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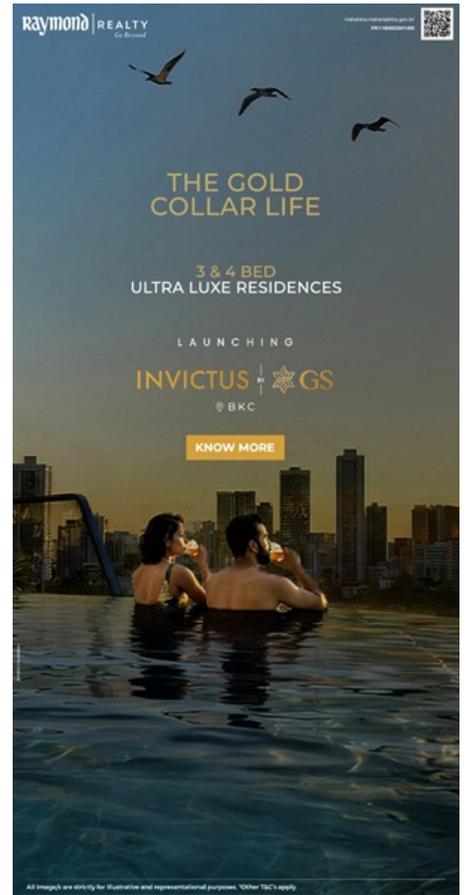
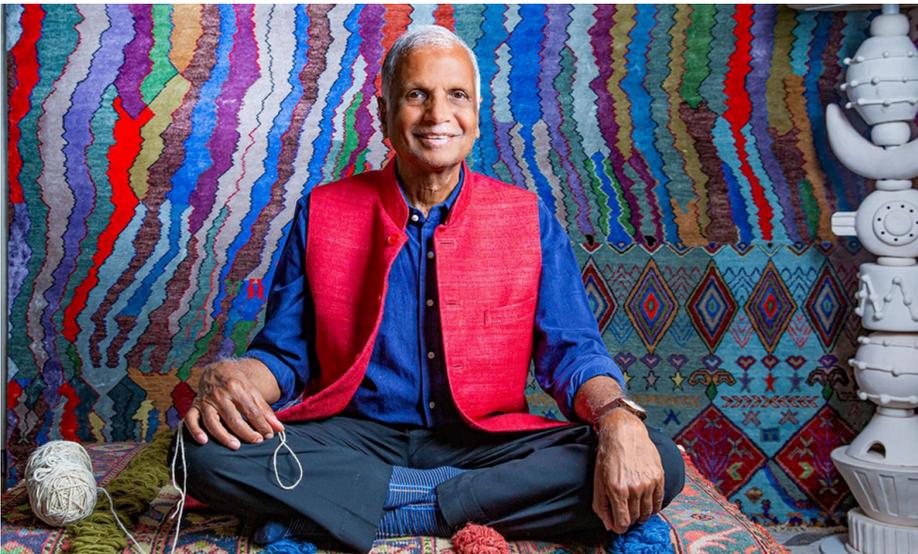
# "I Hope Our Legacy Is One Of Dignity," Says T+L India's Champion Mr Nand Kishore Chaudhary

Mr. Nand Kishore Chaudhary of Jaipur Rugs was named T+L India's Champion of Craft for his commitment to craft, community, and conscious leadership.

BY MAABI SHAH | PUBLISHED: DEC 17, 2025 12:00 PM IST | 5 MIN READ

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Mr. Nand Kishore Chaudhary, Founder of Jaipur Rugs

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Kishore Chaudhary, Founder and Chairman of **Jaipur Rugs** is most certainly one of them. He is a social entrepreneur and founder of one of India’s largest manufacturers of hand-knotted rugs. What began with two looms and nine artisans in 1978, is now 40,000 artisans strong across 600 villages in India. It is undoubtedly no easy feat to achieve. At its core, Mr Chaudhary’s philosophy has been one driven by empathy, equality and totality. By his own admission, his life’s purpose has been about innocence—serving it and being led by it. It is what xx into the human condition.

It is why Mr Chaudhary was named the T+L Champion of Craft at the recently concluded India’s Best Awards this year. Read on as he shares stories of passion, purpose, and an indomitable spirit of humanity that has kept him going,

**T+L India: Jaipur Rugs has become synonymous with preserving India’s traditional weaving cultures. What cultural values from your early life shaped your approach to craft and community?**

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**Mr Nand Kishore Chaudhary:** From a very early age, I witnessed a harsh social reality where villagers and so-called “lower” communities were treated as untouchables, people others refused to work or even sit with. As a child, I could

never understand why someone's birth determined their worth, and that injustice stayed with me. When I eventually began working with weavers from these very

CULTURE

foundation of **Jaipur Rugs**, a belief that craft is not just about creating beautiful rugs, but about restoring pride and opportunity to the people who make them, and proving that compassion and inclusion can be the basis of a transformative business.

**T+L India: You've often spoken about the 'human touch' behind every rug. What cultural stories, rituals, or everyday experiences of your artisans do you feel are most powerfully woven into their craft?**

**Mr Nand Kishore Chaudhary:** Our **artisans** weave their lives into every knot. You can see the rhythm of their mornings, the songs they hum while working, the blessings they whisper before they begin weaving. Many women artisans carry stories of resilience—raising families, overcoming social barriers, nurturing hope. Their designs often reflect the landscapes they live in, such as the desert's colours, the geometry of their homes, or the motifs passed down by their mothers. A rug becomes a living document of their experiences, emotions, and culture.

**T+L India: Many crafts in India face the threat of disappearing. From your vantage point, what does cultural preservation truly mean, and how does Jaipur Rugs actively safeguard these traditions?**



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**Mr Nand Kishore Chaudhary:** Cultural **preservation** is not about freezing an art form in time; it is about keeping it alive by giving it relevance. We safeguard traditions by ensuring artisans earn sustainable livelihoods, by teaching younger generations the value of their heritage, and by continuously innovating with designers and weavers together. Through our grassroots network, apprenticeship programs, and door-to-door engagement, we have revived entire communities that were once losing interest in weaving. When a craft becomes a source of pride and prosperity, it naturally thrives.

**T+L India: The theme this year is “Passport to Possibility.” How do you see traditional craft becoming a passport for artisans to explore new worlds—cultural, personal, and economic?**

**Mr Nand Kishore Chaudhary:** For many of our **weavers**, weaving has opened doors they never imagined. Their work travels to homes across the world, and with it, their stories. This connection gives them confidence, identity, and a sense of global belonging. Economically, craft has transformed thousands of rural households, enabling education, financial independence, and even

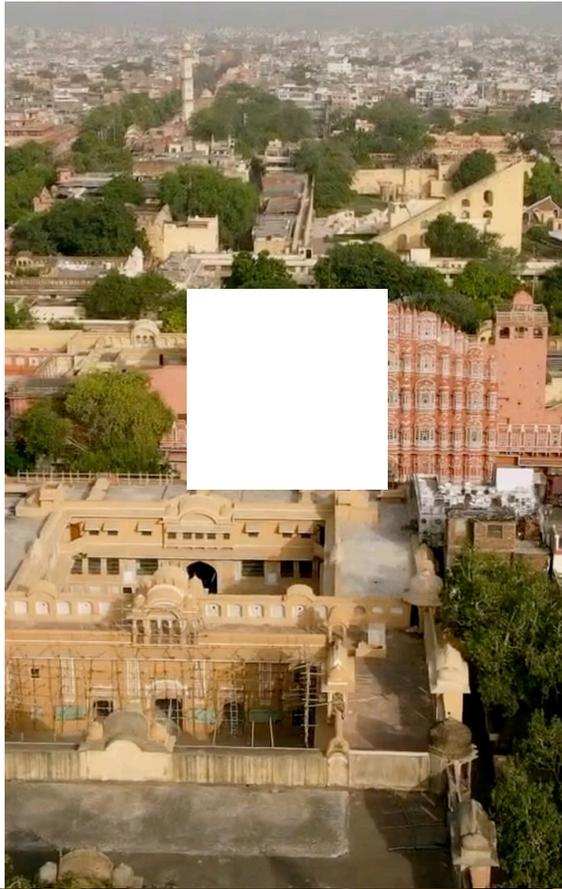
entrepreneurship. Personally, it gives artisans the freedom to dream beyond the boundaries society once imposed. Their loom becomes their passport for

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**T+L India: Design is often described as a dialogue between the past and the future. How does Jaipur Rugs balance ancient weaving techniques with contemporary aesthetics without diluting cultural authenticity?**

**Mr Nand Kishore Chaudhary:** Our role has always been to honour tradition while inviting creativity. We maintain the purity of hand-knotting techniques that are centuries old, but we collaborate with contemporary **designers**, artists, and even the artisans themselves to reinterpret patterns and colours. The key is co-creation. We don't impose modernity; we let it emerge from dialogue. This ensures the soul of the craft remains intact while the expressions evolve to meet global sensibilities.

**T+L India: Travel and craft are deeply intertwined. Which regions or artisan communities in India have inspired you most in terms of cultural richness, and how have these influences shaped Jaipur Rugs' ethos?**

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**Mr Nand Kishore Chaudhary:** Rural Rajasthan will always have a special place in my heart—the desert villages where I began my journey taught me the values of faith, resilience, and beauty in simplicity. But I am equally inspired by communities in **Gujarat**, Uttar Pradesh, and Bihar, each with its own cultural language of colour, motifs, and rituals. These journeys helped shape our ethos of inclusivity and respect. Every region we engage with deepens our understanding that India's strength lies in its diversity, and Jaipur Rugs is simply a bridge connecting these cultures to the world.

**T+L India: Looking ahead, what cultural legacy do you hope Jaipur Rugs—and you personally—will leave for the next generation of artisans, designers, and cultural custodians?**

**Mr Nand Kishore Chaudhary:** I hope our legacy is one of dignity, where artisans are recognized as artists and their work valued as cultural heritage. I want future generations to inherit a craft ecosystem where creativity flows freely, where rural talent thrives with global opportunities, and where design is rooted in humanity. Personally, I hope people remember that leadership can be compassionate,

businesses can be inclusive, and that true success lies in uplifting others. If Jaipur

Does inspire even a few young dreamers to honour craft and community, our

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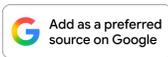
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