

LETTER FROM THE FOUNDER

Dear Friends,

In 2024, Apne Aap continued its mission to end sex trafficking and to build a world in which no girl, no woman, no child is bought or sold. Each year, we move closer to that vision — girl by girl, law by law, and shift by shift in cultural attitudes.

This year, we reached new heights.

We educated 62 girls, most from red-light areas, helping them break cycles of intergenerational exploitation. We connected 50 women to livelihoods, bank accounts, and government-issued IDs — vital tools to reclaim control over their futures. We provided food assistance to more than 1,500 families, ensuring that hunger never becomes a trafficker's weapon.

Apne Aap's impact doesn't stop at the grassroots. In 2024, our advocacy reached international platforms. We delivered seven presentations at the United Nations, and our novel I Kick and I Fly inspired over 20 presentations, including one staged as a powerful play at the UN.

Our partnerships flourished. We joined forces with NYU to introduce a gender practicum, mentored 40 interns from 27 universities, and supporting petitions and campaigns with partners like Vital Voices, CATW, NYSTAC and CAP to address the demand for human trafficking.

This journey began with the courage of survivors like Chandni, who dreamed of a life beyond exploitation. That dream is now becoming a reality for thousands.

Together, we are building a world where every woman and girl is free to dream, to choose, and to soar.

With gratitude,

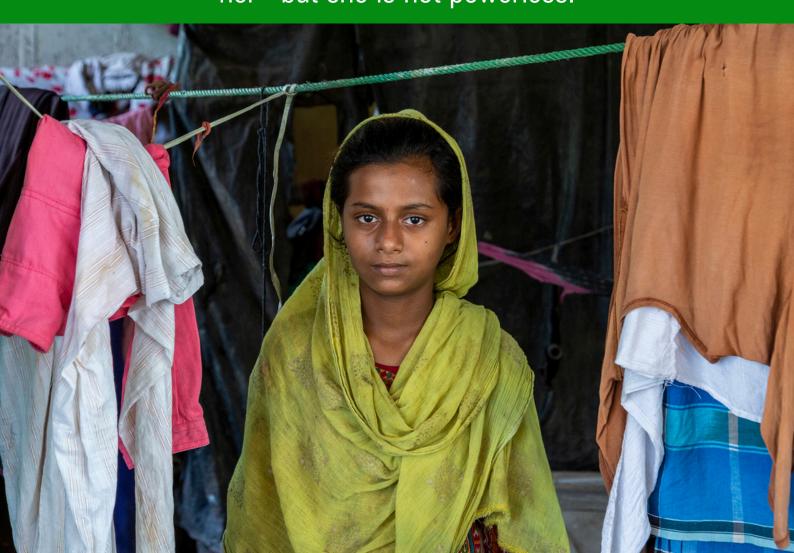
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Ruchira Gupta

Founder, Apne Aap

THE LAST GIRL

The Last Girl is the most vulnerable and invisible girl in the world. She is at the bottom of every social, economic, and political hierarchy. She is poor, female, young, and from a marginalized caste, race, or ethnicity. She lives in a remote village or an urban slum, often without access to education, healthcare, or justice. She is the first to be denied her rights—and the last to be heard. Because of her layered vulnerabilities, the Last Girl is the most at risk of being trafficked, exploited, and forgotten. She may be born into intergenerational prostitution, pushed into child marriage, forced labor, or sold across borders. The system is rigged against her—but she is not powerless.



HOW WE EMPOWER

At Apne Aap, we center our work on the Last Girl. We believe that by empowering her—through education, livelihood support, legal rights, and a strong community—we can challenge the root causes of sex trafficking and create a world where every girl is free.

When the Last Girl is free, all girls will be free.



OUR 2024 IMPACT

1,500+ families received food assistance

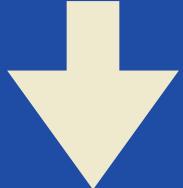
50 women connected to livelihoods, bank accounts, and government-issued IDs 62 girls educated (from red-light areas)

7 presentations delivered at the United Nations

20+ presentations based on I Kick and I Fly (including one staged play at the UN)

40 interns from 27 universities trained







OUR LIFETIME IMPACT

600,000+ women and families provided with food assistance

30,000+ women accessed safe spaces

10,000+ women obtained government-issued IDs

3,000+ women linked to sustainable livelihoods

4,000+ children educated

1,625+ interns trained in anti-trafficking work

LIVELIHOOD LINKAGES

Financial freedom from livelihood linkages has empowered women in red-light areas to reclaim their dignity and build sustainable livelihoods. In 2024, 11 women received bank loans through our partnership with Jeevika and used the funds to start small businesses such as grocery stores, pan shops, tea stalls, and cosmetics shops. They are also now able to live in their own homes. These women are now financially independent, with stable sources of income that have significantly ended their reliance on prostitution. Additionally, 3 more women have found dignified employment as cleaners in hospitals. We are also proud to say 14 business have broken even no longer reliant on us, turning 14 women from red-light ditricts into small business owners.



THE POWER OF EDUCATION

Education has transformed the lives of the girls we have supported, opening doors to opportunities and independence. The impact goes beyond enrollment—three of our girls have graduated, and seven are now pursuing higher education in colleges. Among them, Akshita ranked in the top 5 of her B.Tech program, and Aarti won the Best Painting Award in her school. Varsha is now working as a Senior Associate at WNS Company in New Delhi, while Soni works as a receptionist at a vehicle showroom. Remarkably, a former student Madhumala, has joined the Bihar Police now able to fight the injustices that once opressed her. These outcomes are a testament to the life-changing power of education and the resilience of every girl who dared to dream.



BUILDING HEALTHY, CONFIDENT, STRONGER GIRLS

Our food program has had a profound impact on the health and development of the families we serve. Many now receive daily meals through our initiative, leading to noticeable improvements in children's attention spans, overall health, and physical growth. Medical issues have significantly decreased, and children have grown stronger and taller. In fact, some of the children who benefited from the program have now reached adulthood and even entered marriages starting families of their own, a testament to the long-term impact of sustained nutrition. Complementing this, our karate classes have empowered girls with confidence, strength, and a bold sense of self. Every participating girl has developed greater physical strength and emotional resilience. Together, these programs nourish both body and spirit, helping children and young women grow into healthier, more empowered individuals.



STORIES FROM THE FIELD

Bringing Food and Hope in 2024

A few weeks ago, in a bustling room at our Bihar center, I watched as 10-year-old Arti (name changed) proudly carried her plate of pulao to the table. She beamed as she sat down, surrounded by her friends, and shared stories of her school day. Arti's family struggles to make ends meet, and this meal—just like every other meal she's received here—is often her only source of nourishment. But in that moment, she wasn't just eating a meal; she was soaking in the joy of belonging and the confidence of being cared for.

Stories like Arti's have defined our last three months. Every day, we served fresh meals to 50 children at the center—plates filled with rice, dal, vegetables, puri, and kheer, dishes that nurtured both their health and their spirits. In this quarter alone, we delivered 936 ration kits to families across Bengal, Bihar, Jharkhand, and other states, reaching 4,305 individuals, including 1,292 women and 2,152 children. Each kit was packed with essentials to ensure families could face their days with strength and hope. Since the program began, we have shared 1,44,15,600 meals, touching countless lives.

Fostering Cheer and Change

- Education We distributed computers to three girls pursuing higher studies and provided monthly school supplies to keep children on track academically
- Health Our team facilitated hospital referrals, ensuring critical care for women and children in need
- Housing In Bihar, families affected by floods rebuilt their homes with our support, reclaiming safety and stability

Praveen Kumar Project Manager





Lives Reclaimed: Meena's Journey

Meena (name changed) was just 15 when the pandemic hit, living in the red-light area of Forbesganj, Bihar. For two years, her school was closed, and her mother, a daily laborer, lost her income. The lockdown brought hunger, anxiety, and the looming threat of trafficking into their lives.

But when our community classrooms reopened, Meena found hope. She caught up on her studies and gained confidence through our kung fu classes. Today, Meena is back in school, dreaming of becoming a teacher. Her story is one of resilience, shared by many others across our project areas.



Rani's Triumph in the Apne Aap Dojo

Rani (name changed), a 12-year-old from Forbesganj's red-light district, recently stepped into the spotlight at her first Karate competition held at Apne Aap's community center. In her pristine white uniform, Rani didn't just compete—she conquered, turning her journey from shy, bullied girl to fierce martial artist into an inspiring spectacle. The crowd watched in awe as Rani showcased the strength and confidence she had meticulously built over months of training.

When she joined Apne Aap's martial arts classes eight months ago, Rani was so shy that she wouldn't even lift her eyes to meet anyone's gaze. Fast forward to today, and this same girl fearlessly displayed the strength and confidence she had meticulously built over months of training.

Her victory was more than a personal achievement; it was a beacon of hope for her family and the entire community. Rani's mother, who had endured unimaginable hardships, was radiant with pride, witnessing her daughter's triumph.

THE 2024 LAST GIRL AWARDS



YASMIN VAFA,
ADVOCATE FOR
GENDER JUSTICE



WILLIAM SILVERMAN AND PROSKAUR, LEGAL ADVOCACY



MARGARET ALVA,
POLITICAL TRAILBLAZER
AND WOMEN'S RIGHTS
CHAMPION

Dear Friends,
This year's Last Girl Awards at the
Asia Society in New York were a
true celebration of courage,
solidarity, and hope. We were
honored to recognize extraordinary
leaders — Yasmin Vafa, Jessica
Neuwirth, Margaret Alva, Melanie
Thompson, William Silverman, and
Mira Sorvino — for their tireless
work to uplift the rights of women
and girls.

The 2024 Awards were more than an event; they were a gathering of allies from across the world, united in our commitment to end trafficking and exploitation. It was inspiring to see survivors, students, policymakers, and activists standing together — proof that change is not only possible but already underway.

Thank you for being part of this movement. With your support, the power of the last girl grows stronger every day.

With gratitude,

Ruchira Gupta Founder, Apne Aap



MELANIE THOMPSON SURVIVOR-ACTIVIST AND YOUTH LEADER



JESSICA NEUWIRTH, CO-FOUNDER OF FRONTLINE WOMEN'S FUND & EQUALITY NOW



MIRA SORVINO,
OSCAR-WINNING ACTOR AND
UN GOODWILL AMBASSADOR

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ACKNOWLEDGEMENTS

Apne Aap expresses its heartfelt gratitude to all those who have stood with us in the fight against human trafficking and the exploitation of women and girls.

We thank the survivors who lead with courage, the activists who champion change, the students and volunteers who bring fresh energy, and the partners and allies who amplify our impact.

We are especially grateful to our supporters, funders, and collaborators around the world, whose steadfast commitment enables us to continue our mission — girl by girl, community by community, and law by law.

Your belief in the power of the last girl has made our progress possible. Together, we are creating a future in which every woman and girl can live with dignity, freedom, and hope.

With deepest appreciation, Apne Aap Women Worldwide



FOR YOUR CONTINUED SUPPORT IN OUR PROGRAMS