

an important element of the Rugmark initiative is a child development fund for the establishing or support of schools, educational and vocational facilities for children in the carpet producing regions. These projects are carried out under co-ordination of UNICEF by experienced and reliable development organisations which are already successfully working in these areas. Thus the Rugmark initiative can operate efficiently and with a maximum cost effectiveness.

RUGMARK - good for the trade and for the consumers:

The RUGMARK initiative is a concerted effort of carpet exporters and importers, consumers and development organisations. They jointly render an important contribution to remove and avoid child labour. The Rugmark label is a visual proof of good manufacturing practices and offers a specific advantage in the highly competitive carpet business. It is a private, voluntary and non-profit initiative by committed enterprises and citizens to maintain a good reputation of the carpet industry.

Arguements Against Rugmark:

1. The idea of a " Rugmark " for carpets made without child labour is laudable. However the Rugmark is doomed to fail because of the complex nature of carpet production in India. SGS a major multinational company, internationally reputed for industrial and quality certification systems, turned down the offer of the Rugmark Working Committee to undertake monitoring of carpet looms for Rugmark certification. After surveying the Carpet Industry, SGS found that it was " not feasible " to monitor carpet looms for child free certification because of the complex systems of carpet production and the geographical spread of carpet weaving which is done in cottages, in rural areas, all over India from Kashmir in the North to Elluru in the South and Gujarat in the West to Darjeeling in the Eastern State of Bengal . How the Rugmark Foundation can monitor carpet weaving for certification when a major and very professional company, such as SGS, found it impossible to do this ?
2. Rugmark Foundation has neither been able to nor will ever be able to set up a proper, professional and independent monitoring system for genuinely certifying child free carpets. We understand that the Foundation has as yet not even appointed the inspectors necessary for monitoring and inspection of looms in the Carpet Industry. Yet license for use of the " Rugmark " have been granted to some carpet exporters for a small fee of Rs. 5000 (US\$ 160)