

STOP THE TRAFFIK.
PEOPLE SHOULDN'T BE BOUGHT & SOLD

FILM PACK

SUMANGALI

Producer: Suzanne Kim



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INTRODUCTION

The Story

Suzanne Kim has produced a documentary for STOP THE TRAFFIK sharing the stories of women working in the cotton factories in India, caught in the Sumangal scheme. You are invited to host a film event to raise awareness and donations for STOP THE TRAFFIK. Ultimately, we hope your event will encourage people to take action to end trafficking in the fashion industry.

"In August 2013, a group of women, including myself, from different backgrounds and different parts of the world travelled to India to learn more about the stories of other women. Women, who have been exploited, trafficked and coerced into a life of modern day slavery."

- Suzanne Kim, film director

Why a film event?

The film gives a glimpse into the devastation created in the lives of those who are trafficked and exploited. A film event is simple and straightforward to organise, and it can be any size! In this pack we will be giving you some background to the film and the STOP THE TRAFFIK Make Fashion Traffik-Free campaign as well as guidance as to how to host a successful film event.

Download the film at www.vimeo.com/stopthetraffikglobal

People are bought and sold for forced labour, sexual exploitation, street crime, domestic servitude or even the sale of organs and human sacrifice. It is the world's fastest growing crime.

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SUMANGALI

INTRODUCTION BY SUZANNE KIM

As part of this journey we travelled across India's famous cities and vast rural hinterlands, witnessed grand wealth and extreme poverty. And amongst this poverty we were exposed to the incredible vulnerability of so many women and children. It was in Tamil Nadu, the "dollar city", where we met some of the most vulnerable of girls. Many, still so far from experiencing womanhood, had no access to education and were burdened with the responsibility of financially supporting their families. They were easily manipulated and coerced into a life of forced labour, sexual, mental and physical abuse, which sometimes resulted in death.

For what it's worth, we literally carry these burdens on our shoulders. The stories of these girls are weaved into the cotton they spin everyday, which is then used to make the clothes we wear on



our backs. Clothes we never think twice about. "How do you feel about this?" I ask one of the girls who along with 10 others had waited 6 hours crammed in a small room for our arrival in Tamil Nadu. "I feel sick to my stomach" she answers. Literally. She had experienced severe abdominal pain as a result of breathing in so much cotton fiber, 2kg to be exact. The girls told us story after story of despair and abuse and as I watched them detail their experience in utter disbelief I notice their swollen hands, feet and face. Evidence that they are modest in their account of events.

I ask, "What can we do?" overcome with the feeling of utter helplessness. Their answer was simple. "Please tell our story". So here is the film as a small part of keeping the promise to share their story. And by hearing this story, it becomes your story. Your story to share and to be accountable for. Because I'd like to believe we all have a responsibility to take care of each other. Of those you know, of those you may not know but are inevitably linked to - through the clothes you wear, the toys your children play with, the electronics we use, the food we consume. Human trafficking is a serious crime and happens in every corner of the globe, even in our own neighbourhoods. We can't keep using ignorance as an excuse and it's time we play our part, however big or small, in prevention and raising awareness.

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MAKE FASHION TRAFFIK-FREE

**MAKE
FASHION
TRAFFIK-FREE**

Through the Make Fashion Traffik Free campaign, STOP THE TRAFFIK activists all over the world are campaigning to bring an end to trafficking in the fashion supply chain.

It is a little known fact that 200,000 young women and girls between the ages of 14-23 are being trafficked into the spinning weaving and dyeing mills of Tamil Nadu, India.

The women work long hours in often dangerous and unsafe working environments; often without breaks and with very little freedom.

The cotton they weave is sold all over the world. It is likely that it ends up in our local shops and used in many of our favourite brands.

The women are often fed with false promises of a good job paying a decent wage. In reality, women often end up trapped in factories for up to five years, often without receiving their promised money.

The women and girls are trafficked under the Sumangali scheme*, something that is promoted as an 'apprenticeship' opportunity to poor communities within rural areas. Families are easily deceived by beautiful brochures and happy testimonials provided by the 'middle men' working for the scheme.

We are calling on the fashion industry to take action to end human trafficking within their business' supply chains. We are calling on the public to let their voice be heard. Please join with us as we call for Traffik-Free Fashion.



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FUNDRAISING

The funds you raise at your film screening will help STOP THE TRAFFIK develop resources for you to use to take action to combat trafficking, as well as supporting our work to prevent human trafficking around the world.

Before you start though, it is vitally important that you read through, and agree to STOP THE TRAFFIK's fundraising agreement. Once you've done that, you are ready to start!

I AGREE TO:

- ▲ Follow the purpose and values of STOP THE TRAFFIK as set out in the STOP THE TRAFFIK charter
- ▲ Avoid anything that brings STOP THE TRAFFIK's name into disrepute
- ▲ Send all funds raised to STOP THE TRAFFIK no later than 30 days after receipt
- ▲ Make or ask for all cheques to be payable to STOP THE TRAFFIK
- ▲ Not carry out house-to-house collections to raise funds
- ▲ Gain a collector licence from the local authority or on any private property gain permission from the owner (including shops, pubs etc) before collecting money in any public place
- ▲ Have two people present when any monies collected are being counted
- ▲ When fundraising in the UK add the words 'STOP THE TRAFFIK is a Company Limited by Guarantee registered in England & Wales No. 6657145 and a Registered Charity No.1127321' to any posters, letters, tickets, fliers etc that are printed for fundraising
- ▲ Abide at all times by the country's data protection legislation and regulations for the country that I am fundraising in
- ▲ Abide at all times by the national fundraising Codes of Practice for the country that I am fundraising in
- ▲ Not hold STOP THE TRAFFIK responsible for any costs, claims, loss or liability

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STEP 1

ORGANISING YOUR EVENT

Choose your location, date and time. You can hold a movie screening anywhere: at your house, your place of worship, a local school or community centre. Whichever venue you choose make sure everything is in place for the event:

- sound system
- projector
- laptop
- the projection screen
- shades or blinds for the windows
- chairs

Consider how many people you would like to invite. This entirely depends on how you would like to run your movie screening. You can do anything from a small gathering with friends at your house to a large community event with a panel discussion. Depending on how large an event you hold, you may wish to charge a small entry fee to begin your fundraising. If you wish to host a larger scale event, don't do it alone. Get a team together, make it fun and make sure to acknowledge their contribution!

To ensure you are fully organised for the event, make sure you are up-to-date with any current campaigns that are happening; try to incorporate these into your film screening night!



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STEP 2

PROMOTING YOUR EVENT

How to promote your event:

- Make a Facebook event! Facebook is a quick and easy way to invite your friends if you are planning a private screening at home. If you want to expand the size of the event, make the facebook event 'public' allowing your friends to share the event and to invite people they know.

- Tweet the event! Using twitter, post the event to the wider community! This is great if you are hosting the screening in a community space or public hall and are encouraging large numbers to attend.

Top tip: Get in touch with local campaigning or community groups who may be able to share your event to their large number of followers!



- Create posters! Ask your school, place of worship, workplace or any other organisation you are part of to help publicise your film screening by pinning up a banner in community spaces. Our poster can be found at www.stophetraffik.org/takeaction/trafikfreefashion

- Contact your local press! If you are holding a larger community event, they may be able to cover and advertise the event.

- Track those attending! For a large event; why not create an Eventbrite registration and keep track of those attending? www.eventbrite.com

- Leave yourself time! The earlier you start the more people will hear and the greater the interest will be! We suggest starting with the promotion approx. 6-8 weeks before the event, a second wave 3-4 weeks before event and final reminders in the week running up to your event.

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STEP 3

PREPARATION ON THE DAY

Before the film prepare the location

The seating arrangements need to accommodate the number of guests.

Have the film set up and ready to go before guests arrive - set up the screen and check that the film and audio are working.

Set up a table with the sign-up sheet and materials you prepared so guests will see them when they arrive.

Share the safety information about the building - where the exits are and where the assembly point is if the building needs to be evacuated.

Before you play the film, discuss what made you decide to host the screening and explain a little of the context of the film. Don't forget to thank your audience for attending!



YOUR FUNDRAISING

You may wish to consider taking an interval midway through the film for refreshments and other fundraising opportunities. You could sell Fairtrade drinks and snacks for your guests, or host a raffle with a Fairtrade prize to raise more money.

There are plenty of fundraising opportunities to be had so use your imagination, and importantly, choose activities that feel appropriate for your particular audience.

AFTER THE FILM

Getting a discussion going after the film will help people process what they have seen, ask and answer questions, form opinions and most importantly help them to see the part they can play in making fashion traffic free.

Ask the audience about their initial reactions; discuss major themes and brainstorm ways your friends or community can get involved. It is helpful to ask people to share their thoughts in pairs and threes first and then share them with the whole group. Possible discussion topics you could cover are:



- How did the film make you feel?
- What affects your choices in the decision making process concerning what you wear; trend? brand? price? ethical practices?
- What role can we play as consumers?
- Would your loyalty and choices regarding where you shop be affected by a shop's transparency relating to human trafficking?
- After this film event what actions will you take as an individual or a group?

Whatever scale event you hold, this is your moment to empower people and tell people them how they can get involved in making fashion traffic-free. Make sure your audience are aware of STOP THE TRAFFIK's current campaigns, explaining how they can get involved. Request that your attendees sign up to STOP THE TRAFFIK's newsletter and encourage people to follow us on [Facebook](#) and [Twitter](#) to keep up to date with the latest campaign actions.

Facebook/Twitter/Instagram: @stopthetraffik

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AFTER THE EVENT

DONATIONS

If any donations have been raised at the event, make sure you count the total amount that you have managed to raise carefully - check and double check it!

To donate to STOP THE TRAFFIK:

- Online at our website (Go to www.stopthetraffic.org/donate)
- By cheque: send cheques to our global office at STOP THE TRAFFIK,
1A Kennington Road, London SE1 7QP
- Via bank transfer (Contact us at info@stopthetraffic.org for our details)

AFTER THE EVENT

We would love to hear how your event went! Please send us an email at: info@stopthetraffic.org or let us know through social media @stopthetraffic. Send us any photos of the event that you are happy for us to share on our newsletter or across our social media channels. We would love to tell others about your event and to inspire others to take part! (Ensure that you have received permission by the people present in the photos).

Sumangali: A Tamil word meaning 'Married Woman' and refers to a 'single girl becoming a respectable woman through marriage'.



Do you have any ideas for STOP THE TRAFFIK? If you have any fundraising strategies or awareness raising ideas that you believe may be useful to other volunteers, we want to hear from you. Contact us at: info@stopthetraffik.org

Contact us with questions or for more information:

Email: info@stopthetraffik.org
Tel: +44 (0) 207 921 4258
www.stopthetraffik.org



[@stopthetraffik](https://twitter.com/stopthetraffik)



www.facebook.com/stopthetraffik

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