Tisser Business Model

- Institutional Partnerships
- Environment Awareness
- Design & Diversification
- B2B and B2C Clients
- IT Innovations & Support
- Cluster Development
- Block Chain Technology
- Regional Hub

Regional Hub
Block Chain
Cluster Skilling
IT Innovations

Institutional Partnerships
Consumer Awareness
Design & Diversification
B2B to Franchise
Design And Diversification
Design And Diversification

15 Art forms
200 innovative products

1. Ikat

2. Warli
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 tussar silk through design

Furniture designed with phulkari fabric
Furniture designed with indigo fabric
Furniture designed with madhubani fabric
Furniture designed with applique fabric

Skill development through redoing the same art form in various ways and on mediums
Skill building
Innovating Warli

Generating livelihood for 500 women in aarey and Ganeshpuri with partnerships

LTI/UNDP
Simplifying Clay

**Souvenir, Wind Chime, Planters, Magnets**

Simple without wheel &

**Air Dry Clay**
New Segments : Fabric toys
Market Linkages for Livelihood

Shops
Exhibitions
Online
B2B and B2C
Artisan App and Block Chain

Block Chain Prototype:

In Partnership with Vyoma Software's (USA)

Block Chain will provide Transparency, Auditability, Immutability, Traceability and Security
Consumer Awareness

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

Tisser is not a market place where multiple vendors are selling

Tisser supports end to end cluster development

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

Tisser products are of high quality finish and design.

- **Block chain in Handicraft & Handloom**
  - Tisser & Vyoma Software are developing Distributed Ledger Technology (DLT).
  - The solution will provide Transparency, Auditability, Immutability & Security.

- **Hand to Heart Promise Real Hand Made Goods**
  - Tisser has handmade classification. Each Product displays handmade %.
  - Each item has fingerprint of its maker. Guaranteed, Hand to Heart Promise.

- **Honest Pricing Artisan Supportive Cost Model**
  - % Eco-friendly
  - Artisan’s Income
  - Livelihood Generated

- **Impact Icons.**

- **Know Your Product Understand the Processes**
  - Tisser product comes with a QR code. Browse the video & know the artisan. Create awareness around the art form. Appreciate the hand work.
  - Know the process of handicraft making.
Sustainability & Scalability

B2B (70%)
- Online Portal
- Distributors
- Resellers
- Pop-Ups
- Shop in Shop
- Interiors
- Event Managers

B2C (10%)
- Retail Site
- Exhibitions
- Store

CORPORATES (10%)
- Gifting
- Conferences

Average Revenue: 50 lacs /annum

Clothing | Home | Accessories: 1 lacs plus products
Institutional Partnerships

Cluster

Mentoring

Networking

Government & Corporates
Innovative Partnerships

Art Forms

Manufacturing

Marketing

Livelihood
SOCIAL IMPACT
Handloom Households in India

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Households</th>
<th>Percentage Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1987-88</td>
<td>63,42,523</td>
<td></td>
</tr>
<tr>
<td>1995-96</td>
<td>51,97,482</td>
<td>-18.05%</td>
</tr>
<tr>
<td>2009-10</td>
<td>43,31,876</td>
<td>-16.65%</td>
</tr>
</tbody>
</table>

1987/88 – Ministry of Textiles, Government of India
2009/10 – National Council of Applied Economics Research

*Dwindling sector*
• Artisan Payments : 2 Cr
• Cluster Support : 1 Cr
• 10,000 Artisan Networked
• 1000 SHG / Producer Groups
• 25 dedicated cluster of skill building with 250 artisans.
  • 25 art forms
  • 500 innovative products
Recognitions

2015 -16
Praise Program Mentoring
Thompson Reuters
Women on Wings, Netherlands
TechnoServe startup Batch
Startup India Rocks Finalist

Priyadarshini Award

2017
Action for India:100
i3cii Innovation finalist
Ipreneur finalist
Millennium Alliance Finalist

Manthan Award

2018
Wallmart WEDP Batch
P&G WEBP Batch
TAES Cohort

Nari Shakti Award
Vision

Vision:
Co-create with rural artisans ' Tisser ' brand known for designed, innovative, unique handicraft/handloom products, Globally

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.
Growth Path: 4+ years

Innovation
- Design
- Diversification
- Digital

Branding
- Flagship Store
- Franchise Network

Sustainability
- New Geographies
- Networking
Team

Advisory
10

Operations
20

Regional Hubs
6

Designers
20

Presence in 18 states and 10000 Artisans/ SHGs
THANK YOU