



MAROMA

Scents of Purpose



Fair Trade Towns India
Puducherry & Auroville
July 2022

Maroma's Story

The Beginning



Encens d'Auroville's early team

1976: Paul Pinthon, a pharmacist, decided to seed a micro-enterprise along with a few friends.

They produced a natural range of incense and decided to call it *Encens d'Auroville*.



The Beginning

This effort began in response to Auroville's need for funding and resources to support the expenses of the budding community.

Aspiration community, Auroville, 1970s



The Beginning



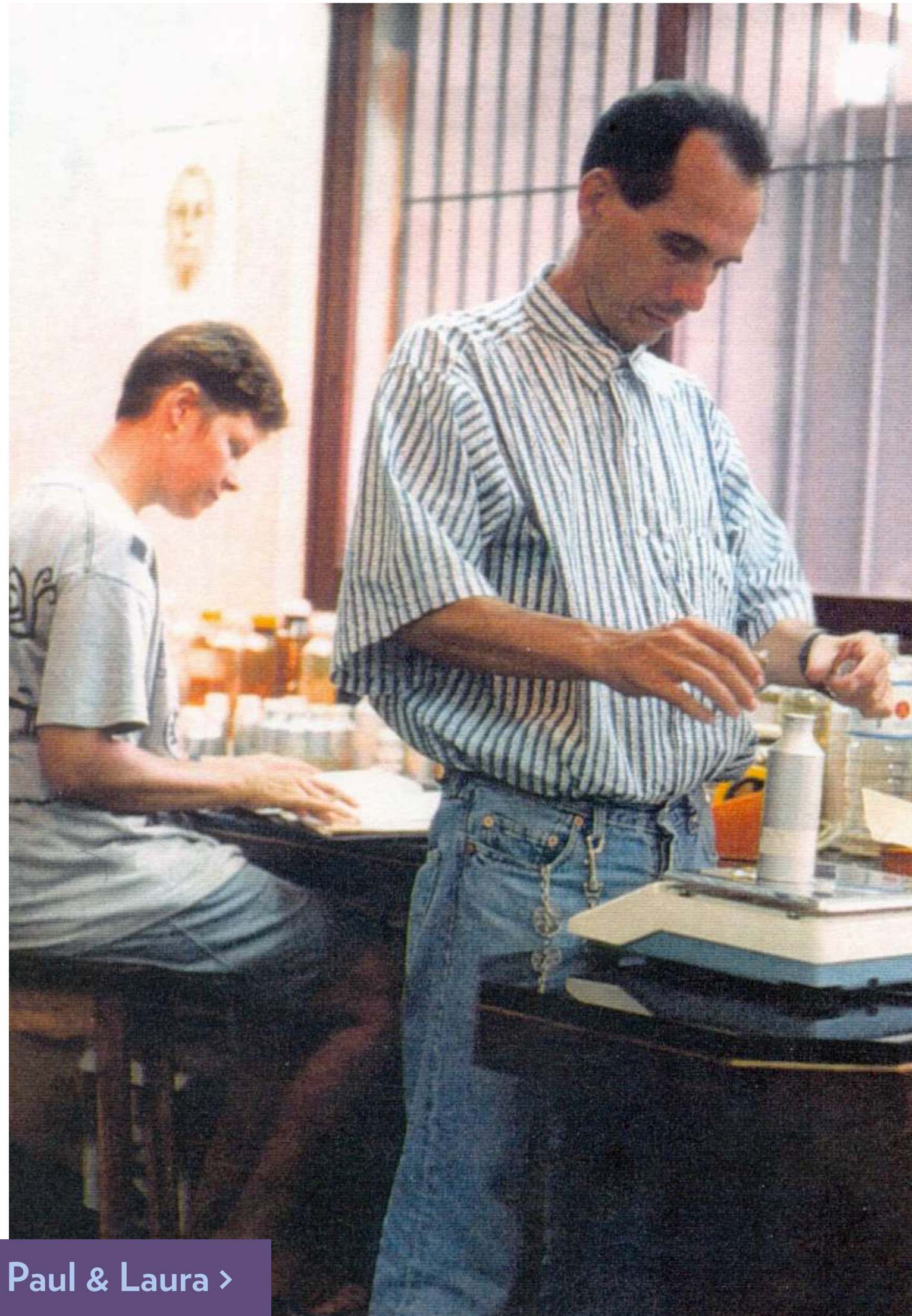
The first packaging for Encens d'Auroville >



An employee dries incense under the sun.

Originally, the team at Encens d'Auroville produced just one line consisting of 12 fragrances.

Transformation



Early 80s: Laura entered the company and started to make candles. Soon after, the unit saw the introduction of body care into the product range.

from *Encens d'Auroville* to MAROMA

On 21st February (Mother's birthday) 1985, the name of the company changed from *Encens d'Auroville* to MAROMA. Maroma means 'Fragrance coming from the Mother and returning to the Mother'.

MA

The Mother

AROMA

The Fragrance

OM

The Universal Sound

MA

Back again to the Mother



The construction of Maroma's new headquarters, in the Aspiration community >

From **1985** onwards, Maroma continued to expand by:

- Making a conscious effort to create a distributor-based business model through networks in North America, Europe, Asia and South Africa.





Kalki (in Pondicherry): Maroma's first retail store >

- Opening several retail stores in India, including one in Auroville (Kalki).





< The Matrimandir under construction

Over the years, Maroma has made significant contributions to Auroville, the surrounding villages, and India.

In Auroville, the company has contributed to education, farming and to the Matrimandir.



In Kulapalayam, Maroma has contributed to building infrastructure that improved living conditions and education.

By setting an age standard for hired labor (12th standard), the unit has promoted women's education in the surrounding villages of Auroville.



Kulapalayam's village library & cultural center



Auroville volunteers help with the displacement caused by the 2004 Tsunami.

In India, Maroma has given financial and hands-on aid to two major events: the Kargil War (1999) and the 2004 Tsunami.



Maroma Today



Products displayed in Maroma's Kalki Boutique, in Auroville.

Today, we offer a wide range of home fragrances and body care products. From incense coils to aromatherapy oils, Maroma makes a lot of scents.



We create products with total dedication to quality in terms of the entire production process, even if the costs become extraordinary.



< Candle production



Employees in the candle production room

“To ensure the creation of beautiful home fragrances and body care products, in order to promote healthy lives and well-being.”





Auroville inauguration ceremony, 28/02/1968

- The AV Charter's Philosophy
- Social Responsibility
- Environmental Responsibility



- We are an equal opportunity employer, and we believe in non-discriminatory practices.
- 76% of the employees in the production area are women.
- We recognise the rights of the employees, and we encourage them to take on responsibilities.



Lakshmi and Mageshwari make incense on World Fair Trade Day, May 12 2018.



Employees on World Fair Trade Day, May 12 2018

- We develop as a Fair Trade Organisation through continual improvement in business practices, employee welfare and adherence to local and international laws.
- We emphasise that the success of any organisation is complete with the vision of people and their welfare alongside productivity and process efficiency.

- 2010: Maroma becomes Fair Trade Certified on a national level by Fair Trade Forum India.
- 2012: Maroma becomes Fair Trade Certified with WFTO.
- 2015: Maroma becomes a WFTO Guaranteed member.



Lakshmi works in a Fair Trade environment.

Sustainability



Product materials are sourced from environmentally and socially responsible suppliers.

Suppliers provide certificates of origin, technical data sheets, as well as compliance checks on all purchased materials.

Fair Trade Buyers



Paul with UK's distributor

In the past Maroma has had Fair Trade buyers that included Oxfam Australia, Himalaya SNC Italy, and Himalaya UK Limited.

Today, its Fair Trade buyers are Life Sutra Germany, Bhagi Germany, Hong Kong Fair Trade and Maroma USA.

Maroma uses raw materials which are:

- GMO free & Cruelty Free
- Free from parabens and palm oil
- Plant-based and non-toxic



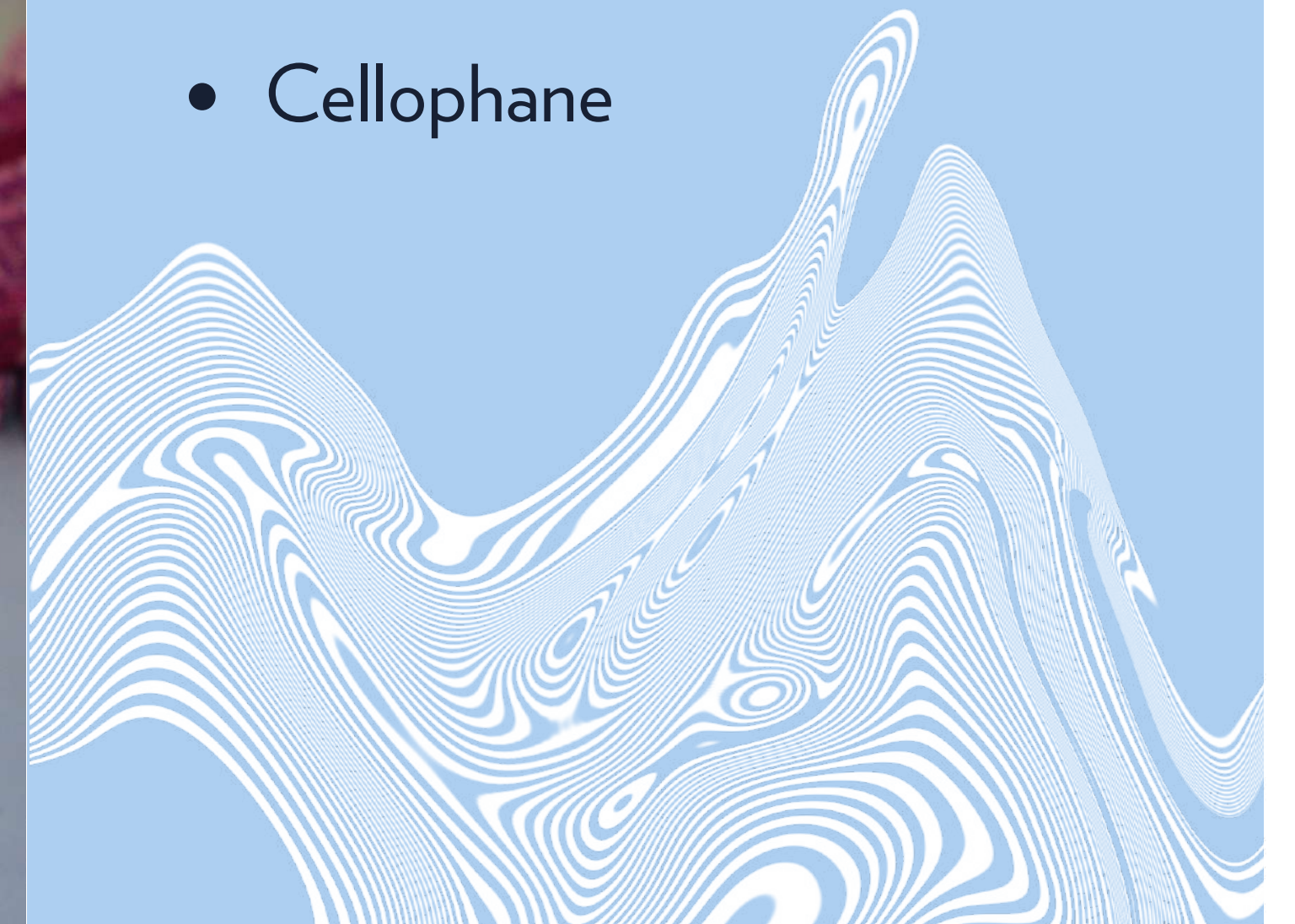
Employees in the production house



We use handmade paper and vegetable-based ink for our packaging.

For packaging, we use:

- Handmade paper that is recycled from waste cotton
- Vegetable-based ink
- Cellophane

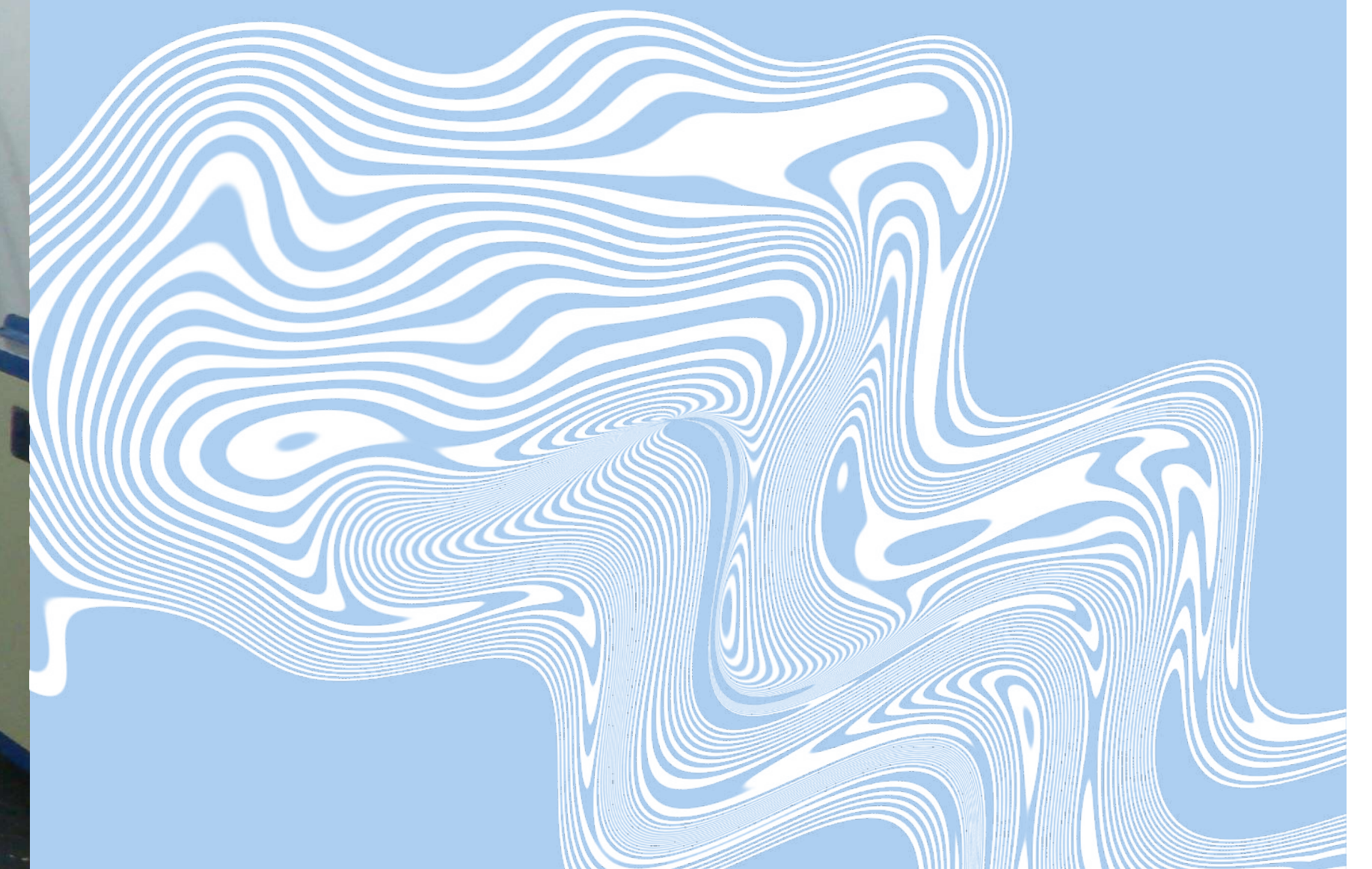




Soap production at Maroma

Maroma is GMP (Good Manufacturing Practices) Certified.

It is the biggest manufacturer in Auroville and has mostly long-term employees.



The company has a single manufacturing space. This helps to maintain quality and sustainability standards.

The unit has invested in a semi-automatic plant. This helps to make production more comfortable, efficient, healthy, hygienic, and safe for everyone.





Maroma's solar power set-up

Utilising wind-generated energy, Auroville is one of Tamil Nadu's first cities to completely offset its electricity use.

In 2013-2014, to further this conservation effort, Maroma invested in solar power.

The company currently has thirty kilowatts of solar panels that reduce our energy consumption by 25-30%.



Separated waste bins in Maroma's production house

Along with Eco Service (Auroville's waste management service), Maroma recycles its paper, plastic, aluminium and glass.

Additionally, dyed waste water from manufacturing is treated with Consortia Probiotics Technology (CPT) before disposal.



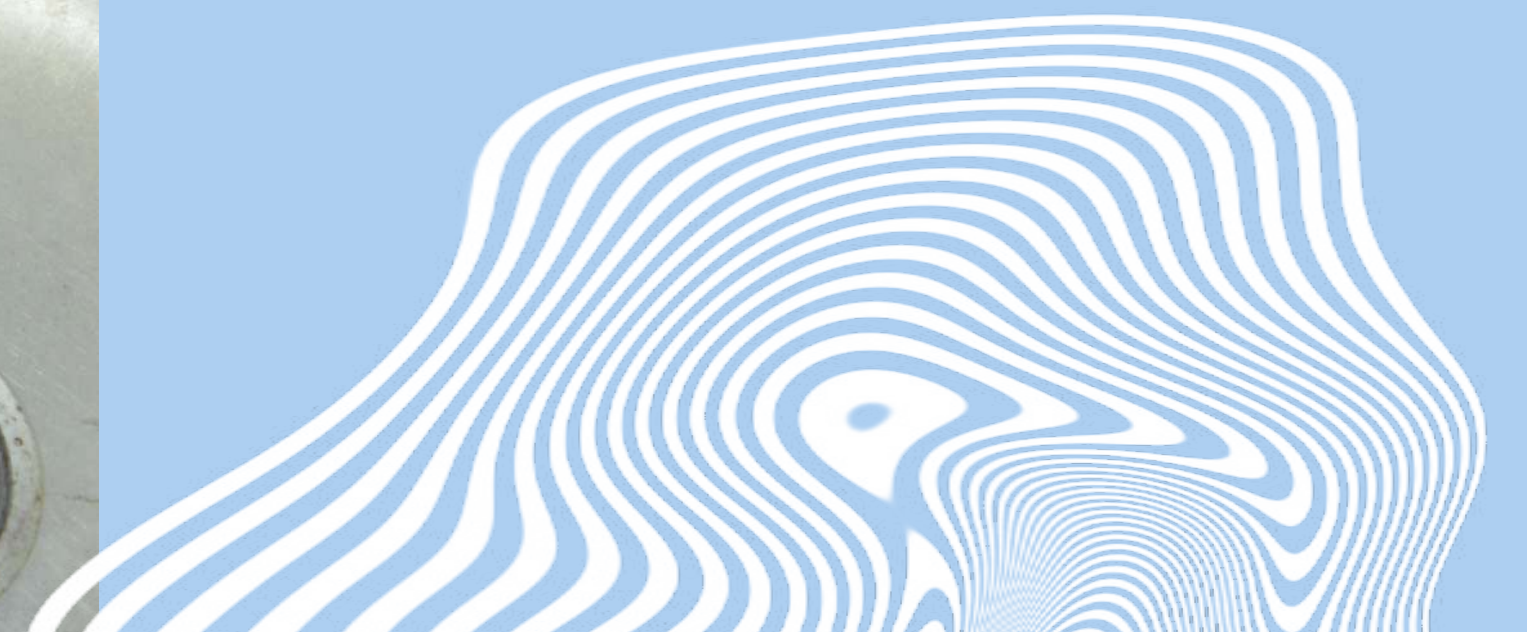
An employee uses & consequently stores excess incense oil for reuse with future products.



Wax leftover from production is put to use when creating fresh candles.

Soap trimmings get utilised when making new soaps.

Excess oils, rolling paste and sawdust from incense sticks, coils and cones are collected and put to use in the next production run.



Deepa works with the *Encens d'Auroville* packaging. >



< Flowers dry in the sun

Maroma seeks to:

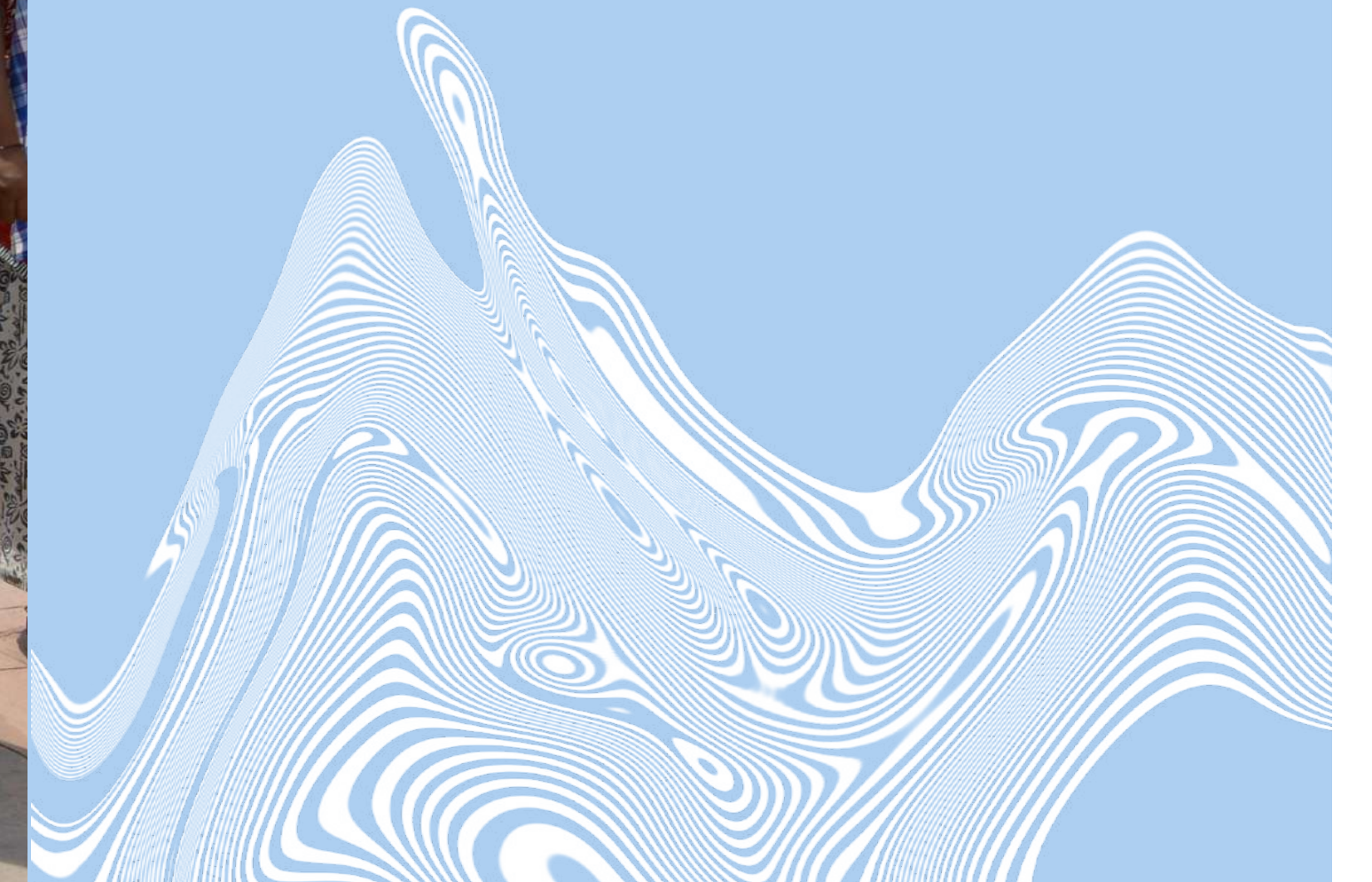
- Source locally-produced, fair trade raw materials as much as possible.
- Source completely fair trade raw materials for cosmetics.
- Research new fragrances and sustainable packaging solutions.





Maroma's employees in the headquarter's courtyard

- Develop new fair trade markets / supply chains in India, in Asia & beyond
- Promote fair trade both internally and externally





Auroville youth

“To be a financial cornerstone for the realisation of the Dream of Auroville.”



Thank you!