

# Missing Link Projects

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**MISSING**

Everyday, more than

**200 680**

children & women

**GO MISSING IN INDIA**



## Ground reality

West Bengal accounts for about 44%\* of all trafficking cases in India, with Sundarbans as the hotbed.

### Missing's **Empowerment Centres** are in Sundarbans

- Hit by 4 cyclones in 3 years
- USD 0.5 per day per capita income
- Remoteness of the villages
- High Trafficking & Crime Rate



#### **Beneficiary**

**2 Million** vulnerable women and girls from the Sundarbans



# Who is making the MISSING bags?



MISSING has two Women Empowerment Centres (WEC) - in Madhya Gurguria and Nakuler Mor in Kultali. The women in these centres are vulnerable to trafficking, gender based violence, alcohol abuse etc.

We have been able to achieve the following milestones in the WEC:



**250** women trained



**3 Lakh +** orders fulfilled



Developed capacity to **earn a monthly income and support their families**



The majority of women have reported a **positive change in their family dynamics**

# Why use the Missing Bag?

- Empower the Women of Sundarbans to **break out of the cycle of exploitation** and poverty
- The Missing Bag is **handcrafted**, artisanal, environment friendly -in cotton and canvas
- Align your business with your **CSR objectives**
- Create **Brand Visibility**
  - Branding campaigns within our education tools and media
  - Product placements in MASSp, Mobile and PC games
- Builds the organizational **social quotient** to your consumer
  - PR stories in media about our partnership during seminars, workshops and round-table discussions

We have successfully operated the two centers pre-Covid (fulfilled orders of **1,00,000 bags** from jaypore.com over a span of 10 months, and others like JLF, Filament Pictures and German consulate)



**ENVIRONMENT FRIENDLY**



**STRONG SOCIAL NARRATIVE**



**COMPETITIVE PRICING**



**HIGH QUALITY**

# MLT bags '23

1



## Tote bag

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**Code:** ML01/23

**Fabric:** Canvas

**Size:** 14"x 16"

**Code:** ML02/23

**Fabric:** 20s Cotton

**Size:** 14"x 16"

**Code:** ML02/23

**Fabric:** 10s cotton

**Size:** 14"x 16"

2



### Zipper pouch

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**Code:** ML04/23

**Fabric:** Canvas

**Size:** 10"x 7.5"

**Code:** ML05/23

**Fabric:** 20s Cotton

**Size:** 10"x 7.5"

**Code:** ML06/23

**Fabric:** 10s cotton

**Size:** 10"x 7.5"

3



### Drawstring bag

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**Code:** ML07/23

**Fabric:** Canvas

**Size:** 11"x 18"

**Code:** ML08/23

**Fabric:** 20s Cotton

**Size:** 11"x 18"

**Code:** ML09/23

**Fabric:** 10s cotton

**Size:** 11"x 18"



# Some more bags



## Rollover Pouch

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**Code:** MLO3/22

**Fabric:** Canvas

**Size:** 12" x 9"



## Pencil Pouch

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**Code:** ML08/22

**Fabric:** Canvas

**Size:** 7" x 2.5"

**6**

## Shopping Bag

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**Code:** MLO7/22

**Fabric:** Canvas

**Size:** 15" x 15"

**7**

## Drawstring Backpack

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**Code:** MLO4/22

**Fabric:** Canvas

**Size:** 14" x 16"

**8**

### Front pocket sling bag

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**Code:** MLO2  
**Fabric:** Canvas  
**Size:** 9" x 7"

**9**

### Pleated Pouch

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**Code:** MLO1  
**Fabric:** Canvas  
**Size:** 8" x 6"

## Key pointers

- Cost of logo screen printing as per customisation
- Products are also available in red, blue and black coloured fabric
- Prices may increase by 10% if coloured fabric is used
- Courier cost will be basis actuals
- GST of 12% will be applicable



Minimum order can be **100 pcs**  
as per your size, branding and  
design requirements

# Partner with us to help #SaveMissingGirls!



Place bulk B2B orders for driving sustainable livelihood.

**#SaveMissingGirls** is our urgent call for everyone to support the most vulnerable

The placement of MISSING's logo on the bag, **which is optional**, shows our joint commitment to building a world where every girl is safe.

**MISSING**



**To order, contact us at:**  
**[tanvi@savemissinggirls.com](mailto:tanvi@savemissinggirls.com)**

**Or +91 9739877014**

**THANK YOU.**