



2020 | Corporate Profile  
RUJWOODCRAFT



## Man With A Mission



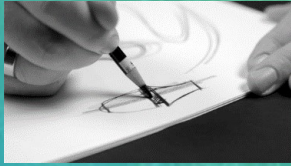
*“India, on the whole, is at a nascent stage of empowering its workforce with skills, and, therefore, it is important to build a skill development system that matches the new standards of organizations and their business needs.”*

The research scientist Dr. Rajendra Joshi and his wife Ursula, who has spent most of their life in Switzerland, had turned his attention to developing India's vast talent pool through various skill development initiatives. This brought the 'Swiss Dual System' of skill development to India.

Towards This, the couple set up the **Rajendra and Ursula Joshi Foundation** in 2006, in Wilen, Switzerland. The Swiss Dual System of education, which Dr. Joshi looks to implement in India, is a joint effort by training companies and vocational trade schools in Switzerland, where an apprentice is employed in a training company for 'on the job' training and practical trade-related teaching, against a small salary.

To this end, the couple has introduced a skills-based university in Jaipur called the **Bhartiya Skill Development University (BSDU)**, which started operations in 2016 followed by establishment of RUJ SRM Mechanics, RUFIL, RUJ ELECON and RUJ WOODCRAFT to utilize the developed skill set of the youth and to provide them employment





## Waste Water Treatment

A sustainable approach starts in the design stage. Products that are designed to use fewer materials and consume less energy in the manufacturing process, that are built to endure, and that can be easily re-used or recycled, are inherently more sustainable than others.

Waste water treatment processing takes place at RUJ WOODCRAFT, as to ensure water quality in the factory is appropriate for re-use in many processes as the most sustainable alternative in treating wastewater.



## Plantation

Plantations by RUJ WOODCRAFT also offer important environmental benefits. Plantations, strategically placed in the landscape, are recognized for their importance for sustainable production and improved soil, water quality and salinity mitigation, carbon and biodiversity benefits



We follow our Sustainability and Corporate Responsibility progress and performance and do our reporting in accordance with globally recognized standards. We are **SEDEX-SMETA 2 Pillar & VRIKSH** certified and use legally sourced wood only. We are also in the process of getting the CT PAT certificate.



- ***Veg. / Natural Dyes***
- ***Minimum Chemical usage***
- ***Less paper usage***
- ***Reducing waste in production***
- ***Transporting Acacia*** (proportion of materials and components that are sourced locally to avoid long run transportation)
- ***Using only E~catalogues***

## SUSTAINABILITY

***Be Better Together***

# Meet Our Team



## ***Mrs. Ursula Joshi (Chairperson)***

Ursula Joshi a pharmacist from ETH, Zurich who was running her own pharmacy. She sold this pharmacy in 2006. Dr. Joshi married Mrs. Ursula Joshi in 1989. Mr. & Mrs. Joshi brought this wonderful system of skill development to India to set up a state-of-the-art institute in Jaipur to showcase the benefits of the Swiss dual system of learning.



## ***Mr. Nayan Joshi (Managing Director)***

A lawyer by profession, Mr. Joshi has always been in love with books, either gaining knowledge by reading up for academics and pleasure or writing books for others to soak in the pool of wisdom. Mr. Nayan Joshi is actively taking care of three organizations under his belt – Woodcraft, Elecon and Skill School. Under his leadership RUJ Woodcraft Pvt Ltd shall be the best in class furniture manufacturing firm in the state. Mr. Nayan Joshi actively takes part in all the decision making right from the construction to the end product details.



## ***Mr. Abhishek Ghiya (General Manager)***

He has joined us on May 9, 2019, as General Manager. Abhishek is MBA and B. Com Graduate from Rajasthan University. He has over 25 years of strong experience in driving growth in diversified domains such as furniture Manufacturing and Export and being associated with international brands like Pottery Barn, Crate & Barrel, MDM, XXXLutz, Habufa, Pier1, Cost Plus, Tjx, Wisteria, H&A etc. He managed Overall business operations in previous organization from its inception & played a critical role as capacity of General Manager. He has a commitment to empowering entrepreneurship and developing opportunities in the region. His valued experience rewarded him with skills like problem-solving, decision-making, planning, delegation, communication, and time management. His passion to promote new and innovative furniture range and has added new milestones to the story of the company.

# A Passionate Team



## INFRASTRUCTURE



Spreading over an area of 12,500 sq.mtr, this facility delivers a complete range of high end furniture. Our dedicated team comprises of fully trained & qualified machine operators, young and energetic professionals to ensure optimal output and productivity in 100% fire safe environment.

# STYLES

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- Furniture is the extension of our personality. When people come into our home, they get an idea of our aesthetic sense. Furniture comes in a dizzying selection of shapes, sizes, finishes, and materials. What's more; there are many different furniture styles out there as well. These styles have evolved throughout human history and each has an intriguing story behind them.
- Knowing a bit more about our different types of furniture styles out there can help your next furniture design project stand out.



## SUSTAINABLE

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Many people know that making responsible choices about the product they put in their homes matters for the environment. We make furniture using materials that have a minimal negative impact on the environment.

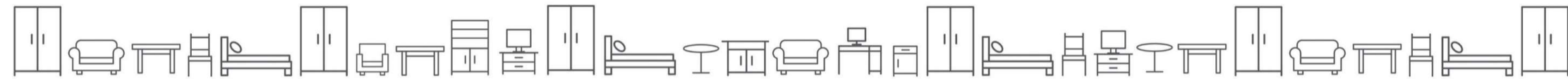


## CLASSIC

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Classic Furniture follows an ageless and class design, so it never goes out of fashion.





## MODERN

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Modern or Contemporary Furniture tends to be more compact and helps homeowners make the most of their existing space. Design theme, namely colours, forms and textures are kept in consideration while designing modern furniture.



## FASHION

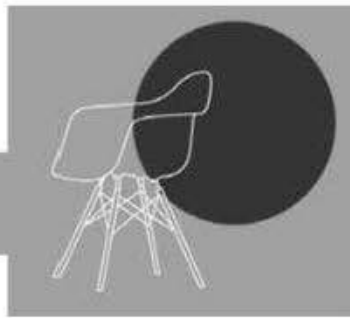
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Fashion Furniture is characterized by rich colours, bold geometry and decadent detail work. The style brings in glamour, luxury, and order with symmetrical designs in exuberant shapes.



DISCOVER THE BEST  
*at*  
**RUJWOODCRAFT**

Iconic Design



DISCOVER THE BEST  
*at*  
**RUJWOODCRAFT**

  
**NEW FURNITURE  
COLLECTION!**





EMPLOYEES' SKILL DEVELOPMENT



EMPLOYEE RECOGNITION & EMPOWERMENT



SPORTS AND RECREATIONAL ACTIVITIES





*Thank You!*

## We'd love to hear from you

Whether you have a question about features, trials, pricing, need a demo, or anything else, our team is ready to answer all your questions

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