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RESEARCH ARTICLE

STABBING PREVENTION OF TRAFFICKING OF WOMEN IN SOUTH INDIA – AN OVERVIEW

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ABSTRACT

Prevention is nothing but the efforts to preclude the cycle of trafficking from ever beginning. Human trafficking being a significant problem of current global scenario, is taking place for the purpose of commercial sexual exploitation although bonded labour is another major purpose. The female victims are subjected to innumerable physical, sexual and psychological tortures, which leaves irreversible scars in the mind and the body for a longer period. In such exploitative form, all types of her rights are denied where claiming human rights become an expensive factor. Against the general notion that prostitution cannot be prevented as it is an age old practice in Indian society, the study attempted to look into the experience of NGOs regarding possibility of prevention of prostitution in Indian society. A study was conducted in South India to understand preventive intervention of NGOs who do not advocate legalization of prostitution. 24 NGOs were considered for the study. The descriptive and diagnostic research design was adopted along with interview schedule as tool for collecting data. In the process, NGOs agree with the possibilities of prevention of women being in sexually exploitative situation. The study reveals that the adopted preventive programmes are awareness creation among general families, public and sex buyers, institutionalized facilities, organizing SHGs, vocational trainings, framing vigilant committees, counselling, financial support, day care facility for children of CSEW etc. The modes found for outreach programmes are lectures, cultural activities, seminars/workshops, meeting with SHGs, documentary movies, group discussion, training to law implementers, exposure trip etc. Target groups for outreach programmes are youths, students, police, government officials, advocates, general public, exploited women and their children, politicians etc. The study also unveils the optimistic approach of the NGOs, which have gained results towards their goal. They admit the time factor for high rate of success in this path.

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INTRODUCTION

Though Human trafficking is illegal under Indian law, has been recognised as a significant problem. The problem is not limited to Indian scenario but has been in global scenario. Majority of the trafficking is taking place for the purpose of commercial sexual exploitation. Although bonded labour is another major purpose of human trafficking, if the candidate is female, sexual exploitation can be expected there also.

A study estimated this problem affects to 65 million people in India. Many studies have revealed that female victims in flesh trade are subjected to innumerable physical, sexual and psychological tortures, which leaves irreversible scars in the mind and the body. The damages that are caused to the victims are unsolvable, highly damaging almost permanently.

No human person deserves to be forced into such situation that destroys dignity and damages self for lifetime. In such commercial form, all types of rights are denied to women in sex trade. The application of secured human rights becomes a huge and expensive factor here. All efforts therefore need to be taken to prevent such a situation. Prevention is nothing but

the efforts to preclude the cycle of trafficking from ever beginning. Interventions such as community based poverty alleviation programmes, increasing livelihood options, increasing the income of women, forming women's forums, creating awareness among grass root level of the society, advocacy, lobbying etc., can play vital role in preventing human trafficking for sexual exploitation.

In this path, the efforts can be witnessed both from the sides of governmental and non-governmental organizations to combat the issue. When the matter of scope for flexible intervention is considered, which results in creative and qualitative outcomes, it can be observed NGOs having such flexibility in framing and offering different kinds of activities to reach needy segment of the community.

For this purpose, present study focuses on the efforts of NGOs towards preventing human trafficking of women for the purpose of commercial sexual exploitation. The present study has taken place with an intention to understand belief of NGOs in preventing human trafficking, as prostitution is an age old practice in India, to understand the modes adopted to reach the target groups.

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METHODOLOGY

A study was conducted in South Indian states and Union Territory such as Karnataka, Tamil Nadu, Andhra Pradesh, Kerala and Pondicherry to understand their efforts in preventing women from commercial sexual exploitation. 24 selected NGOs were considered for the study who works for mainstreaming commercially sexually exploited women, without advocating legalization. Two Management level representatives from each organization, mostly in top level of management people were interviewed for the study. The descriptive and diagnostic research design was adopted along with interview schedule as tool for collecting data. Statistically, simple descriptive and Contingency Co-efficient tests were adopted to analyse the collected data.

RESULTS AND DISCUSSION

Against to the general notion that women being in prostitution cannot be prevented as it is an age old practice in Indian society, the study attempted to look into the experience of NGO representatives regarding the possibility of prevention of prostitution in Indian society. In the process, all the NGOs considered for study agree with possibility of prevention of women being in prostitution. It shows the optimistic approach from NGO representatives which influence on the qualitative intervention. The justification given by the respondents about their belief in possibilities of preventing human trafficking for sexual exploitation are as below:

to these organisations, community, group and the individual are equally responsible factors for women being in prostitution. Generally the women in exploitative situation take this blame but in fact, all other factors have their contributions equally. For this reason, creating awareness about the causes and consequences to women in prostitution is not sufficient, but also important to create awareness at micro and macro level of the society as well as administrative system; Another 2 organizations, felt that creating awareness or educating sex buyers give result in preventing prostitution. According to these organizations, prostituted women folk have been taken up the blame but men are acting as customers to these victims also have to concentrate. In Indian context majority of sex buyers, generally the men folk are least informed about legal rights of women, kinds of exploitation the women in prostitution undergo, causative factors responsible for women being in prostitution and other consequences of whole concept at individual level and at community level. These organizations have worked on this concept and three organisations, one from Karnataka and two from Andhra Pradesh have achieved the results. Another set of two organizations express that educating the exploited women in all dimension is important for prevention of women in prostitution. According to these organisations, educating about their legal rights, improving literacy among these victims, empowering them for economic independence etc., make them to perceive the concept of prostitution and women in prostitution, at micro and macro level which helps them in

Table 1 Frequency and percent responses for the justification “prevention is possible” by respondents’ in different states

Sl. No.	Prevention is possible	STATES					TOTAL	
			AP	KA	TN	PON		KL
1	Through providing good Counselling	F	4	1	2	1	2	10
		P	33.2%	12.5%	33.4%	100%	60%	31%
2	Through awareness	F	4	1	0	0	0	5
		P	33.2%	12.5%	0%	0%	0%	15.5%
3	By making the sex buyers educated	F	1	1	0	0	0	2
		P	8.3%	12.5%	0%	0%	0%	6.2%
4	Educate the CSEW in all angles	F	1	0	1	0	0	2
		P	8.3%	0%	16.7%	0%	0%	6.2%
5	Any problem has solution	F	0	2	0	0	0	2
		P	0%	25%	0%	0%	0%	6.2%
6	If the society removes its mask and think openly	F	1	1	0	0	0	2
		P	8.3%	12.5%	0%	0%	0%	6.2%
7	Our programmes are proving it	F	1	0	0	0	0	1
		P	8.3%	0%	0%	0%	0%	3.1%
8	If the women utilize the NGO service properly ,	F	0	0	0	0	1	1
		P	0%	0%	0%	0%	20%	3.1%
9	By building their capacity	F	0	0	0	0	1	1
		P	0%	0%	0%	0%	20%	3.1%
10	Not Applicable	F	0	3	3	0	2	8
		P	0%	37.5%	50%	0%	40%	25.0%

CC=.715; P=.759

As justification for accepting the possibility of prevention of women being in prostitution, 15 organisations (46.5%) believe that through providing effective counselling and creating awareness among women in vulnerable situation and also to their family, prevention is possible. The experience of these organisations communicate that majority of victims and their families are not aware about the consequences of prostitution. They believe that through counselling if the information is passed and help them to cope up with the situation, prevention would have been possible. In other words, counselling has to be qualitative to empower the survivor with knowledge and capacity and the survivor is effective in implementing the skills they have acquired, prevention is possible. Further, according

coming out of prostitution and also to work on preventing the issue. Two other organisations from Karnataka (6.2%) believe in solution for each and any problem in the world, as such prostitution is not out of it. They recognize the need for identifying preventive techniques as each case is unique. Further they identified the difficulties in recognizing the means for it as it basically depends on individual capacity, cultural and social aspects of the region etc. Another two organisations, one from Andhra Pradesh and other one from Karnataka (6.2%) say that society has to remove its mask and stop double games in the area and think openly for the welfare of vulnerable women folk which contributes in prevention of women in prostitution and welfare of the society. Infact, these

organisations highlights the dual nature of the society where it does not accept prostitution directly, nor reject it. From ancient time, the Indians believed that prostitution is a necessary evil which is required for the healthy society. On the other face, societal stigma is so high that it is not even ready to talk about the issue of prostitution in the family atmosphere, where thinking about exploitative situations of victims remains far from the scene. In such condition, prevention is a challenge, but if the society becomes open and disuses about the facts, prevention is uncomplicated issue. Another one organization from Andhra Pradesh admits the possibility of prevention with the results they have achieved along with successful second-generation prevention programmes. They also admit that as prostitution is an age-old practice, cannot be prevented instantly but gradually is possible. One NGO from Kerala mentions the significance of mental preparedness of women to not to enter into the field, but to use the programmes of NGOs and build up their capacity for an independent life is essential for effective prevention. Another one organisation from Kerala focuses of capacity building in vulnerable groups for prevention. According to this organisation, low potentiality among women folk to protect themselves from traditional attitude of the society and poverty are the major contributing reasons leads to prostitution. So compensate the same, interventions for economic empowerment, personality development have been adopted.

Overall, quality counselling intervention is the most identified tool felt by 10 NGOs for prevention of women being into prostitution. Through counselling these organisations have expected to increase the kolwedge about the field so that no women will be ready to enter into the field but works out towards alternative livelihood. Awareness creation at the community level, group level, family level and individual level is the second majorly recognised preventic emeasure, as they believes that increased awareness creates responsibility among the victims and also improves the capacity to handle sitations which results in prevnetion. Otherwise, educating sex buyers, receptinve attitudes of society towards the issues, building up

the capacity of vulnerable group through economic empowerment and making the vulnerable group to utilise the NGOs programmes in an effective manner are some of the justification came out of the NGOs for their belief that prevention of women being in prostitution is possible. When the statistics applied, a non-significant association was observed between states and the justification for their belief that prevention f women being in prostitution is possible, where contingency coefficient value of .715 failed to reach significant level criterion of .05. In other wards, the expressed justification for their belief about possibility of prevention of women in exploitative situation is statistically same.

The NGOs have been found adopting different kinds of preventive programmes in South India. When the study attempted to understand the types of preventive programmes and the frequency of adoption, it is understood that out of 24 NGOs 20 organisations (62%) conducts awareness programme among various segments of the society. With awareness programmes they try to help vulnerable community about the causes and consequences of human trafficking for sexual explotation. This results in the alertness among people in vulnerable consition. A set of 14 organisations (43.4%) are found concentrating on second generation of exploited women as preventiv measure. They are providing institutional care facility to the children of survivors and child victims. This attempt protects the children of survivors from getting exposed to mother’s life style, her activities and also from the eye view of the traffickers, providing educational assistance to these children helps to protect them from future exploitation. With eht experience of NGOs, in majority cases the children of survivors get motivated to adopt same kind of life style as their mother does. This makes the traffickers’ way easy to traffick girl children into sexual exploitation. The male children of these survivors become either traffickers or an anti-social element disturbing the social peace in many different ways. But institutionalised services to protect children of survivors from exposure and the education they receive from NGOs mould them into a responsible citizens.

Table 2 Frequency and percent responses for the statement “Various preventive measures adopted by the organisations” by respondents:

Sl. No.	Preventive measures adopted	STATES						TOTAL
			AP	KA	TN	PON	KL	
1	Awareness creation	F	10	5	3	1	1	20
		P	83%	62.5%	50%	100%	20%	62%
2	Providing food, shelter and education to the children of CSEW	F	5	5	3	0	1	14
		P	41.5%	62.5%	50%	0%	20%	43.4%
3	Organizing SHGs	F	4	3	0	0	1	8
		P	33.2%	37.5%	0%	0%	20%	24.8%
4	Providing Vocational trainings	F	2	1	0	0	0	3
		P	16.6%	12.5%	0%	0%	0%	6.3%
5	Creating awareness among sex buyers	F	6	2	0	0	0	8
		P	49.8%	25%	0%	0%	0%	24.8%
6	Creating awareness among the family	F	6	0	0	0	0	6
		P	49.8%	0%	0%	0%	0%	18.6%
7	Framing Vigilant Committees	F	6	1	0	0	0	7
		P	49.8%	12.5%	0%	0%	0%	21.7%
8	Counselling	F	0	1	0	0	0	1
		P	0%	12.5%	0%	0%	0%	3.1%
9	Financial Support	F	0	4	0	0	0	4
		P	0%	50%	0%	0%	0%	12.5%
10	Day care children of CSEW	F	1	0	0	1	0	2
		P	8.3%	0%	0%	100%	0%	6.2%

CC=.853; P=.129

These victims also get protected from further exploitation and receive education to build their future; A set of 8 organisations (24.8%) works on organising self help groups through which not only economic empowerment take place, but also contributing in perishing previous identity of rehabilitated victims. Through the self help groups, these women are getting different identity which is of help in mainstreaming. It also results in increased confidence to lead an independent life. Two organisations from Andhra Pradesh (6.2%) have identified vocational training, finding secured job etc., to vulnerable group of women for economic empowerment as preventive measure as they find poverty as a majorly contributing factor for trafficking for sex trade. Another 8 organisations (24.8%) have identified the need of creating awareness among sex buyers to prevent sexual violence against women. According to these NGOs, patriarchal society looks at women as criminal but never look at men who are directly responsible for women being in exploitative situation. So, creating awareness about sexual exploitation, consequences of prostitution on men and women etc make the menfolk alert about the situation, where to some extent prevention can be possible. As a result, many sex buyers and perpetrators have adopted rehabilitated life style and have worked for mainstreaming commercially sexually exploited women honestly. This is a significant achievement from NGOs in the field as changing the menfolk in patriarchal society is a challenging task. But if it happens, definitely a qualitative change can be expected. Another set of 6 organisations from Andhra Pradesh (18.6%) have expressed creating awareness among family members has given good result in discouraging human trafficking for sexual exploitation. An awareness about misuse of opportunities by traffickers in disguise and the consequence of such situations are explained to vulnerable families. As a result, such families are alert about their conditions and about the traffickers too. Another 7 organisations (21.7%) are involved in framing vigilant committees in the community involving local people. The elders of the community, identified responsible representatives of the community, active youth and representatives of women self help groups or other women representatives of the various field of the village such as Anganwadi teachers, midwives or nurses etc. are identified and a vigilant committee are framed in the village by NGOs.

These vigilant committee supervises the movement of strangers in villages and also the vulnerable families. Vigilant committees are responsible for documenting the movements of children, specially girl children who move out of village for the sake of job or for another reasons. This avoids the misuse of circumstance of vulnerable communities. 4 organisations from Karnataka adopt the promoting self employment through various financial assistance of government and other funding agencies such as banks, donors, sympathisers etc., so that these women get interest free loans and donations to start their self employment.

Two organisations mentions the day care centre services for children of survivors. Here they offer facility to the survivors to leave their children in shelter home till they get back from prostitution. By evening when they finish entertaining their clients, they picks up their children from shelter home. Though this facility look healthy to avoid exposure of mother's life style to the children, it promotes prostitution in other way. Otherwise, indirectly influence the survivors to remain in the field without bothering about their children. Since this mode has a sensitive but more problematic consequences, it is not really recommendable activity to adopt under preventive measure.

Overall, Awareness programme for various segments of the society can be seen as major activity adopted for preventing women in sexual exploitation. It also indicates the importance recognised by NGOs for public involvement in preventing sexual exploitation against women. Concentrating on second generation for prevention is the second highest activity adopted by NGOs. These NGOs admits prostitution as an age old practice which takes long time to get prevented. In this process, concentrating second generation prevention is suitable than any other activities. Another important activity such as creating awareness among sex buyers or the clients. When we look into the ideology of these NGOs towards prevention of women being into sexually exploitative situation, it is very much important to concentrate on the three dimensional causative factors identified by the NGOs such as women in vulnerable condition, the community she lives in and the sex buyers. Except these 8 NGOs, almost all other NGOs concentrates on first two dimensions.

Table 3 Frequency and percent responses for the statement “Modes of Outreach programmes adopted” by respondents’ in different states

Sl. No.	Mode of outreach programmes	STATES					TOTAL	
		AP	KA	TN	PON	KL		
1	Lectures	F	11	2	2	1	3	19
		P	91.7%	25%	33.3%	100%	60%	58.9%
2	Cultural Activities	F	4	2	0	0	0	6
		P	33.2%	25%	0%	0%	0%	18.6%
3	Seminars/workshops	F	4	2	1	0	0	7
		P	33.2%	25%	16.7%	0%	0%	21.7%
4	Meeting with SHGs	F	3	2	1	1	1	8
		P	24.9%	25%	16.7%	100%	20%	24.8%
5	Documentary movies	F	3	2	0	0	0	5
		P	24.9%	25%	0%	0%	0%	15.5%
6	Group Discussion	F	2	2	0	0	0	4
		P	16.6%	25%	0%	0%	0%	12.4%
8	Training to law implementers	F	2	2	0	0	0	4
		P	16.6%	25%	0%	0%	0%	12.4%
9	Exposure Trip	F	1	3	1	0	0	5
		P	8.3%	37.5%	16.7%	0%	0%	15.5%
10	No programmes	F	0	0	0	0	1	1
		P	0%	0%	0%	0%	20%	3.1%

CC=.750; P=.419

Thorough in the surface level, it looks alright with concentrating on first two dimensions, the focus on the third dimension can contribute a better result. Framing the vigilant committees are the most acceptable mode adopted by 7 organisations from Andhra Pradesh and Karnataka. Organising self help groups among survivors and creating awareness in the family members are the other preventive measure adopted by the NGOs. Other than these modes, few other modes adopted thinly are providing vocational trainings, arranging financial support, counselling and day care centre for children of survivors. When the statistics applied, a non-significant association was observed between states and the type of preventive activities adopted by the NGOs where contingency coefficient value of .853 failed to reach significant level criterion of .05.

Awareness programme among the public regarding sex trafficking is the predominate activity found in the NGOs preventive activities. The mode adopted in creating awareness about the issue in the public varies from organisation to organisation. In general, the outreach programmes have been adopted by 23 organisations (71.9%). Only one organisation says they do not have outreach programme under preventive programme as they conduct only counselling as preventive measure.

Adopting matchful mode is always an important criterion as it fulfills the requirement of audience group. 19 organisations have adopted awareness programmes through lectures as their outreach programmes. The lectures target various segments of the society such as general public including youths, students and various professionals. The very intention of this programme is to eradicate stigma attached to the field as much as possible by giving information about conditions of commercially sexually exploited women and legal status of the whole issue. The cultural activities as a mode have been adopted by 6 organisations. Usually the modes such as dance dramas, street plays, painting campaigns, film shows etc., are adopted to create awareness among public. Here the conditions of women in exploitative situation are enacted or put in the form of movies to reach the public effectively. This is the most effective mode to reach rural folk which are more vulnerable to human trafficking for prostitution. It is important to notice that none of the organisations from Tamilnadu, Kerala and Pondicherry adopts cultural activities as preventive mode to reach public. Stigma attached, wave for legalization etc have their influence towards non-adoption of such modes. 7 organisations adopted seminars and workshops as their mode under outreach programmes. The seminars and workshops generally organized for educated segment of society where people are empowered to understand legal aspects and other sensitive concepts of the field. Law implementers such as lawyers, police etc., and other professionals are involved more in these kinds of outreach programmes. This segment of the society is helpful in mobilizing sources to work against exploitation in various levels. For this mode also, there is no representation from the states such as Pondicherry and Kerala as the scope for mobilize this segment to attend the programmes of NGOs is a bit difficult in these states. In Pondicherry it is so because of the status of Union Territory and its small size and in Kerala, the weak wave for mainstreaming. Meetings with self help groups as a mode has been adopted by 8 organisations (24.8%). This mode concentrates on organizing both general public and groups of

mainstreamed or rehabilitated survivors. In the group of general public, along with economic empowerment activities, preventive activities such as creating awareness are conducted. Once they are aware about the situation and understand it properly, women representatives of these groups are made involved in preventive activities like being a member of vigilant committee in their local areas, fighting for the legal rights of women etc. With group of rehabilitated survivors, it serves the purpose of mainstreaming where these women get different identity which overtakes the stigma attached to them. Two organisations focus their attention in making documentary movies and exhibiting them to general public to create awareness and to provide information in an effective manner. In Andhra Pradesh very sensitive picture from brothel areas are documented and exhibited where as in Karnataka the movies are more focused on the systems like Devadasi and not from the condition of actual exploitative situations. 4 organisations (12.4%), out of which two organisations are from Andhra Pradesh and two organisations from Karnataka have adopted group discussion as the outreach programme for preventive intervention. The intellectuals, citizens with concern and the staffs of organisations meet periodically and discuss about various updates of the field which helps them to chalk out preventive programme. In the experience of these NGOs, many such discussions have contributed to work towards advocacy which indirectly helps in framing and implementing preventive measures. Another 4 organisations (12.4%) have adopted training programmes to law implementers like police, lawyers etc., as their outreach programme. According to these NGOs, in many cases, prosecution is failing for which the victims are losing hopes towards the whole procedure and systems of mainstream. This is hampering the quality of output for the efforts of NGOs. But through training the law implementer the prosecution is made stronger. And also interaction with law implementers also enlightens both the parties in implementing programme. Exposure trip to visit rehabilitated survivors to understand their preparedness to face the future independently is adopted by 5 organisations (15.5%). These NGOs mention that the exposure trip to rehabilitated victims from the efforts of other organisations give different perception towards the issue and helps in strengthening determination of rehabilitated survivors towards mainstreamed life style and to prevent their children from being into the field. The staff members get empowerment by perceiving different idea and understanding the other organisations experience in the field which helps in implementing the programmes more creatively.

Overall, the most adopted mode is awareness creation among general public has been felt successful by the organisations, as they feel that though stigma cannot be taken off from the public in one interaction, the mode has been successful in making the public think twice about the issue and talk about it without much biases. The second most largely adopted mode is organizing self-help groups which help in empowering women to get involved in preventive activities such as participation in vigilant groups and creating their own identity in the mainstreamed society etc. Organizing seminars/ workshops and adoption of cultural activities are the next major modes adopted by the NGOs. The seminars/workshops are for the learned people in which group vulnerability for trafficking is less. But such programme contributes more for advocacy

related programme where the maximum input required from the learned people. But with rural populations who are more vulnerable to human trafficking, the cultural activity plays a vital role in creating awareness which is essential for prevention of exploitation. In this regard, the need for adopting the cultural activities more by NGOs felt severely. Exposure trip is also a good input for both staff members of the organisations and the rehabilitated survivors. Since there is no strong network exist in the state except in Andhra Pradesh, such exposure trips provides a strong input for the NGOs through sharing and caring their issues. The need for adoption such activity also has to be increase. When the statistics applied, a non-significant association was observed between states and the mode of outreach programmes adopted by NGOs where contingency coefficient value of .750 fails to reach significant level criterion of .05. In other wards, the modes adopted by NGOs to reach the community are of not much difference.

corruption that are exist in the system and the departements, stigma attached and the low knowledge about the field among the police personnel made the NGOs to feel the significance to reach them. Today, NGOs have felt a tremendous change in attitude of police when compared to the earlier days towards the issue though not completely. 5 organisations (15.5%) concentrates on training the government officials such as probation officers, officials of different level of department of women and child development etc. The very intention of this mode is to share experience and to build a network along with government departments through which prevention works out successfully. Another four organisations (12.4%) ponder the advocates who helps the process in handling legal matters. The concentration with advocates is to make them aware about real situation of the victims so that they can empathise and react positively to the betterment of their conditions. Because the role of advocates is very important in prosecution with which the factors of trust and faith of victims are belated, the NGOs

Table 4 Frequency and percent responses for the statement “Target groups for outreach programmes” by respondents’ in different states

SL. NO	Target groups for outreach programmes	STATES					TOTAL	
		AP	KA	TN	PON	KL		
1	Youths	F	6	2	3	0	0	11
		P	50%	25%	50%	0%	0%	34.1%
2	Students	F	4	2	1	0	0	7
		P	33.2%	25%	16.7%	0%	0%	21.7%
3	Police	F	4	2	1	0	0	7
		P	33.2%	25%	16.7%	0%	0%	21.7%
4	Government Officials	F	3	1	1	0	0	5
		P	24.9%	12.5%	16.7%	0%	0%	15.5%
5	Advocates	F	3	1	0	0	0	4
		P	24.9%	12.5%	0%	0%	0%	12.4%
6	General Public	F	7	4	1	1	3	16
		P	58.1%	50%	16.7%	100%	60%	50%
7	CSEW & their children	F	2	2	0	0	0	4
		P	16.6%	12.5%	0%	0%	0%	12.4%
8	Politicians	F	1	0	0	0	0	1
		P	8.3%	0%	0%	0%	0%	3.1%
9	Not Applicable	F	0	3	3	0	2	8
		P	0%	37.5%	50%	0%	40%	25%

CC=.763; P=.609

The effective programmes are those which reaches the target people effectively. In the present study, with the same intention an attempt was made to know the target group reached by the NGOs for the sake of prevention of sexual exploitation. The study reveals that 11 organisations (34.1%) targets to reach youths for preventing trafficking for sexual exploitation. According to these organisations, youths, specially adolescents and young adults are the people who are more vulnerable to sex trafficking as they yield more easily for lure of jobs or for the chances in the field of silver screen. With this significance, these organisations concentrates the youth mass for prevention of women in sexual exploitation. 7 organisations (21.7%) considers student folk to create awareness among them. The students especially of adolescent age group are recognised more vulnerable to sex trafficking in the name of love or attraction towards the opposite sex, organisations have felt the need and targeting this segment of the society to create awareness about sex trafficking and also working towards prevention. Another set of 7 organisations (21.7%) believes that increasing the efficiency and commitment of police personnel contributes high result in prevention of sex trafficking. Since police play major role throughout the process of rehabilitation, it is felt essential to reach them. The

have concentrated on this group. In involving advocates in preventive activities, Tamilnadu, Pondicherry and Kerala have failed since they have not conceptualised about its significance. 16 organisations (50%) considers general public which involves all segments of the society but special focus is on the group with risk behaviours such as truck drivers, autorikshaw drivers etc. According to these organisations, homogeneous groups should be concentrated to reduced stigma and shyness towards the subject but majority of the chances focus general public as the groups are heterogeneous in nature, which can give less result in understanding the subject. 4 organisations each representing Andhra Pradesh and Karnataka focuses victims and their children to prevent them from getting into sexual exploitation. Since there is a direct chances of children of the victims getting into exploitative field, NGOs have identified the need to address them as well as the children in this regard. Follow up with survivors and promoting education among children of prostituted women are the approaches adopted by the NGOs to prevent trafficking them for prostitution through outreach programmes. Only organisation from Andhra Pradesh targets politicians through outreach programmes as this organisation involve actively in lobbying and advocacy. According to this organisation, it is important to

educate the politicians about practice situation of the field which helps to work at policy formation level. Though the politicians are not away from knowledge of practice field, the NGOs intervention with politicians make provides human touch to the subject which helps in providing social justice to the victims. When the statistics applied, a non-significant association was observed between states and the target groups considered by NGOs for outreach programmes where contingency coefficient value of .763 fails to reach significant level criterion of .05. Otherwise, the target groups considered for outreach programme is the same throughout the states.

CONCLUSION

In conclusion, quality counselling intervention is the most identified tool felt by majority for the NGOs for prevention of women being into prostitution where the efforts been made to increase the knowledge about the field so that they work out better alternative livelihood. Awareness creation at the community level, group level, family level and individual level is the second majorly recognised preventive measure. This can be resulted with openness in the attitudes of the society towards the issues. Concentrating on second generation for prevention is the second highest activity adopted by NGOs which is better suitable than any other activities. They also admits that prevention is a result of long term intervention as it is an age old practice. Further, educating the sex buyers which concentrate on the three dimensional causative factors identified by the NGOs such as women in vulnerable condition, the community she lives in and the sex buyers. Majority of the organisation found concentrating on first two dimensions.

Otherwise, building up the capacity of the vulnerable group through economic empowerment and making the vulnerable group to utilise the NGOs programmes in an effective manner are some of the justification came out of the NGOs for their

belief that prevention of women being in prostitution is possible. Though organizing seminars/ workshops are taking place, it is mostly limited to educated group which helps more is advocacy and lobbying. But with rural populations who are more vulnerable to human trafficking, the cultural activity plays a vital role in creating awareness which is essential for prevention of exploitation. In this regard, the need for adopting the cultural activities more by NGOs felt severely.

In sum, since we believe in “prevention is better than cure”, being optimistic towards prevention of such inhuman practice should be encouraged by the concerned governments through offering funding, framing creative programmes and also through legal support and policy formation.

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