



Weaving Million Dreams

Tisser – A Tapestry of Creators to Consumers

Preface

Dreams often begin as fragile threads — invisible to the world, yet full of possibility. At Tisser, these threads are held in the hands of artisans, women, and communities whose skills and stories have been shaped by centuries of tradition.

Weaving a Million Dreams is the story of these threads coming together — of craft meeting opportunity, of heritage meeting innovation, and of lives transformed through dignified livelihoods. This coffee table book is not just a record of our initiatives; it is a tapestry of journeys. From remote tribal hamlets to bustling urban exhibitions, from waste transformed into art to craft clusters revived with new designs, each page reflects the heartbeat of our mission.

Over the years, Tisser has grown into more than an organisation — it has become a movement, connecting over a million lives through craft, design, and commerce. Each initiative featured here is a dream made tangible, a vision stitched into reality by the hands of our artisans and the faith of our partners.

This book is a tribute — to the creators, collaborators, and changemakers who believe that sustainable livelihoods can shape a better world. As you turn these pages, we invite you to step into a world where every product carries a piece of history, every colour tells a story, and every weave holds a dream.

— Dr. Megha Phansalkar
Founder & Managing Trustee
Tisser Artisans Trust



FROM OUR HANDS
TO YOUR LIFE
**CRAFTING
LIVELIHOODS**

करघे की धीमी लय में,
एक गाँव उम्मीद की आहट से जागता है।

कुम्हार के हाथों की वक्रता में,
मिट्टी को मिलता है नया जीवन।

सूरज और हवा से रंगे धागों में,
कहानियाँ एक दिल से दूसरे दिल तक जाती हैं।

यह है तिस्सर की दुनिया –
जहाँ हाथ सुनते हैं इतिहास की फुसफुसाहट,
जहाँ कचरा बदलता है सुंदरता में,
और जहाँ हर सृजन
एक साकार हुआ सपना है।

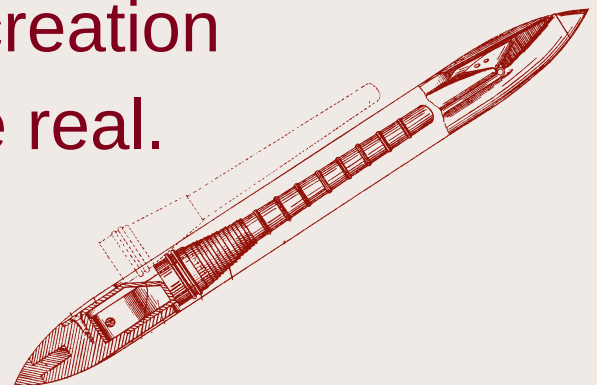


In the quiet rhythm of a loom,
a village wakes to the sound of hope.

In the curve of a potter's hand,
earth finds its second life.

In threads dyed by the sun and wind,
stories travel from one heart to another.

Weaving a Million dreams —
where hands remember what history whispers,
where waste becomes beauty,
and where every creation
is a dream made real.





empowering creators

“

VISION

At Tisser, we celebrate handmade crafts, empower creators, and connect consumers to artisans—building a more sustainable future together.

Tisser is a social enterprise dedicated to empowering artisans and creators across India by bridging traditional craftsmanship with modern markets.

Rooted in the rich heritage of Indian art and culture, Tisser provides a platform for rural and tribal artisans to showcase their skills, earn sustainable livelihoods, and gain national and international recognition.

By offering design interventions, capacity building, and access to digital and physical marketplaces, Tisser not only preserves traditional art forms but also ensures artisans—especially women and marginalized groups—are active stakeholders in India’s creative economy.

Through its holistic approach, the company is fostering a vibrant ecosystem where creators are celebrated, supported, and economically uplifted.

”

“

MISSION

Harness the power of handmade crafts to create sustainable livelihoods.

Strengthen the handmade value chain through technological innovation.

Support the craft sector with transformative and inclusive business models.

We have launched numerous initiatives, events, and platforms aimed at uplifting Indian art and culture, while also fostering holistic development in rural communities.



”



Regenerating crafts and looms

creative cluster collaboration



““

Tisser provides end-to-end support—from skill development and sourcing to marketing and fair pricing—ensuring they thrive in today's market.

By strengthening decentralized production, Tisser promotes rural livelihoods and preserves crafts.

Through strategic partnerships and innovative marketing, it expands market access and drives demand for handmade products.

Together, these efforts build a sustainable, inclusive ecosystem that uplifts artisan communities. ””



50000 women
artisans



Multiple craft clusters
Across 18 states



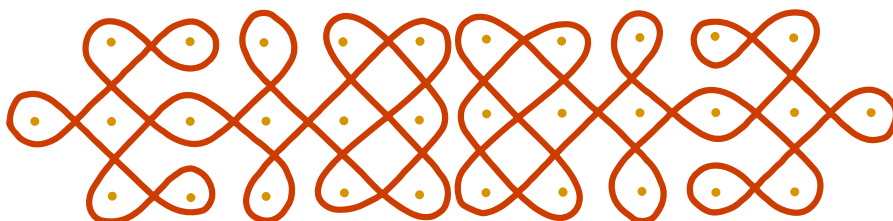
50 producer groups
as business enterprise



Product design and
diversification



Sales and
market linkage



Rooted in Tradition. Rising with Innovation



“

Tisser is rooted in tradition and rising through innovation, walking **hand-in-hand with rural artisans**—empowering them to thrive in modern India without asking them to change their essence.

We believe in uplifting the existing skills and art forms of our artisans, **not altering their paths, but enhancing their journeys.**

By developing innovative ideas and design solutions, we enable the **creation of handcrafted products at scale**, making them suitable for both mass and international markets.

Tisser serves as a bridge between age-old craftsmanship and contemporary demand, ensuring that **India's rich cultural heritage** finds a meaningful place in today's global economy.

”





ProsperFit
From Health to Wealth



health . social security. finance. digital – leave no one behind



“

Tisser's wide spectrum of initiatives across health, social security, finance, and digital empowerment ensures no one is left behind.

Through deep rural connect programs and step-by-step digitization, Tisser is weaving inclusive growth—digitizing India while uplifting every artisan along the way.

Project aims to collect and preserve diverse Indian languages and dialects for greater inclusivity in digital technologies.

Building a large spoken-language dataset covering various regional languages and accents across India.

This data will train AI models to improve speech recognition, translation, and NLP, making digital services accessible to all Indian language speakers.

”

5000+
women



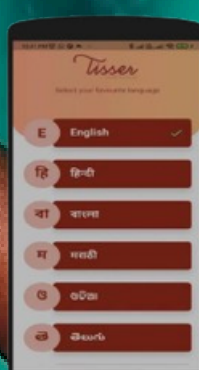
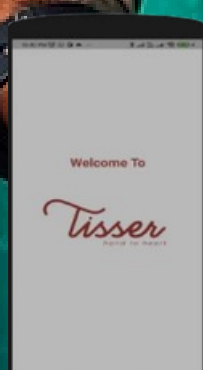
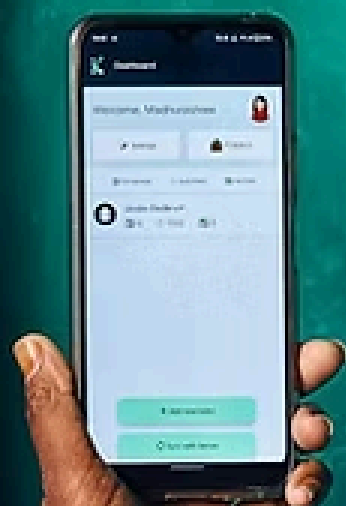
2 states



Assam &
Uttar Pradesh



KARYA



Bridging the Digital Divide, One Artisan at a Time.

“

Tisser is removing the fear of digitization by offering constant digital support to artisans—helping them create product catalogues, access innovative marketplaces, and receive payments with ease.

By handholding every step, Tisser empowers artisans to confidently embrace technology and thrive in the digital economy.

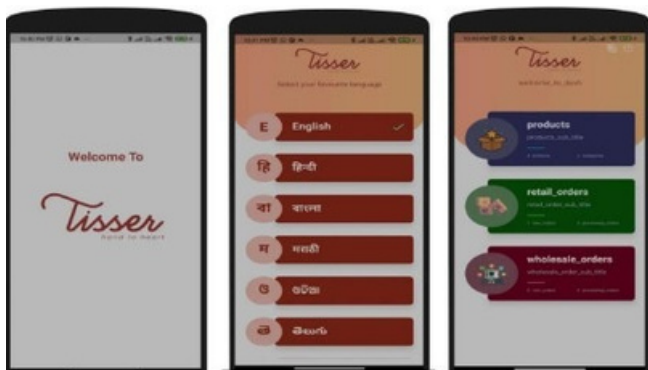
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Tisser Artisan App is a multilingual app for artisans that has user-friendly interface, and is easy to operate for inventory management.

Digital and Business literacy Samhita and Nasscom



KOSHA



3000
women



3 states



Karnataka
Andhra
Pradesh
Uttar Pradesh



Samhita
Nasscom



Women :
Incubation,
Skilling &
Entrepreneurship

Skilling for Tomorrow, Starting Today



WISE: WOMEN INCUBATION, STARTUP & ENTREPRENEURSHIP

When onboarding women entrepreneurs we provide comprehensive support from orientation and product development to marketing and building a strong online presence.

We Help them create a compelling brand and digital footprint. Assist with smooth order fulfillment by guiding inventory management, secure packaging, and efficient shipping.

#end to end product design; #product diversification; #Sales & Marketing; #business development; #Centre Infrastructure; #women mobilisation; #production management # waste to wealth



3000
women



10
community
centres



Nagpur,
Indore, Pune ,
Thane,
Mumbai
Chandrapur



Tata Power Community
Development Trust,
Rangwasa, CSSC,
MAVIM; Mann Deshi
Foundation



RE.DO

What You Discard, We Redesign



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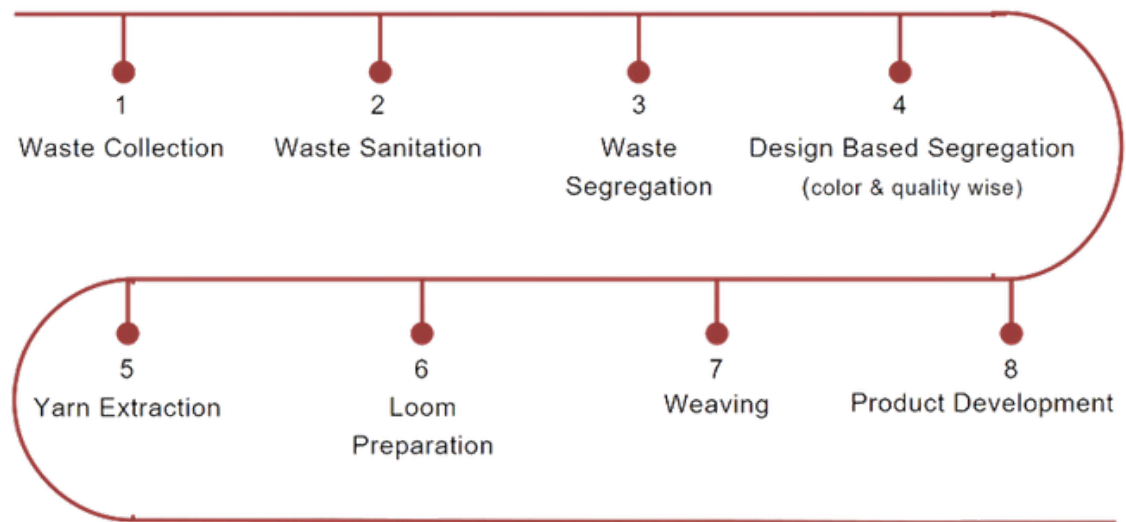
Re.do transforms discarded fabrics and old garments into beautiful, functional handcrafted products.

Turning waste into opportunity.

Promoting circular design and empowering local artisans—especially women—Re.do supports sustainable fashion and mindful consumption.

”

HANDLING PLASTIC WASTE and POST CONSUMPTION FABRIC USAGE





AAROHAN

CRAFT TRISTIANSHIP



Skilling for Success, Crafting for Excellence

The background image shows a man with grey hair and a mustache, wearing a white polo shirt, focused on weaving a small, round basket. He is in a workshop with large windows in the background, through which greenery is visible. The walls are covered with various woven items, including hats and baskets. In the foreground, there are several other woven baskets, some with colorful patterns. The overall atmosphere is one of traditional craftsmanship and skill.

“

Aarohan is a skilling initiative that empowers women and youth from marginalized communities through hands-on craft training, mentorship, and entrepreneurship development.

Blending traditional techniques with modern tools, creates market readiness, and dignified livelihoods

”



SPOT THE ARTISAN
AND CRAFT



UNDERSTANDING
THEIR CRAFT & PROCESS

UNDERSTANDING THEIR COORDEN
SHORTCOMINGS



HELPING THEM SOURCE SALES
DESIGNS

PROVIDING MORDERN DESIGN
MANUFACTURING SOOLUTIONS



HELPING THEM LIST PRODUCTS ON
MARKETPLACES

HELPING THEM SOURCE SALES CHANELS





Building ecosystem
Sahayog

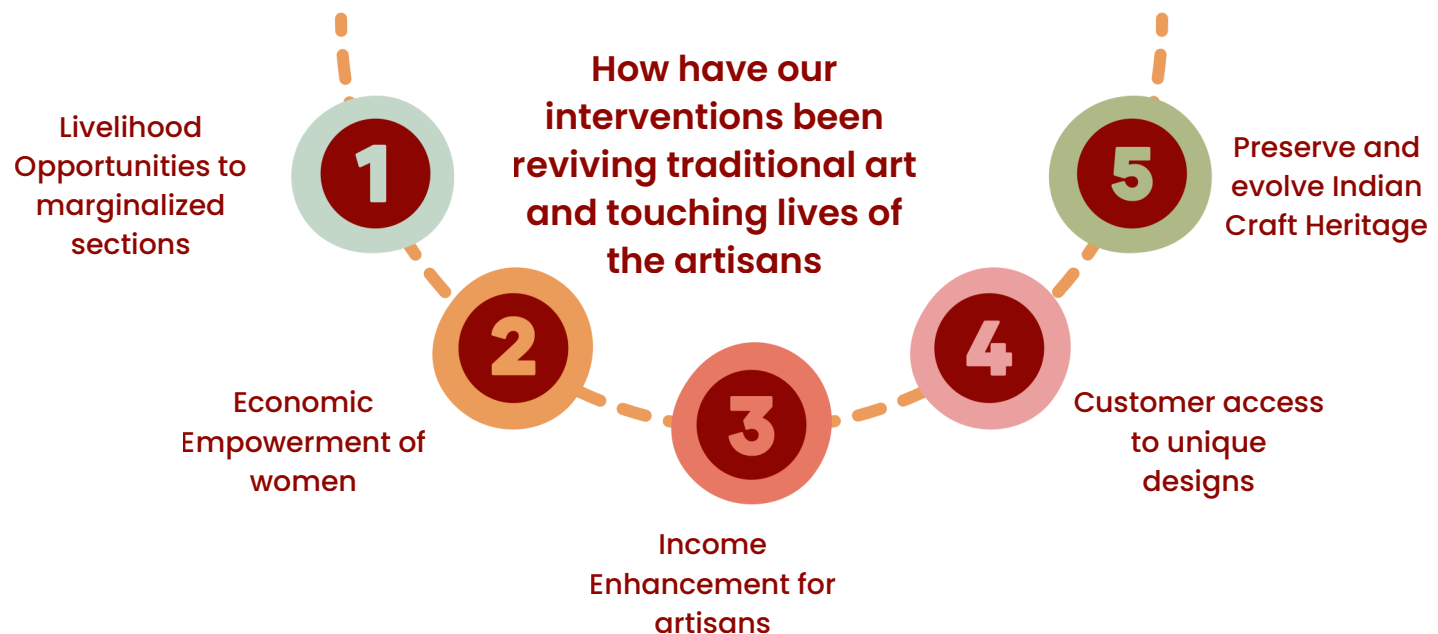
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Tisser Sahayog: Empowering India's Creative Ecosystem
Tisser introduced “Sahayog,” a holistic suite of services crafted for last-mile artisans, Self-Help Groups (SHGs), NGOs, and brands:

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- **50 + clusters empowered**
- **100 + producer groups established**
- **100000 + artisan families supported**



Creating a craft ecosystem where no artisan or craftsman feels isolated or left behind in the digital age.

Bharat ke kalkar

Media & Brand Creation – Bharat Ke Kalakar:
Celebrates and elevates India's artists and makers, telling their unique stories and building nationwide recognition.



Nirmiti

Market-Led Designs – Nirmiti:
Connects artisans with evolving consumer trends, enabling the co-creation of products through expert-guided, market-driven design innovation.

Online Store & Catalogue – Bharat Next:
Provides an extensive digital catalogue and e-commerce platform, bridging rural creators to national and global buyers via seamless online access.



SUKHAST
SUPPLY CHAIN

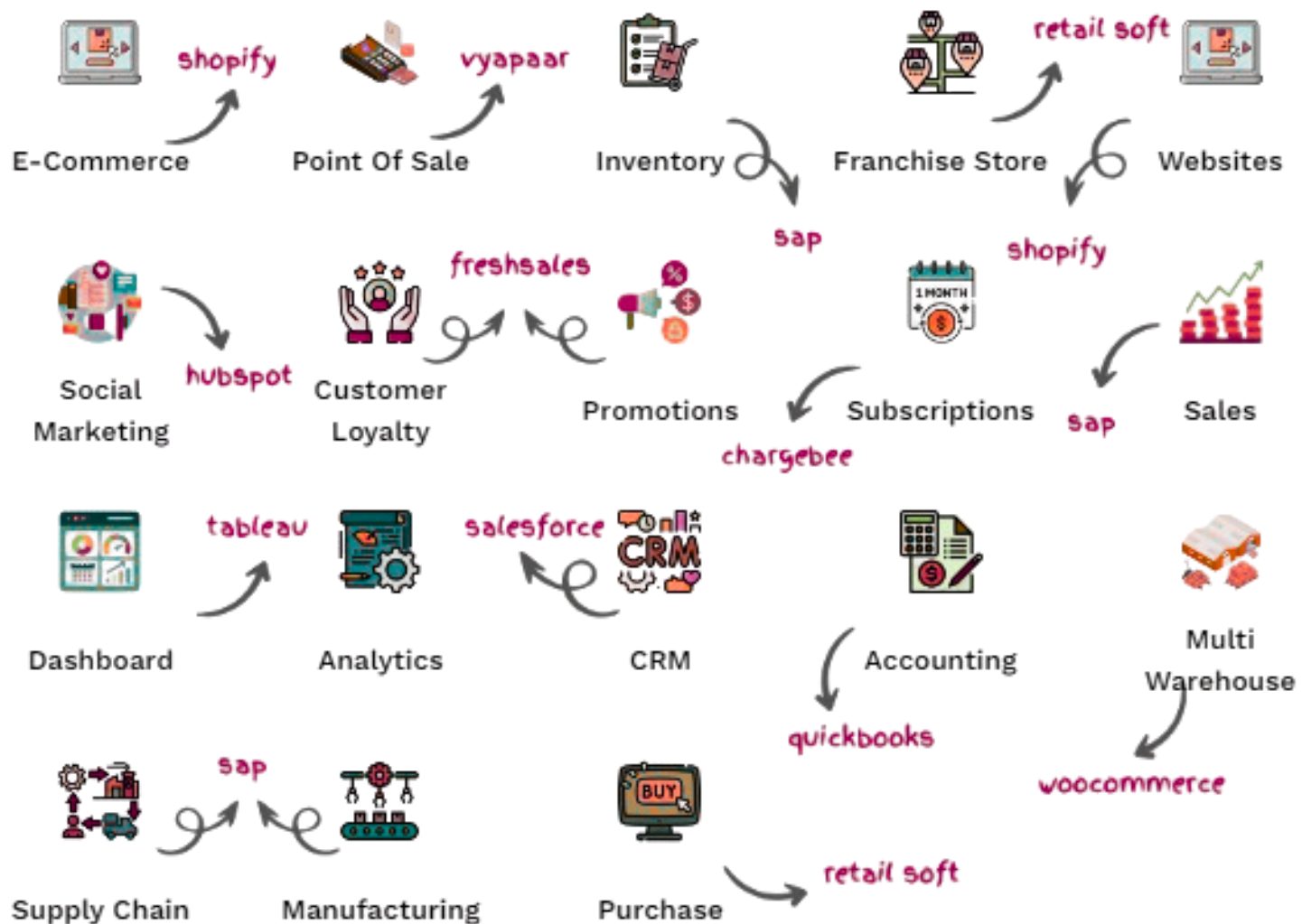
<https://www.sukhast.com>



Setting Supply chain Straight

Sukhast is a transformative initiative streamlining the craft supply chain with transparency, traceability, and trust.

By connecting artisans directly with suppliers and buyers, it eliminates inefficiencies and ensures fair, dignified work.





**Handcrafted Stories
Delivered to the World.**

“

Bharat Next empowers India's artisans by transforming traditional crafts into globally competitive products.

Combining heritage with innovation, it connects rural makers to international markets through skill development, digital platforms, and strategic partnerships.

Bharat Next ensures Indian craftsmanship thrives and tells its story worldwide.

”



Namaste World



Sutradhar

**Tisser Exhibition & Store Presence – Sutradha:
Showcases artisans' work through curated
exhibitions and dedicated stores, offering physical
spaces for visibility and direct consumer
engagement.**

grassroots regional artisans movement



GRASSROOTS RURAL ARTISANS MOVEMENT (GRAM)

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Seamlessly connect creators to consumers globally through an IT-enabled value chain that strengthens handloom livelihoods via ICT innovations.

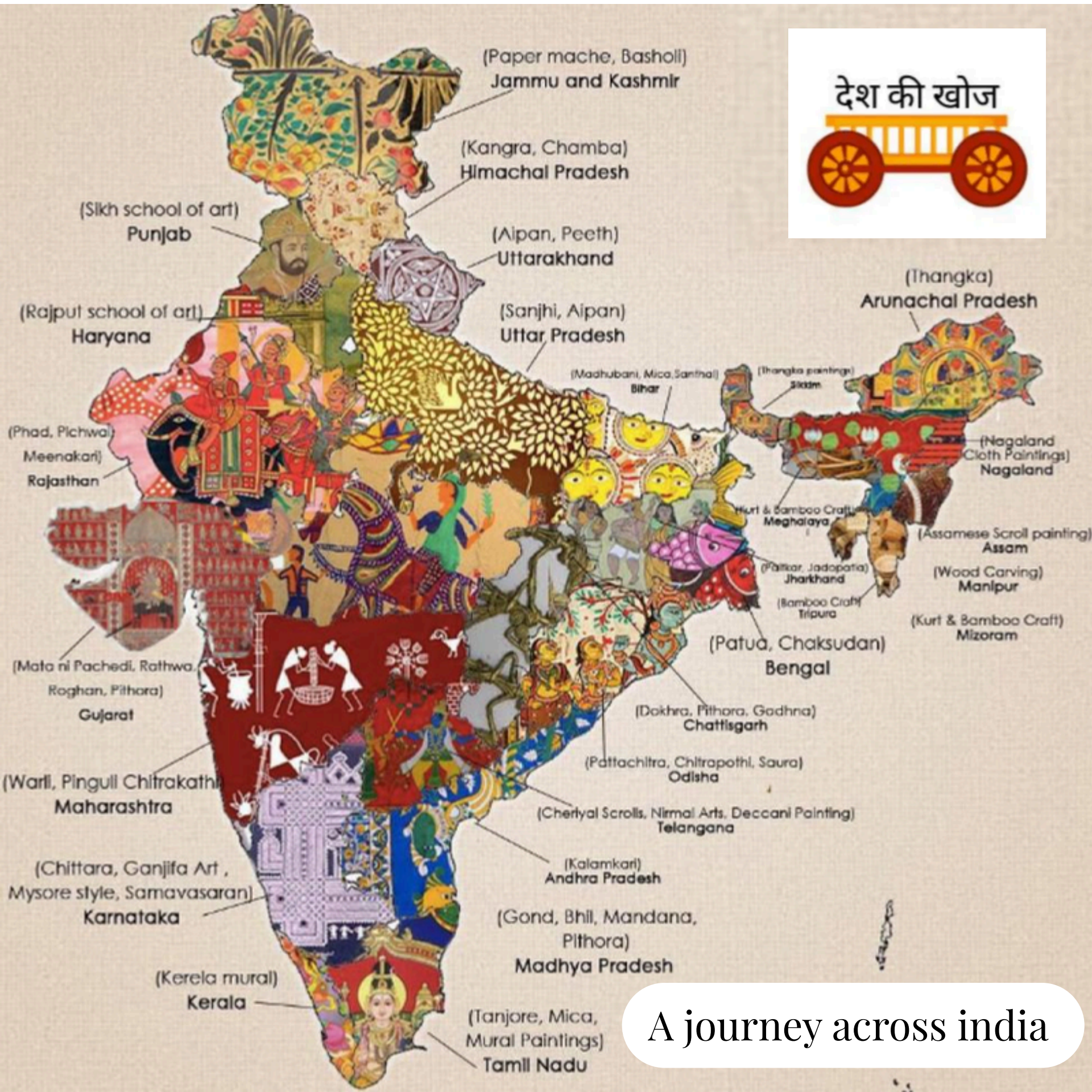
Unite value chain stakeholders on a hybrid platform and harness the power of clusters for profitable, end-to-end craft sector growth.

The project works in close collaboration with local artisans, providing them with design and marketing support, access to modern technology.

”



देश की खोज



A journey across india

“

Dekho Yatra – Deshi ki Khoj is a nationwide journey by Tisser to document, celebrate, and digitally preserve India’s diverse craft heritage through artisan stories, live demos, and immersive tech experiences.

Covering major craft clusters, the Yatra will engage communities through workshops, promote sustainability, and build a digital legacy that connects culture with innovation.

We warmly invite artisans, tradition-loving individuals, cultural practitioners, and handmade product manufacturers—those who create not just out of passion, but as a full-time profession.

At Tisser, our mission is to support and upscale these creators from every corner of India.

Through our initiative "Desh Ki Khoj," we actively seek out hidden talent across the country, giving skilled artisans the recognition and platform they truly deserve.

This effort is a step toward preserving India’s rich cultural legacy while enabling sustainable livelihoods for its bearers.

”



Craft Village



Srujan Gaon – Craft Villages by Tisser

**Where the rhythm of rural life meets the pulse of the city.
Tisser's Craft Villages are living, breathing spaces that bring together
artisans, nature, and the urban community in a shared celebration of
creativity.**

**Set in Madavane, Karjat and Wada, Palghar, the first two Srujan Gaons
are designed as cultural hubs where:**

Artisans create, demonstrate, and share their traditional crafts.

**Urban visitors immerse themselves in hands-on workshops,
storytelling sessions, and cultural performances.**

**Nature and heritage blend seamlessly — with farm-to-table food,
open-air craft bazaars, and eco-friendly architecture.**

**Here, every piece tells a story, every corner is alive with colour, and
every visit becomes a memory.**

It's not just about buying a craft — it's about living it.



Our journey begins in Madavane, Karjat and Wada, Palghar, where creativity flows from the skilled hands of artisans and finds new life through interaction with the urban community.

At Srujan Gaon, you will:

- ✨ Experience the making of timeless crafts, right from the artisan's workshop.**
- ✨ Engage in hands-on sessions — pottery, weaving, painting, and more.**
- ✨ Explore open-air markets, farm-fresh cuisine, and cultural performances.**
- ✨ Empower artisan families by supporting their skills and livelihoods.**

This is more than a visit — it's a cultural exchange. Step into Srujan Gaon and carry home not just craft, but connection.

Weaving Inclusion into Every Thread



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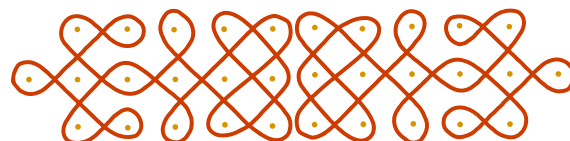
Mosaic by Tisser empowers differently-abled individuals through skill-based craft training and dignified livelihood opportunities in weaving, painting, embroidery, and more.

We have partnered with Jai Vakeel Fondation , Om Creations , Aai Foundation to fruitify our efforts and improvise our reach. With over 500 artisans trained and 100+ products launched, Mosaic promotes inclusion through flexible work models and accessible design.

At Tisser We believe in ability over disability, and our programs in weaving, painting, embroidery, and more are tailored to unlock the creative potential of every artisan.

Through cluster-based production hubs, work-from-home options, and inclusive product design, Mosaic enables artisans to earn, express, and thrive—on their own terms.

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KalaShala



The Creative Learning Lab

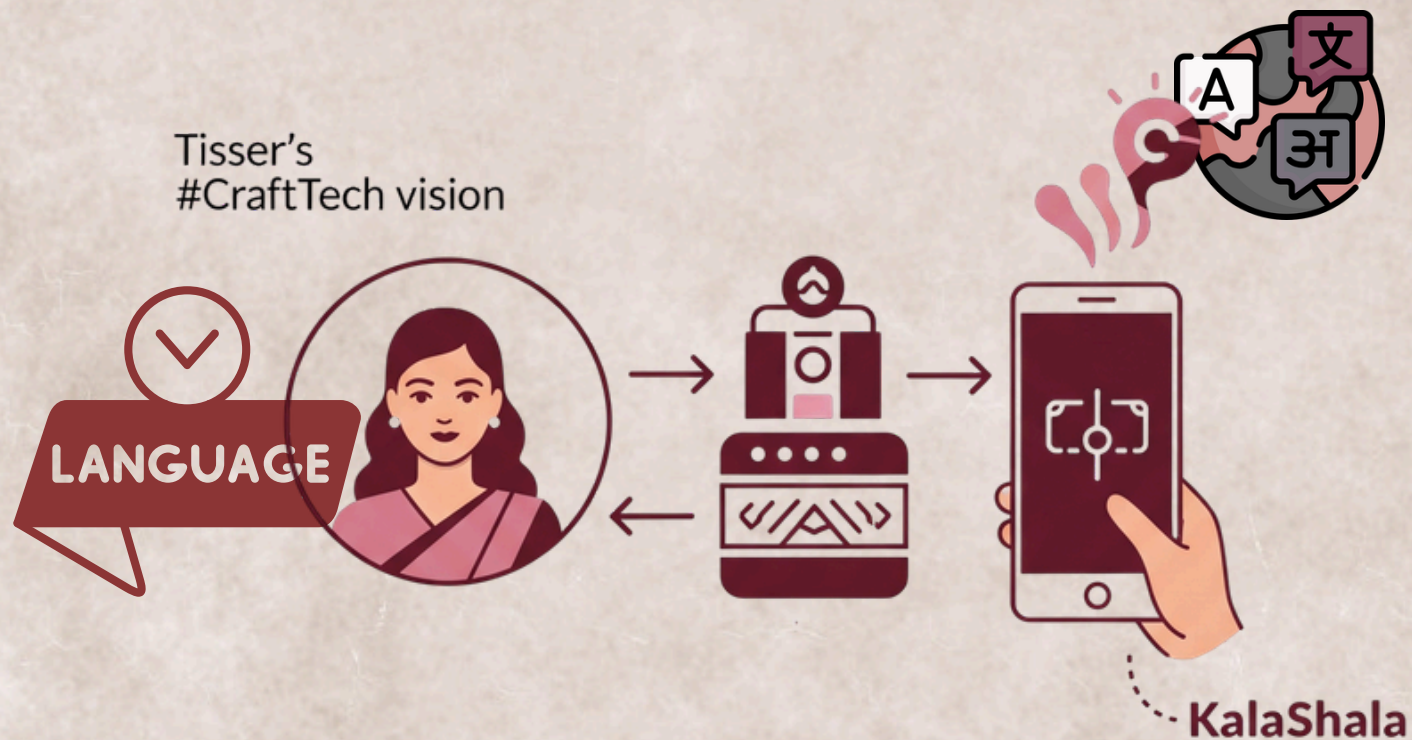
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As part of its #CraftTech vision, Tisser is developing KalaShala—a digital learning platform that guides artisans from creation to market.

With regional language access, skill-building modules, and tools for design, production, and sales, KalaShala empowers artisans to grow sustainably.

”

KalaShala: Empowering Artisans from Creation to Market





Reach Out, Make a Difference

“

Reach – For Growing India is Tisser’s volunteering program that connects skilled individuals with artisan communities for impact through mentorship, training, and on-ground or remote support.

Through structured roles, targeted outreach, and meaningful engagement, the program empowers volunteers to drive artisan growth while fostering social responsibility and community development.

At Tisser, we believe in the power of collaboration and the potential of young minds to drive meaningful change.

We create opportunities by partnering with leading institutions in fashion design, textile design, business, and artificial intelligence to engage passionate students and volunteers.

These young talents work on a variety of our collateral projects—each designed as a hands-on learning experience that nurtures creativity, innovation, and real-world problem-solving.

By involving the youth, we aim to spark deeper interest in sustainable development and social entrepreneurship, recognizing that they are the driving force behind a more equitable and sustainable future.

”





Powering Innovation, Together: Maha Collab

“

Maha Collab 2025 unites Maharashtra’s artisans, designers, and innovators to co-create the future of crafts and sustainable livelihoods.

Through exhibitions, workshops, and collaborations, it promotes innovation, design, and community-led growth in the handmade sector.

”

PATH TO SCALE

Enabling Sector Growth

Sustainable
cluster
development

1

Streamline
decentralized
production

2

Strengthening
market linkages

3

Stakeholder
partnerships &
collaborations

4

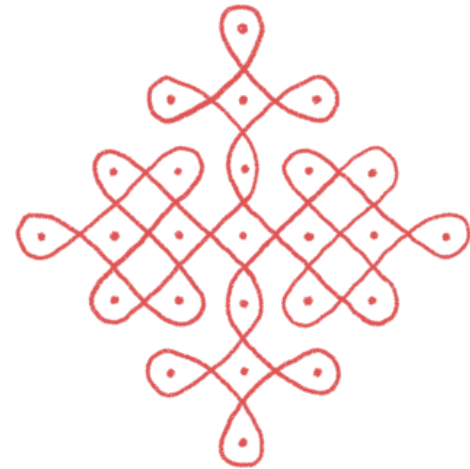
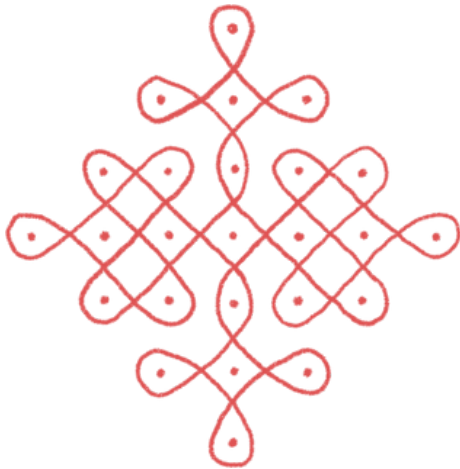


Wrapping Kindness. Unwrapping Sustainability

“

Greensteps promotes eco-conscious practices across sourcing, production, packaging, and logistics to reduce environmental impact

It unites artisans, communities, and consumers in a shared journey toward sustainability through mindful, collective action.”



Global Artisans Industry Network

GAIN



Local Hands. Global Reach

“

GAIN is a business-led initiative transforming the artisan economy through data, innovation, and market access. It connects artisans, enterprises, and institutions to build a sustainable, inclusive ecosystem that drives global growth and resilient communities.

Through strategic partnerships, data-driven insights, innovative product development, and market expansion,

GAIN aims to unlock new opportunities for artisans worldwide.

We envision a future where craftsmanship is recognized not just for its beauty, but for its ability to shape resilient economies and thriving communities.

Together, we can elevate the artisan sector into a modern, profitable, and globally connected industry.

”

Transforming Lives, Celebrating Heritage



“

Kaya Pe Charcha is a storytelling platform that amplifies the voices of India's artisans, sharing their journeys, struggles, and inspirations. Through live events and dialogues, it connects creators with consumers, celebrating handmade traditions and cultural heritage.

”

AMPLIFYING THE VOICES OF INDIA'S ARTISANS



Tisser
hand to heart



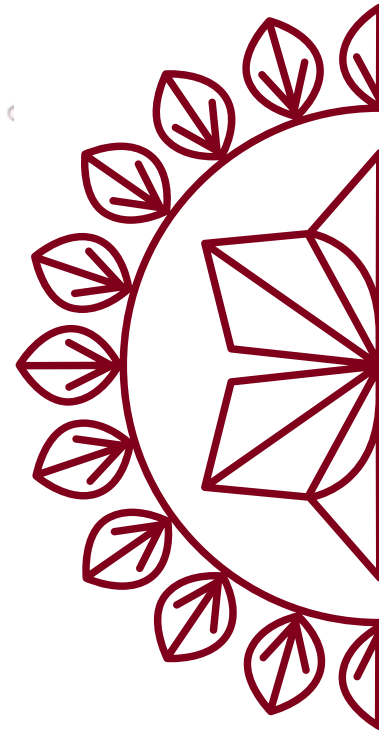
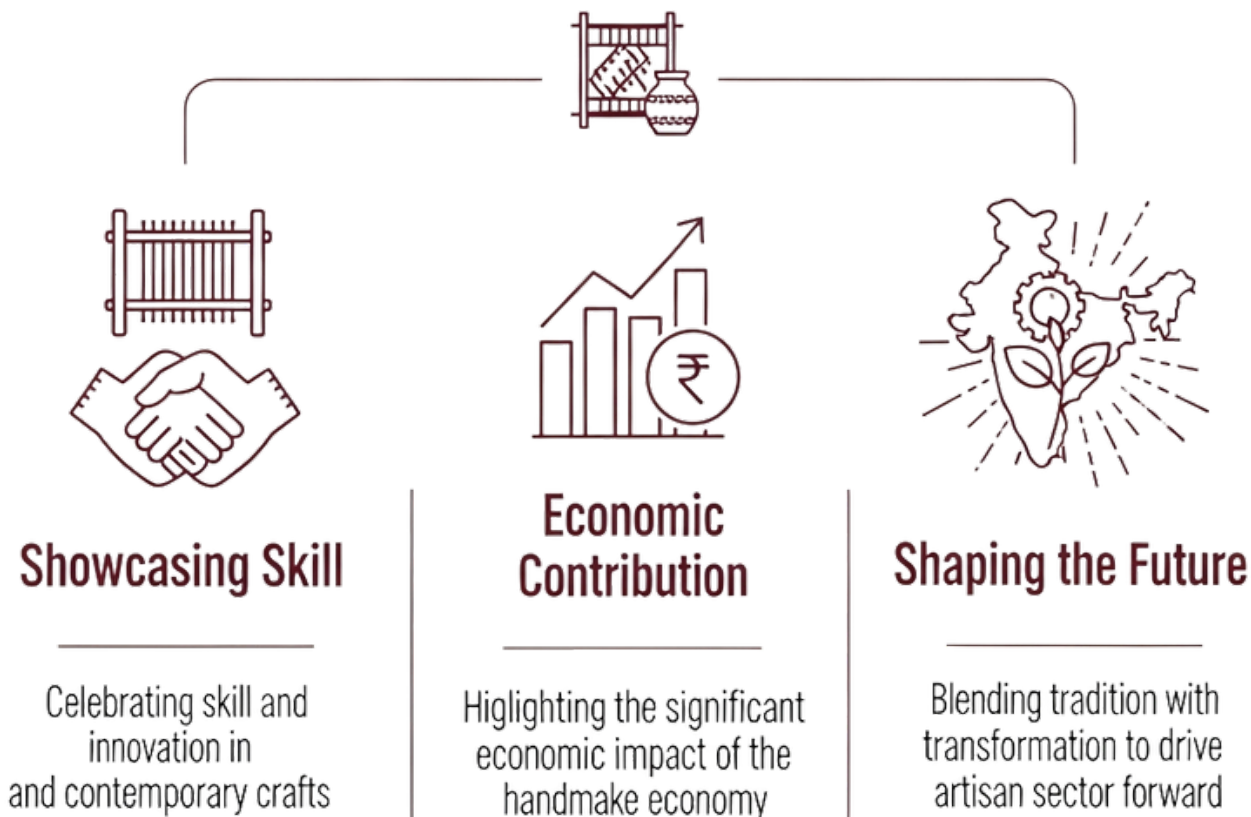
Artisans Premier League

“

Artisans Premier League aims to showcase India's top craft clusters, celebrating skill, innovation, and their economic contribution.

”

ARTISANS PREMIER LEAGUE: INDIA'S TOP CRAFT CLUSTERS





Connecting Consumers

Hathelii

— Artistry in Every Detail —

Where Craft Meets Concrete



“

Hatheli is a Tisser initiative that brings the warmth of Indian arts and crafts into everyday spaces — homes, offices, cafés, and hotels — infusing them with culture, creativity, and handmade charm..

Hatheli is a unique craft initiative by Tisser, aimed at empowering artisans to create dedicated and meaningful interior spaces.

Through this program, we blend traditional craftsmanship with modern aesthetics—designing custom digital concepts tailored to the needs of clients, cafés, commercial spaces, and buildings.

These designs are then brought to life by skilled artisans, resulting in beautifully handcrafted wall installations, décor items, lamps, and murals.

Hatheli not only transforms spaces with cultural richness and artisan-made elegance, but also provides creators with a platform where their skills are respected, celebrated, and given room to innovate.”



<https://hathelii.com>

Where Every Toy Tells a Tale



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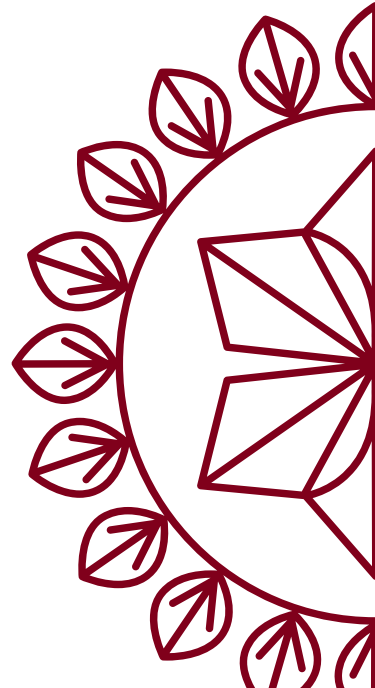
Treasure Toys creates a space for handcrafted, eco-friendly toys that blend storytelling, culture, and creativity for meaningful play made by artisans .

Each toy reflects India's rich heritage while supporting artisan livelihoods and nurturing young minds through imaginative learning.

”

Traditional Indian Toy Artisan Communities / Crafts associated with Tisser :

Channapatna Toy Artisans (Karnataka)
Kondapalli Toy Makers (Andhra Pradesh)
Natungram Doll Makers (West Bengal)
Varanasi Wooden Toy Makers (Uttar Pradesh)
Etikoppaka Toy Artisans (Andhra Pradesh)



Sustainable Celebrations. Purposeful Presence



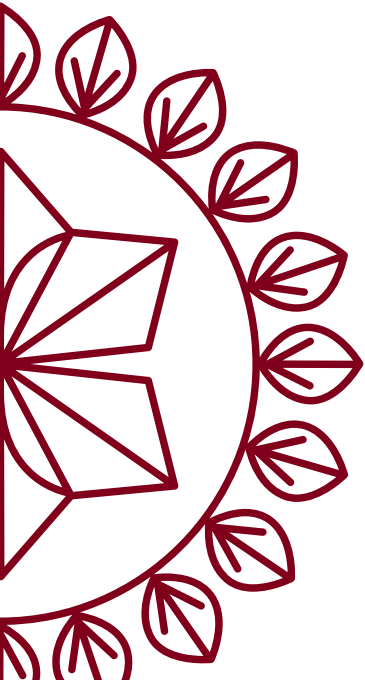
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Rangotsava celebrates culture and conscious living by bringing sustainability to events like weddings, festivals, and corporate gatherings.

Through eco-friendly décor, artisan gifts, and community experiences, it creates meaningful celebrations that honor people and the planet.

More than an event service, Rangotsava is a movement for mindful, purposeful festivities.

”



Thoughtful. Handmade. Earth-approved.



1.

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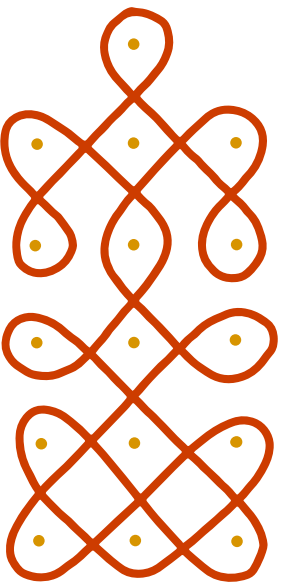
JAMBORI is a conscious marketplace celebrating handmade, sustainable living through eco-friendly, ethically crafted products.

From home décor to fashion, it blends tradition with innovation, supporting artisans and communities.

At Tisser, we thoughtfully curate and create sustainable gift hampers, handcrafted with love by our talented artisans. Whether it's Diwali, Ganesh Chaturthi, Dussehra, or any special occasion, we design hampers tailored to your corporate gifting needs—celebrating tradition while promoting conscious, meaningful gifting. These aren't just gift boxes; they're experiences filled with joy, culture, and craftsmanship. Each box is a celebration in itself, designed to bring happiness to your employees, clients, or loved ones

Some of the standout products we include are handmade diaries, laptop sleeves, frames, wall décor, candles, confectionery items, cushion covers, and other beautiful home décor pieces—all sustainably made and ethically sourced.

”



With Gratitude

Every dream in these pages is the result of many hands, many hearts, and many hopes.

To our artisans — the keepers of tradition and the creators of beauty — we owe our deepest respect.

To our partners, collaborators, and supporters — your faith has been the loom on which our vision has taken shape.

And to every reader holding this book — you are now part of the Tisser story.

The Journey Continues

While this book captures where we have been, it also points to where we can go — together. Our mission to weave a million dreams is far from complete. There are more crafts to revive, more women to empower, more waste to transform, and more communities to connect.

We invite you to join us — as partners, patrons, designers, entrepreneurs, institutions, and changemakers. Together, we can create sustainable livelihoods, preserve heritage, and build an economy where every thread matters.

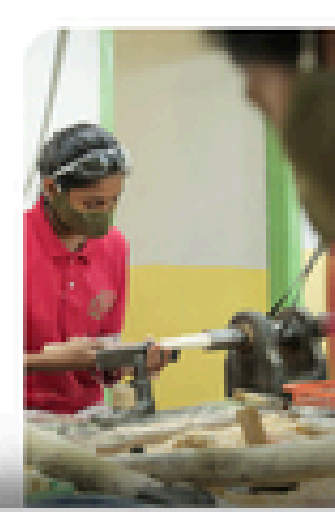
If this journey has inspired you, let's begin a conversation. Let's weave the next million dreams.

Contact: Team Tisser ; Tisser Artisans Trust

 <https://tisser.in/> ; <https://tisserindia.com/>

 contact@tisserindia.com

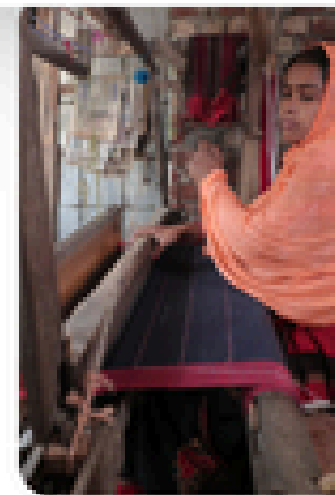




TISSER

ENCOURAGING AND EMPOWERING INDIAN ARTISANS

Promoting and Infusing Handloom & Handicraft into every day living





Let's take the leap