



JAIPUR RUGS

One of the world's biggest carpet makers with a presence in over 135 cities across the globe, Jaipur Rugs is the epitome of fine craftsmanship

When Nand Kishore Chaudhary wanted to start a carpet-weaving unit by borrowing ₹5,000 from his father in 1978, he was threatened with ostracism by his friends, family and community. "The weavers were from a caste considered untouchable, and when I set up the looms, I received threats that they won't let me run the business," he

says, adding with a chuckle, "But here I am, 40 years later, with 40,000 weavers from 600 villages across India, still going strong."

Jaipur Rugs has grown to become one of the leading hand-woven rugs brand in India. The rugs are made by weavers from 10 states, 80 per cent of whom are women. The rugs are exported to 40 countries.

For Chaudhary, the initiative meant giving the underprivileged a chance at a life of dignity. "I always tell people: society rejected me, and I worked with people who were already rejected. They became my biggest inspiration," he says, adding how the state's rich flora and fauna, its culture and art has fed his creativity.

Calling themselves nomads—in thought and action—Jaipur Rugs' designs reflect the chaos of everyday life—random colour splashes, local festivities, personal sorrows and ecstatic blissfulness. The artisans may reside in some of the remotest regions of the country, yet produce remarkably global designs.

Chaudhary gives his weavers a fair degree of freedom when it comes to

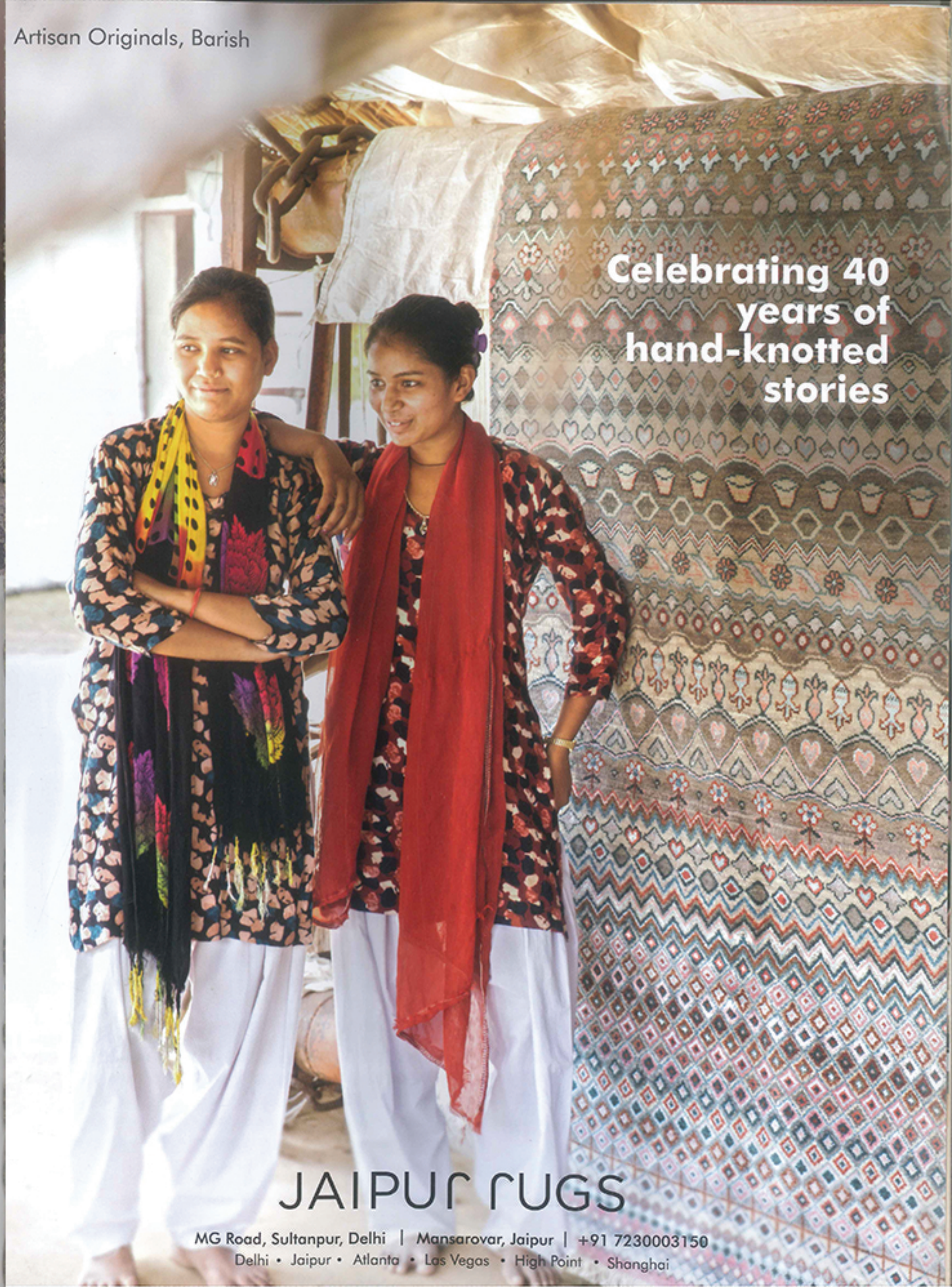
conceptualisation. A case in point: for the *Artisan Originals* collection, the brand experimented with the originality of rural craftspeople of Rajasthan and nurtured their creative potential.

The company sells through wholesale and retail channels, as well as online. Jaipur Rugs also accepts customisation requests selectively from customers and interior designers and has opened an experiential retail store in New Delhi. "In the coming years, we want to establish ourselves as a premium brand. But our goal is to also constantly work towards the betterment of our weavers," says Chaudhary.

Hailing from a village in Churu district, this social entrepreneur has been recognised at various national and international platforms for his work. The latest being the Inspire Award of the Parivartan Initiative he received in Jaipur. These awards are conferred upon those who lead the way in different social areas by their exemplary contributions. Just the kind of stories brands should weave. ■ jaipur rugs.co.com



Artisan Originals, Barish



Celebrating 40
years of
hand-knotted
stories

JAIPUR RUGS

MG Road, Sultanpur, Delhi | Mansarovar, Jaipur | +91 7230003150
Delhi • Jaipur • Atlanta • Las Vegas • High Point • Shanghai