l’avenir d’aurolville invites you to a seminar on
“the socio economic development of auroville”

martin, harini and vikram will present the findings of their study on this topic, followed
by a discussion session moderated by sauro

venue: town hall conference hall

date: 19th september

time: 10am to 12 pm
what this survey is about and what it's not about
# Table of Slides

**Commercial Activities**
- on working groups
- on Auroville framework
- on setting up a unit
- on growth
- on human resources

**Youth**
- overall findings
- findings from schools
- findings from youth in Auroville
- findings from AV youth living outside

**Working Groups**
- feedback

**Suggestions**
- from units
- from youth
- from working groups
- from the team
commercial activities
commercial activities
assumption survey

i. current unit holders are willing to expand their units:

ii. aurovilians & newcomers are willing to join commercial units:

iii. unit holders want aurovilians / newcomers to work in their units:

iv. auroville needs more financially successful business for its growth:

v. unit holders would be willing to answer a one-on-one interview:
commercial activities
assumption survey

i. current unit holders are willing to expand their units: >86%

ii. aurovilians & newcomers are willing to join commercial units: >70%

iii. unit holders want aurovilians / newcomers to work in their units: >70%

iv. auroville needs more financially successful business for its growth: >90%

v. unit holders would be willing to answer a one-on-one interview: 34
feedback from units

one-on-ones with 12 unit holders have yielded feedback on:

i. units’ experiences with working groups
ii. experiences with the auroville framework
iii. experiences with human resources
feedback from units
experiences with working groups

regarding groups in general:

i. don’t know the needs of units
ii. needs many more people to function better
iii. auroville groups are bureaucratic
iv. no contact with the units
feedback from units
experiences with working groups

regarding the auroville board of commerce:

i. not proactive

ii. only sends bills

iii. not providing advise/info regarding taxes, labor laws etc.

iv. pushes the interests of the big units only

v. should promote auroville products

vi. no information on how to set up a unit
feedback from units
experiences with working groups

regarding l’avenir d’auroville:

i. obtaining land for expanding is an issue (33%)

ii. communication and dealing with l’avenir is an obstacle (50%)

iii. there is a big gap between planning and reality
feedback from units
experiences with working groups

regarding the entry group:

i. commercially oriented applicants find it difficult

ii. newcomers are not allowed to start a unit

iii. newcomers are discouraged from working in units
feedback from units
experiences with the auroville framework

regarding policies and guidelines:

i. lack of clarity and communication (6)

ii. frame is too narrow – we are killing creativity

iii. too slow, red tape and bureaucracy
feedback from units
experiences with the auroville framework

regarding the unity fund:

i. takes away money needed for investment

ii. there needs to be free choice of how much is contributed

iii. income generated outside should also be under this

iv. there is no transparency on how it is calculated

v. how many units actually follow it?

vi. contribution should depend on size in some way
feedback from units
experiences on setting up a unit

on the positive side:
place was available
incubator model helped
tsig helped enormously
funds easily available for some
easier in AV than outside

on the negative side:
no incentives
risky: profits are shared but not the losses
difficult to get loans
private money is invested (8)
many delays
no support from auroville
too much paperwork
rules and regulations not clear
too many obstacles
feedback from units
comments on growth

many do not wish to grow because:

i. they do not wish to become business minded

ii. family comes first

iii. contact with the clients gets lost

iv. too much work implies not enough time for other activities

v. investments are extremely high

vi. many in auroville have reservations about money, making economic growth difficult
feedback from units
experiences with human resources

missing skill sets in auroville

i. management
ii. accounting and administration
iii. marketing and communication (5)
iv. indian law (labour, sales tax, etc.)
v. farming
vi. food technology
vii. computer literacy
feedback from units
experiences with human resources

negative attitude of aurovilians

i. towards commercial unit holders (6)
ii. towards outside investors
iii. for working in commercial units (6)
feedback from units
experiences with human resources

regarding apprenticeships

i. 80% are open to take apprentices

ii. prefer a formal contract with the apprentices

iii. only with the young and motivated (3)

iv. equal work conditions for apprentices and others employed

v. this needs a formal setup for it to function efficiently
We thought he was providing calm, thoughtful guidance through the financial crisis. Turns out, he was just taking a nap.
we surveyed a total of 278 youth in and around Auroville to better understand their education and work aspirations.

<table>
<thead>
<tr>
<th></th>
<th>youth</th>
<th>youth outside</th>
<th>av students</th>
<th>outreach schools</th>
</tr>
</thead>
<tbody>
<tr>
<td>age</td>
<td>20-30</td>
<td>20-40</td>
<td>15-20</td>
<td>15-20</td>
</tr>
<tr>
<td>estimated number</td>
<td>100</td>
<td>155</td>
<td>70</td>
<td>-</td>
</tr>
<tr>
<td>contacted</td>
<td>81</td>
<td>96</td>
<td>70</td>
<td>129</td>
</tr>
<tr>
<td>responses</td>
<td>40</td>
<td>64</td>
<td>45</td>
<td>129</td>
</tr>
</tbody>
</table>
youth

educational qualifications

- High School: 38.46%
- Bachelor: 25.00%
- Master: 13.46%
- Postgraduate: 3.85%
- Other (please specify): 19.23%
financial resources to go outside

- Yes: 47.6%
- No: 19.0%
- Don't know: 33.0%
main reason for youth to leave Auroville

- Education and training: 56.55%
- To earn some money: 14.48%
- My family left: 11.72%
- To see the world: 9.66%
- AV ideals: 4.14%
- My friends left: 2.07%
main reasons for youth to return to AV

- AV by itself: 51.33%
- My family and friends: 38.05%
- Work in AV: 8.85%
- Other: 1.77%
what inspires most about auroville

- Auroville ideals: 38.96%
- Nature: 18.83%
- The people: 18.18%
- Lifestyle: 13.64%
- Other: 10.39%
support for personal development

- Absolutely!: 33.88%
- Maybe yes: 9.92%
- Maybe no: 9.09%
- Well: 31.40%
- No way!: 15.70%
areas auroville should focus on

- Education (university and colleges): 40.18%
- Youth facilities: 22.37%
- Research: 12.33%
- Farming: 9.13%
- Centers for music and dance: 8.68%
- Others: 7.31%
Auroville's main challenges:

- Keeping the AV ideals: 29.41%
- AV governance: 21.18%
- Higher Education: 13.53%
- Attracting young people: 7.65%
- Housing: 7.06%
- Financially self-sufficient: 6.47%
- Financially self-sufficient: 6.47%
findings from youth
youth living in auroville

i. frustrated with Auroville, with decision making in particular
ii. “learning” plays a very big role with this group
iii. majority has not left Auroville for more than a year and 60% are not considering to leave
iv. most interested in technology, communication and business related activities
v. want to see ventures related to new technologies (solar energy, electrical bike, etc.)
vi. 75% is content with the work they do currently
findings from youth
auroville youth living outside

i. lived for an average of 14 years in Auroville and almost all regularly visit Auroville; majority is living in Europe

ii. many (over 65%) wish to return to Auroville

iii. work opportunities do not appear to motivate this group to return

iv. education, finances and Auroville ideals are holding this group back from returning
Gourmet Foods

Wines

Cheese Fruit

Beef

Small loans available
members of working groups

we spoke with seven members of working groups to get their perspective......
members of working groups

feedback

i. need of the hour is HR and economy

ii. auroville’s strengths: it’s multilingual and multicultural population and in it’s global networking

iii. labor intensive production will come to an end - not sustainable

iv. abc as an advisory body for units; should be equipped with core management skills

v. abc has no time to take up the concerns of units
members of working groups

feedback

i. negative attitude towards commercial units can be resolved if there is more transparency

ii. It’s easy to get a loan in Auroville

iii. maintenance is too low

iv. succession?
Divine Instructions for Living in Auroville

1

2

3

4

5

Have Faith!
**suggestions from units**
for new enterprises in Auroville

**food:**
i. an organic food cooperation
ii. food processing in Auroville
iii. herbarium

**constructions:**
i. database of construction suppliers for builders and architects
ii. heavy construction machinery (concrete plant and crane)

**health and wellness:**
i. training centre for health therapies
ii. spa’s and health resorts
suggestions from units
for new enterprises in auroville

collective efforts:

i. collective marketing - auroville products
ii. collective purchasing - eateries
iii. collective purchasing - builders and architects
iv. more auroville boutiques in india
v. business hubs

financial
i. Interest free loans (time bound)
suggestions from units
for new enterprises in auroville

education and training
i. centres - host conferences and workshops
ii. centres - host volunteers/interns
iii. seminars, workshops and courses
iv. apprenticeships

knowledge based businesses and consultancies in:
i. alternate energy
ii. alternative farming methods
iii. Landscaping
suggestions from units
for improving the abc

i. guidelines for new and existing units on policies and laws

ii. more networking among units, sharing of information, competition → co-operation

iii. to set up a consolidated purchasing service

iv. to set a consolidated accounting service

v. legal advise cell

vi. communication: aurowiki
suggestions from youth

infrastructure
i. free internet Wi-Fi all over Auroville
ii. clean energy supply
iii. public Transport
iv. ayurvedic center
v. women’s issue centre
vi. a sound proof area

others:
i. higher maintenance
ii. auroville ➔ self-sufficient in organic agriculture
iii. auroville ➔ environmentally sustainable
suggestions from youth

education and work:
i. higher education: tie up with Pondy University
ii. professional training centre for music and/or dance
iii. internationally recognized apprenticeships
iv. job recruitment facility

support structure
i. support to start a unit/project
ii. Interest-free loans for youth
iii. waiver of housing service charges
iv. financial support for young mothers

entrepreneurial enterprises
i. av to focus on businesses based on its own needs
suggestions from working groups

pattern of production
i. new units should be less labour intensive
ii. existing units to try and reduce dependence on labour

support structures
i. more business hubs, and even service hubs are needed
ii. divide abc into two – for big units and small units
iii. large units to share experience and resources
iv. large units to set up a fund
v. outlets that bring all small activities together - commercial / service outlets
suggestions from members of working groups
for new enterprises in auroville

food
i. food production and processing

education
i. tie up with universities
ii. educational consultancies
iii. applied research
iv. guest educational programs
v. seminars and workshops

collective efforts
i. marketing service for commercial enterprises

health and hospitality
i. health / yoga based
ii. hotels/ hospitality tie-ups
suggestions from the team

i. an integrated marketing service
ii. discussion about the split between services and units
iii. working group members visit all auroville units
iv. regular meetings for all units
v. added value initiatives such as labeling (organic, fair trade, socially accountable, eco friendly etc.)
vi. an advisory board for units
vii. online database of human resources in auroville
viii. catalog of auroville products and services
next steps