

Our Company

Jaipur Rugs is a social business that connects rural craftsmanship with global markets through its luxurious handmade carpets. It is a family business based out of Jaipur that offers an exclusive range of hand-knotted and hand-woven rugs made using 2500 years old traditional art form.

The founder, Mr Nand Kishore Chaudhary created a unique business model, which provides livelihood to the artisans at their doorstep. This changed the standard practice of involving middlemen to work with artisanal communities.

The company currently has a network of over 40,000 artisans spread across 600 rural Indian villages in five states of India. It has an end-to-end business model, right from sourcing of wool to exporting a finished handmade rug.

Reviving the dying art of carpet weaving and creating a sense of bonding and community is at the core of the company's business philosophy. Jaipur Rugs has been working towards bridging the gap between the weaver at the grassroots and the urban consumers.

The modern and eclectic collection of rugs, made using the finest wool and silk, has won numerous global awards and is currently exported to more than 60 countries with the US sales arm, Jaipur Living, Inc. located in Georgia, Atlanta.

Our Story

It all began in 1978 when the founder, Mr Nand Kishore Chaudhary, started with two looms and nine artisans in his family home in Churu, Rajasthan. Back then, the practices of the Indian cast system were rigid and the weaving community was considered “untouchable”. Chaudhary had to work against the system to realise his dream. He noticed that the so called ‘upper caste’ to which he belonged had a hypocritical mind-set and there was a gap between what they said and what they practiced. On the other hand, he found the weavers to be simple and forthright people who he felt a deep connection with.

His family frowned, while he enjoyed working with the weavers and sharing daily meals with them. Through his effortless connection with the rural communities he quickly gained trust and began bringing livelihood opportunities to more and more underprivileged households. In a few years, Chaudhary moved to Gujarat and spent nine years training more than 2500 people from the tribal community. During this time, he realised that women were far more efficient and dedicated to their work as compared to men and decided to focus on them.

He also chose to not follow the standard practice of carpet manufacturing to work through contractors and sub-contractors who often exploited the weavers and practiced child labour and bonded labour defaming to the carpet-weaving industry.

Since the beginning, Chaudhary felt comfortable working directly with the weavers, training and upgrading their skills to deliver quality work. The company today works harmoniously with a number of ethnically diverse communities spread across 600 villages in five states that lie in some of the most impoverished regions of India. To further this cause he set up the Jaipur Rugs Foundation in 2004. The foundation’s aim is to reach out to remote rural areas and establish bonds with village communities, enabling them to start weaving not just rugs but also their own lives.

Global Recognition

Mr N K Chaudhary's factory-less weaving empire has become the source of world class production and positive transformations for the weaving community. This holistic business model has become a subject of study by various management schools and thought leaders around the world.

Late Mr C. K. Prahalad published a case study on Jaipur Rugs in his book 'The fortune at the bottom of the pyramid. Eradicating poverty through profits'.

He wrote, "Jaipur Rugs provides a unique example of how a global supply chain, built around developing human capability and skills at the grassroots level and finding steady and well-paying jobs for rural men and women in the most depressed parts of India, can connect rural poor with markets of the rich, such as the United States."

Chaudhary has been described as the "father of modern social enterprises" by internationally reputed professor of marketing, Jagdish N. Sheth from Emory University, USA. Sheth said, "Jaipur Rugs has become a role model, that business can serve society and at the same time ... can be a capitalistic institution".

In February 2019, top international business thinkers Mr Charles Handy recognised the Jaipur Rugs bottom-up approach as the model of the future. He called this approach essential for running a sustainable business.

Bain and Company's latest business research report, The Founder's Mentality showcases Jaipur Rugs as an example that imbibes the three core principals of growth: insurgent mission, owner's mind set, frontline obsession. These are very important for building a robust organisation to last for generations.

Creative Social Innovations

Artisan Originals

This initiative has been introduced by Jaipur Rugs which taps into the untamed fashion from the villages of India. It experiments with the originality of rural craftsmen to nurture their creative potential, which is unexplored at a global stage. For the first time ever, weavers get to be the designers of their own rugs. Each rug in the collection is a masterpiece for the design inspiration it weaves. It is imbued with the individuality of its artisan evident in unique artistry.

This collection has won numerous awards including the German Design Award, Elle Décor Award, Carpet Design Award (runners up) and the European Product Design Award.

Through the Artisan Originals initiative rural men and women who have either had no education or just primary education, have stunned the world with original designs competing with professional designers and mega design houses on the global stage. This one of its kind social innovation has resulted in important transformations in the life of the weavers.

It has renewed their passion for weaving, given them self-confidence and recognition from their own communities. They have discovered themselves in a way they had never imagined. The project has facilitated the economic transformation of weavers who used to work as mere wage earners.

Partnering with United Nations

Under a United Nations program called Every Woman, Every Child, Jaipur Rugs will provide job training to 4,000 women, functional literacy to 2,000, and access to healthcare to 12,000 women and children. It is also working with several other UN – affiliated organisations to help businesses throughout Southeast Asia and Africa operate with a greater sense of social responsibility.

The Iconic Anthar Rug



The Anthar rug is a great example of a creative social innovation that presented to the world a new way of design thinking and original art directly from the most repressed communities of rural India.

Born out of disagreement between the weavers who had hand-woven it, the rug has three distinct panels at the bottom because the three weavers were not aligned with each other. As weavers kept weaving over the next few months, they eventually became friendly and started working in harmony resulting in a unified pattern in the upper part of the rug.

Unlike most designs born in the design studio, the Anthar rug was born directly on the loom and was influenced by the misalignment and alignment between its weavers. Since then, several such original artworks have come up that demonstrate complex human relations on the loom.

The original rug woven with more than 20 colours was reinterpreted in a modern way by the Kavi studio as part of the Project Error collection. This rug went on to win the prestigious German Design Award in 2016 bringing the weaver's art directly to the global stage.

The people behind the progress



Mr. Nand Kishore Chaudhary (NKC), the founder of Jaipur Rugs, is a globally acclaimed social entrepreneur who is often referred to as the '*Gandhi of carpet industry*'. He is devoted to the Indian hand-knotted rug industry and he strives to empower its real owner and creator – the Indian weaver. He has created immense value in society by using his innovative methods for progression and change. The agenda of women empowerment lies at the centre of his vision and he believes that the world has to break the patriarchal mind set and give women the power and chance.



Mr Yogesh Chaudhary provides Jaipur Rugs the strategic direction it needs to explore business opportunities in the domestic and global markets. Under his leadership, the company has increased its global presence to 45 nations, from just two a decade ago. He is an expert in international marketing and has a deep understanding of the global rug industry, which has put Jaipur Rugs on an impressive growth trajectory. He is a passionate advocate of the bottom-up approach and lays great emphasis on connecting with the grassroots.



Ms. Kavita Chaudhary is a graduate in Textile Design from School of the Art Institute of Chicago, USA and has been steering the design philosophy of Jaipur Rugs since 2006. She is a globally renowned designer who has created the international brand Kavi. She uses rugs as a form of artistic expression and her designs are modern interpretation of age old observations. She has a unique ability to create exquisite rug designs that are showcased in top cosmopolitan cities across the globe. Having closely worked with the weavers in the villages over the years, her understanding of the rural weavers' lives has given Jaipur Rugs, its organic feel. She closely works with the weaving community and is the brain behind the Artisan Originals collection.

Designers and Collaborations

JAIPUR RUGS

JENNIFER ADAMS'


kate spade
NEW YORK



KAVI


JENNYJONES
RUGS

ARTEMIS

luli sánchez



MATTEO CIBIC

Global Awards

Jaipur Rugs has won numerous awards on the global stage, some of which include:

2015: 'Anthar', a rug from Kavi's 'Project error' collection becomes Asia's only rug to win a special mention in German Design Award, 2016.

2017: Won the EDIDA Flooring award for the range that showcases traditional Rajasthani culture, motifs inspired by nature, personal stories and *shakkarparas*.

2017: Received the German Design Award 2017 (Special Mention: Excellent Product Design), second time in a row.

2017: Won the Carpet Design Award for Best Modern Collection for the collection 'Unstring' by Kavi. The award has always been dominated by European participants and Kavi emerged as a winner from over 386 entries from 21 countries across the globe.

2018: Bimla Devi, a weaver turned designer with Jaipur Rugs journeyed from rural Rajasthan to Frankfurt, Germany to receive the prestigious German Design Award for her rug, Kamal, along with Design Director, Kavita Chaudhary, who brought home the GDA 2018 Gold Award for her rug, Asthai. Till date, Jaipur Rugs is the only Indian brand to bring home GDA awards three years in a row.

2018: Dhafali Devi's rug Ujjwal from the Artisan Originals collection won the European Product Design Award.

2019: Dhafali Devi's rug Ujjwal from the Artisan Originals collection won the iF Design Award.

2019: Parvati and Bhagchand's rug Sawan Ka Lehariya from the Artisan Originals collection won the European Design Award, 2019

Facts and Figures

In the fiscal year 2018-19 Jaipur Rugs made almost 100,000 carpets.

Jaipur Rugs exports to 60 countries and the US and Europe are its biggest markets.

Jaipur Rugs has three retail showrooms in India in Mumbai, Delhi and Jaipur.

Each rug passes through 180 hands and goes through 18 finishing steps.

The 18 step finishing steps involves over 500 people and every hand matters!

It takes 45 kilometres of yarn to make one rug.

It takes 37 days to spin 45 kilometres of yarn by hand.

A hand-knotted rug has two million asymmetric knots.