

## Enhancing Compliance to Minimum Wage: United Kingdom, Awareness Creation and Publicity

### **Introduction:**

Non-compliance due to lack of awareness and information among workers and employers is one of the key factors hindering effective implementation of minimum wage regulations in India. Providing worker and employers information about the prevailing minimum wages and the sanctions for non-compliance is essential for enforcement. To ensure this, UK conducted extensive awareness-raising activities and information dissemination before and after of the National Minimum Wage (NMW). The focus was to ensure 'self-enforcement' as a strategy for compliance.

### **Intervention:**

The publicizing of NMW entailed the following -

*Publicizing the Minimum wages in UK:* In United Kingdom heavy spending were made on creating awareness and publicity of the NMW, both before and after the introduction of the NMW. Advertisement on digital and print media were carried out, information pamphlet, postcards, booklets on best practices (prepared in cooperation with trade associations and training bodies) on the sectors that performed well, were sent to individuals and establishments.

*For ethnic minority communities and young people:* A separate campaign was launched and in the following year awareness assessment were conducted through independent market research agency. A website was set up to help the people assess their entitlement.

Till now information is disseminated across various mediums including regular information bulletins that the tax authorities send to 15 lakh employers. The trade unions extend guidance through their websites and networks.

### **Learning:**

Creating awareness and publicity to minimum wage provisions in the country is important. Various channels and strategies can be explored for carrying out awareness-raising activities and information dissemination. Participation of social partners, like in case of UK, can contribute highly.

Source: ILO website, [https://www.ilo.org/global/topics/wages/minimum-wages/enforcement/WCMS\\_462302/lang--En/index.htm](https://www.ilo.org/global/topics/wages/minimum-wages/enforcement/WCMS_462302/lang--En/index.htm)