



International  
Labour  
Office

# Business and the fight against child labour

Experience from  
India, Brazil and  
South Africa



Governance and Tripartism Department

International  
Programme on  
the Elimination  
of Child Labour  
(IPEC)



# **Business and the fight against child labour**

**Experience from India, Brazil and South Africa**

International  
Programme on  
the Elimination  
of Child Labour  
(IPEC)

Governance and Tripartism Department

First published 2013

Publications of the International Labour Office enjoy copyright under Protocol 2 of the Universal Copyright Convention. Nevertheless, short excerpts from them may be reproduced without authorization, on condition that the source is indicated. For rights of reproduction or translation, application should be made to ILO Publications (Rights and Permissions), International Labour Office, CH-1211 Geneva 22, Switzerland, or by email: [pubdroit@ilo.org](mailto:pubdroit@ilo.org). The International Labour Office welcomes such applications. Libraries, institutions and other users registered with reproduction rights organizations may make copies in accordance with the licences issued to them for this purpose. Visit [www.ifrro.org](http://www.ifrro.org) to find the reproduction rights organization in your country.

IPEC

*Business and the fight against child labour: experience from India, Brazil and South Africa* / International Labour Office, ILO International Programme on the Elimination of Child Labour (IPEC) - Geneva: ILO, 2013

ISBN: 978-92-2-127175-8 (Print); 978-92-2-127176-5 (Web PDF)

International Labour Office. ILO International Programme on the Elimination of Child Labour

child labour / corporate responsibility / children / sexual exploitation / Brazil / India / South Africa - 13.01.2

*ILO Cataloguing in Publication Data*

## Acknowledgements

This ILO-IPEC publication documents efforts by businesses and employers organizations in India, Brazil and South Africa to address child labour. Research was carried out by the following consultants: in India, studies were carried out by the Institute for Human Development (IHD); in Brazil, studies were carried out by Daniela Lacerda Saraiva Santos; and in South Africa, studies were carried out by Debbie Budlender; all studies were coordinated by Ben Smith, with assistance from Adam Adrien-Kirby, from the IPEC Geneva Office. Technical support from Simon Steyne of IPEC Geneva and Sherin Khan of ILO New Delhi are gratefully acknowledged.

Funding for this ILO publication was provided by the United States Department of Labor (Project INT/08/93/USA).

This publication does not necessarily reflect the views or policies of the United States Department of Labor, nor does mention of trade names, commercial products, or organizations imply endorsement by the United States Government.

The designations employed in ILO publications, which are in conformity with United Nations practice, and the presentation of material therein do not imply the expression of any opinion whatsoever on the part of the International Labour Office concerning the legal status of any country, area or territory or of its authorities, or concerning the delimitation of its frontiers.

The responsibility for opinions expressed in signed articles, studies and other contributions rests solely with their authors, and publication does not constitute an endorsement by the International Labour Office of the opinions expressed in them.

Reference to names of firms and commercial products and processes does not imply their endorsement by the International Labour Office, and any failure to mention a particular firm, commercial product or process is not a sign of disapproval.

ILO publications and electronic products can be obtained through major booksellers or ILO local offices in many countries, or direct from ILO Publications, International Labour Office, CH-1211 Geneva 22, Switzerland. Catalogues or lists of new publications are available free of charge from the above address, or by email: [pubvente@ilo.org](mailto:pubvente@ilo.org) or visit our website: [www.ilo.org/publns](http://www.ilo.org/publns).

**Visit our website: [www.ilo.org/ipec](http://www.ilo.org/ipec)**

## Table of contents

Abbreviations .....	v
Introduction .....	ix
<b>1. BUSINESS INITIATIVES TO END CHILD LABOUR IN INDIA .....</b>	<b>1</b>
1.1 Introduction .....	1
1.2 Purpose and methodology of the case studies .....	2
1.3 Sources of information .....	3
1.4 Main features of the initiatives .....	3
1.5 Significant impacts – and limitations .....	4
1.6 Enabling factors.....	5
1.7 Some features of best practices.....	6
1.8 Case study 1: Tiruppur knitwear manufacturing cluster, Tamil Nadu .....	7
1.9 Case study 2: Sivakasi fireworks, matches and printing industries, Tamil Nadu .....	11
1.10 Case study 3: Handicrafts (Neerja Blue Pottery) in Jaipur, Rajasthan .....	15
1.11 Case study 4: Handicrafts, Dileep Industries, Jaipur: shift from out-sourcing to in-house production enables elimination of child labour.....	18
1.12 Case study 5: Stone quarrying, Rajasthan: the case of Xertifix .....	21
1.13 Case study 6: Child labour-free brick kilns in Malda District of West Bengal.....	23
<b>2. BUSINESS INITIATIVES TO END CHILD LABOUR IN BRAZIL .....</b>	<b>33</b>
2.1 Introduction .....	33
2.2 Context .....	33
2.3 Purpose of the study .....	35
2.4 Sources of information .....	36
2.5 Case study 1: On the Right Track Programme (Programa Na Mao Certa) .....	36
2.6 Case study 2: Vira Vida Project.....	46
2.7 Case study 3: ESCA – Programme to Combat the Sexual Exploitation of Children and Adolescents .....	56
2.8 Final remarks .....	59

<b>3.</b>	<b>BUSINESS INITIATIVES TO END CHILD LABOUR IN SOUTH AFRICA .....</b>	<b>61</b>
3.1	Introduction .....	61
3.2	Methodology .....	62
3.3	Structure of the chapter .....	63
3.4	Situation analysis on child work and labour in South Africa.....	64
3.5	Mapping corporate social responsibility .....	68
3.6	Agriculture and agro-industry .....	70
3.7	South African breweries and taverns .....	82
3.8	Supermarket chains .....	86
3.9	Informal trading.....	88
3.10	Minibus taxis.....	89
3.11	Mining.....	90
3.12	Discussion.....	90
<b>4.</b>	<b>BUSINESS INITIATIVES TO END CHILD LABOUR IN SOUTH AFRICA.....</b>	<b>95</b>
4.1	Introduction .....	95
4.2	CSEC and child trafficking in South Africa.....	96
4.3	Overview of the tourism and CSEC focus .....	96
4.4	Activities of Fair Trade in Tourism South Africa .....	98
4.5	Activities of Childline .....	101
<b>5.</b>	<b>ANNEXES.....</b>	<b>103</b>
	Annex I: Listing of corporative initiatives to end child labour.....	103
	Annex II: South African signatories to the Code .....	151

## Abbreviations

### BUSINESS INITIATIVES TO END CHILD LABOUR IN INDIA

Anganwadi	Child care centres
Bachpan Bachao Andolan	Save Childhood Movement
BCC	Bridge course centres
BPL	Below poverty line
BSS	Bridge schools
CPC	Child Protection Committee
CSR	Corporate social responsibility
ICDS	Integrated Child Development Services
IHD	Institute for Human Development
ILO	International Labour Organization
ILO-IPEC	International Labour Organization-International Programme on the Elimination of Child Labour
NGO	Non-governmental organization
NSSO	National Sample Survey Organization
RCHSS	Rajadighi Community Health Services Society
SC-BR	Save the Children Bal Raksha
SIHMA	South Indian Hosiery Manufacturers' Association
SISMA	Association of small units
SSA	Sarva Shiksha Abhiyan or "education for all"
TANFAMA	Tamil Nadu Fireworks and Amorcees Manufacturers' Association
UNDP	United Nations Development Programme

### BUSINESS INITIATIVES TO END CHILD LABOUR IN BRAZIL

ANDI	News Agency for Children's Rights
ATS	Social Change Agents Methodology
CECRIA	Centre of studies, action and reference on children and adolescents

<b>CNT</b>	National Confederation of Transport
<b>CREAS</b>	Social Assistance Specialized Reference Centres Programme
<b>Ethos Institute</b>	Ethos Institute for Business and Social Responsibility
<b>ILO</b>	International Labour Organization
<b>National Plan</b>	National Plan to Combat Sexual Violence against Children and Adolescents
<b>Pact</b>	Corporate Pact against sexual exploitation of children and adolescents
<b>PETI</b>	Programme for the Eradication of Child Labour
<b>SDH</b>	Special Secretariat for Human Rights
<b>Senat</b>	National Transportation Training Service
<b>SESI-CN</b>	National Council of Sesi
<b>Sest</b>	Transportation Social Service

## BUSINESS INITIATIVES TO END CHILD LABOUR IN SOUTH AFRICA

<b>ARA</b>	Association for Responsible Alcohol Use
<b>BCEA</b>	Basic Conditions of Employment Act
<b>BUSA</b>	Business Unity South Africa
<b>CLPA</b>	Child Labour Programme of Action
<b>CSR</b>	Corporate social responsibility
<b>DoL</b>	Department of Labour
<b>DTI</b>	Department of Trade and Industry
<b>ECARP</b>	Eastern Cape Agricultural Research Project
<b>Fruit SA</b>	Fruit South Africa
<b>HL</b>	Hired labour
<b>ILO</b>	International Labour Organization
<b>NEDLAC</b>	National Economic Development and Labour Council
<b>SAB</b>	South African Breweries
<b>SALTA</b>	South African Liquor Traders Association
<b>SANTACO</b>	South African National Taxi Council



<b>SAPS</b>	South African Police Service
<b>SAYP</b>	Survey of Activities of Young People
<b>SEDEX</b>	Supplier Ethical Database Exchange
<b>SEWU</b>	Self-employed Women's Union
<b>SIZA</b>	Sustainability Initiative of South Africa
<b>SPO</b>	Small producer organization
<b>TECL</b>	Towards the elimination of the worst forms of child labour
<b>WIETA</b>	Wine and Agricultural Ethical Trade Initiative



## Introduction


To meet internationally established goals of the elimination of the worst forms of child labour by 2016, substantially increased efforts are needed, including by employers organizations and businesses. This was recognized in the Roadmap adopted at the The Hague Global Child Labour Conference in 2010, which called for the development of effective systems to combat child labour in supply chains.

Most child labour is not found in the production of globally traded goods. However, when we consider the numbers of children working in supply chains, whether for domestic or international markets, it is clear that promoting sustainable enterprises, free from child labour, is a major part of the challenge. All enterprises are required to act to eliminate child labour that they cause or are linked with through their business relationships. Supporting businesses worldwide to fulfil this responsibility is a strategic priority of the ILO's International Programme on the Elimination of Child Labour (IPEC).

This publication documents efforts by businesses and employers organizations in India, Brazil and South Africa to address child labour. As relatively more is known about efforts to address child labour elimination among businesses in industrialized countries than among businesses domiciled in the global South, it is intended as a step toward filling a significant knowledge gap.

As this research shows, employers organizations and businesses in India, Brazil and South Africa have not been on the side-lines of the worldwide movement against child labour. Indeed the experience of an employers' organization in Brazil tackling commercial sexual exploitation of children, providing victims with rehabilitation, comprehensive skills training, and most critically, employment, offers a model for action by employers globally. Research from India highlights the enabling environment behind progress in eliminating child labour, including better wages for adults and government enforcement, while noting the continued difficulties presented by informal economy production. The review of private sector sustainability initiatives in South Africa sheds light on how these may work to prevent child labour in supply chains, and the documentation of efforts to prevent commercial sexual exploitation of children in the context of the 2010 World Cup in South Africa offers lessons for countries hosting major sporting events in the future.

It is our hope that this research will be useful to employers and their organizations, policy makers and others with an interest in strengthening the contribution of businesses to eliminate child labour.



*Constance Thomas*  
Director  
ILO-IPEC



# BUSINESS INITIATIVES TO END CHILD LABOUR IN INDIA

## 1.1 Introduction

Six case studies were carried out by the Institute for Human Development (IHD) for the ILO-IPEC study of corporate initiatives to end child labour.

Child Labour in India is governed by the Child Labour (Prohibition and Regulation) Act of 1986. Clause 3 of this Act prohibits employment of children in certain occupations and processes. However, it goes on to state, “nothing in this section shall apply to any workshop wherein any process is carried on by the occupier with the aid of his family...”. Consequently, no occupation and no process, however hazardous, is prohibited at the household level. The law in India thus actually allows child labour at the household level, working within the family, which could mean either with their parents or with other relatives. Nonetheless, while children are allowed to work in any wage employment or self-employment category between 15-18 years old, working in hazardous occupations is prohibited.

At present, 14 years is the age of universal, and compulsory, education. It is also the age limit after which children can legally work in India. The figures of the National Sample Survey Organization (NSSO)—which carried out periodic labour force and household surveys—show that participation of children in the labour force fell in the period 1993-1994 to 2007-2008. These

data are collected during the labour force surveys. Thus, the definition of labour force participation used by the NSSO is really that of children working for a wage or in independent own-account work. It does not include: those working with the family, particularly in agriculture; those who are irregularly employed; nor children, basically girls, who look after younger siblings or otherwise participate in domestic work. In order to be able to include these children it is necessary to add them to those in the labour force as a category called “nowhere children” i.e., neither at school nor in the labour force.

Adding the two categories together gives an idea of the actual magnitude of child labour in India. It also shows that the crux of the problem of child labour is not so much those in employment, but those working at home or otherwise with their families. As the table below shows, the incidence of child labour fell by just more than half in the 14-year period; but at 15.4 per cent it is still very high and a matter for serious concern.

Since 2007-2008, in terms of mitigating the figures for out-of-school children, the Sarva Shiksha Abhiyan (SSA) or “education for all”, supported by the Mid-day Meal scheme,<sup>1</sup> has

<sup>1</sup> Mid-day Meal Scheme: a school meal programme in India which started in the 1960s. It involves provision of free lunch on working days in schools. The key objectives of the programme are: protecting children from classroom hunger, increasing school enrolment and attendance, improved socialization among children belonging to all castes, addressing malnutrition, and social empowerment through provision of employment to women. It has been adopted

**Table 1.1: Child labour in India, 1993-94 to 2007-08 (percentage of children 5-14 years old)**

	1993-1994		2007-2008	
	Restricted definition	Full definition	Restricted definition	Full definition
Boys	6.2	26.0	2.7	13.8
Girls	6.0	38.3	2.0	17.1
Children	6.2	31.8	2.4	15.4

Source: Based on IAMR, 2011, *India Human Development Report*, New Delhi, Tables 8.1, 8.2 and Figure 8.1.

Note: “Restricted definition” is as per workforce participation definition of NSSO. “Full definition” adds to the above those “neither at school-nor in the workforce” and thus adds those children also working at home or elsewhere with the family. This is a more accurate representation of the incidence of child labour, particularly when we look at child labour from the rights’ perspective of the violation of the right to education.

been implemented vigorously. Official data show big increases in enrolment, with more than 95 per cent in the elementary school (up to Class 5) stage. IHD’s own field work in one of the states with the worst record and lowest per capita income, viz. Bihar,<sup>2</sup> shows that there is such an improvement in school enrolment, but it also shows that attendance is not as robust as enrolment. Even in the relatively high-income states of Punjab and Haryana, children of the poorest and *dalit* (former low caste) families, often miss school and work during the cotton-picking season. In sum, the remaining magnitude of child labour, despite a fall in the incidence and high absenteeism from schools continue to be issues of concern.

## 1.2 Purpose and methodology of the case studies

The purpose of this study by IHD for ILO-IPEC was to draw lessons for policy regarding

the nature of home-grown corporate initiatives to end child labour. Along with a mapping of various corporate initiatives (see Annex I), a few interventions were chosen for case studies to provide the needed lessons.

The main criterion for the choice of these studies was the likelihood that they would provide some important lessons for policy and interventions to eliminate child labour.

In large factories of the corporate sector, the elimination and monitoring of child labour are fairly simple. However, studies<sup>3</sup> have shown that problems, if they exist, usually arise somewhere along the production network, often in household enterprises or home-based work. Consequently, it was decided to choose some sectors where there is substantial outsourcing of particular tasks, such as in apparel or handicrafts. Furthermore, it was deliberately decided to choose some difficult examples, such as brick kilns and fireworks and related manufacture, to see what lessons they could provide about ways to end child labour. An additional criterion was that the cases should be of sectors or units largely

by most Indian states after a landmark direction by the Supreme Court of India on November 28, 2001. The success of this scheme is illustrated by the tremendous increase in the school participation.

<sup>2</sup> IHD. (2011). *Inclusive Development for Bihar*, A study for UNDP, New Delhi

<sup>3</sup> Bhaskaran, R. et al. (2010). “Home-Based Child Labour in Delhi’s Garment Sector: Contemporary Forms of Unfree Labour in Global Production”, *Indian Journal of Labour Economics*, Vol. 53, No. 4, pp.608 – 924.



producing for domestic markets. In domestic markets there are few pressures from buyers; while in export markets there are often strong buyer standards. Since the objective was to study “home-grown” initiatives, at least some of the case studies needed to be of producers for the domestic market.

On the basis of the above criteria the following case studies were conducted:

- the knitwear cluster in Tirrupur, Tamil Nadu, which is largely produced for the export market but also serves the domestic market;
- the fireworks, matches and printing clusters in Sivakasi, Tamil Nadu, which are largely produced for the domestic market but cater to limited export markets as well;
- handicrafts, Neerja Blue Pottery, in Jaipur, Rajasthan, produced for both export and domestic markets;
- handicrafts, Dileep Industries, in Jaipur, Rajasthan, which exclusively serves export markets;
- stone quarries in Rajasthan, which mainly serve domestic but also some foreign markets, although the only example we found was of a producer for the export market;
- brick kilns in Malda, West Bengal, which produce entirely for the domestic market.

### 1.3 Sources of information

Researchers visited the sites of all the case studies listed above. Their visits included field visits to the factories or other production sites. Besides that, they relied on discussions with NGOs, particularly those active on child labour issues in the area, trade unions, school teachers, lawyers and researchers, with a

long experience of research on the industry and the area. Discussions were also held with officials from the Labour Department and other government officials. With all these sources available, information provided by the owners and the various manufacturers’ associations was checked against other research. Secondary data from published research papers on child labour in these areas was also used.

Finally, we should note that official government data from the NSSO provide support to the proposition that the incidence of child labour has fallen over the last decade in the age category below 14 years old.

In assessing the data on child labour in the case studies, it should be noted that most information relates to the main factories or units where the parent companies carry out their operations. The data do not relate to the entirety of the supply chains. Furthermore, the data on the incidence of child labour at the household level, the key level where it still occurs, is not the result of systematic surveys of relevant households. Consequently, the data under consideration do not provide estimates of the incidence of child labour, either as a proportion of children of the relevant age group, or of all workers in the segment. A systematic survey would have to be conducted for the purpose of estimating the incidence of child labour.

### 1.4 Main features of the initiatives

In the Tiruppur and Sivakasi cases, government actions played a strong role – both punitive in terms of punishing units violating child labour laws and incentivizing, not to employers but to parents and children, in providing both education and some benefits in kind, such as the Mid-day Meal

to all those attending school. The important role played by government agencies and programmes, such as in both the school and crèche programmes, was felt in the other cases as well. In the cases of manufacturing (knitwear, fireworks and handicrafts), some companies, and especially the larger units of the corporate sector, tried to reduce the length of their manufacturing chains and carry out various tasks in-house (knitwear and fireworks). Alternately, in some cases (e.g., handicrafts, Neerja Blue Pottery and the Impulse-Gap Mewat<sup>4</sup> case) out-sourced work was carried out in community centres, where the non-involvement of child labour could be quite substantially checked and monitored.

The shift to in-house performance of manufacturing tasks also meant that it was often accompanied by mechanization (match industry in Sivakasi) and assembly-line production (handicrafts in Dileep Industries, Jaipur). These changes in the manner and organization of production would have increased productivity and reduced costs which could have compensated for any increases in wage payments.

In the case of the brick kilns, however, the production methods did not change in any way. Rather, the kiln owners agreed to pay adult workers higher wages in order to compensate the workers for the loss of their children's contribution. Thus, an additional cost was incurred by the kiln owners in the course of eliminating child labour.

In all cases we find that there are multi-stakeholder initiatives. In addition to the companies, government agencies (Departments of Labour and Education), NGOs and communities are involved. Buyers are also involved in bringing pressure to certifiably conform to child labour standards.

## 1.5 Significant impacts – and limitations

In all sites studied it is generally agreed, even by NGOs and trade unions, as well as by employers and government agencies, that there has been a reduction in the incidence of child labour. Teachers in neighbourhood schools also report that enrolment has increased and absenteeism has fallen. While employers' associations claim a full elimination of child labour, NGOs, trade unions and child rights' activists point out that child labour, though in much reduced numbers, often continues in home-based production and in unregistered workshops in the unorganized sector. However, the unregistered workshops and home-based work are often linked to organized sector units, while tasks, such as hand embroidery or fastening labels, in knitwear production are still outsourced to unsupervised home-based work.

Indian law allows the employment of children above 14 years old. But international buyers' practices usually set 18 as the minimum age of employment. In sectors with a strong export market, such as knitwear and handicrafts, employers generally follow the 18-year rule and have signboards proclaiming the same. They also medically check (Dileep Industries, Jaipur) or require age certificates before they employ young workers. However, in other units for the domestic markets there are a number of adolescent workers, between the ages of 15 and 18. Of note are the garment units around Tiruppur where the Sumangali scheme for young women<sup>5</sup> is

<sup>4</sup> See Bhaskaran et al, 2010, for an analysis of the Mewat intervention.

<sup>5</sup> The Sumangali system currently in textile units of Tiruppur assures the girls - many of them from Dalits or former untouchable castes - lump sum payment of INR 30,000 to 50,000 after three years of service. During this time they are made to work a 12-hour day, confined to their barracks and are often subject to sexual harassment by their superiors. It is reported that in some cases the final lump sum payment fails to be made and a number of health issues affect the girls due to the conditions of work. This issue received wide coverage in New Indian Express, Kovai edition in October, 2010. Also see: Menon, Sindhu, (May-June 2006), "Sumangali System: A New Form of Bondage in Tamil Nadu", *Labour File*, vol. 4, no. 3, pp. 6-14, and Kalpana Sharma (May 29, 2011), "Slaving



seen to be abusive, including sexual abuse – they stay in dormitories and work for a few contracted years at the end of which they are supposed to get a substantial lump-sum, which has been deducted from their earnings. The important point for this report is that the issue of adolescent labour has come to the forefront in many sites as it is not prohibited legally. Such are the effects of limitations in Indian child labour law – there is no prohibition, even of hazardous work where the child works at home, and employment is allowed after 14 years old. Yet, it is interesting to observe that although the law permits these exemptions there is a manner of concealment about such employment. Owners and managers will tell you that visibly young workers are above 18 years old, and work at home is not carried out in publicly-visible spaces which could be open to scrutiny, but in the insides of homes.

A major limitation of the child labour initiative, brought to light in the brick kiln case study, is with regard to inter-state migrant workers' children. Such children cannot access the government school schemes in the destination states and have to rely on the so-called Bridge Schools (BSS). This raises the important issue of the need to meet the migrant workers' social security and other needs through portability of rights. Although labour is mobile, they cannot take all their rights with them.

Yet another limitation is that of project-based interventions, as by Save the Children. These are necessarily of limited duration and can help to reduce child labour during the period of the project. However, what happens when the project ends and new cohorts of potential child workers come into the picture? This shows that a more permanent solution to the child labour problem needs to be found and implemented.

One important point emerges from the case studies. Corporate initiatives and buyer pressures are important from an individual employers' point of view. But child labour is usually concentrated in industry clusters. What has been important in clusters such as Tiruppur and Sivakasi, which have shown marked improvement, are the interventions by the relevant government departments, particularly those of labour and education. The combination of punishments for violating the law and incentives for children to study has worked well, along with corporate initiatives, to bring about a general improvement. It is unlikely that mere individual employer based interventions could have changed the situation as a whole. Of course, there are also more dispersed areas of child work, such as restaurants and domestic work, which might require a somewhat different approach.

## 1.6 Enabling factors

The success in reducing the incidence of child labour is not only due to corporate, government, buyer or NGO/trade union initiatives. There is a set of enabling background factors which have also worked to help bring this about. One is the increase in adult wages and this was explicitly mentioned by the Sivakasi employers' associations. Real urban wages, even for employment of casual work, have gone up by about 20 per cent in the last five years (see Table 1.2). An increase in adult wages has the effect of reducing the pressure on parents to send children to work instead of to school.

Together with the increase in adult real wages, improvement in the school system in the form of an increase in schools and the Mid-day Meal scheme has caused school enrolment in regular government schools to go up.

It is not just incentive or an increase in wages, but also a change in aspirations

for their Dowry", *the Sunday magazine edition of The Hindu* (<http://frontierweekly.com/pdf-files/vol-44-11-14/dowryevil-44-11-14.pdf>).

**Table 1.2: Casual male wages (in constant 2004-2005 INR)**

	2004-2005	2009-2010
Casual farm wages	48.73	61.87
Casual non-farm wages	69.49	84.78
Casual urban wages	77.25	92.72

Source: NSS, 66<sup>th</sup> Round.

that provides another enabling condition for the reduction of child labour. As a mother working in the brick kilns put it, “We do not want our children to be *murkho* (fools) like us”.<sup>6</sup> Changed aspirations for children means that the income level at which parents would send their children to school, would go down, leading to a fall in the incidence of child labour at a given wage level.

## 1.7 Some features of best practices

Rather than identify some best practices we preferred to examine the features that construct the best practices to end child labour. From this and various other studies it can be quite confidently stated that, parents’ poor aspirations for their children is no longer an issue. Quite clearly education is perceived as the way out of poverty.

With this background condition in mind, we can summarize the following desirable programme features from the case studies:

- programmes need to be targeted at particular clusters with large numbers of child labour;
- multi-stakeholder initiatives are required involving manufacturers, buyers, both

labour and education government agencies, and NGOs/trade unions;

- communities also need to be brought into the picture in both the design and implementation of initiatives;
- multi-stakeholder programmes to implement existing child labour legislation are needed, rather than projects.

The programme needs a combination of:

- higher adult wages, or a cash transfer where the wage is inadequate;
- improved schooling facilities;
- education incentives, such as the Mid-day Meal scheme;
- crèche (anganwadi) facilities so that daughters of working mothers are not kept at home to look after younger siblings; and
- portability of social security and educational entitlements so that children of migrant workers are not kept out of the programmes.

In addition to the above, it is also necessary to urge amendments to the Child Labour Law, specifically to end the exemption of work at home from all the provisions of the Act and to extend education to all Indian children up to 18 years old. In the contemporary world, a minimum of high school education is necessary to create a labour force that can meet the challenges of development.

<sup>6</sup> Quoted in Sarkar, I. (2010) Assessment of Child Labour Free Brick Kilns in Malda District, West Bengal, Report, Save the Children Bal Raksha Bharat, Kolkata, p. 19.

## 1.8 Case study 1: Tiruppur knitwear manufacturing cluster, Tamil Nadu

<b>The unit of analysis</b> (firm/ manufacturers' associations/ certification programmes)	Manufacturers' associations.
<b>Nature of industry</b> (export/ domestic)	Primarily export.
<b>The initiative</b>	Instruct the members of the associations not to employ child labour and recruit labourers only after checking for proof of age.
<b>Assessment of child labour situation</b> (achievements and shortcomings)	Although there appears to be a decline in child labour, its presence in the unorganized sector, or home-based production, remains. A more serious problem is that of adolescent labour, <sup>7</sup> especially that of "bonded" adolescent labour which seems to have sprung up in Tiruppur.
<b>Sources of information</b>	Researchers who have been studying the cluster for many years, NGOs, trade unions, teachers and government officials, also representatives of manufacturers' associations.
<b>What really worked for a child labour reduction</b>	Pressure from buyers and government authorities worked towards child labour reduction.

### Introduction

Tiruppur is a district bustling with knitwear manufacturers, both for export and the domestic market. Its role as an exporter of knitwear is very prominent in India as it ranks third after Delhi and Mumbai.<sup>8</sup> The industry has not only broadened its market over the years from the domestic market to exports, but also diversified its products from mere T-shirts to a variety of apparel.

Tiruppur knitwear industry comprises three types of entrepreneurs, namely the direct exporters, subcontractors or job workers to

direct exporters and ancillary producers.<sup>9</sup> A further classification of the manufacturers and exporters of the knitwear product is: Type A, Type B, Type C and Type D, where Type A is the direct exporter, Type B does subcontracting work for Type A. Type C and Type D cater to the domestic market, where type C is a relatively big firm with more capital and employees. Type C subcontracts its work to Type D, which has small units with less than ten workers. In addition to these types, there are the home-based units.<sup>10</sup> Jeyaranjan's study has located child labour in domestic units. At present, child labour still exists in Type D and in home-based units. As such, even after a decade the broad scenario of where child labour is located remains the same. We could

<sup>7</sup> In the context of the Indian debate and for the purposes of this report, the term "adolescent labour" refers to work done by children between the ages of 15 and 18.

<sup>8</sup> Jeyaranjan, J. (2002). "Small Comfort in Tiruppur Knitwear", R.G. Singh et al. (eds) *Hard Labour at a Tender Age: Child labour in the Home based Industries in the Wake of Legislation* (Noida, V.V. Giri National Labour Institute).

<sup>9</sup> Ibid.

<sup>10</sup> Personal communication from our field researcher, who is a native of Tiruppur, himself a former child labourer and now a home based manufacturer.

also spot a case of child labour in a Type D firm. The various tasks involved in the industry are spinning, knitting, cutting, embroidery and sequencing, stitching, trimming, checking and packing. In this, child labour is mostly employed in the tasks of embroidery, sequencing, trimming and packing.

## Child labour situation

### *Child labour situation before the initiative*

In Jeyaranjan's study, although one is not able to find the incidence of child labour (since the sampling is purposive), it is clear that child labour existed substantially during the period of his study, which was during the early years of last decade. The highest proportion of child labour was in the 12-14 years group, followed by the 15-18 age group. Male child workers only slightly outnumbered females. The incidence of child labour was found to be higher among migrant households as compared to local workers.

### *Child labour situation at present*

Child labour has declined according to studies by scholars working on Tiruppur.<sup>11</sup> According to a representative of SIHMA (South Indian Hosiery Manufacturers' Association), child labour is a phenomenon of the past and studying up to the level of school graduation has become the norm in Tiruppur. Another observation, made by a NGO called SAVE, is that today the problem

has become more one of adolescent labour, especially of migrants. We were also able to see a few adolescent labourers (by appearance) in a domestic unit as well as in a small exporting unit,<sup>12</sup> which indicated that with regard to adolescent labour, the problem is not confined to domestic market firms alone.

There is also a new phenomenon whereby exporting firms shift their units to interior villages, where adolescent girls are held like bonded labour. They are held through a system of contract by which they pay a lump sum, to be used as their dowry for marriage, at the end of the period. But the system is characterized by a high work overload along with poor working conditions. The girls, however, are unable to leave because of the contract. This system has now been brought to public attention as the Sumangali system of labour bondage mentioned earlier. Compiling all the information from key informants, one may conclude that child labour has declined, although the problem of adolescent labour and a comparatively lower presence of child labour in small units remain.

## Background of corporate initiatives to end child labour

To address this question, we interviewed representatives from different associations of entrepreneurs. They are: Tiruppur Exporters Association (TEA with around 700 members), South Indian Hosiery Manufacturers Association (SIHMA, with around 770 members), Tiruppur Exporters and Manufacturers Association (TEAMA with more than 1,000 small and micro level exporters) and The Seconds Collars Shirts and Inner Wears Small Scale Manufacturers Association (SISMA, association of small firms producing for the domestic market having

<sup>11</sup> Personal communication M. Vijaybaskar, Senior Fellow, MIDS, Chennai, conducting the MIDS-Sussex University ongoing research on Tiruppur; de Neve, Geert (2009): "Power, Inequality and CSR: The Politics of Ethical Compliance in the South Indian Garment Industry", *Economic & Political Weekly*, 44 (22): 63-71.; Jeyaranjan, J (2002): "Small Comfort in Tirupur Knitwear" in R G Singh et al (ed.), *Hard Labour at a Tender Age: Child Labour in the Homebased Industries in the Wake of Legislation* (New Delhi: V V Giri National Labour Institute). All the three scholars have a long history of research in Tiruppur and their studies, mentioned above, have documented the changes in child labour.

<sup>12</sup> This firm had displayed a "no child labour" board at the entrance.



© ILO/M. Crozet

around 2,000 units). We also interviewed a few entrepreneurs.

All the associations claimed that the problem of child labour does not exist at present and that it had been tackled quite some years back. The initiative taken is to instruct the members of the associations not to employ child labour and recruit labourers only after checking for proof of age. According to the associations, members are indeed following the instructions. TEA, for instance, says that they won't recruit until the person is 18 years old. It should be noted that Indian law allows employment after 14 years old, but exporters, having to meet international buyers' standards, invariably insist on employing only those who older than 18 years.

Some firms/ associations declare that they take up the responsibility of not using child labour

even at the subcontracting level. Jeyaranjan notes in his study that TEA ensures that their subcontractors do not employ child labour.<sup>13</sup> TEAMA said that they will stop subcontracting to a firm, if they find they are using child labour. Some firms like Poppys Knitwear Pvt. Ltd. (a leading exporting firm in Tiruppur) said that they are making their production in house so as to tackle the issue of child labour at the subcontracting level. Some limit the tasks given outside or give only to well-known certified firms. On the other hand, there are other firms who have bluntly said that they would not be bothered with what happens at the subcontracting level.

There are also several firms who have the certification of not using child labour, such as SA 8000 or WRAP, but this only refers to

<sup>13</sup> Jeyaranjan, J. (2002), op.cit., p. 168.



the firm's own factory unit, and does not refer to the firm's supply chain. Even SISMA, the association of small units (where child labour is reportedly present) claimed to counsel its members about eliminating the problem of child labour. However, other than being careful at the time of recruitment, no other monitoring mechanism was mentioned with regard to their subcontractors. They did not mention any conscious efforts to publicize these efforts collectively in the discussion on their initiative.<sup>14</sup> However, individually many firms have certificates that they are child labour free, which is publicity in itself. The questions about profitability were not asked, given that many of these associations/ firms claimed to have eliminated the problem of child labour years ago.

The associations admit that they decided to act on child labour following pressure from government authorities. The frequent raids and heavy fines charged by the district officials were reported as the main reason for not using child labour. The exporters were also pressurized by their buyers from foreign countries, who used to inspect their factories without notice. Exporters were keen to preserve their brand image and orders.

According to the NGO SAVE, several initiatives on the part of the government, such as the SSA programme (universal elementary schooling), flexibility in school admissions, Mid-day Meal scheme, civil society interventions and frequent inspections have all contributed to bringing down the incidence of child labour.<sup>15</sup> A trade union representative pointed to their role of collaborating with the ILO against child labour. They used to give information on child labour following which district officials would conduct raids. Another perspective, which

was given by a domestic manufacturer, was that a child does not have the experience required for this work and, hence is not preferred as a worker.

## Conclusion

Although the manufacturers claim to have eliminated child labour, it is far from complete (based on the statement by our key informant, a local field researcher). The problem of adolescent labour also remains. Nevertheless, there has been a decline. The fact that employers' were crucially instrumental in bringing down the incidence of child labour needs to be noted and appreciated even though their action on child labour has mostly been reactive, as a response to the various pressures from different quarters. Furthermore, while the problem of child labour still remains in some quarters, this need not tarnish their accomplishment, given that such systemic issues can only gradually cease to exist. The real caveat in taking Tiruppur as a case for exemplary manufacturers' initiative against child labour is the findings of the Sumangali system for adolescent girls, which has replaced the issue of child labour in the public domain.

## ① Sources of information

- Executive Secretary of Tiruppur Exporters' Association.
- Secretary, Tiruppur Exporters' and Manufacturers' Association (TEAMA).
- Secretary, The Seconds Collars Shirts and Inner Wear Small Scale Manufacturers' Association (SISMA with 2000 units).
- Investigation of around ten firms of different types - exporters and domestic market producers; large and small in size.
- SAVE, an NGO.
- Personal communication M. Vijaybaskar, Senior Fellow, MIDS, Chennai, conducting the MIDS-Sussex University ongoing research on Tiruppur.
- Trade Union leaders.
- Interviews with key informants, teachers, doctors, and local residents, including a former child worker, now a home-based worker.

<sup>14</sup> A specific question on publicity was not asked.

<sup>15</sup> SAVE is skeptical of employers' statements on child labour since the firms or associations don't follow it up with concrete actions like setting up task forces for inspections.

## 1.9 Case study 2: Sivakasi fireworks, matches and printing industries, Tamil Nadu

<b>The unit of analysis</b> (firm/ manufacturers' associations/ certification programmes)	Three manufacturers' associations.
<b>Nature of industry</b> (export/ domestic)	Primarily domestic.
<b>The initiative</b>	Instruct the members of the associations not to employ child labour; fireworks association mentioned recruiting labourers only after checking for proof of age.
<b>Assessment of child labour situation</b> (achievements and shortcomings)	Although there appears to be a decline in child labour, its presence in the unorganized sector remains. A more serious problem is that of adolescent labour, a situation which is not allowable given that both firework and match work come under the hazardous category.
<b>Sources of information</b>	Labour and other government officials, visit to factory, school teachers, NGOs, staff working on UNICEF child labour programme, lawyers working on child labour issues, and secondary sources.
<b>What really worked for a child labour reduction</b>	Both punitive and incentive measures taken by the government - of monitoring and punishing employers and incentivizing children and parents through developmental programmes.
<b>What remains to be done</b>	Although adolescent labour in hazardous work is considered akin to child labour, it remains in Sivakasi, even in the most hazardous industry of fireworks. This needs to be addressed immediately.

### Introduction

Sivakasi is a small town which became famous as the national centre for three very prominent industries – fireworks, match making and printing. A region prone to drought, the place is known for channeling its available resources (the hot and dry climatic conditions of the region) to its advantage. It stands as an exemplary case of non - agricultural entrepreneurship which brought a small town in Virudhanagar district of Tamil Nadu into national prominence and international attention.<sup>16</sup>

<sup>16</sup> The fireworks manufacturers' association representative told us about this incident where Jawaharlal Nehru termed Sivakasi as the mini-Japan on seeing the entrepreneurial spirit of the town.

### Child labour situation

#### *Child labour situation before the initiative*

At the same time, Sivakasi became equally infamous for employing child labour in one of the most hazardous industries, dealing with explosive materials. Child labour has been used in all three industries.

It is in this context of Sivakasi's twin reputation of entrepreneurial development and child labour employment, that we enquired into whether any initiatives have been taken by the entrepreneurs to tackle the issue. We interviewed representatives of manufacturers' associations belonging to the three industries namely Tamil Nadu Fireworks and Amorfes Manufacturers' Association (TANFAMA), Chamber of Match

Manufacturers' Association and Sivakashi Master Printers' Association.

### ***Child labour situation at present***

According to all three manufacturers' associations, child labour is an experience of the past, albeit with certain caveats. The fireworks manufacturers' association representative said that although registered factories have removed child labour from their units, it still exists in unorganized units without licenses, which fall outside the control of their association. According to him, it is this segment which is, in fact, preventing the Sivakashi fireworks industry from escaping its notorious image of using child labour. A recent news report, however, gives credit to Sivakashi for removing child labour from its factories. "Child labour, according to NGOs like Seeknews which rescued around 1,200 children from these factories, doesn't exist". Today, according to this report, "Instead of employing children, many of these companies take care of those belonging to their employees, constructing crèches for them and feeding the babies and toddlers state stipulated quotas of milk and biscuits".<sup>17</sup>

Another striking point of corporate social responsibility is the apparent adherence to legal requirements on the factory premises, which we witnessed during our visit to a prominent domestic fireworks factory. The production units were kept separate from each other (not more than four persons could work in a unit) and rules, such as no electrification inside the factory, were followed. The separate units are spread across several acres and there was a sense of cleanliness and spaciousness about the factory premises. A similar observation was made in a newspaper report. "The big producers have cottages set amidst a lush,

forest landscape, with four people to a unit, and each unit spaced 200 metres apart".<sup>18</sup>

As regards the match industry, the representative of the match manufacturers' association claimed that child labour has been removed for some two decades. This claim is partly supported by the observation of scholars examining the issue of a decline in child labour following mechanization of several processes in the match industry.<sup>19</sup> Another scholar and child rights activist, who has worked in the Sivakashi match industry also said that child labour is not present in the registered factories, but could be present in unregistered units and home-based units.<sup>20</sup> The representative of the printing industry also claimed that child labour had been totally wiped out for quite some years; whereas at the same time, he agreed that there could be child labour in unorganized units.

Our interviews with some teachers belonging to government schools in different areas of Sivakashi lend some support to the claims of a decline in the incidence of child labour. According to many of them, the number of dropouts, long absenteeism or decline in attendance in schools has decreased in recent years. According to a teacher, the number of dropout children, which needs to be reported to SSA, is now only 2 per cent. Another teacher made the observation that even INDUS schools<sup>21</sup> have closed down, since children go to the regular schools. Yet another teacher mentioned that in the previous year (2010), there was a situation requiring child labour rehabilitation, which

<sup>17</sup> Narasimhan, T.E. (2011). "The Changing Face of Sivakashi", Business Standard, October 26.

<sup>18</sup> Ibid.

<sup>19</sup> Personal communication, Vidyasagar working on child labour and protection with UNICEF, Chennai.

<sup>20</sup> Personal communication, Girija Kumarababu, Indian Council of Child Welfare, Chennai.

<sup>21</sup> INDUS is an Indo-US project, where the Ministry of Labour, Government of India and US, Dept. of Labour have developed a project under ILO-IPEC for the Prevention and Elimination of Child Labour in identified Hazardous Sectors. INDUS schools were set up for educating the rescued child labourers.



eased off in the current year. Even the newspaper reports are similar. According to one report, “The literacy rate in Sivakasi has been improving in the last three years. Number of educational institutions has increased to 27 (of which eight came up in the last two years) including eight engineering and arts colleges as well as seven polytechnic and ITI institutes”.<sup>22</sup> One teacher, however, pointed out that eight children in his school were going to work in factories.

NGOs and activists dismiss these claims made by the manufacturers’ associations that child labour has been completely eliminated.<sup>23</sup> According to a representative of the Human Rights Federation, an NGO, while there is a 50 per cent decline in child labour in the fireworks industry, it still exists in interior regions, away from the town, where it is present even in factories and more so in home units. He mentions its existence in match and printing units. Another activist referred to an event, where parents of children, who were being trafficked for working in hotels in Punjab said that those jobs were better than having them die in fireworks units. He also pointed out there have been a number of child deaths resulting from burns in the last five years. Both the above thus indicate the presence of child labour in the fireworks industry.

Although we could not see any child labour during our visit to a registered fireworks factory, we did see two adolescent labourers (by appearance).<sup>24</sup> A case of seeing children working on packing boxes was reported by a key local informant residing in Sivakasi on her visit to an ancillary unit of the fireworks industry. The rolling of paper tubes, later to be dipped into chemicals, was done in

several homes in Sivakasi, where children also participated in this work. Putting the various pieces of information together, one may say that although child labour has declined, it has not been eliminated, even in factories and less so in unorganized units.

### Background of the corporate initiatives to end child labour

According to the TANFAMA Vice President, the company does not recruit any one below 18 years in their factories, given that the industry deals with explosives. They ask for proof of age in case of any suspicion. In a contrary statement, another representative of TANFAMA said that adolescent labour is possible among their members. One concrete measure adopted by TANFAMA manufacturers has been putting an end to the production of a firework item called *tukkada*, which was mostly produced by children. According to one representative of TANFAMA, outsourcing is also done but only within the organized sector. However, another representative said that the practice of outsourcing the production of a particular input, the chemically dipped wick used in fireworks (*thiri*), in which child labour could be employed, still remains. TANFAMA has also complained to district officials about unregistered units, which, allegedly, are creating a negative image of Sivakasi. However, according to NGOs, the unorganized units carry out the outsourcing work of the registered factories and the statements of conflict with these units are all but a façade.

Even the match manufacturers’ and printers’ associations claim to be cautious at the time of recruitment of labour. When asked about certification, the representative of the printers’ association claimed that since child labour has long since been eradicated, there is no longer any need for “child labour-free” certificates. It should be pointed out that all three of

<sup>22</sup> Narasimhan, T.E. (2011), op. cit.

<sup>23</sup> Manufacturers’ associations in turn dismiss the claims of NGOs and activists saying that only by magnifying the issue of child labour, these organizations can get funds.

<sup>24</sup> This factory however was not a member of TANFAMA.

Sivakasi's industries (fireworks, matches and printing) basically cater to the Indian domestic market, where wholesalers and retailers do not look for any kind of certification.

According to the associations, the constant pressure from government officials is a major factor which has made them adopt a policy on child labour. The Petroleum and Explosives Safety Organization, governed by the Explosives Act of 1984, was set up in Sivakasi. As a result, there were frequent inspections resulting in heavy fines and suspension of licenses by the government officials. Another reason pointed to by the manufacturers is the active efforts of government to provide incentives through education and retention of children in schools through SSA programmes, free meal schemes etc. This has led to a rise in school attendance, which is supported by the observations of the school teachers (noted earlier), as well as in the report of Narasimhan (2011). Yet another factor highlighted by the TANFAMA representative is the rise in wages (INR 150-200), causing the workers to be less inclined to send their children to work in the factories.

## Conclusion

Going by the reports (*Business Standard* report on decline of child labour in fireworks, scholars observing decline in match industry following mechanization, teachers of government schools reporting increases in

school attendance) and the manufacturers' associations own statements of them "not being able to remove an image which has grown as an entity of its own, even when changes were happening", we think that there is scope for eliminating child labour and taking a fresh stock of the child labour situation. Even when NGOs and child rights' activists make the claim that there continues to be a substantial incidence of child labour, one can see that there are no systematic studies to support this. Sivakasi is a major centre which is known for child labour and some positive changes are happening, which need to be acknowledged. At the same time, Sivakasi cannot be complacent about the remaining number of child labourers, given the hazardous nature of the industry - and no child, not even adolescent labour ought to be found working there.

## ① Sources of information

- Vice President and Administrative Officer of Tamil Nadu Fireworks and Amorfes Manufacturers' Association (TANFAMA).
- Secretary, Chamber of Match Manufacturers' Association.
- Administrative officer, Sivakasi Master Printers' Association.
- Director of Human Rights Federation, an NGO.
- Two researchers working on the issue of child labour.
- An advocate activist working on legal dimensions of labour issues in Sivakasi.
- Government school teachers.

## 1.10 Case study 3: Handicrafts (Neerja Blue Pottery) in Jaipur, Rajasthan

<b>The unit of analysis</b> (firm/ manufacturers' associations/ certification programmes)	Firm.
<b>Nature of industry</b> (export/ domestic)	Primarily export.
<b>The initiative</b>	Helping the farmers in being able to supplement their livelihood with the craft of blue pottery, thereby improving their living conditions and enabling them to send their children for education.
<b>Assessment of child labour situation</b> (achievements and shortcomings)	Apparently, child labour is not an issue in the enterprise. How foolproof this is remains to be seen, given that child labour has become such a sensitive issue and production has shifted from visible verandas to the inside of homes.
<b>Sources of information</b>	Visit to workshop and village, NGOs, researchers in the area.
<b>What really worked for a child labour reduction</b>	Rather than forceful eradication of child labour, a positive building of livelihood capabilities of households seems to have led to the reduction of child labour.
<b>What remains to be done</b>	The craft is declining and the work is no longer lucrative. As a result, people are migrating to Jaipur, which could lead to a relapse in the situation of child labour. Since this is a private initiative, it is up to the entrepreneur to evaluate the issues which hinder the achievement of her vision of empowering villages.

### Introduction

As an example of handicraft production in Rajasthan it was decided to look at Neerja International Inc. which is an innovative exporting enterprise of blue pottery based in Jaipur. The enterprise has four major components: Neerja blue pottery, kalbeliya (curtain strings, pouch mirrors, etc.), kids' articles and jewelry. In this report, we are only dealing with the blue pottery. The reason for selecting Neerja as a case for examining corporate social responsibility initiative is that, while the main exporting unit is based in Jaipur, most of its work is done in villages, giving employment to several individuals within the villages itself.

Neerja pottery produces a range of products: namely vases, bowls, plates, tiles, lamps, coffee and peg tables, door knobs, candles

and incense stick stands, bathroom fittings, lanterns, coasters, napkin holders, perfume bottles, and decanters. Blue pottery is a very elegant art form, in which interesting designs are hand painted on the different products made out of ground quartz. Although blue is the characteristic colour used in blue pottery, of late, varied colours are used in the products.

### Child labour situation

#### *Child labour situation before the initiative*

Child labour is known to exist on a large-scale in handicraft production, which is largely home-based. In the village of Kotiewar, children were known to work on potteries and other handicrafts produced at home. Children have been mostly involved in the task of



© ILO/S. P. Ouseph

painting on blue pottery, and this has been done not only by adolescents, above 14 years old, but also by younger children.<sup>25</sup>

### ***Child labour situation at present***

According to Leela Bordia, the entrepreneur, Neerja has a positive interpretation of child labour, where children learn their traditional art after school hours or in the holiday period, but, she adds that this activity is also for children above. She tells about the case of a Swedish buyer who wanted to know whether children were employed in the enterprise. In answer to this query, she invited a team of this buyer to visit the villages where the work was taking place in order to have a firsthand look at the role of children in the craft. After

the visit the Swedish buyer placed orders for blue pottery.

Our team visited one main village, Kotiewar, where the work of Neerja potteries takes place. It is referred to in the brochure of Neerja Potteries. We came across another enterprise of blue pottery, namely Radhika International, which also employed the craftsmen of Kotiewar. Our field visit showed a much weaker version of the claims made by Neerja. To begin with, there was just one workshop of Neerja in the village and only three workshops in all, in three villages doing the work of Neerja Potteries. A maximum of 15 employees were working there, with some workers coming from neighbouring villages. In fact, the same workshop had people working for both Neerja and Radhika. Two brothers are running this workshop, one working for Neerja and the other working for Radhika.

<sup>25</sup> Personal information, Varsha Joshi, IDS, Jaipur and a long-standing researcher on child labour in Rajasthan.

While a few years ago, work for Neerja used to be carried out in households, today work mainly takes place in the workshop. Our random walk through the village did not show anything very contrary to this statement. We only saw one house, where a woman was making colours for blue pottery.

In the workshop, we saw a young worker who looked like a child. Later on, as we were collecting information about his schooling, his co-worker said that while he looked young, he was actually 19 years. To us, it seemed that he could be an adolescent, even if he was older than he looked. Other than that, our walk through the village did not show any households working in the open; neither in the veranda, nor in the courtyard, etc. We didn't see any signs of child labour either. Our visit took place during the school hours and we could not find any children of school-going age on the roads, etc.

According to the key informant mentioned above, children of this village know the craft but they learn it only during the holidays. In order to cross check whether Neerja Potteries employs children for their work, we spoke to their competitor, Radhika International. According to them, the credit for removal of child labour does not go to Neerja, but to them, given that they had taken the initiative to bring a middle level government school to Kotiwar. This statement meant that Neerja did not employ child labour.

Collating this information, *prima facie*, one may say that child labour is not an issue in Neerja Potteries. However, as claimed by Leela Bordia, their enterprise did not look at child labour from a problematic perspective to begin with. Therefore it will require a more detailed survey to ascertain whether the non-involvement of children in the work is fool proof, especially given the fact that child labour has become such a sensitive issue and, while production has shifted from visible

verandas to a workshop, it is also sometimes to be found the inside of homes.

## Background of the corporate initiative to end child labour

Neerja enterprise has 15 units in three different villages, and further outsources its work to several households in the villages. While the intention was also to help villagers improve their standard of living, it was found that child labour was often involved in the production process as well. As is usual, work was carried out by households in their own homes. In order to eliminate work at home, where the presence of child labour could not be monitored, Neerja Potteries decided to centralize production within a workshop. In addition, a government-run middle school was set up in the village, creating the possibility of children continuing to go to school after they complete primary school.

## Conclusion

The centralization of work in a workshop, the possibility of children continuing to go to school, with a middle school in the village, and adult income going up, have all contributed to the elimination of child labour. What continues now is basically an apprentice-type involvement of children and of adolescent children during school holidays. Nonetheless, there is a slight amount of work that still continues to be taken home by women.

## ① Sources of information

- Discussions with the owner and employees.
- Visits to a village production centre.
- Discussions with NGOs and researchers.



### 1.11 Case study 4: Handicrafts, Dileep Industries, Jaipur: shift from out-sourcing to in-house production enables elimination of child labour

<b>The unit of analysis</b> (firm/ manufacturers' associations/ certification programmes)	Firm, Dileep Industries.
<b>Nature of industry</b> (export/ domestic)	Dealing with the export market.
<b>The initiative</b>	Shift from outsourcing orders to households to in-house, factory-based production.
<b>Assessment of child labour situation</b> (achievements and shortcomings)	There is no child labour, not even between the ages of 14 and 18, in the factories visited. All production is carried out in the factories.
<b>Sources of information</b>	Visit to factories, discussions with owner, NGOs and researcher with long experience of working on child labour issues.
<b>What really worked for a child labour reduction</b>	It was the shift from out-sourcing to the household sector to in-house production that allowed the elimination of child labour from production.
<b>What remains to be done</b>	The initiative has worked for Dileep Industries. Other units in Jaipur that export handicrafts need to be assessed on how they are performing in terms of child labour. In addition, there is no information on the child labour situation in the units that supply raw materials.

#### Introduction

Dileep Industries, founded by Dileep Baid in 1989, originally used to market traditional hand-crafted items. Keeping in line with the developments in the home interior industry, it expanded capabilities to include furniture and a whole range of home decor items using wood, ceramic, terracotta, glass and various metals.

Initially, the company secured orders, whether for domestic sale or export, and sourced the required products from handicraft producers. All production was carried out in the handicraft sector, and the company stuck to merchandising the products.

#### Child labour situation

##### *Child labour situation before the initiative*

According to Mr Baid, initially when he started this work he was outsourcing it to various places in India. One of the major export items was carved wood furniture which was produced in Saharanpur (Uttar Pradesh). The carving work on the furniture involved children who are able to handle the carving tools perfectly and are able to carve intricate designs. In 1997, one of the buyers, on hearing of child labour in wood carving, decided to visit the production site in person, where he saw children involved in the production process. As a result, the buyer informed Mr Baid that his company would not

buy these furniture products as they involved child labour.

### ***Child labour situation at present***

The factories have a signboard that says, “No children below 18 allowed”. During our visits to two of the factories, we walked through the entire assembly line, and did not observe any children at any stage.

### **Background of the corporate initiative to end child labour**

In order to retain his buyers, Mr Baid decided to investigate the reasons for the involvement of children in the production of his items. He also wanted to know why these children were not attending school. It transpired that the children learn the skills at a very early age and are able to handle the intricate carving. This apprenticeship in which a boy learns his father’s traditional craft is caste-based. In addition, the poverty factor pushes parents to want their children to work in production so as to increase household income.

Both the buyer and Mr Baid decided to take up the issue. In collaboration with an NGO they worked on sending children to school by giving them scholarships and providing them with the necessary infrastructure and ensuring school admission.

This was a turning point for Mr Baid and he further took up the cause with various NGOs, especially Bachpan Bachao Andolan (Save Childhood Movement). Mr Baid also decided to encourage other manufacturers to join in bringing to an end the use of child labour in this sector as a whole. The issue of child labour was taken up at the manufacturers’ association and it was decided that the members initially would take it up at the individual /respective factory level.

When he decided to shift from outsourcing to the household sector to in-house production he was uncompromising in regard to child labour and decided categorically not to employ anybody less than 18 years. At the time of appointment of a worker, birth certificates or other proof of age, such as school papers, are checked and in case of doubt, the children are sent for age verification, at times even going in for dental and medical age verification. In addition to measures checking the employment of children, enterprise-members of the industry association also provide monetary support to NGOs and individuals working on child labour issues.

Mr Baid very proudly mentions that his enterprises fulfil all the social compliance conditions related to child labour. At present, with six companies and 3,000 workers under its umbrella, his concern is one of the largest manufacturers and exporters of handicraft items. The main customers of this group of companies are: Target Stores, Pier 1 Importers, Park Designs, JC Penney, Montague, Bombay Co., Land T, Pottery Barn, Hobby Lobby, Interlude, Foreside, Two’s Co., Hudson Bay, Ikea, Indiska, Sia Group, Leroy Merlin, Portico, Nordal, Trimar, CGB, Fab India and Westside India.

The major change that enabled the company to eliminate the use of child labour was the shift from out-sourcing to in-house production. The shift also enabled the use of assembly-line type of production arrangements. Raw materials, e.g., clay, come in at one end of the factory floor and completed and checked products come out at the other end. Unlike traditional craft production where a craft worker, usually with the help of women and children, carries out all or most of the tasks of production, in the Dileep factories tasks are split, Adam Smith style, and products move from one stage to the next.

The increase in the scale of production has seen the need to introduce mechanization and high-capacity kilns as well as a standardization of the key characteristics of the product such as size and shape. The assembly-line production has brought down the costs of production, with standardization reducing the proportion of defective pieces, thus further decreasing costs.

In the visit to the ceramics plant it was noted that about 95 per cent of workers are men and that all the skilled jobs are done by them. Furthermore, as is now *de rigueur*, there is a signboard at the factory gate saying “no children under 18 allowed”. In common with other such factories, the age limit of 18 years is used in order to comply with international standards, although the Indian law allows children to work full shifts after 15 years old.

consequent reduction in costs of production, enables the enterprise to reduce costs. However, while we did not have access to detailed production and cost information, we could infer that costs of production must have gone down due to the assembly-line manner of production, and the very low percentage of rejects.

### **① Sources of information**

---

- Discussion with the owner of Dileep Industries.
- Discussions with experienced child labour researchers.
- Visits to factories of this enterprise.
- Discussion with NGOs.

## **Conclusion**

The shift from placing orders with craftsmen working at home, invariably where there are children involved, to production within a factory has enabled the elimination of child labour in various units of Dileep Industries that produce handicrafts. The assembly-line manner of production in the factory increases the scale of production, utilizes economies from the division of labour and along with the



## 1.12 Case study 5: Stone quarrying, Rajasthan: the case of Xertifix

<b>The unit of analysis</b> (firm/ manufacturers' associations/ certification programmes)	Certification programme.
<b>Nature of industry</b> (export/ domestic)	Dealing with the export market.
<b>The initiative</b>	Issuing of a qualified certificate for gravestones, guaranteeing the observance of social minimum standards including the non-employment of child labour.
<b>Assessment of child labour situation</b> (achievements and shortcomings)	Child labour continues to be prevalent in stone quarries.
<b>Sources of information</b>	NGOs and researcher with a long experience of working on child labour issues.
<b>What really worked for a child labour reduction</b>	Although an impact on child labour brought about by Xertifix has not taken shape, its inclusion in the efforts of multiple stakeholders, namely exporters, importers and civil society organizations appears to be in the right direction.
<b>What remains to be done</b>	Xertifix addresses only a limited segment of the industry. Beyond this, malpractices of exporters have been pointed out. These gaps need to be addressed.

### Introduction

Child labour is prevalent in the very hazardous industries of mines and quarries of India. Children start working at approximately 10-12 years old; before that they are physically not strong enough to carry heavy loads. They work as helpers at first, removing scrap and rubble, and gradually learn the tasks of making holes, and breaking and removing big slabs and rocks. There are few, if any, mechanisms for training child labourers in what are considered to be more skilled and better-paid tasks, such as operating pneumatic drills and breaking slabs. The only way to learn skills is through observation and practice. Many women bring their infant children with them to the work site if they have no other childcare arrangement. It is not uncommon for mothers

to give their babies opium to keep them quiet while they are working. Both boys and girls work in the mines, but there are more boys working in quarries, as girls are usually kept at home to take over domestic chores.

### Child labour situation

#### *Child labour situation at present*

Activists and NGOs working in Rajasthan and in the stone quarries have questioned the credibility of Xertifix certified firms. According to them, the firms present one mining unit which is kept child labour free during the time of inspections or monitoring, while operating other units with child labour. According to them, these certificates are nothing but cover ups. While some units

are kept child labour free, many others are wrongly claimed to be so.

### Background of the corporate initiative to end child labour

Xertifix (since 2005) is an innovative German scheme dealing with CSR issues related to the production of granite tombstones in India. It issues a qualified certificate for gravestones, guaranteeing the observance of social minimum standards. It operates as a multi-stakeholder initiative since stone importers, stone exporters and civil society organizations (both German and Indian) take part in the scheme. Xertifix focuses on the elimination of child labour and bonded labour throughout the supply chain of tombstones, from the granite quarries in Rajasthan and South India, upwards. It promotes primary education and vocational training in order to rehabilitate child workers and to prevent child labour and slave or bonded labour.

Xertifix strives to bring child labour-free granite to the German market and raises awareness among the German public for socially responsible manufactured products of natural stone. Standardization (or possibly fusion) of existing seals and certificates is an issue requiring attention. At the Indian end, a structure for effective control is being set up. Xertifix India is formed by a group of professionals working on child development and child rights as well as of stakeholders in the quarry communities. The core of Xertifix India is formed by an organization called the Quarry workers and rural integrated

development society based in Bangalore. Co-operation with appropriate specialized local welfare organizations is high on the agenda as Xertifix India will look after the freed child labourers, as new units are brought under the certification programme.

One of the prospective clients of Xertifix is a leader of the World Family Forum, a people's organization that has been working for fair trade and other issues for years. His company recently bought land in Rajasthan and is planning to set up a model quarry for red granite. In this quarry he not only wants an explicit renunciation of child and bonded labour, but also an implementation of further safety measures and training programmes for workers. Once the quarry is established he is also planning to sign a license agreement with Xertifix rather than wait for the decision of his trading partners in the first world.

### Conclusion

There is much doubt about the veracity of "child labour-free" granite. It is easy for a firm to present one unit that is kept child labour free but ship materials from other units under its control that are not. A detailed study of quarrying is needed to ascertain the current status of child labour.

### ① Sources of information

- NGOs working in the stone quarry areas and local researchers.

### 1.13 Case study 6: Child labour-free brick kilns in Malda District of West Bengal<sup>26</sup>

<b>The unit of analysis</b> (firm/ manufacturers' associations/ certification programmes)	Group of brick kiln owners along with Save the Children, an NGO.
<b>Nature of industry</b> (export/ domestic)	Domestic.
<b>The initiative</b>	Setting up of bridge course centres (BCC) in the brick kilns to provide education to the children of brick kiln workers, after which effort is made to enrol local children in formal schools and to provide a crèche facility for children below 6 years. The owners have provided space or infrastructural facilities for the construction of such centres.
<b>Assessment of child labour situation</b> (achievements and shortcomings)	Child labour has declined and children have started getting an education; however, despite lobbying, the State Brick kiln Association still has to pass a resolution against child labour. Only 24 out of 200 brick kilns are declared child labour free.
<b>Sources of information</b>	Report by Save the Children, field visit by researcher.
<b>What really worked for a child labour reduction</b>	Here again, making owners of brick kilns key partners was successful. The intervention worked through a multi-stakeholder initiative, which included parents, owners and managers of brick kiln owners, local NGOs, child protection committee members, school head masters, teachers and Integrated Child Development Services centres.
<b>What remains to be done</b>	The reach of the intervention is limited. Given that it is an NGO initiative with its own actors playing a main role, one wonders about the sustainability of the success, once the project period is over. The fact that migrant children could not be enrolled in local schools and the inability to keep a check on them when they go back home or to other areas remains a serious question.

#### Introduction

Malda is one of the most densely populated and backward districts in West Bengal. It has the lowest literacy rate (50.3 per cent) and per capita income. This is coupled with the endemic problem of child labour.

Some regions of the district have abundant alluvial soil used for brick making. Rapid urbanization has triggered a real estate boom, which has caused the flourishing of ancillary brick kilns. During the past two decades, the proportion of non-agricultural workers in the district has grown from 27.7 per cent to 45.6 per cent of the work force. Malda has one of the highest concentrations of child labourers; a significant percentage of them work in hazardous occupations, such as in brick kilns.

<sup>26</sup> This case study was prepared by Biswajit Chatterjee and Sangeet Kundu of Jadavpur University, Kolkata. The case study is very substantially based on Sarkar, I. (2010), *Assessment of Child Labour-Free Brick Kilns in Malda District, West Bengal*, Save the Children Bal Raksha Bharat, West Bengal, Kolkata.

There are about 200 brick kilns in the district, located in small-scale manufacturing units on the outskirts of urban areas. They employ an average of 100 workers – counting only male workers who are on employers' rosters. The brick kiln industry is also a significant employer of women and children, as they are engaged in certain key aspects of the production – the moulding and firing of bricks from clay. The work is characterised by its distinct seasonal nature; the involvement of migrant labourers from surrounding rural areas; and its accounting for a large bulk of the interstate as well as inter-district migratory labour force.

The entire family of workers (excluding old, disabled dependent persons) comprising husband, wife and children, work in the brick kilns as one unit for the full season of the operating kiln. Only the adult males are registered as workers on the employers' rosters, while the rest of the family, accounting for a vast proportion of the labour force, remains invisible to social protection. The women accompanying the men could be the wives, sisters or widowed mothers; similarly, the children in the family are not only the children of the workers but could also include younger brothers of the workers.

## Child labour situation

### *Child labour situation before the initiative*

Although child labour in West Bengal has numerous forms such as domestic labour, bidi making, zari work, carpet making etc., the work of children in brick kilns is rarely acknowledged or discussed. Children working in the brick kilns are usually invisible as labour, since they accompany their parents either from other states or nearby villages. Children work at various stages of the brick making process, such as:

- during clay churning by animals, as *Bail Hankas*, to steer the cattle around;
- as moulders (called *Patai* or *Patra* in local language) to give shape to unbaked bricks from the raw clay;
- as loaders (called *Reza* in local language) where there are mostly adolescent girls who have to carry the unbaked sun-dried bricks to the furnace from the stacks.

The children who work at the brick kilns are not even officially on the payroll. Their work is counted as a part of the production of bricks by the family. The salary that a family receives is given to the head of the family, usually the male member. The output of bricks includes the combined efforts of all the family members, including the children. However, the work done by children in the kilns is not acknowledged as child labour, neither by the parents nor the owners or managers of the kiln. The explanation usually used for children's work in this field is that they are assisting their parents while they stay in the vicinity, for lack of any other preoccupation or due to the reason that their mothers need to keep them close at hand since they cannot be left with anyone else. Also, the child's contribution can help a family produce a greater number of bricks and thus the payment received will also be higher, which gives the parents an incentive and reason to make their children continue to work in the kilns.

The children in the brick kilns are exposed to various hazards: health, sanitation, lack of education and, in general, the environment in the kilns is not conducive for a child's growth and development. Working hours in the brick kilns are very long, 10 to 12 hours per day. Healthcare and sanitation facilities are also rather bad, even though some brick kiln owners provide a few toilets.

The parents make one point very clear: using children to work is a way to get more advances and to produce more since a child makes it possible to obtain on average an additional advance of INR 1,000. Essentially, a child can start working when h/she is 5-6 years old. The workers opine that the productivity of children at 15 years is equivalent to that of an adult, and that from 8 to 15 years it is equivalent to half that of an adult.

The following table summarizes the incidence of child labour in brick kilns in selected districts of Eastern India during 2007 and 2008.

### ***Child labour situation at present***

A comparative analysis of the number of children in the brick kilns from the year 2007-2008 to 2008-2009 shows that there has been about 50 per cent reduction in the total number of children in Malda district. There has also been a reduction by 734 in the number of local children from Malda district who come to the brick kilns with their parents. This has been possible due to the concerted efforts of creating awareness by BCC Shiksha Bandhus among children and their parents who work at the brick kilns. Members of the Child Protection Committee (CPC) have also contributed in increasing awareness among parents about the need to continue sending their children to school and prevent children from working in brick kilns. Also due to the BCC activities, a large number of children who were earlier working in the brick kilns have been mainstreamed into regular school education.

### **Brick kiln case study I**

We interviewed workers from the JBW brick kiln in the English Bazaar block of Malda district. Irfan Ali whose two children aged 9 and 11, Hashim and Rabia, used to work with him and his wife in the brick kiln, now attend a school in the vicinity of the brick kiln, learning basic Bengal, English and Arithmetic with the help of Shiksha Bandhus, thanks to the initiative taken by Save the Children. With regular supplementary food obtained from anganwadi (child care) centres, the weight of these two erstwhile child workers has increased from 10-11 kg to 14-16 kg respectively. Another enabling factor is that the brick kiln owners and managers have increased the wages of the adult workers, and as a result, these children are not forced to work. Thus, with the support obtained from the owners of the brick kiln, the family could continue to earn their livelihood without sending their children to work.

### **Brick kiln case study II**

We interviewed Hasina, 7 years old, in the MBC brick kiln in the Gazole block of Malda district. Her parents, who migrated from the Katihar district of Bihar, used to involve her in molding clays in the brick kiln during 2008. This brick kiln, which engages 12 workers, responded positively to the initiative proposed by Save the Children to make their operation child labour free. Hasina, now attends a BCC school, and is studying at class 1 level of primary education. Thanks to supplementary nutrition from anganwadi centres, her health condition has improved with her weight now distinctly higher than what it was three years earlier — 12 kg compared to a meager 8 kg earlier in 2008. Awareness among parents in the brick kiln has helped other adult workers to send their children to school and obtain

supplementary education as well. Again, with the enhancement of wage rates of both male and female adult workers in the brick kiln, these workers could afford to send their children to school rather than keep them working.

### Background of the corporate initiative to end child labour

Most of the labourers in the brick kilns in Malda are migratory in nature, coming from states like Bihar, Jharkhand and Orissa. The people who work at the sites come for a period of six months, which is how long the seasonal work at the kilns lasts, at the end of which they return to their native villages to pursue other occupations. The labourers generally come to work at the kilns with their families, including their children who cannot be left at home because there is no one to look after them in their native village. As a result, children accompany their parents and live with them in the brick kilns. The children above 5 years have nothing with which to occupy their time, such as school or friends, thus they end up assisting their family members in the brick-making process. Their additional work leads to an increase in the production of bricks for that family, which is an incentive for families to continue working with their children in the kilns. This lack of any community/ alternative family support for children whose parents migrate for work, coupled with the financial incentive of children working in the kilns, is the root factor for the persistence of child labour in the brick kilns which employ surplus labour. The families are usually indebted, and hardly able to make both ends meet, having to grab employment opportunities, such as daily wage work or brick-kiln work due to the limited scope for alternative employment.

In 2007, a baseline study was conducted by Rajadighi Community Health Services

Society (RCHSS), a local NGO, across 50 brick kilns in Malda district. The study indicated that workers in the brick kilns constitute one of the poorest and weakest sections of rural society. Of the total of 50 brick-kiln workers interviewed in the region, 66.7 per cent were landless, although they depended on the agricultural sector for six months a year and 19.5 per cent did own land but would fall in the category of small farmers who combine self-cultivation with income from wage labour. Both these categories are net buyers of food and dependent on wage labour for the major share of their yearly income. This labour is deprived and marginalized, living on the fringes of society almost as nomads. There is lack of employment opportunities in their native places and lack of societal recognition in the states to which they migrate.

Most of the families that come to the brick kilns for work are from below poverty line (BPL) households. The RCHSS study showed that 39.7 per cent of the poverty-ridden households were BPL families. The food stamp programme in the form of Antodaya Anna Yojana and Annapurna Anna Yojana could cover only 22.7 per cent of these families. Non availability of employment during the lean season under the Rural Employment Guarantee Scheme also pushes these landless families to less remunerative brick-kiln work which is regularly available. The study also showed that 52.1 per cent of respondents have worked under the state rural employment scheme. Even demanding work under Right to Employment is a far stretched affair for illiterate members of these families, but such employment could have spared their children from engaging in the brick kilns to augment productivity at household level.

A considerable number of parents of children working in the brick kiln are of the opinion that their children cannot continue

**Table 1.3: Number of children in brick kilns in selected districts, 2007 and 2008**

District	Male		Female		Total	
	2007	2008	2007	2008	2007	2008
Baka	14	4	9	2	23	6
Bhagalpur	272	160	227	110	499	270
Dakshin Dinajpur	7	4	7	4		8
Kochbihar	8	8	7	11		19
Munger	0		3			
Malda	753	371	632	280	1387	651
Murshidabad	1	1	0	1	1	2
Sahabgunj	38	88	34	80		168
Uttar Dinajpur	37	51	32	45	69	96

Source: Save the Children.

education as they have to supplement the family income. There is hardly any mechanism which exists to protect children from becoming labourers at the brick kilns. Children are mostly put into work through their parents, through relatives and friends. For most children working in the kilns, there is a connection across generations since their parents have also worked in brick kilns in their childhood. Thus, it is a vicious cycle of poverty, lack of employment opportunities and education that leads to the continuation, or inter-generational transmission of child labour in brick kilns.

The main factor contributing to the continuation of child labour in the brick kilns in Malda district is the poverty of the parents and high incidence of indebtedness among the adult workers. Children are compelled to work to complement the adult member of the family in augmenting productivity and income. Many adult workers are recruited in brick kilns against payment of advances for a specified period

of employment, which go towards paying off debts incurred in the village, towards marriage, or building a part of a house.

While an adult member is engaged in mixing mud and straw to prepare dough for the bricks and cutting bricks, the work of the child helper is to carry and stack green bricks for baking. Thus, children instead of studying in schools are working under scorching heat.

This situation called for intervention and Save the Children Bal Raksha (SC-BR) identified the issue of child labour in brick kilns in Malda district to make it a model district with “Child Labour-Free Brick Kilns”. The partner NGO is RCHSS which works with SC BR on this issue. The key stakeholders were identified as: children working/ or living with parents in brick kilns, parents of children, brick kiln owner/ Thekedar/ manager, BCC Coordinator/ Shiksha Bandhu, Child Protection Committee (CPC) members, school headmasters and teachers and



Integrated Child Development Services (ICDS) centres and workers. Subsequently, efforts were made to provide educational facilities to children working in the brick kilns.

### Examples of how individual businesses contributed to the activity

It is imperative to understand the process and mechanisms that were adopted in order to make the elimination of child labour a reality. When it was realized that for effective intervention it was necessary to join with local organizations for direct work at the sites, the following course of action was implemented and systematic achievements made in the process. A mutually cordial relationship was developed between the RCHSS workers, Shiksha Bandhus (Education Guides) and brick kiln owners/ managers. This helped to obtain access to the kiln where BCCs are currently functioning. The owners provided space or infrastructural facilities for the construction of BCCs and SC BR, in association with partner NGOs, and it was thus possible to establish BCCs at the brick kilns.

A total of 50 BCCs have been established in Malda district brick kilns where the project has been undertaken. The BCC has been established with the aim of providing education to children, above 5 years old, who stay/ work at the brick kilns, and pave a way for them to get quality and inclusive education. The BCC also has a crèche facility for children below 6 years old. The BCC serves the purpose of providing educational facilities to children where they receive basic education, such as the teaching of Bangla, English and Maths, games, art and craft, and are allowed to carry on with other recreational activities. The Shiksha Bandhu at the BCC ensures that the children at the kilns not only come

to the BCC and study, but also ensure that local children are enrolled in schools as early as possible. Shiksha Bandhus also interact with the parents of the children in order to convince them to send their children to school and prevent them from working in the kilns. They hold monthly meetings with mothers to discuss issues related to the children's education, health and development.

Today with assistance from SC BR, RCHSS and Shiksha Bandhus, there has been a considerable effort made towards sensitizing parents about the necessity of educating their children, and the availability of facilities and schemes provided by the government for children's education.

The formation of the CPC has been introduced by SC BR with the aim of developing community based initiatives to address child protection issues in various parts of the country. In the context of children in brick kilns, CPC plays an integral role in ensuring that children attend school regularly, raise awareness among parents to send their children to schools, monitor health and other developmental requirements of children and ensure that the right of every child is fulfilled in all respects.

Most of the children who attend the BCC are either dropouts or have never studied before. The Shiksha Bandhus keep a regular record on all children who attend the BCC. When the children develop some basic skills allowing them to attend school, the Shiksha Bandhus help them in the process of enrolment in government schools. The children also receive coaching conducted by the Shiksha Bandhus in the village, which is free of cost and helps them to get additional educational input.

In the year 2008-2009, 1,433 children (6-14 years) were enrolled in school and





© ILO/M. Crozet

498 children (0-5 years) availed themselves of the ICDS services. The BCC coordinators met with school headmasters and teachers for admission of these children in primary government schools. The children who belong to nearby local villages are admitted to the schools. The school teachers keep regular updates about the children from the kilns but due to shortage of staff and poor infrastructure in the schools, they might not be able to give individual attention to the children.

Higher wages for adult workers are also an important part of the initiative. With adult wages going up there was less pressure on families to involve children in increasing family incomes. Since payment is at a piece rate, any increase in productivity would be

reflected in a shorter turn-over period for each batch of bricks. This could increase the total volume of bricks produced in a season. While it was not possible to verify this, we can surmise that kilns involved in the programme could have had a higher volume of production than kilns that were not in the programme.

### Sustainability through links with national and local government

An important aspect of this initiative has been the links with local government organizations, both the Department of Labour and the Department of Education, which supported the process. Establishing and running the Bridge Schools has been

an indispensable action, without which the ending of child labour could not have been achieved.

The involvement of the brick workers' community has also been important in instilling and reinforcing values of the necessity of education for children. Without aspirations for children to have better capabilities than their parents it would not be possible to sustain the elimination of child labour.

## Conclusion

One caveat to these success stories needs to be mentioned. Poverty being a perennial feature, the number of migrant workers in the brick kilns continues to rise. To persuade such workers not to send their children to work and reap the benefit of education-led empowerment remains a hard task. Although in Malda district, the motto of making brick kilns child labour free has been fulfilled in eight such units, there are pressures on others to engage child labour because they are relatively cheap. Secondly, brick manufacturing is only one component in construction work, and in other parts of the construction chain the incidence of use of child workers has not diminished much. The success in imparting education to child workers through Shiksha Bandhus

needs to be spread to other units, in other districts and in other supply chains so that the initiative of Save the Children can be maintained and strengthened to reduce the vulnerability of poor children and empower them to secure their rightful place in society.

This multi-level initiative has clearly worked to eliminate child labour from the brick kilns included in the project. Adult wages have been increased; community pressures created to withdraw children from work, and Bridge Schools set up to keep children in school. These initiatives have worked to end child labour in one group of brick kilns, but there is a need to tackle, on a larger scale, the basic question of poverty-induced migration of adult workers and their poor income conditions in the brick kilns.

## ① Sources of information

- Interviews with adult workers at the JBW brick kiln in the English bazaar of Malda district.
- Interviews with child workers at the MBC brick kiln in the Gazole block of Malda district.
- Baseline study conducted by the local NGO, Rajadighi Community Health Services Society (RCHSS).







# BUSINESS INITIATIVES TO END CHILD LABOUR IN BRAZIL

## 2.1 Introduction

This chapter presents results of the research into “home-grown” initiatives against child labour in Brazil.

The research involved an in-depth assessment of three initiatives: On the Right Track Programme (Programa Na Mao Certa), an initiative of Childhood Brazil, which mobilizes mainly the Brazilian transport sector to combat sexual exploitation; secondly, the Programme Vira Vida, an initiative of SESI – Serviço Social da Indústria, which offers professional training and psychological support to youth between 16-21 years old in situations of commercial sexual exploitation; and the Campanha Nacional de Enfrentamento da Exploração Sexual de Crianças e Adolescentes, an initiative of Confederação Nacional do Transporte (CNT), aimed at raising awareness of the transport sector workers and society about the importance of confronting and denouncing sexual exploitation of children and adolescents. The three programmes focus on the elimination of sexual exploitation of children and adolescents through a multi-stakeholder effort. The business sector strongly participates, through different roles.

This chapter is divided into three parts:

- the first presents general information about the context and the progress made to date in the fight against the commercial sexual

exploitation of children and adolescents in Brazil;

- the second is a general overview of the methodology used, including the main sources of information;
- the last part comprises an in-depth study of the three initiatives, focusing mainly on factors enabling the success of private sector participation.

## 2.2 Context

Under Brazil’s Statute of Children and Adolescents (ECA),<sup>27</sup> the protection of rights in the workplace and professional training, is grounded in the doctrines of the UN and relevant ILO conventions. In its Chapter V, the ECA establishes the prohibition of work for persons less than 14 years,<sup>28</sup> while only allowing for apprenticeships at this age. Work in this context is regarded as the technical and vocational training given in accordance with legal and educational guidelines. In its Chapter IV, the ECA also specifies, that school education should be guaranteed by the State, the family and society for the development of children and

<sup>27</sup> Lei 8069 de 13 de julho de 1990, can be accessed: [www.planalto.gov.br/ccivil\\_03/leis/l8069.htm](http://www.planalto.gov.br/ccivil_03/leis/l8069.htm).

<sup>28</sup> Apprenticeship is the technical professional between 14-24 years old, under the apprenticeship programme, in accordance with Article 62 (ECA) and Law 10.097/2000. For more information visit: [www.aprendizlegal.org.br](http://www.aprendizlegal.org.br).



adolescents, in preparation for citizenship and work eligibility. The promulgation of the ECA triggered a systematic “struggle” for the prevention and eradication of child labour.

In 1992, the Brazilian government established the Programme for the Eradication of Child Labour (PETI), with the support of international cooperation organizations, especially the ILO and UNICEF. The aim is to protect the juvenile population, between 7-14 years old, made vulnerable by exploitation, poverty and social exclusion. In 2011, Brazil approved Constitutional Amendment N. 20, which ratified the ILO Convention No. 138 on the Minimum Age for Admission to Employment (1973), pledging “to pursue a national policy designed to ensure the effective abolition of child labour and to raise progressively the minimum age for admission to employment or work to a level suitable for full physical and mental development of the young”. In this sense, Brazil committed not to employ children and adolescents under 16 years old, unless as an apprentice, after 14 years old.

In September 2000, Brazil ratified the ILO Convention No. 182 on the Worst Forms of Child Labour (1999), which prohibits: slavery and similar practices, and commercial sexual exploitation of children, participation in illegal activities such as drug trafficking and work affecting the health, safety or morals of children. With the ratification of the ILO Conventions, the country came to value the process of basic schooling and ensure universal education. Since the mid-1990s, access to basic educational opportunities in Brazil has improved sharply<sup>29</sup> and recently school has become mandatory for all children aged 4-17 years.<sup>30</sup>

<sup>29</sup> UCW (2011). *Understanding the Brazilian success in reducing child labour: Empirical evidence and policy lessons*, Understanding Children’s Work (UCW), p.8.

<sup>30</sup> Law 12.796/2013, from April 5th 2013, made changes to National Education Law (Lei de Diretrizes e Bases da Educação Nacional – LDB): instead of compulsory elementary

On one hand, there has been an expansion of public initiatives to assist victims and raise awareness;<sup>31</sup> on the other, there has been an increase in the involvement of the corporate sector following a social agenda.<sup>32</sup> Even if private initiatives have not yet had an impact on the elimination of child labor, they have contributed not only to amplifying the debate but also to accumulating experience that is continuously being enhanced.<sup>33</sup> Moreover, according to the journalist Marques Casara:

*“The international and national pressure to boycott goods produced with the use of child labour, led to the adoption of certain practices of social responsibility. The companies (national or multinational) are concerned about not having child labour, they have incorporated that problem. The work of social organizations linked to child labour started in the 1980s with the Abrinq Foundation and now the general public understands what child labour entails. The biggest problem is in the monitoring of supply chains as companies do not have the financial conditions and methodologies to monitor.”*

With regard to tackling sexual exploitation of children and adolescents, the National Plan to Combat Sexual Violence against Children and Adolescents (National Plan), which is being revised by the SDH, provides the policy framework allowing government programmes to combat commercial sexual exploitation

---

school, education is mandatory and free to all children 4-17 years old. Source: [http://www.planalto.gov.br/ccivil\\_03/constituicao/Emendas/Emc/emc59.htm](http://www.planalto.gov.br/ccivil_03/constituicao/Emendas/Emc/emc59.htm).

<sup>31</sup> According to the study *Understanding the Brazilian success in reducing child labour*, one of the main programmes to assist child victims of commercial sexual exploitation is the Social Assistance Specialized Reference Centres Programme (CREAS). These municipal Reference Centres provide psychological assistance and insertion into social benefits programmes for children and their families. CREAS centres have been established in 1,300 municipalities. For more information, see p. 20.

<sup>32</sup> The Ethos Institute has members from different regions in Brazil that represent 35 per cent of GDP.

<sup>33</sup> J. O. B. Marin, p. 17.



of children and adolescents. Brazil also hosted World Congress III against Sexual Exploitation of Children and Adolescents in 2008. The ensuing documents, *Rio de Janeiro Declaration* and *Call for Action*, were adopted by the participating countries and emphasized the need for intensification of social responsibility in this area.

As a result of the Congress, the SDH began supporting an initiative called Companies against Sexual Exploitation of Children and Adolescents,<sup>34</sup> a mobilization seeking to involve the Brazilian corporate sector through the elaboration of a plan to combat the problem (focused on big infra-structure or plants). Associação Brasileira Terra dos Homens is the executing agency of this campaign. Furthermore, the SDH has developed an important plan for reviewing the National Plan that establishes goals, partnerships and deadlines to reduce cases of sexual abuse and exploitation and to ensure quality care for victims and their families.

In this context, the commitment of states and municipalities, as well as society, to combat all forms of child labour has grown stronger, but there are still many challenges. According to Joselino Vieira dos Santos, General Coordinator for the National Programme against Sexual Exploitation of Children and Adolescents, SDH, “there are precarious management teams in the public sector, social projects lack continuity because of their strong dependence on the federal government financial support. In addition, we are only at the beginning of a first phase of the elimination where only 30 per cent of cases of sexual violence reported become a formal complaint”.

It is important to note that the monitoring and evaluation culture is at an early stage in

Brazil. Recent occupation of public spaces by non-state actors has demonstrated the growing importance of the role of civil society organizations. Within this process of consolidation of roles, there is pressure on the public and private sectors to ensure transparency in the use of resources and effectiveness of public policies and social programmes. Nevertheless, specific indicators for social projects and programmes that combat child labour can be difficult to define and interpret properly.<sup>35</sup>

In general, Brazilian companies are working to strengthen the corporate sustainability agenda (which incorporates principles of social responsibility). This is likely the consequence of an increasing awareness of Brazilian consumers,<sup>36</sup> foreign markets’ requirements, pressures from the media and sectoral pacts. According to Marin, business leaders are increasingly driving companies to combat the use of child labour, but there is a need to include educational and vocational projects in the scope of the projects.<sup>37</sup>

## 2.3 Purpose of the study

The purpose of this study is to draw lessons from initiatives to end child labour that involve the corporate sector. Three initiatives were chosen for a deeper study. The main criterion was: they all provide important lessons for interventions to eliminate child labour with a strong involvement of the corporate sector.

<sup>34</sup> More information can be found at: [www.empresascontraexploracao.com.br](http://www.empresascontraexploracao.com.br).

<sup>35</sup> AVILA, C.M. (2001). *de Gestão de Projetos Sociais*, São Paulo, AAPCS, 3a ed. rev.

<sup>36</sup> See: <http://www.akatu.org.br/pesquisa/2012/PESQUISA-AKATU.pdf>.

<sup>37</sup> Marin, J. O. B. (2010). “O Agronegócio e o problema do trabalho infantil”, in *Rev Sociologia Política* (Curitiba) Vol. 18, No. 35, pp. 189-206.

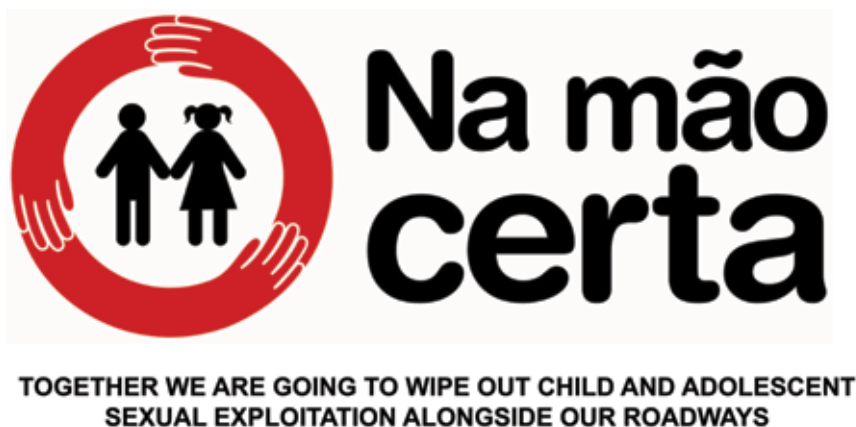
## 2.4 Sources of information

The methodology used involved secondary data from published papers, internet information, news, assessment and systematization of reports on programmes targeting sexual exploitation of children and adolescents in Brazil (a common feature of the initiatives).

The researcher also visited the sites of two of the initiatives listed: Vira Vida Project

in Taguatinga-DF and the office site of On the Right Track Programme. In addition, the researcher conducted ten interviews (six personal and four by phone) with stakeholders of the projects as indicated by the management teams, five interviews with the management teams themselves and four interviews with important information sources within the federal government, academia and media. All the citations herein are translated extracts of these interviews.

## 2.5 Case study 1: On the Right Track Programme (Programa Na Mao Certa)



### Introduction

Programa Na Mao Certa (On the Right Track Programme) is an initiative of Childhood Brazil, which aims at mobilizing governments, companies, and third-sector organizations to confront, in a more effective manner, the sexual exploitation of children and adolescents along Brazil's roadways.

The programme aims to educate society in general through campaigns. It targets truck

drivers for whom materials are produced and distributed in order to educate and transform them into protectors of children's and adolescents' rights. The programme actively involves companies through the voluntary signature of the Corporate Pact proposed by Childhood Brazil and the Ethos Institute for Business and Social Responsibility (Ethos Institute). In this way, companies publicly commit to engage in actions against child and adolescent sexual exploitation along Brazilian roadways.

## What is Childhood Brazil?

Childhood Brazil is a Civil Society Organization of Public Interest and an Entity for the Promotion of Human Rights. It is part of the World Childhood Foundation, an international institution established by H. M. Queen Silvia of Sweden, in 1999, to protect childhood and ensure that children be children. Besides Brazil, Childhood has offices in Germany, USA and Sweden.

Childhood Brazil fights for a childhood free from sexual exploitation and abuse. As the result of consistent advocacy, the organization is a reference in mobilizing people, promoting information of the subject, and broadening the reach of our cause.

The organization supports projects, develops regional and national programmes, influences public policies, and transforms the lives of many children and adolescents. It also builds capacity of different agents from the childhood protection network, guiding each one on how to deal with the problem, promoting prevention, and building the network of protection.<sup>38</sup>

## The history of the programme

In 2002, Childhood Brazil supported national research on the traffic of women, adolescents and children (PESTRAF – Pesquisa Nacional sobre o Tráfico de Mulheres, Crianças e Adolescentes), carried out by the Centre of studies, action and reference on children and adolescents (CECRIA - Centro de Referência, Estudos e Ações sobre Crianças e Adolescentes), which revealed 241 internal and international routes for the traffic of people for sexual exploitation. The research also reported that truck drivers facilitate trafficking and are the main users of prostitution practiced by adults and the main

perpetrators of sexual exploitation of children and adolescents along the roads.

Prior to the official launching of the Right Track Programme, a project targeting truck drivers already existed: the Truck Driver Project (*Projeto Caminhoneiro*) whose main objective was the fight against the sexual exploitation of children and adolescents along the main roads in Brazil.

The federal government made the fight against sexual exploitation one of its main priorities in 2003 and subsequently, the federal highway police department started to develop training, campaigns and intelligence activities directed against the sexual exploitation of children and adolescents. One initiative that is worth mentioning is the mapping of points which present the greatest vulnerability in terms of sexual exploitation of children and adolescents along federal highways in the country.

In 2004, Childhood Brazil invested in a research into the life of the truck drivers,<sup>39</sup> which was carried out in partnership with the graduate programme in psychology at the Federal University of Rio Grande do Sul. The aim was to survey drivers to find out, *inter alia* how they relate to the issue of sexual exploitation of children and adolescents on the roads, since they are directly exposed to the problem. Prior to this research there was little knowledge and information about truckers. According to Professor Dr Elder Cerqueira-Santos, of the Federal University of Sergipe, “Childhood Brazil has shared the information and debated with representatives from the government, companies, civil society and specialists on the topic. In this process, it becomes clear that an active participation of the business sector was required to combat the sexual exploitation of children and adolescents”.

<sup>38</sup> See: [www.childhood.org.br](http://www.childhood.org.br).

<sup>39</sup> *The profile of truckers in Brazil*, Edition 2005. (<http://www.namaocerta.org.br/pesquisa.php>).

In 2006, the On The Right Track Programme was launched. Its main objective was to join forces with and mobilize government, businesses and civil society organizations to tackle more effectively the sexual exploitation of children and adolescents along Brazilian highways.

## Target audience

The research on the profile of truck drivers revealed some important features:

- responsible for transporting over 60 per cent of all cargo handled in the country;
- average stay away from the family is 20.3 days;
- the Statute of Children and Adolescents and their rights are not well known;
- 40 per cent of truckers assumed they had sex with a child or adolescents;
- it is a disarticulated working class, with the majority of truckers working autonomously or as contractors and they are not a very representative union.

In view of the fact that companies operate at various stages in the links in the supply chain and invariably depend on the trucking industry to support their activities, the involvement of the private sector became a priority. According to Prof Elder Casara, of the Federal University of Sergipe, the project was launched with a broader understanding of the trucker not as a perpetrator but as a link to a broader problem.

Between 2005 and 2006, during the planning stage of the programme, the data obtained from the transport sector in Brazil showed that there were 1,386,972 transport companies registered through the National Register of Cargo Transport which is run by the National Land Transport Agency.

The information collected, as well as the increased pressure on the supply chains, were

key in getting the private sector involved. As companies are worried about their image and reputation, it is more efficient, effective and sustainable for the business environment to seek joint preventive actions in order to face social challenges and risks where economic activity may be more vulnerable.

## Strategic objectives

1. *Inter-sectorial co-ordination*: mobilize and disseminate information to government, businesses and civil society organizations.
2. *Education for citizenship*: sensitize and train the various professionals working in the transport chain, seeking to reach the trucker.
3. *Strengthening the system of protection and prevention*: develop prevention campaigns and support service projects for children and adolescents.

## Main goals

- Build a critical mass of truckers aware of their role as agents of protection.
- Develop a system of best practices in the private sector to sensitize all links in the transport chain.
- Bring the subject of sexual exploitation of children and adolescents to the corporate social responsibility agenda, widely discussed by companies in Brazil.

## Enabling factors

### Planning process

In order to identify actions that could be developed and potential partners, it was essential to map scenarios and actors relevant to the truckers' network. The planning process included more than 42

participants representing government, business and organizations of civil society, media specialists, as well as specialists on the subject.<sup>40</sup>

### ***Mobilization campaign***

The programme was officially launched in November 2006 at the Federation of Industries of the State of São Paulo with 65 companies signing and publically declaring a commitment to the cause. During the same month, a mobilization campaign was started with the launch of a website and a magazine highlighting selected business cases that were already actively involved.

In just six months after the official launch of the Business Pact, membership increased from 65 signatories to 140 thanks to the effective mobilization strategy. According to Professor Dr. Elder Cerqueira-Santos, the involvement of the trucker's personal life with his professional one was a strong argument to mobilize companies, given that the driver takes his professional identity more than any other professional category because he sleeps, eats, and works in the truck and only has that identity.

### ***Partnerships***

The participation of organizations, such as companies, non-profit and governmental

bodies throughout the planning process was extremely important. According to Professor Dr Elder Cerqueira-Santos, because it had a reputation, Childhood Brazil was able to attract large Brazilian companies to start the project as partners and Eva Cristina Dengler, Consultant, On the Right Track Programme, claims that large companies were engaged also because of the cause which is entrenched in society. Moreover, the strategic and technical partnerships with the ILO and the Ethos Institute were unique in their contribution.

The ILO, through its institutional recognition, enhanced the credibility of the programme and the importance of the cause, and the Ethos Institute contributed significantly to establishing the Business Pact due to its legitimacy in the business sector in Brazil, having worked since 1998 with issues related to the corporate social responsibility agenda.

Along the process, many other alliances were made. Since 2009, the programme supports the mapping of vulnerable points<sup>41</sup> along the main roads in Brazil, which was carried out by the federal highway police with the support of the SDH and the ILO. This enabled the methodology of mapping points of vulnerability to evolve as well as to develop tools for complaints.

The programme has also engaged in some dialogue with sectorial chambers, associations and unions in order to further the cause and invite members to join the programme. However, the programme staff still considers it a challenge to involve these entities in the work.

<sup>40</sup> Participants from Government: the Ministry of Tourism, Secretary of Human Rights and others; from Private Sector: CAV (Brazilian Association of Distributors of Volkswagen Trucks and Buses), CCR AutoBAN (company managing the grant of State Highway Bandeirantes), SEST-SENAT (Social Service Transportation and the National Transportation Training), Arcor Brazil and others; from Civil Society: ABONG (Brazilian Association of Non-Governmental Organizations); ACTESP (Association of Directors and Former Directors of Tutel Councils of São Paulo); ANCED (National Association of Centers for the Defense of the child and adolescent); Lua Nova Association, the International Labour Organization and others; Academia: FAURGS (Foundation for the Support of the Federal University of Rio Grande do Sul) and Getulio Vargas Foundation and Specialized Media: ANDI (Agência Notícias dos Direitos da Infância) e a Revista Caminhoneiro.

<sup>41</sup> Some 1,776 vulnerable spots were identified on federal roads throughout Brazil. Of this total, 38.9 per cent (691) are considered critical. In comparison with the survey for the years 2009/2010, there was a reduction in the number of critical points (924 in the previous survey). For more information, check the Mapping of Points Vulnerable to Sexual Exploitation of Children and Adolescents in the Brazilian Federal Highway - 2011-2012 version [http://www.namaocerta.org.br/pdf/Mapeamento2011\\_2012.pdf](http://www.namaocerta.org.br/pdf/Mapeamento2011_2012.pdf).





© ILO/J. Ripper

### ***Corporate pact against sexual exploitation of children and adolescents (Pact)***

The Ethos Institute published guidelines on how to incorporate the issue of sexual exploitation of children and adolescents into the corporate agenda. However, this initiative received little support from the Institute's members as the issue was not so prevalent at the time in society or on the corporate agenda. Subsequently, in 2006, Childhood Brazil launched the Pact, with the strategic support of the Ethos Institute. The commitments in respect of the Pact<sup>42</sup> generated understanding and promotion of fundamental human rights, in particular as

concerns the protection of childhood and adolescence. By signing up to the Pact, enterprises and businesses commit to: improving the working conditions of truck drivers; regularly participating in campaigns to address sexual exploitation; establishing business relationships with suppliers who are committed to combat sexual exploitation; encouraging their employees to participate in actions to eradicate the problem; supporting projects of social reintegration of child victims of sexual exploitation or those vulnerable to it; monitoring the results of their actions; and, in the case of federations and business associations, mobilizing members to engage in addressing the problem.

The commitments of the Pact were developed together with the business sector as it

<sup>42</sup> For the full list of commitments, access: <http://www.namaocerta.org.br/pacto.php>.



was crucial to ensure that the necessary conditions would elicit adherence of the private sector. Ms Dengler related that there was a huge concern not to restrict the Pact to big companies.

According to programme materials, one of the main strategies to mobilize the corporate sector is the activation of commitments as laid out by the Pact. In addition, the programme created content, mobilization strategies, tools and service channels to support the private sector in developing actions to comply with the obligations in respect to the commitments. In effect, the programme enables the companies to accomplish their task by providing them with the necessary methodology and didactic material. According to Prof. Dr Elder Casara-Santos, the Pact was launched at a good time in conjunction with first issue of *On the Right Track* magazine<sup>43</sup> and had a large initial adhesion, having generated a movement in the industry with company signatories of the Pact talking about the cause and attracting competitors through reverse logic: “if they have signed, so should we”.

### ***The Continuing Education Project***

The Continuing Education Project was created to help the parties involved comply with the commitments of the Pact. Although the driver is the focus, the project is implemented through companies that are signatories to the Pact. The goal is to increase awareness and provide the trucker with the necessary information and knowledge so that they can be in a better position to safeguard the rights of children and adolescents.

Responding to the challenge of running an education programme in a corporate environment, the company that is a signatory is asked to identify a focal point and a

multiplier: two individuals, who play a unique role in the relationship between the company and the programme, independent of their own professional responsibilities. In this respect, the programme requires top management support, but human resources will often carry out the action. For example, In Luft Agro, each unit has a focal point. While the methodology is implemented by a trained multiplier, it is recommended that the focal point not stay centralized in one person because of high turnover which is typical of the business environment.

The programme offers training and workshops for focal points and multipliers through regional workshops or in-company trainings. In 2012, four in-company trainings and eight regional workshops took place, with a total of 214 participants from 62 companies. The multipliers are empowered to develop educational strategies and their main task is to serve as liaison between the programme and the truck drivers. The methodology used strengthens the personal relationship between multiplier and the driver.

The *On the Right Track* Collection, composed of eight guides which are didactic tools, is used in many different ways by the signatories.<sup>44</sup> The Collection is aimed especially at truck drivers, although multipliers should use it as well after have taken part in the training. The collection is the main pedagogical tool available for truck drivers and signatory companies. The companies receive training on how to use the tools with their drivers or with contractors. According to Marques Casara, in no other

<sup>43</sup> To access the magazine, please visit: <http://www.namaocerta.org.br/revista.php>.

<sup>44</sup> The Collection has eight guides which are didactic tools made available to drivers and all signatory companies of the PACT. The choice of subject topics was based on the study *The Profile of Truckers* and the signatory companies were also involved. The topics are: #1 Heading on out to a new Brazil; #2 Child and adolescent rights; #3 The health of truck drivers; #4 The families of truck drivers; #5 Roadway Safety; #6 Drugs and Alcohol; #7 Environment; #8 Human Rights. For more information visit: [http://www.namaocerta.org.br/educcont\\_guiias.php](http://www.namaocerta.org.br/educcont_guiias.php).

project does the methodology speak the language of the target audience reaching them through the corporations and from the corporations to the top of the business chain.

## Main challenges

### *Translating the Pact into action*

The number of signatories increased: from 65 in 2006 to 1,303 in 2012.<sup>45</sup>

The challenge goes far beyond mobilizing companies to become signatories. With the launch of the Pact, the programme also created a structure of support for businesses. Communication initiatives, such as campaigns or even institutional mechanisms for interaction and dialogue, such as the call centre or business meetings are actions aimed at strengthening the first of three strategic objectives: identify and mobilize different sectors and society actors to engage in the cause.

In addition, all programme actions are developed with the direct participation of the companies that are signatories in order to promote joint accountability through participation in the decision-making process.

Most of the companies join the Pact reactively, either because there is a “negative agenda” (complaints about child labour in its supply chain) or because of an invitation from a client or a supplier. The main challenge is to encourage an increasing number of companies and businesses to incorporate the Pact guidelines into practices and actions that are able to reduce the risks inherent to a situation of sexual exploitation of children and adolescents in the production chain.

### *Monitoring and measuring results*

Luiz Alberto, Director of Luft Agro is concerned that there is a need for better monitoring and more dissemination among companies. He feels that although companies may sign the Pact, they may not actually take action. In 2008, the programme identified the need to monitor what companies are actually doing in respect of sexual exploitation of children and adolescents in the production chain. Companies that were signatories, together with Childhood Brazil, created a set of indicators, following the standards of the Ethos Institute as regards auto-diagnosis, but as of June 2010, only a few of the signatories had used it.<sup>46</sup> In principal, once the company responds to the indicators, it receives a report with possibilities for improvement.

Nonetheless, according to the management team of the programme, despite companies voluntarily filling out the commitment indicators report, most said, after an evaluation, that they did not understand the real value of the commitment indicators report. The signatories are mostly from the transport sector, which are mainly family businesses where the culture of monitoring and evaluation of social projects is new. Since then, the need to respond to the indicators has no longer been emphasized.<sup>47</sup>

The Governance Committee has suggested the creation of a monitoring report, but it has not yet been implemented. Measuring as a culture is a challenge not only to the programme, but also to the Brazilian social sector as a whole. Moreover, the data and methodology available around sexual exploitation of children and adolescents is

<sup>45</sup> According to the numbers of the programme, check [http://www.namaocerta.org.br/obs\\_conquistas\\_result01.php](http://www.namaocerta.org.br/obs_conquistas_result01.php).

<sup>46</sup> According to the classification of the programme 2006-2010, p. 70. For more information visit: [http://www.namaocerta.org.br/pdf/SistematizacaoPNMC2006\\_2010.pdf](http://www.namaocerta.org.br/pdf/SistematizacaoPNMC2006_2010.pdf).

<sup>47</sup> Information shared by the management team.

limited, but it must be noted that the private sector has just moved away from the culture of making donations towards investing in social programmes, where monitoring and evaluation is a necessary framework with which to work.

### ***Engaging the upper management***

The involvement of the business community in the strategic management of the programme is essential, but building this level of engagement takes time. For this reason, it is of concern to the programme that high level executives are mobilized and involved early in the process. Luiz Alberto believes that it is necessary to have an “Ambassador”, i.e., executive who believes in the cause and that such a programme is important to the business.

As planned in the programme, the Business Meeting was an action designed and implemented for the engagement of higher management. However, over the years the company representatives called attention to the need to convene a meeting to ensure the participation of senior leadership. In 2009, a meeting for senior leaders took place and the Committee for participatory Management (Governance Body) was launched. Since then, there has been no direct mobilization with respect to higher management.

Adriana Neves, Marketing Director of CONFENAR is of the opinion that the upper management should be proud of being part of the project and to have the programme sticker in the truck, thus enhancing the company’s reputation. She also says that when the business manager sees the competitor in the programme, he/she feels that they have to take part as well.

While there have been limitations to the participatory process, since March 2010,

signatories<sup>48</sup> have been meeting periodically to plan and develop actions to combat sexual exploitation of children and adolescents.

### ***Sustainability***

Childhood Brazil was the main financial sponsor of the programme, but since 2010, the companies that are signatories have to make a financial contribution to the programme which is not only a strategy for self-financing but also a way for companies to engage and invest in the cause. The goal for 2013 is to have signatory companies contribute 80 per cent of the funds. To help achieve this, the programme has adopted a model in which there is a combination of institutional donations, products and events sponsorship, as well as payments for services.

Companies surveyed said they make an annual contribution to the programme (average contribution of US\$15,000 per year),<sup>49</sup> plus staff time and money for sponsoring some specific actions, such as buying materials for the mobilization for the National Day against the abuse and sexual exploitation of children and adolescents (18<sup>th</sup> May), although those companies represent a minority of the Pact.

Some companies are finding difficulties with the new model and others, that have been supporting the programme since the beginning, have doubts about it. Celia Aguiar, the Director of the Arcor Institute, for example, thinks that the support has to have a beginning and an end.

In 2013, the management staff reported that they are working towards communicating this new model and repositioning the programme.

<sup>48</sup> In March 2010 – 30 companies, source: [http://www.namaocerta.org.br/bol\\_es0107.php](http://www.namaocerta.org.br/bol_es0107.php)

<sup>49</sup> See Fundraising proposal 2013 for specific quotas and benefits levels.

The goal is to have the support of the majority of the group until the end of the year.

## Most significant impacts

Although there is no formal or external evaluation of the programme, there are many indications of its contribution to the prevention and elimination of the sexual exploitation of children and adolescents in Brazil with respect to the three main objectives of the programme. A summary is exposed here.

### **Intersectoral co-ordination: private sector**

Today there are 1,364 companies that are signatories belonging to different economic sectors.

Companies that are involved also become champions of the cause, because, apart from engaging their own staff, they present the programme to clients and suppliers they invite. Celia Aguiar attests to this:

*“Today, after 7 years, almost all carriers that provide services to the Arcor Brazil have joined the Business Pact and an increasing number of employees have been touched by the cause, either by the formation of focal points and multipliers, or through events and materials disclosure that are constantly addressing the issue. The success of the programme in the Arcor Brazil is directly related to the endorsement of the top management of the company.”<sup>50</sup>*

The topic of sexual exploitation of children and adolescents is continuously being inserted into the agenda of the private sector and

businesses have reported that the programme brings direct benefits to them, for example:

- for employees, the Programme brings a humanizing character for the company. For our drivers, the programme shows results in the trainings. Irece Andrade Rodrigues, Instituto Julio Simoes;
- the programme is inserted in the continuing education of our employees and helps valuing our professionals. Luiz Alberto, Director, Luft Agro;
- the company has to have a social counterpart. I understand that our higher gain is on how people respect us, they see the company as a company of commitment. Olga Mendes, Instituto Marum Patrus.

### **Intersectoral co-ordination: public sector**

The programme has been working with different public bodies. As seen above, an important partnership was the technical cooperation between Childhood Brazil, through the programme On the Right Track, and the Department of the Federal Highway Police in developing new criteria to map “points of vulnerability” on federal highways. With this partnership, companies have also been encouraged to promote the use of the hotline to report commercial sexual exploitation.<sup>51</sup>

### **Education for citizenship**

The collection of the On the Right Track guides for truckers consists of eight volumes that address issues of interest to these professionals. As mentioned, it is not the only tool for the continuing education of the

<sup>50</sup> Arcor experience was shared at the 4th Business Meeting in 2010. For more information: <http://www.namaocerta.org.br/mkt/news115a.html>.

<sup>51</sup> The Secretariat of Human Rights established a telephone hotline (Call 100) in every State to report sexual exploitation, see *Brazilian success in reducing child labour*, p.20.

**Table 2.1: Number of signatories per year**

Year	Signatories (cumulative total)
2006	65
2007	221
2008	442
2009	638
2010	880
2011	1,075
2012	1,303
2013	1,362

trucker but a very important one, and the volume of distribution is detailed below.<sup>52</sup>

In addition to the guides and printed publication, the internet is another important tool used to disseminate the cause, initiatives and achievements of the programme. With constant updates, the site [www.namaocerta.org.br](http://www.namaocerta.org.br) has already been visited by more than 718,215 people, reaching 2,476,563 page views since its launch in late 2006.<sup>53</sup>

Another important indicator of the impact of the programme was brought to light in the last research on the Profile of the Truck Driver in Brazil: truckers are more conscious about the sexual exploitation of children and adolescents. In 2010, 37 per cent said they knew that the practice was wrong, while in 2005 only 20.8 per cent answered thus.<sup>54</sup>

### ***Strengthening the system of protection and prevention***

The research carried out regarding the Profile of the Truck Driver also showed a significant decrease in the number of adults engaging

in sex with children and adolescents. In the 2010 research, when asked if they frequented children or adolescents, 82.1 per cent of respondents said no, against 63.2 per cent in 2005.

There was also an increase in the number of drivers who have called the hotline: 4.9 per cent in 2010 against 1.3 per cent in 2005. In the previous survey of 2005, only 12.1 per cent said they had some contact with campaigns against sexual exploitation; in 2010, this percentage nearly tripled, rising to 30.4 per cent. When comparing the group of respondents in 2010 with the control group, the data point to a possible effect of the intervention programme.

## **Conclusion**

The programme has generated a strong commitment to the cause. Companies, public bodies, non-profit organizations are carrying out actions to combat the commercial sexual exploitation of children and adolescents. There is still a long road ahead, but recent research<sup>55</sup> has shown a tremendous increase in information and knowledge, especially

<sup>52</sup> Data from achievements can be found at: [http://www.namaocerta.org.br/obs\\_conquistas\\_result02.php](http://www.namaocerta.org.br/obs_conquistas_result02.php).

<sup>53</sup> Data on 31 May 2013, given by the management team.

<sup>54</sup> Summary of the 2010 research can be found at: <http://www.namaocerta.org.br/publicacoes.php>.

<sup>55</sup> 2010 Profile of Trucker.

among the truck drivers, which proves that the strategy is achieving its objective.

There has also been an increase in the number of complaints that can be indirectly attributed as a result of the programme. Most of the signatories are constantly inducing participation, through invitation of clients and partners. However, closer monitoring of the programme is necessary for stronger effectiveness of the initiative. The participation of companies is vital for the success of the programme, but it has to be translated into a qualitative involvement

in the cause. Luiz Alberto is of the opinion that the involvement of government is essential, given that the programme is small in proportion to the size of the problem in Brazil and Prof. Dr Elder Cerqueira-Santos admits that private initiatives are important to generate a movement of awakening but that the state must still play a key role.

Crucially then, a closer involvement of the government is essential in order to cover increasing aspects of the problem, as well as to reinforce and advance the work that has been achieved.

## 2.6 Case study 2: Vira Vida Project



### Introduction

Vira Vida offers professional training courses for a year, as well as psychosocial support to low-income youth, residing in the outskirts of large cities and who have a history marked by experiences related to domestic work, sexual exploitation and abuse, teenage pregnancy and drug addiction. To reach this audience, the project has the support of the

whole S system,<sup>56</sup> associations, NGOs and institutions working with these young people.

<sup>56</sup> "The 'S System' is a hybrid model of social responsibility that emerged in Brazil in 1942, within the context of the formation of the Estado Novo (1937-1945). It consists of nine [public] institutions organized all over Brazil, which provide professional training, social and health services, and leisure and cultural activities mainly to workers and their dependents from the industrial, commercial, agricultural and transport sectors, but also to a segment of the general public. It also provides consultancy and technical support to corporations." (Assumpção et al., (2008). CSR in two countries: Brazil and Norway. FAFO, p. 37).



**Table 2.2: Percentage of companies by sector**

Sector	Percentage of companies (%)
Transportation, warehousing, courier	63
Trade, repairing of motor vehicles and motorcycles	12
Manufacturing industry	7,2

The programme also provides psychological support to the young person and their family, medical and dental treatment, as well as legal advice and a monthly stipend of R\$500 (US\$250). Once the training is completed, the programme helps students fit into the labour market (as apprentices) and tracks the performance of the young worker for one to three years.

With Vira Vida, Sesi and S system partners began to intervene more broadly, beyond the scope of industrial workers with initiatives that go beyond the field of prevention, promotion of rights and citizenship, and turn to the field of social protection. The social responsibility agenda developed in companies that are part of Sesi is thus responsible for broadening the focus to include not only strategic promotion of rights but also the quality of life of the worker.

### ***What is Social Service of Industry (SESI)?<sup>57</sup>***

Created on July 1, 1946, the Social Service of Industry (SESI) is an institution focused on improving the quality of education and raising the educational level of Brazilian industrial workers. It also helps to create safe and healthy workplaces, as well as to increase the quality of life of the worker.

With 1,218 units throughout Brazil, Sesi maintains a network of schools offering basic education, youth and adult education, continuing education and educational support to industry workers and their dependents. The institution also maintains a network of libraries, theatres and cultural spaces that facilitate access to and increase knowledge of Brazilian culture, history and arts. Its units have installations that allow the practice of physical exercise, sports, recreation and social integration. To complement this work, Sesi also runs programmes to promote the health of industrial workers and their families.

The services provided by Sesi are made possible thanks to the compulsory contribution of industries.<sup>58</sup> These companies collect a monthly fee of 1.5 per cent of the total payroll, according to Law No. 5107 of 1966.

### ***The history of the programme<sup>59</sup>***

Essentially, Sesi acts as an instrument of change and social inclusion. It is in this context that the programme Vira Vida was established as an initiative of the National Council of the National Department of Sesi and its President, Mr Jair Meneguelli.

<sup>57</sup> See: <http://www.portaldaindustria.com.br/sesi/institucional/2012/03/1,1789/o-que-e-o-sesi.html>.

<sup>58</sup> All industries which are part of the National Confederation of Industries.

<sup>59</sup> The facts in this section come mainly from: Serviço Social da Indústria (2010). *ViraVida: Uma virada na vida de meninos e meninas do Brasil*, Brasília.

**Table 2.3: Vira Vida Project's guides**

Guides	Launched	Volumes distributed
Volume 1 – Heading to a new Brazil	October 2007	158,730
Volume 2 – Child and adolescent rights	January 2008	95,583
Volume 3 – The health of truck drivers	May 2008	94,019
Volume 4 – The family of truck drivers	August 2008	69,758
Volume 5 – Roadway safety	November 2008	86,034
Volume 6 – Drugs and alcohol	April 2009	68,348
Volume 7 – Environment	June 2009	90,653
Volume 8 – Human Rights	October 2009	48,961
Magazine On The Right Track – Children	August 2009	75,497
Magazine On The Right Track – Relationship	April 2010	76,600
Special guide for agents of protection	September 2010	50,690

At a beach in the town of Fortaleza in 2007, Mr Meneguelli was very distressed seeing foreign tourists openly paying to sexually exploit children. He became committed to doing something and started a series of conversations with the SDH, legislators and specialists and discovered that Fortaleza had one of the strongest networks for the protection of child and adolescent rights.

A task force of the National SESI was formed and began with making contacts, identifying potential partners and deepening the knowledge on the subject before preparing a draft document of the project, then proceeded to implementation. In 2008, a pilot project started in Fortaleza, followed by Recife, Natal and Belem. The project brought about a new combination of forces throughout the S system in an attempt to achieve results.

Over time, the project has been adapting its methodology but in any case, it has been a very successful strategy to expand to different contexts in Brazil.

With success assessed in the pilot cities, the programme began to expand. The project is

now running in the following states: Fortaleza (CE), Recife (PE), Natal (RN), Belém (PA), Brasília (DF), Teresina (PI), Salvador (BA), Campina Grande e João Pessoa (PB), Curitiba, Londrina e Foz do Iguaçu (PR), Rio de Janeiro (RJ), São Luís (MA), Porto Velho (RO) e Aracajú (SE). The implementation process is also advanced in Porto Alegre (RS), Maceió (AL), Belo Horizonte (MG), São Paulo (SP) and negotiations are under way for implementation in Manaus (AM) and Campo Grande (MS) this year.

With this rapid expansion occurring in different contexts, it became necessary to adapt the methodology and take advantage of the accessibility of the S system to offer different courses and in different formats. It was also essential to make adjustments to the curriculum and methodology and to sensitize the teachers (educators).

### **Target audience**

The programme works directly with adolescents and young adults aged 16-21 years old who are in a situation of sexual exploitation, with a focus on

commercial exploitation. It also includes victims of other types of sexual violence who are at least in the fourth year of school.

### ***Strategic objectives and main goals***

The general objective of the Project Vira Vida is to promote autonomy and the realization of social rights and citizenship of young people aged 16-21 years who are in a situation of sexual exploitation.

The following are the three main goals for this objective:<sup>60</sup>

- ensure at least 80 per cent in the Index of Autonomy<sup>61</sup> in adolescents and young participants of the programme;
- remove (85 per cent to 90 per cent) of adolescents and young people from the situation of sexual exploitation (graduating students); and
- promote social and citizenship rights.

The strategy focuses on six stages:

- identification and mobilization of society and networks of protection for referring candidates to the project;
- adaption process of the youth in the project;
- development of social and educational programmes;
- inclusion in the working environment;
- monitoring and evaluation of the young people in their work environment;
- feedback of the process.

<sup>60</sup> JohnSnow Brasil: Relato Técnico Final da Avaliação de Impacto do Programa Viravida (ciclo 2011/2012) (Brasília).

<sup>61</sup> Autonomy Index means: 1.1: Enter the working world: self-management, entrepreneurship, formal employment, level of professional qualification; 1.2) Ability to make choices; 1.3) Strengthening family and community ties; 1.4) Economic independence (utilization of programme stipend).

## **Enabling factors**

### ***Political support***

In any locality, before the programme starts, a lot of work goes on “behind the scenes” to pave the way for the implementation process. President Meneguelli acts as ambassador and uses his leadership to make the “political call”. High executives of the S system, business and political leaders (such as Government representatives and the Mayor) are all invited to the table to discuss the problem of sexual exploitation of children and adolescents and to get support for the programme (support in the broad sense).

They all participate in the Mobilization and Sensitization Seminar where the objectives and philosophy of the programme are presented; they exchange experiences and work towards a joint proposal. This has been considered an important part of the process.

### ***Local partnerships to design and implement***

Some aspects of implementation, as well as partnerships, are established locally at different levels. The first level is through the engagement and accessibility of the S system. The regional departments of SESI coordinate the programme but the implementation of the curricular content is carried out with the support of structures and competencies of the institutions of the S System - Senai, SESC, Senac, Sebra, Sescop and SEST/SENAT.

Another level is through cooperation with the institutions that work directly with victims of sexual exploitation (network of protection). These institutions make the first approach and select candidates according to the profile of the programme.

The child and adolescent protection network also operates with regard to the social sphere, and transformation, which includes restoring social values and ties. The actions in this field are carried out in an integrated manner by professionals from the coordination team (psychologist, social assistants and pedagogue), social agents responsible for the adolescents, as well as the family/guardian. This partnership deepens and is consolidated as the adolescent goes through the programme and becomes even more necessary at the time of transition, at the end of the professional education and when entering into the first job.

Another partnership that is active is with the business sector. The representatives of this sector are invited to the initial dialogue and are more generally an important part of the network because not only do they support the programme financially, they also, and especially, receive the adolescents after the training as trained workforce and incorporate them into the world of work.

Finally, it is important to note that the programme does not create networks, but uses the strengths that are present in the context. The efficiency of networking results from each partner working consistently and knowingly toward the same objectives.

### ***Selection of participants***

The selection of candidates is carried out by representatives of NGOs, religious institutions and social organizations that are active in the field of combating sexual exploitation. These institutions should select candidates whose profile corresponds to that proposed by the project: young people aged 16-21 years in a situation of sexual exploitation.

The aim of the selection process is to check and put forward the candidates that best fit the profile predetermined by the

project. The process involves a dynamic search and a sequence of exercises, as well as the measurement of criteria required for a professional course such as age and education. In addition, the candidate should match the Vira Vida criteria and, with encouragement, include in their narrative the experience of everyday sexual exploitation, the family situation, the behaviour in the community, *inter alia*. It is noteworthy that the selection process gives the first indication that a more accurate perception of the psychosocial situation of the young person to be selected should be sought. The social institutions that perform the recruitment of candidates must follow the selection process as observers.

The selection process is comprised of group dynamics and group interviews. The interviewer makes an assessment through questions on the following: family life, leisure and culture, relationship and “real life scenes”.

If this is a well-prepared process, it can facilitate a dialogue between the coach and a Vira Vida adolescent. It is also an important phase in which to grasp capabilities, weaknesses, desires and beliefs outlined by young people through their attitudes, their body language, speech, and aspects of their relationship with others in the group of candidates.

The candidate selected has to present a list of documents in order to join the programme (in any city). Overall, the goal is to start with an average of 100 participants per year cycle.

### ***Building a network of care***

Given the complexity of the process, the need for participatory action was made clear, in order to combine different knowledge capabilities in building a working methodology, which is integrated: students, administrators, teachers and staff

from different areas, and interdisciplinary: pedagogy, psychology, social work.

The Project Vira Vida has a multidisciplinary team consisting of a psychologist, social worker and educators. It is up to the technical team to support and monitor the implementation of the courses. The team is also responsible for interaction between students, teachers, as well as the co-ordination with institutions offering professional education and continuing education. Thus, the team should be comprised of members who understand the operation of each phase of the learning process, as well as be able to identify how these phases are organized and integrated.

It is up to this team to guide teachers, promote integration and mediation, and to undertake actions to achieve the proposed objectives. In this context, the team performs the following actions: mediation of conflicts; meeting with officials; monitoring frequency; performing needs assessment; co-ordinating with the programme's network; and making observations, supervising and guiding pedagogical practice. The value of the team is made clear with the site visit. Through interactions and observations, the co-ordination team seemed very well integrated, with a space for learning and exchange. Most of the team came from the S System and shared that the team is one of the motivation factors for them to be in the programme.

### ***Curriculum***

Vira Vida Programme (12 months): focus on human development.

1. Personal development.
2. Formal education (different levels).
3. Continuing education.
4. Quality of life (sports, culture, health and leisure).

5. Professional education (initiation – special classes for the group provided by S System).

6. Employment and income generation.

According to the project in Taguatinga-DF, the curriculum is divided into three parts:

- Every morning – regular school (middle and adult school in the SESI facility and high school in a nearby school).
- Tuesdays and Thursdays – professional classes (SENAC courses are in the SESI building and SENAI are in its facilities).
- Mondays and Fridays – psychological and social experiences through sports, project based learning etc. It also includes training for the preparation of employability (such as: financial education, understanding the working environment etc.).

The following methodologies are used to support the implementation of the curriculum:

1. Qualified hearing – The group meetings are conducted in a systematic and continuous process, lasting approximately one and-a-half hours with up to 12 participants, and aim that each participant becomes effectively involved. These meetings are part of an individual monitoring process.
2. Conversation cycle (or community therapy cycle) – In the beginning, this cycle was not included in the curriculum (at least was not mandatory) and was conducted by the Judicial System. Today, it takes place once a week in each class with the participation of the entire coordination team. It is a space for sharing pain, victories, and experiences. Some important rules in these cycle sessions (in Taguatinga they were also written around the room) included: talk about yourself –

using I; do not share your secrets; do not give any advice. In this strategy the word is an important instrument of mediation, of sharing lives. For the coordination team, it is a moment to detect specific problems.

3. Conviver Project<sup>62</sup> – This is a project that involves working with three pillars: values, attitudes and behaviour. The classes are dynamic and normally involve project-based learning, with an aim to reveal values and promote new behaviours. In Taguatinga, the second Cultural Show of Cerrado had recently been organized where the students researched and produced material on food, dances and the biography of Cora Coralina, a writer of the region. As a follow up, the students were going to travel to Goiás Velho to see and experience what they had studied. The purpose of the visit was reinforced by Cida Lima, Project Coordinator, Taguatinga-DF: “we use the pedagogy of meaning. They will have the opportunity to see, touch, and visit what they studied in class. It is an interdisciplinary approach and an opportunity to learn about the richness of the region.”<sup>63</sup>

### ***Integration into the labour market***

The strategy adopted by Vira Vida for integrating young people into the labour market mainly consists of preparing them for different types of skill sets, depending on the connection between basic and continuing education, professional and job-specific training. The goal is to have every student working after the programme. Since most of them have to contribute to the household income they really value the opportunity to work.

### ***Some lessons were taken from the implementation of the pilot project:***<sup>64</sup>

- the access to a formal job has to be planned strategically in advance in the form of partnerships with national, regional public and private organizations, exploring opportunities through the apprenticeship law and other youth employment incentives;
- an active search of partners in the S System as regards formal employment in the industrial, commercial or service sector;
- negotiations with business partners in order to understand the professional needs in establishing professional training courses.

In order to achieve success in this area, the programme carries out certain actions:

- the team will support the successful students in the preparation of documentation and medical examination for the selection process for a job (normally as apprentice). The coordination team contacts the company to understand the reasons for those who have not been approved in the selection process, so they can improve the preparation of the candidates;
- carry out closer tracking during the first three months of job experience, through visits and evaluation reports;
- arrange meetings among young people and make room to listen to them, thus allowing the team to anticipate the difficulties they may encounter;
- meet periodically with representatives of the company to exchange information;

<sup>62</sup> Project Conviver is only part of SESI Taguatinga.

<sup>63</sup> From Cida Lima, source: <http://www.viravida.org.br/noticias/ler/646>.

<sup>64</sup> See: Serviço Social da Indústria, op.cit.



- complement and support the training of young people.

Vira Vida is striving to expand the involvement and actions of the private sector aimed at combating the commercial sexual exploitation of children and adolescents. It is also expanding the monitoring of students. Rosângela Teixeira of the Vira Vida Project Coordination Team stated that: “when they are here at the programme, they have us as reference; they have a sense of belonging. But when they are in a working environment, some of them still need a lot of support.”

## Main challenges

### **Management standards**

The evaluation of the programme conducted in 2012,<sup>65</sup> points to some of the management standards regarding the regional co-ordination of the programme. The evaluation studies showed that the standards are important as concerns the measurement of management capacity and provision of space for necessary improvements. Nevertheless, it is a challenge to balance the implementation of standards, while continuing to provide a space for flexibility and local adaption. It is worth mentioning that the standards are under construction.

### **The subject contents**

Part of the programme curriculum is to work with the human development of the participants. This is based on the four educational pillars of Jacques Delors: to learn to know, to do, to be and to relate<sup>66</sup> and the four basic competences for the human

development process: personal, relational, productive and cognitive.<sup>67</sup>

Some aspects of this process were detailed above in the section “Curriculum” as important mechanisms for the implementation of the curriculum i.e., qualified hearing and conversation cycle but the evaluation report showed that there is some room for improvement: “In terms of equity, it is noteworthy that the Vira Vida reduced social inequalities in youth entering the world of work; it had a positive social impact on the strengthening of community ties / family, but should expand efforts in improving self-esteem, autonomy and life perspective.”<sup>68</sup>

A process to improve the curriculum of the programme is being implemented. In the beginning of 2013, a team started some discussions with specialists and partners on the pedagogical structure in order to strengthen human values, meet social needs, rescue self-esteem and thus build career paths for young people who are victims of sexual exploitation. As a result, a new curriculum will be constructed, which will include activities that strengthen the formation of relationships and social bonds, teamwork, community therapy, leisure activities, culture and sport, complementing the work that is already carried out today. The curriculum might be extended from one year to three years.<sup>69</sup> According to Eliane Lopes de Noronha Campos, Technical Assistant, Conselho Nacional Sesi, the novelty of the human development aspect of the curriculum has been noted: “the S System has many years of experience with basic, professional and vocational education, but we are new to the human development curriculum. We

<sup>65</sup> John Snow Brazil: op.cit.

<sup>66</sup> From Antunes, C.: *A Prática dos Quatro Pilares da Educação na Sala de Aula*, Editora Vozes, 2010.

<sup>67</sup> Da Costa, A.C.G. (2001). *A Presença da pedagogia: Teoria e prática da ação socioeducativa* (São Paulo, Global, Instituto Ayrton Senna).

<sup>68</sup> John Snow Brazil: op.cit., p. 143.

<sup>69</sup> See: <http://www.viravida.org.br/noticias/ler/652>.

are working with partners to find the best instruments and solutions.”

### ***The “real” integration into the labour market***

To enhance integration, the National Council of SESI engages in a series of contacts and negotiates with leaders of companies, banks and government agencies. According to the staff, one of the most fruitful was formed between the SESI/CN and Caixa Economica Federal that was responsible for hiring many of the graduates of the first class and made a commitment to keep hiring new students in different states.

President Meneguelli believes that the major challenge of the programme is the “real” integration of youth into the labour market. According to him there are challenges: “the possibilities of this adolescent are very small and the system is full of prejudice. Vira Vida is a work of rescuing dignity and introducing productivity.”

In order to strengthen the links with the working environment, the programme uses the Apprentice Law to attract new partners from the business world. According to this Law,<sup>70</sup> all medium and large companies are obliged to hire a certain numbers of apprentices. The programme has been working with vocational training in the following areas: administration, mechanics, food and services, beauty and construction. These areas follow market demand and needs of the companies.

The impact evaluation (for 2008-2012) carried out by John Snow Brazil showed that the programme: (1) was able to reduce

social inequalities in terms of integration of the participants in the job market nationally (2) has a positive tendency in terms of strengthening family and community links with no change in terms of self-esteem, autonomy and life perspective.<sup>71</sup>

As a result, the National Council of SESI is expanding its support to three years with the following structure:

- year 1: Vira Vida Project (one class) – 12 months with focus on human development;
- year 2 and 3: Monitoring the students in different courses and teams (depending on the level of support needed) through technical courses, professional training, university and work.

The National Coordination Team has been able to establish partnerships mainly with public companies in order to channel the beneficiaries of the programme under the Apprentice Law, such as Caixa Economica Federal, Banco do Brasil, and Petrobras. Moreover, the projects also develop partnerships locally.

In 2012, The National Council of Sesi (SESI-CN) launched a “social stamp” as a way to publicly recognize and value the partners of the programme. SESI-CN will annually attribute the social stamps in different categories to the partners that have gone beyond the goals established through the Technical Cooperation Term/Contract.<sup>72</sup>

### ***To expand the reach – from project to public policy***

There is a consensus about the necessity to expand and strengthen the network to prevent and confront the criminal and well-structured network of sexual exploitation of

<sup>70</sup> Law 10.097/2000 determines that companies have from 5 per cent to 15 per cent of working force as apprentices. The law also gives fiscal incentive for hiring apprentices. Apprentices are defined as youth from 14 to 24 who are in school and who can work up to six hours a day. Source: [www.aprendizlegal.org.br](http://www.aprendizlegal.org.br).

<sup>71</sup> John Snow Brazil: op.cit.,p.100.

<sup>72</sup> For more information, check <http://www.viravida.org.br/noticias/ler/596>.

children and adolescents. According to Mr Meneguelli: “to amplify the result, the S system alone will not achieve much progress. We have to make partnerships with the Government.” SESI is studying with the SDH the possibility to start a pilot public policy in the Federal District. The S system has more than 5,000 divisions nationally where the project can be implemented with the State channelling resources to finance the project. SESI points out the importance of the public policy involvement to incorporate some of the dynamics of the project, especially the curriculum and the network approach.

### Most significant impacts

The impact evaluation carried out by John Snow Brazil showed that since it was launched (in 2004), R\$37million (approximately US\$18million) was invested in the programme. This represents an average of R\$1,553 (US\$950) monthly cost per student. This figure is much lower, for example, if compared with the state spending for those aged 16-18 years retained temporarily in detention centres. In 2004, the monthly cost of an inmate was around R\$7,000 (US\$3,500), but the research updated the cost to R\$10,000 (US\$5,000) monthly.<sup>73</sup>

In total, there have been 3,014 enrolments: 1,640 completed the courses, 973 are still under some social-education process, 1,078 are working, 402 are in process of getting a position in the job market.

As shown in the assessment, the programme has an excellent return on investment. From every R\$1,00 invested, there is a median return of R\$1,46. The programme also has a significant impact on the household income

and has substantially reduced the social inequalities with regard to the integration of these youth in the job market.

Another aspect of the programme is worth highlighting: the transformation of the course of life for many youth. As a participant of Vira Vida Programme, Taguatinga-DF attests: “today thanks to the programme, I am in my second year of school (university) and I want to be a psychologist of the project. I feel happy to be an example to many.”

### Conclusion

The programme gives present and future opportunities to many youth in Brazil.

A culture of monitoring and evaluation is increasingly being implemented through the construction of management standards and the systematization of information. Another positive aspect is that learning is part of the process. The team in all corners of the country is always looking for ways to improve their daily actions and the programme in general. They also took the evaluation as a learning tool and are working to strengthen some aspects of the curriculum, such as self-esteem.

The bigger challenge lies outside the programme. The negative experience and the trauma resulting from sexual exploitation seem as yet, a barrier extremely difficult to shift. On one hand, it is clear that participants feel happier, confident and less vulnerable in the programme environment. However, outside the programme the real challenges of transforming a society lie in wait.

<sup>73</sup> John Snow Brazil: Executive Summary of the Evaluation, 2012.

## 2.7 Case study 3: ESCA – Programme to Combat the Sexual Exploitation of Children and Adolescents



### Introduction

The Programme to Combat Sexual Exploitation of Children and Adolescents (ESCA) was created in 2004 by Sest/Senat aiming to raise awareness among transport sector workers and society about the importance of confronting and denouncing child and adolescent sexual exploitation.<sup>74</sup>

With regard to social aspects, the Sest/Senat is responsible for managing, developing and supporting programmes that value the well-being of workers in areas such as health, culture, leisure and safety. In the educational area, the focus turns to learning programmes, including professional education.

### History of the programme

#### What is Sest Senat?<sup>75</sup>

The Transportation Social Service (SEST) and the National Transportation Training Service (SENAT) are civil non-profit entities created with the objective of enhancing the experience of workers in the transport sector.

The institutions emerged in September 14, 1993, by Law 8,706, from a process of increasing awareness among the sector and the unions. The National Confederation of Transport (CNT), with legal support, was responsible for creating the Sest/Senat and since then organizes and manages the institution.

In 2004, the SDH invited the CNT system/ Sest Senat to join the procession on May 18 in Brasilia, with at least 550 vehicles and five kilometres in length, marking the National Day of Combating Sexual Exploitation of Children and Adolescents and the launch of the National Transport Sector Pact for Combating sexual Exploitation of Children and Youth. After this engagement, the organization felt the need to undertake a project on the topic.

Between 2005 and 2008, Sest/Senat carried out various activities of awareness raising, with, as highlights of the educational campaign: the distribution of promotional materials, the organization of parades and the inclusion of the theme of protecting the rights

<sup>74</sup> See: <http://esca.sestsenat.org.br/Paginas/Apresentacao.aspx>.

<sup>75</sup> Idem.

of children and adolescents in the regular courses of the institution.

The creation and distribution of appropriate materials with a focus on the theme facilitated the classroom training of workers and intensified mobilization actions in the units. For the realization of the campaign, the choice of the “mobilization sites” was made in partnership with the Federal Highway Police. The Police also helped with signalling the site and asking truck drivers to stop in order to receive the information and thus contributing to the awareness on the subject. During the campaign, the hotline number for complaints (100 service) was included in the informational materials that were distributed.

In 2009, the project entered the multimedia arena. SEST/SENAT carried out a series of activities: production of short films and video guidance; placement of spots on radio stations; creation of a web portal, where a campaign of audio-visual productions could be seen; and the production of a free online course to raise awareness and mobilize against the practice.

At this time, the programme started to implement the methodology of Social Change Agents, named ATS. These volunteers –124 truckers in 2012 – after being trained by instructors from Sest/Senat were expected to make a direct approach to more than 32,000 colleagues in four months. The ATS drivers then had to expose, reflect and advise about the issue and on how to identify criminal cases.

Sest/Senat also defined a slogan that reinforces the importance of joint actions to tackle this difficult reality faced by children and adolescents in Brazil: “Let’s colour this story.”

In 2010, gas station attendants received the ATS training and in 2011, the focus was on the taxi drivers. Although a number of difficulties were encountered when dealing with the

associations of taxi drivers, some drivers were involved and were trained in the methodology.

## Target audience

Truckers, gas station attendants, taxi drivers and members of the transport service are targeted by the project.

## Strategic objective

The strategic objective is to contribute significantly to the reduction of sexual exploitation of children and adolescents through knowledge acquisition and recognition of relevant services to society. In addition, the ATS methodology was used in working with truckers, gas station attendants, taxi drivers so they can become advocates for the rights of children and adolescents.

## Enabling factors

### *Partnerships*

The expansion and strengthening of partnerships emerged as a way of integrating scattered forces and building on more opportunities to advance the cause. This became evident when partnering with institutional partners such as the SDH, the ILO, the National Committee to Combat Violence against Children and Adolescents Reference Centre, the Research and Action children and Teens (Cecria) and the News Agency for Children’s Rights (ANDI).

Local partnerships and support are also fundamental for the implementation of the programme; for example, the support of the gas stations’ owners and the taxi drivers’ union was instrumental in publicizing and disseminating the work. An important example of local partnership in programme

dissemination occurred in 2005, when training was carried out, together with partners, for train drivers which empowered 205 drivers from different companies. Then, according to Ivana Modena, Coordenadora de Promoção Social, SEST/SENAT, Araçatuba/SP: “we paved the way into the business sector, getting immediate support from some companies, and together with the taxi drivers’ unions, the police stations that see to cases involving women and the city hall drivers, we set up a training that was disseminated throughout the city.”

### ***Educational material: online course***

To assist in the battle against and denunciation of this criminal practice, Sest/Senat developed an online course against the sexual exploitation of children and adolescents. The course presents a brief description of the problem, pointing out the possible causes, distinguishing concepts, as well as indicating the actors and mechanisms for complaints and support within the support network. Its content highlights some important points and key aspects that can support the training of ATS.

### ***Educational material : videos and materials***

The booklet, *Transversal themes: The path for qualifying citizen*, includes guidelines for the pedagogical work on the various crosscutting issues in the classroom, among them the sexual exploitation of children and adolescents. The notebook proposes a viable and interesting alternative to integrating the content into regular courses.

In Senat, around 400,000 workers receive training annually. There is a proposal to include the topic and use this material in all the trainings conducted by the association. Some units are already including the theme, but there is no data relative to the number of workers who are receiving the training and

whether there is any increase in terms of perception and mobilization around the cause.

### ***The agents of social transformation (ATS) methodology***

The volunteers are trained to be “champions” of the cause. The Sest/Senat units use the online courses, training material and support on how to engage truckers, drivers and taxi drivers. The involvement of the unit depends on the local demand, because there is neither a formal requirement nor close monitoring regarding the implementation of the programme.

The ATS system is implemented with the total support of the business partners, especially gas station owners and transport companies. First, the business leader has to understand the programme and the cause, then with his approval, workers are allowed to receive the training and do volunteer work (organizing events, participating in the educational campaign).

## **Challenges**

In the past year, the programme has been losing institutional ground. The institutional investment is low and only few units continue to implement it.

Although the potential of reaching workers of the transport industry is enormous, the programme has not invested in collecting data, monitoring or any evaluating efforts. While some units have mobilized not only the drivers, but also the school system, the mayor, the police and others, in other cities (units) nothing has evolved or the work has stopped. For example, the SEST/SENAC Unit in Caratinga-MG<sup>76</sup> attests that “although we had a lot of taxi drivers who join the training (more than 100), we observed that the majority did not fulfil the campaign. They

<sup>76</sup> SEST SENAT Caratinga-MG Activity Report 2012.



removed the sticker and did not use the paper holder in the vehicle.”

## Conclusion

It is noticeable that those involved in the programme feel that it gets stronger and the actions more robust each year. However, the units that were contacted and interviewed expressed some doubts as to whether the institution will keep investing in the cause. According to the National Co-ordination of the Programme, the programme has been losing its political support. As of April no action had been started and the budget was still awaiting approval.

## 2.8 Final remarks

The study showed that the business sector is playing an important role in all three initiatives being carried out and in confronting sexual exploitation in Brazil. The projects have limitations in terms of scale, because of the complexity and scope of the problem. There is clearly room for Government to play a role not only in creating a framework and but also a public policy to provide a quantitative leap for the initiatives.

The topic of commercial sexual exploitation is still taboo in most of Brazilian society.

It is addressed not only as a labour issue, but especially as a human rights issue. The Special Secretariat for Human Rights is responsible for implementation and revision of the National Plan to Fight Sexual Violence against Children and Adolescents and to achieve the goals established with the relevant networks.

The study also showed that there is little integration or communication among the initiatives. Project collaboration could strengthen the impact on root causes of the problem. Monitoring and evaluation in the area of commercial sexual exploitation is weak. Vira Vida is investing in a close monitoring and evaluation of the programme and this can be taken as an example, because monitoring and evaluation practices need to be strengthened by all parties: Government, civil society and business so that progress in addressing the problem can become more evident.

## Websites

- <http://esca.sestsenat.org.br>
- <http://www.namaocerta.org.br>
- <http://www.viravida.org.br>
- <http://www.empresascontraexploracao.com.br>
- <http://www.ilo.org.br>
- <http://aprendizlegal.org.br>



## BUSINESS INITIATIVES TO END CHILD LABOUR IN SOUTH AFRICA

### 3.1 Introduction

The Roadmap for Achieving the Elimination of the Worst Forms of Child Labour by 2016, the outcome document of the Hague Child Labour Conference held in May 2010, identified combating child labour in supply chains as one of the priority actions to achieve the goal of the elimination, by 2016, of the worst forms of child labour.<sup>77</sup> Business clearly has a potentially key role in this area.

Internationally, businesses have adopted a range of measures in respect of child labour. Some of these measures have been adopted because of the risk to reputation and sales associated with links to child labour. Some businesses have established and/or participated in multi-stakeholder initiatives that bring together companies, trade unions and civil society in projects that attempt to withdraw children from child labour and support educational alternatives and better livelihoods for parents. Some have established codes of labour practice that prohibit child labour in their own operations and those of their suppliers. In many cases, these codes are supplemented by some form of auditing.

Other business initiatives use “child labour-free” product labels or some form of

certification in order to provide consumers with the assurance that goods have been produced without child labour. Often these labels and certificates cover a range of standards in addition to child labour. Fair trade certification goes beyond providing a certificate; it ensures that producers receive fair prices for their products. Receiving “fair” prices may lead to revenue increases for producers. These additional funds could be used to address the social and other problems faced by workers, including those associated with and that create the incentive for child labour.

Many of the most well-known business initiatives that address child labour were initiated by companies from developed countries. This was often done in response to negative publicity stemming from media or civil society and trade union exposure of the problem. However, many child labourers in developing countries may not be involved in production for export markets. Many are involved in subsistence level economic activity and domestic child labour. Many others are involved in production for domestic markets and are linked to domestic supply chains. Some do this work as unpaid family workers.

In general, if companies that produce for export ban child labour due to pressure from consumers and governments in developed countries, children may instead begin to work for enterprises producing for the domestic

<sup>77</sup> See the outcome document of the 2010 Hague Global Child Labour Conference at: [http://www.ilo.org/ipec/Informationresources/WCMS\\_IPEC\\_PUB\\_13453/lang--en/index.htm](http://www.ilo.org/ipec/Informationresources/WCMS_IPEC_PUB_13453/lang--en/index.htm).



market that are under less scrutiny. If the aim is to eliminate child labour, increased attention is therefore needed to highlight child labour among enterprises in developing countries. However, to date, limited research and advocacy attention has focused on local business initiatives.

This lacuna prompted ILO-IPEC to commission research into “home-grown” business initiatives against child labour in India, Brazil and South Africa. These are defined as initiatives that are undertaken not by multi-national enterprises of developed countries but by enterprises based locally in these three countries. The research has two main purposes. The first purpose is to understand more fully the role that such domestic business initiatives play (or could potentially play) in the elimination of child labour. The second purpose is to stimulate a dialogue in the target countries on the present and potential contributions that business can make to the elimination of child labour, with a view to deepening initiatives and encouraging new ones.

The first step in this research involved the preparation of a literature review that outlined the principal mechanisms for corporate social responsibility (CSR), including codes of labour practice, labelling and certification, as well as multi-stakeholder initiatives. In addition, desk reviews, or mapping exercises, were completed in respect of CSR activities in each of the three countries.

For South Africa, the desk review identified very few significant business initiatives that specifically address child labour among domestic companies. Furthermore, the initiatives that were found tended to relate to philanthropic initiatives directed at the general community rather than initiatives in respect of the company’s or industry’s production or supply chain and its own employees and those in its supply chain.

The current research aimed to take this initial research further by investigating whether there are initiatives that focus more clearly on companies’ own production or supply chains. This initial report presents the findings of an in-depth mapping exercise to identify such initiatives. A further leg of the research would investigate one or two of the identified initiatives in more detail.

## 3.2 Methodology

The methodology for this first phase included summarizing findings from previous research including, in particular, research done in the process of developing South Africa’s Child Labour Programme of Action (CLPA); exploration of relevant policies and legal provisions for various sectors; contacting key informants in respect of each of the identified possible areas where business initiatives might be found; consulting documents supplied by informants; and finding information on-line.

The second element – contacting key informants and engaging them telephonically and through email – was the core method used. Because of the diversity among the sectors, the likely initiatives, the position of the informants, and the position of the businesses and organizations they represented in terms of the supply chain, a single standard interviewing instrument was not appropriate. Instead, questions appropriate for each particular informant were posed. In general, the focus of the research was explained at the beginning when requesting information or an interview. This explanation emphasized that the focus was on business initiatives in respect of core business rather than social responsibility initiatives, and that the interest was in child labour across all points of the supply chain. Where informants indicated that measures, such as codes or auditing, were in place

for either their own operations or those of others in the supply chain, they were asked if any instances of child labour had been uncovered.

In conceptualizing the study, several potential areas in which business initiatives might be found were identified. The areas were identified on the basis that they represented sectors in which working children were most likely to be found somewhere in the supply chain. The extensive studies undertaken in the ILO-supported process of drawing up the CLPA was a particularly important source of information for this identification. The strategy of targeting likely sectors was adopted as it is of limited relevance if a company operating in an area where there is little, if any, child labour in the supply chain adopts a policy on child labour.

The sectors initially identified are as follow:

- initiatives in/related to **agriculture and agro-industry**, including fair and ethical trade initiatives, and initiatives by agro-industry in respect of their agricultural suppliers;
- initiatives related to **liquor sales** by **South African Breweries** (SAB), a multi-national of South African origin;
- initiatives by the large **supermarket chains** in respect of sourcing their products;
- initiatives in respect of **informal trading**; and
- initiatives in respect of work associated with **minibus taxis**.

In addition, a request was sent via the Department of Labour (DoL) to all members of the multi-agency Child Labour Implementation Committee, asking if they were aware of any business initiatives in respect of child labour. This request did not generate any responses.

The two main business organizations – Business Unity South Africa (BUSA-the body that formally represents business in social dialogue forums) and Business Leadership South Africa (the body that represents big business) were also contacted. An official of the latter noted that employment of child labour would be a violation of the organization's code of conduct as well as of the country's Constitution. He said he was not personally aware of any initiatives on the issue, but provided a referral that uncovered an initiative within the **mining** industry.

### 3.3 Structure of the chapter

The chapter begins with a very brief discussion of the South African context in terms of child labour and, in particular, the legal context and statistical findings in terms of the prevalence of child work and labour. This introductory section also highlights the key findings from the earlier CSR mapping in respect of South Africa.

The main body of the chapter that follows is organized according to the different sectors investigated. Each sector sub-section discusses both the literature found on this sector, legal and policy provisions, and information gathered through interviews and email communication. The division between the different sectors is not always neat because the focus on the supply chain means that one sector might be part of the supply chain of another sector. This is the case, in particular, as regards agriculture, which serves as a supplier for supermarkets and SAB. Indeed, informants in the latter categories sometimes suggested that people in agriculture be contacted to explain what was being done in that part of the informant's supply chain.

The final section discusses common themes emerging from the sectoral descriptions and suggests a way forward.

### 3.4 Situation analysis on child work and labour in South Africa

#### *International definition of child work and labour*

Article 3.1 of the ILO Convention No. 138 on the Minimum Age (1973) prohibits all types of employment and work for children (i.e., all individuals under 18 years old) where the work concerned is “likely to jeopardise the health, safety or morals” of the children concerned. Article 3.2 states that each country will specify which types of employment or work are hazardous after consulting with the organizations of employers and workers concerned. Furthermore, national laws and regulations may allow for children aged 16 years and above to be employed if their health, safety and morals are fully protected and provided they receive the necessary instructions and training.

Article 3 of the ILO Convention No. 182 on the Worst Forms of Child Labour (1999) defines the worst forms as including:

- all forms of slavery or practices similar to slavery, such as the sale and trafficking of children, debt bondage and serfdom and forced or compulsory labour, including forced or compulsory recruitment of children for use in armed conflict;
- the use, procuring or offering of a child for prostitution, for the production of pornography or for pornographic performances;
- the use, procuring or offering of a child for illicit activities, in particular for the production and trafficking of drugs as defined in the relevant international treaties;
- work which, by its nature or the circumstances in which it is carried out, is likely to harm the health, safety or morals of children.

#### *Measuring child work and labour in South Africa*

Statistics South Africa has conducted several surveys on child work and labour. The first Survey of Activities of Young People (SAYP) was conducted in 1999 and covered children aged 5-17 years. In 2006, Statistics South Africa asked questions in respect of children aged 10 years and above, including some questions additional to standard ones, in the half-yearly Labour Force Survey. In the first quarter of 2010, the agency included a special module in the Quarterly Labour Force Survey that was addressed to children aged 7 years and above.

All three exercises found very minimal child labour and work in South Africa if these terms are understood as referring to work that qualifies as employment, including employment outside of a regular employment relationship, for example as a self-employed worker or unpaid family worker.

A report on the 2010 survey<sup>78</sup> explains that not all work by children is regarded as child labour. In line with the ILO Convention No. 138 on the Minimum Age (1973), the CLPA defines child labour as: “work by children under 18 which is exploitative, hazardous or otherwise inappropriate for their age, detrimental to their schooling, or social, physical, mental, spiritual or moral development.”

<sup>78</sup> Department of Labour. (2011). Child labour and other work-related activities in South Africa. Study of activities of young people, 2010 (Pretoria, Statistics South Africa).



The Basic Conditions of Employment Act (BCEA) sets 15 as the minimum age for employment of a child where employment is defined in line with the definition of employee in section 1 of the Act to mean: “(a) any person, excluding an independent contractor, who works for another person or for the State and who receives, or is entitled to receive, any remuneration; and (b) any other person who in any manner assists in carrying on or conducting the business of an employer”.

In practice, however, most children of 15 cannot be legally employed, as the BCEA also prohibits the employment of a child who is under the minimum school-leaving age. The South African Schools Act makes schooling compulsory for children aged 7–15 years or until they have completed grade nine. Most children will complete grade nine at the earliest in the year in which they turn 15. Most will therefore only be eligible for legal employment at 16 years old or later. The findings of the 2010 SAYP were thus for the most part reported in terms of three age groups: 7–9 years, 10–15 years, and 16–17 years.

Work that is prohibited by the BCEA is automatically categorized as child labour because it is prohibited on the basis that it is harmful for children. Other work may also be considered harmful, and thus constitutes child labour, for other reasons. For example, work might be classified as child labour because the hours are too long, because it interferes with schooling, or because it places the child in physical danger. The South African Government has issued regulations in terms of sections 44 and 45 of the BCEA and section 43 of the Occupational Health and Safety Act that specify what is considered hazardous work for children.<sup>79</sup> Of particular relevance to one of the areas investigated in this report, the regulations prohibit work by

children in a bar, shebeen,<sup>80</sup> tavern, pub or any other business which primarily sells alcohol to the general public for consumption on the premises. It is also important to note that the regulations, like the Act as a whole, are not restricted to children in a standard employment relationship but instead include children “who assist any person to carry on their business”. They are therefore applicable to children who assist unpaid in a family business.

The 2010 SAYP aimed to examine both economic (employment-related) and non-economic work activities to determine, *inter alia*, how many children were engaged in harmful work, and thus in child labour. However, the report notes that the survey would not capture some of the forms of child labour specified in the ILO Convention No. 182 on the Worst Forms of Child Labour (1999), such as trafficking of children, commercial sexual exploitation of children and use, procuring or offering of a child by others for illegal activities, including trafficking or production of drugs. However, these exclusions are of less importance for this study, which focuses on employment-related work and labour.

### ***Findings of the 2010 Survey of activities of young people***

In 2010, the total population of South Africa was estimated to be 50 million. Children under 7 years old accounted for 15 per cent of the population, those aged 7–10 years for 6 per cent, 10–15 years olds for 13 per cent, and those aged 16–17 years for only 4 per cent. The survey therefore focused on 22 per cent of the population, or 11 million young people.

<sup>79</sup> Department of Labour. Regulations on hazardous work by children in South Africa. Undated (Pretoria).

<sup>80</sup> The term “shebeen” is not defined in the legislation or policy, but is used by some commentators to distinguish unlicensed premises from the licensed “taverns”. However, this usage is not universal and others use the term to refer to both licensed and unlicensed small-scale operations which operates from residential premises.

The 2010 survey found that 24 per cent of the children were involved in “economic” activities, defined to include both work for market production and production of goods and services for household use.<sup>81</sup> The latter includes unpaid collection of fuel and water for household use.

However, the survey found that only 1 per cent of children aged 7-17 years were involved in “market economic work” over the past week (in respect of the survey), where market economic work was defined to include all work classifying as employment, but excluding work in subsistence production and unpaid collection of fuel and water.<sup>82</sup> The fact that the survey was conducted in the first quarter of the year means that it would have coincided with the harvest season for many types of fruit. Even among children aged 16-17 years, the rate of engagement in market economic work was only 2 per cent. Almost all (91 per cent) the children reporting market economic work over the past week were reported to be attending school.

Of the 121,000 children engaged in market economic work in the past week:

- 41,000 were said to have performed work for a wage, salary, commission or payment in kind i.e., as employees engaged in work that would be covered by the BCEA;
- 30,000 were said to have run or carried out some business i.e., were employers or self-employed;
- 56,000 were said to have worked unpaid in a household business i.e., worked as unpaid family members.

Of these children, only 41,000 might be directly relevant for the current study as employees of business, with the remaining 86,000 possibly relevant as concerns the supplier and customer stages of the value chain.

The questions asked by the survey as to work performed during the past seven days would not have captured work done seasonally or over holidays. When the time period was extended to the past twelve months, the survey revealed that 268,000 children had engaged in “market economic work”. Of the 268,000, over half (57 per cent) worked in trading activities of whom many would have been involved in informal trading, such as street trade.

It is also worth noting that the employed children among the 268,000 who were in the older bracket would not necessarily have been working illegally as the BCEA only prohibits the employment of children aged 15 years who have not completed grade nine. As such, the work of the older children might not classify as child “labour”. Additional questions determined whether this was indeed the case (see discussion below).

Further questions in the SAYP related to non-market economic work and probed for farming activities such as production of food for household use or looking after livestock; fetching water or fuel for household use; production of other goods for household use; construction or major repair work on own home, plot, cattle post or business; and, catching of fish, prawns, shells, wild animals or other food for household consumption. Children were also asked if they had begged for money or food in public.

Apart from fetching fuel and water, the only other relatively common activity was subsistence farming, with 7 per cent of children reporting having performed some

<sup>81</sup> Statistics South Africa. 2011. Survey of activities of young people 2010, Statistical Release P0212 (Pretoria), p. v.

<sup>82</sup> Estimates from SAYP 2010 are taken from the published reports (Statistics South Africa, 2011; Department of Labour, 2011) as well as from own calculations on the dataset.

of this type of work over the past twelve months. As with other types of work, the rate of engagement in non-market farming increases with age. Boys were slightly more likely than girls to report farming activities, and African children more likely than those in other population groups. It must be explained for the purposes of this analysis that, during apartheid, the population was classified into four groups: African, coloured, Indian and white, with the degree of discrimination and oppression being most severe for African followed by coloured and Indian. The rate of engagement was highest (12 per cent) in former “homeland” areas, while 9 per cent of children in commercial farming areas reported some engagement in farming but only 2 per cent in both formal and informal urban areas.

Of the children engaged in economic work, 37 per cent said they performed such work for pocket money. A further 24 per cent said they worked to assist the family with money. The proportion of children naming pocket money as the reason to work decreased with age, while the opposite was the case for those assisting the family with money. In terms of population group, 26 per cent of African children and 9 per cent of coloured children said that they worked to assist the family with money, while no Indian or white children gave this reason. By geographical distribution, assisting the family with money was named more often as the reason for working in rural than in urban areas, while pocket money was named as the most frequent reason in commercial farming and urban formal areas.

When all forms of non-market work were combined, including collection of fuel and water, fewer than 55,000 children – about 0.5 per cent of all children aged 7-17 years – worked 21 or more hours during the seven days preceding the SAYP interview. Nearly three-quarters of the children who performed non-market work reported having spent less

than seven hours in the week on this work, an average of less than one hour per day. Again, this suggests that for those children reporting work, this would often not be categorized as child labour.

For the monitoring of the country’s CLPA, South Africa has developed a set of indicators that monitor different aspects of child labour which can be measured through an instrument such as the SAYP. Any child who is rated as being vulnerable in respect of any one of the indicators is counted as being in child labour.

Overall, the SAYP of 2010 revealed 784,000 children as being vulnerable on at least one of the indicators, with children aged 10-15 years being the most likely to be in child labour. Overall:

- 116,000 children appeared to be doing work prohibited by the BCEA;
- 431,000 appeared to be working excessive hours for their age when all types of work were combined (with different hourly limits used for different age groups);
- for 11,000 children there were indications that school enrolment was affected by work;
- 36,000 children appeared to have been absent from school because of work-related activities; and
- 290,000 children were reported to have been injured at work or exposed to hazardous conditions.

Unfortunately, the 2010 questionnaire did not include questions which would have assessed whether children experienced difficulties at school beyond issues pertaining to attendance that appeared to be related to work-related activities.

### 3.5 Mapping corporate social responsibility

As noted above, an earlier study attempted to map a child labour-related CSR initiative of South African companies across diverse sectors, which was done through web-based research and review of print literature. Efforts were made to select companies from many sectors in order to achieve a comprehensive national picture.

The mapping report notes that while South Africa accounts for only 5 per cent of the total population of the continent, it contributes 30 per cent of Africa's combined gross domestic product, and accounts for 25 per cent of all African participants in the UN Global Compact initiative (Global Compact).<sup>83</sup> South African business therefore has a key role to play in addressing labour and related social issues.

The report notes that CSR was initially stimulated by the apartheid system, but that in the 1990s there was an expansion of CSR in South Africa, accompanying the move away from apartheid. It further notes that this expansion was observed, in particular, in the mining, food and beverage sectors. (All of these were covered to some extent in the later research which forms the focus of this report.) The report suggests that the term "corporate social investment" is preferred in South Africa (presumably by business) as the term CSR is seen as calling on business to make amends for its contribution to – and perhaps benefitting from – the apartheid system.

The report cites the **Sullivan Principles**, introduced in 1977 at the height of apartheid, which called for United States companies investing in South Africa to treat their employees in South Africa as they would treat their American workers. In the late 1990s, the principles were expanded to other countries beyond South Africa. The citation is important because while most of the CSR initiatives described in the mapping relate to philanthropy, the Sullivan Principles focused on the core business of the companies. However, the principles constituted a requirement for American companies investing in South Africa rather than for local South African companies.

The report notes that in 2004 the Johannesburg Stock Exchange introduced the **Socially Responsible Investment Index** as the first such index in the developing world. The index's three pillars – environmental sustainability, positive stakeholder relationships, and upholding and supporting universal human rights – include core business issues such as "development and empowerment" of employees, meeting core labour standards, and promotion of employee health and safety. The criteria were reportedly developed on the basis of the ten principles of the Global Compact. One would assume that core labour standards would include child labour requirements but child labour is not mentioned explicitly in the documentation describing the criteria. None of the many people interviewed for the current research mentioned this index, although several of the companies interviewed were "constituents" who were measured on the index in 2012.

The report also discusses **Proudly South African**, a non-profit initiative set up by the National Economic Development and Labour Council (NEDLAC), which is the main social dialogue forum in the country. The initiative involves a campaign to promote South African companies, products, and services in

<sup>83</sup> According to its web-site, the UN Global Compact has over 8,700 corporate participants and "other stakeholders" from more than 130 countries and is the largest voluntary corporate responsibility initiative in the world. The Compact includes four labour principles, of which one relates to "the effective abolition of child labour". Other areas of the compact cover human rights, anti-corruption and the environment.

order to support job creation and economic growth. The logo signifies to consumers that the company “treats its employees fairly, that the company cares for the environment and that the total product is made locally or some of the products are made locally by using imported”. However, there is no explicit mention of child labour on the Proudly South African web-site.<sup>84</sup>

The mapping report further notes the “promising start up activities” of the **South African Agricultural Union**, the predecessor of today’s AgriSA. It describes the Union’s policy on child labour as specifying the following conditions under which children may engage in light work:

- with the full consent of the child and his/her parents, preferably in writing;
- no forms of bonded child labour should be allowed or tolerated;
- the work to be performed by the child should contribute to his/her social and possible career development;
- the mental and physical ability of the child must be taken into consideration in deciding whether or not to employ him/her and in determining what tasks he/she should perform;
- the working hours of a child should be limited to no more than ten per week during school terms and 25 per week during holidays; and
- a working child should be paid a market-related wage.

The mapping report does not indicate to which age groups of children these apply.

AgriSA, which serves as BUSA’s lead on child labour and the business representative on

the Child Labour Implementation Committee, was not able to make itself available for an interview for the current research. This lack of availability could be at least partly explained by the on-going strikes and labour unrest in the agricultural industry in the Western Cape at the time. However, other Western Cape agricultural players did make themselves available for interviews but none of the interviewees referred to the Union’s policy. Instead, they referred to the BCEA, to the sectoral determination for farm workers and/or to the various codes and related initiatives discussed in more detail below.

The mapping report includes an annex describing activities being engaged in, company by company. Companies were selected on the basis of participation in the Socially Responsible Index and the Global Compact. They further had core business in sectors – such as mining and agriculture – where child labour is common in other countries and participated in private foundation and multi-stakeholder business initiatives. Several of the companies were, in fact, multi-nationals with head offices elsewhere, rather than South African companies, and consequently would not fit neatly into the current research.

The report notes that overall, none of the companies had a clear policy on child labour in terms of monitoring, reporting and enforcement throughout the supply chain. Instead, CSR initiatives tended to focus on educational programmes and social initiatives. A few companies, had signed up to international human rights agreements, codes of conduct or similar initiatives which included child labour, but for the most part, child labour was seen as “part of a general community development framework” which might include support for training initiatives and establishment of child-care facilities and services for younger children.

<sup>84</sup> See: <http://www.proudlysa.co.za/why-buy-local>.



The annex includes information on the Wine and Agricultural Ethical Trade Association (WIETA) and Fairtrade, both of which were covered in the current research. It also described CSR activities of Illovo and SABMiller, also covered in the current research.

The mapping report compares India to South Africa and notes that while child labour is seen as a “serious and extensive” problem in India, this is not the case in South Africa. This observation is not surprising given that the number of child labourers in India is estimated at anywhere between 20 and 50 million, against the 200,000 estimated in the mapping report for South Africa. Even after taking the very different total populations of the two countries into account, child labour is clearly far more prevalent in India than in South Africa even with the lower estimate of 20 million.

### 3.6 Agriculture and agro-industry

#### General

The CLPA 2008-2012 included several steps in relation to agriculture, as follow:

- “71. DoL and other relevant departments will consider implementing the recommendations from the TECL [Towards the elimination of the worst forms of child labour] study that has been undertaken into child labour in commercial and subsistence agriculture at the time of writing of this document.*
- 72. The Department of Transport will investigate the provision of transport facilities to children from far-flung areas where schools are not available and / or easily accessible to schools in nearby towns.*

- 73. SAPS [South African Police Service] will provide more effective protection for labour inspectors and social service workers where their safety is threatened. Full and regular access for inspectors and social service workers should also be facilitated through buy-in by organisations of farmers and other employers. Agreements with the farmers’ organisations may be one way to facilitate this monitoring. Lead institution: SAPS. Secondary institutions: DoL, AgriSA. Time line: Implementation to start by 2008.*
- 74. The DoL, in collaboration with relevant partners, will further investigate the issue and identify policy steps for the CLPA in relation to subsistence agriculture so as to give it the necessary priority because of the high number of children working in this sector, and because of the very long hours that many work.*
- 75. Agricultural extension services to subsistence agriculture and research to improve production in this sector will be increased to improve crops, stock quality and production methods that will reduce reliance on extensive work by children and also improve the health status of children.”*

The 2012 report to Cabinet on the implementation of the CLPA<sup>85</sup> notes progress in respect of commercial agriculture. This includes: (1) the introduction of sectoral determination 13 in respect of farm workers, which prohibits the employment of children under 15 years old and limits work hours of farm workers who are under 18 years old to 35 hours per week, and (2) the issuing of regulations to protect the health and safety of child workers under both the BCEA and the Occupational Health and Safety Act of 1993. In addition, station commanders of

<sup>85</sup> Department of Labour. 2012. Progress report on child labour programme of action: Phase 2: 2008 to 2012 (Pretoria).



the South African Police Service (SAPS) were informed by divisional circular that labour inspectors should be supported on request. SAPS' National Instruction 3/2010 in terms of the Children's Act also provides for the protection of social workers on request. The report to Cabinet notes further that the labour inspectors of the DoL had not found many children working in the sector.

The Cabinet report does not reflect any steps taken in respect of subsistence agriculture. Although this form of agriculture is much less common in South Africa than in most other African countries, family farming does exist and all the available evidence, including the SAYP, points to the fact that children are more likely to work on these family farms than on commercial farms.

A range of different fair trade and ethical initiatives do exist as regards agriculture. The wine and deciduous fruit industry have subsector-specific codes, and these are discussed in the relevant sections of the report below. Fairtrade, in contrast, is potentially applicable across subsectors and is therefore discussed in this introductory section, as is AgriSA, the main body representing employers in the industry. The section ends with a short discussion of the Eastern Cape Agricultural Research Project, which is not a business initiative, but is included because it engages with several of the business initiatives.

**AgriSA** represents agricultural employers in most social dialogue and related situations, also serving as the representative on child labour for BUSA, and thus for employers more generally.

AgriSA's affiliates are of two types – nine provincial employer unions and 27 commodity organizations (cooperatives) which, in turn, have farmers as members. A spokesperson said that its main activity in

respect of child labour had been advocacy and education among affiliates and their members. The spokesperson felt that the advocacy had resulted in a situation where currently there was no child labour, especially in agriculture. The last case of which she was aware had been reported in Limpopo, and the DoL reportedly took action within a few days of being informed (Elize van der Merwe, personal communication).

AgriSA is not the only representative of farmers in South Africa. In particular, the African Farmers Union of South Africa represents emergent black farmers, and is supported – including financially – by the Department of Agriculture. In addition, the Transvaal Agricultural Union, which represents primarily white farmers, has remained independent of AgriSA and generally adopts a more conservative stance. In November 2012 these organizations, the associations representing processors and the agricultural business chamber came together to establish the Agri-Sector Unity Forum. The main aim of this initiative is to present a united front when engaging with government, but it is likely that it will also take a stance on issues such as child labour.

**Fairtrade** emerged some decades ago in recognition of the fact that international trade generally disadvantages local producers. Fairtrade started in agriculture, as well as food and crafts, where goods were being produced for developed country markets. Initially, it was a charitable venture in which the goods were sold in special shops and money sent back to the producers. It remained a marginal activity until Switzerland started labelling products. Having a logo on products rather than approving particular producers opened up the possibility of entry into the mass market and the system grew substantially over subsequent years. Currently, although still non-profit, the “business” involves enormous amounts of money.

The Fairtrade system covers both plantation, or multi-estate managers, referred to as hired labour (HL) organizations, and small producers grouped together in cooperative structures (SPOs). Initial certification carries a relatively high cost, with progress subsequently audited on an annual basis. Certification and auditing is conducted by the independent FLO-CERT, which has headquarters based in Bonn, Germany. Different standards apply to HL organizations and SPOs.

Certification and use of the Fairtrade label guarantees the producer organization a minimum price for the product. The producer organization also receives a premium payment, calculated as a percentage of the retail price, which must be used by the producer for social development projects that benefit all workers or farmers in the producer organization. The projects are decided on by management and worker representatives or by cooperative leaders.

In South Africa, between 2008 and 2011, there were only two certified SPOs and 43 HL organizations that were part of Fairtrade, amounting to a total of 12,700 small farmers and employees. Today there are three SPOs, all of which produce rooibos tea.

Fairtrade prohibits child labour as defined by ILO Convention No. 138 on the Minimum Age and Convention No.182 on the Worst Forms of Child Labour. The website acknowledges that:

*“No person or product certification system can, however, provide a 100 per cent guarantee that a product is free of child labour.... What Fairtrade guarantees is that if we find breaches to our child labour requirements, we take immediate action to protect children. We prevent the impacted farms using child labour from entering the Fairtrade system, and support them and their communities to tackle the problem.”*

Fairtrade International has an internal Child Protection Policy and Procedure that governs the action to be taken when child labour is detected and/or reported, which is in line with the UN Convention on the Rights of the Child.

Fairtrade Labelling's Position Paper on child labour again acknowledges that the organization cannot guarantee zero child labour in the supply chain, but states that Fairtrade, “can provide assurance that its standards, certification, and producer support services all contribute to a solution.” In particular, it notes that the minimum price guarantee allows producers to work “ethically and sustainably.”

Fairtrade defines children working below 15 years old as child labour. It requires that producers abide by national legislation if this specifies standards above the international ones. The organization is comfortable with children working as family helpers after school or during holidays, on condition that they are guided by an adult family member, that working hours are “reasonable”, and that the work does not hinder school attendance, personal development or health.

Where child labour is found in a HL situation, Fairtrade requires that no further children be recruited, and that a “remediation policy” be put in place that ensures that children already working are no longer working within one year of certification. The leeway is intended to ensure that children do not get forced into worse forms of work. For SPOs, the requirement is that no children under 15 years old be “contracted”, and that work does not hinder schooling or the development of the child.

Where producer organizations use subcontractors or labour brokers, they are required to sign a contract with the subcontractor or labour broker in which the latter agrees to comply with Fairtrade standards.

A staff member of FLO-CERT based in South Africa said that they had not found any child labour in South Africa. She noted that there was a “blurred line” in terms of family labour among small producers. However, this was of limited relevance in South Africa as they had only three small producer organizations as members. The other South African members were “plantations” (larger commercial farmers) of fresh fruit and wine. For these HL members, she noted that there might be a child of 17 years old who was working 45 hours instead of the legislated 35, but said this would happen through insufficient checking of ages rather than consciously. In general, farmers were “paranoid” and thus would rather not employ anyone under 18 years old at all. Her preference would be to allow older children to work, but within the prescriptions of the law, i.e., for fewer hours per week.

The staff member said that child labour was a concern in other countries covered by the South African office and, in particular, referred to the use of child labour by West African cocoa producers.

A part-time ethical auditor said that in the six years she had carried out this work in South Africa she had not come across any instances of children younger than 16 years old working on farms. However, she had been told by many farmers that they were approached by children aged 16-17 years asking for work during the school holidays. In these cases, farmers sometimes appointed children on the same basis as adults instead of, for example, restricting hours of work to 35 per week. Farmers complained that the additional work required from them in managing work of children aged 16-17 years meant that they would prefer not to employ them at all, although recognizing that the additional income was important to many of the families.

Theron and Visser report the existence of the Association for Fairness in Trade, a South

African network that brings together small farmers who are certified with Fairtrade and “disparate” organizations of workers on large-scale certified farms.<sup>86</sup> The network members attempt, *inter alia*, to assist each other in using the system in order to benefit workers – a practice that they refer to as “riding the code”. The network also puts workers who want to join a trade union in contact with the relevant unions. On one farm in Rawsonville in the Western Cape, a shop steward of the Food and Allied Workers Union reported that he negotiates with the Fairtrade officer who represents farm owner members of the Rawsonville Fairtrade project in order to stop unfair labour practices. The shop steward reported that negotiations with the officer, and the threat of a non-compliance report, were more effective in achieving results than the standard union channels. In Rawsonville, worker organizations have used part of the money from the Fairtrade premium to build clinics and pay the related contract staff, establish crèches and related services for young children, as well as after-care and related services for school-going children.

### Wine sector

The South African wine industry is organizationally fragmented. The South African Liquor Brandowners’ Association represents the big wineries, Wine Cellars SA represents 63 exporters, Vinpro presents wine farmers and private estates, and Wines of South Africa serves as the marketing arm. WIETA’s members currently range from grape-producing farms to wineries and bottlers.

**WIETA’s** origin dates back to the late 1990s when the Department of Trade and Industry was negotiating with the European Union

<sup>86</sup> Theron, J.P.; Visser, M. (2012). Prospects of decent work in agriculture, Labour and Enterprise Policy Research Group Working Paper (Cape Town, University of Cape Town), p. 15.

over the question of the use of trade names such as champagne. Then Deputy Minister, Alec Erwin, entered into an agreement by which South Africa would no longer use these names, but in return European countries would improve market access for alcohol businesses that were to lose the names. As a result, supermarkets in the UK, who were the main wine buyers, agreed to put aside money from sales for two purposes, namely (a) assisting with marketing and (b) improving conditions of workers, or corporate social investment. A small Ethical Trade Initiative subsidiary was set up with representation of the UK's Trade Union Council sitting on its board. Subsequently, South African stakeholders "nationalized" the initiative and WIETA was formally established in November 2002. Theron and Visser characterize the association as a multi-stakeholder body that has, as its objective, to "manage the reputation" of the industry.<sup>87</sup> The stakeholders include producers, unions, civil society and government. In October 2005, members agreed that it would extend its scope down the wine supply chain into the broader agricultural sector.

Over time, WIETA developed a relationship with the UK supermarket Tesco, which counted several thousand South African farms as suppliers, wanting them all to be audited. By 2008, WIETA had carried out 200 farm audits and became accredited by the Supplier Ethical Data Exchange (SEDEX). The exchange, which was originally set up by TESCO, is a not-for-profit membership organization that manages an on-line database in which members can store, share and report on information in four key areas, namely labour standards, health and safety, environment, and business ethics. Much of the information – including both documentation and results of audits – is only available to members. However, according

to information posted on the web-site in June 2012, the organization was developing a Supplier Workbook that would provide guidance, including on child labour.

Initially, membership of WIETA was voluntary and producers joined primarily to satisfy the requirements of UK supermarkets. Two and a half years ago, the larger brands such as Distells and KWV started requiring, through contracts, that producers in their supply chain comply with ethical standards. Again, this was commercially driven as it was required by UK and European buyers. A further recent development was the drafting of some new regulations within the WIETA code in response to the negative report issued by Human Rights Watch in 2011,<sup>88</sup> which came into effect at the beginning of 2012.

Currently, WIETA certifies each site in the supply chain. The certification process includes a review by a multi-stakeholder committee with trade union, civil society and producer representation. The WIETA spokesperson said that the process was more "strenuous" than was the case for Fairtrade, in particular in relation to health and safety, because the latter had a "progressive" standard that allowed leeway for producers to take corrective action before the next annual audit. In contrast, WIETA provides a three-year certificate. (However, a Fairtrade spokesperson claimed that their label was considered a higher standard than that of WIETA.) During this period, multi-stakeholder monitoring continues, with WIETA carrying out spot checks in which they consult, in particular, with workers. WIETA also requires a "living wage" required for all workers, including seasonal workers, which is higher than the minimum specified in the sectoral determination. The actual level of the living wage is not specified, but WIETA would

<sup>87</sup> Ibid., p. 6.

<sup>88</sup> Human Rights Watch. (2011). *Ripe with abuse: Human rights conditions in South Africa's fruit and wine industry* (New York).

expect it to include elements, such as production bonuses and provisions in respect of housing, electricity, etc.

WIETA issues a Fair Labour Practice Seal. Certificates can be obtained for sites and for particular wines. WIETA uses the industry-run South African Wine Information System to check which farms provide grapes for the particular wine to ensure that all these farms are certified. It also checks the cellar. This certification currently runs alongside the Integrated Production of Wine certificate that is reflected by the protea sticker and number on wine bottles. The latter currently covers 95 per cent of bottled wine. Within three to five years, the industry hopes that the two certification processes can be combined so that both sustainability and ethics can be covered by a single certificate. However, the WIETA informant said that if this were to be done immediately, only 5 per cent of wines would be certified.

Upfront, WIETA's code of conduct includes the principle that "child labour shall not be utilised". More specifically, its clauses on prohibition of child labour state that:

- members shall not employ children aged 15 years;
- should young persons aged 15-18 years seek employment, members shall ensure that this does not interfere with their school- going activities; and
- members shall ensure that the work provided to young workers is appropriate to the age of the young person concerned, and shall take care to ensure that the work performed does not risk the young person's well-being, education, physical or mental health, or spiritual, moral or social development.

The clauses on prohibition of forced labour include the following:

- spouses or cohabiting partners, parents or children of employees living on the premises of and working for any member of the association shall not be required to work in return for the right to live on the farm.

A WIETA spokesperson noted that members are required to follow the sectoral determination in restricting hours of work to 35 per week and disallowing engagement in night work or hazardous work the association for children aged 15 years and above. Furthermore, work undertaken should not disrupt the child's schooling. WIETA also requires that the child's identity document and birth certificate be on file and that the parents' consent be obtained.

The spokesperson said that although they had carried out 700 to 800 audits, they had only come across one case of child labour of which she was aware. In this case, which occurred several years ago, a child was helping the family and did not have a birth certificate. She said that the failure to find child labour could, at least in part, result from the fact that producers joining the organization received a lot of education "upfront" from WIETA. As a result, by the time the operation was audited, the producer would know that child labour was illegal and that they could be reported to the police and to the DoL. She was of the opinion that this probably meant that child labour was not used rather than that it was hidden, as the auditing process includes informal focus group discussions with workers in which they ask if children assist with the work.

This spokesperson further explained that there had been debates as to whether it was acceptable for children to be in the fruit orchards during school holidays and help, for example, with scaring off the birds. She acknowledged that, historically, child labour was utilized, especially in areas where workers

were paid at a piece rate, and said that it was possible that children were still helping to increase piece-rate earnings in remote areas. The sectoral determination does, however, specify that workers paid at a piece rate may not earn below the minimum wage.

A Vinpro representative reported that the organization did not carry out formal inspections itself, but instead relied on WIETA for independent inspections. He said that he, too, was not aware of WIETA uncovering any child labour and added that in his years in the industry he had also never come across child labour. However, he noted that “one can never say never.”

WIETA makes available an updated list of whom and what is certified, but the audit reports themselves are not public. The report would be made available to buyers such as TESCO if the producer gave permission.

Some farmers were said to seek certification through both Fairtrade and WIETA. Where WIETA is asked to certify a producer who already has Fairtrade certification, a shorter half-day audit – or verification – is done rather than a full audit. The WIETA informant reported that some farmers were leaving the Fairtrade system as they felt they were not making sufficient profit to afford the premium. Some were also unhappy that Fairtrade “interfered” with pricing. A representative of Wine Cellars SA commented that Fairtrade was very commercialized, “driven by making money”. He noted that this approach was not easy to “sell” to farmers, especially when compared with the non-profit driven WIETA code.

Fairtrade does, however, have relatively high penetration among wine producers. Wine Cellars SA’s members reportedly account for 75 per cent of total grapes harvested and wine produced in the country. A Wine Cellars representative noted that 63 per cent of the

wine sold worldwide as Fairtrade is from South Africa. In contrast, at the time of the interview not all Wine Cellars members were signed up to WIETA, as the new code was launched only in 2012 after a period of weak administration and management. There was a fear that the recent labour “unrest” would discourage further signing up of members as those whose properties were burnt included some who were WIETA accredited. Other producers were therefore asking why they should spend money on this if they were included in attacks.

## Horticulture

Barrientos and Visser report that between the 1980s and 2007, horticultural production increased from 18 per cent to 26 per cent as a share of total agricultural output.<sup>89</sup> Currently, over 50 per cent of fruit produced is exported, and less than 20 per cent goes directly into the domestic fresh produce market. The value of fresh fruit exports has also increased substantially.

In the past, Unifruco (for deciduous fruit) and Outspan (for citrus) negotiated on behalf of producers with overseas importers and supermarkets. Since deregulation and with increasing domination of large supermarkets, the value chains have become increasingly buyer-driven. The researchers note that in this process, “lead buyers govern their value chains through the application of sourcing requirements and standards.” The standards of European chains for fruits include: GlobalGAP; hazard analysis and critical control points (for safety); supermarket-specific standards in the case of companies such as Tesco and Marks and Spencer; and ethical trade initiatives’ codes of practice.

<sup>89</sup> Barrientos, S.; Visser, M. (2010). South African horticulture: Opportunities and challenges for economic and social upgrading in value chain, Working Paper 12, Capturing the Gains (Manchester and Cape Town, University of Manchester and University of Cape Town).



Meanwhile, the employment profile on the farms has also changed as farmers increasingly employ a core workforce of relatively skilled on-farm workers which they supplement with casual seasonal labour. The latter are increasingly employed through labour brokers. In some areas, many of the casual workers are migrants from other African countries.

Barrientos and Visser report that individual supermarkets started introducing private standards in the 1990s, and over time have introduced standards in respect of products, process and social aspects. Child labour would generally fall into the third category.<sup>90</sup> EurepGAP, subsequently renamed GlobalGap, emerged as the single European process standard and many South African growers registered for this standard in the early 2000s. Most UK supermarkets adopted the Ethical Trading Initiative base code established in 1998. However, social auditing of the code in South Africa began only in 2007.

Barrientos and Visser argue that increasing dominance of the supermarkets has squeezed producers' profit margins.<sup>91</sup> The various standards and audits, meanwhile, impose additional costs which are, for the most part, carried by the producers. A concern related to the costs was evident, either implicitly or explicitly, in several of the interviews for this study. Barrientos and Visser report that some growers have withdrawn from Fairtrade because of the costs involved.

**Fruit South Africa** (Fruit SA) brings together the Fresh Produce Exporters' Forum and four growers' associations in the fruit industry, namely, the Citrus Growers' Association, Hortgo (for deciduous fruit), the South

African Table Grape Industry, and the South African Sub-tropical Growers' Association.

A representative of Fruit SA noted that audits of fruit farms initially started as a result of pressure from the UK retailers. These exercises audited the farms' practices against both South African law and international standards. The UK pressure was subsequently supplemented by European auditing initiatives such as the Global Social Compliance Initiative, while more recently there has also been pressure from Walmart after it entered the South African market.

Barrientos and Visser (2012) suggest that Tesco's insistence that fruit growers comply with standards was the result of pressure from the South African non-governmental organization, Women on Farms, working together with ActionAid and War on Want in the UK. This pressure has resulted in Tesco demanding that its suppliers be audited by WIETA.

Faced with this plethora of standards, Fruit SA decided to avoid duplication by developing a common standard and initially attempted to carry this out beyond the fruit industry. Meetings were held with the National Agricultural Marketing Council as well as with WIETA. Furthermore, some of the farms joined up to the WIETA system. However, a range of reasons for the inability to come up with a joint response beyond the fruit industry was given by the informants. These included: differences on the need for separation of functions (player and referee); ability of the producer to choose the auditor; geographical scope (wine is Western Cape-based and fruit more national); the multi-stakeholder approach used by WIETA; duration of certification; scope (labour, or labour together with biodiversity); and whether a new code or instead an adaptation of an existing code was needed.

<sup>90</sup> Ibid.

<sup>91</sup> Ibid.

One informant observed that while there were differences between the wine and fruit industry in terms of structure, governance and exports, the main differences were political.

In developing its standard, Fruit SA worked with the Global Social Compliance Programme which had harmonized a range of different codes into a single reference code. Fruit SA developed its common code and submitted it to the Global Social Compliance Programmes “equivalence process”. The Programme’s review found that the Fruit SA code was equivalent in 55 of the 60 aspects, with partial equivalence in respect of four aspects and non-equivalence in respect of one. The latter related to ordinary and overtime hours of work, where South African legislation provided more favourably for workers than the international reference code.

The Fruit SA code, the Sustainability Initiative of South Africa (SIZA), was developed “bottom up” i.e., through consultation with farmers, and was completed in August 2012, with Fruit SA starting to accept registration applications in November 2012.

Meanwhile, approximately 800 farms were audited over a period of four years, primarily for UK retailers. Fruit SA was unhappy with this system because it did not have access to the audit information as neither the auditing companies nor SEDEX provided access to information unless a particular grower agreed. The Fruit SA system, in contrast, will have a system on which to upload audits. Information on individual growers will only be available to those whom the individual farmer agrees can have access, but Fruit SA will be able to access and analyse aggregated information, determine trends, and come up with ways of addressing weaknesses. Fruit SA hopes to be able to upload their audits in SEDEX but this was still under negotiation with SEDEX at the time of the interview.

Also, at the time of the interview, trial audits of SIZA had been conducted in Eastern Cape and Mpumalanga. While Fruit SA itself has associations as members, SIZA will have individual growers as members who will be strongly encouraged to go through a training programme prior to having the third party audit. In the words of the web-site: “SIZA focuses on development and building capacity rather than audits although audits are important as an indicator of need. The SIZA programme aims to provide growers with the tools to be self-regulated.” The web-site notes that the same standard will apply regardless of the size or status of the producer, but that emerging growers will be supported to develop the necessary management systems for ethical compliance.

The SIZA audit is described as inclusive, as there is a pre-audit meeting in which the workers are included; workers are interviewed for the audit itself; and workers are part of the reporting back process. However, the system does differ from WIETA in not being multi-stakeholder. The difference in approach arises, at least in part, due to employers being unwilling to work closely together with Sikhula Sonke, a trade union of women farm workers, after the latter engaged in advocacy overseas which employers saw as calling for a boycott of the industry.

The main SIZA standard includes a chapter on young workers and child labour. The chapter largely mirrors the legislation and Fruit SA hopes to collaborate with the DoL in enforcing the provisions, given the latter’s lack of capacity.

The provisions in respect of young workers and child labour are also found in the Labour Service Provider Checklist. The existence of this checklist constitutes an acknowledgment of the use of labour broking and subcontracting within the industry and is described as a means of encouraging

standards rather than enforcing them. The website reads as follows in this respect:

*“The fruit industry has recognised the need to encourage the participation of labour service providers working in the fruit industry in its ethical trade programme. This is in line with its goals to manage its risk more effectively and to support on-going improvement of workplace conditions. The industry supports labour service providers committing themselves to the principles contained in the standard.”*

However, the website also notes that the labour service providers and those who contract them are jointly liable for ensuring fair labour practices regardless of who the direct employer is. The checklist is intended for use where the labour service providers have not themselves participated in the Fruit SA ethical trade programme. The provisions in respect of child labour and young workers read as follows:

*“Senior Management shall not engage the services of children and shall implement all measures necessary to prevent children from being employed directly or indirectly. Where child labour is discovered, senior management shall take all measures necessary to remediate the situation taking into account the best interests of the child. Where young workers (15-17 years old) are employed, senior management shall ensure that their working conditions comply with legal requirements.”*

Further checklist and guidance questions enquire whether the provider has copies of IDs for all workers, whether IDs of workers aged 15-18 years old are kept for three years, whether there is a clearly stated policy regarding minimum age, and whether young workers' contracts have been signed by their legal guardians and comply with the law.

## Sugar sector

There are altogether 14 sugar mills in South Africa. Illovo Sugar and Tongaat Hulett Sugar each own four mills and thus together account for more than half of the mills in the country. Illovo also has 25 per cent equity in Gledhow Sugar Company, which owns one mill. Illovo is not fully South African in that its holding company is Associated British Foods but it qualifies for inclusion in this study as it is listed on the Johannesburg Stock Exchange.

**Illovo** complies with the United Nations Global Compact Principles. Illovo has placed increasing emphasis on the issue of sustainability over the last five to six years to the extent that one official referred to “our new life linked to sustainability”. The company has a sustainability steering committee which includes the operations director, human resources executive, the company secretary and technical specialists.

The annual report of 2012 states that in respect of the company's “commitment to the advancement of ethical business practices” the “the scope of influence” goes beyond its own operations to those of its suppliers. In its procurement contracts with its major suppliers, it therefore “seeks to secure undertaking” in respect of a number of issues, including non-use of child labour.

A company official reported that the company would not employ children on their own land, but this land produces only 5 per cent of the cane it uses. In addition, the company would not accept cane produced by commercial growers who used child labour. However, in cases where small-scale farmers had children performing work on land that they had acquired through the traditional system and which they used (partly) for subsistence purposes, Illovo would not attempt to prevent or control this. Likewise, the company would



not prevent a situation in which a family used the money earned partly through children's work to pay for school fees. He acknowledged that this was a grey area but questioned how one could stop the family from making a living. The official further noted that work on a cane farm was relatively laborious so less likely to be carried out by children than some other forms of agricultural work.

Another Illovo official said that he had prepared draft guidelines on child labour and forced labour in the supply chain which he had forwarded to more senior officials. In drafting the guidelines he drew on FairFood as well as on the SA 1200 Social Responsibility Code. This official emphasized that the company could not impose on growers where the "economic unit is the

family unit", but felt that the primary concern should be that children's work should not interfere with the children's education.

Yet another Illovo representative explained that, contrary to what his colleague had said, the company did have a policy. As a company, they did not employ or recruit children and were audited in this respect by the DoL. Illovo did not police every supplier farm but they would be audited by the Department as well. He acknowledged nevertheless that "you could have a couple with a farm and their children might do weeding in the fields. But that is their business." He was confident that there was no child labour in commercial farming. The representative noted that, in addition to the Department's oversight, the company was unionized, with the Food and



Allied Workers Union as the dominant union. He said that the unions “won’t let you get away with a thing.”

A representative of **Tongaat Hulett** said that child labour would be dealt with as part of the extended support given to small growers as this support covered the explanation of laws. He was confident that the company would not employ children in their own agricultural operations. He observed that one needed to remember that the small-scale growers were running their own businesses, but it was his opinion that it was very unlikely that they would employ children both because they were not located in “deep deep rural” areas and because there were many schools and widespread recognition that children needed to be in school. However, he acknowledged that they had not carried out a survey that would back up his perception.

The **South African Canegrowers’ Association** used to cover approximately 50,000 growers in the past, but now covers between 26,000 and 27,000 through the organizations that are members. The reasons for the sharp decrease in coverage are primarily economic as many growers have moved into other activities. In particular, many small-scale growers stopped producing cane after the previous systems promoting incentive fell away.

The Canegrowers’ Association is not an employers’ organization but does provide growers with general advice and information on labour-related matters and the relevant legislation. The association has been clear that growers should neither allow nor encourage any form of child labour in the cane growing business, with child labour being defined as employment of children under 15 years old. A representative noted that, while in the past children of farm employees sometimes, at their request, worked to earn some money during school holiday periods, this was no longer allowed.

The representative was not aware of any initiatives on child labour in the cane-growing sector. He noted that among small-scale growers, most of the work was done by independent contractors rather than by the small-scale growers themselves. He said that there might well be cases in which family labour was used, but he did not know the extent of this practice.

As noted above, the number of small-scale growers is currently substantially less than it was in the past when regulated quotas applied to them. After the quotas fell away, growers contracted individually with the mill. There are still special support services available for those who deliver less than 250 tons of recoverable value per season. Typically, these small-scale growers have access to land through a permission-to-occupy certificate. Generally, they will contract with other small-scale or large-scale growers to undertake operations such as planting and harvesting for them, and only hire workers directly for tasks such as weeding and applying fertilizers. The latter are reportedly generally employed on a casual basis.

### Eastern Cape Agricultural Research Project

A part-time auditor for Fairtrade said that the most progressive check and balance system for child labour that she had encountered was developed by the Eastern Cape Agricultural Research Project (ECARP). This system involved workers who form committees to monitor conditions of work, including child labour.

However, the system does not fall neatly within the scope of this investigation as it is not a business initiative. It is also not a union initiative since ECARP has been explicit in advising workers that it is not a union after workers lost interest in

trade unions due to alleged lack of service delivery by the Food and Allied Workers Union. The ECARP initiative was in fact sparked by the introduction of a minimum wage through the sectoral determination of 2003. When the DoL failed to enforce the sectoral determination, ECARP assisted workers to form committees and secure their rights. One important difference with a union is that the farm committees include people who live on the farms but may not be permanent workers, or even casual employees. Inclusion of such farm dwellers means that the committees include more women than they would otherwise do, and are also more likely to address issues related to “social reproduction”.<sup>92</sup> In Fort Beaufort and Adelaide, for example, the area committees succeeded in persuading government to provide subsidized school transport.

Generally, ECARP does not participate in collective bargaining, but does provide some guidance to workers for this process. It also assists workers in engaging with the DoL. It has had meetings with Fruit SA, Tesco and the provincial branch of AgriSA. The meetings with Fruit SA were productive, in that the organization undertook to address worker complaints in the Sundays River Valley and to share the methodology used by its third party auditors. The meetings with the provincial branch of AgriSA were reportedly less successful.

There is no mention of child labour in Theron and Visser’s working paper, but in an interview one of the authors reported that the organization had reportedly found child labour being used in the Sundays River Valley, presumably on the citrus farms which dominate in this area. A staff member of ECARP reported that they had once met with the children, but their subsequent attempts to meet with them had not been successful

(Lebo Manganeng, personal communication). She estimated the age of the children concerned as 12 years or older and said that they were engaged in seasonal work.

### 3.7 South African breweries and taverns

The study of the liquor industry,<sup>93</sup> undertaken in 2006 as part of the ILO-supported Towards the elimination of the worst forms of child labour (TECL) project, found little hard evidence in the literature of child labour in the liquor industry. However, there was anecdotal evidence of children performing work, especially with regard to selling liquor in the informal sector. Children interviewed during the preparatory phase for the CLPA reported a range of paid and unpaid tasks related to liquor selling activities.<sup>94</sup> These included serving and selling items for the family business; fetching beers in a wheelbarrow (for the shebeen<sup>95</sup> or home consumption); restocking the bar (at the tavern / shebeen); preparing and serving food for the shebeen customers; cleaning the tavern / shebeen; dancing at the local clubs; selling drugs; gambling; and prostitution.

The 2006 study estimated that, given the estimate of 265,000 shebeens operating in the country, there might be between 165,000 and 250,000 children involved in business-related activities. Some of these might have been legally employed. The estimate was based on interviews with shebeen owners in the Western Cape who reported that, as a shebeen was generally a family business, children performed work-related tasks from

<sup>92</sup> Theron, J.P.; Visser, M. (2012), op. cit., p. 24.

<sup>93</sup> Charman, A. (2006). Rapid assessment of children making and selling liquor, Report prepared for Towards the elimination of the worst forms of child labour project (Cape Town, Sustainable Livelihood Consultants).

<sup>94</sup> Ibid.

<sup>95</sup> See footnote 80.



approximately the age of 12 years. Children graduated from cleaning to activities such as cooking and serving customers as they grew older. For the most part, these children would be family members.

The National Liquor Act, no 59 of 2003, states that no person under 16 years old may be employed at any stage of the manufacturing or distribution process of alcohol unless they are employed as part of training or a learnership falling under the Skills Development Act. Some – but not all – provinces have also passed provincial acts. These acts typically state that no-one may sell liquor for retail purposes or manufacture liquor unless they are licensed. A range of different types of licenses are defined including licenses for “taverns”. These are defined as residentially-zoned premises where liquor is sold for consumption on the premises.

The acts state that children may not be issued with any type of liquor license. There is also a range of clauses aimed at preventing children from drinking alcohol. These include the provision that alcohol may not be sold or supplied to any person under 18 years old, and may not be consumed on a licensed premise by a child.

Several of the acts state that the licensed premises are to be separate from living quarters. For example, section 50(6) of the KwaZulu-Natal Act states that the licensed premises must be “separate from any other dwelling, especially a residential dwelling, and if attached to a dwelling, it must be separated by means of walls constructed out of brick and mortar, separate access points of entry into the licenced premises and securable doors.” Section 53(1) of the Free State Act says that the licensee must “at all times ensure that the registered premises are separated from any other dwelling by means of solid walls.” Such clauses could assist

in distinguishing ordinary household chores from work in the family business.

Of direct relevance for this study is that both the Free State and KwaZulu-Natal acts state that a licensed person may not employ a child under 16 years old “in or in connection with the sale of liquor” (section 79(1) of KwaZulu-Natal Act) unless the employment forms part of the child’s formal training, such as a learnership. This mirrors the national act. The Western Cape sets the minimum age at 18 rather than 16, while the Gauteng Act states that the licensee may not employ a minor (anyone under 21 years old) but permits the employment of a member of the family of the licensee or manager of the business if they are above 18 years old. The Northern Cape Act does not include any such provision in its provincial legislation.

The report produced for TECL<sup>96</sup> noted that children working in taverns and shebeens “confront a hostile and hazardous environment, which potentially threatens their physical, mental and moral well-being and often does result in harm and exploitation. As most shebeens are unlicensed and operate illegally, the legal provisions within provincial liquor legislation to safeguard children from exploitation are essentially meaningless.”

On the basis of this report, the CLPA for 2008-2012 included several action steps in respect of children and the liquor industry, as follow:

*“77. The DTI [Department of Trade and Industry] will take steps to ensure that provincial liquor legislation is in line with the objects of the National Liquor Act and, in particular, does not undermine the provisions in respect of child labour. The DoL will provide technical support to the provincial liquor boards to review and where necessary*

<sup>96</sup> Charman, A. (2006), op. cit.

*revise the legislation with respect to the employment of children, taking into account the recommendations below.*

78. *The DoL will support the DTI, provincial liquor authorities and SAPS to train labour and liquor inspectors on the employment provisions of the provincial liquor legislation and the BCEA, emphasising the restrictions on child labour.*
79. *The DTI, in collaboration with the DoL and SAPS, will develop an action plan to monitor “hotspots”; the strategy should initially target shebeens/taverns where children are believed to be involved in commercial sexual work and in the illicit sale of drugs.*
80. *Liquor manufacturers, distributors (wholesalers) and retailers will, through their industry bodies, promote awareness of the law with respect to child employment through the use of codes which support the objectives of the National Liquor Act and relevant provincial acts, promotional material, and the inclusion of training on employment law in the training programmes for taverners.*
81. *Taverners’ associations should take the lead in fostering awareness among their members (and among shebeen traders in general) of the moral rationale and social justification for eliminating child work connected to any part of the liquor production and distribution chain. The provincial liquor boards should provide the associations with financial and logistical support to run campaigns in this respect.”*

of action step 77, the sectoral determinations for the wholesale and retail and hospitality sectors prohibit employment of children under the age of 15 years, mirroring the prohibition in the BCEA. These provisions should be enforced by labour inspectors. In respect of action step 78, SAPS is responsible for enforcement of both national and provincial liquor legislation. Liquor inspectors receive training, but it is not clear to what extent this is focused on child labour. No progress was reported on any of the other action steps.

Charman, who undertook the 2006 research, has since done further work on related topics and is partially funded by SAB. He now thinks that there is “considerably less” child labour in the industry than he had previously estimated. He notes that his more recent field research suggests that there are children who work in “spaza-shebeens” i.e., spaza shops that sell liquor. These shops typically operate for long hours and children might thus be left in charge of the shops while their parents attend to other matters. However, Charman reports that he has found children playing a role in only a “handful” of the 9,000 informal businesses he has studied in two provinces.

Charman et al.<sup>97</sup> suggest that spaza shops – or at least the locally run ones – are in decline due to an influx of foreign immigrants, especially from Somalia, Ethiopia and Bangladesh. However, the authors further suggest that the foreign competition has encouraged local operators to shift away from groceries, often turning to alcohol and gaming. Alcohol is especially attractive as the main groups of foreigners will not want to sell liquor for religious reasons. Foreigners are also likely to be especially wary of contravening the liquor laws. In their case study in Delft, Charman et

The 2012 report to Cabinet on progress in implementing the CLPA suggests limited achievement as regards these steps. In terms

<sup>97</sup> Charman, A., et al. (2012). “From local survivalism to foreign entrepreneurship: The transformation of the spaza sector in Delft, Cape Town” in Transformation 78 pp. 47-73 (Cape Town).

al. found that one-fifth of the South African-run spazas sold liquor.

The web-site of the **South African Liquor Traders Association** (SALTA) dates the organization's history back to the 1976 Soweto uprisings and says that this movement raised awareness that the rights of informal liquor traders needed to be recognized. Shebeeners, stokvel<sup>98</sup> groups and "bootleggers" thus came together to establish the National Taverners' Association. After 1994, prompted by government calls for one voice for the industry, this organization came together with similar groupings in other parts of the country to form SALTA. Today SALTA has more than 250,000 members and comprises both a section 21 (company) structure and an investment wing. Its work includes advocacy, litigation and related activities to promote the rights of shebeeners and to counter harassment.

SALTA acknowledges that children work in the liquor industry. However, as yet, it has not conducted or commissioned any research to determine the extent of the problem.

The **Association for Responsible Alcohol Use** (ARA) brings together a range of actors in the alcohol industry. However, SALTA is not a member, and there are no shebeen members. ARA's focus is on social responsibility rather than operational and labour issues. They were nevertheless approached for this research given that they would have some sense of the characteristics of the industry. Their representative, who has a long involvement in the industry, noted that in his experience sons and daughters of shebeen owners were likely to perform work such as washing plates and glasses. However, he felt that this could be seen as similar to children washing up after a braai (barbecue) in middle-class homes and did not constitute exploitation.

This observer further noted that he had never seen anything approaching child labour in cellars or on estates. In essence, where adults could be paid low wages and have poor working conditions there would be little incentive to exploit children.

**SA Breweries** was originally a South African company but now operates in about 70 countries. The earlier mapping report noted that the company had drafted the SABMiller Human Rights Principles, which recognized international labour standards. These Principles applied not only to employees, but also to contract workers and workers without a formal contract of employment. The Principles document included a section on child labour and minimum age for work with reference to ILO Conventions No. 182 and No. 138.

When asked about child labour for this study, company representatives generally understood this issue to be part of their sustainable development focus, for which they collect data and produce an annual report. The head of sustainable development reported that the company's global human rights policy applied both within the company and to service providers. Section 5.3 of the company's position paper on human rights contains the following statement on child labour:

*"The use of child labour in ways that are illegal, socially unacceptable or lead to a child losing his or her educational opportunities is not tolerated. SAB Ltd, therefore, opposes the worst forms of child labour as reflected in ILO Convention No. 182... SAB Ltd adheres to minimum age provisions of South African Labour Laws and regulations, and, where South African Labour Law is insufficient, takes account of international standards. In addition, adequate mechanisms are used for age verification in recruitment procedures."*

<sup>98</sup> "Stokvels" are rotating savings and credit organizations.

In El Salvador Industria La Constancia, the local SAB operation, has worked together with Coca Cola to try to ensure that children are not employed in harvesting the sugar cane that is an input in their production processes.

The head of sustainable development was not aware of a formal policy in respect of children working in shebeens. However, he said that SAB took a very strong stance in respect of not serving people less than 18 years in the shebeen. Another industry observer suggested that there would be little, if any, engagement with unlicensed operations such as shebeens.

In August 2011, SAB launched a Responsible Trader programme which aims to encourage tavern owners to operate in a responsible manner in line with the Liquor Act.<sup>99</sup> This requires, among others, that alcohol not be sold to anyone under the age of 18 years. The company's sustainable development report for 2012 reports that 17,185 traders had participated in Responsible Trader training by the end of the reporting period.

In terms of suppliers, the head of sustainable development noted that SAB bought from the cooperatives rather than directly from farmers. He further noted that the company's understanding was that the concern was not about work per se, but instead about work that kept children out of school. He said that the policy in respect of suppliers was actively monitored, and the monitoring system was being migrated onto the SEDEx system.

SAB also has a joint initiative, "Better barley, better beer", with the World Wide Fund South Africa aimed at assisting barley farmers engage in sustainable agriculture.<sup>100</sup> The 72-page manual produced for the initiative

contains two sentences on child labour, as follows: "The Sectoral Determination includes a section (section 25) on the prohibition of child and forced labour (also contained in the Basic Conditions of Service Act 75 of 1997 (sections 43 to 48). No person may employ a child in farming who is less than 15 years of age and all forced labour is prohibited".<sup>101</sup>

### 3.8 Supermarket chains

As noted above, over half of all children recorded in 2010 as performing work in the market economy were to be found in trade. However, only 13,000 of the 70,000 working in trade in the past seven days (in respect of the interview) were working as employees. The focus in the interviews that were carried out with the supermarket chains was therefore primarily on their policies in respect of supply chains. This focus was considered important, given the significant role that overseas supermarkets and Tesco in particular, have played in stimulating codes of conduct and other standards among suppliers in South Africa. Nevertheless, the issue of direct employment of children is also of interest for supermarkets since there is a tendency towards longer hours of trading resulting in an impetus for part-time workers, who might be school children. Furthermore, children might be employed during peak periods of trading.

Sectoral determination 9 for the wholesale and retail sector includes the following clauses in respect of child labour:

*"26. (1) No person may employ a child – who is under 15 years of age; or who is under the minimum school leaving age in terms of any law, if this is 15 or older.*

*(2) No person may employ a child [i.e. someone under 18 years of age] in*

<sup>99</sup> South African Breweries. (2012). Sustainable development report 2012 (Pretoria).

<sup>100</sup> South African Breweries. Undated. Better barley, better beer: Promoting sustainable agriculture in South Africa (Pretoria).

<sup>101</sup> Ibid., p. 19.

*employment – that is inappropriate for a person of that age; that places at risk the child's well-being, education, physical or mental health, or spiritual, moral or social development.*

*(3) An employer must maintain for three years a record of the name, date of birth and address of every employee under the age of 18 years employed by them."*

These clauses add little to the BCEA provisions apart from the requirement of maintaining records for three years.

Barrientos and Visser observe that there have been marked changes in the local South African market for horticultural goods with the increasing dominance of supermarkets such as Shoprite (21 per cent of sales in 2010), Pick 'n Pay (18 per cent) and Spar (12 per cent).<sup>102</sup> Some of these supermarkets, including Woolworths, source the fruit and vegetables directly, and some have dedicated procurement companies, while yet others use a combination of strategies. Some sell the fruit and vegetables in their stores elsewhere in the region, often using South African-grown produce.

Barrientos and Visser found that, locally, Woolworths had high product, process and social standards that were similar to those of UK supermarkets, while other supermarkets had product and process standards similar to those of European supermarkets. In contrast, regarding social standards, it seemed that local supermarkets largely relied on South African labour regulation being equivalent to international codes, while black empowerment requirements tended to set a higher standard than ethical trade initiatives. However, the researchers note the problem of lack of enforcement of labour legislation, especially within agriculture. They further note that only Woolworths formally applies

and monitors an ethical code in respect of its suppliers.

The Retail Trade Association provided contacts for five companies – Woolworths, Pick 'n Pay, the Foschini Group (TFG), Edcon and Mr Price. The first two of these sell a wide range of products, including food. The latter three primarily sell clothing.

**Woolworths** reported that it had a policy of not employing anyone under the age of 18 years on a permanent basis in its stores and distribution centres. The minimum age was set lower, at 15, for seasonal temporary labour at peak times which allows for employment of students. The company's compliance requirements for the supply chain in South Africa are the same as for the stores. In other countries, suppliers are expected to comply with country-specific legislation.

Compliance monitoring is managed at arms' length by Foods, an in-house division, but the compliance reports are not publicly available. Woolworths reported that it has not been informed of any child labour-related incidents to date.

**Pick 'n Pay** reported that it did not have any initiatives in respect of child labour. At this stage, the company's standards in respect of suppliers focus on food safety.

On the clothing side, **Mr Price** does not have any initiatives focusing specifically on child labour but the company has a merchandise code of conduct which is posted on its web-site and which identifies aspects that it does not support, including child labour. The company performs occasional audits of suppliers and immediately investigates any cases that are brought to its attention. The company has a whistle-blower hotline, the number for which is included in the Supplier Manual. However, to date, no instances of child labour have been reported. In any case,

<sup>102</sup> Barrientos, S.; Visser, M. (2010), op. cit.



within its own operations and stores, Mr Price does not allow “under-age” employment.

More generally, Mr Price has paid increasing attention to governance issues over the past year, including the appointment of a Group Head of Governance. This person is responsible, *inter alia*, for engaging with all relevant stakeholders prior to updating the various business codes across the group, including the merchandise code.

**The Foschini Group** reported that they ensure that all contracts with suppliers, locally or internationally, meet relevant country and international legislative requirements. The Group also carries out audit checks within the supply chain to measure compliance with these requirements as well as with other TFG standards. The latter include requirements in respect of child labour.

An **Edcon** representative reported that the company had a factory that was part of the group and that also supplied other retailers. He was not aware of a policy on child labour, but said that the factory was organized by the South African Clothing and Textile Workers Union and it was “taken for granted” that it would not employ child labour. He said he did not know the policy in terms of sourcing supplies from other countries such as China and Bangladesh.

the issue is sensitive as the children used for child labour are often family members.

The alliance does not have a child labour project, but instead views the resolution as a guide. It has not felt the need to use the guide in South Africa, but considers it particularly important for regions such as West Africa where use of child labour is more common.

An earlier example of consideration of child labour in South Africa occurred when the Self-Employed Women’s Union (SEWU) was still operating, with street traders as a major source of members. SEWU explicitly allowed for membership of employees and employers alongside own account workers, with the proviso that employers could not employ more than a limited number of employees. One of the members who held a leadership position had several operations and utilized her four young daughters to manage them, with the added advantage that the daughters became members of Streetnet and thus eligible for loans. One of the daughters was still enrolled in school and Streetnet discovered that the child was missing school to attend to the business. The case was discussed by SEWU’s Congress who decided that there should be a lower age limit of 18 for members. This provision is replicated in the Streetnet resolution.

Streetnet’s resolution steers away from what they term a “fundamentalist” approach. For example, work performed by children during school holidays would not be considered a problem. The approach is in line with the position adopted by the Child Workers’ Movement from Ghana at the World Social Forum held in Nairobi in 2007. At the Forum the children emphasized that they needed to work, especially in a situation where education was not free, but that they wanted access to education, time to visit their villages, and labour rights.

### 3.9 Informal trading

**Streetnet International** is an international alliance of member-based street trader organizations which has its head office in Durban, South Africa. Streetnet has a resolution on child labour which was adopted in April 2004.<sup>103</sup> There is recognition that

<sup>103</sup> After the Mozambique affiliate proposed that the federation praise the Mozambican government for an initiative to set up night schools for children involved in street trading, affiliates discussed and rejected the proposal and instead drew up and approved a resolution on child labour.

Streetnet's resolution reads as follows:<sup>104</sup>

*"The First International Congress of StreetNet:*

**NOTING**

*1. that there are instances of children working as street vendors, either independently or assisting parents who are street vendors, informal market vendors or hawkers;*

*2. that many of these children are working to augment low incomes earned by the adults in their families;*

*3. that on occasion these children's work keeps them out of school and prevents them from developing their skills and abilities to the best of their potential;*

**HEREBY RESOLVES**

*1. that StreetNet supports ILO Convention No. 138 and Recommendation No. 146 of 1973 on the Minimum Age, and Convention No. 182 and Recommendation No. 190 of 1999 on the Worst Forms of Child Labour;*

*2. to unconditionally support the rights of all children to attend school, to encourage informal market vendors, street vendors and hawkers to ensure that their children complete their schooling, and to promote opportunities for their further education;*

*3. to unconditionally support the promotion and exercise of equal rights for girl children, and to fight against any form of discrimination against the girl child;*

*4. to work for the increase in incomes for adult street vendors, informal market vendors and hawkers as the best means of eliminating the need for children to work to augment the incomes of adult family members;*

*5. to promote the establishment of secure and affordable child-care centres for pre-school children of street vendors, market vendors or hawkers close to their places of work operating appropriate hours for them to be able to fully utilise such centres. Where*

*possible, such child-care centres should be integrally linked to town or market plans;*

*6. to promote urban planning approaches which incorporate facilities for the care of the pre-school children of street vendors, informal market vendors and hawkers."*

As can be seen, the resolution goes beyond child labour as it looks at childcare for younger children whom (women) traders might need to take along with them to work.

### 3.10 Minibus taxis

The CLPA 2008-2012 includes two action steps related to the minibus taxi industry, as follow:

*"82. The DoL will recommend that the [Employment Conditions Commission]<sup>105</sup> consider, when the sectoral determination comes up for review, completely outlawing the use of children in this industry, and that taxi owners bear joint responsibility for employment of children where they claim that the children were engaged by their taxi driver or by other employees.*

*83. The DoL and provincial Departments of Transport responsible for registering taxi owners will encourage taxi associations to urge their members not to use children under 16 in the industry, and to encourage drivers not to employ such children as car washers and assistants."*

In respect of action step 82, the report to Cabinet notes that sectoral determination 13 prohibits the employment of children less than 15 years old. However, the determination does not apply to workers hired by the drivers or rank marshals, and these are the workers who are more likely to be children. In respect of action step 83,

<sup>104</sup> See: <http://www.streetnet.org.za/show.php?id=35>.

<sup>105</sup> The Commission advises the Minister of Labour in respect of sectoral determinations.

the report to Cabinet notes that during the 2010 investigation to review the sectoral determination, associations were requested to urge their members not to employ children. Again, herein exists an important gap in that the members' employees are more likely to pay children to perform work than the members themselves.

The South African National Taxi Council (SANTACO) was established in the mid-1990s, with government support, to be the mouthpiece of the minibus taxi industry. While today there is another smaller national council that represents some associations, SANTACO remains the largest organization and retains official recognition.

An official from SANTACO acknowledged that children could be found doing menial jobs, such as washing vehicles and acting as doorkeepers and said that the association did not have a policy on child labour. She further remarked that devising such a policy would be complex given the "the state of the nation" with large numbers of children supporting families because they had no parents, because their parents were elsewhere looking for jobs, or because their parents were "grossly underpaid". In these circumstances it was difficult to say that the children should not try to earn a living.

The official further noted that, as transport service providers, SANTACO's main focus was on drivers rather than peripheral services. Furthermore, the association's members did not generally employ the children who washed vehicles or acted as doorkeepers; instead they were paid in tips, more likely than a wage, by the drivers or rank marshals.

### 3.11 Mining

The mapping report noted that AngloGold Ashanti was the first mining company to sign

an International Framework Agreement with global union federations. The agreement signed with the International Federation of Chemical, Energy, Mine and General Workers' Unions and the South African National Union of Mineworkers included accepted international standards, including the elimination of child labour.

AngloGold Ashanti is currently participating in an ILO-supported project which aims to align the company's policies and systems with the UN Guiding Principles on Business and Human Rights. As part of this project, a senior Anglogold official is a member of a small team that will develop guidelines on child labour in line with the Guiding Principles. Researchers visited Anglogold in July 2012 to examine the company's policies and systems on the subject. These were subsequently discussed in a workshop in late 2012, and the report was being revised at the time of writing. The project is international, rather than focused on South Africa.

An Anglogold informant said it was unlikely that the company would employ children directly. However, there might be children employed elsewhere in the supply chain, especially where the company was purchasing from small businesses. Child labour might also occur where artisanal mining was taking place on Anglogold concessions, although this was not done with the company's approval and was often technically illegal. On the whole, child labour was unlikely to be an issue within South Africa.

### 3.12 Discussion

Overall, the research confirms the finding of the earlier mapping that there are very few business initiatives that can claim to have a strong impact on child labour in South Africa. This is not surprising, given the small number of children performing

employment-related work in South Africa, and the even smaller number who are likely to perform employment-related work that is illegal in terms of the BCEA. Children who are working are often above the minimum age of employment and/or working in family undertakings. Children who are employed are also for the most part continuing their studies at the same time as working. This profile thus suggests that there are very few children who are in child labour, rather than working.

The question may arise as to why there are so few children employed in South Africa, in particular when there is a high unemployment rate – of 25 per cent among the population 15-64 years in 2010 – and the resultant relatively widespread poverty.<sup>106</sup> However, one could as easily argue that it is the high unemployment rate that can in part explain the low rate of market economic activity among children, as it makes little sense for children to work when there are unemployed adults available for work. In particular, among youth aged 15-24 years, the unemployment rate stood at 51 per cent in 2010, while for the broader definition of youth commonly used in South Africa, namely 15–34 years, the rate was 35 per cent. In commercial agriculture, in particular, informants questioned why employers would want to employ children as there would be restrictions on hours of work for child workers, while they would need to be paid the same basic hourly wage as adults.

The fact that most children are in school – 99 per cent of children aged 7-17 years, according to the 2010 Survey of Activities of Young Children<sup>107</sup> – acts as a further protective and preventive measure against child work

and labour. In addition, in contrast to many other developing countries, South Africa has a far-reaching social assistance system which provides a regular, although small, income for poor households with children. Thus, primary caregivers of children under the age of 18 who pass a basic means test qualify for a monthly child support grant for the child. In the 2010-2011 financial year, 10 million children benefited from this grant.<sup>108</sup>

The fact that most children who perform work or labour are likely to be doing so mostly unpaid within the family, makes the problem difficult to tackle. Firstly, their production will rarely have a strong link to a formal sector value chain. Secondly, many informants noted that they would be hesitant to act strongly in cases where children were working for a limited number of hours in order to help their families cope with poverty.

While there appear to be no business initiatives that can claim a strong impact on child labour, the research confirms that many business initiatives have policies or subscribe to codes and other initiatives that outlaw child labour. In many cases, their stated commitment to combat child labour extends to their supply chain. In a few cases (for example, Fairtrade and Fruit SA), the stated commitment also extends to situations of sub-contracting or use of labour brokers. However, no cases were found of business initiatives established specifically to address child labour. Instead, the commitments in respect of child labour are found within policies, codes and other initiatives that address labour standards, or even broader concerns, more generally. In all cases where businesses reported such initiatives, it was reported that monitoring had uncovered very few, if any, cases of child labour.

<sup>106</sup> Estimates in this section are taken from the country's draft Decent Work report unless otherwise stated. See Republic of South Africa and ILO. (2012). Decent Work Country Profile: South Africa: Analysis of decent work indicators and identification of locally relevant indicators for South Africa, Draft report (Pretoria).

<sup>107</sup> Statistics South Africa. (2011). Survey of activities of young people 2010, Statistical Release P0212 (Pretoria), p. x.

<sup>108</sup> National Treasury. (2012). Budget 2011: Estimates of national expenditure (Pretoria), p. 415.

The research did not carefully investigate the understanding informants had of the concept of child labour; neither did it carefully investigate the extent to which different approaches and initiatives encompassed different understandings. Such differences might arise, for example, in respect of the age at which work becomes acceptable, as well as whether all child work is considered child labour, or only work that can cause damage to the child. From the way in which informants responded, it was clear that many did understand these nuances, and there also seemed to be relatively good knowledge of what the law prescribes. What repeatedly emerged was hesitation with regard to preventing children from working within the family context. Furthermore, within agriculture, informants expressed doubts as to whether sub-contractors and labour brokers would know about the 35 hour-per-week restriction for child workers and/or whether they would ask for the necessary documentation to check the ages of workers. Several informants were also clearly worried that this restriction would mean that farmers might choose not to employ children at all, thus depriving them of a source of income.

The research confirms the multiplicity and complexity of the different initiatives, especially within agriculture. Investigation of the differences between the various initiatives, the factors that have contributed to the multiplicity and complexity, as well as the strengths and weaknesses of different approaches could be an interesting study, but it is not the child labour aspect that would make it interesting.

In large companies belonging to other sectors, the first informants who were contacted were often unsure as to where initiatives in respect of child labour might be located within their companies. Referrals were made to human resources, sustainability and procurement divisions, among others.

This lack of clarity confirms the confusion that exists as to whether child labour is an issue of social responsibility, labour, human rights, or something that must be addressed for commercial reasons such as securing markets. The fact that senior officials in companies that had initiatives did not know where they might be located further suggests that the initiatives are not always well-known within companies.

The research confirms that substantial resources are being allocated to various initiatives related to general sustainability and/or labour and human rights, many of which include clauses in respect of child labour. In the case of agriculture, in particular, there were indications that growers are finding such costs difficult to bear.

As noted above, this first phase of the research was intended to identify one or two initiatives that would merit more in-depth investigation in the next phase. However, for the reasons provided in the above paragraphs, none of the initiatives seems appropriate for more in-depth investigation. One area which might merit attention is the extent to which outsourcing, sub-contracting and use of labour brokers has resulted in the use of child labour, yet none of the existing business initiatives seems to have tackled this aspect in a robust enough manner to merit a case study.

### Sources of information

- Jacqueline Acres, FLO-CERT
- Sandra Alter, Anglogold
- Rico Basson, Vinpro
- Adrian Botha, Association for Responsible Alcohol Use
- Henk Bruwer, Wine Cellars SA
- Colleen Chennells, Fruit SA
- Andrew Charman, Sustainable Livelihoods Foundation
- Tanya Cohen, Retailers Association of South Africa
- Helen de Light, Pick 'n Pay
- Alan Fine, Anglogold Ashanti
- Chris Fitzgerald, Illovo



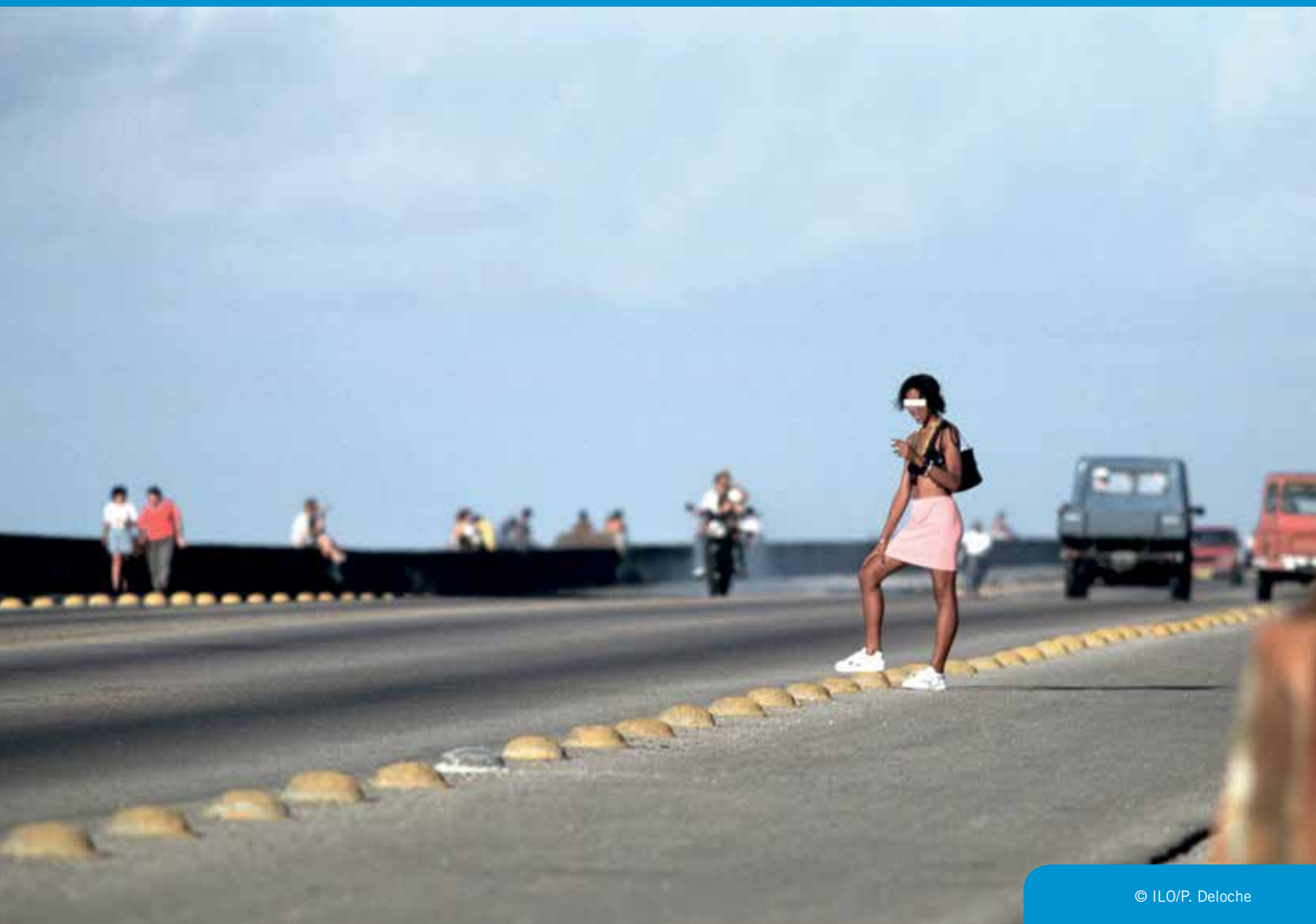
- Andre Fourie, SAB Miller
- Steve Glendinning, Mr Price
- Mary Griffiths, The Foschini Group
- Pat Horn, Streetnet International
- Nicola Jowell, SA Breweries
- Linda Lapparoni, WIETA
- Pete Lewis, Sustainable Livelihoods Foundation
- Thezi Mabuza, Department of Trade and Industry
- Saint Madlala, South African Liquor Traders Association
- Lebo Manganeng, Eastern Cape Agricultural Research Project
- Kaizer Moyane, Edcon
- Phindile Mthethwa, South African National Taxi Association
- Colin Nel, Tongaat Hulett, Procurement
- Wellington Ntshangase, Tongaat Hulett
- Charles Parry, Medical Research Council
- Stan Rau, Illovo
- Hester Rossouw, FLO-CERT
- Thero Setiloane, Business Leadership South Africa
- Mark van Buuren, Woolworths
- Elize van der Merwe, AgriSA
- Jessica van Onselen, Anglogold Ashanti
- David Wayne, Cane Growers' Association
- Andrea Wiehahn, Edcon
- <http://www.sedexglobal.com/>.
- <http://www.sedexglobal.com/>.
- <http://www.unglobalcompact.org/AboutTheGC/>.
- [www.salta.co.za/history.html](http://www.salta.co.za/history.html).
- [www.wieta.org.za](http://www.wieta.org.za).

### Legislation

- Free State Gambling and Liquor Act, no 6 of 2010
- Gauteng Liquor Act, No 2 of 2003
- KwaZulu-Natal Liquor Licensing Act, No 6 of 2010
- Liquor Act, No 59 of 2003
- Northern Cape Liquor Act, no 2 of 2008
- Western Cape Liquor Act, no 4 of 2008
- Western Cape Liquor Amendment Act, no 10 of 2010

### Web-sites

- [http://www.fairtrade.net/single\\_view1.html?&cHash=89bc4d9581d5960d4cdd4d6a4f67b879&tx\\_ttnews%5Btt\\_news%5D=203](http://www.fairtrade.net/single_view1.html?&cHash=89bc4d9581d5960d4cdd4d6a4f67b879&tx_ttnews%5Btt_news%5D=203).
- [http://www.fairtrade.net/single\\_view1.html?&cHash=a19526f19af481d41ba5f86410cc28bf&tx\\_ttnews%5Btt\\_news%5D=263](http://www.fairtrade.net/single_view1.html?&cHash=a19526f19af481d41ba5f86410cc28bf&tx_ttnews%5Btt_news%5D=263).
- [http://www.fairtrade.net/single\\_view1.html?&cHash=a19526f19af481d41ba5f86410cc28bf&tx\\_ttnews%5Btt\\_news%5D=263](http://www.fairtrade.net/single_view1.html?&cHash=a19526f19af481d41ba5f86410cc28bf&tx_ttnews%5Btt_news%5D=263).
- <http://www.fruitsa-ethical.org.za/>.
- <http://www.fruitsa-ethical.org.za/>.
- [http://www.sasa.org.za/sugar\\_industry/SugarMillingandRefining.aspx](http://www.sasa.org.za/sugar_industry/SugarMillingandRefining.aspx).



## BUSINESS INITIATIVES TO END CHILD LABOUR IN SOUTH AFRICA

### Prevention initiatives in respect of commercial sexual exploitation of children during the World Cup

#### 4.1 Introduction

In June/July 2010, South Africa hosted the World Cup for the International Football Association (FIFA). The United Nations Children's Fund (UNICEF) supported a multi-faceted programme that aimed to ensure protection for children against possible dangers resulting from the large influx of tourists into the country. The overall name given to the programme was the "2010 World Cup in South Africa Child Friendly Spaces at FIFA Fan Fest". (The term "fan fest" refers to the "free-to-the public" fan parks established adjacent to the football stadiums). However, the programme included some initiatives that occurred outside of the fan fest.

According to the UNICEF report of May 2012 to the funders, programme partners for the programme as a whole included the Department of Social Development, Child Welfare South Africa, Fair Trade and Tourism SA (FTTSA), the Refugee Children's Project, Save the Children UK, and the Forced Migration Studies Programme of the University of the Witwatersrand.

This short report is prepared as one product in a larger three-country study of business

initiatives in respect of child labour. The report focuses on the activities undertaken by FTTSA to prevent child labour in the form of commercial sexual exploitation of children (CSEC) as well as some of the activities of Childline, which was also involved in other activities related to the World Cup. However, this report focuses only on the activities that were linked to the tourism and CSEC (and thus child labour) focus. These were also the activities in respect of which the International Labour Organization (ILO) provided some assistance.

The report draws on:

- interviews and email exchanges with individuals from UNICEF, FTTSA and Childline;
- reports provided by UNICEF, FTTSA and Childline; and
- web-sites.

The report is intended to provide information that may assist partners in Brazil in planning for possible activities when that country hosts the FIFA World Cup.

## 4.2 CSEC and child trafficking in South Africa

The large-scale ILO-supported Programme towards the elimination of the worst forms of child labour sponsored several investigations into CSEC and child trafficking.<sup>109</sup> These investigations found that there were no reliable estimates for the phenomena. Two preliminary investigations had produced some estimates, but these styled themselves as “preliminary investigations”. One used a non-standard definition of trafficking, while the other covered victims of all ages, with a focus on young women. Subsequent writing on CSEC and child trafficking generally rely on these two documents as the main sources.

The two subsequent studies for the ILO project investigated the issue through interviews with service providers in specified locations. These interviews found that the organizations generally did not categorize the children they served using these two categories. The interviews also revealed some confusion surrounding the definition of the two terms.

Despite the lack of exact statistics on CSEC and child trafficking, there is widespread acknowledgement that rates of gender-based violence are high. There is also evidence of widespread child abuse of various forms.<sup>110</sup> However, the extent of CSEC and child trafficking, in particular, is not clear; nor is the

extent to which these are linked to tourism. The most common form of CSEC in South Africa might well be young girls who are lured into sex in their quest for higher marks (from their teachers), cell phones or other goods, including drugs. These will not all necessarily be linked to tourism. The description of the activities described below – and the tourism industry’s fear that initiatives might be seen as implying the problem is widespread – must be understood in this light.

## 4.3 Overview of the tourism and CSEC focus

The UNICEF document explains that the project arose as a response to the worst case scenario feared by child protection authorities and those working in other social and welfare services. The fear was that children might be abused as a result of the large number of visitors that would come to the World Cup. There were also fears that there would be a large number of unaccompanied migrant children vulnerable to abuse and exploitation.

The tourism-related work in the programme fell under result 4, which focused on “defence”. The result was framed as: *Information provided to fans on how to promote the safety of children and what do to when encountering a child at risk.*

UNICEF reported a range of “positive spin-offs” for child protection as a result of the project. The “spin-off” relating to CSEC was that 39 (40 in FTSA reports) travel and tourism industry actors signed the international code against sex tourism (see [www.thecode.org](http://www.thecode.org)). This is a relative substantial number given that the Code website in April 2013 records a total of 1,279 signatories across the 46 participating countries (giving an average of 28 companies per country). The South African companies

<sup>109</sup> See: Budlender, D. (2006). Design of Pilot Projects to Address Commercial Sexual Exploitation of Children and Child Trafficking in South Africa: Revised literature and policy review on CSEC and Child Trafficking (Johannesburg, Community Agency for Social Enquiry); Community Agency for Social Enquiry. (2007). Commercial sexual exploitation of children and child trafficking in South Africa: A national situation analysis (Pretoria, ILO); and Ramkissoon, Y., et al. (2008). Child trafficking and commercial sexual exploitation of children in South Africa: A child labour-related rapid assessment study (Pretoria, ILO).

<sup>110</sup> Department of Social Development, Department of Women, Children and People with Disabilities and United Nations Children’s Fund. (2012). Violence Against Children in South Africa (Pretoria).

which are signatories to the code are listed in an annex to this paper (see **Annex II**).

In signing up to the Code, companies commit to meeting the following six criteria:

- to establish an ethical policy regarding CSEC;
- to train personnel in the country of origin and travel destinations;
- to introduce a clause in contracts with suppliers, stating a common repudiation of commercial sexual exploitation of children;
- to provide information to travellers by means of catalogues, brochures, in-flight films, ticket-slips, home pages, etc.;
- to provide information to local “key persons” at the destinations; and
- to report annually.

UNICEF estimated that the private sector companies that signed the code provided services to more than 10 million tourists

annually, while the industry associations represented over 4,000 member companies. As discussed further below, UNICEF and the ILO supported FTTSA to launch the Code and to train travel and tourism company personnel on the Code. One of the launches was held in a “brand-new” hotel in the upmarket area of Sandton, which might well have encouraged the hotel itself to hold the launch (as a form of publicity) and other actors to attend (to see what the hotel had to offer).

The CSEC activities of FTTSA would also have contributed to the campaign, with media and materials reaching more than 20 million people. UNICEF supported the development of “red card” materials. This approach was chosen in line with the practice in football of using a red card to signal when a player has committed an offence that requires that they leave the field.

UNICEF’s corporate partner, Total South Africa (a gas/petrol company) and the tourism industry organizations distributed credit-card-sized “red cards”. As seen below, the cards



**GIVE THE RED  
CARD TO CHILD  
EXPLOITATION**

**Be aware and keep children safe**

**unicef**   
unite for children



bore the legend, “Give the red card to child exploitation: Be aware and keep children safe”. Distribution was effected through Total’s service stations, hotels and car rental companies. In particular, AVIS placed a “tent” red card in all cars that they hired out during the World Cup period. The cards provided contact details for reporting cases of child exploitation to the South African police, and also contact details for referring children to established child protection agencies, including Childline’s call centre.

#### 4.4 Activities of Fair Trade in Tourism South Africa

FTTSA’s website<sup>111</sup> describes FTTSA as a “non-profit organisation that promotes sustainable tourism development”, with activities that include awareness raising, research, advocacy, capacity building and facilitation of a Fair Trade certification programme. Its activities thus extend beyond the issue of CSEC. However, the director of FTTSA is a member of the board of the Code on CSEC, which placed FTTSA in an excellent position to serve as the local code representative (LCR) in South Africa.

Discussions on a possible use of the Code in the context of the World Cup began in 2007/2008 when visitors from Germany informed FTTSA and its members about what they had done when the World Cup was held in their country. There was a general feeling among South African tourism stakeholders that CSEC involving tourists and child trafficking for sex were not major problems in South Africa. Members were nevertheless interested in being involved.

By 2010, FTTSA had done some of the ground work, including ensuring that industry

players did not consider that the Code and campaign implied that CSEC was a major problem and thus generating negative publicity that could discourage tourism. However, the main thrust of work started only three months before the World Cup. FTTSA was pleased to work with UNICEF as they recognized the need for coordination in a situation where many different actors, with many different issues, perceived the World Cup as an opportunity to raise their own particular issues.

The overall objective of UNICEF’s support to FTTSA was to create the conditions for the on-going prevention of CSEC in South African tourism. Specific objectives were to:

- increase tourism public and private sector awareness and knowledge of CSEC, child labour and related issues;
- facilitate signing of the Code by ten leading South African tourism companies;
- increase public/tourist awareness of CSEC in tourism during the World Cup in South Africa; and
- build the capacity of FTTSA to prevent CSEC related to South Africa’s travel and tourism industry after the World Cup.

FTTSA received a total of a little over USD 100,000 from UNICEF and the ILO to implement the project. The association also mobilized in-kind resources from the private sector. UNICEF, meanwhile, covered the costs of red card campaign materials and provided FTTSA with 100,000 flyers, 40,000 tent cards, 200,000 Little Red Cards, and 1,500 posters. On its side, FTTSA created a dedicated Code website within its organizational website.

The project over-performed against the target for signing up to the Code in that 40 companies, rather than the targeted

<sup>111</sup> Visit <http://www.fairtourismsa.org.za>.

ten, signed up to the Code. However, while this was four times the target, the 40 companies constitute a tiny proportion of all tourism-related companies in the country. In tourism alone, there are an estimated 6,200 employers and 28,000 employees.<sup>112</sup> In the hospitality sub-sector, the sector education and training authority had 18,156 registered employers, with a total of 119,100 employees in 2011.<sup>113</sup>

Early signatories included Tourvest Holdings, South Africa's largest tourism conglomerate. When questions arose as to the meaning of a conglomerate's commitment in terms of implementation throughout its many components, the Group Executive Director established an implementation plan that aimed to have the Code implemented in all operational areas of the conglomerate. As can be seen from the list, many of the other signatories were relatively small establishments that would not have had this challenge, but would not have had the same reach either.

City Lodge, a South African-owned company that has many hotels, became one of the most active members. It rolled out the Code within its operations and introduced on-going training of staff. FTTSA provided some assistance, but the bulk of the work and responsibility was borne by the company. Businesses such as City Lodge which have taken up the Code state their conviction that it is unlikely that much CSEC is happening on their properties. Instead, they see staff training as raising awareness among staff that the latter can then use in their lives in the community.

FTTSA collaborated with Accor Hospitality Southern Africa to develop training materials (in the form of two Microsoft PowerPoint presentations) for South African tourism companies who wished to sign the Code. FTTSA made these materials available on its website as a complement to existing international training modules.

In addition to the companies that signed the Code, other industry stakeholders (membership associations and government departments) signed a formal pledge of support for the Code in South Africa. In doing so, they committed to distributing materials both within their own institutions and externally, as well as raising awareness among employees. Those who signed up included the Department of Tourism, Department of Social Development, Department of Trade and Industry, Tourism Business Council, South African Tourism, Southern Africa Tourism Services Association, Association of South African Travel Agents, Federated Hospitality Association of Southern Africa, South African Association for the Conference Industry, South Africa Vehicle Rental and Leasing Association, Cape Town Tourism, and Nelson Mandela Bay Tourism.

FTTSA worked with Childline on training their call centre staff on CSEC and child sexual trafficking. It was agreed that new call centres and/or lines would not be established, but instead that the existing well-known and experienced Childline service would be used. A total of twelve workshops spanning all nine provinces, as well as Swaziland, were held, with a total of 366 persons trained.

FTTSA also facilitated a training workshop on the Code for representatives of twelve tourism businesses in Cape Town. Prior to the World Cup, the Association organized two Code media and signing events, one each in Cape Town and Johannesburg, with attendees including leading members of the industry.

<sup>112</sup> Culture, Arts, Tourism, Hospitality and Sport Sector Education and Training Authority. Undated. Tourism and Travel Chamber Guide (Johannesburg), p. 4.

<sup>113</sup> Culture, Arts, Tourism, Hospitality and Sport Sector Education and Training Authority. Undated-b. Hospitality Chamber Guide (Johannesburg), pp. 4-7.

In October and November 2010, some months after the World Cup, FTTSA facilitated five further train-the-trainer workshops for Code signatories and other interested tourism businesses. The workshops focused on CSEC, child trafficking and the principles of the Code. Participants also received guidelines on how to identify and deal with suspicious situations that might involve child abuse. A total of 63 people (representing 45 tourism establishments) participated in these workshops.

FTTSA was able to perform under budget relative to the workshops because it was offered good discounts by the different venues and caterers. This allowed for the expansion in the number of workshops organized and the number of regions covered. It also allowed for a workshop that targeted media, and although this happened some months after the World Cup it had the Code as its main focus.

FTTSA produced brochures and folders for distribution to interested establishments. It worked with UNICEF to translate an educational flyer for parents into three South African languages. It also assisted in the development of case studies on how to implement the Code in different types of tourism businesses, which were produced in the form of flyers.

Further activities were carried out after the World Cup, including the publication of the first issue of what was planned to be a quarterly newsletter in December 2010, and use of social media (Facebook and Twitter) to promote the Code. However, lack of resources resulted in subsequent abandonment of the quarterly newsletter.

FTTSA also established new partnerships with non-governmental organizations, namely

Childline South Africa,<sup>114</sup> Southern African Network against Trafficking and Abuse of Children, the Olive Leaf Foundation, Anex (activists networking against the exploitation of children), and Child Survivors of Crime.

In its report to UNICEF, FTTSA noted the following challenges:

- longer-than-expected delays between expression of interest by companies and signing of the Code: this is partly the result of the amount of paperwork required by FTTSA. There has since been a process at the global level to reconsider the requirements. Attention is also being paid to the fact that globally many companies sign up to the Code but do not engage in any further related activities;
- dependence on short-term volunteers and interns: a volunteer advocacy expert worked with FTTSA for ten weeks, starting in the run-up to the World Cup, assisting the FTTSA team in understanding CSEC and trafficking. As from August 2010 – after the World Cup – a volunteer Code coordinator helped accelerate and take up the implementation of the Code. The report to UNICEF notes that for long-term sustainability, FTTSA will need a permanent Code coordinator.

FTTSA has not obtained funding for work on CSEC since the World Cup. It is still working with the Code and ECPAT, and has received expressions of interest from neighbouring countries, but has not been able to dedicate substantial resources and time to these approaches.

FTTSA sees a strength in having led the CSEC activities from inside the industry, rather than having it led by outsiders, such as

<sup>114</sup> Childline South Africa. (2010). Online Counselling Fifa Project 5th June – 16th July 2010 (Durban, Childline South Africa National Office).

from government or civil society organizations focusing on CSEC and/or child protection.

## 4.5 Activities of Childline

Childline is a well-established non-profit organization that focuses on prevention of violence against children of all kinds. One of its most well-known services is its toll-free crisis telephone counselling line.

During the FIFA World Cup, Childline extended its online counselling service by employing additional online counsellors. It did this in anticipation of an increase in demand from children and youth for the service during the World Cup period. As a result, the service was offered from 9 am – 6 pm, seven days a week over a six-week period, with three counsellors available in three chat rooms to offer counselling. Subsequently, the service reverted to the usual operating hours of 2 pm – 6 pm Monday to Saturday. Another non-standard aspect of operations during this period was that volunteers received a small stipend, made possible by a donation from International Slab Sales.

As noted above, Childline collaborated with FTTSA in organizing twelve workshops for Childline operators in all provinces, as well as trainees from Swaziland. In addition, Childline organized a one-day workshop for all volunteer counsellors on 5 June, immediately prior to the World Cup. The workshop aimed to prepare all the counsellors on issues relevant to child protection during the World Cup and, in particular, on CSEC and child trafficking for sex.

Childline was able to generate statistics specific to the World Cup period. The service's data capturing programme categorizes those who "enter" the chat room as either "responsive" or "non-responsive"

conversations. The second category refers to cases where a person enters the chat room and does not communicate with a counsellor, or a person enters the chat room and then leaves. Responsive conversations are sub-categorized into "want to talk" conversations and "cases" which require follow up.

In the six-week World Cup period, 1,996 people entered the Childline chat rooms through Mxit. Of these, 1,071 were responsive conversations. The Childline report prepared for UNICEF compares this with the 589 entries (329 responsive) in a six-week period in November/December 2009 and the 296 entries (168 responsive) in a six-week period in February/March 2010.

Of the responsive conversations during the World Cup, 944 were "want to talk" conversations, 33 developed into "cases", and 94 were test chats. The percentage of cases, at 3 per cent, was lower than the 5 per cent recorded for the two six-week periods compared.

Of the 944 "want to talk" users during the World Cup, 48 per cent were female users, 14 per cent male users and 37.8 per cent were of unknown gender. The female percentage among those with known gender for the World Cup period was somewhat lower than for the two other six-week periods. This suggests that the increased traffic was probably not related to increased awareness of CSEC, in particular, as CSEC is more likely to involve both girls and boys.

Unfortunately, Childline was not able to monitor whether trafficking and abduction were more commonly discussed during the World Cup period in response to the increased publicity on these issues because these categories were only introduced into the data capturing system during this period.

Of the 944 “want to” conversations during the World Cup, 60 related to abduction and seven to commercial exploitation. Far larger numbers of callers spoke about topics such as legal information (213), psychological health (172), sexuality (109), abuse (101) and discrimination (92). The discrimination category was disproportionately large during the World Cup period when compared with the two other six-week periods. However, it seems unlikely that this was related to the World Cup as many of these conversations focused on issues related to sexual orientation/identity rather than types of discrimination (such as xenophobia) that one would expect to be linked to the World Cup.

Childline noted two important lessons learnt from this period. Firstly, the expansion in the number of counsellors and times in which the service was available increased the number of people accessing the service. Childline reported that there were no quiet times, or times when chat rooms were empty, throughout the six-week period. This does not relate to CSEC and child trafficking in particular, but instead suggests that more generally there is a need for increased availability of the service.

The second lesson learnt, given the multi-partner nature of the initiative, was the need to have signed contracts or memoranda of agreement which are very clear between all partners at the start of the initiative. This would prevent misunderstandings and negative frame of mind caused by one partner expecting an outcome that another partner does not plan to deliver.

### Sources of information

- Sara Lim, consultant, formerly United Nations Children's Fund South Africa.
- Heidi Loening-Voysey, United Nations Children's Fund South Africa.
- Jennifer Seif, Fair Trade in Tourism South Africa.
- Joan van Niekerk, Childline National South Africa.

### Websites

- [www.childline.org.za](http://www.childline.org.za)
- [www.thecode.org](http://www.thecode.org)
- <http://www.fairtourismsa.org.za>



# ANNEXES

## Annex I: Listing of corporative initiatives to end child labour

The results of the mapping and listing of *Corporate initiatives to end child labour in India* are presented in the following two tables. Table A.1 presents actions and initiatives by a single firm or associations of employers or manufacturers against child labour, in their own industry or sector of production. The initiatives could be confined to the firm alone or could apply to both the firm and their supply chain. Some of the initiatives are taken jointly with different actors, namely government agencies, NGOs and international organizations, such as the ILO. The table is organized according to the following structure. First, initiatives against child labour taken by particular firms, manufacturers'/ employers' associations are presented. This is followed by a list of firms/corporations that have certifications of prohibiting child labour in their firms. Some of the firms/corporations

are included in the first section of the table, as their CSR activities extend beyond the child-labour free certification. Table A.2 presents the CSR activities of the firms related to children, especially with regard to their education, with or without specifically mentioning the elimination of child labour as an objective. These activities have a more philanthropic approach and do not necessarily address the child labour issue within their firm or sector of production.

**Table A.1: Corporate initiatives to end child labour**

	State/ Place/ Association/ Firm	Product	Initiatives taken/ changes brought about
1.	Aditya birla group	Several Products	Running a number of pre-schools and formal schools; is a member of the UN <b>Global Compact</b> <sup>115</sup>
2.	Ambathur clothing limited	Clothes	Has a Fair Labour Association, certificate, which prohibits child labour in the firm <sup>116</sup>
3.	Andhra Pradesh Consortium of Employers' Associations for the Elimination of Child Labour	Several products	<p>The consortium has pledged that the members will not directly or indirectly employ children throughout the supply chain. The following employers' associations were members of the consortium.</p> <ol style="list-style-type: none"> <li>1. The A.P. Automobile Dealers' Association, Hyderabad</li> <li>2. The A.P. Builders Association, Hyderabad</li> <li>3. The A.P. Federation of Chambers of Commerce and Trade, Hyderabad</li> <li>4. The A.P. Hotels Association, Hyderabad</li> <li>5. The Association of Leather and Leather Product Manufactures of A.P, Hyderabad</li> <li>6. The Automobile Technicians' Association, Vijayawada</li> <li>7. The Beedi Manufacturers' Association, Kurnool</li> <li>8. The Beedi Manufacturers' Association, Nizamabad</li> <li>9. The Chambers of Commerce, Vijayanagaram</li> <li>10. A.P. Cotton Association, Guntur</li> <li>11. The Federation of A.P. Small Industries Associations, Hyderabad</li> <li>12. The Iranian Hotels' Association, Hyderabad</li> <li>13. The Nellore Beedi Manufacturers' Association, Nellore</li> <li>14. The Seeds Men Association, Hyderabad</li> <li>15. The South India Mills Association, Hyderabad</li> <li>16. The Dharmavaram Handloom Silk Manufacturers and Merchants Association, Dharmavaram</li> <li>17. The Indian Chamber of Commerce, Guntur</li> <li>18. Tiles Manufacturers' Association, Kothavalasa<sup>117</sup></li> </ol>

<sup>115</sup> Desk Review-ILO.<sup>116</sup> IHD- Net Search.<sup>117</sup> A.V.Ramani: *Elimination of child labour issue in Andhra Pradesh: Role of CEASE- child labour*, Unpublished Report, 2009. The information on the different members or initiatives of CEASE, given in the next few columns are also taken from this report. Limitations of these attempts are also discussed in the report.

	State/ Place/ Association/ Firm	Product	Initiatives taken/ changes brought about
4.	Andhra Pradesh Consortium of Employers' Associations for the Elimination of Child Labour	Several Products	<p>More members joined in the next phase of the Consortium of Employers' Associations for the Elimination of Child Labour (CEASE) activities. They are the following:</p> <ol style="list-style-type: none"> <li>1. Kurnool City Hotels' Association, Kurnool</li> <li>2. The Kurnool Seedsmen Association, Kurnool</li> <li>3. The Seed Growers' Association Andhra Pradesh, Gadwal</li> <li>4. Andhra Pradesh Private Hospitals and Nursing Homes' Association (APNA), Hyderabad</li> <li>5. The Khammam Granite Owners' (Tiles) Association, Khammam</li> <li>6. The Markapur Slate Stone Manufacturers' and Exporters' Association, Markapur</li> <li>7. Uppal Industries Association, (UIA) Hyderabad</li> <li>8. Kukatpally Notified Municipal Industrial Area Service Society, Hyderabad</li> <li>9. National Seed Association of India (NSAI)</li> <li>10. Vijayawada Chamber of Commerce and Industry, Vijayawada</li> <li>11. Vizagapatam Chamber of Commerce and Industry, Vizianagaram</li> <li>12. National HRD Network, Visakhapatnam Chapter</li> <li>13. Andhra Pradesh Federation Of Textile Association, Secunderabad</li> <li>14. All India Mini Cement Manufactures' Association</li> <li>15. The Kurnool District Chamber Of Commerce and Trade, Kurnool</li> <li>16. Indian Society For Training and Development, Visakhapatnam Chapter</li> <li>17. The Krishna District Whole Sale Drug Trade Association, Vijayawada</li> <li>18. The Andhra Chamber Of Commerce and Industry Association, Vijayawada</li> <li>19. The West Godavari Associated Merchants' Chamber, Eluru</li> <li>20. Chamber of Commerce and Industry, Tuni</li> <li>21. Vijayawada Glass and Plywood Dealers' Association, Vijayawada</li> <li>22. Andhra Motor Merchants' Association, Vijayawada</li> <li>23. The Andhra Pradesh Lorry Owners' Association, Vijayawada</li> </ol>

	State/ Place/ Association/ Firm	Product	Initiatives taken/ changes brought about
5.	Andhra Pradesh Seedsmen Association	Cotton seeds	Seedsmen Association is one of the constituent member of CEASE, consisting of nearly 600 members. Seedsmen Association selected Bhoothpurmandal in Mahabubnagar district for making it a child labour free mandal. Here, they have studied the issue and are admitting child labourers to schools. They worked with district officials to start residential schools.
6.	Andhra Pradesh Automobile Technicians' Association, Vijayawada	Automobile	Automobile Technicians' Association is one of the constituent members of CEASE consisting of nearly 1,500 members. They have conducted awareness programmes on child labour for their members and requested them not to employ the children in their units. To divert the child labour into regular schools, the association has created links with bridge schools.
7.	Andhra Pradesh Association of Leather Products and Manufacturers	Leather	Association of Leather Products and Manufacturers in Andhra Pradesh is one of the constituent members of CEASE consisting of nearly 800 members. The association has conducted a number of awareness / sensitization programmes for the parents of child labour to send the children to school. They have also conducted awareness programmes on child labour for their members and requested them not to employ children in their units.
8.	Andhra Pradesh AP Hotels' Association	Hotels	AP Hotels' Association is one of the biggest constituent members of CEASE consisting of nearly 3,000 members. As a part of their activities, AP Hotels' Association has conducted a number of awareness/sensitization programmes for the parents of child workers to send the children to school. Also AP Hotels' Association has conducted awareness programmes on child labour for their members and requested them not to employ children in their hotels.
9.	Andhra Pradesh AP Cotton Association, Guntur	Cotton	AP Cotton Association is one of the constituent members of CEASE, consisting of nearly 450 members. As a part of their activities, AP Cotton Association has conducted a number of Awareness/ sensitization programmes for the parents of child workers to send the children to school. It has also conducted awareness programmes on child labour for their members and requested them not to employ children in their cotton ginning units.
10.	Andhra Pradesh Beedi Associations – Nizamabad, Kurnool and Nellore	Beedi	Three beedi manufacturing associations functioning from Nizamabad, Kurnool and Nellore are key members of CEASE.  As a part of their activities, Beedi manufacturing Associations conducted a number of awareness/ sensitization programmes for the parents of child workers to send the children to school. They conducted awareness programmes on child labour for their members and requested them not to employ children in their beedi manufacturing units.

	State/ Place/ Association/ Firm	Product	Initiatives taken/ changes brought about
11.	Andhra Pradesh Federation of Andhra Pradesh Chamber of Commerce and Industry (FAPCCI)	Several Products	The FAPCCI, a member of CEASE-, has a huge membership base across the state. It conducted various sensitization programmes in various district chambers. Most of the chambers actively participated in oath taking ceremonies and promised to take care that they are not going to employ child labour either directly or indirectly in their activities.
12.	Andhra Pradesh Employers' Federation of Southern India	Several Products	The Employers' Federation of Southern India, AP Chapters, a member of CEASE conducted number of awareness and sensitization programmes and capacity building programmes for office bearers/key persons nominated by the respective association. Each of their programmes reported participation either by the Ministers of the state, principal secretaries, district collectors, superintendents of police and district educational officers, project directors of District Primary Education Programme, etc.
13.	Andhra Pradesh Kakinada Seaports Ltd	Seaport services	At Kakinada Port Trust not only the employees but also the supply chain representatives combined to take oath against child labour. The effort was initiated by CEASE.
14.	Andhra Pradesh AP Paper mills	Paper	At AP Paper mills the management and middle management took oath against child labour and also came forward to sponsor education for a few child workers who were identified during the sensitization period. The effort was initiated by CEASE.
15.	Andhra Pradesh Uppal, Hyderabad	Several products	The Industrial Development Area (IDA)-Uppal, with over 250 small-scale industries, is now a child labour-free zone. The members of Uppal Industries Association (UIA) announced that children will not be allowed to work in the industries at IDA-Uppal. The UIA along with CEASE and the International Labour Organization announced that IDA Uppal is the first industrial estate in the State to introduce the concept of child labour-free zone. <sup>118</sup>
16.	Andhra Pradesh	Garments	Government is taking initiative with manufactures/ exporters to eliminate child labour by shifting production from household to factories or community centers. <sup>119</sup>
17.	Andhra Pradesh (Bayer crop science)	Crop- research especially in cotton	Working with Naandi foundation to rescue child labourers from cotton seed farms and relocate them to formal educational stream; Member of the UN Global Compact. <sup>120</sup>

<sup>118</sup> <http://www.hindu.com/2008/06/13/stories/2008061358910400.htm> (Source: IHD Desk Review).

<sup>119</sup> IHD Fieldwork in Andhra Pradesh.

<sup>120</sup> IHD Fieldwork in Andhra Pradesh.



	State/ Place/ Association/ Firm	Product	Initiatives taken/ changes brought about
18.	Bihar and Madhya Pradesh	Shellac	Some of the units are members of the UN Global Compact. <sup>121</sup>
19.	Eastern Rajasthan-Stone Quarrying Association	Stone Quarry	The association forces the children of workers to attend school and not to be near the quarries. <sup>122</sup>
20.	HDFC Limited	Financial services	Member of the UN Global Compact starting on 18.09.2009. The Bank supports social initiatives with special focus on education and livelihood support. In addition to continued support to the “ensuring children learn” and the “girl child” projects, the Bank has assisted in setting up a learning resource center (LRC) at a shelter home for street boys. The Bank supports a day care center for the children of construction labourers and facilitates the holistic development and education of the children through its crèche, kindergarten and non-formal/ “bridge” schools. <sup>123</sup>
21.	Hindustan Unilever Limited	Several products	Member of the UN Global Compact as of 29.04.2004. Campaigned for the education of poor children. <sup>124</sup>
22.	Indian Oil Corporation Ltd	Oil and Gas	Indian Oil has a concerted CSR programme to partner communities in health, family welfare, education, environment protection, providing potable water, sanitation, and empowerment of women and other marginalized groups. IOC is also a member of the UN Global Compact. <sup>125</sup>
23.	Infosys	IT Services	Member of the UN Global Compact; also working on education of marginalized children. <sup>126</sup>
24.	Jaipur and UP	Gem and Jewellery	Statements of oath taken by manufacturer not to employ child labour in factories. <sup>127</sup>
25.	Jaipur/ Kotjewar village- Neerja Potteries	Blue pottery	Compulsory for households involved with the industry to send their children to schools/ vocational training. Special emphasis on girl children’s education. <sup>128</sup>

<sup>121</sup> IHD Net Search.

<sup>122</sup> IHD Fieldwork in Rajasthan.

<sup>123</sup> IHD Net Search.

<sup>124</sup> IHD Net Search.

<sup>125</sup> ILO and IHD desk review.

<sup>126</sup> IHD Net Search.

<sup>127</sup> [http://en.wikipedia.org/wiki/Child\\_labour\\_in\\_India](http://en.wikipedia.org/wiki/Child_labour_in_India).

<sup>128</sup> HD Field work in Rajasthan.

	State/ Place/ Association/ Firm	Product	Initiatives taken/ changes brought about
26.	Jalandhar (Sports Goods Foundation of India) <sup>129</sup>	Sports Goods	SGFI has a policy against child labour. It covers 95 per cent of all exporters of sports goods. It monitors its members as well as stitching units working for these members through inspections, and internal and external audits. <sup>130</sup>
27.	Jharkhand-Pakur <sup>131</sup>	Beedi	Beedi manufacturers are working with government to promote education. National Child Labour Project (NCLP) schools are started in the area by government. <sup>132</sup>
28.	Jhinal Stainless Steel	Steel	Member of the UN Global Compact; give education for child labour in hazardous occupations. <sup>133</sup>
29.	Karnataka	General	The IPEC programme also works with employers to eradicate child labour. A Voluntary Code of Business Practices has been adopted by the Karnataka Employers' Association in order to prevent child labour. <sup>134</sup>
30.	Karnataka Chamrajnagar District	Silk	Employers were part of the IPEC project of elimination of child labour implemented by MYRADA (NGO), in about one hundred production units in 2008 and 2009. The aim was to help employers invest in motorized charakas (machines for unwinding silk) while raising their awareness about child labour. This change to motorization from manual charakas increased productivity, increased net revenue and eliminated child labour. A total of 110 children were withdrawn from 100 production units and enrolled at school. <sup>135</sup>
31.	Maharastra, Gujurat, Andhra Pradesh, Rajasthan, Punjab and Haryana  IKEA	Cotton	IKEA, a global leader in home and office accessories, along with UNICEF and Save the Children is at present conducting baseline studies on child labour in cotton cultivation in six major cotton growing states of India, to eliminate child labour in its supply chains implementing child rights programmes to prevent child labour and promote quality education in cotton and cottonseed farming areas. The aim is to create a protective and healthy environment for children. <sup>136</sup>

<sup>129</sup> SGFI leaves out two-thirds of unregistered units; the frequency of visits by the SGS to the same unit/centre is rather low; the initial rigour in the inspection is gradually waning.

<sup>130</sup> [http://www.evb.ch/cm\\_data/public/India\\_0.pdf](http://www.evb.ch/cm_data/public/India_0.pdf) [The study is done by Tata Consultancy Services].

<sup>131</sup> Child labour continues in home based industries.

<sup>132</sup> IHD Fieldwork in Ranchi.

<sup>133</sup> ILO Desk Review.

<sup>134</sup> <http://www.indianet.nl/pdf/letparentsearn.pdf>.

<sup>135</sup> <http://www.indianet.nl/pdf/letparentsearn.pdf>.

<sup>136</sup> IHD is conducting the study at present (2011).

	State/ Place/ Association/ Firm	Product	Initiatives taken/ changes brought about
32.	Mahindra	Automobile	Member of UN Global Compact; works on education of children, especially girl children. <sup>137</sup>
33.	Malda district in West Bengal	Brick Kiln	Save the Children along with brick kiln owners are working against child labour. Twenty -four brick kilns have been declared, "Child Labour Free" in order to protect children from abuse, harm and child labour and mainstream them into formal school to provide access to elementary education. It resulted in networking and peer pressure exerted on other brick kilns owners in Malda district to declare brick kilns child labour free for the protection of children. <sup>138</sup>
34.	Mewat- Haryana (Gap and Impulse)	Embroidery and Embellishment	Gap and Impulse, along with the Government of India have organized women in Self Help Groups, to work in community centres, rather than in homes (where child labour is likely to be used) within their areas of residence, and have given them training in embroidery and embellishment in an effort to make Mewat a brand for child labour-free zone of embroidery and embellishment. <sup>139</sup>
35.	Moserbaer	Optical storage media	Social accountability (SA) 8000 certified company. Specific mention of supply chain is there. <sup>140</sup>
36.	National	Stone quarry	Many units with a SA 8000 certificate and many companies are members of the Ethical Trading Initiative. <sup>141</sup>
37.	National (Apparel Export Promotion Council)	Apparel	AEPC is collaborating with the "Multi-Stakeholder Garment Steering Group on Child Labor," which works towards establishing effective monitoring mechanisms, ensuring responsible and transparent supply chains and promoting decent work and community development to eliminate child labour from garment manufacturers, supply chains. <sup>142</sup>
38.	National Kaleen <sup>143</sup>	Carpets	Kaleen, a "labelling initiative" by the carpet export promotion council coming under the ministry of textiles, obliges employers not to use child labour in their firms or supply chains. There are many firms with the Kaleen certificate. <sup>144</sup>

<sup>137</sup> ILO Desk Review and IHD Net search.

<sup>138</sup> Save the Children: Bringing Hope to Children in India's Brick Kilns: April, 2010 to March, 2011, Executive Summary of Save the Children (2011).

<sup>139</sup> B. Resmi, D.Nathan; N. Phillips; and C. Upendranadh: "Home-based child labour in Delhi's garment sector: Contemporary forms of unfree labour in global production", in Indian journal of labour economics (2011) Vol. 53, Issue No. 4. 104 ILO Desk Review.

<sup>140</sup> ILO Desk Review.

<sup>141</sup> IHD Net Search.

<sup>142</sup> U.S Department of Labour: List of goods produced by child labour or forced labour (U.S. Department of Labour's bureau of international labour affairs office of child labour, forced labour and human trafficking, 2011).

<sup>143</sup> Shortcomings are found in the monitoring systems of these labeling initiatives, given the challenging vast spread of the carpet industry.

<sup>144</sup> Kaleen, Rugmark, Care: The information is from Sharma; Alakh; R. Sharma, N. Raj: Child labour in carpet industry: Impact of social labeling in India (Institute for human development, New Delhi, 2004).

	State/ Place/ Association/ Firm	Product	Initiatives taken/ changes brought about
39.	National Rugmark	Carpets	The Rugmark label certifies that carpets have been manufactured/ exported without the use of child labour. It conducts inspections in its members' looms without prior notice. There are many firms with the Rugmark certificate.
40.	National Level Care	Carpets	A label certifies that carpets have been manufactured/ exported without the use of child labour. It conducts inspections in its members' looms without prior notice. There are many firms with the Rugmark certificate.
41.	National Level National Child Labour Project	General	NCLP have tried to make employers part of their project societies. It was reported that more and more parents are now willing to send their children to special schools than before and employers are also now increasingly aware about non-employment of child labour in their respective businesses. These districts have done awareness raising among employers: Ranga Reddy, Nagaon, Jamui, Katihar, Purnia, Target groups Rajnandgaon, Sarguja, Hazaribag, Pakur, Bangalore (rural), Kolar, Raichur, Mandsaur, Nanded, Solapur, Bargarh, Cuttack, Ludhiana, Alwar, Tonk, Chennai, Banda, Ghaziabad, South Dinajpur. <sup>145</sup>
42.	National	Handloom	Some firms have SA 8000 certificate. <sup>146</sup>
43.	National Thermal Power Corporation	Power	Provides study materials to poor children. NTPC is an initial member of the UN Global Compact in India. <sup>147</sup>
44.	Rajasthan Handicraft Manufacturers' Association	Handicrafts	Shifted all work to factory. <sup>148</sup>
45.	Rajasthan Carpet Manufacturers' Associations	Carpets	Certification of no child labour in carpet production. <sup>149</sup>
46.	Religare Enterprises Ltd	Finance - Stock Broking	Working against forced child labour; working with SOS children's villages. <sup>150</sup>
47.	Shriram group	Several Products	Runs a home for the destitute, called Ashram, for children aged 2-14 years old, runs primary and secondary schools for poor children and provides sponsorships in the form of uniforms, textbooks, school fees, etc. to poor children; Shriram Alkali, one venture, complies with SA 8000. <sup>151</sup>

<sup>145</sup> S.K.Anoop; H. R. Sekar; A. K. Karan: Rehabilitation of child labour in India: Lessons learnt from the evaluation of NCLP (Noida, V.V. Giri National Labour Institute, 2010).

<sup>146</sup> IHD Online Search.

<sup>147</sup> ILO Desk Review and IHD Net Search.

<sup>148</sup> IHD Fieldwork in Rajasthan.

<sup>149</sup> IHD Fieldwork in Rajasthan.

<sup>150</sup> ILO Desk Review.

<sup>151</sup> ILO Desk Review and IHD Net search.

	State/ Place/ Association/ Firm	Product	Initiatives taken/ changes brought about
48.	Southern Rajasthan and East Rajasthan (Xertifix)	Quarry works	Promotes primary education and vocational training in order to rehabilitate child workers and to prevent child labour and slave or bonded labour. Xertifix strives to bring child labour-free granite onto the German market and raises awareness among the German public for socially responsibly manufactured products of natural stone. Xertifix issues a qualified certificate for gravestones, guaranteeing the observance of minimum social standards. <sup>152</sup>
49.	Tamil Nadu Employers' Federation of Southern India (EFSI)	Brick-Kiln	Employers' Federation of Southern India (EFSI) developed awareness-raising materials on child labour and conducted numerous awareness-raising sessions targeting the brick kiln sector. In Thiruvallur District a total of 511 brick kiln owners, managers, chief masons and workers participated in these awareness-raising sessions aimed at combating child labour. <sup>153</sup>
50.	Tamil Nadu Sivakashi Tamil Nadu Fireworks and Amorges Manufacturers' Association	Fireworks	No longer recruit child labour in the 250 units under the association. Asks for date of birth certificates before recruitment. <sup>154</sup>
51.	Tamil Nadu Sivakashi Sivakashi Master Printers' Association	Printing	No longer recruit child labour in the units under the association. <sup>155</sup>
52.	Tamilnadu- Sivakashi Chamber of Match Manufactures' Association	Match	No longer recruit child labour in the units under the association. <sup>156</sup>

<sup>152</sup> IHD Field work in Rajasthan.

<sup>153</sup> [http://www.ilo.org/public/english/dialogue/actemp/downloads/projects/cl\\_handbook.pdf](http://www.ilo.org/public/english/dialogue/actemp/downloads/projects/cl_handbook.pdf).

<sup>154</sup> NGOs and activists have contested these claims and say that child labour still exists, especially in the unorganized sector. Associations of organized factories put the blame on the unorganized sector (IHD Field work in TamilNadu).

<sup>155</sup> NGOs and activists have contested these claims and say that child labour still exists, especially in the unorganized sector. The association says that it cannot take responsibility of child labour in the unorganized sector (IHD Field work in Tamil Nadu).

<sup>156</sup> NGOs and activists have contested these claims and say that child labour still exists, although to a lesser extent than before, because of mechanization in the factories. It is said to exist in the home-based unorganized sector (IHD Field work in Tamil Nadu).



	State/ Place/ Association/ Firm	Product	Initiatives taken/ changes brought about
53.	Tamilnadu Tiruppur Tiruppur Exporters Association (consisting of exporters); Tiruppur Exporters' and Manufacturers' Association (consisting of small and micro level exporters) ; The Seconds Collars Shirts and Inner Wears Small Scale Manufacturers' Association (consists of small manufacturers catering to domestic market)	Garments	Counsel all members during association meetings; firms make sure at the time of recruitment that no child is employed. Child labour, according to these associations is a phenomenon of the past. <sup>157</sup>
54.	Tata Motors	Automobiles	Member of UN Global Compact . Shiksha Prasar Kendra, a TATA Motors society at Jamshedpur supported 18,000 students from across 33 schools. Scholarships for higher studies were awarded to 375 students.  Infrastructure was improved at 13 schools, promoting higher education for 2,000 children from over 25 villages. <sup>158</sup>
55.	Tata Consultancy Services Limited	IT services	Member of UN Global Compact. They have developed software to help teachers and children in schools across India to further the cause of education. <sup>159</sup>
56.	Uttar Pradesh and Delhi	Zari	Many firms with SA 8000 opened up. <sup>160</sup>
57.	Wipro corporation	Several products	Its vision is to significantly contribute to quality universal education as a foundation to a just, humane and equitable society. Wipro Limited is a member of UN Global Compact. <sup>161</sup>

<sup>157</sup> NGOs and activists have contested these claims and say that child labour still exists, especially in the home based units. At the same time, scholars examining Tiruppur textiles have observed a decline in child labour (IHD Field work in Tamil Nadu).

<sup>158</sup> IHD Net Search.

<sup>159</sup> IHD Net Search.

<sup>160</sup> IHD Net Search.

<sup>161</sup> IHD Net Search.

	State/ Place/ Association/ Firm	Product	Initiatives taken/ changes brought about
<b>Firms with SA 8000 certificate, which requires prohibition of child labour in the firm<sup>162</sup></b>			
58.	Agra Ascot Footwear	Footwear	Has a SA 8000 certificate
59.	Agra Concept Conceivers and Executors	Footwear	Has a SA 8000 certificate
60.	Agra Dawar Footwear Industries	Footwear	Has a SA 8000 certificate
61.	Agra Emco Exports	Footwear	Has a SA 8000 certificate
62.	Agra Gupta Overseas	Footwear	Has a SA 8000 certificate
63.	Agra J.R.D. Exports	Footwear	Has a SA 8000 certificate
64.	Agra Kishor Exports	Engineering products	Has a SA 8000 certificate
65.	Agra Leather Linkers Footwear Pvt.Ltd.	Footwear	Has a SA 8000 certificate
66.	Agra Manufex India	Footwear	Has a SA 8000 certificate
67.	Agra Metro and Metro	Leather products	Has a SA 8000 certificate
68.	Agra OOM Export	Leather products	Has a SA 8000 certificate
69.	Agra Park Exports	Leather products	Has a SA 8000 certificate
70.	Agra R.N. Bajaj Overseas	Footwear	Has a SA 8000 certificate

<sup>162</sup> SA 8000 (Social Accountability 8000) is the first international certification on social responsibility. Its main objective is to guarantee workers' rights. Prohibition of child labour is one of its conditions. The list is sourced from <http://www.itglwf.org/lang/en/documents/SA8000.pdf>. The list is as of December 31, 2009.

	State/ Place/ Association/ Firm	Product	Initiatives taken/ changes brought about
71.	Agra Roger Industries Limited	Leather products	Has a SA 8000 certificate
72.	Agra Tej Shoe Tech	Footwear	Has a SA 8000 certificate
73.	Agra Young Style Overseas	Footwear	Has a SA 8000 certificate
74.	Agra India Basant Overseas	Footwear	Has a SA 8000 certificate
75.	Agra, Unnao, Kanpur Superhouse Limited	Footwear	Has a SA 8000 certificate
76.	Ahmedabad Madhu Industries Private Ltd.	Textiles	Has a SA 8000 certificate
77.	Ajmer, Rajasthan Shree Cement Limited	Limestone, clinker and cement	Has a SA 8000 certificate
78.	Alapusha, Kerala Praksh Shearing Factory	Coir, Jute, fibre mats	Has a SA 8000 certificate
79.	Aligarh Home Fit Exports	Industrial hardware	Has a SA 8000 certificate
80.	Alwar, Rajasthan SRF Limited	Chemicals	Has a SA 8000 certificate
81.	Andhra Pradesh Glaxosmithkline Consumer Healthcare Limited	Pharmaceuticals	Has a SA 8000 certificate
82.	Andhra Pradesh Hindustan Zinc Limited	Zinc	Has a SA 8000 certificate
83.	Andhra Pradesh Parikh Fabrics Pvt. Ltd.	Apparel	Has a SA 8000 certificate
84.	Andhra Pradesh Reliance Infrastructure Ltd.	Power	Has a SA 8000 certificate
85.	Andhra Pradesh Sandvik Asia Limited	Mining, Petroleum and Construction Tools	Has a SA 8000 certificate
86.	Andhra Pradesh	Tobacco	Has a SA 8000 certificate
87.	Atlas Export Enterprise	Furnishing	Has a SA 8000 certificate

	State/ Place/ Association/ Firm	Product	Initiatives taken/ changes brought about
88.	Avinashi Phoenix	Apparel	Has a SA 8000 certificate
89.	Bangalore Akshaya Apparels Private Limited	Apparel	Has a SA 8000 certificate
90.	Bangalore Birdy Exports Pvt. Ltd.	Apparel	Has a SA 8000 certificate
91.	Bangalore Bombay Rayon Fashions Limited	Textiles	Has a SA 8000 certificate
92.	Bangalore Everblue Apparels Ltd.	Apparel	Has a SA 8000 certificate
93.	Bangalore Fashion Matrix Clothing	Apparel	Has a SA 8000 certificate
94.	Bangalore Garden City Fashions Pvt. Ltd.	Apparel	Has a SA 8000 certificate
95.	Bangalore Geeyes Clothing Pvt. Ltd.	Apparel	Has a SA 8000 certificate
96.	Bangalore ITC Filtrona Limited	Cigarette filters	Has a SA 8000 certificate
97.	Bangalore ITC Infotech India Limited	Software	Has a SA 8000 certificate
98.	Bangalore Mandhana Industries Pvt. Ltd.	Apparel	Has a SA 8000 certificate
99.	Bangalore Mantri Developers Pvt. Ltd.	Construction	Has a SA 8000 certificate
100.	Bangalore Ranger Apparel Export Pvt. Ltd.	Apparel	Has a SA 8000 certificate
101.	Bangalore Shahi Export House	Apparel	Has a SA 8000 certificate
102.	Bangalore Texport Overseas 1	Apparel	Has a SA 8000 certificate
103.	Bangalore TNT India Pvt. Ltd.	Apparel	Has a SA 8000 certificate

	State/ Place/ Association/ Firm	Product	Initiatives taken/ changes brought about
104.	Bangalore Top Stitch Apparels Pvt. Ltd.	Apparel	Has a SA 8000 certificate
105.	Bhadohi, Uttar Pradesh Anisa Carpets Ltd.	Carpets	Has a SA 8000 certificate
106.	Bhilad, Esjay International Pvt. Ltd.	Apparel	Has a SA 8000 certificate
107.	Bhilwara RSWM Limited	Textiles	Has a SA 8000 certificate
108.	Bhiwandi Maharashtra	Apparel	Has a SA 8000 certificate
109.	Bhubaneswar National Aluminium Company	Aluminium	Has a SA 8000 certificate
110.	Bolangir, Orissa Pratima Agro and Paper Private limited	Textiles	Has a SA 8000 certificate
111.	Chattisgarh Grasim cement	Cement	Has a SA 8000 certificate
112.	Chattisgarh Steel Authority of India Ltd.	Steel	Has a SA 8000 certificate
113.	Chennai Bhagyam Exports	Apparel	Has a SA 8000 certificate
114.	Chennai Dynamic Clothing Pvt. Ltd.	Textiles	Has a SA 8000 certificate
115.	Chennai Fine Art International Private Ltd.	Apparel	Has a SA 8000 certificate
116.	Chennai Forward Leather Company	Leather	Has a SA 8000 certificate
117.	Chennai Good Leather Shoes Pvt. Ltd.	Footwear	Has a SA 8000 certificate
118.	Chennai Hallmark Fashions	Apparel	Has a SA 8000 certificate

	State/ Place/ Association/ Firm	Product	Initiatives taken/ changes brought about
119.	Chennai P. A. Footwear	Footwear	Has a SA 8000 certificate
120.	Chennai R K Industries	Apparel	Has a SA 8000 certificate
121.	Chennai RVEE GARMENTS	Textiles	Has a SA 8000 certificate
122.	Chennai Shamshuddin Exports Forward Group	Footwear	Has a SA 8000 certificate
123.	Chennai Srinivasa Exports International	Apparel	Has a SA 8000 certificate
124.	Chennai Stanfab Apparels Private Limited	Textiles	Has a SA 8000 certificate
125.	Chennai Surana and Surana International	Legal and Consultancy Services	Has a SA 8000 certificate
126.	Chennai Swamy Enterprises	Apparel	Has a SA 8000 certificate
127.	Chennai Vastrakala Exports Private Ltd.	Hand embroidered clothes	Has a SA 8000 certificate
128.	Chennai White House	Textiles	Has a SA 8000 certificate
129.	Chennai Uttarkhand Engineering Plastics Business	Engineering plastics	Has a SA 8000 certificate
130.	Cherttala Kerala Charankattu Coir Mfg. Co. (P) Ltd.	Coir products	Has a SA 8000 certificate
131.	Coimbatore Augustan Knitwear Pvt. Limited	Textiles	Has a SA 8000 certificate
132.	Coimbatore Century Apparels Pvt. Ltd.	Apparel	Has a SA 8000 certificate



	State/ Place/ Association/ Firm	Product	Initiatives taken/ changes brought about
133.	Coimbatore K.P.R Mill Limited	Textiles	Has a SA 8000 certificate
134.	Coimbatore Aytee Corporation Private Limited	Apparel	Has a SA 8000 certificate
135.	Coimbatore SNQS International Socks Pvt. Ltd.	Apparel	Has a SA 8000 certificate
136.	Coimbatore Jay Textiles	Textiles	Has a SA 8000 certificate
137.	Dahisar G Shoe Export	Footwear	Has a SA 8000 certificate
138.	Delhi Nitya Overseas	Jewellery	Has a SA 8000 certificate
139.	Delhi North Delhi Power Limited	Power	Has a SA 8000 certificate
140.	Delhi Paramount Metal Factory	Metal ware	Has a SA 8000 certificate
141.	Delhi Silver Ocean Export Pvt. Ltd.	Textiles	Has a SA 8000 certificate
142.	Dindigal, TN Classic Knits	Apparel	Has a SA 8000 certificate
143.	Dindigul Gain Up Industries India Pvt. Ltd.	Apparel	Has a SA 8000 certificate
144.	Ernakulam, Kerala Binani Zinc Ltd.	Zinc	Has a SA 8000 certificate
145.	Erode GUS Clothing Company	Apparel	Has a SA 8000 certificate
146.	Erode KPR Mill	Textile	Has a SA 8000 certificate
147.	Erode Sri Palani Murugan Enterprises Ltd.	Apparel	Has a SA 8000 certificate
148.	Erode , Tamil Nadu Eastman Apparel Works	Apparel	Has a SA 8000 certificate

	State/ Place/ Association/ Firm	Product	Initiatives taken/ changes brought about
149.	Faridabad Pratibha Syntex Pvt. Ltd.	Apparel	
150.	Ghaziabad, UP International Tobacco Company	Tobacco	Has a SA 8000 certificate
151.	Godhra Zeus International	Apparel	Has a SA 8000 certificate
152.	Gujarat Adam Exports	Apparel	Has a SA 8000 certificate
153.	Gujarat A R Printing and Packaging (India) Pvt. Ltd.	Paper products	Has a SA 8000 certificate
154.	Gujarat Indian Rayon	Chemicals	Has a SA 8000 certificate
155.	Gujarat Piramal Glass Ltd.	Glass products	Has a SA 8000 certificate
156.	Gujarat Sanghi Industries Limited	Clinker and cement	Has a SA 8000 certificate
157.	Gujarat Welspun Terry Towels	Textiles	Has a SA 8000 certificate
158.	Gujarat, West Bengal, Uttar Pradesh Tata Chemicals Limited	Chemicals	Has a SA 8000 certificate
159.	Gulbarga Karnataka Rajashree Cement	Cement	Has a SA 8000 certificate
160.	Gurgaon Jindal Stainless Steelway Ltd.	Steel	Has a SA 8000 certificate
161.	Gurgaon JVS exports	Footwear	Has a SA 8000 certificate
162.	Gurgaon Orient Clothing Co. P. Ltd.	Apparel	Has a SA 8000 certificate
163.	Gurgaon Power Grid Corporation of India	Power	Has a SA 8000 certificate
164.	Gurgaon Sandhar Automotives	Security Systems	Has a SA 8000 certificate

	State/ Place/ Association/ Firm	Product	Initiatives taken/ changes brought about
165.	Gurgaon Simran International	Leather goods	Has a SA 8000 certificate
166.	Gurgaon Hayrana Ambadi Enterprises Ltd.	Furnishings	Has a SA 8000 certificate
167.	Haryana Anand International	Furnishings	Has a SA 8000 certificate
168.	Haryana Gee Home Fashions	Furnishings	Has a SA 8000 certificate
169.	Himachal Pradesh Sara Textiles Limited	Textiles	Has a SA 8000 certificate
170.	Hyderabad Maa Television Network Limited	Television Broadcasting Services	Has a SA 8000 certificate
171.	Hyderabad Maytas Properties Pvt, Ltd.	Real Estate Properties and Attendant Infrastructure	Has a SA 8000 certificate
172.	Hyderabad VST Industries Limited	Tobacco goods	Has a SA 8000 certificate
173.	Jaipur Jaipur Rugs Company Pvt. Ltd.	Handmade carpet and Floor coverings	Has a SA 8000 certificate
174.	Jharkand Hindalco Industries Ltd.	Metals and Mining	Has a SA 8000 certificate
175.	Jharkhand Aditya Birla Chemicals (India) Limited	Chemicals	Has a SA 8000 certificate
176.	Kanchipuram Leather craft	Leather	Has a SA 8000 certificate
177.	Kanjikode, Kerala Patspin India Limited	Cotton yarn and fabrics	Has a SA 8000 certificate
178.	Kannur, Kerala Hindustan Textiles	Apparel	Has a SA 8000 certificate
179.	Kanpur Rohit surfactants Pvt. Ltd.	Footwear	Has a SA 8000 certificate
180.	Kanpur Tirubala International	Leather products	Has a SA 8000 certificate

	State/ Place/ Association/ Firm	Product	Initiatives taken/ changes brought about
181.	Kanpur Torpedo Shoes Pvt. Ltd.	Footwear	Has a SA 8000 certificate
182.	Kanpur ZAZ Fashions	Footwear	Has a SA 8000 certificate
183.	Kanpur, UP Calico Trends	Footwear	Has a SA 8000 certificate
184.	Karaikkal Chemplast Sanmar Limited	Chemicals	Has a SA 8000 certificate
185.	Karnataka Gokaldas Exports Group of Companies	Apparel	Has a SA 8000 certificate
186.	Karur Auraa International	Textiles	Has a SA 8000 certificate
187.	Karur Abinaya Home	Textiles	Has a SA 8000 certificate
188.	Karur K. Z. Exports	Textiles	Has a SA 8000 certificate
189.	Karur Tamil nadu Karur Goldline Exports Private Ltd.	Textiles	Has a SA 8000 certificate
190.	Karur Master Linens Inc.	Textiles	Has a SA 8000 certificate
191.	Karur Maxican Exports	Textiles	Has a SA 8000 certificate
192.	Karur Metro Fabrics	Textiles	Has a SA 8000 certificate
193.	Karur P.A.P. Exports	Textiles	Has a SA 8000 certificate
194.	Karur Parameswari Group of Companies	Textiles	Has a SA 8000 certificate
195.	Karur Ponni Fab	Apparel	Has a SA 8000 certificate
196.	Karur Apparel SGS	Textiles	Has a SA 8000 certificate

	State/ Place/ Association/ Firm	Product	Initiatives taken/ changes brought about
197.	Karur R.K. Group (R.K.Textiles and R.K.Exports)	Textiles	Has a SA 8000 certificate
198.	Karur SAI SHRI RAM IMPEX	Textiles	Has a SA 8000 certificate
199.	Karur Sarathy Export Fabrics	Textiles	Has a SA 8000 certificate
200.	Karur Sree Baba Fabrics	Textiles	Has a SA 8000 certificate
201.	Karur The Standard Textiles	Textiles	Has a SA 8000 certificate
202.	Karur Unique Textiles	Textiles	Has a SA 8000 certificate
203.	Karur Veera Home Tex (India) Pvt. Ltd.	Textiles	Has a SA 8000 certificate
204.	Karur Wheel International	Textiles	Has a SA 8000 certificate
205.	Karur, Tamil Nadu Alaska Export	Apparel	Has a SA 8000 certificate
206.	Karur, Tamil Nadu Amity International	Textiles	Has a SA 8000 certificate
207.	Karur, TN Atlantic Fabrics	Home Furnishing Fabrics	Has a SA 8000 certificate
208.	Karur, TN JVS exports	Textiles	Has a SA 8000 certificate
209.	Kochi, Kerala Kerafibertex International Pvt.Ltd.	Rubber products	Has a SA 8000 certificate
210.	Kolkotha ITC Limited	Tobacco	Has a SA 8000 certificate
211.	Kolkotha Nicco Parks and Resorts Limited	Amusement park	Has a SA 8000 certificate
212.	Kolkotha Rajalakshmi Cotton Mills (p) Ltd.	Textiles	Has a SA 8000 certificate

	State/ Place/ Association/ Firm	Product	Initiatives taken/ changes brought about
213.	Krishnagiri TamilNadu Cheslind Textiles Limited	Textiles	Has a SA 8000 certificate
214.	Kuruda, India Birla Tyres	Tyres	Has a SA 8000 certificate
215.	Madhya Pradesh Biore India Limited	Agriculture support systems	Has a SA 8000 certificate
216.	Madhya Pradesh Grasim Industries Limited	Chemicals	Has a SA 8000 certificate
217.	Madhya Pradesh Prism Cement Limited	Cement	Has a SA 8000 certificate
218.	Madhya Pradesh Vikram Cement	Cement	Has a SA 8000 certificate
219.	Madurai First Garment Manufacturing Company (India) Pvt. Ltd.	Apparel	Has a SA 8000 certificate
220.	Madurai Penguin Apparels (P) Ltd.	Apparel	Has a SA 8000 certificate
221.	Maharashtra Alok Industries Limited	Apparel	Has a SA 8000 certificate
222.	Maharashtra Cosmo Films Limited	BOPP Films, Coating and Metalizing Plastics	Has a SA 8000 certificate
223.	Maharashtra Dweta Garments Pvt. Limited	Apparel	Has a SA 8000 certificate
224.	Maharashtra Esteam Apparel Services Ltd.	Apparels	Has a SA 8000 certificate
225.	Maharashtra Grasim Cement	Cement	Has a SA 8000 certificate
226.	Meerut, UP Bhalla International	Apparel	Has a SA 8000 certificate
227.	Mettupudur, Vijayamangalam Golden Sun Industries	Textiles	Has a SA 8000 certificate



	State/ Place/ Association/ Firm	Product	Initiatives taken/ changes brought about
228.	Mirzapur H.A.G. Carpets Pvt. Ltd.	Carpets	Has a SA 8000 certificate
229.	Mirzapur Obeetee Private Limited	Carpets and textiles	Has a SA 8000 certificate
230.	Mumbai C.C. Shroff Self Help Centre	Textiles	Has a SA 8000 certificate
231.	Mumbai Cisons Exports Pvt. Ltd.	Apparel	Has a SA 8000 certificate
232.	Mumbai Eurotex Industries and Exports Limited	Textiles	Has a SA 8000 certificate
233.	Mumbai Flair Writing Instruments	Writing instruments	Has a SA 8000 certificate
234.	Mumbai GTL Limited	Business Services	Has a SA 8000 certificate
235.	Mumbai Saam Textiles Pvt. Ltd.	Textiles	Has a SA 8000 certificate
236.	Mumbai Sanjay Garments	Apparel	Has a SA 8000 certificate
237.	Mumbai Shirt Company	Apparel	Has a SA 8000 certificate
238.	Mumbai SSB Metals	Plastic and metals	Has a SA 8000 certificate
239.	Mylapore Numeric Power Systems	Electrical	Has a SA 8000 certificate
240.	Mysore Maris Spinners Limited	Apparel	Has a SA 8000 certificate
241.	Nagapur J. K. White Cement Works	White cement	Has a SA 8000 certificate
242.	Namakkal KKP Fine Linen Pvt. Ltd.	Textiles	Has a SA 8000 certificate

	State/ Place/ Association/ Firm	Product	Initiatives taken/ changes brought about
243.	Nasik Sudal Industries	Aluminium products	Has a SA 8000 certificate
244.	New Delhi Orient Fashion Exports India Pvt.	Textiles	Has a SA 8000 certificate
245.	New Delhi Soft Options	Textiles	Has a SA 8000 certificate
246.	New Delhi Sunder Impex	Stainless steel housewares	Has a SA 8000 certificate
247.	New Delhi Tara Projects Association	Handicrafts	Has a SA 8000 certificate
248.	New Delhi Vinayak International	Metal products	Has a SA 8000 certificate
249.	Noida Allianz Exports	Apparel	Has a SA 8000 certificate
250.	Noida Fancy Images	Apparel and Accessories	Has a SA 8000 certificate
251.	Noida Rainbow Fabart Pvt. Ltd.	Apparel	Has a SA 8000 certificate
252.	Noida Super House Limited	Leather	Has a SA 8000 certificate
253.	Noida, India	Leather goods	Has a SA 8000 certificate
254.	Noida, U.P Amar Shoe and Leatherwears	Footwear	Has a SA 8000 certificate
255.	Noida, UP BHEL	Servicing of Power Plants	Has a SA 8000 certificate
256.	Noida, UP Daffodils Exim Private Limited	Textiles	Has a SA 8000 certificate
257.	Noida, Uttar Pradesh Mira Exim Limited	Garments and home furnishings	Has a SA 8000 certificate
258.	Orissa, Mumbai TATA Steel Limited	Steel	Has a SA 8000 certificate
259.	Palladam Marvel Clothing Company	Apparel	Has a SA 8000 certificate

	State/ Place/ Association/ Firm	Product	Initiatives taken/ changes brought about
260.	Palladam Stitch Apparels	Apparel	Has a SA 8000 certificate
261.	Perundurai Yellow Jerseys	Textiles	Has a SA 8000 certificate
262.	Pithampur district Pratibha Syntex Pvt. Ltd.	Apparel	Has a SA 8000 certificate
263.	Pondicherry Les ateliers de Pondicherry Private Limited	Leather	Has a SA 8000 certificate
264.	Pongupalayam, Tamil Nadu Kandhan Knitss	Apparel	Has a SA 8000 certificate
265.	Pudur Mayur Links	Apparel	Has a SA 8000 certificate
266.	Pune, Jamshedpur Tata Motors Limited	Automobiles	Has a SA 8000 certificate
267.	Punjab JCT Limited	Apparel	Has a SA 8000 certificate
268.	Punjab Shingora Textiles Limited	Apparel	Has a SA 8000 certificate
269.	Punjab Vallabh Textiles Co. Ltd.	Textiles	Has a SA 8000 certificate
270.	Raigad Welspun Maxsteel Limited	Sponge Iron	Has a SA 8000 certificate
271.	Rajasthan Aditya Cement	Cement	Has a SA 8000 certificate
272.	Rajasthan Grasim Industries Limited	Cement and Wall care putty	Has a SA 8000 certificate
273.	Rajasthan Hindustan Zinc Limited	Zinc and Lead	
274.	Rajasthan Kajaria Ceramics Ltd.	Ceramic Glazed Wall Tiles	Has a SA 8000 certificate

	State/ Place/ Association/ Firm	Product	Initiatives taken/ changes brought about
275.	Rajasthan and Andhra Pradesh National Thermal Power	Electricity	Has a SA 8000 certificate
276.	Ranipet KH Leather Industries (P) Ltd.	Footwear	Has a SA 8000 certificate
277.	Salem M/s. Steel Authority of India Ltd.	Steel	Has a SA 8000 certificate
278.	Sarigam District Oracle Exports Home Textiles Pvt.	Textiles	Has a SA 8000 certificate
279.	Solapur Sparkon Textiles	Apparel	Has a SA 8000 certificate
280.	Tamil Nadu Sreeja Hosieries Pvt. Ltd.	Apparel	Has a SA 8000 certificate
281.	Tamil Nadu Sumeru Knits	Textiles	Has a SA 8000 certificate
282.	Tamil Nadu Super Spinning Mills	Textiles	Has a SA 8000 certificate
283.	Tamil Nadu Well Knit Industries	Apparel	Has a SA 8000 certificate
284.	Tamil Nadu, Karnataka TATA Coffee Limited	Coffee	Has a SA 8000 certificate
285.	Tamil Nadu, Karur Aarthi A1 Traders	Textiles	Has a SA 8000 certificate
286.	Tiruppur Adith Apparels	Apparel	Has a SA 8000 certificate
287.	Tiruppur Aditya Fashions	Apparel	Has a SA 8000 certificate
288.	Tiruppur Shethra Exports	Apparel	Has a SA 8000 certificate
289.	Tiruppur AA Fashion Wear	Apparel	Has a SA 8000 certificate
290.	Tiruppur AKR Textile	Textiles	Has a SA 8000 certificate
291.	Tiruppur Ammen Mills	Textiles	Has a SA 8000 certificate

	State/ Place/ Association/ Firm	Product	Initiatives taken/ changes brought about
292.	Tiruppur Aroma Clothing	Apparel	Has a SA 8000 certificate
293.	Tiruppur Arrkay Associate	Apparel	Has a SA 8000 certificate
294.	Tiruppur Aviram Knitters	Apparel	Has a SA 8000 certificate
295.	Tiruppur AVM International	Textiles	Has a SA 8000 certificate
296.	Tiruppur AVM Knit Creations	Apparel	Has a SA 8000 certificate
297.	Tiruppur B.K.S. Textiles Private Limited	Textiles	Has a SA 8000 certificate
298.	Tiruppur Bagavathi Exports	Garments	Has a SA 8000 certificate
299.	Tiruppur Beauty Fashions	Apparel	Has a SA 8000 certificate
300.	Tiruppur Bhuvaneswari Tex	Apparel	Has a SA 8000 certificate
301.	Tiruppur Bluestone Associate	Textiles	Has a SA 8000 certificate
302.	Tiruppur BNT Innovations Private Limited	Textiles	Has a SA 8000 certificate
303.	Tiruppur C. R. Garments	Apparel	Has a SA 8000 certificate
304.	Tiruppur Canimara Garments	Apparel	Has a SA 8000 certificate
305.	Tiruppur Carona Knitwear	Apparel	Has a SA 8000 certificate
306.	Tiruppur CBC Fashions (asia) Private Ltd.	Apparel	Has a SA 8000 certificate
307.	Tiruppur CCZ International	Apparel	Has a SA 8000 certificate
308.	Tiruppur Cheetah Garments	Apparel	Has a SA 8000 certificate

	State/ Place/ Association/ Firm	Product	Initiatives taken/ changes brought about
309.	Tiruppur Coral Knitwear	Textiles	Has a SA 8000 certificate
310.	Tiruppur Cotton Blossom (India) Pvt. Ltd.	Apparel	Has a SA 8000 certificate
311.	Tiruppur Current Trends	Textiles	Has a SA 8000 certificate
312.	Tiruppur Cylwin Knitfashions	Apparel	Has a SA 8000 certificate
313.	Tiruppur Dharanidara Spinning Mills	Textiles	Has a SA 8000 certificate
314.	Tiruppur Don Tex	Apparel	Has a SA 8000 certificate
315.	Tiruppur Dorai Fashion Wear	Apparel	Has a SA 8000 certificate
316.	Tiruppur E. S. Knitwear	Apparel	Has a SA 8000 certificate
317.	Tiruppur Easwari Knitting Works	Apparel	Has a SA 8000 certificate
318.	Tiruppur Embee Apparels Private	Apparel	Has a SA 8000 certificate
319.	Tiruppur Ennem Clothings	Textiles	Has a SA 8000 certificate
320.	Tiruppur Esspee Knitwear	Apparel	Has a SA 8000 certificate
321.	Tiruppur Esvee Knitting	Apparel	Has a SA 8000 certificate
322.	Tiruppur Exim Knitters	Apparel	Has a SA 8000 certificate
323.	Tiruppur Fashion Knits	Apparel	Has a SA 8000 certificate
324.	Tiruppur Fashion style imports and Exports	Textiles	Has a SA 8000 certificate
325.	Tiruppur G.V. Collections and Creations	Apparel	Has a SA 8000 certificate



	State/ Place/ Association/ Firm	Product	Initiatives taken/ changes brought about
326.	Tiruppur Gateswear	Apparel	Has a SA 8000 certificate
327.	Tiruppur Geethalaya Exports	Apparel	Has a SA 8000 certificate
328.	Tiruppur Glassy Garments	Apparel	Has a SA 8000 certificate
329.	Tiruppur Gokul Knitt Fabs	Apparel	Has a SA 8000 certificate
330.	Tiruppur Goodwill Apparels	Textiles	Has a SA 8000 certificate
331.	Tiruppur Grey Field	Apparel	Has a SA 8000 certificate
332.	Tiruppur Hallmark Fashions	Textiles	Has a SA 8000 certificate
333.	Tiruppur Hi- Tech Garments	Textiles	Has a SA 8000 certificate
334.	Tiruppur Icewear Creation	Textiles	Has a SA 8000 certificate
335.	Tiruppur Jaango Exports	Apparel	Has a SA 8000 certificate
336.	Tiruppur Jayachitra Garments	Textiles	Has a SA 8000 certificate
337.	Tiruppur Jeyavishnu Spintex Private Limited	Textiles	Has a SA 8000 certificate
338.	Tiruppur Jupiter Knitting Company	Textiles	Has a SA 8000 certificate
339.	Tiruppur K. M. Knitwear	Textiles	Has a SA 8000 certificate
340.	Tiruppur Kids Global Clothing	Textiles	Has a SA 8000 certificate
341.	Tiruppur Kishore Industries	Apparel	Has a SA 8000 certificate
342.	Tiruppur Knit Gallery	Apparel	Has a SA 8000 certificate
343.	Tiruppur Knitco Fashionns	Apparel	Has a SA 8000 certificate

	State/ Place/ Association/ Firm	Product	Initiatives taken/ changes brought about
344.	Tiruppur Krillo Garments	Apparel	Has a SA 8000 certificate
345.	Tiruppur KRV Apparels	Apparel	Has a SA 8000 certificate
346.	Tiruppur Laurel Apparels	Apparel	Has a SA 8000 certificate
347.	Tiruppur Loocust Incorp.	Apparel	Has a SA 8000 certificate
348.	Tiruppur Home Textiles Apparel Intertek	Apparel	Has a SA 8000 certificate
349.	Tiruppur M. P. Shan tex clothings	Apparel	Has a SA 8000 certificate
350.	Tiruppur M.G. Cotton	Apparel	Has a SA 8000 certificate
351.	Tiruppur Mail Hosieries	Apparel	Has a SA 8000 certificate
352.	Tiruppur Menaka Textiles	Apparel	Has a SA 8000 certificate
353.	Tiruppur Mungal Exports	Apparel	Has a SA 8000 certificate
354.	Tiruppur Natural Clothing Company	Apparel	Has a SA 8000 certificate
355.	Tiruppur Needle Craft	Apparel	Has a SA 8000 certificate
356.	Tiruppur Network Clothing Company (P) Ltd.	Apparel	Has a SA 8000 certificate
357.	Tiruppur New Man Exports	Apparel	Has a SA 8000 certificate
358.	Tiruppur Ohm Knit Fashion/R.B. Creation	Apparel	Has a SA 8000 certificate
359.	Tiruppur P.L. Exports	Apparel	Has a SA 8000 certificate
360.	Tiruppur P.V. Apparels	Apparel	Has a SA 8000 certificate

	State/ Place/ Association/ Firm	Product	Initiatives taken/ changes brought about
361.	Tiruppur Panorama Apparels	Apparel	Has a SA 8000 certificate
362.	Tiruppur PKP TEX (Unit - II)	Apparel	Has a SA 8000 certificate
363.	Tiruppur Poppys Knitwear	Apparel	Has a SA 8000 certificate
364.	Tiruppur Prachi Exports	Apparel	Has a SA 8000 certificate
365.	Tiruppur Prem Durai Exports	Garments	Has a SA 8000 certificate
366.	Tiruppur Primex Apparels Sourcing Services	Apparel	Has a SA 8000 certificate
367.	Tiruppur Primo Fashions	Apparel	Has a SA 8000 certificate
368.	Tiruppur Pro Knits	Textiles	Has a SA 8000 certificate
369.	Tiruppur Prospper Exports	Textiles	Has a SA 8000 certificate
370.	Tiruppur R Cupe Creations	Apparel	Has a SA 8000 certificate
371.	Tiruppur R. K. Cotton's	Apparel	Has a SA 8000 certificate
372.	Tiruppur Raagam Exports	Textiles	Has a SA 8000 certificate
373.	Tiruppur Ragu Overseas Export	Apparel	Has a SA 8000 certificate
374.	Tiruppur Rajpriya	Apparel	Has a SA 8000 certificate
375.	Tiruppur Rasi Styles	Apparel	Has a SA 8000 certificate
376.	Tiruppur RBR Garments (P) Ltd.	Apparel	Has a SA 8000 certificate
377.	Tiruppur RBS Exports	Apparel	Has a SA 8000 certificate
378.	Tiruppur S.G. GARMENTS	Textiles	Has a SA 8000 certificate

	State/ Place/ Association/ Firm	Product	Initiatives taken/ changes brought about
379.	Tiruppur Saratoga Tex Private Limited	Apparel	Has a SA 8000 certificate
380.	Tiruppur SCM Garments Private	Apparel	Has a SA 8000 certificate
381.	Tiruppur Shell Exports	Textiles	Has a SA 8000 certificate
382.	Tiruppur Sleek Fashions	Apparel	Has a SA 8000 certificate
383.	Tiruppur SMP Garments	Apparel	Has a SA 8000 certificate
384.	Tiruppur SNQS Internationals	Apparel	Has a SA 8000 certificate
385.	Tiruppur Sree Santhosh Garments	Apparel	Has a SA 8000 certificate
386.	Tiruppur Sree Santhosh Garments	Apparel	Has a SA 8000 certificate
387.	Tiruppur SriVari International	Apparel	Has a SA 8000 certificate
388.	Tiruppur SSS Traders	Apparel	Has a SA 8000 certificate
389.	Tiruppur Sudhama Hosieries	Apparel	Has a SA 8000 certificate
390.	Tiruppur Sunrise Knitting Mills	Apparel	Has a SA 8000 certificate
391.	Tiruppur Swathi Creations	Apparel	Has a SA 8000 certificate
392.	Tiruppur Tecch Knit	Apparel	Has a SA 8000 certificate
393.	Tiruppur Thai International	Apparel	Has a SA 8000 certificate
394.	Tiruppur The cotton and textile Corporation	Apparel	Has a SA 8000 certificate
395.	Tiruppur The Velavan Tex	Apparel	Has a SA 8000 certificate

	State/ Place/ Association/ Firm	Product	Initiatives taken/ changes brought about
396.	Tiruppur Surya Hitec Apparel Pvt. Ltd.	Apparel	Has a SA 8000 certificate
397.	Tiruppur Titan Knit Fashions	Apparel	Has a SA 8000 certificate
398.	Tiruppur Triknit	Apparel	Has a SA 8000 certificate
399.	Tiruppur Trinity Fashion	Apparel	Has a SA 8000 certificate
400.	Tiruppur Tubeknit Fashions Ltd.	Apparel	Has a SA 8000 certificate
401.	Tiruppur Twowin Export	Apparel	Has a SA 8000 certificate
402.	Tiruppur Veera Creations	Apparel	Has a SA 8000 certificate
403.	Tiruppur VGB Clothings	Apparel	Has a SA 8000 certificate
404.	Tiruppur Vishnu Clothing	Textiles	Has a SA 8000 certificate
405.	Tiruppur Warsaw International	Apparel	Has a SA 8000 certificate
406.	Tiruppur Winsome Knit Garments	Apparel	Has a SA 8000 certificate
407.	Tiruppur Zenith Creations	Apparel	Has a SA 8000 certificate
408.	Tiruppur Pandit hosiery Millss Pvt. Ltd.	Apparel	Has a SA 8000 certificate
409.	Tumkur, Karnataka Indo Spanish Tasty Foods Pvt. Ltd.	Food processing	Has a SA 8000 certificate
410.	Tuticorin Fauna International	Dried flowers House wares	Has a SA 8000 certificate
411.	UP Continental Home Furnishing	Textiles	Has a SA 8000 certificate
412.	UP Samara Carpets Pvt. Ltd.	Carpets	Has a SA 8000 certificate

	State/ Place/ Association/ Firm	Product	Initiatives taken/ changes brought about
413.	Uttar Pradesh Alcome Overseas Pvt. Ltd.	Cosmetics	Has a SA 8000 certificate
414.	Uttar Pradesh Ambica Sales Corporation	Textiles	Has a SA 8000 certificate
415.	Uttar Pradesh Eastern Spinning and Textile Mills Pvt. Ltd.	Carpets and floor coverings	Has a SA 8000 certificate
416.	Uttar Pradesh Euro Footwear Limited	Footwear	Has a SA 8000 certificate
417.	Uttar Pradesh Indian Art Gallery	Carpets	Has a SA 8000 certificate
418.	Uttar Pradesh Jamila Rugs India	Carpets	Has a SA 8000 certificate
419.	Uttar Pradesh Kings International Ltd.	Leather exports	Has a SA 8000 certificate
420.	Uttar Pradesh MA Trading	Carpets	Has a SA 8000 certificate
421.	Uttar Pradesh Madhu India Limited	Home furnishings	Has a SA 8000 certificate
422.	Uttar Pradesh Radiant Exports	Textiles	Has a SA 8000 certificate
423.	Uttar Pradesh Royal Packers	Shoe Boxes, Wrapping Papers	Has a SA 8000 certificate
424.	Uttar Pradesh Saif Carpets Private Limited	Carpets	Has a SA 8000 certificate
425.	Uttar Pradesh Suri Shoes Pvt. Ltd.	Footwear	Has a SA 8000 certificate
426.	Uttar Pradesh; Indore; Nagpur Sahara Prime City Limited	Real estate	Has a SA 8000 certificate
427.	Uttarakhand SRF Ltd.	Polyester Plain films	Has a SA 8000 certificate
428.	Vapi, Gujarat ARSH Fashions	Apparel	Has a SA 8000 certificate



	State/ Place/ Association/ Firm	Product	Initiatives taken/ changes brought about
429.	Vellore, Tamil Nadu Bachi Shoes (India) Private Limited	Footwear	Has a SA 8000 certificate
430.	Virudhanagar, Tamil Nadu The Bell Match Company	Match	Has a SA 8000 certificate
431.	Virudhunagar Loyal Textile Mills Ltd.	Garments	Has a SA 8000 certificate
432.	West Bengal Aditya Birla Insulators	Industry equipment	Has a SA 8000 certificate
433.	West Bengal Bala Techno Industries Ltd	Narrow woven fabrics textiles	Has a SA 8000 certificate
434.	West Bengal Ballyfabs International Ltd.	Life Style accessories, Home furnishing	Has a SA 8000 certificate
435.	West Bengal Green Earth International	Jute and cotton bags	Has a SA 8000 certificate
436.	West Bengal Indian Rayon and Industries Ltd.	Textiles	Has a SA 8000 certificate
437.	West Bengal Vogue H Hyde Private Limited	Leather goods	Has a SA 8000 certificate
438.	West Bengal, Uttar Pradesh, Gujarat NTPC Limited	Power	Has a SA 8000 certificate
439.	West Bengal, Bangalore, Munnar, Kerala TATA Tea Limited	Tea	Has a SA 8000 certificate
<b>Firms which are members of the UN Global Compact<sup>163</sup></b>			
440.	Arcelor Mittal India Ltd.	Carbon steel	Member of UN Global Compact
441.	Athena Demwe Power Pvt. Ltd.	Power	Member of UN Global Compact

<sup>163</sup> The Global Compact Network, India was formed by the UNGC participant companies and other organizations and registered in New Delhi in November 2003 as a non-profit Society ([www.globalcompactindia.org](http://www.globalcompactindia.org)), to function as the Indian Local Network of the Global Compact Programme. Functioning within a globally recognized and established initiative, with a pan-India membership base, GCN provides an extremely relevant vehicle for Indian companies- large and SME, academic institutions and civil society organizations to join hands towards strengthening Responsible Business initiatives in India and internationally. Prohibition of child labour is one of its conditions.

	State/ Place/ Association/ Firm	Product	Initiatives taken/ changes brought about
442.	Associated cement companied Ltd.	Cement	Member of UN Global Compact
443.	Balmer Lawrie Group of Companies	Logistics and cargo services	Member of UN Global Compact
444.	Bharat Petroleum Corporation Limited (BPCL)	Petroleum products	Member of UN Global Compact
445.	Central Warehousing Corporation	Warehousing services	Member of UN Global Compact
446.	Chennai Petroleum Corporation Limited	Petroleum	Member of UN Global Compact
447.	Coal India Limited	Coal	Member of UN Global Compact
448.	Central Coalfield Limited (CCL)	Coal	Member of UN Global Compact
449.	DSM Soft Pvt. Ltd.	Geospatial, Engineering and Publishing Support	Member of UN Global Compact
450.	Det Norske Veritas	Risk Management Services	Member of UN Global Compact
451.	Engineering Projects India Ltd. (EPIL)	Engineering	Member of UN Global Compact
452.	Ernst and Young Pvt. Ltd.	Legal services	Member of UN Global Compact
453.	Gas Authority of India Limited	Gas	Member of UN Global Compact
454.	Gujarat State Fertilisers and Chemicals Limited	Fertilisers and Chemicals	Member of UN Global Compact
455.	Hindustan Petroleum Corp. Ltd.	Petroleum	Member of UN Global Compact
456.	Hindustan Zinc Limited	Zinc	Member of UN Global Compact
457.	Indian Farmers Fertiliser Cooperative Ltd.	Fertilizer	Member of UN Global Compact
458.	Indian Railway Finance Corporation Limited	Financial services	Member of UN Global Compact
459.	ITC Limited	Several products	Member of UN Global Compact
460.	Jubilant Life Sciences Ltd.	Pharmaceuticals	Member of UN Global Compact
461.	JSL Stainless Limited	Steel	Member of UN Global Compact
462.	Krishak Bharati Co-operative Limited	Fertilizer	Member of UN Global Compact

	State/ Place/ Association/ Firm	Product	Initiatives taken/ changes brought about
463.	Konkan Railway Corporation Limited	Railways	Member of UN Global Compact
464.	Lanco Infratech Limited	Several products	Member of UN Global Compact
465.	Larsen and Tubro Ltd.	Construction	Member of UN Global Compact
466.	MHT Offshore and Marine and Heavy lifts division	Marine machinery	Member of UN Global Compact
467.	Mangalore Refinery and Petrochemicals Limited	Petrochemicals	Member of UN Global Compact
468.	Manipal K-12 Education (P) Ltd.	Education services	Member of UN Global Compact
469.	MMTC Ltd.	Metals and minerals	Member of UN Global Compact
470.	MCI Management (India) Pvt. Ltd.	Events management company	Member of UN Global Compact
471.	Mehro Consultants	Construction consultancy	Member of UN Global Compact
472.	National Buildings Construction Corporation Ltd.	Construction	Member of UN Global Compact
473.	National Hydroelectric Power Corporation Ltd.	Power	Member of UN Global Compact
474.	North Delhi Power Ltd.	Power	Member of UN Global Compact
475.	Northern Coalfields Limited	Coal	Member of UN Global Compact
476.	Oil India Limited	Oil	Member of UN Global Compact
477.	Paharpur Business Centre	Ready to move in office solutions	Member of UN Global Compact
478.	Power Finance Corporation Ltd.	Finance	Member of UN Global Compact
479.	Power Grid Corporation of India Limited	Power	Member of UN Global Compact
480.	Press Comp International Pvt. Ltd.	Press, Media and Publication Services	Member of UN Global Compact
481.	Petronet LNG Limited	Energy	Member of UN Global Compact
482.	Rural Electrification Corporation (REC)	Electricity	Member of UN Global Compact
483.	RR Kabel Limited	Electric equipment	Member of UN Global Compact
484.	Radisson Hotels Delhi	Hotels	Member of UN Global Compact

	State/ Place/ Association/ Firm	Product	Initiatives taken/ changes brought about
485.	Rashtriya Ispat Nigam Limited	Steel	Member of UN Global Compact
486.	Satluj Jal Vidyut Nigam Limited (SJVN)	Electricity	Member of UN Global Compact
487.	STR Labs	Quality checking services	Member of UN Global Compact
488.	Siemens Limited	Several products	Member of UN Global Compact
489.	Sesa Goa Limited	Iron Ore	Member of UN Global Compact
490.	Smaat Aqua Technologies Pvt. Limited	Non- chemical water and air treatment solutions	Member of UN Global Compact
491.	Soulace Consulting Pvt. Ltd.		Member of UN Global Compact
492.	Steel Authority of India Limited	Steel	Member of UN Global Compact
493.	Tata Chemicals Ltd.	Chemicals	Member of UN Global Compact
494.	Tata Tea Ltd.	Tea	Member of UN Global Compact
495.	Tata Teleservices Ltd.	Teleservices	Member of UN Global Compact
496.	The Shipping Corporation of India Ltd.	Shipping	Member of UN Global Compact
497.	Tata Steel Ltd.	Steel	Member of UN Global Compact
498.	The Liberty Marine Syndicate Pvt. Ltd.	Logistic solutions in shipping arena	Member of UN Global Compact
499.	The Tata Pigments Limited	Flooring colours	Member of UN Global Compact
500.	Veer O Metals Pvt. Ltd. ( E.O.U)	Metals	Member of UN Global Compact
501.	Water Health India Pvt. Ltd.	Water purification systems	Member of UN Global Compact
502.	Yes Bank	Financial services	Member of UN Global Compact
<b>Firms with WRAP certificate which requires prohibition of child labour in the firm<sup>164</sup></b>			
503.	Ahmedabad Aarvee Denims and Exports Ltd. - Garment Division	Apparel	Had a WRAP certificate as of 2011
504.	Always,Kerala Kitex Childrenswear Limited	Apparel	Had a WRAP certificate as of 2011

<sup>164</sup> The Worldwide Responsible Accredited Production (WRAP) programme is the world's largest facility certification programme mainly focused on the apparel, footwear and sewn products sectors. Prohibition of child labour is one of its conditions.

	State/ Place/ Association/ Firm	Product	Initiatives taken/ changes brought about
505.	Ambernath DKI Apparel Private Limited	Apparel	Had a WRAP certificate as of 2011
506.	Bangalore Scotts garments Ltd unit-10	Apparel	Had a WRAP certificate as of 2011
507.	Bangalore Texport Syndicate (I) Ltd. - Unit 2	Apparel	Had a WRAP certificate as of 2011
508.	Chennai Stanfab Apparels Private Limited	Apparel	Had a WRAP certificate as of 2011
509.	Chennai Vijay Garments Ltd.	Apparel	Had a WRAP certificate as of 2011
510.	Chennai Dhandapani Exports Pvt. Ltd.	Apparel	Had a WRAP certificate as of 2011
511.	Coimbatore Yeswe Creations (Unit Of Shiva Texyarn Ltd.)	Textiles	Had a WRAP certificate as of 2011
512.	Coimbatore Siruvani Clothing (P) Ltd	Textiles	Had a WRAP certificate as of 2011
513.	Dama Bhilad Sutlej textiles and industries limited - Unit	Textiles	Had a WRAP certificate as of 2011
514.	Erode (dist) Frontier Knitters - E Unit	Apparel	Had a WRAP certificate as of 2011
515.	Faridabad Jiva Designs Pvt. Ltd.	Apparel	Had a WRAP certificate as of 2011
516.	G.B.NAGAR Profile India	Apparel	Had a WRAP certificate as of 2011
517.	Gobichetti Palayam Kavi Creations - G-1 (A unit of Mayil Impex)	Apparel	Had a WRAP certificate as of 2011
518.	Gobichetti Palayam SCM Garments Pvt Limited - Unit -12	Apparel	Had a WRAP certificate as of 2011
519.	Gobichettipalayam SCM Garments Pvt Limited - Unit -14	Apparel	Had a WRAP certificate as of 2011

	State/ Place/ Association/ Firm	Product	Initiatives taken/ changes brought about
520.	Gurgaon Precise Seamless Apparels Pvt. Ltd.	Apparel	Had a WRAP certificate as of 2011
521.	Jaipur Abhilasha Exim Pvt. Ltd.	Apparel	Had a WRAP certificate as of 2011
522.	Jaipur Shree Ram Overseas	Apparel	Had a WRAP certificate as of 2011
523.	Jaipur Cheer Sagar	Apparel	Had a WRAP certificate as of 2011
524.	Jaipur Kiran Modes	Apparel	Had a WRAP certificate as of 2011
525.	Mumbai Sheetal Corporation	Apparel	Had a WRAP certificate as of 2011
526.	Nalagarh LS Industries Limited	Apparel	Had a WRAP certificate as of 2011
527.	Palladam Vertex Impex	Apparel	Had a WRAP certificate as of 2011
528.	Pithampur Pratibha Syntex Pvt Ltd.	Textiles	Had a WRAP certificate as of 2011
529.	S.A.S. Nagar Agro Dutch Industries Ltd.		Had a WRAP certificate as of 2011
530.	Thane Alisha Garments	Apparel	Had a WRAP certificate as of 2011
531.	Thiruvallur Unitex International Private Limited	Textiles	Had a WRAP certificate as of 2011
532.	Tirupur Excel deals	Apparel	Had a WRAP certificate as of 2011
533.	Tirupur Akshaya Textile	Apparel	Had a WRAP certificate as of 2011
534.	Tirupur Bharathi and Bharathi	Apparel	Had a WRAP certificate as of 2011
535.	Tirupur Oxford Apparels	Apparel	Had a WRAP certificate as of 2011
536.	Tirupur Unisource Trend India	Apparel	Had a WRAP certificate as of 2011



	State/ Place/ Association/ Firm	Product	Initiatives taken/ changes brought about
537.	Tirupur Cottons - Unit I	Apparel	Had a WRAP certificate as of 2011
538.	Tirupur Nanco Hosiery Mills	Textiles	Had a WRAP certificate as of 2011
539.	Tirupur Atlas Textiles	Textiles	Had a WRAP certificate as of 2011
540.	Tirupur SGM Garments	Apparel	Had a WRAP certificate as of 2011
541.	Tirupur Capital Knit	Apparel	Had a WRAP certificate as of 2011
542.	Tirupur Master Garments	Apparel	Had a WRAP certificate as of 2011
543.	Tirupur Clifton Export (Private) Ltd.	Apparel	Had a WRAP certificate as of 2011
544.	Tirupur Easwari Knitting Works	Apparel	Had a WRAP certificate as of 2011
545.	Tirupur S.Peterson Impex Pvt. Ltd.	Apparel	Had a WRAP certificate as of 2011
546.	Tirupur M S Kaarthikeyan Garments	Apparel	Had a WRAP certificate as of 2011
547.	Tirupur Rajadhani Exports	Apparel	Had a WRAP certificate as of 2011
548.	Tirupur Krillo Garments	Apparel	Had a WRAP certificate as of 2011

**Table A.2: Corporate social responsibility initiative on children**

Sl. No.	Name of Corporation/ Firm	CSR initiatives
1.	AbsolutData	One of their strong focus areas is “Child Education”. The company has partnered with “Sarvodaya Mandal”, an NGO working on child education, sanitation issues, nutrition and rural urban migration.
2.	Adani Enterprises Ltd., Gujarat	Their CSR activities are on healthcare, rural development and education.
3.	Adani Group Gujarat and Maharashtra	Adani Foundation has been in the forefront of the education sector since its inception. The approach is multi-pronged with Rural Education Drive through Sarva Shiksha Abhiyan (SSA), Government of India's flagship programme for achievement of Universalization of Elementary Education (UEE) in a time-bound manner, as mandated by 86th amendment to the Constitution of India making free and compulsory education to the children aged 6-14 years old, a fundamental right. The focus here is on Girls' Education through new admissions and providing an alternative route to the dropouts through “MEENA” in partnership with UNICEF. The programme's strategy is on improving quality of education, inclusive education through community mobilization in shape of parent-teacher committee mobilized through the Adani education volunteer.
4.	Agro tech	The Feeding Children Better programme is drawn up in a manner relevant to Agro Tech's core business - Foods. One nourishing meal a day is provided to underprivileged children at carefully selected schools across the country. We ensure that the meal is compatible with local food habits and provides about 650 kilocalories per child per meal.
5.	Airtel –Bharati foundation	Provide quality education to poor children.
6.	Alembic Gujarat	Company undertook a number of development projects with a focus on health, education and vocational training. The Company has a rural development society started in 1980. This is located near Panelav in the foothills of Pawagadh. The objective is to provide self-employment opportunities through vocational training and education for adults and children in 50 villages in the vicinity.
7.	Alembic Ltd., Gujarat	CSR activities on education.
8.	Allcargo Global Logistics Ltd Maharashtra	Actively involved in setting up a school in Koproli; also, to lend a helping hand to the Akanksha Foundation, a non-profit organization with the vision to equip the less-privileged with education, skills and character they need to lead empowered lives.
9.	Allcargo Global Logistics Ltd., Maharashtra-	CSR activities on education.
10.	Alwar-UBL	UBL Rajasthan is making intensive efforts to enroll and retain the maximum number of girl students in the school adopted by the unit. To achieve this, a system of parent-teacher meetings has been introduced. They expect this to have beneficial results in the long term.

Sl. No.	Name of Corporation/ Firm	CSR initiatives
11.	Applabs Software company	Education is a major area of focus in CSR activities for Applabs: constructing school buildings for government schools, donating books, arranging volunteers for conducting classes and setting up computer labs.
12.	Aptech limited	Education to under privileged, providing computers at schools.
13.	Arvind mills	Giving training in spoken English and basic mathematics for the youth belonging to poor families and providing them with computer skills.
14.	Asain Paints Ltd. Maharashtra and Gujarat	Have established schools at Sagrosana and Takarwada in Gujarat. Also work closely with the Ministry of Education in Gujarat to serve a large number of school-going disabled children.
15.	Asholk Leyland	Every year, buses are donated to various schools, mostly catering to economically backward students. Desks and benches are also provided.
16.	Asian Paints Ltd., Maharashtra and Gujarat	CSR activities on education.
17.	Bajaj Auto Ltd. Maharashtra	Four schools under the National Child Labour Project are monitored and controlled by Jamnalal Bajaj Foundation. 200 students and 20 staff members are part of these four schools. Balwadi (Child Training Centre) is a pre-school, where under-privileged children are taught by trained teachers. The Foundation is running 24 Balwadis i.e., Bal Sanskar Kendra in rural areas for poor children below 6 years old. It also runs free computer training classes, tailoring classes and stitching classes for poor and needy people.
18.	Bajaj Auto Ltd., Maharashtra	CSR activities on education.
19.	Ballarpur Industries Ltd, Maharashtra	CSR activities on education.
20.	Ballarpur Industries Ltd. Maharashtra	Joined hands with Pratham an NGO, which operates at national level to make good quality primary education accessible to the most marginalized children and have so far reached out to more than 300,000 children all around the country. We also implement these initiatives at each of our manufacturing locations in partnership with Pratham. A total of 75,000 children have benefitted through the education programmes in the form of bridge courses for school dropouts, community libraries, and classes for children lagging behind in schools.
21.	Baran- ICICI	To strengthen and improve the quality of the government system of elementary education. ICICI Elementary Education is strengthening the capacity of district level institutions and providing training and in-classroom support for teachers in 78 schools, aiming to improve the quality of education for 450,000 children.
22.	Barclays	Barclays and UNICEF joined forces to launch Building young futures in 2008. The three-year programme aims to empower thousands of young people across 13 countries including India, by providing them with the support and skills they need to achieve a brighter economic future for themselves and their communities- delivering a new education module for schools.

Sl. No.	Name of Corporation/ Firm	CSR initiatives
23.	Bharat Forge Ltd. Maharashtra	Actively supports Pratham Pune Education Foundation (PPEF). PPEF helps in imparting primary education to children of economically challenged and migrant workers, mainly aged 3-14 years old. Over the past four years, has touched the lives of over 50,000 children in Pune.
24.	Bharat Forge Ltd., Maharashtra-	CSR activities on education.
25.	Bharti Foundation	Started Satya Bharti School Foundation for under privileged children's education; Working in the states of Punjab, Haryana, Rajasthan, UP, Tamil Nadu, West Bengal.
26.	Bisleri	Bisleri Trust supported in building schools and low cost housing in Gujarat State.
27.	Brook bond India	Providing INR 10 to SOS children's villages of India on the purchase of every 500 grammes pack of its tea.
28.	CISCO System Inc.	Cisco invests its best-in-class networking equipment to those nonprofit organizations that best put it to work for their communities. Education is a top corporate priority for Cisco, as it is the key to prosperity and opportunity.
29.	Citibank	Gives a percentage of what customers spend to CRY, an Indian NGO working with children, as a contribution on customers' behalf.
30.	Coal India	Financial assistance to schools, support to technical and vocational institutions and awareness programmes on girls' education.
31.	Dabur	Dabur's CSR initiatives are driven through Sustainable Development Society or SUNDESH, an outcome of the vision of Dabur India Ltd founder Dr. S.K Burman. Sundesh started with health care and today its activities have diversified into various other projects such as education, veterinary services and income generation activities.
32.	DCM Shriram Consolidated Limited	Over the last three decades, various initiatives have been undertaken by the firm in the Hadoti region (Kota, Bundi, Jhalawar districts) in schools, scholarships with emphasis on girl child's education.
33.	Dilip Industries, Jaipur and UP	Quality Education and Vocational Training for the poor.
34.	DLF	Setting up the Swapana Sarthak informal school for children of the construction workers, manned by trained volunteers. DLF partnered with Pratham in May 2007 and set up DLF Learning Excellence Centres in 25 villages by involving the government schools, community teachers and introducing innovative teaching learning material.
35.	Dr. Reddy's Laboratory	Concentrating especially on migrant construction workers; campaigning for awareness, running in-site schools (20-30 schools) for them. They have all started schools in slums as intermediate solutions until they can be put into formal schools.

Sl. No.	Name of Corporation/ Firm	CSR initiatives
36.	Edelweiss Capital Ltd.	Supports Aarambh, a registered NGO set up in 1997; operates in six slum-based community centres and focuses on the issues of education and health and also provides vocational training to children living in the slums of Navi Mumbai. Currently, Aarambh works with 1,200 children, 400 women and 300 youth. In every centre operated by Aarambh, pre-school classes are conducted for children who are either dropouts or have never been to school. Aarambh also runs support classes for children who are weak in studies or are slow learners at school.
37.	Edelweiss Capital Ltd. Maharashtra	CSR activities on education and children.
38.	Eicher Motors Ltd.	In its aim to reach the remote interiors of the Indian subcontinent and provide education to the children in these rural areas, Eicher setup a foundation, which would work for improvement in quality of education, initially in the government primary schools in rural areas. Setup in 1996, this foundation is named as the Goodearth Education Foundation (GEF).
39.	Exide Industries limited (Exide)	Exide has joined hands with UNICEF in India to support its Child Environment Programme that works to create better environmental conditions for underprivileged children in West Bengal. The focus is on bringing hygienic water and sanitation to schools.
40.	FedEx	Donating USD 33,000 to CRY for supporting projects on children's education.
41.	GMR Varalakshmi Foundation Hyderabad	Running higher education institutions, giving scholarships (both at school and higher education), partnering with government schools and owning and partnering with pre-schools for their improvement.
42.	Hero Honda	Hero Honda Motors managed to bring an economically and socially backward region in Dharuhera, Haryana, into the national economic mainstream. The Foundation has adopted various villages located within the vicinity of the Hero Honda factory at Dharuhera for integrated rural development. This includes renovating primary school buildings and providing hygienic water and toilet facilities.
43.	Hindustan Construction Company	HCC plays an active role in CSR initiatives in the fields of health, education, disaster management, and environment.
44.	Hindustan Lever	HLL supports a home for abandoned, handicapped children (Mumbai) and special education of handicapped children aged 5-15 years. A few of the children have been able to pursue normal education in regular schools after obtaining rehabilitative support (Assam and Coimbatore).

Sl. No.	Name of Corporation/ Firm	CSR initiatives
45.	Infotech Enterprises Ltd. Hyderabad	Infotech has signed a MoU with SSA to improve performance of government schools by means of “Adopt a school program”; also provides scholarships for meritorious students.
46.	Intel, India	Education is one focus area of Intel India's CSR; one initiative was the Intel Involved Matching Grant Program. Launched in 2005, this is a volunteer-based community programme through which Intel employees devote some time in specific educational institutions. For every 20 volunteer hours logged by employees, the Intel Foundation donates US\$80 to the educational institution that goes towards infrastructure or learning tools such as libraries, science labs or sports equipment.
47.	JCB	JCB India adopted a government school, in the vicinity of the company premises as its social responsibility.
48.	Jet Airways	Raises funds through its in-flight collection programme for Save the Children.
49.	Kirloskar Oil Engines Ltd.	Study visits by school, performance awards for school children, school bag and raincoat distribution.
50.	Lanco Foundation, Andhra Pradesh	For the year 2008-2009 the Foundation has allotted INR3, 000, 000 for the scholarship Programme for the economically poor. A support of INR2, 977,115/- has been provided to 425 students covering neighborhood communities of Lanco Infratech Limited.
51.	Mahindra Satyam Foundation	All the initiatives of the Foundation are targeted towards the disadvantaged population in all cities where Mahindra Satyam has a significant presence. The Foundation has five Chapters located at Hyderabad, Pune, Bengaluru, Chennai and Bhubaneswar; partners with government schools to improve teaching and providing assistance; volunteers from corporate mentor students in government school on weekends.
52.	Maruti Udyog	Runs the Delhi Public School Maruti Shiksha Kendra, an education programme for the underprivileged. The objective of his project is to educate the children of below poverty line (BPL) families from the nearby villages of Gurgaon district. 120 students aged 5-8 years old have already enrolled. DPS Maruti Kunj is providing books, writing material and uniforms, refreshment and transport facilities to these children.
53.	NATCO Pharma Ltd, Andhra Pradesh	It encourages schooling among children, gives scholarships for meritorious students, supports government schools with infrastructure needs, started child friendly education centre in Mehboobnagar district, supports several tribal children for their educational needs etc., with an objective of elimination of child labour.
54.	ONGC	Promotion of literacy and higher education, Grant of scholarship and assistance to deserving young pupils of weaker sections of society. Facilities for constructing schools, renovation of school buildings, other infrastructure.
55.	Oxfords Bookstores	Apeejay Oxford Bookstore's partnership with UNICEF India will help raise funds for UNICEF's education programmes in India.



Sl. No.	Name of Corporation/ Firm	CSR initiatives
56.	Pidilite Industries Ltd. Gujarat	CSR activities on education.
57.	Ramky foundation	The main idea of this programme is to bring down the school dropout rate as a result of poor economic condition. Sponsors the meritorious students from KG to PG through scholarships. Ramky Foundation has been running a hostel for 25 Scheduled Tribe (ST) students at Macherla in Guntur district for the last year.
58.	Reliance Industries Ltd.  Maharashtra and Gujarat	A network of ten schools caters to over 14,000 students spread across India. RIL's CSR cells of its manufacturing divisions and EandP blocks work zealously, round the year to support the educational requirement of the surrounding community and schools in the neighbouring region benefiting thousands of students from the underprivileged section of society. Support partner organizations include: Akanksha, Nanhi Kali, Pratham, Teach for India and Ummeed. All these organizations have taken on the challenge of giving children in Mumbai and across India the opportunity to receive a great education. They refused to accept the status quo and have done path- breaking work in changing how children study, learn and grow.
59.	SAP Labs Ltd.	Helping marginalized children by sending them to English medium schools and setting up computer labs.
60.	Siemens Ltd. Maharashtra	The St. Catherine's Home project is an effort by Siemens to address the issue of homeless and vulnerable street children and the company has been associated with St. Catherine's Home, Bandra, Mumbai for the last seven years. The objective of doing this is to make an attempt at providing a normal childhood to over 100 children who reside at St. Catherine's. Siemens contributes towards expenses of boarding, education, upgrading and refurbishment of infrastructure of St. Catherine's Home on a yearly basis.
61.	Thermax Ltd. Maharashtra	Signed a memorandum of understanding (MOU) with the Pune Municipal Corporation (PMC) School Board for a period of 30 years. TSIF, in partnership with the NGO Akanksha, currently runs and manages two schools for children from low-income families where they are provided free, good quality education.
62.	TVS	Development of school Infrastructure providing scholarships to school children.
63.	Visaka Industries Ltd.	Built 60 classrooms for schools/colleges in SC/ST Hamlets. Reimbursement of salaries of 25 government school teachers. Provided classroom furniture.

Sources of information: IHD fieldwork in Maharashtra, Gujarat, Rajasthan and Andhra Pradesh, IHD internet search and ILO desk review.



## Annex II: South African signatories to the Code

### Accommodation providers

Access Guest Lodge

Accor

Antrim Villa

Bartholomeus Klip Farmhouse

Bickley House

Cactusberry Lodge

Cape Grace

City Lodge

Greenways

Peech Hotel

Peermont Hotels

Radisson Blu

Southern Sun

Spier

Taj Hotel

Umlani

Westin Grand (Arabella)

Winchester Mansions

### Car hire companies

Avis

Budget

Europcar

First Car Rental

Tour operators

AAA Travel

Abang Africa Travel

African Chapter

Andulela Experience

Baobab Travel

Calabash Tours

City Sightseeing

Cullinan Holdings

Fairfield Tours

Firelight Tours and Safaris

Ikhayalam Lodge and Tours

Kuvona Cultural Tours

Private Safaris

Tourvest Holdings

Uluntu Africa

XO Africa

### Other

Cape Town Tourism

Energy Guides





