

## CHAPTER 5

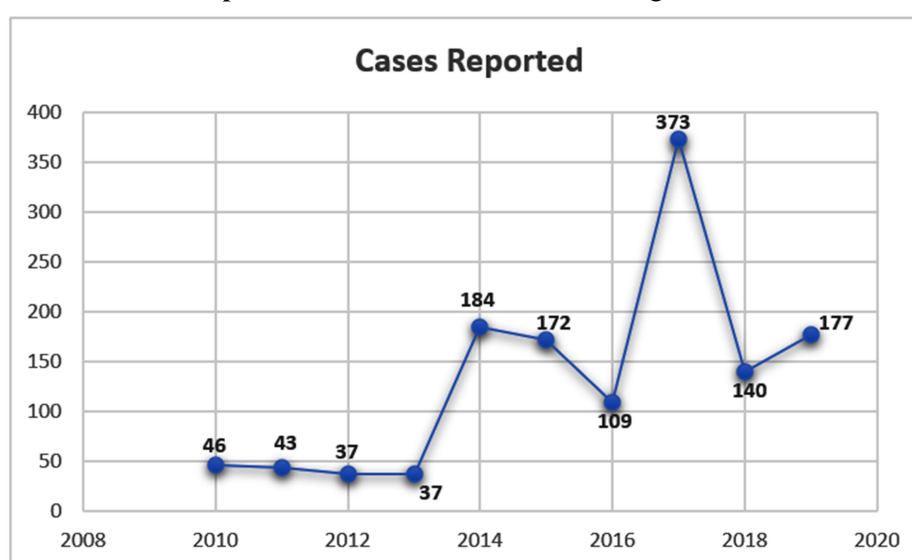
### DATA PRESENTATION, ANALYSIS, AND INTERPRETATION

This chapter analyses and interprets the study's results regarding its three broader research objectives, prevalence and status of trafficking in humans, human trafficking in media, and awareness and mitigation. Since the research methodology used to conduct the research is based on the mixed method, which necessitates the use of both techniques, quantitative and qualitative data analysis techniques have been used for data analysis.

Data gathered through various government reports and databases, studies carried out by NGOs, and in-depth interviews with professionals from NGOs, District Child Protection Officers, and rescued victims have been qualitatively analysed. Given the objectivity of the data obtained through the survey and content analysis method, simple statistical methods were used to tabulate the data, and they were later supplemented with qualitative interpretation. Data analysis was carried out following the clearly defined research objectives, which were organised into various sections.

#### 5.1 Prevalence and Status of Human Trafficking in Jharkhand

**Graph: 5.1:** Status of Human Trafficking in Jharkhand



Source: NCRB

According to graph 5.1, 177 human trafficking offences were registered in the state of Jharkhand in 2019, up to 140 in 2018. Human trafficking-related crime climbed by

284.78 per cent in 2019 compared to 2010, in which only 46 cases were registered. However, statistics are simply the tip of the iceberg. While accurate figures on the number of cases are unavailable, media reports and non-governmental organisations indicate that thousands of girls are trafficked from Jharkhand each year (Kislaya, 2016). Around 42,000 domestic servants from Jharkhand have relocated to different parts of India, with 33000 girls being trafficked every year from the state's vulnerable districts of Khunti, Gumla, Chaibasa, Sraikela Kharsawan, and Chatra (ATSEC, 2010; Goswami, 2017).

Another challenge in determining the true scope of human trafficking is the disparity in statistics between records of different government agencies and documents about the number of missing children in the state.

Sr. No.	District	2006	2007	2008	2009	2010	2011	2012	2013	2014
1	Ranchi	2	2	5	9	11	14	22	10	16
2	Lohardaga	0	0	0	0	1	1	1	6	9
3	Gumla	2	2	1	9	3	8	13	20	42
4	Simdega	2	0	1	0	0	2	11	12	11
5	Khunti	0	0	1	4	1	4	2	13	23
6	Chaibasa	0	0	0	0	1	1	1	8	13
7	Saraikela	0	0	0	0	0	0	0	1	2
8	Jamshedpur	0	0	0	0	0	1	3	0	0
9	Palamu	0	0	0	0	0	1	3	0	0
10	Garhwa	0	0	0	0	1	1	1	0	1
11	Latehar	0	1	0	0	0	0	3	7	5
12	Hazirabag	0	1	0	0	0	0	0	0	3
13	Koderma	0	0	0	0	0	0	2	0	1
14	Giridih	0	0	0	1	2	2	7	4	1
15	Chatra	0	0	0	0	0	0	1	1	0
16	Ramgarh	0	0	0	0	0	1	0	0	0
17	Bokaro	0	0	0	0	0	0	0	0	0
18	Dhanbad	0	0	0	0	0	1	0	1	0
19	Dumka	0	0	1	1	0	0	0	1	7
20	Godda	0	0	0	0	0	0	1	0	2
21	Sahebganj	1	1	2	0	2	0	6	5	2
22	Pakur	0	0	0	0	0	0	0	3	7
23	Deogarh	0	0	0	0	1	0	2	0	1
24	Jamtarah	0	0	0	0	0	0	1	1	0
25	Rail Dhanbad	0	3	0	0	0	1	2	3	0
26	Rail Jamshedpur	0	0	0	2	2	6	1	0	1
Total		7	10	11	26	25	44	83	96	147

**Table: 5.1:** Case recorded by Jharkhand Police.

**Source:** Situational Report on Human Trafficking in Jharkhand by Shakti Vahini)

The image above depicts the distance and lack of coordination between government entities by showing data of registered cases under the crime of human trafficking by Jharkhand CID. The number of cases documented by the Jharkhand CID differs from the number of cases registered by the National Crime Records Bureau. In 2010, the

Jharkhand CID reported just 25 cases of human trafficking in the state, compared to 46 in the NCRB report. However, the same difference may be seen in 2011, 2012, 2013, and 2014. Despite the government’s promises of several measures, a recurrent theme in both reports is a growth in the number of cases with each passing year.

To estimate the actual status of human trafficking in the state, it is also critical to comprehend the hidden link between “lost persons” and “trafficking.” Because studies reveal that a substantial proportion of children who are reported missing are likely to be trafficked and then subjected to various forms of exploitation, there is a pressing need to address the issue of missing women and children. In 2004, the NHRC Action Research (Sen & Nair, 2004) published the first report on the link between missing people and human trafficking. “It is true that many of the thousands of women and children reported missing every year never return and are never found.” They haven’t been found yet. Many times, during police rescue operations in red-light areas, many of the children and women rescued turn out to be those who had been reported missing elsewhere in the country. This lost connection is supported by numerous case studies gathered during the Action Research (Child Trafficking in India Report, 2016).

Despite the Supreme Court’s requirement that every missing kid complaint is transformed into an FIR, since 2009, the state of Jharkhand has not reported figures related to missing children and missing individuals to the National Crime Records Bureau. It’s difficult to estimate the actual state of child and women trafficking in Jharkhand without statistics on missing children and rampant victim trafficking (United Nations Office on Drugs and Crime, 2013).

**Table 5.2: Victims Trafficked**

Year	Below 18 years			Above 18 Years			Total		
	Male	Female	Total	Male	Female	Total	Male	Female	Total
2016	18	72	90	7	58	65	25	130	155
2017	17	314	331	24	78	102	41	392	433
2018	17	314	331	24	78	102	41	392	433
2019	34	138	172	19	48	67	53	186	239

Table 5.2 shows the number of victims trafficked by age and gender, supporting the ATSEC report’s claim that the most popular age range for domestic labour is 12 to 15.

Females and minors account for 80% of the total. They are underpaid, have no contact with their families, and are forced to work 12 to 14 hours daily (UNODC, 2013).

In 2016, the NCRB began publishing the number of trafficked victims by age and gender. Table 5.1 shows that 172 of the 239 victims trafficked in 2019, which counts approximately 72% were under eighteen, compared to 53 who were over eighteen. When examining this trend over time, NCRB data shows a steady increase in the percentage of minors with each passing year. In 2016, it was around 58 per cent, 71 per cent in 2017 and 2018, and 72 per cent in 2019.

Women and girls make up 71 per cent of all trafficked victims worldwide. Nearly three-quarters of all identified child trafficking victims are young girls. While women continue to make up the bulk of trafficking victims, the percentage of identified male victims has climbed from 16% in 2004 to 29% in 2014 (The Inter-Agency Coordination Group against Trafficking in Persons, 2017). When reporting trafficked victims from Jharkhand, the NCRB report shows the same gender dimension of human trafficking. In 2019, 186 female victims were trafficked from Jharkhand, accounting for almost 78 percent of the total 239 victims. In 2019, approximately 94 percent of all female victims were under 18. These figures vividly show the alarming scenario of human trafficking in Jharkhand, particularly among female and minor victims, because they significantly outnumber global statistics.

The table above demonstrates that this predicament in 2019 did not develop overnight. In 2016, over 84 per cent of female victims were trafficked from Jharkhand, followed by about 90 per cent in 2017 and 2018. The trafficking of minor girls follows the same pattern. In 2016, over 67 percent of female victims were under eighteen, rising to 84 percent in 2017 and 2018.

### ***5.1.1 The purpose behind Human Trafficking in Jharkhand***

As a modern kind of slavery, human trafficking is becoming more prevalent (Resley, 1987). Women and girls are trafficked for cheap and forced labour, and sexual exploitation is the worst human trafficking. Human trafficking is defined by the UNODC as the recruitment, transportation, and transfer of people, housing, or receiving of people via the threat or use of force or other types of coercion, abduction, fraud, or other forms

of deception. Dishonesty, misuse of authority or vulnerability, or the supplying or receiving of information payments or advantages to obtaining consent from a person in control of another person for the sake of exploitation.

**Table 5.3:** Purpose behind HT in Jharkhand

Purpose	Year			
	2016	2017	2018	2019
Forced Labour	20	58	58	72
Sexual Exploitation for Prostitution	2	18	18	5
Other forms of Sexual Exploitation	0	0	0	0
Domestic Servitude	18	34	34	59
Forced Marriage	3	32	32	7
Petty Crimes	2	0	0	0
Child Pornography	0	0	0	0
Begging	0	7	7	17
Drug Peddling	0	0	0	0
Removal of Organs	0	0	0	0
Other reasons	0	9	9	3
Total Persons	45	158	158	163

The accompanying table (Table 5.3) provides the most detailed breakdown of cases per trafficking purpose. The importance of analysing the incidence of human trafficking begs the question of why this data is not always available year after year in the NCRB annual report. Although the statistics apply to adults and children, there is an exception, such as child pornography. Pornography is considered a form of sex trafficking by several groups, including the Salvation Army, due to the exploitative nature of the industry (Human Trafficking Search, 2014). Legal scholars agree that pornography is illegal.

As a commercial sex act with a minor is included in this definition, involving children fits the criteria for sex trafficking. When it comes to the commercial side of sex acts, when people share pornographic videos, such researchers argue that children are involved. They are trading something of value with one another via websites—this is what constitutes trade (Human Trafficking Collaborative Network, 2017).

Primary data was collected through eighteen in-depth interviews, including ten interviews with rescued victims of human trafficking and eight interviews with professionals working in Jharkhand to combat human trafficking associated with different NGOs, Child Welfare Committees, ChildLine, enforcement officer, and CEO of Women and Child Protection Project, Department of Women and Child Welfare, Government of Jharkhand, validates the purposes listed in the table.

Forced labour, sexual exploitation for prostitution, domestic servitude, forced marriage, and begging are the main reasons for the trafficking of women and children in Jharkhand, according to the data recorded by NCRB in the table above. In 2019, seventy-two trafficking cases for forced labour were reported, which counts highest compared to any other purpose. The most recent estimates indicate that 25 million adults and children are coerced into labour globally, including in global supply chains, and that 152 million children are engaged in child labour (Alliance 8.7, 2017).

The (ILO) Forced Labour Convention of 1930 established the definition of forced labour. According to Article 2 (1) of the Convention, “any work or service that is required of someone under threat of punishment, but that person hasn’t agreed to perform is prohibited.” This concept can apply to various situations where someone is forced to work against their will. For example, someone who voluntarily accepts a job only to discover that the employment is not what was promised and who is unable to leave because the employer threatens them is in a forced labour position (International Labour Office, 2008).

Trafficking with the intention of using forced labour cannot be considered a single type of trafficking because it encompasses a wide range of exploitation methods, victim characteristics, and economic sectors. This type of trafficking is distinguished by its infiltration into the legal economy and potential connection with everyday life. Victims can be trafficked in industries that are commonly used by the public, such as food processing, construction, and textile manufacturing. Traffickers who engage in this type of exploitation may or may not be affiliated with formally established companies or operate in a broader informal economic structure that employs exploitative techniques to increase profits (UNODC, 2020).

Four out of ten respondents who were victims of trafficking and were rescued by different government agencies clearly mentioned the purpose of forced labour before their rescue. According to the fourteen-year-old minor girl who, after being rescued, lived in a shelter home in Khunti, she said:

*“Mama bole the ki sath me rah ke padhayi likhayi karwayenge and ghar ke kaam me madad ho jayega. Lekin dilli le jaa kar kuchh din baad ek apartment me kaam par laga diye aur paisa v khud hi le lete the (Uncle promised me to provide good education in Delhi instead of being a helping aid at home. But after some days, I was made into a maid by him in a household in a nearby apartment and used to take all the money from the owner).”*

Another rescued victim, who is only one among ten whose age is above 18 and after her rescue she is working with an NGO in Ranchi as a counselling co-ordinator said.

*“Gaon ki hi ek Saheli jo Dilli me rahti thi, usne bola ki gaon me rah kar kuchh nahi hoga. Haryana me uska jan pahchan hai wo office me kaam par lagwa degi aur paise bhi ache milenge. Uske kahne par hum uske sath hi chale gaye aur uske ghar me rahne lage. Agency ke ek bhैया jo karra ke hi the, hmko ek masala factory me kaam par rakhwa diye. Ek mahina kaam karne par jab paisa mange to malik aadha paisa diya aur bola aadha agle mahine denge. Lekin har mahine aadha paisa milta tha aur 12-15 ghanta kaam karna parta tha’ (one friend from a village who lives in Delhi said that she has contacts in Haryana and would help her in getting a good job in some office at a handsome salary. Convinced by her words, I moved to Gurgaon and started living with her. One of the people from Karra block of Khunti District shifted me to work in a spice factory, but the owner always refused full salary and compelled me to work more than 12-15 hours a day).”*

Another nine-year-old rescued victim trafficked at six and recovered from a household in Surat claimed, *“bahut marte the. Khana bhi nahi dete the. Ghar jane ka bahut man karta tha (They used to beat me a lot. They didn’t give me food for several days. I was missing my home badly).”*

In 2018, trafficking for forced labour accounted for around 38% of all trafficking instances detected worldwide. Sub-Saharan Africa, South Asia, and Eastern Europe are some of the world’s regions. More incidents of forced labour trafficking have been discovered in Central Asia compared to other forms of human trafficking (UNODC,

2020). Though, it is essential to note that these values are affected by geographical variances (ibid.). When we compare global figures to NCRB data on human trafficking for the purpose of forced labour, we observe that forced labour accounted for around 44% of all human trafficking purposes in Jharkhand in 2019. Previous years have shown nearly identical trends.

The number given by the NCRB in Table 5.2 demonstrates a common trend in human trafficking in Jharkhand for the purpose of sexual exploitation for prostitution. Women and children from Jharkhand are pushed into prostitution in unstructured and transportable brothels while not being reported in large numbers in brothel-based prostitution (UNODC, 2013). In some situations, the victims of human trafficking are also sexually exploited by the placement agents and the employer, according to cases handled by anti-trafficking organisations. “Sexual exploitation of trafficked victims is a common thing, but these types of incidents rarely come out,” said the Secretary of ‘Sahyog Village’, an NGO located in the Khunti district which works to rehabilitate trafficking victims.

A 23-year-old trafficking victim who was rescued from a brothel in Delhi and currently working with an NGO to fight human trafficking in the state was sold to a brothel by her known said.

*“Gaon k bahut log paisa kamane bahar jate hain, ghar me bahut problem tha to hum bhi gaye. Kaam to nahi mila lekin bagal gaon ke hi ek aadmi ne paisa le kar bech diya. Teen saal baad waha se kisi tarah wapas laya gaya (Several people from village used to migrate for job and earning. The situation at home was not so good so I also decided to go to the city for money. But a person known to me sold for money. It took three years to come out from there).”*

With globalisation and urbanisation, the demand for domestic workers has increased. To meet this demand with a constant supply of domestic workers, intermediaries or placement agencies have risen to the fore, which is often intrusive, exploitative, and profit driven. And tribal women and girls constitute the most readily available labour force, with tribal women domestic workers migrating independently via chain migration. The fortunate ones work as domestic helpers (Jayeraj, 2008). This is the most common



sector in which Jharkhand's trafficking victims are exploited. The most popular destinations are Delhi, Mumbai, and Bengaluru (Ahmad, 2018).

Between 2016 and 2019, NCRB records provide a detailed description of human trafficking for domestic servitude. In 2019, 59 incidents of human trafficking were discovered to be the result of domestic servitude, compared to 18 in 2016, 34 in 2017, and 2018. The number of victims of human trafficking from the state for domestic servitude is growing year after year, according to the table.

Between 2016 and 2019, NCRB records provide a detailed history of human trafficking for the purpose of domestic servitude. When the responses of the sample respondents for the in-depth interview were analysed, it was discovered that six victims out of ten were trafficked from Jharkhand to various metropolitan cities for domestic employment. According to the secretary of the *Asha NGO*,

“Many recruitment companies in Jharkhand and Delhi offer women and girls as domestic servants. While none of this appears illegal, the situation on the ground is more complicated. Frequently, trafficked women and girls are forced to labour in conditions they did not agree to at the outset.”

Another emerging purpose of human trafficking in Jharkhand, which came to notice, is forced marriage or bride trafficking. Bride trafficking is a long-standing social evil that can be characterised as a crime against humanity since it infringes on the victims' rights, dignity, and liberty (Judicial Academy Jharkhand, 2016). Because it is often impossible to track down and trace individual bride trafficking cases, obtaining precise data is exceedingly difficult (ibid.). Two respondents working with different NGOs in Jharkhand highlighted the point that “women and girls from Jharkhand are being trafficked for marriage to Haryana and Punjab, in addition to the thriving business of placement firms in Delhi.” Jharkhand reported a total of 74 cases of human trafficking for forced marriage between the years 2016 to 2019. Years 2017 and 2018 observed a drastic rise in cases which went up to 34 cases compared to 3 cases in 2016 and 7 cases in 2019. Given the low sex ratio in these destination areas, trafficking women and girls from Jharkhand's impoverished tribal communities proves advantageous for traffickers (Ahmad, 2018). Though government statistics may not reflect the true scope of human

trafficking for forced marriage, specialists in Jharkhand disagree. They reveal the dangerous practice of selling minors for marriage.

“In most cases related to bride trafficking from Jharkhand, parents of the victims have their consent regarding the victimisation of their child, knowing that this will be endless suffering for their child. A respondent said. In contrast, another respondent went a step ahead to reveal that Money is the only factor. Many cases have shown that parents in remote areas of tribal communities allow traffickers to traffic their children for some amount of money.”

The involvement and agreement of parents were the most alarming aspect of the data gathered from in-depth interviews, which must be taken care of while making a plan to combat human trafficking in the state.

Though forced labour, Sexual exploitation for prostitution, domestic servitude and forced marriage emerged as primary purposes behind human trafficking in Jharkhand. But the study also reveals other purposes, like brick kilns and the carpet industry. According to records of the Anti-Human Trafficking Unit, located in Khunti, the trafficking of men and boys to brick kilns has been reported in Tripura, Bihar, West Bengal, Haryana, and Jharkhand. Sub-inspector of Jharkhand police leading the anti-human trafficking unit Khunti added that most youngsters working in the carpet industry, whether in Uttar Pradesh (UP) or Jharkhand, are migrant child labourers from Jharkhand’s Palamau and Garwa districts.

These districts, particularly Garhwa, constitute a significant source of child labour. There is rarely a household in the community where child labour does not exist. According to estimates, 11,000 youngsters are working as child labourers in the carpet sector in Garhwa alone (UNODC, 2013; Ahmad, 2018).

Some media and NGO reports find an emerging purpose for human trafficking in Jharkhand, i.e., trafficking in the name of Orphanages. Children were trafficked in the Godda area of Jharkhand in the guise of an orphanage in Kerala for higher education. In such circumstances, children are sent by forging documents in their names, and their eventual destiny is unknown. At least 120 youngsters were smuggled to an orphanage in Kerala (Shalu and Edward, 2014).

There can be several purposes behind the trafficking of humans in the state of Jharkhand. Some goals are evident through statistics. Some are not, but the common thing behind all types of trafficking is exploitation and loss of liberty and natural rights, which tribal communities of Jharkhand, especially minor girls, face.

### ***5.1.2 Factors behind Human Trafficking in Jharkhand***

Human trafficking is the outcome of a complex interaction of situational, social, and personal circumstances that make those trafficked susceptible (Goswami, 2017). Traffickers are constantly looking for this vulnerable population since they are easier to entice into dangerous movements, which leads to exploitation. Numerous variables encourage human trafficking and contribute to the growth of its tentacles. They've been separated into push and pull aspects to make it easier to understand. Push factors are those that are present at the point of origin, whereas pull factors are those that are present at the end of the destination. They work together to entice the victim into the trafficker's trap (Edubirdie, 2022). Some of these variables that are unique to Jharkhand emerged as significant themes from the data collected through in-depth interviews of rescued victims, professionals working on the subject of human trafficking and a literature assessment of academic research, national and international project reports, Government papers, civil society publications, and media reports are all available were used to analyse the elements that lead to human trafficking.

#### ***5.1.2.1 The Push Factors***

Push factors are directly related to the origin area from where men, women or minors are trafficked to fulfil the demand of the destination area for trafficking. These are the compelling factors by which victims become vulnerable and easy targets. The study broadly identifies these factors and employs them as given themes.

#### ***Socio-Economic Factor***

According to CoMensha, which is a national Coordination Centre against Human Trafficking,

“Poverty, oppression, unemployment, limited access to resources and alcohol addiction are the breeding factors for human trafficking. Large groups of people worldwide find

themselves in poor socio-economic conditions and try to reach wealthier regions hoping for a better life. People who migrate from that position are vulnerable to trafficking.”

The United Nations adopted the Palermo Protocols to augment the 2000 Convention against Transnational Organized Crime (the Palermo Convention), mentioned poverty, poor development, and a lack of fair opportunities for everyone as the root causes of modern-day slavery. The Palermo Protocol was the first legally enforceable document that included an internationally accepted definition of human trafficking (UNODC, 2000). This definition helps identify victims, whether men, women, or children, and detect all forms of exploitation that constitute human trafficking. Economic vulnerability also cites unemployment and a lack of work prospects as contributing factors to increased migrant flows (ibid.).

Poverty is understood to be multi-faceted, relying on economic measures and political, social and cultural ill-being indicators (UNESCO). Regarding human trafficking, Jharkhand, as an origin region, has a high poverty rate, and trafficking routes frequently connect low- and high-income areas (International Labour Organisation, 2008). Jharkhand has emerged as one of the poorest states in India, according to Niti Aayog’s Multidimensional Poverty Index (MPI) (Business Standard, 2021). As per the index, 42.16 per cent population of Jharkhand is poor. The worst victims of poverty are the marginalised socio-economic groups in the state’s isolated rural areas. Poverty in rural areas is higher than in metropolitan areas.

Jharkhand is a “tribal state” because 28 per cent of its population lives in tribal communities. Around 60% of scheduled castes and tribes live in poverty (Singh and Meena; Abhay and Kumar; Anjani, 2012). It is generally agreed that agroecological and social variables are the primary drivers of rural poverty in Jharkhand. Poor infrastructure, challenging terrains, heavy population pressure on agricultural land, and sluggish economic growth are all factors. Irrigation coverage, limited in-situ employment opportunities, social conventions and traditions are all factors to consider. Natural disasters, such as drought, are among the elements that cause poverty in the state.

Because poverty, undernutrition, and ill-health are all intimately linked, the rural population suffers from malnutrition and ill-health. In rural regions, private money lending is still spreading its tentacles and is a thriving tool of exploitation. Based on the

total number of rural households (Bhagat, 2001). Reports reveal that 71.5 per cent of all migratory child workers and 100% per cent of trafficking persons, including minors and women, come from below-poverty-line and AAY (Annapurna Antodaya Yojana) households. It adds weight to the claim from responses from in-depth interviews of rescued victims and professionals working to combat human trafficking in Jharkhand (Goswami, 2017).

All the respondents, whether rescued victims or professionals working with NGOs and different government agencies, identify poverty as a significant factor behind the prevalence of human trafficking in Jharkhand. The professionals working with *Sahyog Village NGO* said,

“Trafficking is directly linked to poverty; people don’t have food, they don’t have shelter, and proper clothes to wear. After this kind of harsh situation of deprivation, what may be the option left for them? Poverty makes them easy targets to be the victims of human trafficking. *Garibi thi to hum log bheekh mangte the paisa poora nahi padta tha* (Poverty made us beg, but that too was insufficient), one of the rescued victims who was interviewed for this study and was living in a foster care center stated.”

Unemployment, lack of good job opportunities and alcohol addiction are the critical factors behind poverty and vulnerability to human trafficking in Jharkhand. An assessment conducted by the high unemployment rate and decreased investments in public services, according to Eurdice Márquez, a specialist at the United Nations Office on Drugs and Crime (UNODC), increases the danger of vulnerable populations becoming victims of human trafficking (UNODC, 2017).

In the case of Jharkhand, regarding the unemployment situation, reports reveal that it is the worst in the country. According to a poll conducted by the Centre for Monitoring Indian Economy (CMIE), Jharkhand’s unemployment rate was higher than the national rate of 23.5 per cent. In May 2020, the state of Jharkhand had the highest unemployment rate nationwide., at 59.2 per cent. Apart from unemployment and poverty, alcohol abuse is an essential socio-economic factor that increases the vulnerability to human trafficking in the state. Consumers have given several causes for their alcohol consumption.

Individuals’ attitudes and understanding regarding substances and addiction can be influenced by their cultural background. The tribal population, where alcohol

consumption is culturally acceptable, can have a variety of beliefs and characteristics that lead to the consumption of alcohol. Alcohol is a psychoactive chemical with addictive traits that have been used for centuries in various cultures. Alcohol abuse is associated with a high disease burden and has substantial social and economic ramifications. Other individuals, such as family members, friends, co-workers, and strangers, can be harmed due to problematic alcohol consumption (WHO, 2022).

This study also investigates the impact on the severity of addiction in people of various ethnic backgrounds, causing one of the reasons behind trafficking in persons, including women and minors. Professionals interviewed for the study also highlighted alcohol addiction as one of the factors increasing the risk of being trapped in trafficking. According to the professionals working in the state,

“Alcohol or a local drink called *harriya* consumption not only impacts the family’s economic condition but also becomes a cause for domestic violence and oppression against women and minors in the family.”

Other respondents revealed that

“Alcohol addiction not only destroys the family integrity but also impacts employment. No one is ready to give a job to a substance abuser, which finally leads to the bad economic condition of the family.”

Six out of nine rescued victims stated unequivocally that the lack of a stable source of income prompted them to flee their homes. Addiction to a local alcoholic beverage known as “*harriya*”, mentioned by almost all respondents, was also a severe worry. All nine survey participants stated that their elders in the family, including their father and elder brothers’ addictions, prompted them to migrate.

“*ghar mein koi kaam nahin karte the aur bhaiya nasha karke peetta tha aur mere papa ka haath tod diya tha* (Nobody in the family was earning and my older brother would become violent after drinking alcohol, to such an extent that he once broke our father’s hands).”

According to the Society for Regional Research and Analysis, 91.7 per cent of tribal people live in rural and forest areas and are primarily farmers and gatherers. Agricultural, forest, and seasonal labourers provide them with a living or a wage (Goswami, 2017).

Supporting the claim, almost all the experts interviewed and analysis of reports for the study mentioned a lack of development in the agricultural sector, causing poor economic conditions in the state, making the state a hunting ground for human traffickers.

### ***Patriarchy and landlessness***

Indigenous peoples worldwide have a long history of land appropriation and resource exploitation, with women being the most vulnerable (Erni,2012). “The core causes of migration and trafficking greatly overlap,” writes the Special Rapporteur on Violence Against Women. The fundamental cause is the lack of rights provided to women. Women’s migration and human trafficking are both influenced by this factor. Women’s civic, political, and social rights are not protected and promoted because of this. Governments foster an environment conducive to human trafficking (Judicial Academy Jharkhand, 2016).

In Jharkhand, tribal women have a lower status than tribal men. In every way, women have fallen behind males. Oppressive structures oppress women because men rule the tribal society in Jharkhand. Only an unmarried daughter has the right to support herself from her father’s land, according to the Chotanagpur Tenancy Act and the Santhal Parganas Tenancy Act. A married daughter loses her right even if she is the only daughter. The land is nearly primarily passed down through the male line. Customary laws are frequently enforced more harshly.

On the other hand, a widow is believed to be able to support herself from her husband’s land and property. As a result of socio-economic change, the standing of tribal women has deteriorated (Christopher, 2008). Jharkhand’s rural sector has the highest number of scheduled tribes and castes. A high proportion of rural households and landowners are poor. Landlessness and the resulting loss of rural livelihoods is a crucial driver of migration in the state, and it plays a part in human trafficking (Goswami, 2017).

### ***Weak Family Structure***

Domestic abuse, illness, or death of income-earning family members, as well as the husband’s drinking and adulterous behaviours, marital separations, or abandonment, were all significant factors in putting women and minor girls in danger of trafficking.

Reports of family disruptions were shown to be predisposing factors in a study of rescued girls who were trafficked as minors. Several other analyses of mothers and minor girls have mentioned issues such as the loss or illness of income-earning family members and marital instability as predisposing variables (Mitra, 2013).

The involvement of relatives, friends, or locals in the trafficking process, and the resultant shattering of relationships, particularly familial bonds, was one of the most evident social concerns which evolved as a significant factor in putting persons, including minors and women, in the trafficking process. One of the professionals said,

“Tribals in Jharkhand become more vulnerable to trafficking due to lack of social security. Leave government, even families, and local communities cannot provide social security to targeted victims. Unlike in a normal Indian family structure, you won’t get to see close bonding in a family in the tribal society in Jharkhand. The fragmented population is also a reason behind weak family and community bonding.”

Weak family bonding and worst-case deprivation also become a reason for the involvement of families in getting their family members trafficked and selling their children for money. Another respondent who is working with an NGO claimed that

*“Garibi itna jyada hai ki bhuk mitane ko log kisi bhi had tak jaa rahe hai, aur dalal aise family ko asani se target karte hai. Wo hamesha family ke bade logo ke touch me rahte hai, paise ka lalach dete hai (Due to severe poverty, people go to any extent to fight their hunger. Traffickers and their agents are in regular touch with the elders and family members, luring them for money).”*

Another respondent who is part of a government agency revealed that “traffickers are not unknown to victims or family. They can be friends, relatives, sometimes immediate family members.” Supporting the claims made by reports, studies and responses from in-depth interviews, seven out of nine victims’ interviews for this study mentioned the involvement of the known person from the village or community, close relatives and family members made them trapped in trafficking. Five out of nine revealed the consent of their parents. Two-faced separation of their parents and two out of nine said that one of their parents is dead. Another rescued victim said,



*“Maa ke marne ke baad, chacha aur papa bahut jhagda karte the, chacha ne hi pahle ranchi me kaam par laga diya fir waha se bahar aaye (After the death of my mother, father and uncle used to fight, uncle send me to Ranchi for a job after then I went outside the state).*

*Papa alag rahte the, mai maa ke sath mama ke gaon me aa gayi. Waha se hi mama ne ek gaon walo k sath hi bhej diya tha.’ (After my parents’ separation, my mother and I went to my maternal uncle. Then my uncle sent me to Delhi with a known person from the village.)”*

The agony is even more remarkable when family members are involved in human trafficking. In a crisis or vulnerable scenario, the family is the most vital support system, but in the circumstance that emerged from Jharkhand, family support dwindles or breaks down. The weak family structure has a significant social consequence. It is not just harmful to relationships. For some, toxic relationships have resulted in other concerns, such as those mentioned by professionals and rescued victims.

### ***Political and Arm Conflict Factor***

Political instability, war, conflict, and economic, social, and cultural issues may lead to human trafficking. These factors are especially true in transitional regions, when civil unrest, a loss of identity, and political instability can create a climate conducive to organised crime, including human trafficking. People become especially vulnerable to exploitation when traditional communal life is disrupted, along with its protective framework, and people are displaced (UNODC, 2009). In the case of Jharkhand, political factors include political instability, institutionalised corruption and arm conflict, which seem like essential factors behind the issue of human trafficking in the state.

The political and economic backgrounds of the state often exacerbate the vulnerability of women and children. The deteriorating economic and political situation in Jharkhand spurs an outflow of trafficked persons into different parts and regions of the country. Eager for cheap labor in the developed area or personal profit facilitate this flow. After it was carved out from Bihar in 2000, Jharkhand has seen ten governments ruling the state, which has kept this state behind in socio-economic development (The Free Press Journal, 2019). Apart from its political instability, Jharkhand has also been experiencing ethnic conflict, land disputes, and armed Naxal movement in the state, which has increased risk

factors among people in Jharkhand, making them vulnerable to human trafficking. Another respondent who is running a shelter home in Jharkhand said,

*“Jharkhand me kaam Karne wale NGOs ho, anti-trafficking agencies ho ya political parties ho, sab Apna fayda dekhti hai. Wo problem solver nahi, creater ban chuki hai jo ekdm nahi chahti ki problem ko kahtm kiya jaye. Unhe bs apna fayda dikhta hai. (NGOs, anti-trafficking groups and political parties working in Jharkhand see their own benefits only. They have become the creator of problems. Rather than solving it, they all want their profit.)”*

News reports support this claim of political corruption and the nexus between politicians, placement agencies, and human traffickers. Times of India, in its description, exposes the dangerous nexus between human traffickers, politicians and armed Naxal groups. The claim made in the report was based on official sources from the police wrote,

*“Trafficking kingpin Baba Bamdev alias Baba Ramji Maharaj, who was arrested by Khunti police, had linked with top politicians of the state and with moist sprinter group people’s liberation front of India (PLFI)” (Times of India, 2014)*

In addition to political instability, political and institutional corruption, and interlinkage between politicians and human traffickers, armed conflict is also a significant factor in Jharkhand, making the region fertile land for traffickers. Despite having sizable mineral and forest wealth reserves, this state is thought to be the richest in the union, and some of the most disadvantaged tribal communities call it home. In the state, 23 out of 24 districts are affected by Maoist violence: the five districts Khunti, Gumla, Simdega, Lohardaga, and Latehar are most at risk for Naxal activities. These five red corridor districts are well-known for providing domestic assistance to thousands of homes in Delhi and nearby communities like Noida, Gurgaon, and Faridabad. Coincidentally, Jharkhand’s Maoist war zones are also prone areas for human trafficking, showing clear relation between armed conflict and the vulnerability of being trafficked. (Hindustan Times, 2015).

Jharkhand has a long history of armed conflict and the Naxal movement. The word “Naxal” comes from the name of the West Bengali village of Naxalbari, which was the birthplace of the action. The Naxals are radical far-left communists who support Maoist political views and ideology. (Ali Abid; Lal Sant 2015) The terms “Naxal,” “Naxalite,”

and “Naksalvadi” are all-encompassing and are used to describe a variety of militant Communist organisations that operate in various regions of India. They are typically referred to as Maoists in the eastern states of the Indian subcontinent (Chhattisgarh, Jharkhand, West Bengal, and Odisha), whereas in the southern states, like Andhra Pradesh, they go by other names. According to India’s Unlawful Activities (Prevention) Act, they have been designated as terrorist organisations (1967).

According to the Ministry of Home Affairs’ annual report 2018-2019, the government of India, between 2010 to 2018, there were over 3,700 fatalities associated with Naxal violence across ten states, including 997 deaths related to 3,358 left-wing extremist attacks in Jharkhand (The Economic Times, 2019). The ongoing war between the state and Naxal groups have adversely affected the life of tribals, including girls and minors in the region. A professional said,

*“Bache school se bahar hain, aisa nahi hai ki maa baap unhe school nahi bhejna chahte, lekin Naxalites ke dar se school me koi teacher jana nahi chahte. Koi jate bhi hai to unse paisa manga jata hai ya jaan jane ka dar hota hai (Children are out of school, Not because parents don’t want their kids in school, but due to life threat and extortion demands from Naxalites, no teachers want to give their service in these areas).*

A professional working for a government agency said,

*“Bahut sare cases samne aaye hai jisme bacho ko jabardasti utha liya jata hai, unhe arms training diya jata hai, unka brain wash kar k maowadi bana diya jata hai’ (There are several incidents came in which children and youth have been forcibly picked up and recruited as Naxal members. They are Arm trained and brain washed by Naxal groups).*

A professional working for an NGO said,

*“inn areas me naa to koi sarkari log jana chahte hai naa hi Sarkar ki yojnayein thik se pahuch pati hai. NGOs ke log ko bhi Naxalites sarkari aadmi samajh kar target karte hai, jisase kaam karna bahut kathin ho jata hai. Paisa wasuli aur kidnaping to aam ghanta hai (Government employees don’t want to work in these areas because government schemes also do not reach the target population. Naxalites consider NGO workers as government personnel and target them. Working in these areas is very difficult. Extortion and abducting are common here).”*

Responses from interviews also show that oppression is not one way. In conflict areas, people face oppression from both Naxalites and government agencies. An NGO worker said,

*“Naxal group ke log aam adiwasi gharo me thikana banate hain, khana khate hai, bahut baar naa chahte huye bhi logo ko ye sab karna parta hai. Upper police ke log unko Naxal supporter bol ke interrogate karte hai, kabhi kabhi karwayi bhi karte hai (Naxal group make their stay in the houses of tribals. These armed extremists compel them to provide food also. Unwillingly villagers have to do all these. On the other side, police interrogate them, alleging support to Naxals. Villagers have to face police action, too).”*

The history of violence, turmoil and an environment marked by a lack of peace and security has resulted in a high rate of migration from the state. And people who choose to migrate become easy targets for traffickers and thus result in the victimhood of human trafficking.

#### ***5.1.2.2 The Pull Factors***

Other elements that “pull” potential victims can be crucial in addition to push considerations. Because poverty and wealth are relative terms, they encourage patterns of migration and human trafficking in which victims are moved from deplorable conditions to less-poor ones. In that regard, the rapid development of broadcast and telecommunication media, such as the Internet, throughout the developing world may have enhanced the desire of would-be migrants to immigrate to developed regions and, along with it, their susceptibility to traffickers (OSCE, 2005).

#### ***Educational and Awareness factors***

Lack of Education and awareness about human trafficking is a significant pull factor of human trafficking. According to the 2011 study, literacy rates have increased to 53%, albeit below the national average of 74.4%. The gender gap in literacy has also decreased but is still significant, with males having an average of 60.34% and females having an average of 39.53%. ST and SC populations have lower literacy rates than the national average, with female literacy substantially lower. The goal of universal education remains a pipe dream. Hence it is urgent to raise the standard of instruction being provided in classrooms. There is still a significant need for secondary, higher, and

technical education in the district, and coordinated efforts are needed to upgrade these institutions.

According to a poll of trafficked adult women, things including a lack of access to essential educational resources, illiteracy, and ignorance were to blame for their admission. Limited education has been highlighted as a risk factor at the individual level (Dewan, 2006). In-depth interview data reveals that lack of awareness is a key factor of vulnerability in Jharkhand. NGO workers stated that;

*“yaha logo ko na to apne adhikar ki jankari hai naa hi manav tashkari ke khatre se hi log parichit hai. Pahla paisa aur dusra achhi jindagi ki chah unko bahkawe me le aati hai (here people neither have any awareness about their rights nor they have any knowledge about the danger of human trafficking. Just for money and the good life they got trapped).”* Section 5.3.1 of the study also revealed a poor awareness level of Jharkhand people about human trafficking and government initiatives.

### ***Gender Dimensions on the pull side***

Gender is a crucial issue in human trafficking, which may help explain why most of the literature focuses on the sexual exploitation of women and children. The status of women is still generally poor in many Asian nations, albeit this varies by country, location, social class, and other factors, according to Lerdsrisuntad (n.d.). Because of their low status, many women in impoverished rural Thailand are vulnerable to trafficking, forced labour, debt bondage, and forced prostitution. They are also more likely to experience abuse and exploitation from parents and partners.

Traffickers are prone to use undocumented immigrants, especially girls and women, as forced prostitutes. Even if they are victims, underage people are frequently arrested for prostitution (Arnold & Bertone, 2002). The severe physical and mental health problems experienced by the numerous women and girls trafficked into prostitution were described by Behrer and Stachowiak in 2003. These women and girls frequently return to their home countries with HIV/AIDS, other undiagnosed sexually transmitted diseases, and significant mental health concerns that go untreated because many of them are undocumented immigrants who, when apprehended, are deported (Behrer & Stachowiak, 2003).

On the one hand, the conventional sexual division of labour and the increased demand for reproductive services in the globalised market, where women and girls are increasingly being pulled as service providers, can be seen on the pull side. The entertainment and sex industries, domestic employment, and the marriage market provide various individualised reproductive services. A professional working in the tribal region of Jharkhand said;

*“Bharat ke dusre samaj ke jaise hi Jharkhand me bhi mahilao aur ladkiyon ka samajik star bhi kuchh achha nahi hai. Ghar me bhed bhao ke chalte bhi kayi ladkiyan ghar se bhag jati hai aur tashkari ki shikar ho jati hai (Like common Indian society, status of women and girl in Jharkhand is also not good. Many girls elope from their home due discrimination which result to their victimhood of human trafficking).”*

Other CWC members stated that in the tribal area of Jharkhand, women go outside to their houses to earn money. They work in agriculture and mines. Women also work as household support. This trend makes them more exposed to human traffickers.

*“Jharkhand me mahilaye ghar se bahar jaa kar kheti me aur khadano me kaam karti hain, wo gharelu sewika ke rup me bhi kaam karti hai, yah prachalan manav tashkaro ke liye faydemand ho jata hai.”*

### ***Economic Globalization***

Globalisation, economic crises, political unrest, conflicts, civil wars, ethnic cleansings, social inequality, the development of the market economy, gender discrimination, and other broader transformational processes, particularly in the last ten years, created a fertile ground for the massive global wave of migration and its mutated form—human trafficking, for example (Copic, 2008).

In many cases, globalisation has altered how people view the globe. People are becoming increasingly conscious of living ideals and ways of life in other countries; for instance, through television or the stories (and occasionally affluence) of returning foreigners, their awareness of their “relative” poverty has grown, and the standards have changed. This encourages people to move to increase their income. There is also proof. Young people, in particular, consider moving abroad to escape the hardships of subsistence,

seeing “the brilliant lights of the large metropolis” while residing (Cameron and Newman, 2008, p. 26).

### ***Expansion of Media and ICT***

As a pull factor, information technology, mainly the Internet, has been increasingly used to market women and children for pornography, prostitution and matrimony. The Coalition Against Trafficking research on the use of the Internet for global sexual exploitation for women and children reveals that websites for men enjoy brisk business selling comprehensive sex-related information about every country in the world. The World Wide Web includes the world sex guide, a virtual grocery store where men, women and girls in over 80 countries can be selected for sex tourism. These websites provide detailed information on sex tours, including where to find prostitutes, hotel prices, taxi fares and the sex acts that can be bought.

The impact of the Internet on the sexual exploitation of vulnerable groups is unprecedented. As the Internet is a medium virtually without mediators or borders, illegal or harmful acts committed entail fewer risks. It is infinitely more economical and accessible to procure women and children. Men can completely objectify and classify women and children according to colour, firm skin, and compliance with men. Through Internet, the dehumanisation of women as sexual objects has reached unimaginable levels.

Experts working with district anti-human trafficking units, child welfare committees, NGOs and other government agencies combinedly revealed that the expansion of media and the internet, even in rural areas, has given impactful tools to human traffickers to trap and lure victims.

*“shahro ki zindagi, paisa, sukh aur chakachoudh logo ko prabhawait karti hai. Ye sari batein media se logo tak bade aaram se pahuch rahi hai. Aaj ghar ghar me TV aur mobile phone hai, jisase viksit chhetro ki raunak logo tak pahuchti hai aur bina kuchh soche samjhe log iska shikar ho jate hai (urban life, money and luxury attract people. All these things are reaching ordinary people through the media. Today every household has a TV and mobile phone, through which people are exposed to the glittering life of the developed region. This makes them the victim of human trafficking).*

A professional who runs a shelter home in Jharkhand said,

“Human traffickers and placement agencies today use the mobile phone, the internet and social media to make their direct reach to potential victims. The Internet has made it easier for human traffickers to lure the victims who were not possible earlier.”

In that regard, the rapid spread of broadcast and telecommunication technologies, such as the Internet, throughout the developing world may have boosted the desire of potential migrants to immigrate to developed nations and, along with it, their susceptibility to traffickers.

Globalisation, economic crises, political instability, conflicts, civil wars, ethnic cleanings, social inequality, the development of the market economy, gender discrimination, and the broader processes of transformation, especially in the last ten years, made a solid soil for a massive wave of migration in the world, and its mutated form – trafficking in human beings (Copic, 2008, p. 50). Globalisation has changed the way many people see the world. As people become more aware of living standards and lifestyles in other parts of the world, for example, through television or the stories (and sometimes wealth) of returning expatriates, their understanding of their “relative” poverty has increased, and their expectations have changed. This motivates people to migrate to secure higher incomes. There is also evidence that young people consider migration because they want to escape the drudgery of subsistence living and see “the bright lights of the big city” (Cameron and Newman, 2008, p. 26).

## **5.2 Human Trafficking in Media**

The media has a well-established and essential function in addressing public issues and solving societal problems. It is the protector of the general welfare. Media should therefore concentrate on fulfilling the noble task of enlightening people, expanding their horizons, and fostering vigilance toward establishing a civilised and prosperous society (Sood, 2018). To advance a democratic public sphere, the press, followed by broadcast media, was supposed to disseminate information, ideas, and discussion about matters of public importance (Keane, 1991). The two democratic responsibilities of the press were to enlighten the public about important topics of public interest and to check excessive power to enable informed participation in public life (Kellner).



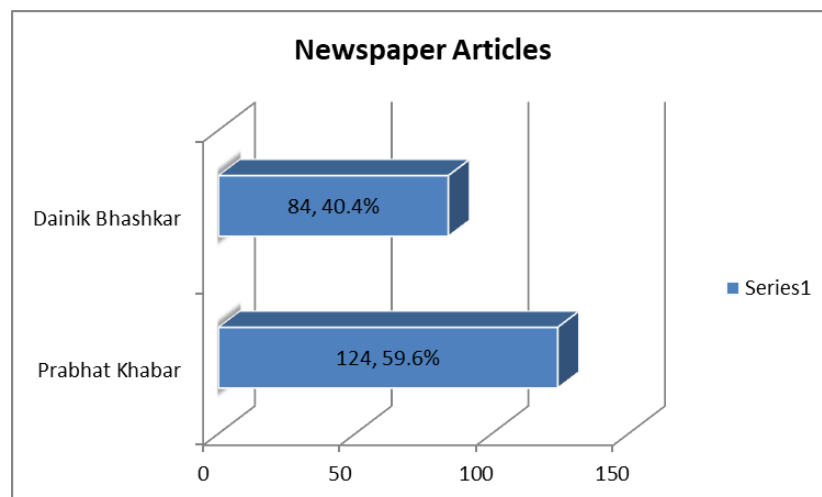
But along with the positive side, several studies on media also highlight the opposing face of media. Many audiences worldwide have access to and help create social problems through the media, which has led to their emergence as a social issue due to their numerous and complicated effects, many of which are detrimental. Multiple theorists and critics have accused the media of encouraging sexism, racism, homophobia, ageism, and other oppressive social phenomena in addition to violence. Additionally, pornography, which degrades women and sexuality, advertising deception, and the encouragement of excessive materialism and consumerism are all purportedly social issues related to the media.

Analysis of media coverage of human trafficking in Jharkhand is crucial since it has both positive and harmful effects on society. The news stories about human trafficking that were published in the chosen newspapers are examined in this study. The study also considers important concerns and viewpoints, as well as some of the ways that the media both creates and addresses societal problems while also having the potential to become a social problem. This involves first analysis of the media coverage of human trafficking, then discussing the politics of representation, framing for news articles, and discussions sparked by concerns that are highlighted in the media and the solutions offered.

### 5.2.1 Human Trafficking coverage in daily newspapers

To analyse the media coverage of human trafficking, this study has done a content analysis of two selected newspapers. The graph below clearly shows the number of news articles related to human trafficking which were analysed for this study.

**Fig. 5.1:** Newspaper Articles

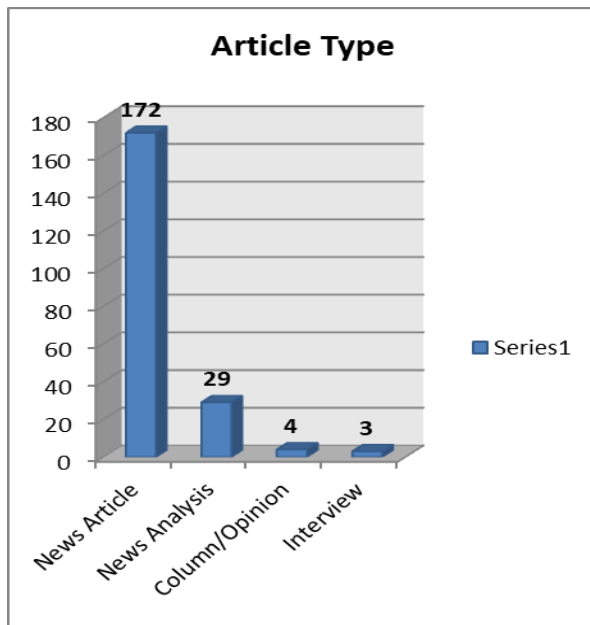


*Dainik Bhaskar* and *Prabhat Khabar* are two newspapers taken for this study. A total of two hundred-eight news articles, either mentioning human trafficking in their headlines or their intro, published by these two newspapers were considered for analysis in the duration of one year, i.e., January 1<sup>st</sup>, 2019, to December 31<sup>st</sup>, 2019, *Dainik Bhaskar*, which claims its national reach and is one of the nation's leading publications based on circulation, published eighty-four news articles related to human trafficking. At the same time, *Prabhat Khabar*, which originates in Ranchi and is one of the prominent newspapers of Jharkhand, has published one hundred twenty-four news articles on human trafficking for one year.

Among these two hundred eight news articles published by both newspapers during a year, it was also essential to explore the types and formats of published news articles. The below graph shows that out of two-hundred-eight news articles, one hundred seventy-two articles which count around eighty-three per cent, were published in news form. Twenty-nine articles count fourteen percent were news analyses, four articles were columns and opinions which count less than two percent, and only three interviews on human trafficking were published by both newspapers.

Table no. 5.4 shows the breakdown of the type of articles published by the newspapers, revealing that *Dainik Bhaskar* didn't publish any opinion/column on such a big issue as human trafficking, and *Prabhat Khabar* didn't get any expert to interview on human trafficking.

**Fig. 5.2:** Article Type



**Table 5.4:** Type of Article vs Newspapers

Type of Article	Name of Newspapers	
	Prabhat Khabar	Dainik Bhaskar
News Article	101	71
News Analysis	19	10
Column/Opinion	4	0
Interview	0	3

The study also looks at the different reporting styles used by both newspapers to cover the topic of human trafficking. Knowing if Jharkhand newspapers utilise conventional journalistic techniques (such as “beat reporting”) or were more investigative, prompted by the newspapers or a particular journalist’s interest in an issue, is helpful.

While analysis of the reporting type study reveals that both newspapers relied more on beat reporting than publishing media initiated special coverage or investigative reporting.

**Fig. 5.3:** Types of Reporting

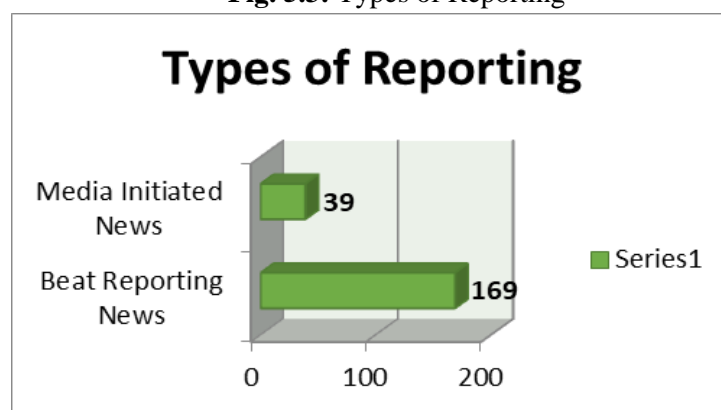


Fig. 5.3 shows that out of two-hundred-eight articles, around eighty-one percent of articles were reported by the traditional journalistic way of beat reporting, and only approximately nineteen percent were media-initiated.

**Table 5.5:** Type of Reporting vs Newspapers

Types of Reporting	Name of Newspapers	
	Prabhat Khabar	Dainik Bhaskar
Beat Reporting News	101	68
Media Initiated News	23	16

Table 5.5 compares the types of reporting followed by both newspapers. It was found that there was no significant difference between both newspapers while reporting human trafficking. Both the newspapers relied more on using conventional beat reporting than giving special coverage to human trafficking.

### ***Visuals and Graphics***

In the newspaper industry, 1,000 words are equivalent to around 25 inches of print. Particularly in journalism, images are one of the most effective ways of communication. The public has always been mesmerised by the pictures utilised in news reports. Their presence has improved a story’s ability to be understood. The current study aims to investigate the idea of visual framing in news media.

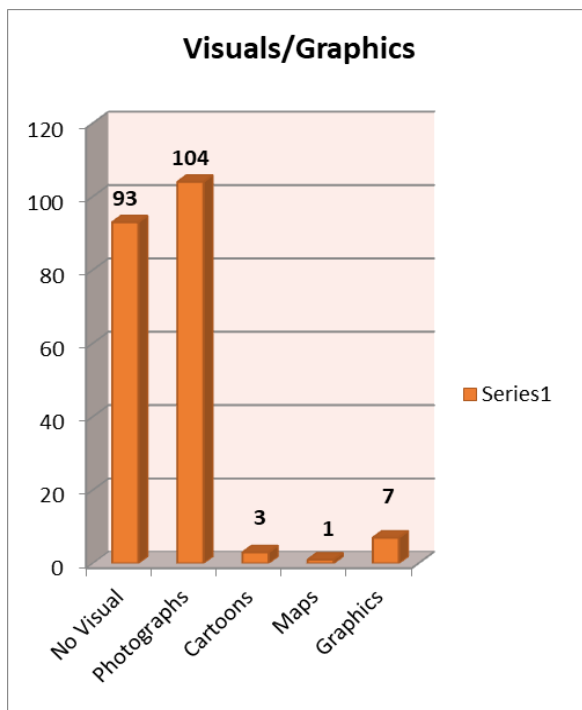
Photographic effects, in general, have a long history. Pictures draw readers to stories (Garcia & Stark, 1991), are easier to retain than verbal information (Paivio & Csapo, 1973), and encourage more introspective or reflective thought (Lynn, Shavitt, & Ostrom, 1985). These findings may be used in public journalism by employing images to draw readers to news about civic or political topics that dissatisfied readers’ neglect. Pictures that help readers remember the material and make them consider their concerns may result in more informed media consumers (Coleman & Wasike, 2004).

By carefully selecting the subjects of the most prominent images, public journalism designers can direct public attention to pertinent issues. It’s crucial for this study because

the lowest levels of knowledge are produced by images that are not directly related to the tale they accompany (Wanta & Remy, 1995).

The study also tries to analyse the use of visuals by both the selected newspapers while covering human trafficking. Fig. 5.4 reveals that around 55% percent of the article published in both newspapers had visual support with then in the form of photographs, cartoons, maps, and graphics but the most surprising fact which came out of the study is 44% of the published articles were not having any visual elements with them.

**Fig. 5.4:** Visuals and Graphics Used



**Table 5.6:** Visuals and Graphics Used vs Newspapers

Visuals/Graphics	Name of Newspapers	
	Prabhat Khabar	Dainik Bhaskar
No Visual	60	33
Photographs	58	46
Cartoons	2	1
Maps	1	0
Graphics	3	4

Table 5.6 draws a comparison regarding the visual representation of both newspapers. It was found that *Prabhat Khabar* proved itself better in giving visual elements to its coverage in contrast to *Dainik Bhaskar*. It was also found that both newspapers use photographs as visual support instead of using cartoons, graphics and maps with their articles.

### 5.2.2 Frames used by Newspapers

By how it presents a story, the news media can significantly contribute to building consensus in the policy-making process. The amount of background information to

include in a tale, the facts and interpretations to include and exclude, and the sources to utilise and quote are all decisions that need to be made. How a social issue is discussed and how policymakers respond can be significantly impacted by decisions about what is chosen and given more importance. How a case is described, what is decided to be the cause of the problem, its effects, and what solution is regarded as effective in resolving the situation are all influenced by the way the story is told (Enterman, 1993).

The literature on news gathering suggests that organisational routines, such as beat reporting and reliance on official sources, limit the ideas and information that can be included in a story. Rather than influencing the nature of the debate, the news media mostly repeats the narratives presented by the prominent participants in the policy process and, thus, helps support the dominant views (Gans 2005; Klinenberg 2003; Schudson 1980; Tuchman 1978). Individuals and groups whose opinions might seem to question the authority of established institutions or conflict with the dominant ideology and middle-class values are also excluded, as are alternative perspectives and policy recommendations made by groups that do not overlap with established beats (Larson 2006).

The study analyses media framing by looking at the main reasons for news stories; the sources used, the topics that are the focus of the articles, the causes that are mentioned, and the solutions that are offered. It also uses the Chi-Square test to see if there are any significant correlations between the reporting style and the framing variables.

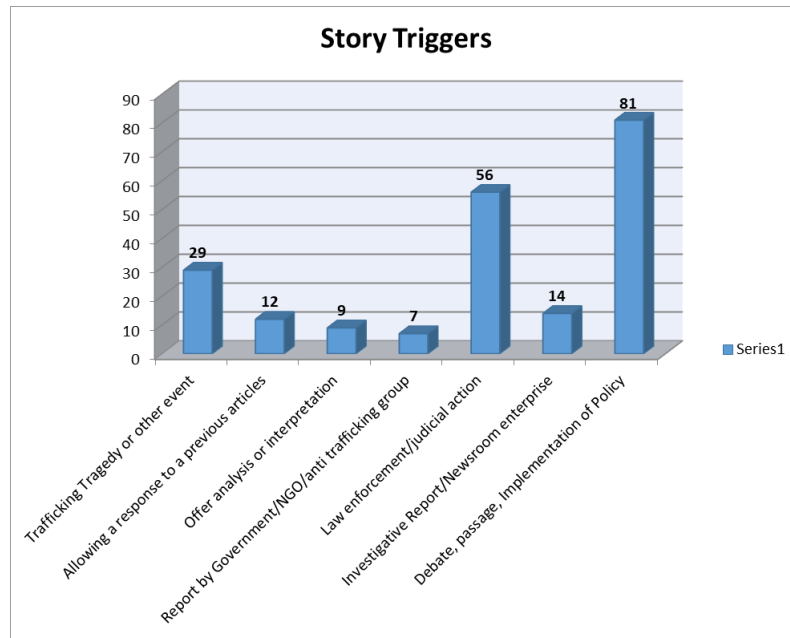
### ***Story Triggers***

A story trigger, according to Gulati, is what led to the publication of an article. The current research uses the data gathered on story triggers and reporting style to assess the degree to which news items reflect the official or prevailing viewpoint on trafficking or offer alternative views.

For the 208 articles where human trafficking was an important topic, story triggers were analysed. Only about 7% of articles were initiated by the news media (investigative reports or other newsroom enterprises); instead, 69% of articles were sparked by official government action. Among the articles prompted by some government action, Debate, passage, Implementation of anti-trafficking policy received the most coverage (39%),

followed by coverage of Law enforcement/judicial action (27%), coverage of a trafficking tragedy or other event (14%), and the Report by Government/NGO/Anti trafficking group (3%).

**Fig. 5.5: Story Triggers**



**Table 5.7: Story Triggers vs Types of Reporting**

Story Triggers	Types of Reporting		Total
	Beat Reporting News	Media Initiated News	
Trafficking Tragedy or another event	26	3	<b>29</b>
Allowing a response to a previous article	7	5	<b>12</b>
Offer analysis or interpretation	2	7	<b>9</b>
Report by Government/NGO/Anti trafficking group	3	4	<b>7</b>
Law enforcement/judicial action	56	0	<b>56</b>
Investigative Report/Newsroom enterprise	0	14	<b>14</b>
Debate, passage, Implementation of Policy	75	6	<b>81</b>
<b>Total</b>	<b>169</b>	<b>39</b>	<b>208</b>
<b>Chi-Square Test</b>	<b>Value = 113.269</b>	<b>df = 6</b>	<b>p-value= 0.000*</b>

Among the remaining articles (6%), Allow a response to a previous article or (4%) offer analysis and interpretation. The data also shows a strong correlation between reporting styles and an essential justification for article writing i.e., Story Triggers.

When a comparison was drawn between the selected newspapers looking at the pertinent reason behind writing news stories, it was found that Dainik Bhaskar published more Investigative Report/Newsroom enterprise articles (11%) compared to *Prabhat Khabar* (4%). Comparing the articles which were triggered by official government action, *Prabhat Khabar* published 40% of articles related to Debate, passage, and Implementation of Policy compared to 37% posted by *Dainik Bhaskar*. Articles related to Law enforcement/judicial action, which *Prabhat Khabar* published, counted only 24%, while *Dainik Bhaskar* published 31% in the selected period. 6% and 1% of the articles published by *Prabhat Khabar* and *Dainik Bhaskar*, respectively were offered analysis and interpretation, while articles were allowing a response to a previous article were 7% by *Prabhat Khabar* and 4% by *Dainik Bhaskar*. Articles which treated human trafficking as a tragedy or like other events were counted as 14% in both newspapers.

**Table 5.8:** Story Triggers vs Newspapers

Story Triggers	Name of Newspapers	
	Prabhat Khabar	Dainik Bhaskar
Trafficking Tragedy or another event	17	12
Allowing a response to a previous article	9	3
Offer analysis or interpretation	8	1
Report by Government/NGO/Anti trafficking group	5	2
Law enforcement/judicial action	30	26
Investigative Report/Newsroom enterprise	5	9
Debate, passage, Implementation of Policy	50	31

**Sourcing**



Because sources serve as the fundamental building blocks of information in news stories and can actively alter the perception of news (Gans, 1979; Sigal, 1973), routines and sources for creating stories are crucial to a story's creation as its orientation (Ross, 2007). Research reveals that rather than contacting various documents and people, journalists frequently rely on a robust set of powerful elite voices when acquiring information (Berkowitz, 1987; Berkowitz & Beach, 1993). (Fishman, 1980). According to media sources literature, privileged and official sources predominate in news programmes and publications. For instance, Gans (2011, p. 4) charged that journalists served as "stenographers for public leaders."

Media outlets typically rely on authoritative sources from governmental and institutional elites (Ross, 2007). These cordial ties could jeopardise certain journalistic obligations (e.g., watchdog). In the press, journalists who serve as sources are also widely used (Hallin, 1992; Smith, 1989). Additionally, according to research (Cameron, Sallot, & Curtin, 1997; Lee & Solomon, 1990), a sizable portion of the material in traditional news media originates from press releases or public relations professionals. The absence of representation for ordinary people and minority groups, however, is of special concern (Poindexter, Smith, & Heider, 2003; Ross, 2007; Whitney, Fritzler, Jones, Mazzarella, & Rakow, 1977). According to studies, a tiny fraction of people is considered to be regular citizens.

Journalists avoid writing tales that appear to have prejudice since objective reporting is regarded as the gold standard of conventional reporting (Kovach & Rosenstiel, 2001; Schudson, 2003; Shoemaker & Reese, 1996). As a result, these principles, which are ingrained in journalism practise, have restricted journalists' normal sourcing activities. The mechanical reliance of journalists on specific, easily accessible sources and story production processes has also been attributed to short deadlines and a lack of creative reporting (Dennis & Rivers, 1974).

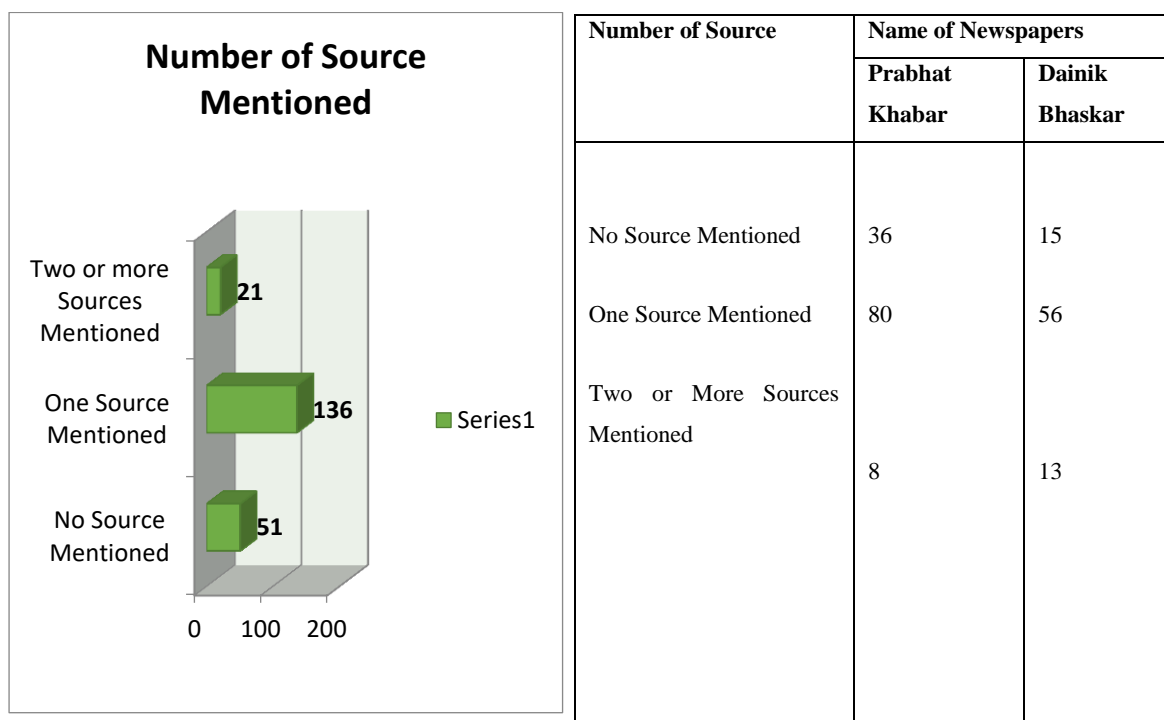
The study mainly focused on media coverage of human trafficking and analysed journalists' sourcing procedures and story-generating. Media researchers establish the importance of a source in a news story. Sources not only make news stories credible but also minimize the journalistic bias of the story. Figure 5.6 tries to reveal the use of sources in selected news articles published by both newspapers. Data shows that 25% of the news articles on human trafficking published by newspapers did not mention any

source in their coverage. At the same time, 65% of news articles mentioned at least one source. Only 10% of the articles had more than a single source.

**Fig. 5.6 Number of Source Mentioned**

**Table 5.9 Number of Source Mentioned vs**

**Newspapers**



The analysis also revealed that Prabhat Khabar published 36 articles without mentioning any source with it, which counts 29% while *Dainik Bhaskar* published 15 articles without any source, which became 18%. Data also revealed that *Dainik Bhaskar* published more such articles with two or more sources mentioned with it compared to *Prabhat Kahabar*.

Previous research has shown that using official sources, namely law enforcement and government authorities, including their reports, press releases, and other documents, dominates mainstream media coverage of human trafficking. Our findings support this conclusion. The majority of articles that substantially mentioned human trafficking (n = 208) cited government officials or Law Enforcement/Court at least once, which combined account for 43% of total citations (n = 208). NGO activists and an official from UN agencies, Journalists and Religious and political leaders appeared only in 15% of publications, making them the second most prevalent source. The surprising result that attracted concern is that only 14% of the published articles cited victims or their family

members. Only one article quoted the trafficker as its source, which counts less than 0.5 %.

**Table 5.10:** First Source Mentioned vs Types of Reporting

First Source Mentioned	Types of Reporting		Total
	Beat Reporting News	Media Initiated News	
No Source	44	7	<b>51</b>
Government Officials	24	7	<b>31</b>
NGO and Activist	12	6	<b>18</b>
Law Enforcement/Court	56	3	<b>59</b>
Victims	13	4	<b>17</b>
Traffickers/Employers	0	1	<b>1</b>
Academician/Researcher	2	2	<b>4</b>
UN Agencies	0	2	<b>2</b>
Witness/Family Members	9	4	<b>13</b>
Other Journalist	0	1	<b>1</b>
Political/Religious Leaders	9	2	<b>11</b>
<b>Total</b>	<b>169</b>	<b>39</b>	<b>208</b>
<b>Chi-Square Test</b>	<b>Value = 32.276</b>	<b>df = 10</b>	<b>p-value = 0.000*</b>

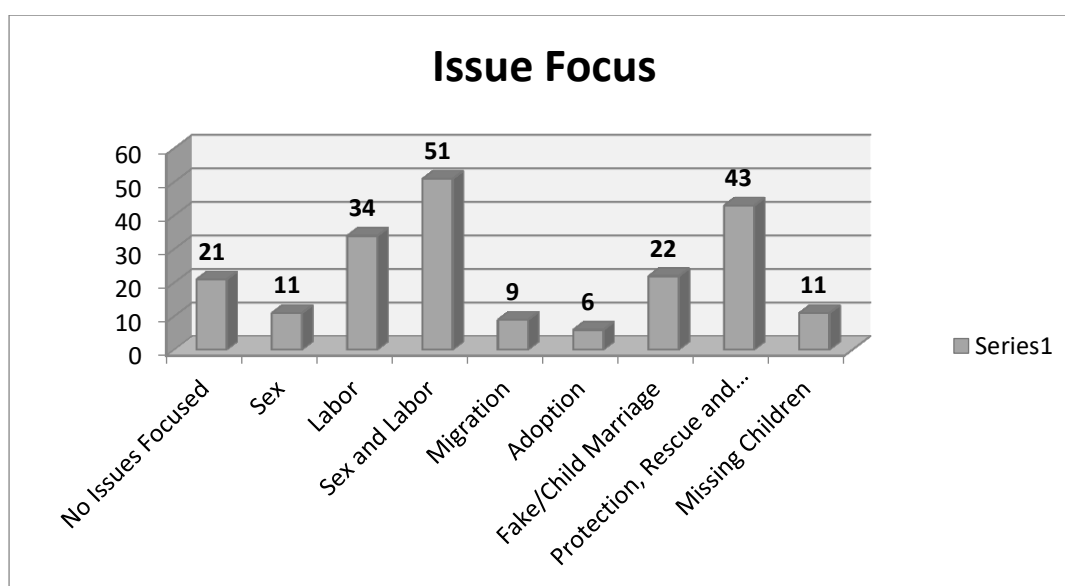
When sources were compared to reporting categories, six out of the ten types of sources showed statistically significant differences (see Table 5.10). The study found that media-initiated pieces citing government officials referenced them far more frequently than beat-reporting articles citing law enforcement and judicial officers as the primary sources.

Media-initiated reporting continued to credit NGOs and activists most frequently, with the proportion of stories referencing this source. Only for media-initiated pieces did citations of U.N. agencies or representatives. In the meantime, the balance of articles naming particular victims or witness/ family members is almost equal for both reporting forms and can be considered as fell for both types of reporting. All the outcomes listed above in the table are statistically significant at or above the 0.05 level.

### ***Issue Focus***

The form of human trafficking that is mentioned in an article—as well as its context—is referred to as the issue focus. In the 208 articles where trafficking was extensively discussed, sex and labour trafficking accounted for approx. 25% of all mentions, followed by the articles raising the issue of Protection, Rescue, and Rehabilitation (21%), labour trafficking (16%), and sex trafficking and missing children (5% each).

**Fig. 5.7: Issue Focus**



Fake marriage is an emerging factor for human trafficking in Jharkhand. 11% articles mentioned fake marriage as an issue. 4% of articles put migration and 3% of articles tried to connect the issue of adoption with human trafficking. 21 articles did not put any issue in focus while covering human trafficking.

**Table 5.11:** Issue Focus vs Newspapers

Issue Focus	Name of Newspapers	
	Prabhat Khabar	Dainik Bhaskar
No Issue Focused	13	8
Sex	9	2
Labor	23	11
Sex and Labor	33	18
Migration	6	3
Adoption	4	2
Fake/Child Marriage	16	6
Protection, Rescue and Rehabilitation	14	29
Missing Children	6	5

While comparing the issue focussed on articles of both the selected newspapers, the study found no significant difference. The study results highlight that *Dainik Bhaskar* published more articles related to protection, rescue and rehabilitation.

Issues focused on protection, rescue and rehabilitation continued to be the primary topic of beat reporting articles (24%) but did not receive the same attention (8%) in media-initiated pieces when the issue focus of articles was studied in the context of reporting type (see Table 5.11). While sex and labour trafficking were the most prominent issue mentioned in media-initiated articles, the same got (18%) less attention in beat reporting. Labour trafficking got more attention (17%) in beat reporting, while media-initiated

articles paid less attention (12%) to this. A study says that sex trafficking gets significant space in international media, and the result reveals that newspapers in Jharkhand pay no attention to sex trafficking. Out of 11 articles focused on sex trafficking, 10 articles were result of beat reporting.

**Table 5.12:** Issue Focus vs Types of Reporting

Issue Focus	Types of Reporting		Total
	Beat Reporting News	Media Initiated News	
No Issue Focused	19	2	21
Sex	10	1	11
Labor	29	5	34
Sex and Labor	31	20	51
Migration	7	2	9
Adoption	4	2	6
Fake/Child Marriage	21	1	22
Protection, Rescue and Rehabilitation	40	3	43
Missing Children	8	3	11
<b>Total</b>	<b>169</b>	<b>39</b>	<b>208</b>
<b>Chi-Square Test</b>	<b>Value = 24.493</b>	<b>df = 8</b>	<b>p-value = 0.002*</b>

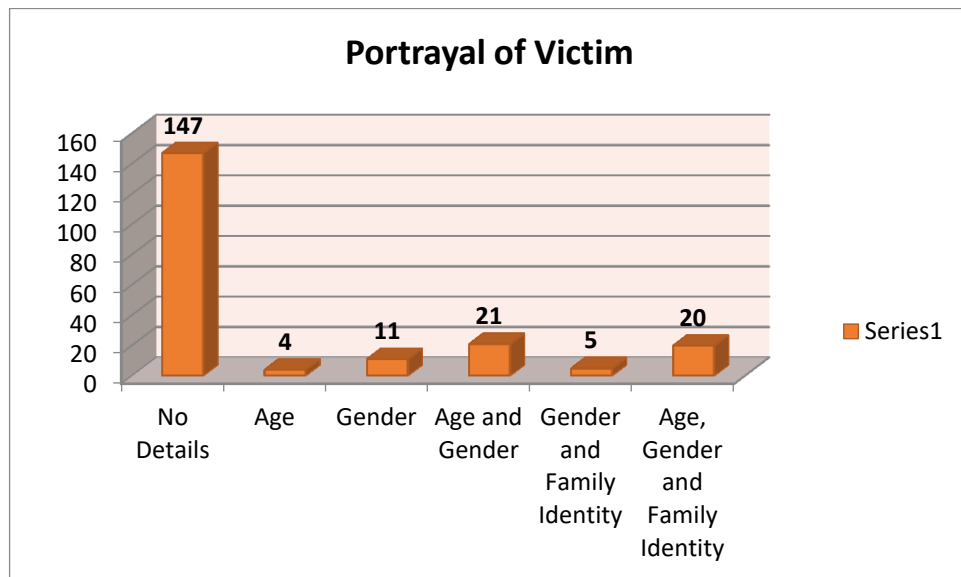
### *Portrayal of Victim*

Another significant framing that may be used to assess how much news media represent the mainstream perspectives on trafficking is how victims are portrayed. The study

examined the victims' ages, genders and family identities as depicted in the two newspapers.

Of the 208 articles that included considerable discussion of human trafficking, 29% expressly highlighted victims' age, gender and family identity. Out of which 10% mentioned both age and gender, almost 10% mentioned all three aspects i.e., age, gender and family identity of the victims, 5% concentrated on gender solely, only 2% highlighted only age of the victims and most surprisingly big number that counted 71% did not specifically identify victims of either age, gender or family identity.

**Fig. 5.8:** Portrayal of Victim

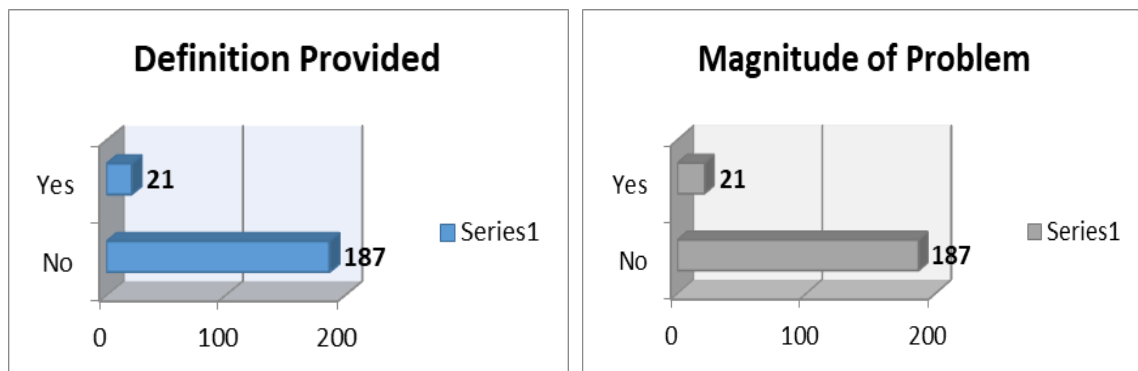


In addition to highlighting the victims' age (minors) and gender, several publications also emphasised the victims' fragility or helplessness (female). The fact that these particular stories focused on domestic work as a kind of labour exploitation suggests a connection between the newspaper's emphasis on female victims. Newspaper articles about human trafficking into domestic-labour circumstances reflect women's prevalence in such roles (maids, housekeepers, etc.). The absence of articles on other types of labour trafficking and cases involving male victims, however, is puzzling. This suggests that the news media may only feature victim stories that they believe will get the most significant interest or that appeal to the general public's ideas of trafficking.

## *Defining and quantifying trafficking*

It is crucial to look at how the news covers these issues because the literature suggests a dispute regarding the definition of trafficking (in public debates and different nations' laws) and the severity of the problem. Do definitions exist? Do publications mention the number of trafficking victims on a local, national, or global scale? The results of this study advocate that both issues cannot be satisfactorily answered.

**Fig. 5.9:** Definition Provided and Magnitude of Problem



Articles were coded to include a definition of trafficking, no matter how brief it may have been. Only 21 (10%) of the 208 articles that included significant discussion of trafficking included a definition. Only three of these articles was an investigative piece, which is surprising because one might anticipate that these types of publications would offer more specific context and background information for stories. Nineteen of the twenty-one pieces written by journalists that offered definitions and cited either the Juvenile Justice Act or state trafficking laws did so in the context of explaining legislation or legal charges.

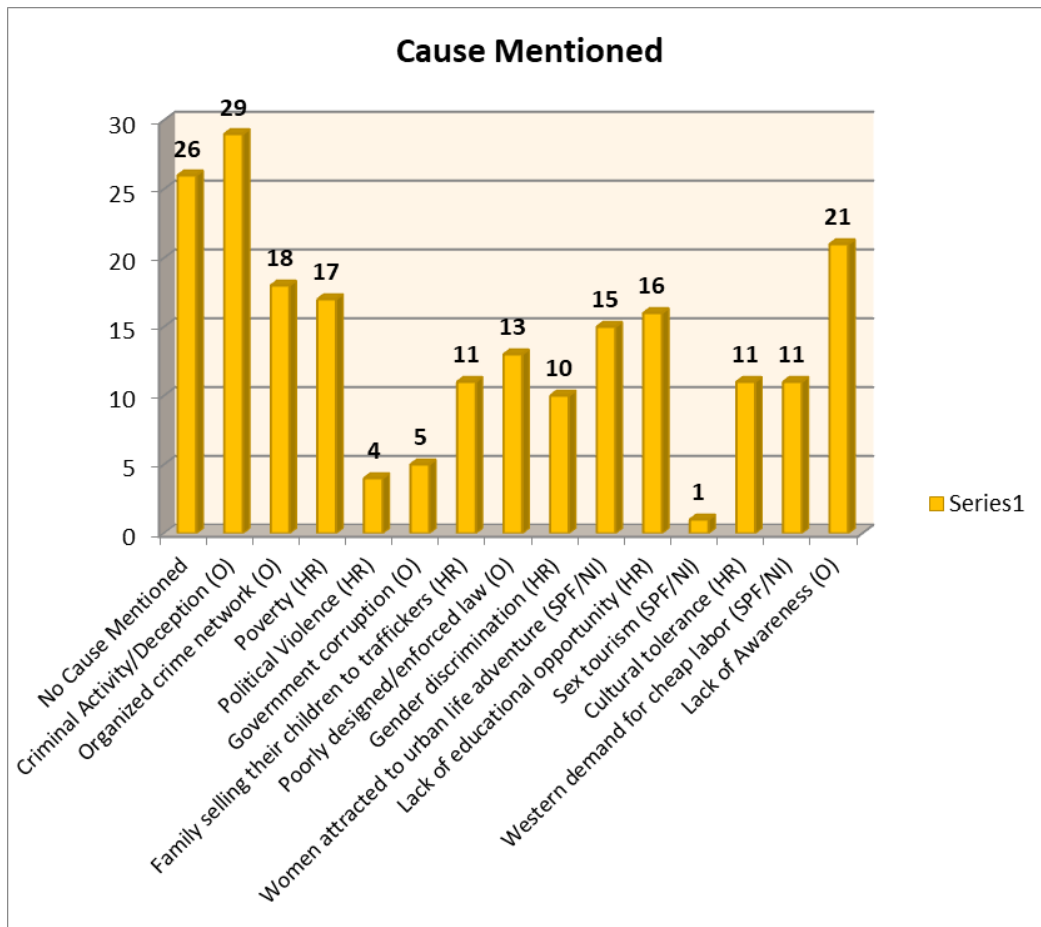
Same as to the definition provided, only 10% of the articles gave estimates of the scope of trafficking, and the range of these estimates was as wide as that of government and NGO figures. Most publications attempted to calculate the issue's size based on the number of casualties, and these calculations varied at the local, national, and international levels. Other publications employed alternative metrics, like the number of trafficking cases that were successfully prosecuted, the volume of phone calls to a trafficking hotline, or the amount of money that trafficking brings in.



### *Cause Mentioned*

In 87% of the publications, at least one cause was stated. 13% of the publications did not cite a cause. Thus, it can be determined that a significant portion of the literature failed to explore any causes whatsoever and could not wholly inform the general public or decision-makers about the causes of human trafficking in the state of Jharkhand.

**Fig. 5.10: Cause Mentioned**



In 14% of the articles, criminal activity, including fraud, deception, and coercion, was the most common cause. In addition, 10% of the publications mentioned lack of awareness as a contributing factor to human trafficking in Jharkhand, followed by organised crime (9%). Women attracted to urban life's adventure (7%), poorly designed laws that are not implemented (6%), and poverty and a lack of educational opportunities (8%) came in sixth and seventh place, respectively. The only other explanations mentioned in at least 5% of the articles were the western demand for cheap labour, the selling of victims by family members, and cultural tolerance.

When examining the “criminal framing” as the source of people trafficking, the ranking of causes reveals that it has been the prevailing narrative. The top three factors, however—crime, the corruption of the administration, and political violence—seemed to be disregarded by Jharkhand newspapers.

When cited causes were compared to reporting categories, it was found that it only beat reporting articles which did not mention any causes of human trafficking in 15% of the articles. All the media-initiated articles cited any listed causes in which poorly designed law was on top, which was mentioned in approx. 20% of the media-initiated articles, followed by organized crime (15%), women attracted to urban life adventure (13%), criminal activity, government corruption and poverty (10% each).

**Table 5.13: Cause Mentioned vs Types of Reporting**

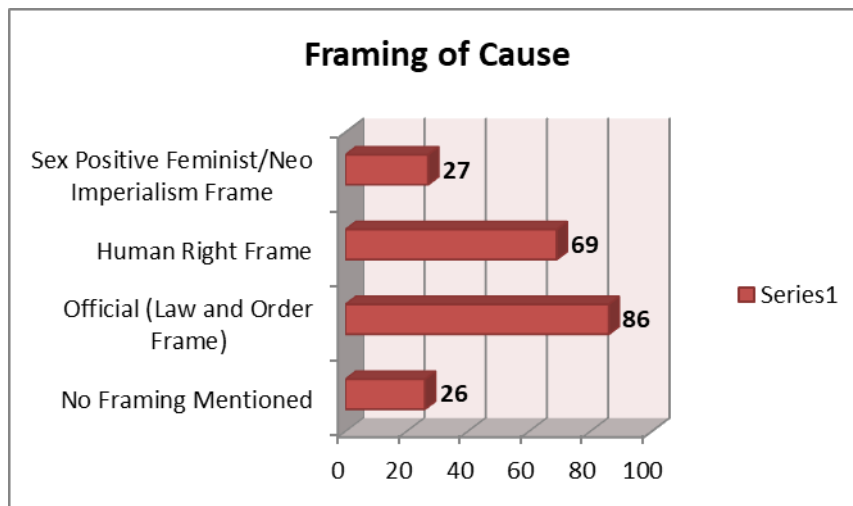
Cause Mentioned	Types of Reporting		Total
	Beat Reporting News	Media Initiated News	
No Cause Mentioned	26	0	<b>26</b>
Criminal Activity/Deception (O)	25	4	<b>29</b>
Organised Crime Network (O)	12	6	<b>18</b>
Poverty (HR)	13	4	<b>17</b>
Political Violence (HR)	3	1	<b>4</b>
Government Corruption (O)	1	4	<b>5</b>
Family Selling their Children (HR)	10	1	<b>11</b>
Poorly Designed/Enforced Law (O)	5	8	<b>13</b>
Gender Discrimination (HR)	7	3	<b>10</b>
Women attracted to urban life adventure (SPF/NI)	10	5	<b>15</b>
Lack of educational opportunity (HR)	15	1	<b>16</b>
Sex Tourism (SPF/NI)	1	0	<b>1</b>
Cultural Tolerance (HR)	11	0	<b>11</b>
Demand for cheap labor (SPF/NI)	10	1	<b>11</b>
Lack of Awareness (O)	20	1	<b>21</b>
<b>Total</b>	<b>169</b>	<b>39</b>	<b>208</b>
<b>Chi-Square Test</b>	<b>Value = 48.654</b>	<b>df = 14</b>	<b>p-value = 0.000*</b>

Gender discrimination was also cited as a cause for human trafficking in 8% of media-initiated news stories. In contrast, beat reporting articles significantly mentioned criminal activity as a cause, followed by other listed reasons for human trafficking.

***Framing of Cause***

All the listed causes for human trafficking were categorized and coded into three major types, Official Law and Order Frame (O), Human Rights Frame (HR), and Sex Positive Feminist/Neo Imperialism frame (SPF/NI).

**Fig. 5.11:** Framing of Cause



The data gathered in this study to analyse the type of frame used in 208 articles advocates that most articles (41%) used the official (Law and Order) frame while covering human trafficking in Jharkhand. This result determines the use of the dominant view in journalistic writing while giving coverage to modern-day slavery in Jharkhand. 39% of the articles suggested a human right frame in their range representing human trafficking as a human right issue. In contrast, only 13% of the news articles gave a Sex Positive Feminist/Neo Imperialism frame in their coverage, showing the media's ignorance of an essential side of human trafficking in the state.

When reporting categories and the cited causes were analysed, it was discovered that just 15% of the articles in the beat reporting category failed to mention any causes of human trafficking. The same thing impacted the use of frames in articles.

**Table 5.14:** Framing of Cause vs Types of Reporting

Framing of Cause	Types of Reporting		Total
	Beat News	Reporting Media Initiated News	
No Cause Mentioned	26	0	<b>26</b>
Official (Law and Order Frame)	63	23	<b>86</b>
Human Right Frame	59	10	<b>69</b>
Sex Positive Feminist/Neo Imperialism Frame	21	6	<b>27</b>
<b>Total</b>	169	39	<b>208</b>
<b>Chi-Square Test</b>	<b>Value = 10.642</b>	<b>df = 3</b>	<b>p-value = 0.014*</b>

The table above shows the analysis result regarding the relationship between framed cause and types of reporting, revealing that Official (Law and Order Frame) was used dominantly by both types of reporting while giving coverage to human trafficking. Media-initiated articles used the Official (Law and Order Frame) in 59% of the pieces, while beat reporting articles used this frame in 37%.

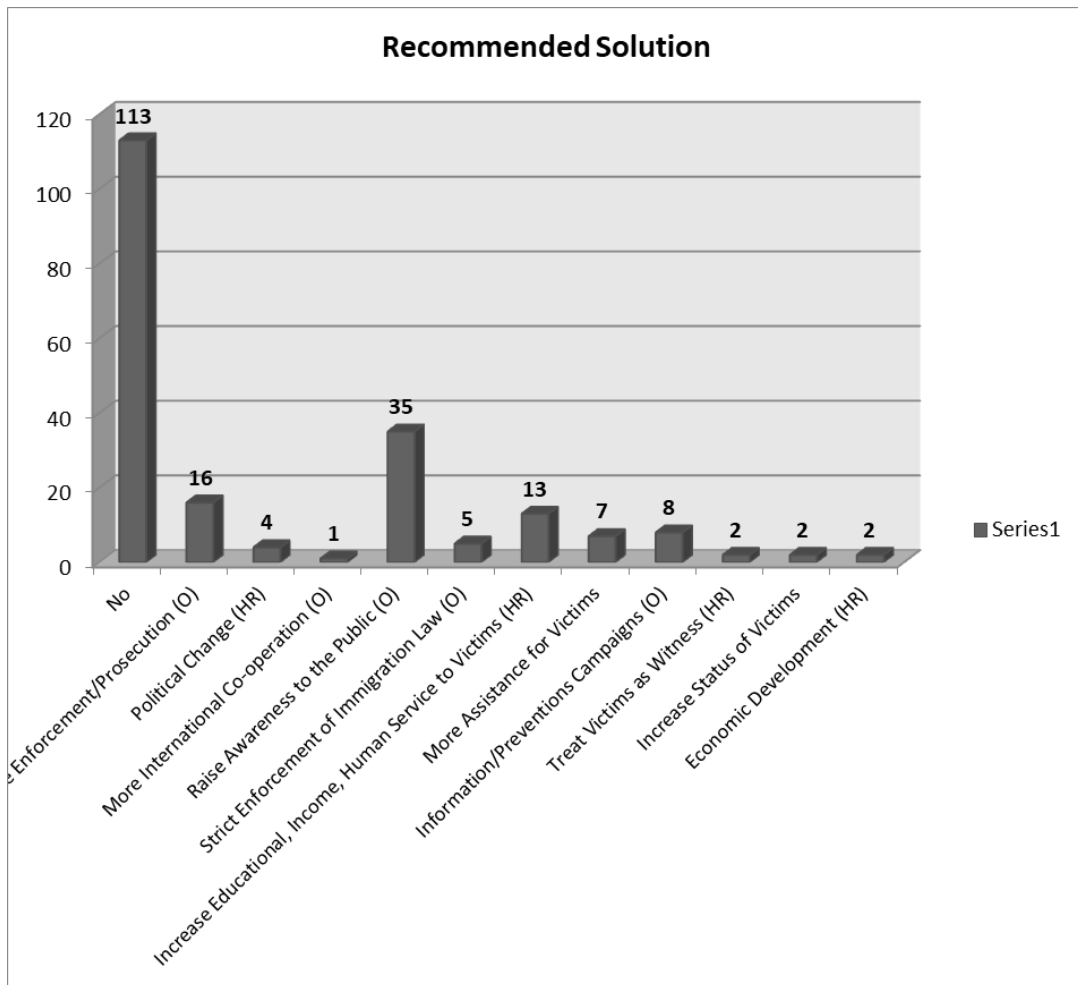
The human rights frame was used in 35% of the article using the traditional way of beat reporting, while 26% of the media-initiated articles used the human rights frame. While Sex Positive Feminist/Neo Imperialism Frame is an essential and emerging side of human trafficking, which was revealed from expert interviews and interaction with the rescued victims, newspapers in their articles which media initiated, used this frame in only 15% of the pieces. In comparison, beat reporting articles used this frame in 12% of their coverage of human trafficking.

### ***Recommended Solution***

In 2019, *Dainik Bhaskar* and *Prabhat Khabar* covered human trafficking extensively but avoided discussing possible solutions. A present policy or suggested solution was not mentioned in about 54% of the articles. However, it was a surprise that public awareness-raising was included in 17% of the stories as the most frequently stated solution in the media. Stricter law enforcement came in second (8%). The third, fourth, and fifth most frequent suggestions all advocated for enhancing present policy: Increase

women’s access to education, employment, and human services (6%), awareness/prevention campaign (4%), and increase victim assistance (3%). Few articles (2% each) advocated for political change or suggested tighter immigration regulations. Expanding or establishing a safety net for individuals at risk from trafficking was barely mentioned. Less than 1% of the articles suggested economic growth as a remedy or called for increased global collaboration. Less than 1% of the articles focused on delivering justice or raising the social standing of victims after their rescue.

**Fig. 5.12: Recommended Solution**



The analysis for beat reporting and media-initiated articles for each solution is reported in table 5.15. In contrast, media-initiated articles, citing increased enforcement/persecution (18%) as the most common solution, also emphasised increasing educational, income, and human service for women and calling for more assistance for victims (10% each). The most surprising element of the result was that

media-initiated articles seem to second the view of conventional reporting in mentioning economic development as a solution in just one article.

**Table 5.15:** Solution Recommended vs Types of Reporting

<b>Solution Recommended</b>	<b>Types of Reporting</b>		<b>Total</b>
	<b>Beat Reporting News</b>	<b>Media Initiated News</b>	
No Solution given	97	16	<b>113</b>
Increase enforcement/persecution (O)	9	7	<b>16</b>
Political Change (HR)	3	1	<b>4</b>
More international co-operation (O)	0	1	<b>1</b>
Raise Awareness to the public (O)	32	3	<b>35</b>
Stricter enforcement of immigration law (O)	3	2	<b>5</b>
Increase educational, income, human service for women (HR)	9	4	<b>13</b>
More assistance for victims (HR)	3	4	<b>7</b>
Information/prevention campaigns (O)	8	0	<b>8</b>
Treat victims as witness (HR)	2	0	<b>2</b>
Increase status of victims (HR)	2	0	<b>2</b>
Economic Development (HR)	1	1	<b>2</b>
<b>Total</b>	<b>169</b>	<b>39</b>	<b>208</b>
<b>Chi-Square Test</b>	<b>Value = 28.482</b>	<b>df = 11</b>	<b>p-value = 0.003*</b>

Media-initiated articles also seem to ignore the solutions which can be helpful in the rescue and rehabilitation of the victims. However, there was little difference in the frequency of references to a solution. But data shows that the difference in frequency was statistically significant (p-value = 0.003\*).

### *Framing of Solution*

Same as the causes mentioned in the articles, the solutions recommended were also categorised and coded into two types, Official Law and Order Frame (O) and Human Rights Frame (HR). Those solutions which echoed for required change in current policy and legislation and sought stricter enforcement of existing mechanisms were coded as Official Law and Order Frame (O). In contrast, the recommended solution, which voices victims' assistance and calls for eradicating the root cause of human trafficking through human rights lens, was kept in the human rights frame.

**Fig. 5.13:** Framing of Solution

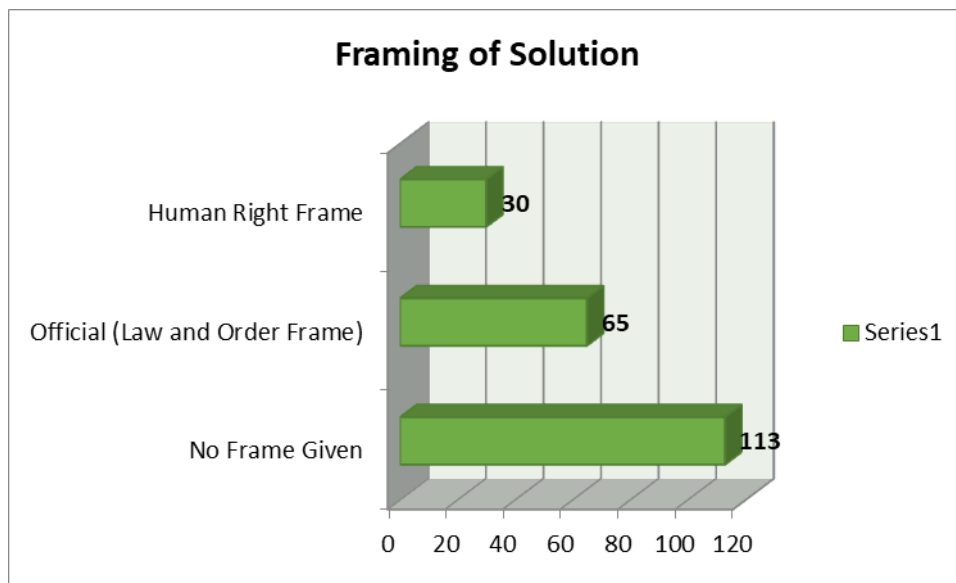


Fig. 5.13 depicts that the Official Law and Order Frame (O) was most commonly and frequently used by *Dainik Bhaskar* and *Prabhat Khabar* while covering the issue of human trafficking. While 54% of the articles discussing human trafficking did not cite any solution, around 31% of the pieces used the Official Law and Order Frame (O). only about 15% of the pieces used the human rights frame while covering human trafficking.

While comparing framed solutions with types of reporting Table 5.16, result show very little difference in frequency regarding framed solution between conventional beat reporting and media-initiated articles, though the result did not established any significance difference between both type of reporting (p-value = 0.055).

**Table 5.16:** Framing of Solution vs Types of Reporting

Framing of Solution	Types of Reporting		<i>Total</i>
	Beat News	Reporting Media Initiated News	
No frame given	97	16	<b>113</b>
Official (law and order frame)	52	13	<b>65</b>
Human Right frame	20	10	<b>30</b>
Total	<b>169</b>	<b>39</b>	<b>208</b>
<b>Chi-Square Test</b>	<b>Value = 5.818</b>	<b>df = 2</b>	<b>p-value = 0.055</b>

**Chi-square test**

### 5.3 Communication Response, Awareness and Mitigation

Lack of knowledge and awareness about human trafficking is one of the most prominent factors to make an individual vulnerable to human trafficking. 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 raise awareness and educate the masses about human trafficking, communication has an established role. In the form of advocacy, social mobilization and behavioural change, communication and communication campaigns can significantly mitigate modern day slavery. A significant portion of the population within a specified timeframe is the target audience for communication campaigns, which aim to achieve specific goals, outcomes, and impacts to promote health and social change issues (Salmon and Atkin, 2003).

Communication aims to improve public awareness, alter behaviour, and shift views about environmental preservation, drug misuse, drunk driving, and HIV/AIDS. Studies showing that more individuals worldwide are using the internet for more extended periods of time each day (Reinberg, 2010 & Synovate, 2009) have made online media a dominating and significant factor in how the public views social issues (Croteau & Hoynes, 1997).



This section of the study aims to analyse the level of awareness about human trafficking in terms of determining knowledge and perception about human trafficking and exposure to human trafficking. The section also tries to study the reach of government initiatives among people and explore the social attitude towards human trafficking victims. Most importantly, this study section deeply analyses communication intervention at several stages to mitigate human trafficking in Jharkhand.

### ***5.3.1 Determining Awareness about Human Trafficking***

A significant draw factor for human trafficking is a lack of education and knowledge about it. Data gathered from expert interviews also depicts that the awareness level of people about concepts and consequences in Jharkhand is very critical. This section focuses primarily on examining people's awareness of human trafficking concerning demographic factors, dealing with the third objective of the research. The four dimensions of I) knowledge about human trafficking, II awareness of government activities, III attitude toward trafficking victims, and IV exposure to human trafficking are used to assess the general public understanding of the issue.

Only a few researchers have focused on analysing socio-demographic trends to comprehend human trafficking. When formulating new countermeasures, policymakers need the correct information, which demographic characteristics provide in greater quantity. The study includes an inquiry to see if there are differences in trafficking knowledge among various age groups, gender and education.

Based on the scores received against individual components of each dimension, a standard mean score ( $\bar{x}$ ) is computed for each respondent using the formula  $\bar{x} = (\sum x_i)/n$ . The symbol ' $\sum x_i$ ' used in this formula represents the sum of all scores against the different components of each dimension. The symbol 'n' represents the total number of observations, which is ten in this case.

### ***Demographic Profile***

Initially, a demographic profile of the respondents was created in which three demographics only two demographics questions were asked to each respondent. The reason for opting for only two demographic questions related to the gender and age of

respondents is that the National Crime Record Bureau (NCRB) publishes its data on human trafficking based on age and gender only. Out of the total 383 respondents selected for the survey, 32% were female, and 68% were male. Selected respondents were of different age groups. 11% of the respondents were under 18, while the maximum number of respondents who participated in the study was between 18-25 (34%). 22% of the respondents were of the age group 26-35, 5% of respondents belonged to the 35-44 age group, and respondents over the age of 45 were 28%.

**Table 5.17: Socio-Demographic Profile**

<b>Demographics</b>	<b>Categories</b>	<b>Sample (N)</b>	<b>Percent (%)</b>
<b>Gender</b>	Male	260	67.90
	Female	123	32.10
<b>Age Group</b>	Less than 18	41	10.70
	18-25	130	33.90
	26-35	84	21.90
	35-44	21	05.50
	Above 45	107	27.90

And post that the section is carefully organized into three sections representing each dimension to analyse knowledge and perception about human trafficking, exposure to human trafficking, and consciousness about government initiatives and legal aspects.

To draw the comparison of responses between different demographic variables independent t-test and One Way ANOVA test were done. The one-way ANOVA approach is used for the demographic variables with more than two groups. When there are just two groups for a variable, the Independent Sample t-test method is used. The independent variables are the demographic variables with varying levels, while the dependent variable is WoM efficacy.

### ***Knowledge and Perception About Human Trafficking***

Table 5.18 has arranged responses from 383 sample respondents about their knowledge of human trafficking. Knowledge about human trafficking was evaluated by providing ten Likert statements that were negative. For every piece of information about

knowledge, a response marked Strongly Agree (SA) means respondents do not know about human trafficking. While response marked Strongly Disagree (SD) means the respondent is thoroughly knowledgeable about the issue.

**Table 5.18:** Knowledge and Perception About Human Trafficking

Statement	SD	D	N	A	SA
1. Human trafficking is another term for smuggling.	68	61	169	47	48
2. I believe human trafficking is not a global problem.	24	98	180	44	37
3. Human trafficking is not related to sex trafficking.	24	94	184	44	37
4. Human trafficking and prostitution are the same.	28	85	183	50	37
5. Human trafficking and migration are the same issues.	24	74	188	58	39
6. Women and Children are rarely victims of human trafficking in Jharkhand.	26	82	193	46	36
7. Male adults are not considered victims of human trafficking.	17	85	200	44	37
8. Human trafficking has not become a menace in Jharkhand.	23	81	194	48	37
9. Human trafficking is best handled by law enforcement.	14	56	203	70	40
10. Human trafficking should be viewed as a criminal rather than a human rights issue.	16	42	184	100	41

(Note - 1. SD- Strongly Disagree 2. D- Disagree 3. N- Neutral 4. A- Agree 5. SA- Strongly Agree)

Result reveals that the mean score of knowledge and perception ( $M=3.006$ ) about human trafficking sought that the overall population of Khunti district is drastically unaware of the concept, consequences, and magnitude of human trafficking. The table above shows the complete breakdown of the status of knowledge about human trafficking among distributed samples allocated in several blocks of the Khunti district, determined from the overall population using the Crezice and Morgan formula for sample determination. Out of a total of 383, sample respondents lack a basic understanding of human trafficking. A large sample population is not able to distinguish between the terms smuggling and human trafficking. 95 respondents out of 383, around 25% of the total sample, either agree or strongly agree with the statement “*Human trafficking is another term for smuggling*”. A large number of respondents that count approximately 44% of

the total sample size, were clueless and gave neutral responses to the Likert statement showing their unawareness about the subject (Brody 1986, Taylor 1983).

Responses registered through surveying 383 sample populations also reveal that many of the population are unaware of the global situation of human trafficking. Survey also shows that people cannot differentiate between the terms like human smuggling, sex trafficking, prostitution, and human trafficking. People also seem confused regarding the status of the victim based on their age and gender. Responses from the survey expose that people still think that adults and males can't be victims of human trafficking, which is just opposite to the data registered by the National Crime Record Bureau, CID, state police, and Non-Governmental Organisations working in the state.

The important thing to notice about the fact that came out of analysing the responses is a large percentage of the population consider human trafficking as a 'law and order problem' rather than a 'human right' issue which experts suggest. People also think that human trafficking can best be tackled by law enforcement. This can be the impact of media coverage given by newspapers in the state (See section 5.2)

The most exciting observation from the survey is the 'neutral responses' given by many sample respondents. Literature suggests that the sample group's non-responsive or neutral responses show their lack of knowledge about the topic. Thus, going on that basis, these neutral responses reveal the unawareness of a large number of the population about the menace of human trafficking.

To compare the level of knowledge between both genders, an independent sample *t*-test is conducted to determine if knowledge scores differ between males and females.

**Table 5.19:** Group Statistics Knowledge and Perception Score

	Gender	N	Mean	Standard Deviation	Standard error mean
Perception	Male	260	2.8888	.81387	.05047
	Female	123	3.2537	.96473	.08699

**Table 5.20:** T-test for equality of variance of Knowledge and Perception Score

		Levene's test for equality of variances		t-test for equality of variance		
		F	Sig.	T	d.f	Sig.
Perception	Equal Variance assumed	14.23	.000	3.854	381	.000
	Equal variance not assumed			3.627	206.933	.000

The group statistics table of an independent-sample t-test reveals that there is a statistically significant difference in the score of male respondents ( $M=2.8888$ ,  $SD=0.81387$ ) and female respondents ( $M=3.2537$ ,  $SD=0.96473$ );  $t(206.933) = 3.627$ ,  $p=0.000$ . Survey reveals the lack of awareness among the overall population of Khunti district. These results suggest that people's knowledge regarding human trafficking varies in response to their gender. Specifically, this study suggests that human trafficking is a crucial problem concerning gender.

**Table 5.21:** Knowledge score and Age One Way Anova

Knowledge score and Age One Way Anova					
Variable (Age Group)	N	Mean	F	Sig	Remark
Less than 18	41	3.156	6.390	.000	
18-25	130	2.999			
26-35	84	2.657			
36-45	21	2.881			
Above 45	107	3.266			
Total	383	3.006			

A one-way analysis of variance was conducted to test the perception regarding human trafficking among the age of the respondents. There was a statistically significant

difference regarding knowledge and perception of human trafficking between the age of the respondents  $F(4,378) = 6.390, p = .000$ .

The Post hoc comparisons using the Tukey HSD test indicated that the mean score regarding the perception of human trafficking for the age group 26-35 years ( $M = 2.65, SD = .69, p = .02$ ) was significantly different from the age group less than 18 years ( $M = 3.15, SD = .125$ ), as well as in 26-35 years ( $M = 2.65, SD = .69, p = .046$ ) than 18-25 years ( $M = 2.99, SD = .98$ ) and, above 45 years ( $M = 3.26, SD = .63, p = .000$ ) than 26-35 years ( $M = 2.65, SD = .69$ ).

The survey revealed that the general populace of the Khunti district knows little about human trafficking. However, a study of exposure across age groups revealed that those between the age of 26-35 years ( $M = 2.65, SD = .69$ ) have a better awareness of human trafficking than other age groups. And those over 45 ( $M = 3.266$ ) are least aware of human trafficking.

### ***Exposure to human trafficking***

Table 5.22 has arranged responses from 383 sample respondents about their exposure to human trafficking. Exposure to human trafficking was evaluated by providing ten Likert statements. For every piece of information about exposure, a response marked Very Frequently (VF) means respondents are well exposed to human trafficking through several means of communication. While response marked Never (NE) means the respondent has never received any message or content related to human trafficking.

**Table 5.22:** Exposure to Human Trafficking

<b>Statement</b>	<b>NE</b>	<b>R</b>	<b>ST</b>	<b>F</b>	<b>VF</b>
1. I personally know someone who was trafficked	245	46	72	11	9
2. I have heard about human trafficking in a Community Meeting	233	65	72	8	5
3. I have watched news programs and documentaries on human trafficking on TV	226	63	74	10	10
4. I have watched films on human trafficking	274	52	35	9	13
5. I have listened to a news program about human trafficking on radio	276	64	34	6	3
6. I have read articles on human trafficking in the	234	53	61	27	8

newspaper					
7. I have read about human trafficking on the Internet and social media	278	58	45	1	1
8. I have seen posters and wall paintings on human trafficking in my locality	201	64	90	20	8
9. I have read about human trafficking in a pamphlet distributed in the locality	229	64	75	8	7
10. I have seen street plays and announcements about human trafficking	172	76	109	14	12

(NE- Never, R- Rarely, ST- Sometime, F- Frequently, VF- Very Frequently)

Table 5.22 depicts the detailed breakdown of responses of 383 respondents from the Khunti district about their exposure to human trafficking through several communication means. The result completely exposes the claim made by government and NGO officials about their communication and prevention practices conducted in the Khunti district. Community meetings are vital for reaching and educating rural populations about human trafficking. But responses registered revealed that around 61% of the sample respondents had never heard anything about human trafficking in a community meeting. Only 2% of the respondents said they had heard about human trafficking in any community meeting.

The results refuted the government's assertion that it runs awareness campaigns in rural areas by painting walls, handing out flyers, and staging street plays. However, the study's findings indicated that 52% of respondents had never seen posters or wall paintings regarding human trafficking in their neighbourhood, 60% had never read about it in a leaflet given in the community, and 45% had never witnessed street performances or announcements about it.

The result of the study also questions the media coverage given to such an essential issue of human trafficking.

72% of the respondents claimed that neither they had watched any news programs or documentaries on human trafficking on TV nor listened to a news program about human trafficking on the radio. While conducting in-depth interviews with experts and social workers, it was highlighted that traffickers have started using the internet and social media to lure and trap victims. Thus, the government should also counter trafficking by using the internet to raise awareness and mitigate human trafficking, but surveys about

exposure to human trafficking tell the opposite tale. About 73% of the respondents said they had never encountered anything related to human trafficking awareness on the internet.

To compare the level of knowledge between both genders, an independent sample *t*-test is conducted to determine if exposure scores differ between males and females.

**Table 5.23:** Group Statistics Exposure to Human Trafficking Score

	Gender	N	Mean	Standard Deviation	Standard error mean
Exposure	Male	260	1.6996	.59545	.03693
	Female	123	1.6228	.51674	.04659

**Table 5.24:** t-test for equality of variance of Exposure to Human Trafficking Score

		Levene's test for equality of variances		t-test for equality of variance		
		F	Sig.	T	d.f	Sig.
Exposure	Equal Variance assumed	9.122	.003	1.229	381	.220
	Equal variance not assumed			1.293	272.722	.197

A statistically significant difference exists between the responses from male respondents (M=1.6996, SD=.59545) and female respondents (M=1.6228, SD=.51674), according to the group statistics table of an independent-sample t-test;  $t(272.722) = 3.627, p = .003$ . Therefore, it may be claimed that gender-specific exposure to human trafficking is a worry.

The results of a one-way analysis of variance were used to test the exposure to human trafficking among the age of the respondents. There was a statistically significant difference regarding exposure to human trafficking between the age of the respondents  $F = 20.059, p = 0.000$ .

The Tukey HSD test's post hoc comparisons revealed that the mean score regarding the perception of human trafficking for the age group 26-35 years (M=1.820) was



significantly different than age group less than 18 years (M=1.709), as well as in 26-35 years (M=1.820) than 18-25 years (M=1.893) and, above 45 years (M=1.335) than 26-35 years (M=1.820).

**Table 5.25:** Exposure score and Age One Way Anova

Exposure score and Age One Way Anova					
Variable (Age Group)	N	Mean	F	Sig	Remark
Less than 18	41	1.709	20.059	.000	
18-25	130	1.893			
26-35	84	1.820			
36-45	21	1.404			
Above 45	107	1.335			
Total	383	1.674			

Despite what the sample population’s response to a question about their exposure to human trafficking shows, the general population of the Khunti district has little knowledge of this crime. However, a study of exposure across different age groups showed that those between the ages of 18 and 25 (M=1.893) are the most exposed to the prevention messages of human trafficking, while those over 45 (M=1.335) are the least exposed.

### ***Consciousness About Government Initiatives and Legal Aspects***

Literature suggests that India is responding to human trafficking very well through its legislation, initiatives in the public interest, and stricter law enforcement. The government of Jharkhand is also seen trying to reach people through its several agencies and initiatives to curb human trafficking in the state. Thus, it becomes essential to analyse how these initiatives have reached the vulnerable population.

Table 5.26 has arranged responses from 383 sample respondents about their consciousness and knowledge about government initiatives and legal aspects to eradicate human trafficking. Consciousness and knowledge about government initiatives and legal aspects were evaluated by providing ten Likert statements. For every piece of information about consciousness and knowledge about government initiatives and legal aspects, a response marked Strongly Agree (SA) means the respondent is well aware of government initiatives and legal aspects of human trafficking through several means of

communication. While response marked Strongly Disagree (SD) means the respondent is not conscious and knowledgeable about government initiatives and legal aspects.

**Table 5.26:** Consciousness About Government Initiatives and Legal Aspects

Statement	SD	D	N	A	SA
1. I am aware of the initiatives floated by the state government to tackle the problem of human trafficking.	53	132	196	2	0
2. I have attended training/ awareness camps organized by the state govt. in this regard.	56	134	192	1	0
3. I am aware of the provisions of the Immoral Trafficking Prevention Act (ITPA).	56	138	187	1	1
4. I am aware about other laws associated with human trafficking such as the Child Labour Act and Juvenile Justice Act.	47	127	204	3	2
5. I am aware about the provisions contained in Sections 366(A) and 372 of the Indian Penal Code that deal with trafficking.	46	125	206	6	0
6. I am aware about the anti-human trafficking web portal introduced by Govt of India.	46	110	219	8	0
7. I am aware of the existence of helpline numbers where trafficking incidents can be reported.	48	110	210	13	2
8. I know about anti-human trafficking police units based in Khunti district.	54	101	207	21	0
9. I am aware about the re-habilitation facilities provided by the govt. to trafficking victims.	46	98	199	40	0
10. There should be more efforts by the govt. to combat human trafficking	7	29	49	142	156

Table 5.26 depicts the detailed breakdown of responses of 383 respondents from the Khunti district about their Consciousness About Government Initiatives and Legal Aspects. The result shows a very disappointing figure about respondents' poor knowledge about government initiatives in the public interest. Neither any respondent

out of 383 is fully aware of the initiatives floated by the state government to tackle the problem of human trafficking, nor even one has attended training/ awareness camps organized by the state govt. in this regard. The most surprising fact that came out was only 5% showed that agreement knowing about anti-human trafficking police units based in the Khunti district, which is specially established by the government of Jharkhand in a vulnerable area. About 11% of the respondents show their agreement with their knowledge about rehabilitation programs run by the government. Only 4% were partially or fully aware of the government helpline. And the most important call was given by the 78% of respondents through their agreement with the statement that there should be more efforts by the govt. to combat human trafficking.

An independent sample t-test is used to see whether knowledge scores for males and females differ in regard to awareness of governmental actions and legal factors pertaining to human trafficking.

**Table 5.27:** Group Statistics Consciousness about gov. initiatives Score

	Gender	N	Mean	Standard Deviation	Standard error mean
Consciousness	Male	260	2.6519	.56291	.03491
	Female	123	2.5463	.61621	.05556

**Table 5.28:** T-test for equality of variance Consciousness about gov. initiatives Score

		Levene's test for equality of variances		t-test for equality of variance		
		F	Sig.	T	d.f	Sig.
Consciousness	Equal Variance assumed	2.912	.089	1.662	381	.097
	Equal variance not assumed			1.609	221.106	.109

The result shows that statistically there is no significant difference between the responses from male respondents (M=2.6519, SD= 0.56291) and female respondents (M=2.5463, SD= 0.61621), according to the group statistics table of an independent-sample t-test;  $t(221.106) = 2.912, p = 0.089$ . Therefore, it may be claimed that lack of consciousness about government initiatives and legal aspects is a harsh truth for both male and female genders.

To determine whether respondents of different ages had been conscious of government initiatives and the legal side of human trafficking, a one-way analysis of variance was used. Regarding consciousness, there was a statistically significant difference in the respondents' ages ( $F = 11.457, p = 0.000$ ).

The Tukey HSD test for post hoc comparisons revealed that the mean score for the consciousness among the age group 26-35 years (M=2.676) was significantly different from the age group less than 18 years (M=2.268), as well as in 26-35 years (M=2.676) from 18-25 years (M=2.467), and above 45 years (M=2.837) from 26-35 years (M=2.676).

**Table 5.29:** Consciousness score and Age One Way Anova

Consciousness score and Age One Way Anova					
Variable (Age Group)	N	Mean	F	Sig	Remark
Less than 18	41	2.268	11.457	.000	
18-25	130	2.467			
26-35	84	2.676			
36-45	21	2.828			
Above 45	107	2.837			
Total	383	2.618			

The result shows that the general populace of the Khunti district is very little conscious of government schemes and legal scope to curb human trafficking. However, a study of consciousness across age groups revealed that those above the age of 45 (M=2.837) and those less than 18 (M=2.268) are the most and least exposed, respectively.

Analysis of all three sections of the study regarding the level of awareness of human trafficking in Khunti district of Jharkhand indicates that many populations are not at all aware of the magnitude and negative consequences of human trafficking. The low level of knowledge regarding the issue can be the eminent cause for vulnerability which must be addressed.

### ***5.3.2 Communication Approaches and Policy Intervention***

Jharkhand and the Central government are intervening at various levels to eradicate human trafficking. Much legislation has been done, and several schemes have been launched to mitigate the crime, which also has to do with an individual's rights. But without continual, culturally and socially relevant communication between development providers and clients, as well as within the recipient group itself, development programs cannot result in the change (Servaes, 2008).

Communication has a well-established role in bringing social change and eradicating social issues. And along with communication, it is now commonly acknowledged that investing in human resources concurrently—through adult education and training—is crucial for project success. All these things involve education and communication procedures, including raising awareness, learning new information, changing attitudes, boosting confidence, and taking part in decision- and action-making (Servaes, 2008).

This section of the study tries to analyse communication and policy intervention implemented by the government of Jharkhand to curb modern-day Slavery in the state. Communication strategy and policy intervention include planning communication objectives, identifying target audiences, selecting communication tools, creating impactful messages and ensuring the participation of several stakeholders.

### ***Communication Approaches and Mitigation***

Although the field of communication has yet to investigate the role of communication in human trafficking in-depth, communication does play a significant role in (1) the prevention of human trafficking, (2) Building Public Opinion against human trafficking, and (3) the rescue and rehabilitation of trafficked individuals.

Several international agencies and UNICEF have identified the importance of effective communication strategies to fight and prevent human trafficking. The Republic of Malawi has categorically drafted the “National Communication Strategy on Trafficking in Person 2020-2022”, which has identified the “social-ecological model” as a framework for its communication response to fight human trafficking. This model suggests communication intervention at several levels to combat modern-day Slavery. Making the social-ecological model a base to analyse communication intervention in Jharkhand, table 5.30 presents the data gathered through in-depth interviews and published and unpublished documents of the government of Jharkhand and social organizations.

**Table 5.30:** Communication Approaches and Mitigation

<b>Risk Level</b>	<b>Vulnerability Factors</b>	<b>Communication Approaches</b>
<b>Individual</b>	<ul style="list-style-type: none"> <li>• History of abuse/neglect, including sexual abuse</li> <li>• Substance misuse</li> <li>• Untreated mental health or behavioural issues</li> <li>• Sexual minority status</li> <li>• Runaway/thrown away/homeless or unaccompanied</li> <li>• Gender (depending on trafficking type and locale)</li> <li>• History of juvenile justice or child welfare systems involvement</li> <li>• Race/ethnicity</li> </ul>	Nil
<b>Family</b>	<ul style="list-style-type: none"> <li>• Poverty</li> <li>• Intra-familial violence or another dysfunction</li> <li>• Migration</li> </ul>	<ul style="list-style-type: none"> <li>❖ Ladli Laxmi Scheme</li> <li>❖ Foster Care Scheme</li> </ul>

<b>Community</b>	<ul style="list-style-type: none"> <li>• Natural disaster or social upheaval</li> <li>• Tolerance of exploitation</li> <li>• Few resources, including lack of educational and job opportunities and governmental investment</li> <li>• Lack of awareness of human trafficking</li> <li>• Violence</li> </ul>	<ul style="list-style-type: none"> <li>❖ Radio Community</li> <li>❖ Video Van</li> <li>❖ Posters</li> <li>❖ Street Plays</li> <li>❖ Training and Workshops at schools</li> <li>❖ Community Mobilization through Football</li> </ul>
<b>Societal</b>	<ul style="list-style-type: none"> <li>• Gender bias/discrimination/violence</li> <li>• Lack of acknowledgement of children's rights</li> <li>• Belief that children must support family</li> <li>• Sexualization/objectification of females</li> <li>• Systemic inequalities</li> </ul>	<ul style="list-style-type: none"> <li>❖ Collaboration with NGOs (JATN)</li> <li>❖ Workshops and Seminars</li> <li>❖ CWCs</li> <li>❖ AHTUs</li> <li>❖ Childline</li> <li>❖ Mukti Caravan Rath</li> <li>❖ Khoj Campaign</li> </ul>

Table 5.30 presents several risk levels, their vulnerability factors, and communication interventions to target the mentioned vulnerability factors or combat the possibility of stakeholders being trafficked.

The first risk level mentioned in the social-ecological model is an individual who is vulnerable to human trafficking for several reasons like a history of abuse, including sexual abuse, Substance misuse, and untreated mental health or behavioural issues due to which family neglect them. Discrimination based on gender is a prominent vulnerability factor in Jharkhand, due to which individuals run away or are thrown away from their houses. The study finds that Jharkhand's government lacks a communication strategy to reach vulnerable individuals.

The second risk level is family, who are vulnerable due to poverty, intra-familial violence or other dysfunction like alcohol abuse and migration. Government-run several poverty eliminations schemes, but very few directly reach to family and are aware of alcohol abuse or gender discrimination. *Ladli Laxmi scheme* not only supports a family for the health and education of a girl child but also communicates to eradicate gender

discrimination at the family level. Secondly, the foster care scheme is claimed to be the flagship program to fight human trafficking in Jharkhand. According to this scheme, low-income and vulnerable families are given economic support to educate their children, and selected families are also given training about human trafficking. Making football a tool for community mobilization against human traffickers is an innovative idea for fighting this crime. In collaboration with NGOs, the government of Jharkhand organise football tournaments for girls and train them in human trafficking.

At the community level, Natural disasters or social upheaval, tolerance of exploitation, and few resources, including lack of education, job opportunities, governmental investment, Lack of awareness of human trafficking, and violence, are the vital factors for vulnerability. Communication intervention by the government of Jharkhand looks more frequent and diverse. Distribution of radio sets and making radio is integral to creating community awareness. Every district of Jharkhand is allotted two video vans, which screen films and videos related to social issues and government initiatives. In-depth interviews and analysis of the annual publication of Jharkhand state children and women welfare society, which is a part of department of women and child development, reports of district child welfare committees reveal that district administration in Jharkhand regularly organise seminar, training programmes and street plays at the community level to educate people about the risk of human trafficking.

The last-mentioned risk factor is societal, where factors for vulnerability are Gender bias/discrimination/violence, lack of acknowledgement of children's rights, belief that children must support family, sexualization/objectification of females, and systemic inequalities. Communication and policy intervention at the societal level looks impressive. The government of Jharkhand has collaborated with several NGOs to ensure the reach of its anti-trafficking approach to the ground level. The Jharkhand Anti-Trafficking Network (JATN) is an example. It is a state-level collaborative network of fourteen grassroots NGOs collaborating with the Jharkhand government to promote safe migration and help prevent human trafficking.

The child welfare Committee (CWC) is an independent body designated as a competent authority to deal with children in the necessity of care and protection is the Child Welfare Committee. The Child Welfare Committee is discussed in "Section 27 of Chapter V of the Juvenile Justice (Care and Protection of Children) Act, 2015." Every



district must establish one or more Child Welfare Committees to work out its authority and carry out its obligations to children who require care and protection (Mittal, 2020).

Anti-Human Trafficking Units (Police) and District Child Protection Units (DCPU) are also set up in every district of Jharkhand, which work for the prevention, protection and rehabilitation of human trafficking victims. ChildLine’s also an important initiative which runs in five districts of Jharkhand. In collaboration with NGOs, the Jharkhand government also launched “*Mukti Karvan Rath*” and “*Khoj*” campaigns to sensitize the masses about human trafficking and missing children.

Based on in-depth interviews with district child protection unit (DCPU) personnel, CWC officials, child lines personnel, the CEO of Jharkhand state children and women protection society and documents and policy analysis, the following table gives a complete breakdown of the communication approach opted by the government of Jharkhand to curb human trafficking.

Table 5.31 depicts the specific communication objectives and messages to be propagated through selected communication tools to deliver them to the target audience.

**Table 5.31, Communication Message Matrix**

Target Audience	Communication Objectives	Message Propagated	Communication tools
<b>School Children</b>	<p>Understand human rights.</p> <p>Understanding that human trafficking is illegal.</p> <p>Should constantly be aware of their location.</p> <p>Report a possible victim</p>	<p>Fundamental and unalienable human rights exist.</p> <p>Human Trafficking is a global crime that is penalised.</p> <p>Even if a stranger seems kind, avoid joining them.</p> <p>Always report any alleged strangers in your neighbourhood.</p> <p>If somebody you know is missing, let us know.</p>	<p>Training Programmes</p> <p>Posters</p>

<b>Local /community leaders</b>	Support the creation of ordinances; Support communities that are aware of their rights and TIP.  Partnership with law enforcement on HT;	You are the law's gatekeepers in your neighbourhood.  watch out for vulnerable individuals.  Local leaders should address HT as task bearers;	Training Programmes  workshops
<b>Media</b>	Possess knowledge of HT and of laws, offences, and punishments  Increase public knowledge about HT.  make HT issue visible	HT is defined as having multiple manifestations rather than just one.  Crimes against HT are horrific, occur everywhere, and have severe consequences.  It is necessary to inform Malawians that TIP exists and is illegal;	Training Programmes  Workshops  Seminars
<b>Stakeholders at national, subnational and community levels; Civil Society Organizations</b>	Increase exposure of HT, raise awareness of it, and improve partner cooperation	advocate for funding and support for TIP initiatives.  Make particular efforts to raise money for the TIP Fund.  The support of TIP-related activities depends heavily on the TIP Fund.  Understand how to speak with and refer TIP victims	Distribution of reports and annual publication  Meetings
<b>Young men and women</b>	To have knowledge of human rights; To know HT and its forms.  To identify tip and be able to report.  To be vigilant and join efforts to curb HT.	Always be aware that you have the right to revoke any type of business agreement or contract.  Always be certain to know where you are headed before beginning.  HT is illegal and has resulted in harsh penalties	Video Van  Street plays  Posters  Community meetings

		for numerous individuals;	
<b>Vulnerable groups (people with albinism; tenants, children and women)</b>	to be knowledgeable about human rights; to be knowledgeable about  Knowing where to report any suspected TIP; Understanding abduction;	You are entitled to life!  No one has the authority to kidnap, hurt, or damage you.  Anyone who mistreats you because they are different from you should be reported to the authorities.  Never go out alone or walk alone! Keep companionship, and alert anyone who seems strange to you;	Video Van  Street plays  Posters  Community meetings
<b>Parents/Head of the family</b>	to be aware of human rights; to be familiar with TIP.  must be aware that TIP is a crime with a penalty.  should be aware of local violations and the sanctions for them.  to be able to warn kids about hanging out with strangers	Parents have a responsibility to look after families, especially kids.  HT is illegal, thus consult the authorities before accepting any job offers.  Offering young children labour for pay on farms or in homes is illegal.  HT is a crime that carries legal penalties;	Community meetings
<b>Government/ development partners</b>	Increase player coordination, support HT Fund, and raise awareness of HT.  Understand human rights/HT  possess thorough understanding of human rights law, HT, and any connected offences or punishments	Place a focus on cooperative planning for HT activities; the HT fund is essential for the success of HT activities.  Promote initiatives that uphold the law and human rights;	Meetings  Distribution of reports and annual publications

The study reveals that each audience segment is targeted through a selected communication tool with a specific message to achieve set communication objectives. Government agencies use training Programmes and posters to reach school students to

make them understand human rights and the magnitude of human trafficking. Schoolchildren are also provided training about their location and how to deal with strangers. Schoolchildren are also encouraged to report if any of their friends is missing.

Local and community leaders can always play a crucial role in fighting human trafficking. They are an essential stakeholder through which government reach a community. Government approach them through training programmes and workshops to convey that community leaders are gatekeepers of society and are responsible for looking after a vulnerable section of the community. Targeting community leaders is also crucial because they can support and diffuse government initiatives into the community.

Media has a significant role in making any issue visible and increasing public knowledge. Government documents claim that government regularly organise training programmes, workshop and seminars for media professionals to make them aware of the legislation, newly launched campaigns and schemes. Media personnel are also made aware of globally accepted definitions of human trafficking so that they maintain factual accuracy while reporting human trafficking.

Video vans, Street plays, Posters and Community meetings are also used as communication tools to target young men and women in society and target vulnerable groups. Messages are created to encourage vigilantism among the young population. These target sections are taught about unlawful means of human trafficking. They are also made aware of their rights.

Agencies organise community meetings from time to time to reach the head of the family, reminding them of their responsibilities towards family and children. Heads of families are also warned about child labour and are discouraged from sending their minor children to work. Heads of the families are also made aware of human and child rights.

Several stakeholders at national, sub-national and community levels, Civil Society Organizations, and development partners collaborate to achieve the target. It is always important to communicate with them to strengthen their partnership. Meetings, distribution of reports and annual publications are the essential communication tools to place a focus on cooperative planning for HT activities.

Though the Jharkhand government has recently adopted many initiatives, the majority are only partially carried out and stay on paper. Despite being established, the State Advisory Committee on Trafficking has not been working. Jharkhand has created a state action plan to prevent human trafficking, but it hasn't been implemented yet.