

Tisser

hand to heart

a journey towards empowerment

The French word 'Tisser'
means to 'weave.'
Tisser has supported 10,000+
artisans through producers
groups across India





VISION

At Tisser we celebrate handmade, empower creators, connect consumers for sustainable growth of the sector



VALUES

People First Approach
High Quality
Environment Conscious



MISSION

- Harness power of handmade to generate livelihoods in a sustainable manner.
- Empower artisan clusters to create sustainable producer enterprises.
- Strengthen the handmade value chain with innovations.
- Support craft sector through transformative business model



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



MESSAGE FROM TISSER TEAM

“

There is something special about handmade products – each piece is unique and tells a story. Each weave, each technique carries with itself a rich legacy of culture, region, a tradition that has been passed on from one generation to the next. Preserving the diverse local art forms and encouraging the artisans is our collective responsibility.

Tisser's aim is to empower such artisans from across India and create a sustainable platform for women artisans to build their livelihood and gain economic independence.

The book that you hold is our ode to our rich old legacy of Indian handlooms and handicrafts and the artisans preserving it. This pictorial journey is the labour of our respect to the diverse Indian culture, it's history, and the tradition that we, at Tisser, have been tirelessly striving to promote and nurture since 2015.

The closer we get to the craft, the prouder we feel of India's rich history, and the story each craft conveys. We have thoroughly enjoyed doing our bit to conserve India's beautiful art forms and weaving it together in the form of this book. We hope you enjoy flipping through it too, while we continue our quest to empower our artisans further and infuse Indian handloom and handicrafts into every day living!

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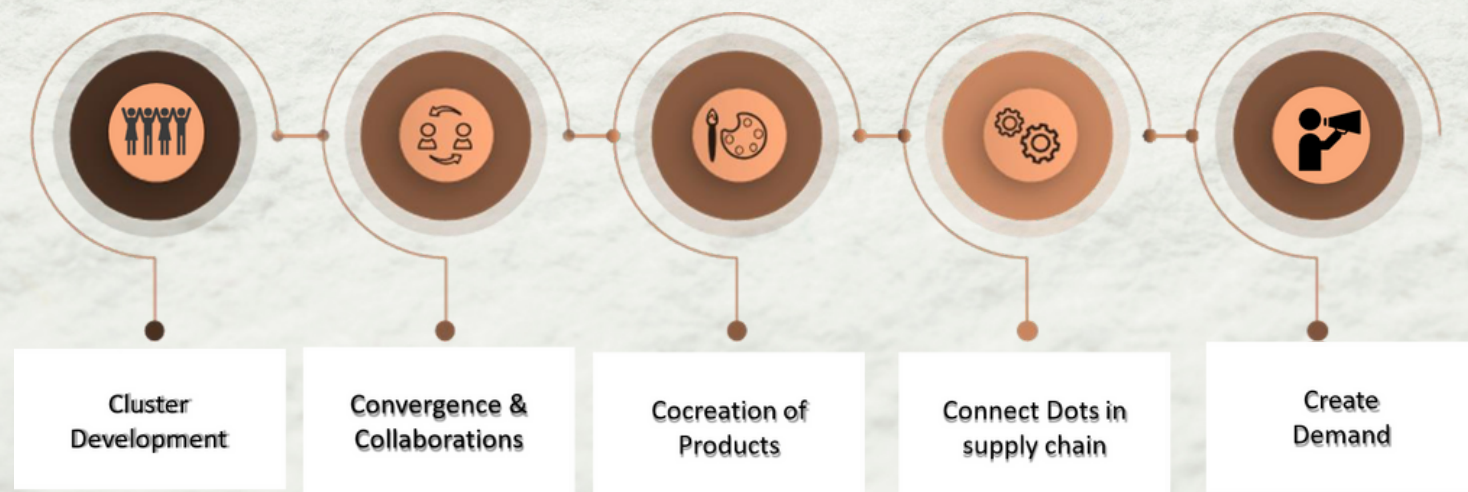
- Dr Megha Phansalkar & Tisser Team -



- What does Tisser do? -

- End to End Value Chain Approach
- Regional Hubs for Outreach
- Design Interventions
- Product Diversification
- Consumer Awareness
- Tech Innovations & Platform Approach

TISSER'S FOOTPRINT & APPROACH



WOMEN ARTISANS PROJECT (WAP)



WOMEN ARTISANS PROJECT

Women Artisans Project (WAP) is an initiative aimed at empowering lives of 10000 women artisans to be transformed into entrepreneurs cum job creators by promoting rural clusters and collectives as growth engines for local economic transformation.



- Project Highlights -

Institutional Development – facilitate formation of SHGs, producer groups

Upskilling of artisans

New Design Development

Sample Creation

Product
Divesification

Entrepreneurship
Development Training

Product Production

Digital and Financial Literacy



10000 women
artisans



10 Artisan Clusters
across 10 states



50 producer groups
as business enterprise



Product design and
diversification



Sales and
market linkage



Tant Jamdani
Sambalpuri Handloom
Pattachitra
Wooden Toys
Block Printing

Hand Embroidery
Warli
Kalamkari
Madhubani
Sabai



“

.....

*I have a better lifestyle today and I
feel proud to be able to support my
family.*

- Uma, a wooden toy artisan -

.....

”



“

.....
*I have sustainable livelihood for
months now. Our groups
Shilpasangh is empowered to take
bulk orders.*

.....
- Madhubani artist -
.....

”



HCL

HCL FOUNDATION

**Grassroots Regional
Artisans Movement
(GRAM)**

GRASSROOTS RURAL ARTISANS MOVEMENT (GRAM)

Grassroots Rural Artisans Movement (GRAM) is an initiative aimed at promoting rural entrepreneurship in crafts.

The project works in close collaboration with local artisans, providing them with design and marketing support, access to modern technology. It is part of E-Uday and My E-haat initiatives by HCL.

GRAM is partnership between HCL Foundation and Tisser Artisans Trust along with the support of Bamboo Research Training Centre (BRTC), Mahila Arthik Vikas Mahamandal (MAVIM), and Kasturba Solar Khadi Mahila Samiti



750 women artisans



Women trained as sourcing managers/ entrepreneurs to manage businesses in the clusters



Khadi,
Bamboo &
Stitching



3 Clusters in
Chandrapur
Amravati



Skill and
Empowerment



Market led products in
Bamboo & Khadi



Clothing, accessories,
home, & gifts

My E-Haat
Powered by HCL Foundation

आज्ञा

AN AWAKENING SPIRIT OF BHARAT

*From being an house wife to
contributing to family's income
today, I feel proud and
empowered.*

- Poonam, a Bamboo Artisan





Some Khadi & Bamboo Products



The 'Women Artisan Skill Enhancement Project' served the purpose of bringing the marginalized communities to Maharashtra to upskill via the revival of Warli painting



Thane, Palghar
(Maharashtra)



2500 women
artisans in 35
producer groups



Let's Solve



**Women Artisans Skill
Enhancement Project (WASEP)**



*Product Diversification
and Innovation leads to
market led production*





PROJECT REVIVE



PROJECT REVIVE

- Assist the most vulnerable stakeholders in their recovery from the Covid-19 crisis.
- REVIVE's returnable grants use philanthropic, CSR & Business funds to provide zero-cost credit or grants to workers & entrepreneurs from vulnerable communities and impact training as well.
- The returnable grants enable artisans to pay for raw materials and resources to sustain their businesses.

WARLI CLUSTER



Thane, Palghar
(Maharashtra)



750 women artisans
in 20 producer groups

POTTERY CLUSTER



Raigad, Ratnagiri
(Maharashtra)



450 women artisans
5 producer groups

MIXED CLUSTERS



Pan India



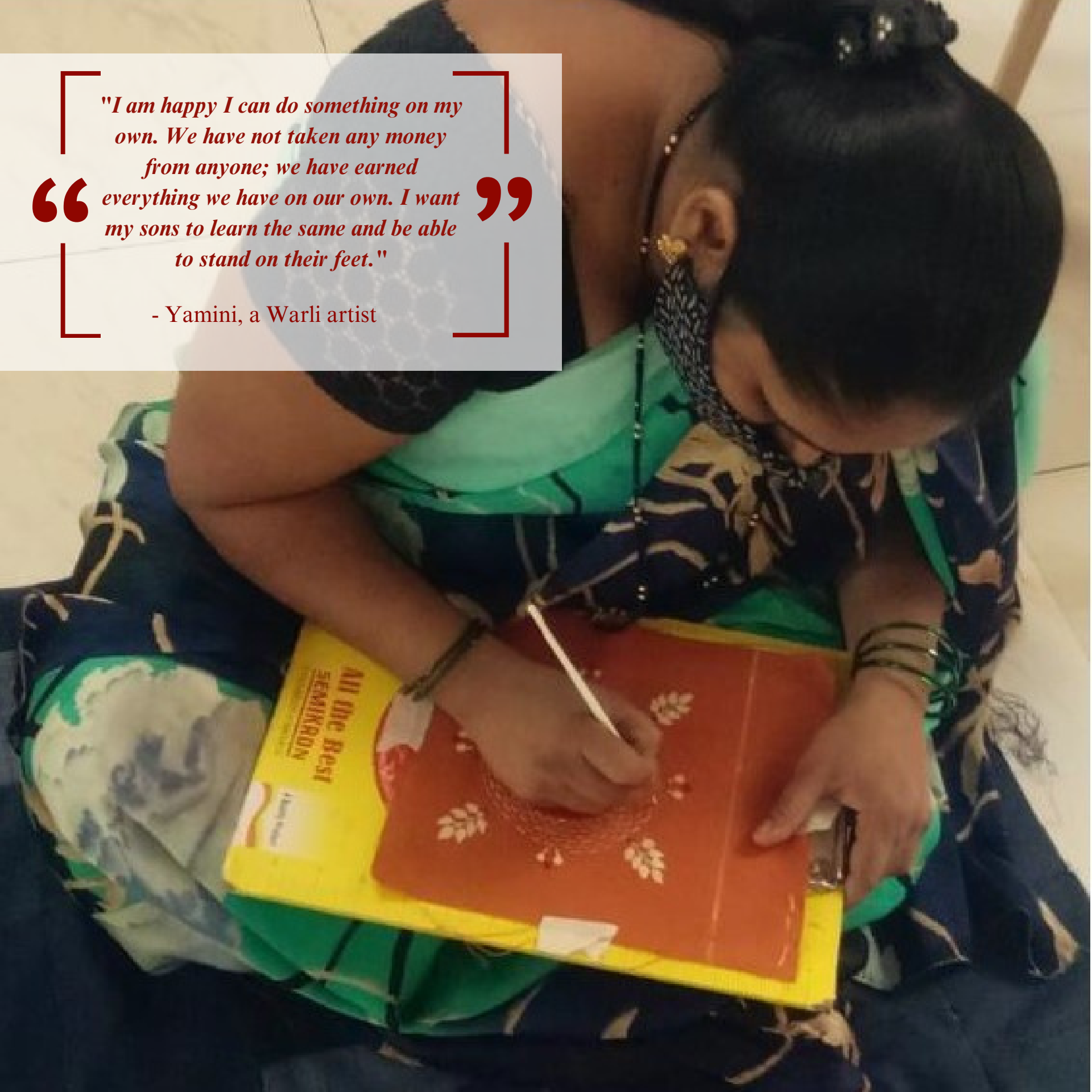
550 women artisans
in 10 producer groups



Incentive fund for Warli artisans – Create women entrepreneurs by providing the assistance in capacity building, design and development and using the fund as working capital , and providing a platform to market the products made by the women artisans.

"I am happy I can do something on my own. We have not taken any money from anyone; we have earned everything we have on our own. I want my sons to learn the same and be able to stand on their feet."

- Yamini, a Warli artist



EMPOWERING WOMEN IN BUSINESS



- Project Highlights -

Digital and Financial literacy

Business support via MeraBills
Microsoft app

Access to social security scheme

Business support through mentors



2500 women
in small business



Karnataka & Telangana



 **Samhita**
A BETTER NORMAL

 **Microsoft**

kośalā

TIMELESS ARTISTRY

Promote and develop Kosa silk related sericulture and weaving activities in the cluster to support and improve the livelihood of the beneficiaries engaged in Kosa silk related activities, in some form or the other by creating a sustainable ecosystem and thereby improving the socioeconomic conditions.



Chhattisgarh



Hindalco
Xyento



200 Artisans



Kosa Silk





PROJECT STREE

Project STREE aims to build the capacity of groups engaged in traditional handicraft through the use of computer-assisted designing, ensuring the digital presence, and developing regional, national and international public-private partnership.



250 women
artisans



Pattachitra



Orissa



Fair Trade
Forum India



WASTE TO WEALTH



- Project Highlights -

Scrap Fabric based Products

Based on market research

Fusions on arts forms

Higher quality finish



Stitching



Maharashtra



500 women

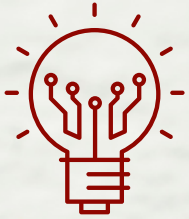


Mavim & Manndeshi





EMPOWERING WOMEN LED ENTERPRISES



- Offered skill development training classes in tailoring at community stitching facilities
- Facilitated the development of market linking possibilities for goods made by female craftsmen.



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



500 women



10
community
centres



Nagpur,
Karjat, Pune ,
Thane,
Mumbai
Chandrapur



Tata Power Community
Development Trust,
MAVIM; Manndeshi
Foundation



Mann Deshi
Foundation



WISE: WOMEN INCUBATION, STARTUP & ENTREPRENEURSHIP



- Supporting Women in creative sector through entrepreneurial ecosystem and streamline business processes
- Focus on providing marketing, sales & design support, product development, training and technology.



500 women



Maharashtra





“

With the advanced training in tailoring techniques, we now get more orders than ever, thus boosting our income as well.

- Shilpa Kathare, Artisan -

”

FABRIC TOYS

Infusing handloom with stitching units with the novelty of making fabric toys with the women artisans. Tisser India facilitated two workshops to teach fabric toys making to women artisans, in order to generate a steady source of income



32 women



Kalsar, Gujarat



Fabric Toys



Pidilite

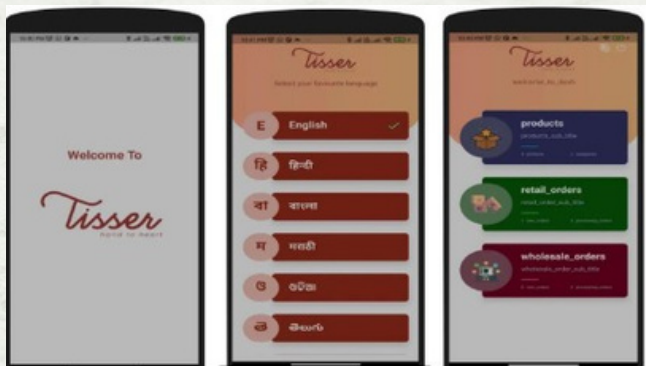


TREVELLING DIGITAL



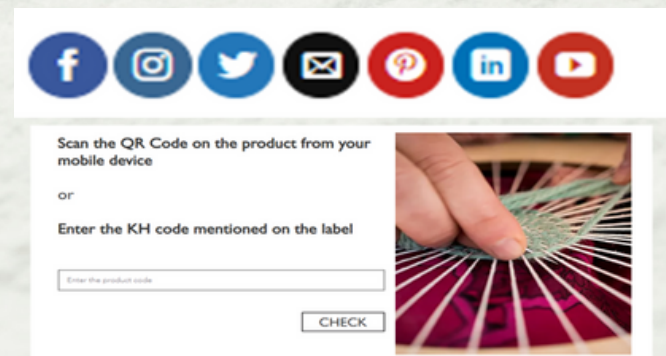
- Empowering clusters and producer groups with digital literacy and tools
- Project dash board , mobile based payments encourage transparency
- It helps seamless supply chain for decentralized production

- KOSHA on loom captures authentication, content generation, supply chain management, traceability and consumer engagement



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

- The digital intervention includes market place ; QR codes , reselling app, cluster websites ; digital supply chain and media amplification





*We just don't earn our livelihood here,
but also earn recognition, all thanks to
the use of technology device Kosha that
amplifies the art and the artisan till the
customer*

- Ranjana Murli, Khadi Weaver -





Handmade

Handmade products



Made in India

Everything made in India



Empowering Artisans

Supporting Artists



Generating Livelihood

Providing opportunities

BAMBOO TOYS

Bamboo is a material that is used in the industry. But who would have thought we would come up with Toys which the children could play with. With the use of ecofriendly materials, paired with Bamboo, we make toys which are not harmful for your children nor to the environment.



WOODEN TOYS

Wood has been a material used since the ancient times to make toys. We have various evidences from the Ancient civilizations. Making toys with wood is fairly common in many parts of India. Hence to preserve this culture, we Treasure toys have a variety of wooden toys.



PAPER MACHE

We think paper is not durable enough to withstand conditions around us. I get damaged. But sure toys make it to turn paper into ecofriendly to the extent as well as joyful live for your kids.



CROCHET TOYS

Adorable handmade crochet toys are one of the favourite gift choices for babies and children. This toys are gentle, provides a sense of security and prevents skin irritation. Their texture helps babies practice their sensory skills, which incentivises social and emotional development. That's why the best soft toys are handmade with high-quality yarn.



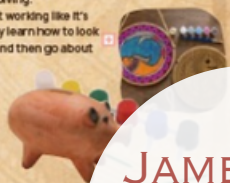
FABRIC TOYS

Who doesn't love teddy bears and plushies. We at treasure toys take this to another level. Only using cloth, We make toys for your young ones. They help keeping the environment safe as well as preserving our culture which is passed on to the new generations.



DIY TOYS

DIY promotes cognitive development, meaning they figure out how things work. Doing something by oneself means one learns problem solving. If something isn't working like it's supposed to, they learn how to look for the problem and then go about



Tisser
hand to heart

REIMAGINE
SPACE



JAMBOREE
BY
TISSER

B2B : B2C : D2C
Online : Offline
Stores : Exhibition
Gifting : Interiors



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Tisser's Home Décor space
is designed and curated by
the rural women artisans
across India.

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Be it curtains, cushion
covers, wall paintings, etc.
Tisser has made all the
products with a finesse
attending to every minute
detail.

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THE NUDGE ACCELERATOR – META PRAGATI

Meta Pragati is a CSR initiative of Meta powered by The/Nudge Centre for Social Innovation. Tisser was part of Incubator in 2022 & Accelerator in 2023.

Initiative supports women non-profits through mentorship and financial support
Together we reimagine and enable resilient livelihoods for all.



- Offerings -

Mentoring Support

Grant Support

Network Support

Brand Building



THE/NUDGE | Centre for
INSTITUTE Social Innovation

TISSER'S REACH



- 50 + clusters empowered
- 100 + producer groups established
- 10,000 + artisan families supported

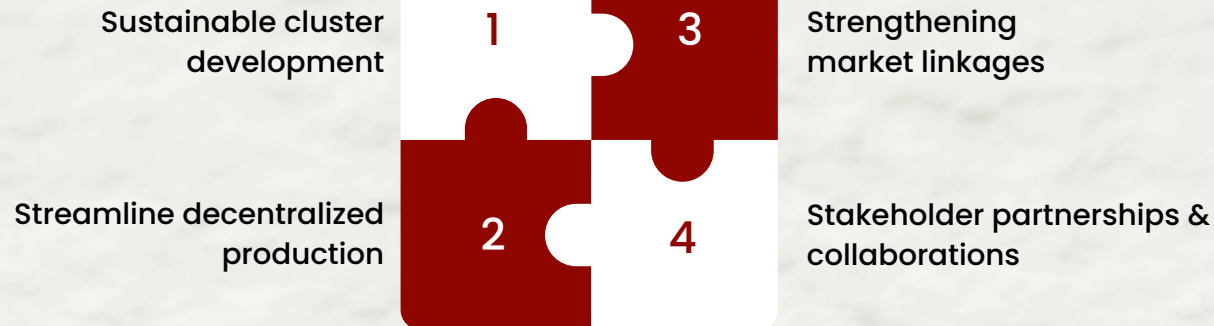


- 5 Cr + INR to producer accounts
- 10 Cr + INR in clusters / convergence
- 100 + producer enterprise digitalized
- 100,000 + woman/man-days livelihood
- 1 Cr working capital Revolved / Year



PATH TO SCALE

Enabling Sector Growth



Sustainable Clusters

Market Linkages

Institutional Development



NEXT STEPS

- Our endeavor in the next 5 years -

- DECENTRALIZED PRODUCTION -



- IT Enabled - Inventory Light Model -



WOW MOMENTS

MBillonth Award for Tech innovations – Digital Empowerment Foundation 2023

RIDE22, RIDE STARTUP of the Year Award – MIT World Peace University 2022

Women Power Summit & Awards, Billennium Divas Fund 2021

Bluehost India WordPress Creators Awards – Bluehost 2021

South Asia for 'IT Innovation' award in the category of Entrepreneurship & Outreach
#eNGOChallenge Awards – Digital Empowerment Foundation 2020

Winner of Action for India (AFI) 'Best Indian Social Enterprise' Award – 2020

Rani Laxmi Bai Bhushan Puraskar on 15th October International Rural Women Day 2020

Women Entrepreneurs awarded by Federation of Indian Women entrepreneurs (FIWE) 2019

Impact award at NAFW, North America Fashion Week Seattle 2019.

Times She UnLTD. Entrepreneur Awards 2019

Nari Shakti Awards Business and Entrepreneurship 2018

Best 100 social innovators – Action for India 2017

Manthan Award – Digital Inclusion for Development – Digital Empowerment Foundation 2017

Priyadarshini Awards by the Indira Gandhi Memorial 2017



**WE GENERATE
SMILES**



**WE GENERATE
LIVLIHOODS**



OUR COMMUNITY



THE/NUDGE

Meta

maha60
ACCELERATOR PROGRAM



भारतीय प्रबंध संस्थान बेंगलूर
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE

ISB 20 YEARS

ITC | SheTrades

WEConnect
INTERNATIONAL



Maharashtra
State Innovation
Society

WOMEN ON WINGS



TECHNOSERVE
BUSINESS SOLUTIONS TO POVERTY

Walmart





A close-up photograph of a round, dark-colored tray filled with various art supplies. Inside the tray are several small jars of acrylic paint in various colors including red, green, white, black, and blue. Some jars are open, showing the paint inside. There are also several paintbrushes with wooden handles and bristles, some of which are covered in paint. The tray is resting on a dark, textured surface. In the background, there is a piece of fabric with a pattern of green leaves and blue flowers. A semi-transparent circular overlay is in the top right corner, containing text.

**CONNECT WITH US
TO FILL COLOURS
IN THE CRAFTING
SECTOR**



Let's take the leap

:: Prepared by ::

Tisser
hand to heart



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