



uniformity, and self-labor. Such settings often aim to provide alternatives to market dominance and capitalism. I provide answers to two important questions that remain under-examined in the context of utopian consumption communities: first, how do such utopian settings inculcate their alternative values among consumers who do not subscribe to their beliefs; second what happens when utopian norms are forced into social practices. I uncover some of the ambiguities that prevail within utopian consumption communities, and attend to a struggle between market-dominated structuring of life and alternative Gandhian values as anti-structuring influences.

In the third essay I examine marketiza