

Business Women

Upskilling women weavers to become rug designers

Jaipur Rugs Foundation, Royal Rajasthan Foundation, and Muthoot Pappachan Foundation launch "Weaving Dreams" an exhibition of handwoven rugs made by rural women designers



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In 2021, as the country grappled with COVID and the uncertainty for livelihoods for our millions of citizens, Royal Rajasthan Foundation & Jaipur Rugs Foundation piloted a program to not only provide doorstep livelihoods for rural women by training them to become weavers but also to ensure dignity & resilience by upskilling selected weavers to become rug designers. Armed with the success, they took the initiative further with the support of Muthoot Pappachan Foundation to further amplify the project.

Through this initiative, the foundations set up the 1st of its kind Social Innovation and Design Lab wherein they enabled exposure to acclaimed design experts, digital literacy among skill training, and other design workshops. Upskilling enabled increasing income in the household of the women training.

Through this collaboration, sustainable income sources for 250 rural women of Rajasthan have been enabled with 50 women graduating to international rug designers through the Social Innovation & Design Lab.

The women weavers from village Aspura, Rajasthan have undergone various workshops like colour play, yarn play, texture play, and more to enhance their artistic capabilities and transform them into artisans with a unique artistic vision.

As a culmination of this initiative, an exhibition called "Weaving Dreams" has been launched to showcase the outputs of the creative journeys of these designers

The exhibition featuring 25 stunning Manchaha Rugs, each telling a story of the weaver's inspiration and artistic journey. The rugs are crafted using traditional techniques and modern design palettes.

"We are thrilled to showcase the rugs created by our designer's taking inspiration from their daily life – these are more than rugs, they are pieces of art. Through this program, our designers are able to reach international levels of acclaim through the comfort of their homes. It is heartening to see the response from the global community for these pieces of art made in the villages of Rajasthan." –
Ranjit Barthakur, Chairperson Royal Rajasthan Foundation.

"I have always believed in the potential of artisans to become artists. I am proud to see the masterful art pieces created by our designers from the village of Aspura in Rajasthan. It's heart-warming to witness them receiving a global

platform and the respect they deserve from the dignitaries joining us at today's exhibition.” -Nand Kishore Chaudhary, CMD Jaipur Rugs

Experience the magic of the 'Weaving Dreams' exhibition and witness the beauty of handwoven rugs created by the talented women weavers of Aspura, Rajasthan. The 'Weaving Dreams' exhibition will be hosted at RIICO Industrial Area, Mansarovar, Jaipur from April 21st to May 15th, 2023, and invites art enthusiasts, design connoisseurs, and the general public to experience the beauty and creativity of handwoven rugs.