

Jaipur Rugs

bringing weaver's art directly to consumers' homes

Company's award winning performance all through

These words of the weaver poet Sant Kabir echo in the hearts of rural women artisans from the rustic villages of Rajasthan as they rejoice their creative existence and resonate with the words of Mr. Nand Kishore Chaudhary, popularly known as NKC, the founder of Jaipur Rugs who says: "I want the world to celebrate the existence of immense creative potential that lies at the grassroots".

Jaipur Rugs aims at bringing the weaver's art directly to consumers' homes and living spaces. It brings to the cities appreciation for the art which is slowly dying from around the world, the art of hand weaving rugs on a loom, knot by knot. It allows an immersion into the stories of the weavers to all its designers, buyers, end customers, students, academicians, policy-makers and anyone else who may be interested in having first-hand experience of a doorstep entrepreneurship model, where women weavers, mostly belonging to the scheduled castes and scheduled tribes, work from the comfort of their homes and weave their lives with dignity and empowerment.

Through tales of this heart-touching journey of rural women weavers there comes an opportunity to witness the happy human network behind the decentralized supply chain which is at the core of



Mr. Nand Kishore Chaudhary, founder of Jaipur Rugs



the Jaipur Rugs model.

One of the visitors of Jaipur Rugs recently remarked: "Never knew that so much goes into the making of a "Kaleen", a Carpet, a "Rug" or a "Tapis". I could never have imagined that rural women weave carpets with such ease and speed, and it is fascinating to note that they create designs with accuracy using their visual, mental and creative skills to guide them."

While sitting on a "khaat" and talking to some of the weavers, NKC shared the journey of Jaipur Rugs with a group of international buyers. He said: "A rug which brings warmth to a living space and grounds the floor with artistry, starts with a weaver who works from her home and creates it, knot by knot, month by month. The charka of change began with the installment of the first loom at my house 30 years back. My purpose was simple, creating and serving the community of weavers. But due to the social stigma attached with the weavers, there was tremendous pressure on me from my family who wanted all collaboration with them to end. It was impossible and inconceivable to have them in our premises. The very fact of being stopped to work with the weavers got me more close to them."

NKC never saw the caste as a problem or hindrance in their endeavor to be creative. In fact what he realized was that they had gifted hands, gifted fingers. They were gifted

with immense patience and creativity and, in the real sense, they were gifted and blessed by God.

It was then that his love for the weavers started, and he realized that beyond the upper caste and lower caste there exists the "creative caste". This gave direction to the insurgent mission of Jaipur Rugs, bringing weavers' art from their homes to consumers' homes, and while nurturing the untapped creative potential at the grassroots, he realized that a "creative caste" has finally come to life.

Behind the story of Jaipur Rugs lies the creation and success of this "creative caste". NKC believed in the talent of these women and hence a journey that started in 1978 gave birth to, as he so rightly mentions, "the creative caste".

Weavers are now conscious of their skills and talents rather than the tag of their socio-economic background. This endeavor by Mr. Nand Kishor Choudhary resulted in the upliftment of the weavers by giving them a chance for human equality and dignity.

With each shot of the Churri, the cutting tool used by weavers, the women sever their dependence on men (sense of freedom). They curse abject poverty by learning a new skill and alternate method of earning their livelihood. Their tools and skills have opened doors for these "artisans" who manage their time and put in the necessary efforts.

CARPET & RUGS

No wonder the weavers overcame the trauma of physical abuse and domestic violence and are now imparting their experiences to many others.

Their insurgency is simple – they want to connect the story of their artisans and their art to the desires of the consumers in order to bless their floors and walls with a beautiful carpet. Jaipur Rugs has already attained success through various retailers across the globe and through its own retail store in New Delhi.

The Delhi retail store of Jaipur Rugs offers a premium range of contemporary to transitional hand-made carpets & durries, made in rural India. Globally acclaimed and award winning designer labels like Kavi, Jenny Jones and Jennifer Adams are featured in the collection at the retail store. One of the highlights is the 'Artisan Originals' collection, a kind original pieces designed by the weavers and highly sought after by global art connoisseurs.

Through this collection weavers in rural Rajasthan got to create something entirely of their own on an unassuming loom, and through this initiative Jaipur Rugs truly tapped into the untamed fashion from the villages of India. Each rug in the collection is a masterpiece of design inspiration.

This whole decision to have the weavers design their own carpets has resulted in the company winning major design awards. Anthar rug won the prestigious German Design Award in 2016. The company is also the only one from Aisa to have won the Carpet Design Award in 2017 for the best modern collection fit for any urbane living space.

All carpets are primarily made from natural fibers like silk, wool, cotton, jute and hemp, making the rugs sustainable and perfectly fit for any living space. Apart from these, there is a selection of rugs made from recycled & eco-friendly materials like sari silk & undyed wool and silk yarn.

These luxurious hand-knotted beauties can be bought at the company's website, www.jaipurrugsco.com.

Consumers have access to thousands of rugs, from the largest assortment of sizes and shapes, from a 3' X 8' runner to 12' X 18' carpets. While hand-made carpets have the reputation of being very expensive, the Jaipur Rugs model makes the highest quality accessible to a wider market at an affordable price.

Mr. Chaudhary says: "The goal of Jaipur Rugs is to bridge the gap between the two ends, the weaver at the grassroots and the urban consumers, by starting a dia-



logue. We bind the lives of the weavers and the consumers through contemporary international designs and celebrate the revival of the dying art".

In order to establish this emotional connection between the weavers and consumers, the retail store has been envisioned. The store brings to life the village set-up in which an artisan spends months to hand knot an intricate rug. The retail store has a working loom installed inside it and actual weavers joyously weave the rugs in the presence of customers who are encouraged to tie a knot to experience the dexterous process through which their priceless rug gets made.

The artisan corner is a real attraction for any global consumer, having access to one of a kind art pieces. These are rug masterpieces which have been designed as well as knotted by the weavers, unlike the regular rugs whose designs are pre-determined and shared with the weavers on a design map. The retail store also displays a working charka. All the hand tools which are used by the artisans for processes like wool carding, shearing, hank making and knotting are easily accessible to customers, and they thoroughly enjoy this educative and emotional retail therapy at the Jaipur Rugs Store. Further, customers are offered an opportunity to visit the real weavers at their homes in the villages.

Since last 40 years, Jaipur Rugs has been weaving threads of hope, confidence, communication, expression and identity, while connecting the whole community of this creative caste from 600 villages to the living spaces of people in more than 45 countries.