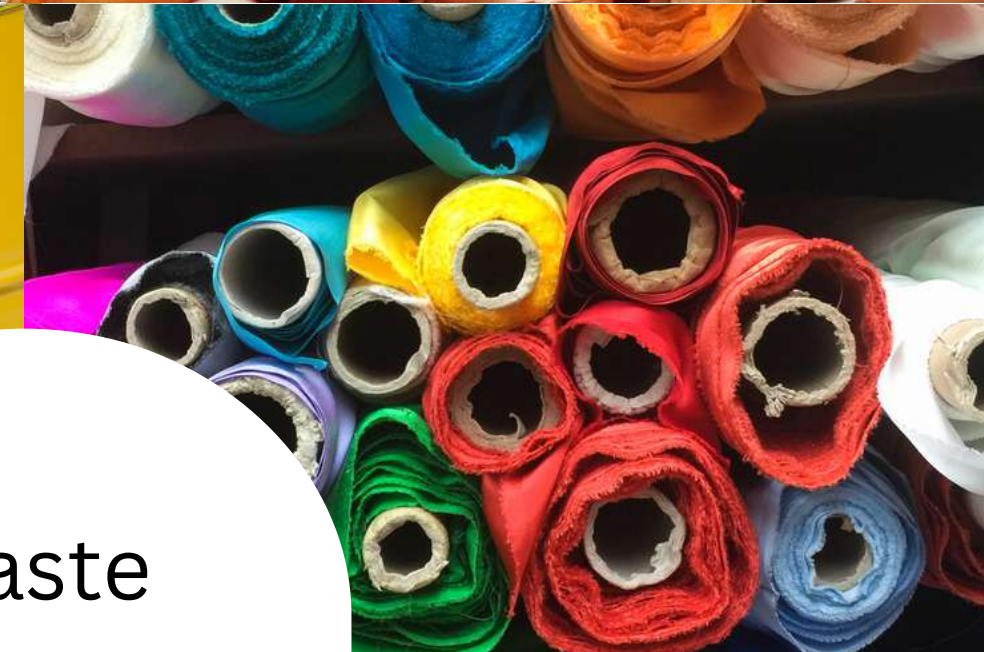


Tisser
hand to heart

A hand with light-colored nail polish is holding the top of a full, crinkled green plastic bag. The bag is filled with various pieces of waste, including white and blue paper or plastic. The background is a plain, light-colored wall.

waste is wealth

RE.DO



waste
types

A close-up, warm-toned photograph of a spiral-bound notebook. The notebook is open, showing a blank page with faint horizontal lines. A yellow pencil with a sharpened lead tip lies diagonally across the page. In the background, a glowing lightbulb is visible, creating a soft, bokeh effect. The overall mood is creative and inspiring.

Tisser
hand to heart

Creative
Products
Ideation



Fabric
Waste



Household
Waste

A pile of food waste, including orange peels, eggshells, apple peels, ginger, green onions, and a whole carrot, is arranged on a light-colored wooden cutting board. The cutting board is placed on a dark, rustic wooden surface. The food waste is a mix of various colors: orange, white, red, and green.

Food
Waste

A collection of various items representing mixed waste, including a clear plastic bottle, a ball of green string, a ball of blue string, a blue cloth, and a green cloth, all set against a light blue background.

Mixed
Waste

The French word 'Tisser'
means to 'weave.'
Tisser has supported 10,000+
artisans through producers
groups across India



VISION

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



VALUES

People First Approach
High Quality
Environment Conscious



MISSION

- Harness power of handmade to generate sustainable livelihoods.
- Strengthen the handmade value chain with tech innovations.
- Support craft sector through transformative business model



THE GLOBAL GOALS

1 NO POVERTY



5 GENDER EQUALITY



8 DECENT WORK AND ECONOMIC GROWTH



10 REDUCED INEQUALITIES



13 CLIMATE ACTION



17 PARTNERSHIPS FOR THE GOALS





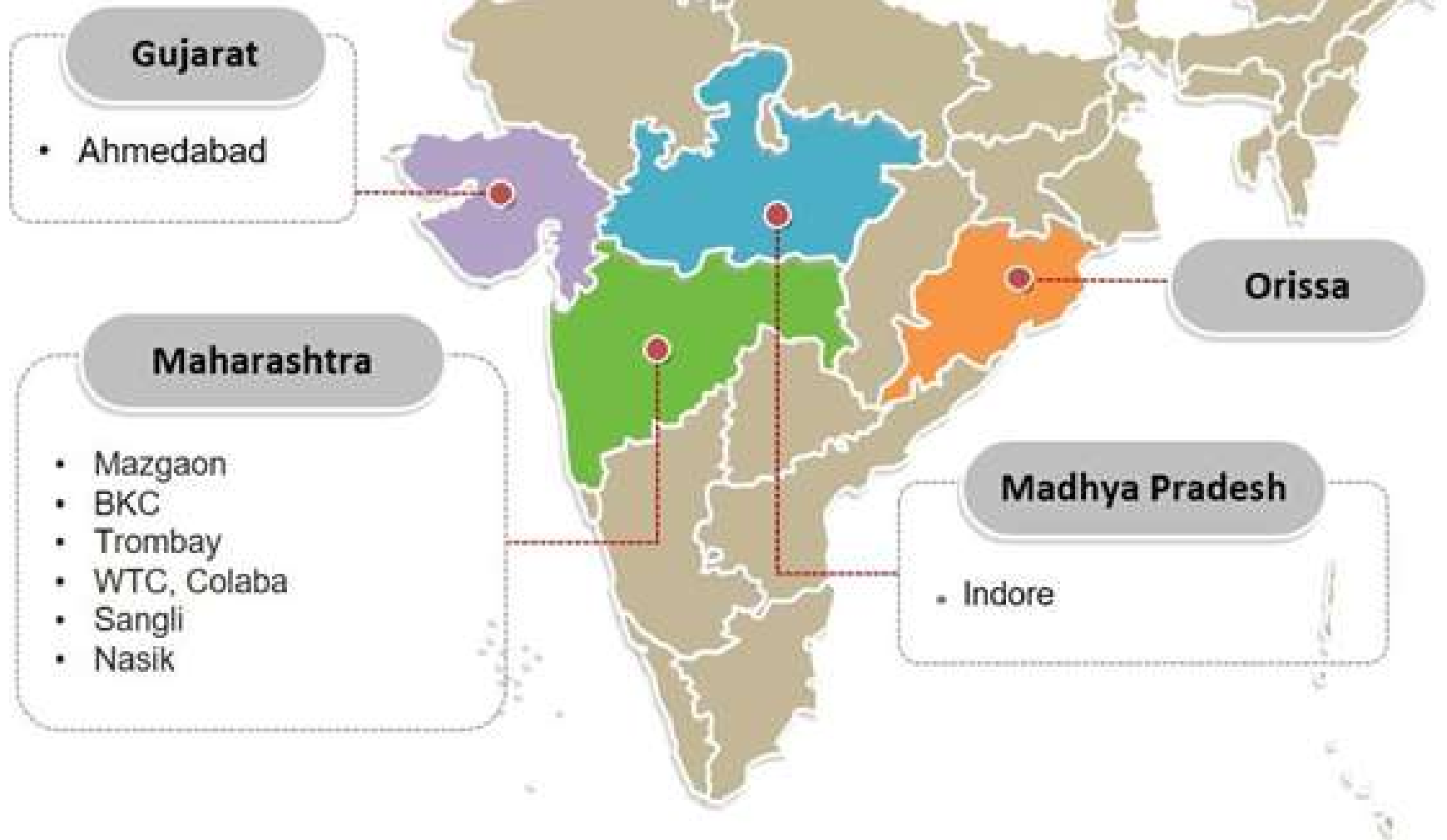
waste to wealth ideation
women mobilisation;
#Centre Infrastructure
Product design;
Sales & Marketing;
business development;
production management

- What does Tisser do? -

- End to End Value Chain Approach
- Regional Hubs for Outreach
- Design Interventions
- Product Diversification
- Consumer Awareness
- Tech Innovations & Platform Approach

wise

Women
Incubation
Skilling
Centres



- Supporting Women in creative sector through entrepreneurial ecosystem and streamline business processes
- Focus on providing marketing, sales & design support, product development, training and technology.



Toys
from fabric



**NO
MORE
PLASTIC**

Cloth bags
each purpose



Mixed waste
decor



Paper waste
products



Décor from
waste



Accessories
from waste

incubation :

- Nurture and grow women for new and small businesses.
- A business incubator to offer startups and new ventures access to the resources they need, all under one roof.

skilling :

- Support women to learn marketable skills and connect with income opportunities.
- Entrepreneurial skill development for sustainable business.

entrepreneurship:

- Enhance the entrepreneurial knowledge and skills via structured programmes
- Increase the knowledge and skill of entrepreneurs





Growth Strategy :



- End to end enterprise development approach
- Joint brand creation
- Partnership mode with shared responsibility and revenue
- Empowering the center to fulfill orders for other clients also with mutual consultations.
- Total transparency in costing and revenue sharing
- Creating center as value chain partner with empowered capabilities
- Long-term partnerships for 1 – 3 years
- Generating sustainable livelihood and scaling.
- High quality products based on market research
- B2B and B2C both focus



Centre :

- Skilling :
 - Mobiles women
 - Sample production for cataloging
- Production :
 - Procure raw material
 - Production as per order
 - Dispatch and order management
- Costs :
 - Centre infrastructure
 - Centre management
 - Honorarium for designers and trainers
 - Working capital for orders

Tisser :

- Product design & diversification
 - Designer inputs and skilling
 - Cataloging and photo-shoot
- Marketing and sales
 - Online presence on products
 - Participation in offline events
 - Brand partnerships.
 - Generating sustainable livelihood
- Enterprise development :
 - Creating production masters.
 - Centre managers
 - Supply Chain inputs



Key activities:

Demand side interventions



Establishing partnerships with like-minded platforms to promote fair-trade in goods



Deploying existing resources offered by superplatforms and third-party service companies and utilizing creative, low tech solutions to bridge the digital skills gap



Creating attractive product profiles that match the consumer demands



Strategising marketing and advertising

Supply side interventions



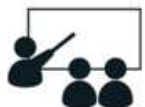
Providing handholding and guidance for the digital onboarding process



Establishing simplified communication mechanisms with customers and platforms



Resolving logistic challenges



Effective dissemination of information



Increasing incomes

Strategy



Determining the overarching blueprint



Setting up the targets

1



Choosing the right business model

2



Selecting the relevant sales platforms

3



Choosing appropriate product categories

4



Choosing relevant target audience

5





**WE GENERATE
SMILES**



**WE GENERATE
LIVLIHOODS**







Let's take the leap

:: Prepared by ::



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