

Project Proposal for funding
**Establishing a Community-Led Waste
Resource & Innovation Centre**



Tisser
hand to heart

Submitted by 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

Project Aarey-Circular: 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 and can fund our nationwide centres

By sponsoring a Green Scraps centre, you are providing the infrastructure for circularity. You are enabling 25–50 women to gain dignified, circular-economy skills. You are giving our community a physical space to learn and innovate. And you are creating a measurable, scalable blueprint that can be replicated by Rotary clubs across India.

The Vision: From Waste to Worth

Green Scraps is a sustainable waste resource and innovation centre designed to bridge the gap between urban waste management challenges and the need for dignified artisan livelihoods. We are seeking a strategic partnership to launch a hub that transforms discarded materials into high-value assets while empowering local communities.

Alignment with Rotary's Areas of Focus

Our model is built on core values:

- **Environmental Sustainability:** By diverting waste from landfills and promoting a circular economy, we directly address local environmental health.
- **Vocational Training & Economic Development:** Our centers are specifically designed to empower 25–50 women artisans with circular economy skills, ensuring they gain financial independence through craftsmanship.
- **Community Innovation:** The Green Scraps hub acts as a community innovation lab, fostering educational opportunities and sustainable solutions.
- **Prioritizes specific causes, and Green Scraps fits perfectly into two of their most significant pillars:** Environmental Sustainability: By establishing a hub that diverts waste from landfills and promotes circularity. Community Economic Development:

Your model is not just about waste—it is fundamentally about "creating livelihoods" and "empowering local communities with circular economy skills". This aligns with Rotary's goal to fight poverty and provide vocational training to marginalized groups.

Green Scraps provides a "dashboard of impact" that is easy to quantify:

- **Volume Metrics:** You can report on the exact tonnage of waste diverted from landfills per month.
- **Livelihood Metrics:** You can provide clear counts on the number of "Green Jobs" created and the number of women trained in artisan skills.
- **Educational Reach:** The "Environmental Education Space" serves as a venue for Rotarians to host school visits and community workshops, providing another layer of reportable engagement.

A Green Scraps center acts as a physical "landmark" of sustainability, offering high-visibility branding . The center can serve as a branded community innovation lab, with signage acknowledging . **Volunteer Opportunities:** Your center provides a recurring space where volunteer to mentor artisans, facilitate workshops, or organize local waste collection drives. **Inauguration & PR:** The opening of a Green Scraps center offers a significant public relations opportunity, positioning innovative leader in modern sustainability and circular economy solutions.

Because Green Scraps is designed as a "Franchise" model.

The Pilot-to-Network Path: They can start by sponsoring one "Hub-in-a-Box" in their district. If successful, they have a proven, turn-key model to recommend to other Rotary districts across India, significantly amplifying their footprint. **Standardized Quality:** Because you provide the "Franchise Starter Kit," the Rotary Club can be confident that their investment is going toward a standardized, professional, and reliable setup rather than a loosely defined experiment.

The Impact Framework

By sponsoring a Green Scraps center you will be championing measurable social and environmental progress, **Waste Diversion:** Every hub is optimized to divert tonnage of waste from local landfills monthly. **Green Jobs:** Each center provides dignified, sustainable livelihoods for 25–50 women artisans, creating a local economic engine. **Scalable Model:** We utilize a "Hub-in-a-Box" franchise model, meaning the impact of your investment can be standardized, replicated, and reported with complete transparency.

PROPOSAL: Green Scraps Circular Economy Hub, Aarey

"From Waste to Worth: Empowering Community, Preserving Aarey"

Project Vision

Green Scraps into a model of urban circularity. This centre will function as a "Circular Maker Studio," turning discarded materials into high-value products to foster local livelihoods, environmental awareness, and a zero-waste future.

Operational Stations & 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.

Budget (Cap: ₹15 Lakhs)

This budget balances the initial CAPEX (infrastructure and tools) with the initial training and operational costs for 50 artisans.

Item	Estimated Cost (INR)	Notes
Facility Fit-out	₹4,00,000	Shed renovation, ventilation, electrical/lighting, flooring.

Green Scrap Proposal

Item	Estimated Cost (INR)	Notes
Starter Kits & Machinery	₹6,00,000	Sewing machines, shredders, rope machines, manual tools.
Safety & PPE	₹1,00,000	Masks, goggles, aprons, fire safety.
Training & Initial OPEX	₹4,00,000	Training for 50 tribal women, initial material logistics.
Total	₹15,00,000	

Timeline & Gantt Chart

This project follows a 12-week (3-month) implementation plan.

Activity	W1-2	W3-4	W5-6	W7-8	W9-10	W11-12
Site Fit-out & Layout	X	X				
Machinery Procurement		X	X			
Recruitment & Induction			X	X		
Safety/Skills Training				X	X	
Prototyping & QC					X	X
Launch						X

Sponsoring Green Scraps provides 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.

Sustainability Strategy

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.

Institutional Model & Financial Sustainability

The Center Producer Group (CPG)

The 50 centre women will be organized into a **Producer Group**. This co-operative structure encourages shared ownership and accountability. Teams will be grouped by production stream, managed by local Team Leads, and incentivized through a skill-based "Master Artisan" progression system.

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."

The Sustainability Waterfall

We follow a 20/80 principle to ensure the centre funds itself.

Category	Allocation	Purpose
Direct Production	40%	Artisan wages & raw materials.

Green Scrap Proposal

Category	Allocation	Purpose
Marketing/Sales Agency	20%	Retainer + Performance fees for lead gen and sales.
Centre Operations	20%	Utilities, maintenance, and logistics.
Reinvestment Fund	20%	New tool acquisition & Community Welfare Fund.

Project details

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.

Tools & Equipment

Category	Essential Equipment
Preprocessing	Shredders (for textile/plastic), industrial cutters, heavy-duty shears, cleaning blowers.
Manufacturing	Industrial sewing machines (heavy duty), heat press (for bonding recycled fabrics), 3D printers (if focused on plastic upcycling), modular workbenches.

Category	Essential Equipment
Safety & PPE	Industrial-grade dust masks, gloves, aprons, safety goggles, fire extinguishers, and first-aid kits.
Digitization	Tablets/Computers for inventory tracking, digital scales for production logging.

Financial Framework: CAPEX vs. OPEX

CAPEX (Initial Capital Expenditure)

- **Infrastructure:** Building renovation (ventilation, lighting, electrical upgrades), flooring, and partitioning.
- **Machinery:** One-time purchase of shredders, industrial sewing units, and storage racking.
- **Compliance:** Licenses (Pollution Control Board, trade licenses), fire safety certifications.
- **Digital Tools:** Inventory management software and hardware to digitize the "CraftTech" workflow.

OPEX (Monthly Operational Expenditure)

- **Labor (Highest Cost):** Wages for artisans, a dedicated facility supervisor, and a quality control lead.
- **Logistics:** Transportation of raw waste to the center and finished goods to the market.
- **Utilities:** Electricity (high usage for industrial machinery) and water/sanitation.
- **Consumables:** Thread, needles, packing materials, machine spare parts, and PPE replenishment.



Operational and Financial blueprint

The Institutional Model: The Center Producer Group"

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.

The Financial Sustainability Loop

To ensure profit flows back to the center, we will implement a "Sustainability Waterfall" for every product sold.

1. Revenue Generation: Sale of product.
2. Direct Costs: Raw material procurement (if any) and logistics.
3. Third-Party Marketing/Sales: Fixed allocation to external agencies for reach.
4. Artisan Wages: Paid directly to the Producer Group.
5. Center Surplus: The remainder stays with the Green Scraps Hub.

Where does the "Center Surplus" go?

- Infrastructure Fund: 50% of the surplus is locked for machine maintenance, electricity, and tool upgrades.
- Community Welfare Fund: 30% goes back to the tribal community (e.g., health camps, children's education).
- Reserve Fund: 20% acts as a safety net for slow-sales months.

Sales & Marketing Budget (The "Waterfall" Model)

When selling a product, it is standard practice to allocate a specific percentage to sales and marketing. We recommend a "20/80 Rule" to ensure the center remains profitable.

- Sales/Marketing Budget: 20% of the total revenue per unit is set aside for the marketing/sales agency.
- Operational Budget: 80% remains for production, artisans, and center maintenance.

Annual Allocation Example (Hypothetical ₹10 Lakhs Annual Revenue)

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Category	Allocation	Budget (INR)	Purpose
Direct Production	40%	₹4,00,000	Artisan wages & materials.
Marketing/Sales Agency	20%	₹2,00,000	Retainer + Performance fees for digital ads, PR, and lead gen.
Centre Operations	20%	₹2,00,000	Utilities, maintenance, and logistics.
Reinvestment Fund	20%	₹2,00,000	New tool acquisition & Community Fund.