

CHAPTER 1

INTRODUCTION

1.1 Introduction

Human trafficking (HT) is modern-day slavery, where people profit from controlling and exploiting others (Effah, 1996; DeStefano, 2007). Human trafficking continues today, despite popular belief that slavery is a thing of the past. Traffickers employ force, deception, or coercion to force others to engage in commercial sex or offer labour services against their choice. Traffickers ensnare victims in terrible circumstances in India by using violence, threats, lies, debt bondage, and other manipulative techniques (Agbu, 2003).

The International Labor Organization estimates that 1.2 million children are trafficked yearly, and approximately 21 million are victims of human trafficking today- more than ever in history (ILO, 2017). Human trafficking has been internationally recognised as a significant human rights violation in every constituency (Robinson, 2002). However, during the past ten years, a sharp rise in social research and public relations has brought this practice's pervasiveness and implications to international awareness (Abraham, 1987). This study investigates the problem of human trafficking mainly through a communication perspective. Thus, this study primarily focuses on three broader aspects, i.e., the prevalence of human trafficking in Jharkhand, human trafficking in media, and communication approaches to mitigate modern-day slavery.

The study has employed Conflict theory, Media Framing theory and the Social-Ecological model as its theoretical base. Conflict theory helps analyse the factors and purpose of the prevalence of human trafficking in Jharkhand. Conflict theory also helps assess the Status of Human Trafficking in Jharkhand, examining the purposes and possible factors behind Human Trafficking and determining people's awareness of human trafficking. At the same time, the Media Framing theory proves its significance in critically analysing media coverage of human trafficking and news frames used by selected newspapers. To evaluate communication intervention by the government of Jharkhand to mitigate human trafficking in the state, Social-Ecological Model plays a crucial role.

This thesis is the result of an exploratory empirical investigation. The study's nature and goal require using the multiple approach method. The reliability of this design in analysing the prevalence and potential causes of human trafficking in Jharkhand makes it suited for this investigation. This method aids in evaluating the communication strategies used by government and non-government organisations in Jharkhand to combat human trafficking.

This multi-approach study strategy aids in examining public perceptions of human trafficking, analysing visible and pertinent media content, and producing reliable and accurate findings. In general, and as was already mentioned, the study falls under the paradigms of both quantitative and qualitative methodologies. This is so because none of the research techniques alone can provide a thorough grasp of a research problem (Creswell, 2003; Sobowale, 2008; Teddlie & Tashakkori, 1998).

Finally, this study analyses qualitative and quantitative data using credible and accepted methods and critically discusses the implications of the results. The study presents all the data in descriptive, graphs, and table forms.

1.1.1 Research Setting Area

Although it is genuinely odd, Jharkhand is a wealthy state where the lowest of the impoverished life. In Jharkhand, 42% of people are below the poverty line. Today, Jharkhand has become a significant intra-national trafficking source region in India. Tribal people are primarily trafficked out of Jharkhand for domestic work in big cities with a demand for it. Many illegitimate placement agencies have sprung up in cities like Delhi. In the pretense of offering employment, these agencies use legal loopholes to trade primarily innocent girls and children, who are instead subjected to harsh forced labour circumstances. Working 12 to 14 hours a day is usual for these victims. Many of those who have been saved also describe sexual and physical abuse. From the victims that were rescued in Delhi, additionally, there have been some reports of sexual enslavement.. For the sake of forced marriage and bond labour, some victims are trafficked to Punjab and Haryana.

According to the 2013 India Country Assessment Report: Recent position of Victim Service Providers and Criminal Justice Actors on Anti-Human Trafficking, there are red-light areas in the districts of Dhanbad, Bokaro, and Hazaribag. Khunti, Garwah,

Sahibganj, Dumka, Pakur, West Singhbhum (Chaibasa), Ranchi, Palamu, Hazaribag, Dhanbad, Bokara, Girdih, Kodarma, and Lohardaga are among the districts affected by trafficking. The Oraon, Munda, Santhal (including the endangered Pahariya), and Gond tribes, of which the majority are from the Oraon and Munda, account for the majority of the women and children kidnapped from Jharkhand.

In 2000, southern Bihar was divided up to create Jharkhand. It has a population of 32.9 million and covers an area of 79,710 km² (2011 Census). Its northern boundary is with Bihar, and its western, southern, and eastern borders are with Odessa, Uttar Pradesh, and Chhattisgarh.



Fig. 1.1: Map of Jharkhand

There are 24 districts altogether. The state's other significant cities include Jamshedpur, Bokaro, and Dhanbad, with Ranchi serving as its capital. It is one of the states with the most incredible natural resource wealth, with a forest cover of about 28% and 40% of the nation's mineral resources. The Scheduled tribes and Scheduled castes comprise the underprivileged class, making up about 38% of the population. Approximately 74% of people in Jharkhand live in villages, according to the 2011 census.

This poor socio-economic status of Jharkhand makes it quite evident that the state's social, economic, and human development will not occur just because natural resources are available. The state's actual development will be determined by the quality of its human capital or how well its citizens are doing in terms of their health, diet, and education. Nutrition, water, and sanitation are crucial for Jharkhand to advance and develop in the years to come. Building up human capital is the first requirement of any state to advance practically. This becomes a significant reason for choosing Jharkhand as the research setting area for this study.

1.2 Background of the Study

Human trafficking, like many other social ills, weakens society and ought to be severely curbed and evaluated. The simplest definition of exploitation is the use of another person for prostitution or other forms of sexual exploitation, as well as forced labour or services, slavery or acts that are akin to slavery, servitude, or organ harvesting (Bhattacharya, 2007).

Instead of being seen as a single crime, human trafficking can be seen as a process. A person is kidnapped or recruited in the first phase, then transported to and admitted into another country (in the case of transborder trafficking). The victim is coerced into sex or labour servitude during the third phase, which is known as the exploitation phase. The laundering of illegal proceeds is a potential additional stage that involves the offender and is typical of all large-scale criminal organisations. There may be more connections to various social and communication theories addressing child trafficking if trafficking is studied from a communication perspective (Aronowitz, 2009).

Major societal issues include human trafficking and commercial sexual exploitation (CSE). It is now regarded as the third organised crime after drug and armed crime and has become a global problem. According to the United Nations, Office on Drugs and Crime (UNODC) and the International Labour Organization's International Programme on the Elimination of Child Labor (ILO-IPEC), 2001, children are frequently sold like commodities in a multi-billion-dollar industry that operates with essentially no consequences (Rafferty, 2008).

The crime of human trafficking affects almost every nation in every part of the world, according to a report on child trafficking produced by UNODC (United Nations Office

of Drug and Crime) in 2014. In 124 nations worldwide, victims with 152 distinct citizenships were found between 2010 and 2012. Additionally, trafficking flows crisscross the globe, connecting the exact origin and destination countries of at least five discovered victims. UNODC has found at least 510 flows. Since they are based on verified data submitted by national authorities, these numbers are the absolute minimum. The actual numbers are probably much higher, and these official estimates reflect the outwardly apparent aspect of the situation. The majority of trafficking routes are intraregional, which means that the victim's point of origin and final destination are frequently both located in the same subregion.

Because of this, it is challenging to pinpoint the main worldwide trafficking hotspots. Within the region, victims are frequently trafficked from less developed to wealthier nations (compared to the place of origin). Transregional trafficking flows are primarily found in the rich Middle Eastern, Western European, and North American countries. Victims from the "global south," primarily from East and South Asia and Sub-Saharan Africa, are frequently included in these movements. According to statistics, the proportion of victims trafficked from other regions increases with the GDP of the destination nation. More prosperous nations draw victims from many different places, including entire continents, while internal or subregional trafficking movements mostly plague less developed countries (UNODC, 2014).

Up to \$10 billion is generated annually by the massive international human trafficking trade. Since human trafficking is primarily unreported and its victims frequently dread coming forward, it is difficult to estimate the exact number of trafficked persons. According to one estimate, minors make up 50% of trafficking victims. Promises of schooling, better work opportunities, or a more lucrative life away from their homeland frequently entice kids and their families.

Sometimes, helpless kids have no choice but to use others for survival. Children and women are trafficked within their own countries or carried over international boundaries, typically from rural to urban areas. They experience horrific assaults on their safety and dignity while being marketed as commodities. Victims are compelled to work in dangerous situations, sold into domestic work, marriage, or prostitution, enlisted as child soldiers against their will, and given up for unauthorised adoptions. Girls as young as 13 are trafficked as "mail-order brides," typically from Asia and Eastern Europe, and are

frequently coerced into prostitution or participating in pornography. Numerous youngsters, particularly girls, are trafficked for domestic labour throughout West and Central Africa (UNICEF, 2018).

Governmental and non-governmental organisations claim that there is an increase in human trafficking. In addition to drug and arms trafficking, it is among the three most profitable trades. Although it is difficult to pinpoint the precise number, traffickers make significant sums of money by abusing others, particularly children. Like modern slavery, trafficking involves numerous sorts of exploitation. It may involve coercion or violence against the victims and forced work such as sexual exploitation through prostitution and other means, debt servitude, abuse of the body and mind, and numerous other cases of abuse of fundamental human rights (Redlinger, 2004). The victims are many and varied. Children, adults, and men are all victims. They have a few things in common. Most are struggling to survive because they are so poor. To support their families, men and women trafficked become victims. Children suffer because others have deceived them into believing they may find a better life. The causes are numerous, and this lesson tries to shed light on one of the trickiest human rights issues of the twenty-first century.

The term “human trafficking” refers to the marketable use of people coerced to engage in forced labour, prostitution, or begging. India has been added to the Tier-2 Watch List for human trafficking by the US for the fifth year running because India has not taken adequate action to combat it. India serves as a transit, destination, and source nation for people who are trafficked for commercial sexual exploitation and forced labour, according to the report. The study estimates that there may be 20 to 65 million impacted individuals. Some estimates place the annual revenue generated by people trafficking in India at roughly 20 billion rupees. What is upsetting is that 50% of those affected by human trafficking are children, and up to 80% of those affected are women (all the persons below 18 years of age come in the category of children) (Pandya & Pandya, 2011).

Alarming reports about the increase in human trafficking, the National Human Rights Commission of India (NHRC) conducted a study in 2005, which revealed that India was quickly developing into a source, transit country, and destination for those who traffic women and children for both sexual and non-sexual purposes. The underprivileged segments of society have not benefited from government advancements in development,

and millions of people continue to live in poverty. Human trafficking is outright forbidden on Indian soil according to the Indian Constitution.

With the help of the Immoral Trafficking Prevention Act, the Indian government criminalises trafficking for commercial sexual exploitation (ITPA). The prescribed punishments, which range from seven years to life in prison, are severe enough and comparable to those for other serious offenses. The Child Labor Act, the Juvenile Justice Act, and the Bonded Labor Abolition Act forbid forced and bonded labour in India. To catch traffickers, Sections 366(A) and 372 of the Indian Penal Code make it illegal to kidnap and sell juveniles as prostitutes, respectively. The maximum sentence under these rules is ten years in prison and a fine. But regrettably, when it comes to combating human trafficking, there aren't enough efficient enforcement agencies to enforce the law (Virk, 2013).

Human trafficking is undoubtedly a socio-economic problem because of inequality, health, poverty, a lack of employment opportunities, violence against women and girls, caste, ethnicity, and social marginalisation. Still, the leading cause of the problem is an absence of education, awareness of this problem, and effective communication methods.

According to a study conducted in Thailand, China, India, and Japan, only about 40% of respondents were aware of the crime of human trafficking. This indicates that these countries' awareness of the issue is still poor (TNS, 2009). To produce specific goals, outcomes, and impacts, communication campaigns are still one of the most widely used tools in endorsing health and social change issues (Salmon and Atkin, 2003). They do this by focusing on a sizable audience within a specific timeframe through a series of activities via communication and media channels (Rogers and Storey, 1987). Campaigns are intended to raise public awareness of HIV/AIDS, drug addiction, drunk driving, and environmental protection while also changing attitudes and behaviour. Therefore, it is crucial to advance an operative communication strategy to combat social ills like child trafficking.

Wilbur Schramm was the first person to realise that communication could be crucial to the national development of third-world nations. He thought that mass media might improve people's life by enhancing information sources and providing opportunities for learning (Uma Narula, 2013). The main idea behind development communication is to reach out to the people for whom development plans—typically created by governmental

and non-governmental organisations—are intended. The general purpose of development communication is to inform, educate, and inspire people about programmes for development (Narula, 2013). Social change initiatives problematise current social structures, which serve as the main building blocks for creating social change agendas. The use of communication for the sake of social system transformation is crucial to a communicative engagement with social change (Gumucio-Dagron & Tufte, 2006; Rogers 1962, 1973; Schram, 1964). As a result, social change communication emphasises the importance of communication as a solution to social issues. The framing of the social change issue inside a more comprehensive communicative lens is necessary to emphasise here. Within this communicative frame, solutions are suggested for changing the social system (Dutta, 2011).

Here, one could wonder what value there is in approaching societal transformation from a communication standpoint. What assistance can the communicative viewpoint offer us in dealing with social transformation issues? What distinguishes the numerous strategies for using communication to promote social change, and what is the political economy of these strategies? Setting out the criteria for evaluating these approaches to social change and relating them to the praxis and politics of social change requires a foundational understanding of the various communication theories for social change (Dutta, 2011).

Since their evolution in the 17th century, newspapers have been valuable resources in society (George, Curran, & Wingate, 1978; Tom, 2012; J. Weber, 2006). Newspapers are a form of mass communication that can influence public opinion and exercise political and economic sway (Copeland, 2003). Newspapers also offer a crucial stage for public discourse and deliberations, thereby guiding society (Copeland, 2003). Newspapers are viewed as courts where verdicts are handed out as editorials against social evils. Newspapers serve as sources of information, education, and entertainment, which helps to make them socialisation agents (Stephens, 1988). Newspapers socialise readers by instilling in them the ideals and standards of society (Stephens, 1988). Like other forms of mass communication, newspapers have always given attention to the coverage of many facets of human efforts while carrying out these fundamental social tasks. Politics, education, sports, business and economy, religion, the arts and culture, entertainment, and health are just a few.

NGOs could be viewed as platforms for progressive change, similar to newspapers. Due to their involvement in campaigns against societal ills, NGOs have gained legitimacy in several regions of the world. NGOs are options that exist. They serve as vehicles for people to participate in social change and development in ways that would not be feasible through government programmes since they are “non-governmental.” They create a “place” where it is feasible to think about social change and growth in ways that would not be likely through government-run programmes since they are “not governmental” They serve as tools for transforming these alternative practises and modes of engagement into different ideas and difficult outcomes (David & Nazneen, 2009).

1.3 Statement of the Problem

It is impossible to overstate women’s and children’s roles in any culture. It is reasonable to assume that children must be present for human existence to continue in society. This is because today’s youth are expected to fill adult roles once they pass on to the great beyond or become too elderly to engage in daily activities. Given those mentioned above, it is rather upsetting to witness these kids subjected to various abuse, dehumanisation, neglect, and slavery in the name of human trafficking.

The worldwide panorama of the twenty-first century is plagued by human trafficking, a form of contemporary slavery that affects both developed and developing nations. One of the most horrific types of organised crime and a violation of human rights that occurs anywhere in the world and targets men, women, and children is human trafficking. Traffickers do not consider borders, laws, and national prejudices. They engage in human trafficking to make money. They con poor people whose dream of escaping poverty turns into the darkest nightmares, whether through kidnapping or fraud.

Trafficking belittles human dignity, blatantly infringes upon fundamental human rights, corrodes the conscience, fosters corruption, undercuts global development and security, and generates enormous sums of money for organised crime. In the absence of viable alternatives and routes out of poverty, the issue of forced labour has increased due to the global economic crisis. The victim essentially “accepts” his circumstance (MFA, 2020).

One of the worst effects of globalisation is human trafficking. Although accurate statistics are hard to come by, investigations of the global phenomenon of human trafficking agree that during the past ten years, the number of victims has increased

significantly (Laczko, 2005, Schauer and Wheaton, 2006, United States Department of State, 2001, United States Department of State, 2007). The Human Rights Center of the American Bar Association describes the global human trafficking industry as “the fastest-growing and third-largest criminal sector in the world today, after the arms and drugs industries, generating billions in revenues each year” (Morrissey, 2006). The lack of cooperation between concerned national and international political authorities, law enforcement agencies, nonprofit organisations, and community organisations have contributed to the failure of attempts to stop human trafficking to date (Foot, 2010).

Human trafficking is thought to occur elsewhere globally, not in wealthy nations like the United States, and most especially not in Montgomery County. However, the FBI research states that 293,000 American kids risk falling victim to commercial sexual exploitation (Bucks Local News, 2021). Thousands of kids are allegedly transported across borders yearly and sold as cheap commodities. Their right to life is continuously threatened as a result of this awful tendency, which also threatens their ability to survive and develop.

1.4 Significance of the Study

The issue of human trafficking is widespread. The point of human trafficking is complicated and multifaceted. It has been discussed by many organisations, including law enforcement, advocacy groups, the media, governmental bodies, medical experts, school administrators, and more (Coonan & Thompson, 2005; Thakor & Boyd, 2013). This study would be significant in a variety of ways. First, Jharkhand’s epidemic of human trafficking of women and children affects every home directly or indirectly (UNICEF). It would give insight into the circumstances in which children and women are now living and act as a roadmap for empowering them to contribute to society’s advancement significantly.

Second, there are conceptual and practical connections between communication and human trafficking. However, there are significantly fewer studies on human trafficking in communication than in disciplines like law, social work, human services, anthropology, and sociology (Fawcett, 2021). The thesis contends that communication, however, can give valuable frameworks via which anti-trafficking organisations educate the public and conduct successful campaigns to reach persons vulnerable to trafficking. The study will be necessary for expanding the boundaries of knowledge in the field of

mass communication as well as acting as a knowledge bank and adding to the body of literature already in the field.

1.5 Rationale of the Study

Some of the cruelest departures from the idea of a child being raised in society include child abuse, forced labour, and trafficking in persons (TIP), especially of youngsters. The severe exploitation, abuse, and deprivations inflicted on these youngsters as a result of forced labour and human trafficking have been detrimental to their development and, by extension, the development of society. Trafficking is regarded as one of the most monstrous crimes against humanity. It is one of the fastest-growing segments of global organised crime. Recruitment, transportation, harbouring, or receiving of individuals for prostitution or slavery is known as human trafficking.

Women are typically the victims of crimes of all types in the majority. More women than males are impacted by human trafficking. They are primarily trafficked in order to be coerced into the prostitution and forced labour industries. They are cared for in appalling conditions and given scant, if any, nourishment. It is typically observed that such trafficking activities are always concentrated along interstate borders. To stop human trafficking from getting worse, it's critical to identify its underlying causes. Continued abuse and exploitation of children would gravely impair their ability to develop, endangering the entire country's future. An article from Hindustan Times claimed that "Jharkhand has turned into a hunting ground for human traffickers."

In Jharkhand, human trafficking has evolved from criminal offences to societal problems. The media and communication can be crucial tools in combating this social ill. The researcher chose this subject to investigate the function of the press and communication and to develop a communication plan that would help the government of Jharkhand maintain control over it. This study will also guide future researchers, government agencies, NGOs, and journalists as they work on this subject.

1.6 Research questions

Based on the seriousness of the problem of human trafficking in Jharkhand, the study answers the following research questions.

RQ 1. What is the status of human trafficking in Jharkhand?

RQ 2. What can be the purpose and socio-economic reason behind the prevalence of human trafficking?

RQ 3. To what extent does the press cover issue of human trafficking in Jharkhand?

RQ 4. How do Newspapers in Jharkhand frame the coverage of human trafficking?

RQ 5. How far are people in Jharkhand aware of the concept and implications of human trafficking?

RQ 6. What role can Media and Communication play in Mitigating human trafficking?

1.7 Aims and Objectives

This study analyses the status and newspapers coverage given to human trafficking in Jharkhand. It also explores the role of communication in mitigating modern-day slavery.

The main objectives of the study are:

1. Prevalence of Human Trafficking in Jharkhand

- a. To assess the status of human trafficking in Jharkhand
- b. To analyse the purpose and possible factors behind human trafficking

2. Human Trafficking in Media

- a. To analyse the coverage given to human trafficking by daily newspapers
- b. To examine the news frames used by newspapers in reporting human trafficking

3. Communication Response and Mitigation

- a. To determine the awareness among people about human trafficking
- b. To find out how far the society is sensitised about the implication of human trafficking in Jharkhand
- c. To analyse the Communication approaches and policies initiation adopted by the government of Jharkhand in mitigating human trafficking

1.8 Outline of the Thesis

Seven thorough chapters make up this thesis. The first chapter, the introductory chapter of the thesis, establishes the study in detail. This chapter gives a detailed background, followed by the problem statement. The first chapter also elaborates significance and

rationale of the study. The significant highlights of the introduction chapter are the research questions and objectives.

The second chapter of the thesis is review the literature. The literature that underpins this investigation is presented in this chapter. The literature review process is covered in nine sections throughout the chapter. Human trafficking is introduced in the first section, and its conceptual dimensions are presented in the second.

The process of trafficking is covered in the third part (modus operandi). An overview of the phenomenon of human trafficking, including its history, prevalence, causes, and economic context, is given in the fourth part. The topic of human rights and human trafficking is covered in the fifth section. The ramifications for trafficking victims are covered in the sixth section. The seventh section explores the relationship between the media and human trafficking, and how, the media contributes to the proliferation of this crime. An overview of recent studies on human trafficking is presented in the eighth section. The final portion discusses the limitations in our knowledge about human trafficking.

Theoretical Framework, the third part of the thesis, provides a thorough literature analysis of conflict theory, media framing theory, and the social-ecological model, the study's chosen theoretical framework. Additionally, it quickly outlines the problems that the conflict theory, media framing theory, and the social-ecological model address. The theory and model chosen to direct the data collection to investigate the study objectives are justified.

Concerns regarding the study technique used to investigate the problem of human trafficking in India are addressed in the fourth chapter on research methodology. The research paradigm employed for this study and the data collection techniques is discussed in this chapter. It also describes the precautions used to safeguard study validity and dependability, two crucial aspects of any investigation. We can better grasp the intricate research design because this chapter has been condensed into eight particular sections. The first section examines the research design, which also provides the philosophical presuppositions supporting the investigation. The second section discusses the study's plan and methods by focusing on the research design. The third section offers an explanation of the data collection techniques used in the study. The investigation of the study objectives is covered in the fourth and fifth sections, while the

analysis and presentation of the results are covered in the sixth portion. The thesis' referencing style is discussed in the final part.

The study's findings are analysed and interpreted in the fifth chapter in relation to its three main research objectives. Quantitative and qualitative data analysis techniques have been utilised for data analysis since the research methodology, which is based on the mixed method, requires both methodologies.

Qualitative analysis has been done on data obtained from a variety of government papers and databases, studies done by NGOs, and in-depth interviews with professionals from NGOs, District Child Protection Officers, and victims who have been rescued. Simple statistical techniques were employed to tabulate the data due to the objectivity of the data received from the survey and content analysis method, and they were afterwards complemented with qualitative interpretation. Data analysis was done after the explicitly stated research objectives, which were divided into numerous sections.

The research findings are summarised in the sixth chapter of the thesis. This chapter discusses the findings from the various data sets obtained from document review, in-depth interviews, content analysis, and surveys concerning the three main objectives and in light of the literature. The study's conclusions are offered about the incidence of human trafficking in Jharkhand, the crucial motivations and risk factors involved in human trafficking, media coverage and the framing of the issue, as well as communication and policy intervention to end contemporary slavery. This chapter contains the researcher's last thoughts.

The essential findings are summarised in the seventh and final chapter of the thesis. Before making recommendations, the chapter also covers the study's limits and potential directions.