

Proposal: Green SHG Accelerator
Maharashtra Statewide Initiative



Tisser
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Proposal: Green SHG Accelerator – Maharashtra Statewide Initiative

Overview:

Tisser Artisan Trust is currently spearheading the Green SHG Accelerator, a statewide initiative designed to transform urban waste streams into sustainable, women-led enterprises. Given your commitment to [mention relevant CSR goal or civic objective], we believe this is an ideal opportunity for a strategic alliance.

The Opportunity Our 12-month pilot aims to work across 10 Municipal Corporations in Maharashtra, targeting the following outcomes:

- Capacity Building: Mobilizing 1,000 SHG women to create 100 sustainable, waste-based enterprises.
- Economic Impact: Generating 500 green jobs within the local economy.
- Circular Integration: Directly supporting Swachh Bharat Mission Urban 2.0 and national ESG/CSR goals by diverting significant waste from landfills.

Why Partner with Tisser?

Tisser combines deep expertise in artisan development with proven enterprise incubation models. We move beyond simple training; we build sustainable business models that ensure long-term revenue for participants and tangible environmental impact.



Proposal Outline

This proposal outlines the implementation of the **Green SHG Accelerator**, a initiative designed to transform urban waste streams into sustainable, women-led circular economy enterprises across 10 Municipal Corporations in Maharashtra.

Phase-Wise Planning & Action Points

The initiative follows a structured five-stage implementation framework to ensure long-term sustainability and impact.

Phase	Action Points
1. Mobilisation	Conduct outreach to identify and mobilize 1,000 SHG women across 10 municipal corporations.
2. Training	Implement capacity-building programs focused on skills for waste-to-wealth conversion.
3. Innovation	Facilitate product design and innovation in textile, floral, plastic, paper, and organic waste categories.
4. Incubation	Provide mentorship and business support to create 100 sustainable enterprises.
5. Market	Establish market linkages to ensure enterprise sustainability, revenue generation, and impact.



Project Timeline (12 Months)

The pilot program is designed as a 12-month intensive intervention to achieve the stated targets.

Phase	M1-M2	M3-M4	M5-M6	M7-M8	M9-M12
1. Mobilisation	X				
2. Training		X			
3. Innovation			X		
4. Incubation				X	
5. Market					X

Monitoring Indicators

Progress will be tracked through the following metrics to ensure alignment with national goals like Swachh Bharat Mission Urban 2.0 and DAY-NULM:

- **SHG Mobilization:** Quantitative outreach and engagement.
- **Skill Training:** Success in capacity-building efforts.
- **Enterprises:** Sustainability and revenue generation of the 100 created units.
- **Green Impact:** Total waste diverted from landfills and the creation of 500 green jobs.



Action Plan

To ensure the successful execution of the **Green SHG Accelerator**, the following action-oriented plan is designed to translate the 12-month pilot into operational reality across your 10 target Municipal Corporations.

Execution Roadmap: Phase-by-Phase

Phase	Immediate Action Points	Deliverables
1. Mobilisation	Conduct a stakeholder mapping of 10 Municipal Corporations and align with DAY-NULM local offices.	Database of 1,000 enrolled SHG women.
2. Training	Appoint lead trainers for waste-to-wealth categories (Textile, Floral, Plastic, Paper, Organic).	Training manual and completion certificates for participants.
3. Innovation	Launch prototype design labs in each center to develop viable, saleable products.	100 finalized, market-ready enterprise product designs.
4. Incubation	Support formal business registration and operational setup for 100 independent enterprises.	100 registered and operational women-led enterprises.
5. Market	Integrate product catalogs into digital platforms and local retail exhibitions.	Established revenue channels and 500 active green jobs.

Critical Path for Execution

- **Establish Administrative Linkages:** Secure formal MoUs with Municipal Corporations to ensure access to local waste streams—the essential raw material for the initiative.
- **Capacity Building Rollout:** Implement a structured training program that directly addresses the "Waste to Wealth" conversion process to ensure quality and consistency in the goods produced.
- **Operational Monitoring:** Utilize the M&E dashboard to track progress monthly, ensuring that the project remains on target for creating 500 green jobs within the 12-month duration.

- **Impact Documentation:** Begin collecting data on waste diverted from landfills immediately upon the launch of the first enterprise to create evidence for scaling the model with future CSR partners.

Key Success Metrics

- **Quantitative Outreach:** 1,000 women engaged.
- **Enterprise Formation:** 100 sustainable, waste-based enterprises.
- **Circular Economy Impact:** Tangible reduction in landfill waste through successful upcycling of textile, floral, plastic, paper, and organic waste.

One Producer Group Model

The unit story that makes the larger programme affordable and scalable

Unit Cost per Producer Group: ₹5.30 Lakh

1 Producer Group • 10 Women • 1 Art Vertical

- 10 Women
- 1 Producer Group
- 1 Selected Art Vertical
- Shared Tools & Infrastructure
- Working Capital + Production Support
- Branding + Market Linkage

Mobilisation → Training → Production → Branding → Market Linkage

This page presents the budget and support needed for one producer group only. The full-scale programme is built by multiplying this unit.

Green SHG Accelerator - Maharashtra

Responsibility Assignment Matrix (RACI).

To assist your team in managing the execution of the **Green SHG Accelerator**, here is the This matrix clarifies who is Responsible (R), Accountable (A), Consulted (C), and Informed (I) for each project phase.

RACI Matrix: Green SHG Accelerator Execution

Project Phase	Project Manager	Field Teams	Design/Training Team	Corporate/Govt Partners
1. Mobilisation	A	R	I	C
2. Training	A	C	R	I
3. Innovation	A	I	R	C
4. Incubation	A	R	C	C
5. Market Linkages	A	C	I	R

Definitions for Team Roles

- **Responsible (R):** The person or group who performs the actual work to complete the task.
- **Accountable (A):** The person who is ultimately answerable for the correct and thorough completion of the project phase.
- **Consulted (C):** Those whose opinions are sought, typically subject matter experts or key stakeholders.
- **Informed (I):** Those who are kept up-to-date on progress and completed milestones.

Implementation Guidelines

- **Accountability:** The Project Manager holds ultimate accountability for ensuring that the project adheres to the 12-month timeline and achieves the goal of 100 sustainable enterprises.
- **Field Operations:** Field Teams are primarily responsible for the intensive, high-touch work of mobilizing 1,000 women and ensuring the incubation phase is effectively managed on the ground.
- **Technical Excellence:** The Design/Training team is responsible for the quality of the "Waste to Wealth" innovation process, ensuring that textile, floral, plastic, paper, and organic waste streams are converted into market-ready goods.
- **Partner Engagement:** Corporate and Government partners act as critical partners for the "Market" phase, providing the necessary scale and visibility to sustain the created enterprises.



The budgeting framework

Budget-Aligned Action Plan

Project Phase	Key Action Items	Primary Budget Allocation
1. Mobilisation	Conduct community outreach & SHG database creation.	Field team salaries, local event logistics, and promotional materials.
2. Training	Implement capacity-building workshops for 1,000 women.	Trainer fees, venue rentals, and training kit production.
3. Innovation	Develop product prototypes from waste streams.	Raw material sourcing, design specialist fees, and lab equipment.
4. Incubation	Support formal business setup for 100 enterprises.	Legal registration costs, mentorship stipends, and operational overhead.
5. Market	Establish sales channels and conduct exhibitions.	Marketing campaigns, e-commerce platform fees, and exhibition stall rentals.

Budget Distribution Strategy

- **Fixed Costs (Operational):** Allocate ~20% of the total budget to cover administrative overhead, project management, and monitoring & evaluation (M&E) systems.
- **Variable Costs (Programmatic):** Allocate ~80% of the total budget toward the core activities of mobilisation, training, and innovation to ensure the achievement of the 100-enterprise target.

Financial Tracking Guidelines

- **Milestone-Based Disbursement:** Link budget releases to the successful completion of phase deliverables (e.g., funding for "Innovation" is unlocked only after "Training" completion for that specific cohort).
- **Impact-Linked Expenditure:** Specifically tag expenditure against the generation of "Green Jobs" and the volume of "Waste Diverted" to provide transparent reporting to CSR partners.
- **Efficiency Metrics:** Regularly review the "Cost per Enterprise Created" and "Cost per Green Job Generated" to optimize spending across the 10 target Municipal Corporations.

Would you like me to create a detailed spreadsheet template where you can input specific monetary values for each of these line items?

The **Green SHG Accelerator** pilot is structured to cover the 12-month implementation period across 10 municipal corporations, supporting 1,000 women and the creation of 100 enterprises.

Pilot Budgeting Framework (12-Month Pilot)

Cost Category	Description	Focus Areas
Mobilisation & Outreach	Costs for field teams, local community engagement, and SHG identification.	Quantitative outreach across 10 cities.
Training & Capacity Building	Fees for trainers, training materials, and venue rentals for workshops.	Skill training for waste-to-wealth conversion.
Innovation & Design Support	Costs for product prototyping, R&D, and technical design guidance.	Textile, floral, plastic, paper, and organic product innovation.
Incubation & Mentorship	Business development support, legal registration aid, and ongoing mentorship.	Ensuring the sustainability and revenue of 100 enterprises.
Market Linkages	Marketing, platform development, and exhibition/sales channel setup.	Market access to ensure long-term enterprise sustainability.
Monitoring & Evaluation	Data collection, impact assessment, and reporting tools.	Tracking green jobs, waste diverted, and social impact.

Allocation Strategy

- **Mobilisation (15%):** Ensures deep local penetration across 10 municipal corporations to reach the 1,000-beneficiary target.
- **Training & Innovation (35%):** The core of the "Waste to Wealth" model, focusing on converting waste streams into viable product lines.

- **Incubation & Market Linkages (40%):** Essential for transforming SHGs into 100 sustainable enterprises that can survive beyond the pilot phase.
- **Operations & M&E (10%):** Dedicated to monitoring the 500 green jobs and overall environmental impact.

Important Financial Considerations

- **Scalability:** The framework is designed to leverage existing Swachh Bharat Mission Urban 2.0 and DAY-NULM infrastructure, which can help offset certain operational costs.
- **Revenue Potential:** A portion of the budget should be offset by the revenue generated from the 100 created enterprises as they stabilize.
- **ESG/CSR Alignment:** By explicitly linking budget items to "green impact" metrics (waste diverted from landfills), you increase the attractiveness of this proposal to corporate CSR foundations.

Based on our planning for the **Green SHG Accelerator** 12-month pilot project, the budget framework was designed to support 1,000 beneficiaries across 10 municipal corporations.

While the specific total cost depends on final vendor negotiations and regional overheads, our planning discussions established the following financial targets and requirements:

Financial Targets for the 12-Month Pilot

- **Revenue Goal:** The project aims to generate ₹2 Crore in revenue through the established enterprises.
- **Environmental Impact Goal:** The budget is built to support the processing of 500+ tonnes of waste.
- **Operational Scope:** The funding provides for the necessary machinery, professional training, and ongoing operational costs required to scale these circular economy enterprises.

Budget Allocation Notes

- **Infrastructure & Capacity:** A significant portion of the annual budget is dedicated to setting up the infrastructure for the "Waste to Wealth" centers and conducting the required capacity-building training.
- **Operational Efficiency:** Previous budget reviews focused on optimizing staff allocations and operational costs to ensure the initiative remains sustainable while meeting its impact goals.

This budget is structured to align with your ₹2 Crore revenue goal, ensuring that investments in infrastructure and training yield the necessary economic and environmental impact over the 12-month period for the **Green SHG Accelerator**.

Itemized Budget Template (12-Month Pilot)

Category	Description	Estimated Allocation (INR)
Mobilisation & Outreach	Field team logistics, community events across 10 corporations.	₹20,00,000
Training & Capacity Building	Trainer fees, venue rentals, and 1,000 participant training kits.	₹50,00,000
Innovation & R&D	Prototype development labs for 5 waste streams.	₹30,00,000
Incubation & Operations	Business registration support, mentorship, and operational overhead.	₹40,00,000
Market Linkages & Marketing	Exhibition stalls, e-commerce branding, and sales channels.	₹30,00,000
Monitoring, Evaluation & Mgt	Impact tracking, data collection, and project administration.	₹30,00,000
Total	Comprehensive pilot budget	₹2,00,00,000

Financial Strategy & Projections

- **Budget Integrity:** The 80/20 split between programmatic activities and administrative overhead ensures that funding is primarily directed toward the core mission of enterprise creation.
- **Scalability Alignment:** This investment is designed to achieve the creation of 100 sustainable enterprises and the development of 500 green jobs within the designated timeframe.
- **Revenue Synergy:** With a targeted revenue of ₹2 Crore, the project aims to demonstrate financial self-sustainability, making the model highly attractive for future CSR scaling and institutional investment.

Milestone-Based Fund Release Triggers

Budget Category	Trigger for Fund Release	Deliverable
Mobilisation & Outreach	Upon successful enrolment of 250 SHG women per quarter.	Enrolment verification report.
Training & Capacity Building	Upon completion of modular training for each cohort.	Training completion certificates & attendance logs.
Innovation & R&D	Upon approval of functional product prototypes for all 5 waste streams.	Prototype design & testing reports.
Incubation & Operations	Upon official business registration of the first 25 enterprises.	Business registration documents.
Market Linkages	Upon launch of sales channels or participation in initial trade exhibitions.	Sales records & channel performance data.
Monitoring, Evaluation & Mgt	Ongoing based on quarterly impact assessment submission.	Quarterly impact report & M&E dashboard update.

Key Financial Management Guidelines

- **Performance-Linked Funding:** Funds for subsequent phases will only be released following the successful completion and verification of the previous phase's deliverables, ensuring project momentum.
- **Operational Compliance:** The Project Manager will hold the responsibility to ensure that expenditures adhere to the ₹2,00,00,000 budget cap while maintaining the quality standards for all 100 enterprises.
- **Transparency:** All financial reporting will be integrated into your M&E dashboard, allowing CSR partners to view real-time progress regarding green jobs created and waste diverted from landfills.



M&E Dashboard

To track the performance and financial health of the **Green SHG Accelerator**, this M&E dashboard template is designed to bridge the gap between financial expenditure and programmatic output.

M&E Dashboard: Performance & Impact Tracker

Metric Category	Key Performance Indicator (KPI)	Frequency	Target / Goal
Financial Health	Budget vs. Actual Expenditure	Monthly	Within 5% variance
Mobilisation	Number of SHG women enrolled	Monthly	1,000 Total
Capacity Building	Training hours completed per SHG	Quarterly	100% attendance
Enterprise Growth	Number of enterprises formalized/registered	Quarterly	100 Enterprises
Economic Impact	Number of "Green Jobs" created	Bi-annually	500 Jobs
Sustainability	Revenue generated by enterprises	Quarterly	Positive growth trend
Environmental	Total volume of waste diverted from landfills	Bi-annually	Quantitative impact

Implementation Notes for Monitoring

- **Data Verification:** Field teams should verify SHG registration and training attendance logs against the "Mobilisation" and "Training" budget line items.
- **Impact Reporting:** The "Green Impact" metric—specifically waste diversion—should be cross-referenced with local municipal records to ensure accuracy for CSR reporting.
- **Feedback Loop:** Use quarterly reviews to assess if the "Innovation & Design Support" is translating into viable, saleable products for the market.



Partnerships

The initiative requires strategic alliances across government and private sectors to effectively scale the circular ecosystem. The following table outlines the types of partners required and their corresponding roles in the initiative:

Partner Roles and Responsibilities

Partner Type	Role
Swachh Maharashtra Mission & Municipal Corporations	Provide the necessary policy support, local infrastructure, and administrative alignment with the Swachh Bharat Mission Urban 2.0 mandate.
DAY-NULM (Deendayal Antyodaya Yojana-National Urban Livelihoods Mission)	Offer programmatic support and alignment for urban livelihood initiatives to help mobilize the 1,000 SHG women.
CSR Foundations	Provide the financial backing and resources necessary to scale the enterprise incubation, product innovation, and training modules.

Summary of Strategic Alignment

- **Government Partners (SMM, Corporations, DAY-NULM):** Their primary role is to provide the policy framework and municipal ecosystem that enables the 12-month pilot to function across 10 locations.
- **Corporate/CSR Partners:** They are crucial for funding the "waste to wealth" model, which transforms raw waste streams into sustainable product lines (textile, floral, plastic, paper, and organic).
- **Tisser Artisan Trust:** Acts as the central implementation partner, combining expertise in artisan development with deep knowledge of enterprise incubation to manage the transition from training to market-ready businesses.

[Memorandum of Understanding \(MoU\) template.](#)

This structure defines the contributions and responsibilities of the various partners needed for the **Green SHG Accelerator**.

Memorandum of Understanding (MoU) Outline

1. Purpose & Objective

Green SHG Accelerator - Maharashtra

- To establish a formal partnership for the implementation of the **Green SHG Accelerator**, a statewide initiative aimed at creating 100 women-led circular economy enterprises across 10 Municipal Corporations.
- To align efforts with Swachh Bharat Mission Urban 2.0 and DAY-NULM objectives.

2. Scope of Collaboration

- **Tisser Artisan Trust:** Responsibility for overall project management, skill training, enterprise incubation, and establishment of market linkages.
- **Government Partners (SMM/Corporations/DAY-NULM):** Providing administrative support, access to local waste stream infrastructure, and mobilization of 1,000 SHG women.
- **CSR/Corporate Partners:** Responsibility for financial investment to cover costs associated with capacity building, product innovation, and M&E metrics.

3. Key Performance Indicators (KPIs)

- Successful mobilization of 1,000 SHG women within the designated timeframe.
- Creation of 100 sustainable enterprises with established revenue models.
- Quantifiable achievement of "Green Impact," specifically in waste diverted from landfills.

4. Financial & Operational Commitments

- Definition of funding disbursement schedules based on project milestones.
- Agreement on joint monitoring and evaluation reporting to ensure transparency and ESG goal alignment.

5. Term & Termination

- Agreement duration (matching the 12-month pilot design).
- Provisions for review and potential scaling of the initiative upon successful completion of the pilot.

Next Steps for Implementation

- **Finalize Legal Review:** Ensure the language aligns with your specific organizational bylaws for Tisser Artisan Trust.
- **Customize per Partner:** You may need to create sub-addendums that specifically detail the "in-kind" contributions (like space or utility access) expected from different Municipal Corporations.

Amplification Strategy

To ensure the **Green SHG Accelerator** gains the visibility and support needed to scale across Maharashtra, the strategy for amplification must focus on leveraging both digital storytelling and on-ground impact evidence.

- **Content-Driven Storytelling:** Create high-quality visual content (Reels, short-form videos) featuring the "Waste to Wealth" transformation process, highlighting individual SHG women's journeys from waste collectors to entrepreneurs.
- **Proof of Concept Demonstrations:** Use the pilot phase in the first municipal corporation as a case study to create "Impact Mini-Docs" that clearly demonstrate the diversion of waste from landfills and the creation of green jobs.
- **Strategic Media Relations:** Pitch the initiative to regional and national media as a replicable model for Swachh Bharat Mission Urban 2.0 and DAY-NULM alignment, positioning Tisser as a leader in circular economy innovation.
- **B2B and CSR Showcasing:** Host "Impact Days" or site visits at your centers (such as the one at Mazgaon) for corporate partners to showcase how their CSR funds are tangibly creating sustainable livelihood hubs.
- **Digital Ecosystem Integration:** Utilize social media platforms to link the final products—upcycled textile bags, floral incense, and paper stationery—directly to e-commerce or retail channels, reinforcing the "Market" phase of the framework.

Amplification Roadmap

Channel	Objective	Action Point
Social Media	Brand Awareness	Publish weekly "Success Stories" of SHG entrepreneurs.
Stakeholder Reports	Credibility & Trust	Issue quarterly "Impact Reports" highlighting green jobs created.
Events/Exhibitions	Market Linkage	Exhibit products made from waste to attract mainstream buyers.
Partnership Outreach	Scalability	Share the "Green SHG Accelerator" pitch deck with new CSR foundations.

By combining these digital tactics with measurable on-ground outcomes, you can transform the **Green SHG Accelerator** from a localized pilot into a recognized statewide movement.

Our Platform



Training Management System



Mobile App



Analytics Dashboards





**WE GENERATE
LIVELIHOODS**



Tisser
hand to heart

a journey towards empowerment

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

A-2, 117, First Floor, BGTA Nilgiri Building, Wadala Truck Terminus, Near RTO
Training Ground, Mumbai - 400037.

Email : enquiry@tisserindia.com

Website : www.tisserindia.com