

Jaipur Rugs to train 10,000 Indians in advanced carpet weaving

Jaipur Rugs Company has announced that it will train some 10,000 people in northern India on advanced carpet weaving techniques and provide them with access to global markets by 2015 as part of the firm's commitment to the Business Call to Action (BCtA), a global initiative that encourages companies to fight poverty while boosting business opportunities in developing countries.



Ms. ASHA CHAUDHARY
CEO, Jaipur Rugs

Jaipur Rugs, one of the largest manufacturers of hand-knotted carpets in India, is helping low-income people – approximately 60 per cent of whom are women – in the most economically disadvantaged regions of India gain access to local employment opportunities. Weavers in Bihar, Gujarat, Jharkhand, Uttar Pradesh, and Rajasthan will receive one-month training in advanced carpet weaving techniques and quality control to improve the quality and quantity of rugs pro-

duced.

Jaipur Rugs is globally renowned for its hand-knotted rugs and the way they are woven to contribute to socio-economic development. The rugs are exported to about 30 countries. It is famous across the world for its Social Entrepreneurship Model which it has developed over the three decades by making production of hand-knotted rug industry completely meant for grassroots level people.

There are more than 60 processes in producing hand-knotted rugs. Each process provides its own potential of employability or work scope. This

model or business was founded in 1978 with nine artisans. Since then, Jaipur Rugs has evolved 40,000 jobless people by assigning them to these processes.

Weavers who demonstrate exceptional carpet making skills will go on to receive training to train and manage other weavers in the village.

“Although there are 2.5 million artisans weaving rugs in India, most are not well-paid. In recent years, weavers have seen their wages