

submit purchase orders to the Foundation for inspection. In India, there had been 23,000 loom inspections as of September 1, 1997 and about 18,000 looms are in the Rugmark program; therefore all have been visited at least once. About 700,000 carpets have been labelled. Inspectors, in pairs which change daily, receive their orders each morning. The lack of advance notice reduces the possibility of a warning to an inspection site. An empty loom is considered a loom vacated by a child.

The inspectors also file reports with the rehabilitation side of the program concerning children found involved in carpet production. As of September, 1,000 children from 600 looms had been identified. Of these, 80% were local, not bonded labourers.

To guard against false labelling, every carpet is tracked in terms of where it was made, who exported it, the purchase order, etc. There have been no reports of falsely labelled carpets.

### Competing labels

The Kaleen label is required for every carpet from India, with a .25% non-voluntary fee which is to be used for educational programs. The program makes no commitment to end child labour and there is no verification program.

### Other countries

China is the largest importer of carpets to the US (and to Canada as well?). Many are made in Tibet and Xinjiang. It is possible that the Nepalese could establish an inspectorate with selected Chinese exporters producing in Tibet.

### Discussion / Evaluation

#### 1. Focused vs. comprehensive labels

Do we need to work for fewer but broader labels so as to reduce consumer confusion? Reference was made to a new knitwear label in Tamil Nadu relating to child labour. There are various other labels and codes being announced. There is sometimes confusion about what labels represent. For example, there is sometimes confusion of Fair TradeMark with organic labelling. On the other hand, applying a label to one product and showing that it can have positive results may be the best strategy for raising consumer awareness and support for a broader labelling program.

#### 2. Labels in relation to poverty alleviation

How can we evaluate labels in relation to strategies for poverty alleviation more broadly? Is information available about the ability of the labelling programs to integrate children into other livelihoods? Is there a difference in this regard between the coffee labelling program, with its emphasis on a just mode of production, and a program which emphasizes the absence of child