Tisser

born :
2015

Hybrid
Model

Tisser
hand to heart

At Tisser we celebrate **handmade**, empower **creators,** connect **consumers**
for **sustainable** growth of the sector, Globally

Creators

Hand to Heart

Consumers

Mission :

- Harness power of handmade to generate livelihoods in a sustainable manner.

- Empower artisan clusters to create sustainable producer enterprises.

- Strengthen the handmade value chain with innovations.

- Support craft sector through transformative business model.

SDGs :

| 1 NO POVERTY | 5 GENDER EQUALITY | 8 DECENT WORK AND ECONOMIC GROWTH | 10 REDUCED INEQUALITIES | 13 CLIMATE ACTION | 17 PARTNERSHIPS FOR THE GOALS |

Where ?

*Kashmir ; Jharkand ;
Haryana*

Bihar
Madhubani

Madhya Pradesh

Rajasthan
Hand Embroidery
Tye dye ; Block
Pottery

West Bengal
Tant & Jamdani
Kantha

Assam & NE

Maharashtra
Warli
Khadi
Bamboo
Pottery
Community Stitching Centre
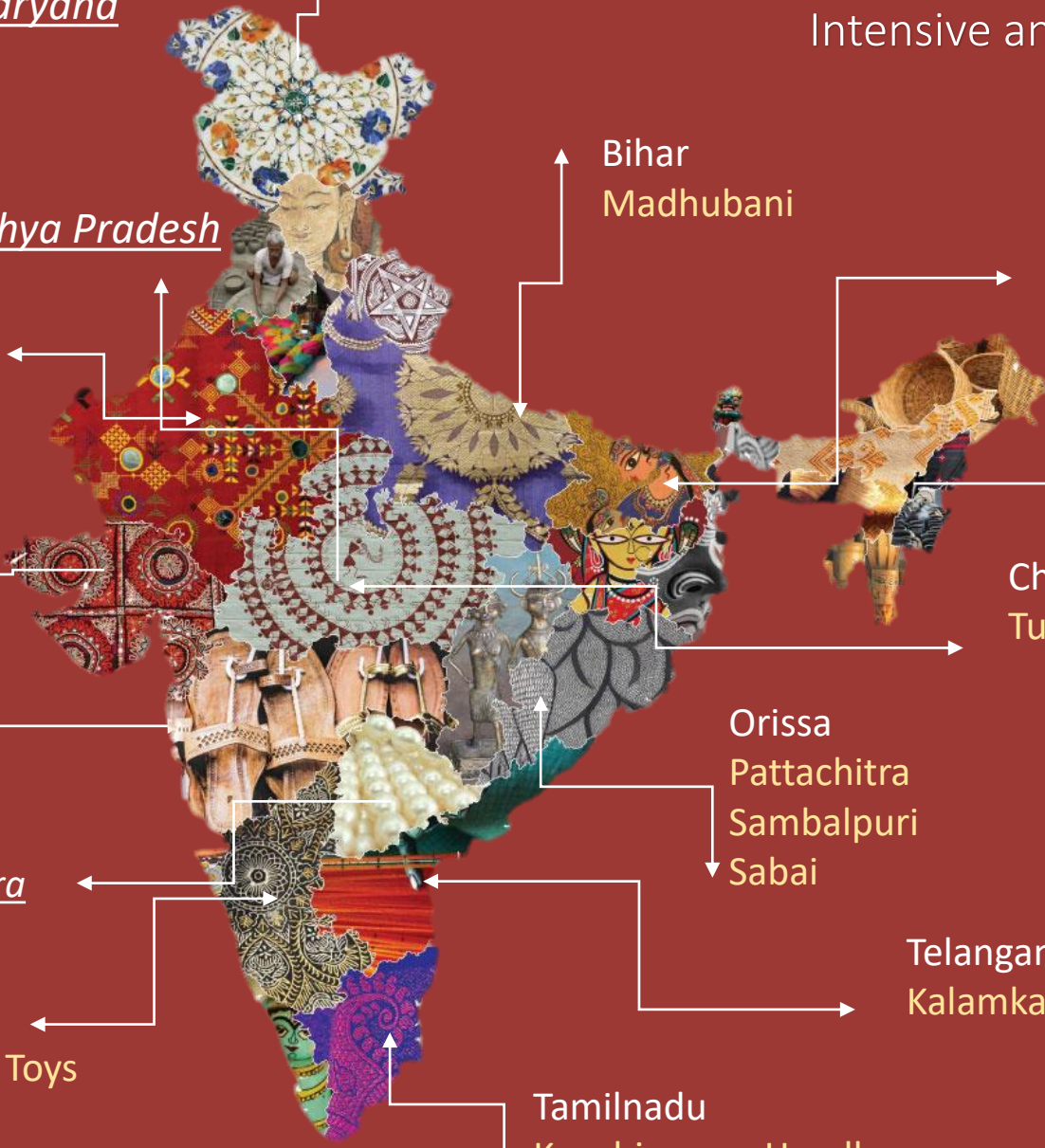
Gujarat

Chhattisgarh
Tussar

Orissa
Pattachitra
Sambalpuri
Sabai

Andhra

Telangana
Kalamkari

Karnataka
Chenapattum Toys

Tamilnadu
Kanchipuram Handloom
Coconut ; Palm Leaf

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How ?

Empower supply
Demand led production

Cluster Development

Converge & Collaborate

Co-create Products

Connect Supply chain

Create Demand

Why ?
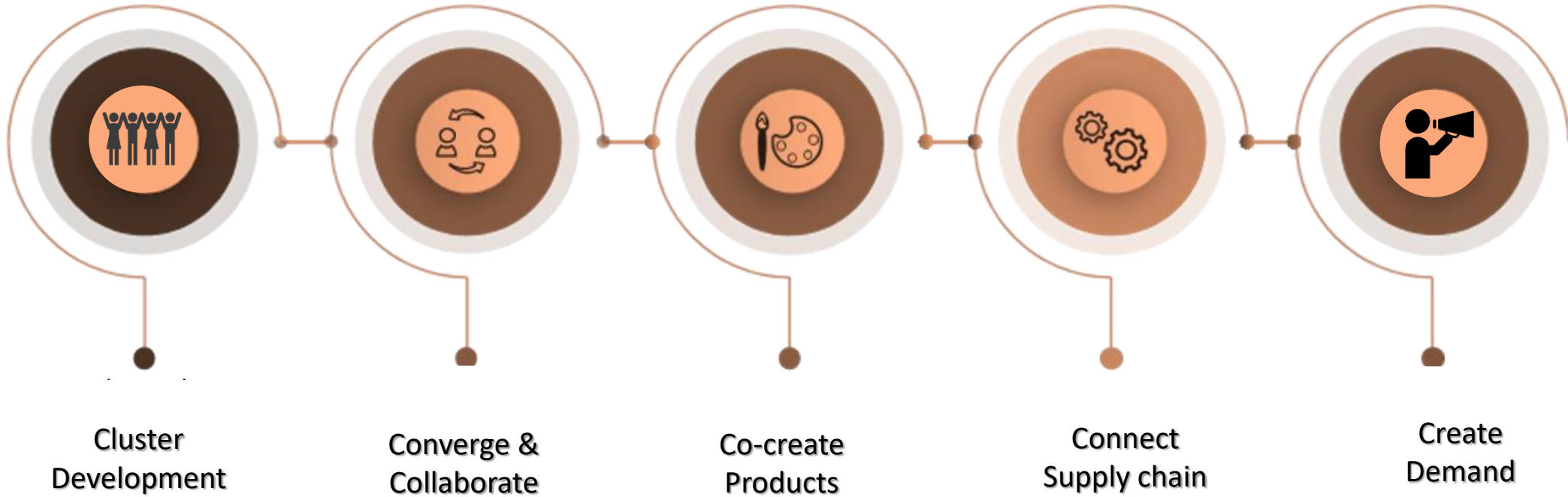
- *India has 60% global loomage and artisans*
- *Market Size in the globe : 2% market*
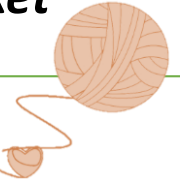
Customers
- Competition with machine
- Need seamless supply chain
- Innovative products

Aggregators & Middleman

Artisans
- At lowest denominator of value chain
- Multiple Concern : Social/Technical/Financial/Institutional

1 customer …11 connects

production

skills & tools

market led designs

institution

working capital

photography

customer

market place

logistic

aggregation

catalog

Team

Advisory Board (6)

Management (5)

Design & Branding (15)

Projects (5)

Operations (6)

Field Team (15)

Community (100)

Shabana – Angaon

Anita – Aarey

Minica – Aarey

Manisha – Pundas

Housewife → Warli Artisan → Coordinator/ Trainer / Artisan Card Holder

handshakes

Mentors :

THE NUDGE

Meta

maha60 ACCELERATOR PROGRAM

भारतीय प्रबंध संस्थान बेंगलूर
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE

ISB 20 YEARS

WEConnect INTERNATIONAL

ITC | SheTrades

SERVE

Walmart

WOMEN ON WINGS

TECHNOSERVE
BUSINESS SOLUTIONS TO POVERTY

Collaborators :

HCL FOUNDATION

LTIMindtree

xynteo

ADITYA BIRLA
HINDALCO

Samhita
A BETTER NORMAL

FAIR TRADE FORUM INDIA

Maharashtra
State Innovation
Society
महाराष्ट्र शासन

LARSEN & TOUBR

TPCDT

Pidilite

PNUD

LTI
Let's Solve

IKEA Foundation
IKEA

Facilitators

JCI

ALL-INDIA INSTITUTE OF LOCAL SELF-GOVERNMENT

Vruksh Ecosystem Foundation
Build The Future

महिला आर्थिक विकास महामंडळ (माविम)

Mann Deshi
Foundation

AAJEEVIKA

NABARD
NATIONAL BANK FOR
AGRICULTURE AND RURAL
DEVELOPMENT

ORMAS
(Odisha Rural Development and Marketing Society)
Panchayati Raj Department, Government of Odisha

CSSC
CENTER FOR THE STUDY OF SOCIAL CHANGE

JEEViKA
Bihar Rural Livelihoods Promotion Society
State Rural Livelihoods Mission (SRLM), Bihar

Umed
New Horizon, Renewed Confidence...

KHADI & VILLAGE INDUSTRIES COMMISSION
Ministry of Micro, Small & Medium Enterprises, Government of India

Khadi India

Our Impact

- Livelihood Opportunities To Marginalised Sections
- Economic Empowerment for Women
- Income Enhancement for artisans
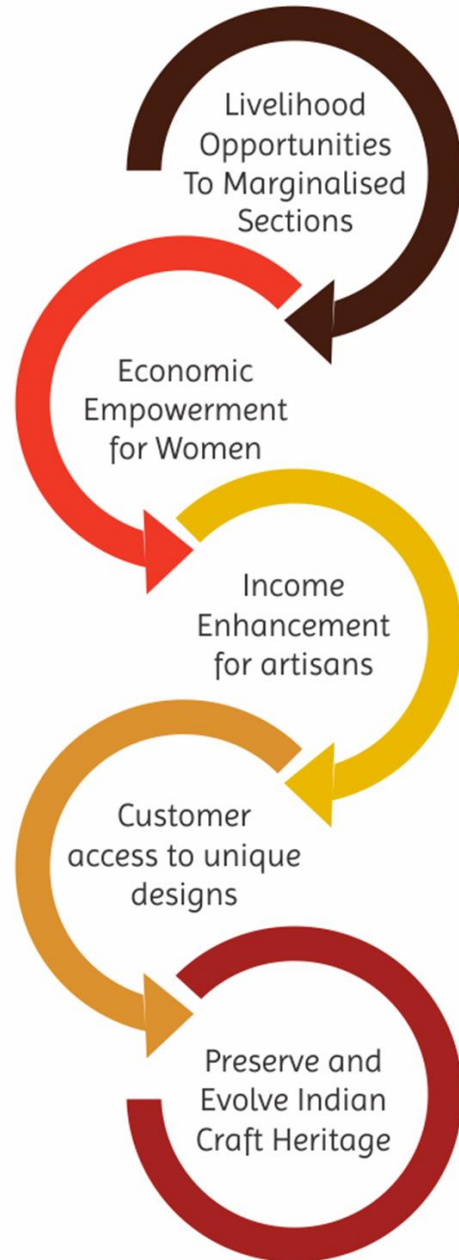- Customer access to unique designs
- Preserve and Evolve Indian Craft Heritage

Social

50 + clusters empowered

100 + producer groups established

10,000 + artisan families supported

Economic

5 Cr + INR to artisans account

10 Cr + INR spent in clusters

1 Cr + revenue / Year

organic growth

some clusters;
small revenue ;

trial & error

what next ?

scale and impact

inventory   overheads   quality   supply chain
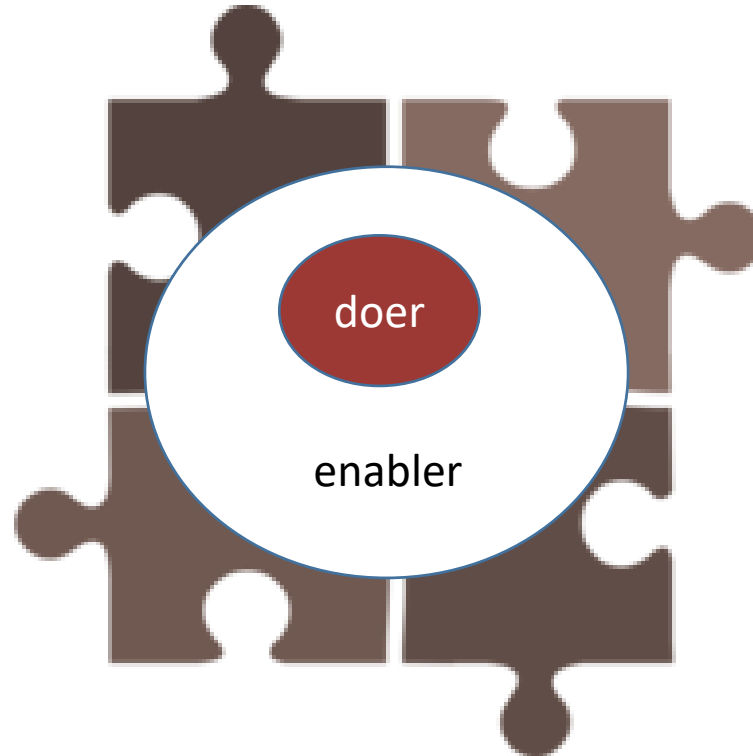
standalone IT   branding   exports   funding

Strategic **Path**

1 Sustainable cluster development

2 Streamline decentralized production
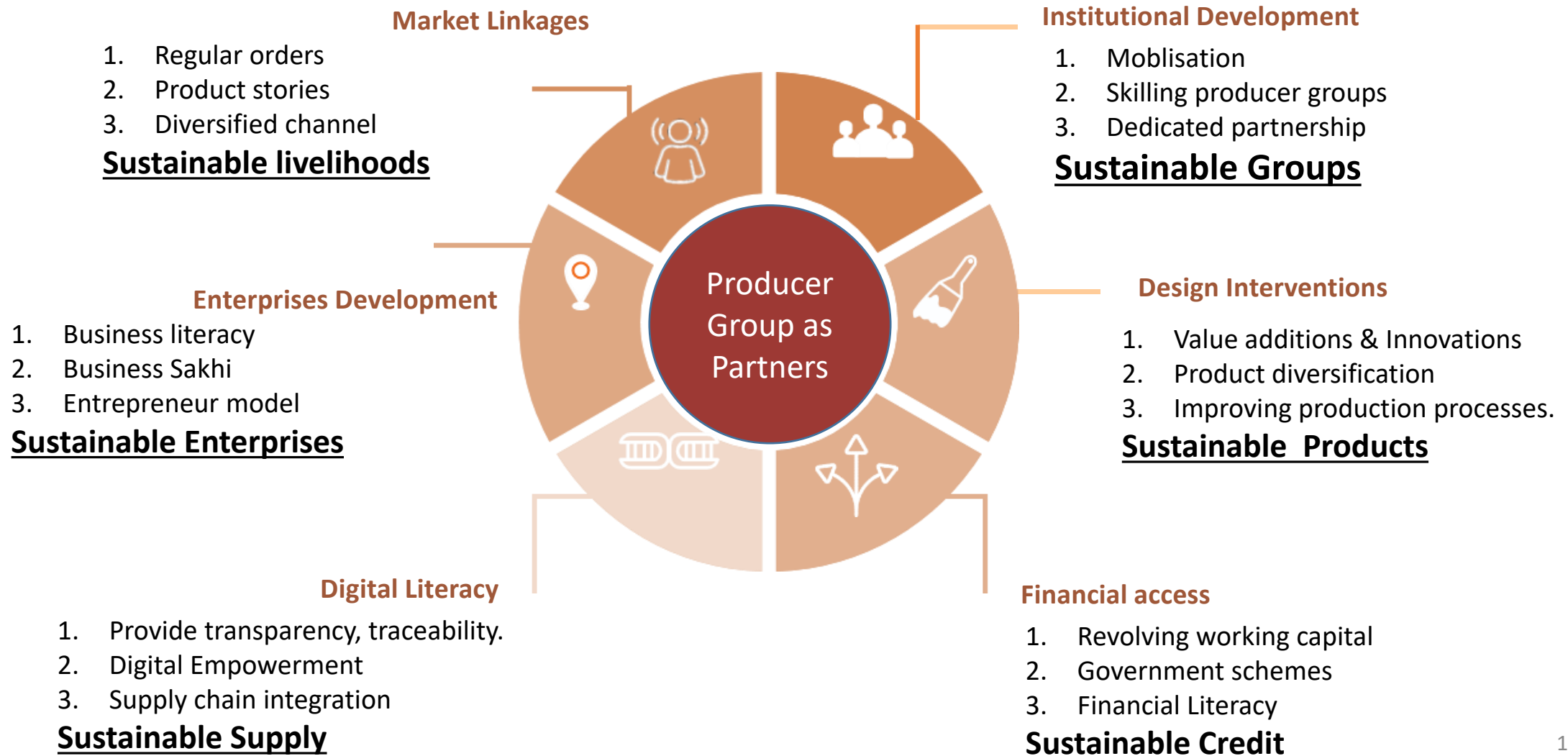
doer

enabler

3 Strengthening market linkages

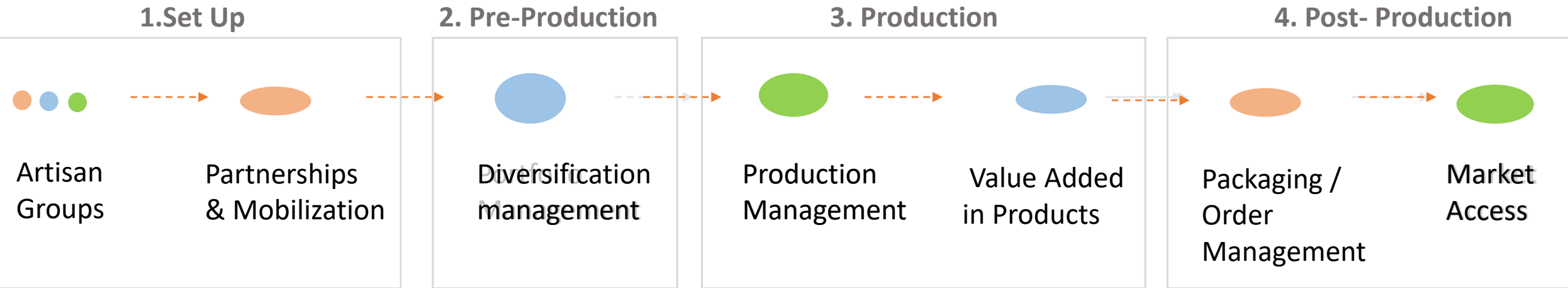4 Stakeholder partnerships & collaborations

sustainable clusters

Market Linkages

1. Regular orders
2. Product stories
3. Diversified channel

Sustainable livelihoods

Institutional Development

1. Moblisation
2. Skilling producer groups
3. Dedicated partnership

Sustainable Groups

Enterprises Development

1. Business literacy
2. Business Sakhi
3. Entrepreneur model

Sustainable Enterprises

Producer Group as Partners

Design Interventions

1. Value additions & Innovations
2. Product diversification
3. Improving production processes.

Sustainable Products

Digital Literacy

1. Provide transparency, traceability.
2. Digital Empowerment
3. Supply chain integration

Sustainable Supply

Financial access

1. Revolving working capital
2. Government schemes
3. Financial Literacy

Sustainable Credit

decentralized production

1.Set Up	2. Pre-Production	3. Production		4. Post- Production	
Artisan Groups	Diversification management	Production Management	Value Added in Products	Packaging / Order Management	Market Access
Partnerships & Mobilization					

Grassroots mobilization

Professional Services

IT enabled – inventory light model

Institution Building	Operations support	Financial linkage
Capacity building	Convergence	Market linkage

strengthening market

Product Diversification / Innovation
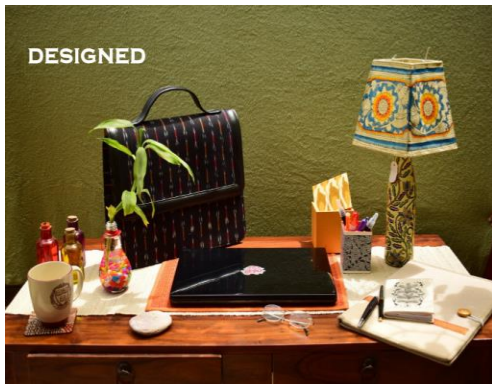
Customer Diversification

Amplification

Scan the QR Code on the product from your mobile device

or

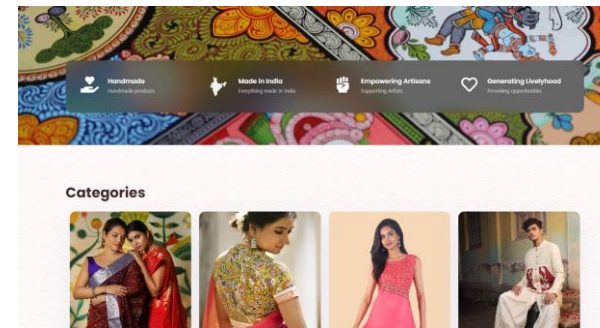Enter the KH code mentioned on the label
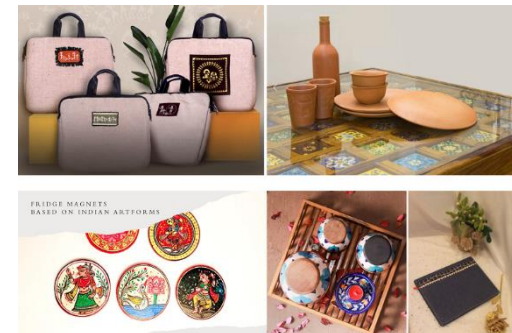
Enter the product code

CHECK

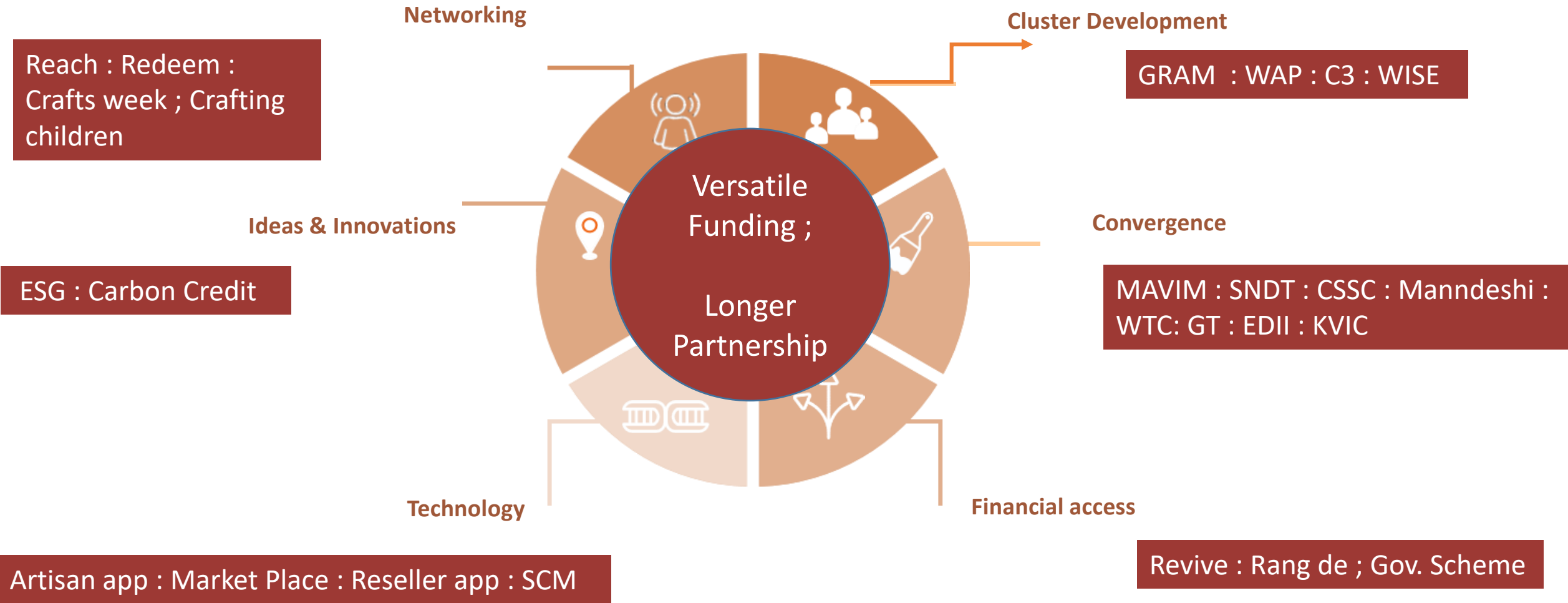## Stores & Institutional Supply Chains

Online / Market Place/ Resellers

Exhibitions and Exports

stakeholder collaboration
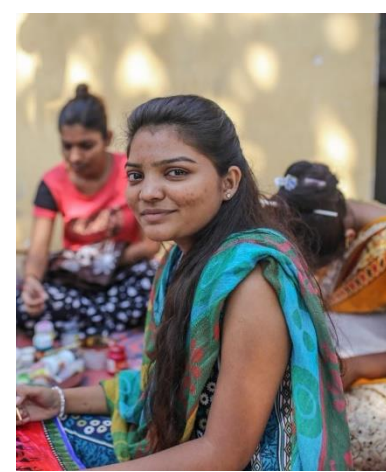
Networking

Reach : Redeem : Crafts week ; Crafting children

Cluster Development

GRAM : WAP : C3 : WISE

Ideas & Innovations

ESG : Carbon Credit

Versatile Funding ;

Longer Partnership

Convergence

MAVIM : SNDT : CSSC : Manndeshi : WTC: GT : EDII : KVIC

Technology

Artisan app : Market Place : Reseller app : SCM

Financial access

Revive : Rang de ; Gov. Scheme

Scale path
(2023 onwards)

Tisser
hand to heart

1 **Sustainable Cluster Development:**

India : vertical and horizontal expansion
Cross Boundary : Sri Lanka / Bangladesh / Bhutan

2 **Support Cluster Production :**

Market Led Production
Stakeholders IT enabled Supply Chain

3 **Strengthen Market Linkage :**

National and International
Institutional Supply Chains

4 **Scale via Partnerships :**

Multi Stakeholders
Convergence with Government

Clusters Developed
Clusters Supplying
Customer Supply Chains
Collaborative Partners

2024 : 50 → **2026 : 100** → **2028 : 250**

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Lend a hand – Thank you