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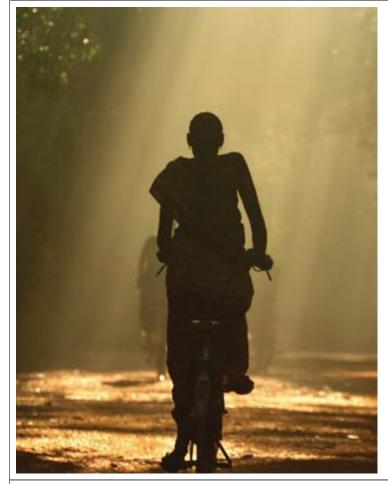


Seminar and Site Visits 26-28 August, 2010

EcoLife Store



Minhaj Ameen



Sustainable lifestyles - key challenges

- Awareness
- Access
- After sales



Rural setting

- Lighting is a priority
- So Mission Tejas
 - A collaborative platform
 - Replacing Kerosene

The last mile

Auroville Village Action Group (AVAG)

- 200 SHG
- 4000 women
- 6 villages
- The money crunch



The launch of eco life store

Vision:

Local people, especially the poor, should have a **choice** in deciding which products are right for them. The store is also a centre, where customers can **learn** about the threat of **global warming** and ways to reduce their household's carbon footprint.

The launch of eco life store

Mission:

The EcoLife Store aims to provide environmentally friendly products to communities in order to improve the health and sanitation of current living standards while reducing carbon emissions. Through education and marketing efforts, EcoLife products can replace kerosene, three stone fires, and other harmful items used for everyday needs, in order to better the lives of the people.

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The product portfolio

- Solar/battery lights
- CFLs

Ecolife Store | Minhaj Ameen

- Smokeless stoves
- Affordable water filters
- EM





Lessons learnt

- There is a lot more to it than smoke in smokeless stoves
- Cheap and swiss tech is not always cost effective
- Market saturation
- EM the surprise winner

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The future

- Consumables
- Service and knowledge based solutions
- Livelihood based
- Food based
- Organic cooperative
- Pest control

Ecolife store in an urban setting?

Recall – key barriers to sustainable lifestyles

- Awareness
- Access
- After sales

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What can be done?

- Useful / user friendly products with lower footprint
- Trained staff for servicing
 - SW heater, solar systems and lights, waste water systems, water recharging systems
- Shop is financially self sufficient

This is viable today

EcoLife Store

