

Food Distribution

Survey by RAS

2016

Participation

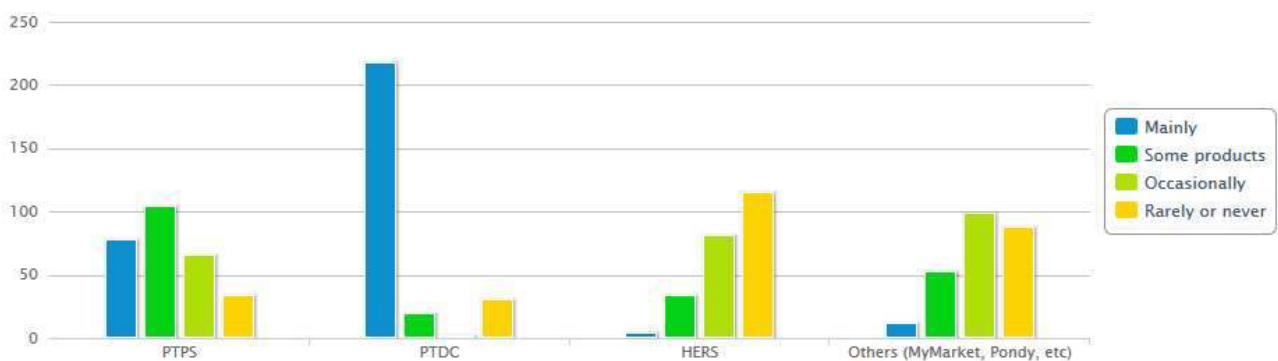
The survey was filled by total **319** participants (which is a record for RAS surveys).

1.2. Where do you stay?



Half of them are from the Residential Zone, while another half is from other parts of Auroville, with a big number of respondents from the Kuilapalayam area.

Where we get our products and why



- Most of the participants (**68%**) specified PTDC as their main place to get products. People from the Residential Zone selected PTDC **15%** more often than residents of the other AV sectors.
- PTPS is the most popular secondary outlet, where **33%** of the participants get "some of their products".
- PTPS is also selected as the main outlet by **24%**, from whom **7%** are residents of the Kulapalayam area, **10%** from the Residential Zone, and **7%** from the other areas.
- HERS and other outlets (My Market, Pondy, etc) are most often selected as places people visit "occasionally" or "rarely or never".

PTPS (Aspiration)

Most of the participants who go to PTPS choose it because of the Choice of products (**65%**)



What people would like to change in PTPS (top 3)

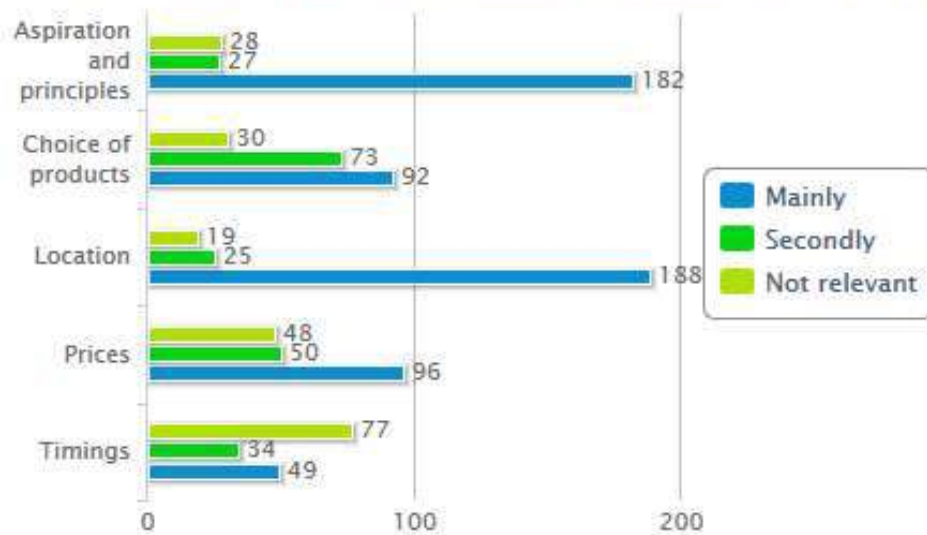
- Do purchasing for the other AV outlets
- Make vegetable section self-service
- Reduce "junk-food" items, multinational brands and non-recyclable packaging

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PTDC (Solar Kitchen area)

Most common reasons for people to go to PTDC are Location (**73%**) and "Aspiration and principals" (**71%**).

2.2.1. What are your reasons for going to PTDC?



What people would like to change in PTDC (top 3)

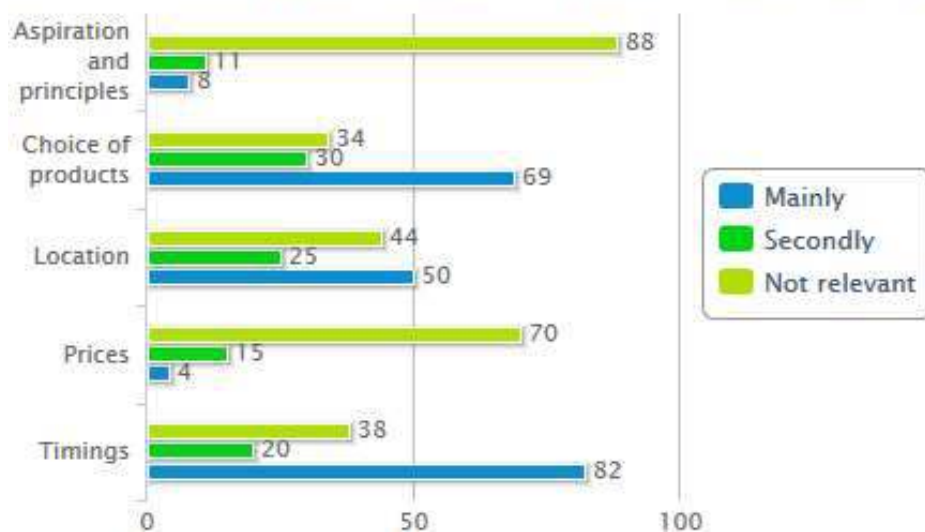
- Increase timings and make farm products available through the day
- Make products' cost easily available for checking (via tags, bills or statements)
- Make PTDC available for people without membership

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HERS (Kottakarai)

HERS attracts people by their Timings (50%), Choice of products (42%) and Location (31%).

2.3.1. What are your reasons for going to HERS?



What people would like to change in HERS

- Computerize the counter and the stock to improve speed and avoid expired products

- Better arrangement of items, more order and cleanliness
- Reduce prices for Aurovilians

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Common purchasing

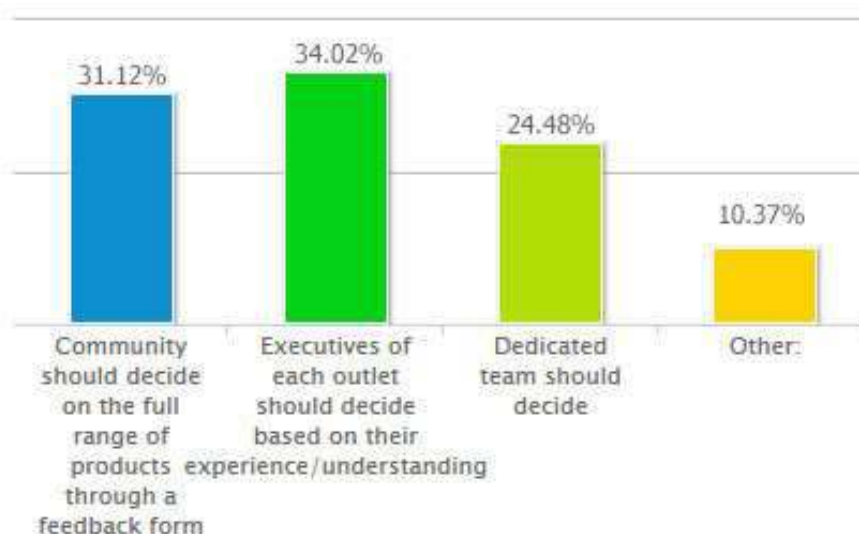


The majority of the participants (**93%**) would like AV outlets to purchase goods collectively, in order to provide better prices.

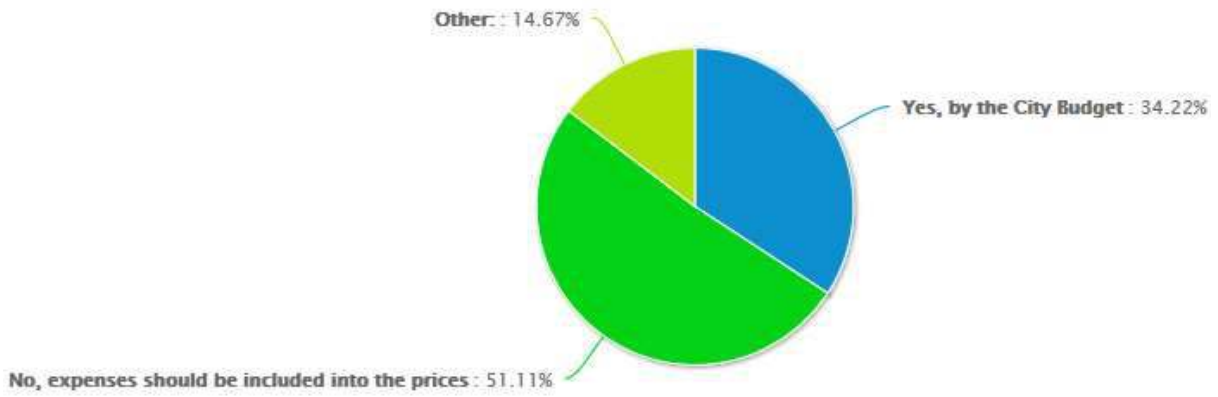
Should the product range be limited for better prices

- **67%** agree to limit the product range to a certain extent, so that the outlets purchase items of the same brands from the same suppliers and get the best prices.
- **22%** would prefer to allow diversity of brands with probably higher prices.
- **11%** suggest other options.

How the product range should be decided?



Should expenses of the collective purchasing be subsidized?



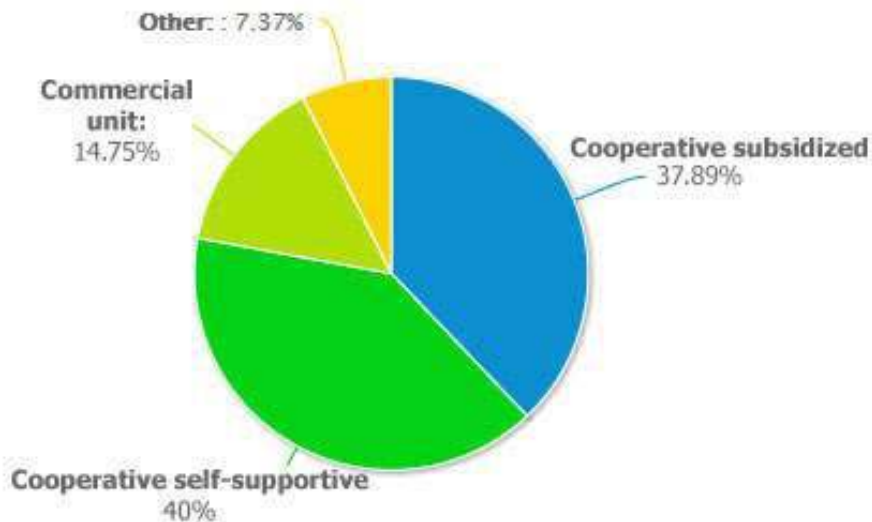
One more outlet in Auroville

To the question "Do you think one more outlet in Auroville is needed?" **42%** answered "Yes" and **58%** - "No"

From those who answered "Yes", the most preferred location for the new outlet is the Residential Zone (**52%**). **29%** choose the Crown road and **19%** - "Other".

Economic model

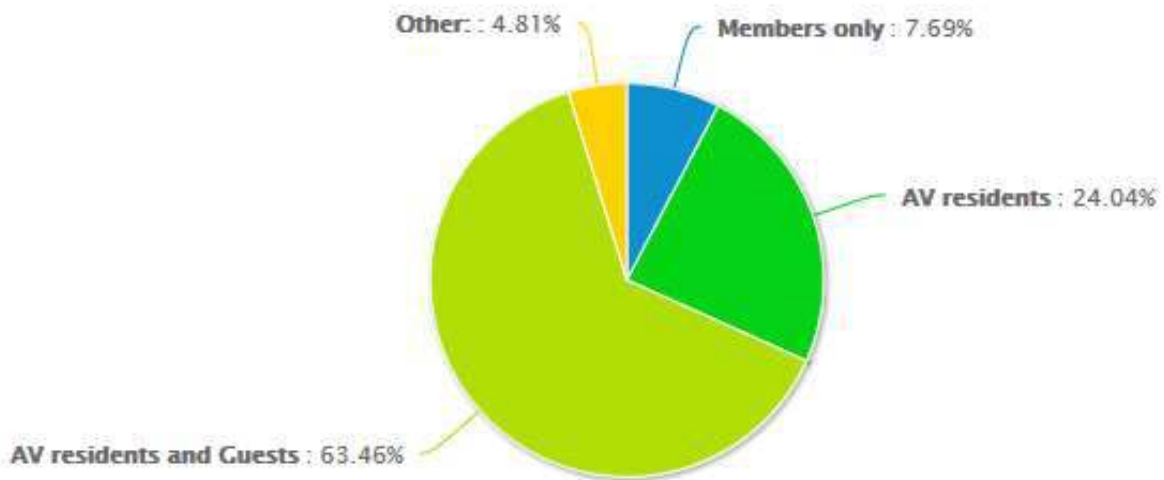
(from those who answered "Yes" to one more outlet)



For the economic model opinions equally divided between "Self supportive cooperative" (expenses included into prices) and "Subsidized cooperative" (expenses covered by the City Fund). Only **15%** prefers a commercial unit model for the new outlet.

For whom it should work

Majority (**63%**) of participants would like it to be open to Aurovilians and guests, while only **8%** prefers a membership system.



Range of products



Lastly, most of the respondents (**60%**) who choose to have a new outlet, would like it to have an extended range of products, by adding more items to the existing PTDC range. **19%** are satisfied with the existing range of PTDC.



