

9. By themselves, commodity labels are seldom a comprehensive solution, and they carry the risk of not only unsubstantiated claims but of imposing an overly simple logic on complex problems. The challenge is to combine the demand for consumer choice with wider measures to improve public understanding of complex problems. In the case of child labour a potential problem is that consumers might interpret a label to mean 'no to child labour', whereas it might only guarantee on illegal child labour.

10. The solution to the problem of child labour, especially the most exploitative forms, goes well beyond labelling of products in the export trade. Both the number of children involved and the variety of industries using child labour are such that export oriented labelling can only affect a very limited number of exploited children.

11. Rugmark primarily operates in the arena of trade and market, for the purpose of promoting trade and capital. Trade and capital while wanting to protect itself, comes out with this social clauses. While referring to the impact of globalisation earlier we have made it clear that while the opening of the national economy to global market forces there is a corresponding reduction in the scope of the state to shape macro-economic policies and budgets.

12. Rugmark is still largely experimental based on assumptions about the influence of regulatory measures in an industry which has been able to avoid regulation for many years.

13. At present's it is not known how a consumer based movement can be sustained, nor whether it can and contribute to social change. Rugmark can heighten public awareness of child labour and possibly the removal of children from the carpet sector, but the question remains is this enough? Focus on a mix of preventative and rehabilitative interventions with far reaching effects are need of the hour.

Campaign Against Child Labour (CACL) :

The CACL was initiated in November 1992 as a nation wide effort seeking complete eradication of child labour. It aims to create an environment towards eradication of child labour, and involve several people from different backgrounds such as grassroots organisation working on child labour, Child Rights organisations, human rights bodies, media agencies, judicial authorities, academics, trade unions, women's groups, corporate institutions and sensitive citizens, in the efforts towards eradication of child labour.