

N K Chaudhary speaks on Social entrepreneurship at leading US B-schools

With increasing influence of business in society, there is an immense interest in B-school students to learn how their work would create an impact in the society. There is one company, Jaipur Rugs, which has succeeded in doing it better than others. Jaipur Rugs is one of the leading manufacturers and exporters of hand made carpets from India.

N K Chaudhary, founder and Managing Director of Jaipur Rugs Company Private Limited, recently delivered a talk at the Wharton School of the University of Pennsylvania in the United States on 15th Nov, 2008. Chaudhary spoke at length about how he realized that business was an integral part of the society when faced with challenges in his business five years ago. We faced all these challenges positively.

He shared his ideas about how he succeeded in mobilizing thousands of people from the poorest sections of rural India and connecting them to global customers in the developed countries. "I am not the owner of this business, the real owners are people who put in their hard work to produce beautiful carpets which are liked by customers around the world.", said Chaudhary.

Later on 17th Nov, 2008 N K Chaudhary was also invited by Prof. C. K. Prahalad at the University of Michigan, to share his experiences with the students. Mr. Chaudhary spoke to a full house for over three hours on how Jaipur Rugs has been helping script "an inclusive growth story" across India. There was an immense interest in the students to understand Jaipur Rugs' business model and contribute to the society by associating with the company.

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