



 *Sisser*





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Name: Tisser - Just Hands  
Founder: Dr. Megha Phansalkar

Tisser was founded on 12th October 2015.

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Tisser in French means 'to weave'. We support weavers and craftsmen who make products using traditional techniques, skills and hand processes consisting of the core of Incredible India!

We tap the artisans and products across the country and promote rural livelihood, thereby providing a platform for them to directly connect with the globe. Our artisans found an unmatched expression of our splendid culture through the cherished legacy of handmade products.

Our core value is to respect the producer and the customer both. Profits earned from sales will in part go back to support the education of girl child of the weavers and artisans. It is our humble tribute to these golden hands that continue to weave respect, reputation and riches for India.



## Our Journey so far...

Tisser has worked at creating a sustainable Business Model for Livelihood Generation in Rural India. You don't become a 5000-year-old civilisation without developing a rich and diverse tradition in art and crafts, and India has a large community of rural artisans and craftsmen who possess skills that have been passed down from generation to generation, over tens of centuries, incorporating various influences and techniques as the years go by. But the only reason they have survived the test of time is because they have always found support in that fickle beast: the consumer.

It was the consumer who appreciated not just the utility of their goods, but also their aesthetic qualities. And when the consumer walks away, the craft, no matter how long it has been around, is doomed to oblivion. So what are the artisans to do? How are they to improve their products so that they are desirable again? More importantly, with rural economies going through unprecedented levels of hardship in recent times, how are they to find and sell to a market that will pay them a fair price?

Tisser is a pan-India arts and crafts collective with a single, all-encompassing objective: to help the artisans and craftsmen of India make and sell their goods to the world.

*"I have been working with SHGs through the National Rural Livelihood Mission in the World Bank", says Dr. Megha Phansalkar, a Doctorate in Urban and Regional Planning. "I visit the rural areas regularly and have witnessed how rich the Indian rural community is in traditional art. I live in urban Mumbai and see my friends wearing the hand woven saris and using the products to decorate their households. However, they purchase these through the available shops and on a very high price. The real art and the people attached to the same are living in extreme poverty hence we want to create this unique network to support the art in a respectable way."*

With no experience in the domain, we learnt on the job by working on the plan and putting it in action. We started with two products and a Facebook page. After that, there was no looking back. Our initial support came from friends. From December 2013 onwards, every month new products were introduced. We got experience of all sorts, mostly encouraging, and our priority was to get feedback from customers on our Facebook page. We received help from a lot of people while building the brand.

A social start up which was barely 2.5 years old, had created a full segment of hand crafted and handloom products, thereby generating a stream of demand for these art forms through the rural livelihood projects supported by the World Bank. Jeevika from Bihar, Trupti from Orissa, APRIGP from Andhra and other states implementing NRLP like Maharashtra, Madhya Pradesh, Rajasthan and Jharkhand became a part of this venture.

Tisser received some recognition, which helped to get that necessary encouragement to keep going ahead. The journey has just begun. Tisser works with artisans and weavers either directly or through self help groups (SHGs) and producer groups mostly of women formed under livelihood projects. Empowering women and unleashing the potential of self help groups can make a big difference in households income. Women self help groups take on important roles in their communities and are powerful agents of change - they increase jobs, contribute to growth and improve quality of life for their families and communities.

Madhubani, Pattachitra, Warli are varied painting forms, however it has its limitation of getting sold as a painting. Tisser has specialised in converting these art form into a full range of utility products like trays, coasters, bags, mats, runners, furniture items, lamps using wood, fabric and leather as a medium. The art forms are also given designer inputs for colour scheme and patterns which looks appealing to urban consumers.

**Tisser profile**

Tisser has been working to make handicrafts and handlooms industry relevant again, not just in India, but the world over. It is providing design and development assistance to rural artisans, help in quality control, and provide marketing support by selling their products through wholesale segment. At the core of it all, it is helping the handloom and handicraft communities of India do what they haven't been able to do until now: compete in the market.

Compete for the consumer's wallet with more modern designs, better quality and wider range of products. Compete on a local and global level with a stronger marketing strategy and better distribution. Compete for the survival of the rich cultural legacy and the traditions that deserve to be protected at all costs, and for the prosperity and growth of millions of weavers and artisans across the country, whose magical hands can fashion objects of great wonder and fascination.

From 100 artisans and limited products when it began, to 10,000 artisans and 300+ products on offer, Tisser has come a long way, but has a much longer way to go. The idea is to run the whole operation like a business, with the profits being used to provide a better life to the communities, and supporting initiatives like girl child education etc. In order to do so, a number of challenges have to be overcome. The years of neglect have resulted in these crafts and techniques disappearing from the public consciousness, with the consumer moving on to ostensibly trendier wares. The market is big but not so easy to capture. The middleman with typical art has continued to overshadow the market and artisans with low wages.

To ensure that the contemporary demands of the consumers are met, Tisser design team personally looks into the products being developed by the rural artisans and weavers across India and then decide the best designs and quality control to attract not only local but also international consumers. Tisser's endeavor is to bring customers a choice of products – and lifestyle – that offers an alternative to the mass-produced, while creating sustainable livelihoods in the rural sector.

Dr. Megha Phansalkar: *"We desire to become the instrument through which the artisans can directly connect with the global audience, we desire to be the resource which helps craft sell not as objects but the Indian culture. We work on cluster development approach. Today through our own resources we are working in multiple clusters across the states and in Maharashtra with UNDP support in 25 clusters, touching the livelihood of 2500 women directly."*



The learnings in the initial stage are immense; products need better packaging, online portal charge margins beyond imagination, the prices have to be competitive, it is necessary to create your own brand, people like new designs, fusions are encouraged. Closing the loopholes and connecting the weak dots with backward and forward linkages is what Tisser aims in next five years with above 50000 plus artisans.

According to Megha, *"In the initial days when Tisser was being founded, the biggest challenge was to get the vast disorganized Artisans Community on one platform and streamline the demand as well as the marketing resources. A solution to this which helped Tisser become where it has reached today was with the help and support from technology, where the online market was a platform where the buyers and sellers could meet and interact. Supply chain management is a critical issue in the disorganized sector."*

We face critical issue on daily basis sometime on the basis of quality, sometimes dead stock. Convincing the client that power loom is cheap and handloom is livelihood is a big deal. Consumers compare the prices across the spectrum and ask for "Surat Chanderi". Chanderi has GI (Geographical Identity) from Chanderi in Madhya Pradesh, which means Surat can make anything but never a Chanderi. It will be quite a task to resurrect the emotional draw of these products, to restore the magic and the joy, but in the right hands, with the right plan, it is possible to do so. The transformation and aggregation of these communities into a modern, nimble commercial enterprise will not happen overnight, but when it does happen, it will be a sight to behold.

These state livelihood societies support non-farm livelihood through artisans clusters, however design support and market linkage is always a struggle. Customised product development is a strongest point of Tisser and it connects the art form and fabrics through its wide range of fusion products of home decor, home linen, ethnic modern furniture, corporate gifting and modern style apparels. We also realized that the contemporary demand needs to be met by infusing the traditional art within modern products. We can proudly say today that it worked and is much loved by the consumers as well as helped sustain livelihoods for thousands of artisans.



The dream with which Tisser enterprise was founded in 2015, was to stand for indigenous, fair-traded, eco-friendly products to generate rural livelihood. Through a supply chain of strongly connected 10000+ artisans supported by IT innovations like block chain technology and mobile apps, Tisser wishes to bring paradigm shift in handloom and handicraft sector.

Pan India, Tisser provides end to end support to the artisans. It starts from artisan mobilisation, to design and product interventions, along with a provision of marketing online and offline on B2B business model. It has created a brand name known for its honesty, fair trade and product innovations.

**Tisser Enterprise Development Model:**

- **End to end cluster development:**

Creating artisan groups, skills training, marketing and continuous handholding for all artisan clusters.

- **Design intervention:**

Dedicated team of designers work on incorporating traditional art form into utilitarian products.

- **Product diversification:**

Expansion of artisan's product portfolio, cataloguing and marketing of all products on various platforms.

- **Block chain technology:**

Depicting artisan's contribution and profit from a product; solution to provide transparency, traceability, auditability, immutability, security and agility to smoothen processes.

- **Raising awareness:**

Artisan stories, training programs and environment awareness.

- **Regional hubs for outreach:**

Regional hubs in Rajasthan, Madhya Pradesh, Orissa, Maharashtra and Andhra Pradesh, Tamil Nadu, Karnataka and Bihar for extensive outreach to work directly with artisans.



***Nature of business activities***



## Latest Innovation: Block Chain Technology

Tisser is working with Vyoma Software to develop a Distributed Ledger (DLT) based Supply-chain solution. This will involve connecting Tisser and its suppliers on a single blockchain network to conduct business. The solution will provide transparency, auditability, immutability, security and agility. Through block chain our social brand intends to revolutionize the sector with information on products and its components.

### Our Team:

Advisory Team  
Operational team  
Designers Team  
Regional Teams  
Cluster Development Team.

Dr. Megha Phansalkar, *Founder Tisser*

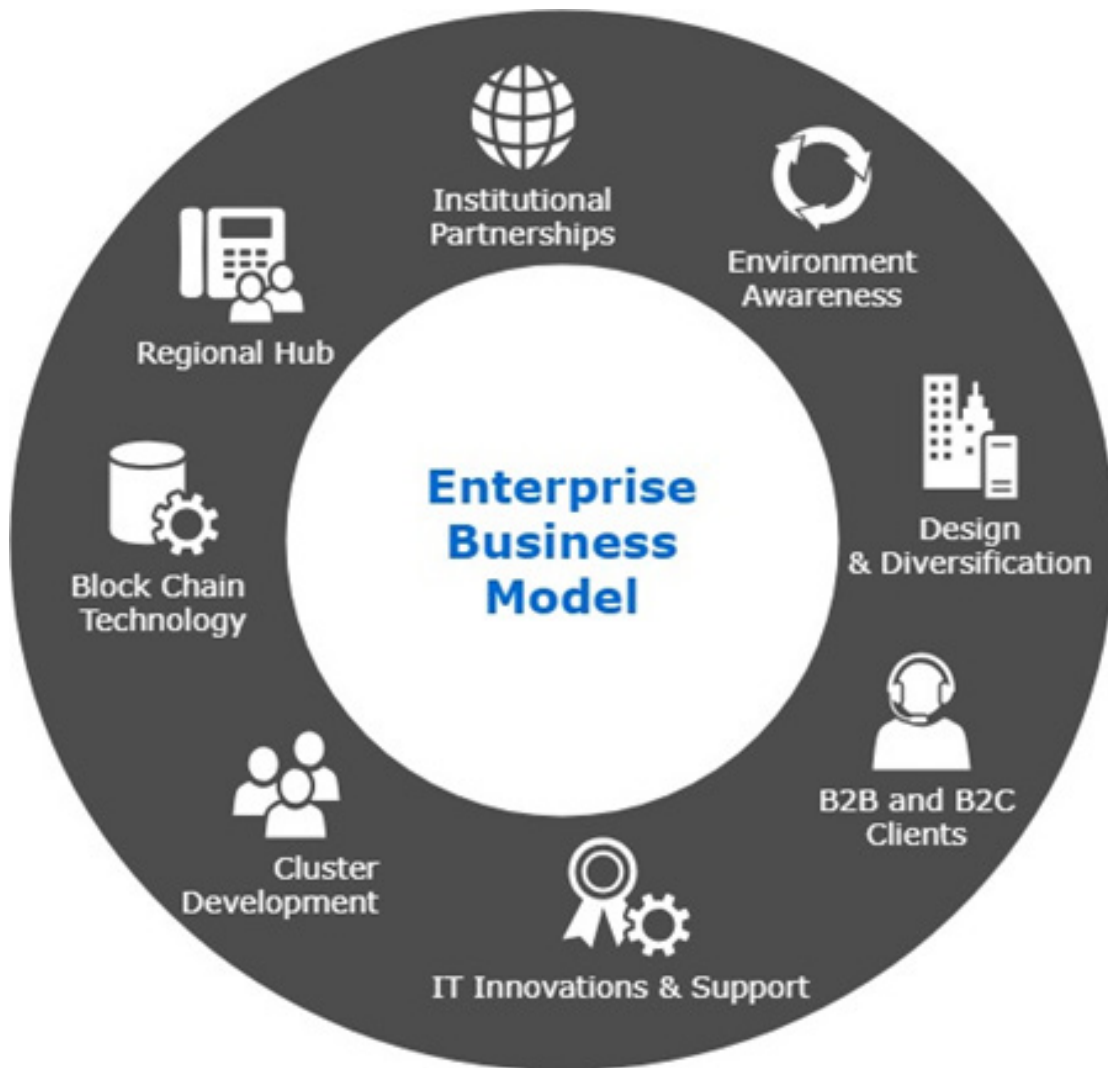
While working with the World Bank for the National Rural Livelihood Mission (NRLM), she realized the plight of India's artisans and weavers. She decided to walk the talk and started 'Tisser' with an aim to support sustainable economic development of weavers & artisans from the poverty stricken sections of society.

### Scaling up Strategy:

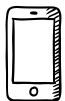
A boot strapped company Tisser Rural Handicrafts has INR 2 Crore revenue. 70% from B2B clients, 30% from B2C clients. Tisser aspires to triple its strength in terms of revenue, brand value and products through a structured strategic intervention in next 2 years.



**Nature of business activities**



## B2B



Online Portal

Distributors

Resellers

Pop-Ups

Shop in Shop

Interiors

Event Managers

## B2C



Retail Site

Exhibitions

Store

## CORPORATES



Gifting

Conferences

**Business strategy**

We are catering to urban customers through various B2B platforms. Our customers are small-scale boutique owners, online portals and direct business people in the market in B2B and B2C clients through high-end exhibitions. Partnerships have been established with multiple offline and online stores for footfall. Partnerships with designers for new and urban designs have been developed. We have entered the readymade segment also with our own branding in clothing for men and women. Self Help group network is used for stitching tasks on dedicated basis. In a short duration of one year, we have shown the impact in more than 300 products and 4000 artisans to generate rural livelihood omitting the Intermediary. In the year 2014-15 of operations, TISSER has generated sales of about INR 60 Lakhs. Based on the business we did last year Tisser has the potential to generate revenues of more than INR 6 Crores in second year. Considering Tisser current growth, around 4000 Artisans in the network and generated revenues of INR 50 Lakhs in 1st year, we currently value TISSER at approximately INR 10 Crores.

At the artisans and weavers end we have developed local professionals who are managing respective regional hubs. This is show in following figure

## Vision

Co-create a globally recognised 'Tisser' brand with rural artisans, known for designed, innovative and unique products.

## Mission

- Network rural artisans/groups towards creating small enterprises pan-India.
- Strengthen the handicraft/handloom value chain through ICT innovations.
- Harness transformative power of rural clusters for impact business model.

## Objectives

- Give our Customers products that delight them with Chic and Contemporary designs.
- Harness the transformative power of a well-run business committed to profitable growth.
- Strengthen our community of artisans, weavers, customers, and designers: inspired by Indian traditions.
- Create Fair Pricing for the artisan community.
- Encourage Social Entrepreneurship leveraging Made in India! Generate livelihood for our weaver and artisans through end to end support.
- Support the girl child education of the artisans families.

### Tisser : Honest place to buy Hand-made Products

Tisser is not a market place where multiple vendors are selling

Tisser products are made by rural artisans with design & skill inputs.

Tisser supports end to end cluster development

Tisser products are of high quality finish and design.

<p><b>Block chain in Handicraft &amp; Handloom</b></p>  <p>Tisser &amp; Vyoma Software are developing Distributed Ledger Technology (DLT).</p> <p>The solution will provide Transparency, Auditability, Immutability &amp; Security.</p>	<p><b>Hand to Heart Promise Real Hand Made Goods</b></p>  <p>Tisser has handmade classification. Each Product displays handmade %. Each item has fingerprint of its maker. Guaranteed, Hand to Heart Promise.</p>	<p><b>Honest Pricing Artisan Supportive Cost Model</b></p> <p><b>Impact Icons.</b></p> <ul style="list-style-type: none"> <li> % Eco-friendly</li> <li> Artisan's Income</li> <li> Livelihood Generated</li> </ul>	<p><b>Know Your Product Understand the Processes</b></p>  <p>Tisser product comes with a QR code. Browse the video &amp; know the artisan. Create awareness around the art form. Appreciate the hand work. Know the process of handicraft making.</p>
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## Impacts of Tisser:

- ▶ Generated livelihood
- ▶ Social status
- ▶ Upliftment for artisans specially women
- ▶ Created better opportunities in future for family entrepreneurs.
- ▶ Provided an alternate and poise to be the primary source of family income.

## Objectives of Tisser Artisan Trust:

1) Create a fund from Tisser profits, from CSR and from Grants to strengthen Tisser network artisans, weavers inspired by Indian traditional art.

2) Help the artisans to generate livelihood through end to end support from Tisser Trust. Create and build the artisans clusters from tourism perspective to promote the art and the artisans.

3) Training them in design and quality techniques so they create products, which can compete in today's markets.

4) Creating a quality process for each type of handmade item. Such a process then will be used as a for reference tool/standard by all artists, which will ensure uniformity of quality and replication.

5) Helping them reach a stage where they can function independently, with minimal support from Tisser

6) Help to create a support infrastructure for the artisans, so they can escape loan and interest traps through networking and CSR funds.

7) Integrate the small producers into the value chain by developing inclusive value chains and facilitate access to mainstream markets in which the poor are able to participate effectively through Tisser interventions.

8) Support the girl child education, focus on the weaker section girls who require support. Document different handicrafts and weaving processes existing in rural india and create repository.



**Impact of business activities**

Network of 10,000 artisans



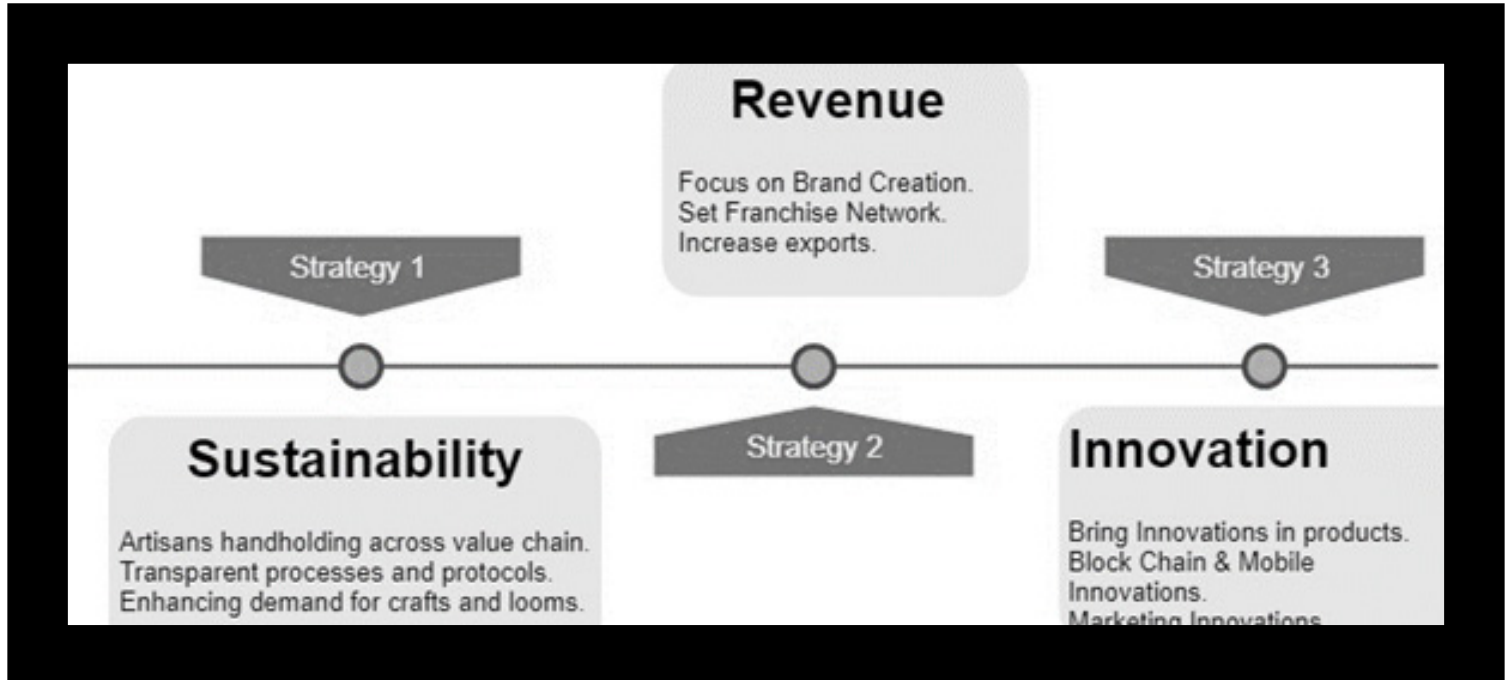
1000 SHGs across 18 states



INR 2cr paid to artisans, 80000 mandays of work



500 innovative products



***Impact of business activities***



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***Impact on sector development and surrounding areas***





The Banjara are a community usually described as nomadic people from the north-western belt of the Indian Subcontinent but now found in other areas of India also. Banjara art form is rich and includes performance arts such as dance and music to folk and plastic arts such as rangoli, textile embroidering, tattooing and printing. The Banjara embroidery and tattooing are especially prized and also form a significant aspect of the Banjara identity. The products made involve bright colours, mirror and coins to decorate clothing or to make accessories.



Terracotta is a clay-like earthenware ceramic that can be either glazed or unglazed. In addition to being used for flower pots, terracotta is also often used for water and sewage pipes, bricks, and sculptures. Terracotta can be easily sculpted into all sorts of shapes. To harden terracotta, it must be heated to between 530-1100° C. Once it hardens, it is still a bit porous, which means it can be penetrated by water. However, a simple coat of glaze can make terracotta water tight. The women in Wardha have formed an SHG called Wardhini Seva Sangh. It was established in 2010 and started with merely 40 women. Today as many as 150 women are a part of Wardhini Seva Sangh in the various products such as paper, bags, stitching and terracotta. All products made by the women of Wardhini Seva Sangh are sold under an umbrella brand called Wardhini. There are two outlets of Wardhini, one in Wardha and the other in Nagpur. In their training through the Disha project, they were taught to make products other than jewellery, expand creative thinking, improve colour combination, use new techniques to create textures on the surface of the products.

***Two selected examples from the various clusters Tisser has helped across the country.***

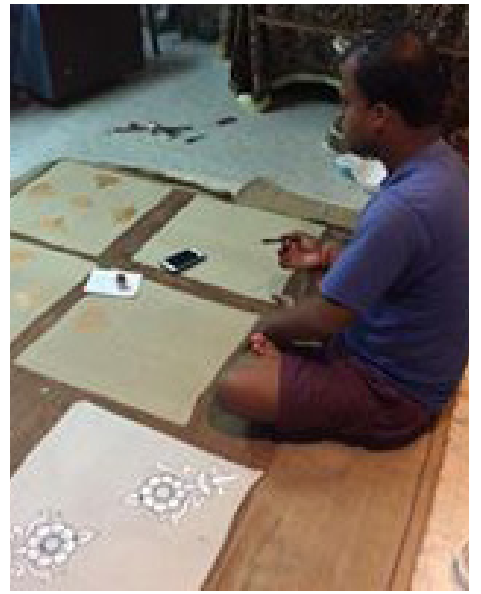
***Impact on sector development and surrounding areas***

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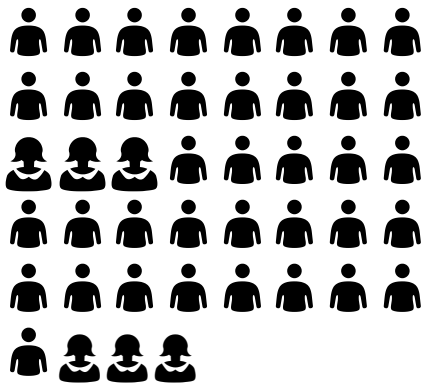


***Impact on artisans***



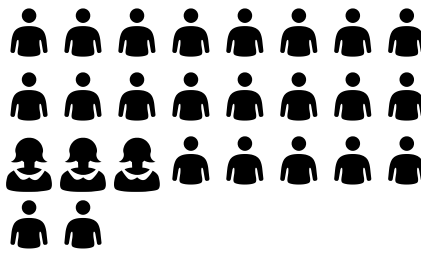
***Impact on artisans***

# Handloom Households in India



**63,42,523**  
1987-88

1987/88 – Ministry of Textiles,  
Government of India



**51,97,482**  
1995-96

1995/96 – National Council of  
Applied Economics Research

**-18.05%**



**43,31,876**  
2009-10

2009/10 – National Council of  
Applied Economics Research

**-16.65%**

*Dwindling sector*



*Tisser's nationwide approach*

**Impact on National scale**

**States: 18**

**Artisans: 16000+**

**SHGs: 2500+**

**Mandays: 80,000/ yr**

**Income for artisans: 2 cr**

**Products: 300+**

**Skus: 1500**

"I have been working with SHGs through the National Rural Livelihood Mission in the World Bank", says Dr. Megha Phansalkar, a Doctorate in Urban and Regional Planning. "I visit the rural areas regularly and have witnessed how rich the Indian rural community is in traditional art. I live in urban Mumbai and see my friends wearing the hand woven saris and using the products to decorate their households. However, they purchase these through the available shops and on a very high price. The real art and the people attached to the same are living in extreme poverty hence we want to create this unique network to support the art in a respectable way."

"You purchase the product and through proceeds we support the art and the artist" is the slogan.

A social start up which was barely 2.5 years old, had created a full segment of hand crafted and handloom products, thereby generating a stream of demand for these art forms through the rural livelihood projects supported by the World Bank. Jeevika from Bihar, Trupti from Orrisa, APRIGP from Andhra and other states implementing NRLP like Maharashtra, Madhya Pradesh, Rajasthan and Jharkhand became a part of this venture.



**Impact on National scale**

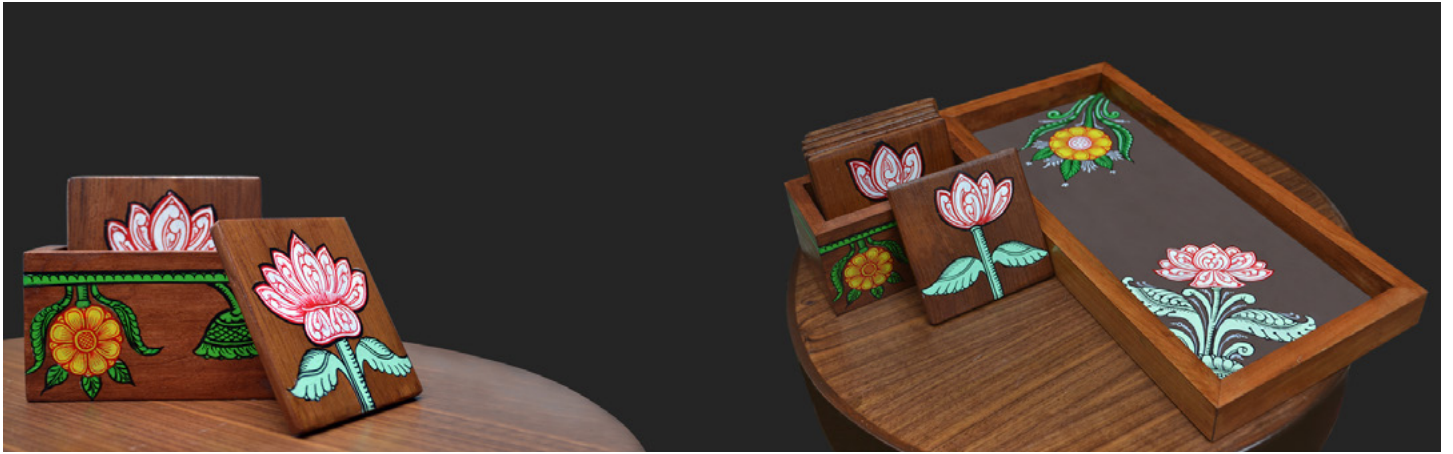


Tisser gets encouragement through recognition and mentors.

Touching upon the lives of over 10,000 rural artisans and weavers, does not go without noticing. Tisser and Megha get recognized for their sustainable and innovative work more and more. The entrepreneur is supported by Techno Serve, women on wings, Thomson Reuters. It started with:

- Indira Gandhi Memorial award in 2016 followed by the Manthan award South Asia was followed by for the innovative a mobile application.
- In 2017 Tisser was selected amongst 40 top innovations by India Innovation Initiative, one of India's largest innovation challenges jointly-promoted by the confederation of Indian Industry, the Department of Science & Technology, Government of India and the All India Council for Technical Education to identify, reward and recognize India's top innovators.
- Tisser was selected amongst 60 top innovations by Ipreneur, the flagship event of E-cell under the auspices of the Centre for Social Entrepreneurship, School of Management and Labor Studies and Tata Institute of Social Sciences.
- Megha is selected in the second edition of the Women Entrepreneurship Development Program, Promoted by Walmart, the program aims to enhance the participants skills and capability to be able to build robust and sustainable businesses.
- Megha received the Nari Shakti award in March 2018 for the innovative and impactful social entrepreneurship.

***Support from mentors***



***Combining wood and pattachitra artisans through design***



***Combining wood and warli artisans through design***



***Combining ikat and bag making artisans through design***



***Combining pattachitra and tusser silk through design***



*Furniture designed with phulkari fabric*



*Furniture designed with indigo fabric*



*Furniture designed with madhubani fabric*

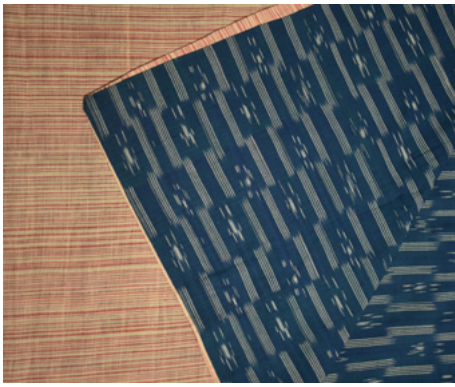


*Furniture designed with applique fabric*

Tisser design team believes that Indian ethnic art form is diverse and needs to be explored. We believe in using the same art form in various ways and making utilitarian products from them that are more relevant to today's market. Each art form is explored and researched on to understand what its original forms are. From trays to furniture to clothing to linen, each of them are made after various design trials.

**Design help**





**IKAT FABRIC AND WARLI ART FORM** being used in multiple ways



**Exploring the potential of a single product or art form to diversify it into multiple uses.**

In the above pictures you can see IKAT FABRIC being used in 5 ways (cloth, tissue box case, palazzo, bag and diary cover) We use it in 20+ more ways. All have them have been personally designed by our team. Similarly for the art form - WARLI. Similarly, we achieve this for most of our products (300+). Be it fabric or art form, we can convert it into **relevant utilitarian products**.

**Product diversification**



## Skill development happens at various levels

1. Improving and supporting the same skill set
2. Teaching additional skills to support activities and forms with higher relevance and perennial nature
3. Teaching basic skills

Each of them are applied on the cluster depending on their existing state of work and quality which gets decided through various recce trips and discussions.

Above shown are pictures of a cluster that had never touched mud and clay. Through our workshops and studios, we empowered them with process like design, detailing, marketing, cost calculation for various newly taught products. For other artisan clusters that have been doing the same art for generations, the skill development focuses on giving design support.



**Skill development through redoing the same art form in various ways and on mediums**

**Skill development**

HOME / CLOTHING / WOMEN'S CLOTHING / PALAZZOS

## Orange Ikat Palazzo

₹950.00

[Size Guide](#)

Size

- 1 + [ADD TO CART](#)

Artisans contributing to this product

Supplier	Supplier Prod/Serv	Rate	Shipped Quantity
O-Mubarak, L-Mumbai, C-IN	STITCHING	250	1
O-Prasadi, I-Mumbai, C-IN	PATTERN	200	1
O-Vishnu, I-Bangru, C-IN	COTTON_SLUB	90	2

DESCRIPTION **ADDITIONAL INFORMATION** REVIEWS (0) PALAZZO SIZE CHART

SIZE L, M, S

Tisser is working with Vyoma Software to develop a Distributed Ledger (DLT) based Supply-chain solution. This will involve connecting Tisser and its suppliers on a single blockchain network to conduct business. The solution will provide Transparency, Auditability, Immutability, Security and Agility. Tisser's customers will get information on 'Artisan's contribution' to the products.

### What is Blockchain/ Distributed Ledger

- ▶ New technology of recording transactions between multiple parties (e.g. Buyer and Suppliers)
- ▶ Consensus – single version of the “Shared Truth”
- ▶ Every transaction is stored
- ▶ With digital signatures of the parties involved
- ▶ Only after the involved parties have reached an agreement
- ▶ Immutable
- ▶ Every transaction is stored with a cryptographic HASH – Cannot be altered
- ▶ Auditable / Traceable
- ▶ A history of all transactions is kept in a private ledger of every party involved

## Why block chain

- ▶ Blockchain enables portals like Tisser to:
- ▶ Provide transparency of material and process used to create a product
- ▶ Is it 100% handmade?
- ▶ Is it eco friendly?
- ▶ How much revenue a product generates for artisans?
- ▶ How many person days of work is generated for artisans by a product?
- ▶ Provide exposure to artisans and their businesses
- ▶ Empower a customer with authentic and transparent information

## Implementation:

Phase 1 –

- Information collection for each product using a spreadsheet
- Percentage handmade
- Percentage eco friendly
- Revenue a product generates for artisans
- Person days of work a product generates for artisans

Phase 2 –

- Information collection using the Blockchain based product
- Provide a Mobile App to artisans to enter supplier information for each order
- Provide a Desktop App to Tisser to enter buyer information for each order
- Generate reports on artisan revenue generation, eco friendliness, etc.

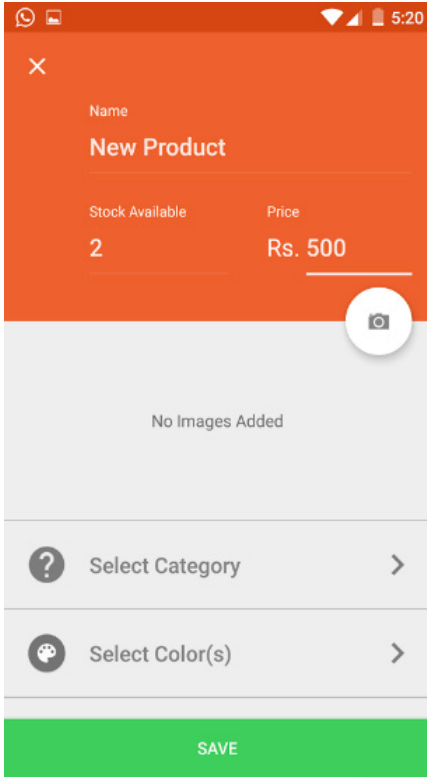
Phase 3 –

- Information dissemination to customers
- Connect Tisser portal with the Blockchain based product to provide transparency

Supply Side Intervention	Demand Side Intervention
<ul style="list-style-type: none"><li>• Rural Livelihood</li><li>• End to End</li><li>• Value chain approach</li><li>• Partnerships</li><li>• Sustainability</li><li>• Empowerment</li></ul>	<ul style="list-style-type: none"><li>• Social Business</li><li>• Branding</li><li>• Social Consumerism</li><li>• Innovative product line</li><li>• Technology Enabled</li><li>• Product for each identified cluster</li></ul>

## Social Impact:

Socially, craftspeople and artisans come from some of the most disadvantaged communities, with very little opportunities for self development and growth. Under livelihood project they come together as self help groups and producer groups to get improved access for finance and market. The fact that artisans and craftspeople still retain their skills is a miracle, given the fast changing trends in the urban market, which are the mainstay of many a rural artisan.



### Certificate of Recognition



#### TISSER MOBILE APP FOR ARTISANS

For promoting and connecting weavers of India with a global customer base has been recognised by the Grand Jury as **WINNER** for the year 2016-17



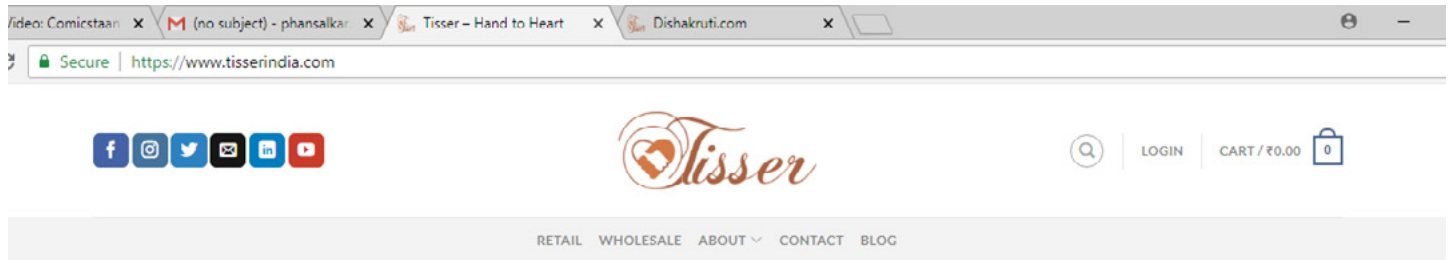
*Osama Manzoor*

**Osama Manzoor**  
 Founder & Director, Digital Empowerment Foundation  
 Chairman of The Manthan Award  
 Member of the Board, WSA & WSA Mobile Award

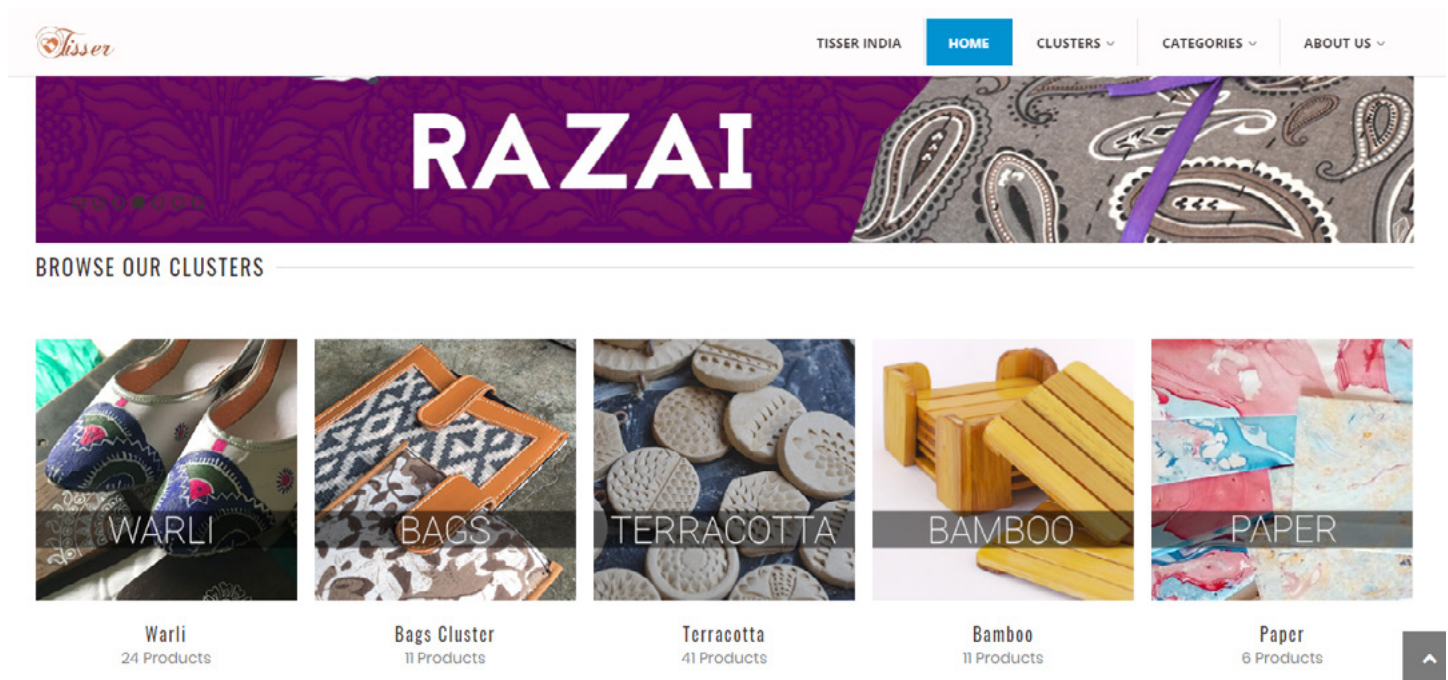
*Prof. Dr. Peter A. Bruck*

**Prof. Dr. Peter A. Bruck**  
 Chairman of the Board of Directors  
 World Summit Award & WSA Mobile Award

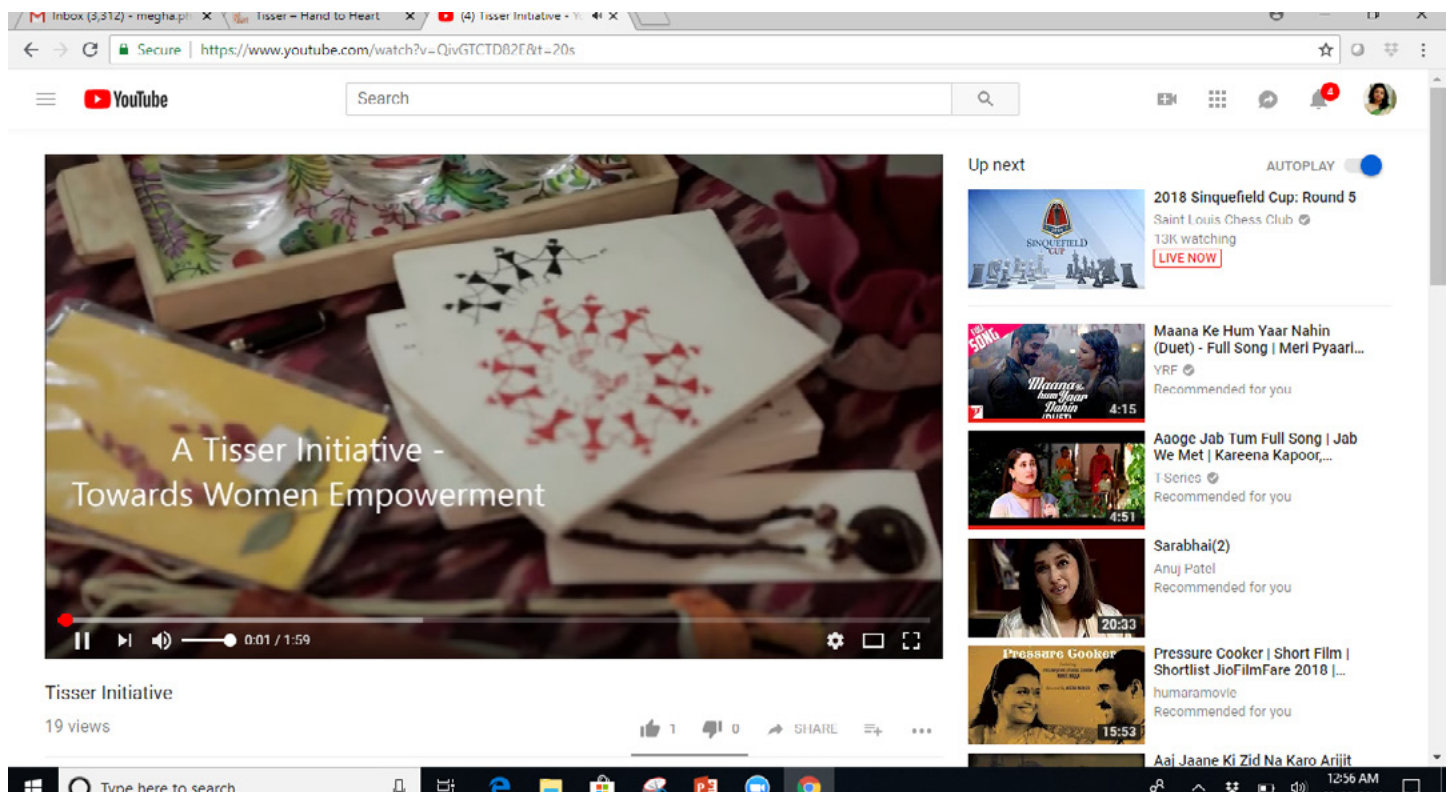
**Tisser artisan's application where artisans can directly upload their products online.**



**Tisser website  
 Raising awareness**



***Disha kruti is a special website created to empower the artisans by directly selling their products online.***



***We created a video to bring the stories of our artisan clusters***

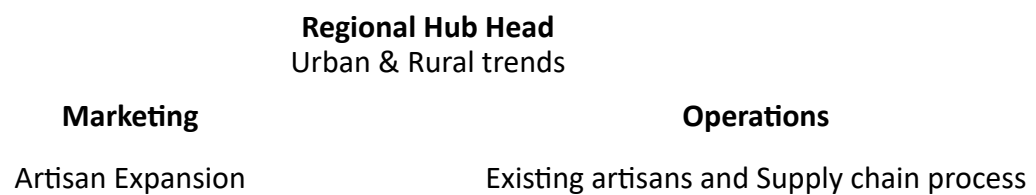
As a country, our approach towards our own products is very dismissal. Tisser has realised that the common man needs to be made aware of the simplest things, for example: the difference between the powerloom and handloom. We do it through various types of interactions. Public talks, exhibitions, sale, movies, client awareness programmes etc. We also have to raise awareness within the artisans themselves by having back to back workshops and studios.

***Raising awareness***

## **Importance of setting our regional hubs:**

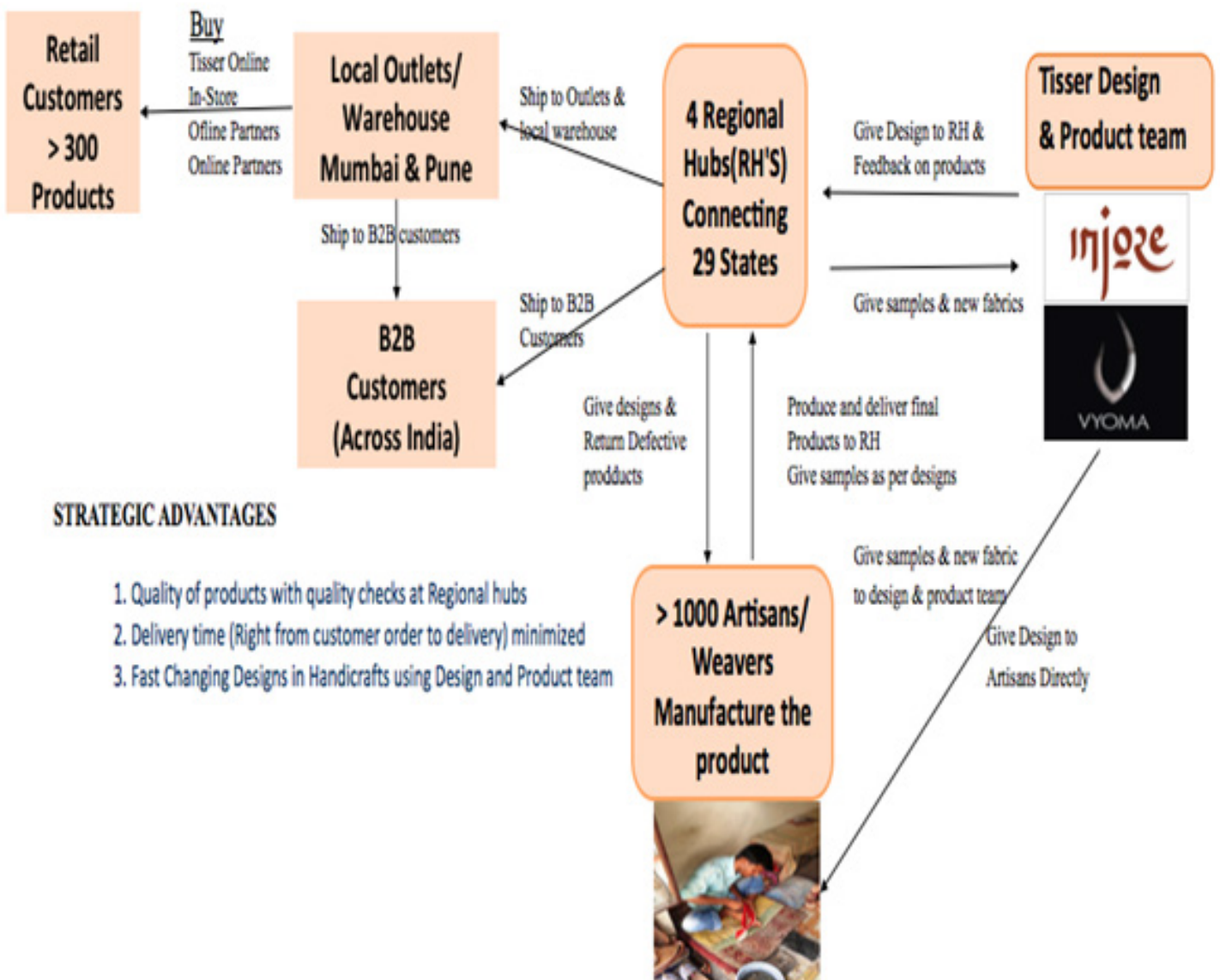
- Reaching out to Artisans with new designs
- Artisans giving samples to Regional hubs
- RH's coordinator to review samples doing QA and QC
- Keeping stock of products in Regional Warehouse
- Delivering products to customers once order received
- Build Network of Artisans
- Making payments to Artisans
- Funding for artisans
- As artisans are rural people to it's the responsibility of RH's and Designers to tell Artisans with latest Urban trends and fashion
- The designers have a deep knowledge of textiles as well as the urban sensibilities. RH's will act as intermediate between Designers and Artisans

## **Structure of Regional Hubs:**



- Part of Tisser and not as third party
- Reporting to the Central Finance & Operations Head
- Help artisans raise money as they will be part of Tisser
- Help Reduce the delivery time and time to market continuously

## TISSER Supply Chain Management



### STRATEGIC ADVANTAGES

1. Quality of products with quality checks at Regional hubs
2. Delivery time (Right from customer order to delivery) minimized
3. Fast Changing Designs in Handicrafts using Design and Product team



Sr. No	Intervention	2018	2020
1	End to end cluster development	15	100
2	Customized products	1000	10000
3	Revenue	2 Cr	10 CR
4	State Presence	18	30

### Plans for Sustainability

- Institutional partnerships with various state SRLMS which provide supports to rural poor.
- Creation of regional hubs to directly cater to the artisans.
- Integrate the small producers into the value chain by developing inclusive value chains and facilitate access to mainstream markets in which the poor are able to participate effectively through Tisser interventions.
- Explore collaborations with designers to designs for development of products into the designer brand.
- Interact with the group of Artisans / Weavers to understand the status of girl child education, focus on the weaker section girls who require support. The support could be anything related to the girl child education from sponsoring her uniform to her fees of the English medium school or somevocational training for a drop out girl.
- Innovation in design, diversification of products and expansion on the digital platforms.
- Work on the branding for Tisser with a flagship store and franchise network.

	Nature of risk or challenge	Approach to mitigating
<b>Market</b>	Stiff competition : Middlemen	Direct access to artisans, innovative products
<b>Operations</b>	Supply Chain and inventory management	Regional hubs & Institutional Support
<b>Finance</b>	Seasonal market and competitive pricing	Multiple marketing approaches & versatile customers
<b>Regulations</b>	GST applicable	End to end cluster development and customization

In the globalised nation, market is the driving force for business flourishing and one of the determinants for leading a healthy lifestyle. In the midst of progress and development, thousands of rural livelihoods has been replaced by technological advanced products. India accounts for 60% of loomage in the world. We have dedicated clusters producing handwoven fabric or hand painted art. These handmade products are replaced by other similar technologically advanced products with greater market visibility. As a result of the presence and reach of corporate based production the livelihoods of the rural artisans have drastically reduced. To add to their misery their products are not given fair pricing by the middlemen. Moreover many artisans have stopped producing their art and getting involved in other alternative livelihoods because of not finding market for their products. The major problem we assessed is the absence of artisan products in supply and value chain of market operation.

As per our interaction with rural artisans and their assessment of products we found huge potential both in their skills and products. We saw the opportunity in bringing these artisans to the market platform and provide the option for the customers to choose from various ranges of handmade products. This will create sustainable livelihoods to the artisans and also the fair pricing to their product.

## Awards

### 2019

- Impact Award at NAFW, Seattle
- Times She UnLTD Entrepreneur Awards Winner
- MSInS Start up Week Winner
- Upaya Social Venture Accelerator Program Finalist

### 2018

- Walmart WEDP Batch
- P & G WEBP Batch
- TAES Cohort
- Nari Shakti Awards

### 2017

- Action for India : 100
- I3cii Innovation Finalist
- Ipreneur Finalist
- Millennium Alliance Finalist
- Manthan Award

### 2015-16

- Praise Program Mentoring
- Thomsan Reuters
- Women on Wings
- Technoserve Startup batch
- Priyadarshini Award

## Recognition

- Indira Gandhi Award for Women entrepreneurship by Prayadarshini foundation , Mumbai : November 2015
- Startup India Rocks – Top 25 Startups , Bangalore 2016
- Action for India 2017 and 2018 : Top 100 Social Innovators
- SP Jain College of Management, Mumbai - Social Entrepreneur of the Year 2016
- Manthan Award – Winner Early stage ICT Innovation.
- Ipreneur 2017 TISS : National finalist
- I3cii Innovation Award 2017 and 2018 : National finalist
- Nari Shakti Award 2018 – business and Entrepreneurship
- Women Entrepreneurship Award 2019 , IECCSME
- Selected amongst 25 enterprise from Maharashtra State Innovation Society

## Media Coverage

1. Article on your story - women entrepreneurs are beautifying homes and generating livelihood in rural India by innovating age-old handicraft traditions <https://yourstory.com/2019/06/women-entrepreneurs-beautifying-innovating-homes>
2. Media Coverage on mint munch - <http://mintmunch.com/MM/app/pages/WomensDay.html>
3. Article on Founder : <http://www.theoptimistcitizen.com/world-bank-consultant-connecting-rural-artisans-weavers/>
4. Media Coverage in women Coffee Table book released by UNDP/Women on wings & NitiAyog : <https://www.tisserindia.com/wpcontent/uploads/2018/07/TisserC2A0CoverageC2A0InC2A0TheC2A0CoffeeC2A0TableC2A0Book.pdf>
5. Founder Interview : <https://youtu.be/NaRhank61J8>
6. Narishakti Award 2018 : [https://youtu.be/PI\\_vd40EXU4](https://youtu.be/PI_vd40EXU4)
7. Manthan Award 2017 : <https://youtu.be/q8H7YQotxzo>



## Awards and recognition

## MENTORSHIP PARTNERS

WOMEN  
ON  
WINGS



## CLUSTER DEVELOPMENT SUPPORT



## INSTITUTIONAL SUPPORT



## RETAIL PARTNERS

Craftsvilla



MIRAASA



the loom



Olive  
theory



**Collaboration and Partnership**

The 'Women Artisans Skill Enhancement Project' is a skill development programme for women belonging to marginal communities in Mumbai and Thane, Maharashtra. The Project is funded by Larsen & Toubro Infotech and is implemented by UNDP (United Nations Development Programme), India and FUEL (FRIENDS Union for Energizing Lives).

The project has been implemented in two phases: Phase 1: Establishing a foothold in marginalized communities of Aarey Colony, Sanjay Gandhi National Park and Thane with Trainings in Terrecotta, Warli and Clay Art and Phase 2: Scale Up from Phase 1. This Phase focused heavily on up-skilling women in Warli Art by providing Intensive Warli Training sessions and providing the necessary platforms to showcase their work in order to generate sales of the products so as to create a sustainable eco-system for skilling these women artisans.

During Phase 1 of the Project, 250 women were mobilized and trained in the 3 target Geographical regions (Aarey Colony, Sanjay Gandhi National Park and Thane, Maharashtra). The participation rate was 60% as 150 women (of the 250 from Phase 1) actively participated in all the training activities.

During Phase 2 of the Project, 503 women were mobilized and trained across the 3 Target locations. The participation rate increased to 75% as 380 women actively participated in training sessions as well as livelihood generation activities. Additionally, 250 beneficiaries from Phase 1.

Art forms : Tercotta, Warli, Jewelery, Clay products

#### **Scope of Work:**

- The scope of work expected from the Tisser is outlined below.
- Mobilise the artisan women engaged in handicraft through existing SHGs and practitioners of art forms.
- Identification of master trainers from community for product development
- Identification of community cadres from the community for business development, market linkages
- Develop at least 50 product types and 200 stock keeping unit across different material and substances of Wart art through product development centers
- Train at least 50 artisans to develop 50 product types
- Complete documentation for the handicrafts where value addition is being done.

#### **Deliverables:**

- Mobilise 250 artisans and focus on their capacity building, to develop their capabilities
- Development of 50 product types and 200 unique stock keeping unit in the cluster.
- Creation of digital catalogue having 50 product types and 200 stock keeping units with unique product codes confirming to quality standards of e-commerce players and buyers like boutiques, export houses etc.
- Creation of 2 community cadre for quality assurance, business development and market linkages

## Opportunity to represent as Warli Artist in Taj (Batch II)

**Name – Vidya Antony Swamy**

**Age – 18 years**

**Education – BFA First year student**

**Location – Unit 22, Aarey Colony**



Vidya, a first year student of BFA (Bachelor of Finance and Accounts) never had an exposure and interest in fine arts. She came to know about the Warli art training from community mobilizer Ms. Babita Khandekar about Warli training to be planned in her area. She also came a little bit about Warli training from some women of first batch already completed training.

“I was curious about the art so joined the training. Initially, I was scared as I did not have any background of art, but I developed interest day by day during training. Immediately after completion of training and practicing, we got an opportunity to make variety of Warli products. We made Jute bags, mojri, candle stands, paper bags, diaries, planters, wooden baskets etc.” she added. “Before, I was not worked anywhere. I was very happy and excited when I got first payment of my life. This is very precious for me, I have kept it separately and will spent to pay my tuition fees, travel expenses (metro/train/bus) and other expenses related to education”. She told that her father, mother and younger brother are very happy for her as she has become an earning member of a family in a younger age, while pursuing her education. Some of her friends also made enquiry of training and shown interest to join.

She is developed interest now and feeling happy as her talent level in art has enhanced. She is happy for making variety of products as it was helpful to improve the levels of her knowledge and skills. I want to learn Warli art further. Right now part time work is suitable for me as I am seeking my regular studies. But in future, surely I can thing about starting own business”. She expressed. Meanwhile she is practicing and trying to make her own samples of Warli. “I draw Warli designs on leaf, cloth. I have something in my mind and will try to develop samples of innovative products like Coconut shells, Cardboards and Boxes.”

I also got an opportunity to represent my cluster in the exhibition of R City Mall, Ghatkopar. I got a chance to interact with the variety of clients, various age groups, know market trends and demands. **Today, I am going to participate and represent in Exhibition on behalf of LTI/UNDP/TISSER organized in a Hotel Taj, India's No. 1 hotel. What else can be a happiest moment for me?**” Vidya questioned with excitement.

## Warli training helps adopting ideas of innovative fusion

**Prachiti PramodPatil**

**Age – 29, Home Maker**

**Education – 12th**

**Location – Asnoli (Bhiwandi)**



“After Warli training, I started thinking about innovative products using fusion”

PrachitiPramodPatil, a 29 year women was talking enthusiastically. A young lady from Asnoli had a passion about creative field. “I used to make products from waste – following the principle of ‘best out of waste’. I also completed Diploma course in Fashion Design and also know stitching.

“I developed interest in learning about Warli art when I heard about the Warli training so be scheduled in our village. I enrolled myself and completed 15 days training. We learnt various skills and aspects from our efficient trainers like drawing, painting, use of appropriate colours, finishing of the products etc.”

Aditi has one year old son. She mentioned that her in-laws are very supportive and taking care of her son when she attends the classes.

“I am very fond of designing the cloths as I did fashion designing. I am passionate about designing new cloths. I always buy the second hand fashion design magazines of well known fashion designer ‘RituKumar’ from scrap store in Bhiwandi. I get these magazines spending only 5 to 10 rupees; otherwise these magazines are very expansive. I always think to try new designs by referring these magazines.” Aditi shown these magazines and one of the dress designed by her.

“I buy the cloth from ‘LalaMarket’ in Bhiwandi where I can get lots of variety in reasonable rates. I would like to try fusion in Warli products like Warli cloth using Patches, various fabric painting patterns, sparkles, beads, threads etc. and want to develop own design catalogue. In future, I wish to start my own business; we together will are also ready to take bulk production in group.”

She believes that, training will give an opportunity to make her own identity. “Though I am in stitching and fashion designing, I now decided to settle down in Warli art” Aditi concluded with smile.

## **First ever income helps me to get encouragement from my children**

**Name - Renu Gupta**

**Age – 36 years**

**Education – Secondary School**

**Location –Saibaba Nagar, Aarey Colony**



“ I had an interest in drawing earlier but I could not nurture it because of family responsibilities. One day, one of my friends in locality told me about Warli painting classes organized. I joined these 15 days training. I liked it as our trainer ‘Waghmare Sir’ was very good, he taught us very nicely with all aspects of Warli. He also encouraged us to do lots of practice at our own. We finished our training and gradually we got production too” Renu was telling about the journey of Warli training taken by her.

“First production that we get is Jute bags from Vishakha Madam. I did hand painting on it , I liked it very much and it helped me to increase my confidence level. That way we did lots of things like coaster, fabric patches, canvas painting etc. I am feeling very happy. I received first ever salary, Rs. 1000/- in my 36 years life span. Earlier, I was recognized as a ‘House Wife’, but this salary gives me lots of pleasure.” She expressed

“Most important thing is that my children are very happy as they are feeling that apart from the routine household activities, first time I am doing something different in my life. They are encouraging me and saying that “Mummy, aapkuchkijiye, aapkarsaktehain”... I would like to continue in Warli and would like to become a professional in future. I would like to start my own business as I feel that I should become self sufficient. I would also like to work in our group simultaneously. We all together can do lot much.” Renu expressed her feelings with confidence.

She feels that Warli trainers played an important role, their efficiency and expertise in Warli art made lots of change in our lives. She is thankful to all and says “Vishakha teacher, Datta Sir, Ratna teacher also helped me a lot, provided proper guidance. I am feeling very satisfied.” She concluded happily.



## Found path of life - Razia's story

**Name – RaziaKallukhan**

**Age- 25**

**Education – 10th**

**Location – Vajreshwari/Ganeshpuri (Bhiwandi)**



Razia, a young girl from Muslim community is one of the beneficiaries of Warli Art Training. She stays in Vajreshwari and had to go to school to Mahapoli, which was distant from her village. Somehow, she could not manage daily commuting and could not clear 10th exam. Because of failure in exam, she lost her interest in studies too, so she dropped out from school.

After leaving school, she started learning small courses like clay art, stitching etc. “I came to know about Warli training from Self Help Group. I also came to know that we can earn money working from home. I had some restrictions from my family to go out and work. I felt this course useful as it was too organized in nearby village and it was possible to attend training along with group of women. My parents granted permission to me to enroll in the training. This way my journey of Warli training initiated” Said Razia.

“The training was arranged in Ganeshpuri, I commuted daily from Vajreshwari to complete the training. I had an interest in drawing while I was in school. The training was very useful and boost up my interest level. I picked the art very fast. I also did lots of practice at my home to get a finishing and perfection” She said with smile.

After completion of training, the women in the cluster were involved in making various Warli products. “I did coasters then continuously we are getting products. Till date, we made designs on fabric Patches, Strips, Palazzos and Kurtis, Mojris (Foot wear), trays, bags and other products. I have now good experience of making variety of Products. I am also making own earnings by making products as well as working as a trainer. I could not express level of my happiness in words, I m feeling proud as become a earning member of a family and my family feels the same” she replied.

Razia got an important role of trainer as she got expertise in Warli art in a very short span. She is now engaged as a Trainer in nearby clusters like Asnoli, Awale etc. “I am very happy as I can share my knowledge and skills to others. My parents are also convinced and have a trust of team members. They now give me a permission to go out of village and work as a trainer. They are also very happy. I became a confident and could build trust among my family members, now they easily give me a permission to go outside. I also got an opportunity to represent out village and showcase our skills in some exhibition organized in Thane and Mumbai.”

Razia is very happy whatever she learns from this training. She expressed that she would like to take advanced training in Warli art and wish to start small business of her own in future. It may be a Gift Shop. She would like to continue this even after she gets married.

“I found my happiness, I found my path of life and I would continue my journey on that path” She concluded with smile.

## Got own Identity as Warli Artist

**Name – PoojaAdeshPatil**

**Age- 24 years**

**Education – 12th**

**Location – Asnoli**



Pooja, a young woman resides in Asnoli. She is married and having a son. Her family business is Agriculture and family members are literate. She is a normal homemaker and engaged in routine household activities. “I came to know about Warli training from Manisha Madam, a community resource person. I have an interest in art. I like to do painting, drawing in my school days. I was fond of art since childhood. After that, I also learn Mehendi, Rangoli etc. I felt the training very interesting. Around 20 women on our villages had registered for Warli Training, but some of them had dropped because of their household responsibilities. I Kept continued as my husband and in-laws are very supportive and always encourage me learning new things.” Pooja was telling her story of joining for Warli Training.

“My interest level of learning had grown up day by day with training. I did not know about what to do next after training. I was absolutely not aware about that we would earn out of it. I thought, I can teach the drawing to my kid after finishing the training, that’s it. We are lucky that we got good trainer. Tejas Sir taught us very nicely and he has also given individual attention. The way he explain various aspects of Warliart was very interesting. He had also shown some samples of Warli art during training period.”

She told that her family members were very supportive during training period as they all are aware about her interest in learning. Her mother in law took care of her kid. “We immediately got an opportunity to make products like jewellery box, jute bags and fabric patches. That was the key of happiness that we could immediately apply our skills in making products. Product trainers, Datta Sir, Kishor Sir and Razia Madam were also efficient and they provided us proper guidance while making each product.” She expressed happily. “The happiness and satisfaction were at peak when I received first payment of my life. I could not measure it. I want to learn more things. I could learn new things in while making each product. But we still need more practice to become perfect.” She told that she would like to learn more skills and advanced training.

“Right now, I can work part time as I have to look after my kid as well as household activities. But I am quite confident that we together could furnish a big order if we get it. We, all 8 trainees can do it together, for that we have unity in our group. I am also willing to represent my cluster in various exhibitions. I have no objection from my family members to attend exhibitions. I also wish to learn marketing as if we get the order, we should able to handle it properly, in a professional manner”.. She expressed enthusiastically.

“As we are getting orders and making money immediately after training, other women from village are also making enquiry about the training and willing to join it. Women, who enrolled initially and dropped from training are also asking about to, enroll again. In future, I would also like to become a trainer.

***“What I got from the training is – ‘Own Identity’- earlier I was recognized with my husband’s name but now people are recognize me as Warli Artist, that’s the biggest achievement of life of mine”.***

## Training helped to build my Confidence

**Name – Shabana**

**Age- 36 years**

**Education – 7th**

**Location – Angaon**



'Shabana, 36 years old woman is one of the beneficiaries who belongs to the Muslim Community. She educated up to 7th standard in Urdu medium then got married. Her husband is an owner of a small shop in village. Being a homemaker and mother of three children, Shabana already had acquired a skill of stitching before she got married. "I can stitch many things like mattress, salwar-kameez, blouses..etc. I stitch whatever comes to me as she and her mother-in-law believes that one should not deny the opportunity of making earnings.

Shabana came to know about Warli painting from a community resource person in the month of December 2018. "I never heard about Warli art earlier" She joined as she had curiosity of Warli art and eager to acquire new skill. The training was organized at doorsteps with limited hours in a day, which was suitable to her. She is very happy getting involved in production immediately after training, with that she made additional earning.

"I am already earning through stitching cloths but the prime benefit out of this training was that I got an opportunity to get mix with the women of other community. I also got new friend circle which helped me to build my confidence level. I was very shy and used to talk very less to anybody even from my community ("Training kepahele main kisi se bhibaatnahikartithi, hasatibhinahithi"), but now people of my community are appreciating about my confidence. I also improved my dialogue with them.

Shabana is quite confident now and wishes to expand the business by using both her skills (Stitching and Warli). She has made some samples at her own and ready to try to develop some innovative products at her own as well as with Producer Group.

## TISSER RURAL HANDICRAFTS

As the name suggests, we believe in roots and working with the most authentic forms of art and fabrics. Making the best of hand painted Textiles of India like Madhubani of Bihar, Warli of Maharashtra, Pattchitra of Odisha and working out a collection Portraying these artforms keeping minimal silhouettes, playing with layers and colour schemes belonging to the same family or in contrast. As per the original colour palette was finally achieved.

### MADHUBANI

Originally a form of bhatti-chitra (wall art), the ancient art form of Madhubani painting has a rich heritage rooted in the rhythms of Hindu ritual life. Predominantly a feminine expression passed down from mother to daughter, the themes and motifs of Madhubani are drawn from a palette of mythical figures, gods and goddesses, ritual activity and very importantly, local flora and fauna and animals. Rites of passage from birth to death are also accompanied by ritual painting on the walls of houses. Until recently this was exclusively a women's art handed down within the home.



### KALAMKARI – An Ancient Style Of Painting

Kalamkari is an ancient style of hand painting done on cotton or silk fabric with a tamarind pen, using natural dyes. The word Kalamkari is derived from a Persian word where 'kalam' means pen and 'kari' refers to craftsmanship. This art involves 23 tedious steps of dyeing, bleaching, hand painting, block printing, starching, cleaning and more. Motifs drawn in Kalamkari spans from flowers, peacock, paisleys to divine characters of Hindu epics like Mahabharata and Ramayana. Nowadays, this art is primarily done to create Kalamkari sarees. Tisser is working with more than 20 to 25 Kalamkari artists who develop and deliver quality products to us.



## WARLI ART

Warli painting is a style of tribal art mostly created by the tribal people from the North Sahyadri Range in India. This range encompasses cities such as Dahanu, Talasari, Jawhar, Palghar, Mokhada, and Vikramgad of Palghar district. This tribal art was originated in Maharashtra, where it is still practiced today. Our women in Aarey Colony and Mumbai have been trained to use Warli on contemporary products.



## IMPACT

### Women Artisans Skill Enhancement Project

The United Nations Development Programme in India (UNDP India) announced its partnership with funding partner Larsen and Toubro Infotech's (LTI) corporate social responsibility initiative, and project partner Friend's Union for Energizing Lives (FUEL) and implementing and market linkage partner Tisser Artisans Trust (TAT).

Overview of the project – April 2018 – Present

Total Clusters - 12

Location - Angaon , Awale , Aarey Colony Unit 22 , Asnoli , Saibaba Nagar, Ganeshpuri, Pundas , Dhonda Vadavli , Karivali , Palakhane , Nimbada , Mahapoli.

Women Mobilized - 500+

Art - Warli Painting , Sticking , Teracotta

Process - Community Mobilization > Warli Training > Practicing > Production > PO Training

Outcome 1. Women artisans got opportunity to learn new skill of Warli Art as per their convenient time, at their doorsteps and totally free of cost. 2. They got an opportunity to participate and use their skills in making various products like jute bags, cloth patches, shoe, painting on palazzos and kurtis, painting frames , etc.

3. After training and practicing, women artisans are able to work as a group and at individual level also. 4. They got opportunity to participate in various exhibitions, deal with clients, know about their choices of products and demand, know about new market trends etc. 5. Even small earnings helped them to develop a deep feel of satisfaction and happiness. It also helps them to enhance their livelihoods.



**TISSER RURAL HANDICRAFTS**

## **PATACHITRA**

Patachitra is a general term for traditional, cloth-based scroll painting, based in the eastern Indian states of Odisha and West Bengal. Pattachitra artform is known for its intricate details as well as mythological narratives and folktales inscribed in it. Pattachitra is one of the ancient artworks of Odisha. Patrachitras are a component of an ancient Bengali narrative art, originally serving as a visual device during the performance of a song.



## **IMPACT**

### **Tisser step towards rehabilitation of Raghurajpur: Crowd funding through Impact Guru**

Cause - During Cyclone Fani, the village of Raghurajpur faced destruction on a large scale; resulting in a loss of life, property and livelihood. Simultaneously, the fabric of the village which gives birth to Pattachitra was destroyed. Raghurajpur, home of Odisha's famous Pattachitra art, is a village ruined, priceless pieces of art washed away by the cyclone that stormed through the state on May 3.

Support - This crowd funding pitch is an effort taken by Tisser to help our friends and collaborators in Raghurajpur, to enable them to reinstate the lost village fabric and allow them to invest in necessary community interventions to revive the art form of Pattachitra. We have managed to generate sufficient amount of funds from impact guru.

### **Orissa Pattachitra Artisans Livelihoods Rehabilitation Project**

Objective of the Project

1. Protect and Rehabilitate Pattachitra art cluster and livelihood of artisans at Raghurajpur, Orissa
2. Create art and craft center with all facilities for Pattcahitra artisan.
3. Training and Market linkage to the products of Pattachitra artisans.
4. Harness the transformative power of a cluster to support rural
5. Entrepreneurship committed to profitable growth through end to end supply chain



# Production of Fabric Toys

In partnership with Tisser



## Context:

Tisser came into business with a motive to promote the loom and craft industry not only bulwark of our historical legacy but transform into an enterprising fortune of artisans besides current trade and future commerce. Tisser products are natural, craft based, contemporary, and affordable. Keeping this in mind, the collaboration with Pidilite to help realize this vision into reality by also creating toys in the same manner. This will not only serve as a purpose for the business but also help the artisans across India, as it will lead to end to end cluster development and livelihood generation. The project will start with a pilot consisting of a sample of 50 that will be created in the Tonk district of Rajasthan. Post this phase the project will be implemented when the manufacturing unit for the toys will be set up in Amravati and Wardha.

## Tisser

Tisser supports weavers and craftsmen who make products using traditional techniques, skills and hand processes consisting of the core of Incredible India! We provide a platform to these artisans to directly connect with the Globe. Yes, we want to recognize the faceless artisan and give him his due. Our artisans found an unmatched expression of our splendid culture through the cherished legacy of handmade products. Handicraft and handloom products are eco-friendly and organic. By buying Tisser products, we together promote rural livelihood. Built in tandem with the National Rural Livelihood Mission, Tisser ensures that the produce is centred around compelling storyboards to evoke and invoke their intended and unintended consumers across India & the world.

## **Pidilite**

Pidilite is a consumer centric company committed to quality and innovation. For decades, we have been pioneering products for small to large applications, at home and industry, which have forged strong bonds with people from all walks of life. From adhesives, sealants, waterproofing solutions and construction chemicals to arts & crafts, industrial resins, polymers and more, our product portfolio is as diverse as it is ever-evolving. Today, our brands are trusted household and industrial names, and we are the market leader in adhesives. A robust and growing network makes our products accessible across demographics and geographies. We also embrace our responsibility towards the community through social initiatives in rural development, education and healthcare.

### **Project Background**

Promoting the Handloom Industry and using them while manufacturing toys. Along with the artistry of weavers, the Indian handloom industry demonstrates the richness and diversity of Indian culture. With over 4.3 million people directly involved in the production, the handloom industry is the second-largest employment provider for the rural population in India after agriculture. Indian handloom products are known for their unique designs and finesse. In regards to toys, using Handloom fabric makes sense because the fabric is organic, natural fiber and non – toxic. Hence making it ideal, suitable and safe raw material for the children to play with.

To add to that, the handloom industry will also benefit from this as there has been a decline of about approximately 40% in the handloom Industry from 1987 to 2010. Research has proven that this industry was on a decline owing to the following reasons: Informal and disorganized; Lack design support; No active feedback mechanism; Dwindling demand; Limited access to marketing resources.

Tisser found solutions to these problems, which are as follows:

- Regional Hub Concept in Rajasthan (Owing to their expertise and experience in toy making)
- Cluster development with MSRLM (Maharashtra State Rural Livelihood Mission) and KVIB (Khadi and Village Industries Board, Maharashtra)
- Dedicated team of designers
- Real time connect and feedback
- Generate demand via marketing

### **Natural Dyed Fabrics for Toys**

Natural dyeing using plant-based dyestuffs produces a variety of beautiful dyed fabrics with no environmental pollution. In ancient times, it was the brilliant and permanent dyeing of cotton, in which India was unrivalled. The Indian genius in natural dyeing lay in their mastery of the pre-treatment of cotton, enabling the production of bright, colour-fast, and washable fabrics. The use of the natural dye in the toys will make it safe for the children to play with, in case they are to put the toys in their mouth, as well as be attractive for the children owing to their bright colour schemes. The washable fabric will ensure that the dust can be taken care of and the children don't come in contact with too much dust.



Indian toy market is fragmented, region based and largely unorganized as the market is very small compared to the population and per capita income. The toy business is based on constant innovation and one needs to always be abreast with the changing taste of the customers to new produce, new innovative toys, for survival in the market. Since the last four or five years the Indian toy industry has shown a healthy growth rate. The market is growing at 15 to 20 percent per annum which is a sound growth and has been predicted to grow speedily for the next 5 to 6 years.

Hence introducing soft toys where the innovative factor will be with natural dye might attract the attention of our customers and also give the unorganized toy industry a chance to grow.

### **Value Proposition:**

- Directly working with craftsmen, artisans, weavers, SHGs
- Institutional Support from State Rural Livelihood Missions
- Co-Creation with Artisans and Designers
- End to End Operations
- Customized products for Branding

### **Social Impact:**

Socially, craftspeople and artisans come from some of the most disadvantaged communities, with very little opportunities for self-development and growth. Under livelihood project they come together as self-help groups and producer groups to get improved access for finance and market. The fact that artisans and craftspeople still retain their skills is a miracle, given the fast changing trends in the urban market, which are the mainstay of many a rural artisan.

