

# Tri-Impact Profile of Jaipur Rugs



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"We don't sell carpets.  
We sell a family's blessing."  
- N.K. Chaudhary



Living in the rural area of Rajasthan, starting a carpet company was the dream of the 22-year-old Nand Kishore Chaudhary, who founded **Jaipur Rugs** in 1978. It all started with two looms and nine artisans. The idea was to develop a company that reflects dignity for all associated with it from the very beginning. Over a period, Jaipur Rugs has become a credible name and one of the largest manufacturers of hand-knotted rugs.

Mr. N K Chaudhary is now also referred to as **the Gandhi of the carpet industry** for his valuable contributions to the industry.

The ideology of Mr. Chaudhary is, *"Let goodness, fairness and most importantly, love prevail in business; profits will inevitably follow."* This ideology has revolutionized his company and has empowered more than 40,000 artisans, including 35,000 women.

## Proud to be Unique

Jaipur Rugs is one of the jewels of the Indian Carpet Industry. It is based in Jaipur that is also called the pink city. Jaipur is rich in culture and architecture with colorful rituals, forts, and palaces. Jaipur Rugs takes pride in **promoting and preserving** the 2500 years old tradition of Indian rug making and offers a choice of more than 5000 designs to its customers. Alternatively, the customers can also share their designs or idea with the Jaipur Rugs, and the artisans can weave their dream rugs.



Another unique initiative of Jaipur Rugs is to connect the artisans with the customers. The weavers and the customers were linked by **sharing postcards**. This was enacted as a medium for sharing feelings and emotions. This adds a personal touch and allows the customers to connect with the weavers in person.

This has also resulted in better output as the weavers now feel associated with the production more closely and accountable for the quality of the products and the production timeline. The **impact** of this initiative is reflected in the final product, which has a mix of traditional beauty, artwork, and many emotions.



The income earned through rug-making by women weavers gives them **economic empowerment**, and in addition to many other advantages, it has addressed some of the social evils like **Untouchability**. The stories of weaver's empowerment and success are shared with the world through various digital platforms of Jaipur Rugs.

## 'Manchaha Collection'

### A new meaning of sustainability for the women

The concept of '**Manchaha**' is an innovative program created by Jaipur Rugs for the sustainable development of the weaving communities, especially the women. Manchaha started as an initiative to use Raw Material Return (RMR – waste or left out material), which grew into a beautiful creation of products designed and made by the artisans. This concept has brought forward the creative potential of the weavers and transformed them into designers.



The women artisans are motivated to use their imagination spontaneity while weaving rugs on the loom. They design based on what they see around them, what they dream of, and their emotions. The initiative has received many prestigious **awards** like the *German Design Award*, the *Kyoorius Design Award* and the *Elle Deco international design award*.



**Manchaha** is a poetic narration of everyday life and the emotions of its makers. The Manchaha collection also represents the *beauty of Recycling* by using the hand-spun leftover and waste yarn batches. This makes the color and design of the rugs as unique as the imagination of the women weavers.



The use of **low-impact dyes** (GOTS certified) and eco-friendly raw colors is another uniqueness of Manchaha. Additionally, the iron used in the looms comes from the scrap related to ships and trains. Manchaha has brought a revolution in the artwork of weaving.

### 'Freedom Manchaha' for the prison inmates

Another impactful initiative of Jaipur Rugs that focuses on **sustainability, creativity, and honor** is Freedom Manchaha. The male prison inmates of Jaipur, Bikaner, and Dausa districts of Rajasthan (India) design the rugs. The effort is to transform their lives by providing income generation and self-expression opportunities.

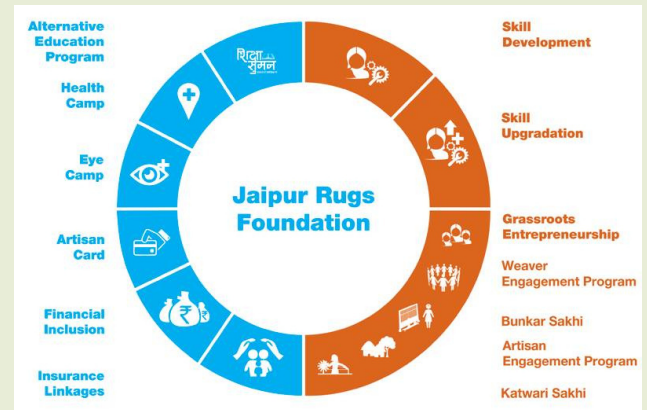


Each rug in the **Freedom Manchaha** collection reflects a unique design. The inmates create designs inspired by their lives and the world. It gives them a tremendous sense of fulfillment and honor. The rugs designed and weaved by them are expressions of the weaver's individuality and creativity. This initiative has been financially supportive towards the inmates and their families and is helping to improve their mental health.



## The Business Model

The business world is now intensely talking about sustainability and impact; Jaipur Rugs has been demonstrating its efforts toward the People and the Environment since the origin of its social wing **"Jaipur Rugs Foundation"** in 2004.



Jaipur Rugs' business model is a highly accomplished **social enterprise** that has embedded improving working conditions for workers and environmental action as its *core purpose*.



The entire team of Jaipur Rugs has a passion for combining financial profit with kindness. This approach benefits the customers, artisans, local communities, employees, suppliers, buyers, and partners.

The company has won millions of hearts and many prestigious awards like the *Americas Magnificent Carpet award*, *German Design Award*, *Archiproducts award*, *Edida award*, etc. Today, Jaipur Rugs is a global leader in the handmade rugs industry.



It has been an inspiration to many. It exemplifies how a company can create economic and **humanitarian benefits** for everyone by combining strong sustainability values, unmatched product quality, and engagement of its customers.



Shri. Nand Kishore Chaudhary's mantra, **'To be Authentic and Organic,'** inspires everyone associated with Jaipur Rugs. This mantra motivates them to learn *how to convert their Passion into Compassion*.





## Local Leadership Development



Jaipur Rugs always wanted their women weavers to be independent and successful. The company identified some women who have demonstrated leadership abilities to nurture their leadership and supervision skills. These women leaders, called **Bunkar Sakhi** (friend of weavers) and Katwari Sakhi (friend of spinning workers), have been guiding their fellow women weavers. These women leaders do the quality check of the work and provide necessary guidance. Since they are from the same community, the women weavers can seek advice and share their work and other issues freely with these local leaders.

More than 11 Bunkar and Katwari Sakhis are empowering many other women artisans of Rajasthan and Uttar Pradesh.

## A Friend in Need is a Friend Indeed

The team of Jaipur Rugs demonstrated benevolent action by **supporting community** members suffering from the challenges of the Covid-19. Around 12,000 families were provided with the necessary ration. The beneficiaries include the weavers associated with Jaipur Rugs and other families residing in the distribution area. The company's in-house logistics and supply-chain system ensured that the necessary raw material reached the artisans to avoid loss of any production time. Interestingly, the *production of carpets increased* in this phase as some of the adult family members of the artisans also assisted in the production of carpets, as they had limited/no other work during the Covid-19 lockdown phase.





## Conservation of the Environment

Six units of Jaipur Rugs in Rajasthan and Uttar Pradesh use **Solar Energy** for their production work. Two of these units can produce 125% energy and give back 25% of the energy generated through solar power to the government.



The company has also utilized the Water Harvesting and Water Recycling system productively. The Mirzapur unit uses 400 Kiloliters of the treated water for the dyeing process of Rug production. Another Impactful effort toward the environment is the disposal of the E-waste through the certified **E-waste recyclers**.

Around 3 hectares of agricultural land near Jaipur is used for **organic farming**. Initially, there was limited production, and the company mess utilized the production for cooking food for the staff members.



Subsequently, the benefits of organic products created more demand among the residents of Jaipur city. Now, this farm can also sell some of its organic produce to the health-conscious people of Jaipur.

## Combining Employment generation with Environment

The Bikaner unit of Jaipur Rugs is a living example of a unique concept of creating employment and contributing positively to nature. The Spinning and Carding are done using the traditional way (Gandhi Ji's Charkha), which requires manual work and generates employment for the local artisans.



Though the manual process increases the production time, it is a conscious effort not to use any machine, thereby contributing towards the **environmental protection** and at the same time protecting the traditional weaving art of India.



## Aiming for the Sustainable Development Goals (SDGs)

The journey of Jaipur Rugs has been full of commitment, compassion, respect, dignity, and empowerment. The company is consistent in its endeavor to achieve the **Sustainable Development Goals (SDGs)** of the **United Nations** through its actions and efforts. Some of the Sustainable Development Goals which are reflected through their policies, measures, production techniques are – Achieve gender equality and empower all women and girls (**SDG 5**), Promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all (**SDG 8**) Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation (**SDG 9**), Ensure sustainable consumption and production patterns (**SDG 12**).



# JAIPUR RUGS

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FOUNDATION



The Tri-Impact works with businesses to promote their efforts toward achieving better working conditions for workers, environmental action, and sustainable business growth. The initiative enables stakeholder collaboration to enhance and enrich the impact and sustainability of the efforts of the businesses. For details, please visit [www.tri-impact.org](http://www.tri-impact.org)

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