

Jaipur Rugs: A video study of rural empowerment & urban sophistication



Behind the rich, hand-crafted Jaipur Rugs that don beautiful homes in over 40 countries is a saga of compassion, ingenuity and modern day IT tools. It is an integrated operation by 41,000 home-based rural artisans across eight states and through 60 processes. [More.](#)

Dear All,

It's an old saying - "Give a Man a Fish, and You Feed Him for a Day. Teach a Man To Fish, and You Feed Him for a Lifetime."

The journey of Jaipur Rugs offers a fascinating insight of how one man's social consciousness and determination can uplift an entire segment of society living at the margins. And the tool isn't any aid, but a fundamental contribution - teaching a productive skill to uneducated rural women.

The video and case study reveal how Mr. N. K. Chaudhury built Jaipur Rugs from two looms to a vast organization leading to a wide social and economic impact.

Warmly,

The Editorial Board

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Case Study

Jaipur Rugs: Doing Well by Doing Good

By Dr. Sunil Maheshwari



Jaipur Rugs is India's largest manufacturer and exporter of hand knotted and tufted rugs and carpets. Behind the achievement is a genuine quest to uplift the poor, downtrodden, and outcast sections of the Indian society.

The accomplishment of this Rs. 125 crore organization has some humbling lessons on management. From grass roots level skill development to economically empowering women to integrating geographically dispersed processes, the enterprise shows how altruism and good business can go together. [Read on.](#)

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Address: M-1/31, DLF City Phase II, Gurgaon 122 002, India.

Ph: 91-0124-4301728 Email: sattva@samatvam.co.in

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www.knowledgeworkz.com.