

A Study of Khadi as an Identity of India and creating a Khadi community

Neelam Patel

Associate Faculty, Fashion Design Department, Footwear design & Development Institute, Fursatganj

Abstract

Mahatma Gandhi always comes to mind when we hear the name Khadi. Though the fabric known as khadi has long been associated with Indian history, it was Mahatma Gandhi who bestowed the name on it. There are numerous instances of hand-spun and hand-woven textiles made of natural fibers throughout Indian history. Gandhi revived Khadi as a means of obtaining freedom prior to India's independence from the British through the Swadeshi movement, which rejected foreign goods and promoted the idea of an independent, self-sustaining India. Gandhi revived Khadi as a means of obtaining freedom prior to India's independence from the British through the Swadeshi movement, which rejected foreign goods and promoted the idea of an independent, self-sustaining India.

Even with government measures to support this industry, Khadi's popularity fell following Independence. Designers first began utilising Khadi in the 1990s, and ever since then, a lot of designers have updated, used, and pushed Khadi.

This essay aims to determine the level of khadi consciousness among learners in college. Students who wear khadi clothes were requested to participate in a quick survey in the college, and their thoughts on the style, quality, cost, and even the garment's status symbol were noted.

Mumbai was chosen as the location for data collection. To ascertain the level of awareness regarding Khadi products and brand, interviews with youth and senior members of the industry have been conducted.

Keywords: Khadi, Awareness, webspace, youth, handmade.

1. Introduction

A substantial part of the textile industry is comprised of Khadi. Any fabric made on handlooms in India using locally spun cotton, silk, or woolen yarn, or a combination of any two or all of these yarns, is referred to as khadi.

The gentle twist that is transferred by the hand preserves the yarn's hairiness to some extent, which ensures that the wearer always has the highest level of comfort because Khadi is used to highlight the essential or major fabric. The way the threads are interwoven on the handloom used to weave khadi cloth helps the body to breathe the best possible air and settles in better than any other fabric. One of the coolest and coziest fabrics ever discovered is called as khadi cloth.

The degree of awareness is based on how much information consumers know about their rights. Consumer behavior toward any given product or service is shaped by awareness.

There is still room for growth in the Khadi sector, which is now expanding at a rate of about 35%. The government is promoting the Khadi extensively, yet not many people are aware of it.

Products from Khadi are on the same level with other organic products on the market; however their customer service is uncertain. The elements influencing consumer awareness in relation to Khadi products are examined and studied in this work. This study aimed to bridge the knowledge gap on the differences in marketing and promotion strategies used to promote Khadi products compared to other brands that are being sold.

Advantages:

- Its hand-crafted, self-textured design elements are remarkable.
- It significantly helps rural craftspeople make a living.
- Khadi's production process is incredibly environmentally friendly because it doesn't pollute the environment.
- It is airy, light, and versatile enough to be combined with different fibers to create fashionable fabrics.
- Readily available not just as fabric but also as clothing, accessories, home textiles, costly, ornate items for special occasions, and personal wear.

Disadvantages:

- Fabrics made of khadi are prone to crushing.
- Khadi textiles require meticulous upkeep and attention.

Repositioning OF KHADI

The Swadeshi label for Khadi ensembles was introduced in 1985 by designer Devika Bhojwani. Almost 5000 Khadi Emporia were used to distribute those. In 1989, KVIC staged a fashion show in Mumbai to showcase Khadi's potential. Devika Bhojwani produced around 85 stunning outfits, which were showcased throughout the show. This was the initial move toward transforming Khadi's previous reputation as being out of style.

Khadi gained recognition in the fashion industry thanks to Delhi-based designer Ritu Kumar's 1990 introduction of her debut collection, Tree of Life. Khadi was used in numerous Indian designs by designers as the western world became more interested in using handlooms and Khadi. Khadi was also promoted by the government. A campaign to revitalize all 7,000 KVIC stores across India and bring Khadi back to a more trendy and accessible level was started in September 2000 by Minister for Small Scale Industries Vasundhara Raje. To assist in developing a new line and brand of Khadi clothing, the KVIC Board employs top fashion designers.



Sabyasachi Mukharjee



Anju Modi



Raghvendra Rathor



Samant Chauhan

KVIC opened New Delhi's first air-conditioned store in May 2001. The attire were well-groomed and stylish, and the décor was contemporary. High-profile designers' Khadi clothing was sold at the outlet. Thousands of people rely on these crafts for their livelihood, and the industry as a whole appears to be reviving thanks to the new reforms implemented by the Modi government, according to officials from the Khadi and Village Industries Commission.

From accepting recommendations from stakeholders to carrying out these recommendations and monitoring progress, the MSME Ministry and its divisions have been proactive and incredibly helpful in boosting village industries. Under the Modi administration, the initiative to bring back Khadi was launched on a war footing.

A comprehensive reform programme called the Khadi Reform and Development Programme (KRDP), approved by the Government of India, is being implemented with assistance from the Asian Development Bank (ADB) in order to revitalize and reform the activities of the Khadi and Village Industries (KVI) Sector in terms of employment generation, enhancement in earning of artisans, and ensuring positioning of Khadi in consonance with the current market trend.

By implementing institutional and policy reforms, the KRDP seeks to revive the Khadi and Village Industries. Particular goals include:

- Repositioning Khadi to better meet consumer demand and current market developments.
- Improving artisan empowerment and well-being.
- Carrying out comprehensive Khadi Institutions (kis) capacity building.
- Strengthening institutional frameworks.
- E-Governance at KVIC and MIS implementation at the Khadi Institution level.
- Traditional village industries are being developed strategically.

Ministry of MSME provides financial assistance in the form of grant and subsidy to KVIC for promotion and development of Khadi Programme. Ministry has approved Khadi Vikas Yojana for the development of Khadi programme during the year 2019-20, under which assistance is provided under following components:

1. Modified Market Development Assistance (MMDA): KVIC provides Market Development Assistance to the registered Khadi Institutions and 40% of total MMDA to the Khadi artisans engaged in production activity.
2. Interest Subsidy Eligibility Certificate (ISEC) Scheme: Under the scheme interest @ 4% per annum is to be paid by the Khadi Institution and balance i.e. actual lending rate minus 4% is to be paid by the Government as interest subsidy.
3. Workshed Scheme for Khadi Artisans: under which financial assistance up to Rs. 60000/- is provided per workshed.
4. Rozgar Yukt Gaon (RYG): a new component under Khadi Vikas Yojana has been introduced with objective of introducing enterprise led model replacing subsidy-led model and create an additional 12,500 direct employment opportunities in 50 villages, which are deprived of opportunities and sustainable livelihood support systems, in addition to spinning out secondary and ancillary opportunities of employment in a wider sense.

Objectives:

- To gain insights of khadi as a brand and analyze the Khadi brand's marketing and advertising strategy.
- To comprehend young consumers' familiarity with and inclination toward the Khadi brand & to look into ways to enhance the Khadi brand's marketing plan.

Limitations

- The primary data and information were used in the study based on the information supplied by the respondents.
- The study will be applied only for youth age group (18-25).

METHODOLOGY

- The research was **exploratory and descriptive** nature and information was obtained from individuals using questionnaires, interviews and observations.
- **Qualitative and quantitative** data was including through the questionnaire, interview and observation.

Phase1. Review of khadi brand

- **Methodology**
- **Secondary data-** The first step of my study was consists of collection of existing database about the khadi brand and consumer awareness towards khadi. This is done by acquiring information **from books by visiting library** and eBooks. It also includes reading articles available on internet and reading blogs.
- **Primary data-** The second step of the study includes collecting primary information through the **survey** to get an insight the brand awareness of youth. This was done by pilot study.
- **Tools of data collection-** questionnaire filled by the college students and working youth **online**.
- Time period- pilot study data collected within the moth of 1st week of March.
- **Method of analysis-** analysis was done on the basis of sample response.

Phase2. To study the reason of lacking awareness among youth

Methodology

Primary data- it was collected through the survey in different area in Mumbai & New Delhi.

Tools of data collection- a structured questionnaire was used for the data collection which includes certain attributes such as knowledge about the brand, about the product range and about the store location.

Sample size- convenient technique was used for sampling. 100 youth of age-group between 18-25 years of different professions were selected for the survey.

Time period- data was collected within the month of March.

Phase3. To study another brands who sold khadi and understand their strategy of marketing and promotion.

Methodology

Primary data- The three brands has been identified **Fabindia, Vidyarthi khadi bhandar and Khadi gramodyog bhandar** that are catering to khadi products. The study was consisting of comparative study among the identified brand to understand the consumer behaviour towards the brand. e brand classification is based on few points that are : **branding, product quality, product design, features, visual merchandising, store service and store locations**.

Tools of data collection—three different structured questionnaires were used for the data collection for each brand individually.

Phase 4. Suggestions will be drawn on promoting strategies for the khadi brand in based on the findings.

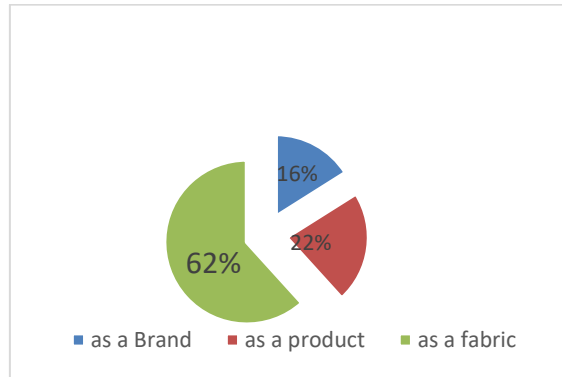


Chart 1. Awareness of Khadi as a brand, a product or a fabric

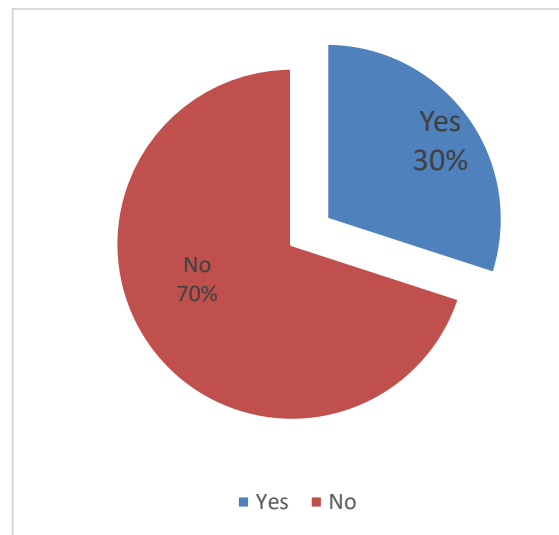


Chart 2. Awareness of Khadi Certification mark

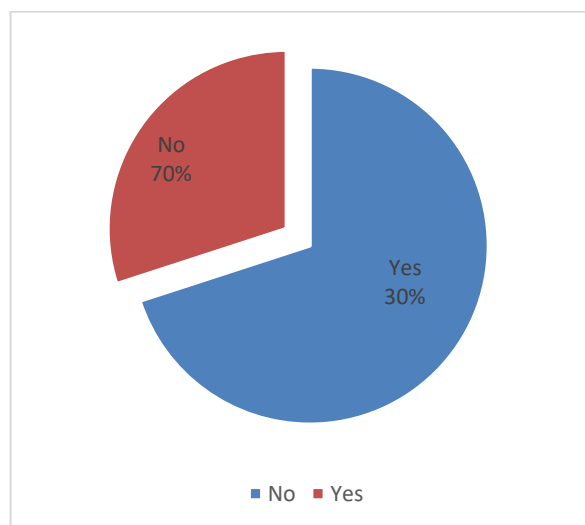


Chart 3. Preference of buying khadi products.

Reason	Percentage
Less variety	50%
Expensive	25%
Aesthetics	10%
Lack of awareness	75%
Maintenance issue	25%

- If yes, please go to question no.4
- If no, please mention the reason.

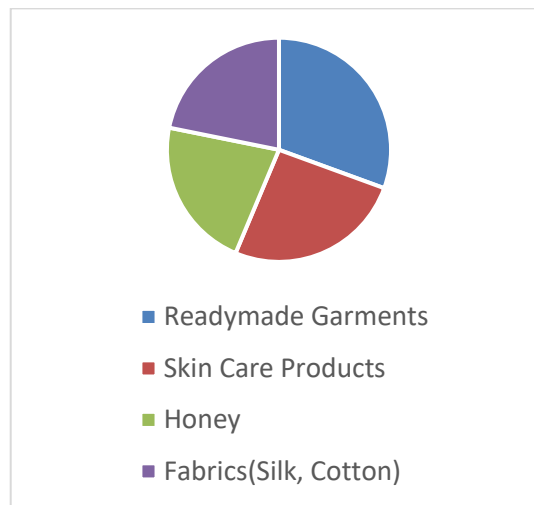


Chart 4. Products, individuals shop more frequently.

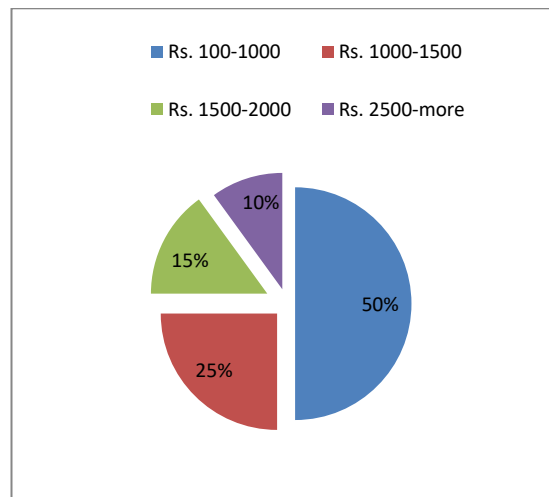


Chart 5. Preferred monthly budget for khadi products?

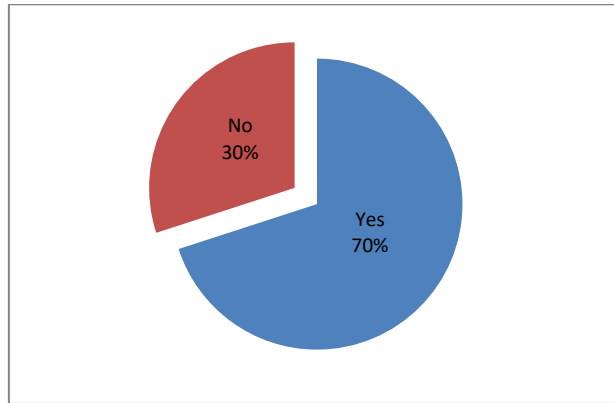


Chart 6. Awareness for Khadi stores in nearest areas.

Nearest Khadi Bhandar :

- Ville Parle Khadi bhandar store,
- Wadala khadi bhandar ,
- Khadi bhandar in fort
- Churchgate khadi bhandar.

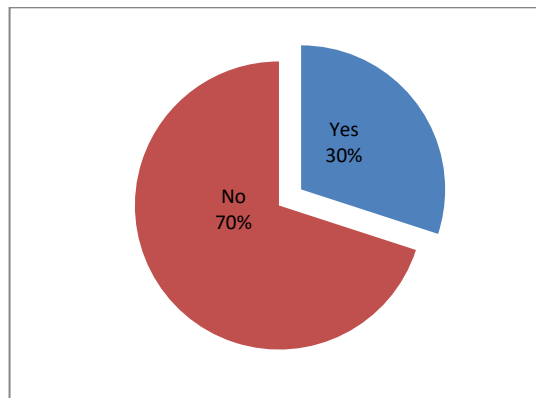


Chart 7. Any other retailers of Khadi items besides Khadi bhandar?

- Brands / Stores
- Bombay Store, (20%)
- Fabindia, (90%)
- Vidyarthi Khadi Bhandar(70%)
- Co-Optex (10%)
- Khadi Bhandar (90%)

Result and analysis:

After analysing the survey data

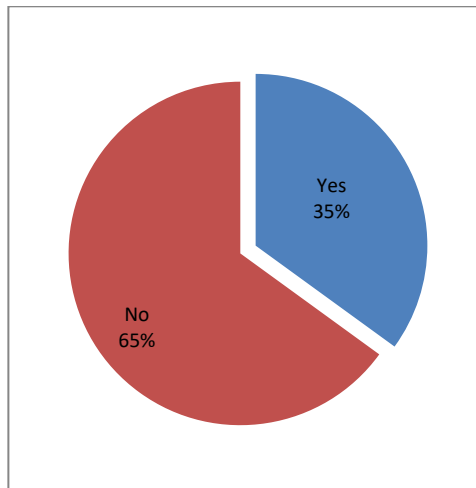


Chart-8. Knowledge of the existence of online retailers selling khadi goods

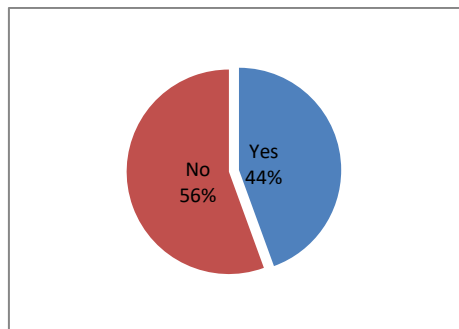


Chart 9. Awareness for the exhibition held for khadi

Respondent's Suggestions to promote Khadi

- **Advertisement/ TV ads**
- **Marketing strategy**
- **Appoint brand ambassadors**
- **Variation in design/ quality**
- **Create more awareness**
- **As a chapter in fashion studies Subject.**

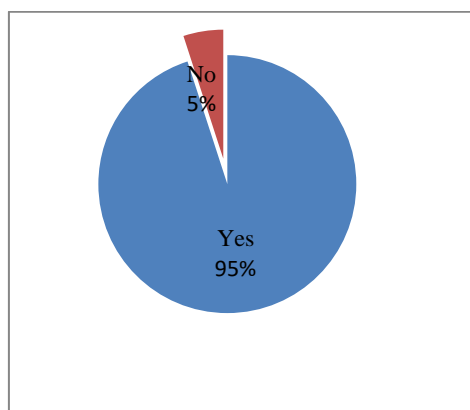


Chart 10. Understand more about the Khadi product and brand.

Result and Discussion:

After analysing the data it is found that most of the youth are not aware about the product range which KVIC sell under the umbrella of Khadi. But willing to buy and keen to know more about Khadi as today's youth is moving towards sustainability.

It may be inferred from the data in the aforementioned survey and study publications that people are aware of the Khadi movement, including who got started it, why it happened, and its effects. Even nevertheless, the rate of technological advancement in India's rural cottage and village industries, particularly the Khadi sector, has been incredibly slow.

KVIC needs to do a lot to continuously promote khadi, especially to young people. In order to improve raw material quality and create novel mixes that will reduce maintenance costs and entice consumers to purchase and wear khadi, KVIC should continue to take the initiative in research and development. To raise awareness and promote it, significant efforts must be made to lower the price and improve consumer friendliness.

Though they are aware of khadi fabric, the younger generation is not yet prepared to embrace as a mainstay of their clothing. The primary cause of this is restrictions such as less options for textures, printing, colors, etc. But as khadi becomes more and more popular as a fashion fabric, Indian designers like Sabyasachi, Ritu Kumar, Samant Chauhan are using it to great effect and making the fashion industry pay attention to it both domestically and internationally. Thus, research like this one indicates that there is a great deal of room for more study that can be done, possibly by designers as well as researchers, to increase the popularity of khadi, which will aid in the development of the cottage industry in India.

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