

# An Exploratory Study on the Preventive Measures to Avoid the Exploitation of Child Labour in the Belt and Road Countries from the Fashion Industry's Perspective

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## Background

Child labour has existed throughout the century. The problem seems to be never-ending. As reported by the ILO (2019), approximately 152 million children aged 5-17 years are working worldwide. A large number of fashion retailers have been frequently held responsible for searching for cheap labour around the world. Hence, taking appropriate preventive measures on this issue is crucial to create successful business opportunities and to put an end to the suffering of children.

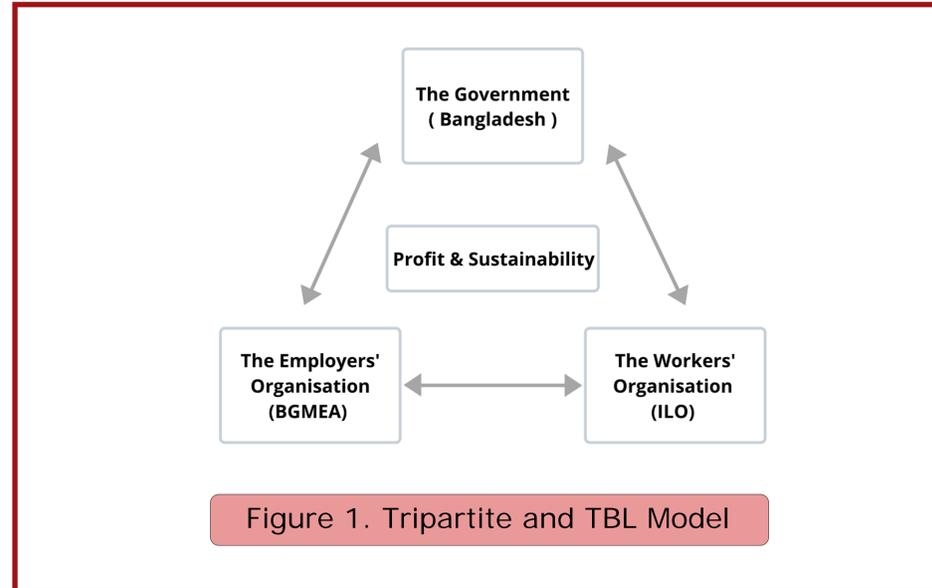
## Research Objectives

- Why is it still common for manufacturers to hire children even after knowing the consequences?
- Why do the measures taken to prevent child labour still fail to resolve the issue?
- What is the impact of child labour on the local economy?
- How do business opportunities, for instance in the Belt and Road Initiative, influence the issue of child labour?

## Theoretical Framework

The combined model addresses the importance of collaboration between the three stakeholders. The communication between these three stakeholders can lead to sustainability in society, which includes the topic of child labour and the profitability of companies and their workers.

Combining the two models gives a clearer picture of creating a social dialogue in the community while helping businesses perform better for the betterment of the community as a whole.



## Methodology

The interview includes 10 interviewees, 5 from the education sector and 5 from the fashion industry.

Interviewees from the education sector can give their insights into their ethical consciousness, which is important as they build future leaders who would then enter the workforce in the fashion industry.

Interviewees from the fashion industry can give their insights into the reality of the business. Since being in the workforce, they have the flexibility to bring in change.

## Findings

Figure 2. Showcases the pattern that was discovered during the interview process.

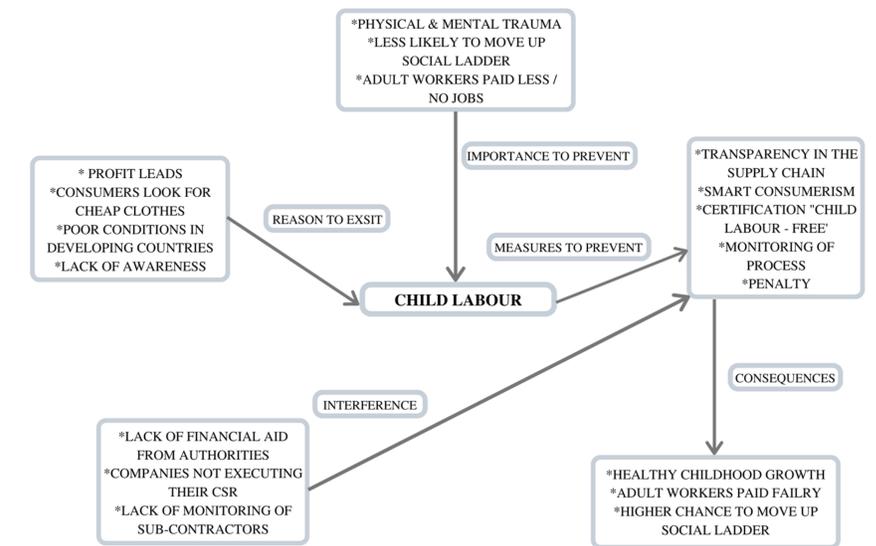


Figure 2. Explanatory Theory

The theory discussed the correlation between different instances that contribute to child labour issues.

## Conclusion

The study points out the importance of being a smart consumer and doing our research before buying any products.

Consumers play an important role into the ethical standard the brand showcases, as they are the end buyers. When consumers are satisfied with a brand's way of combating such issues, it creates trust and loyalty from the consumers which can benefit the brand to further focus on their corporate social responsibilities.