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N. K. Chaudhary—A case in social entrepreneurship

Anurima Das

"The world's leading management thinker, late Prof. C. K. Prahalad did a case study on Jaipur Rugs' social business model. He included this case study in his best seller, "The Fortune at the Bottom of the Pyramid". It was only then I realized that my work has something to do with social entrepreneurship.

"I am passionate about social entrepreneurship. It gives an opportunity to achieve social change. Though I believe social entrepreneurship is not just about addressing the social change, it is meant for the benefit of every stakeholder that you have or you work for, and whatever you do should be realized and taken as fair and equitable by every stakeholder," strongly believes N.K. Chaudhary, founder of Jaipur Rugs.

"I started with 2 looms and 9 weavers in 1978. I kept on adding and developing artisans, and delivering high quality carpets. I realized that this industry has

potential to eradicate poverty. I ensured that production of hand-knotted carpets was done completely by the grassroots level people," reminisces Chaudhary.



N.K. Chaudhary

Jaipur Rugs delivered work at the artisans' homes, across the country, for yarn production and weaving. The supply chain extended from procurement of raw wool to exporting the finished carpets. Over the years, Jaipur Rugs' turnover increased and the company evolved 40,000 underprivileged people into

artisans. Now, they have about 300 customers and export to over 30 countries. In the future, the company will keep on providing sustainable livelihood to more



and more beneficiaries, adding new customers and increasing its export base. Today the company, headquartered in Atlanta, GA is under the leadership of Asha Chaudhary (the eldest daughter) of N.K. Chaudhary. Apart from Atlanta and Jaipur, the company also has elaborate branches in New

Delhi, Las Vegas and North Carolina.

Empowering the rural sector

The alleviation of poverty and women empowerment

share. "Every year, we develop new products and market them. According to their demand, the potential is measured for yarn production, design development and weaving opportunities," informs Chaudhary.

Jaipur Rugs, operating with the motto of business with a social purpose, has ensured that its entire production of hand-knotted carpets is done by the marginalized rural people. There are over 60 processes in producing a hand-knotted carpet. Each process provides its own potential of employability or work scope because of which JRCPL has evolved thousands of jobless people into artisans by assigning them to these processes.

Towards Tomorrow!

"We want Jaipur Rugs to be a family of 100,000 artisans over the next five years. Each time a new artisan is added, it is sustaining for her or him, and enduring for the company," states N.K. Chaudhary. This is what the essence of Jaipur Rugs' social entrepreneurship model is "Enduring Sustenance".

In the last three years, Jaipur Rugs has been putting all possible efforts to integrate the different initiatives taken. Besides, Jaipur Rugs does every year many projects related to training and development of artisans.

R&D, SOP, documentation at different levels, systematic reporting, restructuring of processes, quality control, working in compliance with applicable laws, producing environmental friendly products, regular skill development and enhancement trainings, etc are some areas through which the company tries to measure to what level it is scaling its social entrepreneurship model.

"While working thus, I realized people have started discerning me as a social entrepreneur. We are simply doing our work and people find it good," signs off a proud Chaudhary.

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