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# Can A Rug Spark Cultural Change? This Indian Brand Makes A Case

*Jaipur Rugs is all about the true power of craftsmanship. The Chaudharys walk the talk---leading with heart, hands, and meaning.*

BY YASHNA KUMAR |

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Artisans of Jaipur Rugs (Photo Credit: Jaipur Rugs)

You expect a rug to sit quietly in a room: decorative, functional, one that often passes off as the underdog of the design world. But if you know Jaipur Rugs, one of India's largest manufacturers of hand-knotted rugs, what's underfoot has a centre stage presence. Reason it with the fact that **Jaipur Rugs** champions the hands and stories of over 40,000 artisans, or that they put the art of traditional rug-making on a global map. But we know it's not all craft and commerce; it's leading a cultural dialogue. Jaipur Rugs was founded in 1978 on a simple belief—India's creative spirit isn't only to be preserved in time.

*Travel+Leisure India & South Asia* sits with Founder Nand Kishore Chaudhary and Director Rutvi Chaudhary to figure out what thread wraps the brand together. Plus, what are the rules of business built less on strategy and more on instinct and community? From Milan Design Week to the looms of rural India, their vision has never been singular. If anything, it's expansive—bigger than the product itself. A medium for social change, a keeper of identity, and a canvas of conscious design.



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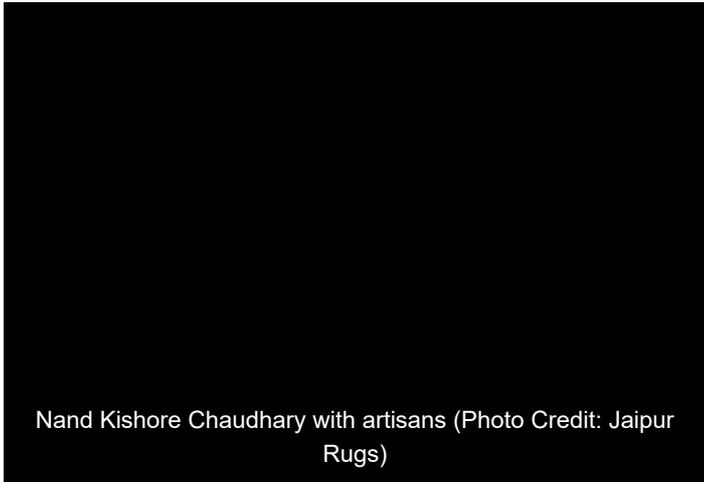
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# Excerpts From The Interview With Nand Kishore & Rutvi Chaudhary



Nand Kishore Chaudhary with artisans (Photo Credit: Jaipur Rugs)

**T+L India: As the story goes, you left the safety net of your father’s shoe business to start something of your own. What was the vision?**

**Nand Kishore Chaudhary:** Leaving my father’s shoe business wasn’t just about walking away from security—it was about walking toward something far more uncertain, yet deeply calling. I grew up feeling like the world didn’t understand me. Over time, I realised the world didn’t owe me that understanding—I had to step out and seek it. That journey led me to the doors of rural **weavers**, people dismissed by society, yet full of wisdom, grace, and unseen artistry. I lived among them, listened, and slowly began to see what true connection and dignity looked like. Jaipur Rugs wasn’t born from a business idea. It was born from that experience of discovering humanity in its rawest, most beautiful form. It became a way to bridge worlds: between urban and rural, craft and design, isolation and belonging. What started as a humble venture is still, at its heart, a

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community built on trust, empathy, and purpose. That was, and still is, the soul of Jaipur Rugs.

**T+L India: The rules of building a successful business are cutthroat. What made you choose a more community-driven approach?**

**Nand Kishore Chaudhary:** Because business, at its best, is a service to humanity. I was never drawn to the chase for margins or market share. What moved me were people—their stories, their silence, their resilience. I never saw weavers as workers; I saw them as **artists**, as visionaries whose brilliance had simply gone unnoticed. The community didn't just support the business; it became the business its heart, its soul. This was never a strategy for me; it was a calling. A deeper instinct to lead with compassion rather than competition. When you build with empathy, you don't just create a company, you restore dignity. You give people a reason to believe in their worth. That, to me, is success in its truest form.

**T+L India: Jaipur Rugs has managed to grow a circuit of around 40,000 artisans across the country. How do you maintain consistent quality across products?**

**Rutvi Chaudhary:** It takes a village—literally. When you're working with around 40,000 artisans across the country, keeping quality consistent is not easy. But we've built systems that help make it possible. Every rug passes through nearly 80 hands before it graces a home. Quality control is embedded in our system, with dedicated coordinators and our

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*Bunkar Sakhis*—mentors who guide and uplift the **artisans**. What you see as a rug is really a symphony of skill, trust, and quiet excellence.

**T+L India: On the design side of things, do you feel like rugs have been traditionally overlooked as a serious design element?**

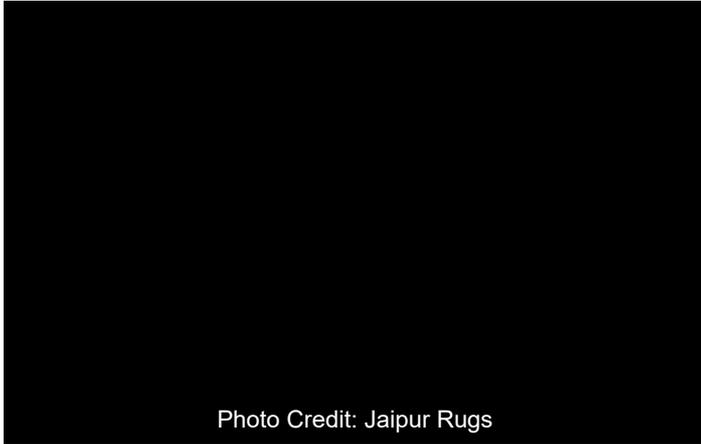


Photo Credit: Jaipur Rugs

**Rutvi Chaudhary:** In the past, perhaps yes. Rugs were typically seen as supporting pieces rather than central design elements. That's changing now. There's a growing appreciation for the artistry and symbolism behind every rug. People are more curious—they want to know the story, the technique, the tradition.

Rugs have moved from underfoot to centre stage. With design-conscious homes and the visual culture of social media, people are falling in love with the story of the product they are investing in. They're no longer decor—they're dialogue.

**T+L India: Right now, the talk of the town is sustainability. How is Jaipur Rugs addressing the need for eco-consciousness, both in the production process and sourcing materials?**

**Rutvi Chaudhary:** For us, sustainability isn't a buzzword—it's a way of being. Our

business over the years is proof of its grounded belonging. For example, our Manchaha initiative, where leftover yarn transforms into soul-stirring, one-of-a-kind masterpieces, is designed by the artisans themselves. It reduces waste and fosters creativity.

With over 40,000 artisans in our fold, most of them women, we build sustainability from the roots through fair wages, healthcare, education, and dignity. From field to floor, we honour the planet and its people

**T+L India: Many say a family-run business could be a double-edged sword—there’s deep trust, but also complex dynamics.**

**Nand Kishore Chaudhary:** Family businesses carry the beauty and burden of emotional memory. You’re not just managing roles, you’re holding relationships. Yes, it’s complex. Emotions, expectations, and enterprise often pull in different directions. But if rooted in love and guided by a shared purpose, it becomes a rare kind of strength. You move together, not just as colleagues, but as a collective. And in that, there is an unshakeable foundation that no market fluctuation can rattle.

**T+L India: What takes you further: sharp business acumen or the sheer love for your craft?**



**Nand Kishore Chaudhary:** I believe sharp business can take you far, but love takes you deeper. And in that depth, you find the soul of something timeless. My journey has always been led by a deep affection for the artisan, for their raw creativity, for their truth. Jaipur Rugs are not my creation, it's theirs. I am just the bridge between their genius and the world, and a bridge like that cannot be built with numbers and logic alone. It must be built on love—real, unwavering love for people, for purpose, for beauty. Otherwise, it simply won't hold.

**T+L India: Has Jaipur Rugs' international collaborations helped with the brand's global visibility, and in turn, the perception of Indian artistry on a global scale?**

**Rutvi Chaudhary:** Yes, it's been transformational. Every collaboration is a cultural handshake. Our recent alliances with global design stalwarts like Richard Hutten, Tatiana De Nicolay, Peter Descoli, and Lorenzo Vitturi have opened new doors—not just for us, but for Indian craftsmanship.

Winning the EDIDA award in **Milan** was a global milestone. More so because we were

the first Indian company to do so, with Tatiana's design. That wasn't just a trophy. It was the world saying, "India, we see you." It wasn't just about design—it was about recognition. A moment when Indian artistry was seen, appreciated, and celebrated on the world stage. We are extremely proud that the shift is happening and we are helping catalyse this change.

**T+L India: Your workforce mainly comprises women artisans. How does Jaipur Rugs empower them?**

**Nand Kishore Chaudhary:** When a woman starts weaving, she's not just earning money; she's reclaiming her story. Her hands start to speak before her voice does. Slowly, her decisions begin to matter, in the family, in the village, in her own eyes. We have seen women who once sat behind doors now sitting at *panchayat* meetings, teaching their daughters, and leading their homes. Jaipur Rugs doesn't just offer employment. It restores self-esteem, strengthens identity, and creates agency. The transformation doesn't end at the loom. It ripples across generations.

**T+L India: When not thinking of business, what is something that you look to for inspiration or peace?**



Rutvi Chaudhary, Director, Jaipur Rugs (Photo Credit: Jaipur

Rugs)

**Rutvi Chaudhary:** Inspiration often comes from being present. Peace often finds me sitting quietly beside a loom, watching stories come alive in silence. Inspiration brews in the small moments: **tea** shared with a weaver, laughter over design trials, the rhythm of hands moving instinctively.

There's a beautiful shift in design today—toward meaning, honesty, and soul. It's in this delicate balance of heritage and reinvention that I find calm and clarity.

**T+L India: Jaipur Rugs has a big presence on social media. How do you approach storytelling via digital platforms?**

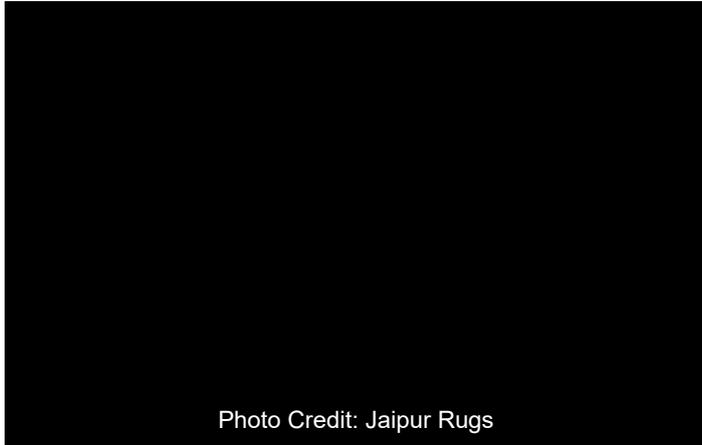


Photo Credit: Jaipur Rugs

**Rutvi Chaudhary:** We don't just post—we narrate. Behind every rug are the stories of our artisans. Our goal is to share the journey, not just the product. We use digital platforms to tell real stories—about the people, the process, and the passion behind every rug.

The moment a village artisan and a Milanese designer sit side-by-side—creating magic without a common language—that's the kind of story that lingers. We want to bring the

audience closer to the heart of our work. This transparency is what creates lasting connections.

## **T+L India: With Jaipur Rugs now in 60 countries, what's next for the brand?**

**Rutvi Chaudhary:** We're looking to deepen our presence, beyond numbers and into meaning. Being in 60 countries is a milestone we're proud of, but it's just the beginning. The goal is to deepen our presence, not just geographically, but in terms of impact. It's not just about expanding reach, but about helping people connect with the story behind every rug—the artistry, the tradition, the human touch. We want each piece to feel personal, not just decorative. We want our rugs to be more than floor art—they should be soulful storytellers, carrying the imprint of India's heritage into homes worldwide.

## **T+L India: Has your travel experience influenced your design approach at Jaipur Rugs?**

**Rutvi Chaudhary:** Travel constantly expands my perspective. Each journey introduces new textures, colours, and stories that subtly find their way into our work. At Jaipur Rugs, we aim to balance this global inspiration with deep respect for Indian craftsmanship. The two don't compete—they complement each other. Travel reminds me of the universal language of design and reinforces our commitment to preserving traditional **artistry** while innovating with a contemporary lens.

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