

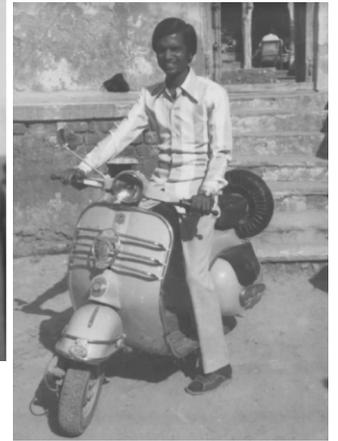
# Weaving a Revolution: Nand Kishore Chaudhary, The Gandhi of the Carpet Industry and a Living Legend in Entrepreneurship

In a world where business often means bottom lines and boardrooms, one man chose a different path—one woven with compassion, dignity, and soul. Nand Kishore Chaudhary, lovingly called the Gandhi of the Carpet Industry, didn't just build a global brand—he sparked a quiet revolution on the looms of rural India. From the dusty lanes of Churu to the design showrooms of Milan, his journey is less about rugs and more about people. Jaipur Rugs isn't just a company; it's a living, breathing community of 40,000 artisans whose lives have been transformed by one man's radical belief: that business, at its core, is next to love. This is the story of a weaver of dreams, a living legend in the entrepreneurial world, and a man who saw beauty in the overlooked—thread by thread.



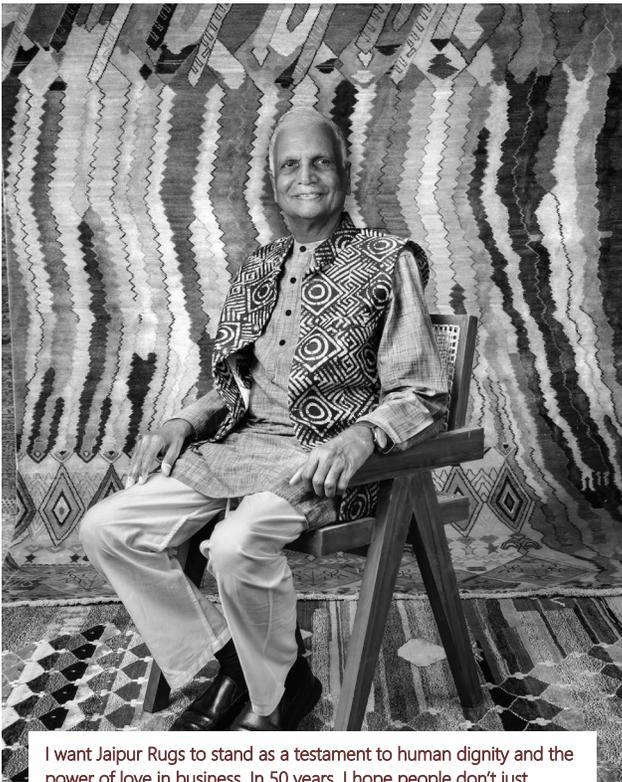


Nand Kishore Chaudhary was born in 1953 in the quiet town of Churu, Rajasthan, into a traditional Marwari family. He was an introverted child, fond of reading and nature. From a young age, books by Gandhi, Tagore, and scriptures like the Ramayana and Gita stirred something deep inside him — a belief that life was meant to serve others. Though he helped out in his father's shoe shop, Bharat Boot House, NK knew his journey would follow a different path. A bank job offer came and went. But he wasn't meant to sit behind a desk. Something bigger was calling — and it came in the form of handwoven rugs. In 1978, with just Rs 5,000 from his father, a bicycle, some raw material, and two looms, NK started a tiny carpet weaving unit in Churu with nine artisans. He learned side-by-side with them, sharing food and stories at the loom. The carpets were named 'Bharat Carpet Enterprise', and the first pair—6x4 ft twins—were exported abroad. This wasn't just a business. It was a philosophy: business should be driven by love and dignity. "Business is next to love," he once told a college professor — words that would shape the next four decades of his life. By 1990, NK had moved into direct export, cutting out middlemen and ensuring artisans got the money and respect they deserved. It wasn't easy. In fact, it was dangerous. At one point, a contractor even showed up with a gun. But NK didn't back down. In 1989, he moved to Valsad, Gujarat. There, he worked with tribal communities who were once considered 'untouchable'. NK lived among them, ate with them, learned from them. They began calling him "Bhai sahab" — elder brother. And so, another thread was added to the growing tapestry of Jaipur Rugs.



### *Inspiration from Within and Around*

Two people have profoundly shaped the founder's life—Osho and Ilay Cooper. Osho taught him the power of inner change and spiritual work. Ilay Cooper helped him reconnect with the soul of rural India, inspiring deep respect for forgotten traditions. Together, they taught him that real leadership is grounded in love, truth, and humility. It's not about building a business—it's about building a legacy that serves people and purpose.



I want Jaipur Rugs to stand as a testament to human dignity and the power of love in business. In 50 years, I hope people don't just remember our designs but remember how we transformed lives how we bridged the gap between the rural and the urban, between art and commerce, between heart and hand. I want future generations to look at Jaipur Rugs and say, "This is how business should be, grounded in compassion, driven by purpose, and rich in humanity."

*-Mr. Nand kishore chaudhary  
Founder & CMD  
Jaipur rugs*





In 1999, NK returned to Jaipur and rebranded his growing business as Jaipur Carpets. To handle international demand, especially in North America, he launched Jaipur Rugs Inc. In the US, His daughter Asha became its CEO, while he stayed focused on building the rural artisan network in India. Soon, more family members joined. NK's second daughter, Archana Chaudhary, joined Jaipur Living as the Director of Quality Assurance. His younger son, Yogesh, and daughter, Kavita, took on roles as the heads of Sales/Marketing and Design, respectively. What began as a father's dream had now become a family movement. In 2004, NK created the Jaipur Rugs Foundation—a powerful step to formalize artisan support and development. By 2006, over 40,000 artisans from 600 villages were part of the Jaipur Rugs family. Most were women. Many had never earned their own income before. That same year, the brand won the first international award “America's Magnificent Design Award” . The world was beginning to see what NK had always believed: rugs weren't just decor—they were stories, woven by hands that held generations of wisdom. Over the years, Jaipur Rugs became a case study in ethical business. In 2008, legendary management guru C.K. Prahalad featured the company in his research on inclusive capitalism. In 2010, NK was awarded the Ernst & Young Entrepreneur of the Year. Despite the fame, NK remained grounded. The more he engaged with global markets and professionals, the more he realized how far he had come from the loom — and how important it was to stay connected to it. He once said, “It was a process of self-discovery. I had to own up for all that went wrong.” Today, Jaipur Rugs is not just a company—it's an ecosystem. It connects 40,000+ artisans across India with customers in over 100 countries. Its foundation lies in values—love, dignity, empathy—and its mission is clear: to preserve heritage, empower artisans, and weave beauty into everyday life. For NK, business was never about numbers. It was about people. About purpose. About weaving lives together, one knot at a time.



### *The Indian Carpet Industry is Evolving Rapidly*

The Indian carpet industry is going through a major transformation. Consumers today are choosing carpets that are sustainable and made using ethical practices. Natural fibers like wool, jute, and cotton are becoming more popular, and people prefer products made by skilled artisans through fair trade. Online shopping has opened up global markets for Indian carpets. Customers now want unique designs that reflect both tradition and modern style. Many are willing to invest in handcrafted luxury rugs, especially in Western countries. Technology has also entered the scene—CAD systems and machine-made alternatives are improving production and offering options at different price points. Urban lifestyles are changing the way people buy rugs, with smaller, more versatile pieces in demand. Though the industry faces challenges like rising raw material costs and global supply issues, it is growing steadily by balancing tradition with innovation, digital tools, and a focus on sustainability.



**Yogesh Chaudhary**  
Director  
Jaipur Rugs





### ***Bringing Luxury to Tier 2 and Tier 3 Cities***

As Jaipur Rugs expands into India's smaller cities, it does so thoughtfully—making the brand more accessible while keeping its luxury and artistic essence intact. The company offers a range of products at different price points. While its premium collections preserve the finest craftsmanship, more affordable versions are created using economical materials or smaller formats—still handmade and high-quality. Curated showrooms are being set up in these cities to offer an immersive experience. Customers not only shop for rugs, but also learn about the story and artisan behind each piece. This creates a deeper connection to the product. Digital platforms play a big role, too. Through its online store, Jaipur Rugs reaches customers in remote cities, allowing them to explore, customize, and buy high-end rugs. The brand's focus on fair trade, eco-friendly production, and artisan empowerment continues to appeal to conscious consumers across all regions.



### ***Innovations That Are Shaping the Future***

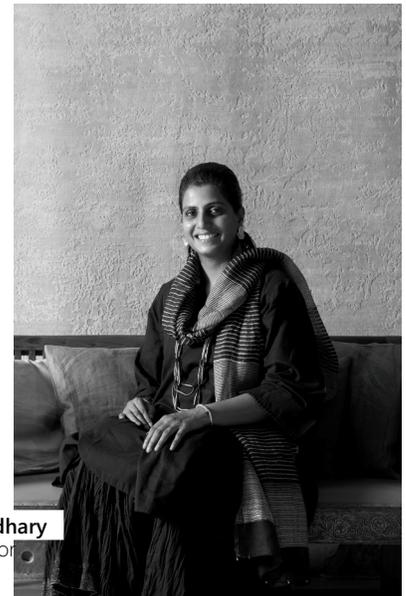
Innovation at Jaipur Rugs is not just about technology—it's about deep connection. One major change is the use of an advanced ERP system that directly links the company with its artisans. This system improves communication, speeds up production, and maintains quality while building stronger bonds with the weavers. The brand is also opening more stores in India and abroad, giving people a chance to experience the richness of handcrafted rugs in person. These spaces are more than shops—they are storytelling venues that showcase the process and heritage behind each rug. Jaipur Rugs collaborates with well-known designers globally, blending modern design with ancient techniques. These partnerships bring new ideas into collections and increase the brand's presence at international design shows. Whether it's through limited-edition pieces or new market-specific designs, these collaborations expand the reach and reputation of Indian craftsmanship.

## Why Indian Rugs Are Loved Around the World

Indian carpets stand out because of their unmatched craftsmanship and deep cultural roots. Each rug is a piece of art, often hand-knotted using techniques passed down for generations. The designs are diverse—from traditional florals to modern patterns—fitting various interior styles. High-quality materials like wool and silk add a luxurious feel, while sustainable and fair-trade practices make them attractive to eco-conscious buyers. Many rugs can also be customized, allowing for a personal touch. Their cultural and artistic value makes Indian carpets more than décor—they are symbols of tradition, beauty, and human skill.

## Challenges and Untapped Opportunities

Though the industry is growing, there are still areas to improve. More investment in sustainable materials and eco-friendly dyeing techniques is needed. Technology use—like automation and digital customization tools—should be expanded to smaller producers. Protecting traditional weaving skills is also important. Artisan training programs can help preserve these methods while allowing them to evolve with modern trends. Small brands often lack visibility, especially in global markets. Digital marketing and storytelling could help connect them with new audiences. Beyond rugs, there's an opportunity to explore other décor products like wall hangings or fabrics. Industry-wide standards for quality and sustainability could also build global trust in Indian carpets.



**Kavita Chaudhary**  
Design Director  
Jaipur Rugs

## How Kavita's vision transformed rural artistry into global design—one untold story at a time?

In 2012, NK's daughter Kavita launched a bold experiment: Artisan Originals (now known as Manchaha). "We gave weavers complete freedom—no instructions, no fixed patterns—just pure, personal expression," she says. For the first time, rural artisans were asked to design their own rugs, and the results were magical. Each rug became a visual diary of its maker's life. The world hadn't seen anything like it before. Kavita tells us that 2025 will be a year of extraordinary storytelling through craft. We are thrilled to unveil collections born from collaborations with visionary artists and designers—pieces that blur the lines between art, design, and timeless craftsmanship. Each launch will offer the design and architecture world something rare: a bridge between heritage and imagination, where the handwoven soul of Jaipur meets bold, contemporary visions. It is our way of honoring the old, while fearlessly stepping into the new.

## Design That Reflects Soul and Space

At Jaipur Rugs, design begins not with trends, but with emotions. Sometimes, it's a market need. Sometimes, it's a feeling wanting form. The rugs today reflect evolving interiors—where texture, form, and light create a living, breathing space. Each collection is inspired by nature and memory—by painterly strokes, raw textures, and organic shapes. The founder finds beauty in worn surfaces, geometry, and silent inspiration from travels through villages or European towns. For Jaipur Rugs, each rug is a canvas where the artisan's spirit meets the homeowner's dream.

## Research, Innovation, and Staying True

Research is the quiet force that keeps Jaipur Rugs rooted and relevant. It helps the brand understand complex market needs and simplify them into meaningful designs. It enables customization and keeps the collections personal and authentic. Innovation here respects tradition. Whether it's finding new forms in old techniques or enhancing the handmade process with new tools, Jaipur Rugs stays loyal to its soul while exploring new paths. Research listens. Innovation leads. Heritage grounds it all.



*Jaipur Rugs collaborates with leading designers worldwide to craft exclusive collections; one standout piece is the Banana Rug, which fuses centuries-old craftsmanship with whimsical banana motifs, designed by renowned Dutch designer Richard Hutten.*

Nand Kishore Chaudhary's approach to leadership can be summed up in one word: evolving. His journey has been marked by a continuous willingness to grow, learn, and adapt. One of the most profound lessons he has learned came from rural artisans—working with love, purpose, and empathy. These values not only shaped his business philosophy but also enriched his understanding of human connection. If he were not in the rug business, he believes his path would still be guided by the same principle—doing something deeply rooted in human connection. Mr. Chaudhary challenges the common misconception that rural India is backward. In his experience, rural India is not behind; it is simply unseen. He has witnessed women who have never been to school create art of global standards and receive international recognition. For him, the villages of India are reservoirs of wisdom, creativity, and unrecognized brilliance. When asked to describe Jaipur Rugs, he chooses three powerful words: love, dignity, and connection. These are more than values; they are the essence of the company's identity. His definition of luxury reflects a similarly grounded philosophy—it is not about material wealth but about spiritual well-being. To him, true luxury is the ability to live in harmony with oneself, with nature, and with others. A guiding quote that encapsulates his worldview is: "Business is next to love. It is the creator and preserver of civilization." It is this belief that continues to drive his work and purpose.

### ***A Journey Woven with Purpose and Love***

In the early days, the founder felt alone—rejected and misunderstood. But everything changed when he began living among tribal weavers. Their warmth, trust, and unwavering support gave him purpose. "They did everything for me," he recalls. Their blessings and belief became the strength that carried the brand forward through uncertain times. What began as a humble grassroots effort soon evolved into a global movement—anchored in dignity, love, and human potential. The weavers were not just artisans; they were the heart of the mission. Each rug crafted and placed in homes across the world is more than a product—it's a testament to transformation, connection, and a legacy fueled by the enduring bond between the founder and the weavers who believed in him.

### ***Leadership Rooted in Love***

The biggest lesson from the grassroots? True leadership isn't control. It's trust. It's empathy. It's listening. Living among weavers taught the founder to let go of ego and lead with purpose. As he puts it, "A true leader is someone who finds themselves through losing themselves."

### ***// A Vision for the Future: The Business Ashram***

Even after great success, the founder dreams of something deeper—a Global Business Ashram. A place where work is meditation.

Where artisans and employees grow spiritually, not just financially. With programs like Path to Freedom and Self-Management with Heart, the goal is clear: evolve the soul along with the skill.

