

child labour. These included Bread for the World, Terre de Hommes and Miserioure in Germany the Child Labour Coalition, the Asian American Free Labour institute the National Consumers League and the International Labour Rights Fund in the U.S. Christian Aid and Anti-Slavery International in the U.K. the India Committees of the Netherlands and Belgium Radda Barnen and BLLF - Sweden, Asia Pacific Workers Solidarity Links, New Zealand and the ICPTU and various international trade secretariats and labour centralise.

It was recognised by these organisations, however that public exposes in the marketing countries could perhaps end or seriously lower the level of child servitude in the making of Indian carpets, but possibly at the cost of generating a consumer boycott that would seriously erode an important export industry and destroy the adult jobs needed to replace the children.

The decline in exports brought about by the European publicity compelled some of the major producer groups, including the All India Carpet Manufacturers Association (AICMA) and the Carpet Export Promotion Council (CEPC), an instrument of the Indian Textile Ministry to seek a dialogue with SACC to settle the problem. A series of meetings followed in 1991, leading to a declaration AICMA in December 1991 that by March 1992 all children would be sent home and in their place adults would be employed with decent wages and facilities. The first joint meeting of representatives of union, ILO industry, CEPC, embassies, NGOs, etc. was convened by SACCS near the beginning of 1992. At that meeting a working group was formed and IGEP took on the leadership of the program.

The working group met frequently until late February 1994. Its membership included IGEP, several exporters including Obetee, E.Hill & Co and representatives from CMAWCL plus NGOs represented by SACCS affiliates. By May, 1993 basic objectives and criteria for certification were established. The name RUGMARK had been chosen for the initiatives. A goal was set of establishing the Rugmark Foundation in time to announce it at the January 1994, Demoter Trade Fair in Hamburg, Germany, the most influential carpet fair in the global rug mark.

The present day Rugmark has an overbearing past as its background, with the powerful projectionist interests in key markets in the North, the conclusion of GATT and its evolution into WTO and, of course, the repeated harping of the demand of inclusion of social clause in the international trade. Thus, Rugmark today primarily operates in the arena of trade and market, for the purpose of just growth and fair trade.