

Thus, Indian NGO's movement groups, consumer groups, carpet manufacturers, international organisations like UNICEF and German Agency for Technical Co-operation came together and the result was Rugmark.

Structure of Rug Mark Foundation :

The Rug Mark Foundation is incorporated as Body Corporate under Section 25 of The Companies Act, 1956 as a company not for profit. It consists of a Board of Directors from Association of Carpet Manufacturers, South Asian Coalition on child Servitude, UNICEF, Indo-German Export Promotion Project and German Agency for Technical Co-operation.

Rugmark Foundation came into existence in August, 1994. During the two and a half years of its operation Rugmark issued licences to 144 exporters operating 17,859 looms, while over 4,66, 317 carpets were certified, labelled and put on the market. Most of these are exported to Germany, the world's largest importer of Oriental carpets, and approximately one-third of the carpet exported to Germany bear Rugmark label. A growing number of importers in other countries, including Canada, Netherlands, Switcheerland and the United States are asking for Rugmark labelled carpets.

According to the Rugmark Foundation, Rugmark-labelled carpets has its own numbers, identifying the loom and exporter. The labels are prepared individually, corresponding to purchase order of the carpet. The network of controls, is developed on a highly organised fashion. The exporters make available to the RMF a complete list of looms/sources from which they procure their carpets. These lists are regularly updated. All such looms must be registered with Carpet Export Promotion Council (CEPC). After a thorough scrutiny, the lists of the looms, to be visited by the inspectors the next day is prepared by the Rugmark's regional office. The names of the looms appearing in the list for inspections are not disclosed to exporters, loom owners and even inspectors. Next day in the morning a Rugmark official briefs the inspectors and hand over them the lists. Fifteen inspectors divide themselves into seven different teams and start their journey to the looms. Looms are situated in the villages. Many times there are difficulties in locating the looms. Villagers confuse them with Government Labour Inspectors who take bribes from loom owners employing child labour for a favourable report. Even then, they locate the looms and after entering it they check the ditch in the earthen floor behind the loom, to see if any child labour is hidden. If child labour is found, then a report is prepared. If child labour is found then a report is prepared on a format sheet, and sent to its main office in Delhi. In its follow up , the main office asks the exporters either to withdraw the child from the loom or to disengage it. If the loom fails to comply, then it would be decertified by Rugmark.