

The background of the entire page is a photograph of several shelves filled with large rolls of paper or fabric in various colors. The colors include shades of red, orange, yellow, green, and blue. The rolls are arranged in rows on the shelves, and some are partially unrolled, showing their texture. The lighting is bright, highlighting the vibrant colors.

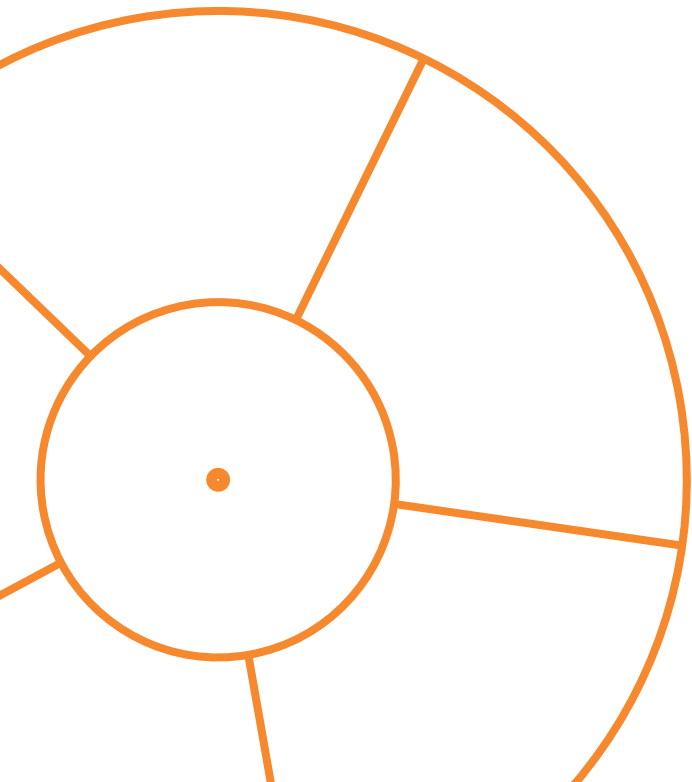
SMALL SCALE
INDUSTRY IN AUROVILLE

INDIA

A GUIDE THROUGH
DIVERSITY IN UNITY

SMALL SCALE
INDUSTRY IN AUROVILLE

INDIA



Auroville 2009

FOREWORD

This project originally began as a research focusing on diverse production methods and different solutions in analog and digital networking methods.

It has now evolved into a guide for people to understand the work being done by Auroville's diverse small-scale enterprises, taking a small step towards building unity among the different units through open source materials.

The work will be carried on. In 2010/2011 all of the Auroville production units will be introduced at auroville.org.

Isabell Fringer

Berlin, Germany

The Universal Township project of Auroville started in 1968, with the aim of creating a city dedicated to human unity and international understanding. Based upon the work and vision of Sri Aurobindo and The Mother, Auroville was intended as a site for the manifestation of human unity through embracing diversity. As such, it offers itself as a testing ground and laboratory for the next step in human evolution.

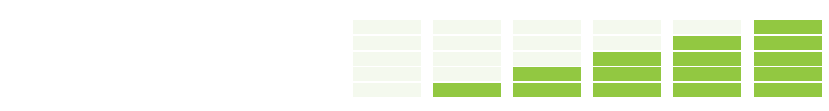
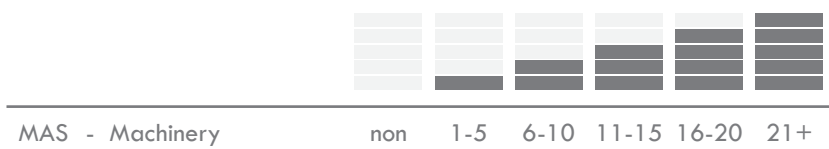
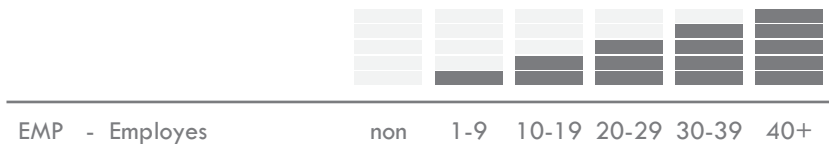
The present community of Auroville consists of over 100 settlements of varying sizes. The activities of the inhabitants are multifarious. They include educational research, health care, village development, applied technology, building construction, town planning, culture, municipal services, and a very large variety of small and medium scale business.

These businesses, mainly handicraft workshops, demonstrate a creativity enhanced by Auroville's multicultural background. The town is not known for specializing in one area. The units are diverse in what they are producing. This goes along with the main goal of building a self-sustainable community. Therefore a third of the income flows back to the Auroville Fund; this also manifests the will for unity on a financial level. Most of the units want to be an ethical, rather than commercial, enterprise. In its 40 years, Auroville first set up basic needs, like housing, food production, a healthy environment, then began establishing productive units.

For their future development, these units now face the challenge of functioning together, to overcome the difficulties of diversity. The basic idea of Auroville must now manifest itself on a higher level of communication between the individually acting units. What is needed is interaction and sharing, following the idea of open source.

This booklet has been created with this thought in mind, as the first step in raising awareness for an exchange of knowledge among the units. A solid network, a melting pot of ideas, creativity and achievements would enhance the development of individuals and the community.

This handbook was created as a means of gathering information about the work conducted by the various Aurovillian units and companies located within the Auroville area. It provides a glimpse into the philosophy of each of the companies. 23 units working in different areas (furniture, fashion, jewellery, stationary, stone-ware etc.) are presented, each with a diagram giving an overview of the core information following the descriptions of the units. The grey indicators give information about the size and the green indicators provide an idea of the company's main goals, based on subjective impressions of the author.



ECO - economical production

impressions showing the focus units place on the respective aspects

SOC - social aspect

DES - design

TEC - technology

Small scale production units introduced in this booklet

Papyrus
Vanaville
Ganesh Beads
Bijou
Amano
Auroknit
Arthena
Gecko
Upasana
Rangoli
Aureate
WELLpaper
Cane Lap
Candela
MatriGold
Bamboo Research Center
Fine Woodwork
Innovation Unlimited
Svaram
Kenji Matsumato
Flame
Shradhanjali
Glimpse



Papyrus specializes in the traditional craft-making of stationery. They are able to produce sophisticated items, such as photo albums and notebooks trimmed with silk, cotton, leather or handmade paper. One French Aurovillian with his workers produce the various stationery items to be sold in Auroville.



www.auroville.com/papyrus
 Fraternity, 605101 Auroville
 0091- 413 - 262 2129

Papyrus
converted into today's stationery



This small company, located in the New Creation Corner, offers high quality book-binding. All pages are folded and sewn together by hand. Their stationery items and packaging items are lovingly made art pieces. They are often producing for others within Auroville.



www.vanaville.com
 Kuilapalayam, 605101 Auroville
 0091- 413 - 262 3098

Vanaville
small scale paper art





Thread, skilled hands, and a relaxed social atmosphere characterize this unit, which, since the past few years, has started to concentrate on crocheted shoes mainly to be distributed or sold in Auroville. All the fabric work is done by hand. The small structure of the place enables the women to work in a very intimate environment.



Kottakarai, 605111 Auroville
0091- 413 - 262 2050

Ganesh Beads

colourful hand-made crochet shoes



In a very beautiful open space about 10 women turn thousands of colourful beads into jewellery, bags and other accessories. The French designer, Gillian, invents new products and generates a 'beadcode' for her workers.



www.auroville.com/bijou
Kottakarai, 605101 Auroville
0091- 413 - 262 2660

Bijou

bead by bead into fashion



Leather goods by Amano are all cut and sewn by hand. These products deserve a life-time warranty. The bags get sold via the Auroville boutique and in specialty shops within the region.



www.auromics.com/amano
Alankuppam, 605101 Auroville
0091- 413 - 262 2040

Amano
stitch by stitch into quality leathersgoods



Using natural fibers and leather, skilled Tamilian workers translate European design into finished garments and accessories. Employing a daunting repertoire of hand techniques, countless hours of work go into the items you'll see at Auroknit.



www.auromics.com/auroknits
Alankuppam, 605101 Auroville
0091- 413 - 262 2039

Auroknit
handknitted with love



Arthena's Interior Designers are Diana and Anne. These Spanish and Italian ladies started the unit with a range of bags made out of plastic materials. Now their collection also includes seating furniture made of soft materials. With an attitude of 'let life flow' they are now busy mainly with the decoration of interior spaces for hotels and new housing in Auroville.



Reve, 605101 Auroville
0091- 413 - 262 2557

Arthena

vivacious interior decorations



Gecko works with design whilst maintaining a high standard of production. It has developed its niche by producing clothes of high quality in relatively small numbers. The materials are linen and bamboo viscose and the designs depend on the client's specific needs. An example are the uniforms of waiters and other personnel of a large hotel chain.



www.gecko.in
Auroshilpam, 605101 Auroville
0091- 413 - 262 2526

Gecko

clothing of high quality not quantity





When visiting Upasana, it becomes rapidly clear that their main passion is not for the commercial development of their products. It is their philosophy that makes them unique. The articles that are sold, or given away as contributions, should carry a good energy. From the 'seed to the final product' they try their best to respect everyone's individual life and find a green solution for materials and production. Their field of work ranges from social development, design and manufacturing of garments to design consultancy and education.

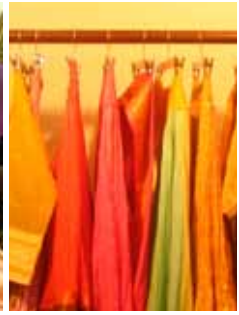
One example of their way of thinking is 'Tsunamika', a small doll made out of left-over of cloth. When the Tsunami hit the east coast of India in 2004, this little gift gave many woman a new chance in life. Exploring their creative side, they have been, and still are, able to earn money and empower themselves. Another project, 'Small Steps', is Upasanas answer to the wasteful plastic bag culture. They show us how important it is to take 'small steps' towards a new way of thinking in our society.

www.upasanadesign.com
Auroshilpam, 605101 Auroville
091 413 - 262 2939

Upasana

yoga of the right path and means in goods production





The atmosphere at the Rangoli studio is young, lively and full of joy and colours. Customers and friends are sitting on cane sofas, sipping their coffee. Prema, the executive, loves what she's doing, and that is reflected in her work. As a child, Prema already had a great sense of style and elegance and was always complimented on the clothes she wore. In 1999, though she had had no professional education or training in the field, her passion for clothes prompted her to begin her career as a designer and she created her own label

of women's clothing: 'Rangoli: a colourful experience'.

"I was having lots of fun designing clothes and getting them stitched for myself, just as a pastime. The clothes were very appreciated by people around me, and I was enjoying myself so much, playing with different fabrics and colour combinations, that I created a small collection consisting of a few skirts, shirts and pants, which was displayed at the Auroville Boutique." Prema Isaac

www.rangoli.in
Auroshilpam, 605101 Auroville
091-413-2622528

Rangoli
a colourful experience





The history of Aureate started with the construction of the Matrimandir's outer skin. Known as an artist who was using gold leaves in his paintings, Hans was asked to give a helping hand with the golden discs. Little did he then know that it would take five intensive years of research and the production of individual gold-in-glass tiles, till finally all the 1320 golden discs would be in place. This Swissman developed the solution to protect the Matrimandir's golden discs against the influence of time and weather.

Hans, who grew up in a carpentry family, kept working in the art of glass. He is making beautiful bowls, mirror frames and art pieces out of fused coloured glass. The gold-in-glass tiles figure only once in a while in his creations.

Agni, 605101 Auroville
0091 - 413 - 262 3519

Aureate

Gold-in-glass tiles will long be seen and remembered



EMP MAS ECO SOC DES TEC



About 60 Indian women from the villages neighbouring Auroville, twist, weave, form and paste newspaper into the third dimension. They create wonderful baskets, jewellery and decorative items. Their products reuse newspaper to create beautiful and practical items.

WELL stands for “Women’s Empowerment through Local Livelihood”. The project is a model for social enterprise and an empowerment centre for women. Its two main goals are to provide a livelihood and to develop

and promote products made of recycled newspaper. Following the completion of a 4-6 month training course, groups of local women produce the products in their own profit-sharing workshop in the villages. The WELL project, besides providing an alternative livelihood to these women, also empowers them socially to a great extent. The project has already impacted their lives and that of their families in a significant way.

www.wellpaper.org
 Kottakarai, 605101 Auroville
 091- 413 262 2571



WELLpaper

for women and nature - baskets, jewellery and accessories



THE UNIVERSITY

budget proposals
proposal for a new trade centre project and regional
combat crisis prevention
ILT's strategy to

SUN

●	Black
●	White
●	Yellow
●	Cyan
●	Magenta
●	Red





Inspired by design from the 50's to now, CaneLap offers a rattan furniture line combining comfort and aesthetics. The collection brings together curves and straight lines working in harmony to create original and contemporary designs. Jean Marc and Dominique Heil explore the material and finishing methods. Each piece is painstakingly hand crafted by local artisans who naturally integrate interior and exterior spaces.

The workshop is employing deaf people from the surrounding area. In the future it will hold its own trainee program, specializing in young handicapped craftsmen.

www.canelab.blogspot.com
Fraternity, 605101 Auroville
091-962 68 04 502

Cane Lap

rattan furniture line combining comfort and aesthetics





It took many years of research to get the right recipe for candles that were 100% natural. A special mixture of bee-, soya- and palmwax makes Candela candles a very ecological product that burns even longer than its parafin counterparts. The executive Rolf, who is working as an architect and artist, gave the candles an unique design.



www.naturalcandles.biz
 Sve Dame, 605101 Auroville
 0091- 413 - 262 2347

Candela

environmentally friendly way of light



MatriGold uses the knowledge of Matri-mandir's gold discs, which is made of a million small glass tiles. Two layers of glass are melted together giving the middle gold layer a secure bed that will last forever. MatriGold produces a range of round, square and triangular shaped gold tiles offering a wide variety of jewellery for both men and women.



www.auroville.com/matrigold
 Auroshilpam, 605101 Auroville
 0091- 413 - 262 2458

MatriGold

turned into jewellery



Since 2008 the Bamboo Research Centre has been a base for activities related to bamboo, including cultivation, training, product development, and research. The 'stone bamboo' that is growing in the neighbourhood of Auroville is a great source of construction material and interior design. The center has its own designer who creates bamboo furniture.



www.aurovillebamboocentre.org
 Kottakarai, 605111 Auroville
 0091- 413 - 262 3806

Bamboo Research Center
professional furniture design



Fine Woodwork shows the results of master carpenter Roland who works on his own creating beautiful handmade furniture. He doesn't work with technical drawings. He mainly uses hand tools, has no mobile phone, no website and produces for the joy of creating. Roland has an in-depth knowledge of tropical wood and ensures its continuous existence by planting trees.



Kottakarai, 605111 Auroville

Fine Woodwork
a passionate carpenter



Many years back, when the public was little aware of the existence of LED lighting, Hans already saw its potential and called it, at the time 'light towards the future'. LED applications have been incorporated into most of his inventions. Moreover, in order to promote a green way of living, the products he develops contain energy saving ideas, the use of common materials, knowledge of frequencies and lighting and, not to forget, a good deal of humour.

You just can not dislike his 'coconut mice'. Sitting in their nano coconut shell, they are staring at you with their glimmering eyes. Or the 'lamp of dashur'; electricity, a piece of pipe and two bottle tops are enough to create this powerful torch. When we take a closer look at his mind's machine we start to realize that light can do much more than just illuminate the outside world. While pulsating at a specific rhythm it can help us to reach another level of consciousness. His 'zapper' could even help killing bacteria and viruses in our bodies. Zapp on...

www.innovations-unlimited.blogspot.com
 Silence, 605111 Auroville
 091 - 413 - 622 779



Innovation Unlimited
technical inventions and innovation



Svaram is telling its own story in the language of sound and beauty. More than 25 years of global, academic and experimental research in the field of music, sound and consciousness have prepared its manifestation. They are a unique musical instrument research base. Initiated as a vocational training center and supported by international donations and grants for a research project on 'Musical Instruments for a New Music Pedagogy', Svaram is growing day by day. It is composed of experts in the field and trainees from a rural

village in Tamil Nadu. The outcome and the collection of the instruments manages to convey the enthusiasm and exploratory spirit of their work. You can catch the powerful sound of singing stones, wind chimes, flutes and whistles, xylophones, tubao-phones, lithophones, percussions, drums, string instruments and many more when passing by.

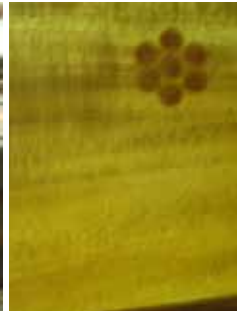
www.swaram.org
Kottakarai, 605111 Auroville
091-413-262 2220

Svaram

musical instruments and the language of sound and beauty



EMP MAS ECO SOC DES TEC



‘When we touch the soul of a tree,
it is like meeting an old friend.
Once we were all one.’

At a late age Kenji Matsumoto started making his passion for wood his work. He is living, working and producing in harmony with nature and his own inner rhythm. The artist craftsman understands to mix natural wood findings with geometric forms as well as Japanese art with ordinary carpentry work. The locally grown acacia gives him naturally very beautifully shaped pieces.

Once a piece is found, he contemplates it and then decides what to do with the wood. The particular piece, with its knots, its grains, and its random edges tells him what it wants to become.

‘What I love making is furniture that has a warm and mysterious feel to it... furniture that has a ‘personality’ of its own... something that can become a part of the home and a living presence... Whatever is made is done in accordance with the nature of the wood, its shape, and grain pattern.’

www.japanesearthfurniture.com
Prayatna, 605101 Auroville
091 413 - 262 3585

Kenji Matsumoto

japanese carpentry art





Michel, the executive of the unit Flame, gained his skills at 'Golden Bridge Pottery' which was the first workshop that made glazed stoneware by hand in South India. Together with other students he started the first pottery workshop in Auroville. After many years co-working at one place they separated. Now all of them have their own creative language.

At Flame, Michel especially designs tableware and unique pieces of art. When you wander around Auroville you can find them

in many public places like the Solar Kitchen, the Visitor's Center or the Town Hall. For the whole unit hopes to stay small. This comes along with a familial atmosphere and everyone being involved from the mixing of clay to the endpiece of stoneware.

Dana, 605101 Auroville
091 413 - 262 2071

Flame

art and manufacturing - stoneware from French hand



EMP MAS ECO SOC DES TEC



Those who like nature and working creatively should join Shradhanjali. The women in this unit collect leaves, flowers and seeds in Auroville and its surrounding areas. Piled up in special drying presses and sorted into their different species, the foliage looks like a green library of its own. This huge range, in combination with paper, constitutes the basic material from which lampshades, a wide range of stationary items, as well as trays and art pieces are created. Seed and nutshells get transformed into jewelry and various art items.

If the workers don't like to produce a particular article, the company tries to find alternative ways to accommodate their wishes. The main goal is to keep everyone involved and happy about working there. The intention is to capture the customer's attention through the beauty of the products. Identifying sustainable materials and production methods are just as high on the priority list.

www.shradhanjaliaouroville.com
 Auroshilpam, 605101 Auroville
 091 413 - 262 2172



Shradhanjali

creation of beauty from nature's gifts



Normally thread is a device to hold garments together, but in Glimpse its all about the thread itself. They twist and turn and twist and turn it. What comes out are beautiful lampshades with a very special look. Colourful, plain, round, oval or randomly shaped, there are a thousand possible ways to form the thread. The unit has a range of specific articles, but one always has to be aware of new shapes. The whole production doesn't require any electrical tools, just people's energy. This makes every single piece unique.

Paper is the second most important material for their huge collection of lampshades and smaller stationary items. Ordinary paper as well as 'selfmade paper' which, again, is made from thread that is twisted and twisted...

Aurosarjan, 605101 Auroville
091 413 262 2627

Glimpse

the infinite possibilities of thread and paper



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and to all the units who have been very welcoming and kind enough to take their time to talk to me and share their way of thinking



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