

Green SHG Accelerator Maharashtra



Waste to Wealth
Women to Entrepreneurs
Cities to Circular Economies



To establish
Maharashtra as a
leader in women-led
circular economy
enterprises

To incubate
sustainable waste-
based enterprises
through training,
design support, &
market linkages.



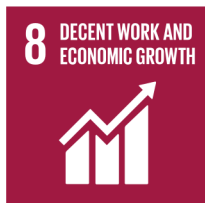
THE GLOBAL GOALS



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



Green SHG Accelerator

- Business Enterprises
- End to End Value Chain Approach
- Design Interventions
- Product Diversification
- Consumer Awareness
- Tech Innovations & Platform Approach





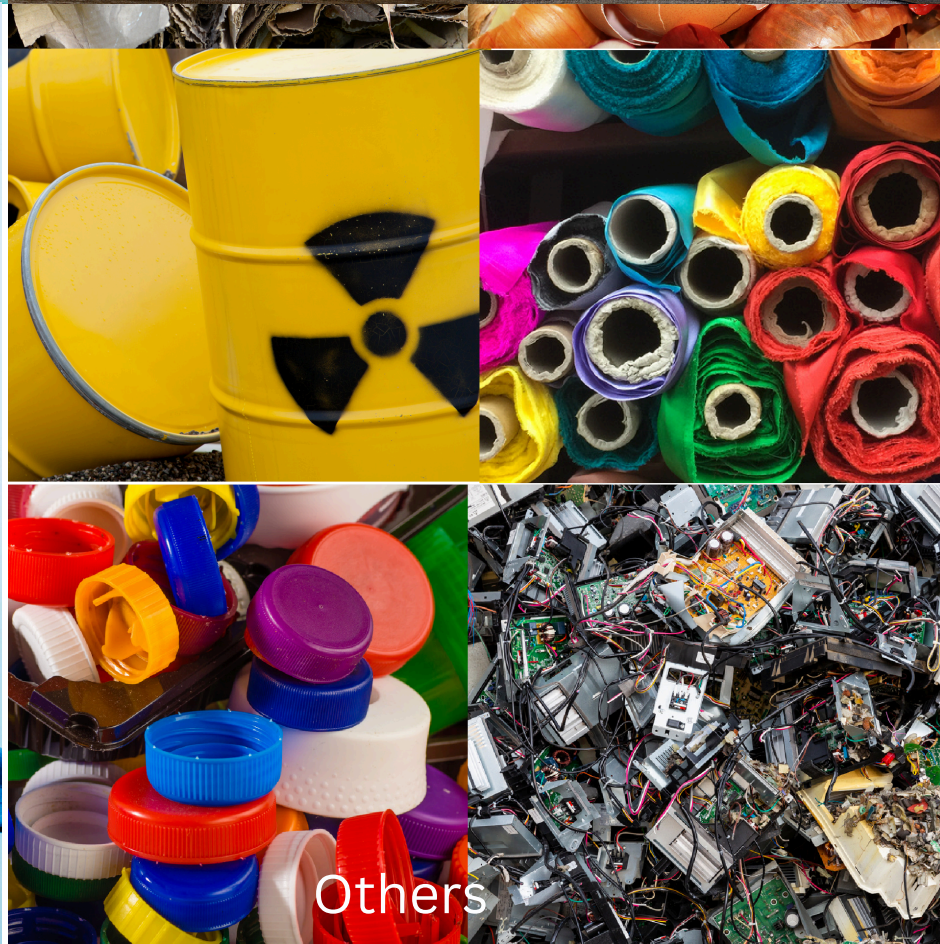
Household Waste



Food Waste



Mixed Waste



Others

Green SHG Accelerator

Metric	Target Focus
SHG Mobilization	Quantitative outreach
Skill Training	Capacity building
Enterprises	Sustainability & Revenue
Green Impact	Waste diverted from landfills

Duration: 12 Months
Coverage: 10 Municipal Corporations
Beneficiaries: 1,000 SHG Women
Enterprises: 100 Created
Green Jobs: 500

Enterprise Opportunities

Textile / Plastic / Paper
Upcycled bags & décor / Utility products / Handmade stationery

Floral / Organic
Natural colours & incense / Compost & garden inputs



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



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



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



Tisser
hand to heart

Creative
Products
Ideation





**WE GENERATE
LIVLIHOODS**





Let's take the leap



contact@tisserindia.com



+91 90824 83515



www.tisser.in, www.tisserindia.com

