

***Transmitter and
Socialization: The Role of
UNICEF in Preventing Girl
Trafficking in India***

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Abstract

This research attempts to describe the role of UNICEF in preventing cases of trafficking of girls in India through the Country Program Action Plan (CPAP) 2013-2017. This is important because of the patriarchal culture in the social fabric of Indian society and the high level of poverty, which drives the trafficking of girls. Besides, this program is also the result of the collaboration between the Indian government and UNICEF in preventing the trafficking of girls in India. This study uses the concept of norm diffusion to answer research questions. A qualitative method with a descriptive-analytical approach applied in this research method. This research shows UNICEF's role in India as a forum to transmit the idea of child protection to Indians, as well as to socialize the beliefs and norms of protecting girls to the Indian government so that rules and policies are in line with the ideas and norms.

Keywords: Girls; UNICEF, Trafficking, Norm Diffuse, India

Introduction

Child trafficking is found in developing countries that have large populations, with unequal differences in the number of women and men. The biggest reason for trafficking in children is due to economic disparities and the demands of life's necessities (Winterdyk and Reichel, 2010). Along with the times, victims of human trafficking occur to children (CCPR, 1986). Child trafficking is a transnational crime, and the number continues to increase every year. Poverty, uneven employment, gender discrimination, harmful traditional and cultural practices, and the lack of regulation are the conditions of the causes of child trafficking. One of them is in India (Bhalla, 2017). Globally, India is the sixth-highest rank of child trafficking (UNDOC, 2013). This crime that is fast developing in various countries in the world. UNDP estimates that there are around 600,000 - 820,000 men, women, and children who are sold to countries around the globe each year, and 80% of these are girls (Sinaga, 2011).

Girls become victims because their families do not want their presence. In India, a family expects the birth of a boy more than the birth of a daughter. Boys are seen as breadwinners and family heirs, while girls are often seen as a burden on the family. In India, tradition assumes that women are seen only as slaves to men because men are seen as wise people. Until now, women were not permitted to establish their own identities. This phenomenon shows that there is an

imbalance between men's and women's relations so that women are always the object (Permata and Nanda, 2017). In Hinduism in India, parents who marry off their daughters have to pay quite a lot of money, and the bride and groom's family will feel ashamed if they are unable to provide the requested payment, therefore girls are seen as a family, social and caste burden that is closely related with culture, as well as the customs that govern social life in India.

In terms of caste, women are on scheduled caste, most of the women in rural India are in a position outside of caste, namely the fifth caste called Untouchable or Dalit (the lowest caste in India) (Firmalliza, 2016). Therefore, trafficked girls become domestic slaves, laborers, and beggars. Children are kidnapped and often bought from remote villages and more from low-income families. Several powerful cartels manage girls' trafficking, paying parents and police to distance themselves from legal restrictions. According to the Childline India website, around 1,000 to 1,500 girls are smuggled from India to Saudi Arabia each year to beg during the Hajj process (Sinaga, 2011). Therefore, this research focuses on the Country Action Program Plan (2013-2017) as a form of collaboration action between the government of India and the UNICEF to prevent the trafficking of girls in India. This research tries to describe the role of UNICEF through the program in suppressing the trafficking of girls.

Research Method

The author explained that qualitative data obtained in detail for later analysis with norm diffuse concepts. The description that can be seen later in UNICEF's role as a norm diffuse in preventing trafficking of girls in India by implementing the Country Program Action Plan 2013-2017. Analyzing government efforts to tackle the case of trafficking of girls in India with UNICEF. The author used library research techniques for data collection, and some NGOs' official data sources. Data obtained from secondary sources relating to the subject matter, such as literature in national and international journal articles, official documents of India and UNICEF, foreign articles, UNICEF reports, sites such as CNN, and the BBC, Indian report, India. id. Researchers used keywords such as girls, India, Trafficking of Girls, UNICEF, and CPAP in conducting data collection via the internet.

Result

UNICEF's role in preventing cases of trafficking of girls in India is as a forum for the community to consult on problems that occur, and to spread the values and norms brought by UNICEF to the public. Besides, UNICEF's role as the transmission of values and norms of child protection to the state, so that the regulations and policies set by the government are in line with the standards brought by UNICEF. The program that has been run by the government and UNICEF has

made the public mind open that trafficking of girls is a social crime among the people. UNICEF is present in India acting as an advisor to the government and as a forum to educate and disseminate humanitarian values to the community in upholding the right to protect children.

UNICEF is focusing this program on protecting children's rights through Child Protection. Various efforts have been made by UNICEF, which has had considerable impact in helping the Indian government in handling cases of trafficking of girls in India. However, UNICEF's role in preventing girl trafficking cases did not get targeted results. UNICEF carries out prevention through the improvement and renewal of the system to fulfill the rights of girls. In the end, the level of trafficking has increased and decreased, so the program is not sufficient because of the increase in trade figures in the last year before its completion. But, for the Indian government, this program is quite good compared to the previous plans, and therefore this program will continue on the CPAP 2018-2023 with several revisions launched by UNICEF and the Indian government.

Discussion and Analysis

Trafficking of girls in India can be classified into three groups, the first for migrant workers, sex workers, forced marriages. As for the process of trafficking in children in India, starting from the

recruitment stage. Adults with the knowledge and support of the family always carried out the recruitment process for girls. Abuse of authority also plays an important role when anyone who carries out a form of power or is involved in recruitment causes the trafficking of girls. Children are generally recruited for prostitution, industrial-based labor, domestic labor, agriculture, circus venues, entertainment venues, or even serve as rebels. This happens because of personal contacts, agencies, advertisements, kidnappings, debt bonds, or with fraudulent agreements, where the suspects use the situation to carry out this illegal trade.

The next stage is transportation. This process is carried out by transporting children from one place to another, whereby this creates unwanted things such as using violence in cases of kidnapping, threats, and being picked up by force. The next stage of concealment. in this process, the suspect trafficking of girls hides and implies without having to talk about it directly. Then the situation stage, i.e., Trade, is pushed into a difficult situation by someone who trusts or is close to the family so that the family cannot refuse it again. In this case, the agents usually use parents, community leaders, or close friends. Then enter the purchasing stage. This stage of trafficking of girls is for prostitution purposes employing using threats, violence, fraud, coercion. In this case, the victim is forced and must follow the agencies' wishes so that the victims are not treated harshly (Bockett, 2015)

The Indian government has made several efforts to handle cases of trafficking of girls in India. The government already has legal regulations related to slavery and trafficking in women. The main legal instrument that handles cases of trafficking of girls in India is The Immoral Trafficking Act 1956, which was later renamed the Immoral Trafficking and Prevention Act (ITPA) in 1986. ITPA is focused on trafficking and prostitution. This law prohibits the establishment of brothels, prostitution, provision, encouragement, and kidnapping. Nevertheless, girls' trafficking cases remain high because many cases are not registered by the law or resolved by the complaint. The application of the law is inconsistent in deciding cases, and some officials are involved in corruption. There is a lack of capacity awareness in some parts of the country that can solve girls' trafficking cases (Refworld, 2018). Due to the government's lack of decisiveness, Indian society is less aware of the impact of girls' trafficking. Weak security systems and governance make the articles that have been determined neglected and make people not comply with applicable law. The Indian government has made a free education policy for ages 6-14 years. It is working with NGOs and foreign agencies such as the ILO and UNICEF to eliminate child trafficking, especially girls. Therefore, the policies that have been made by the Indian government are directed at two things, namely internal policy and external policy. The domestic policy of the Indian government in the Manmohan Singh era

was to ratify the UN convention on children's rights (PBB-CRC) in 1992 and implement it in the form of free and compulsory education law at the age of 6-14 years. India was 135th countries that are creating free education, which took effect on April 1, 2010, while the external policy is in the form of cooperation with international institutions. The role of international institutions in handling cases of female child workers affects the network of female child workers on global issues (Tambunan, 2012). The facts above show that there are challenges that come from aspects of government and society. To solve these challenges, an ideational approach is needed. Therefore, norm diffuse can be used to explain UNICEF's steps in overcoming security threats to girls.

Norm diffuse is associated with the process of socialization, where norm breakers become norm followers. Socialize (receiving state) is invited to adopt norms that have been agreed upon by the international community and no longer require external pressure to change habitual behavior. This change is related to the beliefs and behavior of an environment (Alldon, 2009). Diffuse norm requires state support to push the norms that have been made. Norm diffuse includes an identity, scope, function, and contribution that produces two essential components, namely socialization, and transmission which are agents of change that provide norms created by international organizations and can be accepted by the state. International

organizations as norms spreaders, transmitters, norm makers spread norms in the international system. Socialization is the process of planting, eliminating habits or values and rules from one generation to another in a group or community because, in the process of socialization, the role of a person is taught so that there is a change in environmental identity (Pescaru, 2018). At the same time, the transmitter is a way to change or emit signals that these signals can be forwarded by the parties concerned (John, 2017).

Socialization and transmitter are formed because of the role of agents, which can change a social identity or can change an environment. In this case, UNICEF is considered as an agent that spreads the norm towards receiving states, namely India. To see these norms, the first thing to do is to identify the identity of international organizations. Identity is seen from the scope of functions of international organizations, namely UNICEF. Based on its vision, UNICEF exists to meet basic needs and expand opportunities to achieve its potential. UNICEF adheres to the Convention on the Rights of the Child and seeks to maintain gender equality, mobilize the needs and material resources to help developing countries and provide care to children with mental retardation. Because of the problems they face, UNICEF works towards achieving the goals of sustainable human development adopted by the world community and peace of social progress (UNICEF). Children are kidnapped and often bought from

remote villages and more from low-income families. This is important because it relates to sustainable human development, and ensures the fulfillment of children's rights. UNICEF's behavior based on the Convention on the Rights of the Child (Convention On The Rights The Child) because this Convention regulates special protection and care, including legal protection for girls before and after birth. This is caused by the immature physical and mental of a child (UNHCR, 2002).

In social and cultural life, India has a pluralistic society in terms of ethnicity, religion, language, and caste. Very closely related to the culture and customs that govern social life in India. In carrying out its role and function, UNICEF has a program that is in accordance with the needs of the country carried out with the government through the 2013-2017 Country Program Action Plan (CPAP) agreed by the Indian government to prevent cases of trafficking of girls in India, namely Reproductive and Child Health (RC), Child Development and Nutrition (CDN), Water, Sanitation and Hygiene (WASH), Communication for Development (C4D). Aim of this program is ensuring that babies, toddlers, and mothers have equal access that can use quality services for the survival, growth, and development of children. Then another program is education, Child Protection (CP) with the aim of children developing in the home and school and family environment and ensuring all children grow well and are free from violence, exploitation, harassment, and undue separation from the family. The next program

is Advocacy and Communication (A&C) with the aim of Strengthening an environment that allows policies, practices, programs, public opinion, and social norms to advance and defend the rights of children, youth, and women (UNICEF, 2012). Each program focuses this program on infants, children, and mothers having equal access to the use of quality services towards child survival, growth, and development. Boys and girls are protected and have equal access to quality educational services and child protection. So, policies, practices, programs, public opinion, and social norms that advance the rights of children, youth, and women (UNICEF, 2012). In this research only focuses on looking at child protection programs on CPAP.

Child protection programs in the field of child trafficking see that indicators in meeting the targets or achievements of the government and partners have the capacity to strengthen a system that can protect children. Therefore, the Indian government cooperates with UNICEF by prioritizing the child protection system's strengthening by issuing Child protection that contains data quality and system utilization and raising awareness of the Child Protection functionary capacity, judiciary, legislative institutions, civil society, and the media to introduce this program to Public. The overall aim of the 2013-2017 state program is to advance the rights of children, adolescents, and women to survive, grow, develop and participate by reducing caste, ethnicity, gender, poverty, territory, and religious

injustice. Child protection focuses on reducing children's vulnerability through systematic preventive measures to overcome the failure of security at various levels (UNICEF, 2013).

UNICEF as *Transmitter* of Child Protection Norm

The transmitter is a way to change or emit signals that these signals can be forwarded by the parties concerned. In this case, the transmitter gives direction and also provisions to the Indian government so that the Indian government can make a policy regarding the trafficking of girls that occurs in India, which will later be socialized and passed on to the Indian community. The role of UNICEF in this program is a transmitter of norms to the Indian government and also Indian society. UNICEF is an international organization that acts as a norm diffuse in carrying out programs that have been made by the government and also UNICEF. UNICEF and the Indian government conducted joint socialization in carrying out this program. UNICEF's job is to be a norm-maker for the Indian government and Indian society, and the Indian government's role is to regulate the norms that have been made and give them to the Indian community.

UNICEF plays its role in supporting government policies and adopts a humanitarian-based approach using strategies. To achieve this goal, UNICEF takes an essential role in transmitting and

upholding human values in building the thinking of Indian society and the Indian government. Improving quality and proper supervision such as developing capacity at the individual, institutional and policy levels aimed at increasing quality and reach services, promoting decentralization and improving governance for children's rights with an intervention model and utilizing government resources by developing, monitoring and implementing integration plans, enhancing partnerships both within and outside the government UNICEF will continue to work closely with the government by embracing communities, partners civil, media and private sectors, promoting social inclusion to achieve equality. Ensure services reach disadvantaged groups with services that are transparent, accountable, and efficient, improve knowledge management systems, teach lessons, and support child monitoring systems to influence policy and program management and change community thinking for the better.

UNICEF and Indian Government: Socialization of Child Protection Norm

Socialization is the process of planting or removing habits, values, and rules from one generation to another in a group or community. Because the socialization process is taught the role that will be carried out by a person so that there is a change in environmental identity (Pescaru, 2018). In this case, UNICEF and the

Government of India are collaborating in socializing norms that have been regulated and made by the Indian government.

In this case, the government and UNICEF participated in promoting the programs launched by the Indian government and UNICEF. In social and cultural life, India has a pluralistic society in terms of ethnicity, religion, language, and caste. Very closely related to the culture and customs that govern community life in India (Wang and Benner, 2016). The lowest female caste side in India is called a scheduled caste; this caste is the fifth caste called untouchable or Dalit (Firmaliza, 2016). Caste is a factor in the trafficking of girls in India. UNICEF is trying to socialize the values of child protection in the programs that have been run with the aim that parents know that the children they sell have rights that they should fulfill. International organizations spread specific norms according to their interests. Norms are defined as ideas that each individual has about a behavior so that ideas are privately owned. The existence of international norms explains how countries with different interests to develop a common goal and policy (Finnemore, 1998).

Therefore, UNICEF is present as a disseminator of norms and designs humanitarian values to prevent cases of trafficking of girls. The role of UNICEF is a forum for Indian society as an institution that provides norms and also regulates the course of these norms.

Socialization is a form of communication specifically related to the dissemination of messages as new ideas by seeing the difference in social behavior changes. The socializer makes efforts to change thought by changing the source of the news, the source of communication, and the source of information reception. Socializer elements include innovation, communication channels, social systems with a specific period (Alldon, 2009).

The Government of India and UNICEF are promoting this program through UNICEF, which continues to support mapping to become an ongoing communication and capacity building material for early childhood marriage, violence against girls, and gender inequality (Bhalla, 2017). Television broadcasting on issues of girls and adolescents included in the gender gap. This program intends to socialize the community related to crimes experienced by children, especially girls. Impressions shown on national television are estimated to have been watched by 15 million viewers who waited in the first six weeks (Biswajit, 2009).

This is a UNICEF transmedia flagship project that includes television, radio, social media, newspapers, and personal equipment. The program is supported by the Ministry of Family Health and Welfare, and guaranteed funding from National Public Broadcaster Doordarshan for broadcast nationally. The content provided is focused

on increasing gender awareness, overcoming harmful social norms, increasing competence, and trust among adolescents to raise awareness about ending child marriage, nutrition, education, and gender-based violence. In this case, the government acts as a socializer by using INGO's hands and also social communities in preventing cases of trafficking of girls that occur in India.

As a transmitter and socialization of norms to the Indian government and Indian society to spread new norms among Indian people that humans have the right to uphold their respective rights, freedom of expression, and the right to live without caste, culture, religion, and gender differences. The existence of a norm as the transmitter becomes one of UNICEF's ways for the Indian government. It helps UNICEF communicate with the community, information, and socialization tools run by UNICEF and the government. UNICEF is present in India acting as an advisor to the government and as a forum to educate and socialize humanitarian values in upholding child protection norms.

Conclusion

As an international organization, UNICEF must spread norms based on its identity. As for the norm is the child protection norm. This norm is appropriate because it is based on international conventions agreed upon by children. In the case studies that occurred in India,

girls' trafficking occurred not only because of material factors but also because of ideational factors. The perception that having a daughter does not provide benefits for the family, leaving the rights of vulnerable women neglected. Therefore, this paper shows that UNICEF's role is to prevent trafficking of girls by transmitting and disseminating norms to the people and government of India. Collaboration between the government and UNICEF through CPAP shows that the government has the same priorities as UNICEF as the norm transmitter

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Declaration of Conflict Interest

The Author(s) declare(s) that there is no conflict of interest regarding the publication of this article.

Biography

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