

*Presented at*



# Auroville Green Practices

Seminar and Site Visits  
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## EcoLife Store



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## 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.

## The product portfolio

- Solar/battery lights
- CFLs
- 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

## 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

## 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



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[green.aurovilleportal.org](http://green.aurovilleportal.org)