JAIPUR Rugs Inc.

The luxury line of stylish floor toppers with U.S. Headquarters in Atlanta, offers a color palette ranging from muted to bright, with motifs such as eye catching botanicals and interesting patterns that are years ahead of trends.

JAIPUR Rugs Inc. offers a growing spectrum of offerings ranging from traditional to contemporary, sophisticated hand-knotted to whimsical outdoor. Industry leaders in color and design, they offer fashion-forward options that blend effortlessly with products from all of today's unique lifestyles and aesthetics.

JAIPUR Rugs Inc. is much more than just the starting point of a well-designed room. Ms. Asha Chaudhary who joined the company as the CEO in 2005 melds her passion for designs with serious marketplace know - how. Moving from India to the U.S. for college in 1997 helped her gain confidence, learn how to adapt and inspired her to, in her words, “keep on going and never stop.”

The U.S. operations of JAIPUR started in 1999 and were managed by an American national before Asha joined as the CEO. Asha Chaudhary says, “Starting operations in the US was not at all a cake walk and one has to face quite a lot of challenges. Amongst which the major challenges JAIPUR Rugs Inc. faced were:

1) Legal: The U.S. laws are very strict as compared to the Indian laws and the paper work needs to be immaculate. We also had to hire an attorney who basically is our legal advisor as well as our spokesperson.

2) People: Finding the right people is an arduous task in the U.S. This is the key challenge that for us.

3) Cultural: The organization culture in US is very different from that of in India. They mostly have flat organizational hierarchy and an employer should have the pulse of its employees to understand what the employee thinks and feels. This enables the employer to keep its employee happy and to be able to retain them for long”.

MR. NKC AND JAIPUR RUGS

In words of Prof. C. K. Prahalad, "I am very interested in opportunities that incorporate the poor at the bottom of the pyramid into the global supply chain. For example, I am writing a case study on an Indian Company called JAIPUR Rugs. They procure raw material from as far as Australia, New Zealand, China, Argentina etc. 40,000 artisans, mostly women in rural India create classical & contemporary handmade carpets that are then sold in the global markets like United States etc. This is an ultimate global supply chain, where the rural poor are linked to the high end customers. This is the democratization of commerce".

A Gandhi for the villagers who became entrepreneurs due to the life time work of an entrepreneur who has reduced poverty through Creating Employment

Nand Kishore Chaudhary more than 3 decades back turned down the job offer of a cashier at the United Bank of India to start his own tiny carpet manufacturing unit with just two looms and a few artisans. He then visualized that the industry had huge pent-up demand, the growth potential looked promising to him.

Incorporated in the year 1999 with headquarters in Jaipur (Rajasthan), today, JAIPUR Rugs Company employees over 250 individuals at the head office, 40,000 artisans from 600 villages in 8 states of India as entrepreneurial associates and is known worldwide as the category leader in hand knotted carpets with a turnover of $15 million.

In 2004, the company started JAIPUR Rugs Foundation, which is a non-profit organization that catalyzes sustainable livelihoods for rural poor to become artisans engaged in the rug value chain in India by empowering them to establish community level enterprises through enhancing their artisanal and business skills. This is truly the soul and spirit of entrepreneurship for which the company has been professionally honored with Ernst & Young Entrepreneur of the Year 2010 Start-up Award and Distinguished Entrepreneurship Award (PHD Chamber Annual Awards for Excellence 2010).

When an entrepreneur works with passion and mission he becomes lucky! So far they have touched the lives of 40,000 rural poor most of them belonging to the disadvantaged communities and the target is to increase the numbers to 1,00,000by 2015.Nand KishoreChaudhary learnt the value of professionals in the company, and got all his five children educated in U.S.A. "My greatest reward is when the villagers refer me as the Gandhi of the rug industry", shares Nand Kishore Chaudhary, CMD, JAIPUR Rugs Company.