

FOUNDER'S DESK

Building relationships through conversations



March, 2021

Greetings Jaipur Rugs Family

Women have always mesmerized me with their multi-tasking abilities. Over the years there's one thing that I have always believed in and that is women are the best managers. Their power to love is limitless.

If not for the support Sulochana gave me I wouldn't have reached anywhere. She was always by my side and made me realise that together we can move mountains.

When Jaipur Rugs was on the verge of shutting down back in the 1990s, Sulochana became my beacon of hope. I never thought I would come out of that phase but with her constant support Jaipur Rugs became more bigger and better today.

I believe women are more intelligent and they should challenge themselves. The world today is in need of strong and intelligent women.

Narendra



Humans of Jaipur Rugs

Did you know Asha Chaudhary left for Mumbai at the age of 15 to pursue her dreams?

Let's find out how hard it was for her to convince her parents!

Describe yourself in a word

Passionate.

Most cherished memory

While I was a kid I used to go to the villages with my Papa. On one such visit, I was very hungry so the villagers gave me goat milk. It was super delicious. But I never told it to anyone since people were not open to it (in the 1980s). But now most of us in the USA drink goat milk.

Now that you are settled in the USA, what is that one food you miss?

Paani puri, I badly wish to have it.

Who is your role model?

Papa. I want to be like him, his compassion is limitless.

Heard you were a studious kid, what do you have to say about that?

No, I wouldn't say that. I always wanted to be the best in whatever I pursued so I challenged myself often. Maybe this is the reason people thought I was studious.

What message do you want to give to the young women out there?

To believe in yourself and go with your instincts. Don't let anyone belittle you. As a 15yr old, when I told my parents that I wanted to move out from Gujarat they were surprised.

But my determination made them trust me and it was a crucial decision but I knew only if I go out of my comfort zone I will be able to grow. And it helped me evolve into the woman I'm today.

Be ambitious and confident.

How empowered are you as a person? You as a person?

Growing up there was no differentiation between girls and boys at home. We all were treated equally. My parents were always open in terms of giving us space and freedom. This enabled me to be myself. However I feel if women believe in themselves then nothing can stop them from achieving anything.

Undiscovered gems of Jaipur Rugs

Behind the beautiful rugs we sell there are more than 180 hands who work on it day and night. From sorting to weaving it is a laborious process. We bring to you the undiscovered gems behind the best quality yarn which are used to weave.

Thorns in the wool deteriorates the quality and cannot be used for weaving later. The women mindfully sort the wool so that there are no thorns left in the wool. Their patience and the risk they put in while sorting is highly commendable .

Did you know there are more than 500 women who are involved in the sorting process alone?



Are you in for wordsearch?

Special rewards for the first three winners.
Send your answers to the HR.

Celebrate inspiring women around you.

S	A	N	Y	A	M	I	R	Z	A	E	N	R	P
U	C	O	S	H	A	N	T	I	D	E	V	I	E
P	V	S	I	N	D	H	U	A	P	O	P	U	O
T	C	M	M	L	E	T	A	L	P	N	R	R	I
A	U	T	I	M	N	E	N	E	O	E	E	A	D
I	L	E	T	B	U	S	T	V	Y	A	M	A	A
N	T	U	H	I	H	N	A	A	M	O	D	U	F
A	U	T	A	M	N	T	I	C	A	T	E	T	A
B	R	N	L	L	I	A	H	C	R	N	V	O	L
I	E	L	I	A	N	U	C	E	Y	R	I	P	I
L	B	L	R	D	M	S	E	N	K	T	E	I	D
I	L	S	A	E	F	I	T	C	O	I	I	L	E
T	M	E	J	V	I	N	E	F	M	L	U	O	V
Y	R	E	S	I	L	I	E	N	C	E	N	T	I

Mary kom	Bimla devi
Sania mirza	Dafali devi
Mithali Raj	Shanti devi
PV sindhu	Prem devi

Feel free to reach out on
what you want to read next.

Until next time!

