



Franchise Opportunity

Establishing a Community-Led Waste Resource &
Innovation Centre

Promoter

Tisser Artisan Trust



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GREEN SCRAPS

“FROM WASTE TO WORTH”

- **WASTE COLLECTION & SEGREGATION HUB**
Bins, waste bags, people sorting) Efficient sorting of discarded materials at Aarey.
- **UPCYCLING & PRODUCT DEVELOPMENT STUDIO**
(Artisans crafting furniture, decor from salvaged wood, plastic) Transforming waste into high-value, sustainable products.
- **SKILL DEVELOPMENT & LIVELIHOOD CENTRE**
Workshop, people learning trades) Empowering local communities with circular economy skills.
- 4 ENVIRONMENTAL EDUCATION SPACE**
Fostering engaged in workshops and sustainable practices. 
- **5 COMMUNITY INNOVATION LAB (UDRI)**
(Makerspace, tools, 3D printer) Developing local solutions for a zero-waste future.

IMPACT & OBJECTIVES

- **Reducing Carbon Footprint**
- **Diverting Waste from Landfill**
- **Creating Green Jobs**
- **Promoting Circularity**

JOIN THE MOVEMENT: RETHINK. REUSE. RECREATE.
PARTNER | COLLABORATE | INNOVATE

A Circular Economy & Waste Resource Centre at Aarey, Mumbai

Establishing a Community-Led Waste Resource & Innovation Centre

What is Green Scraps? It is more than a facility; it is a movement to turn discarded materials into high-value products, jobs, and education. We are creating:

- A waste collection & segregation hub
- An upcycling & product design studio
- A skills & livelihood center
- An environmental education space
- A community innovation lab

Our mission is simple: **From Waste to Worth**. By fostering local innovation and sustainable design, we aren't just cleaning up our city—we are building a blueprint for a zero-waste future right here in Mumbai. **We are looking for partners who share this vision.**

The Triple-Pillar Framework: Tech, Finance, and Convergence

Our Green Scraps model is anchored in a triple-pillar framework of **Tech Alignment**, **Financial Access**, and **Convergence**.

We leverage **Tech Alignment** to replace manual inefficiencies with digital precision—utilizing inventory apps, AI-driven branding, and QR-coded traceability to ensure quality and scalability across all franchise centres.

We bridge the gap to **Financial Access** by formalizing our tribal artisans into Artisan Producer Groups, enabling direct banking linkages, formal credit pathways, and equitable revenue distribution that empowers our artisans as true entrepreneurs rather than mere laborers.

Most importantly, we drive **Convergence** by unifying fragmented sectors—urban waste management, traditional tribal heritage, corporate CSR initiatives, and digital retail—into a singular, cohesive ecosystem. By synthesizing these forces, we move beyond isolated craft practices to create a robust, tech-enabled, and financially self-sustaining circular movement

Executive summary

Green Scraps: Franchise Information Sheet

Transforming Waste into Worth – Pan-India Partnership Opportunity

Green Scraps is a circular economy initiative by Tisser Artisan Trust. We bridge the gap between urban waste management and dignified livelihoods for rural and tribal artisans.

By joining us, you are not just opening a business; you are establishing a community-led, tech-enabled Circular Innovation Centre.

1. Our Partnership Model

We offer a flexible, tiered franchise structure designed to meet you where you are—whether you are an established NGO with existing space or a social entrepreneur looking to build a large-scale enterprise.

Feature	Basic Setup (The Entry Path)	Extended Setup (The Full Hub)
Concept	Focused/Single-Stream	Full Multi-Stream Centre
Ideal Space	200–500 sq. ft.	1,500+ sq. ft.
Production	Single stream (e.g., Fabric OR Bottles)	Multi-stream (Fabric, Bottle, Wood, Metal)
Artisans	5–10 local artisans	25–50 local artisans
Investment	Low (Tool-focused)	Comprehensive (Infrastructure + Machinery)
Best For	NGOs, Community Centres, Startups	Social Enterprises, Corporates, Investors

2. The Tisser Advantage (Promoter Role)

When you partner with us, Tisser Artisan Trust acts as your Promoter and Brand Guardian. We provide the infrastructure, technology, and quality systems that allow you to focus on local execution.

- Brand Licensing: Access to the Green Scraps brand identity and trust.

- **Technical Enablement:** Access to our "Digital SOP Repository" (Cloud-based tutorials for artisans and managers).
- **Quality Assurance:** Standardized audit protocols to ensure consistency across India.
- **National Sales Linkage:** Access to our B2B corporate gifting network and retail channels.
- **Product Innovation:** Continuous delivery of new design patterns and "Trend Kits" to keep your inventory fresh.

3. Our Operational DNA: Tech, Finance, & Convergence

The Green Scraps model is anchored in a triple-pillar framework that differentiates us from traditional craft workshops:

We leverage Tech Alignment to replace manual inefficiencies with digital precision—utilizing inventory apps, AI-driven branding, and QR-coded traceability to ensure quality and scalability.

We bridge the gap to Financial Access by formalizing our artisans into Producer Groups, enabling direct banking linkages and formal credit pathways. Most importantly, we drive Convergence by unifying fragmented sectors—urban waste management, traditional heritage, corporate CSR, and digital retail—into a singular, cohesive ecosystem.

4. How to Get Started

- **Discovery Call:** We conduct a 15-minute alignment call to understand your vision and local waste/artisan landscape.
- **Site Assessment:** We provide a digital checklist to evaluate your proposed space.
- **Tier Selection:** Based on your capacity, we determine if you start with a Basic or Extended setup.
- **The "Starter Box" Shipment:** Once the agreement is signed, we ship your initial franchise equipment and provide digital access to the SOP library.
- **Training & Launch:** Our team conducts a "Train-the-Trainer" session to prepare your local team for Day 1 of production.

Part One – The Opportunity

The Opportunity (The "Why")

We are inviting partners to run a **Green Scraps Centre**—a profitable, circular economy hub that turns waste into high-value artisan products. You aren't just starting a business; you are joining a proven impact model that solves two problems: waste management and artisan livelihood creation.

The Flexible Model (Basic vs. Extended)

We offer two pathways to partnership, depending on your space and resources:

- **The Basic Setup:** Low-entry, light-touch. You can start with your existing space and focus on a single stream (e.g., Fabric Upcycling or Bottle Art). It's perfect for community centers or existing NGOs looking to add a revenue-generating wing.
- **The Extended Setup:** The full 'Hub-in-a-Box' experience. A multi-stream production centre (Fabric, Bottle, Wood, Metal) with 25–50 artisans. This is for entrepreneurs seeking to build a full-scale social enterprise.

The "Promoter" Guarantee (Tisser's Role)

- When you join as a franchise partner, Tisser doesn't just hand you a manual and leave. We act as the **Promoter**, providing the technological backbone, the design language, and the quality assurance that makes 'Green Scraps' a premium brand.

The Bottom Line

- We provide the 'Starter Kit'—the tools, the training, and the digital SOPs—so you don't have to reinvent the wheel. You focus on local operations; we focus on the brand, the product innovation, and the national sales strategy.
- We get Tech enabled for transparency and amplification
- We promote convergence and extend financial access

Part Two : Tisser Artisan Trust’s Role as Promoter

Responsibility	Role Detail
Brand Licensing	Granting the right to use the "Green Scraps" brand, which carries the trust and credibility of Tisser Artisan Trust.
Technical Enablement	Providing the "Hub-in-a-Box" starter kits and access to the cloud-based digital SOP repository (CraftTech tutorials).
Product Innovation	Continuously releasing new product designs, patterns, and "Trend Kits" so the local Centre doesn't get stagnant.
Quality Assurance	Conducting periodic remote/physical audits to ensure the Green Scraps quality standard is met across all India locations.
National Sales Link	Aggregating bulk orders from national B2B clients and allocating them to the relevant franchise Centres based on capacity.
Artisan Training	Providing the curriculum and digital training materials to "train the trainers" at the local Centre.

Part Three : Structuring the "Tiered" Model

Feature	Basic Setup (Existing Space)	Extended Setup (Full Centre)
Scope	Single Stream (e.g., Fabric only)	Multi-Stream (Fabric, Bottle, Wood, Metal)
Space Req.	200–500 sq. ft.	1,500+ sq. ft.
Artisans	5–10	25–50
Investment	Low (Tool-focused)	Higher (Infrastructure & Machinery)
Ideal For	Existing NGOs, Community Centres	Social Entrepreneurs, Corporates

Part Four: Technical Details

Studio Setup

To manage a small, light-weight setup, we will utilize a "U-Flow" layout design (Receiving → Processing → Studio → Dispatch) to prevent cross-contamination and bottlenecks.

Station	Focus Area	Essential Tools/Infrastructure
Fabric	Patchwork & Upcycling	Industrial sewing machines, fabric shredder (for stuffing), rope-making machine.
Bottles	Cutting & Trimming	Manual glass bottle cutters, rotary tools (for smoothing edges), painting/decoupage station.
Wood	Reclamation	Claw hammers/crowbars (de-nailing), orbital sanders, natural waxes/polishes.
Metal	Scrap Processing	Hand-held metal files, wire cutters, cleaning brushes, sorting bins (light-duty processing).

Shed Requirements: The workspace requires 1,500–2,500 sq. ft. partitioned into four distinct zones to ensure safety, ventilation, and efficiency

Sponsoring Green Scraps provides Rotary with a high-impact, visible platform:

- **Environmental Impact:** Direct contribution to waste diversion and environmental health in Aarey.
- **Vocational Training:** Creates dignified livelihoods for 50 local tribal women, directly addressing Rotary’s focus on economic development.
- **Measurable Success:** The hub provides a "dashboard of impact" (tonnage diverted, livelihoods created) suitable for Rotary district reports.
- **High Visibility:** The center serves as a branded community lab, showcasing Rotary’s commitment to modern, sustainable innovation.

Institutional setup

A formal Artisan Producer Group (APG). This model ensures the women are not just laborers, but collective owners of their craft.

- **Structure:** A co-operative-style governance model where women are grouped into four teams based on their stream (Fabric, Bottle, Wood, Metal).

- **Production Management:** Each group elects a "Team Lead." The Hub Manager (appointed by Tisser) coordinates with these Team Leads to plan production cycles based on market demand.
- **Skill Ladder:** Artisans are paid based on a "Skill Level" system (Apprentice, Skilled Artisan, Master Artisan/Trainer). This encourages the women to learn more techniques and take on more responsibility, increasing their earning potential over time.

Sustainability

To ensure longevity, the centre will operate on a "Waste-to-Worth" model where revenue is generated from:

- **Retail:** Selling upcycled products made by the tribal artisans.
- **Services:** Offering workshops for corporate team-building or school visits.
- **Scaling:** This model is designed to be a "Hub-in-a-Box," meaning once established, it can be replicated in other districts by Rotary Clubs.

Marketing & Sales Strategy

Our strategy utilizes an **Omnichannel Approach:**

- **B2B (Corporate Gifting):** Utilizing the "Green Scraps" story to secure bulk eco-gifting orders.
- **B2C (Retail):** Tisser's existing store in Aarey acts as the primary showroom, supported by a digital E-commerce presence.
- **Experiential:** Converting the centre into an educational destination for workshops, providing an additional revenue stream through "learning experiences."

Part Six : Franchise Model

1. The Financial Model:

- Basic amount - Initial Franchise/Onboarding Fee: Covers the cost of the "Starter Kit," initial training, and site assessment.
- Growth amount – Limited percent of sales to support centre growth with Tech / finance / designs
- When Tisser lands a large B2B corporate order, Tisser takes a Sales Management Fee (e.g., 10–15%) for managing the client, and distributes the production work to various centres.

2. Operational Sustainability: The "Train-the-Trainer" Model

- Master Trainer Certification: Tisser creates a certification program. We train *one* manager from the franchisee's team to be a Master Trainer. They are then responsible for training their local artisans.
- Digital SOPs Everything must be digital. If a center has a problem (e.g., "how to use the shredder?"), they don't call us —they access the Tisser Digital Library.
- Remote Auditing: Digital Dashboard" where centres upload photos/videos of their output weekly. Use AI or a junior coordinator to flag quality issues remotely.

3. The "Platform" Strategy

- Tisser's Core Responsibilities
 - Brand development & national marketing.
 - Product design (new collections).
 - B2B client acquisition (getting the big orders).
 - Digital infrastructure (the App/Dashboard).
- Franchisee's Core Responsibilities
 - Daily centre operations & waste collection.
 - Artisan HR & payroll.
 - Local sales.
 - Maintaining the facility.



Annexure 1. Facility Layout: The "U-Flow" Design

For a medium-sized facility (roughly 1,500–2,500 sq. ft. for 25–50 people), adopt a "U-shaped" workflow to prevent cross-contamination and bottlenecks.

- **Zone A: The Receiving Hub (Entrance)**
 - **Function:** Waste drop-off, initial weigh-in, and rough segregation.
 - **Setup:** Large, color-coded bins and digital weighing scales. Keep this zone near the entrance to ensure "dirty" waste never enters the "making" zone.
- **Zone B: The Prep & Processing Zone (The "Engine")**
 - **Function:** Cleaning, shredding, and material refinement.
 - **Setup:** This area requires high ventilation and industrial machinery. Use localized extraction systems to keep dust contained.
- **Zone C: The Craft Studio (The "Heart")**
 - **Function:** Designing, sewing, assembling, and prototyping.
 - **Setup:** Well-lit, clean, and organized. This is where your artisans will spend 80% of their time. Tables should be modular to allow for group workshops or individual work.
- **Zone D: Quality & Packing (Dispatch)**
 - **Function:** Quality check, branding, and packaging.
 - **Setup:** Located near the exit to ensure finished goods are never carried back through the "messy" zones.

Studio Layout :

Bottle Upcycling (The Craft Studio)

- Operations: Cutting, trimming, painting/decoupage.
- The "Light" Setup:
 - Bottle Cutters: Manual glass bottle scoring and cutting kits (table-top).
 - Trimming: Hand-held Dremel or rotary tool with diamond-grit bits for smoothing edges (safer than grinding).
 - Finishing: Sandpaper blocks (various grits).
 - Painting Station: Drying racks (vertical racks to save space), stencils, acrylic paints, brushes, and sponges.

Plastic Wrapper Weaving (The Loom Station)

- Operations: Cleaning, stripping, weaving.

- The "Light" Setup:
 - Preparation: Large, wide tables for flat-cutting wrappers into uniform strips.
 - Weaving: Table-top looms or rigid heddle looms (manual). These are compact and do not require electricity.
 - Finishing: Crochet hooks and large embroidery needles for tucking in ends.
 - Cleaning: Large basins for washing/sanitizing plastic wrappers before processing (crucial for hygiene).

Fabric Upcycling (The Sewing Hub)

- Operations: Patchwork, assembly, repair, upcycling.
- The "Light" Setup:
 - Cutting: Industrial-grade fabric scissors and rotary cutters (manual) with self-healing cutting mats.
 - Assembly: Heavy-duty, single-needle lockstitch machines (e.g., Juki or similar). These are standard and easy to repair.
 - Ironing: A dedicated steam-ironing station (essential for professional finish).
 - Storage: Vertical racking units for fabric scraps (organized by color or material type).

Reclaimed Wood (The Finishing Station)

- Operations: De-nailing, light sanding, finishing.
- The "Light" Setup:
 - Preparation: Crowbars and claw hammers for manual de-nailing (removes the "heavy" need for complex saws).
 - Sanding: Hand-held orbital sanders (these are light, effective, and create a smooth finish).
 - Fastening: Manual clamps and hand-drills (cordless, light-duty).
 - Finishing: Natural waxes or polishes (avoid toxic spray paints).

Annexure: 2 The "Universal" Infrastructure (For 25-50 Women)

Regardless of the stream, you will need a basic "Common Setup":

Category	Requirement	Why?
Zoning	Dedicated workstations with 3-4 feet of space between	Prevents "stream cross-contamination" (e.g., wood dust landing on fabric).
PPE Kit	Dust masks (N95), safety goggles, and apron	Non-negotiable for safety, especially with wood sanding and glass cutting.
Lighting	Task-based LED lighting	High-quality light is essential for fine craft and embroidery work.
Inventory	Plastic crates/bins	Keep raw materials separate from finished goods.