Viveka: Exquisite Range of Fine Art Products

Bags Batwas Belts

Blouse Pieces Yokes

Fringes Frames Key Chains Hair Accessories

Mobile Cases Pouches Spectacle Cases

Leather Products

Pouches Travel Kits

Gift Articles and Corporate Gift Mementos

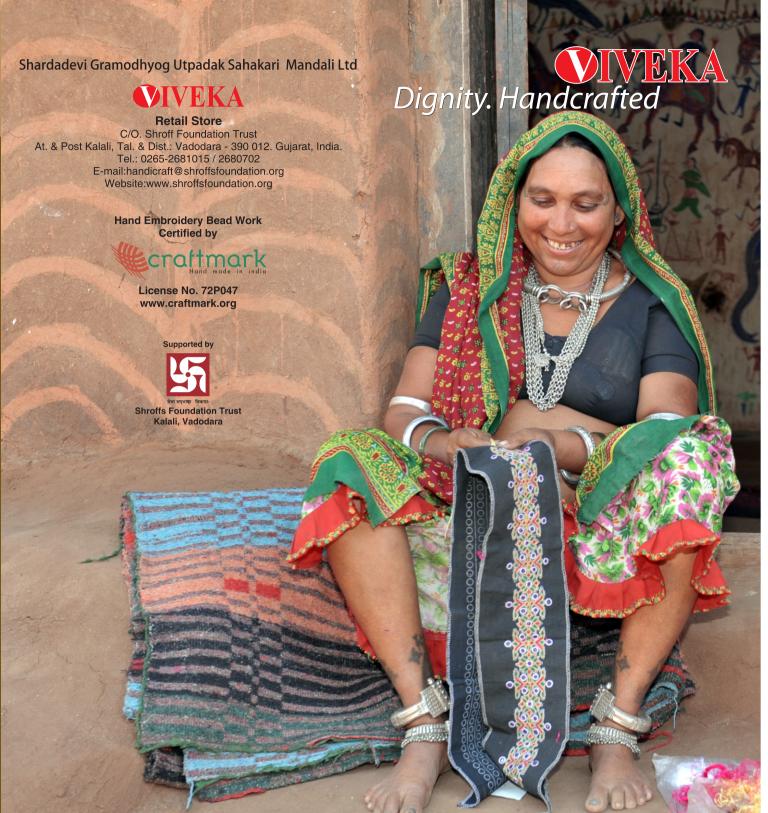
Viveka products are marketed and sold in major Indian cities through franchises, bulk orders, and exhibitions.

We provide marketing support to franchises through print advertisements, hoardings, and promotional activities with franchises for brand and sales promotion.

We also design and develop special products for large orders.

Viveka offers a wide range of handcrafted functional fine art products that reflect a contemporary aesthetic and indigenous ethnic traditions.





Viveka: Cooperative Enterprise Managed by Tribal Women

Excellence that Empowers

Fusion of Ethnic Skills and Contemporary
Aesthetics

Stitch by stitch
the women have
created a
reputed brand
of finely crafted
products,
accredited with
the craftmark
that has earned
life of dignity
and self-respect.

Viveka emerged from an ambitious project initialed by the Shroffs Foundation Trust to develop a cooperative enterprise wholly owned and managed by tribal women, the Shardadevi Gramodhyog Utpadak Sahakari Mandali Ltd (SGS). 750 tribal women have been empowered through this enterprise.

Crafting Change

The women's growing financial independence and emerging confidence is manifested in increased mobility and greater decision making power. The local income generation opportunity has helped to stem the flow of forced migration.

The women have been empowered by the savings habit, exposure to banking and credit and a better understanding of the working of government institutions such as Panchayti Raj.

Viveka has successfully achieved its holistic objective of transforming lives through livelihood opportunities. Each Viveka product has a story to tell... an inspiring tale of a woman winning against the odds of survival by participating in a collective enterprise... her own enterprise.

Designed for Dignity

Viveka is a testimony of her determination and resilience to make her mark in a demanding world with quality that speaks of her capability. The hallmark of all Viveka products is the highest standards of craftsmanship. Each bead is hand sown, each pattern and colour combination individually selected.

The unique identity of Viveka stems from a fusion of diverse ethnic skills, a synthesis of the bead work of the tribal region of Chhotaudepur and acquired Kutchhi embroidery skills. An indigenous craft tradition is taking root, a new generation of artisans are being born.

Made with real silk, the fine art products incorporate sequins, embroidery and beading in a single piece **Viveka** represent the individuality of the women that make them and the women that buy them.

