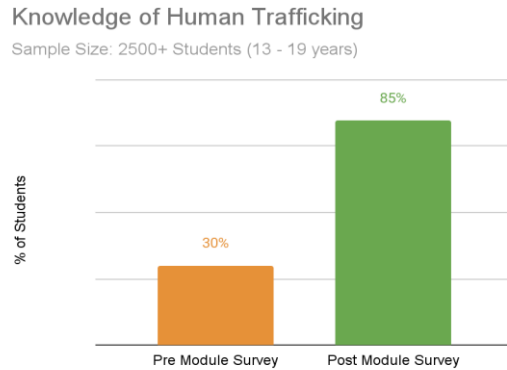
Pre and post-module surveys were analyzed to measure the **knowledge, attitude, and perception** of students towards knowledge of human trafficking, concepts about online safety & cybercrimes and perceptions related to adolescent

hygiene & sex education.

The sample size of the survey is **2500+** respondents in the **age group of 13-19 years** from **four partner organizations**: NOMI Network, Udayan Care, SNEHA and Digital Empowerment Trust(DEF).

Some key findings from the surveys of the three **critical thinking modules** are summarized below:

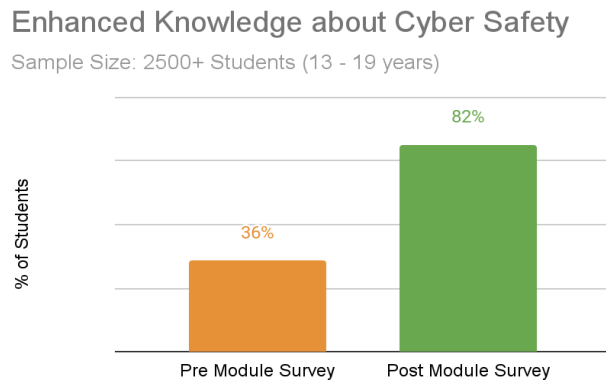
**Module 1: Awareness 101
Against abuse and
exploitation**



Focus: Module 1 addresses various concepts related to human trafficking and knowledge about safety through pre and post-module questionnaires and activities.

Impact: Analysis of responses showed that there was an increase from 30.1% of students in the pre-module survey to 84.8% of students in the post-module survey, in their understanding and knowledge of human trafficking. This measures Knowledge of the KAP indicators.

Module 2: Cyber Safety



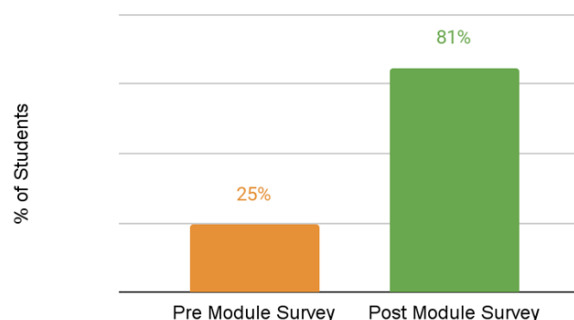
This addresses concepts about online safety and cyber crimes.

Impact: Results showed an increase from 35.8% of students in pre-module to 81.5% of students in post-module, in their knowledge of cyber safety resulting in a shift in attitude amongst the learners wherein they realized that cyberspace is not necessarily a safe space and they felt confident in keeping themselves safe online by learning about risky online behaviour, using protective tools such as Firewalls etc.. For example, having learnt about the risks of cyberspace, students would now install firewalls and keep their social media profiles private. This measures the knowledge and subsequent shift in attitude (of the KAP indicators).

Perceptions about Adolescent Hygiene

Sample Size: 2500+ Students (13 - 19 years)

Module 3: Adolescent Education



Focus: Module 3 addresses vital concepts related to adolescent hygiene and sex education. Adolescent Hygiene forms a major part of understanding one's own body, awareness about one's personal space, and consent.

Impact: It was observed that awareness of adolescent hygiene concepts increased from 24.5% of students in the pre-module to 80.9% of students in the post-module, thus leading to changes in **perceptions** (of the KAP indicators).

Overall Impact:

Recommendations by the Psychologists

Psychologists have recommended that follow-up sessions be conducted as a refresher to students which will further strengthen these crucial concepts. An important observation that emerged was to involve parents, caregivers and staff by organizing sessions which can further help to create a safe and healthy environment.

Based on qualitative and quantitative analysis of all the modules, it was evident that each module played an effective role in enhancing knowledge and creating awareness towards important concepts related to child safety. Each module proved to be beneficial to the students in helping them to identify threats, protect themselves and others and create a healthier and safer environment.

Participants' Feedback

"I really like being a part of the MASSp program, because it helps me a lot when I use online platforms. It teaches us to be aware and careful of people around us, who pretend to help by saying they'll help us find a job. I've learnt how to keep myself safe, which helps to reach out to for help & to not share our personal information on any online platform"

MASSp implemented in

a. Sundarbans (Kultali & Joynagar)

Introduction & the need:

Kultali & Joynagar are remote regions where the standard of living is low and the poverty ratio is very high in comparison to the other blocks. Not only Kultali, South 24 Parganas comes under the world's largest delta region that spreads over India and Bangladesh covering around 9630 sq.km. It is the largest district of West Bengal. Natural disasters and adversities in climate have affected sources of livelihood negatively, threatening the very survival of the population dependent on them.

South 24 Parganas lies low in the coastal zone and seasonal disasters ravage the lands frequently leaving people in utter deprivation.

These factors create an environment of vulnerability that traffickers take advantage of. Traffickers and procurers approach vulnerable women and families and promise them a well paying job in a city. Child marriage is another strategy of traffickers to lure young, under age girls and use this to their advantage.

Regions:

MASSp has been implemented in **all the 16 schools** of Kultali Block that approx 7000 students and **5 schools** [approx 1600 students] of Joynagar Block of Sundarbans, West Bengal.

Implementation:

Training of Trainer (TOT) & Trainer Body

We onboarded a body of 8 Trainers, who reached out to the schools and implemented the project with students of VIII-XII grades. Before the project execution, all the trainers have gone through a three-day long & extensive training program to understand the program curriculum.

Kultali Block

We started implementing MASSp at Kultali in December 2021. The program has been initiated with the Government and Govt.-sponsored schools of Kultali Block of Sundarbans, West Bengal.

The MASSp project has been implemented in all 16 Secondary and High Schools in the Kultali block, in December 2021 - July 2023 reaching the adolescents of classes VIII-XII.

Joynagar Block

We implemented MASSp at Joynagar in January 2023. The program has so far been implemented in 5 Government and Govt.-sponsored schools of Joynagar I & II Blocks, in January 2023- September 2023 reaching the adolescents of classes VIII-XII.

MASSp Mode of Implementation: Offline

Respondent Age: 13 - 18 years

Number of Respondents: 8582

Geography of Respondents: Sundarbans, West Bengal

Participants' Feedback

"I really loved that this awareness program is happening on how trafficking occurs, for what reasons does this happen and got to know about it. We are now more alert about it. We earlier did not know about the cyber crime which happens in facebook but through this program we have been made aware about it and continuing such work. Girls are at fault but as boys we fall into trouble, if such a matter is looked into then it would be good. I want more such classes to be held to see what can happen".

b. MASSp has been implemented in all 20 schools of Kolkata West Bengal.

We have received permission from Samagra Shiksha Mission (SSM) Kolkata to implement the project in Government Schools of Kolkata. Thereafter, the program has been successfully implemented in 20 schools in Kolkata.

MASSp Mode of Implementation: Offline

Respondent Age: 13 - 18 years

Number of Respondents: 4603

Geography- Kolkata, West Bengal

Participants' Feedback

"I got the opportunity to be a part of and learn from the MASSp program. My favourite module is the Cyber Safety Module, as we can relate to it, it's part of our daily activities as we all are on social media platforms and a lot of times such incidents happen. So, whatever we have learned, we will try to teach the same to the younger ones. So that everyone can become aware"

"I have learnt a lot from this MASSp Program and got to know about how girls get trafficked. We got aware of a lot of things like we should not easily trust anyone, but only our known & trusted adults. Not to easily believe friends or neighbours because anyone can be a trafficker"

"We got to learn a lot about being aware, alert, cyber crimes, how to keep ourselves safe online, not to talk too much with strangers & being alert when speaking. Also, during our age, we go through a lot of changes in our bodies & we should not be embarrassed or shy to talk about it. We should discuss these things with our

trusted adults and counsellors. Also, learnt about the board games, through which we can spread the information among more people, to make everyone aware of the existing issue of trafficking so, we are able to reduce it in the future”

Challenges in implementing MASSp

Risk Factors	Details	Mitigation Measures
Scheduling	Scheduling of the sessions presents a challenge, as it is imperative to avoid conflicts with school exams and other events. This may lead to delays and extensions in the curriculum timeline.	Engaging with schools in advance to secure their approval and commitment.
Recruitment of trainers	The recruitment of trainers proved challenging due to high salary expectations. Trainers also encounter logistical difficulties due to the remote nature of school locations, as observed in places like Kultali in the Sunderbans.	Enhancing our fundraising capabilities to ensure regular compensation for volunteers and expanding our network of partners to create a more extensive pool of volunteers.
Responses received from students	As the program is implemented over 2-3 months it is a challenge to receive all the students' responses in the workbooks especially in Government schools. As the responses of all students are required for the complete study of the program we have to make use of a baseline i.e. a constant number of students who have responded to all the questionnaires.	Fostering a robust relationship with the school authorities and emphasizing the importance for schools to ensure that every child completes the questionnaire.
Covid aftermath	We observed a decline in students' competencies, resulting in trainers having to repeatedly clarify questionnaires and course procedures. This has led to delays in the program timeline, impacting costs and student engagement.	School authorities need to assume responsibility for improving students' competencies to facilitate their ease in responding to questionnaires.
Student Estimation	Difficulty in estimating the number of students.	Based on previous implementation experience, the number of students have been assumed.

B. EMPOWERMENT

1. SWADHIKAR YOUTH GROUP' PROGRAM

Introduction

The Swadhikar Youth Group, our initiative in Sundarbans, brings together a vulnerable yet powerful group of young adolescents between the ages of 13-18, committed to keeping themselves and their community safe. The group came to be in 2021 during the pandemic when the local youth set out to provide door-to-door awareness on wearing masks and practising social distancing.

Need

These youth are one of the most vulnerable to being trafficked in India. Issues such as teenage pregnancy, teenage elopement, child marriage, high rate of emergency contraception consumption and suicide attempts are common. Realizing the importance of instilling awareness about these issues and securing the future of these adolescents, MISSING formalized the Swadhikar Youth Group in January 2023 on the National Girl Child Day.

Reach

It now comprises adolescents between the age groups of 13-18.

So far, we have reached the villages of Sankijahan, Kantamari, Bhubaneshwari, Madhya Gurguria, Purba Gurguria, Debipur, Madhusudanpur and Kholargari. We have over 280 members currently.

Mode of Operation

MISSING engages with this adolescent group both online and offline through **digital campaigns** and **community events** respectively.

Goals

Our digital activities with Swadhikar are centered around four goals:

- Creating Awareness
- Providing Resources and Support
- Inducing Action and Engagement
- Event Outreach and Community Building

Our on-ground events are designed to meet the following goals:

- Providing **expertise** to the children on various aspects of child safety
- Making the children **spokespersons** of child safety and MISSING
- Building a **sense of community** and oneness to ensure collective safety
- Fostering **healthy parent-child relationships** to promote safer homes
- Exposure to **role models** from their own community for inspiration

The members are also taught to alert the MISSING team in case of impending child marriage in the village.

Impact

In the last three years, the MISSING team received **60 calls** from the members informing them about child marriages in the village, which has led to timely action in response.

We are also currently in the process of formulating career-guidance and leadership training opportunities for them. These initiatives will help them thrive and lead fulfilling lives.

With each on ground event and online campaign, our numbers grow steadily. We have tripled our membership in the past year.

2. WOMEN EMPOWERMENT CENTRE

Introduction

One of the key areas that traffickers exploit in Sundarbans is poverty. A result of disrupted education due to early marriage, lack of economic opportunities and infrastructure that renders women in the area vulnerable and desperate to care for their children and families.

To address this very directly, the Missing Link Trust set up two Women Empowerment Centres (WEC) in Sundarbans to provide them with skill training that they could use to earn a safe livelihood. It is made available to all women in the community with the aim of providing tailoring skills training. The first WEC was set up in 2017 in Bhasa and the second center was set up in Madhusudanpur in the beginning of 2018.

More than 200 women joined the center at Vasa and Madhusudanpur to train under the guidance of master tailors. The products taught include underpants, petticoats, blouses, frocks for small children and Churidaar.

We have successfully opened a new training center in Nakuler Mor in March 2023 with the aim of training more women in a different area of the Sundarbans. Currently we are training the first batch of 30 women.

Once the women have trained in our center, they are welcome to use the machines to fulfill orders they've received. Due to the remoteness of the area, there aren't many large scale orders. To address this, Missing connects them to the market.

Activities

The women are trained for creating B2B products, and also make clothes for local markets. Along with clothes, the women are also trained in making high quality finished bags and pouches in canvas and cotton fabrics. They are also trained in screen printing logos and artworks on the bags, as a value-add for bags.

Training in hand embroidery was also given to the ladies after which we made hand embroidered table mats and table runners. Due to this upskilling, the ladies were able to fulfill a small order of kantha tea towels and napkins.

In the past few years, the number of women who participated in the training programmes have increased substantially; so has the infrastructure. This has led to an increase in skill development and income generation opportunities.

Impact

We executed an order of 1 lakh drawstring bags for Jaypore, a well known fashion brand, as a testament to upscaling this initiative.

We have fulfilled orders worth 3.7 lacs in the year '22-'23 for companies like Rangoli, Gram Utthan, ILSR and Filament Enterprise. At present we are in the process of procuring more bulk orders from various organizations. We made many samples like coin pouches, toilet bags and tote bags for a brand called Biba. We are building on more sustained orders from various organisations.

We also participated in many lifestyle and Christmas exhibitions this year like Ficci Ladies Organization, Cherry Orchard, German Consulate christmas fair and Mrs Wilson's cafe exhibitions. We showcased our entire range of products and received a good response. Participating in these exhibitions helped us understand that we should add a further variety of designs in our product line.

60 Women were trained in various skills of tailoring and stitching from Apr-Sep'23. Further approx 160 Women were trained till last year. Our Women are able to earn **2500 to 8000** as per their time and effort.





C. ADVOCACY

1. #STOP ONLINE STALKERS online Campaign

Introduction:

The #SOS campaign, a collaborative effort between Save Missing Girls and Cyber Peace Trust and PVR Nest, emerges as a robust initiative addressing the pressing concerns of child trafficking and online abuse in India. With a particular focus on adolescents, parents, and the wider public, this campaign employs diverse strategies to raise awareness and offer immediate assistance.

Through impactful media channels, including a compelling PSA film showcased in PVR cinemas, the campaign has already resonated **with over 5 million viewers**. The introduction of the SOS Child Online Safety Desk, a 24/7 Chatbot, further enhances the real-time support available for child online safety.

As it navigates through its mission, the campaign's significance lies not only in its immediate impact but in laying the groundwork for the establishment of the SOS Community – a crucial step towards enlisting widespread community support in safeguarding children both online and offline.

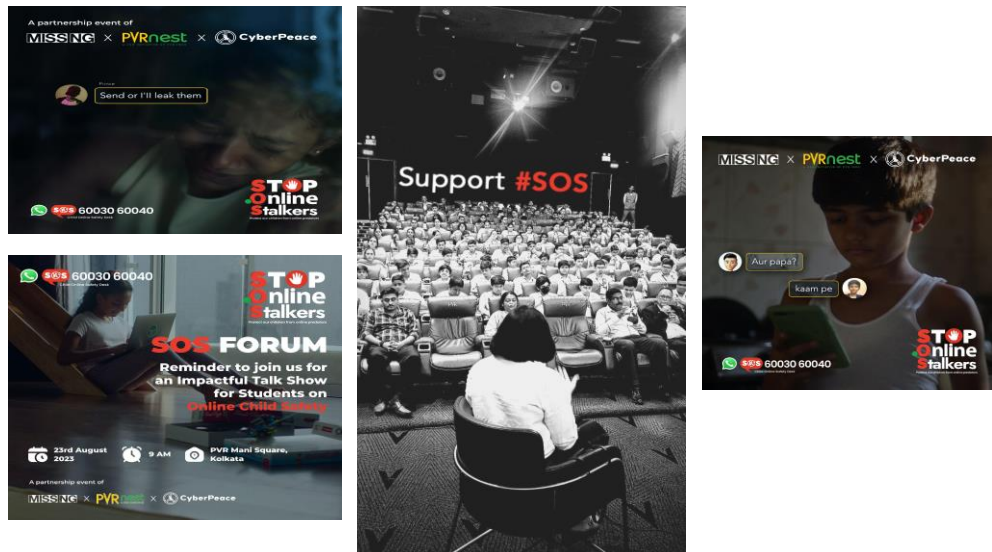
Need:

The primary objective of Campaign SOS is to elevate awareness and initiate public discourse surrounding the critical issues of child trafficking and online abuse. Recognizing the urgency of these challenges, the campaign aims to provide timely assistance and support while actively engaging the targeted audience.

Impact:

- a. Since its commencement on August 10, 2023, the campaign has made remarkable strides, running successfully until October 10, 2023.
- b. Aided by a strategic paid media boost, it has surpassed expectations, reaching over 3.5 million people on social media within just 6 weeks. This includes students, parents, and the broader public – a threefold achievement compared to the initial social media target.
- c. The screening of the PSA film in PVR cinemas, witnessed by 5 million viewers, has contributed significantly to the campaign's impact.

- d. The creation of impactful brand IPs such as SOS Chatbot, SOS Forum and, SOS Mums fostered awareness and community involvement.
- e. We reached out to 75 influential mothers on Instagram, inviting them to become advocates for child safety or SOS Moms. They in turn reached a staggering 2.70 million mothers throughout India with our campaign.
- f. Student SOS forums were organised for 3 schools in 3 metro cities bringing together 600 students to share their opinions and experiences on online platforms.



2. Missing Podcast

Introduction

The “MISSING” podcast is one of its kind as for the very first time a non-profit has come forward with a podcast to raise awareness about adolescents, their sexuality and ways to prevent this vulnerable group from falling prey to sex trafficking, sexual abuse and exploitation.

Through each episode, we are focusing on a subject, and want to build awareness by deepening listeners’ understanding of the same. The objective is not to drive a purely emotional narrative, but one that draws on real life experiences, on-ground reporting, interviews with social workers and other sources to help inform and make aware.

With audio becoming a sought-after medium to consume information and stories, we use this platform to drive awareness by going beyond what’s available in the news and online.

Target

We aim to reach more than 1.5 Million listeners through this series. We have eight episodes planned for this season. From August 15 onwards, one episode will be released every Monday on all major platforms globally, including Spotify, Amazon Prime Music, Audible, JioSaavn, Apple Podcasts, Gaana, Wynk, Bingepods and wherever you get your podcasts.

“We need to educate our young people, and to publicize it, to talk about it in schools, to provide them with as much information... these cases are rising very fast, and we need to act. Parents need to be made aware, teachers need to be made aware.” – Ravi Kant,

Advocate and Founder of Shakti Vahini “Media is such an important tool to actually work with and use in the communities now. And mainstream commercial media is what we need to use for behavior change communication.” – Bharti Ali, Co-founder of HAQ: Centre for Child Rights

KEY INSIGHTS - 1 Month (August 2023)	
1,223	Listens During the Period
596	Listens from JioSaavn (22.5 % listens from Amazon India, 4.7% listens from Spotify)
596	Highest Downloads on episode: Child Marriage
7.4%	Listeners tuned in via Mobile
69:6	Android Users : IOS users
TOP EPISODES	<ol style="list-style-type: none"> 1. Child Marriage (596) 2. Poverty & Sex Exploitation (291) 3. CSAM (182) 4. Trailer (154)
TOP 3 STATES	<ol style="list-style-type: none"> 1. Maharashtra 2. Uttar Pradesh 3. West Bengal
TOP 3 COUNTRIES	<ol style="list-style-type: none"> 1. India 2. United States 3. United Kingdom

3. Social media Campaign - "Traffic hai Rok lo"

Introduction

In response to the pressing issue of human trafficking in India, our innovative campaign, titled "Traffic Hai: #Roklo" aims to launch a large-scale preliminary awareness initiative on digital platforms. The campaign strategically focuses on shedding light on the critical role the public plays in inadvertently increasing the demand for trafficking, while also emphasizing the importance of community involvement in prevention efforts.

Mode of Operation

To initiate a widespread conversation, the campaign leverages the power of digital platforms to reach a diverse audience, including adults and adolescents. By utilizing compelling visuals, engaging content, and thought-provoking narratives, we aim to educate the public about the dynamics of trafficking and the various ways unwittingly contributing to the demand. Through informative and emotionally resonant messages, the campaign seeks to foster a sense of responsibility among individuals, encouraging them to actively participate in combating the issue.

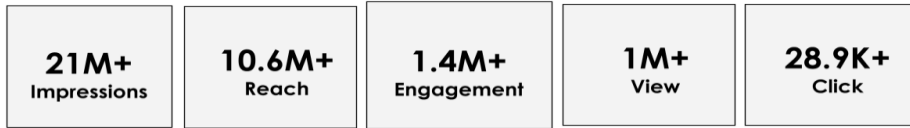
In parallel, the campaign strategically integrates the promotion of the MASSp initiative. By increasing the visibility of MASSp, we aim to build a robust network of individuals committed to the cause. The platform will serve as a hub for resources, support, and collaboration, fostering a collective effort to combat trafficking and support survivors.

Impact

"Traffic Hai: #Roklo" aspires to create a ripple effect of awareness and action, transforming individuals into agents of change. Through digital outreach, education, and fostering a sense of community responsibility, our campaign strives to be a catalyst in the fight against human trafficking, ultimately contributing to a safer and more vigilant society.

Social Media Performance (Reach):

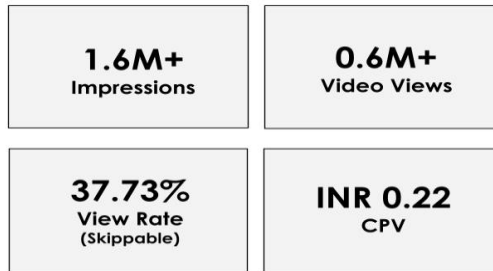
 **Campaign Highlights**



Note: The metrics above are as per the static and video posted in 2022. The above metrics is the result of the campaign on Facebook and Instagram.

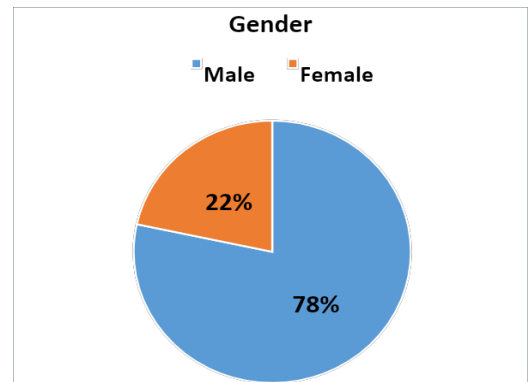
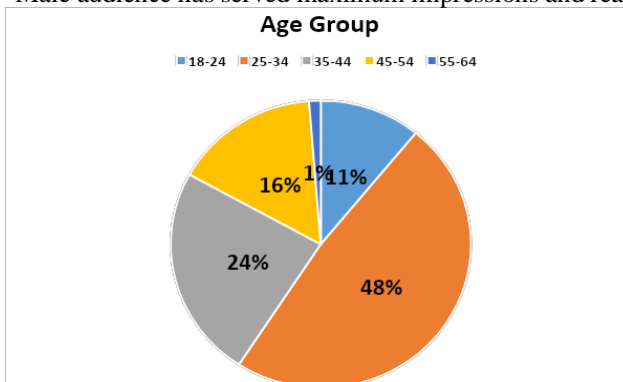
Performance on YouTube (Reach):

 **Campaign Highlights**



Facebook Ads Demographics

- 25-34 years of age group has served 48% impressions and reach & 35-44 years of age group served 24%
- Male audience has served maximum impressions and reach



Static Posts



[Instagram](#), [Facebook](#), [LinkedIn](#),
[Twitter](#)

Nov 29 :

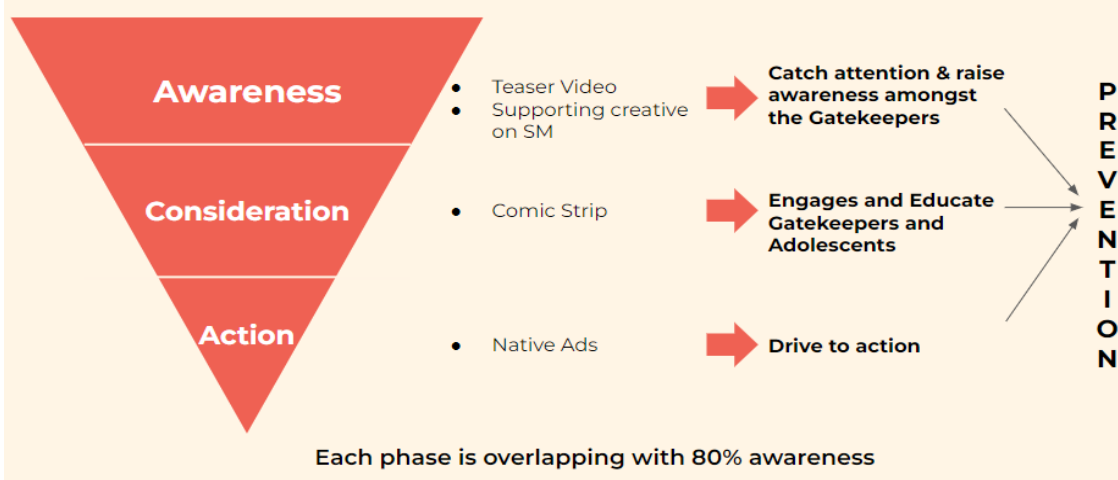
Every child in India is at the risk of being trafficked online or offline. That also means that every child needs to know how to keep themselves safe - knowing the what, how and why is the key to a safer world. Traffic Hai. #Roklo! MISSING has created an amazing tool, MASSp, a systematic school programme to end abuse and exploitation of children.

Learn more at

<https://www.savemissinggirls.com/the-issue/>

#MISSING #MASSp #missingg #missinggirls #missinggirls #enddemand #stoptrafficking #awareness #awarenessisprevention #antitrafficking #ChildAbuse #ChildTrafficking #PreventTrafficking #Roklo

Campaign Strategy



4. The World's First Mural Walk with A Chatbot

Introduction

The Missing mural walk is a multi-city art project under the Missing Public Art Project, an initiative under the Missing Link Trust. This initiative aims to start a dialogue with urban India about the dark world of trafficking as the public is the biggest stakeholder in this issue.

Each city has its own set of murals and chatbot narrative. The murals invite viewers to talk to the art work via a facebook chatbot. The project builds hard-hitting narratives on the current conversation around sexual violence due to structural and normative gender inequalities in the social fabric.

The MISSING mural walk and installations fit into the government's Smart Cities Mission to engage the public through art and technology for social change. We also work within the framework of the government's agenda of creating "Awareness" on the issue of trafficking and envision spreading the government's mission as highlighted in the new anti-trafficking bill cleared in March 2018.

Impact

MISSING Mural Walk in Delhi

MISSING's Mural art has been successfully implemented in the capital city Delhi. Below are the murals and where they are located in Delhi:-

Connaught Place:

Title: 'Boys are boys. They make mistakes.'

The artwork is located at Connaught Place; one of the biggest commercial and financial areas in New Delhi with around 5,00,000 visitors each day.

The mural is prominent due to the striking location and the large dimensions (22 feet by 25 feet) of the artwork.



Malviya Nagar Station:

Title: 'Koi janbujkar toh rape nahi karta, yeh toh galti se ho jata hai.'

The artwork is located near the Malviya Nagar metro station, an area with a high footfall, to generate interactions with a large and diverse section of the public.



Vasant Kunj:

Title: 'Rape toh aapsi razamandi se hota hai.'

The third mural is located in the bustling neighbourhood of Vasant Kunj; home to a large entrepreneurial population.

The wall is in a complex with tiny eateries and is close to a Fab India Café



5. Disaster Relief Activities

Introduction

Name of the Project : Fight Corona Fund - COVID-19 Relief in Kultali

Location of the Project : Kultali Block, South 24 Parganas, West Bengal

S.No.	Village	Start Date	End Date	Number of Days	Beneficiaries
1	Shyamnagar	June 12, 2021	June 26, 2021	10	225
2	Debipur	June 18th, 2021	June 27th, 2021	10	209
3	Purba Gurguriya	June 8th, 2021	June 18th, 2021	10	182

**All supporting details available with Missing On-ground rural team and Project Manager*

Missing Link Trust (MISSING) has been working in South 24 Parganas, West Bengal (Sundarbans region) since 2016. As MISSING's reach has grown, it has also been actively involved in providing community support and relief during natural and man-made calamities and disasters.

In 2020-2021, the community had been combating the threefold challenges of COVID-19, cyclones and ecology conservation programs. The economic toll the pandemic has had on the region has been devastating. Reverse migration along with a lack of any foreseeable income, acute shortage of food resources, and loss of connectivity has led to communities constantly battling for daily necessities in the region.

Cyclone Yaas made landfall in the Sundarbans. Where last year's Cyclone Amphan led to destruction of property and infrastructure rendering thousands homeless, Cyclone Yaas has left the people of Sundarbans without any means at all to earn a livelihood.

The storm surge and "khara pani" the cyclone brought inundated agricultural land and rivers - ruining crops, killing fish and leaving the community with no means to earn a livelihood. This time, immediate ration relief was of little help. Most community members have been living in shelters while their homes remain flooded, and others are unable to cook because their chulhas aren't drying and won't light.

Impact

Highlights from the Relief Program:

- In partnership with TechMahindra Trust, MISSING was able to reach over 600 community members and provide three meals a day to each of the beneficiaries.
- The meals included dry meals consisting of puffed rice, vegetables and jaggery biscuits for breakfast and dinner; and cooked lentils, rice, vegetable curry for lunch (with eggs or soyabean on alternate days).
- Community kitchens were set up in the villages of Debipur and Purba Gurguriya.
- A third kitchen was set up in Shyamnagar, a village which has otherwise been unable to receive any relief support due to its remoteness.
- A total of 616 community members were reached through the relief drive.
- All COVID-19 Safety Protocols were maintained and followed by the relief teams.

Other Relief Efforts by MISSING:

Impact on Children

Education is rarely a core focus in disaster emergency responses. In the fight for survival - food, water and shelter - children's requirements for a safe, learning environment are left behind. Many drop out of school, and many are forced to give up their education to support their families. When children are out of school for a prolonged period, they become prey to child labour, child marriage and trafficking.

Many children in Sundarbans lost their school textbooks, uniforms to the cyclone. School infrastructure was also badly impacted by the flooding caused.

MISSING's Women Empowerment Centres and Digital Literacy Centre has been providing skill training, digital literacy education and more importantly safe spaces for vulnerable children and adolescents from the communities to come together, learn and build their skills.

UNICEF PROJECT

Project Title - COVID-19 Risk Communication and Community Engagement and Stigma & Discrimination Communication Campaign.

Objective- Men, Women, Youth and Children are reached with COVID 19 messages through Risk Communication and Community Engagement

About Target groups-

- i. General Public comprising of community members, panchayat, representative, line department officials, youth & SHG women.
- ii. Vulnerable and marginalized population (Pregnant and Breastfeeding women, children 0-18 and people with co-morbidities like diabetes, hypertension etc.)
- iii. Existing network of volunteers formed with the help of YuWaah UNICEF platform and network of Digital Entrepreneurs present across the intervention areas.
- iv. School Teachers
- v. School Children
- vi. Frontline Health Workers
- vii. Opinion leaders/influencers/Panchayat representative

About the project:

In the heart of Kultali block, comprising 25 remote villages within the Sundarbans, a comprehensive COVID-19 awareness initiative unfolded for five weeks during the challenging times of the pandemic. This impactful event was executed in collaboration with UNICEF, and aimed at fostering awareness and promoting safety practices related to COVID-19.

The endeavour left no village untouched, as dedicated volunteers and members of the Swadhikar group worked tirelessly to reach every doorstep. The multifaceted approach included door-to-door visits, the distribution of informative handbooks, engaging youth group meetings, community gatherings, vibrant wall posters illustrating safety measures, and public announcements.

Impact:

Considering the unique context of Sundarbans, where the local communities were initially unaware of COVID-19 safety practices, the event played a pivotal role in generating much-needed awareness. This extensive initiative spanned over the Kultali block, with a population of 3,02, 350 (as per 2023), contributing significantly to the dissemination of knowledge and fostering a sense of preparedness within the community. Around 50% of the villages of this block was covered through this project. The involvement of dedicated volunteers of MISSING and Swadhikar group members underscored the collective effort to make a positive impact on the health and well-being of the villagers.

6. SOS: Child Online Safety Desk- Online Helpline 24x7 safety desk

Introduction

In today's rapidly evolving digital landscape, the need for comprehensive awareness about child safety is paramount, encompassing both online and offline realms. The internet, while a treasure trove of knowledge and connectivity, also presents myriad risks, especially for children who navigate this virtual world with increasing proficiency. Online exploitation, cyberbullying, and exposure to inappropriate content pose significant threats.

Simultaneously, offline challenges persist, including the alarming rates of child trafficking, abuse, and child marriage. The complexity arises in the interplay between online and offline threats, requiring a nuanced understanding of the interconnected risks children face. Empowering children, parents, educators, and communities with awareness is not just a preventive measure but a collective responsibility to foster a safer environment for the youngest members of society, ensuring their well-being both in the digital space and the tangible world.

Why?

In response to the pressing need for a centralized resource hub dedicated to child safety in the digital realm, we identified the need for a central resource of children, parents and caregivers. While various organizations address child safety in India, a unified platform was lacking to consolidate these essential resources and offer easy access.

The Chatbot serves as a 24x7 safety desk, accessible for children, parents, and caregivers seeking information or assistance. It offers insights into various online issues and provides guidance on maintaining online safety. Additionally, the Chatbot provides a compiled list of resources tailored to individuals dealing with specific online abuse situations. For instance, if someone were to experience online sex abuse, it guides users on where and how to report it and directs them to counseling services if needed.

The safety desk addresses two main needs that we identified.

1. First, the information needed to prevent abuse online and
2. Second, in case it happens, how to address it - seeking help through reporting it and seeking help for the emotional impact that experiencing abuse has.

Mode of Implementation

This information can be accessed through easy to select options by children and adolescents themselves for their own needs. We also have a separate section for parents and caregivers to access information and resources to help a child or adolescent in their life.

Since not all abuse faced online or risks taken need the same kind of help, we created an exhaustive list of concerns for which users can seek specific and relevant information. *For example, someone who experienced cyberbullying will need a different intervention than someone who faced identity theft.*

Launch and Communication:

The SOS Child Online Safety Desk was officially launched through a dedicated WhatsApp number, prominently featured in all SOS campaign communications. The dedicated WhatsApp number (hyperlink: 60030-60040) is the central point for accessing the 24/7 SOS chatbot, providing invaluable information and assistance related to online child abuse.

Over the long term, our aim is to consistently update the safety desk information, incorporate more resources tailored to specific locations, and solidify its status as the foremost go-to source for comprehensive information.

This initiative was launched a few months ago. The impact of this initiative will emerge over the course of this year.

SOCIAL IMPACT/ ANNUAL IMPACT REPORT

MISSING LINK - the Trust is engaged in various activities which inter-alia include:

- Educates adolescents about child abuse, exploitation, and trafficking both within schools and beyond.
- Women empowerment and youth empowerment
- Raising awareness about sexual exploitation through its advocacy programmes

A. STRATEGIC INTENT AND PLANNING:

The Issue: The social and environmental challenge addressed by organizations dealing with trafficking and online Child Sexual Abuse Material (CSAM) involves combating illicit activities that exploit vulnerable individuals, particularly children. Over the years, these issues have evolved and become more pervasive due to the increasing use of online platforms for such activities:

1. Changing Scenario

The landscape of trafficking is shifting online, accelerated by the COVID-19 pandemic. Movement restrictions and social distancing measures have compelled traffickers to adapt and exploit the online world to continue their

operations. Human rights organizations reported a 185% increase in reported cases of human trafficking during the COVID-19 pandemic. The rise is attributed to increased online activity, making individuals more vulnerable to exploitation. In 2022, there were 32 million reports of suspected CSAM globally, with India accounting for 17% (5,675,324) of the total, indicating a 6% increase from 2021. This surge demands urgent attention and effective countermeasures.

2. Online Trafficking Overview

Online trafficking, a form of cybercrime, involves the exploitation and trafficking of individuals using the internet. It is a broader term covering various trafficking methods in the online world, including Cyber-enabled sex trafficking, Online trafficking, OCSEA (Online Child Sexual Exploitation and Abuse), and CSAM (Child Sexual Abuse Material).

3. Vulnerable Groups

Historically, women, girls, those impacted by poverty, and socially marginalized individuals have been vulnerable to trafficking. However, online trafficking has expanded vulnerability beyond traditional demographics, making almost anyone susceptible. Online trafficking vulnerability is exacerbated by factors like lack of awareness, individuals desperately seeking opportunities online, and those experiencing isolation, mental health challenges, or seeking connection. The pandemic exposed a new and vulnerable group to online trafficking: children. Increased online access for education and entertainment has made children more susceptible to exploitation, with concerning statistics of risky online behaviors.

4. Understanding Cybercrime against children

Cybercrime, encompassing various criminal activities committed using digital devices and the internet, has become a pervasive issue. It includes hacking, identity theft, online fraud, cyberbullying, online harassment, and online trafficking. A 400% increase in cyber crimes against children from 2019 to 2020, mainly involving CSAM, is alarming. Children are becoming both victims and perpetrators due to uncontrolled internet exposure and addiction to explicit content.

5. SG-CSAM

The rise of Self-Generated Child Sexual Abuse Material (SG-CSAM) is a concerning trend, with children producing explicit content under coercion or voluntarily, adding urgency to address this issue sensitively.

6. The role of the public, the biggest stakeholder

When it comes to trafficking and/or child safety, the public emerges as the biggest stakeholder. It's important for the public to understand their own role as demand makers who play a role in the exploitation of others. It is often a bystander as well, witnessing abuse and exploitation but not always acting to try to end it. There is a lack of awareness around the role it plays and the potential of its power. Public awareness and advocacy is key in addressing abuse and exploitation. Our advocacy tools address this by sharing information, tools and actionables.

With a view to combat the sex trafficking and to create awareness among the affected people, Missing Link Trust is undertaking the following journey in its endeavor to achieve the mission & vision envisaged

JOURNEY AND CHALLENGES:

In the 8 year journey of Missing Link Trust and the projects executed, there are only minimal negative outcomes that we faced have happened / occurred. They are tabulated below along with our efforts to address them:

Activity	Negative outcome	Converted positive
Missing Awareness School & Safety Program	The program's cautious approach may lead to insufficient awareness, leaving children vulnerable due to a lack of information and apprehension of dissemination of this information from their parents and teachers.	By addressing these sensitive topics with care and age-appropriate information, the program can empower children to make informed decisions and protect themselves, fostering a safer environment. The positive outcome was achieved through a balanced approach that provided age-appropriate information, fostering a safe and open environment for children to learn about sensitive topics.
Women Empowerment Centres	There is a risk that some women may become dependent on the team for livelihood support.	Empowering women through training and support can boost their confidence, skills, and economic independence, contributing to a more equitable society where women play active roles in various aspects of life. The positive outcome was facilitated by offering comprehensive training that focused on fostering confidence, skills, and economic independence, ensuring a holistic empowerment approach for women. The program also thoroughly encourages these women to build on their entrepreneurship spirit and become self-reliant.
Advocacy	Parents express concern that we are addressing sensitive topics like child marriage, teenage pregnancy, elopement and online safety with their children, expressing reluctance for such topics to be taught to children.	Firstly, we engage in conversations with local parents to raise awareness about the increasing instances of teenage pregnancy and child marriage. Secondly, we establish partnerships with local government stakeholders, including ASHA workers and ICDS, creating a positive perception among parents who value the involvement of government authorities in advocacy efforts.

The following illustrates the impact of the major Projects undertaken by the Trust:

Name of Project & Area of Implementation	Impact of the Project	Beneficiaries (with unit)
Education MASSp	<p>MASSp 1.0:</p> <p>An increase in the level of 'Awareness' about sex trafficking, cyber security & adolescent sexuality. The results post the Program are significant and have shown a jump in scale from a 2 basis point to 7, on a scale of 1 - 10.</p> <p>Post the program, beneficiaries show intricate and detailed knowledge about safety, cyber security, sexuality, gender identity and more. Children become more active participants and know what needs to be done in case they/ their friends face abuse, whom to contact and where they can report about the same</p>	<p>Target: Adolescents/ within the age group of 13-18 years</p> <p>Educated around 1,48,000 adolescents across the country</p>

	<p>MASSp 2.0: The impact of the program based on a sample size of 2500+ adolescents across the geographies in India are:</p> <ul style="list-style-type: none"> • <u>Knowledge of Human Trafficking:</u> Increase from 30% in the pre-module survey to 85% in the post-module survey <p><i>Highlight of the module-</i></p> <ol style="list-style-type: none"> 1. Increase from 50.2% to 80.88% of students in understanding Human Trafficking. 2. Usage of common and similar terms to describe human trafficking as ‘illegal’ ‘sexual exploitation’ ‘using force’ and ‘fraud’ indicates enhanced understanding. <ul style="list-style-type: none"> • <u>Attitude in CyberSpace:</u> Increase from 36% in pre-module survey to 82% in post-module survey <p><i>Highlight of the module-</i></p> <ol style="list-style-type: none"> 1. Enhanced knowledge of cyber safety among 87.9% of students; an increase from 12.1% in pre-module. 2. 79.52% of students felt confident to protect themselves online <ul style="list-style-type: none"> • <u>Perception of Adolescent Hygiene:</u> Increase from 25% in the pre-module survey to 80% in the post-module survey. <p><i>Highlight of the module-</i></p> <ol style="list-style-type: none"> 1. Topics chosen by students for social media campaigns: Human Trafficking: 49% Online Safety: 39% Sex Education: 12%. Indicates the power of social media 	
<p>Empowerment- Women Empowerment Center (WEC)</p>	<ul style="list-style-type: none"> • Executed an order of 1 lakh drawstring bags for Jaypore, a well known fashion brand, as a testament to upscaling this initiative. • We have fulfilled orders worth 3.7 lacs in the year ‘22-’23 for companies like Rangoli, Gram Utthan, ILSR and Filament Enterprise. At present we are in the process of procuring more bulk orders from various organizations. We made many samples like coin pouches, toilet bags and tote bags for a brand called Biba. We are building on more sustained orders from various organisations. • Our Women are able to earn 2500 to 8000 as per their time and effort. 	<p>Target: Women from remote villages of Kultali block, Sundarbans</p> <p>Livelihood generation for more than 200 women through training provided on products including underpants, petticoats, blouses, frocks for small children and Churidaar.</p>

Swadhikar Youth Programme	<ul style="list-style-type: none"> • They are the youth leaders who are active participants on the issue of child safety. They mobilise their peers to be more active participants. In the last three years, the MISSING team has gotten 60 calls from the members informing them about child marriages in the village, which has led to timely action in response. • We use local regional language social media platforms to engage the youth post the MASSp program. • We've seen a 90+% increase in engagement in December 2023 	<p>Target: Adolescents/ within the age group of 13-18 years from Kultali Block, Sundarbans</p> <p>We have an advocacy group of 285 youths from villages of Sundarbans- Bhubaneshwari, Madhya Gurguria, Maipith, Purba Gurguria, Debiur, Sankijahan, Kholargari, Madhusudhanpur and Kantamari</p>
Public Advocacy PVR SOS Campaign	<ul style="list-style-type: none"> • Since its commencement on August 10, 2023, the campaign has made remarkable strides, running successfully until October 10, 2023. Aided by a strategic paid media boost, it has surpassed expectations, reaching over 3.5 million people on social media within just 6 weeks. This includes students, parents, and the broader public – a threefold achievement compared to the initial social media target. • The screening of the PSA film in PVR cinemas, witnessed by 5 million viewers, has contributed significantly to the campaign's impact • Student SOS forums were organised for 3 schools in 3 metros, where students were asked to share their opinions and experiences on online platforms. 	Adolescent students under 18, young adults, parents and caregivers
Podcast	1,223-Listens during the period 596- listens from Jio Saavn 7.4%- listeners tuned in via mobile 69.6% - android users: IOS users	Adolescents, Young adults, adults & public at large
Social Media Campaign“Traffic hai Rok Lo”	Through digital outreach, education, and fostering a sense of community responsibility, our campaign strives to be a catalyst in the fight against human trafficking, ultimately contributing to a safer and more vigilant society.	Public at large, within the age group of 18-65 years. With focus on 25-35 year olds, male & female
Mural Project-Delhi	MISSING's Mural art has been successfully implemented in the capital city Delhi. Below are the murals and where they are located in Delhi:- Connaught Place: Title: ‘ Boys are boys. They make mistakes.’ The artwork is located at Connaught Place; one of the biggest commercial and financial areas in New Delhi with around 5,00,000 visitors each day. The mural is prominent due to the striking location and the large dimensions (22 feet by	City citizens, public at large within the age group of 18-65 years, male & female

	<p>25 feet) of the artwork.</p> <p>Malviya Nagar Station:</p> <p>Title: ‘ Koi janbujkar toh rape nahi karta, yeh toh galti se ho jata hai.’</p> <p>The artwork is located near the Malviya Nagar metro station, an area with a high footfall, to generate interactions with a large and diverse section of the public.</p> <p>Vasant Kunj:</p> <p>Title: ‘ Rape toh aapsi razamandi se hota hai.’</p> <p>The third mural is located in the bustling neighbourhood of Vasant Kunj; home to a large entrepreneurial population. The wall is in a complex with tiny eateries and is close to a Fab India Cafe.</p>	
Disaster Relief Activities	<p>Many children in Sundarbans lost their school textbooks, uniforms to the cyclone. School infrastructure was also badly impacted by the flooding caused. MISSING's Women Empowerment Centres and Digital Literacy Centre has been providing skill training, digital literacy education and more importantly safe spaces for vulnerable children and adolescents from the communities to come together, learn and build their skills.</p>	Adolescents & children from remote villages of sundarbans Sundarbans
Online Helpline Child Safety Online Chatbot	<p>The safety desk addresses two main needs that we identified.</p> <ol style="list-style-type: none"> 1. First, the information needed to prevent abuse online and 2. Second, in case it happens, how to address it - seeking help through reporting it and seeking help for the emotional impact that experiencing abuse has. 	Adolescents under 18 and young adults, caregivers, Parents, public.

B. APPROACHES

1. The baseline status / situation analysis / context description at the start of the activity/intervention/programs or project and at the end of the last reporting period.

The conditions that were prevailing or the Situation Analysis before the foot mark of Missing Link Trust i.e; stage before project execution in the following regions:

S. No	Thrust Areas	Conditions before the project intervention	Conditions after Project execution--- <i>approach by Missing Link</i>
1	Education - MASSp	<p>Kultali & Joynagar are remote regions where the standard of living is low and the poverty ratio is very high</p> <p>Natural disasters and adversities in climate have affected sources of livelihood negatively, threatening the very survival of the population dependent on them.</p> <p>These factors create an environment of vulnerability that traffickers take advantage of by approaching vulnerable women, and families and promise them a well paying job in a city.</p> <p>Child marriage is another strategy of traffickers to lure young, under age girls.</p> <p>Families that are desperate to reduce the number of mouths to feed or are unable to pay for the education of their children are willing to marry their girls off.</p>	<p>MISSING aims to create a comprehensive and effective response to the issues of child abuse and trafficking by collaboration with stakeholders, including government agencies, non-profit organizations, and community groups.</p> <p>MISSING has intensified its efforts to address the challenges posed by cyberpsychology, adapting its educational program to include specific modules and interventions that address the evolving digital landscape.</p> <p>MISSING's mission is not only to raise awareness but also to identify, acknowledge, and proactively address the shifts in behavior and development caused by the online world.</p>
2	Empowerment - WEC	<p>15 million women are victims of sex trafficking in India every year 1 and 40% of them are adolescents and children. West Bengal witnessed the highest number of children trafficked of any state in India</p> <p>Widespread poverty and entrenched patriarchal beliefs make girls and young women highly vulnerable to exploitation, domestic violence, and child marriages.</p> <p>The UNODC identifies poverty, oppression, and limited economic prospects as major trafficking drivers in this impoverished area, worsened by natural disasters and false promises of employment, creating an urgent need for livelihood opportunities to break this cycle.</p>	<p>In the past year, our organization was able to establish 1 new Missing Empowerment Centre, dedicated to empowering women. These centers not only served as hubs for training and support but also played a pivotal role in training 60 new women by the end of this year.</p> <p>Our long-term vision extends to the year 2025, during which we aspire to open an impressive total of 5 such empowerment centers.</p> <p>Building community-based sustainable solutions:</p>

2. Past performance trend:

Some key findings from measuring impact on **2500+ adolescents** across the geographies in India are:

- Knowledge of Human Trafficking: Increased from **30%** in the pre-module survey to **85%** in the post-module survey
- Attitude in CyberSpace: Increased from **36%** in the pre-module survey to **82%** in the post-module survey
- Perception of Adolescent Hygiene: Increase from **25%** in the pre-module survey to **80%** in the post-module survey

The data collected is analyzed by psychologists to measure the KAP indicators. Monitoring & Evaluation report is provided to partner organizations based on the analysis of data collected through the questionnaires filled out by learners.

3. Solution implementation plan and the measures taken for sustainability of program outcomes:

To ensure effective implementation and sustainability of the MASSp (Missing Awareness and Safety School Program) program, MISSING has adopted a comprehensive solution implementation plan, integrating various channels and methodologies. The organization conducts a 6-monthly recap through a multi-pronged approach, utilizing camps, a Chatbot, a helpline, and a social media campaign. Importantly, all these initiatives are also executed in Bengali, catering specifically to the linguistic and cultural context of the target area.

1. **Camps:** Regular camps are organized in the identified areas to provide in-person sessions, awareness seminars, and interactive workshops. These camps facilitate direct engagement with the community, allowing for real-time interaction and feedback. The fully audio-visual nature of the MASSp program enhances the impact of these camps, ensuring that information is conveyed effectively.
2. **Chatbot:** The implementation of a Chatbot allows for continuous engagement with the community. It serves as a virtual assistant, providing information, answering queries, and offering support on issues related to child abuse, exploitation, and trafficking. The Chatbot operates in Bengali, making it accessible to the local population.
3. **Helpline:** A helpline is established to offer immediate assistance and guidance. This helpline is staffed by trained professionals who can provide support, information, and referrals. The helpline operates in Bengali to ensure that language is not a barrier for individuals seeking help.
4. **Social Media Campaign:** Recognizing the importance of digital platforms, MISSING runs a parallel social media campaign. This campaign disseminates information, educational content, and awareness messages through popular social media channels. The content is specifically tailored for the Bengali-speaking audience in the target area, creating a cohesive and culturally relevant digital presence.
5. **Government Permissions and Digitization:** A notable change in the implementation model over the last year is the acquisition of government permissions. This development has allowed MISSING to expand its reach without limitations, ensuring that no community is left behind. Additionally, the MASSp program has undergone digitization, transitioning from a permission-based model to a more inclusive and accessible approach. This digital transformation enables the organization to reach a broader audience and disseminate information more efficiently.

Measures for Sustainability:

- **Community Empowerment:** The organization focuses on empowering the community through education, ensuring that the knowledge and skills acquired during the program are sustainable and can be passed on within the community.
- **Local Partnerships:** Collaborations with local organizations and community leaders are fostered to create a network that can sustain awareness and intervention efforts beyond the direct involvement of MISSING.
- **Capacity Building:** Training local community members and stakeholders enhances their capacity to address issues independently, contributing to the sustainability of the program outcomes.
- **Feedback Mechanism:** Regular feedback from the community helps in refining the program, ensuring it remains responsive to the evolving needs and challenges faced by the community.

Additionally, while MASSp is primarily a school safety program for adolescents, it is concerned with more than one kind of safety. The program aims to foster safety on physical, digital, social and emotional fronts. It also addresses some unique negative impacts of being online such as Cyberbullying - being bullied by groups of nameless, faceless people, and so easily exposed to explicit content from strangers among many other; experiences they are otherwise unlikely to come across.

At the end of the program, we provide a **Monitoring & Evaluation report** based on **psychometric assessments** designed by psychologists, filled by learners. Finally, for any lasting behavioral change to take place, psychological aspects have to be integrated. MASSp has been designed with the understanding that young people will desire to be online and thrive there and awareness needs to focus on how to help them regulate this and keep themselves safe in that world.

In summary, MISSING has strategically combined traditional and digital approaches to implement the MASSp

program. The recent digitization and government permissions represent significant enhancements to the implementation model, making the program more sustainable, inclusive, and adaptable to the changing landscape.

4. Material change in your implementation model in the last one year

S. No	Project Name	Deviation	Reason
1.	MASSp Content	A set of revamped questionnaires has been crafted, aligning questions with KAP indicators (Knowledge, Attitude, and Practice).	Better Impact Assessment
2.	MASSp Content	The workbook has undergone an update based on the revised questionnaires which saw a reduction in 50% of the questions from the previous questionnaire thus, resulting in a streamlined document, now condensed from 60 to 30 pages.	The extensive number of questions contributed to the workbook's length, resulting in a time-consuming experience for the learners.
3.	MASSp Content	Comprehensive safety net posters have been created and are included within the program	Previously, information dissemination involved putting up the posters on the school notice board. The posters displayed on the notice board did not yield the desired level of effectiveness. Hence, safety nets are now revisited after the completion of each module.
4	MASSp Content	The Trainer's Training Manual has been enhanced in accordance with insights and recommendations provided by master trainers.	In response to the suggestions and feedback from trainers following their sessions with students, we have enhanced the trainer manual to make it more comprehensive and user-friendly for any trainer.
5.	MASSp Content	Data digitization, previously conducted via OMR sheets, has encountered a pause, and the transition to using Google Forms is now underway. Subsequently, ongoing discussions with the technical team are focused on refining the design of the questionnaires, to digitize data from PDF versions of filled Workbooks, as the next phase of improvement.	Children are unable to fill in the OMR sheets, due to lack of infrastructure in government schools. Carrying the OMR sheets back & forth multiple times result into damaging the sheets which cannot be scanned further Filling-in OMR sheets requires proper shading of the circles for the software to read and generate the spreadsheet. This process is cumbersome, time-taking & requires additional efforts by our trainers.

5. Alignment of solutions to SDGs/national priorities/state priorities:

MISSING’s work also aligns with the UN’s Sustainable Development Goals of SDG 4 ‘Quality Education’, SDG 5 ‘Gender Equality’, SDG 8 ‘Decent Work and Economic Growth’, SDG 17 ‘Partnerships for the Goals’

S No	SDG goals	Accomplishment of MASSp
1.	Quality Education (SDG 4)	Girls are now completing their education, drop out rates, in general, have gone down (as the program is gender agostic- dropout rates for both genders have dropped)
2.	Good Health and well-being (SDG 3)	There has been a delaying the onset of the first pregnancy and delaying the age of the marriage.
3.	Gender Equality (SDG 5)	Increasing agency -This program goes beyond traditional education by placing the power in the hands of learners. It comprises two vital components—critical and creative thinking. The critical aspect encourages questioning and a deeper understanding, while the creative component allows learners to engage in creative activities within their communities. The learners take their learnings to their communities through the stencil project and the safety board game which they create. We use the learn-to-teach pedagogy which immediately gives them the ownership of the issue and we see a marked behavior change, which is what we are aiming for.
4	Decent Work and Economic Growth (SDG 8)	Accomplishment of WEC This is a community-based initiative to provide stitching and sewing skills training, & empowering the women in remote areas of Sundarbans, by providing income-generation opportunities so that they do not go to red light areas and prevention of prostitution
5	Good Health and Well-Being (SDG 3)	Accomplishment of SYG <ul style="list-style-type: none"> ● Marked decline observed in child marriage and teenage pregnancy rates. ● Enhanced awareness initiatives on child education and career counselling contribute to improved job prospects. ● Empowered girls and women assert agency in shaping their life choices.
	Quality Education (SDG 4)	
	Gender Equality (SDG 5)	

6. Stakeholder feedback in this reporting period

Missing Link Trust believes that stakeholders’ feedback is essential to know the impact of the various measures undertaken and keep improving. In this regard, the Trust got following feedback FOR ITS MASSp programme-

- Should be a longer program - more than an hour and should reach every child - created a deeper engagement because of this.
- AUDIO VISUAL(AV) - because students don't necessarily like to hear their teachers giving a lecture and enjoy AV material more
- Gender Agnostic - talk about peers not as girls and boys.

The feedback session is a significant move in each and every project undertaken by Missing Link Trust by providing sufficient support and enhancing their livelihood through their intervention directly & making them enjoy the fruits of their contribution in their village development.

C. IMPACT SCORE CARD

1. Metrics and the trend:

MASSp incorporates pre-module and post-module questionnaires to assess changes in behavior among adolescents. The questions have been designed by psychologists based on psychometric assessments.

Survey: The students fill out pre and post-module questionnaires and activity-based questionnaires. These surveys

measure the **Knowledge, Attitude, and Perception (KAP indicators)** of students towards the various concepts covered in the program. Quantitative data helps gauge the knowledge level and measure the program's impact on enhancing students' knowledge. Meanwhile, qualitative data yields valuable insights into attitudes and practices, providing a comprehensive understanding of the program's influence on students' behaviors and beliefs and gauging their ability to take action.

Some key findings from measuring impact on **2500+ adolescents** across the geographies in India are:

- Knowledge of Human Trafficking: Increased from **30%** in the pre-module survey to **85%** in the post-module survey
- Attitude in CyberSpace: Increased from **36%** in the pre-module survey to **82%** in the post-module survey
- Perception of Adolescent Hygiene: Increase from **25%** in the pre-module survey to **80%** in the post-module survey

The data collected is analyzed by psychologists to measure the KAP indicators. Monitoring & Evaluation report is provided to partner organizations based on the analysis of data collected through the questionnaires filled out by learners.

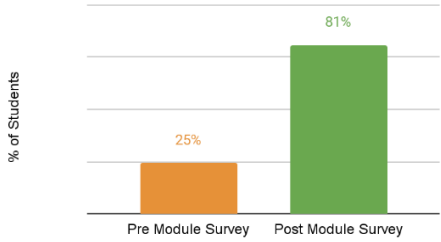
2. Narratives of impact on target segment(s)

Target	Impact
Enhance Awareness and Empowerment	MASSp program is built around the theory that education creates awareness, which in turn empowers. Awareness about their rights and access to resources gives children the confidence to speak up, ask questions and push back, thereby preventing a potentially damaging experience. It teaches them to take responsibility for their own safety.
Prevent School Dropouts	Students not completing their education is a huge challenge in rural India. due to a variety of socio- economic reasons. MASSp has actually not just prevented drop outs, but motivated dropouts to rejoin and learn how to take responsibility for their personal safety, both online and offline.
Discourage child marriages and runaways	The program fills the children with confidence and relieves their parents of the anxiety related to the safety of their adolescent children. By re-igniting their interest in education, this program encourages children to reach their full potential, instead of dropping out, which inevitably leads to early marriage. The focus on education and prevention is crucial in mitigating the vulnerabilities of children.
Prevent Future Demand Makers	By educating adolescents about the consequences of criminal activities, especially those related to child exploitation, MASSp aims to prevent the creation of future demand makers. This proactive approach can contribute to breaking the cycle of criminal behavior.
Foster Community Collaboration	Recognizing the inadequacy of traditional approaches, MASSp promotes a collaborative effort involving parents, caregivers, policymakers, and the students themselves. This holistic approach increases the chances of creating a comprehensive and effective solution to child safety issues.
Harness Technology	The inclusion of a 24/7 ChatBot and other technological tools indicates an acknowledgement of the role technology plays in the lives of adolescents. Leveraging technology for education and support aligns with the current digital landscape.

3. Validation of Impact through Surveys and Feedback Mechanisms:

MASSp 1.0 (2015-2020) Education and Awareness (Weekend program as per ad-hoc permission)		
Implementation through direct & partnerships + Community engagement camps & Camps	Numbers of Students reached (approx)	Impact in percentage in terms of the benefit of the program
Women & Child Welfare Department	4,400	<p>In our Impact Analysis, we have observed an increase in the level of ‘Awareness’ about sex trafficking, cyber security & adolescent sexuality. The results post the Program are significant and have shown a jump in scale from a 2 basis point to 7, on a scale of 1 - 10.</p> <p>BEFORE the session</p> <ul style="list-style-type: none"> On a scale of 1-10 (1 being the lowest and 10 being the highest) 65% of students rated their awareness of trafficking as 5 or below. Only 13% gave a rating of 8 and 9. None of them rated themselves as 10. More than half of them were not aware of any laws or regulations related to trafficking and pornography in India. <p>AFTER the session</p> <ul style="list-style-type: none"> On a scale of 1-10 (1 being the lowest and 10 being the highest) 83% of students rated their awareness of trafficking as 9 or 10 and the rest rated themselves between 7 and 8. None rated themselves 5 or below. 77% agreed to take action and call the national helpline if they spot any potential victim of trafficking More than 50% agreed not to watch sexually explicit videos or images on the internet or phone. <p>Post the program, beneficiaries show intricate and detailed knowledge about safety, cyber security, sexuality, gender identity and more. Children become more active participants and know what needs to be done in case they/ their friends face abuse, whom to contact and where they can report about the same.</p>
Kailash Satyarthi’s padayatra	75,000	
National Drive with Nukkad Natak	9,000	
German Consulate	140	
Red Balloon	25	
Khushi	15,000	
Nandi Trust	17,500	
Vipul Drive: National 9 State Drive for cyber safety & understanding student behaviour online	7,500	
Perna Trust	100	
I-Volunteer Kolkata Schools	150	
Rahat Bihar	325	
Hamari Muskaan	50	
Modern High School	50	
Maharani Gayatri Devi	350	
TOTAL	130000	

Reach of MASSp 2.0 (2021- 2023)															
Education & Awareness (Integrated within the school curriculum with permissions & partnerships)															
Type Of Beneficiaries (Govt./Pvt. schools/NGOs)	Numbers of Schools reached	Numbers of Students reached (approx)	Impact in percentage in terms of the benefit of the program												
<ul style="list-style-type: none"> Direct Implementation in Government Schools (Sudarbans & Kolkata, West Bengal) Implementation in partnership with NGOs/Schools 	50 <ul style="list-style-type: none"> Completed in all 16 schools of Kultali Block & 5 schools of West Bengal 20 schools of Kolkata, West Bengal Names of Partners: The project has been implemented in partnership with multiple organizations/schools working with adolescents, namely, Udayan Care, Nomi Network, DEF, SNEHA, Sankalp Ek Prayas, Future Hope, Gaza High School, Siva Sivani School. 	18,000	<p>The impact of the program based on a sample size of 2500+ adolescents across the geographies in India are:</p> <ul style="list-style-type: none"> Knowledge of Human Trafficking: Increase from 30% in the pre-module survey to 85% in the post-module survey. <p>HIGHLIGHT of the module- 1. Increase from 50.2% to 80.88% of students in understanding Human Trafficking. 2. Usage of common and similar terms to describe human trafficking as ‘illegal’ ‘sexual exploitation’ ‘using force’ and ‘fraud’ indicates enhanced understanding.</p> <p>Knowledge of Human Trafficking Sample Size: 2500+ Students (13 - 19 years)</p> <table border="1"> <caption>Knowledge of Human Trafficking</caption> <thead> <tr> <th>Survey Type</th> <th>% of Students</th> </tr> </thead> <tbody> <tr> <td>Pre Module Survey</td> <td>30%</td> </tr> <tr> <td>Post Module Survey</td> <td>85%</td> </tr> </tbody> </table> Attitude in CyberSpace: Increase from 36% in pre-module survey to 82% in post-module survey. <p>HIGHLIGHT of the module- 1. Enhanced knowledge of cyber safety among 87.9% of students; an increase from 12.1% in pre-module. 79.52% of students felt confident to protect themselves online</p> <p>Enhanced Knowledge about Cyber Safety Sample Size: 2500+ Students (13 - 19 years)</p> <table border="1"> <caption>Enhanced Knowledge about Cyber Safety</caption> <thead> <tr> <th>Survey Type</th> <th>% of Students</th> </tr> </thead> <tbody> <tr> <td>Pre Module Survey</td> <td>36%</td> </tr> <tr> <td>Post Module Survey</td> <td>82%</td> </tr> </tbody> </table> Perception of Adolescent Hygiene: Increase from 25% in the pre-module survey to 80% in the post-module survey. 	Survey Type	% of Students	Pre Module Survey	30%	Post Module Survey	85%	Survey Type	% of Students	Pre Module Survey	36%	Post Module Survey	82%
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Other Feedback Mechanisms: By incorporating these feedback collection strategies, the program can not only address existing challenges but also adapt and evolve based on the changing needs and circumstances of the beneficiaries. The emphasis on technology upgrades, training initiatives, and partnerships underscores a commitment to enhancing the overall effectiveness and sustainability of the program:

- **Digital Feedback Platforms:** Utilize digital tools, such as ChatBots on WhatsApp and web portals, to collect real-time feedback from students. Implement user-friendly interfaces that can accommodate students with varying levels of digital literacy. Additionally, incorporate features that allow users to report glitches or connectivity issues they may encounter during the program. Regularly update and optimize these platforms based on user feedback to enhance the overall user experience.
- **Scheduled Surveys and Questionnaires:** Design surveys and questionnaires to be completed by students at specific intervals, taking into consideration the academic calendar to avoid clashes with exams and other events. Ensure that the questions address not only the content of the program but also logistical challenges faced by both students and trainers. This approach can provide structured feedback and insights into the impact of scheduling on the program's effectiveness.
- **Trainer and School Partnerships:** Establish partnerships with local trainers and schools, addressing the challenges faced in hiring trainers with high remuneration expectations. Develop a volunteer partnership program, training individuals to deliver the program in schools, overcoming logistical challenges in remote locations. Regular feedback sessions with trainers and volunteers can help identify and address issues promptly.
- **Continuous Training and Adaptation:** Recognize the need for ongoing training for both trainers and students, especially in the transition from print to digital materials. Implement a feedback loop that allows for continuous improvement in the design and implementation of workbooks and digital content. This approach ensures that any glitches or challenges identified during the runtime of the program can be quickly addressed, minimizing disruptions and optimizing the learning experience.
- **Feedback from Changing Scenarios and Research Studies:** Establish a system for regular updates and feedback collection based on changing scenarios and ongoing research studies. Monitor the program's performance in the context of recurring incidents or emerging trends. This could involve staying informed about educational challenges, technology advancements, and socio-economic shifts that may impact the program. Encourage feedback from educators, researchers, and relevant stakeholders to ensure the program remains aligned with evolving needs and circumstances. Additionally, leverage research studies conducted in the field of education to gather insights into best practices, challenges faced by students post-COVID, and effective teaching methodologies. Use these findings to inform program adjustments, content modifications, and training approaches. By incorporating feedback from a broader context, the program can proactively adapt to changes and continuously improve its impact on students despite evolving challenges. Regular updates should reflect the dynamic nature of education and technology, contributing to the program's resilience and relevance over time.

HISTORY AND MAIN OBJECTS

Corporate profile

Missing Link Trust, a Charitable Trust formed vide Trust Deed executed on August 28, 2015 and registered with registration no IV-190304743 /2015 at the Office of the Additional Registrar of Assurance, - III Kolkata (“A.R.A.”). (“Trust” or “Issuer”) is a Public Charitable Trust registered in Kolkata, West Bengal on August 28, 2015 as a charitable trust registered under the Indian Trusts Act, 1882, vide registration no IV-190304743 /2015 at the Office of the Additional Registrar of Assurance, - III Kolkata (“A.R.A.”). For more information about our Trust, please refer “*General Information*” and “*Our Operations*” on pages 13 and 26, respectively of this Fund-Raising Document.

Registered Office and Communication address of our Trust

The Registered Office of our Trust is located at 73, Bentick Street, Kolkata, West Bengal-700 001, India.
The Communication address is FL-518, 25A Park Street, Kolkata, West Bengal-700016, India.

Objects of our Trust inter alia includes:

1. To create awareness through school and community program on the issue of Sex abuse and trafficking.
2. To educate children on cyber safety issues.
3. To empowering the women in remote areas by providing income-generation opportunities.
4. To reduce Gender inequality.
5. To Develop the community in the Sundarban Area.
6. To Provide expertise to the children on various aspects of child safety.
7. To create public advocacy tools for mass awareness amongst the public on the issue of child sex abuse and exploitation.
8. Be the resource creator and provider of impact oriented immersive learning content and curriculum for others working in the field of prevention of abuse and exploitation of children and adolescents.
9. Organize and execute public campaigns on the issue for mass awareness.
10. Use of multimedia and technology to fulfil above objectives

For more information about our Trusts, please refer “*Key Provisions of Trust Deed*” on pages 117 of this Fund-Raising Document.

Major events and milestones

F.Y.	Milestone
2015	Missing Link Trust is formed
2015	16 Days of Activism against Gender Based Violence Campaign across key trafficking belts in India.
2016	Jaya Hey! a short film (about a survivor of sex trafficking) wins the Yes! I am the Change - Change-maker Award from Yes Foundation Rural Awareness Program implemented for Women and Child welfare department, West Bengal (North and South 24 Parganas) Launch of Missing Game for a Cause. Winner of Nasscom Indie Game of the year.
2017	MISSING launched the 130 ft Mural on the German Consulate wall in Kolkata Flashmob with 100 participants in one of the largest malls of Kolkata in collaboration with the German Consulate MISSING marched on foot from Ranchi to New Delhi reaching over 75k + people in 14+ cities in 3 weeks Missing Pilot Livelihood Programme started
2018	Swachh Gram with the German Consulate Kolkata - built over 100 toilets in Kultali Choke the Demand Mural launched in New Delhi in partnership with Change.org Launch of the Digital Literacy Centre in Kultali, in partnership with DEF

	Execution of Missing Anti Trafficking program in schools across the country with partner organizations like Khushi Foundations, Nandi Foundation.
2019	MISSING collaborated with Red Balloon India to conduct the Urban Awareness Program in Dharavi, Mumbai
2020	Launch of #DonateForSundarbans to rally support for COVID-19 Relief In the aftermath of the Supercyclone Amphan MISSING conducted Cyclone Relief Aid for 5000+ Missing Awareness and Safety School Program (MASSp) launched for online dissemination under COVID-19 More than 150 youth members enrolled under the Swadhikaar Youth Program across 8 villages
2021	Web of Deceit: A Missing and Trafficking Casefile (interactive digital comic) with International Justice Mission (IJM) Kolkata #RideForTheChildren! embarked by Zenotian Vinay in collaboration with Zenoti to raise awareness and funds to save missing girls
2022	MASSp is made available on Whatsapp! 1000 adolescents from 13 districts of Madhya Pradesh are now participating in MASSp! MASSp now live in 3 modes- online, offline, Whatsapp- reached 2000+ students in Sundarbans The MISSING Podcast got released. 'From the Shadows' Internationally acclaimed film on Missing, by award winning filmmaker Miriam Chandy The film gets selected on multiple international forums and awards
2023	Launch of Missing Public Service Announcement (PSA) with PVR across 1000 screens across the country. Launch of Child safety online chatbot/helpdesk to connect various helplines and resources available for adolescents and their caregivers.

Key awards, accreditations or recognitions

The table below sets forth some of the accreditations or recognitions bagged by the Trust

F.Y.	Milestone
2016	Missing Game for a Cause wins the NASSCOM Indie Game of the Year
2017	MISSING wins Sandvik India's Diversity Award for Innovation and Impact
2018	MISSING at TedX Surat on the 'Cause and Effect of Sex Trafficking
2019	Leena Kejriwal features in BBC's Kalki Presents: My Indian Life for its episode 'The Biggest Brothel in Asia
2020	MISSING wins at the World Summit Awards
2021	Missing wins the Thomson Reuters Foundation for Anti-Slavery campaign award for its work on prevention.
2022	MISSING won the 'The Social Innovation Catalyst Award' for MASSp, a joint initiative by NASSCOM and Tietoevry
2023	MISSING at TedXUBS Leena Kejriwal speaker at Journalism Centre on Global Trafficking on Cybercrime: How Can Journalists Address the Rise of Online Trafficking

TESTIMONIALS

MASSp

We have learnt a lot of things from the Massp program and also have increased awareness amongst us. A lot of girls and children do not know the child helpline number and POSCO but through this programme we have got to know about it and hope to make us more aware in future. The cases registered for missing girls which have increased so much I hope will be much less in the upcoming days. The indifference caused to Lesbian and Gay people must be removed to create a

more beautiful society in order. The people from the LGBTQ community are placed in a poor position in society and are treated badly, these shouldn't be done. They should be given respect and treated equally in all fields of life like males and females.

Student: Diya Das, CLASS: X (Barisha Girls High School, Kolkata)

In today's programme what I loved the most is the topic on Cyber Safety and this is something which revolves around girls. We had questions about why such crime only happens with girls and were eager to know about it. We have learned about it through this programme and in future we can perform every work more carefully.

Student: Sanchita Pramanick, CLASS: X, (Barisha Girls High School, Kolkata)

A session has been conducted by Missing from where we got to know why girls are abducted and in what work they are used, to use the internet and also to avoid certain dangerous parts of it so that we don't fall in any trafficker's hand. We were informed about these things in detail which usually people don't try or cannot explain. Through videos we received proper explanations on this information. We were also given a question paper from which we introspected ourselves about what we should do. Transgenders are not meant always to be put down. We will try to give attention to this. I have learned a lot of things from the videos and will try to share it with others who do not know about it.

Student: Trisha Pal, Class: IX, (Barisha Girls High School, Kolkata)

"I got the opportunity to participate and learn from the MASSp program. My favourite module is the Cyber Safety Module, as we can relate to it, since it's part of our daily activities, as we all are on social media platforms and a lot of times such incidents take place. So, whatever we have learned, we will try to teach the same to the younger ones. So that everyone can become aware"

Student: Sneha Dutta, Class: X, (School: Ananda Ashram Balika Vidyapith)

"We have learnt a lot from the MASSp program that was organised in our school. Like, not accept anything given by strangers, not to share personal information with a stranger or on social media. We have become aware from this program, & hope to get more such programs in the future, so we can learn more"

Student: Anindita Sarkar, Class: IX, (School: Kamala Chatterjee School for Girls)

"I would like to speak about the Cyber safety module, as there are various incidents like these that happen on the online platforms where we get friend requests from unknown people and we accept them and get involved. As we are told of multiple paths to fulfil our dream career and lead a better life, we get involved in these words. As I understand, we have to be aware of these, as there are various crimes happening away from our families that we are not aware of. So we should never believe in these online friends and leave our homes, in spite of any difficulties that we face in our homes. We should adjust and ensure how to improve the condition, rather than being involved in the wrongdoings of the traffickers."

Class: XII, (Garden Reach Nut Behari Das Girls High School)

"MASSp program was successfully conducted for our students from classes VIII to XII. They were taught about issues like how they are misguided by strangers into wrong doings and how they can protect themselves from it, information regarding cyber crimes & how to be safe online was also provided. We really liked that fact that all our students got a chance to give their respective feedback, so we are thankful to the trainers & to MISSING to organise such a wonderful program"

Teacher: Susmita Das, (Garden Reach Nut Behari Das Girls High School)

At the outset I would like to say that I had the rare opportunity to represent my school and go and attend a workshop named Missing Awareness and Safety School Programme (Massp) conducted by an Ngo Missing Link Trust and it was held in 20th April Lake Club, 2023. After attending there I heard lectures delivered over this particular on very sensitive topics by various facilitators of the organisation and I was really very charmed at there endeavour, they have walked a long way from the very beginning from the Sundarban areas as they detailed out and the whole entire endeavour dealing around this programme is to create an awareness among the adolescence, not to get distracted by any source of rewards so that they get missed from the locality, school, campus etc. Most importantly an awareness is launched from the perspective of cyber crime which is rampant now and has been rather a very dangerous method employed by trickers to disrupt the student fraternity, the calmness, the peace. The workshop was going on for the past four days. Almost all the students of this school participated from classes 8 to 12. I found while interacting with these students that they have really benefited from this workshop. I really feel glad in saying that these endeavours in the near future are also very much welcomed and my students shall learn from this valuable workshop and all my good wishes shall always remain in successful endeavours of Missing Link.

Teacher: Sreemoy Sarkar, (Kailash Vidyamandir)

PUBLIC ADVOCACY:

"We see child safety issues around us but it's not, it's virtual safety because something happened. He was pretty much deep faked. His face was put on someone else's body. This is really scary because he is 23 right now, if these things get

around in the prime of his career he will be completely endangered and it's obviously suicidal. He contacted his parents and the police. He was open enough to discuss this with his father. His phone number is back. At that time I used to speak to him a lot but I was also scared because his email id was kind of related to his whatsapp number.”

“He asked my name and I definitely knew that I should not entertain, should not talk to strangers. I said no, not interested at all in all that and I was going to block then he said I want to see your picture I of course stopped. I thought he was going to send a picture of himself. So it was in Whatsapp he sent it in and wanted to block him as sir said.”

EMPOWERMENT -

WOMEN EMPOWERMENT CENTER:

“I live with my family in the remote villages of Sundarbans, our livelihood depends on fishing & catching crabs from the Sundarban rivers. Schools & colleges were all closed due to covid, so I was feeling lonely and bored, having various kinds of thoughts sitting at home. This is when I got to know about MISSING from my uncle, so I took admission at the MISSING Women Empowerment Centre and Digital Literacy Centre. I am learning threadwork and computer, which makes me feel self-reliant”

Member of the Women Empowerment Centre (WEC), MISSING Beneficiary, Kultali, Sundarbans

“My parent's home is in Nepalgunj, we are five daughters who live, four sisters have got married and only one sister stays in the paternal household. We did not want her to get married but she forcefully got married to a household which is next our house. His name is Mansaj Haldar. He has taken her and we have not got her whereabouts. We have now got to know that he has taken her to Delhi. Learning about this my sister called us from the landlord's phone of another household. She said that she has been tortured and cannot live anymore. She was also crying very badly. As I heard about you I have come here for help to bring back my sister, what better can be done.”

Saiyda Mandal, Member of the Women Empowerment Centre (WEC), MISSING Beneficiary

“ I am Sudipta Sarkar, I am twenty years old. My father's name is Jayanta Sarkar. We stay in the remote villages of Sundarbans. Our livelihood depends on catching fish and crabs from the Sundarban River. During covid, school and colleges were closed. I was feeling very bored and different negative thoughts were arising in my mind. An uncle from the neighbourhood told us about the office at Missing. Here I learned computers and tailoring and by learning them I want to become self-sufficient.

Sudipta Sarkar, Member of the Women Empowerment Centre (WEC), MISSING Beneficiary

SWADHIKAR YOUTH GROUP:

“Our school was closed for 2 years due to covid, and in these two years a lot of problems have come in our lives. As a result, many girls from our class have gotten married. Since, we are members of the Swadhikar Youth Group, we have learnt about the harmful effects of child marriage on our lives. So, we have promised ourselves, that not we ourselves will not do child marriage, also we will not support anyone who is willing to do child marriage. We will help our friends & stop their child marriages by informing MISSING”

Member of Swadhikar Youth Group, MISSING Beneficiary, Kultali, Sundarbans

“If I prioritise education over marriage, I can achieve self-independence, ensuring my family relies on my capabilities, enabling me to manage household affairs proficiently. By abstaining from marriage and pursuing education, I can serve as a role model for girls in my village. Opting for marriage at the right time will enhance my knowledge of child nutrition and health, surpassing that of an illiterate woman. This awareness extends to combating fatal diseases like malaria. Recognizing the broader impact, I believe that educated women contribute significantly to a country's financial stability, highlighting the necessity for women to achieve financial independence for the overall well-being of the nation.”

Member of Swadhikar Youth Group, MISSING Beneficiary, Kultali, Sundarbans



OUR MANAGEMENT

Board of Trustees or Governing Body

As of the date of this Fund-Raising Document, we have 5 (Five) Trustees on the Board.

Sr. No.		Name, Age, Designation, Date of Appointment and Address
1.		<p>Leena Kejriwal</p> <p><i>Age: 54 years</i></p> <p><i>Designation: CEO and Compliance Officer</i></p> <p><i>Date of Appointment: 28th August 2015</i></p> <p><i>Address: 22 Alipore Road, Kolkata 700027</i></p>
2.		<p>Jacob Nian</p> <p><i>Age: 63 years</i></p> <p><i>Designation: Trustee</i></p> <p><i>Date of Appointment: 05th March 2022</i></p> <p><i>Address: Flat no. 202, Rebecca 14th Road, Near Ambedkar Garden, Chembur, Mumbai 400071</i></p>
3.		<p>Ujwal Thakar</p> <p><i>Age: 73 years</i></p> <p><i>Designation: Trustee</i></p> <p><i>Date of Appointment: 05th March 2022</i></p> <p><i>Address: 405, Amarnath Towers, Sanjeev Enclave Lane, 7 Bungalows Versowa, Andheri West, Mumbai 400061</i></p>
4.		<p>Nikita Tulsian</p> <p><i>Age: 50 years</i></p> <p><i>Designation: Trustee</i></p> <p><i>Date of Appointment: 16th January 2018</i></p> <p><i>Address: 301, E7 Parijat Apts Jai Bharat Chs, Old Khar Road, 3rd Floor, Mumbai 400 052</i></p>

5.



Anju Dhandhanian

Age: 57 years

Designation: Trustee

Date of Appointment: 28th August 2015

Address: 4 Middleton Street, Middleton Row, Kolkata 700071

Brief Profile of the Trustees of Our Trust

Leena Kejriwal (CEO and Compliance Officer)

Photographer and social artist Leena Kejriwal works out of Kolkata and Mumbai. Her art has been shown in numerous galleries in France, New York, India, Iran, and Germany. It has also been featured on multiple media houses such as BBC, Al Jazeera, SBS World News, the Guardian, The Telegraph, The Sunday Tribune, and The Hindu to name a few. MISSING is a direct reaction to her over thirteen years of experience (before forming Missing Link Trust) in the red-light districts of Kolkata and the rural West Bengal trafficking hotspots.

Her approach to creating social impact by making the public a catalyst against trafficking through art and (inter)active technology makes The Missing Project a game-changer in the anti-trafficking domain. It won the Thomson Reuters Anti trafficking campaign of the year award in 2021 and the Nasscom foundation Social Innovation award in 2022. She has been honored with multiple awards and accolades for her unique artistic take on this grave social issue: World Summit Award 2020, Her Story Woman On a Mission Award (2019), the mBillionth award for the Missing Game (2018), the YFLO Women Achiever Award (2016), and the Yes Foundation Changemakers Award (2015), to name a few.

Jacob Ninan (Trustee)

Mr. Jacob Ninan serves as a trustee for several NGOs. He worked for the Axis Bank Trust as the CEO and Executive Trustee. Jacob has spent close to 4 decades as a career banker and was a part of senior management of Axis Bank till 2015 where he has handled various corporate functions, the last of which was to lead Bank's business in Middle East and Africa, based in Dubai with a balance sheet size exceeding USD 6 Billion. Forbes Magazine has listed him in the top 100 CEOs in the Middle East. He is an alumnus of Bangalore University and Dukes University. He is also an Aspire Fellow. He continues to be associated with the development sector and supports credible NGOs in their strategy, fundraising and implementation.

Ujwal Thakar (Trustee)

Ujwal has worked in banking for 28 years and has held important senior management roles at a number of leading banks. After leaving the banking industry, he took on the role of CEO at Pratham and later Give India. He has worked tirelessly in the social sector since his retirement from active employment in 2010, chairing boards of numerous NGOs and banks and, more significantly, offering guidance and mentoring to them on their way to success.

Nikita Tulsian (Trustee)

Nikita is a driven executive level sales professional with 20 years of experience running sales teams for prestigious television networks like BBC Earth, AXN, and TV Today Network. Throughout her career, she has won numerous accolades and recognitions, including a spot among the Top 50 media figures in the country. Her knowledge of the industry encompasses operations, teambuilding, financial planning, forecasting, and strategy.

Anju Dhandhania (Trustee)

Anju advocates women's empowerment and works relentlessly to improve facilities for is advantaged women and girls. She is a contemplative individual with a good eye for culinary skills and holds a graduate degree in arts from Rani Birla College.

Key managerial staff of our Trust and their roles and responsibilities

Leena Kejriwal - CEO and Compliance Officer

Leena Kejriwal along with being Founder Trustee is also the CEO and Compliance Officer of the Trust, her profile has can be read 'Brief Profile of the Trustees of Our Trust' above. Leena is responsible for:

- overseeing all projects and administration of Missing Link Trust. Also interacting with various authorities including volunteers, donors, government agencies.
- Verification of financial transactions and all types of applicable compliances.
- Corresponding with donors and other stakeholders.
- Making of action plans and review of implementation of the projects.
- Coordination and succession planning of Trust Board.
- Preparation of Project proposals and maintaining communications with respective donors.
- Identifying and cultivating potential funding sources, including grants, donations, partnerships and sponsorships to support the NGOs programs and initiatives.

- Representing NGO to public, media and various stakeholders conveying its mission goals and successes.

Shreya Giri - MASSp Project Manager

With a background in sociology and a strong keen interest in issues concerning adolescents and girls, manages MISSING's education program MASSp. Lead MASSp from requirements definition through deployment. Mapping scopes, budget estimations, and project Implementation plans, including risk mitigation. Resource allocation. Outreach and collaboration planning with both government and non-government entities. Monitor the Impact and creating assessment studies.

Prabir Mishra - Community Mobilizer

Prabir Community mobilizer for the Livelihood Program and the Swadhikaar Youth Program in the Sundarbans. He also looks after stakeholder management networking across rural administrative, legal and judicial bodies. He represents MISSING at all local civic level meetings. actively counsels survivors' and their families, assists in victim rehabilitation and community engagement.

Aparajita Chatterjee - MASSp Project Associate

Aparajita has completed post-graduation from Azim Premji University with a Master's Degree in Education. Currently working as Project Associate in 'Missing Awareness and Safety School Program (MASSp). She is responsible for managing outreach and implementation of MASSp's innovative pedagogy program at schools/NGOs. She engages in the execution of MASSp related assignments by engagement of field resources. Additionally, she engages in development & implementation of various other projects helping MISSING as a supply chain and a field of growing interest in the domain.

Gitanjali Somanathan - Content Manager

Gitanjali contributes to MISSING as a content specialist. She is deeply interested in education, mental health and gender. She is also a mental health counsellor. She's studied Media, Journalism and Communication from Tata Institute of Social Science.

Mangal Bhakta - Trainer

Managl Bhakta is the master tailor and trainer at the women empowerment centre in Sundarbans. He imparts tailoring training to the ladies and students from the local area. He helps in developing new product samples for Missing and also manages the production.

Arihant Kochar - Finance and Accounts Consultant

Arihant is a Chartered Accountants and Partner at Lalwani Kochar & Associate with more than 10 years of experience. His function inter alia includes overall in charge of Finance and Accounts function.

The Trust issues formal appointment letters to its staff members and volunteers, outlining their designated roles and responsibilities.

The staff members and volunteers as well as volunteers are explained either through orientation or training programs about their roles and responsibilities while help them to understand the significance of undertaking these kinds of projects. Volunteers are guided and supervised by the respective project managers.

Please refer the diagrammatic representation below which explains the roles and responsibilities across the Trust.

Performance Appraisal:

The Trust conducts a periodic performance appraisal of its employees on a regular basis, wherein the increments are paid on the basis of the target achieved by such employees that are set at the beginning of the year.

Remuneration of Trustees

Leena Kejriwal, Trustee of the Trust received a remuneration of ₹ 9.75 Lakhs for the financial year ended March 31, 2023.

Interest of the Trustees

- Leena Kejriwal is the only Founder Trustee amount other trustees.
- The Trustee may contribute in the proposed issue to the extant applicable regulations or separately in furtherance of

the objects of the Issue.

- Our Trustees have no interest in any property acquired or proposed to be acquired by our Trust in the preceding two years of filing this Fund-Raising Document.
- No benefit/interest will accrue to our Trustees out of the objects of the Issue, except the remuneration payable if any.

Other understanding and confirmations

Our Trust confirms that the permanent account number of our Trustees has been submitted to the Stock Exchange at the time of filing this Fund-Raising Document.

Details of change in Trustees of our Trust for the financial years ended March 31, 2023, March 31, 2022, March 31, 2021, and till the date of this Fund-Raising Document:

Details of changes in Trustees of the Trust for the financial years ended March 31, 2023, March 31, 2022, March 31, 2021, and till the date of this Fund-Raising Document are mentioned below:

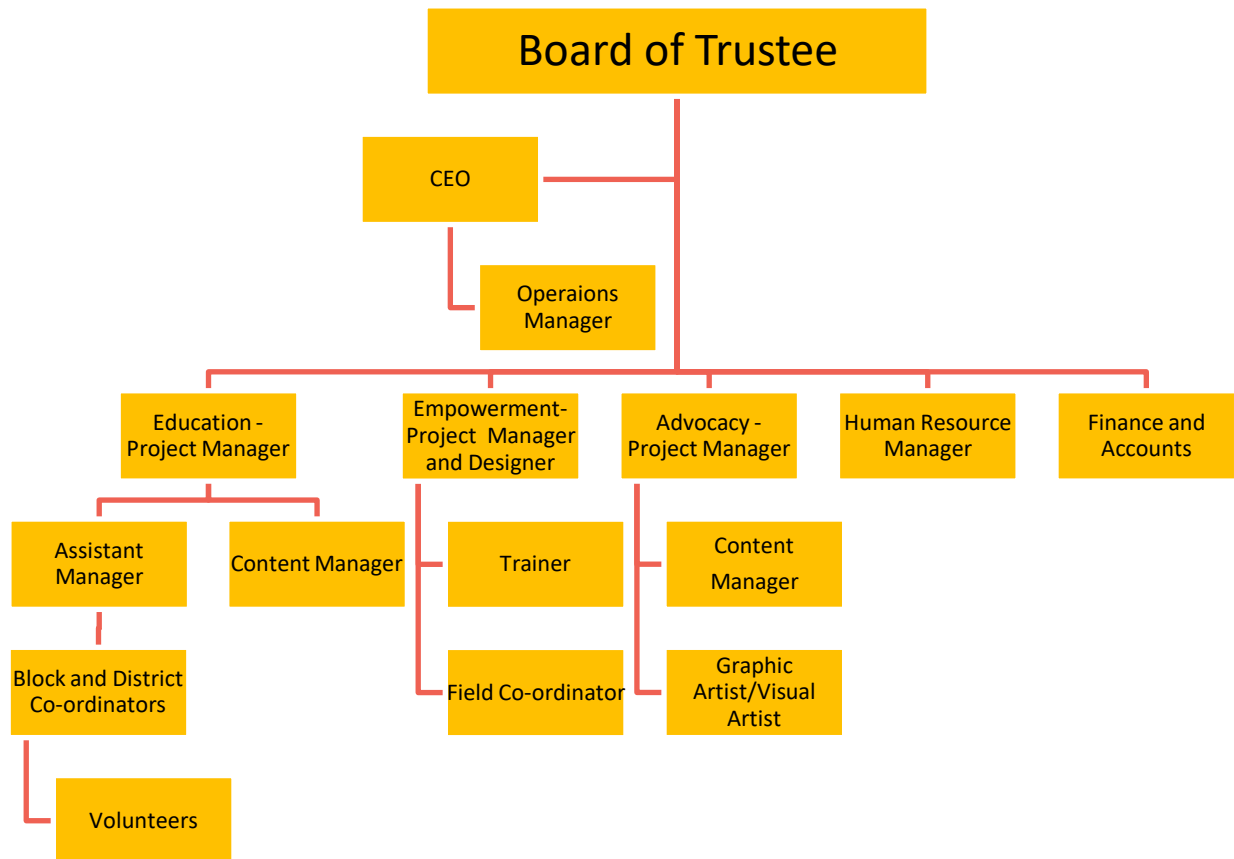
F.Y.	Appointment/ Re-Appointment	Resignation/ Retirement
During the Financial year ended March 31, 2021	No Appointments / Re-Appointments	No Resignation / Retirements
During the Financial year ended March 31, 2022	Re-appointment Anju Dhandhanian - August 28, 2021 Nikita Tulsian - January 16, 2022 Appointment Jacob Ninan- March 05, 2022 Ujwal Thakar - March 05, 2022	Retirement of Anju Dhandhanian and Nikita Tulsian from their erstwhile term as per provisions of trust deed, who were re-appointed.
During the Financial year ended March 31, 2023	No Appointments / Re-Appointments	No Resignation / Retirements
During the period from April 01, 2023 till December 31, 2023	No Appointments / Re-Appointments	No Resignation / Retirements

Meetings of our Governing Body between April 01, 2023 till December 31, 2023:

Set forth below are the details of the meeting held of our Governing Body:


S. No	Date	Key items covered in the meeting
1.	17.03.2023	Application to NSE for registration on Social Stock exchange segment of NSE
2.	10.06.2023	Discussion on Upcoming Programme and Fundraising
3.	22.09.2023	Education vertical, Empowerment, Fund raising, connect with volunteers
4.	14.10.2023	Discussion on the Women Empowerment Center (WEC) and its current status. Discussion on machinery, partnerships, and grant acceptance.
5.	11.01.2024	Proposal placed before trustees for issue of ZCZP instruments on NSE Designation of Leena Kejriwal as Compliance Officer Appointment of Bigshare as Registrar Appointment of Vatsalya as Advisors
6.	24.01.2024	Approval of draft fundraising document for proposed issue of ZCZP.

Organogram of Missing Link Trust:



OUR FOUNDER TRUSTEE

The profile of our Founder Trustee is given below:

	<p>Leena Kejriwal</p> <p><i>Age: 54 years</i></p> <p><i>Designation: Managing Trustee, CEO and Compliance Officer</i></p> <p><i>Date of Appointment: 28th August 2015</i></p> <p><i>Address: 22 Alipore Road, Kolkata 700027</i></p>
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For additional details on the background, experience of our Trustees, see '*Our Management*' on page 63 of this Fund-Raising Document.

FINANCIAL STATEMENTS

FINANCIAL INFORMATION

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Auditor's Report

To the Trustees of Missing Link Trust

We have audited the attached balance sheet of the Missing Link Trust ('The Trust') as at 31 March 2021 and the income and expenditure account for the year then ended. These Financial statements are the responsibility of the Trust's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with auditing standards generally accepted in India. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An Audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statement. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

We report that:

- (a) we have obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purposes of our audit;
- (b) in our opinion, proper books of accounts have been kept by the Trust so far as appears from our examination of those books;
- (c) the balance sheet and the income and expenditure account dealt with by this report are in agreement with the book of account;
- (d) as there are presently no authoritatively established accounting principles for the related to charitable trusts these financial statements have been prepared on the basis of accounting policies referred to in the Note 2 to the financial statement. On this basis, in our opinion and to the best of our information, and according to the explanations given to us, the said accounts give a true and fair view;
 - (i) in the case of the balance sheet, of the state of affairs of the Trust as at 31 March 2021; and
 - (ii) in the case of the income and expenditure account, of the excess of income over expenditure for the year ended on that date.

For Lalwani Kochar & Associates
Chartered Accountants
FRN 328512E

Arihant Kochar
Arihant Kochar
Partner
M No. 306648
Place: Kolkata
Date: 02-11-2021
UDIN: 21306648AAAAAX9081



Missing Link Trust
Balance Sheet as at March 31, 2021

		Amount in Rs
		As at March 31, 2021
	Note No.	
Funds and Liabilities		
Funds		
Corpus Funds		1,71,000
Excess of Income over expenditure	3	17,65,834
		19,36,834
Liabilities		
Trade payables		5,78,972
Other current liabilities		28,655
		6,07,627
		25,44,461
ASSETS		
Investments	4	6,31,878
Current assets	5	1,83,600
Cash and bank balances	6	14,67,506
Fixed Assets	7	2,61,477
		25,44,461
Significant Accounting Policies	2	

The notes referred to above forms and integral part of the financial statements

As per our report of even date

For **Lalwani Kochar & Associates**
Chartered Accountant
FRN: 328512E

Arihant Kochar

Arihant Kochar
Partner
M No. 306648



For and on behalf of **Missing Link Trust**

Leena Kejriwal
Trustee

Leena Kejriwal
Trustee

Anju Dhandhan
Trustee

For **Missing Link Trust**
Anju Dhandhan Trustee

Date: 02-11-2021

Missing Link Trust

Notes to accounts for the year ended March 31, 2021

3. Excess of Income over expenditure

	Amount Rs
Opening balance	19,38,395
Add: For the year 2020-21	-1,72,561
	17,65,834

4. Investments

	Amount Rs
Valued at Cost or NRV whichever is lower	
Investment in mutual funds	6,31,878
	6,31,878

5. Current assets

	Amount Rs
Government grant	1,75,000
	1,75,000

6. Cash and bank balances

	Amount Rs
Cash on hand	1,885
Balance with banks	14,65,621
	14,67,506

7. Fixed Assets

	Office		
	Furniture	Equipment	Total
Opening Balance	1,18,462	1,05,770	2,24,232
Add: Addition for the year	-	71,533	71,533
Less: Depreciation for the year	18,100	16,188	34,288
	1,00,362	1,61,115	2,61,477



Missing Link Trust
Income and Expenditure account for the period ended March 31, 2021

	Note No.	Amount in Rs 2020-21
Income		
Donation received		30,47,022
Profit on sale of mutual fund		27,173
Total Income		30,74,195
Expenditure		
Outreach - Social Media		20,000
Professional & legal Fees		1,85,900
Women Empowerment Centre and School Awareness		3,58,434
Missing Awareness and Safety School program		
development cost		12,88,485
Stencil kits for school outreach		22,800
Employee benefit expenses		3,78,203
Rent		2,55,500
Website development & maintenance		1,94,700
Depreciation		34,288
Audit fees		8,260
Administrative & other expenses		2,13,159
Food and Ration Distribution Distribution		2,00,100
Financial help to Underserved Community Members		86,927
Total Expenditure		32,46,756
Excess of Income over expenditure		-1,72,561

Significant Accounting Policies 2

The notes referred to above forms and integral part of the financial statements

As per our report of even date

For **Lalwani Kochar & Associates**
Chartered Accountant
FRN: 328512E

Arihant Kochar

Arihant Kochar
Partner
M No. 306648



For and on behalf of Missing Link Trust

Leena Kejriwal

Leena Kejriwal
Trustee

For Missing Link Trust

Anju Dhandhan
Anju Dhandhan
Trustee

Date: 02-11-2021

Place: Kolkata

Auditor's Report

To the Trustees of Missing Link Trust

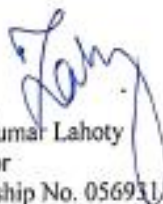
We have audited the attached balance sheet of the Missing Link Trust ('The Trust') as at 31 March 2022 and the income and expenditure account for the year then ended. These Financial statements are the responsibility of the Trust's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with auditing standards generally accepted in India. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An Audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statement. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

We report that:

- (a) we have obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purposes of our audit;
- (b) in our opinion, proper books of accounts have been kept by the Trust so far as appears from our examination of those books;
- (c) the balance sheet and the income and expenditure account dealt with by this report are in agreement with the book of account;
- (d) as there are presently no authoritatively established accounting principles for the related to charitable trusts these financial statements have been prepared on the basis of accounting policies referred to in the Note 2 to the financial statement. On this basis, in our opinion and to the best of our information, and according to the explanations given to us, the said accounts give a true and fair view;
 - (i) in the case of the balance sheet, of the state of affairs of the Trust as at 31 March 2022; and
 - (ii) in the case of the income and expenditure account, of the excess of income over expenditure for the year ended on that date.

For **NAVIN KUMAR LAHOTY**
Chartered Accountants


Navin Kumar Lahoty
Proprietor
Membership No. 056931



Place: Kolkata
Date: 29-09-2022
UDIN: 22056931AWLHL8586

Missing Link Trust

Notes to the financial statements for the year ended 31st March, 2022

1 About the Trust

Missing Link Trust is a charitable trust since and registered with the sub-registrar at West Bengal vide registration no. 190304743 in book IV volume number 1903-2015, page no. 44220 to 44263.

It is also registered under 12AA and 80G of the Income tax Act, 1961.

It is also registered under FCRA 147121100 vide registration no. dt 21-09-2021.

2 Accounting policy

The financial statements have been prepared using the generally accepted accounting principles in India under the historical cost convention on accrual basis. These financial statements includes FCRA financial statement and non fcra financial statements. In the absence of any mandatory established accounting standards, these statements have been prepared in accordance with the significant accounting policies as described below

a Use of estimates

The preparation of financial statements in conformity with Generally Accepted Accounting Principles (GAAP) requires management to make judgments, estimates and assumptions that affect the application of accounting policies and reported amounts of assets, liabilities, income and expenses and the disclosure of contingent liabilities on the date of the financial statements. Actual results could differ from those estimates. Estimates and underlying assumptions are reviewed on an ongoing basis. Any revision to accounting estimates is recognised prospectively in current and future periods.

b Donation & grants

Donations made with a specific direction that they shall form part of the corpus of the Trust are classified as corpus donations, and are directly reflected as trust fund receipts in the balance sheet.

Donation received in cash (other than those received for depreciable property, plant & equipment's) are recognized as income when the donation is received.

Income from receipts for other programs which are incidental to trust objectives is recognised when the associated obligation is performed and right to receive money is established.

c Property, plant & equipment's

Fixed assets are stated at cost of acquisition, including any attributable cost for bringing the asset to its working condition for its' intended use, less accumulated depreciation.

Depreciation is provided at following rates on pro-rata basis

Office Equipment's - 15%

Computers - 40%

Furniture - 10%

Assets purchased out of grants received are charged off to the respective grant accounts. These assets are capitalized, and an equal amount is transferred to Asset fund account for control purposes. Depreciation on fixed assets purchased debited to the Asset fund account. Accordingly, deletion of such fixed assets due to sale/disposal are also adjusted from the Asset fund account.

d Investments

Investments are stated at cost less provision, if any, required for the permanent diminution in their value.

Profit/loss on sale of investments is determined and recognised in in the Income and Expenditure account.



e Income tax

The Trust is registered under Section 12A of the Income Tax Act, 1961 ('the Act'). Under the provisions of the Act, the income of the Trust is exempted from tax, subject to the compliance of specific terms and conditions specified in the said Act.

f Employee benefits expenses

The employees of trust are entitled to compensated absences which are non-accumulating in nature and can not be carried forward to the next financial year.

Expenses that are directly attributable to a specific projects are allocated to the project expenses.

g Foreign exchange transactions

The Trust has received foreign contributions under FCRA Act and rules. The foreign contribution received have been accounted for in the books the basis.

Transactions in foreign currencies are accounted at the exchange rate prevailing on the date of the transaction.

Gains and losses resulting from the settlement of such transactions and from the translation of monetary assets and liabilities denominated in foreign currencies are recognized in the Income and expenditure account.

g Provisions and contingencies:

The provision is recognized when, as a result of obligating events, there is a present obligation that probably requires an outflow of resources and a reliable estimate can be made of the amount of obligation. The disclosure of contingent liability is made when, as a result of obligating events, there is a possible obligation or a present obligation that may, but probably will not, require an outflow of resources. No provision or disclosure is made when, as a result of obligating events, there is a possible obligation or a present obligation where the likelihood of an outflow of resources is remote.



Missing Link Trust

Balance Sheet as at 31st March 2022

(All amounts are in Indian Rupees unless otherwise stated)

	Note	Amount Rs
Funds & liabilities		
Corpus funds	2	1,71,000
Other funds	3	77,58,085
Liabilities		
Current liabilities	4	11,06,082
		<u>90,35,166</u>
Assets		
Property, plant & equipments	5	4,41,409
Other current assets	6	44,50,732
Balance at bank	7	10,73,659
Investment in mutual fund		30,69,366
		<u>90,35,166</u>

Significant accounting policies

As per our report of even date

For NAWIN KUMAR LAHOTY

Chartered Accountants

Proprietor

Membership No. 056931

Date: 29/09/2022

Place: Kolkata

For Missing Link Trust

For Missing Link Trust

Leena Kejriwal

Trustee

Trustee

For Missing Link Trust

Anju Dhandhanis

Trustee

Trustee



5. **Missing Link Trust**

Income and Expenditure Account for the year ended March 31, 2022

(All amounts are in Indian Rupees unless otherwise stated)

	Note	Amount Rs
Income		
Donation received	8	92,50,758
Other incidental income	9	59,10,005
		1,51,60,763
Expenditure		
Project Expenses		
Missing awareness and safety school program		53,20,602
Community kitchen		3,10,443
Women empowerment & computer centre		9,54,356
Awareness expenses including mural painting		5,38,428
Donation paid		52,500
Other admin expenses		17,40,187
Depreciation		71,847
Amount written off		1,75,000
Audit fee		5,000
		91,68,362
Excess of Income over expenditure		59,92,401

Significant accounting policies

As per our report of even date

For NAWIN KUMAR LAHOTY

Chartered Accountants

Proprietor

Membership No. 056931

Date: 29/09/2022

Place: Kolkata

For Missing Link Trust

For Missing Link Trust

Leena Kejriwal
Trustee

Leena Kejriwal

Trustee



For Missing Link Trust
Anju Dhandhanu
Trustee

Anju Dhandhanu

Trustee

Missing Link Trust

Notes to the financial statements for the year ended 31st March, 2022

2. Corpus funds

	Rs
Opening balance	1,71,000
Received/transferred during the year	-
Closing balance	1,71,000

3. Other funds

	Rs
Excess of income over expenditure	
Opening balance	17,65,684
Add: Amount transferred from income & expenditure account	57,78,270
Closing balance	<u>75,43,954</u>

Asset fund account

Opening Balance	-
Add: Asset purchased during the year	2,51,778
Less: Transferred to income and expenditure account	<u>37,648</u>
Closing balance	<u>2,14,130</u>
	<u>77,58,085</u>

4. Current liabilities

	Rs
Duties & taxes	6,37,406
Salary payable	3,59,616
Trade payable	1,09,060
	<u>11,06,082</u>



Missing Link Trust

Notes to the financial statements for the year ended 31st March, 2022

5. Property, plant & equipment's

Particulars	Computer & equipment's	Furniture	Office equipment's	Total
Gross block				
Balance as on Apr 1, 2021	-	1,42,592	1,91,874	3,34,466
Addition	2,51,778	-	-	2,51,778
Deduction	-	-	-	-
Balance as on Mar 31, 2022	2,51,778	1,42,592	1,91,874	5,86,244
Accumulated depreciation				
Balance as on Apr 1, 2021	-	38,428	34,560	72,988
Addition	37,648	14,259	19,940	71,847
Deduction	-	-	-	-
Balance as on Mar 31, 2022	37,648	52,687	54,500	1,44,835
Net block	2,14,130	89,905	1,37,374	4,41,409



Missing Link Trust

Notes to the financial statements for the year ended 31st March, 2022

6. Other current assets

	Rs
Tax deducted at source	5,00,000
Other receivable	39,42,000
Advance paid	8,732
	<u>44,50,732</u>

7. Balance at bank

	Rs
Balance at bank	
- Current account	10,58,637
- FCRA account	15,022
	<u>10,73,659</u>

8. Donation received

	Rs
Donation/grants recognized to the extent utilized	89,08,539
Donation received FCRA	3,42,219
	<u>92,50,758</u>

9. Other incidental income

Receipts from ancillary activities	56,50,000
Capital gains on sale of mutual funds	2,60,005
	<u>59,10,005</u>





Auditor's Report

To the Trustees of Missing Link Trust

We have audited the attached balance sheet of the Missing Link Trust ("The Trust") as at 31 March 2023 and the income and expenditure account for the year then ended. These Financial statements are the responsibility of the Trust's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with auditing standards generally accepted in India. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An Audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statement. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

We report that:

- (a) we have obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purposes of our audit;
- (b) in our opinion, proper books of accounts have been kept by the Trust so far as appears from our examination of those books;
- (c) the balance sheet and the income and expenditure account dealt with by this report are in agreement with the book of account;
- (d) as there are presently no authoritatively established accounting principles for the related to charitable trusts these financial statements have been prepared on the basis of accounting policies referred to in the Note 2 to the financial statement. On this basis, in our opinion and to the best of our information, and according to the explanations given to us, the said accounts give a true and fair view;
 - (i) in the case of the balance sheet, of the state of affairs of the Trust as at 31 March 2023; and
 - (ii) in the case of the income and expenditure account, of the excess of income over expenditure for the year ended on that date.

For Prity Damani
Chartered Accountants

Prity Damani
Membership No. 309400

Place: Kolkata
Date: 04/09/2023
UDIN: 23309400BGVPCU2442



51, DOBSON ROAD, SHREE KUNJ APPT. HOWRAH -711101
email :pritydamani@gmail.com M :6291054243

Missing Link Trust

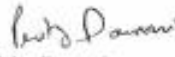
Income and Expenditure Account for the year ended March 31, 2023

(All amounts are in Indian Rupees unless otherwise stated)

	Note	Amount Rs
Income		
Donation received	8	79,49,801
Other incidental income		70,913
		<u>80,20,714</u>
Expenditure		
Project Expenses		
Missing awareness and safety school program		55,09,313
Women empowerment & computer centre		20,27,837
Creating Public Awareness		18,21,783
Podcast creation		10,84,235
Donation paid		7,450
Other admin expenses		26,14,947
Audit fee		15,000
Total expenses		<u>1,30,80,565</u>
Excess of Income over expenditure		-50,59,851

As per our report of even date

For Prity Damani
Chartered Accountants


Prity Damani
Membership No. 309400

Date: 04/09/2023
Place: Kolkata

UDIN: 2330940086VPCU2492

For Missing Link Trust


Leena Kejriwal
Trustee



Missing Link Trust

Balance Sheet as at 31st March 2023

(All amounts are in Indian Rupees unless otherwise stated)

	Note	Amount Rs
Funds & liabilities		
Corpus funds	2	1,71,000
Other funds	3	25,16,454
Liabilities		
Current liabilities	4	4,91,750
		<u>31,79,204</u>
Assets		
Property, plant & equipment's	5	7,61,326
Other current assets	6	7,75,049
Balance at bank	7	3,99,458
Investment in mutual fund		12,43,370
		<u>31,79,204</u>

Significant accounting policies

As per our report of even date

For Prity Damani
Chartered Accountants

For Missing Link Trust

Prity Damani

Prity Damani

Membership No. 309400

Date: 04/09/23
Place: Kolkata

UDIN: 23309400BGNPCU2442

Leena Kejriwal *Anju Dhandhania*
Leena Kejriwal Anju Dhandhania
Trustee Trustee



Missing Link Trust

Notes to the financial statements for the year ended 31st March, 2023

1 About the Trust

Missing Link Trust is a charitable trust since and registered with the sub-registrar at West Bengal vide registration no. 190304743 in book IV volume number 1903-2015, page no. 44220 to 44263.

It is also registered under 12AA and 80G of the Income tax Act, 1961.

It is also registered under FCRA 147121100 vide registration no. dt 21-09-2021.

2 Accounting policy

The financial statements have been prepared using the generally accepted accounting principles in India under the historical cost convention on accrual basis. These financial statements includes FCRA financial statement and non fcra financial statements. In the absence of any mandatory established accounting standards, these statements have been prepared in accordance with the significant accounting policies as described below

a Use of estimates

The preparation of financial statements in conformity with Generally Accepted Accounting Principles (GAAP) requires management to make judgments, estimates and assumptions that affect the application of accounting policies and reported amounts of assets, liabilities, income and expenses and the disclosure of contingent liabilities on the date of the financial statements. Actual results could differ from those estimates. Estimates and underlying assumptions are reviewed on an ongoing basis. Any revision to accounting estimates is recognised prospectively in current and future periods.

b Donation & grants

Donations made with a specific direction that they shall form part of the corpus of the Trust are classified as corpus donations, and are directly reflected as trust fund receipts in the balance sheet.

Donation received in cash (other than those received for depreciable property, plant & equipment's) are recognized as income when the donation is received.

Income from receipts for other programs which are incidental to trust objectives is recognised when the associated obligation is performed and right to receive money is established.

c Property, plant & equipment's

Fixed assets are stated at cost of acquisition, including any attributable cost for bringing the asset to its working condition for its intended use, less accumulated depreciation.

Depreciation is provided at following rates on pro-rata basis

Office Equipment's - 15%

Computers - 40%

Furniture - 10%

Assets purchased out of grants received are charged off to the respective grant accounts. These assets are capitalized, and an equal amount is transferred to Asset fund account for control purposes. Depreciation on fixed assets purchased debited to the Asset fund account. Accordingly, deletion of such fixed assets due to sale/disposal are also adjusted from the Asset fund account.

d Investments

Investments are stated at cost less provision, if any, required for the permanent diminution in their value.

Profit/loss on sale of investments is determined and recognised in the Income and Expenditure account.



Leena Kijwal
Ajay Bhattacharya



e Income tax

The Trust is registered under Section 12A of the Income Tax Act, 1961 ('the Act'). Under the provisions of the Act, the income of the Trust is exempted from tax, subject to the compliance of specific terms and conditions specified in the said Act.

f Employee benefits expenses

The employees of trust are entitled to compensated absences which are non-accumulating in nature and can not be carried forward to the next financial year.

Expenses that are directly attributable to a specific projects are allocated to the project expenses.

g Foreign exchange transactions

The Trust has received foreign contributions under FCRA Act and rules. The foreign contribution received have been accounted for in the books on receipt basis.

Transactions in foreign currencies are accounted at the exchange rate prevailing on the date of the transaction.

Gains and losses resulting from the settlement of such transactions and from the translation of monetary assets and liabilities denominated in foreign currencies are recognized in the Income and expenditure account.

g Provisions and contingencies:

The provision is recognized when, as a result of obligating events, there is a present obligation that probably requires an outflow of resources and a reliable estimate can be made of the amount of obligation. The disclosure of contingent liability is made when, as a result of obligating events, there is a possible obligation or a present obligation that may, but probably will not, require an outflow of resources. No provision or disclosure is made when, as a result of obligating events, there is a possible obligation or a present obligation where the likelihood of an outflow of resources is remote.

✓ Leena Kijwal

Prity Damani



Missing Link Trust

Notes to the financial statements for the year ended 31st March, 2023

2. Corpus funds

	Rs
Opening balance	1,71,000
Received/transferred during the year	-
Closing balance	1,71,000

3. Other funds

	Rs
Excess of income over expenditure	
Opening balance	75,43,954
Add: Amount transferred from income & expenditure account	-50,59,851
Less: Transferred to Asset fund account	-5,62,478
Closing balance	19,21,625

Asset fund account

Opening Balance	2,14,130
Add: Asset purchased during the year	5,62,478
Less: Depreciation for theyear	1,81,779
Closing balance	5,94,829
	25,16,454

4. Current liabilities

	Rs
Duties & taxes	93,461
Salary payable	89,328
Trade payable	3,08,961
	4,91,750

6. Other current assets

	Rs
Tax deducted at source	5,00,000
GST Input Credit	1,67,022
Advance paid	1,08,027
	7,75,049



Leena Kojimal

Arijit Bhattacharya



Missing Link Trust
Notes to the financial statements for the year ended 31st March, 2023

Particulars	Computer & equipment's		Office equipment's	Total
	Furniture	equipment's		
Gross block				
Balance as on Apr 1, 2022	1,42,592	1,91,874		5,86,244
Addition	15,104	-		5,62,478
Deduction	-	-		-
Balance as on Mar 31, 2023	1,57,696	1,91,874		11,48,722
Accumulated depreciation				
Balance as on Apr 1, 2021	52,687	54,500		1,44,835
Addition	15,770	19,940		2,42,561
Deduction	-	-		-
Balance as on Mar 31, 2022	68,457	74,440		3,87,396
Net block	89,239	1,17,434		7,61,326



*Leave Kejwal
Aju Dhandhani*



Missing Link Trust

Notes to the financial statements for the year ended 31st March, 2023

7. Balance at bank

	Rs
Balance at bank	
- Current account	3,93,409
- FCRA account	6,049
	<u>3,99,458</u>

8. Donation received

	Rs
Donation/grants recognized to the extent utilized	78,65,631
Donation received FCRA	84,170
	<u>79,49,801</u>

9. Other incidental income

	Rs
Receipts from ancillary activities	6,600
Capital gains on sale of mutual funds	64,313
	<u>70,913</u>

Keena Kijawal
Ajay Dhandhane



CONFIRMATION ON AUDITORS REPORT

We confirm that there are no material qualifications or material irregularities reported by the Auditors in the Audited Financial Statements nor any notices received etc.

MATERIAL DEVELOPMENTS

Since March 31, 2023 till the date of filing this Fund-Raising Document, there has been no material event/ development or change having implications on the operations of the Trust/ trust at the time of the Issue which may affect the Issue or the investor's decision to invest / continue to invest in the ZCZP Instruments.

SECTION VI – LEGAL AND OTHER INFORMATION

OUTSTANDING LITIGATION

None of our Trust and Trustees ("**Relevant Parties**") are party to any:

- (i) Pending litigation whose outcome could have a material adverse effect on the financial position of our Trust, which may affect the issue or the investor's decision to invest / continue to invest in the Issue;
- (ii) default or non-payment of statutory dues by our Trust; and
- (iii) Subject to any disciplinary action taken by SEBI or Stock Exchange against our Trustees in the last five financial years, including outstanding action.

OTHER REGULATORY AND STATUTORY DISCLOSURES

Issuer's Absolute Responsibility

“The Issuer, having made all reasonable inquiries, accepts responsibility for and confirms that this Fund-Raising Document contains all information with regard to the Issuer and the Issue which is material in the context of the Issue, that the information contained in the Fund-Raising Document is true and correct in all material aspects and is not misleading, that the opinions and intentions expressed herein are honestly stated and that there are no other facts, the omission of which make this document as a whole or any of such information or the expression of any such opinions or intentions misleading.”

Authority for the Issue

At the meeting of the Board of Trustees of our Trust held on January 29, 2024, the Board of Directors approved the issuance of ZCZP Instruments to the public.

The ZCZP Instruments will be issued on terms and conditions as set out in this Fund-Raising Document, the issue of which is being made as decided by the Board of Trustee.

Eligibility of our Trust for the Issue

1. Our Trust and our Trustees have not been debarred from accessing the securities market by SEBI.
2. None of our Trustees of our Trust is a promoter or director of another Trust which has been debarred from accessing the securities market or dealing in securities by SEBI.
3. Our Trust and Trustees have not been categorized as a Wilful Defaulter.
4. None of our Trustees have been declared as a fugitive economic offender, under Section 12 of the Fugitive Economic Offenders Act, 2018.
5. Our Trust is eligible to undertake this Issue in compliance with Regulation 292E (2)(a)(iii) of the SEBI ICDR Regulations, which has been summarized as follows:
 - a) Our Trust is engaged in:
 - promoting education, employability and livelihoods by providing voluntary training, safety training etc
 - b) The target population of the trust are the children who are vulnerable to sex trafficking; and
 - c) The Trust shall have at least 67% of its activities, qualifying as eligible activities to the target population, to be established through one or more of the following:
 - i. at least 67% of the immediately preceding 3-year average of revenues comes from providing eligible activities to members of the target population.
 - ii. at least 67% of the immediately preceding 3-year average of expenditure comes from providing eligible activities to members of the target population:

FY	Total expenditure incurred as per Income & Expenditure Statement (Rs. in Lakhs)	Expenditure incurred for providing eligible activities to members of the target population (Rs. In Lacs)	%
2020-21	32.47	26.45	81.45
2021-22	91.68	84.99	92.70
2022-23	130.81	104.51	79.89

- iii. members of the target population to whom the eligible activities have been provided constitute at least 67% of the immediately preceding 3-year average of the total customer base and/or total number of beneficiaries.

Navin Lahoty & Co., Chartered Accountants pursuant to their certificate dated April 18th, 2023 and CA Prity Damani and Associates our Statutory Auditors pursuant to their certificate dated Jan 23rd, 2024 have confirmed the eligibility of our Trust under Regulation 292E of the SEBI ICDR Regulations and SSE Framework Circular.

6. The annual spending of our Company during Fiscal 2023 was at least ₹ 50 lakhs.
7. The funding received by our Company during Fiscal 2023 was at least ₹ 10 lakhs.

Other Confirmation

Our Trust confirms that there are no income tax dues nor is the Trust in receipt of any Notice from any regulatory authority, as on the date of this Draft Fund Raising Document.

DISCLAIMER CLAUSE OF NSE

AS REQUIRED, A COPY OF THIS FUND-RAISING DOCUMENT HAS BEEN SUBMITTED TO NATIONAL STOCK EXCHANGE OF INDIA LIMITED (HEREINAFTER REFERRED TO AS NSE). NSE HAS GIVEN VIDE ITS LETTER REF.: NSE/LIST/C/2024/0151 DATED MARCH 05, 2024, PERMISSION TO THE ISSUER TO USE THE EXCHANGE'S NAME IN THIS FUND-RAISING DOCUMENT AS ONE OF THE STOCK EXCHANGES ON WHICH THIS ISSUER'S SECURITIES ARE PROPOSED TO BE LISTED. THE EXCHANGE HAS SCRUTINIZED THIS FUND-RAISING DOCUMENT FOR ITS LIMITED INTERNAL PURPOSE OF DECIDING ON THE MATTER OF GRANTING THE AFORESAID PERMISSION TO THIS ISSUER. IT IS TO BE DISTINCTLY UNDERSTOOD THAT THE AFORESAID PERMISSION GIVEN BY NSE SHOULD NOT IN ANY WAY BE DEEMED OR CONSTRUED THAT THE FUND-RAISING DOCUMENT HAS BEEN CLEARED OR APPROVED BY NSE; NOR DOES IT IN ANY MANNER WARRANT, CERTIFY OR ENDORSE THE CORRECTNESS OR COMPLETENESS OF ANY OF THE CONTENTS OF THIS FUND RAISING DOCUMENT; NOR DOES IT WARRANT THAT THIS ISSUER'S SECURITIES WILL BE LISTED OR WILL CONTINUE TO BE LISTED ON THE EXCHANGE; NOR DOES IT TAKE ANY RESPONSIBILITY FOR THE FINANCIAL OR OTHER SOUNDNESS OF THIS ISSUER, ITS PROMOTERS, ITS MANAGEMENT OR ANY SCHEME OR PROJECT OF THIS ISSUER.

EVERY PERSON WHO DESIRES TO APPLY FOR OR OTHERWISE ACQUIRE ANY SECURITIES OF THIS ISSUER MAY DO SO PURSUANT TO INDEPENDENT INQUIRY, INVESTIGATION AND ANALYSIS AND SHALL NOT HAVE ANY CLAIM AGAINST THE EXCHANGE WHATSOEVER BY REASON OF ANY LOSS WHICH MAY BE SUFFERED BY SUCH PERSON CONSEQUENT TO OR IN CONNECTION WITH SUCH SUBSCRIPTION /ACQUISITION WHETHER BY REASON OF ANYTHING STATED OR OMITTED TO BE STATED HEREIN OR ANY OTHER REASON WHATSOEVER."

DISCLAIMER IN RESPECT OF JURISDICTION

THE ISSUE IS BEING MADE IN INDIA, TO INSTITUTIONAL, NON-INSTITUTIONAL INVESTORS AND RETAIL INVESTOR. THIS FUND-RAISING DOCUMENT AND THE OFFER DOCUMENT WILL NOT, HOWEVER CONSTITUTE AN OFFER TO SELL OR AN INVITATION TO SUBSCRIBE FOR THE ZCZP INSTRUMENTS OFFERED HEREBY IN ANY JURISDICTION OTHER THAN INDIA TO ANY PERSON TO WHOM IT IS UNLAWFUL TO MAKE AN OFFER OR INVITATION IN SUCH JURISDICTION. ANY PERSON INTO WHOSE POSSESSION THIS FUND-RAISING DOCUMENT AND THE OFFER DOCUMENT COMES IS REQUIRED TO INFORM HIMSELF OR HERSELF ABOUT, AND TO OBSERVE, ANY SUCH RESTRICTIONS.

DISCLAIMER STATEMENT FROM THE ISSUER

THE ISSUER ACCEPTS NO RESPONSIBILITY FOR STATEMENTS MADE OTHER THAN IN THIS FUND-RAISING DOCUMENT OR ANY OTHER MATERIAL ISSUED BY OR AT THE INSTANCE OF OUR TRUST AND THAT ANYONE PLACING RELIANCE ON ANY OTHER SOURCE OF INFORMATION WOULD BE DOING SO AT THEIR OWN RISK.

UNDERTAKING BY THE ISSUER

INVESTORS ARE ADVISED TO READ THE RISK FACTORS CAREFULLY BEFORE TAKING AN INVESTMENT DECISION IN THIS ISSUE. FOR TAKING AN INVESTMENT DECISION, INVESTORS MUST RELY ON THEIR OWN EXAMINATION OF THE ISSUER AND THE ISSUE INCLUDING THE RISKS INVOLVED. THE SECURITIES HAVE NOT BEEN RECOMMENDED OR APPROVED BY ANY REGULATORY AUTHORITY IN INDIA, INCLUDING THE SECURITIES AND EXCHANGE BOARD OF INDIA ("SEBI") NOR DOES SEBI GUARANTEE THE ACCURACY OR ADEQUACY OF THIS DOCUMENT. SPECIFIC ATTENTION OF INVESTORS IS INVITED TO THE STATEMENT OF THE "RISK FACTORS" CHAPTER ON PAGE 9 OF THIS FUND-RAISING DOCUMENT.

OUR TRUST, HAVING MADE ALL REASONABLE INQUIRIES, ACCEPTS RESPONSIBILITY FOR,

AND CONFIRMS THAT THIS ISSUE DOCUMENT CONTAINS ALL INFORMATION WITH REGARD TO THE OUR TRUST AND THE ISSUE, THAT THE INFORMATION CONTAINED IN THIS FUND-RAISING DOCUMENT IS TRUE AND CORRECT IN ALL MATERIAL ASPECTS AND IS NOT MISLEADING IN ANY MATERIAL RESPECT, THAT THE OPINIONS AND INTENTIONS EXPRESSED HEREIN ARE HONESTLY HELD AND THAT THERE ARE NO OTHER FACTS, THE OMISSION OF WHICH MAKE THIS FUND-RAISING DOCUMENT AS A WHOLE OR ANY OF SUCH INFORMATION OR THE EXPRESSION OF ANY SUCH OPINIONS OR INTENTIONS MISLEADING IN ANY MATERIAL RESPECT.

THE ISSUER HAS NO SIDE LETTER WITH ANY ZCZP INSTRUMENT HOLDERS. ANY COVENANTS LATER ADDED SHALL BE DISCLOSED ON THE STOCK EXCHANGE'S WEBSITES WHERE THE ZCZP INSTRUMENTS ARE LISTED.

Listing

The ZCZP instruments are proposed to be listed only on the NSE Social Stock Exchange which is the Designated Stock Exchange.

Our Trust shall ensure that all steps for the completion of the necessary formalities for listing at the Stock Exchange mentioned above are taken within 10 (ten) trading days from the Issue Closing Date.

Consents

Consents in writing of: (a) the Trustees, Compliance Officer (b) the Registrar to the Issue, (c) Advisors to the Issue and (d) Auditor have been obtained from them. Further, such consents have not been withdrawn up to the time of delivery of this Fund-Raising Document with the Stock Exchange.

Minimum Subscription

In terms of the SEBI ICDR Regulations, for an issuer undertaking a public issue of zero coupon zero principal instruments the minimum subscription for such public issue of zero coupon zero principal instruments shall be 75% of the Issue Size.

If our Trust does not receive the minimum subscription of 75% of Issue Size, prior to the Issue Closing Date, the entire Application Amount shall be refunded to the Applicants.

Further, no separate arrangements have been made in case of subscription above 75% of the Issue Size but below 100% of the Issue Size.

In case the subscription above 75% of the Issue Size but below 100% of the Issue Size is not arranged, the impact on achieving social objectives is as follows:

The Trust shall endeavor to seek more donations as projected and if the same is not achieved Trust shall plan to proportionately reduce the number of schools to be covered under the said project.

Underwriting

The Issue is not required to be underwritten.

Issue Related Expenses

The expenses of the Issue include, inter alia, fees payable to the Registrar to the Issue, printing and distribution expenses, legal fees, advertisement expenses and listing fees. The Issue expenses and listing fees will be paid by our Trust.

Utilisation of Issue Proceeds

Our Board of Trustees certifies that:

- i. all monies received out of the Issue of the ZCZP Instruments to the public shall be transferred to a separate bank account maintained with a scheduled bank.
- ii. details of all monies utilised out of the Issue referred to in sub-item (i) shall be disclosed under an appropriate separate head in our balance sheet indicating the purpose for which such monies were utilised;
- iii. details of all unutilised monies out of the Issue referred to in sub-item (i), if any, shall be disclosed under an appropriate separate head in our balance sheet indicating the form of financial assets in which such unutilised monies

- have been invested; and
- iv. we shall utilize the Issue proceeds only after (a) receipt of the minimum subscription of 75% of the Issue Size pertaining to the Issue; and (b) receipt of listing approval from the Stock Exchange.

Mechanism for redressal of investor grievances

The Registrar Agreement dated February 14, 2024 between the Registrar to the Issue and our Trust will provide for retention of records with the Registrar to the Issue for a period of at least eight years from the last date of dispatch of the Allotment Advice and demat credit to enable the investors to approach the Registrar to the Issue for redressal of their grievances.

All grievances relating to the Issue may be addressed to the Registrar to the Issue, giving full details such as name, address of the Applicant, number of ZCZP Instruments applied for and amount paid on application.

The contact details of Registrar to the Issue are as follows:



Bigshare Services Private Limited

S6-2, Pinnacle Business Park, Next to Ahura Centre, Mahakali Caves Road, Andheri East,

Mumbai – 400093 Maharashtra, India Tel: +91 22 6232 8200

Facsimile: +91 22 6263 8299

Email: info@bigshareonline.com

Investor Grievance Email: investor@bigshareonline.com

Website: www.bigshareonline.com

Contact Person: Sagar Pathare

SEBI Registration No.: INR000001385

CIN: U99999MH1994PTC076534

The Registrar shall endeavor to redress complaints of the investors within three (3) days of receipt of the complaint and continue to do so during the period it is required to maintain records under the RTA Regulations and our Trust shall extend necessary co-operation to the Registrar for its complying with the said regulations. However, the Registrar shall ensure that the time taken to redress investor complaints does not exceed seven (7) days from the date of receipt of complaint. The Registrar shall provide a status report of investor complaints and grievances on a quarterly basis to our Trust. Similar status reports should also be provided to our Trust as and when required by our Trust.

Investors may contact the Registrar to the Issue or the Compliance Officer in case of any pre-issue or post Issue related issues such as non-receipt of Allotment Advice, demat credit, etc.

Details of Auditor to the Issuer:

Name of the Auditor	Address	Auditor since
CA Prity Damani	51, Dobson Road, Shree Kunj Appt, Howrah 711101	December, 2022

Change in auditors of our Trust

Changes in auditor during the 3 immediately preceding 3 financial years is as set forth below:

Year	Name of Auditor	Appointment/resignation	Reason
2021	Lalwani Kochar & Associates	Resigned	Became a consultant and therefore resigned due to Independence Conflict
2021	Nawin Kumar Lahoty	Appointed	
2022	Nawin Kumar Lahoty	Resigned	Pursuant to shifting of base to Delhi, the auditor tendered their resignation.
2023	Prity Damani	Appointed	

Auditors' Remarks

There are no reservations or qualifications or adverse remarks in the auditors' report on the financial statements of our Trust in the last three Fiscals immediately preceding this Fund-Raising Document.

Trading

The ZCZP Instruments of our Trust are proposed to be listed on the Stock Exchange. The ZCZP Instruments shall not be made available for trading in the secondary market.

Disclaimer in respect of Jurisdiction

Exclusive jurisdiction for the purpose of the Issue is with the competent courts of jurisdiction in Kolkata, West Bengal, India.

SECTION VII - ISSUE RELATED INFORMATION

ISSUE STRUCTURE

The key common terms and conditions of the ZCZP Instruments are as follows:

Issuer	Missing Link Trust
Type/ Nature of instrument	Zero Coupon Zero Principal Instruments ('ZCZP')
Mode of the Issue	Public Issue
Depositories	NSDL and CDSL
Registrar	Bigshare Services Private Limited
Issue	Public issue of ZCZP instruments of our Trust of face value of ₹1/- each aggregating up to ₹ 120.00 Lakhs, on the terms and in the manner set forth herein.
Minimum Subscription	Minimum subscription is 75% of the Issue, i.e., ₹ 90.00 Lakhs
Issue Size	₹ 120.00 Lakhs
Eligible Investors	Please see " <i>Issue Procedure – Who can apply?</i> " on page 104 of this Fund-Raising Document
Objects of the Issue	Please see " <i>Objects of the Issue</i> " on page 17 of this Fund-Raising Document.
Details of Utilization of the Proceeds	Please see " <i>Objects of the Issue</i> " on page 17 of this Fund-Raising Document.
Tenor	The tenure of the ZCZP Instruments will be the date on which the objects of the Issue have been met or 15 months from the date of listing, whichever is earlier. For further details, please see " <i>Objects of the Issue</i> " on page 17 of this Fund-Raising Document.
Face Value	₹ 1/- per ZCZP Instrument
Issue Price	₹ 1/- per ZCZP Instrument
Minimum Application size	₹ 10,000 (i.e. Ten Thousand ZCZP Instruments) or such other amount as may be permitted under extant regulation and in multiples of ₹ 10,000.
Market Lot / Trading Lot	The ZCZP Instruments are not tradable in the secondary market.
Listing	The ZCZP Instruments are proposed to be listed on the Stock Exchange. The ZCZP Instruments shall be listed within 10 (ten) trading days from the Issue Closing Date. NSE Social Stock Exchange has been appointed as the Designated Stock Exchange.
Modes of payment	Please see " <i>Issue Structure – Terms of Payment of Application Amount</i> " on page 99 of this Fund-Raising Document.
Issuance mode of the Instrument	In dematerialised form only
Issue opening date	Tuesday, April 02, 2024
Issue closing date*	Tuesday, April 09, 2024
Issue Documents**	This Fund-Raising Document, the Offer Document, read with any notices, corrigenda, addenda thereto and other documents, if applicable, and various other documents/ agreements/ undertakings, entered or to be entered by our Trust with the other intermediaries for
Risk factors pertaining to the Issue	Please see section titled " <i>Risk Factors</i> " on page 9 of this Fund-Raising Document.
Governing law and Jurisdiction	The governing law and jurisdiction for the purpose of the Issue shall be Indian law, and the competent courts of jurisdiction in Kolkata, respectively.

Notes:

* The subscription list shall remain open at the commencement of banking hours and close at the close of banking hours for the period as indicated, with an option for early closure or extension by such period, as may be decided by the Board of Trustee of our Trust. Applications Forms for the Issue will be accepted only from 10:00 a.m. till 5.00 p.m. (Indian Standard Time) or such extended time as may be permitted by the Stock Exchange, on Working Days during the Issue Period. On the Issue Closing Date, Application Forms will be accepted only from 10:00 a.m. till 3.00 p.m. (Indian Standard Time). For further details please see "General Information" on page 13 of this Fund-Raising Document.

** For the list of documents executed/ to be executed, please see "Material Contracts and Documents for Inspection" on page 123

Terms of payment of Application Amount

Applicants may pay their Application Amounts by direct credit / NACH / NEFT / RTGS or may issue cheque / demand draft in respect of their Application:

Escrow Account Details:

Bank Name: Axis Bank Limited

Account No.: 924020018469917

Account Name: MISSING LINK TRUST BIGSHARE SPL SSE ZCZP IPO ESCROW A/C

IFSC Code: UTIB0000232

Account Type: Current Account

In case of payment by way of cheque / demand draft, the same shall be attached to the Application Form. In case the Applicant has transferred the Application Amount by way of an electronic transfer to the Escrow Account, then the Applicant shall necessarily mention the UTR no. and date of transfer in the Application Form.

All Applications where payment is being made by cheque / demand draft should be submitted to the Registrar to the Issue before the Issue Closing Date. Further, Applications where payment is being made by electronic bank transfer should reach the Registrar to the Issue within up to 3 (three) Working Days from the Issue Closing Date, provided that such extended time shall be available only if the Application Amount has been received in the Escrow Account prior to the Issue Closing Date.

Participation by any of the investor classes as mentioned in this Fund-Raising Document in the Issue will be subject to applicable statutory and/or regulatory requirements. Applicants are advised to ensure that applications made by them do not exceed the investment limits or maximum number of ZCZP Instruments that can be held by them under applicable statutory and/or regulatory provisions.

Applications should be made in single name. Applications should be made by Karta in case the Applicant is an HUF. If the depository account is held in joint names, the Application Form should contain the name and PAN of the person whose name appears first in the depository account and signature of only this person would be required in the Application Form.

This Applicant would be deemed to have signed on behalf of joint holders and would be required to give confirmation to this effect in the Application Form. Please ensure that such Applications contain the PAN of the HUF and not of the Karta.

Maturity

The tenure of the ZCZP Instruments will be the date on which the Objects of the Issue have been met or 15 months from the date of listing, whichever is earlier, being the timeline for completion of the Objects of the Issue. For further details, please see "*Objects of the Issue*" on page 17 of this Fund-Raising Document

Termination of listing of the ZCZP Instruments

The tenure of the ZCZP Instruments will be the date on which the Objects of the Issue have been met or 15 months from the date of listing, whichever is earlier. For further details, please see "*Objects of the Issue*" on page 17 of this Fund-Raising Document.

Our Trust shall submit a certificate to this extent to the Stock Exchange.

TERMS OF THE ISSUE

Authority for the Issue

At the meeting of the Board of Trustees of our Trust held on January 29, 2024 the Board of Trustees approved the issuance of ZCZP Instruments of the face value ₹ 1 each, for an amount up to ₹ 120 Lakhs.

The ZCZP Instruments pursuant to this Issue will be issued on terms and conditions as set out in the Offer Document.

Principal Terms & Conditions of the Issue

The ZCZP Instruments being offered as part of the Issue are subject to the provisions of the SEBI ICDR Regulations read with the NSE Norms, the SSE Framework Circular, the Act, the Trust Deed of our Trust, the terms of this Fund-Raising Document, the Offer Document, the Application Forms, other applicable statutory and/or regulatory requirements including those issued from time to time by SEBI/the Government of India/NSE, and/or other statutory/regulatory authorities relating to the offer, issue and listing of securities and any other documents that may be executed in connection with the ZCZP Instruments.

Face Value

The face value of each ZCZP Instrument shall be ₹ 1/-.

ZCZP Instrument Holder not a Trustee

The ZCZP Holders will not be entitled to any of the rights and privileges available to the Trustee of our Trust.

Investments in ZCZP shall not be eligible for 80G exemption under the Income Tax Act, 1961.

Presently, the investment towards ZCZP is not eligible for exemption under Section 80G of the Income Tax Act, 1961. However, Investors may consult their Tax Advisors for its applicability, if any, in future based in the extant provisions of the IT ACT

Jurisdiction

Exclusive jurisdiction for the purpose of the Issue is with the competent courts of jurisdiction in Kolkata, West Bengal, India.

Application in the Issue

Applicants shall apply in the Issue in physical form only, through a valid Application Form filled in by the Applicant along with attachment, as applicable and shall be submitted to the Registrar to the Issue.

Form of Allotment and Denomination of ZCZP Instruments

As per the NSE Norms, the listed ZCZP Instruments will not be made available for trading in secondary market. Allotment in the Issue to all Allottees, will be in electronic form i.e., in dematerialised form and in multiples of one ZCZP Instrument.

For details of allotment refer to chapter titled “*Issue Procedure*” beginning on page 104 of this Fund-Raising Document.

Lock-in

ZCZP shall be locked in till its maturity in the hands of all subscribers (including corporates).

Transfer/Transmission of ZCZP Instruments

The ZCZP Instruments can be transmitted to the legal heirs of the Allottees, subject to and in accordance with the rules/procedures as prescribed by NSDL/CDSL and the relevant DPs of the transfer or transferee and any other applicable laws and rules notified in respect thereof.

Title

The ZCZP Holder(s) for the time being appearing in the record of beneficial owners maintained by the Depository shall be treated for all purposes by our Trust as the holder thereof and its absolute owner for all purposes.

Succession

In the event of demise of the sole or first holder of the ZCZP Instruments, our Trust will recognise the executors or administrator of the deceased ZCZP Instrument Holders, or the holder of the succession certificate or other legal representative as having title to the ZCZP Instruments only if such executor or administrator obtains and produces probate or letter of administration or is the holder of the succession certificate or other legal representation, as the case may be, from an appropriate court in India. Where ZCZP Instruments are held in joint names and one of the joint holders dies, the survivor(s) will be recognized as the ZCZP Instrument Holder(s). It will be sufficient for our Trust to delete the name of the deceased ZCZP Instrument Holder after obtaining satisfactory evidence of his death. Provided, a third person may call on our Trust to register his name as successor of the deceased ZCZP Holder after obtaining evidence such as probate of a will for the purpose of proving his title to the ZCZP Instruments. The directors of our Trust in their absolute discretion may, in any case, dispense with production of probate or letter of administration or succession certificate or other legal representation.

Joint holders

Where two or more persons are holders of any ZCZP Instruments, they shall be deemed to hold the same as joint holders with benefits of survivorship.

Applications should be made in single name. If the depository account is held in joint names, the Application Form should contain the name and PAN of the person whose name appears first in the depository account and signature of only this person would be required in the Application Form.

This Applicant would be deemed to have signed on behalf of joint holders and would be required to give confirmation to this effect in the Application Form.

All communications will be addressed to the first named Applicant whose name appears in the Application Form and at the address mentioned therein.

Period of subscription

ISSUE SCHEDULE	
ISSUE OPENS ON	Tuesday, April 02, 2024
ISSUE CLOSSES ON	Tuesday, April 09, 2024
PAY IN DATE	Application Date. The entire Application Amount is payable on Application
DATE OF ALLOTMENT	The date on which the Board of Trustees approves the Allotment of the ZCZP Instruments for the Issue or such date as may be determined by the Board of Trustees thereof and the Stock Exchange.

Application Forms for the Issue will be accepted only between 10.00 a.m. and 5.00 p.m. (Indian Standard Time) or such extended time as may be permitted by the Stock Exchange, during the Issue Period as mentioned above on all days between Monday and Friday (both inclusive barring public holiday). On the Issue Closing Date, Application Forms will be accepted only between 10.00 a.m. to 3.00 p.m. (Indian Standard Time). For further details please refer to “*Issue Procedure*” on page 104 of this Fund-Raising Document.

Mode of payment of Interest to ZCZP Instrument Holders

The Issue, being an issue of zero coupon zero principal instruments in terms of Chapter X-A of the SEBI ICDR Regulations, there is no coupon rate, or redemption amount applicable.

Application Size

Each Application should be for a minimum of ₹ 10,000, i.e., 10,000 ZCZP Instruments or such other amount as per the extant regulations and in multiples of ₹ 10,000 (10,000 ZCZP Instrument) thereafter. Applicants can apply for the ZCZP Instruments offered hereunder provided the Applicant has applied for minimum application size using the same Application Form.

Applicants are advised to ensure that applications made by them do not exceed the investment limits or maximum number of ZCZP Instruments that can be held by them under applicable statutory and or regulatory provisions.

Pre-closure

Our Trust reserves the right to close the Issue at any time prior to the Issue Closing Date, subject to receipt of minimum subscription or as may be specified in this Fund-Raising Document. Our Trust shall Allot ZCZP Instruments with respect to the Applications received until the time of such pre-closure in accordance with the Basis of Allotment as described hereinabove and subject to applicable statutory and/or regulatory requirements.

Minimum subscription

In terms of the SEBI ICDR Regulations, for an issuer undertaking a public issue of zero coupon zero principal instruments the minimum subscription for such public issue of zero coupon zero principal instruments shall be 75% of the Issue Size.

If our Trust does not receive the minimum subscription of 75% of Issue Size, prior to the Issue Closing Date, the entire Application Amount shall be refunded to the Applicants.

Further, no separate arrangements have been made in case of subscription above 75% of the Issue Size but below 100% of the Issue Size.

In case the subscription above 75% of the Issue Size but below 100% of the Issue Size is not arranged, the impact on achieving social objectives is as follows:

The Trust shall endeavor to seek more donations as projected and if the same is not achieved Trust shall plan to proportionately reduce the number of schools to be covered under the said project.

If the stated minimum subscription amount is not received within the specified period, the application money received is to be credited only to the bank account from which the subscription was remitted. To the extent possible, where the required information for making such refunds is available with our Trust and/or the Registrar, refunds will be made to the account prescribed. However, where our Trust and/or the Registrar does not have the necessary information for making such refunds, our Trust and/or the Registrar will follow the guidelines prescribed by SEBI in this regard.

Utilisation of Application Amount

The sum received in respect of the Issue will be kept in the Escrow Account and we will have access to such funds only upon Allotment or refunds, whichever is later of the ZCZP Instruments and on receipt of listing approval from the Stock Exchange as per applicable provisions of law(s), regulations and approvals.

Utilization of Issue Proceeds

- a) All monies received pursuant to the issue of ZCZP Instruments to public shall be transferred to a separate bank account;
- b) Our Trust shall submit to the Stock Exchange a statement in respect of utilization of the Net Proceeds and balance amount remaining unutilized, until the utilization of the Net Proceeds in accordance with this Fund-Raising Document;
- c) Our Trust confirms that the unutilized amounts from the Net Proceeds shall be kept in a separate bank account and shall not be co – mingled with other funds;
- d) Our Trust shall utilize the Issue proceeds only up on (i) receipt of minimum subscription; and (ii) receipt of listing approval from Stock Exchange;

Listing

The ZCZP Instruments offered through this Fund-Raising Document are proposed to be listed on the National Stock Exchange. Our Trust has obtained 'in-principle' approval for the Issue from NSE vide their letter bearing number NSE/LIST/C/2024/0151 dated March 05, 2024. For the purposes of the Issue, NSE Social Stock Exchange shall be the Designated Stock Exchange.

Our Trust will use best efforts to ensure that all steps for the completion of the necessary formalities for listing at the Stock Exchange are taken within 10 (ten) trading days of the Issue Closing Date.

Monitoring and Reporting of Utilisation of Issue Proceeds

There is no requirement for appointment of a monitoring agency in terms of the SEBI ICDR Regulations. Our Trust shall monitor the utilization of the proceeds of the Issue as prescribed under the SEBI Listing Regulations.

ISSUE PROCEDURE

This section applies to all Applicants. Please note that all Applicants are required to pay the full Application Amount while making an Application. Applicants should note that they shall submit their Applications to the Registrar to the Issue as mentioned on the Application Form. Applicants are advised to make their independent investigations and ensure that their Applications do not exceed the investment limits or maximum number of ZCZP Instruments that can be held by them under applicable law or as specified in this Fund-Raising Document.

Our Trust does not accept any responsibility for the completeness and accuracy of the information stated in this section and are not liable for any amendment, modification or change in the applicable law which may occur after the date of this Fund-Raising Document. Investors are advised to make their independent investigations and ensure that their Applications are submitted in accordance with applicable laws.

OUR TRUST SHALL NOT BE RESPONSIBLE OR LIABLE FOR ANY ERRORS OR OMISSIONS ON THE PART OF THE REGISTRAR TO THE ISSUE IN CONNECTION WITH THE COLLECTION OF APPLICATION FORMS IN RESPECT OF THE ISSUE. FURTHER, THE REGISTRAR TO THE ISSUE WILL BE RESPONSIBLE FOR ADDRESSING INVESTOR GRIEVANCES ARISING FROM APPLICATIONS.

Please note that for the purposes of this section, the term “Working Day” shall mean all days excluding Sundays or a holiday of commercial banks in Mumbai, except with reference to Issue Period, where Working Days shall mean all days, excluding Saturdays, Sundays and holiday of commercial banks in Mumbai. Furthermore, for the purpose of post issue period, i.e., period beginning from Issue Closing Date to listing of the ZCZP Instruments, Working Days shall mean all trading days of Stock Exchange excluding Saturdays, Sundays, and bank holidays in Mumbai.

Availability of this Fund-Raising Document, Offer Document and Application Forms

The copies of this Fund-Raising Document, the Offer Document, together with Application Forms may be obtained from our Registered Office and the Registrar to the Issue. Additionally, the Offer Document and the Application Forms will be available for download on the website of NSE at www.nseindia.com and of NSE at www.nseindia.com. A unique application number (“UAN”) will be generated for every Application Form downloaded from the website of the Stock Exchange i.e at www.nseindia.com.

Our Trust may provide Application Forms for being filled and downloaded at such websites as we may deem fit. The Issuer may also provide Application Forms for being downloaded and filled at such websites as it may deem fit.

Who can apply?

The following categories of persons are eligible to apply in the Issue.

Institutional Investors

- a mutual fund, venture capital fund and alternative investment fund registered with SEBI;
- a public financial institution;
- a scheduled commercial bank;
- a state industrial development corporation;
- an insurance Trust registered with the Insurance Regulatory and Development Authority of India;
- a provident fund with minimum corpus of twenty five crore rupees;
- a pension fund with minimum corpus of twenty five crore rupees registered with the Pension Fund Regulatory and Development Authority established under sub-section (1) of section 3 of the Pension Fund Regulatory and Development Authority Act, 2013;
- National Investment Fund set up by resolution no. F. No. 2/3/2005-DDII dated November 23, 2005, of the Government of India published in the Gazette of India;
- insurance funds set up and managed by army, navy or air force of the Union of India;
- insurance funds set up and managed by the Department of Posts, India; and

- systemically important non-banking financial companies.

Non-institutional Investors

- Any investor other than a retail individual investor and Institutional Investors, except for investors who are not eligible to invest in ZCZP Instruments. For further details, see “*Issue Procedure*” on page 104 of this Fund-Raising Document.

Retail Individual Investors

- “Retail individual investor” means an individual investor who applies or bids for specified securities for a value of not more than two lakhs rupees;

Foreign investors are not permitted to participate in the Issue.

Note: Participation of any of the aforementioned categories of persons or entities is subject to the applicable statutory and/or regulatory requirements in connection with the subscription to Indian securities by such categories of persons or entities.

APPLICATIONS BY VARIOUS APPLICANT CATEGORIES

Applications by Mutual Funds

A separate Application can be made in respect of each scheme of an Indian mutual fund registered with SEBI and such Applications shall not be treated as multiple Applications. Applications made by the AMCs or custodians of a Mutual Fund shall clearly indicate the name of the concerned scheme for which the Application is being made. An Application Form by a mutual fund registered with SEBI for Allotment of the ZCZP Instruments must be also accompanied with the certified true copies of (i) its SEBI registration certificates (ii) the trust deed in respect of such mutual fund (ii) a resolution authorising investment and containing operating instructions and (iii) specimen signatures of authorized signatories.

Application by Scheduled Commercial Banks

Scheduled Commercial Banks can apply in the Issue based upon their own investment limits and approvals. Applications by them for Allotment of the ZCZP Instruments must be accompanied with the certified true copies of (i) memorandum and articles of association/charter of constitution; (ii) power of attorney; (iii) a board resolution authorizing investment; and (iv) a letter of authorization. Failing this, our Trust reserves the right to accept or reject any Application for Allotment of the ZCZP Instruments in whole or in part, in either case, without assigning any reason therefor.

Failing this, our Trust reserves the right to accept or reject any Application in whole or in part, in either case, without assigning any reason therefor.

Application by Insurance Companies

Insurance companies registered with the IRDAI can apply in the Issue based on their own investment limits and approvals in accordance with the regulations, guidelines and circulars issued by the IRDAI. The Application Form must be accompanied with the certified true copies of their (i) memorandum and articles of association/charter of constitution; (ii) power of attorney; (iii) resolution authorising investments/containing operating instructions; and (iv) specimen signatures authorized signatories.

Failing this, our Trust reserves the right to accept or reject any Application in whole or in part, in either case, without assigning any reason therefor.

Applications by Alternative Investments Funds

Applications made by alternative investment funds eligible to invest in accordance with the Securities and Exchange Board of India (Alternative Investment Fund) Regulations, 2012, as amended (the “**SEBI AIF Regulations**”) for Allotment of the ZCZP Instruments must be accompanied with the certified true copies of (i) SEBI registration certificate; (ii) a resolution authorizing investment and containing operating instructions; and (iii) specimen signatures authorized persons. The Alternative Investment Funds shall at all times comply with the requirements applicable to it under the SEBI AIF Regulations and the relevant notifications issued by SEBI.

Failing this, our Trust reserves the right to accept or reject any Application in whole or in part, in either case, without assigning any reason therefor.

Applications by Associations of persons and/or bodies established pursuant to or registered under any central or state statutory enactment

In case of Applications made by Applications by Associations of persons and/or bodies established pursuant to or registered under any central or state statutory enactment, must submit a (i) certified copy of the certificate of registration or proof of

constitution, as applicable, (ii) Power of Attorney, if any, in favour of one or more persons thereof, (iii) such other documents evidencing registration thereof under applicable statutory/regulatory requirements. Further, any trusts applying for the ZCZP Instruments pursuant to the Issue must ensure that (a) they are authorized under applicable statutory/regulatory requirements and their constitution instrument to hold and invest in ZCZP Instruments, (b) they have obtained all necessary approvals, consents or other authorisations, which may be required under applicable statutory and/or regulatory requirements to invest in ZCZP Instruments, and (c) Applications made by them do not exceed the investment limits or maximum number of ZCZP Instruments that can be held by them under applicable statutory and/ or regulatory provisions.

Failing this, our Trust reserves the right to accept or reject any Applications in whole or in part, in either case, without assigning any reason, therefore.

Applications by Trusts

In case of Applications made by trusts, settled under the Indian Trusts Act, 1882, as amended, or any other statutory and/or regulatory provision governing the settlement of trusts in India, must submit a (i) certified copy of the registered instrument for creation of such trust, (ii) power of attorney, if any, in favour of one or more trustees thereof, (iii) such other documents evidencing registration thereof under applicable statutory/regulatory requirements. Further, any trusts applying for the ZCZP Instruments pursuant to the Issue must ensure that (a) they are authorized under applicable statutory/regulatory requirements and their constitution instrument to hold and invest in ZCZP Instruments, (b) they have obtained all necessary approvals, consents or other authorisations, which may be required under applicable statutory and/or regulatory requirements to invest in ZCZP Instruments, and (c) Applications made by them do not exceed the investment limits or maximum number of ZCZP Instruments that can be held by them under applicable statutory and or regulatory provisions.

Failing this, our Trust reserves the right to accept or reject any Applications in whole or in part, in either case, without assigning any reason therefor.

Applications by Public Financial Institutions, which are authorized to invest in the ZCZP Instruments

The Application must be accompanied by certified true copies of: (i) any Act/ Rules under which they are incorporated; (ii) board resolution authorising investments; and (iii) specimen signature of authorized person.

Failing this, our Trust reserves the right to accept or reject any Applications in whole or in part, in either case, without assigning any reason therefor.

Applications made by companies, bodies corporate and societies registered under the applicable laws in India

The Application must be accompanied by certified true copies of: (i) any act/ rules under which they are incorporated; (ii) Board Resolution authorising investments; and (iii) Specimen signature of authorized person.

Failing this, our Trust reserves the right to accept or reject any Applications in whole or in part, in either case, without assigning any reason therefor.

Partnership firms formed under applicable Indian laws in the name of the partners and Limited Liability Partnerships formed and registered under the provisions of the Limited Liability Partnership Act, 2008

Applications made by partnership firms and limited liability partnerships formed and registered under the Limited Liability Partnership Act, 2008 must be accompanied by certified true copies of: (i) the partnership deed for such Applicants; (ii) any documents evidencing registration of such Applicant thereof under applicable statutory/regulatory requirements; (iii) a resolution authorizing the investment and containing operating instructions; and (iv) specimen signature of authorized persons of such Applicant.

Failing this, our Trust reserves the right to accept or reject any Applications for Allotment of the ZCZP Instruments in whole or in part, in either case, without assigning any reason therefor.

Applications under a power of attorney by limited companies, corporate bodies and registered societies

In case of Applications made pursuant to a power of attorney by Applicants, a certified copy of the power of attorney or the relevant resolution or authority, as the case may be, along with a certified copy of the memorandum of association and articles of association and/or bye laws must be lodged along with the Application Form.

Failing this, our Trust reserves the right to accept or reject any Application in whole or in part, in either case, without assigning any reason therefor.

In case of Applications made pursuant to a power of attorney by Applicants, a certified copy of the power of attorney must be lodged along with the Application Form.

Failing this our Trust, reserves the right to reject such Applications. Our Trust, in its absolute discretion, reserves the

right to relax the above condition of attaching the power of attorney along with the Application Forms subject to such terms and conditions that our Trust may deem fit.

Applications by provident funds, pension funds, which are authorized to invest in the ZCZP Instruments

Applications by provident funds, pension funds, superannuation funds and gratuity funds which are authorized to invest in the ZCZP Instruments, for Allotment of the ZCZP Instruments must be accompanied by certified true copies of: (i) any act/rules under which they are incorporated; (ii) a power of attorney, if any, in favour of one or more trustees thereof, (ii) a board resolution authorizes investments; (iii) such other documents evidencing registration thereof under applicable statutory/regulatory requirements; (iv) specimen signature of authorized person; (v) a certified copy of the registered instrument for creation of such fund/trust; and (vi) any tax exemption certificate issued by Income Tax authorities.

Failing this, our Trust reserves the right to accept or reject any Applications for Allotment of the ZCZP Instruments in whole or in part, in either case, without assigning any reason therefor.

Applications by National Investment Funds

Application made by a National Investment Fund for Allotment of the ZCZP Instruments must be accompanied by certified true copies of: (i) a resolution authorizes investment and containing operating instructions; and (ii) specimen signatures of authorized persons.

Failing this, our Trust reserves the right to accept or reject any Applications for Allotment of the ZCZP Instruments in whole or in part, in either case, without assigning any reason therefor.

Applications by Systematically Important Non-banking financial companies

Applications made by systematically important non-banking financial companies registered with the RBI and under other applicable laws in India must be accompanied by certified true copies of: (i) memorandum and articles of association/charter of constitution; (ii) power of attorney;(iii) board Resolution authorizes investments; and (iii) specimen signature of authorized person.

Failing this, our Trust reserves the right to accept or reject any Applications in whole or in part, in either case, without assigning any reason therefor.

Applicants are advised to ensure that Applications made by them do not exceed the investment limits or maximum number of ZCZP Instruments that can be held by them under applicable statutory and or regulatory provisions.

Applicants are advised to ensure that they have obtained the necessary statutory and/or regulatory permissions/consents/approvals in connection with applying for, subscribing to, or seeking allotment of ZCZP Instruments pursuant to the Issue.

Escrow Mechanism

We shall open an Escrow Account with the Escrow Collection Bank in whose favour the Applicants shall transfer through direct credit / NACH / NEFT / RTGS or shall issue cheque / demand draft in respect of their Application. Cheques or demand drafts received for the application Amount from investors would be deposited in the respective Escrow Account. The Escrow Collection Bank will act in terms of this Fund-Raising Document and the Escrow Agreement. The Escrow Collection Bank shall not exercise any lien whatsoever over the monies deposited therein. Upon completion of the Allotment or refunds, whichever is later, the Escrow Collection Bank shall transfer the monies from the Escrow Account to the bank account of our Trust as per the terms of the Escrow Agreement. Payments of refund to the Applicants shall also be made from the Escrow Account as per the terms of the Escrow Agreement and this Fund-Raising Document.

The information below is given for the benefit of Applicants. Our Trust is not liable for any amendment or modification or changes in applicable laws or regulations, which may occur after the date of this Fund-Raising Document.

How to apply?

Copies of the Offer Document together with Application Form may be obtained from our Registered Office/ corporate office and the Registrar to the Issue. Additionally, the Offer Document and the Application Forms will be available for download on the website of NSE at www.nseindia.com.

Application Forms will also be available on the website of the Stock Exchange. A unique application number (“UAN”) will be generated for every Application Form downloaded from the websites of the Stock Exchange.

Please note that there is a single Application Form.

Method of Application

An eligible investor desirous of applying in this Issue can make Applications through the physical mode only.

Applicants intending to subscribe in the Issue shall submit a duly filled Application Form to the Registrar to the Issue.

All Applications where payment is being made by cheque / demand draft should be submitted to the Registrar to the Issue before the Issue Closing Date. Further, Applications where payment is being made by electronic bank transfer should reach the Registrar to the Issue within up to 3 (three) Working Days from the Issue Closing Date, provided that such extended time shall be available only if the Application Amount has been received in the Escrow Account prior to the Issue Closing Date.

All Application Forms duly completed together with cheque/demand draft, if applicable for the amount payable on application must be delivered before the Issue Closing Date to the Registrar to the Issue. In case the Applicant has transferred the Application Amount by way of an electronic transfer to the Escrow Account, then the Applicant shall necessarily mention the UTR no. and date of transfer in the Application Form.

Application Size

Each Application should be for a minimum of ₹ 10,000, i.e., 10,000 ZCZP Instruments and in multiples of ₹ 10,000 (10,000 ZCZP Instrument) thereafter. Applicants can apply for the ZCZP Instruments offered hereunder provided the Applicant has applied for minimum application size using the same Application Form.

Applicants are advised to ensure that applications made by them do not exceed the investment limits or maximum number of ZCZP Instruments that can be held by them under applicable statutory and or regulatory provisions.

Applications cannot be made by:

Foreign investors (including persons resident outside India, foreign nationals, non-resident Indians, overseas citizens of India, foreign institutional investors, foreign portfolio investors, foreign venture capital investors).

Terms of Payment

The entire issue price for the ZCZP Instruments is payable on application only. In case of allotment of lesser number of ZCZP Instruments than the number applied, our Trust shall refund the excess amount paid on application to the applicant.

Payment instructions for Applicants

Our Trust shall open an Escrow Account with the Escrow Collection Bank for the collection of the application amount payable upon submission of the Application Form.

Payment shall be made only by way of direct credit / NACH / NEFT / RTGS / cheque / demand draft. Outstation cheques /demand drafts drawn on banks not participating in the clearing process will not be accepted and applications accompanied by such cheques or demand drafts are liable to be rejected. Any payment by way of cash will not be accepted. In case payment is effected in contravention of the conditions mentioned herein, the Application is liable to be rejected and application money will be refunded and no interest will be paid thereon.

All Application Forms received with outstation cheques, post-dated cheques, cheques / demand drafts drawn on banks not participating in the clearing process shall be rejected and the Registrar shall not be responsible for such rejections.

The Escrow Collection Bank shall transfer the funds from the Escrow Account, as per the terms of the Escrow Agreement, into a separate bank account after the completion of the Allotment or refunds, whichever is later.

All cheques / demand drafts enclosed to the application should be crossed “A/c payee only” and must be made payable to “**MISSING LINK TRUST BIGSHARE SPL SSE ZCZP IPO ESCROW A/C**”.

The Applicants shall ensure that the bank account linked with the Depositories is used for making the payment for Application.

Payment mechanism for Applicants

An Applicant may submit the completed Application Form to Registrar to the Issue along with cheque / demand draft.

The Applicants may also pay their Application Amounts by direct credit / NACH / NEFT / RTGS or may issue cheque / demand draft in respect of their Application to the below bank account:

Escrow Account Details:

Escrow Account Details:

Bank Name: Axis Bank Limited
Account No.: 924020018469917
Account Name: MISSING LINK TRUST BIGSHARE SPL SSE ZCZP IPO ESCROW A/C
IFSC Code: UTIB0000232
Account Type: Current Account

In case of payment by way of cheque / demand draft, the same shall be attached to the Application Form. In case the Applicant has transferred the Application Amount by way of an electronic transfer to the Escrow Account, then the Applicant shall necessarily mention the UTR no. and date of transfer in the Application Form.

All Applications where payment is being made by cheque / demand draft should be submitted to the Registrar to the Issue before the Issue Closing Date. Further, Applications where payment is being made by electronic bank transfer should reach the Registrar to the Issue within up to 3 (three) Working Days from the Issue Closing Date, provided that such extended time shall be available only if the Application Amount has been received in the Escrow Account prior to the Issue Closing Date.

Additional information for Applicants

1. Application Forms submitted by Applicants whose beneficiary accounts are inactive shall be rejected.
2. All applications Forms duly completed and accompanied by account payee cheques / demand drafts shall be submitted with the Registrar to the Issue before the Issue Closing Date. The Registrar to the Issue will not accept payments made in cash. However, Application Forms duly completed together with cheque/demand draft drawn on/payable at a local bank in Mumbai for the amount payable on application, if applicable, shall be sent by Registered Post or by hand delivery to the Corporate Office of the Registrar, so as to reach the Registrar prior to the Issue Closing Date. Applications where payment is being made by electronic bank transfer should reach the Registrar to the Issue within up to 3 (three) Working Days from the Issue Closing Date, provided that such extended time shall be available only if the Application Amount has been received in the Escrow Account prior to the Issue Closing Date. No separate receipts will be issued for the money to be paid on the submission of Application Form.
3. Application Forms submitted by Applicants shall be for allotment of ZCZP Instruments only in dematerialized form.

Instructions for completing the Application Form

1. Applications must be made in the prescribed Application Form.
2. Application Forms are to be completed in full, in BLOCK LETTERS in ENGLISH and in accordance with the instructions contained in *the* Offer Document and the Application Form. Incomplete Application Forms are liable to be rejected. Applicants should note that the Registrar will not be liable for errors in data entry due to incomplete or illegible Application Forms.
3. Applications are required to be for a minimum of 2,00,000 ZCZP Instruments and in multiples of 10,000 ZCZP Instruments thereafter as specified in the Issue Documents.
4. Thumb impressions and signatures other than in the languages specified in the Eighth Schedule in the Constitution of India must be attested by a Magistrate or a Notary Public or a Special Executive Magistrate under official seal.
5. Applications should be in single name. Applicants are required to ensure that the PAN Details of the HUF are mentioned and not those of the Karta.
6. Applicants applying for Allotment must provide details of valid and active DP ID, Client ID and PAN clearly and without error. On the basis of such Applicant's active DP ID, Client ID and PAN provided in the Application Form, the Registrar to the Issue will obtain from the Depository the Demographic Details. Invalid accounts, suspended accounts or where such account is classified as invalid or suspended may not be considered for Allotment of the ZCZP Instruments.
7. Applicants must ensure that their Application Forms are made in a single name.
8. The minimum number of Applications and minimum application size shall be specified in the Offer Document. Applicants may apply for ZCZP Instruments Applied for in a single Application Form.
9. All Applicants are required to tick the relevant column in the "Category of Investor" box in the Application Form.

Applicants should note that the Registrar will not be liable for error in data entry due to incomplete or illegible Application Forms. Our Trust would allot the ZCZP Instruments, as specified in the Offer Document for the Issue to all valid Applications`.

Applicants' PAN, Depository Account and Bank Account Details

ALL APPLICANTS APPLYING FOR ALLOTMENT OF THE ZCZP INSTRUMENTS SHOULD MENTION THEIR DP ID, CLIENT ID AND PAN IN THE APPLICATION FORM. APPLICANTS MUST ENSURE THAT THE DP ID, CLIENT ID AND PAN GIVEN IN THE APPLICATION FORM IS EXACTLY THE SAME AS THE DP ID, CLIENT ID AND PAN AVAILABLE IN THE DEPOSITORY DATABASE.

On the basis of the DP ID, Client ID and PAN provided by them in the Application Form, the Registrar to the Issue will obtain from the Depository the Demographic Details of the Applicants including PAN and MICR code. These Demographic Details would be used for giving Allotment Advice, if required, to the Applicants. Hence, Applicants are advised to immediately update their Demographic Details (including bank account details) as appearing on the records of the Depository Participant and ensure that they are true and correct. Please note that failure to do so could result in delays in authorizing , to Applicants, delivery of Allotment Advice at the Applicants' sole risk, and neither the Registrar, nor our Trust shall have any responsibility and undertake any liability for the same.

These Demographic Details would be used for all correspondence with the Applicants including mailing of the Allotment Advice. The Demographic Details given by Applicants in the Application Form would not be used for any other purpose by the Registrar to the Issue except in relation to this Issue. By signing the Application Form, Applicants applying for the ZCZP Instruments would be deemed to have authorized the Depositories to provide, upon request, to the Registrar, the required Demographic Details as available on its records.

Allotment Advice would be mailed by post or e-mail at the address of the Applicants in accordance with the Demographic Details received from the Depositories. Applicants may note that delivery of Allotment Advice, if required, may get delayed if the same once sent to the address obtained from the Depositories are returned undelivered. Further, please note that any such delay shall be at such Applicants' sole risk and neither our Trust, nor the Registrar to the Issue shall be liable to compensate the Applicant for any losses caused to the Applicants due to any such delay or liable to pay any interest for such delay.

In case of Applications made under powers of attorney, our Trust in its absolute discretion, reserves the right to permit the holder of a power of attorney to request the Registrar to the Issue that for the purpose of printing particulars on and mailing of the Allotment Advice through post, the Demographic Details obtained from the Depository of the Applicant shall be used.

With effect from August 16, 2010, the beneficiary accounts of Applicants for whom PAN details have not been verified shall be suspended for credit and no credit of ZCZP Instruments pursuant to this Issue will be made into the accounts of the Applicants. Application Forms submitted by Applicants whose beneficiary accounts are inactive shall be rejected.

Applicants should note that the ZCZP Instruments will be allotted to all successful Applicants only in dematerialized form. The Application Forms which do not have the details of the Applicant's depository account, including DP ID, Client ID and PAN, shall be treated as incomplete and will be rejected.

APPLICATIONS FOR ALLOTMENT OF ZCZP INSTRUMENTS IN THE DEMATERIALIZED FORM

Submission of Applications

All Application Forms duly completed together with cheque/demand draft, drawn on/payable at a local bank in Hyderabad for the amount payable on application, if applicable, shall be sent by Registered Post or by hand delivery to the Corporate Office of the Registrar, so as to reach the Registrar prior to the Issue Closing Date.

In case the Applicant has transferred the Application Amount by way of an electronic transfer to the Escrow Account, then the Applicant shall necessarily mention the UTR no. and date of transfer in the Application Form.

All Applications where payment is being made by cheque / demand draft should be submitted to the Registrar to the Issue before the Issue Closing Date. Further, Applications where payment is being made by electronic bank transfer should reach the Registrar to the Issue within up to 3 (three) Working Days from the Issue Closing Date, provided that such extended time shall be available only if the Application Amount has been received in the Escrow Account prior to the Issue Closing Date.

In case of hand delivery of the Application Form, an acknowledgement shall be issued by Registrar to the Applicant as proof of having accepted the Application.

Applications shall be deemed to have been received by us only when submitted to the Registrar as detailed above and not otherwise.

Online Applications

Our Trust shall not provide any facility to submit applications in online mode.

INSTRUCTIONS FOR FILLING-UP THE APPLICATION FORM

General Instructions

A. General instructions for completing the Application Form

- Applications must be made in prescribed Application Form only;
- Application Forms must be completed in block letters in English, as per the instructions contained in this Fund-Raising Document, the Offer Document and the Application Form;
- Applicants must apply for Allotment in dematerialised form and must provide details of valid and active DP ID, Client ID and PAN clearly and without error. On the basis of such Applicant's active DP ID, Client ID and PAN provided in the Application Form
- The minimum number of Applications and minimum application size shall be specified in the Offer Document.
- Applications should be in single name. If the depository account is held in joint names, the Application Form should contain the name and PAN of the person whose name appears first in the depository account and signature of only this person would be required in the Application Form. This Applicant would be deemed to have signed on behalf of joint holders and would be required to give confirmation to this effect in the Application Form;
- Applications should be made by Karta in case of HUFs. Applicants are required to ensure that the PAN details of the HUF are mentioned and not those of the Karta;
- Thumb impressions and signatures other than in English/Hindi/Gujarati/Marathi or any other languages specified in the 8th Schedule of the Constitution need to be attested by a Magistrate or Notary Public or a Special Executive Magistrate under his/her seal;
- No separate receipts will be issued for the money payable on the submission of the Application Form.
- Every Applicant should hold valid Permanent Account Number (PAN) and mention the same in the Application Form;
- All Applications where payment is being made by cheque / demand draft should be submitted to the Registrar to the Issue before the Issue Closing Date. Further, Applications where payment is being made by electronic bank transfer should reach the Registrar to the Issue within up to 3 (three) Working Days from the Issue Closing Date, provided that such extended time shall be available only if the Application Amount has been received in the Escrow Account prior to the Issue Closing Date.

Our Trust would allot the series of ZCZP Instruments, as specified in the Offer Document to all valid Applications.

B. Applicant's Beneficiary Account and Bank Account Details

Applicants applying for Allotment in dematerialized form must mention their DP ID, Client ID and PAN in the Application Form and ensure that the name provided in the Application Form is exactly the same as the name in which the Beneficiary Account is held. In case the Application Form for Allotment in dematerialized form is submitted in the first Applicant's name, it should be ensured that the Beneficiary Account is held in the same joint names and in the same sequence in which they appear in the Application Form. In case the DP ID, Client ID and PAN mentioned in the Application Form for Allotment in dematerialized form do not match with the DP ID, Client ID and PAN available in the Depository database or in case PAN is not available in the Depository database, the Application Form for Allotment in dematerialized form is liable to be rejected. Further, Application Forms submitted by Applicants applying for Allotment in dematerialized form, whose beneficiary accounts are inactive, will be rejected.

On the basis of the DP ID and Client ID provided by the Applicant in the Application Form for Allotment in dematerialized form, the Registrar to the Issue will obtain from the Depositories the Demographic Details of the Applicant including PAN, address, Magnetic Ink Character Recognition ("MICR") Code and occupation. These Demographic Details would be used for giving Allotment Advice and refunds (including through physical refund warrants, direct credit, NACH, NEFT and RTGS), if any, to the Applicants. Hence, Applicants are advised to immediately update their Demographic Details as appearing on the records of the DP and ensure that they are true and correct, and carefully fill in their Beneficiary Account details in the Application Form. Failure to do so could result in delays in dispatch/credit of refunds to Applicants and delivery of Allotment Advice at the Applicants' sole risk, and neither our Trust, Registrar to the Issue nor the Stock Exchange will bear any responsibility or liability for the same.

The Demographic Details would be used for correspondence with the Applicants including mailing of the Allotment Advice. Allotment Advice would be mailed at the address of the Applicant as per the Demographic Details received from the Depositories.

In case of Applications made under power of attorney, our Trust in its absolute discretion, reserves the right to permit the holder of Power of Attorney to request the Registrar that for the purpose of printing particulars on the mailing of Allotment Advice, the demographic details obtained from the Depository of the Applicant shall be used. By signing the Application Form, the Applicant would have deemed to have authorized the Depositories to provide, upon request, to the Registrar to the Issue, the required Demographic Details as available on its records. The Demographic Details given by Applicant in the Application Form would not be used for any other purpose by the Registrar to the Issue except in relation to the Issue.

The beneficiary accounts of Applicants for whom PAN details have not been verified shall be suspended for credit and no credit of ZCZP Instruments pursuant to the Issue will be made into the accounts of such Applicants. Application Forms submitted by Applicants whose beneficiary accounts are inactive shall be rejected. Furthermore, in case no corresponding record is available with the Depositories, which matches the three parameters, namely, DP ID, Client ID and PAN, then such Application are liable to be rejected.

C. Permanent Account Number (“PAN”)

The Applicant should mention his or her PAN allotted under the IT Act. For minor Applicants, applying through the guardian, it is mandatory to mention the PAN of the minor Applicant. However, Applications on behalf of the Central or State Government officials and the officials appointed by the courts in terms of a SEBI circular dated June 30, 2008, and Applicants residing in the state of Sikkim who in terms of a SEBI circular dated July 20, 2006, may be exempt from specifying their PAN for transacting in the securities market. In accordance with Circular No. MRD/DOP/Cir- 05/2007 dated April 27, 2007, issued by SEBI, the PAN would be the sole identification number for the participants transacting in the securities market, irrespective of the amount of transaction. Any Application Form, without the PAN is liable to be rejected, irrespective of the amount of transaction. It is to be specifically noted that the Applicants should not submit the GIR number instead of the PAN as the Application is liable to be rejected on this ground.

However, the exemption for the Central or State Government and the officials appointed by the courts and for investors residing in the State of Sikkim is subject to the Depository Participants’ verifying the veracity of such claims by collecting sufficient documentary evidence in support of their claims. At the time of ascertaining the validity of these Applications, the Registrar to the Issue will check under the Depository records for the appropriate description under the PAN field i.e., either Sikkim category or exempt category.

General Instructions

Do’s

1. Check if you are eligible to apply as per the terms of the Offer Document and applicable law;
2. Read all the instructions carefully and complete the Application Form in the prescribed form;
3. Ensure that you have obtained all necessary approvals from the relevant statutory and/or regulatory authorities to apply for, subscribe to and/or seek Allotment of ZCZP Instruments pursuant to the Issue;
4. Ensure that the DP ID and Client ID are correct and beneficiary account is activated for Allotment of ZCZP Instruments in dematerialized form. The requirement for providing Depository Participant details shall be mandatory for all Applicants;
5. Ensure that you have been given an acknowledgement as proof of the Registrar having accepted the Application Form in case of hand delivery of Application Forms;
6. Ensure that signatures other than in the languages specified in the Eighth Schedule to the Constitution of India are attested by a Magistrate or a Notary Public or a Special Executive Magistrate under official seal;
7. In case of an HUF applying through its Karta, the Applicant is required to specify the name of an Applicant in the Application Form as ‘XYZ Hindu Undivided Family applying through PQR’, where PQR is the name of the Karta. However, the PAN of the HUF should be mentioned in the Application Form and not that of the Karta;
8. Ensure that the Demographic Details including PAN are updated, true and correct in all respects;
9. Ensure that if the depository account is held in joint names, the Application Form should contain the name and PAN of the person whose name appears first in the depository account and signature of only this person would be required

in the Application Form. This Applicant would be deemed to have signed on behalf of joint holders and would be required to give confirmation to this effect in the Application Form;

10. Ensure that your Application Form is submitted with the Registrar to the Issue; and
11. Ensure that you have correctly ticked, provided or checked the authorisation box in the Application Form.

Don'ts:

1. Do not apply for lower than the minimum application size;
2. Do not fill up the Application Form such that the ZCZP Instruments applied for exceeds the Issue size and/or investment limit or maximum number of ZCZP Instruments that can be held under the applicable laws or regulations or maximum amount permissible under the applicable regulations;
3. Do not submit the GIR number instead of the PAN as the Application is liable to be rejected on this ground;
4. Do not submit incorrect details of the DP ID, Client ID and PAN or provide details for a beneficiary account which is suspended or for which details cannot be verified by the Registrar to the Issue;
5. Do not submit Applications on plain paper or on incomplete or illegible Application Forms;
6. Do not apply if you are not competent to contract under the Indian Contract Act, 1872;
7. Do not submit an Application in case you are not eligible to acquire ZCZP Instruments under applicable law or your relevant constitutional documents or otherwise;
8. Do not apply if you are a person ineligible to apply for ZCZP Instruments under the Issue;
9. Do not make an application of the ZCZP Instrument on multiple copies taken of a single form;

Depository Arrangements

Our Trust has made depository arrangements with NSDL and CDSL for issue and holding of the ZCZP Instruments in authorized form.

In this context:

1. Tripartite Agreement dated March 22, 2024, between us, the Registrar to the Issue and CDSL for offering depository option to the Applicants.
2. Tripartite Agreement dated March 20, 2024, between us, the Registrar to the Issue and NSDL for offering depository option to the Applicants.
3. An Applicant must have at least one beneficiary account with any of the Depository Participants (DPs) of NSDL or CDSL prior to making the Application.
4. ZCZP Instruments Allotted to an Applicant will be credited directly to the Applicant's respective beneficiary account(s) with the DP.
5. Non-transferable Allotment Advice, if any, will be directly sent to the Applicant by the Registrar to the Issue.

For further information relating to Applications for Allotment of the ZCZP Instruments in authorized form, please see the section titled "*Issue Procedure*" on page 104 of this Fund-Raising Document.

Communications

All future communications in connection with Applications made in the Issue should be addressed to the Registrar to the Issue quoting all relevant details as regards the Applicant and its Application.

Applicants can contact our Trust Secretary and Compliance Officer or the Registrar to the Issue in case of any pre – Issue related problems and/or post-Issue related problems such as non-receipt of Allotment Advice non-credit of ZCZP Instruments in depository's beneficiary account/ etc.

Undertaking by the Issuer

Statement by the Board:

- (a) All monies received pursuant to the Issue of ZCZP Instruments to public shall be transferred to a separate bank account
- (b) Details of all monies utilized out of Issue referred to in sub-item (a) shall be disclosed under an appropriate separate head in our balance sheet indicating the purpose for which such monies had been utilized.
- (c) Details of all unutilized monies out of issue of ZCZP Instruments, if any, referred to in sub-item (a) shall be disclosed under an appropriate separate head in our Balance Sheet indicating the form in which such unutilized monies have been invested.
- (d) Our Trust shall submit to the Stock Exchange a statement in respect of utilisation of the Net Proceeds, on a quarterly basis, containing (a) category-wise amount of monies raised, (b) category-wise amount of monies utilized, (c) balance amount remaining unutilized, until the utilization of the Net Proceeds in accordance with this Fund-Raising Document.
- (e) We shall utilize the Issue proceeds only after (a) receipt of the minimum subscription of 75% of the Issue Size; (b) completion of Allotment and refund process and (c) receipt of listing approval from the Stock Exchange.

Other Undertakings by our Trust

Our Trust undertakes that:

- (a) Complaints received in respect of the Issue will be attended to by our Trust expeditiously and satisfactorily.
- (b) Our Trust will take necessary steps for the purpose of getting the ZCZP Instruments listed within the specified time, i.e., within 10 (ten) trading days of the Issue Closing Date.
- (c) Funds required for dispatch of Allotment Advice will be made available by our Trust to the Registrar to the Issue.
- (d) We shall make necessary disclosures/reporting under any other legal or regulatory requirement as may be required by our Trust from time to time.

Rejection of Applications

As set out below or if all required information is not provided or the Application Form is incomplete in any respect, the Board of Directors of our Trust reserves its full, unqualified and absolute right to accept or reject any Application in whole or in part and in either case without assigning any reason thereof.

Application may be rejected on one or more technical grounds, including but not restricted to:

- Application by persons not competent to contract under the Indian Contract Act, 1872, as amended, (other than minors having valid Depository Account as per Demographic Details provided by Depositories);
- Applications by foreign investors;
- Applications not being signed by the sole Applicant;
- Application Amount blocked being higher or lower than the value of ZCZP Instruments Applied for. However, our Trust may allot ZCZP Instruments up to the number of ZCZP Instruments Applied for, if the value of such ZCZP Instruments Applied for exceeds the minimum application size;
- Applications where a registered address in India is not provided for the Applicant;
- In case of partnership firms (except LLPs), ZCZP Instruments applied for in the name of the partnership and not the names of the individual partners(s);
- DP ID and Client ID not mentioned in the Application Form;
- GIR number furnished instead of PAN;
- Applications for an amount below the minimum application size;
- Applications by persons who are not eligible to acquire ZCZP Instruments of our Trust in terms of applicable laws, rules, regulations, guidelines and approvals;

- In case of Applications under power of attorney or by limited companies, corporate, trust etc., submitted without relevant documents;
- Applications accompanied by Stock invest/cash;
- Signature of sole Applicant missing;
- Applications by persons debarred from accessing capital markets, by SEBI or any other regulatory authority.
- Date of Birth for first/sole Applicant for persons applying for Allotment not mentioned in the Application Form.
- In case no corresponding record is available with the Depositories that matches three parameters namely, DP ID, Client ID and PAN or if PAN is not available in the Depository database;
- Applications for amounts greater than the maximum permissible amount prescribed by the regulations and applicable law;
- Applications by persons prohibited from buying, selling or dealing in shares, directly or indirectly, by SEBI or any other regulatory authority;
- Applications by any person outside India;
- Applications by other persons who are not eligible to apply for ZCZP Instruments under the Issue under applicable Indian or foreign statutory/regulatory requirements;
- Applications uploaded after the expiry of the allocated time on the Issue Closing Date, unless extended by the Stock Exchange, as applicable;
- Application Forms not delivered by the Applicant within the time prescribed as per the Application Form and the Offer Document;
- Applications by Applicants whose demat accounts have been 'suspended for credit' pursuant to the circular issued by SEBI on July 29, 2010, bearing number CIR/MRD/DP/22/2010;
- Where PAN details in the Application Form are not as per the records of the Depositories;
- Applications providing an inoperative demat account number.
- Applications being received post the Issue Closing Date where the payment of Application Amount is being made by cheque / demand draft.
- Applications being received upon expiry of 3 (three) Working Days where the payment of the Application Amount is being done by way of electronic bank transfer, provided the Application Amount was received in the Escrow Account prior to the Issue Closing Date.

Mode of making refunds

The Registrar to the Issue shall make refunds to the relevant bank accounts of the Applicants as per the Demographic details given by the Depositories.

The mode of refund shall be undertaken in the following order of preference:

1. Direct Credit

Applicants having their bank account with the Escrow Collection Bank, shall be eligible to receive refunds, if any, through direct credit. The refund amount, if any, would be credited directly to their bank account with the Escrow Collection Bank.

2. NACH

National Automated Clearing House which is a consolidated system of ECS. Payment of refund would be done through NACH for Applicants having an account at one of the centres specified by the RBI, where such facility has been made available. This would be subject to availability of complete bank account details including Magnetic Ink Character Recognition (MICR) code wherever applicable from the depository. The payment of refund through NACH is mandatory for Applicants having a bank account at any of the centres where NACH facility has been made available by the RBI (subject to availability of all information for crediting the refund through NACH including the MICR code

as appearing on a cheque leaf, from the depositories), except where applicant is otherwise disclosed as eligible to get refunds through NEFT or Direct Credit or RTGS.

3. RTGS

Applicants having a bank account with a participating bank and whose refund amounts exceed ₹200,000, or such amount as may be fixed by RBI from time to time, have the option to receive refund through RTGS. Such eligible Applicants who indicate their preference to receive refund through RTGS are required to provide the Indian Financial System Code (“**IFSC**”) in the Application Form or intimate our Trust and the Registrar to the Issue at least seven days prior to the Record Date. Charges, if any, levied by the Applicant’s bank receiving the credit would be borne by the Applicant. In the event the same is not provided, refund shall be made through NACH subject to availability of complete bank account details for the same as stated above.

4. NEFT

Payment of refunds shall be undertaken through NEFT wherever the Applicants’ banks have been assigned the IFSC, which can be linked to a Magnetic Ink Character Recognition (“MICR”), if any, available to that particular bank branch. The IFSC Code will be obtained from the website of RBI as on a date immediately prior to the date of payment of refund, duly mapped with MICR numbers. Wherever the Applicants have registered their nine-digit MICR number and their bank account number while opening and operating the demat account, the same will be duly mapped with the IFSC of that particular bank branch and the payment of refund will be made to the applicants through this method.

Basis of Allotment

If the Issue is oversubscribed (i.e. if the subscription received is greater than the Issue Size), the allocation of ZCZP Instruments, in consultation with the Designated Stock Exchange, shall be on a proportionate basis.

Issuance of Allotment Advice

Our Trust shall ensure dispatch of Allotment Advice as per the Demographic Details received from the Depositories within 8-10 Working Days of the Issue Closing Date. Instructions for credit of ZCZP Instruments to the beneficiary account with Depository Participants shall be made within 8-10 Working Days of the Issue Closing Date. Our Trust will provide adequate funds required for dispatch of Allotment Advice, as applicable, to the Registrar to the Issue.

Investor Withdrawals and Pre-closure

Investor Withdrawal: Applicants can withdraw their Applications till the Issue Closing Date by submitting a request for the same to the Registrar, through whom the Application had been placed. In case an Applicant wishes to withdraw the Application after the Issue Closing Date, the same can be done by submitting a withdrawal request to the Registrar to the Issue prior to the finalization of the Basis of Allotment.

Pre-closure: Our Trust reserves the right to close the Issue at any time prior to the Issue Closing Date, subject to receipt of minimum subscription or as may be specified in the Offer Document. Our Trust shall allot ZCZP Instruments with respect to the Applications received until the time of such pre-closure in accordance with the Basis of Allotment as described hereinabove and subject to applicable statutory and/or regulatory requirements.

If our Trust does not receive the minimum subscription of 75% of Issue Size prior to the Issue Closing Date the entire Application Amount shall be refunded to the Applicants.

SECTION VIII – KEY PROVISIONS OF TRUST DEED

The following inter-alia contains certain provisions from the Trust Deed dated 28th August, 2015 as amended by three-fourth majority from time to time.

SETTLOR:

- RADHE SHYAM KEIRIWAL son of Shree Brilali Kejriwal residing at 22, Alipore Road Kolkata-700027 Police Station Alipore Post office Alipore having PAN AFAPK9028B.

ESTABLISHMENT OF TRUST

- Settlement: In the premises aforesaid and in order to effectuate the said desire. the Settlor do hereby settle, transfer, assign and make over unto the Trustees the Settled Sum TO HOLD the same and all additions, accretions and accumulations and the Trust Fund as a public charitable fund to be called the Missing Link Trust for the objects and purposes hereinafter expressed and with the powers and subject to the provisions hereinafter contained concerning the same.
- **No Liability of Settlor:** The Settlor have no liability whatever:
 - i. In relation to the Trust or the Trust Fund;
 - ii. to make any contribution to the Trust Fund; or
 - iii. to indemnify, or make any payment to, or on behalf of, the Trustee, any creditor of the Trustee, or any person claiming through the Trustee.
 - iv. Original Trustees: The persons named in this deed as the Trustees are the first Trustees of the Trust.

OBJECTS OF THE TRUST

- **Trust Purposes:** The main objects for which this Trust is formed are creating awareness and reintegration of missing and trafficked people or people vulnerable to trafficking, promotion of Literacy and Education, Community and Individual Development, Medical Care and Relief, Micro Credit, Vocational Service and Training, Rural Development, Disaster Relief, Poverty and Hunger alleviation, Youth development, Environment Protection, Promoting World peace and Understanding, Promoting Culture, Music and Art in any form, Creation and Advancement of Social Services and any Charitable objectives of general public utility not involving or carrying on any activity for profit and without prejudice to the generality of the foregoing, the following objects:-
- **LITERACY & EDUCATION:**
 - To acquire, establish, maintain and/or grant aid or other financial assistance to schools Colleges, Libraries, Reading Rooms, Training Centers, Employment Exchanges, Exhibitions, Lecture Halls, Museums and other establishments and Institutions for the development of education and diffusion of knowledge and for providing of employment.
 - To organize debates, lectures, seminars, symposium, conferences and performances with a view to make the general public familiar with and to appreciate the qualitative tend of school, literacy and artistic thoughts, researches and experiments.
 - To promote awareness, educate public to fight social evils and to promote social harmony.
 - To conduct or promote scientific research in any area of activity including agricultural, Industrial and Medical.^[1]_[5EP]To grant and establish lectureships, scholarships, fellowship readership, researches, prizes and other aids, remunerations to students, teachers, artistes, lectures, musicians, writers, technicians, and other similar person or persons: with view to advancement of literature, art, culture and knowledge.
- **HEALTHCARE:**
 - To establish, maintain and grant aid or other financial assistance to Hospitals, Nursing Homes, Day Care Centres, Clinics, Diagnostic Centres, and any other establishments for giving medical relief.
 - To establish, promote, support, run, maintain and grant aid or other financial assistance to hospitals, nursing homes, maternity homes, child welfare centers, pacemaker banks, blood banks, mobile medical units. medical/surgical camps, ambulances, clinics, charitable dispensaries, and other establishments for giving medical relief to the poor, sick, disable and infirm persons.
 - To procure grant of medical help of any nature whatsoever to the poor and deserving persons, which may be decided by the Trustees and/or any Committee authorized for the purpose.
 - To hold medical camps for free or subsidized treatment of any nature.
 - To sponsor/provide help for medical purposes to any deserving persons.
- **VOCATIONAL SERVICE AND TRAINING:**
 - Sponsor or facilitate or otherwise support or assist the training in different vocations;
 - Assist or facilitate in employment of people in different vocations;

- Providing funds in any program relating to vocational service or vocational training.
- **RURAL DEVELOPMENT:**
 - To do all such acts as the Trustees may deem fit for social upliftment of rural and backward section of the society and to provide them economic support for self-reliance.
 - Providing or facilitating the availability of Fresh Drinking Water, Water for agriculture and other use, Check Dams, Sanitary facilities, Low Cost Housing. Energy and Power support, Vocational opportunities etc.
- **POVERTY AND HUNGER ALLEVIATION:**
 - To establish, maintain and grant aid or other financial assistance to homes, low cost houses, orphanages or establishments for relief of and to give help to the poor and destitute people, orphans and widows or other deserving persons and otherwise provide them.
 - Distribution of free food, clothing and medicine to the poor and needy persons and to help them either in cash or kind.
 - Creating Orphanages and Old Age Homes.
- **YOUTH DEVELOPMENT:**
 - To promote physical, cultural and educational development of all children and adults. To assist or promote the arrangement of sports and games and generally to do all acts for the improvement and general health and physical development of persons of all ages.
 - Creating opportunities for development of youth and developing programs and projects for their benefit.
 - Child Care and other objects of general public utility.
- **ENVIRONMENT:**
 - Environment protection including City and Village beautification and upliftment.
 - Tree plantation, Water Harvesting, Water Recharge, Water Conservation, Pollution Control.
 - Prevention of Global Warming.
- **WORLD UNDERSTANDING & PEACE:**
 - Programs for fostering peace and international understanding.
 - Organizing Seminars, workshops, debates etc.
- **DISASTER RELIEF:**
 - To grant relief during natural and national calamities, such as earthquake, flood, famine, fire, pestilence and other occasions of calamities of similar nature as also calamities due to War, Strife or any other man-caused calamity and to give donations: to establishments or persons doing such relief work.
 - Disaster management, Relief and Rehabilitation including Medicare, Trauma Care, Food care etc.
 - To do all acts deeds and things considered as may be deemed fit and proper by the Trustees for any person affected by any event involved in the accumulation, transport, distribution and management of relief and rehabilitation materials and other related activities.
 - To assist or support the provision or distribution of relief by aid in cash or kind;

BOARD OF TRUSTEES:

- The Trust shall be administered by a Board consisting of not less than 3 Trustees and not more than 10 Trustees.
- Save as provided for the Managing Trustee as per clause 7.3 immediately succeeding, the office of any Trustees shall be for three years and any Trustees completing a three year term shall automatically retire. Any person retiring from the trusteeship will be eligible for re-appointment by the then functioning board of trustees.
- Managing Trustee: One of the Trustees shall be nominated as Managing Trustee of the Trust at the first trust meeting and such managing trustee shall hold office for a period of five years. Upon the expiry of five years the said managing trustee shall be eligible for re-election and appointment as Managing Trustee.
- The Trustees shall be entitled to appoint any person of their choice as a Trustee.
- If the number of Trustees fall below three, the remaining Trustees shall not, except for the purpose of filling the vacancy, act so long the number remains below the minimum.
- The Managing Trustee will also be the Chairman of the Trust until the Trustees decide to appoint a separate Chairman in which event the Chairman of the Trust will be elected by the Trustees of the Board amongst themselves and will hold office for a term of 1 years and retire automatically upon the close of one years. However, He will be eligible for re-election and appointment. The Secretary and the Treasurer will be nominated by the Managing Trustee and they may be Non-Trustees or may also be employees of the Trust.
- Any Trustees may resign by giving at least one month's notice in writing to the Chairman or the Secretary or all the other Trustees for the time being, retire from the office as a Trustees or of any office held by him in respect of the Trust and on the expiry of one month from the date of receipt of the notice by the addressee's, he shall cease to be a Trustees or hold the office as aforesaid.
- Notwithstanding anything to the contrary contained hereinabove, a person shall cease to be a Trustees in any of the following events:
 - if he dies;

- if he resigns;
- if he without taking leave of absence of the Board of Trustees, does not attend three consecutive meetings of the Trust or for one Calendar year whichever is longer;
- if he becomes insolvent;
- if he becomes insane or otherwise incapable to act;
- if he is convicted by Court of Law in Criminal proceeding carrying a term of one year and above or involving moral turpitude.
- if he goes permanently to reside out of India;
- If any Trustees resigns, dies, retires, becomes unfit or incapable to act, the continuing or surviving Trustees will be competent to appoint Trustee's in place of the Trustee's resigning, dying, retiring or becoming unfit or incapable to act.
- Upon the appointment of new Trustees the Trust Fund shall vest in the new Trustees jointly with the continuing Trustees with the powers and subject to the Trust hereby created and it shall not be necessary to empower him to execute any formal transfer of asset/s whether movable or immovable.
- Before assuming Office or taking part in any meeting, a newly appointed Trustee shall give his consent in writing to act as such Trustee.
- A Trustee shall be deemed to have consented in case he attends any meeting of the Board of Trustees and his presence is duly minuted and/or signs the Attendance Book or does any act as a Trustee after being so nominated or appointed.
- Nominations from trustees other than the Managing Trustee and seeking election or re-election to the position of Chairman must be in writing and must be in the hands of the Managing Trustee or person authorized by him at least fourteen days before the annual general meeting. Should nominations exceed vacancies election shall be by show of hands. The Board of Trustees may fill any casual vacancy occurring but all such appointments shall be subject to confirmation by the Board at its next meeting.

MEETING AND RESOLUTIONS OF THE BOARD OF TRUSTEES:

- All meetings of the Board of Trustees will be held at such place as the Trustees may from time to time decide.
- Notice of the meeting of the Trustees and all other communications will be sent to the Trustees at their respective addresses registered for the time being in the records of the Trust.
- Seven clear days' notice shall be given for any meeting of the Trustees. In case of urgency in the opinion of the Chairman of the Trust, an Emergency Meeting may be convened, giving 24 hours notice provided consent in this respect is given by majority of the Trustees before or after holding the meeting. Notice shall specify the date, hour, place and agenda of the meeting.
- The Trustees shall hold at least one meeting of the Board of Trustees in each quarter of the calendar year.
- One-third of the total number of members of the Board of Trustees (rounded off to the nearest higher fraction) shall constitute the quorum.
- The Chairman shall preside over all the meeting of the Board of Trustees and in case of separate Chairman and Managing Trustee, then in the absence of the Chairman, the Managing Trustee shall preside over all the meetings. In a meeting if both Chairman and Managing Trustee are absent, the Trustees present will choose one from amongst themselves to preside over the meeting.
- Every Trustee shall have one Vote in any meeting and the decision of the Board shall be by Majority. In case of equality of votes, the Chairman of the Trust shall have a Second or Casting Vote. It is expressly specified that in case in any meeting of the Board, the Managing Trustee is absent, no decision shall be taken in such meeting and the Meeting with same agenda will be adjourned to a subsequent date Provided That this restriction shall not apply in case the Managing Trustee remains absent in two continuous meetings.
- The Chairman or the Secretary shall upon a requisition in writing signed by three of the trustees specifying the objective for which the meeting is to be convened, convene a meeting of the Board of Trustees; if the Secretary or the Chairman fails to call such a meeting within a fortnight from the date of service of such requisition, the Trustees making such requisition may themselves convene a meeting of the Board of the Trustees within a month thereafter but no business other than what is specified in the requisition shall be transacted at such meeting.
- Any Resolution in writing circulated amongst all the Trustees and passed by a Majority shall be as valid and effectual, as if, it has been passed at a meeting of the Trustee duly convened. A copy of such resolution after being passed shall be circulated to all the Trustees.
- An Annual General Meeting of the Trustees will be held within 6 months of the end of the accounting year. In case the quorum was not present with 15 minutes the meeting will stand adjourned and will be held on next week at same time at same venue.
- The Minutes of proceedings of every meeting of the Trustees shall be entered in a Minute Book to be kept with the Secretary of the Trust and duly signed by the Chairman of the Trust who shall be presiding over the meetings.
- Resolutions passed and entered in the Minute Book on any matter relating to the Trust shall be conclusive evidence of the facts and matters duly noted therein.

- All the Trustees shall be bound by the decision of the Trustees whether in a meeting or by circulation and such decision shall be deemed to be the decision of each of the Trustees severally and jointly.

TRUSTEE'S POWERS:

- General powers: The Trustees must invest and manage the income and capital of the Trust Fund only in a way in which trustees are permitted to invest under the laws of India or of any State or Territory of India and subject to this deed the Trustees have:
 - all the powers in respect of the Trust Fund that it is possible under the law to confer on a trustee;
 - all the powers it would have if it were the absolute owner of the Trust Fund and were acting in its personal capacity, and
 - all the powers necessary or desirable for the performance or exercise of its powers, duties and rights in respect of the Trust (including its obligations under this deed).
- Particular powers: Without limiting the Trustee's general powers under clause 15.1, the Trustees may:
 - do whatever it thinks proper in the management and operation of the Trust;
 - accept as part of the Trust Fund any gifts (by will or otherwise), donations, settlements or other dispositions in money, moneys worth or rights or property (including interests in immovable property), contribution, grant or subscription in Cash/Cheque/draft or in kind including any property from any person, body of persons, Firm or Company, member of the public, institution or Associates and/or Trust on such terms and conditions as the Trustees may think fit, not inconsistent with the objects of the Trust.
 - either retain the Trust Fund or any part thereof in their original form without selling or converting them into money, or invest, apply or deal with them in any way that the Trustees may invest, apply or deal with the Trust Fund under this deed;
 - decline or otherwise refuse to accept as part of the Trust Fund any gift (by will or otherwise), donation, settlement or other disposition in money, moneys worth or rights or property (including interests in land);
 - manage any real property it holds with all the powers of an absolute owner including, but not limited to, power to allow any charitable institution to occupy the property on the terms and conditions the Trustees think fit;
 - subject to the restrictions contained in clause 14, to apply the whole or part of the Income of the "Trust Fund" or accumulation thereof or whole or part of the corpus of the "Trust Fund for any one or more of the objects of the Trust as the Trustees may decide from time to time;
 - invest and keep invested the "Trust Fund or the income thereof in Shares, Stocks or Debentures or other Securities and Investments quoted in the Stock Exchange, Post Office Savings Scheme, National Savings Certificates, Units of the Unit Trust of India, as are duly authorised by the Indian Trust Act, 1882 and are in conformity with the provisions of the Income Tax Act (including as per U/s 11(5) (i) to xii of the I. T. Act, 1961), for the time being in force, as are applicable to Trust, or to keep in deposit with or loan to any Public Limited Company, Nationalised Banks in conformity with the provisions of the Income Tax Act, for the time being in force, and to alter, vary or transpose such investments from time to time as the Trustees may in their absolute discretion think fit and proper.
 - to invest the full "Trust Fund or any portion thereof in the manner provided hereby but shall be chargeable only for such moneys, stocks, shares and funds as shall actually come into their hands and they shall not be answerable or accountable for neglect, default, acts of omission or commission of the other Trustees, nor of any Banker or other person with whom the Trust properties or any securities may have been deposited or kept unless caused by their willful neglect or default:
 - set out one or more Committees or sub-committees or task force and frame the constitution and regulate the procedure thereof and delegate to them such power, as they may consider proper and necessary.
 - permit the investments so long as the trustees desire in the name of any Managing Trustee or Trustees or other Trustees or Trustees and to decide which Trustees shall in case of joint investments be named as the first.
 - appoint or provide for the appointment of separate Trustees, Committees, Projects of the Trust to operate in separate names and/or hold any property or any fund or investment, subject to such rules and regulations as the Trustees may from time to time think fit;
 - become member of any other bodies of persons, trusts, associations of persons, institutions, societies and other bodies corporate including companies, limited by guarantee for the benefit of the Trust.
 - tie-up, partner or enter upon any arrangement or contract with any other bodies of persons, trusts, associations of persons, institutions, societies and other bodies corporate including companies, limited by guarantee for the benefit of the Trust.
 - take over any public, literary, cultural, artistic or any other public charitable institution on such terms as they think fit and may manage such institutions;
 - subject to the resolution passed by a majority in a meeting of the Trust, the Trustees may raise or borrow money or receive deposits required for the purpose of the Trust and management of its properties, with or

- without any security or securities and to mortgage charge or pledge of the Trust Fund or any part thereof and at such rate of interest and on such terms as they shall in their absolute discretion think fit.
- to sell, purchase, gift, alter, vary, transpose, transfer, dispose of, alienate or otherwise deal with any property movable or immovable comprising the "Trust Fund" or any investment representing the same by public auction or by private contract, at such price or prices and on such terms and conditions in all respects as they may in their absolute discretion think fit and to reject or vary any contract for the sale thereof and to resell the same without being answerable for any loss occasions thereby and for that purpose to execute all necessary conveyances, transfers or other assurance and to pass valid and effectual receipt and discharges for all money received by them and to re-invest the same in any manner as the Trustees may think fit either;
 - lease out or let out or sublet or demise any immovable property comprised in the "Trust Fund" for such period and at such rent, on such terms and conditions as the Trustees in their absolute discretion may think fit;
 - construct, build, erect buildings, houses, tenements, pull down, renovate, rebuilt, alter, adopt, improve and develop or repair any immovable properties comprised in the Trust Fund and to expand for all or any of the above purposes such monies out of the Trust Fund or the income thereof as the trustees may in their discretion think fit and proper.
 - become members of any co-operative society or like institutions for protection benefit and improvement of the Trust or any property comprised therein and also to enter into such contracts and take such actions and proceedings as they may think proper for the purpose of such protection, benefit or improvement and to pay all fees and subscription and defray all charges and expenses as may be considered proper.
 - enter into any agreement or covenants with the owners of or persons interested in any other properties, whether restrictive or otherwise for the benefit of the properties comprised in the Trust Fund or such other properties as they may in their absolute discretion think fit from time to time.
 - insure any property comprised in the Trust fund against loss by fire, lightning, earthquake or civil commotion or other risks or losses as the trustees may think proper from time to time but no liabilities shall attach on the Trustees or on any of them personally, causing loss by any reason of any property remains uninsured in any way.
 - pay all rents rates and taxes and other outgoings and expenses out of the rents profits or other realizations of any immovable properties to meet up the expenses of repairs, depreciation or sinking funds and to utilize the same rebuilding or reinstating immovable properties or erecting new building and in the mean-time to invest the same in the manner authorized by these presents.
 - permit any immovable property forming part of the Trust fund to be held used and enjoyed for the purpose of any scheme of charity or other purposes of these presents subject to objects of trust.
 - pay all charges and outgoings payable in respect of any immovable properties for the time being forming part of the Trust and may carry out repairs required to be done to the same and keep the same insured against loss or damages by fire or any other type or insurance risk, and pay all other costs, charges and expenses of the incidental to the administration and management of the Trust Estate, the properties for the time being belonging to the Trust as they may in their absolute discretion think fit.
 - purchase, take on lease or exchange or otherwise acquire lands, buildings, houses or any other immovable or movable property as the Trustees may consider proper and expedient.
 - to institute, defend, prosecute, enforce, execute, settle, compromise, refer to arbitration, withdraw or compound all actions, suits and other proceedings and all differences and disputes touching the Trust estate and/or the Trust properties and/or Trust Funds and/or administration of the trust institutions maintained and/or for any purpose relating to the Trust and to enter into, execute and so such agreements, release and other things and to do and execute all necessary acts, deeds and things in that connection without being liable or answerable for any loss, prosecution or liability occasioned thereby
 - employ, engage, hire or otherwise take services or consultations from professionals, agents, Servants, Auditors, Attorneys, Lawyers, Officers, Doctors, Nurses, Consultants, Specialists, Contractors and other persons or staff for managing the affairs of and in furtherance of the objects of the Trust and appoint Constituted Attorneys or Agents and to delegate to such Attorneys and/or Agents all or any of the power vested in them under these presents and pay them such fees, salaries, allowances, emoluments, bonus, gratuity, annuity, wages, benefits, remuneration, consideration etc., and from time to time remove them or any of them and to appoint other of others in his or their place or places;
 - employ, engage, hire, consult or otherwise take services or help of Rotarians and others;
 - provide any staff, secretariat or facility to the Trustees or any of them or any person appointed or engaged or consulted for the Trust Purposes or to any committee, sub-committee or task force or any person to whom any power or work is delegated and pay and incur such costs, expenses, fees, salaries, allowances, emoluments, bonus, gratuity, annuity, wages, benefits, remuneration, consideration etc., and from time to time remove them or any of them and to provide other or others;

- frame such rules and regulations for the management and administration of the Trust and institutions as they shall think fit and alter or vary the same from time to time and to make new rules and regulations provided that such rules and regulations shall not be inconsistent with the terms of these presents.
- make, vary, alter or modify schemes, rules and regulations for carrying out the objects of the Trust and for the management of the affairs thereof and of running any institution in furtherance of the objects of the Trust and otherwise for giving effect to the objects of the Trust.
- appoint any person as a patron of the Trust; and
- do all other things incidental to the exercise of the Trustee's powers under this deed.
- **Powers are supplementary:** The Trustees shall also have the powers and authorities to:
 - apply for, acquire, manage, hold or dispose of interests in land as the Trustees determines;
 - change an investment for any others or vary the terms and conditions on which an investment is held;
 - sell or otherwise dispose of the whole or any part of the investments or rights or property of the Trust Fund including interests in land (if any);
 - borrow or raise or secure the payment of money and secure the repayment of any debt, liability, contract, guarantee or other engagement in any way and, in particular, by mortgage, charge, lien, encumbrance, debenture or other security, fixed or floating, over any present or future asset of any kind and wherever situated;
 - organize fetes, cinemas and theatrical show, musical and other performances and/or to publish brochures and souvenirs and booking advertisement for such publication and/or to organize such other functions or shows as may be decided upon by themselves from time to time for raising funds and otherwise. As regards the terms and conditions of such contribution the discretion of the Trustees shall be absolute and final.
 - take and act on the opinion of lawyer or other consultants or professionals or Courts or Tribunals or any other person or authority in relation to the interpretation or effect of this deed or any of the trusts or powers of this deed without responsibility for any loss or error resulting from doing so, but this provision does not stop the Trustees from applying to a court of competent jurisdiction;
 - deposit by way of safe custody the documents held by them relating to any property belonging to the Trust with any bank and to pay sum payable in respect of such deposit e.g. locker rent etc.
 - take any action for the adequate protection or insurance of any part of the Trust Fund.
 - purchase, draw, make, accept, endorse, discount, execute and issue promissory notes, bills of exchange, and other negotiable or transferable instruments of any kind;
- Subject to the trusts of this deed, generally, the Trustees shall have further powers and authorities to:
 - perform any administrative act; and
 - pay or deduct all costs, charges, commissions, stamp duties, imposts, outgoings and expenses of or incidental to the Trust Fund or its management (whether or not the Trustees is under any legal obligation to make the payment) or in connection with the preparation, execution and stamping of this deed, as though the Trustees were the absolute owner of the Trust Fund and the income of the Trust Fund;
 - attract and encourage donations, gifts (by will or otherwise), endowments, trust distributions and other forms of financial assistance to or for the benefit of the Trust;
 - employ and pay or provide any benefit for any employee without being responsible for the default of the employee or for any loss occasioned by the employment.
 - engage and pay any agent, contractor or professional person without being responsible for the default of the agent, contractor or employee or for any loss occasioned by the engagement;
 - sponsor, organise and undertake fund raising activities and arrange for the issue of appeals to the public for donations;
 - create, maintain, hire, utilize websites and any other programs or facility involving IT or ITES for all or any of the purposes contained herein and/or in the conduct management and execution of the objects of the Trust.
- The powers and discretions mentioned above are to be treated as supplementary or additional to the powers vested in trustees by law,
- No implication That the Trustees has a power conferred on it by clause 4 and its sub-clauses or any other clauses in this deed does not imply that the Trustees is required to exercise that power.

SECTION IX – MATERIAL CONTRACTS AND DOCUMENTS FOR INSPECTION

The following contracts which are or may be deemed material have been entered into or are to be entered into by our Trust. These contracts and the documents for inspection referred to hereunder, may be inspected at the Corporate Office of our Trust between 10:00 am to 5:00 pm on any Working Day from the date of the filing of this Fund-Raising Document with the Stock Exchange till the date of closure of the Issue.

MATERIAL CONTRACTS

1. Registrar Agreement dated February 14, 2024 between our Trust and the Registrar to the Issue.
2. Escrow Agreement dated March 20, 2024 between our Trust, the Registrar to the Issue and the Escrow Collection Bank.
3. Tripartite agreement dated March 22, 2024, among our Trust, the Registrar to the Issue and CDSL.
4. Tripartite agreement dated March 20, 2024, among our Trust, the Registrar to the Issue and NSDL.

MATERIAL DOCUMENTS

1. Trust Deed of our Trust, as amended to date.
2. Copy of the resolution passed by the Board of Trustees on January 29, 2024 approving the issue of ZCZP Instruments.
3. Copy of the resolution passed by the Board of Trustees on January 29, 2024 approving this Draft Fund-Raising Document.
4. Copy of the resolution passed by the Board of Trustees on April 01, 2024 approving this Fund-Raising Document
5. Registration certificate as a Not-for-Profit Organization with NSE.
6. Certificate issued under section 12A of the Income-tax Act, 1961.
7. Certificate of registration under the Foreign Contribution (Regulation) Act, 2010.
8. Consents of the Trustees and Compliance Officer, Advisors to the Issue and Registrar to the Issue.
9. Consent dated January 15, 2024 from CA Prity Damani, Chartered Accountants to include their name in their capacity as our Statutory Auditors.
10. In-principle listing approval from NSE by its letter no. NSE/LIST/C/2024/0151 dated March 05, 2024

DECLARATION

We, the Trustees of Missing Link Trust, hereby certify that all applicable legal requirements in connection with the Issue, including provisions of Chapter X A of ICDR Regulations and amendments to SEBI (Issue of Capital and Disclosure Requirements) (Third Amendment) Regulations, 2022 ("ICDR Amendment Regulations") and SEBI Circular dated September 19, 2022 and December 22nd, 2023 and subject to other applicable laws, if any, under the Securities Contracts (Regulation) Act, 1956 and the rules made thereunder, the Securities and Exchange Board of India Act, 1992 and the rules and regulations made thereunder, each as amended, and the rules/ regulations/guidelines/ circulars issued by the Government of India, the Securities and Exchange Board of India and other competent authorities in this respect, from time to time, have been duly complied with and that no statement made in this Draft/Final Fund raising document contravenes any, such requirements.

We further certify that all the disclosures and statements made in this Draft /Final Fund raising document are true, accurate, correct and complete in all material respects, are in conformity with the applicable provisions of the aforesaid statutes mentioned above, and do not omit disclosure of any material information that may make the statements made herein, in the light of circumstances in which they were made, misleading and that this Draft/Final Fund raising document does not contain any misstatements and no information material to the subject matter has been suppressed or concealed and is as per the original records maintained by our Trustees under the Trust Deed

Signed by the Trustees of Missing Link Trust

SD/- Leena Kejriwal

Leena Kejriwal

SD/- Ujwal Thakar

Ujwal Thakar

SD/- Jacob Niran

Jacob Niran

SD/- Nikita Tulsian

Nikita Tulsian

SD/- Anju Dhandhanis

Anju Dhandhanis