

THE NEW HEROES

STUDENT VIDEO HANDOUT

Rugmark in India featuring Kailash Satyarthi.

“We feel that education is the key to liberation. Education is key to empowerment and key to prosperity to the future. So education is on the top of everything.”

--Kailash Satyarthi

SUMMARY:

In India, Kailash Satyarthi has set out to end slavery, one village at a time. His approach is multifaceted: rescuing slaves, teaching life skills to the rescued, and changing societal values so that no child is ever enslaved again. Rugmark is a branding/marketing effort to involve consumers in making responsible choices—a rug with the Rugmark label is guaranteed not to have been made with slave labor; hence, a “clean carpet.”

1. What is a slave?
2. Why are children slaves? How can there still be slaves in the world? Why India?
3. When the rescued children reach the safety of the school “Ball Ashram” the other children come out to welcome them. Describe the scene. What are the important things he has the children do and why?
4. Why does Kailash create a “Halfway House?” What is a “halfway” house? How does it relate to the word “sanctuary?”
5. Kailash has a small idea that is having a big impact. The idea that seemingly small consumer decisions—i.e., vowing to buy only “clean carpets”—can help to end human suffering. Does this idea seem “big” to you? Why or why not?
6. He had another idea: to create a child-friendly society, one village at a time. If you could have one small idea like this in this country, what would it be?