

A Study on Challenges and Opportunities in Manufacturing and Buying of Khadi Apparels by Youth in Selected Regions of Gujarat

A Thesis submitted to Gujarat Technological University

For the Award of

Doctor of Philosophy

In

Management

By

Ms. Priyanka Raghani
(179999903007)

Under the supervision of

Dr. Jigna Trivedi

Supervisor



**GUJARAT TECHNOLOGICAL UNIVERSITY
AHMEDABAD**

[February-2022]

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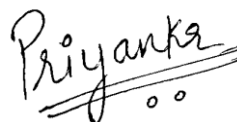
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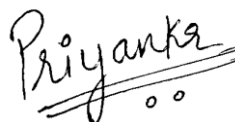
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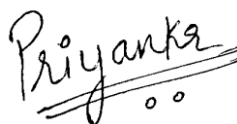
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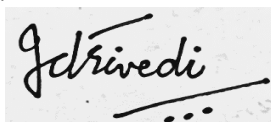
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ABSTRACT

Khadi- the original fabric of India is alternatively termed as “Khaddar”, a hand-spun and hand woven material, greatly helps to sustain the rural economy by providing employment to rural artisans and women. Around a century ago, Khadi products sprung into the Independence movement and proved to the entire world that India possessed the potency of “Swadeshi” character and does not depend on the products of west for its industrial revolution and which was possible because of our resources and strength. As India transited into a new phase of being an independent nation, the khadi spirit stood persistent as a core industry, keeping villages fervently at the heart of our expanding body of economic being. By the end of the century, khadi reached a stage, where it had entered into lives of that generation which was born post-independence and was being experimented to that array of products that possessed a sense of modernity and fashion. It had transformed India through increasing sustainability & rural productivity and it had transformed the life of those producing it and striving for self-reliance. Khadi has been thus proved as a transformational product and fabric.

Khadi is compulsory attire for people working in Vidhyapiths, which runs purely on Gandhian Philosophy. Present study explores that the Vidhyapith Khadi wearers promote the fabric for employment generation, poverty alleviation etc. People who wear Khadi by choice are self-motivated and bore a positive attitude to buy the fabric as indicated through the application of Theory of Planned Behaviour in the study. Contribution of Designers is immense to attract the potential buyers for wearing Khadi by choice. Despite being the culture and heritage, Khadi is not worn by the masses. The study tries to find out the reasons for the non-preference of Khadi by the Khadi non-wearers. Also, to deduce the challenges and opportunities faced by the artisans of Khadi Fabric and the problems faced by the marketers in selling the apparels made out of Khadi, study was undertaken. Hence, the study focused on the demand and the supply side Khadi market.

Therefore in this research an attempt has been made to find out the reasons for non-acceptance of Khadi and promote it as a fashion fabric through survey. Young Celebrity endorsement, Online Sales, promoting exports, Production research for quality improvement and round-the year discount seasons have been suggested to make Khadi a long-lived sustainable fabric of Indian heritage and culture. Also, problems faced by Khadi artisans and marketers are highlighted with suitable suggestions to overcome the same.

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I would like to express my deepest thanks to all the people who have given heart wheeling support in making the compilation of this thesis a splendid experience for me. The completion of this thesis is a cause of celebration for me and primarily I would like to thank Almighty God for giving me constant strength to accomplish the work and for the hope that keeps me believing that this work affiliation would be possible and more fascinating.

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SJPI is renowned for its world class infrastructure, excellent learning environment, quality and all-round edification through its multifaceted teaching and learning methodology. While its B-School is consistently ranked among the top B-schools in Gujarat, besides conducting two year

full time MBA programme, approved by AICTE, MHRD, Govt. of India and affiliated to Gujarat Technological University, the institute has established the Centre for Research for Ph.D. in the fields of Management, Commerce, Cooperation and Communication. I am sincerely thankful to **SJPI**, my workplace, where I have carried on my research smoothly and prepared my thesis with ease.

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Sincerely Thanking the Universe

Ms. Priyanka Raghani

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CHAPTER-1

INTRODUCTION

1.0 Primer

The fashion industry has become a pivotal issue on the sustainability. The fashion industry is one of the largest polluters in the world. By 2030, the industry is expected to have consumed 118 billion cubic meters of water (or 31.17 trillion gallons), increased its carbon footprint to 2,791 million tons, and generated 148 million tons of waste (Sumner, 2019). Globally, Sustainability is becoming a hot topic in the fashion industry due to the negative impact, the fashion industry has on the earth. Fashion businesses must now consider not only their profits but also their environmental and societal impacts. Sustainable fashion is a most recent activity within the fashion industry that aims to reduce textile waste and ecological depletion (Kutsenkova, 2017). It was the notion that clothing could be made in a way that would preserve "ecological, social, and cultural diversity" and promote "innovative business models" that would help to launch a movement away from "fast fashion" (OzdamarErtekin and Atik, 2015). As a result, the sustainability movement has gained grip in the business world. Entrepreneurs and CEOs strive to create eco-friendly products that consumers desire over their non-sustainable counterparts (Kutsenkova, 2017).

In India and globally, there have been several attempts to make Sustainability an imperative for the Fashion industry. Fashion companies in India are motivated to adopt sustainable practices due to government involvement and pressure. Further, the availability of indigenous sustainable textile material and sustainable textile techniques and processes in India offers fashion businesses an excellent opportunity to experiment, develop, and grow into Sustainable Fashion Businesses. The Indian apparel market is poised to become the sixth-largest in the world very soon. Although the market share of sustainable businesses is relatively small in India, it has huge potential to grow rapidly in the coming years.

1.1 Consumer Behavior

Fashion is a reflection of society, culture, and people living in it. Identifying consumer behavior in the fashion industry involves studying the various processes involved in satisfying the fashion-related needs of consumers. Fashion and Retail are undergoing many changes due to various driving factors, and this is also impacting consumer behavior. Many factors influence a consumer's decision to buy a fashion product today. To offer the right solution to a consumer's fashion needs, it is crucial to understand the influencing factors.

Hence, today's consumer is changing the pace of the fashion business. In today's society, consumers are more knowledgeable and educated, and with the help of technology, especially digital technology, they have become empowered. The changing fashion needs, fashion buying practices and preferences, and fashion consumption patterns are causing a shift in consumer behavior patterns, and to understand these patterns, business is taking help of data-driven solutions to formulate business strategies.

In addition, the Indian consumer and their apparel preferences are constantly changing. The apparel preferences, which were deeply rooted in the richness and immensity of Indian Culture, are now aligning themselves with global fashion trends that are refined. As a result, there are more variations and segments of Indian apparel today than ever before. Due to the extensive exposure of Indian consumers, this shift has occurred (Sashwat, 2018). India is home to the largest millennial consumers globally, who are aspirational and spend significantly more, which is reflected in their consumption habits for fashion products. As the middle class population in India has grown, consumers are becoming more value-conscious and looking for fashionable products simultaneously. They want quality and design at a reasonable price. Semi-urban and small-town consumers spend more on apparel, and ready-to-wear clothing is becoming more popular than home stitching, as is casual western clothing. Also, on the urban side, women entering the workforce are constantly increasing. Hence, dressing smart and willing to look better is driving urban women to increasingly accept western wear, leading the women western wear market to show more traction and wider acceptance in urban areas. Therefore, women's western wear markets are big opportunities for growth and investment. The urban consumer's way of living has dramatically changed. With this, the occasions and reasons prompting apparel consumption have also increased. Today, urban consumers buy apparel that serves a specific event/ usage, e.g., they prefer plain shirts for meetings, checked or striped shirts for casual interactions, and shirts with funky patterns for night parties. This is the primary way consumers are making conscious clothing decisions and gradually heading towards event specific fashion (Nupur, 2018).

1.2 Sustainability and Khadi

Khadi is an excellent example of what sustainable development looks like. This fiber is made from simple, sustainable processes based on individual competencies and skills, like hand cropping, spinning, and weaving. Furthermore, the market processes also provide jobs and income to rural masses, as they are not technology- or machine-intensive. The products are completely biodegradable and recyclable. Khadi is a new form of self-reliance where artisans

rely solely upon locally produced resources and avoid imports, thereby creating the basis for sustainability on the individual and the nation as a whole.

Despite the changing times, even though development models have changed, Khadi has always placed sustainability at the centre of what it does. Khadi's principles of sustainable development reverberate in several directions: From providing assistance to terror victims to helping tiger attack, victims find economic stability, from rehabilitating communities affected by poaching in the Narmada valley to empowering displaced people there (Saxena,2021).

1.3 The Khadi Market

Khadi sector in the fashion industry has experienced rapid growth in the recent years. Khadi and Village Industries Commission (KVIC) is working assiduously to make Khadi a global brand through its marketing initiatives. In addition to holding several exhibitions in India and globally, Khadi is trying to maximize its reach with consumers. Additionally, KVIC is reaching out to schools, colleges and industries to explain the value of Khadi to the youth. To popularize Khadi, KVIC collaborates with big companies like Raymond, Aditya Birla Fashion and Retail, Arvind mill, etc. Due to the surge in demand for handmade and sustainable fabric options in the global market, Khadi exports have increased over time. Khadi's recent growth speaks volumes about its contributions to the Indian economy.

Table 1-1 states the growth figures from KVIC, which illustrates the tremendous growth achieved in the sector as follows

Table 1- 1 Growth of Khadi Sector

Year	2013-14	2014 - 15	2015 - 16	2016 - 17	2017 - 18	2018 - 19	2019 - 20
Sales (₹ Cr)	1217	1311	1664	2147	2510	3215	4211
Growth	06%	08%	27%	29%	17%	28%	31%

(Source: KVIC Annual Report 2018-19)

The growth in the sales of Khadi sector is increasing rapidly every year. The growth is highest in the year 2016-17 initially breaking its records in 2019-20 with 31% increase in the sales then the previous year.

1.4 Growth of the Khadi Sector

In India, the Khadi sector is completely regulated by the government, which means that KVIC controls its production, distribution, and marketing. By obtaining a Khadi Mark Regulation Certificate from KVIC, brands can use the Khadi name. By doing so, Khadi products on the market can be controlled and ensured to be authentic. Brands using khadi

are introducing new designs in the market to appeal to a new breed of fashion-conscious consumers. Khadi is an emerging textile choice among Indian brands but has yet to tap into many product categories and design opportunities. The market share for Khadi is very small as it is worn by a niche class only. Khadi apparel market in India currently offers men's wear in casual and formal types with limited design. Most Khadi clothing for women is available in Indian ethnic wear, Indo western wear, and very little Western wear. Khadi has found a special place and new designs with few contemporary brands like – 11.11/ eleven, Akaaro by Gaurav Jai Gupta, Red Sister Blue, Bunosilo, Runaway Bicycle, Brass Tacks, Metaphor Racha, Maati Crafts, Anita Dongre Grassroot, I Wear Khadi and The Khadi Staple etc. These brands, along with KVIC, are working towards the improvement of quality, improvement of designs as per latest fashion trends and product diversification using Khadi materials. Quality and design improvements and product diversification can lead to tremendous opportunities in both the domestic and global market for Khadi. Moreover, Khadi is viewed as an icon of Sustainability by Indian millennial, who are increasingly adopting sustainable lifestyles. Further, the original ideology of Khadi, which began with the Swadeshi moment of becoming self-sufficient and self-sustainable, can also be effectively revived and backed with other government initiatives like "Make in India" and "Skill India" for the fashion industry. As a result, there can be a lot done in the Khadi market by keeping the original essence of Khadi and adapting it to modern society.

1.5 Need for the Research

There exist no dearth of literature on Khadi in the Indian as well as Global context. Researchers from various fields like Economics, Finance, Marketing, Management, Entrepreneurship and Cooperatives have studied the prospects, progress and problems of Khadi being not accepted by the masses in their wardrobes.

The literature reviewed in the research has focused on Khadi from its journey of freedom fabric to fashion fabric (Tiwari (2007); Choudhury and Ramachandran (2004); (Gujarat Rajya Khadi Garamudhyog Board (2016); Jani and Khosla (2002)), but the studies depicting the reason for its un-acceptability in the youth is lacking. The literature on Khadi being the mode for 'Swaraj' and 'Swadeshi' ((Mesharam, 2012); (Manjpara, 2012); (Aggrawal, n.d); (Nair, 1985); (L.P.Raju, 2014); (Paul, 2015) ;(Roy, 2011)) is extensively covered but it's linkages with the Economic Development are missing. Various studies have highlighted the features of khadi, as eco-friendly, versatile, bucolic in appearance, skin-friendly/comfortable fabric ((Chatterjee, Das, Kavita, and Nayak, 2011); (Dsouza, Textile Excellence, 2016) ;

(Rayomand Engineer, 2018) ; (Utsav Fashion, 2017) ; (Ramsay, 2009) ; (Gaubha, 2018) ; (Rastogi and Pant, 2017) ; (Walia, 2005) ; Rayomand Engineer, 2018) ; (Textile Excellence, 2016) ; (Ghosh, 2016) ; (Singh, 2018) ; (Fashions and Trends, 2018) ; (Kadhir, 2014) ; (Bhandari, 2015)), but despite being an eco-friendly fabric, studies have not high-lighted its non-acceptance in youth. Studies have highlighted that Khadi has turned into a fashion fabric due to the contribution of various leading fashion designers. In spite of the conversion into a fashion fabric, studies depicting the reasons for people not preferring khadi are missing. Khadi has contributed towards the economic development in the form of poverty alleviation, employment, productivity and women empowerment (Choudhury and Ghosh, (2016); Owens (1987); Drewnowski, (1966); Ansari & Singer (1977); Haq (1971). Khadi contribution towards economic development, non-preference of khadi among youth and challenges faced by the artisans of Khadi are still unsearched areas.

The Behaviour of a Consumer is affected by various factors like social, economic, cultural, psychological, marketing and personal (Rani, 2014); (Victor, Thoppan, Nathan, & Maria, 2018); (Kumar A. , 2019); (Howard, 1970). Majority of the approaches reviewed above, focused only on a few factors affecting the behaviour of the consumer. If at all, all the factors were taken into consideration, some approaches lacked empirical support. The Theory of Planned Behaviour (TPB) has been used in numerous studies. The results of all the researches have confirmed the structure of theory and predictive validity, in the study of consumer's behaviour especially during the proper usage of its constructs (Riemenschneider, Harrison, & Mykytyn, 2003) ; (Taylor & Todd, 1995) ; (Mun, Jackson, Park, & Probst, 2006) ; (Mathieson, 1991) ; (Ajzen & Driver,1992). None of the study is used predict the buying behaviour of youth with reference to the Khadi apparels.

Therefore, this study is attempted to fill the above gaps highlighted and find out the reasons for the non-acceptance of Khadi among the youth as well as the problems faced by the marketers in selling the apparels of Khadi and the challenges and opportunities faced by the artisans of Khadi fabric.

1.6 Outline of the Research

This study is divided into two parts, from the point of view of the Supply (spinners and weavers and the marketers) and Demand (consumers). From the supply side, the spinners and weavers were studied by the means of interview method and the Khadi Marketers; i.e.; sellers of Khadi Apparels, the survey was conducted through the mode of a structured

questionnaire. The aim was to deduce the challenges and opportunities faced by the artisans of Khadi fabric and the problems faced by the marketers in selling the apparels made out of Khadi. An attempt was made from the demand side to study the Consumers. Consumer consists of the wearers and non-wearers of the Khadi apparels. In spite of the fact that it is recognized as a fabric for freedom, it is as yet seen as unfashionable by numerous particularly the youth (Ambre and Lad, 2017). The research was focused on exploring the reasons for the non- preference of the Khadi apparels by the youth consumers. For this purpose, the consumers who wore Khadi by compulsion (at work places to promote the fabric) and by choice were surveyed. Also, the non-wearers of Khadi were also surveyed to deduce their reasons for not wearing Khadi Apparels.

1.7 Significance of the Research

The term Khadi had always been attached to the emotions of Indian freedom struggle. Gandhiji came up with Khadi to the front line which indicated the following terms: freedom, cultural indigenusness and self-sufficiency, in the rouse of the struggle for Independence. After the Independence, the essence and trend of Khadi became pale and people were more foraying into branded textiles and other fabrications. This change has made a downfall in the demand for Khadi along with the employment in the same sector. In order to gain back the sustainability and indigenous fabric in the eyesight, honorable Prime Minister Shri Narendra Modiji and the prominent fashion designers initiated a strident call to start accepting and owning Khadi as a new fashion fabric and promote nationalism and generate rural employment (Hamstech, 2017; Gujarat Rajya Khadi Garamudhyog Board ,n.d; Nair, 2003). The magnificent colours, soft fabric, tend to feel luxurious and the even stylish designs in Khadi have now started catching eyes of youth as well (Kuriakose, 2019). As mentioned earlier, the market share of Khadi is very small as it is worn by a niche class only. If Khadi is obtained by large number of community, on the basis of the localisation vision of our honorable prime minister Shri Narendra Modiji,-“ Vocal for Local” indicating on self reliant or “Atmanirbhar” Bharat (James, 2020), then it would generate a drastic comeback for the Freedom Fabric and it would give rise to a huge employment for the population (Business Standard, 2018). If Khadi is encouraged in the International markets too, it would uplift the rural market and gain good amount of foreign exchange for India (Economic Times, 2019). Thus, sustainable economic growth can be promoted to a higher extent by the means of Khadi, by promoting it as a fabric of fashion. Therefore, this study is an attempt to find out the reasons for the non-acceptance of the fabric among the masses and problems faced by

the marketers and artisans and strategize a solution to make it an acceptable product among the consumers.

1.8 Organization of the Study

The current study in addition to the chapter Introduction, is divided into five more chapters and the chapters are organized in the following manner:

Chapter-2 Literature Review

This chapter delivers an exhaustive and comprehensive exploration in the form of Literature Review carried on by former academicians and scholars in the area of the History of Khadi, Genesis of Khadi in India, Swaraj', 'Swadesh' and 'Swadeshi' aspect of Khadi, the birth of Charkha and Khadi, Khadi Meaning and Features , Khadi as a Fashion Outfit, Khadi and Economic Development, Consumer Behaviour Origination, Factors affecting Consumer Behaviour, Consumer Behaviour and Youth, Approaches to the study of Consumer Buying Behaviour and Application of the Theory of Planned Behaviour in Predicting the Consumer Behaviour towards Khadi. The literature comprised of the Regional, National and International studies carried out in this area. Finally, the chapter concludes by finding out a research gap and need of such kind of research.

Chapter-3 Research Methodology

This study is divided into two parts, from the point of view of the Supply (spinners, weavers and the marketers) and Demand (consumers). From the supply side, to study the point of view of spinners and weavers, interviews were taken. The Interview process of spinners and weavers, data transcription, qualitative research and data analysis are described in depth in this chapter. To study the point of view of marketers, survey of marketers i.e.; sellers of Khadi was conducted. From the demand side too, to study the point of view of consumers, survey was conducted for the Khadi Wearers and Non-Wearers. For the survey, this chapter covered the framework of research design, research objectives, sample description method, the questionnaire content, information sources, the methodology for data analysis for the survey etc. has been discussed in detail in this chapter.

Chapter-4 The Working of Khadi and Village Industries Commission (KVIC)

Khadi and Village Industries Commission (KVIC) is a statutory assemblage of Government of India (GOI), which has been recognized as one of the significant associations in the decentralized division for creating economical nonfarm employment prospects in rural regions at a very low per capita speculation working under Ministry of micro, small and

medium enterprise (MSME). This chapter discusses at length about the functioning of Khadi and Village Industries Commission (KVIC), the statutory body behind the production, promotion and sales of Khadi. It describes in nutshell about the Hierarchy Pyramid of Khadi, Supply Chain Management of Khadi, Resource Procurement and Production of Khadi, Khadi Management Information System (KIMIS), Khadi Marketing Mix, Khadi Financing, Khadi Reform and Development Program (KRDP) and Market Development Assistance.

Chapter-5 Data Analysis

Data analysis is the most important part of any research. This Chapter describes the qualitative analysis, descriptive analysis, statistical analysis, confirmatory factor analysis and structural equation modelling of the data. This research is divided into five parts of analysis. The analysis comprises of the supply side and demand side of the Khadi industry. It consists of the analysis of data of the spinners and weavers of Khadi, the marketers of Khadi and the Wearers and Non-Wearers of Khadi Apparels. Various Non-Parametric test like Kruskal Wallis-H Test, Mann-Whitney U Test, and Chi-Square Test were applied on the quantitative data. For the rank based questions, WAM and Rank Analysis was used. Statistical Package for Social Science (SPSS) 20 was applied for the analysis of the data. Analysis of a Moment Structures (AMOS) 20 was used to run the Confirmatory Factor Analysis and Structural Equation Modelling using the TPB model. To elaborate the data in a lucid manner, various tables were used to present the data in the tabular form, wherever possible.

Chapter-6 Data Findings, Suggestions and Implications

Some comprehensive judgements, interpretations and annotations are offered in this chapter, from the data analysis of the former chapter. After doing the environmental scanning at the global, national and state level in particular, various suggestions are offered in the current study to overcome the bottlenecks. The findings of the complete analysis done, suggestions offered to KVIC, limitations of the research, managerial implications and the scope for further research are discussed in a nutshell in this chapter.

CHAPTER-2

LITERATURE REVIEW

2.0 Background

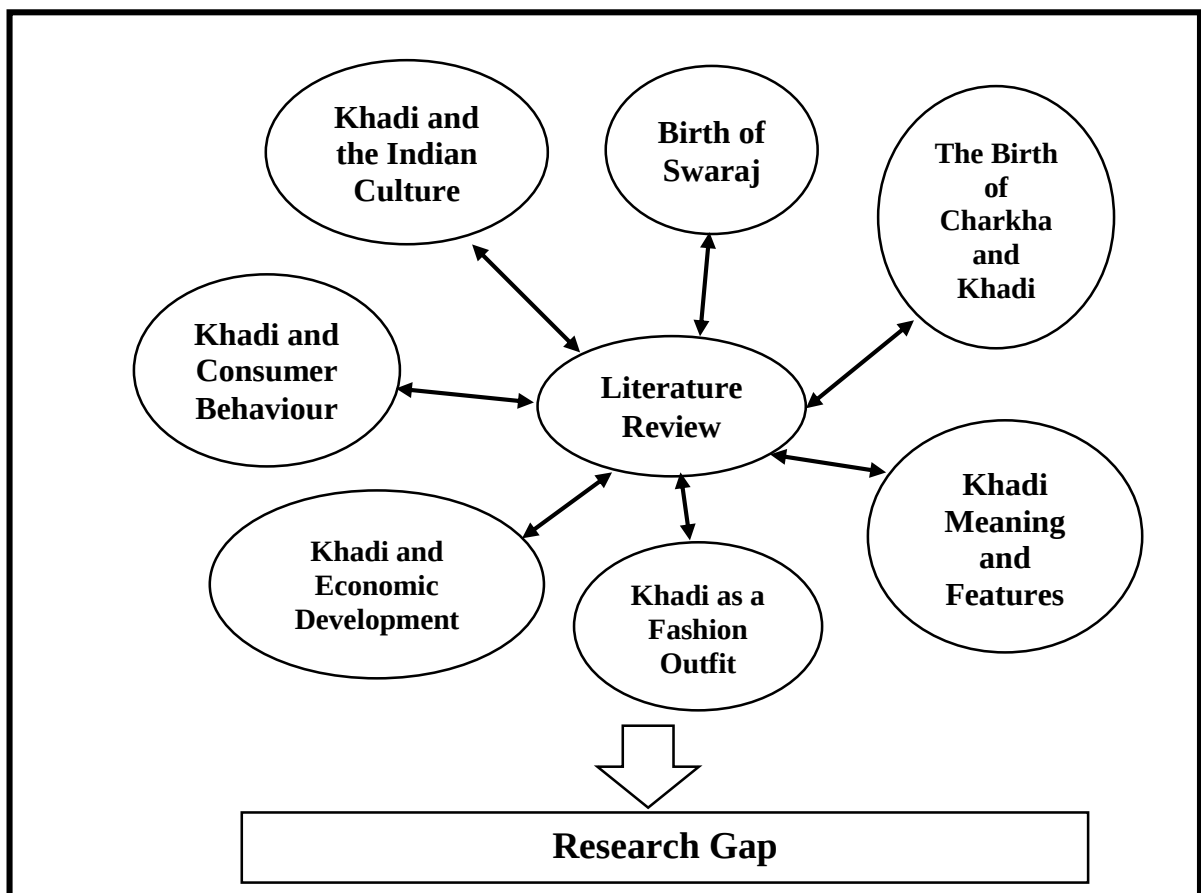
The eradication of poverty and unemployment will lead to economic growth and development in the country. The inclusive sectors in the industrialization needs to be focused for the sustainable development (Mensah and Casadevall, 2019). Various policies were formulated in the developing sectors like non-farming and small scale industries. In the rural sectors, growth in the labour intensive industries leads to the generation of employment and hence promotes the industrial development in these sectors. For the steady and smooth economic development, W.A. Lewis strongly advocated the use of labour intensive techniques for the production. He supported the view that with very little capital, important works can be accomplished with the use of human labour. Even the capital goods could be manufactured with the help of human labour in spite of scarce resources. Hence, in a developing economy, small scale and cottage industries should be promoted. The author recommends the use of capital intensive techniques only when it is essential. A report presented by United Nations Industrial Development Organisation (UNIDO) (1969), stated that in the developing nations, the small scale enterprises tend to achieve a higher rate of productivity with lesser investment per worker in the labour intensive industries in comparison to a higher investment per worker in the capital intensive industries.

The value insisted by our Father of the Nation on the development of Khadi and rural economy is not unknown to anyone. Gandhiji developed a New Social Order (NSO) which was based on the pillars of truth and non-violence, where the moral and economic progress go together and it focused on the development of human values. Gandhiji's prominence on the village reconstruction was termed as 'Rural Industrialization'. The two basic components of Gandhian development termed as decentralization of economic and political powers and self-sufficient villages, gave impetus to the development of Khadi and village industries. According to the Khadi movement, it was not only mass mobilization movement against anti-imperialist struggle but also a social movement of recognising women's capacity as an economically and politically active being, without whose support the goal of 'Swaraj' or freedom was unattainable. Realizing the danger of being paid low wages to the female workers, the concept of 'Living Wage for Spinners' was originated. The single secret of

Khadi lies in its saleability in the place of its manufacturing itself. However, finding a place for marketing of Khadi was accepted in 1946 by Gandhiji stating it as “Commercial Khadi” as a “go cart”. The revival of Khadi from the freedom fabric to a fashion fabric was propagated by a leading designer Devika Bhojwani in 1985, pioneering the ‘swadeshi’ label of Khadi into a ‘fashion fabric’. It was the first step towards changing the unfashionable garment into a fashionable one. The consistent efforts of KVIC has changed the identity and reach of Khadi. In the course of most recent time, our honourable Prime Minister Shri Narendra Modi has explored every possibility to promote Khadi and make a mass development where everybody buys Khadi items. Shri Modi has given a mantra, “Khadi for nation, Khadi for fashion”, the possibility that Khadi can turn into an image of national pride and a design proclamation, which can be mainstream among the youth.

The literature review presented are related to the role of Khadi in freedom struggle, efforts and role of Gandhiji, origination of Khadi industry, its prospects, problems in Khadi sector, its role in economic development, the features of Khadi, its birth as a fashion fabric and the consumer behaviour towards the Khadi. The outline is presented in the figure:

Figure 2- 1 Outline of Literature Review



(Source: Author's Own Creation)

2.1 Khadi in the Indian Culture

The ancient Indian glory alludes to old India as a Golden Sparrow, as the country was a rich store house of gold and defence system, which was strict as well as non-aggressive like a sparrow. (Behl, 2013) ; (Joshi and Chawla, 1999); (Pareek, 2016) ; (Malhotra, 2013). India was accomplished and rich in Spices, Minerals ,Textiles and therefore various traders i.e; the Dutch, the Portugese, the French and the Britishers had begun to enter the country in the sixteenth century. The English traders had set-up the East India Trading Corporation in England with the fundamental object of bringing in Indian products including materials by the seventeenth century (Gupta ; Rastogi and Mathur, 2017).

The East India Company after trading for few years started establishing their rule in India. The East India Company conquered Nawab Siraj-ud Daulah, the paramount disruption in Bengal's history in 1757 AD and turned into the true leader of Bengal. The provincial rule by the company resulted into commercialization of power and the effects of the British rule were highly destructive. This is the mode through which the Britishers entered the Indian Territory and gradually conquered the entire Nation. (Maddison, 1971); (Pal, 2001); (Heehs, 2010); (Kaul, 2011).

The British East India Company had the capacity to establish their rule in India in the light of an incidental sequences of situations. These incorporated the fall of the Mughal Empire, an absence of European rivals and there was no feeling of national harmony among the people of India. The Britishers were additionally wise in the way of their triumph, they keenly utilized the nearby elites to control their new spaces and embraced a piecemeal technique to deal with broadening their power and guideline. The Britishers implemented the strategies like Divide and Rule , Doctrine of Lapse, Subsidiary Alliances, creating differences on religious lines, keeping the masses uneducated and Muslim Seperatism in order to sustain the Imperial rule in India. (Stewart, 1951) ; (Sandhu, 2009) ; (Posner, Spier and Vermeule, 2010) ; (Tharoor, 2017).

It was these variables that set up British rule in India, that endured very nearly upto two hundred years until Indian autonomy in 1947 AD , which resulted into extinction of the rich fortune of India (Sandvick, Whelan, & Lambrecht, 2019); (Blackwell, 2008); (Tharoor, 2017) ; (Heehs, 1991) ; (Chandra, 2015).

2.2 ‘Swaraj’, ‘Swadesh’ and ‘Swadeshi’

The words Swaraj, Swadesh and Swadeshi were coined during the freedom struggle of India.

Swaraj will mean typically self-governance or self-rule. The term 'Swadesh' in the literal terms means 'of one's own country'. Swadeshi' is that spirit within us that restricts us the use of goods and services that are made by the foreign body (Gandhi, 1938).

2.2.1 'Swaraj' in Indian History

'Swaraj' will mean typically self-governance or self-rule, and was used similar with home-rule in India (Sarswati, 1878). However the word typically refers to Indian independence from foreign domination. Swaraj lays stress on governance not by a gradable government, however self-governance through people and community building. The main focus was on political decentralization, discarding British political, economic, official, legal, military, and academic establishments (Gandhi, 1938). The concept was popularised by Swami Dayanand Saraswati and later by Mohandas Karamchand Gandhi (Vedic Press, 2015) ; (Wikipedia, n.d).

Gandhiji drastically re-deciphered 'Swaraj' and gave it a double significance. The unique Gujarati context uses 'Swaraj' in both capacities. Gandhiji's English interpretation made the duality clear. Swaraj is explained as self-rule or self-government. The first as self-control, rule over oneself, was simply the establishment for the second, i.e.; self-government. In this second sense, nearby self-government was what Gandhiji truly had at the top of the priority list and to both over political autonomy, 'Swatantrata'. Fundamental to the two implications of Swaraj, was a feeling of sense of pride that was decisively Gandhiji's response to the British rule (Heredia, 1999).

On the other hand, Parel (2000) had analysed Gandhi's view on swaraj and divided it into four parts as national independence, political freedom of an individual, economic freedom of an individual and individual's spiritual freedom or self-rule. Kolge (2010) describes Swaraj from the perspective of Gandhi as National Independence and on certain occasions as spiritual freedom of an individual. It is used as a synonym for an individual's freedom from poverty , self-rule, liberty, autonomy, freedom from alien rule, economic freedom of an individual and so on. According to Chimni (2012) the term swaraj is used to imply self-knowledge and self-governance representing an epistemological break to the world of anti-colonial movements.

Rout (2015) elucidated Swaraj as freedom and self-rule that should be practiced at three levels as in case of individual swaraj is self-rule, in case of country swaraj is freedom from the clutches of britishers and at the community level it is gram swaraj i.e; freedom of village. Anjaneyulu (2003) elucidated that for Gandhiji Swaraj implied self-rule dependent on patience and peaceful influence of others so the group living likewise ends up self-ruled and

self-governing. The foundation of Swaraj will be done the manner in which it normally fits to the ethos, the possibilities and the tendencies of the general population.

Hence 'Swaraj' can be concluded as Self-governance and National Independence. Freedom from the British rule, which means political, economic, legal, official and military freedom. An individual's freedom from poverty, self-rule, liberty, autonomy, freedom from alien rule, economic freedom of an individual and an individual's spiritual freedom or self-rule.

2.2.2 'Swadesh' and 'Swadeshi' in Indian History

The word Swadesh had been developed from Sanskrit and is a combination of two Sanskrit words. Swa implies self or possess and desh implies nation. So Swadesh implies 'own nation'. Swadeshi, in the descriptive structure, means for one's own nation, yet can be approximately deciphered in most of the context as 'Independence' (Hingorani, 1967). The term 'Swadesh' in the literal terms means 'of one's own country'. In the constructive manner it is termed as self-reliance, self-strengthening, self-help, self-sustenance and in the contemporary vernacular, sustainability. 'Swadeshi' is that spirit within us that restricts us the use of goods and services that are made by the foreign body. In the exclusivist sense it refers to the boycott of anything foreign, which increases the dependence on superfluous power. It is the preference of indigenous against foreign items (Gonsalves, 2015).

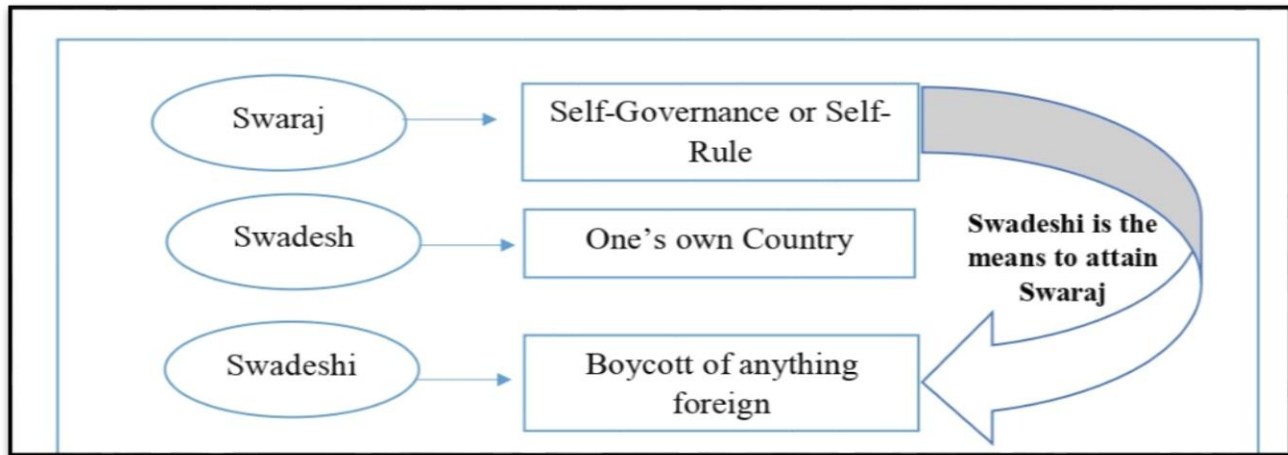
Gandhi's vision of Swadeshi is a comprehensive idea despite the fact that he propounded it with regards to India's battle for Independence. He utilized swadeshi as a way to accomplish India's Swaraj. 'Swadeshi' in its spiritual sense represents the last liberation of the spirit from her earthly bondage. In swadeshi there is no space for selfishness and disrespect. It is the most astounding type of magnanimity and the apex of universal service in context of Gandhian ideology (Joseph, n.d). Swadeshi is a call to the buyers to know about the brutality brought about by supporting businesses that leads to impoverishment and damage to laborers and ecological degradation (Hingorani, 1967).

'Swadeshi' is the method for Gandhi's mission for 'Swaraj'. In a general sense it signified 'localism'. The thing manufactured in one's own country. It is this dedication of the individual to his 'Desh' that was Gandhi's Indian option in contrast to western patriotism (Parekh, 1989). 'Swadeshi' is that soul in us which limits us to the utilization and administration of our prompt surroundings to the avoidance of the more remote (Tendulkar, 1951).

The word 'Swadesh' and 'Swadeshi' anticipated uncommon importance with regards to British colonization and the Indian battle for freedom. Mahatma Gandhi, the leading figure in India's freedom struggle promoted it to reinforce nationalistic sentiments among

individual Indians (Swadesh, 2010). Thus, the term Swadesh can be concluded as one's own country and 'Swadeshi' as the means to attain 'Swaraj', the spirit in an individual which restricts to use the goods of foreign origin, i.e; boycott of foreign goods and services and an individual's attachment to his own country.

Figure 2- 2 Rationalization of Swaraj, Swadesh and Swadeshi



(Source: Author's Own Creation)

Thus, Khadi is very meticulously linked to the 'Swadeshi' movement of India and it is a matter of pride for every Indian. The Khadi movement aimed at boycotting the foreign clothes including cotton and promoting Indian clothes. Mahatma Gandhi promoted the Khadi Movement for rural self-employment and self-reliance in 1920's, thus making the fabric an integral part and the portrait of Swadeshi Movement. Thus, the fabric is associated as a fabric for freedom (Brown and Elizabeth, 2008) ; (Ambre and Lad, 2017). The creation and wearing of natively constructed fabric was a unique method for dismissing foreign rule and it was at that time Khadi movement got activated (Trivedi, 2003).

2.2.3 Swadeshi and Khadi Movement in Indian History

Gandhiji described 'Swadeshi' as the soul and Khadi as its body (Parashar, 1996). There were two Swadeshi movements in India, the one that occurred in 1905 in the British stunned Bengal, and the other in 1920, under Gandhiji's bearing. Both utilized fabric as the central constituent of harmony and action. The root of the thought, started in the city of Poona. In 1872 AD Justice Mahadev Govind Ranade conveyed a series of open addresses, in which he promoted "the possibility of Swadeshi", of leaning towards the products created in one's very own nation despite the fact that they could end up being dearer or less palatable than better outside products (Gonsalves, 2015). 'Swadeshi Movement' is considered as a very important event in the history of Indian freedom struggle against the Britishers (Swaraj). The concepts like boycotting the foreign goods, using the slogans of Swaraj, spirit of Swadeshi, use of

national products and imparting national education became very popular at that time (Mesharam, 2012) ; (Manjpara, 2012) ; (Aggrawal, n.d) ; (Nair, 1985) ; (L.P.Raju, 2014) ; (Paul, 2015) ;(Roy, 2011).

2.3 The Birth of Charkha and Khadi

In 1908 AD , Gandhiji saw the spinning wheel for the first time and described it as a panacea for growing poverty in India. Gandhiji described that anything that helped the country to get rid of poverty would also help to attain swaraj (independence). In the year 1915, when Gandhiji returned from South africa, he established a Satyagraha Ashram at Sabarmati and established a few handlooms. The object that was set in the ashram was to use the cloth that is hand made and not the mill woven , adopting only swadeshi. The people in the ashram belonged to different professions lacking the artistry skills, hence they required an expert who could teach them weave cloth. The search ended only in 1917 AD when Gandhiji met Ganga behn majumdar, who connected the ashram inmates to vijapur (baroda) based spinners who taught them to weave hand-carded cloth. The first piece of hand-spun , hand-woven and hand-carded cloth was made in the year 1918 AD in the ashram. The cloth was coarse, hence Gandhiji named it ‘Khadi’(Gandhi, 1948).

Hence, Khadi first caught the thoughts of the nation during the ‘Swadeshi’ freedom movement in 1920’s under Mahatma Gandhi, who propagated it as not just a cloth but a technique of life. One that was centred around the village, where the practice of Khadi would be able to create employment, income and hence self-sufficiency. Khadi was meant to become an additional industry to agriculture, a crucial element in a self-financing economy (Trivedi, 2007) ; (Banerjee, 2011).

Figure 2- 3 Gandhiji and Charkha

The picture was portrayed to depict the way India will be established in early 1920’s through medium of Khadi. The bottom of the picture displays “Bharat” in National language. Centre displays Mahatma Gandhi in Khadi Shirt and the top most part with ‘Bharat Mata’ spinning the ‘Khadi Charkha’. The importance of Khadi in early 1920’s was very well depicted through this picture. Trivedi (2003) inculcated it in its study visually mapping the nation.



Image: Gandhi and Mother Earth spinning Charkha depicting Free India

(Source: All-India Khaddar Department 1922, cover)

Thus, Khadi was launched in the year 1920 AD by the father of our Nation Mahatma Gandhi as a peaceful weapon during the freedom movement of our Country.

2.3.1 Gandhiji's view on Khadi

Khadi, according to Gandhi was more than a fabric, indeed a fabric of Indian Independence (Jain, 2015). Swadeshi was not merely the means but the ends for the father of our nation. Khadi intended as a spinning wheel to Gandhiji which in turn meant as symbol of 'Swadeshi', revitalizing prosperity, self-confidence, self-respect of labour, companion of fallen women, comfort for untouchable and the only platform to launch the event of civil disobedience (Meneka, 2014). Ramagundam (2009) expressed the views on Khadi from the perspective of Gandhi by analysing it sociologically and anthropologically as a tool for achieving self-reliance to the unskilled labourers and also a source of clothing to the rural masses. It acted as a weapon for achieving independence by uniting the masses, ignoring the barriers of class and caste. It intended to acquire the symbol of nationalism as a weapon by overtaking the colonial economy and technology oriented capitalism. Trivedi (2003) depicted the swadeshi picture of Khadi that existed between 1920-30's, wherein Gandhiji and his supporters struggled to strike balance between traditional and modernity defining the significance of Khadi in three distinctive ways. Khadi was initially a traditional product which was accepted as a material artifact of the nation. Secondly, it was a discursive concept wandering between politics and economics of swadeshi. And lastly it was a visual symbol that marked regional, religious, caste and class credentials.

Gandhiji influenced people to believe in their clothing as a social or personal belief and they adopted Khadi as a result of same. Khadi brought the rich and poor under its shelter and this was the intention of the father of the nation. Jain (2014), articulated that the trends that have influenced contemporary fashion are independence, technology and social identities. Khadi, thus serves as an appropriate example for the above three parameters. Joshi (2002) compiles the views of our Father of the Nation on Khadi, which is discussed in the Table 2-1:

Table 2- 1 Views of Gandhiji on Khadi

Khadi as a symbol of	Contribution
Swaraj	Like Swaraj, Khadi is the birth right of every individual and it is the duty of every individual to use it life-long.
	Swaraj can come only when the tens of millions of Indians hold charkha to spin Khadi
Unity	Hindu Muslim Unity will appear only when Khadi is spun by all of them.
Untouchability	Universalization of spinning means the automatic solution to the problems like untouchability.
Boycott of foreign cloth	The production of Khadi symbolises the abolishment of the use of foreign cloth.

Khadi as a symbol of	Contribution
Self-Sufficiency	Khadi eliminates middlemen and increases the income of millions of semi-starved villagers.
Liberty	Spinning of Khadi will not remind the spinner of its own needs, but the requirement of Nation.
Women-Empowerment	Women will become self-dependent by the spinning of Khadi.
Swadeshi	The use of Khadi is the foundation of Swadeshi.
Hand-woven	The only fabric which is made by hand-spinning and weaving.
Patriotism Sentiment	Khadi economics is based on patriotism sentiment and humanity.

(Source: Author's own Creation)

Thus, Khadi was symbolized as swaraj, unity, untouchability, boycott of foreign cloth, self-sufficiency, liberty, women-empowerment, swadeshi, hand-woven, patriotism sentiment by the author.

2.3.2 Charkha

The word Charkha originates from a persian word 'Charkh' which symbolizes a wheel or a circle (Kapoor, 2017). Charkha, truly signifies a "wheel," which is India's conventional term for any spinning wheel or hand-wrenched turning machine (Shepherd, 1983). A Spinning Wheel (Charkha) is a device for spinning thread or yarn from fibers (wikipedia, n.d). The Charkha is a little gadget which can be utilized to turn fiber, for example, cotton, into yarn. Fabric from this yarn can be utilized to make a wide range of apparel (Chattopadhyay, 2014). The extracting at Harappa and Mohenjo-Daro uncover that the charkha was a piece of the Indian family unit and was likewise utilized by the Vedic Aryans. The Charkha was the friend of the ladies who worked in their extra time. Directly from picking the cotton to checking, fragmenting and weaving; the whole procedure was finished by hand. Therefore, the wheel assumed a crucial job in the reliance of an arrangement of cotton cultivators, carders, weavers and vendors.

2.3.2.1 Types of Charkha

There were basically two kinds of Charkhas-Bardoli Charkha or the Peti Charkha which is in the case structure. Yerwada Charkha is the standard type of round wheel that we typically get the chance to see. Both were named after the detainment facilities in India (Kapoor, 2017). In Khadi Industry there are very simple advances accessible when it began functioning as a full-fledged work program. Later there were demonstration of New Model Charkas (NMC) in the spinning and edge weavers configuration based jack lingers in weaving. Further there was presentation of New Model Charka (NMC) with a scope of axles in the spinning technology innovation. Edge weavers configuration based jack looms for

weaving of silk were presented as a major aspect of progress of weaving innovation. Due to the improvements which occurred in the spinning and weaving technology of charkhas across the different parts of nation from the past six to seven decades, there have been advancements in the labour productivity, production efficiency and compensation improvement as a result of the same. After the Independence, persistent research on the improvement of the technology prompted the launch of the four axle wooden 'Ambar Charkha' in 1954. This charkha was upheld by dhunai media and pisai belni and it was the primary real leap forward from the old conventional strategy to the acquainting ring-outline spinning innovation.

As a result of supported and nonstop endeavours in research and investigations, in around 1965, one more improved form of the all-metal ambar charkha known as NMC of various kinds, 2 axle, 6 axle, 7 axle and 12 axle charkhas were planned and created while fusing every point of interest of the old Ambar charkha. With the presentation of the all-metal NMC the Khadi segment could be said to have entered another novel technological stage. The NMC is an advanced version, over its forerunner, the ambar charkha also, can be said to speak to a 'transitional dimension of innovation', in the middle of the conventional charkha and present day ring edges working in mills. There is no basic distinction between the 2 shaft, 6 axle, 7 shaft or the 12 axle NMC as far as innovation. Every one of them are fundamentally adjustments of the ring outline. The 12 shaft NMC is pedal worked, while the rest are hand operated charkhas. (Surkar, Thakre and Sheikh, 2017).

A pilot venture on Solar Charkha was conducted at Khanwa town, Nawada District of Bihar in 2016. In view of the achievement of the pilot venture, Government of India agreed the endorsement to set up 50 such masses with a spending limit of Rs. 550 Crore for 2018-19 and 2019-20. The plan is visualized to produce direct work to around one lakh people in the endorsed Fifty (50) masses. Ministry of MSME has characterized Solar Charkha Unit as a Village Industry. A standard solar charkha with 10 axles has been evaluated and endorsed by the Ministry, in the wake of testing the different models of solar charkhas. The plan conceives setting up of 'Sunlight based Charkha Clusters', which would mean a central town and other encompassing towns in a range of 8 to 10 kilometres. Further, such a bunch will have 200 to 2042 beneficiaries (Stitchers, Weavers, Spinners and other Craftsmans) (MSME, 2016). The types of charkhas are summarized in the following **Table 2-2:**

Table 2- 2 Summarizing the Types of Charkha with its Characteristics and Images.

Type	Origin	Characteristics	Image
Bardoli or Peti Charkha	Pre-Independence	In the Structure of a box. It is named after a prison of India.	
Yerwada Charkha	Pre-Independence	It is in the form of a wheel. It is named after a prison of India.	
New Model Charka	Around 1950 AD	It is a modern Charkha with Spindles in it. The production can be increased with such modern charkha	
Ambar Charkha	1954	This charkha was upheld by dhunai media and pisai belni and it was the primary real leap forward from the old conventional strategy to the acquainting ring-outline spinning innovation	
New Model Charkha (NMC)	After 1965 AD	New Model Charkha (NMC) of various kinds, 2 axle, 6 axle, 7 axle and 12 axle charkhas (with 2 Spindles, 6, 7, 8 up to 12 Spindles.)	
Solar Charkha	2016	A pilot venture on Solar Charkha was conducted at Khanwa town, Nawada District of Bihar in 2016. A standard solar charkha with 10 axles has been evaluated and endorsed by the Ministry, in the wake of testing the different models of solar charkhas	
Solar Charkha at six regions of India	Post 2016	Limdi Gujarat , Karaikudi TN, Raibareili UP , Dimapur Nagaland , Bassi Rajasthan, Murshidabad West Bengal	

(Source: Compilation by Author)

2.3.3 Gandhiji's View on Charkha

Gandhiji dreamt of each Indian spinning one's own cotton string and to weave Khadi, he implanted twin-reason; one that the population ought to get occupied with an engaged action and make one's own profitable work along these lines adding to the nation's monetary riches (Mesharam & Awate, 2013). Along with that it would reduce the utilization of machine-made British items. Gandhiji quoted-with each transformation of wheel turns harmony, cooperative attitude and love (Kapoor, 2017).

The spinning wheel or the charkha, was the physical epitome and image of Gandhi's productive program. It signifies 'Swadeshi', independence and simultaneously interdependence, in light of the fact that the wheel is at the focal point of a system of cotton producers, carders, weavers, merchants and clients. It likewise characterised the dignity of equality, unity and labour as all volunteers were to turn every day and lastly freedom, as British control of India was established responsible for indigenous ventures like the textiles. Thus, due to this reason Jawaharlal Nehruji called Khadi as the home-spun material and as a livery of freedom (Nayar, 2014) ; (Devika, 2015).

"I would make the spinning-wheel as the foundation on which would lie a sound village life. I would make the spinning wheel the center round which all other activities would revolve". The above articulations of Mahatma Gandhi reflect not just his faith on the Charkha (spinning wheel) as a compelling device for destruction of destitution and joblessness in the nation yet in addition his certainty that the accomplishment of this decentralized cottage industry will empower all the others to achieve success. The KVIC has kept alive the creation of Khadi on the standards of Gandhiji, where it is basic that the spinning on charkha and weaving on handloom must be performed physically (Kandasamy, Varma, Raut and There, 2013). In the Hind Swaraj , Baruah (2001) describes Charkha as a diacatholicon for the growing poverty in India. In the world of politics it was very important to create one's own identity. These were the words from Gandhi explaining the importance of Charkha as it was not only the tool that proved their freedom from slavery but also an economic and social reaction to the British rule. For Gandhiji, spinning the wheel was the truth that showed the possibility of getting freedom from Britishers. Further, he stated that it was the only way to develop the handloom sector, which seemed to be diminished because of excessive import of goods from foreign countries resulting the scope of employment opportunities in rural areas (Jha, 2004). It was a source of generating employment opportunities in rural areas.

Table 2- 3 Summarizing Views of Mahatma Gandhiji on Charkha

Charkha as a Symbol of	Elaboration
Employment	Providing Jobs to people
Economic Development	Monetary Riches to the Nation
Boycott of Foreign Goods/Swadeshi	Production of Home-Spun material and thus boycotting Foreign Goods
Harmony, Love, Co-operation	It spreads harmony, love and Co-operation in people
Independence	Freedom from Britishers
Unity	Unity of rich and poor and across all castes of people
Dignity	A sense of pride and job opportunity
Home-Spun Material	Handwoven fabric
Removal of Poverty	It helped reducing destitution in the nation.

(Source: Compilation by Author)

2.3.4 Production Process of Khadi

The Khadi production process was accepted to be 5000 years of age having its underlying foundations from old India. This nearly overlooked procedure was revived by Mahatma Gandhi in 1921, as a piece of his developments against the British (Kumar and Chauhan, 2017).

Figure 2- 4 Khadi Production Process



(Source: Compilation by Author)

The Production of Khadi is a simple three step process. Initially the cotton is picked and filaments are dis-connected from the seeds with the help of a comb like item. It is then ginned into slivers, i.e; threads. These are spun into yarn on a turning wheel. It was this hand-turning wheel called ‘Charkha’ that transformed an image of a free India. The spun yarn is wound onto reels which at that point go to the weavers. Handlooms are utilized to intertwine the yarn into material. This material is then dyed by hands to get a bucolic charisma on the material (Khadi & Crafts, 2009).

2.3.5 Studies on Artisans of Khadi on National Level

Spinning and weaving, according to Gandhiji was an occupation to bring the low and high, poor and rich together, to show them the pride of hand labour. He asked every citizen of the country to do spinning atleast for an hour everyday as a tribute to the motherland and as a duty towards the poor. He anticipated for a definite bond of unity among the masses and classes by the means of this common occupation, and saw a great social value in spinning. The Khadi movement was, thus established by Gandhiji for an economic, social and cultural reason and not merely political one (Gandhi, 1948).

In view of above thoughts of Gandhiji, the spinning wheel in the hands of Gandhiji became a very important tool of cottage industry, primarily as an answer to the growing unemployment in the country. In order to sell the spinning wheel to the people of the country, he actually romanticized it. With an intention to reduce unemployment and propagate Khadi, the All India Spinners Association was launched in the year 1925. Each individual from the All-India Spinners' Association was under a commitment to propagate charkha; wear Khadi and spin one thousand yards of the yarn each month. It was set up as a specialist association with autonomous presence and powers for the advancement of Khadi and Spinning. Techniques were developed, and work to the size of two lakh spinners and weavers was created. After freedom, the development continued, and the All India Khadi and Village Industries Board was made, which later finished in the arrangement of Khadi and Village Industries Commission (Civil Aspirant, 2021).

From the “Livery of freedom”, Khadi then became an integral part of economic development of the country. A big fillip was received for the work and the employment in the sector of Khadi increased tremendously, which is explained through following **Table 2-4:**

Table 2- 4 Employment under Khadi Sector during 2018-19

Particulars	Number	Particulars	Number
Spinners	358522	Male Khadi Artisans	90132
Weavers	65059	Female Khadi Artisans	369532
Others	36083	-----	
Total	459664	Total	459664

(Source: Khadi Report, 2018-19)

Thus, the employment in the Khadi sector has almost doubled in the current times, if compared from the time of formation of KVIC. It is also noted that the female spinners and weavers are around 80% of the total Khadi artisans. It may considered as a sign of woman empowerment.

Various challenges that an artisan in the Khadi sector, faces are lower employment opportunities and social status in the Khadi sector as compared to other workers of village industries.

The earnings of an average worker of the village industry is 70% more than the income of Khadi Industry. The annual per capita income of the beneficiary household is Rs. 5655 whereas the earnings from the KVIC programmes comprises of 52.71% only (Lalitha, Shamshuddin, Venkateswarulu and Sandhyavani, 2019). The low literacy rate among the artisans and informal nature of the khadi sector created various issues of unprofessional infrastructure like the packing, storage of goods, display of workshops etc. During the greater part of the occasions, this sector required the whole family to contribute in some limit. So during the season, kids would miss tutoring which prompts low proficiency among the community of artisans. This, in turn, had a falling impact on managerial abilities (Ahamad and Pandey, 2015).

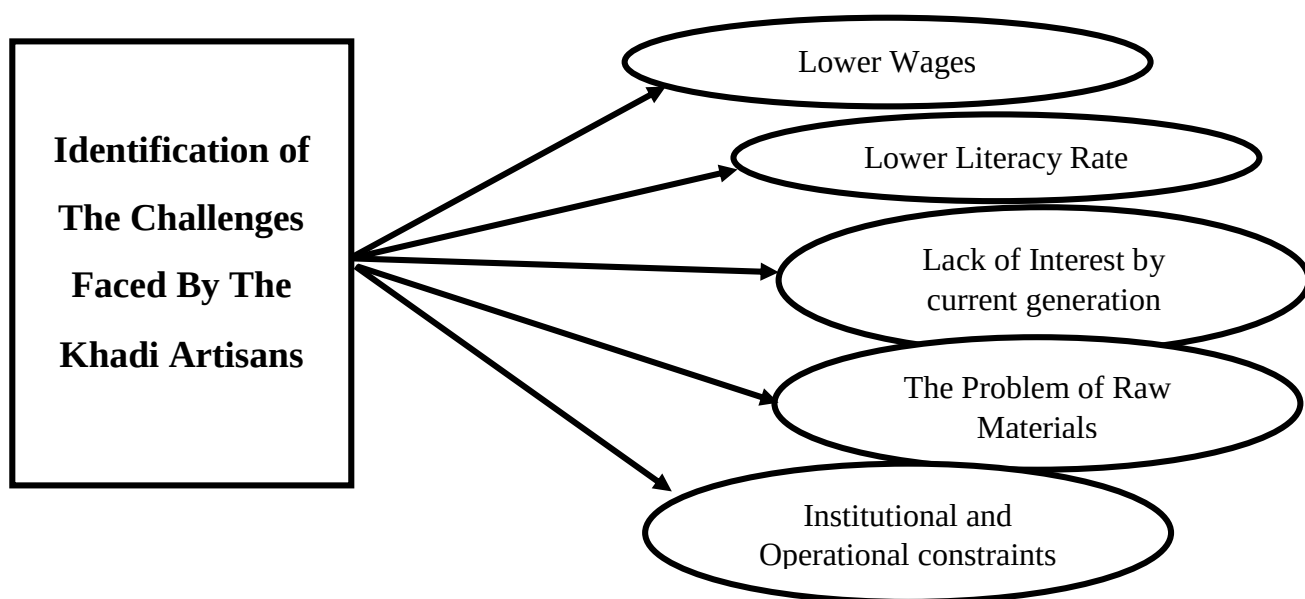
The battle of the earlier generations to support the khadi market, the educational curriculum which doesnot supports the crafts in the educational system and the strong relationship between the craft and caste were causing lack of interest among the youth towards proceeding with their family crafts and hence the Khadi sector (Lalitha, Shamshuddin, Venkateswarulu and Sandhyavani, 2019).

In any Khadi manufacturing units, timely availability of the raw material plays a vital role in the production management. Deficiency or non-accessibility of materials of legitimate quality at a sensible cost is a significant issue looked by a Khadi units. It was observed that the allocation of materials by State Supply Corporations has been inadequate and non timely, causing problems to artisans (Sarkar, 2017).

The artisans also faced various institutional and operational constraints like irregular power supply, lack of good infrastructure, irregular allocation of work etc (Lalitha, Shamshuddin, Venkateswarulu and Sandhyavani, 2019).

Thus, Khadi sector addresses the continuity of Indian legacy of hand weaving and spinning and mirrors the cultural and social custom of the khadi spinners and weavers. An emerging need has been felt to empower and facilitate the artisans of khadi to graph a feasible path for income generation, growth and better workplace so that they can have a right working environment and better vibe to empower them to do their weaving and spinning work productively (Sarkar, 2017).

Figure 2- 5 Identification of Challenges faced by Khadi Artisans



(Source: Author's Own Compilation)

Thus, the challenges faced by the artisans of Khadi are described above. KVIC has taken various steps to improve the condition of the khadi artisans in the form of implementation of various schemes which mainly focuses on productivity, wage enhancement and employment generation. With the support of the Government, KVIC has implemented various schemes like Market Development Assistance (MDA) started in the year April 2010, Interest Subsidy Eligibility Certificate (ISEC) started in May 1977, Strengthening of Infrastructure of Existing weak khadi institutions and marketing infrastructure, Workshed scheme for khadi artisans started in 2008, Jana Shree Bheema Group insurance scheme for workers August 2003, Khadi Reform and Development program, Prime Minister's Employment Generation Programme in April 2008 and Artisans Welfare Fund Trust (Lalitha, Shamshuddin, Venkateswarulu and Sandhyavani, 2019).

2.3.6 Studies on Artisans of Khadi on Regional Level

The first piece of Khadi was manufactured in the Sabarmati Ashram, Gujarat, in the year 1917. The coarseness of the cloth led Gandhiji to name it "Khadi" (Gonsalves, 2015). It is a sense of pride for the region of Gujarat.

KVIC, by the act of parliament, launched various Khadi Gramudhyog Boards in different states of the country, for the smooth functioning. In the state of Gujarat, the Gujarat Rajya Khadi Gramodyog Board- a Statutory Board of Government of Gujarat, was established in 1957 with the objectives of to enhance popularity of Khadi and Gramodyog and to sustain Gandhian philosophy. To use the Human resources in the production of Khadi and

Gramodyog based products and employment can be generated out of it. Also, the registered organizations/cooperatives working of Gramodyog and individual artisans will be supported by financial help and technical guidance by board. And lastly, it works in the direction of providing employment to artisans in interior/tribal areas. Basic information about various Khadi and Gramodyog to people in Gujarat (Gujarat Rajya Khadi Gramodyog Board, 2016). The employment of artisans in the state of Gujarat is described in the following table:

Table 2- 5 Employment of Artisans in Gujarat State in 2017-18

Particulars	Number
Spinners	12440
Weavers	7264
Total	19704

(Source: Khadi Report, 2018-19)

The total employment of Khadi artisans in the country is 459664. Therefore, it may be inferred that Gujarat possess, 4.26% of the total artisans of the country.

2.4 Khadi Meaning and Features

Khadi, the word is derived from the Hindi word ‘Khad’ or ‘Pit’. Khad is a domestic name for pit in which the weaver is situated at ground level and works the loom with his legs and feet. It is likewise probable that Mahatma Gandhi got the name Khadi from khaddar, a customary local word for natively constructed and hand-woven material. (Gupta, Rastogi and Mathur, 2018). Khadi acquired the embolic status only during the freedom struggle of India. (Ramagundam,2009). Khadi also known as ‘Khaddar’ is a hand spun and hand woven fabric originated from India. Khadi is also popular in Bangladesh and Pakistan as these countries were a part of India pre-independence (Pal (2017) ; Ramagundam (2008) and Mondaq, (2018). Natural resources used to manufacture Khadi material could be wool, cotton, denim and silk (Weavers Studio,(n.d) ; Khadi Culture, (n.d) ; Sinha (1984) ; Bajpai and Gahlot, (2011) and Mondaq (2018)). It is a fabric created by the intertwinement of the yarn, spinning with hands, into filaments on revolving wheel known as charkha. (Rajasthan Khadi and Village Industries Board, n.d.).

2.4.1 Features of Khadi

The use of Khadi as a cloth, incorporates a distinct character. It is crisp like cotton material or supple like its silk counterpart. It accommodates print and embroidery in its own distinctive vogue, giving varied decisions to designers to choose between blends and elaborations that complement their sensibilities. The changes, innovations, and diversifications of material within the last 10-15 years have breathed new life into the material. Thus, creating material most hip. (Singh, 2018).

2.4.1.1 Eco-friendly

In the country like India with growing concept of greener technologies and environment protection laws, many companies are offering products which are eco-friendly in nature. (Maheshwari and Malhotra, 2011 ; Saxena and Khandelwal, 2012). Khadi is an Eco-friendly material .The creation of Khadi is ecological since it doesn't depend on electric units and the assembling forms don't create any harmful waste items. (Khadi and Crafts, 2009) ; (Rai S. , 2016) ; (Prasanna, 2018) ; (PNS, 2016) ;(Gupta, 2016) ; (Herbal Fab, n.d). Fashionenigmaz (2013) describes the fabric as eco-friendly as more attention is given to the process rather than outcome. KVIC termed Khadi as a zero-effect and zero-defect fabric that contributes to the humanity's fight against climate deterioration and global warming (PTI, 2018). The firms producing local hand-woven products of Khadi like Fabindia and Khadi, also invest in the eco-friendly product lines to lure the consumers (Ghosh, 2010). As a result of increased production and greedy consumerism, the globe has been trying towards terms like 'green', 'sustainable', 'eco-friendly', 'zero waste', 'bio-degradable', 'zero carbon footprint', etc. Khadi is a zero carbon-footprint material, needing no electricity or machines (Bureau, Financial Express, 2016) ; (IANS, 2018) ; (Insights, 2016) ; (Saxena, 2016) ; (YNFX, 2016) ; (Rai, 2016) ; (Kulkarani, 2017) ; (Apparel Resources, 2018) ; (Money Control, 2018) ; (Lal, 2016) ; (Social Story, 2008)

2.4.1.2 Versatile

Khadi, as one wears, proves to be cool in summer and hot in winter. ((Gujarat Rajya Khadi Garamudhyog Board (2016) ; (Khadi Culture, n.d) ; (Sinha (2018)); (Tiwari, (2007)) ; (fashionenigmaz (2013)); (Khadi and Village Industries Commision, n.d) ; (Weavers Studio, n.d); (Mondaq (2018)) ; (Choudhury and Ramachandran (2004)). It absorbs the sweat and makes the wearer feel comfortable. It is cosy in winters because of its rough texture. (Wood, 1955). Khadi lets the skin breathes easily. (IANS (2018); (Tiwari,2007). Khadi is an adaptable material, composed in summertime also earnest in the wintertime (Financial Express, 2016). It is the unique feature found in a fabric that keeps the wearer cool in summer and warm in winter. Thus, Khadi may be treated Versatile.

2.4.1.3 Bucolic appearance

Khadi has a worthy humidity penetrability, and jagged surface with an exclusive appearance and sense. It is this real beauty of this fabric with inherent defects that the consumers prefer to buy (Bajpai and Gahlot, 2011). A bucolic, zero contraption appearance of material in fabric is erudite and unconventional. ((Rajasthan Khadi and Village Industries Board, n.d.) ; (Fibre2Fashion, n.d) ; (Kilpadi, 2015)). Tyabji (2009) in an international journal described

Khadi as a fabric having rough texture ,which gives it an exclusive and traditional apperance, helping keep alive the ancient craft of India. The rustic charm of the fabric makes it look unique.

2.4.1.4 Comfortable/Skin-Friendly

Khadi is a fabric which is made from natural fibres like cotton, silk and wool. It is a fabric which is most comfortable to the skin of the wearer, as it absorbs the moisture and keeps the wearer comfortable. ((Chatterjee, Das, Kavita, and Nayak, 2011); (Dsouza, Textile Excellence, 2016) ; (Rayomand Engineer, 2018) ; (Utsav Fashion, 2017) ; (Ramsay, 2009) ; (Gaub, 2018) ; (Rastogi and Pant, 2017)). Leading designer Giorgio Armani in a leading fashion week celebrated in singapore praised Khadi and entitled the fabric as skin-friendly (Walia, 2005). Khadi is the only fabric that breathes, which enables the skin to feel comfortable.(Rayomand Engineer, 2018) ; (Textile Excellence, 2016) ; (Ghosh A. , 2016) ; (Singh, 2018) ; (Fashions and Trends, 2018) ; (Kadhir, 2014) ; (Bhandari, 2015).

Table 2- 6 Identification of Fabric's Attributes

Attributes	Meaning	Authors
Eco-Friendly	Khadi is an eco-friendly material. The environment is least polluted due to its production as it carries zero-carbon footprints, needing no electricity or machines in its production.	Maheshwari and Malhotra (2011) ; Saxena and Khandelwal, (2012) ; Khadi and Crafts (2009) ; Rai S. (2016) ; Prasanna (2018) ; PNS (2016) ; Gupta (2016) ; Herbal Fab (n.d) Bureau, Financial Express (2016) . fashionenigmaz (2013) ; PTI, (2018) ; (Bureau, Financial Express, 2016) ; (IANS, 2018) ; (INSIGHTS, 2016) ; (Saxena, 2016) ; (YNFX, 2016) ; (Rai, 2016) ; (Kulkarani, 2017) ; (Apparel Resources, 2018) ; (Money Control, 2018) ; (Lal, 2016) ; (Social Story, 2008)
Versatile	Khadi, as one wears, proves to be cool in summer and hot in winter.	(Gujarat Rajya Khadi Garamudhyog Board (2016) ; Khadi Culture, n.d; Sinha (2018); Tiwari, (2007) ; fashionenigmaz (2013); (Khadi and Village Industries Commision, n.d) ; Weavers Studio, n.d Mondaq (2018) ; Choudhury and Ramachandran (2004). (Wood, 1955 (IANS (2018); (Tiwari,2007) (Financial Express, 2016).
Bucolic Appearance	A bucolic, zero contraption appearance of material in fabric is erudite and unconventional.	Bajpai and Gahlot, 2011). (Rajasthan Khadi and Village Industries Board, n.d.) ; (Fibre2Fashion, n.d) ; (Kilpadi, 2015). Tyabji (2009)
Skin-Friendly/ Comfortable	It is a fabric which is most comfortable to the skin of the wearer, as it absorbs the moisture and keeps the	(Chatterjee, Das, Kavita, and Nayak, 2011); (Dsouza, Textile Excellence, 2016) ; (Rayomand Engineer, 2018) ; (Utsav Fashion, 2017) ; (Ramsay, 2009) ; (Gaub,

Attributes	Meaning	Authors
	wearer comfortable. It is the only fabric that breathes.	2018) ; (Rastogi and Pant, 2017) ; (Walia, 2005) ; Rayomand Engineer, 2018) ; (Textile Excellence, 2016) ; (Ghosh, 2016) ; (Singh, 2018) ; (Fashions and Trends, 2018) ; (Kadhir, 2014) ; (Bhandari, 2015).

(Source: Compilation by Author)

Thus, Khadi is an eco-friendly fabric having a bucolic appearance, which is versatile for the wearers. It is a skin-friendly fabric, very comfortable to wear with zero carbon footprints in its production.

2.5 Khadi as a Fashion Outfit

The word Khadi has always echoed behind the emotions of freedom struggle of India. To attest India's spirit seeking endeavors in the wake of the Independence struggle, Gandhiji brought Khadi to the forefront as an icon of cultural indigenouness, freedom and self-sufficiency. Now is the time when the fashion designing industry is projecting every garment model as stylish and innovative statement suiting an individual's style, purpose and personality. The fashion designers had realised the possibility of expansion of Khadi as a fashion fabric. Government and the fashion industry is working hand in hand on the emancipation of Khadi, Strategizing on the lines of replanting Khadi from a symbol of patriotism to a fashion statement (Hamstech, 2017); (Gujarat Rajya Khadi Garamudhyog Board ,2016) ; (PTI, 2018) ; (Jagran, 2017) ; (Nair,2003).

The factor that had helped Khadi turn into a fashion fabric is the comfort. Also, Khadi comes in tones that are incredibly calming to the eyes. Another particular inspiration behind Khadi being most loved among youths is the luxury feel its texture offers (Kuriakose, 2019).

Figure 2- 6 Khadi Then and Khadi Now

Image	Description
 Khadi then' retrieved from http://www.forbesindia.com	Khadi Culture (2018), described Khadi as a fabric before the Independence of India as a tool for 'self-governance'. The father of our nation envisioned every village to plant material for their yarn and every men as well women spin and weave to produce Khadi for 'Swaraj'. Thus Khadi marked the inception of democracy becoming the identity of every Indian,
 Khadi now' retrieved from http://vidm.in/a-unique-Khadi-fashion-show	Whereas Khadi after the freedom of the country has taken a new twist completely. It has turned to be a canvas for the designers coming up with novel and unique designs. Each time the collections come in limelight because of the simplicity, uniqueness, freshness and versatility of the fabric. The eco-friendliness of the fabric, which is today's mantra has attracted the users.

(Source: Compilation by Author)

2.5.1 Garments Originated Out Of Khadi

Walia (2005) in a periodical had stated that Khadi is used in an innovative way as in the current times it is used not only to make Kameez, Shirts, Jackets, Skirts but also trendy Kaftans. Tiwari (2007) in an article had described that leading designers had been using Khadi for making variety of apparels like Sarees , duppattas, cropped tops, jackets , skirts, kurtas, capris, trousers, wrap-arounds, spaghetti tops,western tops, shirts, handkerchief, lehengas, blouses etc. (Choudhury and Ramachandran (2004) and (Gujarat Rajya Khadi Garamudhyog Board (2016). Jani and Khosla (2002) had described that the trend of Khadi Kurta and Jeans is back in fashion and youngsters are preferring the style well. On the contrary even government had initiated to supply all its employees of municipal commission,the uniforms made out of khaddar (TOI, 1939).

Besides that the Khadi kurta popularly known as ‘Modi-Kurta or Modi-Jacket’ launched on 17th September, 2018, the birthday of Prime Minister Shri Narendra Modi, is a big hit among youngsters in the recent times. It is so popular that around 200 Jackets are sold on daily basis in each of the seven Khadi India outlets /stores all over the country marking a remarkable sale of Rs 14.76 Crores in October, 2018 (FRPT Research, n.d).

Denims have been a big hit among youngsters as it is easy to carry and comfortable to wear. Ahmedabad’s Arvind Mill had undertaken to produce denim Khadi, in order to make the product popular at the global level (Asia Pulse, 2011). Even KVIC had launched a new denim range from Jeans to T-shirts in Khadi to make it popular among the youth. Also a new range of ready to wear collection for women and new full trouser series for men is the next targeted collection to be launched (FRPT Research, n.d) ; (Businessline, 1999).

McGowan (2015) described in a research , the non-clothing aspect of Khadi. Khadi is used to make swadeshi curtains , bed-sheets , pillow-covers , table-covers etc that are embroidered as well block-printed giving a traditional look to the modern furniture used now a days thereby expressing new ideas of the fabric in the urban western India. Choudhury and Ramachandran (2004), in an article had described the growing demand of Khadi bags , mats , upholstery , bed-sheets and curtains in the modern times (IANS, 2018).

A very famous designer Tara Aslam has created an outstanding range of Khadi apparels from Palazzos to Peplum tops , Crop tops to Maxi dresses, all the new range of Khadi outfits is created to make it appealing to the younger generation. (Walia, 2015).

One of the most significant thing about the Khadi fabric is that it is the only fabric in the country with which making of National Flag had been authorised by the Government of India. A KVIC Unit located at Hubli in West Bengal is the only center in India which is

authorised to make National Flag using Khadi. The Sentiments of Khadi metaphorically flows in a short poem titled “I am Khadi”, written in the Khadi Report (2018) as:

“ I am Khadi”.

None but I can make the National Flag.

Born on this Earth and spun on Charkha,

I alone bear the Tiranga.

And I am proud that I alone of all the

fabric have this abundant

privilege of being the flag of my motherland (Khadi Report, 2018).

Table 2- 7 Identification of Varied Outfits

Types of Outfits	Description
Kameez , Shirts, Jackets, Skirts and Kaftans	Most conventional and trendy outfits made from Khadi (Walia, 2005)
Sarees, duppattas, cropped tops, kurtas, capris, trousers, wrap-arounds, spaghetti-tops, western-tops, handkerchief, lehengas, blouses etc	Leading designers had been using Khadi for making variety of apparels (Tiwari (2007) ; Choudhury and Ramachandran (2004); and Gujarat Rajya Khadi Garamudhyog Board , 2016).
Kurta and Jeans	Khadi Kurta and Jeans is back in fashion. Adorable outfits preferred by youngsters. (Jani and Khosla, 2002)
Uniforms	For community and identical clothing also, khadi is used by the government departments. Various Government uniforms are made out of khaddar (TOI, 1939).
Modi-Kurta/Jacket	The Khadi kurta popularly known as ‘Modi-Kurta or Modi-Jacket’ launched on 17 th September, 2018, the birthday of Prime Minister Shri Narendra Modi, is a big hit among youngsters in the recent times (FRPT Research (n.d)).
Denim Khadi	Ahmedabad’s Arvind Mill had undertaken to produce denim Khadi, in order to make the product popular at the global level (Asia Pulse, 2011).
Jeans, T-shirts, Ready to wear collection for women, New full trouser series for men	A new range of ready to wear collection for women and new full trouser series for men is the next targeted collection to be launched ((FRPT Research, n.d) and (Businessline, 1999)).
Swadeshi curtains , Bed-sheets , pillow-covers , table-covers	Khadi as an item of home furnishing décor (McGowan, 2015).
Bags , Mats , upholstery	New items made out of Khadi (Choudhury and Ramachandran (2004) and (IANS, 2018).
Palazzos to Peplum tops , Crop tops to Maxi dresses	Indo-Western Fusion in Khadi (Walia,2015).
Flag	Pride for Khadi (Khadi Report , 2018)

(Source: Compilation by Author)

2.5.2 Fashion Designers and Khadi

Designing is that feature of creating a garment which creates interesting visual facets on the surface of a fabric and beautifies it (Sharma and Mishra, 2014). The first true designer of Khadi in India was Mahatma Gandhi because of his appeal to Indians to wear Khadi garments, which was required to make India self-reliant and demonstrate solidarity of Indians to Britishers. Khadi demonstrated India's revolution and resistance against Britishers. The inclination for Khadi was so high that when Pandit Nehru was in prison he himself had woven a wedding Sari for his daughter Indira. In the present time, the sari is still worn by the ladies of Nehru-Gandhi's family on a big day (Ahssan, 2009).

Khadi over a period of time had changed its image from a freedom fighter's fabric to a fashion garment. The journey of transformation started with efforts of various designers like Devika Bhojwani, who propelled the "Swadesi label" during the year 1985 and in the year 1989, first fashion show of Khadi outfits in Bombay, organized by KVIC, gave a start to Khadi in fashion Industry. In the year 2002, Bhojwani along with the celebrity Jaya Bachan demonstrated a fashion show giving a new acceptance to the fabric. Ritu Kumar in the year 1990, presented a wonderful fashion show comprising of eight collections and Khadi was note-worthy among them. Subsequently, Tree of Life, Elegance in Khadi, Khubsoorat Khadi were very popular demonstrations by the designer abroad; creating a good demand for the Khadi outfits in Britain. Yet another personality working hard with Khadi is Kamal Wadkar, who is associated with Gujarat Handicrafts Board and Mumbai Khadi Sang, netting a very big amount to Government through her collections of 4500 different garments in 150 different styles in different colours giving a new twist to the garment (Fashion in India, n.d) ; (Ahsaan, 2009) ; (Annuncio, 2002).

Khadi has become hot in the recent times as various designers like Rohit Bal, Malini Ramani, Jattinn Kochchar and Pranavi Kapur use Khadi in their own unique style to invent and create a variety of Khadi apparels giving them a modern and contemporary appearance (Tiwari, 2007). With the involvement of various leading designers like Manish Arora, Sandeep Khosla, Asha Sarabhai, Ritu Kumar, Abu Jani, Abraham and Thakore, Satya Paul, Rajesh Singh and Raghvendra Rathod, the revival of Khadi has become a possible phenomenon with very good support of KVIC through its marketing efforts and Khadi produced in different parts of the country is elegantly displayed in the exhibitions (Chatterjee (2002); Tiwari and McClatchy (2007)). A very famous designer Tara Aslam has created an outstanding range of Khadi apparels from Palazzos to Peplum tops , Crop tops to Maxi

dresses, all the new range of Khadi outfits were created to make it appealing to the younger generation (Walia, 2015).

Sabyasachi Mukherjee, a leading fashion designer's work had gone undercurrent with the revival of Khadi in different forms in his collections. He had designed Khadi outfits for the leading actresses like Aishwarya Rai Bachan in the movie 'Ravana' and 'Guzarish', Vidya Balan in the movie Paa (Vasudev, 2009). On the other hand, performing artist Kangana Ranaut who had played title role in the film 'Manikarnika: The Queen of Jhansi' had been witnessed wearing the legacy texture Khadi in the Indian epic anecdotal film (Bose, 2019) ; (IANS, 2019) ; (PTI, 2019).

Routh and Banerjee (2015) in the Forbeslife India summarizes the contribution of various designers through their brands on this eco-friendly fabric in the following way:

Table 2- 8 Contribution Of Brands For Khadi Revival

Designer	Brand	Contribution Of Brands For Khadi Revival
Tycoons		
Aneeth Arora	Labour of Love	Arora works directly with weavers. She flawlessly mixes conventional Indian weaving procedures with western structure sensibilities, making pinafores, fluid jeans and voluminous skirts that are layered and fixed together.
Shani Himanshu and Mia Morikawa	11:11	Khadi Denim of Brand 11:11 is a latest hit. It gets better and better with time.
Gaurav Jai Gupta	Akaaro	Beautiful Khadi wool garments, mostly sold abroad under brand Akaaro.
Bess Nielsen	Khadi and Co (Paris)	Situating the hand-spun and hand-woven texture as high quality extravagance, she just chooses the best of textures for her structures, and wants to leave the cotton articles of clothing in their common white shading.
Ravi Kiran and Chandrashekhar	Metaphor Racha	The four-year-old brand is savagely local, focusing on the Kannada variation of Khadi that, generally, has been utilized to create towels and lungis.
Neeru Kumar	Tulsi	Neeru Kumar has been weaving on the loom for nearly 30 years, developing her own language in the use of the yarn and handloom fabric.

(Source: Compilation by Author)

On the other hand, Walia (2012) displays the international recognition and demand of the fabric due to novel innovations by designers like Christina Kim, running a boutique Dosa in Los Angeles is a great seller of Khadi garments. Gaurang Shah presenting different Khadi fashion shows at Berlin and then in New York. Bess Nielson's Khadi and Co sells a wide

range of Khadi Kurtas, tunics, trousers in Paris with exotic range of embroidery on Khadi garments. The Fabric has attained the status ‘Haute’ during these times according to Nielson. In the year 2016, the famous fashion designer Ritu Beri had been appointed as an advisor to KVIC for the promotion of Khadi in India and abroad, presenting multi-fashion styles and designs of Khadi, owing to her twenty five years enormous experience in fashion industry (PTI, 2016); (Kumar, 2016); (Srivastava, 2016). In the year 2017, Arvind mills had signed a contract with KVIC the official owners of the brand ‘Khadi’ to promote the Denims made out of Khadi. In its new form, Khadi still holds to be the most flexible fabric in the world (Shivdasani, 2018). A recent study conducted by Purkaystha, (2018) had given a new perspective to the rapid acceptance of Khadi due to its revival. The significance of sustainability has assumed a critical job in the revival of Khadi. The world wide acceptance and popularity of Khadi has increased due to its features like high quality, hand-made, durable and natural. The Mainstream designers like Manish Malhotra, Rohit Bal, Payal Jain, Anju Modi and Poonam Bhagat keep showcasing their collections in Khadi with new innovative styles.

Table 2- 9 Elegant Designers and their Contributions

Authors	Contributors	Contribution
Ahssan (2009)	Mahatma Gandhi	Making people self-reliant and free from clothes of Britishers
Ahssan (2009)	Jawaharlal Nehru	Khadi sari for brides of Nehru-Gandhi Family
Fashion in India, n.d; Ahssan (2009); Annuncio (2002)	Devika Bhojwani	Propelled Swadeshi Label ,Conducted First Fashion Show and roped in Jaya Bachanji in Fashion Show
Fashion in India, n.d; Ahssan (2009); Annuncio (2002)	Ritu Kumar	Tree of Life, Elegance in Khadi, Khubsoorat Khadi were very popular demonstrations by the designer abroad.
Fashion in India, n.d; Ahssan (2009); Annuncio (2002)	Kamal Wadkar	Associated with Gurjari and Mumbai Khadi sang contributing 4500 different garments in 150 styles netting very good amount to government.
Tiwari (2007)	Rohit Bal, Malini Ramani, Jattinn Kochchar and Pranavi	Khadi was reinvented to a unique style to create a variety of Khadi apparels with a modern and contemporary appearance
Chatterjee (2002); Tiwari and McClatchy (2007)	Manish Arora, Sandeep Khosla, Asha Sarabhai, Ritu Kumar, Abu Jani, Abraham and Thakore, Satya	Display of Variety of Khadi across India

Authors	Contributors	Contribution
	Paul, Rajesh Singh and Raghvendra Rathod.	
Walia (2015)	Tara Aslam	All the new range of Khadi outfits were created to make it appealing to the younger generation- Contemporary Fashion.
Vasudev, 2009	Sabyasachi Mukherje	Bollywood Celebrities like Aishwarya Rai Bachan, Vidya Balan in Khadi Costumes to increase popularity.
Bose (2019) ; IANS (2019) ; PTI (2019).	Neeta Lulla	Kangana ranaut in Manikarnika : the Queen of Jhansi in Khadi Costumes, a tribute to ancient costumes.
Walia (2012)	Christina Kim, Gaurang Shah , Bess Neilson	International Demand of Khadi in Paris, New York, Berlin etc indicating popularity of Khadi
PTI (2016); Kumar (2016); Srivastava (2016)	Ritu Beri	Had been appointed as an Advisor to KVIC in 2016, to increase the scope of Khadi
Shivdasani (2018)	Arvind Mills	Khadi Denim to appeal the younger generation.
Purkaystha (2018)	Manish Malohtra, Rohit Bal, Payal Jain, Anju Modi and Poonam Bhagat	Appealing collections for the wardrobe of youth.

(Source: Compilation by Author)

2.5.3 Khadi and Contribution of Film Industry

Celebrities are those individuals who enjoy public recognition in larger share by certain groups of people (Schlecht, 2003). The impact of celebrities on the minds of viewers is remarkable. They are admired and imitated due to fashion, personal grooming and impressive life style (Jain, Lata, Goyal, Khandelwal and Jain, 2015). The rising neuroscience exploration demonstrated that regions of brain engaged with making positive affiliations are initiated by observing or hearing celebrity commendation. One of the survey demonstrated that individuals are molded to respond emphatically to big name counsel and that are subliminally pushed to tail it to maintain a strategic distance from psychological disharmony and to turn out to be progressively similar to those big names they appreciate (Hoffman, et al., 2017).

Khadi, which has seen a rise in its deals since Prime Minister Narendra Modi's insistance for its more prominent utilization. This had led Bollywood megastar Amitabh Bachchan to be it's brands ambassador without any fees (IANS, 2015). The contribution by various celebrities of Hollywood and Bollywood in propogation of Khadi is compiled by author in

the following way, narrated by (Pokhriyal, 2015) ; (Naidu, 2004) ; (I Wear Khadi, 2017) ; Bose (2019) ; IANS (2019) ; PTI (2019) in different studies as discussed in the **Table 2-10:**

Table 2- 10 Contribution of Bollywood and Hollywood towards Khadi

Celebrity	Contribution	Picture
Ms Arundati Roy	The Man Booker Prize champion who was recorded as one of Time magazine's 100 most persuasive individuals on the planet is a leader of ethnic Indian style. Basic yet constantly tasteful, Roy is regularly seen in brands like péro that are known for utilizing indigenous materials and customary handcraft in their accumulation. The use of Khadi by the celebrity continuously inspires youth.	
Ms Jenifer Aniston	Aniston has been a standout amongst the sharp looking big name in Hollywood. In spite of the fact that she's never been shot in a Khadi outfit, Aniston is said to be an unwavering customer of architect Christina Kim who stocks a general scope of Khadi-wear in her store Dosa in Los Angeles.	
Ms Sonam Kapoor and Mr Salman Khan	Sonam Kapoor was spotted advancing Khadi garments with individual on-screen character Salman Khan at IIM Ahmedabad. The style show was a piece of the 'Hovels to High Street' battle advanced by the Fashion Design Council of India in relationship with the Gujarat State Khadi and Village Industries Board.	
Mr Amitabh Bachchan	The most well-known of all Bollywood stars, Amitabh Bachchan, appears to end up more tasteful with age. He is frequently observed wearing Khadi waistcoats and kurtas. He was circumscribed in by KVIC as its Brand Ambassador. The entertainer allegedly took at work free of cost.	
Ms Vidya Balan	Vidya Balan, a leading Bollywood actress is spotted several times in different Khadi Sarees of beautiful colours and textures. From Cannes film festival to Bollywood award festivals, she is always seen in different beautiful Khadi attires.	
Jaya Bachchan	Jaya Bachchan is one of the leading promoter of Khadi apparels. She along with the designer Devika Bhojwani gave a start to initial Khadi fashion shows and by wearing Khadi on several occasions gives Khadi a good support.	
Saroja Devi, Vyajayanti Mala, Sridevi	Saroja Devi, Vyajayanti Mala, Sridevi had given tremendous support to the Khadi crafts exhibitions. People value their trials in joining silk Gadwal fringes with fine Khadi muslin, Khadi Venkatgiri or the mix of perfect Jamdani work with Khadi.	

Celebrity	Contribution	Picture
Kangana Ranaut	On-screen character Kangana Ranaut, in her lead job in Manikarnika: The Queen of Jhansi, displayed the Queen's affection for nation's legacy texture Khadi in the Indian epic. More, Kangana likewise spun the wheel in the film! For the promotion of Khadi, the clothing of the lead throws of this motion picture was being supported by the Khadi and Village Industries Commission (KVIC).	
Varun Dhawan and Anushkha Sharma	Not directly by promoting Khadi, but a Yash Chopra screening Sui-Dhagha featuring mauji and mamta, celebrated the “Make in India” campaign in their Journey to create their own private label “Sui-Dhagha-Made in India” by tying up with Raymond, which is already working towards upskilling existing tailoring system which could be connected in context of Khadi	

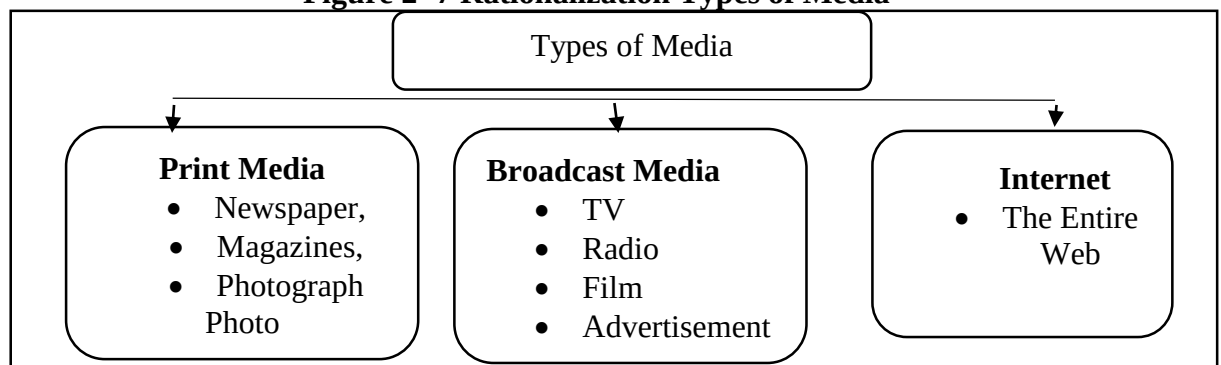
(Source: Compilation by Author and Image Source: Google.com)

It may be understood that the celebrity endorsement for Khadi is not done by very young and appealing faces. Hence, it is facing difficulty in catching the attention of the young audience. The Bollywood presence of Khadi is also very less, used in the movies like Manikarnika only, which is also one of the factor that youth had unnoticed Khadi in their fashion.

2.5.4 Khadi and Media

The term media is described as the correspondence outlets or apparatuses used to store and convey data. The term alludes to the news media, print media, distribution, photography, film, advertising and broadcasting (Radio and TV). The web is apparently a standout amongst the devices in media, for example, email, Skype, and Facebook have united individuals and made new online networks (Wikipedia, n.d). Correspondence channels through which entertainment, news, educational, information, or special messages are dispersed have also increased. On the other hand, media alludes to the methods for conveying and accepting information.

Figure 2- 7 Rationalization Types of Media



(Source: Author's Own Creation)

In media transmission, these methods are broadcast and storage devices or channels for information storing and transmission (Janssen, n.d). Print media has consistently performed well in India. There are two fundamental purposes behind it – supremacy of the composed word and the home conveyance of the newspaper. Newspaper flow in India has developed from 39.1 million duplicates in 2006 to 62.8 million out of 2016 – a 60 percent expansion (Zehra, 2017). The most recent information of Indian Readership Survey (IRS), which was discharged by Media Research Users Council (MRUC), has once more showed an upwards trends for the print media users. As indicated by most recent IRS information, the world's biggest readership study, the dailies have included 1.8 crore extra perusers since IRS 2017, while magazines included 90 lakh perusers. Hindi dailies alone have included 10 million perusers, while English dailies have included 0.3 crore perusers in a similar timeframe, taking the general print readership number to 42.5 crore in 2019 (Amin and Roy, 2019).

The Broadcast media had around 197 million TV homes, a large number of them utilizing direct-to-home satellite and link administrations. Almost 900 private satellite TV stations are on the broadcast, around half of them are indulged to the news reporting. Doordarshan, the open TV, works numerous administrations, including lead DD1, which achieves countless audiences (BBC, 2019). Radio has developed as the second most developed to media stage, outpacing long range informal communication and just behind TV according to a report by statistical surveying firm Nielsen. While 86% of the absolute individuals in metro urban areas devour radio, web-based social networking is devoured by 83% of the general population. TV utilization is at standard with radio in metro urban areas and is the most elevated in non-metro urban areas with 78% people sitting in front of the TV (Aaluwalia, 2018). While as of December 2018, there are in excess of 369 operational private radio stations in excess of 101 urban communities and towns across India. The Government of India-possessed All India Radio has around 450 FM stations covering 39% of the region and 52% of the number of inhabitants in India (Wikipedia, 2019).

The web client base in India has surpassed 500 million imprint and is probably going to achieve 627 million by end 2019, as indicated by a recently discharged Kantar IMRB ICUBE report. The quantity of web clients is assessed to be 566 million as of December 2018, enrolling yearly development of 18%. The report finds that 87% of the absolute client base, or 493 million Indians, are characterized as ordinary clients, using the web over the most recent 30 days. Of this, 293 million active web clients live in urban India, while there are 200 million active clients in country India. As anyone might expect, 97% of clients get to

the web on their cell phone (Mathur, 2019). There were 560 million web clients according to InternetWorldStats.com by March 2019, referring to the Internet and Mobile Association of India (IAMAI), the second biggest number of web clients on the planet after China (BBC,2019).

KVIC hit a major development direction after Shri Narendra Modi ended up Prime Minister and began advancing Khadi at different stages including his radio communicate “Mann Ki Baat”. PM Modi's advancement of Khadi has converted into strong numbers. A model is his October 18 rally at Ludhiana where he made an intrigue for receiving Khadi by authoring a slogan, “Khadi for country and Khadi for style" (ET, 2017). KVIC had begun online deals, a tie-up with Amazon is relied upon to make items considerably more open. In the course of the most recent couple of years, it has extended deal channels by going past its own stores to go into tie-ups with organizations, for example, Raymond, Arvind Mills and the Aditya Birla Group, aside from store-in-store plans with any likeness of Globus. KVIC is additionally opening Khadi Malls notwithstanding patching up its current stores. This enabling advertisements, would help promote Khadi (Siddhartha, 2018). On the other hand, the promoter of swadeshi products, Baba Ramdev , who believes in the philosophy of boycotting foreign goods and using only home-made products had planned to enter the Khadi sector. Patanjali- the brand established by Baba Ramdevji, would sell the apparels right from kurtis, jackets to branded suits. The Patanjali Ayurved arrived the marked attire portion with Paridhan and three sub-brands – Sanskar, Livefit and Aastha to sell each sort of garments with his one of a kind swadesi contort. Through the broadcast media, advertisement of the same would definitely increase the Khadi sales (Chandana, 2018). On the other hand, the campaign of Khadi, in relationship with Raymonds is an activity by the brand to create awareness and spread Khadi message among shoppers. As a component of this crusade with the assistance of fascinating creatives, inshorts imparted to it's perusers 7 interesting realities about the modest weave with the inscription 'The story re-spun' (Azhar Iqubal, 2018).

On the other hand, as far as web users are concerned, a normal Indian goes through 5 hours online consistently in which internet based life accounts the greater part of the time. The average age of an Indian internet user is 23. Thus there lies an enormous unexplored way for Khadi industry as far as expanding their efforts in the web based market. Since the clients based on web are youthful, the idea of "get them youthful" can likewise be attempted by the Khadi business giving them the benefit of diminished advertising endeavours in long run if the clients gets habituated with Khadi. A Dragonfly is an insect which can move into any direction if its wings are working in synchronization. The dragonfly impact centres around

the idea of gradually expanding influence for example how little endeavours can bring positive and enormous changes by using Internet marketing. If the advertising exercises are very much arranged and appropriately coordinated, then it could act as a Dragonfly effect for the Khadi industries, bringing about positive responses (Agarwal and Nair, 2016).

As far as newspaper advertisement for sales of Khadi is concerned, it is highly rampant on national festivals like Independence day, Republic day and Gandhi Jayanti. The brief tabulation of the same is compiled by author in the following **Table 2-11:**

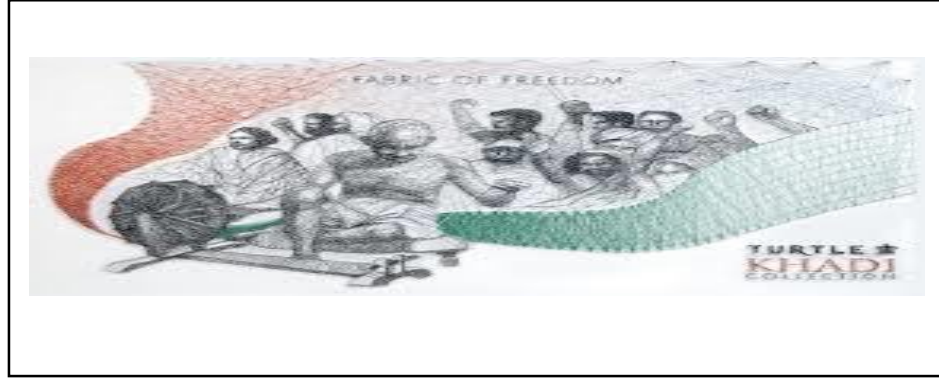
Table 2- 11 Compilation of Khadi Promotion Sources

Author	Title	Publication	Date	National Festival	Context
Pankaj Srinivas	The future of Khadi production	The Hindu	25/01/2019	Republic Day	Khadi Production and Sales
Aman Sharma	Govt plans series of events across the globe to celebrate 150th birth anniversary of Mahatma Gandhi	Economic Times	22/11/2018	Gandhi Jayanti	Khadi Sales
Corporate Author	October 2 is Khadi Day	The Hindu	08/08/2015	Independence Day	Khadi Sales
Chamikutty and Dasgupta	Reinventing Brand Khadi	Magazines-The Economic Times	13/08/2008	Independence Day	Khadi Sales
KVIC	Khadi fest-2017	Hoarding	From 02 nd October, 2017 to 1 st November, 2017	Gandhi Jayanti	Khadi Sales
KVIC	Khadi India Sales	Hoarding	From 02 nd October, 2017 to 1 st November, 2018	Gandhi Jayanti	Khadi Sales

(Source: Compilation by Author)

Khadi, the best image of struggle for India's freedom moment was conceived from a craftsmanship that was hand-woven and hand-spun by the people of villages all over the nation. The picture is presented in the following **figure 2-8:**

Figure 2- 8 Gandhiji with Charkha



(Image Source: www.google.com/search?q=turtle+Khadi+images&rlz)

On India's 70th Independence Day, Turtle, the style brand with a soul which has a Khadi line of stylish menswear paid tribute to the string that swung together our Independence. These 8ft x 5ft string craftsmanship canvases perfectly caught a picture of freedom struggle crafted with about 9000 nails holding together more than 20 kms of hand-spun string. These canvases were shown in significant shopping centers across our nation India and had turned out to be perpetual shows in Turtle stores (Mukherjee and Acharya, 2016).

Table 2- 12 Contributions of Media for Khadi Awareness

Media	Presence	Contribution
Print	Around 42.5 Crores Population Readership by 2019	Newspaper advertisements during national festivals is very common for Khadi promotion.
Broadcast	197 million people have televisions at their home followed by around 53% listenership on Radio.	Broadcast Cast publicity in the form of Radio promotion of Khadi and films like Manikarnika promoting Khadi on television.
Internet	There were 560 million web clients by March 2019, the second biggest number of web clients on the planet after China.	Sales online by Amazon and other online engines being promoted.

(Source: Author's Own Creation)

India is a country which is second largest in the terms of population and web users. The number of users of print media and broadcast media is also very high. But Khadi is not promoted very effectively in the country so as to reach a very good numbers of the users.

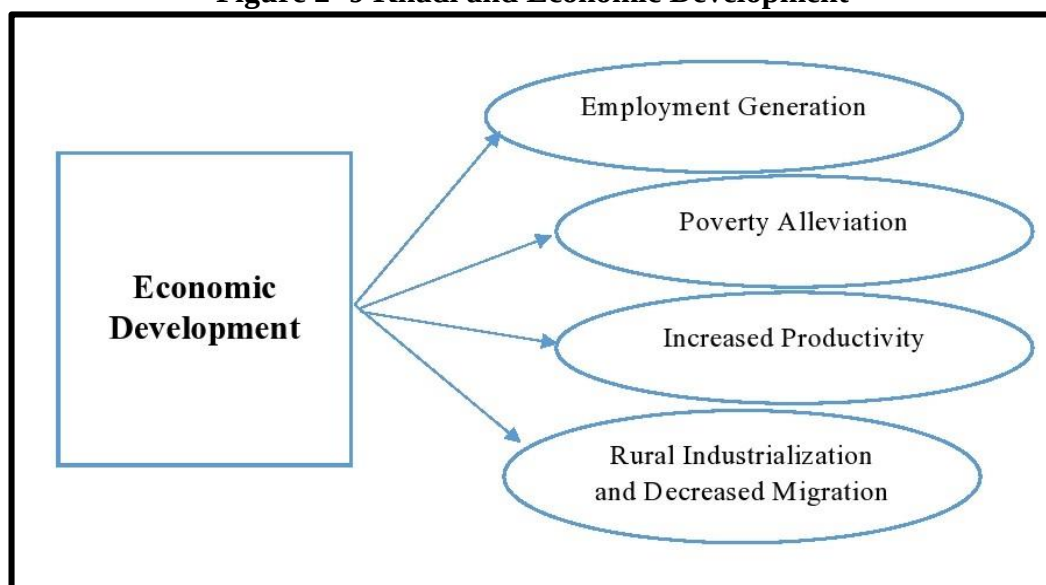
2.6 Khadi and Economic Development

Economic growth of any country is indicated by an increase in its gross domestic production. In a broader sense economic development is the policies that Government incorporates in order to achieve its broader objectives of high employment, inflation control and sustainable economic growth (Choudhury and Ghosh, 2016). According to Seers (1969) economic development is when a country experiences a reduction in it's poverty, inequality and

unemployment. On the other hand, Owens (1987) described economic development as the development of people and not the development of things. Yet in another connotation economic development is the passage from lower to higher level inculcating positive changes. It implies increase in the per capita income and decrease in the inequalities equating overall satisfaction of the people (Drewnowski, 1966). According to Ansari and Singer (1977) genuine economic development can be talked of only when the issues like higher unemployment, poverty and low food consumption are tackled along with the growth of Gross National Product and equitable distribution of income. As per Haq (1971) economic development must be characterized as far as dynamic decrease and inevitable end of malnutrition, illness, absence of education, pollution and joblessness.

The Khadi production involves not just production of cloth, but self-sustained growth. It creates employment as well as purchasing power for the community (Koulagi, 2015). The production of Khadi was meant to provide employment to the rural people and which continues to some extent even in current times. Also Khadi production industry is suitable to a country where capital is scarce (Lewis, 1954) equally because there is a positive relationship between productivity of labor, employment and output (Keynes, 1936). The synonym for Khadi industries is “People’s Industry”. This industry ought to be participative in nature with equity and benefits shared among producers who use local and renewable natural resources and industry is labour intensive in nature (Uzramma and Prasad, 1998). Khadi stands for all that is local and sustainable in the economy, society and environment. (Bhatt, 2015); (Ahamad and Pandey, 2015).

Figure 2- 9 Khadi and Economic Development



(Source: Author's Own Creation)

2.6.1 Formation of Khadi and Village Industries Commission (KVIC)

Over a period of last five decades, Micro, Small and Medium Enterprise sector (MSME) has developed as a dynamic and vibrant sector of the Indian Economy. This sector not only produces employment at lower capital cost but also promotes industrialization in rural and backward areas, reducing inequalities and ensuring equitable distribution of national income (Balasubramanyam, 2015). Khadi and Village Industries Commission (KVIC) formed under Khadi and village industries act, 1956 in April, 1957 is a statutory body under the aegis of MSME. It replaced All India Khadi and Village Industries Board (KVIC, 1957). It is primarily engaged in providing employment in the rural areas, thereby balancing rural economy. KVIC is one of the biggest provider of rural non-farm employment at very low per capita investment (Balasubramanyam, 2015). The objectives for the formation of KVIC were social objective of providing employment, economic objective of producing saleable articles and broader objective of creating self-reliance among poor people and creating a strong rural community spirit (KVIC, 1957).

The product range of Khadi and village industries commission is divided into two parts as Khadi products and village industries products and is broadly narrated by Khadi and village industries commission (2009) as Khadi products made out of cotton, silk, woollen and muslin. On the other hand village industries products like mineral, forest based, textiles and services based excluding Khadi, agro based, polymer, chemical, engineering and conventional energy based products. The Functions of KVIC as broadly narrated in the following **Table 2-13:**

Table 2- 13 Functions of KVIC

Function	Description
Planning, Organising, Implementing and Promotion	Of Programs related to the development of Khadi and village industries in co-ordination with other agencies.
Building up of raw-material reserve	For the supply to producers
Sales and Marketing	Of KVI products
Research Activities	In production activities and equipments used for production
Financial and Technical Assistance	To KVI units with respect to production and supply of designs and other proto-types
Set Quality Standards of Products	To ensure genuineness of Khadi
Set up of organisation	To fulfill any of the above function

(Source: Compiled by Author)

Researcher has come across numerous studies that have tried to examine the role of KVIC. A study by Das (2014) found that KVIC has been performing role in training, supply of raw

material, financing, research and development, marketing, promotion of sales of KVI products, technical assistance to artisans and set quality standard of KVI product. Kwat (n.d) ; Ameen and Kirubashini (2017) described the role of KVIC as it aims at providing financial assistance to rural artisans, making them self-employed and helping them create marketable goods for the development of economy. The activities carried out by KVIC are 40% with respect to Khadi and 60% with respect to other FMCG products (Shrivastava and Prasad, 2018). Press Information Bureau (2012) ; Planning Commission, GOI (2013), described the functions of KVIC as financing eligible units, training artisans for employment, ensuring supply of raw materials to entrepreneurs, promotion regarding sales of products of Khadi and village industries and conducting research and development in this field.

2.6.1.1 Marketing Strategies of KVIC

Marketing is most essential function of production Industries. Marketing strategies of KVIC have been reviewed by researcher. KVIC had established various new emporiums or bhandars to increase the sale of Khadi (Bandhyopadhyaya, 1953). For streamlining the marketing strategies, KVIC had formed Khadi Marketing Development Corporation to sell its products under the brand 'Sarvodaya' (Sharma, 1999). On the other hand, Yadav (2016) found that people believed in the Khadi ideology so Khadi made a place in the heart of people but with the change in customer preferences and technology in the market, Khadi was dying a natural death. Khadi is gaining the same place in the Indian heart due to the new marketing strategies and new revival policies like establishing brand equity, advertisement through all channels, professional packing and product development, professional approach towards employees and artisans, consumers preference knowledge, maximum utilisation of local resources, tie ups with foreign governments for fashion weeks and exhibitions , increased export attempts , more emphasis on crafts through display in fairs, operational freedom to bhandars and marketing research centres at each outlets by KVIC (R M Bureau, 2018) ; (Kamdica, n.d); (Noorudeen, 2013).

Fibre to Fashion (2015) reports that nearly 200 outlets of KVIC had been renovated as a part of marketing strategy. Also, in order to sell Khadi products worldwide with the mark 'Khadi' KVIC had registered it as a brand under World Intellectual Property Organization in order to popularise KVI products after registering it in India (Businessline, 2014).

Sidhartha (2018) pronounced that KVIC had initiated attempts to market the Khadi fabric and garments online through Amazon. PTI (2018) narrated that KVIC had launched its first

in-house single umbrella e-marketing system that can be accessed anywhere from India to buy its products. This will enable to keep a track on the inventory levels in the bhawans and godowns.

2.6.1.2 Collaboration of KVIC with Private Players

KVIC had tied up with brands like Raymond and Aditya Birla fashion and retail to project Khadi in a novel way which looks appealing to the customers. FabIndia and Raymond would project their Khadi collections in about 600 outlets. Peter England will launch its Khadi collection as “Peter England Khadi” in its Stores, KVIC bhandhars and various online channels (Businessline, 2017). TOI (1997); Sachdeva (2015) had highlighted that KVIC had also tied up with fashion institutes like National Institute of Fashion Technology, Indian Institute of Foreign Trade and National Institute of Design to give a new twist to Khadi in order to make it appealing to the consumers and increase the exports (PTI, 2018).

2.6.1.3 KVIC: Addressing the Problems

KVIC needs to mobilise its methodologies and plans to handle the new challenges to progress rural industrialization, train rural artisans and labours with marketing abilities and help them to exceed expectations in quality and value standards for the sustained economic development (TOI, 1953). The concentrated measures suggested by the researcher could be new packaging, new designs, novel products, market promotional activities, various training programmes and other measures (Shrivastava and Prasad, 2018); (Choudhury and Ghosh, 2016); (Jain & Goel, 2015).

KVIC had failed to effectively link up with the institutions engaged in research and development and technology suppliers involved in the India's rural industrialisation programme. The author recommends setting up of Board for effective monitoring and co-ordination of various activities for boosting and refashioning of the rural industrialisation programme (Deb, 2014); (Parthasarathi, 2005). On the other hand, Planning Commission (n.d); Balasubramanyam (2015); Reddy and Busenna (2011) identified various problems after surveying various institutions dealing in Khadi that all the institutes suffered from various operational, financial, marketing & information technology bottlenecks. It was recommended to upgrade the institutions with modern processing techniques such as pedal operated looms, new model charkhas for increasing productivity of workers. Effective management data system should be adopted by KVIC through adequate networking (Bishnoi, 1991). Keshava (2014) proposes that energies must be diverted to advance the

quality and excellence of Khadi fabrication by converging upon designing and the superiority of Khadi fabric.

In spite of invention of the modern charkhas, which could be a cause for quitting jobs, in the year 2015-16 to 2016-17, nearly 6.8 lakh workers lost their jobs in Khadi sector. On the contrary to the jobs plummeting, the Khadi production increased by 31.6% and sales by 33%. It was however detected that records of workers leaving the job were not maintained properly by KVIC (Jadav, 2018). Also under other conditions, the entire payment of subsidy for producing Khadi was being given by the KVIC to Khadi institutions, but it then received serious complaints that the subsidy was not reaching the artisans. KVIC also received complaints that the Khadi institutions were claiming the subsidy on inflated numbers of artisans, including artisans who had left the sector in the last 20 years (Bureau, 2018).

2.6.1.4 Monopoly of KVIC

Nair and Dhanuraj (2016) deduced from a research that Government plays a patriarchal role in the Khadi sector thereby restricting the development of this sector by confining on the choices of production, sales, marketing and keeping it limited to KVIC only. The sector can flourish only when the restriction on entry barriers are removed and various private labels are allowed to carry out its production and sales in the style they wish to carry out. Various stores should be allowed to display the Khadi collections. Besides that the spinners and weavers should not be restricted to work under the private labels. The stringent rules of KVIC proves as a discouragement to the manufacturers and retailers as the pre 1991 licence raj (Venkatesh and Chandna, 2018). KVIC alone can claim the right and promote the mark “Khadi” in most of the classes of trademarks (Shende, 2018). KVIC also sued FabIndia for a whopping Rs.525 Crores for using the mark Khadi and not giving approval for the usage of mark with the explanation that , it doesnot fulfill the criteria to use the Khadi mark. KVIC also probed the producers with respect to the criteria for registration as a new Khadi institute, which seemed very monopolitic and stringent on the side of KVIC (Financial Express, 2017) ; (Economic Times, 2017).

2.6.2 Role of KVIC in Economic Development

Researcher has come across numerous studies that have tried to examine the role of KVIC in the economic development of country. KVIC had planned to set up its units throughout the country (TOI, 1969).

2.6.2.1 Employment Generation

Several studies on employment, undertaken in Indian context have concluded that the share of non-farm sector in rural employment have increased significantly (Kumar, 2009) ; (Chadha and Sahu, 2002) ; (Basant and Kumar, 1989) ; (Reddy, Reddy, Nagaraj, and Bantilan, 2014) ; (Mathur, 2007) ; (Bhalla and Singh, 2009)). Government believed that generating employment in the Khadi sector is one of the permanent way to reduce unemployment and promote cottage industries (Mehta, 1955). Dhebar (1956) highlighted that the Khadi sector provided employment to several people which in turn has contributed to economic rehabilitation of rural areas.

Khadi and Village industries are dual national legacies of India. One of the most noteworthy features of Khadi and Village Industries (KVI) in national economy is that it generates jobs at a very little per capita venture. The KVI subdivision not only aids the basic requirements of the enormous rural segment of the nation, but also delivers supportable occupation to rural craftsman (Ministry of Micro , Small & Medium Enterprise, 2015). KVI and Small scale industries (SSI) ascribed with creating the most astounding rates of employment generation thereby contributing to the economic development, increasing the exports and strengthening the entrepreneurial base (Chhikara and Kodan, 2013) ; (Narayana, 2007) ; (Ahmed, 2010) ; (Singh, 2006). The activities of Khadi started as a fight against freedom which was later on modified as generation of employment in the country (Shrivastav and Prasad, 2018). Choudhury and Ghosh (2016) analysed the impact of Khadi sector on the economic development of the country. Khadi industry provides jobs to the unemployed and occasional jobless masses, contributing in the monetary development and also economic growth of the nation, enhancing its gross domestic production. Jain and Ikhar (2017) illuminated that Khadi and Village Industries Commission is assuming a crucial job in producing work for rustic poor, jobless youth and down-trodden craftsmans of the state by giving them monetary and technological assistance and specialized help for setting up of small scale enterprises, thereby contributing in economic development.

Table 2- 14 Employment Generation through the Medium of Khadi

Particulars	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
Employment (In Lakhs)	10.45	10.71	10.98	11.06	11.07	4.28	4.34

(Source: www.kvic.org.in)

The employment generation through the medium of Khadi has increased consistently till year 2015-16. It has decreased tremendously post 2016-17. Financial Express (2016) described the inspiration of Khadi that directed the Indians towards the use of cotton and freeing from the use of foreign fabric was additionally a movement towards rural self-employment and self-direction. On the other hand, Keshava (2014) considered it has a capacity to resolve the joblessness delinquent of bucolic India to a larger extent. In order to push the Khadi sector and increase employment, KVIC intended to make villages as ‘Khadi gaon’, providing adequate help to the people in villages intending them become self-reliant (The Hindu, 2017). Sofi and Rafiq (2017) analysed the trend of production, sales and employment in the Khadi sector and found that volatility is highest in the employment sector followed by production and sales. Thus if the employment generation of the sector has to be increased then compulsorily production and sales needs to be increased followed by suggestive measures like training to people in this sector, dynamic entrepreneurs investing in this sector, use of modern equipment, government financial support and other measures

2.6.2.2 Manufacturing Productivity

Productivity, quality and energy play a very vital role in an economy. A study by Pandey and Sharma (2013), found that KVIC has organized various programmes to develop and upgrade the skills of the workers and rural people. The electrification ratio in total energy has a remarkable impact on productivity growth of manufacturing over the time period. This is proved from the following **Table 2-15**:

Table 2- 15 Khadi Production and Sales (In Rupees Crore)

Year	Quantity	Khadi Production		Khadi Sales	
		Value	% increase	Value	% increase
2004-05	69.89	481.54	-	617.34	-
2005-06	69.94	488.30	1.40	628.50	1.81
2006-07	71.88	491.52	0.66	683.18	8.70
2007-08	76.25	543.39	10.55	724.39	6.03
2008-09	81.18	585.25	7.70	799.81	10.41
2009-10	83.09	628.97	7.47	867.01	8.40
2010-11	85.95	673.01	7.00	917.25	5.79
2011-12	88.83	716.99	6.53	967.87	5.52
2012-13	90.98	761.93	6.27	1021.58	5.55
2013-14	93.25	811.08	6.45	1081.04	5.82

2014-15	95.19	879.98	8.49	1170.04	8.23
2015-16	97.45	1065.60	21.09	1510.00	29.06
2016-17	125.22	1404.14	31.77	2007.61	32.95
2017-18	-----	1465.21	4.34	2249.18	12.03
2018-19	-----	1765.51	20.5	2854.19	26.90

(Source: Khadi Report, 2018-19)

The average growth rate of Khadi production in the span of ten years from 2004-05 to 2014-15 has increased by 6.52% but on the other hand the growth rate is 26.43% from 2015-16 till February 2018. Also the growth rate of Khadi sales is 6.62% from 2004-05 to 2014-15 which has increased to 31% from 2015-16 till February 2018. The progress in the span of two years is tremendously high. The credit for such a progress to a much extent is allotted to the current Prime Minister due to his continuous efforts and amendments in KVIC's working.

2.6.2.3 Rural Industrialization

The term Industry generally means any activity covering manufacturing, processing, collecting, repairing, alteration or addition, servicing etc. According to section 2 (J) of the Industrial Dispute Act 1947, the term Industry implies any business, manufacture, undertaking, handicraft, employment, industrial occupation or a vocation of a craftsman. The Village and Small scale industries comes under the purview of Rural Industrialization. The Rural Industrialization is significant not just as a means for creating employment for the workforce of the country and raising the national income of the country yet in addition it adds to the improvement of agriculture. The improvement of the rural industrialization additionally makes beginnings for women employees locally and changes the pattern of recreation and work (Desai, 1993). Rural Industrialization is planning the location of large and small scale units in the rural areas or shifting the location of units from urban to rural areas in order to promote balanced economic development. (Sharma, 2018) ; (Bhagwati and Desai, 1971). According to Chand, Srivastava and Singh (n.d) , about half of the industrial production of the country comes from rural areas.

The Rural Development as an idea is not a new concept. It had gotten the consideration of the personalities like Gandhiji, Tagore and numerous others much before freedom. The issue of the rural development anyway was concretized by Gandhiji through the Khadi development. During the freedom struggle, emphasis was made on the fact that livelihood for millions of people could be earned by manufacturing the hand-intertwined Khadi fabric.

A source of livelihood for millions of weavers across India, over machine-made textiles attempted to bring power back into the hands of village weavers and thus building the local economy, supporting the rural industrialization. The idea behind this rural industrialization is to get money flowing into the village economy and promoting sustainable development (Kalyani, 2011). Joshi (2013); Sharma (2018); Jain and Ikhar (2017) highlighted a fact that KVIC is assessing rural resources in order to fulfil its aim of rural industrialization also by supplementing scarce resources, formulating the plans, programmes and schemes like 'Rural Employment Generation Programme' and an effective implementation of these parameters and also by determining the priorities to achieve the goal of rural industrialization.

On the other hand, Khadi, in its new form acts as one of the major job creator in the Bharat that is Rural India. The higher acceptability of Khadi has carried it abroad to various countries as a result of which it has created employment in the country stopping the migration of labourers from villages to cities and from India to abroad to achieve the target of sustainable development through the medium of Khadi (Pandit, 2018) ; (Ikhar, 2017) ; (Dogra , 2004 ; (Prajna, 2018) ; (PTI, 2017). Balasubramanyam (2015) analysed the role of Khadi and Village Programmes in the development of Khadi Sector. This programme plays a very important role as it provides rural employment to the poor artisans, unskilled labourers which helps to stop their movement from villages to cities as well as fulfil the aim of sustainable development.

2.6.2.4 Poverty Alleviation

Poverty is a socio-economic phenomenon in which a particular section of society is unable to meet even its basic necessities of living. The least needs are nourishment, apparel, lodging, education and other fundamental basic human needs. Humankind faces agonies and torments in the event that it does not accomplish a subsistence dimension of such needs. Failure to reach even such basic needs terms an individual as a poor. Destitution is about inconsistency of chances and satisfaction of human potential (Sreedhar, 2017).

There has been no identical measure of destitution in India. The Planning Commission of India has acknowledged the Tendulkar Committee report which says that 33% of individuals in India live underneath the Poverty line (Jay, 2013). The National Planning Committee in 1936 under Shri Jawaharlal Nehru had made a monetary audit and perceived that "there was absence of nutrition, dress, lodging and all other basic prerequisite of human presence". Against this appraisal, the Committee proclaimed that the improvement policy target should be to "guarantee a satisfactory standard of living for the majority, at the end of the day, to dispose of the upsetting neediness of the general population". Accordingly, the Council

characterized objectives for the entire populace as far as nutrition (including a decent eating regimen of 2400 to 2800 calories per grown-up labourer), apparel (30 yards for each capita per annum) and lodging (100 sq. ft. per capita) (Ravi, 2013). The rural wage employment programmes in India which were implemented post Independence are described in the **Table 2-16** as follows:

Table 2- 16 Rural Wage Employment Programmes in India Implemented after Independence

Year	Name of the Programmes
1960-61	Rural Manpower Programme(RMP)
1971-72	Rural Scheme for Rural Employment
1972	Drought Prone Area Programme (DPAP)
1973-74	Marginal Farmers and Agricultural Labour Scheme (MFALS)
1974-75	Small Farmers Development Programme
1977-78	Desert Development Programme (DDP)
1977-78	Food for Work Programme (FWP)
1977	Maharashtra Employment Guarantee Scheme(MEGS)
1978	Maharashtra Employment Guarantee Act (MEGA)
1979	Training of Rural Youth for Self Employment
1980	National Rural Employment Programme
1982	Development of Women and Children in Rural Area (DWCRA)
1983	Rural Landless Employment Guarantee Programme (RLEGP)
1993-94	Jawahar Rozgar Yojana (JRY)
1993-99	Employment Assurance Scheme(EAS)
1999	Swarnajayanti Gram Swarozgar Yojana
1999-2000	Rural Gram Samriddhi Yojana (SGRY)
1999-2000	Jawahar Grameen Rozgar Yojana
2001-02	Sampoorna Grameen Rozgar Yojana (SGRY)
2004	National Food for work (NFWP)
2005	National Rural Employment Guarantee Act (NREGA)
2009	Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA)

(Source : Giri, 2017)

Following are the Poverty alleviation Programmes which are implemented in India post Independence, described in the following Table 2-17 as follows:

Table 2- 17 Evaluation of Poverty Alleviation Programmes Implemented in India

Scheme	Year	Outcome	Criticism	Source
Integrated Rural Development Programme (IRDP)	1980	The advantages of the Integrated Rural development Program result in assisting lower-ranking families to enhance their working circumstances and	Plans to achieve the target were not entirely efficient. In addition, the poor sections of society did not benefit from the development schemes.	(Bokil, 1989)

Scheme	Year	Outcome	Criticism	Source
		reinforce the disadvantaged, assisting them to develop at all stages.		
Prime Minister's Rojgar Yojana	1993	The scheme resulted in (i) the motivation and selection of the entrepreneurs (ii) the identification and preparation in the industry, services and company sector of schemes (iii) the determination of the advocacy / activity (iv) the recommendation for loans (v) to be quickly clarified by the officials involved as required.	Coaching is one of the main demands of the Scheme. It isn't a positive experience. Some of the recipients have been removed because they have been influenced by political problems. Coaching centres, since PMRY is a scheme of governance, are not endorsed. This is performed on a regular basis, and the majority of students trained in some organisations fail mainly because of poor allocation of abilities.	(Deshpande, Bhinde and Thippaiah, 2017)
Swarnajayanti Gram Swarozgar Yojana (SGSY)	1999	Providing financial assistance to small and medium sized units in setting up various ventures.	Certain representatives of Rural Development and Financial Institutions of the State had no knowledge of the multiple parts and duties of the scheme for its implementation. Lack of official's engagement, failure to mobilize rural females in self-help groups were some of the factors behind the scheme's inappropriate results.	(GOI, 2009)
Jawahar Gram Samridhi Yojana	1999	It results as an economic rural infrastructure program with the generation of jobs. The scheme is introduced by the panchayats in the town and offers particular advantages for SC / STs, persons with disabilities.	Lack in strict monitoring system to ensure thorough measurement of work and wages. According to ground realities it was recommended to improve the guidelines of the scheme.	(Singh, 2003)
Sampoorna Gramin Rozgar Yojana (SGRY)	2001	Providing salary jobs in all rural regions, providing food safety and improving nutrient levels. The scheme is for all people over 18 and below 60 years of age who are in need and seeking jobs with hard-labour community and social work for about 100 days of assured daily	In villages the Panchayats were entrusted with the responsibility of carrying out the work but are not functioning as per the required standard. A number of mid-course design and execution rectifications are required to assure that the expected advantages for the	(Planning Commission of India, 2009)

Scheme	Year	Outcome	Criticism	Source
		job with statutory minimum wage during the unstable farming season.	target group were effectively delivered.	
National Rural Employment Guarantee Act (NREGA)	2005	100 days of labour is ensured to any rural family unit who is eager to do unskilful manual work in any financial year. The Act tends to the working individuals and their family to live with pride.	It was successful to a greater extent in providing employment to the unskilled but does not provides any training to upgrade skills and enable start up to individuals.	(Namdev , 2018)
National Rural Livelihood Mission (NRLM)	2011	The Scheme has become the biggest poverty relief system in the world, particularly for the SC, the Schedule Tribe, minority groups (religion), females, individuals with impairment, low productivity individuals, landless workers and migrant workers.	An internally engaged and substantial aid system is required for community engagement, community constructing and equality.	(Dasgupta, 2018)
Training of Rural Youth for Self-Employment (TRYSEM)	2014	Scheme's Outcome is viewed in terms of physical abilities as well as to impart necessary changes of attitude, motive improvement and skills in human interactions.	Training failed to comply with the technology used in the offered package. Execution is usually irregular. Support for the supply and marketing of raw products was missing. The support given to TRYSEM staff was not up to the mark.	(Kadrolkar and Mohan, 2014)

(Source: Author's Own Compilation)

Although purposeful actions have been started by the Government of India through a few plans, schemes and measures to mitigate destitution in rustic India, there still stays considerably more to be done to acquire successful lives of the general population in rural zones. At present, innovation diffusion is uneven and moderate in the rural regions. Great endeavours of associations creating improvements, gadgets and items for rural regions couldn't yield high achievement. Meetings of numerous nations propose that innovative improvement fuelled by interest has a higher diffusing rate. Nonetheless, in India, innovation designers for rural zones have been taking into account needs (with little improvement), as opposed to creating demands. There is complete imbalance between the strategies and effective management programmes. The proliferation of technology is too slow in the rural areas and there is a lack of participation of different stake holders. A perfect methodology may, incorporate the administration, panchayats, town personals, specialists, businesses, NGOs and privately owned businesses to help in decreasing this unevenness, and create a

multiplier impact on the general economy (Gangopadhyay, Mukhopadhyay and Singh, 2008).

Mere palliative efforts in order to fight poverty do not work. It needs a significant intervention on behalf of this poverty battalion to bring the dramatic change required on this front. Under these circumstances, a close look at the Gandhian approach for empowering the rural poor is highly essential through the movement of Khadi to alleviate poverty. Gandhiji through means of charkha empowered everyone right from untouchables to poor, for the production of Khadi in order to earn his own bread (Rao, 2011). The honourable Prime Minister Narendra Modi, on his ‘Mann Ki Baat’ radio show, inspired people about how he sees *Khadi* as not just a type of cloth but a movement that will be instrumental in rural poverty alleviation bridging the divide between villages & towns. Khadi and handloom have transformed and empowered the power by bringing qualitative and positive changes in their lives. Previously India saw Khadi was for nation, then Khadi for fashion and now Khadi is seen for transformation (Modi, 2017) ; (Sasidhar, 2018).The Government had several poverty alleviation schemes and there was good infrastructure for Khadi institutions, which served the most-weaker sections of the society (Hindu, 2004). The goal of poverty alleviation programme should be to increase the income of individuals, households or groups that are unable to meet such basic needs mainstreaming with the fulfilment of the objective of development of the nation (Sreedhar, 2017).

The Schemes implemented by KVIC (2009) in order to reduce poverty and bring economic development through technological up gradation and skill enhancement of the artisans are compiled by researcher in the following way:

Table 2- 18 Schemes Implemented by KVIC

KVIC Scheme	Objective	Year
Prime Minister’s Employment Generation Programme (PMEGP)	To generate employment in rural and urban areas	2008
Entrepreneurship Development Programme	KVIC provides training to qualified PMEGP entrepreneurs in management, accounting and marketing aspects, free of cost	2005
Scheme of Fund for Regeneration of Traditional Industries (SFURTI)	To promote Cluster Development of Khadi Industries.	2005
Rural Industry Service Centre	To Provide forward and backward linkages to Khadi and village industries	2004-05
Export Incentive Scheme	To Promote products of KVI	2004
Interest Subsidy Scheme	To provide loans to artisans, co-operative societies, institutions at negligible rate of interest.	1977
Khadi Schemes	Objective	Year
Market Development Assistance	To develop on marketing skills of Khadi Sales	2010

Khadi Karigar Janashree Bima Yojana	To provide insurance to rural artisans	2010
Strengthening of Infrastructure of existing weak Khadi institutions and assistance for marketing infrastructure.	To improve the infrastructure related to KVI.	2009-10
Schemes for increasing the productivity and competitiveness of Khadi industry and artisans.	To improve on technological fronts thereby improving productivity.	
Work shed Schemes for Khadi Artisans	To provide better facilities to artisans at work place	

(Source: Compilation by Author)

Thus, various efforts are made by KVIC for the economic development of the country. The situation of poverty is more of a socio-economic condition not merely having deficit of resources to meet one's basic needs. The country cannot claim economic development until its population is marginalised to the side-line of society. So, the government should provide better development programmes facilities, so that people living below the poverty line can improve their living standards. The poverty alleviation schemes should consider the social and economic perspective of poverty (Sreedhar, 2017).

2.6.2.5 Women Empowerment

The status of women in India had gone through numerous incredible changes in the course of the last couple of centuries. From equivalent status with men in old occasions, through the depressed spots of the medieval period, to the advancement of equivalent rights by numerous reformers. One of them is Mahatma Gandhi. The historical background of women in India has been astounding. In present day India, Women have embellished high workplaces in India including that of the office of Prime Minister, President, Speaker of the Lok Sabha, Leader of Opposition party, Corporates, Science and technology etc. In truth its credit goes to Mahatma Gandhi. In India he was the one who included women in political development for the first time through the means of Satyagraha. He worked not just for the political liberation of the country, but also for freedom of all the subdued and mistreated segments of society (Rathi, 2015). Women have turned out to be mindful about their rights and circumstances and entered in various fields of business. They have set up their own fruitful business contributing towards the development of economy and improvement of their socio-financial conditions (Saravanan, 2014) ; (Sharma, 2018) ; (Tandon ; Samtaney and Patra, 2016); (Gautam and Kumar, 2016); (Vinothalakshmi and Ganesan, 2013); (Sharma, 2018). The Village and Small-scale Industries has been perceived as a successful tool for giving beneficial self-employment work opportunities. These enterprises are additionally viewed as a significant source for providing employment to the women

employees and more fragile areas of society and for realizing a decrease in regional inconsistencies and expulsion of monetary backwardness of rural and undeveloped areas of the nation (Dagli, 1976).

Charkha is described as a symbol of purity and a powerful tool for rural women to build the rural economy in a significant way (Jaganathan, 2017). The contribution of females is well-documented in the production of Khadi products, now they are broadening their horizons in the field of retailing (The Hindu, 2016) ; (Eyferth, 2012). Most of the spinning is carried out by girls and ladies in the Khadi production and weaving by males (Gujarat Rajya Khadi Gramodyog Board, 2016). The propagation of Khadi was aimed at protecting the interest of poorest of women. Since the nineteenth century, spinning has been a popular activity among women. It has been a source of livelihood for women of all caste, community and even for the women of low level incomes. For many widows, spinning has been the only source for supplementing their family incomes. Muslim women, who were not allowed to step out of their homes, also conducted the task of spinning at their homes. Thus, spinning wheel has brought economic independence for women (Livelihoods, 2014). It encourages the rural people endeavouring various activities following Gandhian ideology.

Figure 2- 10 Women Empowerment



(Image Source: Livelihoods, 2014)

According to Busenna and Reddy (2011) the number of females working in the Khadi spinning and weaving sector is higher as compared to males. The following statistics proves the fact:

Table 2- 19 Gender Wise Bifurcation of Employees Working in Khadi Institutions

Gender	Number	Percentage
Male	141	29.1
Female	344	70.9
Total	485	100

(Source: KVIC Reports-various issues)

On the other hand, the fact is also highlighted by the fact that various trusts are providing employment opportunities to various women artisans around rural areas making them self-reliant through Self-Help Groups and associations like Self Employed Women's Association, Mahila Coir Yojana (Press Information Bureau, 2017) (Bali, 2016) (Mishra and Jhunjhunwala, 2017); (TOI, 2017) ; (Singh, 2012) ; (Tripathi, 2016). Khadi has helped the victims of polygamy earn a job and make themselves independent, alleviating poverty (Srivastava, 1979). But a major concern detected in this field was the wage rate that the women get in Khadi sector spinning and weaving is less in comparison to other sectors (Nair and Dhanuraj, 2016).

Table 2- 20 Outcomes of Studies based on Economic Development

Author	Crux of Literature	Outcome
Kumar (2009) ; Chadha and Sahu (2002) ; Basant and Kumar (1989) ; Reddy, Nagaraj, and Bantilan (2014) ; Mathur (2007) ; Bhalla and Singh (2009) ; Ministry of Micro ,Small and Medium Enterprise (2015) ; Chhikara and Kodan (2013) ; Narayana (2007) ; Ahmed (2010) ; Singh (2006) ; Shrivastav and Prasad (2018) ; Choudhury and Ghosh (2016) Et.al	Khadi sector has contributed to a good extent in the employment generation in the country, thereby contributing towards the economic development of the country.	Employment Generation
Khadi Book (2018)	The progress in the span of two years is tremendously high, which is contributing towards economic development.	Productivity
Sharma (2018) ; Bhagwati and Desai (1971) ; Chand, Srivastava and Singh (n.d) ; Kalyani (2011) ; Joshi (2013); Sharma (2018); Jain and Ikhar (2017) ; Pandit (2018) ; Ikhar (2017) ; Dogra (2004) ; Prajna(2018) ; PTI (2017); Balasubramanyam (2015)	KVIC is assessing rural resources in order to fulfil its aim of rural industrialization contributing towards economic development. The higher acceptability of Khadi has carried it abroad to various countries as a result of which it has created employment in the country stopping the migration of labourers from villages to cities and achieve the target of sustainable development through the medium of Khadi contributing towards rural development.	Rural Industrialization
Rao (2011). Modi (2017) ; Sasidhar (2018).	Khadi and handloom have transformed and empowered	Poverty Alleviation

Author	Crux of Literature	Outcome
Hindu (2004)	the power by bringing qualitative and positive changes in their lives. Previously India saw Khadi was for nation, then Khadi for fashion and now Khadi is seen for transformation contributing towards economic development.	
Rathi (2015). Saravanan (2014) ; Sharma (2018) ; Tandon; Samtaney and Patra (2016); Gautam and Kumar (2016); Vinothalakshmi and Ganesan (2013); Sharma (2018) ; Jaganathan (2017) ; The Hindu (2016); Press Information Bureau (2017); Bali (2016); Mishra and Jhunjhunwala (2017); TOI (2017) ; Singh (2012) ; Tripathi (2016); Srivastava (1979) ; Nair and Dhanuraj (2016). Gujarat Rajya Khadi Gramodyog Board (2016) Busenna and Reddy (2011) Livelihood (2014)	The contribution of females is well-documented in the production of Khadi products, now they are broadening their horizons in the field of retailing contributing towards economic development. Around 70% women engaged in spinning and weaving Khadi.	Women Empowerment

(Source: Compilation by Author)

2.6.3 Khadi, Economic Development and Rostow's Stages of Growth

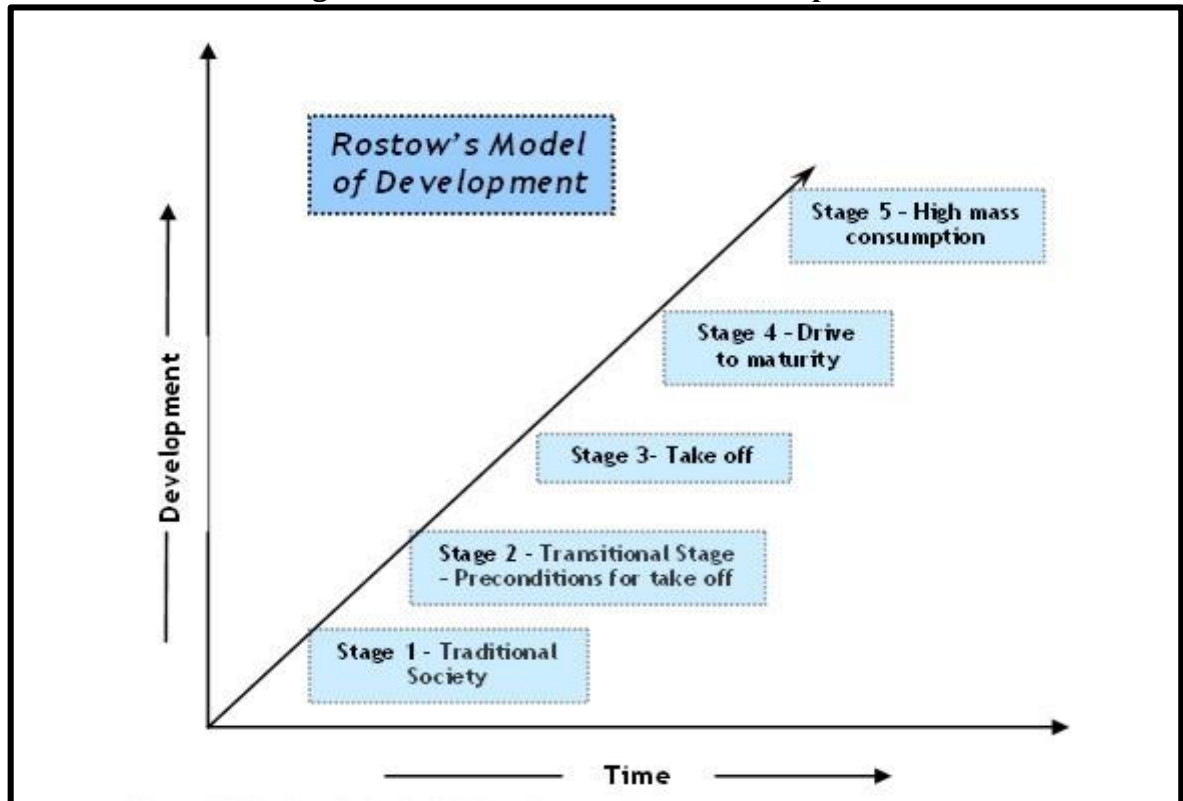
The economic development is a transition which according to Rostow (1960) is divided into five distinct stages which leads to current degree of economic development as

- The Traditional Society
- The pre-conditions for take-off
- The Take-off
- The drive to maturity
- The stage of mass consumption

The Traditional Society stage implies the primitive society having no science and technology. The structure of the society is characterized with limited production function and with outdated science and technology. The next stage is pre-conditions for take-off which implies changes in social, economic and political fields. The take-off is a stage where economy transforms itself in such a way that development takes place automatically. The techniques of production changes, the investment increases and thus the real output per

capita increases. The next is the stage of drive to maturity in which the economy turns to be mature and becomes capable of generating self-sufficient growth. The rates of savings and investment becomes of such a level that economic development becomes spontaneous. The last is the stage of mass consumption where the consumption basket of the people increases. With dynamic industrialisation and urbanization of the economy appraisals of individuals change for more utilization of extravagances and high styles of living.

Figure 2- 11 Rostow's Model of Development



(Source: Rostow's Model of Development, 1960)

The researcher has compiled the growth of Khadi into five stages and correlated with reference to Rostow's Model of Development in the following table as follows:

1. Stage I **Traditional Society**: 1854 to 1925: Swadeshi Movement- Introduction of Khadi
2. Stage II **Pre-conditions for take-off**: 1925 to 1944: Establishment of AISA and Introduction of wages to Spinners.
3. Stage III **Take-off**: 1944 to 1958: Employment Generation after Independence and formation of KVIC.
4. Stage IV **Drive to Maturity**: 1958 to 2016: Transformation into a fashion fabric.

5. Stage V **High Mass Consumption**: 2016 onwards: Stayed at the heart of development

The depiction of Rostow's Model of Development versus the Khadi's Model of Development.

Table 2- 21 Rostow vs Khadi's Model of Development

Stage	Rostow's Model of Development	Stage (Year)	Khadi's Model of Development
I	Traditional Society	1854 to 1925	Swadeshi Movement- Introduction of Khadi
II	Pre-conditions for take-off	1925 to 1944	Establishment of AISA and Introduction of wages to Spinners:
III	Take-off	1944 to 1958	Employment Generation after Independence and formation of KVIC
IV	Drive to Maturity	1958 to 2016	Transformation into a fashion fabric
V	High Mass Consumption	2016 Onwards	Stayed at the heart of development

(Source: Compilation by Author)

Stage I Traditional Society: 1854 to 1925:

Swadeshi Movement- Introduction of Khadi: The first cotton mill started in 1854 in Bombay due to such sudden mechanization the concept of labour and wages underwent a transformation. This phenomenon gave rise to the 'Swadeshi' movement in 1905 which aimed at boycotting the foreign goods and promote home made products. By 1921, Khadi became an integral part of the national movement (Gupta ; Rastogi and Mathur, 2018).

Stage II Pre-conditions for take-off: 1925 to 1944: Establishment of AISA and Introduction of wages to Spinners:

In 1925, the All India Spinners Association (AISA) or Akhil Bharat Charkha Sangh was formed to propagate the production and marketing of Khadi which also helped form a good bond between spinners, weavers, carders and ginners. In 1938, uniform wage chart was introduced for the spinners to fulfil the objectives like self-sufficiency and economic development in their conditions (Gupta ; Rastogi and Mathur, 2018).

Stage III Take-off: 1944 to 1958: Employment Generation after Independence and formation of KVIC:

A conference was conveyed by Mahatma Gandhi in 1944 to deliberate on the future position of Khadi. After the independence in 1947, AISA prepared a plan narrating the clothing requirements of the country. Also in the first five years plan, the issues of growing

unemployment and poverty were discussed. In order to overcome such hurdles in 1953, the recommendations of planning commission to form Khadi and Village Industries Board was accepted. KVI undertook the roles and responsibilities of AISA. Later on in order to overcome the procedural difficulties, Khadi and Village Industries Commission (KVIC) was formed in 1957 by the Government of India under the act of parliament (KVIC, 2017).

Stage IV Drive to Maturity: 1958 to 2016: Transformation into a fashion fabric:

After the independence of the country, the Khadi Village and Industries Commission (KVIC) started scrutiny in the manufacturing methods and devices to improve quality and bringing variety in the Khadi items. It had set up many new Khadi organizations and prepared a large number of craftsmen. This enormously helped creation of Khadi texture (Athalye, 2015). Further, some designers with their skills have made a complete make-over of Khadi, making it most appealing to the younger generations. It has become a fashion fabric from the fabric of independence (IWK Khadi, 2019).

Stage V: 2016 onwards: High Mass Consumption: Stayed at the heart of development:

The continuous transformation of Khadi from a fabric for independence to fabric of fashion, it has stayed in the hearts of Indians. The progress in the span of these years after 2016 has been imperceptible (Modi, 2017); (Khadi book, 2019).

2.7 Consumer Behaviour Origination

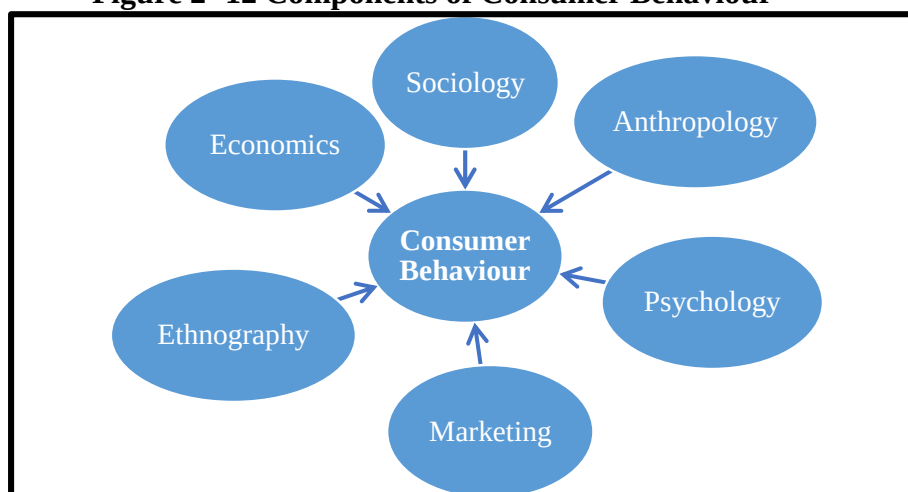
Marketing is the study and management of the exchange relations. It is a commercial procedure of identification, anticipation and satisfaction of needs and wants of the consumers (Bagozzi, 1975); (Hunt, 1976). During the 1940s and 50's, the field of Marketing was dominated by the 'Classical Schools of thoughts' which were profoundly graphic and depended vigorously on contextual analysis approaches with just periodic utilization of interview techniques. Towards the end of the 1950s, two significant reports criticized marketing for its absence of methodological meticulousness, particularly the inability to receive numerically situated behavioural science research methods. (Tadajewski, 2009). Hence, the stage was set for the marketing domain to turn out to be more inter-disciplinary by embracing a Consumer Behaviour point of view.

After the 1950's, marketing started to shift its dependence from Economics to different disciplines like the behavioural sciences including anthropology, sociology and psychology. This emphasised customer as a unit of evaluation. Therefore, a new considerable knowledge was added to the marketing discipline – including such thoughts as reference groups, opinion leadership and loyalty of brand. The segmentation of market, particularly demographic division dependent on socio-economic status file and family unit life-cycle, likewise got a

chic. With the inclusion of Consumer Behaviour, the marketing discipline showed an expanded logical modernity as for hypothesis advancement and testing methodology (Sheth, 1985).

In its initial years, Consumer Behaviour was intensely impacted by the research on motivation, which had expanded the comprehension of consumers and had been utilized widely by advisors in the advertisement business and furthermore in the field of psychology during the 1920s, '30s and '40s. By the 1950s, marketing discipline started to receive strategies utilized by the motivation scientists including projective techniques, in-depth interviews, a range of quantitative and qualitative research methods and thematic appreciation test (Fullerton, 2013).

Figure 2- 12 Components of Consumer Behaviour



(Source: Author's Own Compilation)

Recently, researchers have included another arrangement of instruments including: ethnography, phenomenological interviewing and photograph elicitation methods. In the current time, the discipline of the consumer behaviour is viewed as a significant sub-discipline within the marketing domain and is incorporated as a unit of study in the marketing discipline and has become popular as CB (Tadajewski, 2009). As indicated in the **Figure 2-12**, Consumer Behaviour is an inter-disciplinary social science that is a composition of elements such as Sociology, Psychology, Ethnography, Anthropology, Marketing and Economics preferably behavioural economics, which intends to understand the buyer's decision making process pertaining to purchase of goods or services individually or in groups (Dodoo, 2007). It exhibits how attitudes, emotions and preferences affects the behaviour of consumer, taking into consideration its personality, lifestyle, demographics and other behavioural variables. It also considers the social groups like family, friends, social groups and society at large that affects a behaviour of consumer.

2.7.1 Consumer Behaviour

Consumer is an individual or organization who buys and has the capacity to buy goods or services offered by marketing institutions in order to satisfy the personal or household needs, wants or desires (Walter, 1974). Consumer Buying Behaviour is an inseparable part of marketing. Various authors have explained the meaning of consumer buying behaviour in different ways. According to (Enis, 1974), consumer buying behaviour is “A procedure, which with the help of inputs and its usage through method and activities results in the fulfilment of wants and needs”. On the other hand, according to Walter (1974), consumer behaviour refers to the total process by which individuals interact with their environment. According to Faison and Edmund (1977) Consumer behaviour is elucidated as the series of needs that consumers have, which leads them to the drive state’. According to Loudon and DellaBitta (1984), Consumer Behaviour is the decision making process and the physical activity in which the individuals engage towards evaluation, acquisition, using or disposing of goods and services. On the other hand, Engel, Blackwell and Miniard (1986) explained Consumer Behaviour as ‘the acts of the people which are directly engaged in obtaining and utilising the economic services and goods including the decision process that precedes and determines such acts’.

The definition shaped by (Solomon, 1995) depicts buyer purchasing conduct as a procedure of picking, buying, utilizing and discarding services or goods by the groups and individuals so as to fulfil their necessities and needs. Further to extend the above description Gabbott and Hogg (1998) describes that it may have different activities and stages too. Comparative meaning of buyer purchasing conduct is offered by Schiffman, Hansen and Kanuk (2007) in which they portray it as conduct that buyers express when they select and buy the services or goods utilizing their accessible assets so as to fulfil their necessities and wants. Worlu, Adegbuyi and Kehinde (2007) adopt a comparable strategy in clarifying consumer behaviour as that piece of human conduct which concerns explicit sorts of human activities that have direct bearing on the acquisition of services and goods from the marketing associations. Stallworth (2008) elucidated buying behaviour as the acquisition and use of services and goods which resulted from the mental and emotional satisfaction of consumers and their behavioural needs. According to Saravanan, Panchanatham and Pragadeeswaran (2009), “Consumer behaviour is that behaviour exhibited by people in planning, purchasing, and using economic goods and services. Consumer behaviour is an integral part of human behaviour and cannot be separated from it. Also, Consumer behaviour is considered as a study of organisational as well personal consumer, depicting what to buy, where to buy, how

to buy and why people are buying (Dadfar, 2009). Kumar (2010) states consumer buying behaviour as a buying behaviour of final consumers i.e.; households and individuals who purchase services and goods for their personal consumption. . According to Kotler & Keller (2011), Consumer Buying Behaviour is elucidated in the most recent volume as the ways of buying and disposing of services, goods, ideas or experiences by different individuals, groups or organizations in order to satisfy their wants and needs. A new insight by Khaniwale (2015) with respect to buying behaviour is it refers to all the feelings, thoughts and actions that an individual has or takes before or while buying any product, service or idea. According to Ateke and Akekue (2017) consumer behaviour conceivably refers to the manner or disposition of individuals in their job as customers reach out towards practices identifying with the pursuit, buy, use and removal of services and goods. On the other hand, yet another viewpoint of the Consumer buying behaviour is ‘the aggregate of a consumer's mentalities, inclinations, expectations, and choices with respect to the buyer’s conduct in the market when buying services or product’ (Ramya & Ali, 2018).

Table 2- 22 Evolution of Consumer Buying Behaviour

Author	Consumer Behaviour Described As	Results In
Walter (1974)	Total Process	Interaction with the environment
Enis (1974)	Process	Fulfilment of Needs and Wants
Faison and Edmund (1977)	Needs	Drive state
Loudon and DellaBitta (1984)	Decision-making Process and Physical Activity	Evaluation-Acquisition-Use-Disposal
Engel, Blackwell and Miniard (1986)	Act	Obtaining + Utilising
Solomon (1995)	Process	Evaluation-Acquisition-Use-Disposal
Schiffman, Hansen, & Kanuk (2007)	Conduct	Selection and Purchase
Worlu, Adegbuyi, & Kehinde (2007)	Human Actions	The acquisition of services and goods from the marketing associations
Stallworth (2008)	Acquisition and Use	Emotional and Mental Satisfaction
Saravanan, Panchanatham and Pragadeeswaran (2009)	Planning, Purchasing, and Using	Economic goods and Services
Dadfar (2009)	A Study	What, When, Why and How, Purchase takes place
Kumar (2010)	Buy behaviour of final Consumers	Purchase for Personal Consumption

Author	Consumer Behaviour Described As	Results In
Kotler and Keller (2011)	Ways of Buying and Disposing	Satisfaction of Needs and Wants
Khaniwale (2015)	Feelings, Thoughts and Actions	Purchase of product, service or idea
Ateke & Akekue (2017)	Disposition	Search, Purchase, Use and dispose of product or service
Ramya and Ali (2018)	Mentality, Inclination, Expectation and Choices	Purchase of product, service or idea

(Source: Author's Own Compilation)

Thus, Consumer Behaviour as elucidated from time to time is a complex and dynamic issue which cannot be defined very easily and hence different researchers have defined it in different ways (Blackwell, Miniard and Engel, 2006). All the studies of consumer behaviour put together cannot give an exact idea. People use their instincts to answer the question in fraction of time rather than giving time to think about when they were in that situations. Author concluded that it's not possible to predict consumer's behaviour accurately, due to incorrect responses collected by the researchers (Peterson, 2005). On the other hand as per Dudovskiy (2013), despite the fact that the descriptions given above are different, they all lead to regular view that the consumer buying behaviour is a procedure of choosing, buying and discarding services and merchandise as indicated by the requirements and needs of the consumers. In any case, there is a general accord among the academicians and researchers that this procedure is dependent upon persistent change after some time as the purchase attributes of the consumers change because of their physical and mental needs.

Thus, the Operational Definition for Consumer Behaviour may be viewed as ***“a dynamic process and exploration by the consumer towards the pre-purchase undertakings, acquisition, use and disposal of goods or services for final consumption towards the mental and emotional satisfaction of needs and wants”***. The Buyer behaviour answers various questions like why, what, how, when and where a consumer makes a purchase. The literature above, has sufficient evidence to prove the above fact and arrive at its own explanation.

2.7.2 Factors affecting Consumer Behaviour

The buying behaviour of the consumer alludes to the purchasing conduct of a definitive consumer. Numerous components, specificities and attributes impact the person in what he is and the shopper in his decision making process of buying, shopping propensities, buying

conduct, the brands he purchases or the retailers he goes. A purchase decision is the consequence of all of these elements. An individual or a consumer is driven by his way of life, his subculture, his social class, his participation gatherings, his family, his character, his mental variables, and so forth and it is impacted by social patterns just as his social and cultural condition (Ramya & Ali, 2016). Thus, the factors affecting the buying behaviour of a consumer are social, personal, psychological, cultural, economic (Rani, 2014); (Victor, Thoppan, Nathan, & Maria, 2018); (Kumar A. , 2019); (Howard, 1970) and now Marketing (Anisha & Kalaivani, 2016).

2.7.2.1 Social

Social variables influence the buying behaviour of consumer significantly. Each individual has someone around affecting their purchasing choices. The significant social components are: Family, Reference Groups and Role and Status in Society (Perreau, 2014). The members of the family can impact the buying behaviour of the consumers. A family structures the earth for a person to secure qualities, create and shape personality. A family makes first discernments about brands or items and buyer habits. The reference groups impacts the self-image of the consumers and the purchasers' conduct. The reference bunch gives a few purposes of correlation with customers about their conduct, way of life or propensities. For the most part there are smaller reference gatherings, which are shaped by family, dear companions, neighbours, friends, work gathering or other individuals that purchasers associate with. The gatherings to which a buyer does not have a place yet can likewise impact. These optimistic gatherings are bunches where a consumer tries to have a place and wants to secure a place in it in future (Kotler & Armstrong, 2009). Social status mirrors the position that people have in social gatherings dependent on such things as wealth or money, occupation and education and the role a consumer plays at job which impacts product and brand determination regularly and hence mirrors the social job and status.

Pandey and Dixit (2011) while studying the influence of children on family buying decision has showed a shift in the trend of social structure such as joint family system now converting into nuclear family system, women and children turning into purchasing agents of the family and thereby, enjoy discretion in routine consumption decision in addition to pestering for other desired products. The author concluded that choice of the children and quality considerations are the most important factors while selecting a product brand for children. TV advertisements have maximum influence on purchase decision making followed by friends and neighbours depicting greater reliance on mass media for information. The study carried out by Bearden and Etzel (1982) on the consumer perceptions of reference group that

influence the product and brand decisions. In this study, authors concluded that role of references group in stimulating selective demand for products and brands is highly significant. Also, LeGrand and Udell (1964) carried out an empirical study to understand the process of shopping, consumers go through while purchasing for their living room furniture and television sets. The study found that wife was the influencer for the purchase of living room furniture while husband for the buying of television set. Further, the study also analysed the prospective buyer substantial engagement in window shopping or by gathering out-of-store information from friends and relatives regarding the quality, price of the product and performance.

Thus, Family, Friends, Neighbours, Reference Groups and Role and Status of a Consumer affects its buying behaviour significantly. The social factors likewise have significant effect on the purchaser conduct as each individual is worried about how others from his/her social circle see him/her. His/her status in the society and individual's perspectives about him/her matter a great deal to him/her. Furthermore, in this way, the social factors additionally impacts the way they act prompting an effect on their buying choices. In this manner it is imperative that marketers look at such social factors that impact the buyer's conduct to execute powerful strategies (Carrington, Neville, and Whitwell, 2010) and (Chiou and Pan, 2008).

2.7.2.2 Economic

The economic factors of the consumers also play an important role in their buying decision. Consumer's behaviour is impacted to a great extent by financial components. Financial variables that impact the conduct of the consumers are Personal Income, Family salary, Expectation of the Income, Savings, and Liquid resources of the Consumer, Credit of the Consumer and Other monetary components (Ramya and Ali, 2016).

The personal income of an individual impacts his purchasing conduct as it decides the level to which the sum is spent on the acquisition of products and services. The family salary alludes to the total of the whole of the pay of all the members of the family. The absolute family salary additionally impacts the buying behaviour of its individuals. The pay staying in the wake of meeting all the fundamental necessities of life can be utilized for the acquisition of shopping merchandise, extravagance things, durable products and so forth. An Individual's desire as for his salary level later on i.e.; Expected Income and Savings impacts his purchasing conduct today. An individual anticipates that his pay would increase later on, at that point he will spend more cash on the acquisition of the extravagance merchandise,

durables and shopping products. On the contrary, if he anticipates that his salary would fall later on his consumption on such things additionally lessens (Ramya & Ali, 2018).

Thus, it is fundamental that marketing professionals and experts study the economic factors and arrive at an appropriate marketing plan to cope with the consumer's behaviour as per consumer's purchasing power.

2.7.2.3 Personal

A Consumer's choices are affected by the personal factors, for example, a Purchaser's Age and Life cycle state, Economic Situation, Personality, Life-style and Self-concept.

The Consumers vary during their life and purchasing of items adjust contingent upon age and phase of life. Age related variables are, for example, taste in food, attire, entertainment and furniture. Also, values, environment, way of life, leisure activities and shopper habits develop during lifetime. Family life stages change buying conduct and brand choice. Customarily a family life cycle included as it were youthful singles and wedded couples with offspring. These days' advertisers are concentrating on voluntary, non-traditional stages, for example, unmarried couples, childless couples, same sex couples, single guardians and singles wedding later in life. (Kotler and Armstrong, 2009) It can be accepted that buyers' taste can change during lifetime and has effect on apparels choice in various phases of life. A purchaser's occupation and buying power impacts the consumer behaviour. The salary level influences what customers can bear the cost of and the point of view towards money. Individuals, who share comparable occupations, tend to have comparable preference for music, apparel and relaxation exercises. They typically mingle with one another, and share a similar sort of qualities and thoughts. Thus, the economic situation influences on what buyer can manage the cost of and point of view towards money and hence buying (Solomon , 2004). Individuals from lower salary bunches are most likely more keen on purchasing items that are important for endurance than spending on extravagance brands or creator garments. These way of life measurements express an individual's way of living. Way of life will impact customers' purchasing conduct and choices (Kotler and Armstrong, 2009).

Self-concept is a multi-dimensional and complex term. It is portrayed as the self-idea as follows "Self-idea is regularly depicted as the totality of a person's musings and emotions in regards to him/herself as an object." In another words, the picture individuals hold about their selves shaped by mentalities and convictions. Numerous brands have built up a picture

and character that compare with buyers' qualities and characteristics. It permits buyers to communicate through brand decisions (Kardes, Cronley and Cline, 2011).

Personality recognizes one individual from another by singular qualities. These individual qualities can be self-confidence, adaptability, dominance and sociability (Kotler and Armstrong, 2009). Personality decides how we see ourselves and how others see us. Personality adjusts during life when an individual grows up and changes environmental factors (Wright, 2006). For around sixty years of research in marketing (Martineau 1958) has demonstrated that the perception and affiliations, consumers have about brands go far their functional attributes and benefits, and incorporate non-functional, representative characteristics, regularly alluded to as "brand picture." Among these parts of brand picture are judgements and relationship about the brands "Personality," the "arrangement of human-like attributes related with a brand (Aaker, 1997). For example, among soda pops, Pepsi is regularly seen by customers as increasingly "youthful," Coke as progressively "genuine and legitimate (Aaker, 1997). The estimation instrument utilized frequently is the one created by Aaker (1997). Utilizing the amassed classification/brand framework, she discovered five elements, marked as sincerity (test thing: legit), excitement (brave), competence (solid), sophistication (high society), and ruggedness (extreme); her scale is depicted in more detail underneath.

Every one of these measurements incorporates various elements that identify with human personality measurements, the first measurement sincerity brings affability of the brand by reflecting honesty, trustworthiness and down-to-earth qualities. The Excitement offers customers modern data and a vivacious options like innovation brand Apple. When utilizing Mac PCs, shoppers can feel their selves youthful and laid back. While a brand that represents competence offers security and responsibility to customers. Sophistication influences upper class shoppers by enchanting with extravagance, for example designer items like Gucci or Rolex. The fifth measurement is ruggedness i.e.; roughness that draws in buyers inverse of refinement. Roughness speaks to brands that are viewed as extreme, solid and outdoorsy.

The Personal elements are novel to each person; they drive the conduct of the people. The personal features of people have huge effect on what their needs are, what they select, what they like and consider being significant (Charles, 2012); (Bearden, Netemeyer and Teel, 1989). Therefore, these individual components administer their buying behaviour (Fischer

and Arnold, 1994). Hence, it is fundamental that marketing & advertising experts study the personal factors and figure out appropriate marketing plans.

2.7.2.4 Psychological

The Psychological components that impact a person's choice to make a buy are additionally arranged into the consumer's learning, motivation, perception, beliefs and attitudes. (Callwood, 2013).

The Motivation or the Inspiration is an actuated inside need, prompting objective guided behaviour to fulfil that need. In like manner, intentions can be characterized as strong, enduring and diligent inner stimuli that stir and direct behaviour towards specific objectives (Trehan and Trehan, 2009). If the advertisers realize what leads to motivation for the consumers, they might have the option to create showcasing strategies to impact consumer's motivation and additionally process data about their image or promotion (Smoke, 2009). The Perception is the means by which shoppers comprehend their general surroundings dependent on the information they receive from their sources. In the response of the stimuli, buyers subliminally assess their necessities, qualities and expectations, and afterwards they utilize that assessment to choose, compose and decipher the stimuli (Connolly, 2010). Bhardwaj & Fairhurst (2010) expressed that the perception of style and fashion shifts among various ages. More youthful individuals for the most part lean towards a higher number of low quality, cheap and fashionable apparels, contrasted with the older generation which wants to buy a less number of high quality garments. The Learning portrays changes in a consumer's conduct emerging from a fact. In each situation a consumer's discernment is adapted by its related knowledge, for it is this which comprises the preliminary set or desires and the system into which a consumer look, to put and arrange new improvements. At the end of the day, a consumer had gained from the previous experience and look to keep up parity or consistency by identifying with and deciphering new improvements and organize new stimuli (Blythe, 2008).

The marketers are keen on the convictions and beliefs that consumers define about explicit items and services in light of the fact that these beliefs make up item and brand pictures that influence purchasing conduct. A buyer may accept that Sony's Cyber-shot camera takes the best HD video, is simplest to utilize, and is the most sensibly valued. These beliefs might be based on information, confidence or prattle. Customers will in general build up an allowance of faith based expectations about an item's characteristics and afterwards, through these

beliefs, structure a brand picture, a set of beliefs based expectations about a specific brand (Lee, 2007). Individuals have attitude with respect to religion, governmental issues, garments, music, food, and so on. The attitude of customer likewise impacts the consumer behaviour. If the consumer's disposition towards an item is good, at that point it will have beneficial outcome on consumer behaviour. The marketers find winning disposition towards their item and attempt to make it positive and make attempt to look after it (Hoyer and Deborah, 2008).

The Psychology of individuals is the partial leader of their personality and behaviour. The psychological components have significant effect on the purchaser conduct. The buy choice is the reflection of a person's internal emotions, feelings and thoughts (Vinson, Scott and Lamont, 1977); (McGuire, 1976). The study of psychology influencing purchaser purchasing conduct will assist marketers with launching more brilliant plans of marketing.

2.7.2.5 Cultural

Culture profoundly impacts the buying behaviour of an individual and along these lines marketers should concentrate on dividing their segments dependent on the cultural necessities and wants of the consumers. "Culture is a blend of financial and moral values, norms, attitudes, convictions and propensities created in time by humankind, which is shared by the individuals in the society and which exceptionally decide their behaviour, including the buy and utilization conduct (Radulescu and Orzan, 2012). The idea of culture has two essential ramifications for showcasing: it decides the most fundamental qualities that impacts consumer standards of conduct, and it very well may be utilized to recognize subcultures that represents substantial market portions and opportunities (Andersone and Gaile-Sarkane, 2008).

Moreover, a person's utilization behaviour might be seen and imitated or dismissed by others. It would then be able to turn into group norms of behaviour and be recognized as a component of the culture of a given populace (Luna & Gupta, 2001). The procedure of engrossing a culture is called socialization. It proceeds for a lifetime of an individual and produces numerous precise preferences for services and goods, shopping examples and associations with others. Applied to consumer behaviour and marketing, it is alluded to as the "consumer socialization" (Andersone and Gaile-Sarkane, 2008). For instance, "An advertisement which rouses a British or American housewife or youngster to purchase some cosmetics or some pants or jeans may not suit the cultural foundation of an Indian Target for

the similar item (Ramachander, 1988). Cultural Factors incorporate Buyer Cultural, Subculture and Social Class.

Culture incorporates each part of life including the musings, practices, conduct, technology, innovation, language, rituals, customs, ethics, believes, life-style, morals, organization, and craft of any given group of people. Hence, people belonging to different culture may have differing views on the same product or services. They may have inclination for merchandise and enterprises which suite their culture. For instance, wearing western outfit on celebrations isn't acknowledged in Indian culture. This is Buyer Cultural. Whereas every culture comprises of several sub-cultures such as geographic regions, nationalities, religions, racial groups etc. Sub-culture can be referred as a group of individuals having common situations and experiences. And hence, they have needs and wants accordingly. Every culture has some bifurcation based on education, income and profession, these sub-divisions are referred as social classes and individuals belonging to same social class have similar behaviour and interests (Khaniwale, 2015).

The Cultural foundation of the individuals assumes a key job in the buying behaviour of the consumers. Individuals from various culture have different assessments about a similar service or product; accordingly, the marketers should concentrate on segmenting their business sectors in view of the cultural wants and needs of consumers (Henry, 1976) ; (Kacen and Lee, 2002) ; (Knight and Calantone, 2000).

2.7.2.6 Marketing

A newly introduced concept towards the study of consumer behaviour is marketing. Every component of the marketing blend – Product, Place, Price and Promotion has the potential to influence the buying behaviour at different stages. **Product:** The uniqueness of the item, the physical appearance and packing can impact purchasing choice of a buyer. **Pricing:** Pricing system affects purchasing conduct of buyers. Marketers must consider the value affectability of the targeted consumers, while fixing price of the services or products. **Promotion:** The different components of promotion, for example, publicizing, public relation, advertisements, individual/personal selling and promotion of sales influence purchasing conduct of consumers. Advertisers select the promotion blend subsequent to the nature of customers and their behaviour. **Place:** Channels of the distribution and the place of circulation influences purchasing conduct of customers. Advertisers makes an endeavour to choose the correct channel and circulate the items at the perfect place. Hence, the marketing mix, essentially affects the consumer behaviour (Anisha & Kalaivani, 2016).

Table 2- 23 Marketing Mix

Attribute	Element	Measurement Items
Product	Variety	Brand “W” has many product variety in each product variety
	Quality	Brand “W” are able to perform the disguised function (e.g. lightening products can really brighten my face, moisturizing products can really moist my face, etc.)
	Design	Brand “W” products have practical design (e.g. compact powders are equipped with mirror, etc.)
	Features	Brand “W” provides product with unique features, such as Halal matte lipstick (Halal cosmetics are cosmetics are do not contain alcohol or any animal elements)
	Brand Name	“W” is a well-known brand
	Packaging	Brand “W” has attractive packaging
Price	Price Competitiveness	Price compared to its competitors
	Affordability	Brand “W” is affordable
	Price to Quality	Brand “W” price is appropriate for its quality
	Price to Benefit	Brand “W” price is appropriate with the benefits I received
Promotion	Advertising	Brand “W” TV advertisement is interesting
		Brand “W” magazine advertisement is increasing
	Sales Promotion	I often get free samples from Brand “W”
		Brand “W” often gives discount
	Public Relation & Publicity	Brand “W” involvement in charitable donation improve the Brand’s image
	Official & Social Media Marketing	Brand “W” social media accounts are Informative
	Direct & Database Marketing	Brand “W” online catalogue in its website summarized the whole products
Place	Location	Brand “W” employees are very helpful in choosing the right products for me, answering my questions, responding to my complaints and etc.
		Brand “W” store location is not for me
	Sense of Place	Brand “W” store locations are easy to access since it is located in malls and big street
		The design of Brand “W” store is good
		The atmosphere of Brand “W” store makes me feel comfortable

(Source: Nugroho & Irena, 2017)

2.7.2.6.1 Digital Marketing

Electronic Marketing, popularly known as Digital Marketing, Web Marketing is the segment of promotion that uses web and online based computerized innovations, for example, personal computers, cell phones and other advanced media and stages to sell products, items and services. It's up gradation during the 1990s and 2000s, changed the manner in which brands and organizations use innovation for marketing. As Electronic Marketing turned out to be progressively fused into advertising plans and regular life (Nielsen, 2016) and as consumers progressively utilize advanced gadgets as opposed to visiting physical shops, (Dahlen, 2010), campaigns for digital marketing have got pervasive by employing the combinations of Search Engine Marketing, Search Engine Optimization, Influencer Marketing, Content Marketing, Campaign marketing, Content Automation, E-Commerce, Data-driven Marketing, Social-Media Marketing, E-mail Marketing, E-Books, Display Advertising, Optical Disks and Games have become a Familiar Place. Electronic Marketing stretches out to non-internet stations that give computerized media, for example, TV, cell phones (SMS and MMS), call back and on-hold versatile ring tones (Techopedia, 2015).

Figure 2- 13 Digital Marketing



(Source: Ratra, 2018)

In the profoundly competitive market and innovation progression with the use of web, it has moved the traditional marketing to digital marketing. Digital marketing get a wider platform and in the exceptionally competitive market it includes expanding the models of business, utilizing computerized technologies which decreases cost and extend business globally. Today, internet marketing have a more prominent extent of growing their business in future as consumers are considerably more fulfilled by doing internet shopping as they find digital marketing significantly more secure than traditional marketing. Internet Marketing give chance to the consumers to examine the information of the services or products furnished by

the companies and so the consumers are able to make a comparison, with the goal that they can appreciate right to choice and make purchases whenever 24*7 at any place of the world. With the rationalised technology and increment in the use of web commitment, interconnectivity of shoppers is expanding every day because of which the behaviour of consumers have changed significantly and marketers ought to comprehend the consumer behaviour. Hence, it is imperative to know the psychology of the consumers in the dynamic condition. Regularly changing behaviour of the consumers in the digitalized world ought to be seen appropriately to make the business supportable. (Kaur, Tandon and Malik, 2018).

In the era of globalization, Electronic Marketing is a great revolution. Over the last decade maximum business organizations are running with technological change. Online shopping or marketing is the use of technology (i.e., computer) for better marketing performance. And marketers are devising strategies to meet the demand of online shoppers; they are busy in studying consumer behaviour in the field of online shopping, to see the consumer attitudes towards online shopping, specifically studying the factors influencing consumers to shop online (Vadivu, 2015).

All visual, written and auditory contents designed according to the benefit of the consumers enable consumers to build a link between brand and product and therefore informative content regarding brand, business, product and services about the brand and the businesses themselves through digital channels can be defined as digital content marketing. Accordingly, companies are striving to create an effective and reliable content on the internet in order to gain new customers and secure existing ones. In this context, knowing the behaviour of the consumer to enable the use of the digital content marketing is of greater importance (Akbiyik, Andac and Karkar, 2016).

The transformation in the shopping experience is largely driven by the influence of digital technology on the behaviour of consumers. According to the third annual Digital Consumer Study, almost 50% of consumers say they have performed shopping-related tasks on their mobile phones in the past three months. Consumers state they are using digital technology to research, browse and purchase, sometimes all on one website. As some strategies include responsive website design, free shipping offers, mobile alerts and content marketing. The imperative to implement these digital tools has gone from spotty and isolated, to mainstream and necessary. The digital study and outline strategies marketers use to proactively engage the new consumers and study of their behaviours (Yasav, 2015).

In recent years, the decline of the mass media and growth of internet and fragmented audience, online have forced advertisers, agencies and publishers to revise their thinking about delivering marketing message to consumers .Change in web technology and customer's behaviour has in many cases, increased opportunities to target advertising yet how to make the most effective use of the web as a channel for commerce and communications has proven to be more elusive (Saravanan and Sajitha, 2016).

Another study reveals that the most of the respondents prefer the online mode over the traditional method of purchases and they are satisfied by the offerings and the other aspects of e-commerce services provided by these online sites / mobile apps. This is a significant shift in the behaviour of consumers, due to the use of Internet (Kushwaha, 2019).

The study endeavoured to understand customer satisfaction towards online shopping while investigating the major reasons that motivated the buying behaviour of consumers as well as inhibitions of online shopping. Online payment system and privacy or security anxieties have significant impact on online shopping. But, from the findings, it was discovered that respondents use internet to purchase products through online because they believe it is convenient to them and the term convenient includes elements such as time saving, information availability, opening time, ease of use, websites navigation, less shopping stress, less expensive and shopping fun (Karim, 2013).

Thus, the marketers influence the behaviour and decision-making of the consumers by delivering an electronic experience via digital marketing that has a combo of information and functionality on products and services. The web experiences like search, select, evaluate and purchase online assist the marketers to recognize the potential of their online strategies on the consumer behaviour significantly (Bright and Daugherty, 2012). A consumer gives a lot of significance to product offering of the firm. A comprehension of the psychological, social, cultural and economic features of the purchaser and their thought processes, perspectives, personality and perception can help to find new opportunities in the market, a sharper market segmentation, an improved product differentiation and to plan promoting techniques based on the responses of the consumers as a significant variable (David & Nigel, 2006). Thus, in this way personal, social, psychological, cultural, economic and marketing factors affect the Consumer's Behaviour. A summary in Nutshell is presented as below in the **Table 2-24:**

Table 2- 24 Factors affecting Consumer Behaviour

Authors	Factor	Attributes/Variables
	Social	Family

Authors	Factor	Attributes/Variables
(Perrea, 2014) ; (Kotler & Armstrong, 2009) ; (Pandey & Dixit, 2011) ; (Bearden & Etzel, 1982) ; (LeGrand & Udell, 1964) ; (Carrington, Neville, & G.J. Whitwell, 2010) ; (Chiou & Pan, 2008)		Reference Groups
		Role & Status
Ramya and Ali (2016)	Economic	Personal and Family Income
		Income Expectation
		Savings and Liquid Resources
		Credit of Consumer
(Kotler & Armstrong, 2009) ; (Solomon M. , 2004) ; (Kardes, Cronley, & Cline, 2011) ; (Wright, 2006) ; (Aaker, 1997) ; (Blackwell, Miniard, & Engel, 2006) ; (Charles, 2012) ; (Bearden & Etzel, 1982) ; (Fischer & Arnold, 1994) ; Martineau (1958) ; Howard and Sheth (1969)	Personal	Age
		Life-Cycle Stage
		Economic Situation
		Life-Style
		Self-Concept
		Personality
(Callwood, 2013) ; (Smoke, 2009) ; (Connolly, 2010) ; (Blythe, 2008) ; (Lee, 2007) ; (Hoyer & Deborah, 2008) ; (Vinson, Scott, & Lamont, 1977) ; (McGuire, 1976)	Psychological	Learning
		Motivation
		Perception
		Beliefs and Attitude
(Radulescu, V., & Orzan, 2012) ; (Andersone & Gaile-Sarkane., 2008) ; (Luna & Gupta, 2001) ; (Ramachander, 1988) ; (Khaniwale, 2015) ; (Henry, 1976) ; (Kacen & Lee, 2002) ; (Knight & R.J. Calantone, 2000)	Cultural	Culture
		Sub-Culture
		Social Class
(Bright & Daugherty, 2012) ; (Kushwaha, 2019) ; (Nielsen, 2016) ; (Dahlen, 2010) ; (Techopedia, 2015) ; (Kaur, Tandon, & Malik, 2018) ; (Vadivu, 2015) ; (Akbiyik, Andac, & Karkar, 2016) ; (Yasav, 2015) ; (Saravanan, Panchanatham, & Pragadeeswaran, 2009) ; (Kotler & Keller, 2011) ; (Karim, 2013)	Marketing	Product/Service
		Price
		Place
		Promotion
	Digital Marketing (Web Marketing)	Social Media, Email Marketing, SEM, App Development, web Design, SEO, Content Marketing, and Branding.

(Source: Author's Own Compilation)

2.7.3 Consumer Behaviour and Youth

Youth is a transition from childhood dependency to adulthood independence. But education and employment are the factors which best describes this category as a phase of age when an individual leaves his/her education and joins first employment. UNESCO categorizes

youth as people in the age group of 18-24 years for its statistical purposes (United Nations,n.d) ,whereas African Youth Charter defines it as people in the age group of 18-35 years. (UNESCO, 2017). Youth on the contrary is not a static into a particular age group, rather it is more fluid category to describe. It is the period of one's development ,transition to maturity from childhood , the state of being young. (Cambridge Dictionary, 2019 ; Merriam Webster, 2019).The youth policy of India defines it as a person in the age group of 15-29 years of age as youth. (National youth Policy, 2014).

Table 2- 25 Youth Age Groups

Entity/Instrument/ Organization	Age	Reference
UN Secretariat/UNESCO/ILO	Youth: 15-24	UN Instruments, Statistics
UN Habitat (Youth Fund)	Youth 15-32	Agenda 21 ⁷
UNICEF/WHO/UNFPA	Adolescent: 10-19, Young People: 10-24, Youth: 15-24	UNFPA ⁸
UNICEF /The Convention on Rights of the Child	Child until 18	UNICEF ⁹
The African Youth Charter	Youth: 15-35	African Union, 2006 ¹⁰

(Source: United Nations Department of Economic and Social Affairs (UNDESA) , 2008)

Jain and Sharma (2015) in their research on decision making style of young adults with respect to buying behaviour in apparels had presumed the age of youth in the category of 20-35 years because the maturity in choosing wisely the type of apparels needed to the body lies in this age group.Khare and Sadachar (2017), in their study on green apparel buying of youth had conducted a study of 981 people in the age group of 18-24 years targeting them as youth. (Handa and Khare, 2013 ; Varshney and Khare,2017). Kansara (2014) examined the factors affecting youth in purchasing the branded garments and around 200 people of age group 20-30 years was surveyed to find various variables like age, income, occupation,brand conciousness as factors for buying branded clothes. Kaur and Singh (2007) in their study on retail buying motives of Indian Youth had taken the youth of age group 25-45 years as this age group in the family is most trusted for buying of clothes for the entire family because of the knowledge that it posseses with context to the trends in the market. Rocha, Hammond and Hawkins (2005) investigated the consumer buying behaviour of youth older than 15 years of age in their quantitative survey of purchase of fashion garments. On the contrary, Cassidy and Schijndel (2010) in their study on youth identity ownership from fashion marketing prespective had taken a survey of youth in the age group of 12-18 years.

Table 2- 26 Studies on Age of Youth

Authors	Context	Age
United Nations,n.d ; Khare and Sadachar (2017) ;Handa and Khare, (2013) ; Varshney and Khare ; (2017).	Employment , Fashion , Buying Preferences , Formation of various youth boards , Education	18-24
UNESCO, (2017)	Employment, Education, developing statistical capacity to measure different areas of youth development.	18-35
Cambridge Dictionary, (2019) ; Merriam Webster;(2019)	A state of being young	-----
National youth Policy (2014)	Education, Employment and Skill Development, Entrepreneurship, Health and Healthy Lifestyle, Sports, Promotion of Social Values, Community Engagement, Participation in Politics and Governance, Youth Engagement, Inclusion and Social Justice.	15-29
Jain and Sharma (2015)	Fashion , Buying Preferences	20-35
Kansara (2014)	Fashion , Buying Preferences	20-30
Kaur and Singh (2007)	Fashion , Buying Preferences	25-45
Rocha, Hammond and Hawkins (2005)	Fashion , Buying Preferences	< 15
Cassidy and Schijndel (2010)	Fashion , Buying Preferences	12-18

(Source: Author's Own Compilation)

2.7.3.1 Operational Definition: Youth

Researcher has created the definition of Youth as a person in the age group of 18-45 years on the basis of various literatures referred. “Youth is a person falling in the age group of 18-45 years who make a purchase decision to buy clothes which fits the body size and pays due consideration to style while buying the apparel for themselves and at times for family members and friends”.

2.7.3.2 Factors affecting Behaviour of Youth as Consumers towards Purchase of Khadi Apparels

Clothing plays a very important role as it acts as a second skin to the human-beings. It exhibits one's culture and background. The attentiveness in clothing is very high in one's youth period. The educational background of a person do affects the clothing style influenced by social and economic factors (Jain, Singh and Rankawat, 2017). The influence

of one's peers is also very important factor that stimulate youth in purchasing apparels (Gordon and Pemberton, 2018). The youth according to various surveys prefer branded clothes over non-branded ones due to various reasons like good quality, value for money, celebrity endorsements, trendy and fashionable attires (Hogg, 1998) ; (Ahamed and Ravi, 2016) ; (Singh, 2016); (Sharma,2017) ; (Mishra and Agrawal, 2017). On the other hand, some studies unveil that not giving any preference to brands, youth prefer only stylish apparels (Venter, Chinomona and Chuchu, 2016). Marketers are amending new methods, offering inventive plans and presenting new items to endure young people's preference (Market Research, 2008). Also, the marketing factors affecting the purchase of apparels are different aspects like design, color, price, style, branding etc. and the promotional factors of fashion apparels like brand image, quality, price, advertisements, promotional scheme and store display are taken into consideration as most important (Kumar, 2017).

Choudhury and Ramachandran (2004); Ahsaan (2009) described the views as youth wear Khadi for two reasons, first one being its national significance, the quality of fabric making the population self-reliant and the second reason being the unique features of Khadi suiting the Indian climate and due to the availability of different variants of Khadi. On the other hand, according to Chaudary and Ojha (2015), social influence plays a vital role for the youth in purchasing Khadi garments. The quality of Khadi and status symbol of national significance are two main key factors for the youth in buying the Khadi products. Also a large number of youth prefer Khadi because of its chemical-free characteristic. Talwa (2018), described the point of view of college youth about their view on preferring Khadi. Some students find it hip and happening, a fashion statement and an alternative of cotton in winters. On the other hand, some students find it boring and are totally unaware about the history of Khadi in this modern times. (Purkayastha, 2018), in her report to Times of India has referenced on the idea Khadi preference by the youth as it has been advancing as a style statement in the recent times. In the report she had concentrated on the assortments of Khadi garments, their use by the youth and the special measures taken so as to refurbish them by emphasizing the different contributories. Also, The innovation of Khadi denim has led to a good appeal to the youth for buying Khadi (Shivdasani, 2018). Mishra (2014) concluded from a research that Generation Y (having age between 20-35 years) could be the best buyer for Khadi and its products because this generation is not price conscious but brand conscious. This generation welcomes new types of kurtas, Jeans, tops, bags and other products. Talwar (2018), on the other hand described that college youth prefer Khadi just because they find it cool but are really unaware about the history of Khadi. ANI (2009) also supported the fact

that fashion conscious youth prefer Khadi as it is available in a large variety. The new youth-driven designs and collections are being presented which have brought about sound ascent in foot fall at Khadi stores (Umarji, 2014). On one hand, Bhardwaj (2011) described that Khadi is not preferred by the youth and it should be more stylish, accessible and well-priced enough to cater to the taste of metropolitan India and to catch the imagination of youth with cultural reverberation in the form of pride in the same way as the world has now perceived our monetary strength due to strong domestic markets in present and in the past had discovered their way in the Gandhian qualities. On the other hand, Upadaya & Deodiya (2013) described that majority of youth connect Khadi with the 'Swadeshi' movement of India and the reasons for its low acceptability could be higher cost of purchase and maintenance and lack of user friendly attitude. The youth who actually use Khadi reported lack of its colour fastness. Also, the fabric is too costly for the common men to afford. Khadi doesn't wrap well and one needs to, for the most part, launder it; the individuals who couldn't bear the cost of Khadi, buy the other materials (Shinde, 2009).

On another note, Anusuya and Banurekha (2016) elucidated that there is lack of awareness among youth regarding Khadi, so Khadi education should be inculcated in the education system of the country. Also by attractive marketing techniques, youth could be attracted towards the Khadi products and Gandhian ideology could be kept alive. Also, easy accessibility of items would help to increase in sales and preference, so more franchisees ought to be unlocked in urban territories. Inventive marketing networks ought to be expected to attract the youth.

From another point of view, youth relate Khadi to be a sign of patriotism. Youth prefer international brands in order to enhance their personality and image, Khadi therefore needs a young brand ambassador in order to create a space in the heart of youth and also to send a message crosswise over to the youth buyers that Khadi along with its patriotic implication could be stylish also. Relationship with a popular big name/celebrity endorsement would definitely appeal to the youth (Kaur and Rathore, 2017). According to a survey by Ambre and Lad (2017), youth is aware about Khadi yet not so much prepared to acknowledge it as significant piece of their closet. This could be essentially because of confinements like less accessibility of varieties, prints, surfaces and so forth. To overcome this drawback, involvement of leading designers like Sabyasachi has been undertaken to compel the youth to take a serious note of Khadi. The outcome of all the studies is compiled and presented in the following Table 2-27:

Table 2- 27 Consumer's Behaviour towards Khadi Apparels

Author	Outcome of the Study towards Clothing Preference	Factors	Attributes/Variables
Jain, Singh and Rankawat (2017)	Clothing preference is high during one's youth period. Educational, Social and Economic Factors play vital role. It exhibits one's culture and background	Personal, Educational, Cultural, Social and Economic	Age Education Life-Cycle Stage Economic Situation Life-Style Self-Concept Personality Family Reference Groups Role & Status Culture Personal and Family Income Income Expectation Savings and Liquid Resources Credit of Consumer
Gordon and Pemberton (2018)	Peer Influence is high while selecting clothing.	Social	Family Reference Groups Role and Status
Hogg (1998) ; Ahamed and Ravi (2016) ; Singh (2016); Sharma (2017) ; Mishra and Agrawal (2017)	Branded Clothes are preferred over non-branded clothes due to value for money, celebrity endorsement, trend etc	Marketing	Product
Venter, Chinomona and Chuchu (2016)	Stylish Clothes are preferred over branded clothes	Marketing	Product
Market Research (2008).	New marketing techniques lures youth to buy apparels.	Marketing	Promotion
Citation	Outcome of the Study towards Preference of Khadi Apparels	Factors	Variables
Choudhury and Ramachandran (2004); Ahsaan (2009)	Youth prefer Khadi for two reasons, National Significance and qualities of Khadi, suiting the Indian climate	Psychological Marketing Cultural	Motivation Beliefs Product Culture
Chaudary and Ojha (2015)	Social influence and National Patriotic Feeling plays a vital role for the youth in purchasing Khadi products	Social ; Psychological	Perception Beliefs Family and friends Reference Group Role and Status
Talwa (2018)	Some Youth find it hip and happening, a fashion statement and an alternative of cotton in winters. On the other hand, some find it	Marketing	Product

	boring and are totally unaware about the history of Khadi		
Purkayastha (2018)	Khadi preference by the youth has been advancing as a style statement in the recent times. In the report she had concentrated on the assortments of Khadi garments, their use by the youth.	Marketing	Product
Mishra (2014)	Generation Y (having age between 20-35 years) is the best buyer for Khadi and its products because this generation is not price conscious but brand conscious	Marketing	Product
Talwar (2018)	Youth find it cool but are really unaware about the history of Khadi.	Marketing	Product
ANI (2009) ; Umarji (2014)	The new youth-driven designs and collections are being presented which have brought about sound ascent in foot fall at Khadi stores	Marketing.	Product
Shivdasani (2018).	Khadi denim has reached youth's heart.	Marketing	Product
Citation	Outcome of the Study towards Non-Preference of Khadi Apparels	Factors	Variable
Bhardwaj (2011)	Khadi is not preferred by the youth and it should be more stylish, accessible and well-priced enough to cater to the taste of metropolitan India	Marketing	Product Price Place
Upadaya & Deodiya (2013)	Youth connect Khadi with the 'Swadeshi' movement of India and the reasons for its low acceptability could be higher cost of purchase and maintainance.	Psychological Marketing	Motivation Perception Beliefs and Attitude Price
Shinde (2009)	The fabric is too costly for the common men to afford	Economic Marketing	Salary Price
Kaur and Rathore (2017)	Youth prefer International Brands in order to enhance their Personality and image, Khadi therefore needs a young brand ambassador	Marketing Personal	Promotion Personality
Ambre and Lad (2017)	Youth is aware about Khadi yet not so much prepared to acknowledge it because of confinements like less accessibility of varieties, prints, surfaces and so forth and considering it as patriotic element.	Marketing. Personal.	Product Attitude Perception
Anusua & Bhanurekha, (2016)	Advertising the Khadi apparels on a larger scale should be done to build the preference of the consumers. Imparting Khadi Education,	Marketing Personal	Product Price Place Promotion

	Inventive marketing networks ought to be expected to attract the youth. Also, Presenting of user-friendly products, Easy accessibility of items, unlocking more franchisees would create demand.		Learning

(Source: Author's Own Compilation)

Thus, various factors affecting the buying behaviour of consumers towards clothing, Khadi apparels and non-preference of Khadi apparels are explained in the nutshell.

Khadi comprises a significant fragment of the textile industry. Khadi has been characterized as any fabric woven on handlooms in India from cotton, silk or woollen yarn hand spun in India or from a blend of any two or all of such yarns. Because of the imaginative idea of Khadi items and with continued endeavours, great interest of Khadi garments can be made in the national as well as worldwide market. Khadi has a critical association with Indian freedom struggle and has turned into emblematic of the battle for freedom (Balasubramanya, 2015). But the fashion industry functions on the customer's acknowledgment and the tendency of consumers to purchase garments and other style merchandise dependent on their knowledge, insight into the item and the impact it has on the consumer. The consumer is presently exposed to different types of media and aware about all the most recent patterns particularly through the events like Red Carpet, Celebrity Endorsement, and Promotions etc. which in general use the spotlight to bring into information on the consumer with respect to the various textures, prints, colours, hues and outlines and so forth. Gradually, leading to their spread within the market to reach the consumer eventually in the right price ranges that may be affordable (Venkatesh and Deekshitha, 2019).

Thus, in this way, the lower acceptability of the Khadi is due to lack of focus on all the factors that affects the behaviour of the consumer. It is affected by Social, Personal, Economic, Psychological, Cultural and Marketing as whole. But mostly, personal, economic, psychological and marketing factors are ill framed. Improper product presentation, price fixation, promotion and distribution, has led to its lower acceptability. Besides, the psychology behind Khadi as a fabric of freedom struggle, attitude as a fabric of political personnel has created its lower demand. Also, culture of Khadi as a fabric of freedom struggle, should be promoted for its higher consumer acceptance, which will lead to the use of national fabric, decreasing the dependency on international brands. Economic factor like affordability leads a consumer to buy, but Khadi being a costly fabric, may not be in the reach of common consumers. Personal factors like creation of awareness regarding

the fabric is lacking, which does not contribute in attitude formation of buying the fabric. Thus, a proper focus on all these factors will lead to a higher acceptability of the Khadi as Apparels.

2.7.4 Approaches to the study of Consumer Buying Behaviour

The Consumer Behaviour is a full-fledged body of knowledge, an applied field and an interdisciplinary borrowing from various subjects like sociology, psychology, economic, social anthropology etc. to deliver a body of understanding about the Consumer (Kopetz, Kruglanski, Arens, Etkin and Johnson, 2012). Over the past few years, various theories and models related to the behaviour of the consumer are formed, revised, tested, substantiated and validated which has changed our concept of consumer and his behaviour (Brosekhan and Velayutham, 2008). This field has been of great interest to the researchers. Commencing around 300 years ago, early economists like Nicholas Bernoulli, John von Neumann and Oskar Morgenstern, began to examine the basis of the consumer's decision making. (Richarme, 2007). This early work moved towards the point from an economic viewpoint and concentrated exclusively on the demonstration of purchase (Loudon and etl, 1993). The following literature depicts various theories used in the study of Consumer Behaviour.

2.7.4.1 The Theory of Utility

The term utility has been truly utilized by the economists to allude to individual sentiments, for example, delight, fulfilment, absence of torment, satisfaction and so on, drove by utilization. An early portion of the primary formulation of this Theory of Utility were commenced by Jeremy Bentham and D. Bemouilli in 1738. Bentham set forward the various elements of utility: intensity, certainty, duration, proximity etc and gave a pathway towards the theory of economic behaviour depending on utility in spite of the fact that it was not totally created. The Classical school had a core logic for the marketers, which relied on the idea of profit maximisation but not for the consumers and it was termed as theory of employer's profit maximisation. And hence the theory of utility gave a platform to the economist to explain the economic behaviour for the consumers as well as marketers as utility maxi misers. Consumers follow the principle of maximum utility based on the law of diminishing marginal utility. Consumer wants to spend minimum amount for maximizing the gains (Coto-Millán, 2003).

The theory was widely used in consumer decision making. An early economist, Alfred Marshall, in the mid of twentieth century formulated a model of CB, in the view of this theory named as the Marshallian Economic Model with the view of sound monetary decision

that portrays, clarifies, and predicts which groups of merchandise the consumers would purchase at different prices and quantities (Hoyer M. , 2004); (Anyanwu, 2010). Theory of Utility contributed in many areas like identifying process to invest in insurance, estimating value in societies, economic evaluation in healthcare, decision making in marketing management (Xinyi Song¹, 2010) ; (Han Bleichrodt, 1996) ; (Kuznar, 2000) ; (Gonglong & Wang, 2018).

But in the view of this theory, application of the same noticed that monetary factors alone failed to clarify all varieties in buying and selling process and furthermore that the essentials of how brand and item inclinations are disregarded in this theory, analysing just a little part of the purchaser's mind. It is regarded as a normative theory rather than a descriptive theory of CB, in light of the fact that not all the consumers would draw in economic investigation for all buys. However, the theory, offers a valuable perspective in the studies of CB and providing a rough approximation of certain sorts of behaviours of the consumers in the market (Grewal & Levy, 2010). This theory does not seem to be complete as it assumes the homogeneity of market, similar consumer's expectations and concentrates only on the product or price. It ignores the aspects such as recognition, inspiration, learning, mentalities, personality, character and other socio-cultural elements. It is imperative to have a multi-disciplinary methodology, as individuals are perplexing entities and are affected by external and inner factors (Wu, 1996).

Hence, cost or price isn't the only factor impacting choice making process. It must also focus on factors like cultural, social, personal and psychological to have a better understanding of consumer behaviour.

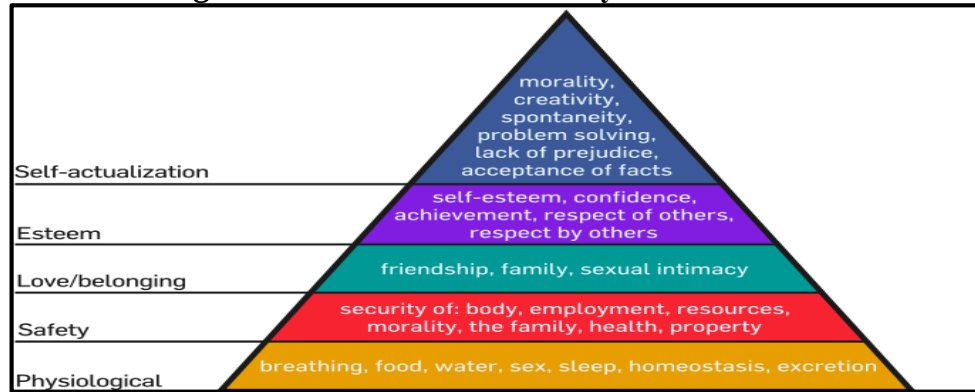
2.7.4.2 The Theory of Maslow's Hierarchy of Needs

The Psychological Model depends on the well-known psychologist A.H. Maslow's theory of Hierarchy of Needs which was published in a paper in 1943 by the author. The theory partitions the necessities into psychological needs, safety and security needs, social needs, ego needs and self-actualization needs. This division of requirements is named as Hierarchy of Needs. Maslow contrived his 5 level Hierarchy of Needs persuasive model while exploring Motivation in workforces in companies (Maslow, 1954). His pioneering work was a genuine eye-opener for the companies which acknowledged that workforces required overseeing not controlling and this was just feasible if the necessities of people were completely comprehended and created.

As per this theory, the conduct of buyers gets persuaded by their requirements and consumers needs never stops to exist yet emerge in a steady progression with the passing time. A

customer acts as per the strongest need at a specific time, he endeavours to fulfil the essential needs first and afterwards proceeds onward to a more elevated level of necessities and attempts to fulfil them. This procedure proceeds till he arrives at the most significant level in the pecking order of necessities (Maslow, 1943).

Figure 2- 14 Maslow's Hierarchy of Needs



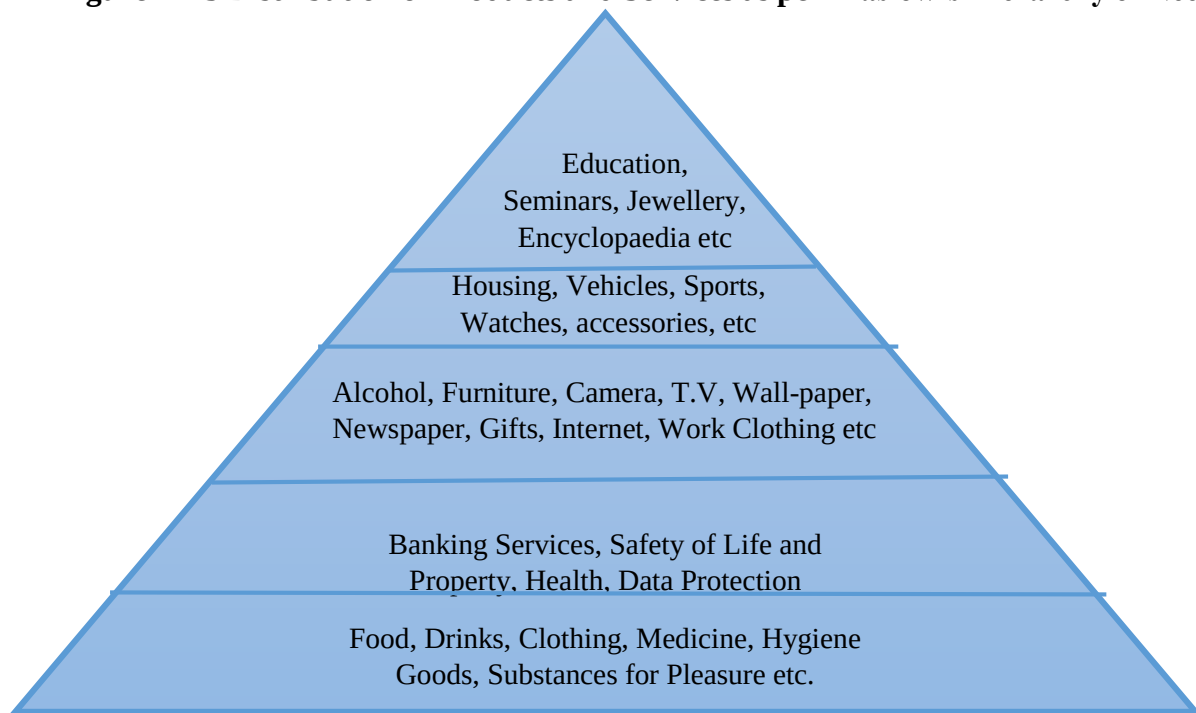
(Source: Maslow, 1943)

The Maslow's theory has been used in a number of studies of marketing and consumer behaviour like Consumer decision making of purchase of branded goods (Asamoah, Chovancova, Alwis, Kumara, & Guo, 2011) ; classification of goods and services according to the Hierarchy of needs pyramid (Andersone and Gaile-Sarkane, 2008) ; (Thompson, 2019). Theory is able to suggest management of the organization that how they can make their employees become self-actualized by recognizing employee's achievement, providing financial security, providing opportunities to socialise and promoting a healthy workforce (Kaur, 2013). Studies show that all the merchandise of the consumers can be set into the Maslow's pyramid of requirements and to utilize this theory for investigating and determining demand forecast according to the preference of consumers. It was a great challenge to perform characterization of merchandise as per the customer needs, yet it has been attempted with the Maslow's Hierarchy of Needs.

The distribution of products and services referenced in the following figure is relevant to Abraham Maslow's Needs Theory. The essential individual items corresponds to the Physiological needs like, Food, Drinks, Clothing, Medicine, Hygiene Goods, and Substances for Pleasure etc. Yet different services and products are categorized into different groups. A step higher includes safety goods and services like Banking Services, Safety of Life and Property, Health, Data Protection etc satisfying the Safety Needs of a Consumer. The next above hierarchy includes services and products like Alcohol, Furniture, Camera, T.V, Wall-paper, Newspaper, Gifts, Internet, and Work Clothing etc corresponding to the Belonging

Needs. The services and goods, in the step above hierarchy of Esteem needs include Housing, Vehicles, Sports, Watches, accessories, etc. The Last step consisting of the Self-Actualization needs consists goods and services like education, seminars, jewellery, and encyclopaedia etc. Anderson and Gaile-Sarkane (2015) had attempted to classify the consumer goods according to the Maslow's hierarchy of needs pyramid as follows:

Figure 2- 15 Distribution of Products and Services as per Maslow's Hierarchy of Needs



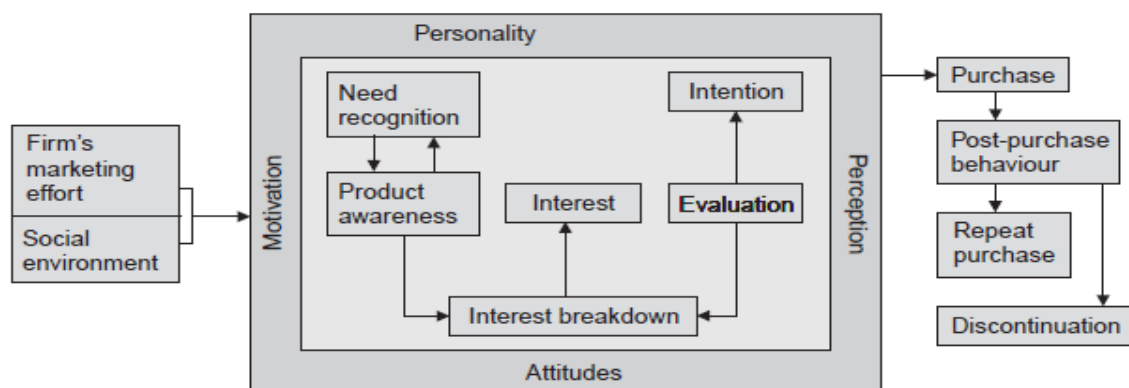
(Source: Anderson and Gaile-Sarkane, 2008)

Maslow suggested that if individuals growing in an environment in which their needs are not met, they would be probably unhealthy and unadjusted individuals. Research testing Maslow's theory has supported the distinction between the deficiencies and growth needs yet indicated that not all individuals can fulfil their higher-order needs at work. (Baron and Greenberg, 2003). According to Graham and Messner (1998) significant criticism coordinated to the theory of hierarchy of needs, the first one being, lack of adequate empirical information to help consumer in their decisions, secondly acceptance of workers/consumers as fundamentally the same and lastly it has been criticised as it's not a motivational theory by any means, but instead theory of employment satisfaction. It was supported by Nadler, Hackman and Lawler (1979). But, it has been used in various consumer behaviour researches having major focus on psychology of consumer.

2.7.4.3 The Pavlovian Theory

Ivan Pavlov, a celebrated Psychologist, invented this buyer behaviour theory in 1890. It was full-fledged ready till 1902. It was published for the first time in 1927. The theory is named after him. Ivan Pavlov directed examinations to decide the adjustment in conduct with the assistance of Dogs. He moulded the Dog's brain to get a bit of meat each time a bell is rung and estimated the degree of progress in conduct based on levels of spit emission in Dogs. Learning was characterized as the adjustments in conduct which were created through training and individual experience. The learning procedure comprised of Drive, Drives and Reinforcement. While a drive alludes to a solid inner stimuli which requests an action, drives are innate mental needs emerging out of thirst, physical joys, appetite and torment that make a stimuli that gives out a triggering and non-triggering signals. The triggering (initiate the choice procedure) and non-triggering prompts (Only impacts the choice procedure) help to make a reaction (buy or don't buy) which gets fortified after some time in a conditional pattern. This is Reinforcement (Pavlov, 1960). The model is Input, Process and Output model.

Figure 2- 16 Application of Pavlovian Model to Consumer Behaviour



(Source: <https://www.wisdomjobs.com/e-university/consumer-behaviour-tutorial-94/3-dot-pavlovian-learning-model-10579.html>)

Hence, when an individual has a need to purchase, say attire, and passes by a showroom and is pulled in by the showcase of apparel, their shading and style, which goes about as an stimuli, and he makes a buy. He utilizes it, and on the off chance that he loves it, an implementation happens and he is glad and happy with the buy. He prescribes it to his companions too, and visits a similar shop once more. The Learning part, therefore is a significant piece of the behaviour of consumer and the marketer's attempts to make a decent picture of the item in the psyche of the buyer for repeat buys through learning. The Pavlovian Theories have contributed in relation to personality and individual differences, and in relation to social behaviour, as they have been proved to be in relation to learning (Eysenck,

1983) ; (Davidson , 2013). The major focus of this theory is on psychology of consumer. However, it has been based on the assumption of neutral response, which may not be so in all the cases. Behaviourism is based on the assumption that all interactions occur through the interactions with the environment in which the person exists but it must also assume that the behaviour is shaped by environment itself (Regoli, 2019).

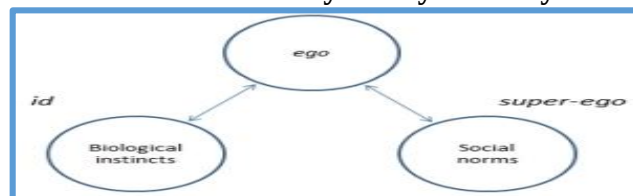
2.7.4.4 Freudian Theory or Psychoanalytical Theory of Consumer Behaviour

The psychoanalytical theory draws from Freudian brain science. In 1920, Sigmund Freud published 'The Ego and the Id', which proposed a novel basic model of the mind, divided into the 'id, the 'ego' and the 'superego'. As indicated by this theory, the consumer has a mind boggling set of deep situated intentions which drive him towards certain purchasing choices. The consumer has a private world with all his concealed feelings, hidden fears, smothered wants and absolutely abstract longings. His purchasing activity can be impacted by those desires and longings.

As indicated by Freud, human character has three sections in particular, 1. The ID, the wellspring of all psychological vitality which drives one to an activity. 2. The Super Ego, the inner portrayal of what is socially endorsed one's conscience .3. The Ego, the cognizant executive of ID driving forces for discovering fulfilment in socially worthy way. At the end, ID speaks to one's creature or fundamental motivations, instincts and longings for prompt and all out fulfilment. These impulses may be even enemy of social. The Super Ego or inner voice mirrors one's romanticized standard of conduct by means of media between the limits, which is the, contention among ID and Super Ego is settled by Ego. The Ego is the mediator, which intercedes and forms the question activity as a normal control community between the clashing outrageous sides of ID and Super Ego. It is Ego that guides one's conduct to fulfil both the ID and Super Ego (Freud, 1920). This can be introduced in the following

Figure 2-17:

Figure 2- 17 Freudian Theory or Psychoanalytical Theory



(Source: Freud, 1920)

Sigmund Freud (1954) made an extraordinary contribution to Psychoanalysis with his idea of the super inner self, i.e; super-ego which was referenced as unconscious and primitive

total of qualities, values and the psychoanalysis in structure by the contemporary authors. All things considered, he has been frequently credited with having uncovered the irrational content of the psychology of consumers and in this manner subverted customary thoughts of human rationality (Damasio, 1994) ; (Damasio and et al, 2004) (Solms, 2002). It has given a great contribution in the fields like dynamics and structure of intrapsychic conflict and in another a study of the metapsychology of psychic trauma (Rangell, 1969).

Hence, the Freudian Theory features the significance of the unconscious thought processes that guide the purchasing behaviour and how the personality characters utilize a reality standard to ensure the way the outside world will discover it as acceptable. One's personality will impact reactions to the stimuli of marketing (Solomon, 2016). So organizations conduct a deep research into psyche of consumers to comprehend subliminal reasons with regards to why buyers purchase certain items (Perner, 2010), this methodology is significant in marketing as it helps improve, advertising techniques by understanding the psychological factors like how they feel, think and the reasoning and so on, how they are impacted by the environmental factors, how items can have a significance over the consumers and how advertisers can adjust and improve the efforts in the marketing field (Perner, 2010).

The major focus of this theory is on the psychology of the consumer. However the theory assumes the lack of free will. It also lacks the scientific proof and the empirical evidence. Freud's psychoanalysis procedures like thoughts on the understanding of dreams and the job of free association are likewise criticised (DeSousa, 2011).

2.7.4.5 The Theory of Buyer Behaviour or Howard and Sheth Model

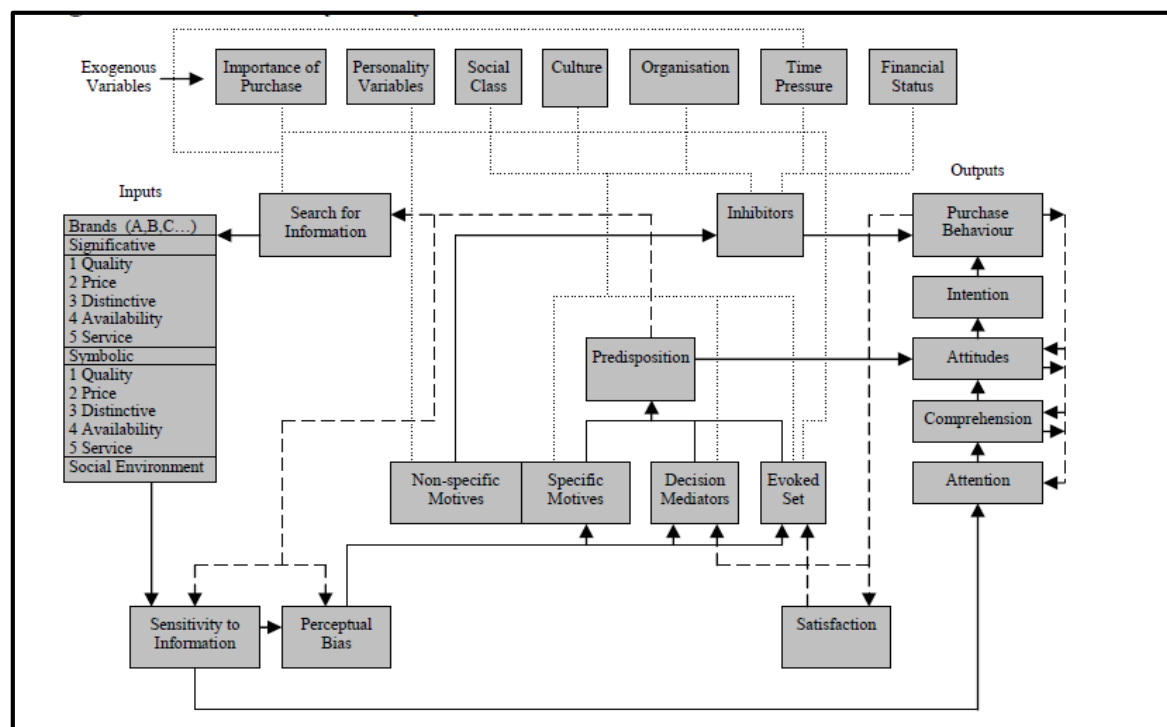
Howard developed the first model of consumer decision model in the year 1963 (Du-Plessis, Rosusseau and Blem, 1991). This model was further developed in the year 1969 by Howard and Sheth and it became popular as "The Theory of Buyer Behaviour", also the Howard and Sheth Model (Howard and Sheth, 1969). It provides a sophisticated combination of the different psychological, social and various marketing effects on buyer decision into a reasonable arrangement of data preparing (Foxall, 1990). The author's intrigue was in building an exhaustive model that could be utilized to break down a wide scope of buying situations and as such the term buyer was favoured over consumer in order to not to bar the commercial purchases (Loudon and DellaBitta, 1993).

Howard and Sheth substantiates the complexity involved in the consumer behaviour and considers factors like the attitude of the consumer, their perception and the learning levels which influence their buying behaviour. It considers following four variables in framing the

model as Input Parameters, Constructs related to learning and perception, Output Parameters and External Variables.

The procedure of learning serves to impact the degree to which the customer thinks about future purchases and looks for new data. Howard and Sheth recommended that the consumers decision of buying varies as indicated by the quality of the attitude towards the accessible brands; this being to a great extent administered by the consumers knowledge and commonality with the product class. In circumstances where the customer doesn't have solid perspectives they are said to participate in Extended Problem Solving (EPS) and effectively look for data so as to decrease brand vagueness. In such circumstances the customer will likewise embrace delayed thought before choosing which item to buy or without a doubt, regardless of whether to make any buy. As the item bunch turns out to be increasingly recognizable, the procedures will be attempted less reliably as the buyer embraces Limited Problem Solving (LPS) and in the long run Routine Problem Solving (RPS) (Foxall 1990).

Figure 2- 18 Theory of Buyer Behaviour



(Source: Howard and Sheth (1969); Loudon and Della Bitta (1993))

External factors can essentially impact choices. As these variables are probably going to depend, somewhat, on the individual purchaser they are not too characterized by Howard and Sheth (Loudon and Della Bitta 1993). Howard and Sheth (1969) noticed that these exogenous factors contained the historical backdrop of the consumer during the commencement of the perception of the consumer. The Theory of Buyer Behaviour delivers

an advanced and sophisticated integration of the different psychological, marketing and social effects on the choice and behaviour of the consumers into an intelligible succession of data handling (Foxall, 1990). It has been applied in more than 200 consumer choice situations like Use or Non-Use of choices like food stamps, cocaine, sporting events attendance, computer dating (Sheth, Newman and Gross, 1991) and various fields like Tourism (Sirakayaa and Woodsideb, 2005) ; Convenience Food Products (Taylor and Gutman, 1974) ; Personal Product (Lehmann, O'Brien, Farley and Howard, 1974) ; Paper Products (Katz, 1973) ; Subcompact automobiles (Lehmann, O'Brien, Farley and Howard, 1974) ; Contraceptive product (Black and Farley, n.d) and many more other researches. However, widespread questioning of the model's legitimacy is because of the absence of empirical work, utilization of scientific and logical strategies, analysing the association of the model and the incorporation of individual concepts (Haines, 1970), (Hunt and Pappas, 1972), (Neman, 1972). Further, because of the unnoticeable indication of a large number of the mediating factors, clear estimation is troublesome (Foxall 1990, Loudon and Della Bitta 1993). Studies that have endeavoured to exactly test the theory have not explicitly inspected the formative linkages that have been recognized to be so significant (Hunt and Pappas 1972). Neman in his assessment of the model verifies all such linear models of consumer behaviour, proposing that non-linear connections may demonstrate progressively substantial in investigating behavioural actions (Neman, 1972). While Howard and Sheth have endeavoured to make a generalizable theory, Loudon et al. (1993) have remarked on its unacceptability in clarifying joint decisions of consumers. The theory has focused on social, psychological, economic as well as cultural factors to a great extent. But personal factors like Age, Marital Status, Sex, Education and Occupation are ignored to some extent. Also, the structure of model is complex to figure out the formative linkages as significant or insignificant.

2.7.4.6 The Consumer Decision Model or Engel, Blackwell Miniard Model

The Engel-Blackwell-Miniard Model also known as Consumer Decision Model was invented in the year 1968 by Engel, Blackwell and Kollat. It has undergone various revisions and finally presented as Engel-Blackwell-Miniard Model of Consumer Decision in 2001. It could be observed that a significant number of the components of the model are like those introduced in the Theory of Buyer Behaviour (Howard and Sheth 1969), but the structure of introduction and connection between the factors varies to some degree. The model is organized around a seven point buying process: need acknowledgment followed by a pursuit of data both inside and remotely, the assessment of choices, buy, post buy reflection lastly,

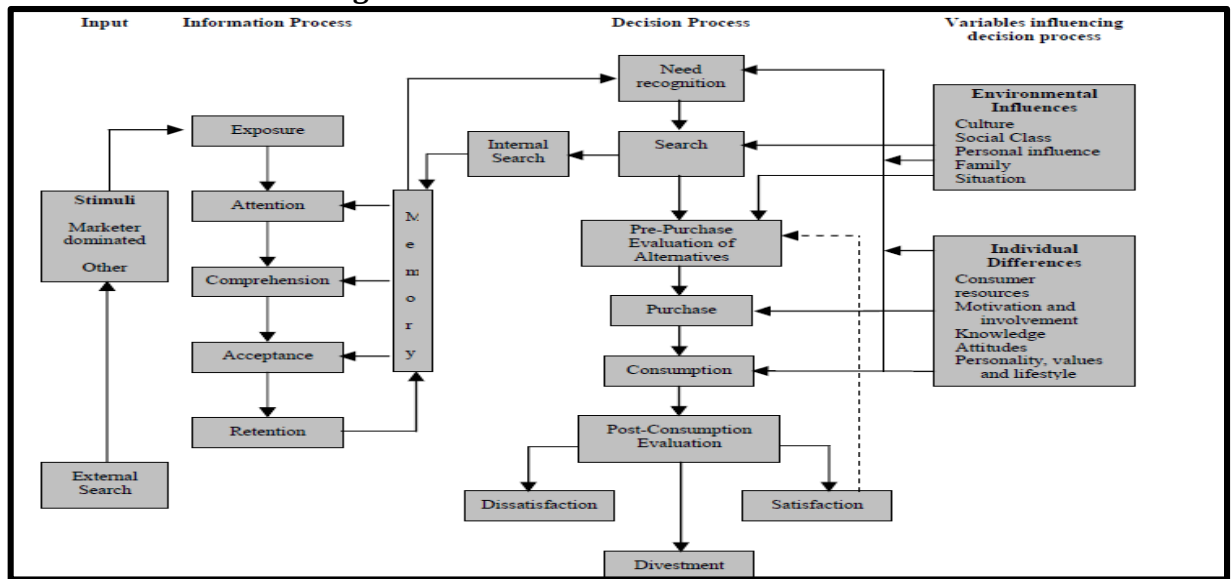
divestment. These choices are affected by two fundamental elements. Initially the stimuli is received and processed by the consumers with consideration of the past experiences and secondly the external environment variables or individual variables. The environmental variables recognized include: Culture; social class; personal influence, family and circumstances. While the individual variables include: Consumer asset; inspiration and association; information; perspectives; character; qualities and way of life. (Blackwell, Miniard and Engel, 2001).

The Engel-Blackwell-Miniard model had helped to understand pre-purchase/purchase/ post-purchase behaviour of the customer and marketer can create a good market strategy based on the behaviour of the customer. It has been used in various consumer choice situations like impact of social media on consumer behaviour (Voramontri and Klieb, 2019) ; (Goethals, Vandelannoitte, 2009) ; Field of medicine (Lambert, 2006) ; Tourism behaviour of consumers (HsuFang-Minga, LinYu-Tzengab and HoTu-Kuangc, 2012) ; (Osei and Abenyin, 2016) ; Real Estate Education (Gibler and Nelson, 2003) ; Online Shopping Behaviour of Consumers (Gupta and Gulati, 2014) ; Apparel Shopping (Preez, 2003) etc.

The Critics contend that this model as a mechanical outline of human conduct, which makes it hard to utilize for practical tenacities. It overlooks the way that consumer's individual components and furthermore social and situational factors altogether impact consumer's own processing. Due to the multifaceted nature of the model, it is difficult to peruse. Vaguely characterized factors that structure this model makes it unreasonably obscure for handy utilization. In this way, as per Foxall, the Engel-Blackwell-Miniard model is pre-logical, pre-scientific and difficult to validate (Loudon, 1993) (Foxall, 1980).

But the model assumes that the consumer approach is that of problem-solving. It, however, lacks clarity regarding the influence of individual and environmental variables on consumer decision making (Erasmus, Boshoff, and et al, 2001) (Loudon and Della Bitta 1993).

Figure 2- 19 Consumer Decision Model



(Source: Engel, Blackwell and Miniard (2001))

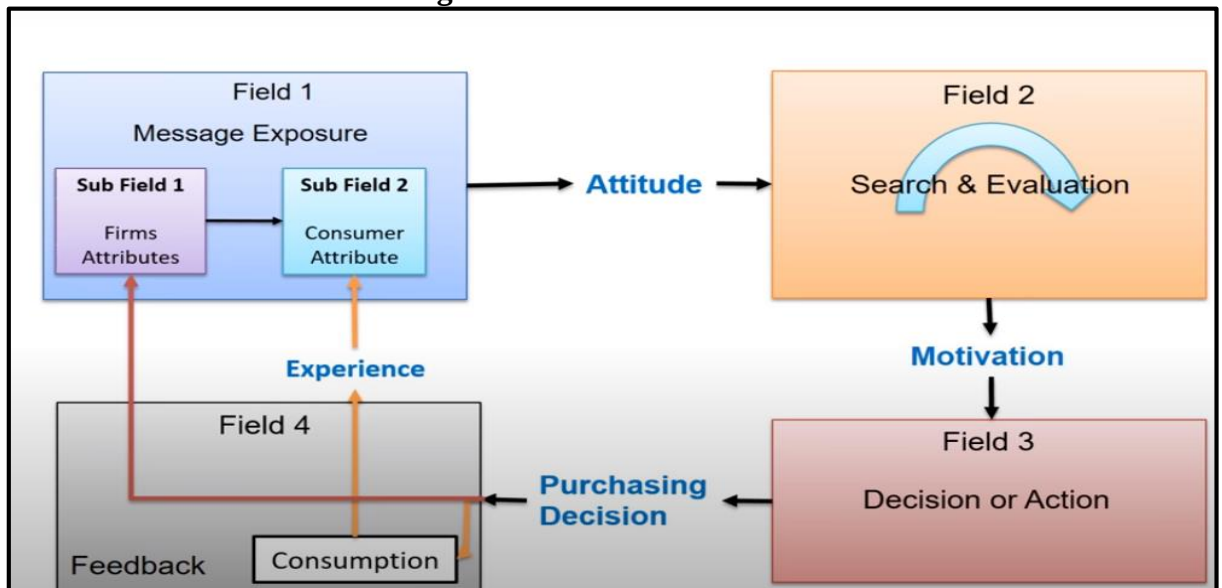
The Theory has focused well on Social, Cultural, Psychological, Personal as well as Economic Factors that affects a Consumer's Behaviour. But, the environmental and individual factors have attracted criticism because of the dubiousness of their definition and job within the buying process for instance the impact of the influence of environmental variables is identified, but their role in affecting behaviour is not well developed. Also, the structure is too complex, creating confusions in deducing behaviour (Loudon and Della Bitta, 1993).

2.7.4.7 Nicosia Model

The model was proposed by Fransesco Nicosia. This model clarifies the customer conduct based on four fields. The yield of field one turns into the contribution of field two, etc. Field one further comprises of subfields one and two. Subfield one is the firm's attributes and the consumer's attributes. The subfield two is of the inclination of the customer and his won qualities and characteristics, which are influenced by his presentation to different sorts of data and message, and is answerable for the structure of disposition of the purchaser. Field two is the pre-activity field, where the customer continues for research and assessment and gets persuaded to purchase the item. Field three is the demonstration of procurement or the dynamic to purchase the item. The consumer takes the decision of purchase and actually purchases it. Field four features the post buy conduct and the utilization of the item, its stockpiling, feedback and utilization. The input from field four is taken care of into the firm's

attributes or field one, and the criticism from the experience is liable for changing the pre-mien of the consumer and later his disposition towards the item (Nicosia, 1966).

Figure 2- 20 Nicosia Model



(Source: Nicosia, 1966)

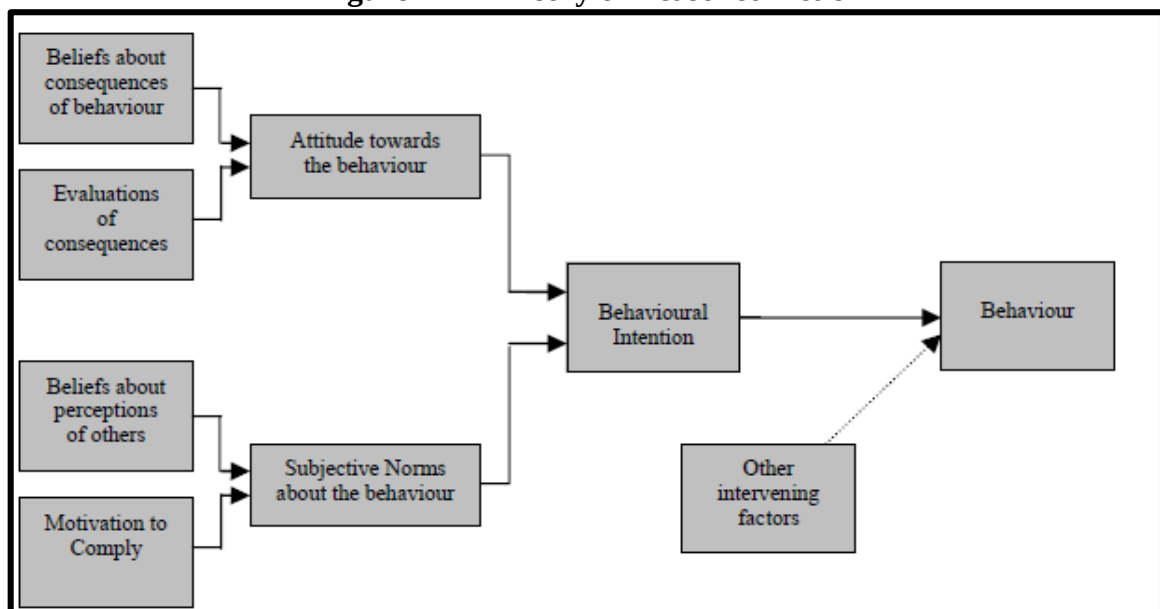
Nicosia Model is an extensive model of managing all parts of building attitudes, buy and utilization of item including the post buy conduct of the Consumer. The Nicosia Model which uncovers the relationship that exist between the consumer and the company, aligns itself with the way that, a definitive motivation behind each promoting practice is to evoke buy response from customers. In this way, advertising professionals depend on Nicosia model to monitor the advancement of their appeals of promotions, campaigns of sales and so on, to empower them act speedily on the feedbacks (Orji, 2013). It has been used in various consumer buying behaviour situations as the Nicosia model that traits the condition of consumer choice to the prevailing enthusiasm for the "last demonstration" of shoppers, which is the acquisition of the product or service (Panwar, Anand, Ali and Singal, 2019). Also, in impact of branding and marketing (Vignali, 1998). This model has helped to develop a new approach to the essence of branding, especially within retail franchise and to determine the essential variable needed to emphasise consistency (Diksha Panwar, 2019).

No detail clarification about the internal variables that may influence the attitude of the purchaser and about how the purchaser builds up his mentality toward the item is extended in the model. However, the model neglects the internal factors of the consumer. But still, this is the pioneering endeavour to merge ideas on consumer behaviour. But it is criticized mainly due to two reasons. Firstly, it was not tested empirically (Zaltman, Pinson and Agelman, 1973) secondly many of the variables were not defined (Lunn, 1974).

2.7.4.8 The Theory of Reasoned Action and Planned Behaviour

The most significant contribution in the field of Prescriptive Cognitive Models of Consumer Behaviour was forwarded by Martin Fishbein which became popular as the “Fishbein Model” of the attitude formation which was the first in the breed of “Expectancy Value” Models (Fishbein, 1963) ; (Fishbein, 1965) ; (Fishbein,1967). Fishbein’s Model proposed that a person’s total attitude towards an article is resultant of one’s beliefs and feelings about several attributes of that article (Ahtola, 1975) (Loudon & etl, 1993). It provided a noteworthy contribution in this area and further it was developed and expressively extended to assess the attitudes as well as behaviour by Icek Ajzen and Martin Fishbein (Ajzen and Fishbein, 1975); (Ajzen and Fishbein, 1980). This revision became popular as the “The Theory of Reasoned Action”. It is depicted in the following way in a diagrammatic form.

Figure 2- 21 Theory of Reasoned Action



(Source: Ajzen and Fishbein, 1975)

Behaviour of the consumer is supposed to be nearly equal to the behavioural intentions that results from the mixture of attitude of the consumer towards purchasing a product and subjective norms with respect to such behaviour. With the inclusion of ‘Subjective Norms’, the theory concedes the power of other people in influencing the behaviour of the Consumer (Soloman and Bamossy, 2006); it represents the contemplations of others toward the specific conduct, and is directed by the degree to which the Consumer is propelled to consent to these perspectives.

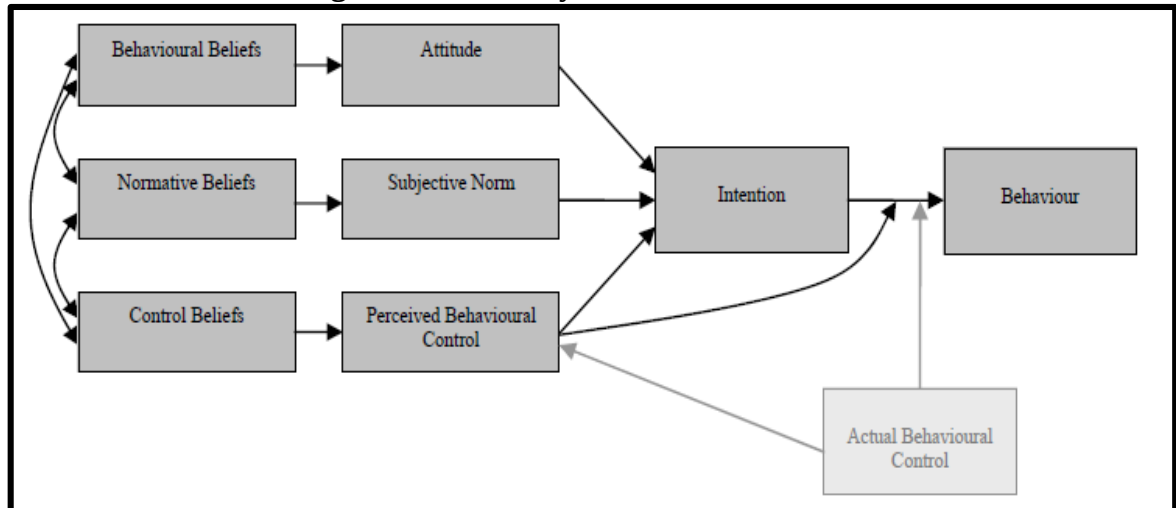
The contribution of subjective norms and relevant attitudes will not be necessarily equal in the prediction of Consumer behaviour (Miller, 2005), contingent upon the individual consumer's desire to think about other's perspectives, the consumption circumstance or the

product type viable, with obviously consumed items having a tendency to be impacted to a more prominent degree by the Subjective Norm variable than less prominent items would be (Schultz, 2006). Theory of reasoned action contributed in areas like evaluation of the effectiveness of an educational intervention by promoting breakfast consumption among school children, to understand IT Professionals' the beliefs and behaviours in Green Information Technology acceptance (Zahra Hosseini, 2011) ; (Mishra, 2014). In the empirical tests and uses of the TRA, a very high correlation of the attitude towards the behaviour and the subjective norms towards the behavioural intentions have been witnessed, notwithstanding, a few investigations have recommended that the expressed high correlation between the actual behaviour and behavioural intentions is short-sighted in view of circumstantial restrictions (Oliver and et al, 1979). For a range of reasons it was alleged that the behaviour is not always under complete control of the actor and for this reason it was essential to have a mediating factor between the behaviour and intentions (Warshaw, 1980). And this deficit was fulfilled by Icek Ajzen in 1985 through the Theory of Planned Behaviour (Ajzen,1985). The Theory of Planned Behaviour is an extended version of Theory of Reasoned Action which pursues to discourse the apparent over faith on intentions to predict the behaviours.

2.7.4.9 Theory of Planned Behaviour

The Theory of Planned Behaviour have been applied to a large range of human behaviour in order to find out the way in which a human being responds to different situations. It is considered as one of the best social psychological theories with respect to the human behaviour prediction. The Gist of the Theory of Planned Behaviour (TPB) is that social choices are the aftereffect of a contemplated procedure where the conduct is affected by subjective norms, perceived behaviour and attitudes control to underlying foundations of beliefs concerning the behaviour (Smith, et al., 2007). The TPB is an augmentation of the Theory of Reasoned Action (Fishbein and Ajzen, 1975) in that a paradigm Perceived Behavioural Control (PBC) has been included. PBC as an additional paradigm extra could take care of the issue of the Theory of Reasoned Action in which the behaviours are well explained with respect to the Actor who doesn't have full volitional control (Fen and Sabaruddin, 2008).

Figure 2- 22 Theory of Planned Behaviour



(Source: Ajzen, 2015)

The study carried out by (Ajzen, 1991) provided a conceptual framework on the basis of theory of planned behaviour which address the complexities of human social behaviour. According to the theory, performance of a behaviour could be a joint function of intentions and perceived behavioural control. Author has tried many conditions to have perfect predictions about it. The Theory of Planned Behaviour (TPB) comprises of three autonomous determinants of the intention on the way to the behaviour, i.e. Attitudes, Subjective Norm and Perceived Behavioural Control (Ajzen, 1991).

Attitude: Attitude towards playing out a behaviour alludes to the perception of individual desirability to play out the behaviour (Ajzen, 1987). It relies upon the beliefs and expectations about personal effects of the outcomes resulting because of the behaviour. According to Ajzen and Fishbein (1980), an individual's disposition towards a behaviour speaks to an assessment of the behaviour and its result. **Subjective Norm:** In the theory of planned behaviour, subjective norms refers to the perceived social pressure for the performance or non-performance of the behaviour, by the individual (Ajzen, 1991). Alternatively, the subjective norms are referred as the perception of the social pressure for or against the performance of the behaviour in question (Ajzen, 1987). According to TPB, the subjective norms are the function of beliefs. Beliefs that motivate the subjective norms are the normative beliefs. Along these lines, if an individual accepts that the most significant referents believe that a conduct or behaviour ought to be performed, at that point such encumbrance will trigger the person's goal to play out the behaviour being referred to. The referents here allude to a gathering of individuals who are near to the person, for example peers, family, spouse, teachers, colleagues, friends, and any individuals who are significant

in his/ her life. Perceived Behavioural Control: Perceived Behavioural Control reflects the ability to deliver the targeted behaviour (Ajzen, 1987). It shows the individual's perception of the level of difficulty or ease of performing a behaviour and it has been anticipated to assume the obstacles and the past behaviour (Ajzen and Driver, 1992). The construct has been influenced by the perceptions of the access to vital aptitudes, resources, assets and chances to play out a particular behaviour. In the event that an individual doesn't have control over the conditions, the individual might not have any or less goal to play out a specific behaviour. In the behavioural intention research, the perceived behavioural control has been found to be of a concern determinant of the usage intentions.

The theory of Planned Behaviour (TPB) finds subjective norms, perceived behaviour and attitudes control to underlying foundations of beliefs concerning the behaviour. The Variable "Perceived Behavioural Control" is shaped by joining the apparent presence of the factors that may encourage or obstruct the exhibition of the behaviour and the apparent power of every one of these components. The Actual Behavioural Control alludes to the degree to which an individual has resources, skills and different requirements expected to play out a given conduct. The actual behavioural control is hard to precisely survey thus Perceived Behavioural Control is estimated through uncommonly planned surveys and serves as a proxy measure of influence. In The Theory of Planned Behaviour, the behavioural intention is constrained by a unique blend of the Attitude, the Subjective Norm and the perceived Behavioural Control. (Ajzen,2006).

Since its distribution the Theory of Planned Behaviour has become the prevailing theory of Expectancy-Value and has been applied in a wide assortment of behavioural areas (Shaw, Shiu and et al, 2000). Experimental tests have regularly discovered that the TPB has essentially improved prescient capacity over the prior TRA (Ajzen, Beck and et al 1991); (Giles, Cairns and et al, 1995). In the past several years, various studies have recommended modifications in the Theory of Reasoned Action and Theory of Planned Behaviour, but in most of the cases this alteration does not impact the actual architecture of the theory. It just adds or deletes few variables in an attempt to improvise the predictive aptitude in some specific frameworks. Icek Ajzen is supportive of such alterations and stated in 1991: "The theory of planned behaviour is, in principle, open to the inclusion of additional predictors if it can be shown that they capture a significant proportion of the variance in intention or behaviour after the theory's current variables have been taken into account" (Ajzen, 1991). A brief description of the basic approaches to the study of consumer behaviour is explained as following Table 2-28:

Table 2- 28 Summary of Approaches of Consumer Behaviour

Theory	Author	Year	Field	Contribution	Limitation
Theory of Utility	Jeremy Bentham and D. Bemouilli	1738	Economic	Theory of Utility contributed in many areas like identifying process to invest in insurance, estimating value in societies, economic evaluation in healthcare, decision making in marketing management.	Monetary factors alone failed to clarify all variations in buying and selling process and furthermore that the essentials of how brand and item inclinations are disregarded in this theory, analysing just a little part of the purchaser's mind. It is regarded as a normative theory rather than a descriptive theory of CB.
Theory of Hierarchy of Needs	Abraham Maslow	1943	Psychology	The Maslow's theory has been used in a number of studies of marketing and consumer behaviour like Consumer decision making of purchase of branded-goods; classification of goods and services according to the Hierarchy of needs pyramid. Majorly, theory has been able to suggest management of the organization that how they can make their employees become self-actualized by recognizing employee's achievement, providing financial security, providing opportunities to socialise and promoting a healthy workforce.	Research testing Maslow's theory has supported the distinction between the deficiencies and growth needs yet indicated that not all individuals can fulfil their higher-order needs at work. Significant criticism coordinated to the theory of hierarchy of needs, the first one being, lack of adequate empirical information to help consumer in their decisions, secondly acceptance of workers/consumers as fundamentally the same and lastly it has been criticised as it's not a motivational theory by any means, but instead theory of employment satisfaction.
The Pavlovian Theory	Ivan Pavlov	1902	Psychology	The Pavlovian Theories have contributed in relation to personality and individual differences, and in relation to social behaviour, as they have been proved to be in relation to learning.	All situations cannot be answered in a neutral way. Assumption of behaviour shaped by environment is ignored. The major focus of this theory is on psychology of consumer only.

Theory	Author	Year	Field	Contribution	Limitation
Freudian Theory or Psychoanalytical Theory	Sigmund Freud	1920	Psycho-analytical	The Theory has been credited with having uncovered the irrational content of the psychology of consumers and in this manner subverted customary thoughts of human rationality. It has given a great contribution in the fields like dynamics and structure of intrapsychic conflict and in another a study of the metapsychology of psychic trauma. It had helped guide the organizations conduct a deep research into psyche of consumers to comprehend subliminal reasons with regards to why buyers purchase certain items.	The theory suggests that there is no free will. It also lacks the scientific proof and the empirical evidence. The major focus of this theory is only on psychology of individual/consumer.
Theory of Buyer Behaviour or Howard and Sheth Model	Howard and Sheth	1969	Social, Economic and Psychological.	The Theory of Buyer Behaviour has been applied in more than 200 consumer choice situations like Use or Non-Use of choices like food stamps, cocaine, sporting events attendance, computer dating and various fields like Tourism ; Convenience Food Products ; Personal Products; Paper Products ,Subcompact automobiles ; Contraceptive product and many more other researches.	Studies that have endeavoured to exactly test the theory have not explicitly inspected the formative linkages that have been recognized to be so significant. Remarkd on its unacceptability in clarifying joint decisions. The theory has focused on social, psychological, economic as well as cultural factors to a great extent. But personal factors like Age, Marital Status, Sex, Education and Occupation are ignored to some extent. Also, the structure of model is complex to figure out the formative linkages as significant or insignificant.

Theory	Author	Year	Field	Contribution	Limitation
Theory of Reasoned Action	Martin Fishbein	1963	Psychology	Theory of reasoned action contributed in areas like evaluation of the effectiveness of an educational intervention by promoting breakfast consumption among school children, to understand IT Professionals' beliefs and behaviours in Green Information Technology acceptance etc	For a range of reasons it was alleged that the behaviour is not always under complete control of the actor and for this reason it was essential to have a mediating factor between the behaviour and intentions. It was not complete to predict the behaviour. It ignores Economic, Personal as well as cultural factors to a greater extent in predicting behaviour.
Theory of Planned Behaviour	Icek Ajzen	1991	Psychology	The Theory of Planned Behaviour has been used in numerous other studies like consumer behaviour, mountain climbing, investments, driving violations, high-school drop-outs, extra-marital affairs, elections, travel, class attendance, tax-evasion, environmental protection, recreation, politics, crime, education, religion and a lot of activities in health sector like smoking, drinking, blood donation, drugs, exercise, breast self-examination, fat consumption, weight loss etc	Favouritism: The theory considers Psychological, Social, marketing as well as Personal factors while predicting behaviour. It allows the inclusion of other variables, while keeping the basic architecture of the theory as constant, in predicting the behaviour in the desired field.
Models					
Consumer Decision Model	Engel-Blackwell-Miniard	1968 revised in 2001	Social and Psychological	The Engel-Blackwell-Miniard model had helped to understand pre-purchase/purchase/post-purchase behaviour of the customer and marketer can create a good market strategy based on the behaviour of the customer. It has been used in various consumer choice	The Theory has focused well on Social, Cultural, Psychological, Personal as well as Economic Factors that affects a Consumer's Behaviour. But, the environmental and individual factors have attracted criticism because of the

Theory	Author	Year	Field	Contribution	Limitation
				situations like impact of social media on consumer ; Field of medicine; Tourism behaviour of consumers; ; Real Estate Education ; Online Shopping Behaviour of Consumers ; Apparel Shopping etc.	dubiousness of their definition and job within the buying process.
Nicosia Model	Francesco Nicosia	1966	Psychology	It has been used in various consumer buying behaviour situations as the Nicosia model traits the condition of consumer choice to the prevailing enthusiasm for the "last demonstration" of shoppers, which is the acquisition of the product or service. Also, it had impacted branding and marketing significantly.	Firstly, it was not tested empirically secondly many of the variables were not defined. No detail clarification about the internal variables that may influence the attitude of the purchaser and about how the purchaser builds up his mentality toward the item is extended in the model.

(Source: Author's Own Compilation)

2.7.5 Application of the Theory of Planned Behaviour in Predicting the Consumer Behaviour

In the past three decades, the theory have been supportive to predict a wide range of human behaviours. The Predictive power has been used most in the Consumer Buying Behaviour (Smith, et al., 2007) and the entrepreneurship domain (Krueger & Carsrud, 1993). The Theory of Planned Behaviour has been used in numerous other studies like mountain climbing, investments, driving violations, high-school drop-outs, extra-marital affairs, elections, travel, class attendance, tax-evasion, environmental protection, recreation, politics, crime, education, religion and a lot of activities in health sector like smoking, drinking, blood donation, drugs, exercise, breast self-examination, fat consumption, weight loss, use of condoms, living kidney donation, infant sugar intake, protection of skin from sun and compliance with the medical regimens. The results of all the researches have confirmed the structure of theory and predictive validity, in the study of consumer's behaviour especially during the proper usage of its constructs (Riemenschneider, Harrison and Mykytyn, 2003) ; (Taylor and Todd, 1995) ; (Mun, Jackson, Park and Probst, 2006) ; (Mathieson, 1991) ; (Ajzen and Driver,1992).

The theory of Planned Behaviour extendedly used by the author himself, towards the consumption of food habits provided useful insights towards the consumer intentions and behaviour. The TPB goes beyond the attributes of product to the multi-attribute and subjective expected utility models to consider the necessary choice of alternatives along with the behavioural control and perceived social norms. The TPB can suit choices including acquisition of a single product or brand, various brands of a similar product or decision among totally different products or brands. Besides, by inspiring promptly, behavioural results, normative referent and control factors, utilization of the TPB allows us to straightforwardly measure the contemplations that manage purchaser choices. The TPB likewise permits us to join different foundation factors, for example, age or sexual orientation, into the model and to test the interceded impact of these variables on goals and conduct. At last, when the hypothesis' prescient acceptability has been affirmed, the data obtained can be utilized to plan successful behavioural changes facilitations. (Ajzen, 2015). Maichum, Parichatnon and Peng (2016), had a unique way of using TPB through an extended model in which environmental concerns and knowledge were added as backgrounds of attitude, subjective norm and perceived behavioural control towards purchasing green products. The objective was to explore 'Thai customers' who were more than 18 years and those with a base secondary school level qualification on the buy expectation of green items. The outcome proposed that consumer's expectations to purchase green items can be anticipated by attitude, subjective norm, perceived behavioural control, environmental concern as well as environmental knowledge. The attitude, subjective norm and perceived behavioural control proved to have significant positive effects on purchase intention of green products. To add to this further (Emekci, 2019), added three more factors to get an idea of green buying within the consumers of Turkey along with the factors of TPB. These factors were environmental concern, environmental knowledge and perceived consumer effectiveness.

On the other hand another research investigated the consumer inspirations and behaviour concerning the agri-nourishment networks through an all-inclusive model of the Theory of Planned Behaviour (TPB), to comprehend the achievement and the developing number of short food supply chains in Italy and the examination found that the consumer rural residence and fair-trade purchasing habits, in addition to intention and perceived behavioural control, influenced the behaviour. This proof is fascinating so as to propose further marketing procedures for the farmers towards progressively moral and trust-related types of utilization (Giampietria, Verneau, Giudice, Carforad and AdeleFincoa, 2018).

George (2004), made the use of Theory of Planned Behaviour in predicting the behaviour towards purchase of Online Products. Investigation demonstrates that convictions about reliability and trustworthiness influence mentalities toward purchasing on the web, which positively influence the buying conduct. Convictions about self-efficacy with respect to buying emphatically influence perceived behavioural control, which in turn influences web based buying conduct. So, respondents who had faith in the reliability of the Internet and in their own capacities to purchase online were bound to make Internet buys than were those without such convictions. Kumar (2016) went a step ahead in analysing the consumer selling behaviour, the starting point of reverse supply chain along with forming conceptual operational models for managing returns and extracting value with the help of Theory of Planned Behaviour. It deduced two important results. Firstly the intentions and motivation of consumer selling their mobile phones secondly the returns management process through the informal and organised channels.

Jalil and Shahrudin (2019), with the help of extended Theory of Planned Behaviour, created another variable known as sustainable apparel removal conduct alongside the three existing factors. Through the above study, which was conducted among women, it was concluded that positive attitude towards eco-fashion clothes was the most significant factor of purchase intention. On the other hand (Han, 2018), studied two different population samples belonging to different cultural groups to investigate the similarities and differences in their organic cotton buying behaviour. The survey comprised of the consumers from the U.S.A. and South Korea and the application of Theory of Planned Behaviour was conducted to test the impact of diverse constructs on buyers' buy expectations toward natural cotton clothing. For the two nations, Perceived behavioural control (PBC) and behavioural norms were strong predictors of purchase intentions and Subjective norms strongly influenced attitude formation.

Negm (2019) conducted a survey to find out the consumer's purchase intention/behaviour with respect to the fast fashion. The survey revealed that Attitude towards Behaviour, Subjective Norms and Perceived Behavioural Control have a very strong, positive and significant relationship with the fast fashion buying intentions. (Krishnakumar, 2018) conducted an investigation which focused on the impact of different factors on future attire purchasing goal and furthermore the intervening impact of past clothing purchasing conduct and past attire purchasing experience on future attire purchasing aim using the theory of planned behaviour. The outcomes indicated that there were partial interceding impacts of past attire purchasing conduct and past clothing purchasing experience on future clothing

purchasing expectation. Saricam and Okur (2019) used the Theory of Planned Behaviour in original form and extended form to study the intentions of the consumers towards sustainable fashion purchase including the normative, behavioural and control beliefs as a construct. Structural equation and Confirmatory factor analysis modelling were used to analyse the models. Both the two models were approved and could be utilized to clarify the methodology of the consumers towards sustainable fashion items.

Zhang, Chen, Wu, Zhang and Song (2018) conducted a study in China. This examination plans to research the young shoppers' buying expectation of Green House (GH) in the Chinese context. In the investigation, abstract information, governmental motivating forces, and ecological concern are included as the forerunners of perspectives toward buying GH, perceived behavioural control and subjective norms. The discoveries have demonstrated the strong and prescient intensity of the proposed hypothetical structure. The proposed model and estimation scales were additionally affirmed to be suitable for the examination.

Valaei and Nikhashemi (2017) conducted an empirical research which utilised the Theory of Planned Behaviour to form a hypothetical system. By using the Social Identity, TPB, and optimal distinctiveness theory to find out how purchase intentions and attitude are formed in consumer's minds. All brand, style, value, self-character, social personality and nation of origin found to assume vital jobs in either purchase intentions or attitude formation among Gen-Y shoppers in the Industry of Fashion and Clothing.

Beldad and Hegner (2018) utilised the extended theory of planned behaviour to investigate the constructs of the Fair Trade (FT) Product purchase intention in the Dutch consumers and to find out whether the effects of those constructs differ between females and males consumers. The Fair Trade Product Purchase intention were predicted on the basis of self-identity and moral obligation. The investigations uncover that, surely, the effect of subjective norms on FT item purchase intention is moderated by the gender of consumer. Also, another investigation utilized the Theory of Planned Behaviour (TPB) to distinguish and quantify factors that impact recognizable proof of undergraduates at high-risk (HR) of creating psychosis in 16+ in educational institutes and affirmed the feasibility, reliability and worthiness of a TPB-based survey for the teachers. The Attitude, Subjective Norms and Perceived Behavioural Control helped in the determination of recognizable proof in schools that will encourage the structure of effective instructive mediation procedures with the possibility to decrease treatment delays for HR understudies (Russo, et al., 2015).

Table 2- 29 Application of the Theory of Planned Behaviour

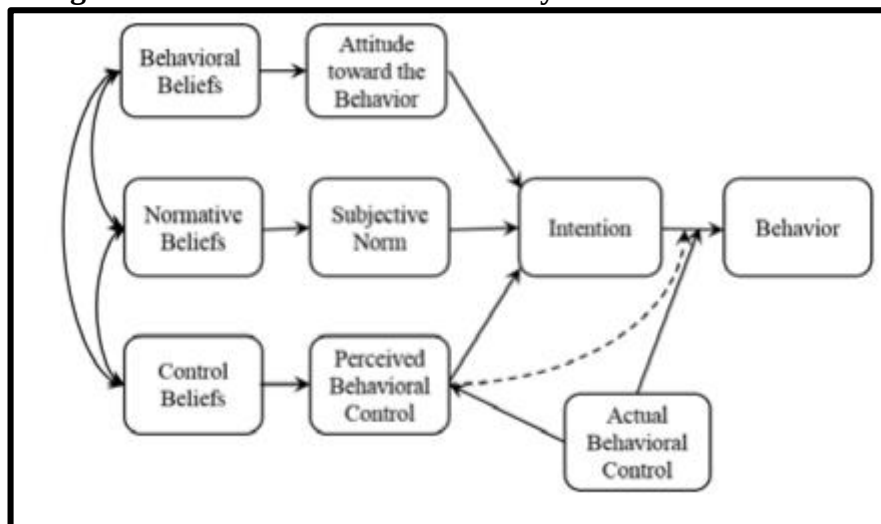
Author	Place	Sector	Variables	Findings
Smith et al (2007) Krueger and Carsrud (1993) ; Russo (2015)	United States of America	Recycling, Driving and Health	Attitude, Perceived Behavioural Control, Subjective Norms	The survey revealed that Attitude towards Behaviour, Subjective Norms and Perceived Behavioural Control have a very strong, positive and significant relationship with the associated sectors.
Ajzen (2015)	United States of America	Food-Consumption Industry	Personal-Age, Sex Marketing-Product along with Attitude, Perceived Behavioural Control, Subjective Norms. Extension of factors like Economic, Psychological is possible	The theory of Planned Behaviour extendedly used towards the consumption of food habits would provide useful insights towards the consumer intentions and behaviour as TPB goes beyond the attributes of product to the multi-attribute and subjective expected utility models to consider the necessary choice of alternatives along with the behavioural control and perceived social norms.
Giampietria, Verneau, Giudice, Carforad and AdeleFincoa (2018)	Italy	Agri-Nourishment Networks	Rural-Residence; Fair-Trade Purchase Attitude, Perceived Behavioural Control, Subjective Norms	This research investigates the consumer inspirations and behaviour concerning these Agri-Nourishment networks through an all-inclusive model of the Theory of Planned Behaviour (TPB) influenced the behaviour.
George (2004)	United States of America	Online Purchases	Trustworthiness ; Reliability ; Attitude, Perceived Behavioural Control, Subjective Norms	Investigation demonstrates that convictions about reliability and trustworthiness influence mentalities toward purchasing on the web, which positively influence the buying conduct.
Maichum, Parichatnon and Peng (2016) ; Emekci (2019)	Thailand	Green Items	Environmental concerns, knowledge, Perceived Consumer Effectiveness Attitude, Subjective Norms and Perceived Behavioural Control	Along with Basic factors, environmental concern, environmental knowledge and perceived consumer effectiveness were added to get a fair picture of green buying to the existing Model of TPB and found a positive effect
Kumar (2016)	India	Reverse supply chain design of mobile phones	Intentions, Motivation, Returns Management Process; Attitude, Perceived Behavioural Control, Subjective Norms	With the help of Theory of Planned Behaviour, It deduced two important results. Firstly the intentions and motivation of consumer selling their mobile phones secondly the returns management process through the informal and organised channels in the process of Reverse Supply Chain Management

Author	Place	Sector	Variables	Findings
Jalil and Shaharuddin (2019)	Malaysia	Eco-Fashion Clothes	Positive attitude towards Eco-Clothes ; Attitude, Perceived Behavioural Control, Subjective Norms	With the help of extended Theory of Planned Behaviour, was created another variable known as sustainable apparel removal conduct' alongside the three existing factors. Through the above study, which was conducted among women, it was concluded that positive attitude towards eco-fashion clothes was the most significant factor of purchase intention.
Han (2018)	USA and South Korea	Organic Cotton	Attitude, Perceived Behavioural Control, Subjective Norms	Perceived behavioural control (PBC) and behavioural norms were strong predictors of purchase intentions and Subjective norms strongly influenced attitude formation.
Negm (2019) Valaei and Nikhashemi (2017) Saricam and Okur (2019)	Egypt; United Kingdom ; Singapore	Fast Fashion	Brand, style, value, self-character, social personality and nation of origin along with Attitude, Perceived Behavioural Control, Subjective Norms	The survey revealed that Attitude towards Behaviour, Subjective Norms and Perceived Behavioural Control have a very strong, positive and significant relationship with the fast fashion buying intentions. All brand, style, value, self-character, social personality and nation of origin found to assume vital jobs in either purchase intentions or attitude formation among Gen-Y shoppers in the Industry of Fashion and Clothing.
Krishnakumar (2018)	United States of America	Future Buy Behaviour of Clothes	Past Buy Behaviour & Experience ; Attitude, PBC, SN	The outcomes of the study indicated that there were partial interceding impacts of past attire purchasing conduct and past clothing purchasing experience on future clothing purchasing expectation.
Zhang, Chen, Wu, Zhang, & Song (2018)	China	Green House	Abstract Information, Governmental motivating forces, and Ecological concern along with Attitude, Perceived Behavioural Control, Subjective Norms	The discoveries have demonstrated the strong and prescient intensity of the proposed hypothetical structure using TPB in the research of the youthful shoppers' buying expectation of Green House (GH) in the Chinese context
Beldad and Hegner (2018)	Netherlands	Fair Trade Product	Attitude, Perceived Behavioural Control, Subjective Norms	Utilised the extended theory of planned behaviour to investigate the constructs of the Fair Trade (FT) Product purchase intention in the Dutch consumers. The investigations uncover that, surely, the effect of subjective norms on FT item purchase intention is moderated by the gender of consumer.

(Source: Author's Compilation)

The TPB's key commitment is the idea of perceived behavioural control, characterized as a person's impression of the ease or trouble of playing out the specific behaviour (Ajzen,1987). The results of all the researches have confirmed the structure of theory and predictive validity, in the study of consumer's behaviour especially during the proper usage of its constructs (Riemenschneider, Harrison and Mykytyn, 2003) ; (Taylor and Todd, 1995) ; (Mun, Jackson, Park and Probst, 2006) ; (Mathieson, 1991) ; (Ajzen and Driver,1992). Also, various studies have recommended modifications in the Theory of Planned Behaviour, but in most of the cases this alteration does not impact the actual architecture of the theory. It just adds or deletes few variables in an attempt to improvise the predictive aptitude in some specific frameworks (Ajzen, 1991). It is this feature of this theory that makes it highly acceptable in various fields.

Figure 2- 23 Extensions in the Theory of Planned Behaviour



(Source: Ajzen, 1991)

The existing literature shows that the consumer behaviour is a process of picking, buying, utilizing and discarding services or goods by the groups and individuals so as to fulfil their necessities and needs. The factors affecting the consumer buying behaviour are cultural, social, economic, personal, marketing and psychological. The review of the approaches towards consumer behaviour shows strengths and weakness of each theory and model. In view of each approach, the TPB might be helpful in predicting the consumer's behaviour towards purchase of Khadi Apparels, as the model can be modified according to the need of the research.

2.8 Research Gap

The literature on Khadi being the mode for 'Swaraj' and 'Swadeshi' is extensively covered. Charkha was invented and simultaneously its use gave birth to Khadi. Various studies have

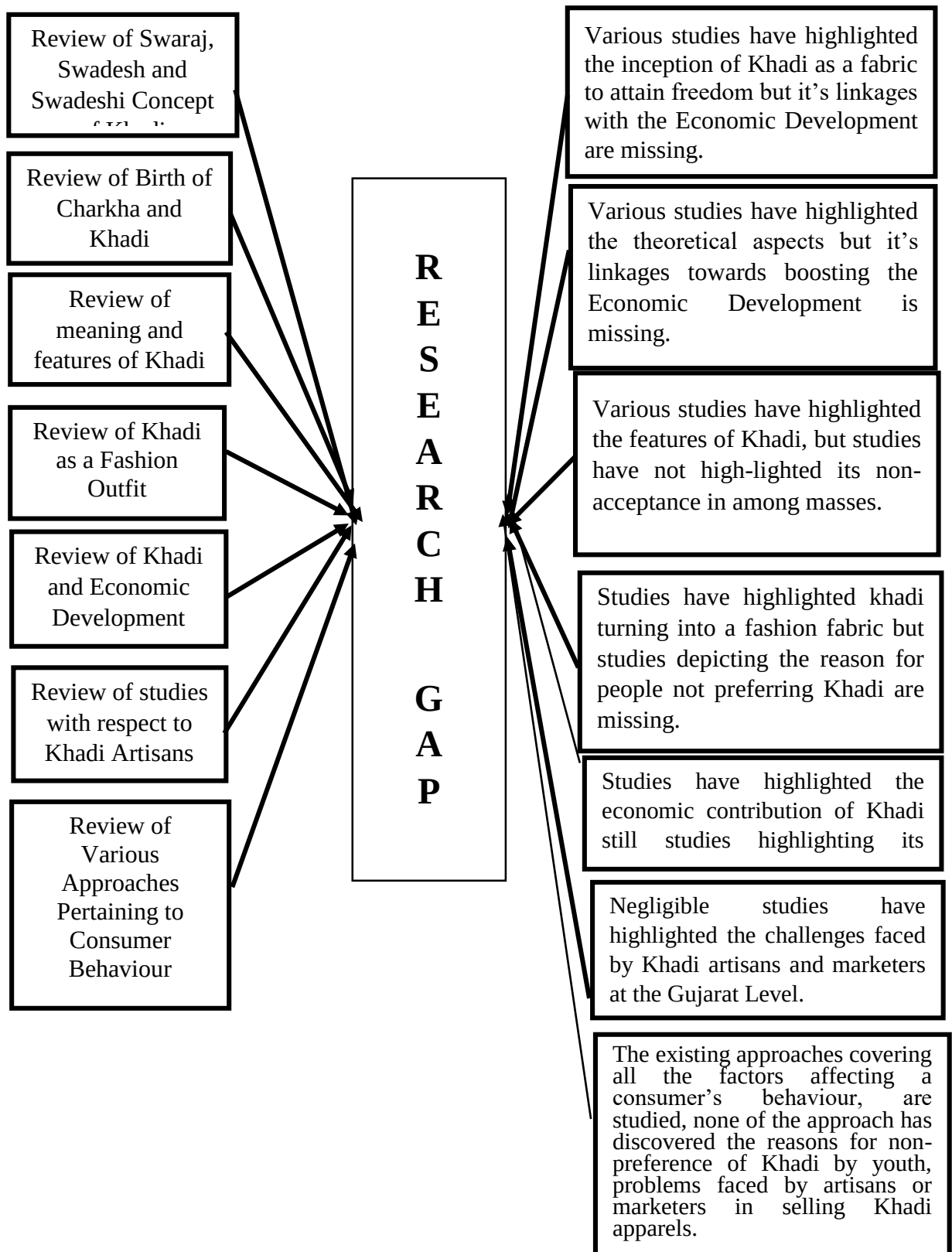
highlighted the birth of Charkha as a means of self-employment but its linkages towards boosting the economic development are missing. The very first piece of Khadi was manufactured in Sabarmati ashram, Gujarat, but studies at regional level highlighting its non-preference among masses are lacking. Various studies have highlighted the features of Khadi, as an eco-friendly, versatile, bucolic in appearance, skin-friendly, comfortable fabric, but despite having such good features, studies have not highlighted its non-acceptance among masses. The literature reviewed in the research has focused on Khadi from its journey of freedom fabric to fashion fabric, but the studies depicting the reason for its unacceptability in the youth are lacking. Khadi has contributed towards the economic development in the form of poverty alleviation, employment, productivity and women empowerment. Khadi contributes towards economic development, still studies highlighting the facts of its minuscule contribution towards GDP and to increase its scope of development are missing. Very limited studies have highlighted the role of khadi artisans and marketers. The studies highlighting the problems faced by the artisans of khadi and marketers, at the regional level are missing.

The behaviour of a consumer is affected by various factors like social, economic, cultural, psychological, marketing and personal. Majority of the approaches reviewed above, focused only on a few factors affecting the behaviour of the consumer. If at all, all the factors were taken into consideration, some approaches lacked empirical support. The approaches reviewed could not be modified according to the demand of the research and type of field in which it was researched. None of the approach reviewed has been utilised in studying the challenges and opportunities faced by the artisans and marketers of khadi as well as the non-preference of khadi by masses.

Thus, the available studies theoretically describes the genesis of khadi, advantages as a fabric and drawbacks. The empirical studies, cited in the above literature, are identifying the reasons for the preference and non-preference of Khadi apparels, were conducted in the cities like Delhi, Jaipur, Coimbatore, Mumbai, and Kolkata. None of the studies were conducted at the regional level, covering exhaustively the reasons for the preference of Khadi apparels by force (compulsion), people wearing khadi by choice and non-preference of khadi apparels by youth. Various studies are conducted for predicting the behaviour of consumer using TPB, but none of the study has covered the Khadi buying behaviour using TPB. Also, very few studies have covered the challenges and opportunities faced by the artisans and marketers of Khadi, but no such study is available on the Gujarat level. The present study attempts to address such gap.

The diagrammatic presentation of the research gap is described below in the **Figure 2-24:**

Figure 2- 24 Research Gap



(Source: Author's Own Compilation)

CHAPTER-3

RESEARCH METHODOLOGY

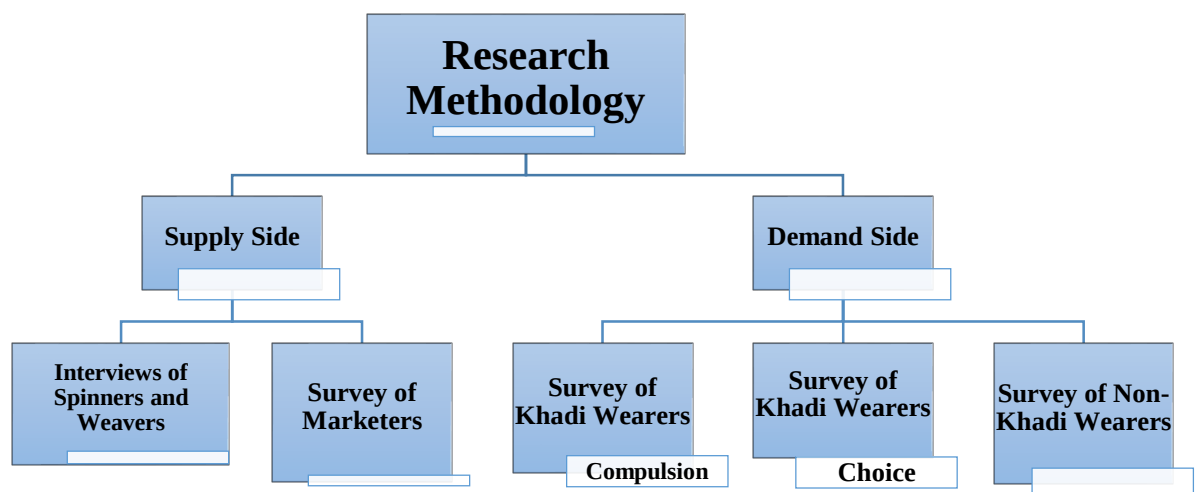
3.0 Background

This study is divided into two parts, from the point of view of the supply (spinners, weavers and the marketers) and demand (consumers). To be precise, framework of research design, research objectives, sample description method, the questionnaire content, information sources, the methodology for data analysis for the survey etc. has been described. For the qualitative research, i.e.; the interviews, the transcript building, sources of information obtained, methodology used and content of the theme of the study has been discussed in detail in this chapter. The snapshot of both the types of study divided into five segments of analysis has been presented in the tabular form at the end of the chapter. To study the supply side, interviews have been taken for the spinners and weavers and for the marketers, a survey was undertaken. For the demand side, the survey was undertaken for the khadi wearers (by compulsion), wearers (by choice) and khadi non-wearers.

The research methodology of the project is divided into two parts:

1. The interviews of the spinners and weavers and the survey of the marketers.
2. The survey of consumers (khadi wearers and non-wearers).

Figure 3- 1 Research Methodology Framework



(Source: Author's Own Compilation)

3.1 Research Objectives

The research objectives highlighting the research questions to that context have been set for the purpose of the study are highlighted in the following way in the **Table 3-1**:

Table 3- 1 Research Objectives

Research Questions	Context	Research Objective
What is the origination of Khadi? What is the role of Khadi in Swaraj and Swadeshi? How is the transformation of Khadi carried out from freedom to fashion fabric? Is Khadi accepted by masses?	Literature Review	To appreciate the role of Khadi in apparels and employment aspect.
How does KVIC works? What role does it plays?	The Working of KVIC	To appreciate the working of Khadi and Village Industries Commission (KVIC) in promoting Khadi.
What are the Challenges faced by Spinners and Weavers in the manufacturing of Khadi?	Data Analysis- (Qualitative)	To identify the challenges faced by spinners and weavers in the field of production of Khadi.
Who buys Khadi? What are the motives for the consumers to purchase Khadi? How is the buying behaviour of Khadi influenced by TPB? Are the youth purchasing Khadi outfits? What are the reasons for the non-purchase of Khadi by youth?	Data Analysis and Findings (Quantitative)	To study the buying behavior of youth with respect to the purchase preference of Khadi apparels in selected regions of Gujarat.
Why is Khadi not preferred by Masses?	Data Analysis and Findings (Quantitative)	To study the reasons with respect to non-purchase of Khadi apparels in Ahmedabad region.
Is Khadi accepted by Masses? Is Khadi an eco-friendly fabric? Can Khadi be made an international product? What are managerial implications of it?	Suggestions and Managerial Implications	To recommend effective measures to solve the challenges pertaining to the Khadi apparel industry of Gujarat.

(Author's Own Compilation)

3.2 Research Design

A research design is simply a plan or framework for a study that is used in collecting and analyzing the data. This framework is to ensure that relevant information is collected and that too depending upon the objectives of the study. The research design can be classified into three categories –Exploratory, Descriptive, and Casual (Kumar, 2014).

For the purpose of this study, the researcher has used exploratory research in the case of spinners and weavers (supply side) and descriptive single cross sectional research design

in the case of marketers (supply side) and consumers (demand side).

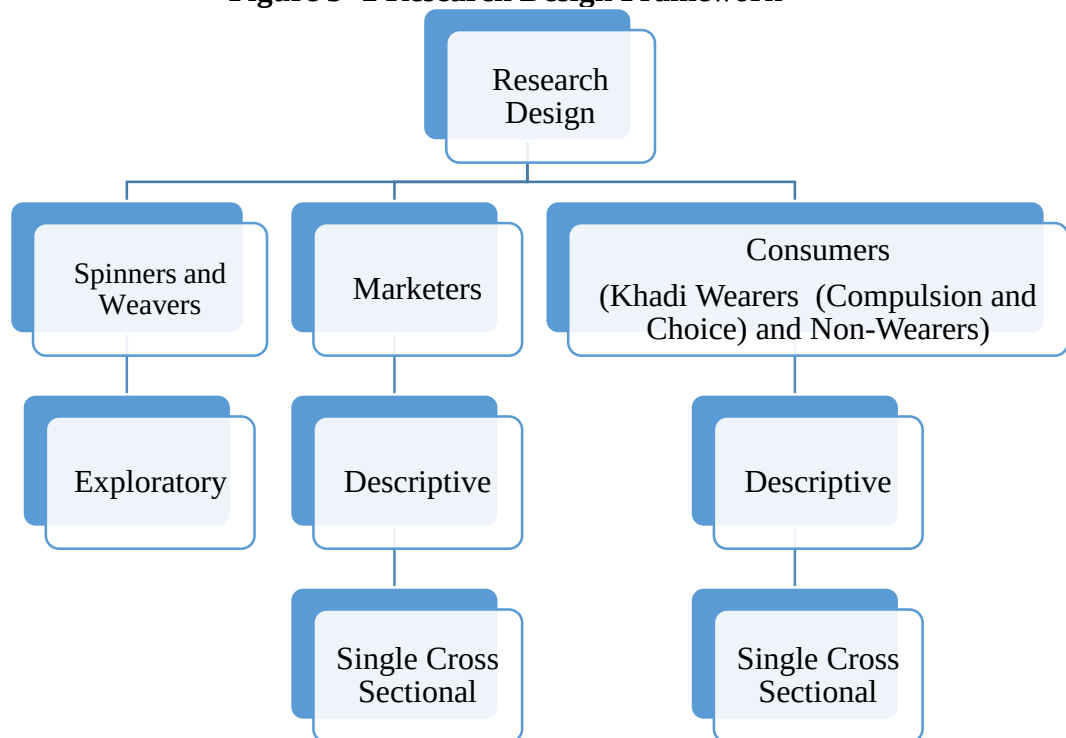
Study of Supply Side

The aim of the exploratory research design is not to give the conclusive and ultimate responses to the questions of research, but to simply investigate the exploration subject with shifting degrees of profundity (Singh, 2007). The Exploratory Research was used in the interviews of spinners and weavers in order to explore the challenges and opportunities faced by them through the qualitative method of Interviews. The Descriptive Research was adopted for the present study of Khadi marketers as the research aims to investigate the problems faced by the marketers in selling the garments made out of Khadi fabric.

Study of Demand Side

The aim of the Descriptive Research is pointed towards illuminating recent concerns or issues through the process of collection of data that empowers them to portray the condition thoroughly than was conceivable without utilizing this strategy (Fox & Bayat, 2007). The Descriptive Research (a type of Conclusive Research) was adopted for the present study as the research aims to investigate the reasons for wearing and not wearing the apparels made out of Khadi Fabric. This was carried out with the help of structured questionnaire.

Figure 3- 2 Research Design Framework



(Author's Own Compilation)

3.2.1 Scope of the Study

Study of Supply Side

From the supply side, spinners and weavers were studied by the means of interview method. The interviews have not been edited nor does it represent a "perfect" transcript. It does, however, provide insight into the interview process. The sampling method adopted for the interviews was judgmental sampling design in the interviews of spinners and weavers. The list of spinning and weaving units in Gujarat were provided by Khadi and Village Industries Commission (KVIC). The cities selected for the survey were Surrindranagar, Ahmedabad, Limdi and Gondal as these are the cities engaged in the manufacturing of Khadi. A total of thirty two interviews were taken and the transcripts are appended at the end of the thesis. On the other side, for the Khadi Marketers, the survey was conducted through the mode of a structured questionnaire. The cities selling the Khadi Apparels in Gujarat in a larger proportion were taken in the survey, which were Ahmedabad, Gandhinagar, Vadodara, Rajkot and Surat, as these are the top five cities of Gujarat (ANI, 2020).

Study of Demand Side

From the demand side, the consumers were studied. Consumer consists of the wearers and non-wearers of the Khadi apparels. In spite of the fact that it is recognized as a fabric for freedom, it is as yet seen as unfashionable by numerous particularly the youth (Ambre and Lad, 2017). The research was focused on finding the reasons for the non- preference of the Khadi apparels by the youth consumers. For this purpose, the consumers who wore Khadi by compulsion (at work places to promote the fabric) and Khadi by choice were surveyed. Also, the non-wearers of Khadi were also surveyed to deduce their reasons for not wearing Khadi apparels.

The survey for the demand side for the consumers who wore Khadi by compulsion was restricted to the regions of Gujarat like Ahmedabad, Gandhinagar, Patan, Bharuch, Palanpur and Bhavnagar. The Survey was conducted through the mode of a structured questionnaire in the Vidyapiths where Khadi as attire is compulsory. For the Khadi Wearers who wear Khadi by Choice, the survey was conducted through the mode of a structured questionnaire through the consumers walking in the *Khadi India* outlets. The cities covered were Ahmedabad in the Gujarat state, due to the Covid-19 constraint. For the Khadi non-wearers, the survey was conducted through the mode of a structured questionnaire in the city Ahmedabad, Gandhinagar, Vadodara, Rajkot and Surat, as these are the top five cities of Gujarat (ANI, 2020).

3.2.2 Data Sources and Research Approach

There are basically two types of data. Primary data –Primary data is original, problem or project specific and collected for serving a particular purpose (Chawla and Sondhi, 2011). Its authenticity is reasonably high. Secondary data –Secondary data is not topical or research specific. It can be economically and quickly collected by the decision maker in a short span of time (Chawla & Sondhi, 2011). The secondary data has the role to provide the directions to start the research and the conceptual clarity as it provides a good background to research which acts as the reference point with which the primary data can be contrasted and compared easily. Primary data proposes novel contributions and aspects for research questions. The empirical research is a manner through which a researcher can gain knowledge with the help of facts and figures. The empirical study on which the primary data is based on, frequently assists the scholar accomplishing intuitive conclusions about the area of research. Therefore, in order to get the best possible outcomes of the research, both the sources of data have been used optimally.

In this Research the data collection mode is basically Primary Data source of collection in the case of survey of spinners and weavers, marketers and consumers. Although Secondary Data is also used in the entire project for references and literature review.

3.2.2.1 Primary Data

Study of Supply Side

Primary data was collected from the spinners and weavers through the interview method. It covered numerous concerns to fulfil the objectives stated in the study. On the other hand, primary data from marketers across Gujarat was collected by means of the survey method in the form of structured questionnaires. The questionnaires for the survey were framed after referring a lot of research papers on various aspects of the related topic. The reference of various research papers also helped the researcher to attain the acumen on various terminologies of Khadi Industry and its importance, it also facilitated to frame a concrete foundation for the research. Adequate conversation on the topic with the experts in the Khadi Industry, i.e. the officials of KVIC also helped in the formation of research questions.

Study of Demand Side

Primary data from the consumers across Gujarat was collected by means of the survey method in the form of structured questionnaires. The faculty of marketing research and statistics also helped in testing the accuracy of the instrument by checking the applicability of confirmatory factor analysis and various statistical tests in the questionnaire. The questionnaires for the

survey were framed after referring a lot of research papers on various aspects of the related topic. Also, various experts were contacted for the guidance on the subject. The trilateral efforts helped in a great way framing the instruments of research. The questions of the survey were initially framed in the English language, however later on considering the degree of proficiency of the consumers (Khadi wearers-compulsion), it was appropriately converted into vernacular language Gujarati, so that it could be effectively grasped by the responders.

3.2.2.2 Secondary Data

Study of Supply and Demand Side

Various sources of the secondary data were explored. Significant auxiliary sources contained journals, articles, diaries, books, various project reports of students of IIM-Ahmedabad, various website pages, electronic web information base from ProQuest, various working papers and other publication material were utilized as sources of the secondary data collection. Various reports of KVIC of different financial years and the Khadi Book were accessed from the website of Khadi and Village Industry Commission (KVIC). Gujarat Vidyapith Library in Ahmedabad, Randheja and Sadhra were accessed to discover a lot of literature on Khadi and Gandhian Philosophy. Different libraries, especially of IIM-Ahmedabad, EDI-Gandhinagar and National Institute of Cooperative Management (Gandhinagar) were visited to gather the data on Khadi.

3.2.2.3 Research Approach

The Research Approach is a plan and procedure that consists of the steps of broad assumptions to a detailed method of data collection, analysis, and interpretation (Chetty, 2016).

Study of Supply Side

The research approach adopted for the survey of spinners and weavers is the *Interview* method and for the marketers, it is the survey method by the means of questionnaire.

Study of Demand Side

The research approach adopted for the consumers (Khadi wearers- compulsion and choice and Khadi non-wearers), it is the survey method by the means of questionnaire.

3.2.3 Nature of Study

The nature of the study could be Qualitative or Quantitative in nature. The Qualitative research dives deeper into the problems to uncover trends in the topic being studied. It uses unstructured or semi-structured tools to drive results. On the other hand, Quantitative research

quantifies the data which is used to convert the raw data into some meaningful output with the help of statistical tools. It uses structured tools to derive the data (Bem and Daryl, 2014).

Study of Supply Side

Researcher has used qualitative method in the interviews of spinners and weavers and quantitative method in the survey of marketers.

Study of Demand Side

Researcher has used quantitative method in the survey of consumers (Khadi wearers and Khadi non-wearers).

3.2.4 Sampling Design

The sampling plan is described as a plan or a procedure prepared beforehand of data collection in order to acquire the sample from a given set of population. It is also described as a *Survey Design*. A definite plan to obtain the sample from a given set of population is the sample design. The sampling design fundamentally summaries the *sampling frame*, *sample size*, *sampling method*, *sampling unit*, *sampling element*, *sampling area* and *sampling duration* for the planned survey.

Study of Supply Side

The Sampling Frame consists of the list of complete items in the population. It is the set of information used to identify the sample population for the purpose of survey. The sampling frame in this research consists of the information of the spinners, weavers and marketers/sellers of Khadi provided by Khadi and Village Industries Commission (KVIC) and Gujarat Khadi Gramudhyog Board (Gujarat). The researchers identified the sampling element from the list of spinners and weavers and marketers as provided by KVIC.

The size of the sample depends on the fundamental features of population, cost involved in it and the information type required for the survey (Chawla & Sondhi, 2011). In this research, the sample size for the survey of spinners and weavers in the interview method is 32. The size for the survey of marketers is 120. The size was decided on the basis of the guidance taken from the officials of KVIC. The sampling method is the process of selection of sufficient number of units from the total population in order to generalize the results by proper study of sample, which would enable understanding of the population characteristics in a proper way (Chawla and Sondhi, 2011). T

There are two types of sampling designs probability and non-probability sampling design. For the purpose of this study, the researcher had used non-probability judgmental sampling design in the research of spinners and weavers and Non-Probability Convenience in the case of

Marketers. A sampling unit can be referred to any single person, animal, plant, product or thing being researched. In the context of market research, a sampling unit is an individual person or a member of the entire population, cluster of members or a unit predefined in some other way. It is defined concretely as it is part of groundwork for any study or statistical research (Lavrakas, 2008).

The sampling unit for the supply side for the survey of the spinners and weavers were the *Work Stations*. And for the survey of marketers, it was the Gramudhyog Board and Khadi India Outlets.

The sampling element for the research of the spinners and weavers of Khadi manufacturing units were the Spinners and Weavers and the Sellers in the *Khadi India outlets* for the survey of Marketers.

The sampling areas with respect to the interviews of spinners and weavers were Surendranagar, Ahmedabad, Limdi and Gondal as these are the cities engaged in the manufacturing of Khadi on a larger scale (Gujarat Rajya Khadi Gramodyog Board). The Khadi apparels are manufactured and sold in different cities of Gujarat. In the qualitative telephonic discussion with a KVIC official, the cities in which Khadi is sold the most were taken for the survey. The marketing units were around 40 percent in Ahmedabad being the largest city followed by Surat, Vadodara 20% each, then Rajkot and Gandhinagar 10% each. These five are considered as the top five cities (Mahanagar) of Gujarat. The marketers were selected on the basis of random convenience sampling owing to the Covid-19 constraint, from the list provided by KVIC.

The sampling duration is very crucial time in any research as a researcher has to continuously put lot of efforts in collecting the authenticated data from authenticated sources in appropriate time. The interviews of spinners and weavers were taken from 01st May, 2019 to 30th June, 2019. The questionnaire for the marketers were filled during 01st July, 2020 to 31st August, 2020.

Study of Demand Side

The sampling frame in this research for the consumers is not applicable, as the total population of Khadi wearers and non-wearers is unknown. The sample size was determined for the Khadi wearers by compulsion using the sample size calculator. The approximate number of the people wearing Khadi by compulsion at their work places was determined in Gujarat through online sources. On the basis of this number, the sample size was determined as 555 taking confidence interval 4% (screen-shot of sample size calculator is attached in ***Annexure-A***) and total population of Khadi wearers by compulsion as 7384. The Annexure

for the population of Khadi wearers is attached as **Annexure-A**. The questionnaires were circulated to 555 respondents. Around 20 were not filled properly and 35 were not filled at all. So, 500 was taken as the sample size for Khadi wearers by compulsion. For Khadi wearers by choice and non-wearers, as the total population number is not known, the sample size was determined using the formula $n = Z^2 * p * q / e^2$, at 4% confidence interval and 3% confidence interval respectively, i.e. $(1.96)^2 * (0.5) (0.5) / (0.04)^2$ and $n = Z^2 * p * q / e^2$, i.e. $(1.96)^2 * (0.5) (0.5) / (0.03)^2$. The sample size arrived was 584 and 1061 respectively. Eliminating the unfilled, improperly filled and mistakes in the filled questionnaire, the sample size was kept at 500 for Khadi wearers by choice and 1000 for Khadi non-wearers.

For the purpose of this study, the researcher had used non-probability judgmental sampling design in the research of Consumers, i.e; Khadi wearers (Compulsion and choice) and non-wearers. The sampling unit, for the survey of the Khadi wearers by compulsion was the *Gujarat Vidhyapith* located at Gandhinagar and Ahmedabad.

The sampling unit, for the survey of the Khadi wearers by choice were the consumers buying from *Khadi India Outlets*. For the Khadi non-wearers, it was the ordinary *retail outlets* of the apparels.

The Sampling Element, for the Khadi wearers by compulsion were the members of Gujarat Vidhyapith (Students, teaching and non-teaching staff). Consumers of Khadi India outlets were the sampling elements for the Khadi wearers by choice. For the Khadi non- wearers, it was the consumers shopping in the ordinary outlets of apparels.

The sampling area, for the analysis of the data of the Khadi wearers by compulsion, was selected from the Vidyapiths where Khadi as attire is compulsory. The cities covered were Ahmedabad, Gandhinagar, Patan, Bharuch, Palanpur and Bhavnagar. The Sampling area for the Khadi wearers who wear Khadi by choice was Ahmedabad. The Survey was conducted through the mode of a structured questionnaire through the consumers walking in the *Khadi India Outlets*. The cities covered were Ahmedabad, due to the Covid-19 Constraint.

For the Khadi non-wearers, the survey was conducted through the mode of a structured questionnaire in the city Ahmedabad, Gandhinagar, Vadodara, Rajkot and Surat, as these are the top five cities of Gujarat (ANI, 2020).

The questionnaire for the Khadi wearers by choice were filled during 01st September to 30th November, 2020, for the Khadi wearers by compulsion was 01st December, 2020 to 29th February, 2021 and for the Khadi non-wearers, it was 01st March, 2021 to 30th April, 2021.

3.3 Research Instrument Development

The collection of information is very important step and base for any research. The

information collected in this research is through the interview method for the spinners and weavers and the survey method for the marketers and consumers.

Study of Supply Side

The researcher has selected the interview method for the spinners and weavers because the interviews are intended to gather a more extravagant source of data from a fewer individuals about traits, conduct, inclinations, sentiments, perspectives, feelings and information. The interviews are best for subjective examination. They help the researcher clarify, better comprehend and investigate research subject's feelings, conduct, encounters, behaviour, attitude, problems and so forth. The questions are typically open-finished inquiries so that top to bottom data can be gathered easily (Kumar, 2014). In this research, the challenges and opportunities faced by the artisans are traced using the interview method. This is the reason it best suited this research. The survey method was used for the marketers, to trace the problems faced by the marketers in selling the Khadi outfits.

Study of Demand Side

Consumers, i.e, Khadi wearers by choice, Khadi wearers by compulsion and Khadi non-wearers were researched through the survey technique, as it can be utilized for exploratory, descriptive or explanatory examination. This technique is most appropriate for researches that have distinctive individuals as the unit of analysis. Survey research has a few natural qualities contrasted with other research techniques. To begin with, surveys are a fantastic vehicle for estimating a wide assortment of undetectable information like behaviour, individual inclinations, attributes, perspectives, convictions, practices or verifiable data. Second, it is unmistakably appropriate for distantly gathering information about a populace that is too huge to even consider noticing straightforwardly. An enormous region, like a whole nation, can be canvassed utilizing electronic mail or phone overviews, carefully inspecting to guarantee that the populace is sufficiently addressed in a smaller sample. Third, because of their inconspicuous nature and the capacity to react whenever it might be convenient to responders, surveys are liked by some respondents. Fourthly, survey research is affordable as far as researcher's time, exertion and cost is concerned than most different strategies, like case research and experimental research (Juneja, 2015). In this research, the attitude and buying behaviour of consumers (Khadi Wearers and Non-Wearers) are easily found out using the survey method.

3.3.1 Description of Variables and Questionnaire Design

The scope of the study helped the researcher frame the questions in the interview as well

as in the questionnaire for the survey. The research is divided into following five parts comprising of five research instruments.

Study of Supply Side

3.3.1.1 Set of Questions for Spinners and Weavers

The spinner is an artisan that spins the fibre into yarn on a simple spindle or a spinning wheel. The fibre could be cotton, wool or silk. In other words, someone who spins. The weaver is a craftsman that weaves the yarn into a fabric by using handloom. In other words, a craftsman who weaves cloth. Spinners and weavers both work with fibre to transform it into usable items, yet spinners centre around string and yarn creation and weavers work with completed strings and yarns to make fabric. A few artisans are engaged in both the task. The objectives centre on the challenges and opportunities, which are faced by the artisans. A set of simple questions were framed to deduce the same, which are described as follows in the Table 3-2:

Table 3- 2 Details of Set of Questions for Interview of Spinners and Weavers

Classification	Description	Number of Questions	Total
Personal Demographics	Name	1	07
	Age	1	
	Gender	1	
	Educational Qualification	1	
	Number of Years (Experience)	1	
	Family Background	1	
	Income Fetched from the Vocation	1	
Challenges and Opportunities	Hours devoted to the Vocation	1	11
	Problems Faced in the Vocation	1	
	Liking for the Vocation	1	
	Difficulties in the Production Process	1	
	Difficulties in Fetching Raw material	1	
	Type of Charkhas Used	1	
	Satisfaction with the Infrastructure	1	
	Satisfaction with the Wages Paid	1	
	Types of Khadi Manufactured	1	
	Feeling of National Pride	1	
	Expectations from KVIC	1	
Grand Total			18

(Source: Author's Own Compilation)

3.3.1.2 Design of Questionnaire for Marketers

The marketers are the sellers of Khadi, selling Khadi outfits in the *Khadi India Outlets* popularly known as Khadi bhandhars. The questionnaire was framed keeping in mind the scope of the study. The questionnaire for the research is attached in the appendix at the end of the thesis. The questionnaire has sub parts which seeks answers on personal demographic information, Khadi sales and problems in the marketing of Khadi apparels. The bifurcation is described as follows in the Table 3-3:

Table 3- 3 Design of Questionnaire for Marketers

Classification	Description	Number of Questions	Total
Personal Demographics	Location (District)	1	06
	Name	1	
	Gender	1	
	Name of the Khadi Outlet	1	
	Establishment Year of the Khadi Outlet	1	
	Form of Organisation	1	
Personal Details	Initial Investment (Rs)	1	03
	Yearly Turnover (Rs)	1	
	Reasons for starting the Khadi Outlet (Rank Analysis)	1	
Khadi marketing information	Type of products sold	1	04
	Different Khadi Products sold	1	
	Type of Khadi apparels sold	1	
	Buyers the Khadi apparels	1	
Khadi buyer's information	Age group of the majority of the Khadi customers	1	01
Khadi marketing issues	Khadi Sales of Last 5 years	1	07
	Reasons for the increase in the sales of Khadi Apparels	1	
	Major reasons leading to problems in marketing of Khadi Apparels	1	
	Discounts offered round the year	1	
	Additional discounts other than specified by KVIC	1	
	Market potential for export of Khadi Apparels	1	
	Acceptance of e-payment options by the stores	1	
	Optimism about the future development	1	
Managerial Implication	Suggestions to KVIC for developing the Khadi Apparels Segment	1	01
Grand Total			23

(Source: Author's Own Compilation)

Thus, the questionnaire was framed keeping in mind the above type of questions. The copy of the questionnaire circulated to the marketers is attached as the Annexure-B.

Study of Demand Side

3.3.1.3 Design of Questionnaire for Khadi Wearers (Compulsion and Choice) and Measures

For the Khadi wearers (compulsion and choice) who wear Khadi apparels by compulsion at their work places and who wear by choice (consumers buying Khadi apparels from *Khadi India Stores*), the survey tried to discover the reasons for Khadi preference from the respondents, using the Theory of Planned Behaviour (TPB). The questionnaire was framed keeping in mind the scope of the study. The questionnaire for the research is appended in the appendix at the end of the thesis. The questionnaire has sub parts which seeks answers on personal demographic information, basic clothing information, preference for type of clothing, amount spent on clothing and reasons for the preference of Khadi Apparels. Further, by applying the Theory of Planned Behaviour (TPB) by Icek Ajzen (1991), the variables were measured by total 20 items adapted from the construction of the theory of planned behaviour questionnaire construction (Ajzen, 2016), presented in the Table 3-4 below:

Table 3- 4 Questionnaire Dimension and Measuring Scale

Factor Dimension	Measuring Scale	Reference Resource
Attitude	6 items/7-point scales	Paul, Modi and Patel (2016); Mostafa (2009); Yang and Kahlor (2013)
Subjective Norms	4 items/7-point scales	(Chen & Peng (2012); Liobikien', Mandravickait' and Bernatonien (2016); Dean, Raats and Shepherd (2012)
Perceived Behavioural Control	7 items/7-point scales	(Armitage and Conner (2001); Chen & Peng (2012); Dean, Raats and Shepherd (2012)
Purchase Intentions	3 items/7-point scales	Paul, Modi and Patel (2016); M.M.Mostafa (2009); Chang and Chen (2008)
Purchase Behaviour	3 items/7-point scales	Schlegelmilchet et al. (1996) ; Dubois et al. (2005)
Demographic Variables	Location, Name, Gender, Age, Educational Qualification, Occupation, Family Monthly Income	Author Designed

(Source: Author's Own Compilation)

Thus, the variables of Attitude was measured on a 7 point bio-polar scale, followed by subjective norms, perceived behavioural control, purchase intention and purchase behaviour on a 7 point Likert Scale ranging from extremely strongly agree (7) to extremely strongly dis-agree (1). The six variables of the construct Attitude were adopted from ((Paul, Modi and Patel (2016); Mostafa (2009); Yang & Kahlor (2013)). The four variables of Subjective Norms were adopted from ((Chen & Peng (2012); Liobikien', Mandravickait'and Bernatonien (2016); Dean, Raats and Shepherd (2012)). The Seven variables of Perceived Behavioural Control were adopted from ((Armitage and Conner (2001); Chen & Peng (2012); Dean, Raats and Shepherd (2012)). The three variables of Purchase Intentions were adopted from ((Paul, Modi and Patel (2016); M.M.Mostafa (2009); Chang and Chen (2008). The three variables of Purchase Behaviour were adopted from Schlegelmilchet et al. (1996); Dubois et al. (2005). The bifurcation of the questions is described as follows in the **Table 3-5:**

Table 3- 5 Design of Questionnaire for Khadi Wearers

Classification	Description	Number of Questions	Total
Personal Demographics	Location (District)	1	08
	Name	1	
	Gender	1	
	Age	1	
	Educational Qualification	1	
	Occupation	1	
	If Salaried, belonging to the Sector by Ownership	1	
	Total Family Monthly Income	1	
Clothes Buying Preference	Frequency of shopping for apparels	1	04
	Time of the year for carrying out purchases of clothes?	1	
	Parameters while buying apparels	1	
		1	
Amount Spent on Clothing	Approximate amount spent per annum for Apparels	1	01
Mode of Shopping	Mode of shopping preferred	1	03
	Frequently visited Web-Sites	1	
	Type of stores preferred for shopping	1	
Influence for Shopping	Different sources of information influence on buying decision in clothing	1	03
	Influence of Social Media Sites on apparels buying decision	1	
	Opinions while shopping Apparels.	1	

Classification	Description	Number of Questions	Total
Perception about Self	Perception about self as per choice of Clothing	1	01
Family Influence for Shopping	Belief that your family holds towards clothing influence	1	06
Khadi Preference	Preference for Apparels made out of Khadi Fabric	1	
	Purchase of Khadi Apparels	1	
	Type of khadi preferred to wear	1	
	Time of Purchase khadi apparels	1	
	Awareness about the different options available in Khadi Apparels	1	
Khadi Benefits Awareness	Opinion on the production and sales of khadi leading to the Economic Development	1	01
TPB	Attitude on wearing khadi apparels.	1	05
	Subjective Norms on wearing khadi apparels	1	
	Perceived Behavioural Control on wearing khadi apparels	1	
	Purchase Intentions on wearing khadi apparels	1	
	Purchase Behaviour on wearing khadi apparels	1	
Grand Total			39

(Source: Author's Own Compilation)

Thus, the questionnaire was framed keeping in mind the above type of questions. The copy of the questionnaire circulated to the Khadi wearers is attached as the **Annexure-C**. The questionnaire was translated in Gujarati language for ease of understanding for the Khadi wearers. The translated questionnaire is attached as **Annexure-D**.

3.3.1.4 Design of Questionnaire for Khadi Non-Wearers

For the Khadi Non-Wearers who do not wear Khadi Apparels at all, the survey tried to discover the reasons for Khadi non-preference from the respondents. The questionnaire was framed keeping in mind the scope of the study. The questionnaire for the research is attached in the appendix at the end of the thesis. The questionnaire has sub parts which seeks answers on personal demographic information, basic clothing information, preference for type of clothing, amount spent on clothing and reasons for non-preference of Khadi Apparels. The bifurcation is described as follows in the **Table 3-6**:

Table 3- 6 Design of Questionnaire for Khadi Non-Wearers

Classification	Description	Number of Questions	Total
Personal Demographics	Location (District)	1	
	Name	1	

Classification	Description	Number of Questions	Total
	Gender	1	08
	Age	1	
	Educational Qualification	1	
	Occupation	1	
	If Salaried, belonging to the Sector by Ownership	1	
	Total Family Monthly Income	1	
Clothes Buying Preference	Frequency of shopping for apparels	1	04
	Time of the year for carrying out purchases of clothes?	1	
	Parameters while buying apparels	1	
Amount Spent on Clothing	Approximate amount spent per annum for Apparels	1	04
Mode of Shopping	Mode of shopping preferred	1	
	Frequently visited Web-Sites	1	
	Type of stores preferred for shopping	1	
Influence for Shopping	Different sources of information influence on buying decision in clothing	1	03
	Influence of Social Media Sites on apparels buying decision	1	
	Opinions while shopping Apparels.	1	
Perception about Self	Perception about self as per choice of Clothing	1	01
Family Influence for Shopping	Belief that your family holds towards clothing influence	1	01
Khadi Preference	Purchase of a Khadi Apparel in the last one year	1	01
Reasons for non-preference of Khadi Apparels	Rate the reasons for not buying Khadi Apparels.	1	01
Awareness about Khadi benefits	Awareness about the benefits of wearing khadi	1	02
	Production and sales of khadi generates the benefits	1	
Changes expected in Khadi	Changes expected in khadi apparels	1	01
Khadi preference in future	Purchase of Khadi apparels in future	1	01
Khadi preference (Rank Analysis)	Preference to buy Khadi apparels in future	1	01
Grand Total			29

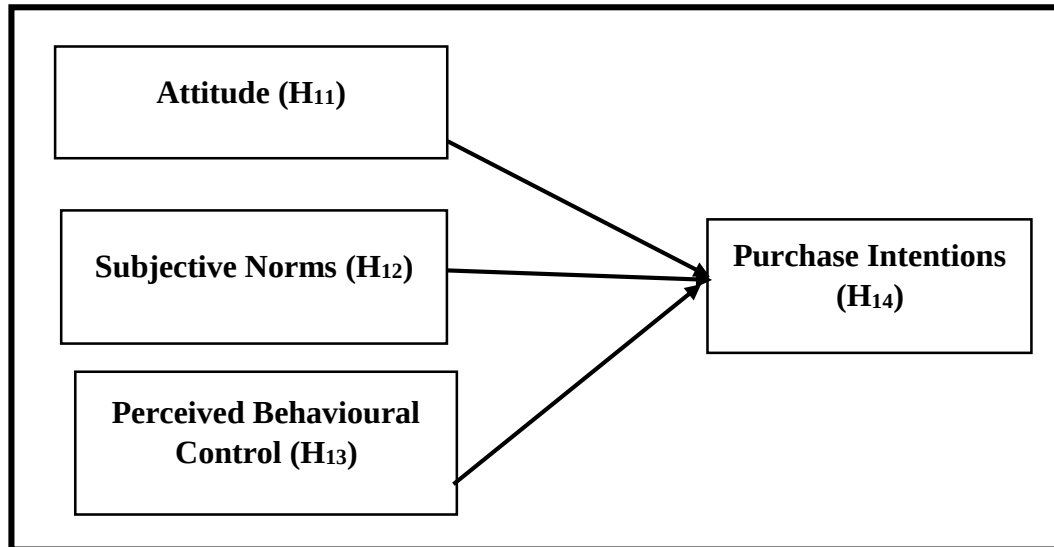
(Source: Author's Own Compilation)

Thus, the questionnaire was framed keeping in mind the above type of questions. The copy of the questionnaire circulated to the Khadi non-wearers is attached as the **Annexure-E**.

3.3.1.5 Theoretical Background and Hypothesis Development

The structure of the proposed framework is shown in the figure-3 below. In total, 3 Hypothesis are formed.

Figure 3- 3 Proposed Research Framework



(Source: Author's Own Compilation)

3.3.1.5.1 Attitude towards the Khadi apparels

Attitude towards playing out a behaviour alludes to the perception of individual desirability to play out the behaviour (Ajzen, 1987). It relies upon the beliefs and expectations about personal effects of the outcomes resulting because of the behaviour.

According to Ajzen and Fishbein (1980), an individual's disposition towards a behaviour speaks to an assessment of the behaviour and its result. Various studies in past have concentrated on the association between the Intentions and Attitude. Irland (1993), clinched that the purchasing intentions of the consumers are reliant on their environmental attitude.

As per Tsen, Phang, Hasan and Buncha (2006), Attitude is the most important factor that plays the role in envisaging the intentions of the green products customers. According to Mostafa (2009), there is a positive relation has been established in various cultures, between the intentions and attitude.

Attitude has a major role to play in the decision to assent a particular performance of behaviour with specific intentions. Based on the reviewed literature, Attitude will have an influence towards the purchase intentions of the Khadi Apparels.

The Hypothesis are established in the following way:

H₀₁: Attitude towards Khadi Apparels is not positively related to Purchase Intention.

H₁₁: Attitude towards Khadi Apparels is positively related to Purchase Intention.

3.3.1.5.2 Subjective Norms towards the Khadi apparels

Subjective norms refers to the perceived social pressure for the performance or non-performance of the behaviour, by the individual (Ajzen, 1991). Alternatively, the subjective norms are referred as the perception of the social pressure for or against the performance of the behaviour in question (Ajzen, 1987).

Various studies in past have concentrated on the association between the Intentions and Subjective norms. The Subjective norms were studied by Zukin and Maguire (2004) and deduced that Subjective Norms have an important effect on the green consumption and are considered as the foundation of various models and theories concerning the consumption. On the other hand, it was deduced by Wiriyapinit (2007), family norm values and purchase intentions were directly related to each other. Various studies have found that Subjective norms are a very important determining factor for the purchase intentions of Green Products (Paul, Modi and Patel, 2016), organic food (Chen and Tung, 2014) and for the Intention of Green Hotel revisit (Teng, Wu and Liu, 2013).

Hence, it can be deduced that the Subjective norms is a very important factor which leads to the Purchase Intentions of the Consumers. Keeping in view the literature review, the Hypothesis are established in the following way:

H₀₂: Subjective Norms towards Khadi Apparels is not positively related to Purchase Intention.

H₁₂: Subjective Norms towards Khadi Apparels is positively related to Purchase Intention.

3.3.1.5.3 Perceived Behavioural Control towards the Khadi apparels

Perceived Behavioural Control reflects the ability to deliver the targeted behaviour (Ajzen, 1987). It shows the individual's perception of the level of difficulty or ease of performing a behaviour and it has been anticipated to assume the obstacles and the past behaviour (Ajzen and Driver, 1992). As per the TPB model, prior to the generation of the purchase intentions, the development of the Perceived Behavioural Control is very essential. Li, Daugherty and Biocca (2002), recommended that perceived resources were the perceptual prompts that the shoppers had and used to assess items prior to buying.

Besides, Olsen (2004) highlighted that the main dynamics that impact the food buying habits of the consumers incorporate self-viability and accommodation/accessibility. Numerous

specialists have inferred that reliance in the capacity of the individual to regulate their conduct showed a positive association with the intention of purchase (Baker, Al-Gahtani and Hubona, 2007).

Moreover, various studies have found that Perceived Behavioural Control is a very important determining factor for the purchase intentions of Green Products (Han, Hsu and Sheu, 2010), organic food (Chen and Tung, 2014) and for the Intention of Green Hotel revisit (Teng, Wu and Liu, 2013). Keeping in view the literature review, the Hypothesis are established in the following way:

H₀₃: Perceived Behavioural Control towards Khadi Apparels is not positively related to Purchase Intention.

H₁₃: Perceived Behavioural Control towards Khadi Apparels is positively related to Purchase Intention.

3.4 Data Analysis Plan

Study of Supply Side

For the supply side, the data of spinners and weavers were analyzed through qualitative analysis method. The two principle ways to deal with the qualitative analysis are: inductive and deductive. There are two sorts of inductive *qualitative analysis* to browse. These are called *narrative analysis* and *thematic content analysis*, the two of which require an unstructured way to deal with research (Canary, 2019). The data of spinners and weavers is analyzed through the *Thematic Content Analysis* (TCA). TCA is type of descriptive representation of qualitative information. Qualitative information might appear as transcripts of interviews taken from research members. TCA depicts the thematic content of interview transcripts by categorizing mutual themes in the transcripts delivered for the analysis (Anderson, 2007).

For the supply side, the data of spinners and weavers were collected through the interview method. On the basis of these interviews, transcripts were made for all the interviews, which are appended in the annexure of the thesis as ***Annexure-F***.

These transcripts are further converted into qualitative analysis using common themes, sub-themes, codes and quotes, depicting the challenges and opportunities faced by the artisans. The marketers are researched through the survey method. The mode of filling questionnaire for marketers is self-administered through personal visit.

The descriptive and inferential statistics is used to analyze the quantitative data of the survey of marketers. Various non-parametric test like Kruskal Wallis-H Test, Mann-Whitney U Test, and Chi-Square Test were applied on the quantitative data after applying

the Shaipro-Wilk test, due to non-normality of data. For the rank based questions, WAM and Rank Analysis was used. Statistical Package for Social Science (SPSS) 20 was applied for the analysis of the data of current research.

Study of Demand Side

The mode of filling questionnaire for Khadi wearers (compulsion and choice) and Khadi non-wearers is self-administered through personal visit.

The responses of the consumers (Khadi wearers and non-wearers) on the demand side of the research, collected through the questionnaire were analyzed thoroughly and the outcomes are appropriately interpreted. The descriptive and inferential statistics is used to analyze the quantitative data of the survey of Khadi wearers (Compulsion) and Khadi non-Wearers. Confirmatory Factor Analysis and Structural Equation Modelling is used to analyze the data of Khadi wearers (Choice), using the Theory of Planned Behavior Model, using AMOS-20.

Various non-parametric test like Kruskal Wallis-H Test, Mann-Whitney U Test, and Chi-Square Test were applied on the quantitative data after applying the Shaipro-Wilk test, due to non-normality of data. For the rank based questions, WAM and Rank Analysis was used. Statistical Package for Social Science (SPSS) 20 was applied for the analysis of the data of current research. Analysis of a Moment Structures (AMOS) 20 was used to run the Confirmatory Factor Analysis using the TPB model.

To elaborate the data in a lucid manner, various tables were used to present the data in the tabular form, wherever possible. The demographical data of the Khadi wearers (compulsion and choice) and Khadi non-wearers are displayed using percentages and frequency in a tabular form.

For the demographical analysis of the responses of age, gender, educational qualification, occupation, location, total family income etc., the use of descriptive statistics, in the form of measures of central tendency is done. Various categorical questions of the survey were analyzed with the help of frequency tool of descriptive statistics.

Various scale based questions were analyzed using mean and standard deviation tool of the descriptive statistics, on the seven point likert scale with strongly agree (7), agree (6), somewhat agree (5), neutral (4), somewhat dis-agree(3), dis-agree (2) and strongly dis-agree(1). The seven point likert scale was assumed to be ordinal and ratio scale. Descriptive statistics was applied in the maximum possible areas. The nominally scaled questions with multiple options were presented in the percentage form.

3.5 Conclusion

The above chapter on research methodology gives a brief description on various operational steps engaged in the process of research. An overview with reference to the design of research, sources of data collection, methods of data collection, procedure of sampling and the plan for analysis of data, enables to understand research approach of the study. From the supply side, the challenges and opportunities faced by spinners and weavers were described well. Also, variables like personal demographical details, problems in marketing of Khadi were also highlighted in the data analysis of marketers.

From the demand side, an explanation of different variables of personal demographical details, clothes buying preference, amount spent on clothing, mode of buying clothes, influence for shopping, social media influence for shopping, perception about self, family influence for shopping, khadi preference, attitude, subjective norms, perceived behavioural control, purchase intentions and purchase behaviour were carried out for the Consumers.

The next chapter gives a brief description about the working of Khadi and Village industries Commission (KVIC). It strives to give a brief explanation about the sources of funding, production, marketing and sales of khadi, financial support of KVIC to khadi units in nutshell. It describes in detail about the Hierarchy Pyramid of Khadi, Supply Chain Management of Khadi, Resource Procurement and Production of Khadi, Khadi Management Information System (KIMIS), Khadi Marketing Mix, Khadi Financing, Khadi Reform and Development Program (KRDP) and Market Development Assistance.

The scheme of research methodology for the supply and demand side are presented in a nutshell in the following **Table 3-7:**

Table 3- 7 Research Methodology

Base	Spinners and Weavers	Marketers	Khadi Wearers (Compulsion)	Khadi Wearers (Choice)	Khadi Non-Wearers
Research Problem/Objective	To Identify the Challenges faced by Spinners and Weavers in the field of Production of Khadi.	To Recommend Effective Measures to Solve the Challenges Pertaining to the Khadi Apparel Industry of Gujarat.	✓ To Study the Buying Behavior of Youth with respect to the purchase preference of Khadi Apparels in selected regions of Gujarat. ✓ To study the reasons with respect to non-purchase of Khadi apparels in Ahmedabad region.		
Nature of Study	Qualitative	Qualitative and Quantitative			
Research Design	Exploratory	Descriptive			
Sub type of Research Design	N.A	Single Cross Sectional			
Sample Size	32	120	500	500	1000
Sample Size Determination	As Guided by the Officials of KVIC		Population was known, sample size calculator was applied	$n = Z^2 \cdot p \cdot q / e^2$, i.e. $(1.96)^2 \cdot (0.5) (0.5) / (0.04)^2$	$n = Z^2 \cdot p \cdot q / e^2$, i.e. $(1.96)^2 \cdot (0.5) (0.5) / (0.03)^2$
Sampling Unit	Work Stations	Khadi Bhandhars	Gujarat Vidyapith	Khadi Bhandhars	Retail Stores of Apparels
Sampling Element	Spinners and Weavers	Marketers/Sellers	Khadi Wearers at Gujarat Vidyapith	Khadi Wearers found at Khadi India Stores	Non-Khadi Wearers
Sampling Procedure	Non- Probability Sampling				
Sampling Technique	Judgemental Sampling		Convenience Sampling		
Sampling Area	Ahmedabad, Limdi	Ahmedabad, Gandhinagar, Vadodara, Rajkot and Surat	Ahmedabad, Gandhinagar, Patan, Bharuch,	Ahmedabad	Ahmedabad, Gandhinagar, Vadodara, Rajkot and Surat

Base	Spinners and Weavers	Marketers	Khadi Wearers (Compulsion)	Khadi Wearers (Choice)	Khadi Non-Wearers
	Surrendranagar and Gondal (Rajkot)		Palanpur and Bhavnagar.		
Sampling Duration	01 st May, 2019 to 30 th June, 2019	01st July, 2020 to 31st August, 2020	01st December,2020 to 29th February, 2021	01st September to 30th November, 2020	01st March, 2021 to 30th April,2021
Data Sources	Primary and Secondary				
Research Instrument for Primary Sources	Interview Schedule	Questionnaire			
Research Approach	Personal Interview	Survey			
Contact Method	Personal Visit				Online-Google Docs
Questionnaire Filling Method	Structured Interview	Self- Administered			Online
Research Instrument for Secondary Sources	Online Journals, Offline Journals, Working Papers, Articles in Newspapers, Books, Magazines, Students Projects, Internet Webpages, Conference proceedings, Papers from Blogs, Database from Pro-Quest, Khadi Reports etc.				
Visits for Secondary Data Collection	Gandhi Ashram-Ahmedabad, Entrepreneurship Development Institute-Ahmedabad, IIM-Ahmedabad, KVIC Office-Ahmedabad, National Institute of Co-Operative management-Gandhinagar				
Data Processing and Management	Field Notes, Transcripts	Microsoft Excel, SPSS	Microsoft Excel, SPSS	Microsoft Excel, SPSS and AMOS	Microsoft Excel, SPSS
Pictorial Representation	Photographs	Charts like Pie, Bar, Histogram			
Descriptive Statistics	Cross Comparison of All Interviews	Measures of Central Tendency, Measures of Dispersion, Max, Min, Rank Analysis, Weighted Average Mean			

Base	Spinners and Weavers	Marketers	Khadi Wearers (Compulsion)	Khadi Wearers (Choice)	Khadi Non-Wearers
Inferential Statistics	N.A	Shapiro Wilk Test, Kruskal Walis Test, Chi-Square Test, Mann Whitney-U Test		Confirmatory Factor Analysis and Structural Equation Modelling	Shapiro Wilk Test, Kruskal Walis Test, Chi-Square Test, Mann Whitney-U Test
Type of Questions	Open Ended	Open Ended, Closed Ended, Multiple Choice, Dichotomous, Rank-Order, Ordinal and Likert Type			
Tool Development	Pertaining to Challenges faced by Spinners and Weavers	Demographic Analysis, Modus Operandi in Selling, Problems faced in Selling, Reasons for Non-Preference of Khadi	Demographic Analysis, Modus Operandi in Purchase, Factors Influencing in Purchase of Khadi Apparels and Contribution of Khadi.	Demographic and Standardized Statements on AT(4- Items), SN(6-Items), PBC(7-Items) and PI(3-Items)	Demographic Analysis, Modus Operandi in Purchase, Reasons for not purchasing Khadi, Benefits of Khadi and Future Willingness to Purchase
Scale Used	N.A	Nominal, Interval (7-Point Likert-Type) and Ratio			
Reference and Reliability of Scale	N.A	Developed from Literature and Reliability was exceeding 0.6		Adapted from (Maichum, Parichatnon, and Peng, 2016) and Reliability was exceeding 0.6.	Developed from Literature and Reliability was exceeding 0.6

(Source: Author's Own Compilation)

CHAPTER-4

THE WORKING OF KVIC

4.0 Background

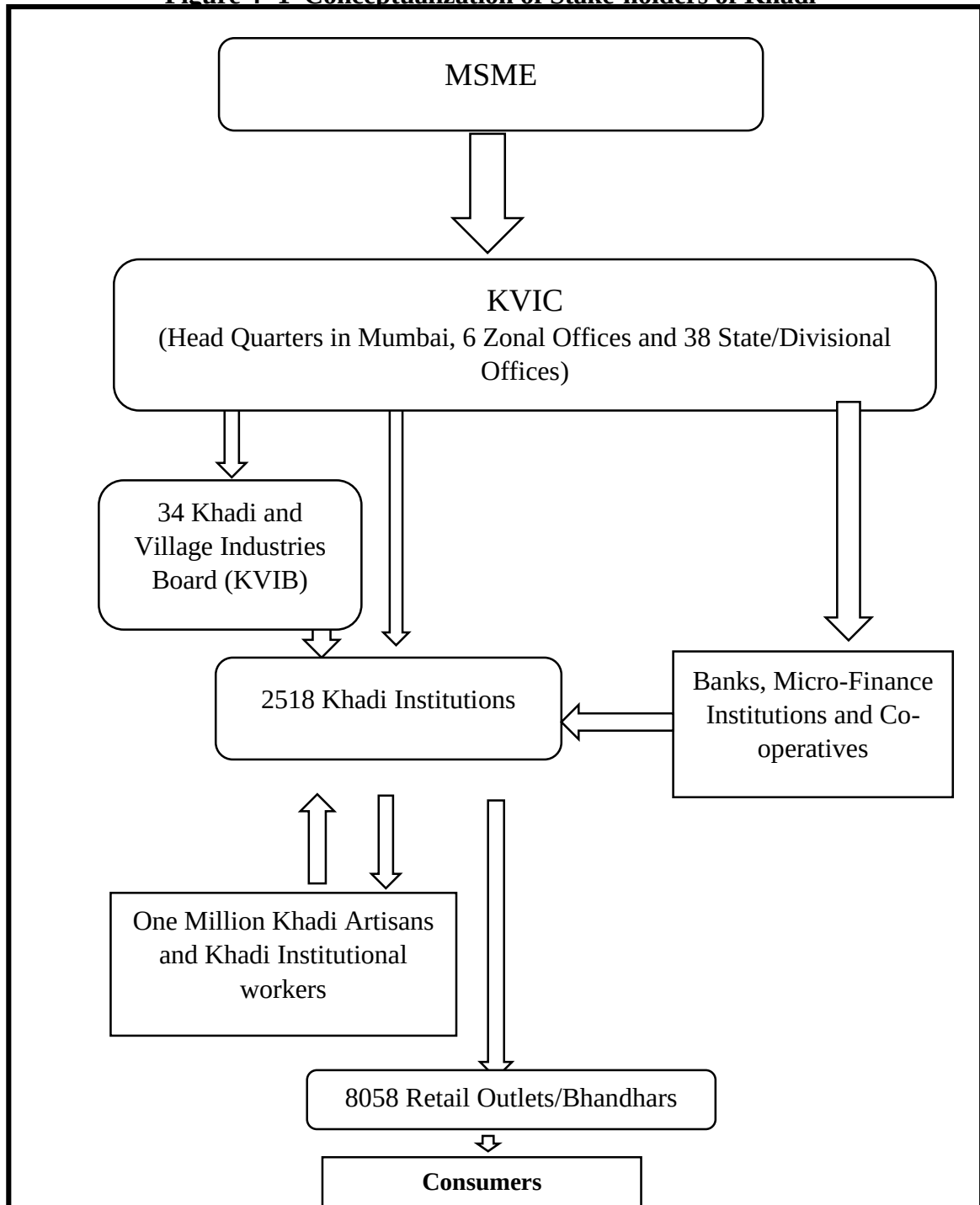
Khadi and Village Industries Commission (KVIC) is a statutory assemblage of Government of India (GOI), which has been recognized as one of the significant associations in the decentralized division for creating economical nonfarm employment prospects in rural regions at a very low per capita speculation working under Ministry of micro, small and medium enterprise (MSME). It is engaged in the activities like skill enhancement, transferring technology, research and development, production of Khadi products, marketing of the handcrafted products produced by KVIC, which ultimately helps them generate employment in the rural areas. KVIC sells these items through 8058 retail locations, comprehensive of 23 Departmental Sales Outlet (DSC) possessed straightforwardly by the association. Every single other store are being claimed by KVIC affiliated Khadi institutions (Sarkar, 2017).

This is a time of maintainability where everybody needs to do their part to support the regular assets for forthcoming age. 'Khadi India' gives plenty of carefully assembled items which are created without throbbing the earth, alongside being a socially dependable substance. Despite the fact that at the retail front, the shopping environment as offered by KVIC isn't engaging the Indian buyers and is likewise befuddling them with incongruent store names at various areas. Because of these reasons, KVIC has not had the option to choose a brand individuality for Khadi India. Since KVIC is a decentralized association, it has not been able to provide standardized product across all the stores as the affiliated units are separate business units which are operating with limited funds. Due to this there is lack of proper designing element and size specifications in the Khadi Apparels. With such a broad retail proximity and a wide item blend, there is an outrageous potential for KVIC to set up itself as a brand that can give quality items and fulfil the requirements of right objective buyers (Deb, 2014) ; (Parthasarathi, 2005).

At the bottom of the pyramid of the Khadi system are the weavers, spinners and other craftsperson collectively stated as artisans, are hired or engaged by means of Khadi institutions. Khadi and Village Industries Commission has 1,685 affiliated Khadi institutions along with 833

institutions with KVIB (KVIC, 2018). Those institutions are engaged in production which contains hand spinning of cotton sliver, wool, hand reeling silk into yarn; handloom weaving yarn into cloth; processing for completion and garment making accompanied by retailing of Khadi products

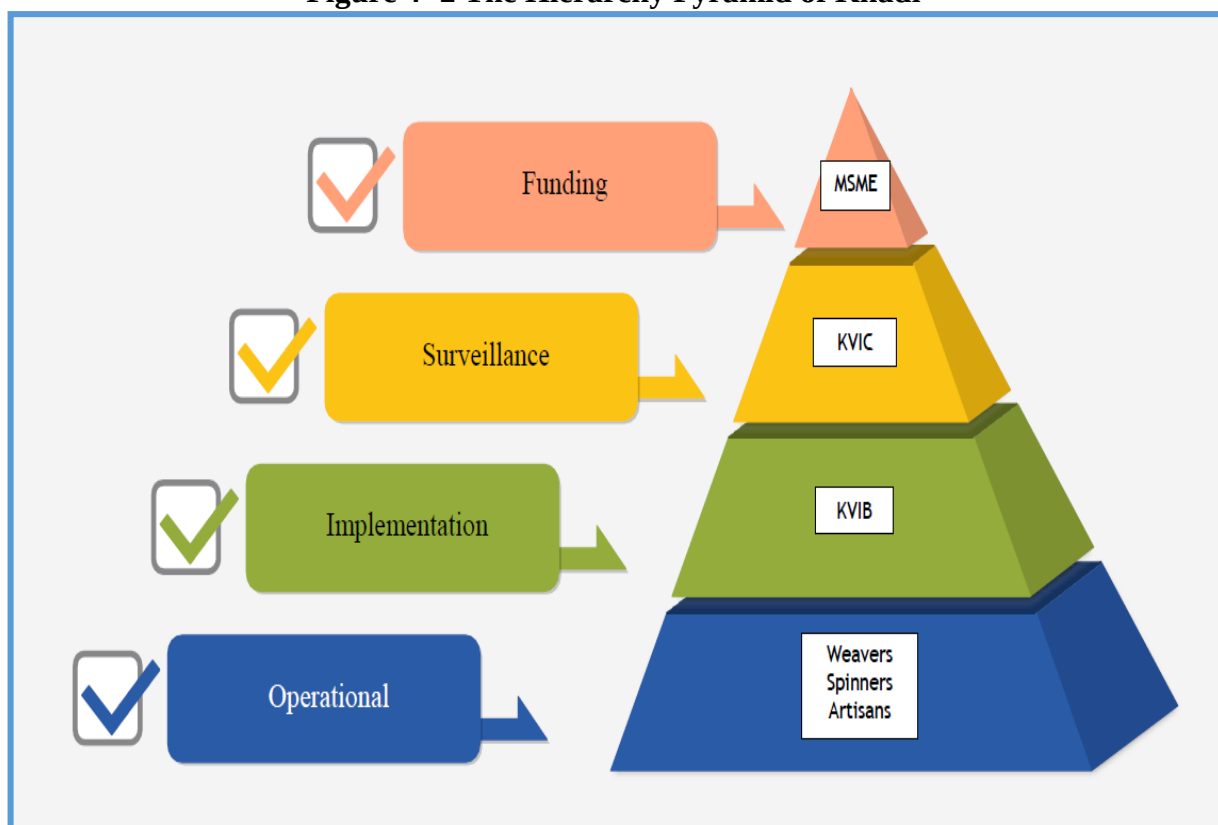
Figure 4- 1 Conceptualization of Stake-holders of Khadi



(Source: Sarkar, 2017)

Few of the Khadi establishments are integrated into the manufacturing of raw materials (sliver or threads) from cotton. The Six Silver Central Plants of KVIC are located at Hajipur, Chitradurga, Kutur, Sehore, Bareilly and Etah. The Khadi institutions get the supplies of slivers and these 2518 Khadi institutions with the help of around a million artisans convert the raw material into Khadi. Khadi is the single biggest product of the KVI subsector. Khadi is taken into consideration to have the most capability for inclusive development because of its evident emphasis on minorities, gender and other socioeconomically marginalized humans.

Figure 4- 2 The Hierarchy Pyramid of Khadi



(Source: Author's Own Creation)

4.1 The Hierarchy Pyramid of Khadi

Micro, Small, and Medium Enterprises (MSMEs) play an essential part in the economy. MSME offers various schemes to the entrepreneurs to boost their business and grow especially by adopting new technologies. Government provides the funding support of up to 75 percent for awareness programmes. MSME provides the financial assistance for implementation of lean manufacturing techniques. National manufacturing competitiveness programme of MSME aims at facilitating technology up gradation by providing 15 percent upfront capital subsidy to MSEs,

including tiny, Khadi, village, and coir industrial units on institutional finance availed by them for induction of well-established and improved technologies in specified sub-sectors/products approved under the programme.

The Khadi and Village Industries Commission (KVIC) is a statutory body created by an Act of Parliament. For proper use and monitoring of the funds released by KVIC. There is a system evolved for checks and balances in the form of inspection and audit and on the basis of the findings of the audit, if irregularities are noticed in execution of the programme and in utilization of the funds, appropriate action is being initiated against the erring implementing agency including suspension of Khadi certificate, cancellation of Khadi certificate as well as stopping of further release of funds including rebate, grants etc. Khadi & Village Industry Boards (KVIB) and District Industry Centres (DIC) are the implementing agencies in the States. Spinners, weavers and other artisans are at the bottom of the pyramid. Spinners make the yarn using charkhas. Weavers make fabric by weaving fibre together. Most weavers use a loom, a device that holds the threads tightly as they're being woven. Other Artisans are involved in the finishing of the Khadi product.

4.2 Supply Chain Management of Khadi

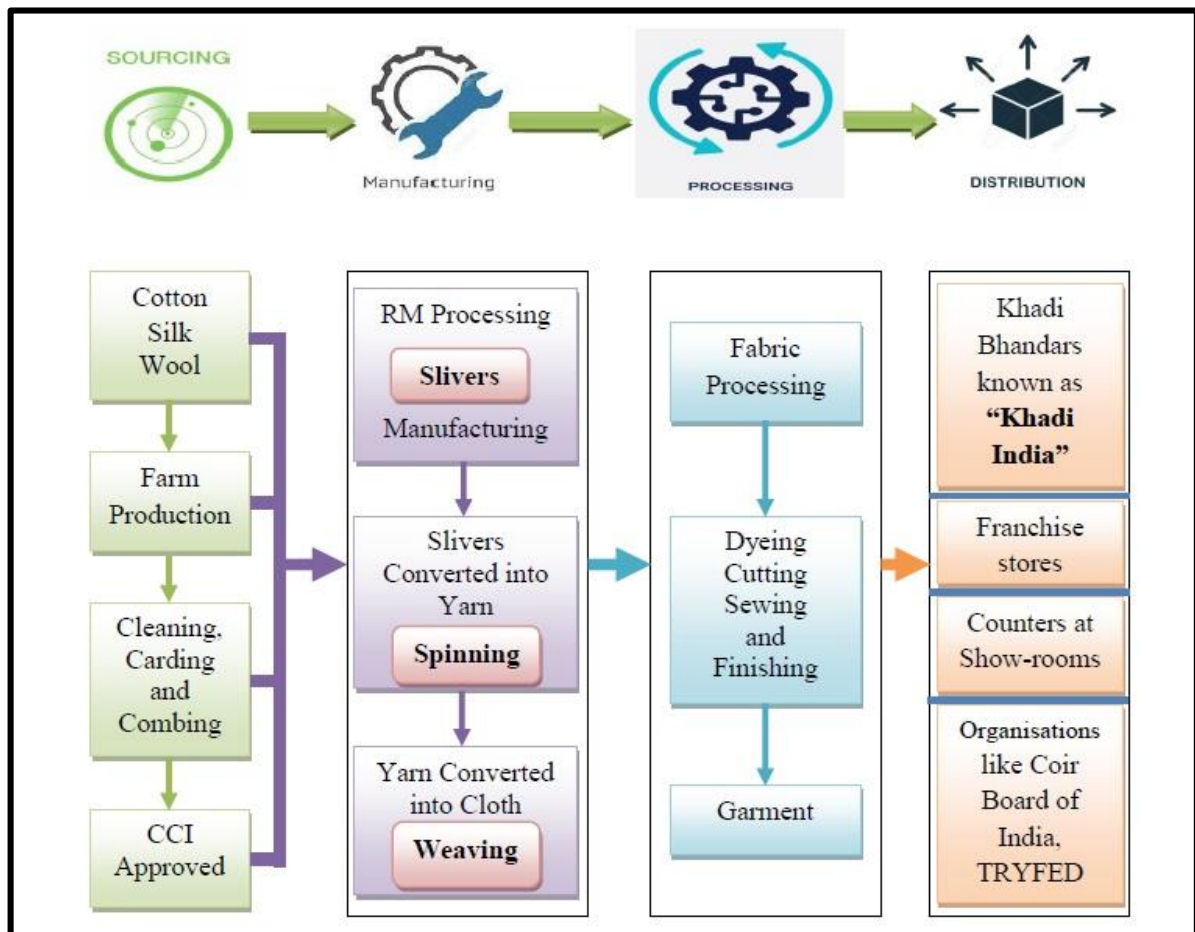
The Supply Chain Management of Khadi is divided into major four parts described as below: Sourcing: According to the Directorate of Khadi Raw Material KVIC, it is essential for the Khadi institutions to purchase the cotton/silk/wool from Competition Commission of India (CCI) only. This raw material is further cleaned and filtered for further processing. The Raw material in the form of cotton, silk and wool is purely renewable in nature and it is a farm production, which is procured from CCI approved places.

Manufacturing: The material used for manufacturing can be cotton, wool or silk too for making slivers. The material is obtained by the respective Khadi institution according to their need and requirement. Once the material is converted into slivers, the slivers are supplied to the spinners for making yarns. This slivers are supplied by KVIC to the KVIB and in turn by KVIB to the spinners registered with them. The spinners are supplied with the slivers by the respective board of the state according to the material supplied by KVIC and requirement of the production as deduced by KVIB. The Spinners, mostly situated in the rural areas, associated with KVIB convert the Slivers into Yarn which is further processed into cloth by weavers through weaving.

Processing: The cloth made by the weavers is further processed through dyeing and finishing. This cloth is now directly supplied to the retail outlets of Khadi for sale or further the cloth is further processed by cutting, sewing and finishing by the artisans, who convert the cloth into garments, which are offered for the sale.

Distribution: The majority of the sales occurs from the Khadi outlets or the franchise shops. Every single other store are being claimed by KVIC affiliated Khadi Institutions. It additionally sells through the franchise stores. These stores can be halfway claimed by KVIC and some are totally independent. One of the new choices been acquainted is to have little counters in a shop which has Khadi items. The Khadi cloth and the garment manufactured is sold through these Khadi Stores popularly known as ‘Khadi India’ or through franchise of these stores. Also through organisations like Coir Board of India or TRYFED, the distribution has become popular now a days.

Figure 4- 3 Supply Chain Management of Khadi



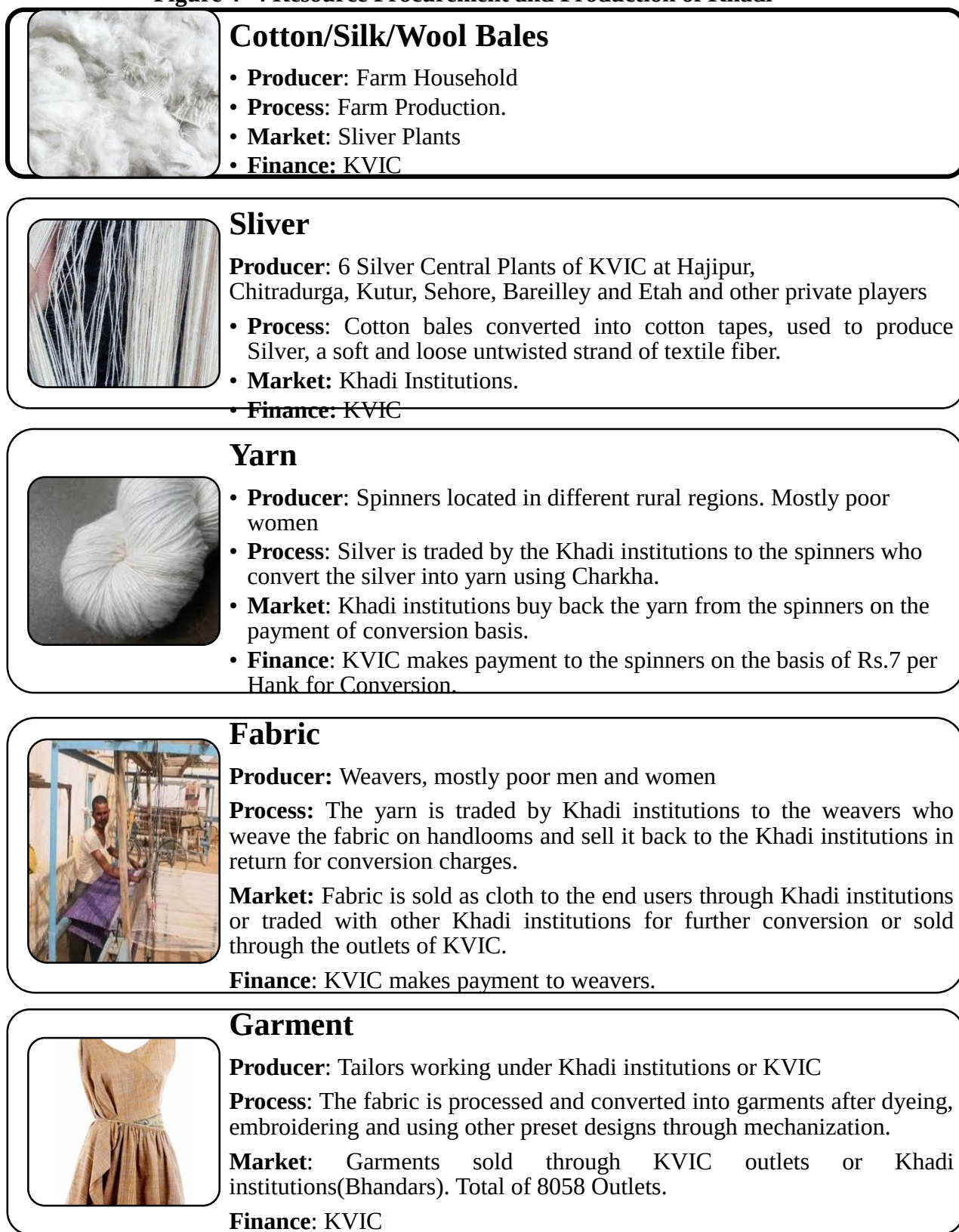
(Source: Author's Own Creation)

4.3 The Resource Procurement and Production of Khadi

The Production of Khadi starts from the production of cotton, in which the cotton produced is converted into cotton bales. According to the Directorate of Khadi Raw Material KVIC, it is essential for the Khadi institutions to purchase the cotton/silk/wool from Competition Commission of India (CCI) only. In case cotton is unavailable with CCI they are permitted to procure from the open market with the special permission from central office. The market for this cotton is the sliver producing plants of KVIC situated in six locations of India like Hajipur, Chitradurga, Kutur, Sehore, Bareilly and Etah. This six locations fulfil only 1/3rd of the raw material requirement of all the Khadi institutions throughout the country. The rest 2/3rd of the requirement is fulfilled by the private players. Also, the material to be used can be wool or silk too for making slivers.

The material is obtained by the respective Khadi institution according to their need and requirement. Once the material is converted into slivers, the slivers are supplied to the spinners for making yarns. This slivers are supplied by KVIC to the KVIB and in turn by KVIB to the spinners registered with them. The spinners in different zones of Gujarat are spread across districts like Ahmedabad, Surat, Rajkot, Surendranagar, Mehsana, Palanpur, Bhavnagar, Mandvi, Una, Bhuj, Amreli, Panchmahal, Kothara, Sabarkantha, Baroda, Dahodh, Patan, Kheda, Bardoli, Navsari, Anand, Gandhinagar, Tapi, Bharuch, Dang, Jamnagar and Porbander. The Spinners are supplied with the Slivers by the respective board of the state according to the material supplied by KVIC and requirement of the production as deduced by KVIB. The spinners, mostly situated in the rural areas, associated with KVIB convert the slivers into yarn which is further processed. Around 80% of the artisans carrying out work are women (Khadi Report, 2017-18). These spinners work either work from their home (allotted Charkhas by the Board) or with different Khadi institutions established by the Board. The wage rate is fixed according to the quantity of the slivers converted into Yarn. The system is based on Piece Wage Rate of Rs.7 per hank with effect from 1st April, 2017. The average work by a spinner in a day of 7-8 hours is 30-40 Hanks. The yarn is provided by the Khadi institutions to the Weavers. This converted yarn is further processed into a fabric i.e.; cloth by the weavers. The Zones of Gujarat for spinners are same as of weavers. The average rate of wages for weavers is Rs15 per meter of cloth. This varies to Rs.20-30 depending on type of material. The average wages of a weaver per day is Rs.200-300 (MSME, 2014).

Figure 4- 4 Resource Procurement and Production of Khadi



(Source: Author's Own Creation)

Therefore, the finished Khadi cloth is then sold by Khadi institutions in their retail outlets or further converted into garments and then sold in their Khadi bhandhars. The cloth is sent for dyeing, embroidery and other finishing stuff and stitched into a readymade garment. The finished product is sold to the consumers in the retail outlets or Khadi bhandhars of KVIC with the brand name *Khadi*. The Government of India has even applied for a Geographical Indication for Khadi under the World Intellectual Property Organization (WIPO) as Khadi originates from India and sold world-wide. The Khadi Mark Regulations, 2013 have been advised with the end goal of validation of authentic Khadi, as characterized in the Khadi and Village Industries Commission Act, 1956. These guidelines command that "no material will be sold or generally exchanged by any individual or guaranteed Khadi foundation as Khadi or Khadi items in any structure or way without it bearing Khadi Mark tag or name issued by Committee. The word Khadi and its varieties are enrolled by KVIC for Textiles and Textiles products (Handicraft) under Class 24 (application no. 346109, 2851542 and 2854734).

4.4 Khadi Management Information System (KIMIS)

In-house team known as DIT had developed Khadi Institutions Management Information System (KIMIS) which facilitates to computerize the activities of Khadi Institutions starting from procurement of raw material till the sale of goods. KIMIS includes the following modules:

- Purchase
- Production
- Retail sales
- Whole sales
- Government supply
- Accounting

According to annual report 2017-18, KIMIS is being implemented in all Khadi Institutions and Departmental Sales Outlets (DSOs). KIMIS facilitates to generate various MIS report which provides effective monitoring and control. The system along with it also permits the user institute to create catalogue for their products. Further it facilitates to recognize the fast moving merchandise for increasing their sales.

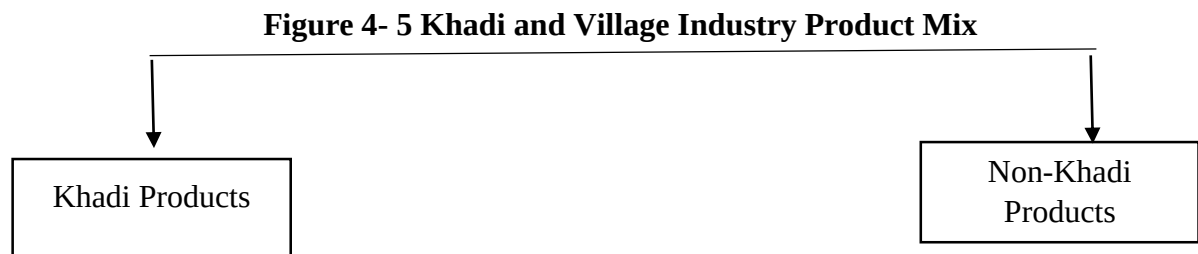
4.5 Khadi Marketing Mix

Marketing is an essential part of any business organization and it tries to seek the attention of the customers. Without proper marketing the business organization's goals – to generate funds,

to attract new customer, to provide essential services will be difficult to achieve the best results. The functions of KVIC includes the activities necessary for the promotion and development of Khadi and village industries to accomplish its role as a promotional organization. Publicity, marketing programmes and human resource development programmes were taken up as an instrument for such development process including implementation of employment generation schemes and production and sales of goods and services. The promoting of corporate image of the organization is met by promoting its schemes, programmes and product promotion through electronic, print and outdoor medium of publicity. In the recent times there has been a remarkable shift towards orienting publicity campaigns for KVIC in the multidimensional approach in order to build a good image of the organization and also through the expansion of the market for KVI products. The product, price, place and promotion strategy of KVIC is discussed in the forthcoming points.

4.5.1 Products

KVIC offers a diverse range of handcrafted products in its stores, which are environment friendly and are made in rural parts of India. KVIC provides products which are Khadi and Village Industry Products divided as Khadi products and Other Products as:



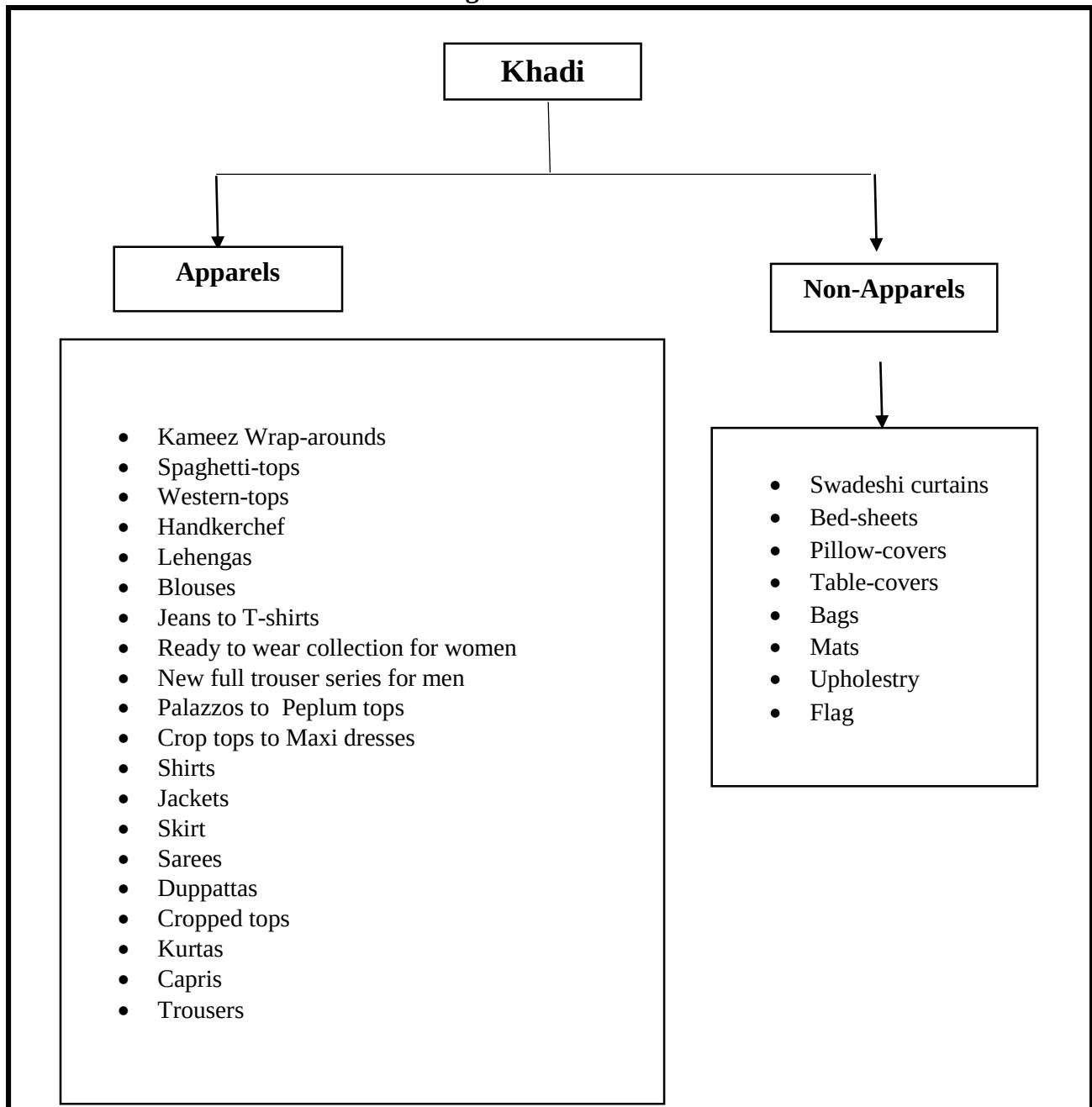
(Source: Author's Own Creation)

4.5.1.1 Khadi Products

The Khadi Products are further divided into two parts as Khadi Apparels and Non-Apparels. Khadi is a versatile fabric. It has the unique property of keeping wearer warm in winter as well as cool in summer season. It is woven in such way that it provides passage of air circulation in the fabric. The carefully assembled nature of the Khadi texture with intrinsic deformities is its genuine excellence and that is the thing that the purchaser needs now and again. It is not a poor man's texture despite the fact that it gives work to the poor man. Today Khadi has numerous faces which are not simply limited to cotton. Khadi is focused presently relying upon the style of the piece of clothing. Presently numerous Indian style creators accept that Khadi is India's

response to Egyptian cotton and material. It falls well and turns out to be second skin after two washes. It inhales, it has a self-surface. It has been mixed with denim, fleece, polyester and silk with great outcomes. Khadi is exceptionally applicable to our occasions. It is an eco-accommodating, non-engineered, sound texture that bodes well. These bifurcation is further divided into variety of Khadi products made which is elaborated in the following Figure 4-6:

Figure 4- 6 Khadi Products



(Source: Author's Own Creation)

4.5.1.2 Non-Khadi Products

The Khadi and Village Industry Commission deals with the Non-Khadi Products as well. These Non-Khadi Products are narrated in the following manner.

Figure 4- 7 Non Khadi Products

Products
Palmgur and Palm Products
Pottery
Handmade Paper
Fibre
Leather Products
Hair Skin and Body Care Products
Processed Fruits and Vegetables
Processed Cereals and Pulses
Other Products like Honey, Agarbatti, Cottage Match, Ghani Oil etc

(Source: Author's Own Creation)

4.5.2 Price

The Price for the Khadi and Non-Khadi products is fixed by the producers according to a Chart issued by the Khadi and Village Industries Commission (KVIC). It is a confidential chart which is shared by KVIC to its regulatory bodies only. Thus, with the help of price quoted in it, the price is fixed by the manufacturers of Khadi and sold accordingly. This chart was not shared by KVIC to the researcher, so its discussion is beyond the scope of this research.

4.5.3 Place

The majority of the sales occurs from the Khadi outlets or the franchise shops. KVIC sells these items through 8058 retail locations, comprehensive of 23 Departmental Sales Outlet (DSC) possessed straightforwardly by the association. Every single other store are being claimed by KVIC affiliated Khadi Institutions. It additionally sells through the franchise stores. These stores can be halfway claimed by KVIC and some are totally independent. One of the new choices been acquainted is to have little counters in a shop which has Khadi items. A pictorial portrayal is given below:

Figure 4- 8 Conceptualization of Selling Structure of KVIC



(Source: Author's Own Creation)

4.5.3.1 Exclusive Franchise Shop

In this case, the brand and goodwill of Khadi is Franchised to a particular showroom which in turn entitles the showroom to use the Khadi logo and put Display Boards like Khadi Shop, Khadi Gramodyog Bhavan etc. with POP materials as approved by KVIC. This system enables to have a large number of exclusive Khadi sales outlets with logo and signage of Khadi.

4.5.3.2 Franchise Limited to One or More Sales Counters in Showrooms

Super markets and departmental stores are at times interested in having an Exclusive Sales Counter for KVI products displayed with all the logo, signage and POP material of Khadi and in such cases a limited franchise is extended to such showrooms with the condition that no rebate will be allowed on sale of Khadi items.

4.5.3.3 Agreement with Govt. Emporium, Showrooms like that of Coir Board of India, TRYFED etc.

Organisation like Coir Board of India TRYFED has expressed interest for marketing of coir and other similar products through KVI sales outlets. Vis-a-vis the KVIC would be entitled to market exclusive KVI products through the sales outlets of Coir Board, TRYFED etc., which are spread though out the country and such tie ups would be mutually be beneficial to both the organisations.

4.5.3.4 Terms and Conditions for attaining Khadi Franchise

- A) Application Forms: The Candidates desiring to set up Franchise Dealership shall have to apply in the prescribed forms to be made available of a cost of Rs. 250/- (Rs. Two Hundred Fifty only)
- B) Franchise/Dealership registration fee: Eligible candidates shall have to deposit a sum of Rs. 1000/- (Rupees One Thousand only) towards Registration fee (non-refundable).
- C) Validity Period: Franchise Dealership shall initially be given for a period of one Year subject to renewal for the further terms subject to terms and conditions that the activities of the Franchise/Dealer is found satisfactory and he is being able to achieve the set target fixed on. The management of the KVIC has the entire right to terminate the Franchise/Dealership prematurely, in case the work of agent/s is found against the rules of KVIC.
- D) Sales Target: for such Franchise/Dealership shall have to achieve a minimum sales target according to the Geographical Area/Locality i.e. Prime Location, City and Premises etc. as decided by the Manager, Khadi Bhawans.
- E) Agency Commission: Franchise/Dealership shall be allowed commission maximum 20% on V.I, /Handicrafts and Designer Garments depending upon type of products and overall margin available with KVI Units. No rebate will be allowed on Khadi.

4.5.4 Promotion

Promotion is the key element in putting across the advantages of the product or service to the customers. Well-designed marketing and promotional strategies ensure long-term success, bring in more customers and ensure profitability for businesses. KVIC undertakes various promotional strategies for the Khadi and Village industries as an aid to the developmental process involving implementation of various employment generation schemes, sales and production of various goods and services. KVIC fulfils such responsibilities of promotion through print media, electronic media and outdoor medium of publicity. It has now adopted multidimensional approach to derive maximum mileage for the image of the Khadi industries, propagation of its schemes and expanding the market of KVI products. The following describes the broad spectrum of the promotional efforts undertaken during the year by KVIC.

4.5.4.1 People's Educational Programme

This publicity program aims at informing people through direct interaction between KVIC and the people, KVIC organizes people's educational programme at the field level. KVIC disseminates the policies and schemes of Khadi programs on rural industrialization promotes, the schemes and activities of KVI through organizing essay competition, debates and seminars, which draws a good participation from the students, academic institutions, panchayat raj institutions, NGO's etc. on issues of topical interest concerning the Khadi and village industries KVIC provides the financial assistance for the purpose through budgetary allocation.

4.5.4.2 Publication

The publication of KVIC reflects consolidation of various progressive efforts made towards the goal of accomplishment of the organization. It also imparts a sense of history of the organization. KVIC publishes literature necessitated by the demand of the program implementation. The publication of the in-house eBook journal "Jagriti" in Hindi and English versions are published every month on regular basis other than this publication flyers, leaflets, booklets, journal, brochures etc. are also published which are flexible, economical, and effective ways of promoting the organization for creating awareness about the schemes of KVIC. The other publications which are brought out by KVIC during the year are KVIC Annual Report, KVIC annual accounts, KVIC audit report, KVIC dairy and wall calendar, departmental grocery etc.

4.5.4.3 Advertisement in Print Media

In view of the diverse reach of the print media, which is very popular in the literate section in the society, KVIC continues the mode of advertisement in the print media celebrating the occasions of the great importance. The following are the advertisement which are worth mentioning are Advertisement on republic day, one Yarn one nation, beat the heat this summer with Khadi, inspired by the vision of PM-sales of 50000 crores, inauguration of heritage charkha museum, this Raksha Bandhan support to sisters, Advertisement on Independence Day and Gandhi Jayanti etc.

4.5.4.4 Electronic Media

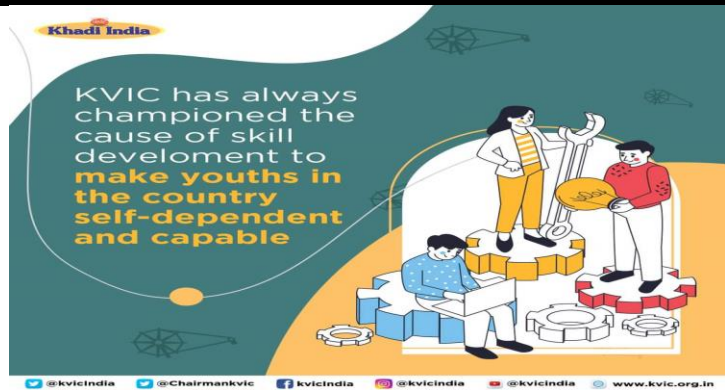
Electronic media is a very strong means of publicity which uses electronic channels for reaching the end users the Khadi and PMEGP Scheme are telecasted in different channels for the publicity of the programs of KVIC.

4.5.4.5 Social Media

Social media marketing is the use of social media platforms and websites to promote a product or service. M/s Aakriti Promotions and Media Ltd. has been engaged for carrying out the digital marketing on social media platforms such as Facebook, Twitter, you tube, Instagram etc. The agency has started the campaign from mid-January 2018. To enhance the digital footprint of KVIC the agency is devising effective strategies for social media campaigns, building brand presence on all social networking sites to get the attention of the maximum viewers possible.

Table 4- 1 Social Media Presence of KVIC

Picture	Social Media Platform	Date of the Post
	Facebook	10 th August, 2019
	Facebook	13 th July, 2020

Picture	Social Media Platform	Date of the Post
	Instagram	15 th July,2021
	Instagram	3 rd August,2021

(Source: Author's Own Compilation)

Tasks accomplished under social media management during till this time was Facebook: 114 posts, Twitter: 115 posts, Instagram: 55 posts and YouTube: 13 videos (Khadi Report, 2018). The number of post on Instagram increased to 1538 till August, 2021 (KvicIndia, n.d.).

4.5.4.6 Press Conference and Press Meet

Press Conference and Press meets established and maintained healthy relation with the important audience. To provide the greater coverage for the programmes, important events and developments take place in the sector, press conferences and meets are organized not only at central office but also at field offices of KVIC. Few of the important Press Conference and meets were:

- KVIC launches beekeeping training program in Tihar jail on 18th April, 2017 and addressed by Chairman KVIC.
- Khadi by Raymond 18th May, 2017 and addressed by Chairman KVIC.

- KVIC starts Beekeeping training in Rashtrapati Bhawan 21st May, 2017 addressed by Chairman KVIC.

4.5.4.7 Hoarding

Hoardings create a mystic of their own in the eyes of the beholder. Placed strategically, the message gets registered and generates curiosity lasting for a very long time. While publicity of various schemes through print and electronic media played its role well, hoardings have very impact than kiosks, gantries, bus shelters, pole ads, buses, mobile vans, taxis etc. due to flexible bigger size and freedom to give image and text combinations. Hoardings are the solution for successful outdoor campaign, not forgetting the impact of this advertisement hoardings at prominent locations were set up by the KVIC field offices.

Hoardings on KVI activities spread the message in important public spots such as Railway Stations, Bus Stands, Govt. Offices etc. in the different parts of the country. The hoardings mainly focused on Khadi, Prime Minister's Employment Generation Programme (PMEGP) and the Scheme of Fund for Regeneration of Industries (SFURTI), Honey Mission, and Solar Mission etc.

4.5.4.8 Sponsoring of Events and Shows

Event sponsorship can be a highly cost effective and powerful way to advertise, spread the message and promote your business direct to your target audience. The major events sponsored by Directorate of Publicity were as follows:

- ✓ Chess Competition organized by All Bihar Chess Association was held on 14th December 2017.
- ✓ Patna Book Festival, Patna was held on 11th December 2017.
- ✓ Sponsored Khadi Fabric for the "Manikarnika" film was sponsored on 28th February 2018.
- ✓ Media Conference at St. Xavier's College, Mumbai was held on 6th February 2018.

Cosmopolitan Education Society, Juhu, Mumbai.

4.5.4.9 Major Initiatives

The efforts that have come a long way in motivating the institutions of KVIC on the path of progress and transformation of rural India and development under the following promotional initiatives:

- ✓ Participation in the International Trade Fairs.
- ✓ Organization of National level Khadi Fest.
- ✓ Organization of domestic exhibition and special exhibition extending promotion of KVI products
- ✓ Appointment of Ms. Ritu Beri as in honorary consultant/advisor for the promotion of Khadi apparels
- ✓ Khadi products and fabric supplied to Air India, PMO, Ministry of Health, Defense Ministry, Department of Cost, Oil and Natural Gas Corporation Limited (ONGC), Banks and other government departments and PSUs.
- ✓ Application to the Ministry of Commerce for securing HS Scores for 22 Khadi products in order to protect the brand.
- ✓ KVIC has signed MOUs with corporates like Raymond, Arvind Mills, Aditya Birla Fashion and Retail Limited for promoting the sale of Khadi in India.
- ✓ Signed MOU with NIFT for developing Khadi fashion garments and promoting Khadi as a fashion fabric of India.
- ✓ Initiatives to tie up arrangements with e-commerce companies are under consideration.
- ✓ Proposal for the introduction of e-wallet payment system where launched through Khadi Gram Udyog Bhavans.
- ✓ KVIC opened “Khadi Korner and Khadi Haat” at the popular globs stores at Noida, Ahmedabad and Chennai.
- ✓ Khadi Lounges are established in Mumbai, Jaipur, Bhopal and New Delhi for attracting both connoisseurs of Khadi as well as designers.
- ✓ Signage of Khadi outlets changed to “Khadi India” from “Khadi Bhandars” throughout the country to help customers recognize Khadi outlet from a single branding.

4.6 Khadi Financing

Khadi sector is recognize as potential tool for employment generation for artisans at their doorsteps with very low capital investment. Khadi is a natural, eco-friendly, non-exploitative, biodegradable and a hand crafted niche product. Ministry of micro, small and medium enterprises (MSME), Government of India is the leading figure for the promotion of Khadi through various programs and schemes. The Khadi and Village Industries Commission (KVIC) is the nodal agency for the implementation of these schemes and programs. The initiatives of KVIC has enabled to build up significant development in the Khadi sector and hence the rural economy presently, Khadi program is implemented by the KVIC with the support of 34 state Khadi and Village Industries (KVI) Boards and 2518 Khadi institutions under these state Boards.

The Budgetary support provided by the Ministry of MSME, GOI is the main source for financing of various developmental activities of Khadi. The Khadi Grant is provided in the form of Market

Development Assistance, Interest Subsidy Eligibility Certificate, Khadi grant payments for productions, Promotional grants under Khadi, grant under Bima Yojna, Khadi reform and development programme, work-shed schemes for artisans, grant for strengthening infrastructure of weak Khadi institutions and grants for science and technology. Khadi institutions were provided with major support under Khadi Reform and Development Program (KRDP) for full-fledged refurbishment of marketing and production infrastructure.

Scheme wise utilization of the grant for the development of Khadi program is given in the following format

Table 4- 2 The Performa of Khadi Grant through MSME to KVIC

Sr No.	Scheme	Amount
A	Khadi Grant (Main)	
1	Market Development Assistance (MDA)	
2	Interest Subsidy Eligibility Certificate (ISEC)	
3	Khadi Grant Payments	
4	Promotional Grant Under Khadi	
5	Rebate	
6	Aam Admi Bima Yojna	
	Total	
B	Other Grant for supporting Khadi	
1	Khadi Reform and Development Program(KRDP)	
2	Works-Shed scheme for Kadhi Artisans	
	Strengthening of Infrastructure of Existing week Khadi Institutions and Assistance for marketing Infrastructure	
3	Science and Technology (Khadi)	
	Total	
	Grand Total	

(Source: Khadi Book, 2018)

4.6.1 Khadi Reform and Development Program (KRDP)

Khadi Reform and Development Program (KRDP), is approve by Government of India, is being implemented with the assistance from Asian development bank in order to revitalize the Khadi and village industries through policy and institutional reforms. Specific objectives of KRDP are presented in the form of following program components.

Table 4- 3 The Components of Khadi Reform and Development Program

Programme Components	Amount
Khadi Reform and DRA	XXXXXX
Khadi Mark	

Programme Components	Amount
Marketing Reforms	
Production Efficiency	
Financial Management	
Institutional Capacity Building	
IT-MIS and e-Governance	
Khadi New Ventures	
Village Industries Programme	
Total	

(Source: Khadi Book, 2018)

4.6.2 Market Development Assistance

The scheme introduced by The Government of India has been in effect from 1st April, 2010 to help the Khadi institutions to re-orient their activities extending emphasis towards increasing the earnings of artisans as well as ensuring the quality of Khadi. This scheme aims at uniform distribution of Sales through-out the year unlike the rebate scheme where most of the sale took place during the special rebate season of 108 days a well dispersed Khadi sale is helping the Khadi institutions to keep the inventory level down, offering a greater scope for mobilization of working capital.

MMDA is calculated @ 30% of the prime cost of Khadi and includes the cost of raw material + the conversion charges up to the grey cloth + processing charges without margins as specified in the cost chart. Khadi institutions engaged in production as well as sales activity are entitled for 60% of MMDA (40% for production and 20% for sales) the remaining 30% shall be distributed to the spinners and weavers and 10% to other artisans.

4.6.3 Interest Subsidy Eligibility Certificate (ISEC) Scheme

Due to gradual expansion of the Khadi program the budgetary support from the Government of India became inadequate. Thereafter Government of India launched the Interest Subsidy Eligibility Certificate (ISEC) Scheme in 1977-78 to mobilize the additional requirement of finance from the banks/financial institutions. ISEC Scheme is the major source of funding for the Khadi program the Khadi institutions can procure bank finance from any of the scheduled or non-scheduled nationalized banks, state financial corporation, co-operative bank, industrial development bank of India or any other financial institutions created by an act of state legislators or parliament.

The Interest Subsidy Eligibility Certificate (ISEC) is issued by the KVIC to the eligible Khadi institutions on the basis of the production and sales of their unit and estimated requirement of funds in accordance with the prescribe pattern of assistance. On the basis of the limit as determined in ISEC, these institutions approach banks for availing the credit and the bank provides the credit at the prevailing rate of interest. The Khadi institutions mortgage their properties in the favour of KVIC and intern KVIC is releasing 1st charge to the financing bank under inter-se-agreement, as collateral being the security to the bank. The ISEC scheme is applicable to all the Khadi institutions register under KVIC under this Scheme, Credit at the concessional rate of interest of 4% per annum is given for the capital and revenue expenditure as per the requirement of the Khadi institute. The difference between the actual landing rate and 4% is paid by the central government through KVIC to the landing bank and the funds for this purpose are provided under the Khadi grant.

4.7 Conclusion

Hence, Khadi and Village industries are dual national legacies of India. One of the most noteworthy features of Khadi and Village Industries (KVI) in national economy is that it generates jobs at a very little per capita venture. The KVI subdivision not only aids the basic requirements of the enormous rural segment of the nation, but also delivers supportable occupation to rural craftsperson (Ministry of Micro , Small & Medium Enterprise, 2015), thereby contributing to the economic development, increasing the exports and strengthening the entrepreneurial base (Chhikara and Kodan, 2013) ; (Narayana, 2007) ; (Ahmed, 2010) ; (Singh, 2006). The activities of Khadi started as a fight against freedom which was later on modified as generation of employment in the country (Shrivastav and Prasad, 2018).

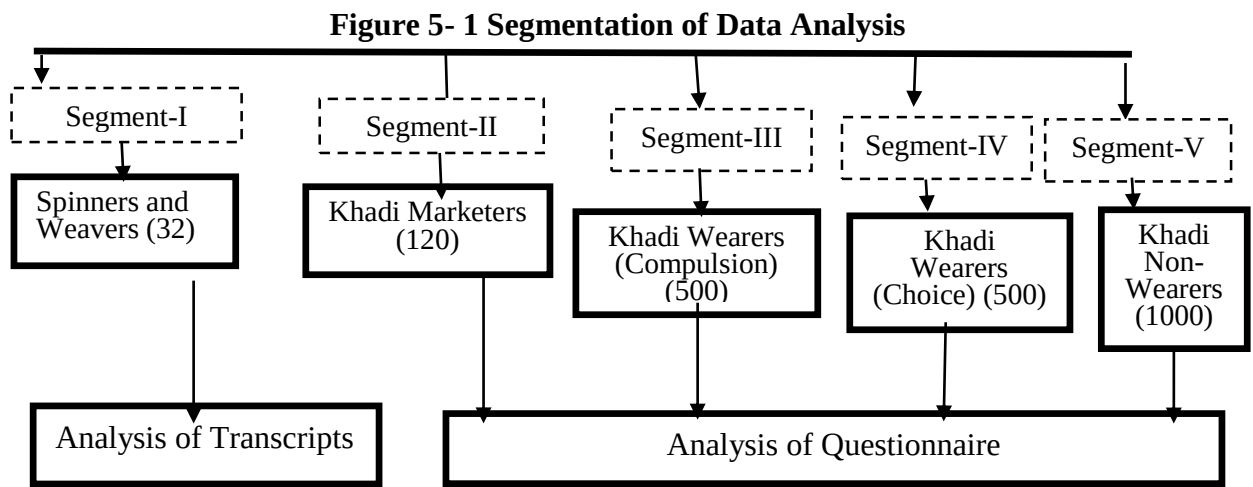
Thus, this chapter discussed at length about the functioning of Khadi and Village Industries Commission (KVIC), the statutory body behind the production, promotion and sales of Khadi. It described in nutshell about the Hierarchy Pyramid of Khadi, Supply Chain Management of Khadi, Resource Procurement and Production of Khadi, Khadi Management Information System (KIMIS), Khadi Marketing Mix, Khadi Financing, Khadi Reform and Development Program (KRDP) and Market Development Assistance.

CHAPTER-5

DATA ANALYSIS

5.0 Background

Data analysis is the most important part of any research. It reveals the descriptive analysis, statistical analysis and confirmatory factor analysis of the data. This research is divided into five parts of analysis. The analysis comprises of the supply side and demand side of the Khadi industry. It consists of the analysis of data of the spinners and weavers of Khadi, the marketers of Khadi and the wearers and non-wearers of Khadi apparels indicated in the Figure 5-1:



(Source: Author's Own Compilation)

5.1 Segment-I (Spinners and Weavers)

The Segment-I comprises of the analysis of the qualitative data procured through the interviews of the Spinners and Weavers of Khadi Fabric. The spinner is an artisan that spins the fibre into yarn on a simple spindle or a spinning wheel. The fiber could be cotton, wool or silk. In other words, someone who spins the fiber into thread. The weaver is a craftsman that weaves the yarn into a fabric by using handloom. In other words, a craftsman who weaves the cloth is a weaver. The interviews have been taken of 32 craftsmen. The transcripts for the same are attached in the annexure. The transcripts provide insights about the problems which are faced by the Khadi spinners and weavers. The list of spinning and weaving units in Gujarat were provided by KVIC. The Cities selected for the survey were Surrendranagar, Ahmedabad, Limdi and Gondal as these are the cities engaged in the manufacturing of Khadi on a larger scale (Gujarat Rajya Khadi

Gramodyog Board). A total of thirty two interviews were taken and following represents the analysis of the interviews taken.

5.1.1 Comparative Analysis of Short Interviews of Spinners and Weavers

The spinners and weavers of Khadi are the backbone for the Khadi manufacturing process. It was tried by the researcher to find out the challenges and opportunities that they face. For the same purpose questions were probed like their name, what are their duties particularly in regards to the Khadi Gram Udhayog they are associated. Their age, years of experience, educational qualification was inquired. After the basic questions, enquiry on the hours they spin or weave was asked followed by problems that they face in spinning or weaving was enquired. Also, it was inquired about the environment in which they work was favorable or not. In the interview of Govindbhai Dhabhi, the President of the Bhal Nalkantha Khadi Gramodyog Mandal (Ranpur) and Prakash Bhai Parmar at Udyog Bharti' (Rajkot), who served as Weavers, were asked various questions about the production process of Khadi, Slivers making units, Resource Procurement, Marketing, Finance etc. The transcripts for the same are attached in the annexure.

Limitations of the Interview:

- Most of the Interviewees were uneducated and unaware about the market circumstances and the business.
- Majority of the Interviewees were female who were too shy to face camera and answer the questions asked.
- The interviewees selected were from a few regions of Gujarat, from the list provided by the KVIC, who genuinely responded and showed their willingness to participate in the interviews.

The comparative qualitative analysis is explained in the **Table 5-1** as follows:

Table 5- 1 Comparative Analysis of Transcripts of Spinners and Weavers

Sr.No	Name	Region	Picture	Type	Challenges	Opportunities
1	Jasomatiben Parmar	Ahmedabad		Spinner	-Sustenance with minimum wages -Contractual Employee. -Poor working conditions.	- Ease at work due to modern Electric and Solar Charkha.
2	Jasuben	Ahmedabad		Spinner	-The entire monthly wages are not equivalent to the cost of a Khadi saree. - Illiterate, so less scope of work - Contractual Employee	-Work for illiterate people
3	Parshotambhai Parmar	Ahmedabad		Weaver	-The wages are very less.	-The Process is simplified due to modern charkhas and hence work simplified.
4	Maruti Rao	Ahmedabad		Spinner	-Not much reforms in the infrastructure and wage structure.	- The work at the age of 82 years is possible due to the Khadi Board.
5	Rohan Sutariya	Ahmedabad		Spinner	-The wages provided by commission are less.	- Fitness is ensured. -Working and Studying. -Support to family.
6	Kishorebhai Parmar	Ahmedabad		Weaver	- Machinery wear and tear - Delay in supply of yarn, delays the work	- No need to migrate, work is available.

Sr.No	Name	Region	Picture	Type	Challenges	Opportunities
7	Nila Kishorebhai Parmar	Ahmedabad		Spinner	- Tiresome Work	-Work with husband and support family. - Household work and spinning - Physical Fitness
8	Mukeshbhai Parmar	Ahmedabad		Spinner	-Wages that we get are very less	- Work as driver and Spin too.
9	Divyesh Sutariya	Ahmedabad		Spinner	- Wages are less - No amendments as such for spinners and weavers	- Study and work on charkha
10	Rekhaben Parmar	Ahmedabad		Spinner	- Wages are less - Less Scope of Savings.	- Source of Living - Manage home and work - Work from home arrangement.
11	Ratnaben Parmar	Gondal		Spinner	- Wages are less - Work is tiresome. - High Electricity Bills.	- Good Work for Illiterates. - Source of living by working at home.
12	Ranjanben Parmar	Gondal		Weaver	- Wages are less - Work allotted by Board fluctuates as per their demand, so wages fluctuate.	- Women Independence. - Flexibility at work.

Sr.No	Name	Region	Picture	Type	Challenges	Opportunities
13	Vaishali Parmar	Gondal		Spinner	- Wages are less - Machinery wear and tear takes time for repairs	- Support to family - Good Job for School drop-outs.
14	Kanchanbha Parmar	Gondal		Weaver	- Wages are less - Lesser work allotted due to stock piling.	- Physical Fitness. - Women Empowerment
15	Vanitaben Parmar	Gondal		Weaver	- Wages are less - Technician's availability is lesser.	- Safe arrangement of women to work.
16	Rubina	Gondal		Weaver	- Wages are less - Technical assistance is limited	- Physical Fitness. - Safe arrangement for females.
17	Geetaba	Gondal		Weaver	- Wages are less	- Flexibility - Women Oriented.
18	Ramesh Bhai Parmar	Gondal		Weaver	- Khadi with different quality, due to Mechanization. - Wear and tear wastes time.	- Trained Workers. - Organic Production.
19	Sonalben	Gondal		Weaver	- Less wages	- Timely Wages - Safe arrangement for women. - Flexibility at work

Sr.No	Name	Region	Picture	Type	Challenges	Opportunities
20	Gangaben	Gondal		Weaver	- Less wages	- Timely Wages - Safe arrangement for women. - Flexibility at work
21	Tejaben Govindbhai Parmar	Surendranagar		Weaver	- Less Wages -	- Women pride intact - Eco-friendly Process
22	Madhuben Parmar	Surendranagar		Weaver	- Production done for cities - Costly	- Safe arrangement for women. - Flexibility at work
23	Malubha	Surendranagar		Weaver	- Work based on sales	- Female empowerment
24	Dholibha	Surendranagar		Weaver	- Very less wages	- Safe arrangement for women. - Flexibility at work
25	Shahbera	Surendranagar		Weaver	- Wages are very less	- Flexibility at work - Good Job for Un-educated
26	Maniben Kashibhai Vaghela	Surendranagar		Weaver	- Laborious Job - Lesser Wages	- Flexibility at work - Timely Wages

Sr.No	Name	Region	Picture	Type	Challenges	Opportunities
27	Gajarbha	Surendranagar		Spinner	- Tiresome Job.	- Spinning is a pride job instead of being a maid
28	Pravinba	Surendranagar		Spinner	- Lesser wages (I just want the wages should increase)	- Flexibility at work - Timely Wages
29	Alpina	Surendranagar		Spinner	- Less Wages	- Good Job - Timely Payment - Pride and Honour
- 30	Hirabha Parmar	Surendranagar		Spinner	- Laborious Job	- Self- sustenance in old age too. - Satisfied with work.
31	Govindbhai Dhabhi	Ranpur		Weaver	Information with respect to Production, Finance and Marketing of the Khadi Fabric.	
32	Prakash Bhai Parmar	Rajkot	No Image (Telephonic Interview)	Weaver	Information with respect to production, finance and marketing of the Khadi Fabric.	

(Source: Author's Own Compilation)

Thus, the challenges and opportunities faced by the spinners and weavers are narrated in the above table. The following tables highlights the analysis of the interviews taken.

5.1.2 Data Analysis (Spinners and Weavers)

The data analysis is done on the basis of the interviews taken of the spinners and weavers of the Khadi making units. The data analysis comprises of different themes which helps understand the breakdown easily narrated in the following **Tables 5-2, 5-3, 5-4 and 5-5.**

5.1.2.1 Major Theme- Resource Procurement

Table 5- 2 Data Analysis of Major Theme- Resource Procurement

Sub-themes	Codes	Quotes
1. Centralized Allocation of Raw-Material Material: The Sub-theme indicates that the resource used to make Khadi fabric is allocated to the Khadi institutions only through CCI only. Also the six centres of KVIC where the slivers are made which are Hajipur, Chitradurga, Kutur, Sehore, Bareilly and Etah. Around 1/3 rd of the requirement of raw-material all over the India is fulfilled by these units, rest is fulfilled by the institutes making slivers for Khadi institutions as per the specification of KVIC.	1. Non-Timely Allocation 2. Irregular quantity 3. Uniformity in quality 4. Less Expensive 5. Efficient resource consumption. 6. Economical supply 7. Specialized production of supplies like slivers	The sliver is made in special factories of KVIC which is supplied to the Khadi manufacturing units. There are six units manufacturing slivers centrally (Weaver, 54 years).
		The yarn that reaches for weaving comes in irregular quantity and time (Weaver, 78 years)
		The resources consumed are very minimal compared to large textile industries (Weaver, 60 years)
		It is essential for the Khadi institutions to purchase the cotton from Competition Commission of India (CCI) only. In case cotton is unavailable with CCI they are permitted to procure from the open market with the special permission from central office. (Weaver, 60 Years and Weaver, 78 years)
		It uses as little as possible in the way of material and energy (Weaver, 55 years)
		Defective materials cannot be replaced quickly (Spinner, 60 years)
2. Renewable Resource (Material and Energy) The sub-theme indicates that the energy resource used to manufacture Khadi is human power which is renewable. Also in recent times, solar charkhas are used which again is a renewable source of energy. Also the Material used in production is cotton, silk and wool which is renewable resource in nature.	1. Human power is resource. 2. Minimum Energy consumed 3. Renewable Resources for Material Production.	The energy source for Khadi enterprises is human power (Weaver, 35 years)
		Solar Charkha's has led to the use of renewable source of energy, easing production and decreasing cost. (Weaver, 44 years)
		The raw-material used in the process is cotton, silk or wool which is renewable in nature and easily accessible. (Weaver, 60 years)
		The Environment is not harmed in the production process of Khadi. It is purely a natural process using renewable materials. (Weaver, 60 years)

(Source: Author's Own Compilation)

5.1.2.2 Major Theme- Production

Table 5- 3 Data Analysis of Major Theme- Production

Sub-themes	Codes	Quotes
1.Composite Process The sub-theme indicates that the production process of Khadi involves a composite infrastructure for the creation of yarn, cloth and garmenting.	1. Time Consuming	The loom utilized in making of Khadi consolidates the strings in such a way that enables greatest air to pervade, which is alleviating, particularly in summers.(Weaver, 60 years)
	2. Quality Maintained	Weaving is a tiresome task. Hands get tired by continuously moving pedal operated or hand-operated looms. But health remains good. It is a source of exercise for us.(Weaver, 36 years)
	3. Manual/Labour Intensive Process	It enables full development of locally available raw materials and human resources.(Weaver, 60 years)
	4. Use of natural renewable resources (Raw material and labour)	The only production process where the surface of material is extraordinary to such an extent that no two textures will be totally similar, in this way allotting its inimitability and exclusivity as far as texture and feel.(Weaver, 60 years)
	5.Source of Good health	The rate per hank is fixed (Rs 7 per hank at present). The Payment is done accordingly directly in bank Account.(Weaver, 35 years)
	6.Inimitable Production Process	The latest innovation in production is the use of Amber Charkha and Solar Charkha for the Khadi production. Manually, a spinning wheel can make about 30 hanks in a standard day of eight hours. But with the newly acquired solar powered charkha, about 75 to 90 hanks can be produced in the same time frame. In turn, an artisan's daily earnings would go up. Currently, these wheels are installed in six locations in India at Khadi factories in Anakapalle, Tuni, Narasannapeta, Vemulapudi, Krishnapuram, and Visakhapatnam. Still the process is on to install such other solar charkhas at different locations of country (KVIC Official, 42 years).
	7. Piece Wage System.	The Infrastructure of the Khadi Gram udhyogprayogsamiti is very poor. During rainy season water starts leaking in from the roof and windows. They assure every year but don't repair it (Spinner, 51 years)
2.Zero Carbon Foot-Print The sub-theme indicates that the	8. Lack of modern technological machines having artificial intelligence	The production of Khadi is a natural eco-friendly process, hence physical fitness is ensured along with zero pollution.(Weaver, 45 years)
	9. Old Equipment	
	10. New Solar-Charkhas Installations in Process	Khadi is an eco-fabric. The process involves no environmental pollution and is extremely eco-friendly.(Supervisor, 44 years)
	11. Step by Step Process	
	12. Weak Infrastructure of production units.	

Sub-themes	Codes	Quotes
production process involves no pollution. It is purely organic in nature and eco-friendly.	4.Organic Production 5. Less Costly 6. No Mechanization	I work here as a weaver since 20 years. I am used to the work now, so don't feel much tired. I am happy to produce Gandhiji's dream fabric which is organic in nature and versatile too.(Weaver, 50 years)
		The materials used are less costly and absence of mechanization makes it a very economical process. (Weaver, 60 years)
		I used to work in a mill in past. The mill had shut down due to some reasons. I came to know about Khadi Gramudhyog and KVIC at that time. Then I brought the Charkha and Loom. I started the task at home with my wife, now it has been 20 years. We earn our livelihood by this means. (Weaver, 59 years)
3.Source of livelihood for Rural Population The sub-theme indicates that the Khadi production process provides livelihood to the rural masses of the country ensuring a sustainable development and employment to the population.	1.Promotes Rural Industrialization 2. Rural Non-Farm Development. 3. Balanced Economic Development. 4.Boon for Illiterate/unskilled people 5. Reduces Migration.	I drive a loading tempo. Along with it. I spin for around 6 hours a day as I don't get consignment every day in this way, I can work in my home town only.(Spinner, 54 years)
		I am uneducated am happy spinning the charkha. We get work from Khadi Board every month and we complete it by spinning yarns. It has been 34 years now. (Spinner, 74 years)
		It facilitates employment in the rural areas and the contributes to the development to some extent.(Weaver, 60 years)
		The Khadi sector provides good employment in the non-farm sector.(Weaver, 55 years)
4.Women Self-reliance The sub-theme indicates that production process of Khadi has made women stand on their own feet. They manage house-hold	1.Independent Women 2.Work from Home 3.Safe Arrangement for work 4. Flexibility at work.	Khadi helps in supporting weak rustic females as they can work autonomously and gain their living.(Weaver, 55 years)
		It is a safe arrangement of women to work and stand on our own feet.(Weaver, 21 years)
		Women can live with pride and honour (Female Weaver, 65 years).
		We get timely payment of wages and flexibility at work.(Female Weaver, 50 years)
		Spinning is a good source of income. I get my livelihood from it. I have four sons, but no one keeps me at home. Spinning is the only source of living for me.(Female Spinner, 82 years)

Sub-themes	Codes	Quotes
chores and work with flexibility. It ensures livelihood to destitute women.		I work along with my husband. I complete the house-hold chores then sit on charkha for spinning. Physical Fitness is ensured too. Our source of livelihood is intact because of Khadi. We get wages regularly (Female Spinner, 55 years).
		80% of the artisans involved in the process of Khadi production are women (Weaver, 60 years).

(Source: Author's Own Compilation)

5.1.2.3 Major Theme- Marketing

Table 5- 4 Data Analysis of Major Theme- Marketing

Sub-themes	Codes	Quotes
Product (Apparel)	1.Verstile fabric 2.Unique Appeal 3. Maximum Air Permeation 4.Limited Product Range 5. Improper Stocking 6. Simple Packaging. 7. Narrow Depth of Product Lines	The unique selling point of Khadi is this fabric keeps the wearer cool in summer and warm in winter because the loom utilized in making of Khadi joins the strings so that enables greatest air permeation (Weaver, 60 years)
		Stock is maintained by the bhandhars according to the needs estimated for that store outlet. The product depth is very narrow in Khadi products because it is manufactured in fewer styles and sizes, it has minimum range available in it. And also it is packed in a very simple manner. (Weaver, 52 years).
		Every Khadi item is extraordinary and has a peculiar style and completion. Wearing Khadi items makes you catch everyone's eye and gives you a novel intrigue.(Weaver, 60 years)
Price	1.Fixed on the basis of cost-chart published by KVIC every year 2.Higher than Mill Cloth	The expense of production of Khadi is more along these lines the selling cost of Khadi item likewise increases. Khadi is a hand spun and hand-woven fabric. The crude materials might be wool, cotton or silk which are spun into strings on a Charkha. It requires work which is labour-intensive in nature so the price is more in comparison to mill-made cloth (Weaver, 60 years).
		The price of Khadi is too high. Villagers cannot purchase it. Sad fact is we make it but cannot buy it (Weaver, 65 years)
		A proper cost chart is allocated to every Khadi institution; this is different in all the states of the country. According to this cost chart, the prices right from the raw-material stage till the material is converted into a product is mentioned according to the norms of KVIC.

Sub-themes	Codes	Quotes
		This cost chart helps the Khadi institute to arrive at a definite price of a product (Weaver, 60 years).
Place	1.Old Dilapidated Retail Outlets/Bhandars 2.Lack of Proper Infrastructure 3.Fragmented Institution 4.Legislative Interference 5. Lack of Omni-Channel Retailing 6. Monopoly of KVIC 7. Franchises and Shop-counters	The retail outlets are structured in an ancient way. These bhanders are like old dilapidated stores, which are bit unorganized (Weaver, 52 years).
		The KVIC claims exclusive right over the use of mark “Khadi”. It has secured the registration of the said mark and has been using it since 1978 as a trademark. It enjoys complete monopoly over Khadi. KVIC even sued Fabindia for illegally using the mark ‘Khadi’ for a whopping Rs.525 crores (Weaver, 60 years).
		There is no other way of retailing except the ‘Khadi India’ shops and counters in different retail shops. There is no implementation of concepts like E-Tailers. Khadi is sold through KVIC and other modes are the franchise and counters of Khadi in the stores. But it is sold with the logo ‘Khadi’ on it, wherever it is sold (Weaver, 52 years).
Promotion	1.Poor Customer Service 2.Most Promotional activities done on National Festivals 3. Very less Marketing Strategies. 4.Lack of Awareness among Buyers 5. Focus on Product Development rather than Customer Preference. 6. Lack of Digital presence of Products (Only since 2018)	KVIC uses the Publication, Print media, Electronic media as well as the social media in the recent times. The strategy is same throughout the country because it is handled solely by KVIC.The new strategies that have been taken into account in the recent times are inclusion of social media like Facebook, twitter, whatsapp and Instagram since the year 2018. (Weaver, 52 years).
		The sales generally increases during the time of Independence day, Gandhi Jayanti because of the offers and promotional sale provided at that time, also these festivals creates a patriotic feeling in the consumers at that time (Weaver, 52 years).
		The entire Khadi sector accounts for just 1% share in the textiles. The demand for the product is not that high. The reason for such lesser demand could be unawareness among the youth regarding the product and simpler appeal of the product as Khadi institutions focus more on the product rather than the demand of the product (Weaver, 60 years).

(Source: Author's Own Compilation)

5.1.2.4 Major Theme- Finance

Table 5- 5 Data Analysis of Major Theme- Finance

Sub-themes	Codes	Quotes
Centralized Allocation of Funds This Sub-theme indicates that the funds are allocated by the MSME, Gov of India, to the Khadi and Village Industries Commission, which is further allocated to the Khadi institutions by the means of Khadi Boards.	1. Funds allocated as per Budget released. 2. Deficit borrowed from Banks, Micro-finance institutions and co-operatives. 3. Revenues transmitted to KVIC.	The Budgetary support provided by the Ministry of MSME, GOI is the main source for financing of various developmental activities of Khadi. The Khadi Grant is provided in the form of Market Development Assistance, Interest Subsidy Eligibility Certificate, Khadi grant payments for productions, Promotional grants under Khadi, grant under Bima yojna, Khadi reform and development programme, work-shed schemes for artisans, grant for strengthening infrastructure of weak Khadi institutions and grants for science and technology (Weaver, 60 years).
		The Revenues are transmitted to KVIC. The deficit funds could be borrowed from Banks, Micro-finance institutions and Co-operatives. The Khadi institutions holding Interest Subsidy Eligibility Certificate gets special rebate from KVIC for such borrowing (Weaver, 60 years).

(Source: Author's Own Compilation)

For the supply side, the data of spinners and weavers were analysed through qualitative analysis method. The data of spinners and weavers is analysed through the *Thematic Content Analysis* (TCA). TCA is type of descriptive representation of qualitative information. TCA depicts the thematic content of interview transcripts by categorizing mutual themes in the transcripts delivered for the analysis (Anderson, 2007). Thus, the analysis of data on the basis of the themes of Resource Procurement, Production, Marketing and Finance are discussed in nutshell. Khadi sector addresses the continuity of Indian legacy of hand weaving and spinning and mirrors the cultural and social custom of the khadi spinners and weavers. An emerging need has been felt to empower and facilitate the artisans of khadi to graph a feasible path for income generation, growth and better workplace so that they can have a right working environment and better vibe to empower them to do their weaving and spinning work productively (Sarkar, 2017).

5.2 Segment-II (Marketers)

The Segment-II consists of the analysis of the data of the Khadi Marketers; i.e; Sellers of Khadi Apparels. The Survey was conducted through the mode of a structured questionnaire. The cities selling the Khadi Apparels in Gujarat in a larger proportion were taken in the survey, which were Ahmedabad, Gandhinagar, Vadodara, Surat and Rajkot (Gujarat Rajya Khadi Gramodyog Board). Basic questions with respect to establishment of the Khadi units, years of existence, challenges in Khadi selling etc were inquired. The analysis is presented as follows.

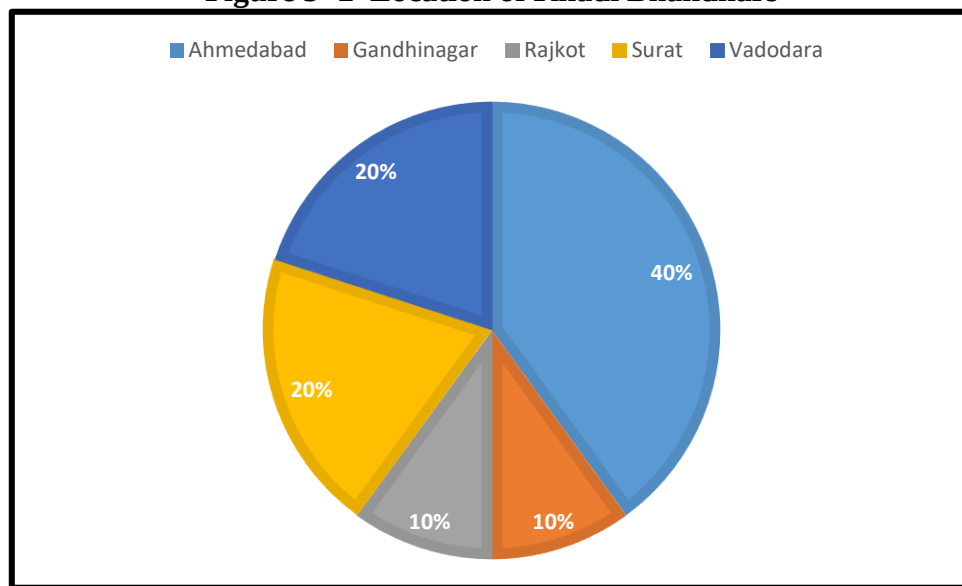
5.2.1 Demographic Analysis

The Demographic Analysis consists of the location of the khadi unit (bhandhar), gender of the marketer, years of experience of the unit and form of organization.

5.2.1.1 Location of the Khadi Bhandhar

A question asking the location of the Khadi Bhandhar was asked to the Marketers. The responses generated are described in the following Table 5-6:

Figure 5- 2 Location of Khadi Bhandhars



(Source: Excel Output)

The Khadi apparels are manufactured and sold in different cities of Gujarat. In the qualitative telephonic discussion with a KVIC official, the cities in which Khadi is sold the most were taken for the survey. The Marketing units were around 40 percent in Ahmedabad being the largest city followed by Surat, Vadodara 20% each, then Rajkot and Gandhinagar 10% each. These five are considered as the top five cities (Mahanagar) of Gujarat. The marketers were selected on the basis of random convenience sampling owing to the Covid-19 constraint, from the list provided by KVIC.

5.2.1.2 Gender of the Marketer

A categorical question was asked to the respondent to know the gender. Male, Female or Transgender were the options put to avail the response. 120 respondents were male and 00 respondents were female. It may be inferred that the entire Khadi Market i.e.; the Bhandhars are managed by the men. Women are not involved in the selling of the Khadi apparels.

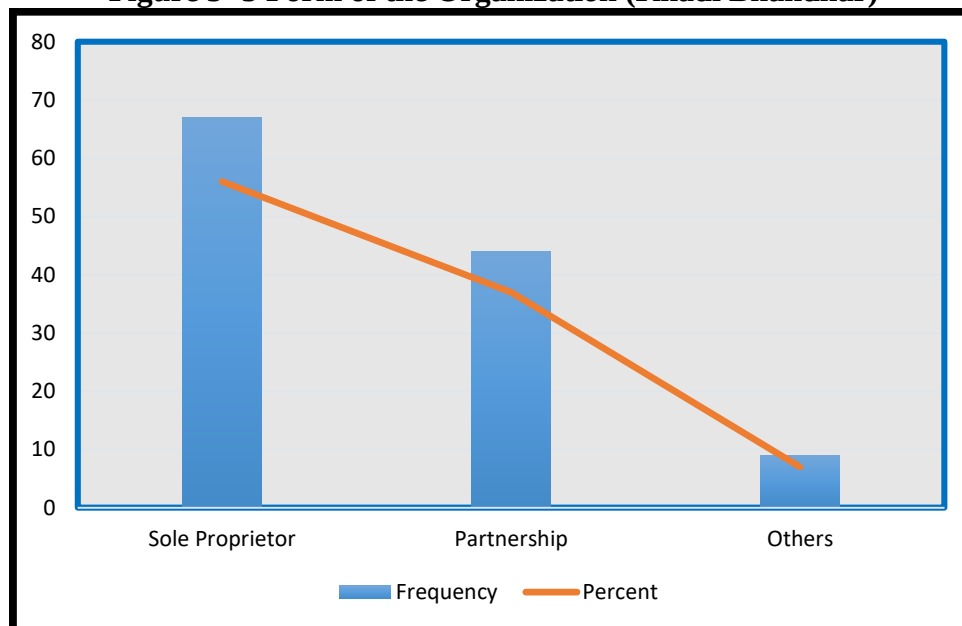
5.2.1.3 Years of the Functioning of the Organization (Khadi Bhandhar)

The Khadi Bhandhars surveyed were enquired about the years of their functioning as Khadi selling units. The mean experience or establishment of the Khadi Bhandhars was as old as 25 years and the Standard deviation was 19 years. The oldest Khadi Bhandhar was established in the year 1929 AD in Rajkot named as Shri Saraswati Khadi Gramudhyog Bhavan. The latest Khadi Bhandhar was established in the year 2019 AD in Ahmedabad named as Shree Jansewa Khadi Gramudhyog Bhavan. It may be inferred from the data that the Khadi Bhandhars started functioning from the Pre-Independence era and are established in today's time as well promoting self-reliance and swadeshi.

5.2.1.4 Form of the Organization

A categorical question was raised to the marketer to know the form of the organization (Khadi Bhandhar). Sole Proprietor, Partnership or Others were the options put to avail the response.

Figure 5- 3 Form of the Organization (Khadi Bhandhar)



(Source: Excel Output)

Sixty seven marketers were running the Khadi Bhandhar under sole proprietorship, forty four marketers were running it under partnership and the remaining nine marketers belonged to the other category. It may be inferred that the Khadi bhandhars are managed by the sole proprietors to the maximum extent, i.e.; 56%, followed by partnership firms with 37% and other categories 07%.

5.2.2 Reasons for Starting Khadi Bhandhar and Type of Khadi Products Sold

This unit comprises of the questions asked from the marketer such as reasons for starting a khadi bhandhar, type of khadi products sold and types of apparels sold.

5.2.2.1 Reason for Starting a Khadi Bhandhar

A question asking to rank the reasons for starting a Khadi Bhandhar was probed to the Marketers with the options as Promote “Swadeshi, High Profit Margin, Encouraging Government Support, Less Competition and Inspired by Gandhian Thoughts on the scale as Rank from 1 to 5: 1= Highest and 5= Lowest. The responses were generated as follows:

Table 5- 6 Reasons for Starting a Khadi Bhandhar

Reason	Rank
Promote “Swadeshi”	1
High Profit Margin	4
Encouraging Government Support	5
Less Competition	3
Inspired by Gandhian Thoughts.	2

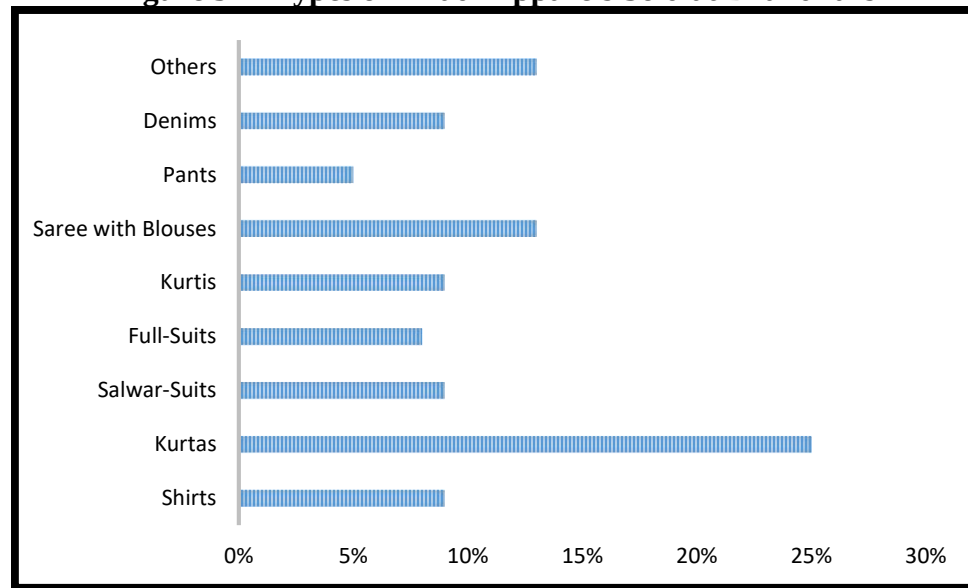
(Source: Excel Output)

It may be inferred from the data that marketers are interested in selling the khadi apparels as it promotes swadeshi- one’s own production, followed by they are inspired by the Gandhian thoughts, less competition, high profit margins and encouraging government support. Thus, a drive of swadeshi motivated them to start the store.

5.2.2.2 Type of Khadi Products Sold

A nominal multiple response questions was asked to know the type of products sold at the Khadi bhandhars. All the marketers responded with the answer of selling Khadi Products. Then it was tried to get responses on what type of Khadi Products are sold by the Marketers. The Responses were in the following way: Khadi apparels were sold in all the Khadi bhandhars. 25% bhandhars sold even consumables along with apparels. 30% bhandhars sold even handicrafts along with apparels. 32% sold khadi beddings and around 22% bhandhars sold various other khadi products along with the khadi apparels. The type of Khadi apparels sold by the bhandhars was as follows:

Figure 5- 4 Types of Khadi Apparels Sold at Bhandhars



(Source: Excel Output)

The respondents preferred Shirts (09%), Full-Suits (08%), Pants (05%), Kurtas (25%), Kurtis (09%), Denims (09%), Salwar-Suits (09%), Saree with Blouses (13%) and others (13%). There are lots of product in Khadi fabric, described above (Dasgupta, 2016). Texture of Indian sovereignty is the current fashion texture. Khadi, which was once represented as a dull texture, is as of now accessible in a dynamic and tasteful shading range. This impressive texture is the decision of the top designers. Khadi, as of now, is known for its excellent tones and solace. It is an ageless piece of style industry. People are accepting it in different forms in the everyday clothing (Khadi Cart, 2018).

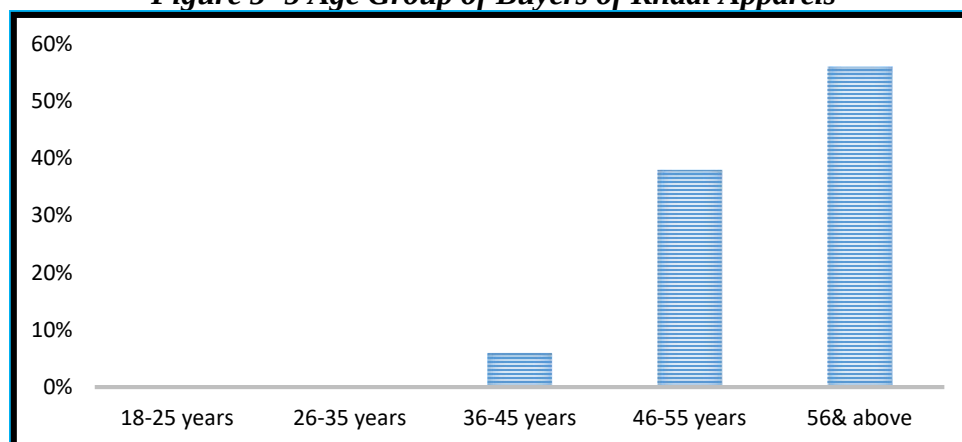
5.2.3 Khadi Buyers

This unit comprises of the questions asked to the marketer such as gender of the buyer of Khadi in maximum proportion, age group of the buyers and sales of khadi apparels, described in the following points.

5.2.3.1 Buyers of the Khadi Apparels

A question was asked to the marketers that which type of gender maximum bought Khadi apparels. The marketers responded as 67% buyers of Khadi were males and the remaining 33% buyers were females. The age group of the Khadi buyers was enquired with the answer as follows:

Figure 5- 5 Age Group of Buyers of Khadi Apparels



(Source: Excel Output)

Thus, it may be inferred that the buyers of Khadi apparels were maximum in the age group of 56 and above. Senior citizens prefer to buy and wear Khadi because they treated it as the most comfortable attire. The people in the age group of 18-35 years, treated as youths, do not prefer to buy and wear Khadi apparels.

5.2.3.2 Sales of the Khadi Apparels

Another question was asked whether in the last 5 years, the sales of Khadi apparels had improved or not. All the marketers had responded in a positive way, stating that the sales of Khadi has improved in the last five years. Another question was asked to identify reasons for the increase in the sales of Khadi apparels. The responses are discussed in the following Table 5-7:

Table 5- 7 Reasons for Increase in Sales of Khadi

Reasons for Increase in Sales of Khadi	Percentage
Khadi is endorsement by the Prime Minister.	30
Khadi is promoted in Movies.	02
Khadi was promoted in Mann Ki Baat by the Prime Minister.	15
Designers have given a wide range of Variety in Khadi.	13
Khadi is promoted in Fashion Shows.	14
Khadi is Eco-Friendly Product.	05
Khadi is Swadeshi-Made in India Product	21

(Source: Excel Output)

It may be inferred that the sales of Khadi fabric and apparels have developed by over 164% over the most recent five years because of exceptional push by the Prime Minister Shri Narendra

Modi and potent promotion by KVIC that additionally included modernization and extension of Khadi stores all over the nation (Tripathi, 2019).

5.2.4 Major Reasons Leading to Problems in the Marketing of Khadi Apparels

A seven-point Likert scale question (7= Strongly Agree to 1= Strongly Dis-Agree) was asked to identify the reasons as perceived by the marketer in the marketing and sales of Khadi Apparels. The reliability statistics was performed and the Cronbach Alpha was noted as 0.73 for 22 items. The Cronbach alpha value greater than 0.60 is an acceptable measure (Taber, 2018). The analysis pertains to 120 respondents involved in the sales of Khadi apparels in Ahmedabad, Gandhinagar, Surrendranagar and Vadodra cities of Gujarat. The responses are explained as follows:

Table 5- 8 Descriptive Statistics for the Reasons Leading to Problems in the Marketing of Khadi Apparels

Statements	Mean	Standard Deviation
Khadi apparels have a limited variety.	6.35	0.73
Khadi apparels are higher in price.	5.74	1.00
Khadi apparels require frequent starching at every wash.	6.27	0.80
Khadi apparels are poor in product design.	6.18	0.85
Khadi apparels are lacking in latest style.	6.28	0.83
Khadi apparels are sold at discounts as specified by KVIC.	6.35	0.73
Khadi apparels are not advertised.	5.96	0.96
Khadi is not endorsed by young brand ambassadors.	5.77	1.02
The advertisement of the Khadi apparels cannot be made for the store.	6.08	1.02
Khadi apparels are not available Online.	6.07	0.94
Khadi apparels Shrinks on washing.	6.08	1.02
Khadi apparels are not available for Kids.	6.33	0.78
If the Khadi product is defective it is easily replaced by the store.	6.01	0.94
KVIC provides credit when stores purchases apparels.	6.47	0.98
Branding is an issue with Khadi apparels.	6.28	0.83
The colour of Khadi clothes easily fades away.	6.27	0.80
Designer apparels are not made by artisans.	6.27	0.79
Customers demand designer apparels at stores.	6.47	0.70
Customers often ask for a guarantee on No Colour Fade.	6.27	0.80

Statements	Mean	Standard Deviation
Customers demand for a wrinkle free fabric.	6.47	0.70
Customers often do not buy the product as the proper size fit is not available.	6.27	0.80
Customers demand Khadi apparels Online.	6.47	0.68

(Source: SPSS Output)

The mean values in almost all the statements were greater than five, which indicated an agreement with the statements. The SD was less than one, which indicated that there was a strong consensus amongst the respondents with respect to the reasons listed in the empirical inquiry.

5.2.5 Problems in the Marketing of Khadi Apparels

Various dichotomous questions were probed to the marketers to deduce the reasons for the problems in the marketing of Khadi apparels. First question was asked with respect to whether discounts are offered round the year in the sales of Khadi Apparels. The marketers answered that discounts are not offered round the year. The Khadi Sales generally increases only during discounts offered during Gandhi Jayanti in October (Anien, 2020). Another question probed was can stores provide additional discounts other than prescribed by KVIC, all the marketers responded with a negative answers. The next question probed was to inquire about the market potential of exports for Khadi 67% marketers responded with a positive answer and the rest 33% with a negative answer. The next dichotomous question was whether the stores accepted e-payment option, the marketers replied with a negative answer. Still the Khadi Bhandhars deal with cash transactions. The last question probed was whether the marketers were optimistic about the future developments in Khadi sector, cent percent marketers replied with a positive answer. The Khadi Movement became efficient in gaining independence during the Indian freedom struggle. It should be realized that Khadi yet again will be the essential component to gain sustainable environmental freedom (Dixit, 2020).

5.2.6 Normality Test With Reference to the Reasons Leading to Problems in the Marketing of Khadi Apparels

The normality test was executed to check the normality of the data with reference to reasons in marketing of Khadi Apparels. The results are presented in the Table 5-9:

Table 5- 9 Test Statistics for Normality Test With Reference to the Reasons Leading to Problems in the Marketing of Khadi Apparels

Statements	Statistic	df	Sig.
Khadi Apparels have a limited variety.	0.77	120	0.00
Khadi Apparels are higher in price.	0.87	120	0.00
Khadi apparels require frequent starching at every wash.	0.79	120	0.00
Khadi Apparels are poor in product design.	0.81	120	0.00
Khadi Apparels are lacking in latest style.	0.78	120	0.00
Khadi Apparels are sold at discounts as specified by KVIC.	0.77	120	0.00
Khadi Apparels are not advertised.	0.85	120	0.00
Khadi is not endorsed by young brand ambassadors.	0.87	120	0.00
The advertisement of the Khadi apparels cannot be made for the store.	0.81	120	0.00
Khadi Apparels are not available Online.	0.82	120	0.00
Khadi Apparels Shrinks on washing.	0.81	120	0.00
Khadi apparels are not available for Kids.	0.76	120	0.00
If the Khadi product is defective it is easily replaced by the store.	0.84	120	0.00
KVIC provides credit when stores purchases apparels.	0.71	120	0.00
Branding is an issue with Khadi apparels.	0.78	120	0.00
The colour of Khadi clothes easily fades away.	0.79	120	00.00
Designer apparels are not made by Artisans.	0.71	120	0.00
Customers demand designer apparels at stores.	0.79	120	0.00
Customers often ask for a guarantee on No Colour Fade.	0.79	120	0.00
Customers demand for a wrinkle free fabric.	0.71	120	0.00
Customers often do not buy the product as the proper size fit is not available.	0.79	120	0.00
Customers demand Khadi apparels Online.	0.71	120	0.00

(Source: SPSS Output)

A normality test was executed to check the normality of the data with reference to reasons in marketing of Khadi Apparels. The sample size is less than 2000, so a Shaipro Wilk test was applied to check the normality (Ghasemi & Zahediasl, 2012). The hypotheses were framed as follows:

H₀: Data is Normal.

H₁: Data is not Normal.

It may be inferred that the p-value is $0.00 < 0.05$, therefore the null hypothesis is rejected. In other words it indicates that the data is not normal. If the data is not normal then the parametric test would not be suitable. Therefore, only non-parametric test is used in the further analysis.

5.2.7 Kruskal Wallis-H Test on Marketers of Khadi

A Kruskal Wallis-H Test on Marketers of Khadi was applied to check the significant difference on opinion of marketers of Khadi with respect to the marketing problems faced by them. The hypothesis was framed as,

H₀: Marketers of Ahmedabad, Gandhinagar, Vadodra, Surat and Rajkot do not significantly differ in their opinion on problems faced in marketing of Khadi Apparels.

H₁: Marketers of Ahmedabad, Gandhinagar, Vadodra, Surat and Rajkot significantly differ in their opinion on problems faced in marketing of Khadi Apparels.

Table 5- 10 Test Statistics for Kruskal Wallis-H Test with Reference to the Reasons Leading to Problems in the Marketing of Khadi Apparels

Statements	Chi-Square	df	Sig.
Khadi Apparels have a limited variety.	1.84	4	0.76
Khadi Apparels are higher in price.	5.00	4	0.20
Khadi apparels require frequent starching at every wash.	0.97	4	0.91
Khadi Apparels are poor in product design.	4.86	4	0.30
Khadi Apparels are lacking in latest style.	8.66	4	0.07
Khadi Apparels are sold at discounts as specified by KVIC.	4.42	4	0.35
Khadi Apparels are not advertised.	7.44	4	0.11
Khadi is not endorsed by young brand ambassadors.	4.16	4	0.38
The advertisement of the Khadi apparels cannot be made for the store.	5.81	4	0.21
Khadi Apparels are not available Online.	3.82	4	0.43
Khadi Apparels Shrinks on washing.	5.81	4	0.21
Khadi apparels are not available for Kids.	5.26	4	0.26
If the Khadi product is defective it is easily replaced by the store.	7.71	4	0.10
KVIC provides credit when stores purchases apparels.	0.77	4	0.94
Branding is an issue with Khadi apparels.	6.56	4	0.16
The colour of Khadi clothes easily fades away.	4.47	4	0.34
Designer apparels are not made by Artisans.	0.77	4	0.94
Customers demand designer apparels at stores.	0.97	4	0.91
Customers often ask for a guarantee on No Colour Fade.	0.55	4	0.96
Customers demand for a wrinkle free fabric.	0.77	4	0.94

Statements	Chi-Square	df	Sig.
Customers often do not buy the product as the proper size fit is not available.	4.47	4	0.34
Customers demand Khadi apparels Online.	0.77	4	0.94

(Source: SPSS Output)

It may be inferred that the p-value is > 0.05 ; therefore the null hypothesis is not rejected. It may be understood that the marketers of Ahmedabad, Gandhinagar, Vadodara, Surat and Rajkot do not significantly differ in their opinion on problems faced in marketing of Khadi Apparels. The marketers have to strictly follow the orders of KVIC, they do not get any freedom for promotions and discounts. Thus, the problems faced by the marketers across different locations are same. These set of identical problems may be resolved if KVIC implements the strategy centrally. Therefore, KVIC must consider these problems and enable the marketers to resolve these problems.

5.3 Segment-III (Khadi Wearers by Compulsion)

The Segment-III consists of the analysis of the data of the Khadi Wearers by Compulsion. The Survey was conducted through the mode of a structured questionnaire in the Vidyapiths where Khadi as attire is compulsory. The cities covered were Ahmedabad, Gandhinagar, Patan, Bharuch, Palanpur and Bhavnagar. Basic questions with respect to the demographical analysis of the respondents, factor that influence the choice of clothes in broad-spectrum, approximate amount spent on clothing, preference for mode of buying, and preference for Khadi apparels in particular were inquired. The analysis is presented in the following way.

5.3.1 Demographical Analysis

For the Khadi Wearers who wear the Khadi apparels by compulsion, the survey tried to discover the demographical factors of the respondents. It analysed the basic factors like gender, location, educational qualification, age, sector of employment, occupation and monthly income. The analysis is described in the Table 5-11 as below.

Table 5- 11 Demographical Analysis

Sr.No	Variables	Categories	Per-cent	Findings
1.	Gender	Male	66	The Snowball technique was used to collect data from the respondents randomly.
		Female	34	
2.	Location	Ahmedabad	20	The chosen area is the center of Gujarat Vidhyapiths, the place where wearing Khadi outfits for Staff members, Students, Teachers and
		Gandhinagar	20	
		Bhavnagar	20	

Sr.No	Variables	Categories	Per- cent	Findings
		Patan	10	Administration Staff is compulsory. Online structured questionnaire in regional Gujarati Language was used as a tool for data collection.
		Bharuch	10	
		Palanpur	20	
3.	Educational Qualification	Less than Graduate	10	The Courses pursued by respondents were Graduation and above. Very few were less than Graduates
		Graduate	57	
		Post Graduate	34	
4.	Age	18-25 Years	10	To seem youthful is recognized as charisma and admiring for the people. Outfits build the individuality and therefore the fashion business tries to comprise the broad assortment of the age-cluster for promoting the clothing (Rocha, Hammond and Hawkins, 2005 and Kaur and Singh, 2007). Researcher has tried to cover up all the probable array of youth.
		26-35 Years	44	
		36-45 Years	20	
		45 & above	26	
5.	Occupation and Sector	Service (Public Sector)	77	The Students and Staff members wearing Khadi Outfits as a compulsory attire where approached to fill the questionnaire. The Staff and Management members were in majority.
		Students	23	
6.	Monthly Income	Rs. 30,000-50,000	14	A greater part of the responders have the totality of the family earnings of Rs.50000 and above. Thus, it can be deduced that purchasing Khadioutfits would likely be an easy task for the elevated income groups.
		Rs. 50,000-75,000	50	
		More than 75,000	36	

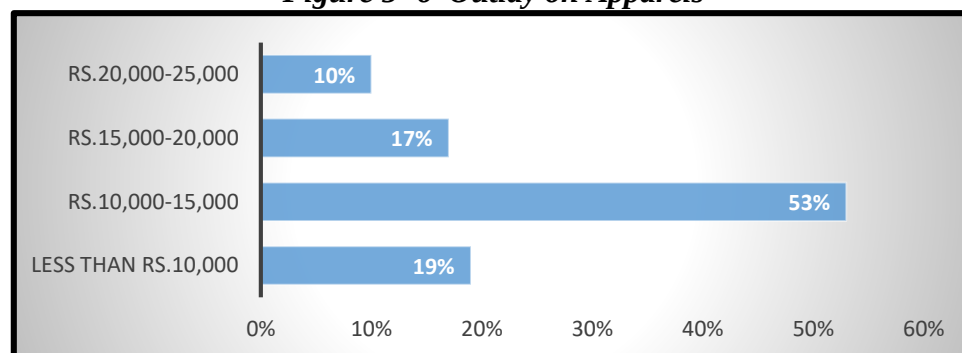
(Source: SPSS Output)

Thus, the details with respect to basic demographics of the khadi wearers, who wear khadi by compulsion are described above.

5.3.2 Outlay on Apparels, Frequency of Shopping and Time of Purchase

Respondents were asked a question with respect to how much amount they spent per annum on the purchase of apparels. The graphical representation is in the following way:

Figure 5- 6 Outlay on Apparels

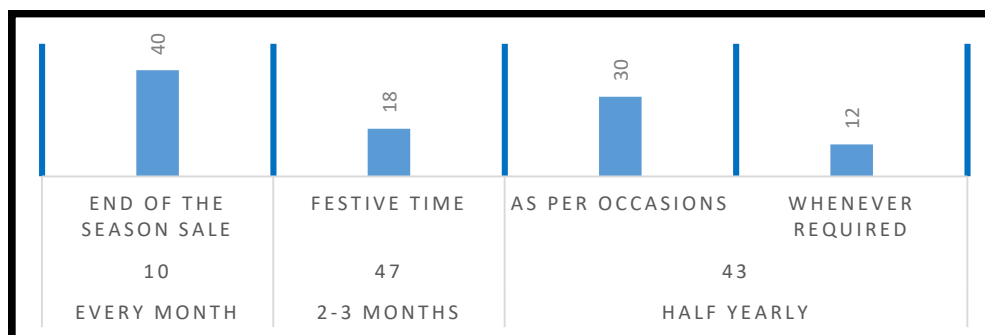


(Excel Output)

Maximum amount spent on apparels by the respondents was Rs.10000/- to Rs 15000/- per annum (53%). Followed by Less than Rs.10000 (19%). Only a few respondents preferred to invest Rs.15000-20,000 (17%). Only 10% respondents preferred to spend Rs.20,000-25,000 on apparels.

Another question with respect to the frequency of shopping was asked from the respondents. The graphical representation is in the following way:

Figure 5- 7 Frequency and Time of Shopping



(Excel Output)

The respondents preferred to buy clothes every month (10%), every 2-3 months (47%) and half yearly (43%). Majority of the respondents preferred to buy clothes every 2-3 months. The duration is neither too early nor too late to buy and update the wardrobe of the clothes. As far as time of purchase is concerned, respondents preferred to buy during the end of the season sale (40%), during festive time (18%), as per occasions (30%) and whenever required (12%). It may be inferred that, majority of the respondents preferred to buy during the end of season sale to take the benefits of discounts (Petro, 2019) followed by festive time and occasions.

5.3.3 Purchase Facet, Self-Perception and Approach of Purchase

The respondents were queried with respect to the facets of buying the apparels on a seven point Likert Scale from (1-Not at all important to 7-Extremely important). The respondents answered in the following way:

Table 5- 12 Purchase Facets

Purchase Facets	Mean	Standard Deviation	Purchase Facet	Mean	Standard Deviation
Comfort	6.04	0.66	Fit	6.06	0.57
Style	5.46	0.81	Quality	6.00	0.44
Price	5.78	0.84	Colour Combination	5.60	0.75

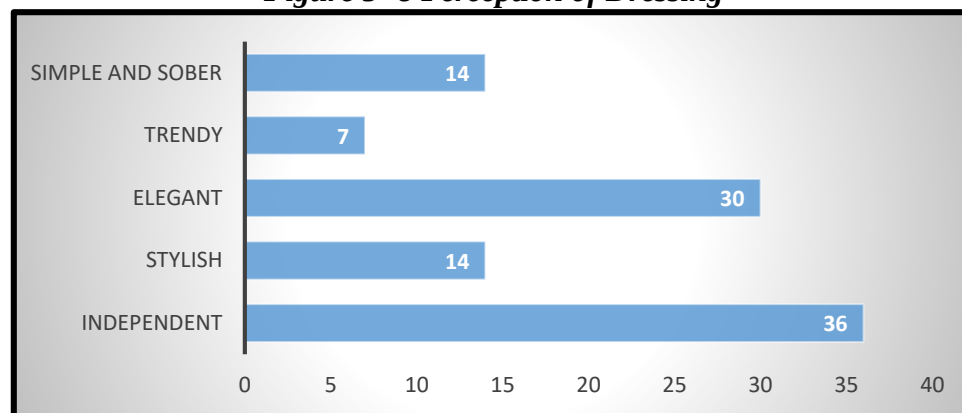
Trend	5.02	0.87	Celebrity Endorsement	4.76	0.89
Brand	4.75	0.92	Print Design	5.0	0.68

(SPSS Output)

The mean values in almost all the statements were greater than five, which indicated an agreement with the statements. The SD was less than one, which indicated that there was a strong consensus amongst the respondents with respect to the reasons listed in the empirical inquiry. The fashion cognizant respondents cherished the name of brand and felt associated with celeb endorsement while purchase of apparels.

An Outfit defines external Personality (Hearle, 2002). The responders professed their own selves in the following way:

Figure 5- 8 Perception of Dressing



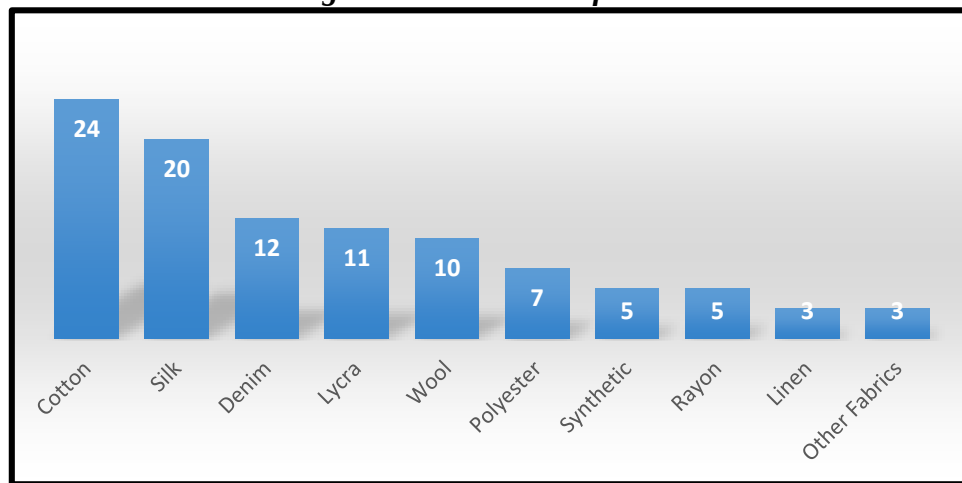
(SPSS Output)

The respondents perceived themselves as Independent (36%) and Elegant (30%) to the maximum proportion, which shows that the clothing one carries, has a maximum impact on the personality of the wearer. Clothing depicts one's personality and style of living. Respondents considering themselves as stylish as well as simple and sober were 14% each, followed by 07% as trendy.

A buyer provides good weightage to the superiority and type of cloth, while purchasing a garment (Castelo, 2018). There are countless kinds of clothing to pick among, and the choices have just developed more over a period of time. There are attire decisions for each event and style inclination, just as decisions tied emphatically to the texture and type of fabric (Sewell, 1998). As far as the type of cloth was concerned, the respondents were asked for their preference

of the fibres like cotton, silk, denim, Lycra, wool, rayon, synthetic, polyester and linen. The respondents preferred in the following Figure 5-7:

Figure 5- 9 Fabric Preference



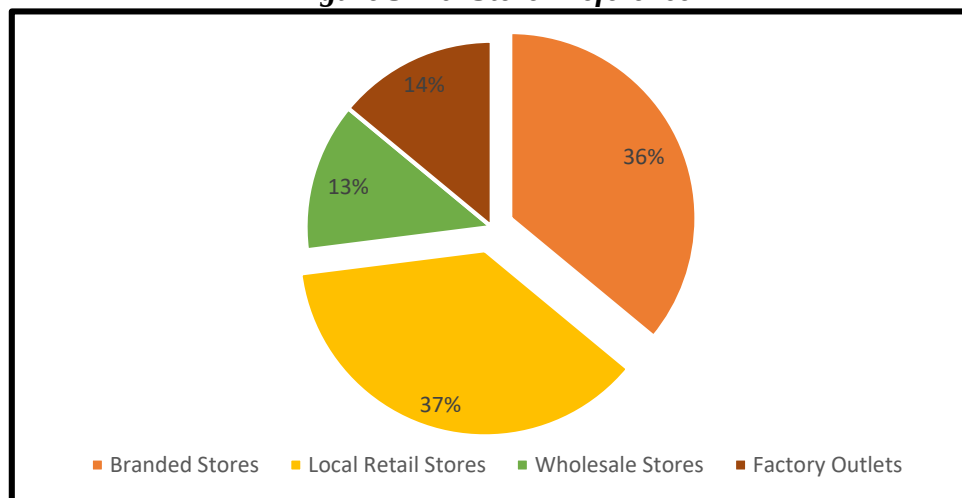
(Excel Output)

Owing to the hot and humid climate, cotton was preferred the most by the responders (24%) along with Denim (12%) , Wool (10%) , Silk (20%) , Lycra (11%), Polyester (07%), Synthetic (05%) , Rayon (05%), Linen (03%) and others fabrics (03%).

The respondents were probed for the type of shopping they preferred with the options as online and offline. 49 percent respondents preferred online mode of shopping and 51 percent preferred offline mode of shopping. Thus, it can be inferred that even in this era of online shopping, the Brick & Mortar shops have not lost their charm to lure the customers.

The preference in favour of offline approach of purchasing was as follows:

Figure 5- 10 Store Preference

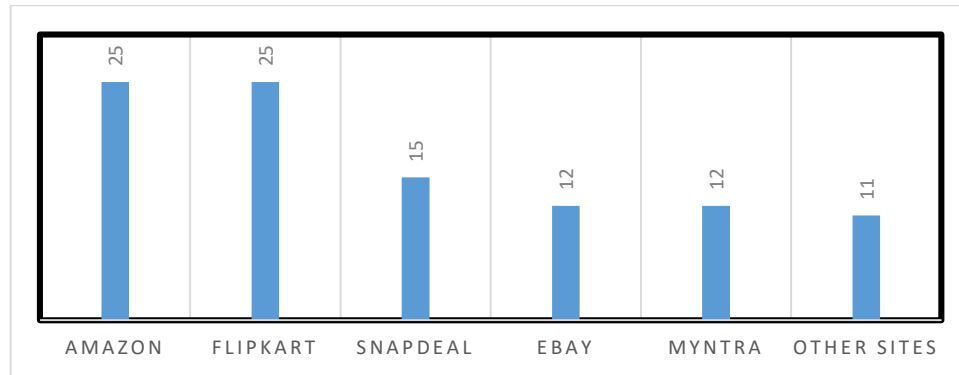


(Excel Output)

The Indian Customers prefer offline shopping as they can touch, feel, try the fabric and then buy, which gives satisfaction (Daengrasmisopon, 2004).

The preference in favour of online approach of purchasing was as follows:

Figure 5- 11 Online Preference



(Excel Output)

Highest respondents preferred Amazon and Flipkart to do the online Shopping (Chitravanshi, 2020). It is the easy shopping, easy return, good discounts, cash on delivery and easy exchange facilities that lure the tech savvy customers to prefer the Online Shopping (Lubis, 2018). Therefore, it can be deduced that presence in both e-tail and retail would be a favourable approach as a skimpy differentiation was distinguished in the shopping for garments on the bricks and mortar outlets and online sites.

5.3.4 Social Media and Close-Net Influence on Buying

Social factors persuade the purchasing conduct of the consumer in a significant way. Each person has an important person around moving their buying choices. The noteworthy societal influencers are reference groups, family and role and status in the society (Perreau, 2014).

The Respondents were probed with the query with respect to the influence of social media and social groups on their buying conduct of apparels. The responses were in the following way:

Table 5- 13 Social Media and Close-Net Influence on Buying

Social Media	Percentage	Close-Net	Percentage
Face book	23	Family and Friends	29
Instagram	23	Past Experiences	14
Whatsapp	20	Store agents	08
Online Stories	16	Advertisements	23
Snap Chat	12	Internet	26
Fashion Blogs	06		

(Excel Output)

In the close net influencers, spouse impacted at 64%, children at 03% and friends at 33%. It can be inferred that the customers of this era conduct a sound research on the trend of apparels on the social media and then wish to make purchases (Roesler, 2015). Thus, the appraisal and rating on the social media lend a hand in the research and annotations from friends, spouse and family; convert the readiness into the definite purchase of the garments (Fernandes and Panda, 2018).

5.3.5 Predilection and Buying Basics of Khadi

Cent percent respondents preferred and liked the Khadi outfits. On the performance of the rank analysis for the preference of the type of Khadi, following result was noted:

Table 5- 14 Rank Analysis of Khadi Type

Khadi	Rank	Inferences
Cotton	1	It may be deduced that respondents preferred Cotton Khadi the most due to its characteristics such as Skin-friendliness and breathing behaviour. It keeps the wearer cool in summer and warm in winter (Goel and Jain, 2015).
Silk	2	
Woollen	3	
Denim	4	

(Excel Output)

The respondents were probed for the timings of the purchase of the Khadi apparels. The respondents purchased the Khadi as follows :

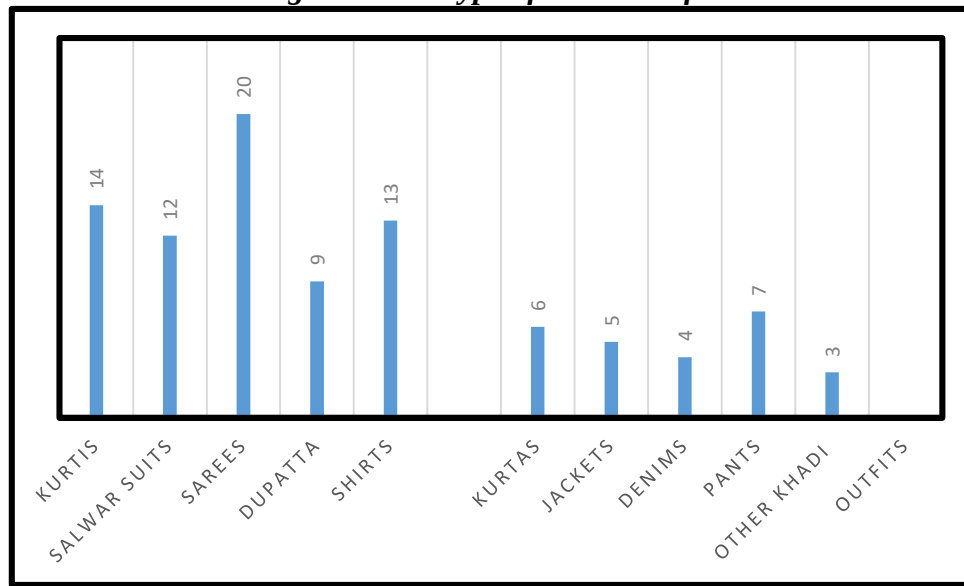
Figure 5- 12 Timings of Purchase of Khadi Apparels



(Excel Output)

Khadi is purchased maximum during the national festivals and Khadi discount time.

Figure 5- 13 Type of Khadi Outfits

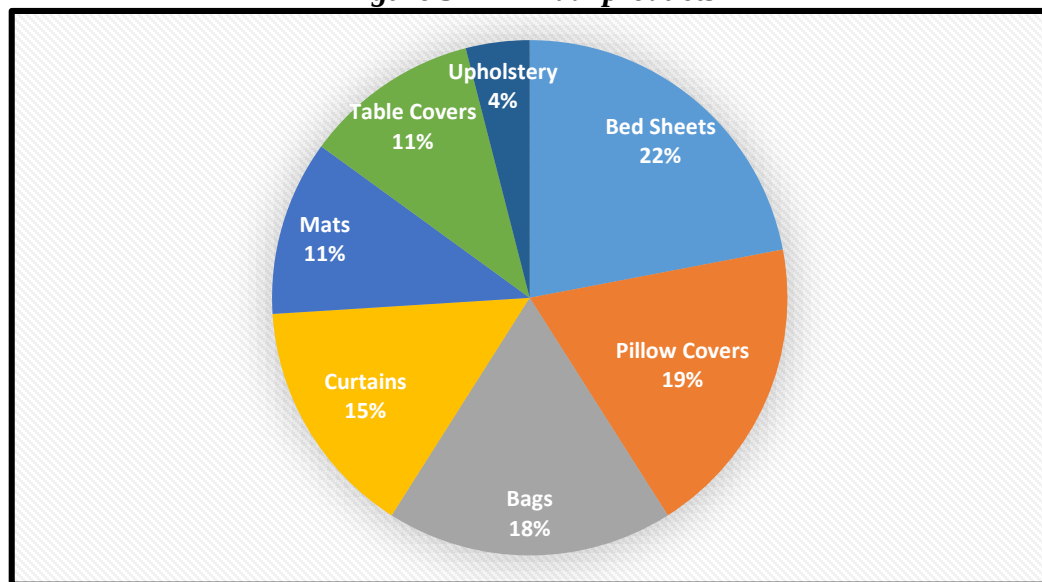


(Excel Output)

Therefore, it can be deduced that ladies cherished to be dressed in the Saree and Kurtis (a blend of western and Indian dress) and Men had chosen to wear Pant-shirts. Khadi Denim is also popular these days with the crowd (Kumar, 2020).

With the exception of garments, the responders were prepared to purchase other Khadi products as follows:

Figure 5- 14 Khadi products



(Excel Output)

Thus it may be inferred that Khadi is popular in other home furnishings too along with the Khadi garments. It also has a great potential of business in other products too. The respondents were probed with respect to the place of purchase of Khadi apparels. They responded as 97% purchased Khadi apparels from Khadi India Stores and 3% purchased online. It is the monopoly of Khadi India stores that makes Khadi available only in Khadi Bhandhars. In the era of Online Shopping, the availability of Khadi on Online Sites should be made available.

Also, in order to verify the knowledge of the respondents with respect to different options available in the Khadi attires, a Fisher Exact Test was carried out framing the hypothesis as follows:

Table 5- 15 Fisher Exact Test

Hypothesis	Result
Ho: There is no association between gender and awareness on different options available in Khadi Outfits	Fisher Exact Test, FISHER (1, N=500)=18.45, P= 0.00 <0.05
H1: There is an association between gender and awareness on different options available in Khadi Outfits	It can be deduced that there is an association between the gender and awareness of different options in Khadi Outfits. As Females are Fashion conscious and a lot of variety is available in the female clothing, their sense of knowledge is higher as compared to males (Bower, 2003). Out of 500 respondents, 482 were aware about different options available in Khadi Outfits and 372 were Females.

(SPSS Output)

5.3.6 Impression, Motivation and Commendation for Khadi Dressing

Responders professed that dressing up in Khadi outfits gave an impression in the following way:

Table 5- 16 Motivation and Impression of Khadi Wear

Impression As	%	Motivation From	%	Inferences
Formal Wear	28	Gandhiji	29	Thus, it can be deduced that Khadi has made a place in the wardrobes of the people as a regular wear. Also, they are inspired from the Father of Our Nation to wear Khadi and promote <i>Swadeshi</i> . Rests of the respondents were inspired from Academicians, Journalist, Celebs and Political leaders. 13% respondents wore Khadi on their own will.
National Festive	27	Political Leaders	15	
Ethnic Wear	20	Academicians	20	
Casual Wear	20	Journalist	16	
Semi Formals	05	Social Activists	04	
		Celebrities	03	
		Nobody	13	

(Excel Output)

72% responders were commended for Khadi dressing, hence, societal or colleague remarks inclined the preference of Khadi outfits. (Smith, et al., 2007). Merely 17% confessed that input of fashion designers have augmented the satisfactoriness of the Khadi dressing in the youth. The responders were studying or doing Job in Gujarat Vidhyapith, therefore their principles relied on the philosophy of our father of the nation Gandhiji, to dress up in Khadi and promote swadeshi, therefore the contribution of the designers failed to entice them to dress up in Khadi and for this reason they did not admire the similar.

5.3.7 Khadi and Economic Development

The respondents were queried with respect to the production and sales of Khadi on a seven point Likert Scale from (1-Not at all important to 7-Extremely important). The preliminary tread in the analysis of data was carried out by inspecting the inner steadiness i.e.; the reliability of scale with the aid of the Cronbach Alpha (Internal Reliability). The test of the Cronbach's Alpha Coefficient was carried out with the help of SPSS Software, which demonstrated a Coefficient for the Cronbach Alpha as 0.757 which depicted the scale as completely reliable (Taber, 2018). The respondents answered in the following way:

Table 5- 17 Test Statistics for Normality Test With Reference to the Khadi & Economic Development

			Shaipro-Wilk Test		
Economic Development	Mean	Standard Deviation	Statistic	df	Sig.
Employment Generation	6.19	0.65	.786	500	.00
Poverty Alleviation	5.8	0.76	.846	500	.00
Rural Industrialization	5.32	0.70	.770	500	.00
Increased Productivity	5.34	0.89	.851	500	.00
Women Empowerment	6.42	0.67	.742	500	.00
Promoting Local Hand-Made Production	6.38	0.61	.746	500	.00

(SPSS Output)

The mean values in almost all the statements were greater than five, which indicated an agreement with the statements. The SD was less than one, which indicated that there was a strong consensus amongst the respondents with respect to the reasons listed in the empirical inquiry. Further, a normality test was executed to check the normality of the data with reference to the awareness of Economic Development due to Khadi. The sample size is less than 2000, so

a Shaipro Wilk test was applied to check the normality (Ghasemi & Zahediasl, 2012). The hypotheses were framed as follows:

H₀: Data is Normal.

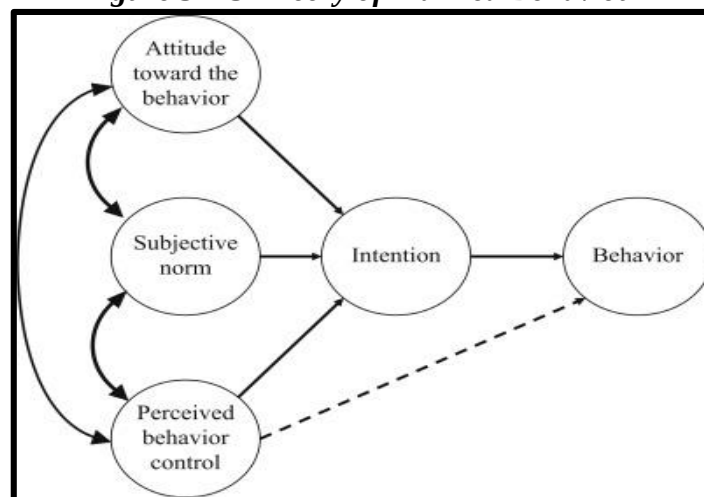
H₁: Data is not Normal.

It may be inferred that the p-value is $0.00 < 0.05$, therefore the null hypothesis is rejected. In other words it indicates that the data is not normal. If the data is not normal then the parametric test would not be suitable. Therefore, only non-parametric test is used in the further analysis.

5.3.8 Khadi and Theory of Planned Behavior

The study carried out by Ajzen (1991) provided a conceptual framework on the Theory of Planned Behavior which address the complexities of human social behavior. According to the theory, performance of a behaviour could be a joint function of intentions and perceived behavioral control. The Theory of Planned Behavior (TPB) comprises of three autonomous determinants of the intention on the way to the behavior, i.e. Attitudes, Subjective Norm and Perceived Behavioral Control (Ajzen, 1991). In the past three decades, the theory have been supportive to predict a wide range of human behaviors. The Predictive power has been used most in the Consumer Buying Behavior (Smith, et al., 2007) and the entrepreneurship domain (Krueger & Carsrud, 1993). It is this reason that the theory has been applied to predict the buying behavior of consumers with reference to purchase of Khadi apparels. The descriptive analysis of the same is explained in the following manner.

Figure 5- 15 Theory of Planned Behaviour



(Source: Ajzen, 1991)

Data was collected from the Khadi wearers, who wear it by compulsion. The People wearing Khadi in Vidyapiths were asked to respond. A total of 500 respondents were asked to fill the questionnaire. The variables were measured by total 20 items adapted from Beck and Ajzen (1991). The Variable Attitude was measured on a 7 point bio-polar scale, followed by Subjective Norms, Perceived Behavioural Control, Purchase Intention and Purchase Behaviour on a 7 point Likert Scale ranging from Extremely Strongly Agree (7) to Extremely Strongly Dis-Agree (1). A research on purchase of Green Products influenced from Attitude, Subjective norms and Perceived Behavioural Control leading to Purchase behaviour was taken into consideration for judging the purchase intentions of Khadi Apparels (Zheng and Chi, 2014; Kalafatis, Pollard, East, and Tsogas, 1999, Shukla, 2019; Arora and Kishor, 2019). The preliminary tread in the analysis of data was carried out by inspecting the inner steadiness i.e.; the reliability of scale with the aid of the Cronbach Alpha (Internal Reliability). The test of the Cronbach's Alpha Coefficient was carried out with the help of SPSS Software, which demonstrated a Coefficient for the Cronbach Alpha as for Attitude (0.650), for the Subjective Norms (0.647), for Perceived Behavioral Control (0.611), Purchase Intentions (0.624) and Purchase Behavior (0.677) showing that the scale was completely reliable (Ferketich, 1990).

5.3.8.1 Khadi and Attitude

The Descriptive Statistics with reference to the attitude of the respondents and purchase of Khadi apparels is described as follows:

Table 5- 18 Test Statistics for Normality Test With Reference to the Khadi & Attitude

Attitude	Mean	Standard Deviation	Shaipro-Wilk Test		
			Statistic	df	Sig.
Educated	5.70	0.745	.826	500	.000
Hipster	3.06	1.050	.833	500	.000
Crisp	5.36	0.938	.779	500	.000
Comfortable	6.26	0.517	.684	500	.000
Smooth	3.76	1.483	.840	500	.000
Urban	2.45	1.614	.775	500	.000

(Source: SPSS Output)

Attitude towards playing out a behaviour alludes to the perception of individual desirability to play out the behaviour (Ajzen, 1987). The mean values in *Educated*, *Crisp* and *Smooth* constructs of Attitude were greater than three point five, which indicated an agreement with the features of Khadi. The SD was less than one, which indicated that there was a strong consensus amongst the respondents with respect to the attitude listed in the empirical inquiry. Whereas the

mean values in *Hipster*, *Smooth* and *Urban* constructs of Attitude were less than five, which indicated a non-agreement with the features depicting Khadi. The SD was greater than one, which indicated that there was not a strong consensus amongst the respondents with respect to the attitude listed in the empirical inquiry. Respondents found Khadi Wearing as Crispy, Educated and Comfortable. Further, a normality test was executed to check the normality of the data with reference to the Attitude and purchase of Khadi. The sample size is less than 2000, so a Shaipro Wilk test was applied to check the normality (Ghasemi & Zahediasl, 2012). The hypotheses were framed as follows:

H₀: Data is Normal.

H₁: Data is not Normal.

It may be inferred that the p-value is $0.00 < 0.05$, therefore the null hypothesis is rejected. In other words it indicates that the data is not normal. If the data is not normal then the parametric test would not be suitable. Therefore, only non-parametric test is used in the further analysis.

5.3.8.2 Khadi and Subjective Norms

The Descriptive Statistics with reference to the Subjective Norms of the respondents and purchase of Khadi apparels is described as follows:

Table 5- 19 Test Statistics for Normality Test With Reference to the Khadi and Subjective Norms

Subjective Norms	Mean	Standard Deviation	Shaipro-Wilk Test		
			Statistic	df	Sig.
Family Thinks I Should often buy Khadi Apparels	4.32	0.931	.705	500	.000
Friends Think I should often buy Khadi Apparels	3.77	0.99	.825	500	.000
Reference Group think that I Should often buy Khadi Apparels	3.50	0.567	.693	500	.000
Colleagues think that I Should often buy Khadi Apparels	5.70	0.770	.795	500	.000

(Source: SPSS Output)

Subjective norms refers to the perceived social pressure for the performance or non-performance of the behavior, by the individual (Ajzen, 1991). The mean values in almost all the statements were greater than three point five, which indicated an agreement with the statements. The SD was less than one, which indicated that there was a strong consensus amongst the respondents with respect to the reasons listed in the empirical inquiry. The social groups of the respondents

surely impacts them in buying Khadi Apparels. The mean value is highest in the construct of subjective norms, i.e., colleagues think that I should often buy Khadi apparels. It may be inferred that the respondents were people who wore Khadi as it was compulsory at their work place, so the impact of colleagues was maximum in comparison to family and friends. Further, a normality test was executed to check the normality of the data with reference to the Subjective norms and purchase of Khadi. The sample size is less than 2000, so a Shaipro Wilk test was applied to check the normality (Ghasemi & Zahediasl, 2012). The hypotheses were framed as follows:

H₀: Data is Normal.

H₁: Data is not Normal.

It may be inferred that the p-value is $0.00 < 0.05$, therefore the null hypothesis is rejected. In other words it indicates that the data is not normal. If the data is not normal then the parametric test would not be suitable. Therefore, only non-parametric test is used in the further analysis.

5.3.8.3 Khadi and Perceived Behavioural Control

The descriptive statistics with reference to the Perceived Behavioural Control of the respondents and purchase of Khadi apparels is described as follows:

Table 5- 20 Test Statistics for Normality Test with Reference Khadi and Perceived Behavioral Control

Particulars	Shaipro-Wilk Test				
	Mean	Standard Deviation	Statistic	df	Sig.
I am confident that wearing an apparel made out of Khadi fabric would suit my Personality	6.19	0.652	.786	500	.000
I am Confident that, I can buy and wear apparels made out of Khadi Fabric	5.80	0.756	.846	500	.000
I am confident that wearing an apparel made out of Khadi fabric would suit my skin and feel comfortable	5.32	0.701	.770	500	.000
I am confident that Khadi provides a variety of unique style choices and promotes its unique fashionable element	5.34	0.887	.851	500	.000
I am confident that Khadi provides a variety of choices in fabric and designs	5.57	0.99	.893	500	.000
I donot face high barriers in purchasing a Khadi Apparel	6.42	0.673	.742	500	.000
If I wished, I can easily buy a Khadi Apparel.	6.38	0.611	.746	500	.000

(Source: SPSS Output)

The construct has been influenced by the perceptions of the access to vital aptitudes, resources, assets and chances to play out a particular behaviour. In the event that an individual doesn't have control over the conditions, the individual might not have any or less goal to play out a specific behavior. The mean values in almost all the statements were greater than five, which indicated an agreement with the statements. The SD was less than one, which indicated that there was a strong consensus amongst the respondents with respect to the reasons listed in the empirical inquiry. Further, a normality test was executed to check the normality of the data with reference to the Perceived Behavioral Control and purchase of Khadi. The sample size is less than 2000, so a Shaipro Wilk test was applied to check the normality (Ghasemi & Zahediasl, 2012). The hypotheses were framed as follows:

H₀: Data is Normal.

H₁: Data is not Normal.

It may be inferred that the p-value is $0.00 < 0.05$, therefore the null hypothesis is rejected. In other words it indicates that the data is not normal. If the data is not normal then the parametric test would not be suitable. Therefore, only non-parametric test is used in the further analysis.

5.3.8.4 Khadi and Purchase Intentions

The Descriptive Statistics with reference to the Purchase Intentions of the respondents and purchase of Khadi apparels is described as follows:

Table 5- 21 Test Statistics for Normality Test with Reference to Khadi and Purchase Intentions

			Shaipro-Wilk Test		
Particulars	Mean	Standard Deviation	Statistic	df	Sig.
I will try to purchase at least one garment made out of Khadi in the near future	5.32	0.468	.590	500	.000
I Plan to purchase Khadi apparels in the near future	5.22	0.719	.789	500	.000
If I see a Khadi apparel while shopping, I intend to purchase or consider purchasing it	5.22	0.812	.850	500	.000

(Source: SPSS Output)

In the Theory of Planned Behaviour, the behavioural intention is constrained by a unique blend of the Attitude, the Subjective Norm and the perceived Behavioral Control. (Ajzen, 2006). The mean values in almost all the statements were greater than five, which indicated an agreement with the statements. The SD was less than one, which indicated that there was a strong consensus

amongst the respondents with respect to the reasons listed in the empirical inquiry. The Purchase Intentions of the respondents were firm with reference to Khadi purchase formed by the Attitude, the Subjective Norm and the perceived Behavioral Control. Further, a normality test was executed to check the normality of the data with reference to the Purchase Intentions and purchase of Khadi. The sample size is less than 2000, so a Shaipro Wilk test was applied to check the normality (Ghasemi and Zahediasl, 2012). The hypotheses were framed as follows:

H_0 : Data is Normal.

H_1 : Data is not Normal.

It may be inferred that the p-value is $0.00 < 0.05$, therefore the null hypothesis is rejected. In other words it indicates that the data is not normal. If the data is not normal then the parametric test would not be suitable. Therefore, only non-parametric test is used in the further analysis.

5.3.8.5 Khadi and Purchase Behaviour

The descriptive statistics with reference to the Purchase Behavior of the respondents and purchase of Khadi apparels is described as follows:

Table 5- 22 Test Statistics for Normality Test with Reference to Khadi and Purchase Behavior

Particulars	Mean	Standard Deviation	Shaipro-Wilk Test		
			Statistic	df	Sig.
I deliberately purchase Khadi Apparels	6.19	0.652	.786	500	.000
I always buy Khadi apparels whenever I have an option	5.80	0.756	.846	500	.000
Choosing Khadi Apparels is something I have done automatically.	5.32	0.701	.770	500	.000

(Source: SPSS Output)

The mean values in almost all the statements were greater than five, which indicated an agreement with the statements. The SD was less than one, which indicated that there was a strong consensus amongst the respondents with respect to the reasons listed in the empirical inquiry. The Purchase Intentions of the respondents were firm with reference to Khadi purchase formed by the Attitude, the Subjective Norm and the perceived Behavioral Control, actually leading to the purchase behaviour of the same. Further, a normality test was executed to check the normality of the data with reference to the Purchase Behavior and purchase of Khadi. The sample size is less than 2000, so a Shaipro Wilk test was applied to check the normality (Ghasemi & Zahediasl, 2012). The hypotheses were framed as follows:

H_0 : Data is Normal.

H_1 : Data is not Normal.

It may be inferred that the p-value is $0.00 < 0.05$, therefore the null hypothesis is rejected. In other words it indicates that the data is not normal. If the data is not normal then the parametric test would not be suitable. Therefore, only non-parametric test is used in the further analysis.

5.3.9 Mann Whitney U Test on Expressing their Opinion on Purchase of Khadi Apparels between the Genders.

A Mann-Whitney U was applied to check the significant difference on expressing their opinion on purchase of Khadi Apparels between the genders. The hypothesis was framed as
 H_0 : Male and female do not significantly differ in expressing their opinion on purchase of Khadi Apparels.

H_1 : Male and female significantly differ in expressing their opinion on purchase of Khadi Apparels.

Table 5- 23 Results of Mann-Whitney U Test

Opinion	Gender	N	Mean Rank	Sum of Ranks	Mann-Whitney U	Z	Asymp. Sig. (2-tailed)
I will try to purchase at least one garment made out of Khadi in the near future	Male	168	240.93	40476	26280	-1.3	0.194
	Female	332	255.34	84774			
I Plan to purchase Khadi apparels in the near future	Male	168	279.39	46938	23034	-3.69	0.000
	Female	332	235.88	78312			
If I see a Khadi apparel while shopping, I intend to purchase or consider purchasing it	Male	168	277.01	46538	23434	-3.19	0.001
	Female	332	237.08	78712			
	Total	500					

(Source: SPSS Output)

The Sig. P-value for Mann-Whitney U Test in the first case (I will try to purchase at least one garment made out of Khadi in the near future) is more than 0.05, which indicates that the null hypothesis is not rejected. In other words it may be inferred that Male and female do not significantly differ in expressing their opinion on purchase of Khadi Apparels. But the Sig. P-value for Mann-Whitney U Test in the second and third case is less than 0.05, which indicates that the null hypothesis is rejected. Male and female significantly differ in expressing their

opinion on purchase of Khadi apparels (I plan to purchase Khadi apparels in the near future and If I see a Khadi apparel while shopping, I intend to purchase or consider purchasing it).

5.3.10 Mann Whitney U Test on Attitude on purchase of Khadi Apparels between the Genders.

A Mann-Whitney U was applied to check the significant difference on Attitude of purchase of Khadi apparels between the genders. The hypothesis was framed as

H_0 : Male and female do not significantly differ in their Attitude of wearing of Khadi Apparels.

H_1 : Male and female significantly differ in their Attitude of wearing of Khadi Apparels.

Table 5- 24 Results of Mann-Whitney U Test

Attitude	Gender	N	Mean Rank	Sum of Ranks	Mann-Whitney U	Z	Asymp. Sig. (2-tailed)
Educated	Male	168	304.64	51180.00	18792.00	-6.65	0.00
	Female	332	223.10	74070.00			
Hipster	Male	168	307.24	51616.00	18356.00	-6.59	0.00
	Female	332	221.79	73634.00			
Crisp	Male	168	309.21	51948.00	18024.00	-7.05	0.00
	Female	332	220.79	73302.00			
Comfortable	Male	168	282.05	47384.00	22588.00	-4.21	0.00
	Female	332	234.54	77866.00			
Smooth	Male	168	310.35	52138.00	17834.00	-6.96	0.00
	Female	332	220.22	73112.00			
Urban	Male	168	301.12	50588.00	19384.00	-6.27	0.00
	Female	332	224.89	74662.00			

(Source: SPSS Output)

The Sig. P-value for Mann-Whitney U Test in all the cases is less than 0.05, which indicates that the null hypothesis is rejected. Male and female significantly differ in their Attitude of wearing of Khadi Apparels.

5.3.11 Kruskal Wallis-H Test for Opinion on Wearing Apparels of Khadi

A Kruskal Wallis-H Test on Respondents across different age groups was applied to check the significant difference on their opinion on wearing apparels of Khadi. The hypothesis was framed as under:

H_0 : Respondents across different age groups do not significantly differ in their opinion on wearing Khadi Apparels.

H₁: Respondents across different age groups significantly differ in their opinion on wearing Khadi Apparels.

Table 5- 25 Test Statistics for Kruskal Wallis-H Test with Reference to the Opinion on Wearing Khadi Apparels.

Opinion	Age	N	Mean Rank	Chi-Square	df	Sig.
I am confident that wearing an apparel made out of Khadi fabric would suit my Personality	18-25	50	341.74	36.22	3	0.000
	25-35	220	256.35			
	35-45	102	210.87			
	45 and Above	128	236.38			
	Total	500				
I am Confident that, I can buy and wear apparels made out of Khadi Fabric	18-25	50	352.54	78.81	3	0.000
	25-35	220	242.55			
	35-45	102	169.17			
	45 and Above	128	289.13			
	Total	500				
I am confident that wearing an apparel made out of Khadi fabric would suit my skin and feel comfortable	18-25	50	385.50	74.10	3	0.000
	25-35	220	240.93			
	35-45	102	192.26			
	45 and Above	128	260.63			
	Total	500				
I am confident that Khadi provides a variety of unique style choices and promotes its unique fashionable element	18-25	50	246.30	52.77	3	0.000
	25-35	220	220.12			
	35-45	102	224.91			
	45 and Above	128	324.75			
	Total	500				
I am confident that Khadi provides a variety of choices in fabric and designs	18-25	50	117.14	55.56	3	0.000
	25-35	220	278.75			
	35-45	102	253.07			
	45 and Above	128	252.00			
	Total	500				
I do not face high barriers in purchasing a Khadi Apparel.	18-25	50	226.14	22.55	3	0.000
	25-35	220	225.81			
	35-45	102	290.44			
	45 and Above	128	270.63			
	Total	500				
If I wished, I can easily buy a Khadi Apparel.	18-25	50	303.62	25.31	3	0.000
	25-35	220	230.14			
	35-45	102	227.60			
	45 and Above	128	283.00			

Opinion	Age	N	Mean Rank	Chi-Square	df	Sig.
	Total	500				

(Source: SPSS Output)

It may be inferred that the p-value is less than 0.05; therefore the null hypothesis is rejected. It may be understood that respondents across different age groups significantly differ in their opinion on wearing Khadi Apparels.

5.3.12 Mann Whitney U Test on Purchase Intentions of Khadi Apparels

A Mann-Whitney U Test was applied to check the significant difference of Purchase Intentions of purchase of Khadi Apparels among Salaried People and Students. The hypothesis was framed as under:

H₀: Male and Female do not significantly differ in their Purchase Intentions of Purchasing Khadi Apparels.

H₁: Male and Female significantly differ in their Purchase Intentions of Purchasing Khadi Apparels.

Table 5- 26 Results of Mann-Whitney U Test

Purchase Intentions	Gender	N	Mean Rank	Sum of Ranks	Mann-Whitney U	Z	Asymp. Sig. (2-tailed)
I will try to purchase at least one garment made out of Khadi in the near future	Male	168	240.93	40476.0	26280	-1.3	0.194
	Female	332	255.34	84774.0			
I Plan to purchase Khadi apparels in the near future	Male	168	279.39	46938.0	23034	-3.69	0.00
	Female	332	235.88	78312.0			
If I see a Khadi apparel while shopping, I intend to purchase or consider purchasing it	Male	168	277.01	46538.0	23434	-3.19	0.01
	Female	332	237.08	78712.0			

(Source: SPSS Output)

The Sig. P-value for Mann-Whitney U Test in the first cases is greater than 0.05, which indicates that the null hypothesis is not rejected. *Male and female do not significantly differ in their Purchase Intentions of Purchasing Khadi Apparels* (I will try to purchase at least one garment made out of Khadi in the near future). The Sig. P-value for Mann-Whitney U Test in the second

and third cases is less than 0.05, which indicates that the null hypothesis is rejected. Male and female significantly differ in their Purchase Intentions of buying Khadi Apparels.

5.4 Segment-IV (Khadi Wearers by Choice)

The Segment-IV consists of the analysis of the data of the Khadi Wearers who wear Khadi by Choice. The Survey was conducted through the mode of a structured questionnaire through the Consumers walking in the Khadi India Outlets. The cities covered were Ahmedabad, due to the Covid-19 Constraint. Basic questions with respect to the demographic details of the respondent, total family income and preference for Khadi apparels in particular were inquired through the Theory of Planned Behavior. The analysis is presented as follows.

5.4.1 Demographical Analysis

For the Khadi Wearers who wear Khadi Apparels by Choice, the survey tried to discover the demographical factors of the respondents. It analyzed the basic factors like Gender, Location, Educational Qualification, Age and Sector of Employment. The analysis is described in the **Table 5-27** below.

Table 5- 27 Demographical Analysis

Sr.No.	Variables	Categories	Percent	Findings
1.	Gender	Male	52	The Customers visiting the Khadi India Stores were Surveyed on the basis of Convenience sampling technique
		Female	48	
2.	Location	Ahmedabad	100	Considering the Pandemic of Covid-19, It was unsafe to travel in different cities. With the unlock in June 2019, with precautionary measures, the Khadi Bhandhars, i.e; Khadi India Outlets were surveyed in the city of Ahmedabad, the largest city of Gujarat.
3.	Educational Qualification	Less than Graduate	26	It was observed that a majority of respondents were having qualification of being Graduates & Post Graduates. The sobriety of its appearances lures the customers to wear Khadi as an outfit.
		Graduate	46	
		Post Graduate	28	
4.	Age	18-25 Years	01	It implies from the data that the still people in the age group of senior citizens wear Khadi apparels the most in comparison to the youth.
		26-35 Years	33	
		36-45 Years	20	
		45 & above	46	
5.	Occupation	Service	47	Maximum respondents were Salaried, followed by Retired and Professionals and Social Activist. A meager proportion of Students and home makers preferred Khadi as an outfit.
		Business/ Profession	15	
		Social Activist	13	
		Home maker	09	
		Retired	15	

		Students	01	

(Source: SPSS Output)

5.4.2 Khadi Purchase Intention and the Theory of Planned Behavior

The Theory of Planned Behavior have been applied to a large range of human behavior in order to find out the way in which a human being responds to different situations. It is considered as one of the best social psychological theories with respect to the human behavior prediction. The Gist of the Theory of Planned Behavior (TPB) is that social choices are the aftereffect of a contemplated procedure where the conduct is affected by subjective norms, perceived behavior and attitudes control to underlying foundations of beliefs concerning the behavior (Smith, et al., 2007) . The TPB is an augmentation of the Theory of Reasoned Action (Fishbein & Ajzen, 1975) in that a paradigm Perceived Behavioral Control (PBC) has been included. Attitude towards playing out behaviour alludes to the perception of individual desirability to play out the behaviour (Ajzen, 1987). In the theory of planned behaviour, Subjective norms refer to the perceived social pressure for the performance or non-performance of the behaviour, by the individual (Ajzen, 1991) Perceived Behavioural Control reflects the ability to deliver the targeted behaviour (Ajzen, 1987).

Data was collected from the Khadi wearers, who wear it by choice. The People purchasing Khadi apparels from Khadi India Outlets were asked to respond. A total of 500 respondents were asked to fill the questionnaire. The variables were measured by total 20 items adapted from Beck and Ajzen (1991). The Variable Attitude was measured on a 7 point bio-polar scale, followed by Subjective Norms, Perceived Behavioural Control and Purchase Intention on a 7 point Likert Scale ranging from Extremely Strongly Agree (7) to Extremely Strongly Dis-Agree (1). A research on purchase of Green Products influenced from Attitude, Subjective norms and Perceived Behavioural Control leading to Purchase Intentions was taken into consideration for judging the purchase intentions of Khadi Apparels. (Zheng and Chi, 2014; Kalafatis, Pollard, East, and Tsogas, 1999, Shukla, 2019; Arora and Kishor, 2019).

5.4.2.1 Data Analysis

Data was investigated utilizing Structural Equation Modeling (SEM) with SPSS 20 and Amos 20 Programming. SEM utilizes diverse sorts of models to portray connections among factors. Different hypothetical models can be tried in SEM to see how different set of variables

characterize factors and how these variables are linked with one another (Schumacker and Lomax, 2004). A two step Structural Equation Modelling as recommended by Jöreskog (1993) and Anderson and Gerbing (1988), demonstrating methodology was utilized in assessing boundaries: a Measurement Model followed by an underlying Structural Model.

5.4.2.1.1 Analysis of the Measurement Model

The measurement model encompassing Attitude, Subjective Norms, Perceived Behavioural Control and Purchase Intentions was evaluated by means of Confirmatory Factor Analysis (CFA) by analysis of moment structures (AMOS-20), with maximum likelihood estimation method to discourse the concerns of discriminant and convergent validity (Anderson and Gerbing, 1988; Jöreskog and Sörbom, 1993). The conformatory factor analysis which is the measurement model, determined the connections among factors and variables. It gave an evaluation of the validity and realibility of variables for each of the factor. The preliminary tread in the analysis of data was carried out by inspecting the inner steadiness i.e.; the reliability of scale with the aid of the Cronbach Alpha (Internal Reliability), using SPSS-20.

The details of the factor loadings of each item, R^2 , Alpha and P value are displayed in Table 5-28 as below.

Table 5- 28 Observed Statistics

Construct Name	Variables	Factor Loading	R^2	P-Value	Alpha
	Attitude (AT)				0.84
AT1	Un-Educated---Scholarly	0.65	0.61	***	
AT2	Dull---Hipster	0.66	0.65	***	
AT3	Messy---Crisp	0.60	0.44	***	
AT4	Uncomfortable---Comfortable	0.66	0.36	***	
AT5	Harsh---Smooth	0.81	0.44	***	
AT6	Rural---Urban	0.78	0.42	***	
SN1	My Family thinks that I should often buy Khadi Apparels for wearing.	0.71	0.72	***	0.83
SN2	My Friends thinks that I should often buy Khadi Apparels for wearing.	0.61	0.71	***	
SN3	My Club-Mates (Reference Groups) thinks that I should often buy Khadi Apparels for wearing.	0.84	0.37	***	
SN4	My Colleagues thinks that I should often buy Khadi Apparels and Wear.	0.85	0.50	***	
PBC1	I am confident that wearing an apparel made out of Khadi fabric would suit my Personality.	0.79	0.69	***	0.93
PBC2	I am Confident that, I can buy and wear apparels made out of Khadi Fabric.	0.81	0.65	***	

Construct Name	Variables	Factor Loading	R ²	P-Value	Alpha
PBC3	I am confident that wearing an apparel made out of Khadi fabric would suit my skin and feel comfortable.	0.79	0.65	***	0.78
PBC4	I am confident that Khadi provides a variety of unique style choices and promotes its unique fashionable element.	0.83	0.69	***	
PBC5	I am confident that Khadi provides a variety of choices in fabric and designs.	0.81	0.63	***	
PBC6	I do not face high barriers in purchasing a Khadi Apparel.	0.81	0.66	***	
PBC7	If I wished, I can easily buy a Khadi Apparel.	0.83	0.63	***	
PI1	I will try to purchase at least one garment made out of Khadi in the near future.	0.76	0.58	***	0.78
PI2	I Plan to purchase Khadi apparels in the near future.	0.74	0.55	***	
PI3	If I see Khadi apparel while shopping, I intend to purchase or consider purchasing it.	0.71	0.50	***	

(Source: Amos Output)

The test of the Cronbach Alpha's Coefficient was carried out with the help of SPSS Software, which demonstrated a Coefficient for the Cronbach Alpha as for Attitude (0.842), for the Subjective Norms (0.832), for Perceived Behavioral Control (0.930) and Purchase Intentions (0.781), with an overall Cronbach Alpha of 0.90 showing that the scale was completely reliable (Ferketich, 1990). The Unidimensionality is achieved when the factor loadings for all the items, are greater than 0.60, denoting a strong correlation of the items with each other (Awang, 2015). Moreover, CFA goodness-of-fit indices specified acceptable fitness of the model, with the values ($\chi^2 = 551.99$, $df = 164$, $p = 0.000$), $GFI = 0.90$, $RMR = 0.081$. Additionally, the indices of incremental fit results in the following way: $CFI = 0.94$; $TLI = 0.924$, $NFI = 0.910$, $IFI = 0.94$. Furthermore, the indices of the parsimonious fit were in the following manner: $PGFI = 0.701$; $PCFI = 0.81$. All the fit indices touched or surpassed the standards recommended in the preceding studies (Jackson et al., 2009; Kline, 2010).

The Composite Reliability (CR) and Average Variance Extracted (AVE) were assessed. The details of the Mean, Standard Deviation, MSV, ASV, CR and AVE of each item, are displayed in Table 5-29 below.

Table 5- 29 Discriminant and Convergent validity of the variables and Correlation coefficients among the constructs

Constructs	Mean	SD	MSV	ASV	CR	AVE	Attitude	Subjective Norms	Perceived Behavioural Control	Purchase Intentions
Attitude	5.33	0.60	0.16	0.11	0.85	0.50	0.92			
Subjective Norms	4.87	1.25	0.7	0.45	0.84	0.58	-0.39	0.92		
Perceived Behavioural Control	4.88	1.35	0.7	0.48	0.93	0.66	-0.40	0.84	0.96	
Purchase Intention	4.60	1.16	0.58	0.36	0.80	0.54	0.06	0.72	0.76	0.89

(Source: Excel Output)

The Composite Reliability indicates the internal consistency and reliability of the items of the latent construct. A CR value, greater than 0.6, indicates a good quality internal consistency (Bacon and Sauer, 1995). A good reliability of the overall model is indicated by the value of AVE, which should be 0.50 or greater indicating superior consistency of model (Fornell and Larcker, 1981).

Table 5-29 above, exhibits the construct items along with their average variance extracted (AVE), composite reliability (CR), the square roots of AVE for each construct and the maximum shared variance (MSV). It was deduced that all the constructs displayed satisfactory composite reliability values, beyond the verge of 0.60. Moreover, the values of AVE were higher than 0.5 for all the constructs, indorsing the convergent validity and internal consistency. Additionally, the square root of AVE of all the constructs was more than absolute value of the correlations between each pair of the constructs (Fornell and Larcker, 1991), indorsing a satisfactory discriminant validity. Additionally, following Bagozzi and Yi (1988), the normality of all the items of the constructs were checked using the Skewness and Kurtosis, which is presented as follows in the **Table 5-30**:

Table 5- 30 Normality Test and Descriptive Statistics for all the items of the Constructs

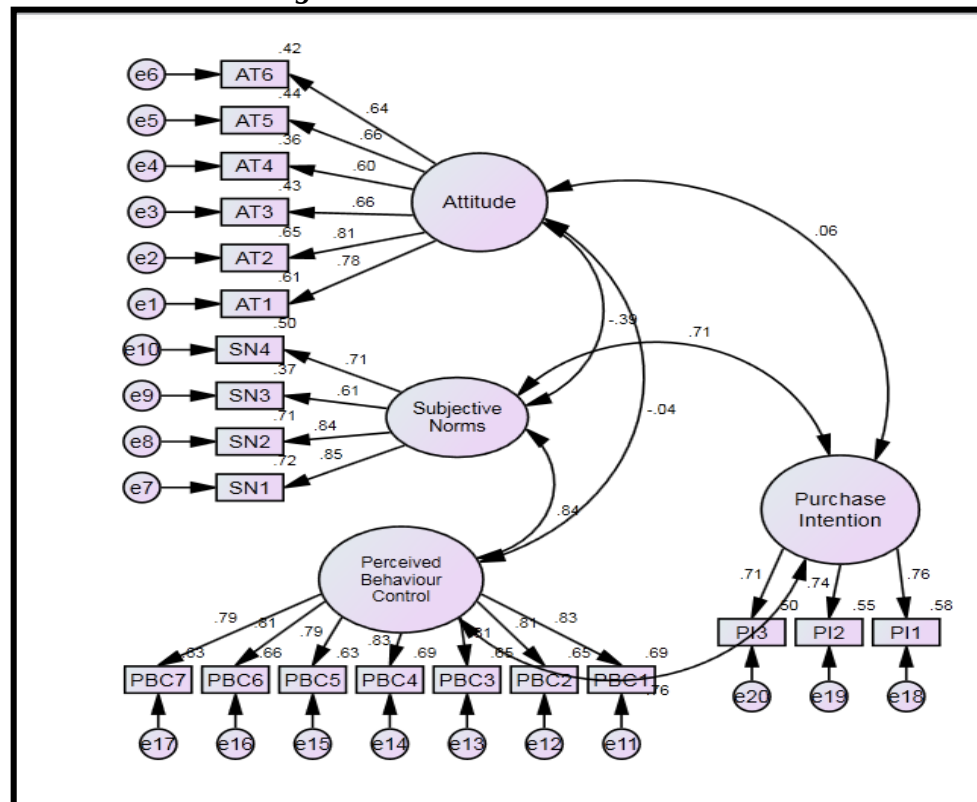
Construct	Items	Mean	Std. deviation	Skewness	Kurtosis
Attitude	AT1	5.27	0.70	-1.00	0.01
	AT2	5.16	0.75	-0.87	-0.70
	AT3	5.03	0.78	-0.52	-1.19
	AT4	4.93	0.88	-0.88	1.25
	AT5	5.04	0.89	-0.99	0.59
	AT6	4.98	0.82	-0.50	-1.33
	SN1	5.13	1.36	-0.61	0.04

Construct	Items	Mean	Std. deviation	Skewness	Kurtosis
Subjective Norms	SN2	4.88	1.27	-0.47	0.06
	SN3	4.71	1.25	-0.70	-0.28
	SN4	4.76	1.07	-0.37	0.14
Perceived Behavioral Control	PBC1	5.01	1.46	-0.37	-0.43
	PBC2	4.94	1.40	-0.34	-0.36
	PBC3	4.82	1.22	-0.23	-0.02
	PBC4	4.75	1.27	-0.12	-0.30
	PBC5	4.77	1.32	-0.28	-0.20
	PBC6	5.03	1.40	-0.22	-0.57
	PBC7	4.84	1.36	-0.20	-0.19
Purchase Intentions	PI1	4.57	1.14	-0.27	0.43
	PI2	4.57	1.11	-0.19	0.17
	PI3	4.67	1.23	-0.02	0.05

(Source: SPSS Output)

Table 5-32 shows the outcomes of the normality tests where all the values of the variables fall within the adequate range from -1.0 to +1.0, thus providing sustenance for the normality. Further the Output of the Measurement Model using the Theory of Planned Behaviour is presented below through the diagram in the figure 5-16 below:

Figure 5- 16 : Measurement Model



(Source: Amos Output)

Hence, the results of the Measurement Model provides completely satisfactory results with respect to the reliability, construct validity, discriminant validity, convergent validity and fitness of model. This has enabled the researcher to proceed with the analysis and evaluation of the Structural Model.

5.4.2.3 Analysis of the Structural Model

After ensuring a good fit for the Measurement Model, the hypothesised relations among the constructs are examined by reckoning an SEM with the help of AMOS, version 20, using the Maximum Likelihood Estimate.

The underlying structural model determined the relationship amongst factors (Schumacker and Lomax, 2004). Several fit indices were used to assess the fitness of the model. These were as follows:

Table 5- 31 Fitness Indices

Fitness Indices	Literature	Cut-off Values	Values
Chi-Square Test (χ^2)	Byrne (2001)	$P < 0.05$	0.00
The Normed Chi-Square Test (χ^2/df)	Marsh and Hocevar(1985)	$CMIN/df < 5$	3.36
Goodness-of-Fit index (GFI)	Joreskog and Sorbom (1984)	$GFI \geq .90$	0.90
Comparative Fit Index (CFI)	Hu & Bentler(1999)	$CFI \geq .90$	0.94
Root Mean Square Error of Approximation (RMSEA)	Browne & Cudeck (1993)	$RMSEA \leq .08$	0.07

(Source: Amos Output)

The Chi-square goodness-of-fit test statistic, normed Chisquare (χ^2/df) < 5 (3.36), goodness-of-fit index $GFI \geq .90$ (0.90), adjusted goodness-of-fit index ($AGFI \geq 0.80$) (0.868), comparative fit index $CFI \geq .90$ (0.94), root means square error of approximation $RMSEA \leq .08$ (0.07), root mean square residual ($RMR \leq 0.10$) (0.081), parsimony comparative fit index ($PCFI \geq 0.60$) (0.807) and Tucker–Lewis Index ($TLI \geq 0.90$) (0.924) , which are considered the most important fit indices. The path coefficient and significances are described as under

Table 5- 32 Path Coefficient and Significances

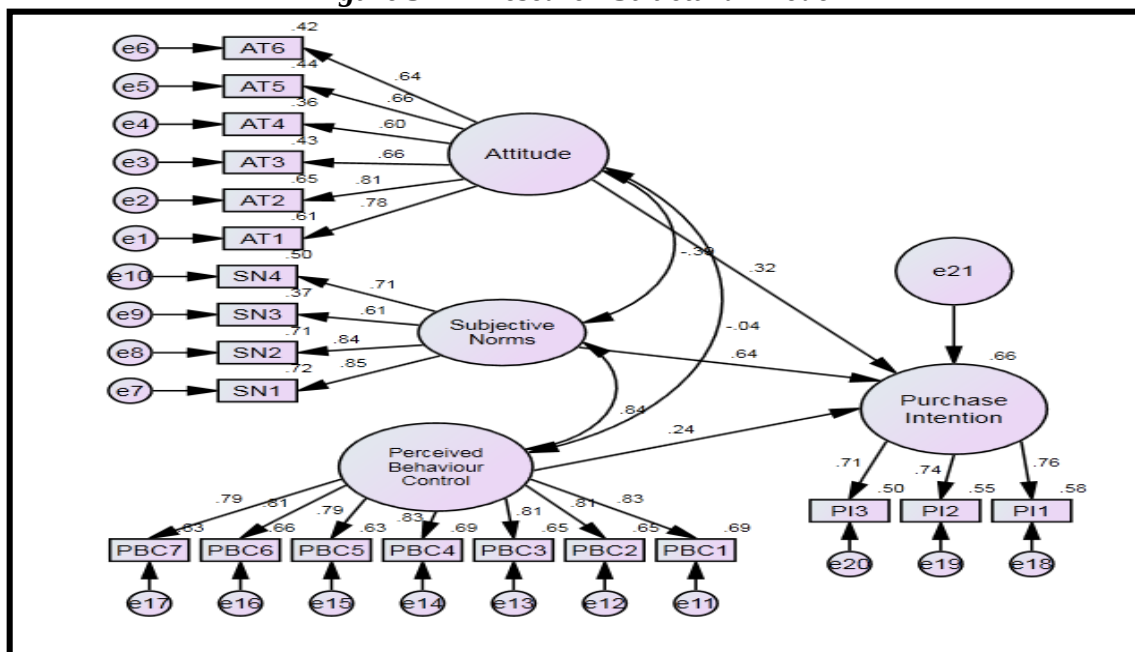
Null Hypothesis	Alternate Hypothesis	Structural Path	Path Coefficient (Beta)	t-value	P-value	Decision
H_{01} : Attitude is not positively related to Purchase Intention.	H_{11} : Attitude is positively related to Purchase Intention.	Attitude-Purchase Intention	0.317	4.6	0.00	H_0 is rejected.

Null Hypothesis	Alternate Hypothesis	Structural Path	Path Coefficient (Beta)	t-value	P-value	Decision
H ₀₂ : Subjective Norms is not positively related to Purchase Intention.	H ₁₂ : Subjective Norms is positively related to Purchase Intention.	Subjective Norms-Purchase Intention	0.641	4.5	0.00	H ₀ is rejected.
H ₀₃ : Perceived Control Behaviour is not positively related to Purchase Intention.	H ₁₃ : Perceived Control Behaviour is positively related to Purchase Intention.	Perceived Control Behaviour-Purchase Intention	0.237	1.9	0.06	H ₀ is not rejected.

(Source: Author's Own Compilation Based on AMOS Output)

The table 5-32 depicts the path coefficients for the overall model. The outcomes support to all the research hypotheses except for H₁₃. The structural model indicates that Attitude (b=0.317, t=4.6, p < 0.05) and Subjective Norms (b=0.641, t=4.5, p < 0.05) were significantly and positively influencing perceived intentions towards Khadi Apparels. On the contrary, Perceived Behavioural Control (b = 0.237, t = 1.9, p = 0.60), had insignificant positive impact effect on Purchase Intentions. Therefore, H₁₁ and H₁₂ respectively, were fully supported, whereas H₁₃ was rejected. Further the Output of the Structural Model using the Theory of Planned Behaviour is presented below through the diagram.

Figure 5- 17 Research Structural Model



(Source: Amos Output)

The Standardized Regression weights for Attitude towards purchase intentions were 0.317, Subjective Norms 0.641 and Perceived Behavioral Control 0.237. The Standardized Regression weights for Purchase Intentions was deduced at 0.66. Overall result demonstrated that Subjective Norms is stronger than Attitude, which is stronger than Perceived Behavioral Control. Although all the three variables of the theory of Planned Behavior are statistically considerable with a p value less than 0.05 showing a positive purchase intentions. Thus, the above statistics and figure, concludes that customers encompass the essential purchase intentions in pursuant to the Theory of Planned Behavior (TPB) towards the purchase of Khadi Apparels.

5.5 Segment V (Khadi Non-Wearers)

The Segment-V consists of the analysis of the data of the Khadi Non-Wearers. The Survey was conducted through the mode of a structured questionnaire in the city Ahmedabad, Gandhinagar, Vadodara, Rajkot and Surat, as these are the top five cities of Gujarat (ANI, 2020). The basic questions with respect to the demographical details of the respondent, preference for mode of buying, approximate amount spent on clothing, reasons for the non-preference of Khadi etc. were inquired. The analysis is presented as follows.

5.5.1 Demographical Analysis

For the Khadi Non-Wearers who do not wear Khadi Apparels at all, the survey tried to discover the demographical factors of the respondents. It analyzed the basic factors like Gender, Location, Educational Qualification, Age, Sector of Employment and Monthly Income. The analysis is described in the Table 5-33 below.

Table 5- 33 Demographical Analysis

Sr.No.	Variables	Categories	Values	Findings
1.	Gender	Male	50%	The Proportion of Males and Females was equal. It gives an appropriate result as women enjoy equal rights as men (Miller, 2013).
		Female	50%	
2.	Location	Ahmedabad	20%	The Survey was conducted through the mode of a structured questionnaire in the city Ahmedabad, Gandhinagar, Vadodra, Rajkot and Surat, as these are the top five cities of Gujarat (ANI, 2020).
		Gandhinagar	20%	
		Rajkot	20%	
		Surat	20%	
		Vadodra	20%	
3.	Educational Qualification	Less than Graduate	22%	The Rurban areas were targeted for the survey, so mostly the respondents were graduates and above.
		Graduate	52%	

Sr.No.	Variables	Categories	Values	Findings
		Post Graduate	26%	
4.	Age	18-25 Years	17%	The age groups as per the operational definition of youth were targeted for the survey. The maximum respondents were in the age group of 36-45 Years.
		26-35 Years	19%	
		36-45 Years	64%	
5.	Occupation	Service	36%	The 'Rurban' areas provide the respondents lofty opportunities for Services and business.
		Business/ Profession	48%	
		Home maker	13%	
		Students	03%	
6.	Sector of Employment	Public	03%	A good number of respondents belonged to the private sector (78%), followed by public and co-operative sector (03%).
		Private	78%	
		Co-Operative	03%	
		N.A	16%	
7.	Monthly Income	Less Than 50,000	00%	Monthly income is adequate to expend on purchasing the Khadi apparels if at all.
		50,000-75,000	20%	
		More than 75,000	80%	

(Source: SPSS Output and Author's Own Compilation)

5.5.2 Outlay on Apparels, Frequency of Shopping and Time of Purchase

Respondents were asked a question with respect to how much amount they spent per annum on the purchase of apparels. The answers were in the following way less than Rs.10,000 (03%), Rs.10,000-15,000 (77%), Rs.15,000-20,000 (07%) and Rs.20,000-25,000 (13%). It may be inferred that maximum amount spent on apparels by the respondents was Rs.10000/- to Rs.15000/- per annum. According to a survey carried on by prodegeMR, an average amount of Rs.701-Rs. 1700/- are spent per month on apparels by Indians (Keelery, 2020).

Another question with respect to the frequency of shopping was asked from the respondents. The answers were in the following way, every month (06%), every 2-3 months (75%) and half yearly (19%). The timings of purchase during the year were answered as during end of the season sale (49%), festive time (26%), as per occasions (03%) and whenever required (22%). Majority of the respondents preferred to buy clothes every 2-3 months. The duration is neither too early nor too late to buy and update the wardrobe of the clothes. Also, majority of the respondents preferred to buy during the End of Season Sale to take the benefits of discounts (Petro, 2019) followed by festive time and whenever required and as per occasions.

5.5.3 Purchase Essentials

The respondents were queried with respect to the reasons for buying apparels, fabric preference and store preference on a seven point Likert Scale from (1-Not at all important to 7-Extremely important). A reliability analysis was conducted for the responses. The test of the Cronbach's Alpha Coefficient was carried out with the help of SPSS Software, which demonstrated an overall Cronbach Alpha of 0.77 showing that the scale was completely reliable (Ferketich, 1990). The responses are described in the Table 5-34

Table 5- 34 Purchase Facets

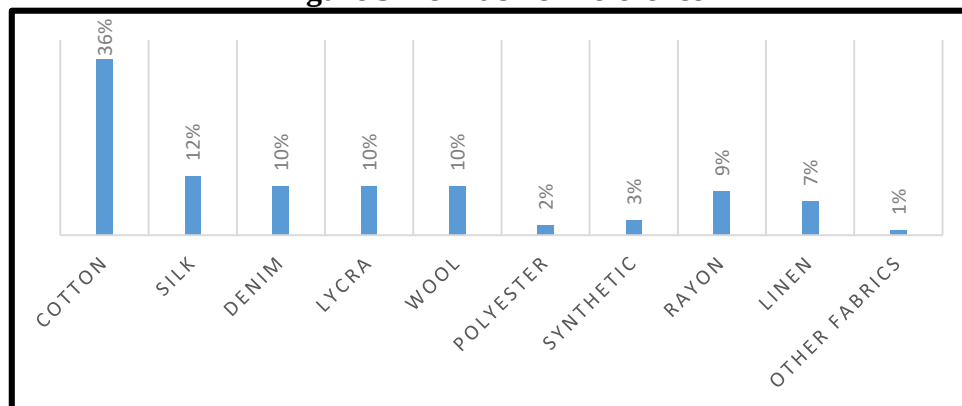
Purchase Facets	Mean	Standard Deviation	Purchase Facet	Mean	Standard Deviation
Comfort	6.03	0.74	Fit	5.74	0.67
Style	5.52	0.67	Quality	5.87	0.71
Price	5.78	0.84	Colour Combination	5.51	0.67
Trend	5.33	0.60	Celebrity Endorsement	5.38	0.55
Brand	5.74	0.68	Print Design	5.45	0.67

(SPSS Output)

The mean values in almost all the statements were greater than five, which indicated an agreement with the statements. The SD was less than one, which indicated that there was a strong consensus amongst the respondents with respect to the reasons listed in the empirical inquiry. The fashion cognizant respondents cherished the name of brand and felt associated with celebrity endorsement on purchase of apparels (Ambre and Lad, 2017).

As far as the type of cloth was concerned, the respondents were asked for their preference of the fibres and the responses are presented in the form of a pie chart as figure 5-18:

Figure 5- 18 Fabric Preference

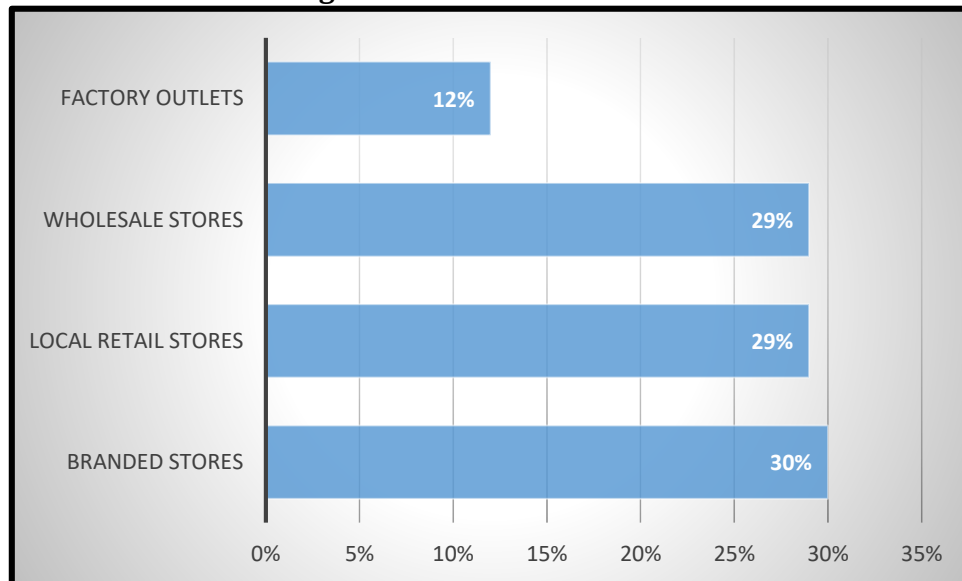


(Excel Output)

In order to accomplish a wide scope of flexibility by buffering the impacts of varieties of the environmental factors, man embraces and alters the accessible choices of the clothing. In India, climatic varieties are wide between various pieces of the nation and, clearly, the patterns of clothing are likewise unique (Gunasekara, 2007). But, cotton is the most important fabric and has been a favoured decision of the buyers since the time of industrial revolution, as it is skin friendly and comfortable to wear (Tausif, Jabbar and cassidy, 2019) ; (Sewing and Craft Alliance, 2008). Followed by Silk, which is a sign of elegance (Jeyraj, 2015). The fibres like denim, lycra, wool, rayon, polyester, synthetic and linen are preferred too by the respondents in their daily wear.

The respondents were probed for the type of shopping they preferred with the options as online and offline. All the Cent percent respondents preferred online as well as offline mode of shopping. Thus, it can be inferred that even in this era of online shopping, the Brick & Mortar shops have not lost their charm to lure the customers. The preference in favour of offline approach of purchasing is described in the figure 5-19:

Figure 5- 19 Store Preference



(Excel Output)

Customers preferred branded stores (30%), followed by local retail stores (29%), wholesale stores (29%) and factory outlets (12%). The Indian customers prefer offline shopping as they can touch, feel, try the fabric and then buy, which gives satisfaction (Daengrasmisopon, 2004). With the speedy amplification of network technology, e-marketing and e-commerce, online shopping has developed progressively. The number of Internet users has been increasing rapidly

with a rise in online shoppers (Agwan, 2016). The preference in favour of online approach of purchasing is described in the table 5-35:

Table 5- 35 Online Preference

Online Preference	Percent	Online Preference	Percent
Amazon	18	Shopcues	08
Flipkart	16	Ali Express	08
Snapdeal	08	Home Shop 18	05
eBay	07	Decathlon	05
Bewkoof	04	Others	13
Myntra	08		

(Excel Output)

It is the easy shopping, easy return, good discounts, cash on delivery and easy exchange facilities that lure the tech savvy customers to prefer the online shopping (Lubis, 2018). Highest respondents preferred Amazon and Flipkart to do the online Shopping (Chitravanshi, 2020).

5.5.4 Social Media and Close-Net Influence on Buying

The respondents were probed with the query with respect to the influence of social media on their buying conduct of apparels. The responses were in the following **Table 5-36**:

Table 5- 36 Social Media and Close-Net Influence on Buying

Social Media	Percent	Close-Net	Percent
Face book	19	Family and Friends	24
Instagram	19	Past Experiences	22
Whatsapp	19	Store agents	14
Online Stories	19	Advertisements	17
Snap Chat	19	Internet	23
Fashion Blogs	05		

(Excel Output)

In the close net influencers, spouse impacted at 87% and friends at 13%. It can be inferred that the customers of this era conduct a sound research on the trend of apparels on the social media and then wish to make purchases (Roesler, 2015). Thus, the appraisal and rating on the social media contributes in the research and annotations from friends, spouse and family; convert the readiness into the definite purchase of the garments (Fernandes & Panda, 2018).

5.5.5 Reasons for Non-Purchase of Khadi

From all the respondents, not a single one had purchased any apparel of Khadi in the last year. The causes for not preferring Khadi are described in the table 5-37 below.

Table 5- 37 Descriptive Test Statistics with Reference to the Causes for Non-Preference of Khadi Apparels

Statements	Mean	Standard Deviation
Khadi has limited range of varieties	5.34	0.83
Khadi apparels are high in price	5.09	0.82
Khadi apparels fade in colour	5.03	0.78
Khadi apparels have poor quality	5.07	0.82
Khadi apparels has poor fitting	5.14	0.84
Khadi shrinks on washing	5.14	0.84
Khadi apparels are non-branded product	5.07	0.83
Dry cleaning is must for Khadi apparels	5.07	0.80
Khadi is not readily available in other then Khadi bhandhar	5.10	0.87
Unawareness with respect to Khadi apparels	5.11	0.88
Khadi is non-fashionable	5.06	0.94
Khadi is un-pleasant in wearing	5.02	0.85
Designer Khadi apparels are unavailable	5.04	0.87
Khadi apparels are harsh	5.07	0.87
Khadi gives a rural look	5.01	0.86
Family and Friends does not recommend Khadi clothes	5.10	1.00
Khadi apparels are not sold online	5.00	0.91
Khadi is not promoted by young celebrities.	5.09	0.87
Khadi apparels cannot be worn without ironing.	5.14	0.86

(Source: SPSS Output)

The test of the Cronbach's Alpha Coefficient was carried out with the help of SPSS Software, which demonstrated a Coefficient for the Cronbach Alpha of 0.97 showing that the scale was completely reliable (Ferketich, 1990). The mean values in almost all the statements were greater than five, which indicated an agreement with the statements. The SD was less than one, which indicated that there was a strong consensus amongst the respondents with respect to the reasons listed in the empirical inquiry. Thus, it may perhaps be concluded that the responders did not preferred Khadi due to its non-appealing features, availability problems, cost issues and problem in the texture of the fabric.

5.5.6 Normality Test with Respect to the Causes for Non-Preference of Khadi Apparels

A normality test was executed to check the normality of the data with reference to the causes for the non-preference of Khadi apparels. The sample size is less than 2000, so a Shaipro Wilk

test was applied to check the normality (Ghasemi & Zahediasl, 2012). The hypotheses were framed as follows:

H_0 : Data is Normal.

H_1 : Data is not Normal.

Table 5- 38 Normality Test with Respect to the Causes for Non-Preference of Khadi Apparels

Statements	Shaipro-Wilk		
	Statistic	df	Sig.
Khadi has limited range of varieties	0.87	1000	.00
Khadi apparels are high in price	0.98	1000	.00
Khadi apparels fade in colour	0.90	1000	.00
Khadi apparels have poor quality	0.91	1000	.00
Khadi apparels has poor fitting	0.91	1000	.00
Khadi shrinks on washing	0.92	1000	.00
Khadi apparels are non-branded product	0.91	1000	.00
Dry cleaning is must for Khadi apparels	0.92	1000	.00
Khadi is not readily available in other then Khadi bhandhar	0.91	1000	.00
Unawareness with respect to Khadi apparels	0.91	1000	.00
Khadi is non-fashionable	0.92	1000	.00
Khadi is un-pleasant in wearing	0.92	1000	.00
Designer Khadi apparels are unavailable	0.93	1000	.00
Khadi apparels are harsh	0.93	1000	.00
Khadi gives a rural look	0.93	1000	.00
Family and Friends does not recommend Khadi clothes	0.93	1000	.00
Khadi apparels are not sold online	0.93	1000	.00
Khadi is not promoted by young celebrities.	0.89	1000	.00
Khadi apparels cannot be worn without ironing.	0.91	1000	.00

(Source: SPSS Output)

It may be inferred that the p-value is $0.00 < 0.05$, therefore the null hypothesis is rejected. In other words it indicates that the data is not normal. If the data is not normal then the parametric test would not be suitable. Therefore, only non-parametric test is used in the further analysis.

5.5.7 Advantages of Khadi

Khadi, as one wears, proves to be cool in summer and hot in winter (Sinha (2018); (Tiwari, (2007) ; (Mondaq (2018) ; (Choudhury and Ramachandran (2004). It absorbs the sweat and makes the wearer feel comfortable. It is cozy in winters because of its rough texture. (Wood,

1955). Khadi lets the skin breathes easily (IANS (2018); (Tiwari,2007). Khadi is an adaptable material, composed in summertime also earnest in the wintertime (Financial Express, 2016).It is the unique feature found in a fabric that keeps the wearer cool in summer and warm in winter terming the fabric as versatile and comfortable. The respondents described Khadi as Skin Friendly (17%), Comfortable (08%), Versatile (06%), Good Quality (04%), Value for Money (02%), National Significance (25%), Swadeshi (25%) and Increases Productivity (13%). Thus, Khadi fabric can be worn in any type of weather, it is skin friendly, comfortable to wear as the threads in Khadi allows concentrated air permeation which keeps the wearer soothing (Vastram, 2020). Also, it promotes “Swadeshi” and it is a sign of national significance (The Hindu, 2014).

5.5.8 Manufacturing and Selling Benefits of Khadi

The word Khadi has always echoed behind the emotions of freedom struggle of India.To attest India's spirit seeking endeavors in the wake of the Independence struggle, Gandhiji brought Khadi to the forefront as an icon of cultural indigenouness, freedom and self-sufficiency. It is this reason that compels the people wear the Khadi apparels, feeling proud being a part of the country and self reliant as well (Gujarat Rajya Khadi Garamudhyog Board (2016). Also, Khadi sector has contributed to a good extent in the employment generation, poverty alleviation and rural industralization in the country, therby contributing towards the economic development of the country (Kumar, 2009) ; (Chadha and Sahu, 2002) ; (Basant and Kumar, 1989) ; (Reddy, Nagaraj, and Bantilan , 2014). Around 70% artisans working are females. Khadi empowers females to be independent and confident (Mathur, 2007) ; (Bhalla and Singh, 2009). The respondents described the manufacturing and selling benefits Khadi as a source of employment generation (18%), poverty alleviation (14%), rural industrialization (06%), increases production (14%), source of women empowerment (24%) and promoting local based production (24%). Thus, it can be deduced that responders were sentimental regarding the benefits of the Khadi fabric as well as in framework of individual benefit, in addition to the benefits arising from its manufacturing and selling.

5.5.9 Expected Changes in Khadi Outfits, Potential Buying and Form of Buying

The changes that the respondents expected in the Khadi outfits are described in the following Table 5-39:

Table 5- 39 Expected Changes in Khadi Outfits

Expected Changes	Percent	Inferences
Designer Apparels	14	70% respondents showed their interest to buy Khadi Outfits in future. The changes that were expected in the Khadi apparels were like its designer appeal, online marketing & availability, lower price, Celeb endorsement and more varieties in the Khadi range of Outfits. From being excused by numerous individuals as outdated and dull, Khadi, in the present day has being advancing towards everybody's closet. Regardless of whether it's there as an assertion of extravagance, or simply a savvy and natural lifestyle, Khadi has made a considerable progress from the deathbed that the Mahatma had picked it from (Vardhan, 2019).
More Varieties	14	
Lower price	14	
Sound Promotion	12	
Online Availability	11	
Web Marketing	14	
Availability in other stores	11	
Celebrity Endorsement	09	

(Source: SPSS Output)

On the basis of the analysis of the ordinal statistics, the respondents gave foremost ranking to the online shopping and subsequent ranking to Offline shopping for purchase of Khadi apparels. Therefore, it may well be deduced that responders favored to be dressed in the Khadi outfits with a stipulation that it were designed proficiently with added varieties plus sold through the online mode also. The customary bricks& mortar retailers and online existence would create the merchandise omnipresent (Anusuya & Banurekha, 2016). Consequently, refurbishment of the distribution channel and design network will encourage Khadi wearisome on the larger scale.

5.5.8 Mann-Whitney U Test on Reasons for Non-Preference of Khadi Apparels

A Mann-Whitney U was applied to check the significant difference in the reasons for not buying Khadi Apparels between the genders. The hypothesis was framed as

H₀: Male and female do not significantly differ in the reasons for not buying the Khadi Apparels.

H₁: Male and female significantly differ in the reasons for buying the Khadi Apparels.

Table 5- 40 Results of Mann-Whitney U Test

Statements	Gender	N	Mean Rank	Sum of Ranks	Mann-Whitney U	Asymp. Sig. (2-tailed)
Khadi has Limited Range of Varieties	Male	597	454.59	271391	92888.00	0.00
	Female	403	568.51	229109		
	Total	1000				
Khadi Apparels are High in Price	Male	597	448.20	267578	89075.00	0.00
	Female	403	577.97	232922		
	Total	1000				
	Male	597	449.30	268230.5		

Statements	Gender		N	Mean Rank	Sum of Ranks	Mann-Whitney U	Asymp. Sig. (2-tailed)
Khadi Apparels Fade in Colour		Female	403	576.35	232269.5	89727.50	0.00
		Total	1000				
Khadi Apparels have Poor Quality		Male	597	446.39	266494	87991.00	0.00
		Female	403	580.66	234006		
		Total	1000				
Khadi Apparels has Poor Fitting		Male	597	434.85	259605.50	81102.50	0.00
		Female	403	597.75	240894.50		
		Total	1000				
Khadi Shrinks on washing		Male	597	453.68	270848.00	92345	0.00
		Female	403	569.86	229652.00		
		Total	1000				
Khadi Apparels are Non-Branded Product		Male	597	452.62	270212.50	91709.5	0.00
		Female	403	571.43	230287.50		
		Total	1000				
Dry Cleaning is must for Khadi Apparels		Male	597	448.25	267607.00	89104.00	0.00
		Female	403	577.90	232893.00		
		Total	1000				
Khadi is not readily available in other then Khadi Bhandhar		Male	597	459.21	274146.00	95643.00	0.00
		Female	403	561.67	226354.00		
		Total	1000				
You are Unaware with respect to Khadi apparels		Male	597	456.67	272631.50	94128.50	0.00
		Female	403	565.43	227868.50		
		Total	1000				
Khadi is Non-Fashionable		Male	597	467.84	279301.50	100798.5	0.00
		Female	403	548.88	221198.50		
		Total	1000				
Khadi is Un-Pleasant in Wearing		Male	597	457.92	273378.50	94875.50	0.00
		Female	403	563.58	227121.50		
		Total	1000				
Designer Khadi Apparels are Unavailable		Male	597	460.15	274712.50	96209.50	0.00
		Female	403	560.27	225787.50		
		Total	1000				
Khadi Apparels are Harsh		Male	597	451.09	269299.00	90796.00	0.00
		Female	403	573.70	231201.00		
		Total	1000				

Statements	Gender		N	Mean Rank	Sum of Ranks	Mann-Whitney U	Asymp. Sig. (2-tailed)
Khadi gives a Rural Look		Male	597	456.67	272633.50	94130.50	0.00
		Female	403	565.43	227866.50		
		Total	1000				
Family & Friends does not recommend Khadi Clothes		Male	597	478.61	285730.50	107227.5	0.03
		Female	403	532.93	214769.50		
		Total	1000				
Khadi apparels are not sold Online		Male	597	460.39	274852.50	96349.50	0.00
		Female	403	559.92	225647.50		
		Total	1000				
Khadi is not promoted by young Celebrities		Male	597	463.20	276528.50	98025.50	0.00
		Female	403	555.76	223971.50		
		Total	1000				
Khadi Apparels cannot be worn without Ironing.		Male	597	450.65	269037.00	90534.00	0.00
		Female	403	574.35	231463.00		
		Total	1000				

(Source: SPSS Output)

The Sig. p-value for Mann-Whitney U Test in all cases is less than 0.05, which indicates that the null hypothesis is rejected. In other words it may be inferred that male and female significantly differ in the reasons for buying the Khadi apparels.

5.5.9 Chi-Square Test on Association between Age and Mode of Shopping

A Chi-Square Test was performed on a 3x2 matrix data of Age and mode of shopping. The test was administered on data collected from 1000 respondents.

H_0 : There is no association between age and mode of shopping.

H_1 : There is an association between age and mode of shopping.

Table 5- 41 Test Statistics for Pearson's Chi-Square Test

Age	Online	Offline
18-25 Years	173	173
26-35 Years	185	185
36-45 Years	642	642
Total	1000	1000
Pearson Chi-Square Value 0.00		
P- Value(2-Sided) 1.00		

(Source: SPSS Output)

It may be inferred that the p-value is $1.00 > 0.05$, therefore the null hypothesis is not rejected. It may be understood that there is no association between age and mode of shopping. In this era of digital marketing, the respondents of all the age groups prefer online as well as offline mode of shopping.

5.6 Conclusion

The researcher had conducted the research from the angle of Khadi Wearers and Non-wearers to analyse the preference of the youth for the Khadi apparels and to detect problems in the Khadi production and sales from the view point of the marketers and artisans associated with the Khadi production and sales. It can be concluded from the research that the wearers of Khadi, who wear it by compulsion at their work places are completely satisfied with the wearing and indeed promote its wearing as it is a significance of national freedom, productivity, self-reliance, women empowerment, poverty alleviation and employment generation. Such respondents also suggested its easy availability through online mode. On the other side, the wearers of Khadi who wear it by choice were scrutinized using the Theory of Planned Behaviour (TPB) instrument. The outcome confirmed that all the three antecedents of the TPB were statistically significant towards the purchase intentions of the Khadi Apparels. However, Subjective Norms was found to be stronger than Attitude, which was stronger than Perceived Behavioural Control. The Respondents look forward to the Khadi material to be obtainable effortlessly at diverse outlets in addition to the Khadi India stores with a better assortment together with the fashionable Khadi Outfits. The Non-Wearers of Khadi do not wear the outfits of Khadi mainly due to the high cost involved in its purchase, lack of variety, lack of its online as well as store availability, its harsh touch, shrinkage on wash and bucolic appearance are some other factors for not wearing Khadi Apparels. Provided such flaws are removed, the non-wearers can be transformed into potential Khadi wearers.

On the other hand, the challenges and opportunities faced by the spinners and weavers are described as follows in the table 5-42

Table 5- 42 Opportunities and Challenges faced by Artisans

Sr.No	Opportunities	Challenges
1	Good Health, Source of Exercise	Illiteracy
2	Can Work at very High Age	Khadi with different quality, due to Mechanization
3	Experienced Workers	Machine wear and tear wastes time

Sr.No	Opportunities	Challenges
4	Speedy process due to Electric and Solar charkhas at some places	Irregular Work allotted
5	Studies as well as part-time job	Stock-pilling results into lesser work allotment
6	Work from home arrangement	Tiresome Work
7	High Female Employment	Low wages
8	Timely payment of wages	Poor Infrastructure of Work Place
9	Job of Pride and Honor for Females	Irregular supply of yarn
10	Extra Wages, for extra Work.	High Electricity Bills
11	Job satisfaction is high, happy working as a spinner/weaver.	Low sales in Villages, costly so we ourselves cannot afford it, although we make it.

(Source: Author's Own Compilation)

Lastly, the problems faced by the Khadi Marketers in the sales of Khadi apparels arise due to the factors like Khadi Apparels have a limited variety, are higher in price, require frequent starching at every wash, are poor in product design, are lacking in latest style, are sold at discounts as specified by KVIC, are not advertised and endorsed by young brand ambassadors. Khadi Apparels are not available Online; also Branding is an issue with Khadi apparels. Designer apparels are not made by artisans are some of the challenges faced by the Khadi sellers in selling the Khadi apparels.

CHAPTER-6

FINDINGS, SUGGESTIONS AND CONCLUSION

6.0 Background

The research is divided into five parts of analysis. The analysis comprises of the supply side and demand side of the Khadi industry. It consists of the analysis of data of the spinners and weavers of Khadi and the marketers of Khadi on the Supply side. And the wearers and non-wearers of Khadi apparels as consumers on the demand side. The findings of the research is described as below.

6.1 Findings of the Supply side

The Supply side comprises of the analysis of the data of the spinners and weavers and the marketers. The findings of the qualitative analysis of the interviews of spinners and weavers is described as follows.

6.1.1 Findings of the Analysis of the Spinners and Weavers

The findings of the data analysis of the thirty two spinners and weavers is presented in the tabular format as below in the Table 6-1:

Table 6- 1 Challenges and Opportunities faced by Spinners and Weavers

Challenges	Count	Percent	Explanation
Illiterate Workers	28	88	It was found that majority of the spinners and weavers were illiterate, they found it challenging to find another skilled job.
Khadi with different quality, due to lack of mechanization	15	47	It was deduced that Khadi produced is different in texture because it is hand-spun fabric. Due to lack of use of machine, the structure of two different Khadi clothes would be different. It is this challenge which compels the spinners and weavers to spin and weave with utmost concentration and skill.
Machine-made cloth in demand	18	60	It is because of lack of uniformity in two clothes of Khadi, course structure and costly price, the machine made cloth is demanded more in comparison to Khadi. Lack of much demand of Khadi, keeps the spinners and weavers with lesser work and lesser wages. It creates irregular work allocation to them. Hence, the yarn supplied for
Irregular Work Allocation	21	65	
Costly	14	44	
Irregular supply of Yarn	07	22	

Challenges	Count	Percent	Explanation
Low sales in Villages	15	47	the production is irregular. Being a costly fabric, its demand does not arise much. Specially, it is not demanded much in Villages
Tiresome Work	21	65	Spinning Khadi and weaving it, is a very tiresome job. It requires a good amount of physical energy to spin and weave. Hence, the spinners and weavers find it as a tiresome work.
Low wages	30	94	The wages paid by the authorities to spin and weave are very less. It is because of the lower wages, that the spinners and weavers find it a challenging job.
Poor Infrastructure	18	56	The infrastructure provided to the spinners and weavers to work is dilapidated. It is because of the poor infrastructure, they find it too challenging to work.
Opportunities	Count	Percent	Explanation
Good Health	26	81	It was deduced that since Khadi making process is completely hand-spun and woven, it is a good source of exercise for the spinners and weavers, which in turn keeps their body fit and healthy. It is deduced that even at a high age, spinners and weavers had a healthy body and worked efficiently.
Can Work at Any Age	09	28	
Experienced Workers	09	28	It was found that various artisans had a good experience as they had worked since a very long time. Experience helped in better production. Self-employment leads to efficiency in work and indicated their passion.
Speedy process due to Solar charkhas at some places	02	06	It was deduced that some work stations had solar charkhas, it had made the work speedier for the spinners and weavers. Thus, the transition from hand to solar charkhas was a good move
Studies as well as part-time job	02	06	In rural areas, agriculture is a seasonal employment and such pocket filling part time work helps the youth to be self-dependent. It was found that a few artisans were students. They studied along with working on part time as artisans.
Work from home arrangement	21	65	It was observed that it had proved to be a good work from home arrangement for the spinners. They worked on charkhas allotted to them at home and supplied the yarn to the KVIC. Females
High Female Employment	21	65	

Challenges	Count	Percent	Explanation
Job of Pride and Honor for Females	21	65	were satisfied with such arrangements as they contributed in the work after finishing their house hold chores. They felt satisfied and honored due to such work. It empowered females and uplifted the families economically.
Extra Wages, for extra Work.	14	44	It was deduced that almost all the artisans were satisfied as they received the wages timely. Also, they were paid extra wages for extra work done by them. Thus, overtime wages motivated them to work an extra mile.
Higher Job Satisfaction	30	94	
Timely payment of wages	28	88	

(Source: Author's Own Compilation)

Thus, the challenges that were faced by the Spinners and Weavers were their illiteracy. According to their mindset, it is because of their illiteracy that they were compelled to do the unskilled job, which fetched them a lower income. Also, the costly cloth of Khadi due to unattractive features and lack of mechanization was less in demand, which created an irregular allocation of work. The people of villages do not afford it and hence demand is negligible in villages. The place of work lacks a good infrastructure for the artisans which makes the work more tiresome. On the other hand, since Khadi making is a man-made process, it proves to be a good source of exercise for the artisans making them healthy and efficient. The experience of the artisans make the work joyful. The timely payment of wages and overtime wages makes them satisfied and fulfilled. It is a prideful job for females as they can manage their house hold chores as well as earn money, making them independent and confident. Various artisans found it a part time job along with their studies. The innovation and installation of solar charkhas at some places have made the process speedier and joyful.

6.1.2 Findings of the Data Analysis of the Khadi Marketers

The findings of the data analysis of the 120 Khadi Marketers is presented in the tabular format as below:

6.1.2.1 Demographic Analysis and Organizational Information

The findings for the demographical analysis and the organization structure are described as below.

Table 6- 2 Demographic Analysis and Organization Information

Particulars	Observed Statistics		Particulars	Observed Statistics	
Location (District)	Location	Percent	Establishment Year of the Khadi Outlet	Year	Percent
	Ahmedabad	48		1925-1950	05
	Surat	24		1951-1975	07
	Vadodra	24		1976-2000	33
	Rajkot	12		2000-2021	55
	Gandhinagar	12			
Gender	Gender	Percent	Form of Organization	Form	Percent
	Male	100		Sole Proprietor	56
				Partnership	37
				Others	07

(Source: Author's Own Compilation)

The Marketing units were around 48 percent in Ahmedabad being the largest city followed by Surat, Vadodara 24% each, then Rajkot and Gandhinagar 12% each. The survey was limited to the top five cities of Gujarat. It was found that the entire Khadi Market i.e.; the bhandhars are managed by the Men. The oldest Khadi Bhandhar was established in the year 1929 AD in Surrindranagar. The mean experience or establishment of the Khadi Bhandhars was as old as 25 years. Six units were established between the years 1925-50, eight units between the years 1951-75, forty units between the years 1976-2000 and sixty six units between the years 2000-2021. Highest units were established after the millennium year 2000. It may be inferred that the Khadi Bhandhars are managed by the sole proprietors to the maximum extent. The retailing of Khadi is quite old business dominated by males.

6.1.2.2 Reasons for Starting Khadi Bhandhar, Type of Khadi Products Sold, Buyers Base and Sales of Khadi

The findings for the reasons for starting a Khadi Bhandhar, types of products sold, types of Khadi apparels sold, the customers buying Khadi and the Sales of Khadi are described as below.

Table 6- 3 Reasons for Starting Khadi Bhandhar, Type of Khadi Products Sold, Buyers Base and Sales

Particulars	Observed Statistics		Particulars	Observed Statistics	
Reasons for starting the Khadi Outlet (Rank Analysis)	Reasons	Rank	Customers of Khadi	Gender	Percent
	Promote Swadeshi	1		Male	67
	Inspired by Gandhiji	2		Female	33
	Less Competition	3			
	High Profit	4			
	Govt. Support	5			
Type of products sold	Type	Percent	Age group of majority of the customers	Age	Percent
	Khadi Products	100%		18-25 years	00
				26-35 years	00
				36-45 years	06
				46-55 years	37

Particulars	Observed Statistics		Particulars	Observed Statistics	
				56 & above	57
Different Khadi Products sold	Type	Percent	Khadi Sales Scenario in the last 5 years	100% Marketers Agree that the Khadi Sales has increased in the last five years.	
	Apparels	48			
	Consumables	12			
	Handicrafts	14			
	Beddings	15			
	Other Khadi Products	11%			
Type of Khadi apparels sold	Type	Percent	Reasons for the increase in the sales of Khadi Apparels	Reasons	Percent
	Shirts	09		Endorsed by PM	12%
	Kurtas	25		Promoted in Movies	10%
	Salwar suits	09		Promoted in Mann Ki Baat	15%
	Pants	05		Designers contribution	13%
	Denim	09		Fashion Shows	14%
	Full suit	08		Eco-friendly Product	15%
	Kurtis	09		Swadeshi	21%
	Sari & blouse	13			
	Others	13			

(Source: SPSS Output and Author's Own Compilation)

It may be inferred from the data that marketers were interested in selling the Khadi apparels as it promotes swadeshi- one's own production, followed by they are inspired by the Gandhian thoughts, less competition, high profit margins and encouraging government support. Khadi products were only sold in all the Khadi bhandhars. Along with the Khadi apparels, the bhandhars also sold consumables, handicrafts, beddings and other Khadi products like upholstery, covers etc. The Khadi apparels sold were shirts, kurtas, salwar-suits, pants, denims, full-suits, kurtis, saree with blouses and other khadi apparels like dupatta, palazzo, kurtis etc. Contribution of designers is immense in making it as a fashionable product which is accepted by people in different forms and types. It may be inferred from the data that the buyers of Khadi apparels are maximum in the age group of 56 and above. Senior citizens prefer to buy and wear Khadi. The people in the age group of 18-35 years do not prefer to buy and wear Khadi apparels. It also may be inferred that males prefer to wear Khadi more in comparison to females. The sales of Khadi fabric and apparels have developed by over 164% over the most recent five years because of exceptional push by the Prime Minister Shri Narendra Modi and potent promotion by KVIC that additionally included modernization and extension of Khadi stores all over the nation, by various designers. People are now much aware that it is an eco-friendly product and supports self-reliance as it is made in our own country. This has led to an increase in the sales in a good quantity. Thus, there is a huge scope to promote Khadi.

6.1.2.3 Major Reasons Leading to the Problems in Marketing of Khadi Apparels.

The major reasons leading to problems in marketing of Khadi products are Khadi apparels have a limited variety, are higher in price, require frequent starching at every wash, are poor in product design, are lacking in latest style, are sold at discounts as specified by KVIC, are not advertised and endorsed by young brand ambassadors. The advertisement of the Khadi apparels cannot be made for the store, Khadi apparels are not available online. Khadi apparels shrinks on washing. Khadi apparels are not available for kids. Branding is an issue with Khadi apparels. The color of Khadi clothes easily fades away. Designer apparels are not made by artisans. Customers demand for a wrinkle free fabric and often do not buy the product as the proper size fit is not available. The mean values in almost all the statements were greater than five, which indicated an agreement with the statements. The SD was less than one, which indicated that there was a strong consensus amongst the respondents with respect to the reasons listed above in the empirical inquiry.

6.1.2.4 Dichotomous Questions pertaining to the Problems in the Marketing of Khadi Apparels

The dichotomous questions pertaining to the problems in the marketing of khadi apparels were described as below in the table 6-4:

Table 6- 4 Dichotomous Questions pertaining to the Problems in the Marketing of Khadi Apparels

Particulars	Observed Statistics		Inferences
Scenario of discounts offered round the year	Particulars No	Percent 100	Discounts are not offered round the year. The Khadi Sales generally increases only during discounts offered during Gandhi Jayanti from October onwards.
Provision of additional discounts other than specified by KVIC	Particulars No	Percent 100	All the marketers responded with a negative answers. Additional discounts, other than specified by KVIC are not provided to the customers.
Market potential for export of Khadi Apparels	Particulars Yes No	Percent 67 33	67% marketers responded with a positive answer and the rest 33% with a negative answer.
Acceptance of E-payment options by the stores	Particulars No	Percent 100	The marketers replied with a negative answer. E-Payment is not accepted by stores.
Optimism about the future development	Particulars Yes	Percent 100	Cent percent marketers replied with a positive answer. The Khadi Movement

Particulars	Observed Statistics	Inferences
		became efficient in gaining independence during the Indian freedom struggle. It should be realized that Khadi yet again will be the essential component to gain sustainable environmental freedom.

(Source: Author's Own Compilation)

Thus, the boundations of no discounts, no additional discounts and non-acceptance of e-payment options acted as a hindrance in boosting sales of Khadi.

6.2 Findings of the Demand Side

The Demand side comprises of the analysis of the data of the Khadi Non-Wearers, Khadi Wearers (By Choice) and the Khadi Wearers (By Compulsion). The findings of the analysis of the Khadi Non-Wearers, Khadi Wearers (By Choice) and the Khadi Wearers (By Compulsion) is described as follows.

6.2.1 Findings of the Analysis of the Khadi Non-Wearers and Wearers (By Compulsion)

The findings of the data of Khadi Non-Wearers and Wearers (by compulsion) with respect to the common questions probed to the respondents is explained in the following manner.

6.2.1.1 Demographical Analysis

The Demographical Analysis consists of the basic attributes like gender, location, educational qualification, age, sector of employment and monthly income of the Khadi non-wearers and wearers (by compulsion). The analysis is described in the Table 6-5 below. Further, the analysis is spiltted for the non-wearers and wearers at a point, where the questions differ.

Table 6- 5 Comparative Demographical Analysis

Sr.No.	Variables	Khadi Non-Wearers		Khadi Wearers (By Compulsion)	
		Categories	Percent	Categories	Percent
1.	Gender	Male	50	Male	66
		Female	50	Female	34
2.	Location	Ahmedabad	20	Ahmedabad	20
		Gandhinagar	20	Gandhinagar	20
		Rajkot	20	Bhavnagar	20
		Surat	20	Patan	10
		Vadodra	20	Bharuch	10
				Palanpur	20
3.		Less than Graduate	22	Less than Graduate	10

Sr.No.	Variables	Khadi Non-Wearers		Khadi Wearers (By Compulsion)	
		Categories	Percent	Categories	Percent
	Educational Qualification	Graduate	52	Graduate	57
		Post Graduate	26	Post Graduate	34
4.	Age	18-25 Years	17	18-25 Years	10
		26-35 Years	19	26-35 Years	44
		36-45 Years	64	36-45 Years	20
		45 & above	00	45 & above	26
5.	Occupation	Service	36	Service	77
		Business/Profession	48	Business/ Profession	00
		Home maker	13	Home maker	00
		Students	03	Students	23
6.	Sector of Employment	Public	03	Public	77
		Private	78	Private	00
		Co-Operative	03	Co-Operative	00
		N.A	16	N.A	23
7.	Monthly Income	Less Than Rs. 50,000	00	Less Than Rs. 50,000	14
		Rs. 50,000-75,000	20	Rs. 50,000-75,000	50
		More than Rs. 75,000	80	More than Rs. 75,000	36

(Source: Author's Own Compilation)

For the Khadi Non-Wearers, the proportion of males and females was equal where as for the Khadi Wearers (By Compulsion), the proportion of males was greater than the females. The Khadi Non-Wearers were targeted from the top five cities of Gujarat where as for Khadi Wearers it was the cities where Vidhyapiths existed, where Khadi wearing was compulsory. Graduates were highest in both the cases, followed by post-graduates and less than graduates. For the Khadi Non-Wearers, the target population was youth, age group as per the operational definition, was taken from 18-45 years. For the Khadi Wearers, highest wearers were in the age group of 26-35 years. For the Khadi Non-Wearers, the occupation of the respondents belonged to Service sector, Business/Profession, Home-makers as well as Students in the Public, Private and Co-operative sector whereas for the Khadi Wearers, it was just Students and Service sector employees in Public sector. For the Khadi Non-Wearers, the highest respondents were in the income slab of More than Rs.75, 000 per month and for the Khadi Wearers, it was Rs. 50,000-75,000.

6.2.1.2 Apparels Buying Basics

Respondents were asked a question with respect to how much amount they spent per annum on the purchase of apparels, their frequency of buying, time of purchase, fabric preference and mode of purchase. The comparative answers were in the following way:

Table 6- 6 Apparels Buying Basics

Particulars	Khadi Non-Wearers	Khadi Wearers	Particulars	Khadi Non-Wearers	Khadi Wearers
	Percent	Percent		Percent	Percent
Outlay on Apparels			Fabric Preference		
Less than Rs.10,000	03	19	Cotton	36	24
Rs.10,000-15,000	77	53	Silk	12	20
Rs.15,000-20,000	7	17	Denim	10	12
Rs.20,000-25,000	13	10	Lycra	10	11
Frequency of Shopping			Wool	10	10
Every month	06	10	Polyester	02	07
2-3 months	75	47	Synthetic	03	05
Half Yearly	19	43	Rayon	09	05
Time of Purchase			Linen	07	03
End of the Season Sale	49	40	Other Fabrics	01	03
Festive time	26	18	Mode of Purchase		
As per occasions	03	30	Online	50	49
Whenever required	22	12	Offline	50	51

(Source: Author's Own Compilation Based on SPSS Output)

Thus, for the Khadi non-wearers and wearers, the expenditure on apparels was highest for the slab of Rs.10,000-15,000/- per annum. Followed by Rs.20,000-25,000, Rs.15,000-20,000 and Less than Rs.10,000 for the Khadi non-wearers and for the Khadi Wearers, it is followed by less than Rs.10, 000, Rs.15,000-20,000 and Rs.20, 000-25,000. For both the Khadi non-wearers and wearers, the frequency of shopping was highest for around 2-3 months then half-yearly followed by every month for the Khadi non-wearers and wearers both. The time of purchase targeted by the khadi non-wearers and wearers was highest during the end of the season sale. The highest preference for the Khadi non-wearers and wearers, for the cloth was cotton. Followed by silk, denim, lycra, wool and other fabrics. Half of the Khadi non-wearers preferred the online mode of shopping and the remaining half preferred the offline mode. For the Khadi wearers, 49% preferred the online mode and the rest 51% preferred the offline mode.

6.2.1.3 Preference of Buying and Source of Influence

The respondents were asked the questions with respect to the store and online sites preferred for buying, the influence of social media and close-net and perception of their dressing. The comparative responses are presented as follows in the Table 6-7:

Table 6- 7 Preference of Buying and Source of Influence

Particulars	Khadi Non-Wearers	Khadi Wearer	Particulars	Khadi Non-Wearers	Khadi Wearer
	Percent	Percent		Percent	Percent
Stores Preference			Online Site Preferences		
Branded Stores	30	36	Amazon	18	25
Local Retail Stores	29	37	Flipkart	16	25
Wholesale Stores	29	13	Snapdeal	08	15
Factory Outlets	12	14	eBay	07	12
Social Media Influence			Bewkoof	04	00
Face book	19	23	Myntra	08	12
Instagram	19	23	Shopcues	08	00
Whatsapp	19	20	Ali Express	08	00
Online Stories	19	16	Home Shop 18	05	00
Snap Chat	19	12	Decathlon	05	00
Fashion Blogs	05	06	Others	13	11
Close Net Influence			Perception of Dressing		
Family and Friends	24	29	Independent	25	36
Past Experiences	22	14	Stylish	51	14
Store agents	14	08	Elegant	05	30
Advertisements	17	23	Trendy	18	07
Internet	23	26	Simple and Sober	01	14

(Source: Author's Own Compilation Based on SPSS Output)

The Khadi non-wearers preferred branded stores to the maximum extent followed by the local retail stores, wholesale stores and the factory outlets. Whereas the Khadi wearers preferred the local retail stores to the maximum extent followed by the branded stores, factory outlets and the wholesale stores. The sites preferred for shopping by the Khadi non-wearers were Amazon, Flipkart, Snapdeal, eBay, Bewkoof, Myntra, Shopcues, Ali Express, Home Shop 18, Decathlon and Others, whereas the Khadi Wearers preferred only Amazon, Flipkart, Snapdeal, eBay, Myntra and other few sites. Khadi non-wearers perceived their dressing as stylish followed by

independent, trendy, elegant and simple and sober, whereas the Khadi wearers perceived their dressing as independent followed by elegant, simple and sober, stylish and trendy. For the both Khadi non-wearers and wearers, the social media influence included Facebook, Instagram, Whatsapp, Online Stories, Snap Chat and Fashion Blogs. The close-net influence for the Khadi non-wearers was highest by family and friends followed by internet, past experiences, advertisements and the store agents. For the wearers it was family and friends followed by internet, advertisements, past experience and store agents.

6.2.1.4 Purchase Facets

The Khadi non-wearers and wearers were inquired with respect to the features they wish to have in the apparels they purchase. The respondents responded in the following manner in the Table 6-8 as follows:

Table 6- 8 Purchase Facets

Purchase Facets	Khadi Non-Wearers		Khadi Wearers	
	Mean	Standard Deviation	Mean	Standard Deviation
Comfort	6.03	0.74	6.04	0.66
Style	5.52	0.67	5.46	0.81
Price	5.78	0.84	5.78	0.84
Trend	5.33	0.60	5.02	0.87
Brand	5.74	0.68	4.75	0.92
Fit	5.74	0.67	6.06	0.57
Quality	5.87	0.71	6.00	0.44
Colour Combination	5.51	0.67	5.60	0.75
Celebrity Endorsement	5.38	0.55	4.76	0.89
Print Design	5.45	0.67	5.0	0.68

(Source: Author's Own Compilation Based on SPSS Output)

The mean values in all the facets of purchase were greater than five, which indicated an agreement with the features that the respondents expect in their apparels while buying. The SD was less than one, which indicated that there was a strong consensus amongst the respondents with respect to the facets listed in the empirical inquiry. The Khadi non-wearers and wearers expected their apparels to be comfortable, stylish, less costly, trendy, branded, proper fit, good quality, color combination, celebrity endorsed and good print designs.

6.2.2 Findings of the Analysis of the Khadi Wearers (Compulsion)

As the set of questions differ from this point onwards, the forth coming analysis is divided in two parts, viz; Khadi wearers (by compulsion) and (by choice) and Khadi non-wearers.

The findings of the data of the Khadi wearers (**by compulsion**) exclusively is presented in the following way.

6.2.2.1 Buying Basics of Khadi and Compliments for Use

Cent percent respondents preferred and liked the Khadi outfits. On the performance of the Rank Analysis for the preference of the type of Khadi, result was noted as Cotton Khadi ranked first, followed by Silk, Woolen and Denim Khadi. The respondents were probed for the timings of the purchase of the Khadi apparels. The respondents purchased the Khadi during the National Festivals time (52%) and Khadi Discount/offers time (48%). For the type of Khadi outfits purchased, the respondents replied as

Table 6- 9 Type of Khadi Products Purchased

Type of Khadi Attire	Percent	Type of Khadi Attire	Percent	Type of other Khadi Products	Percent
Kurtis	14	Kurtas	06	Bed Sheets	22
Salwar Suits	12	Jackets	05	Pillow Covers	19
Sarees	20	Denims	04	Bags	18
Dupatta	09	Pants	07	Curtains	15
Shirts	13	Other Khadi Outfits	03	Mats	11
Western Tops	07			Table Covers	11
				Upholstery	04

(Source: Author's Own Compilation Based on SPSS Output)

Thus, according to the above segregation, the Khadi Wearers brought the Khadi Products. The respondents were probed with respect to the place of purchase of Khadi apparels. They responded as 97% purchased Khadi apparels from Khadi India Stores and 3% purchased online. The Compliments for wearing Khadi Apparels are described as Formal Wear (28%), National Festive Wear (27%), Ethnic Wear (20%), Casual Wear (20%) and Semi Formals (05%). The Respondents were inspired for wearing Khadi from Gandhiji (29%), Political Leaders (15%), Academicians (20%), Journalist (16%), Social Activists (04%), Celebrities (03%) and Nobody (13%).

6.2.2.2 Awareness about Economic Development

The respondents were queried with respect to the production and sales of Khadi on a seven point Likert Scale from (1-Not at all important to 7-Extremely important). The test of the Cronbach's Alpha Coefficient was carried out with the help of SPSS Software, which demonstrated a Coefficient for the Cronbach Alpha as 0.76 which depicted the scale as completely reliable.

Table 6- 10 Awareness about Economic Development

Economic Development	Mean	Standard Deviation
Employment Generation	6.19	0.65
Poverty Alleviation	5.8	0.76
Rural Industrialization	5.32	0.70
Increased Productivity	5.34	0.89
Women Empowerment	6.42	0.67
Promoting Local Hand-Made Production	6.38	0.61

(Source: Author's Own Compilation Based on SPSS Output)

The mean values in almost all the variables of economic development were greater than five, which indicated an agreement with the statements. The SD was less than one, which indicated that there was a strong consensus amongst the respondents with respect to the reasons listed in the empirical inquiry.

6.2.2.3 Khadi and Theory of Planned Behavior

The Theory of Planned Behavior (TPB) comprises of three autonomous determinants of the Intention on the way to the Behavior, i.e. Attitudes, Subjective Norm and Perceived Behavioral Control (Ajzen, 1991). These three variables were measured to find out the Purchasing Behavior of the Khadi Wearers. The Variable Attitude was measured on a 7 point bio-polar scale, followed by Subjective Norms, Perceived Behavioural Control, Purchase Intention and Purchase Behaviour on a 7 point Likert Scale ranging from Extremely Strongly Agree (7) to Extremely Strongly Dis-Agree (1). The Mean and Standard Deviation of the Khadi Wearers for all the Constructs is presented as below.

Table 6- 11 Khadi and the Theory of Planned Behavior

Attitude	Mean	SD	Subjective Norms	Mean	SD	Perceived Behavioural Control	Mean	SD
AT 1	5.70	0.74	SN 1	4.32	0.93	PBC 1	6.19	0.65
AT 2	3.06	1.05	SN 2	3.77	0.99	PBC 2	5.80	0.75
AT 3	5.36	0.93	SN 3	3.50	0.56	PBC 3	5.32	0.70
AT 4	6.26	0.51	SN 4	5.70	0.77	PBC 4	5.34	0.88
AT 5	3.76	1.48				PBC 5	5.57	0.99
AT 6	2.45	1.61				PBC 6	6.42	0.67

						PBC 7	6.38	0.61
Purchase Intentions	Mean	SD	Purchase Behaviour	Mean	SD			
PI 1	5.32	0.46	PB 1	6.19	0.65			
PI 2	5.22	0.71	PB 2	5.80	0.75			
PI 3	5.22	0.81	PB 3	5.32	0.70			

(Source: Author's Own Compilation Based on SPSS Output)

The test of the Cronbach's Alpha Coefficient was carried out with the help of SPSS Software, which demonstrated a Cronbach's Alpha Coefficient as greater than 0.60, for all the constructs, showing that the scale was completely reliable (Ferketich, 1990). The mean values in *AT1*, *AT3*, *AT4* and *AT5* constructs of Attitude were greater than three point five, which indicated an agreement with the features of Khadi. The SD was less than one, which indicated that there was a strong consensus amongst the respondents with respect to the Attitude listed in the empirical inquiry. Whereas the mean values in *AT2* and *AT6* constructs of Attitude were less than three point five and SD was greater than one, which indicated a non-agreement with the features depicting Khadi and there was not a strong consensus amongst the respondents with respect to the attitude listed in the empirical inquiry. For all the variables of Subjective Norms, Perceived Behavioural Control, Purchase Intention and Purchase Behaviour, the mean values in all the variables were greater than three point five, which indicated an agreement with the statements. The SD was less than one, which indicated that there was a strong consensus amongst the respondents with respect to the reasons listed in the empirical inquiry. Thus, Attitude, Subjective Norms and Perceived Behavioural Control were statistically correlated towards Purchasing Intention and Purchase Intention was statistically correlated towards Purchase Behaviour.

6.2.3 Findings of the Data Analysis of Khadi Wearers (Choice)

The analysis of the data of the Khadi Wearers who wear Khadi by Choice is divided into two parts, Demographical Analysis and Application of TPB through CFA and SEM Model.

6.2.3.1 Demographical Analysis

For the Khadi Wearers who wear Khadi Apparels by Choice, the survey tried to discover the demographical factors of the respondents. It analyzed the basic factors like Gender (Male-52% and Female-48%), Location (Ahmedabad-100%), Educational Qualification (Less than Graduate (26%), Graduate (46%) and Post Graduate (28%)), Age (18-25 Years (1%), 26-35 Years (33%), 36-45 Years (20%) and 45 & above (46%)) and Occupation (Service (47%),

Business/ Profession (15%), Social Activist (13%), Home maker (9%), Retired (15%) and Students (1%)).

6.2.3.2 Khadi and Theory of Planned Behaviour

Data was investigated utilizing Structural Equation Modeling (SEM) with SPSS 20 and Amos 20 Programming. A two step Structural Equation Modelling as recommended by Jöreskog (1993) and Anderson and Gerbing (1988), demonstrating methodology was utilized in assessing boundaries: a Measurement Model followed by an underlying Structural Model.

6.2.3.2.1 Findings of the Measurement Model

The conformatory factor analysis which is the measurement model, determined the connections among factors and variables. It gave an evaluation of the validity and realibility of variables for each of the factor. The test of the Cronbach Alpha's Coefficient was carried out with the help of SPSS Software, which demonstrated a Coefficient for the Cronbach Alpha as for Attitude (0.842), for the Subjective Norms (0.832), for Perceived Behavioral Control (0.930) and Purchase Intentions (0.781), with an overall Cronbach Alpha of 0.90 showing that the scale was completely reliable. The Unidimensionality was achieved as the factor loadings for all the items, are greater than 0.60, denoting a strong correlation of the items with each other (Awang, 2015). Moreover, CFA goodness-of-fit indices specified acceptable fitness of the model, with the values ($\chi^2 = 551.99$, $df = 164$, $p = 0.000$), GFI = 0.90, RMR, = 0.081. Additionally, the indices of incremental fit results in the following way: CFI = 0.94; TLI = 0.924, NFI = 0.910, IFI = 0.94. Furthermore, the indices of the parsimonious fit were in the following manner: PGFI = 0.701; PCFI = 0.81. All the fit indices touched or surpassed the standards recommended in the preceding studies (Jackson et al., 2009; Kline, 2010). The constructs displayed satisfactory composite reliability values, beyond the verge of 0.60. Moreover, the values of AVE were higher than 0.5 for all the constructs, indorsing the convergent validity and internal consistency. Additionally, the square root of AVE of all the constructs was more than absolute value of the correlations between each pair of the constructs (Fornell and Larcker, 1991), indorsing a satisfactory discriminant validity. The outcomes of the normality tests where satisfactory as all the values of the variables fallled within the adequate range from -1.0 to +1.0, thus providing sustenance for the normality. Hence, the results of the Measurement Model provides completely satisfactory results with respect to the reliability, construct validity, discriminant validity,

convergent validity and fitness of model. This has enabled the researcher to proceed with the analysis and evaluation of the Structural Model.

6.2.3.2.2 Findings of the Structural Model

After ensuring a good fit for the Measurement Model, the hypothesised relations among the constructs are examined by reckoning an SEM with the help of AMOS, version 20, using the Maximum Likelihood Estimate. The Chi-square goodness-of-fit test statistic, normed Chisquare (χ^2/df) < 5 (3.36), goodness-of-fit index $GFI \geq .90$ (0.90), adjusted goodness-of-fit index (AGFI) ≥ 0.80 (0.868), comparative fit index $CFI \geq .90$ (0.94), root means square error of approximation $RMSEA \leq .08$ (0.07), root mean square residual (RMR) ≤ 0.10 (0.081), parsimony comparative fit index (PCFI) ≥ 0.60 (0.807) and Tucker–Lewis Index (TLI) ≥ 0.90 (0.924), which are considered the most important fit indices. The outcomes of the path coefficients for the overall model support to all the research hypotheses except for H_{13} . The structural model indicates that Attitude ($b=0.317$, $t=4.6$, $p < 0.05$) and Subjective Norms ($b=0.641$, $t=4.5$, $p < 0.05$) were significantly and positively influencing perceived intentions towards Khadi Apparels. On the contrary, Perceived Behavioural Control ($b = 0.237$, $t = 1.9$, $p = 0.60$), had insignificant positive impact effect on Purchase Intentions. Therefore, H_{11} and H_{12} respectively, were fully supported, whereas H_{13} was rejected. The Standardized Regression weights for Attitude towards purchase intentions were 0.317, Subjective Norms 0.641 and Perceived Behavioral Control 0.237. The Standardized Regression weights for Purchase Intentions was deduced at 0.66. Overall result demonstrated that Subjective Norms is stronger than Attitude, which is stronger than Perceived Behavioral Control. Although all the three variables of the theory of Planned Behavior are statistically considerable with a p value less than 0.05 showing a positive purchase intentions. Thus, the above statistics and figure, concludes that customers encompass the essential purchase intentions in pursuant to the Theory of planned behavior (TPB) towards the purchase of Khadi Apparels.

6.2.4 Findings of the Analysis of the Khadi Non-Wearers

The findings of the data of the Khadi non-wearers exclusively is presented in the following way.

6.2.4.1 Reasons for the Non-Preference of the Khadi Apparels

The reasons for the non-preference of the Khadi apparels are described as Khadi has limited range of varieties, high in price, apparels fade in colour and it has poor quality and fitting. Khadi shrinks on washing. Khadi apparels are non-branded product. Dry cleaning is must for Khadi

Apparels. Khadi is not readily available in other than Khadi Bhandhar. Respondents are unaware with respect to Khadi apparels. Khadi is considered as non-fashionable. Respondents feel unpleasant on wearing Khadi. Designer Khadi apparels are unavailable. Khadi apparels are harsh and looks rural. Family and friends does not recommend Khadi clothes to the respondents. Khadi apparels are not sold online. Khadi is not promoted by young celebrities. Khadi apparels cannot be worn without ironing. Respondents were probed the reasons on a seven point likert scale. The mean values in all the reasons of non-purchase were greater than five, which indicated an agreement with the reasons of non-purchase. The SD was less than one, which indicated that there was a strong consensus amongst the respondents with respect to the reasons listed in the empirical inquiry.

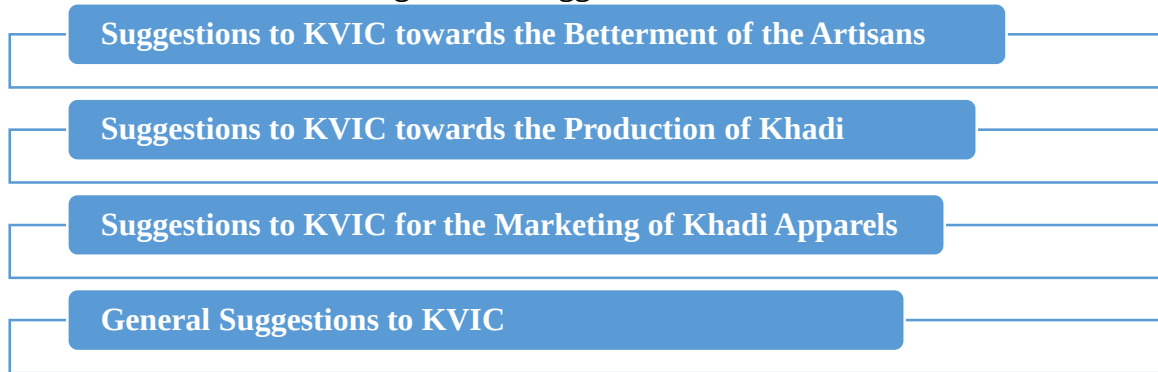
6.2.4.2 Awareness about the Advantages of the Khadi and Future Expected Changes

The respondents were aware with respect to the advantages that the Khadi production and sales yield to the nation. The Khadi fabric has following advantages were agreed by the respondents as Skin Friendly (17%), Comfortable (08%), Versatile (06%), and Good quality (04%), Value for Money (02%), National Significance (25%), Swadeshi (25%) and Increases Productivity (13%). Khadi Sales leads to Employment Generation (18%), Poverty Alleviation (14%), Rural Industrialization (06%), Increases Production (14%), leads to Women Empowerment (24%) and promotes Local based Production (24%). The changes that the respondents wish to see in Khadi for the future motivation of purchase were Designer Apparels in Khadi (14%), More Varieties (14%), Lower price (14%), Sound Promotion (12%), Online Availability (11%), Web Marketing (14%), Availability in other stores too (11%) and Celebrity Endorsement (09%). If such changes are included in the Khadi Apparels, 70% Khadi Non-Wearers will be willing to purchase Khadi apparels in future.

6.3 Suggestions

On the basis of the highlights of the findings of the research, the following suggestions have been recommended. The suggestions offered for the research carried out are described in the following **figure 6-1:**

Figure 6- 1 Suggestions to KVIC



(Source: Author's Own Compilation)

6.3.1 Suggestions to KVIC towards the Betterment of the Artisans

The suggestions offered to KVIC towards the betterment of the spinners and weavers are explained through the following points:

Technical Training to Artisans

To operate successfully as artisans, young people require a range of knowledge and skills. Mechanisms for providing recurrent education and training to those already operating in the sector is very essential to make them feel dignified in the job that they are doing. An essential part of Khadi institutions is weaving and spinning. Most of the spinners are women, while most of the weavers are men. The workers are largely illiterate and unskilled. Only a few institutions have professional designers with a degree/diploma. Khadi institutions also lack permanent technical staff who can handle repairs and maintenance of charkhas and looms.

Thus, it is clearly evident that there is a need to have specialized personnel involved in designing clothes and technicians for repairing hardware like charkhas, looms, etc. periodically at Khadi institutions. Therefore, training must be provided to the artisans through the medium of various designed courses in institutes like Industrial Training Institute (ITI), which trains the artisans in acquiring and upgrading the skills like designing on khadi fabric, repairs of charkhas and looms etc. Also, they should be motivated for diploma/degree courses, which could be pursued after 10th or 12th Standard, which are exclusively in the Khadi industry by tying up with reputed educational institutes, which sharpens their skills and boosts their morale, to enter the Khadi sector.

Strengthening Infrastructure of Weak Khadi Institutions for Artisans

For the better productivity of the artisans, it is essential to provide better workplace for spinners and weavers, providing more working space and storage for housing splicers, raw materials, implements, etc. and improving efficiency of the spinners through electricity connections for lighting. The present condition of most of the work stations of spinners and weavers is not up to the mark. Therefore, spinners and weavers must have common working sheds to maintain uniform quality of cloth, which is a prerequisite for good quality production. The development of well-equipped work sheds for both spinners and weavers with good infrastructure and common facilities like a good washrooms, place for rest, some activities for refreshment, etc. will increase worker productivity and help to standardize the quality of yarn and cloth.

Increase in Remuneration

Lastly, remuneration is a very important part of any economic activity. The remuneration paid to the spinners and weavers of Khadi is very less. It was the vision of our father of the nation and is the vision of our Prime Minister Shri Narendra Modi to make the artisans “Atmanirbhar”. Remuneration is paid on timely basis to the artisans, but KVIC should revise and increase the rate of remuneration for the artisans, who are the backbone of the Khadi production process. In addition, spinners and weavers need proper training and performance-based incentives, for motivation towards increased production.

6.3.2 Suggestions to KVIC towards the Production of Khadi

The suggestions offered to KVIC towards the production of Khadi are explained through the following points:

Improvement in the Quality of Raw Material

The quality of the Khadi fabric depends on the quality of the fibre used. The fibres used for a particular yarn should meet the quality requirements for the yarn. The fibre properties that affect the quality are: length, fineness, bundle strength, trash content and maturity. But Khadi as a fabric do not satisfy customers with their quality, variety and durability. Therefore, they are not creating loyalty among their customers. By using quality yarns and improving the production process, it is essential to enhance the quality and durability of Khadi fabric.

Improvement in Testing Laboratories

Khadi yarn needs much improvement in terms of consistency in count, strength, uniformity, appearance etc. Poor quality of yarn results in poor performance in looms, poor fabric

appearance and inferior fabric properties. Also, the dimensions of fabric change to an unacceptable level after the first wash. There are also serious complaints of colour fading of dyed and printed khadi. This has resulted in a general notion that khadi essentially is a low quality fabric. Although no one desires to make khadi equivalent to mill fabric, but there is considerable scope to improve the quality of khadi with the retention of its specific characteristics. For this purpose a system comprising of a set of procedures is required for ensuring quality production. This would need objective evaluation of essential properties of fibre, yarn and fabric and also the fastness properties of dyed and printed khadi to keep the entire production process under control. Therefore, essential test equipment and test procedure for important quality parameters are required. This could be carried out only in laboratories providing testing facilities. Hence, KVIC should develop such proper laboratories in adequate number, to ensure the production of proper Khadi fabric without flaws. The institutes also require financial support from the KVIC to improve quality testing labs which are already functioning. In addition, Khadi institutions should construct common facilities for dyeing/processing, printing, stitching, and cleaning within their reach.

Research for Innovation and Incorporation of Novel Designs in Khadi Material

Innovations in apparel and fashion product play a vital role in fulfilling the expectation of the customers. Presently innovations in apparel and fashion products are happening in many ways such as changes of styles, value addition by using with new textile materials and finishes. Khadi is having a rich tradition and unique texture due to hand spun yarn. The value added apparel product could be developed by analyzing the existing styles of Khadi apparels and accordingly, new styles could be developed based on current trends. Value addition could be given by hand painting, printing, and surface ornamentation techniques. Fusion kind of design could also be developed on a khadi fabric in selective panels in knitted garments. Comfort properties, fit analysis and wear study could be investigated and accordingly innovations can be brought in the Khadi apparels. Also, Khadi and Village Industries Commission should incorporate various designs into their textiles and should patent their inventions.

Reduction in Production Cost of Khadi

Khadi textiles are perceived as high priced by most customers, i.e., not economically feasible and reasonable. However, Khadi production can be increased by mechanizing charkas, pit

looms, frame looms, etc., and the unit cost can be reduced by mechanizing the production process. In turn, this will reduce the price of Khadi fabric.

Enhance the Appearance and Reduce the Maintenance Cost of Khadi Apparels by use of Modern Technology

Though the handcrafted characteristic is the Unique Selling Proposition (USP) of Khadi, appropriate technological implements contribute to better appearance, productivity and quality while reducing drudgery. However, Khadi textiles are perceived as difficult to be maintained by the customers. It needs to be starched and ironed. Modern customers do not prefer the time-consuming process of maintaining clothes. Therefore, by upgrading the technology of production, Khadi as a fabric should also be produced in such a way that it becomes easier to maintain it and looks good in appearance. Also, to enhance the appearance of their products, they should also introduce a variety of product ranges. The production of more artistic and appealing fabrics should be prioritized over the production of traditional varieties. Therefore, people would be compelled to buy Khadi because of its fashionable features.

Replacement of Charkhas and Looms with Advanced Technology

The majority of spinning is done in work sheds equipped with charkhas, while weaving is done primarily at home. Currently, most artisans are unsatisfied with the performance of the charkhas and looms. Therefore, Khadi institutions, also need financial support to upgrade/improve charkhas and looms in the work sheds with advanced technology, to improve labor productivity and quality. To increase workers productivity, pedal looms and eight spindle new model charkhas must be replaced with traditional charkhas and looms. Also, more number of solar charkhas must be installed at various locations to increase the production with lesser cost and in less time.

Use of Management Information System at Workplace

In order to revitalize and reform the activities of KVIC, in terms of employment generation, enhancement in earning of artisans and ensure positioning of Khadi in consonance with the current market trend, a comprehensive monitoring system is required. Therefore, an effective management information system (MIS) that combines raw material supply, worker's payments and sales (domestic and exports), should be established. Hence, for each Khadi institution,

financial support is needed for computers with internet connections, fax machines, improved looms, and machines to reduce drudgery, and yarn quality testing equipment.

6.3.3 Suggestions to KVIC for the Marketing of Khadi Apparels

The suggestions offered to KVIC towards the marketing of Khadi are explained through the following marketing mix:

Product

Product attribute is the most important feature of any artifact. The marketing strategy for the product attributes must be based on the preferences of the customers. Comfort, style, price, trend, fit, quality, color combination and print design are few of the attributes that customer consider while making purchases. Therefore, the production of Khadi should be carried on keeping in mind such attributes. Also, there are serious complaints of shrinkage, wrinkles, colour fading of dyed and printed Khadi. Concentration on making Khadi in such a way should be given so as to remove such flaws and make the product fashionable, wrinkle-free, with no color fade and no shrinkage.

Price

Price affordability is one of the important aspect of marketing practice that contributes to customer satisfaction and retention. Thus, it is necessary to increase the availability of Khadi in different price ranges and to maintain the perception among customers that the purchase of it is a good investment. Also, all Khadi showrooms should accept credit/debit card payments, making purchasing easier for customers. Discounts/rebate schemes of Khadi industries contribute more to the customer buying behavior in comparison to the other aspects of marketing practice. Therefore discount/rebate schemes for continuous and bulk purchases should be reformed more often, other than the slots offered by KVIC. Also, tie ups with different payment gateways like Razorpay, PayPal, SBI, Paytm, Billdesk, Cashfree, Atom, PayU etc should be done by the Khadi India Outlets for the ease of customers making the purchases with attractive cash back benefits.

Place

The place characteristics aspect of marketing practice contributes towards the satisfaction of the customer on a larger extent. Khadi India outlets should also be in easily accessible locations for its customers. Khadi India should use Omni channel to enhance the shopping experience of the customers. Khadi showrooms internal facilities, such as seating facilities, lighting, good trial

rooms and pleasant sales staff, are perceived poorly by customers. Therefore, it is necessary to improve pleasant internal facilities in most of their outlets. Given the current trend of online shopping, late-night shopping, etc., the working hours of the Khadi India outlets should be improved. Also, it should be maintained that customers provide feedback on their shopping experience and the services offered in all Khadi Bhandhars in Gujarat.

Promotion

Promotion of the Khadi apparels is also one of the very important tool for increasing the sales of the Khadi apparels, especially among youth. Therefore, it is essential to increase radio advertisements, displays of Khadi textiles in showrooms, newspaper advertisements, hoardings and exhibitions/melas to build customer buying towards the Khadi textile in Gujarat. The radio advertisements should pay more attention to the most popular FM radio stations such as Radio Mirchi, Radio City, Radio One and Red FM. Khadi textile displays in showrooms should be changed daily and properly displayed through mannequins which are used as one of these methods to showcase the merchandise. Ads should be placed in the most popular dailies, such as Gujarat Samachar, Divya Bhaskar, The Hindu, Indian Express, Times of India, Ahmedabad Mirror etc., on prime days of the week and during excellent seasons. Placing hoardings in easy-to-see locations will attract attention. Expositions/melas should be held in convenient locations, and adequate parking should be available. Also, KVIC should use modern means to improve its brand images, such as social media campaigns, the introduction of varieties in Khadi textiles, and the smooth operation of online shopping. For a savored online shopping experience, it should be sold on the most used online shopping websites like Amazon, Flipkart, Snapdeal, Myntra, Jabong and many more. For the social media campaigns, it should be advertised frequently on most popular platforms like Instagram, Facebook, and Whatsapp in such a way that it attracts youth to buy the khadi merchandise. KVIC should appoint young brand ambassadors which acts as an attraction towards the purchase of Khadi by the youth.

Thus, through properly mixing product attributes, place characteristics, price affordability and promotional campaigns' effectiveness, KVIC can attract more number of Khadi customers.

6.3.4 General Suggestions to KVIC

KVIC should promote Khadi education among the school level students by introducing Khadi as a part of curriculum in the subjects like social study, crafts and drawing. Technical training

to the students should be given to run the charkha and manufacture Khadi. Also, to promote Khadi school uniforms should be compulsorily made out of Khadi fabric. To promote Khadi among the collegians “Khadi Day” should be celebrated as a part of “Days celebration”. Also, College students should be encouraged to wear Khadi clothes on a particular day of a week.

To promote Khadi in the corporate sectors, Khadi should be made compulsory to be worn by the employees on a few particular days of a week to promote Swadeshi. Also, as a part of corporate social responsibility, organizations should donate charkhas to promote self-employment. It could be also practiced as keeping charkhas in the organizations like public sectors units, private sectors unit, HUFs, Co-operative units, educational institutes and running it for a particular duration in a day by the employees of the organisation to promote Swadeshi. The objective of such act is to atleast manufacture a handkerchief, which may be used for the personal purpose.

Lastly, KVIC should act on cultivating positive attitude towards Khadi among the masses by creating awareness about Khadi, its benefit like eco-friendly fabric, skin-friendly fabric, sustainable fabric, versatile etc and its role in economic development of the country.

6.4 Conclusion

In recent years, Khadi has become more popular, and several factors have helped revive this retiring textile segment. Fashion is a constantly growing industry in India, and the Khadi industry has probably opened up new opportunities. For rural artisans and women, it can be a very effective tool for providing a reasonable income. It can also fulfill the needs of modern consumers seeking to buy consciously and mindfully to secure a sustainable future. Government initiatives are boosting the sector, and now that sustainability is becoming a main focus in the fashion industry and Khadi sector becomes more important to achieve sustainability goals. However, Khadi Sector has yet to fully exploit its potential by improving quality, design, and product diversification.

The research was directed towards the study of the preference of youth for the Apparels of Khadi on the demand side and problems faced in manufacturing and marketing Khadi on the supply side. It can be concluded from the research that the users of Khadi fabric, who prefer to wear Khadi by compulsion at their work places, are pleased with wearing Khadi and prefer to encourage the fabric as it is a medium implementing the employment generation, poverty

alleviation, women empowerment and rural industrialization. The respondents of Khadi suggested that it should also be reachable via online medium for making purchases easier of such apparels. On the other side, the Khadi dressers who choose to wear it by choice were surveyed on using the model of TPB. The outcome was deduced that all the antecedents of the Theory of planned behaviour were statistically significant towards the purchase intention of Khadi apparels. However, Subjective Norms is stronger than Attitude, which is stronger than Perceived Behavioural Control. The dresser of Khadi by choice is expecting the availability of the fabric to be easier at different shops other than Khadi Bhandhars having a wide range of variety including designer Khadi apparels. The non- dressers of Khadi do not choose to wear the fabric majorly due to lack of unawareness and involvement of high cost in purchase. The Khadi fabric is much costly in comparison of the machine made cloth. And this causes people for not wearing it. Other than this, few more reasons stated are its harsh touch, rural look, shrinking on being washed, lack of young brand ambassadors attracting youth are the reasons for disliking the fabric. If the above stated flaws are caught for improvisation, then there are chances that non-wearers can be converted into the Khadi dressers.

On the other hand, the artisans of Khadi are quite happy with the work of producing Khadi but expect the authorities to increase their wages and provide a good infrastructure to the artisans as spinning and weaving is a tiresome job requiring human energy. Khadi is completely handmade fabric, which is costly too. So it's lesser demand creates irregular work allocation to the artisans at times. When this problem is resolved, artisans would get regular work and good wages for a higher living standard. On the other hand, the marketers selling Khadi can increase its sales when it has a lot of variety, available at affordable price and good designs, proper fit and style as designer apparels. Also, Khadi Apparels should be made in such a way that it does not shrinks on washing and retains its color. Further, to increase its sales, Khadi apparels should be sold at good discounts frequently and different e-payment options should be made available to the consumers, advertised well by the stores as well as endorsed by young brand ambassadors. Also, if Khadi apparels are available online on different online platforms, it can lead to increased sales.

6.5 Managerial Implications

On the basis of the results of the research conducted, following insights are suggested for Khadi and Village Industries Commission (KVIC). Firstly, our study supports that certain causal

attributes such as product attributes, place characteristics, price affordability, promotional effectiveness, and brand image are important to Khadi Industries and capable of influencing youth customers of Khadi in Gujarat. So by adopting a proper marketing mix, KVIC can make the Khadi product competitive and acceptable among masses in the following way.

- Product attributes such as durability, quality, appearance, wrinkle-free, non-shrinkage on wash and ease in maintaining Khadi fabric must be ensured during the production. The youth are attracted to new and trendy designs in apparel, such as jeans, tops, tees, dresses, caps, bags, and other accessories. So product must be produced keeping in mind the requirements of youth. Place characteristics in the form of good presentation of Khadi Bhandhars which includes cleanliness, internal facilities, merchandise arrangement and convenient location of Khadi Showrooms/Bhandhars; the selling point of Khadi apparels must include price affordability, availability in different price ranges and value for money; cost-effectiveness and promotional aspects which must be covered are radio advertising, display, newspaper advertisements, hoardings, discounts/rebate offers, exhibitions and shows; employment generation capacity, a reliable brand, symbol of increased status in society, and the protection of traditional values offered to Khadi customers. Also, on the promotional basis, the young brand ambassadors must be appointed by KVIC to promote the fabric which attracts the youth to buy Khadi. Also, KVIC must work towards developing awareness among the customers about the leading factors in brand Image, such as giving high weightage to traditional values, stressing more on appearance, Khadi develops an attractive personality, thus increasing status in society as Brand Recognition and Reliability. Therefore, Brand Image attributes should be used effectively by KVIC in promotional activities to generate more loyalty. Therefore, KVIC must take the above steps to develop the right marketing mix for their customers.
- KVIC should establish a customer relationship division as a part of service marketing. Relationship building with customers should not be confined to that wing. Khadi Bhandhars need to involve all sales people in initiating and nurturing relationships with customers.
- Khadi attire should be sold online by KVIC covering different platforms for making its accessibility easier. Therefore, making tie-ups with online shopping sites like Amazon,

Flipkart, SnapDeal, etc., will make marketing easier. In this era of online shopping, availability of Khadi on the online platforms will increase its demand and sales. Also, the website design/layout of the KVIC must be created for sale of Khadi attires, giving good options of the latest designs, colors and prices for ready to wear and ready to stitch clothes. Also, tie-ups with different gateways of payments must be ensured by KVIC to make an easy shopping experience for the customers.

- Working on discounts should be practiced for the whole year rather than just focusing it in the month of October. The discount/rebate attribute of promotional effectiveness creates loyalty among customers. The discounts should be offered more often instead of providing only on the national festivals like Gandhi Jayanti, Independence and Republic day.
- Segmenting the market into youth preferred categories (new colors, new designs, value-added ones, etc.), traditional ones, and kids is imperative must be ensured by KVIC. Khadi must fit into the current lifestyle of the customers of all the age-groups. KVIC should segment the market in the above way and offer varieties according to this segmentation. Also, Khadi for all occasions like festivals, weddings, parties, meetings and for the casual wear should be available in lots of variety.
- Khadi and Village Industries Commission (KVIC) must create awareness about the benefits of wearing Khadi over other materials by inculcating it as a part of education in the schools and colleges. This eventually would increase the demands of the consumers.
- To meet consumer demands, mass production is necessary. KVIC appoints twenty women spinners to produce the same Khadi yarn as one power spinning wheel (Sivaiah, 2013). Therefore, the employment would be created for the mass production.
- KVIC should decentralize the authority to manufacture and sell Khadi. More number of private players, fashion designers must be involved in the production and marketing of the fabric with the use of new technology and innovative marketing techniques for a better demand and sales of fabric.

6.6 Limitations

The biggest limitation of this research is that this is specific to the region of Gujarat. The sample size for the Interview method is just 32 and for the survey method it is just 1000 for the Khadi non-wearers and 500 for the Khadi wearers. If some other states of India would have been

included for the research, the sample size would have been greater than the above number. This research is subject to the challenges associated with the methodological facets. The study was based upon the survey method and the interview method. Some of the cons associated with survey method are measurement error, social desirability issue, respondent's bias responses etc. (Jones, 2013).

The outcomes of study are evaluated by the means of the non-parametric tests. In comparison to the parametric tests, the non-parametric test may fail to provide the effective and exact results of the study. The non-assumption of the parameters of the population and non-use of the parameters of the distribution, are the two major limitations of the non-parametric tests. However, in the absenteeism of the substantial statistics, the presentation of the non-parametric tests delivers definite rationalisation.

The research on supply side was supported using the Interview method for the Spinners and weavers of Khadi. The outcomes of the Interview method are not considered as reliable one. The reliability of the Interview based valuation is considered low. The integration of the data is more reliable statistically rather than clinically (Arvey and Campion, 1982). It is also deduced that the identity of the researcher may influence the data collected, which would impact the reliability and validity of the data (Gunasekara, 2007). Nevertheless researchers endure to utilize the Interview method with victory in cautiously planned way with reference to the factual life conditions, matters and hitches (Kavanaugh and Ayres, 1998).

Lastly, due to the impact of Covid-19 pandemic, it was difficult for the researcher to collect the data face to face from the targeted sample and carry on the research in the smooth way. The effect on the research in advancement prior to the Covid-19 pandemic was dramatic, rapid and with the long term benefits. However, the pandemic truncated most of the academic, industry as well as government basic clinical and scientific research (Debra, Balasubhramanium, Shah and Javier, 2020).

6.7 Future Scope for Research

Similar to different researches carried on, this study too suffers from various limitations. Firstly, this study is restricted in its scope and geographically bound to the state of Gujarat only. The same research may be simulated over different districts of the country for external rationality and interstate contrast of the customer's perception towards Khadi apparels, problems faced by

marketers and spinners and weavers. The outcomes of the research can be contrasted with that of the state of Gujarat to develop some valued acumens.

Secondly, in the impending study, research can be protracted with a great size of sample, which facilitates the scholar to statistically examine the research applications with the help of multivariate analysis and parametric tests for improved effectiveness and accuracy.

Lastly, the current study is carried out using the Theory of planned behaviour, further research can be carried on by using the extended framework of the Theory of planned behaviour by adding different relevant constructs, which shows relationship between consumers' buying behaviour and different variables associated with it.

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Chapter-1

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List of Publications

Copies of Papers Published

1. Raghani, P., Trivedi, J. (2022). A Study on Youth's Preference for Khadi Apparels-The Signature and Sustainable Fabric of India, *IITM Journal of Business Studies (JBS)*, Vol.10, Issue 1, January-December, (ISSN:2393-9451).
2. Raghani, P; Trivedi. J. (2021). A Study on Challenges Faced by the Khadi Marketers in Selling Khadi Apparels, *Towards Excellence*, pp.782-795, Vol.13. Issue no. 3. September (ISSN: 0974-035X).
3. Raghani, P., Trivedi, J. (2020). A Conceptual Study on Journey of Khadi From a Freedom Fabric to Fashion Fabric, *Jagannath University Research Journal (JURJ)*, Volume No.-I, Issue No.-II, pp.16-22, November (ISSN: 2582-6263).

Annexure-A

Details of Institutes where Khadi Wearing is Compulsory (Academic and Non-Academic)

Institute Name	Establishment Year	Location/Address	Courses	Students	Staff	Website
Rural Colleges associated with Hemchandracharya North Gujarat University, Patan						
M. H. Patel GramsevaMahavidhyalay, Samoda – Ganvada Ta. Siddhapur, Dist. Patan	1968	Sarswati Gram Vidyapith Samoda Ganwada Ta:- Sidhpur, Sarswati Gram Vidyapith Samoda Ganwada Ta:- Sidhpur Patan Gujarat India	5	300	4	https://www.icbse.com
B. M. Shah MahavidhyalayJhiliya Ta. Chanasma, Dist. Patan	1984	Gandhi Ashram-Zilia, Chanasma, Zilia, Gujarat, Patan	1	150	12	bmmvzilia.org
GramsevaMahavidhyalay, Grambharti C – Amrapur, Ta. Mansa, Dist. Gandhinagar	1985	Gramseva Mahavidhyalay Gram Bharati-Amrapur, Ta:Mansa, Gandhinagar	4	200	6	www.grambharatiampur.org
MahilaGramvidhyapith, Nardipur, Ta. Kalol, Dist. Gandhinagar	1986	Nardipur, Ta- Kalol, NardipurGandhinagar Gujarat India	1	300	13	https://www.icbse.com/colleges/mahila-gram-vidhyapith-nardipur-evvnol
SabarGramsevaMahavidhyalay, Sonasan, Ta. Prantij, Dist. Sabarkantha	1987	Sabar Gramseva Mahavidyalay At & Po Sonasan, Ta, Prantij, Gujarat 383210	2	157	12	www.sabargram.com
Lokniketan Mahavidhyalay,	2006	Lokniketan Ratanpur Ratanpur, Ta:- Palanpur, Dist:- Banaskantha, Gujarat, India-385001	1	3500	100+	www.lokniketan.org
Nutanbharti Gramvidhyapith	1987	AT-PO-MADANA-GADH, TAL-PALANPUR, MADANA-GADH-	24		8	www.nootanbharati.com

Institute Name	Establishment Year	Location/Address	Courses	Students	Staff	Website
		385515, Gujarat, Banas Kantha				
Rural Colleges associated with Bhavnagar University, Bhavnagar						
Lokseva Mahavidhyalay, Lokbharti Sanosara, Dist. Bhavnagar (B.R.S.)	1953	Lokbharati At. Po Sanosara Ta. Sihor Bhavnagar 364230	2	250	13	http://www.lokbharti.org
Gramvidhya Anusnatak Center, (M.R.S.) Lokbharti Sanosara, Dist. Bhavnagar	1985	Bhavnagar Rajkot Highway Taluka Sihor, District Bhavnagar, Sanosara Village, Gujarat 364230	2	Closed		
J. C. Kumarppa Gramvidhyapith, Gaddhada (Swa.) Ta. Gaddhada Dist. Bhavnagar	1990	Gram Udyog Mandir, Gadhada (sva), Dist. Bhavnagar -, Gujarat, 364750	2	100	7	https://www.prokerala.com/education/shree-jc-kumarappa-mahavidyalaya-41578.html
Rural Colleges associated with VirNarmad South Gujarat University, Surat						
Gramseva Mahavidhyalay, Nutan Gramvidhyapith, Thava Ta. Valia, Dist. Bharuch	2000	At-Post-Thava, Taluka-Valia, Dist-Bharuch, Bharuch Gujarat India	1	60	6	www.gnkmthava.com
Samajseva Mahavidhyalay, Vedchhi, Ta. Valod, Dist. Surat	1967	Gandhi Vidhyapith, Vedchhi, Gujarat 394655	1	90	7	www.gandhividhyapith.com
Vanseva Mahavidhyalay, Bilpudi, Ta. Dharampur, Dist. Valsad	1984	At.Bilpudi Ta.Dharampur, Di. Valsad Gujarat India		90	6	Source: https://www.icbse.com
I. K. Chavda Gramvidhyapith, Kahanwadi, Ta. Anklay, Dist. Anand	1984	At.& Po. Kahanvadi, Ta.Anklav, Anand Gujarat	1	70	10	Source: https://www.icbse.com
Mangalbharti LokShikshan&Krushi Mahavidhy	1972	At. & Po. Golagamdi. Ta. Sankheda,	1	200	10	Source: https://ww

Institute Name	Establishment Year	Location/Address	Courses	Students	Staff	Website
alay, AT. Golagamdi, Po. Bahadurpur, Ta. Sankheda, Dist. Vadodara		Vadodara Gujarat India				w.icbse.com
Gujarat Vidhyapith						
Gujarat Vidyapith, Ahmedabad	1920	Ashram Road Ahmedabad	24	1000	42	http://www.gujaratvidyapith.org/
Mahadev Desai Gramseva Mahavidyalaya (Mahadev Desai College Of Social Work), Sadra		Sadra gandhinagar	3	250	5	http://www.gujaratvidyapith.org/colleges.htm
Krushi Vigyan Kendra (K.V.K.), Randheja	1977	Randheja Gandhinagar	3	400	6	http://www.kvkgandhinagar.org/
Total	7384					

(Source: Website: Directorate of Higher Education: Gramvidhyapith and URL: <http://gujarat-education.gov.in/higher/academic-initiatives/gram-vidhyapith/binsarkari-yadi.htm>)

Sample Size Calculator Screen Shot

Determine Sample Size

Confidence Level: ☒ 95% ☐ 99%

Confidence Interval:

Population:

Calculate Clear

Sample size needed:

Find Confidence Interval

Confidence Level: ☒ 95% ☐ 99%

Sample Size:

Population:

Percentage:

Calculate Clear

Confidence Interval:

Sample Size Calculator Terms: Confidence Interval & Confidence Level

(Source: <https://www.surveysystem.com/sscalc.htm>)

Annexure-B

Questionnaire for Khadi Marketers
AN ANALYSIS OF PROBLEMS RELATED TO KHADI APPAREL
MARKETING

1. Location (District) : _____
2. Name: _____
3. Gender: Male Female Transgender
4. Name of the Khadi Outlet: _____
5. Establishment Year of the Khadi Outlet: _____
6. Form of Organisation: Sole Proprietor Partnership Others _____
7. Initial Investment (Rs) (Optional) _____
8. Yearly Turnover (Rs) (Optional) Upto 5 Lakhs 5-10 Lakhs 10-20 Lakhs
20-30 Lakhs 30-50 Lakhs 50 Lakhs- 1 Crore 1 Crore and above
9. Reasons for starting the Khadi Outlet (**Rank from 1 to 5: 1= Highest and 5= Lowest**)

Reason	Rank
Promote “Swadeshi”	
High Profit Margin	
Encouraging Government Support	
Less Competition	
Inspired by Gandhian Thoughts.	

10. Which type of products do you sell? (Tick ✓ as Applicable)

Khadi Products ☐ Non- Khadi Products ☐

11. Which different Khadi Products do you sell? (Tick ✓ as Applicable)

Khadi apparels ☐ Consumables ☐ Handicrafts ☐ Khadi Beddings ☐

Other ☐

12. Which type of Khadi apparels do you sell? (Tick ✓ as Applicable)

Type	✓	Type	✓	Type	✓
Shirts		Crop-Tops		Lehengas	
Kurtas		Jackets		Palazzo	
Salwar-suits		Duppatta		Sarees	
Pants		Kurtis		Blouses	
Denims		Trousers		Maxis	
Full-Suit		Western Tops		Others	

13. Who do you think buys the Khadi apparels most? (Please Rank : 1=Highest and 2= Lowest)

Men ☐ Women ☐

14. Under which age group does your majority of the customers belong to? (Tick ✓ as Applicable) 18-25 years ☐ 26-35 years ☐ 36-45 years ☐ 46-55 years ☐ 56 & above ☐

15. In the last 5 years has the sales of Khadi Apparels improved? Yes No

16. If yes, what are the reasons for the increase in the sales of Khadi Apparels? (Tick ✓ as Applicable)

Statements	✓
Khadi is endorsement by PM.	
Khadi is promoted in Movies.	
Khadi was promoted in Mann Ki Baat.	
Designers have given a wide range of Variety in Khadi.	
Khadi is promoted in Fashion Shows.	
Khadi is Eco-Friendly Product.	
Khadi is Swadeshi-Made in India Product.	

17. What are the major reasons leading to problems in marketing of your products?

	7	6	5	4	3	2	1
Statements							
Khadi Apparels have a limited variety.							
Khadi Apparels are higher in price.							
Khadi apparels require frequent starching at every wash.							
Khadi Apparels are poor in product design.							
Khadi Apparels are lacking in latest style.							
Khadi Apparels are sold at discounts as							

	7	6	5	4	3	2	1
specified by KVIC.							
Khadi Apparels are not advertised.							
Khadi is not endorsed by young brand ambassadors.							
The discounts are offered round the year.							
Khadi Products are not available on time even when orders are placed in advance.							
The advertisement of the khadi apparels cannot be made for the store.							
Khadi Apparels are not available Online.							
Khadi Apparels Shrinks on washing.							
The store can provide additional discounts other than specified by KVIC.							
Khadi apparels are not available for Kids.							
There is no market							

	7	6	5	4	3	2	1
potential for export of Khadi Apparels.							
If the Khadi product is defective it is easily replaced by the store.							
The Store cannot easily replace the defective product from KVIC.							
The e-payment options are accepted by the stores.							
KVIC does not accept the e-payment mode.							
KVIC provides credit when stores purchases apparels.							
Branding is an issue with khadi apparels.							
The colour of khadi clothes easily fades away.							
Designer apparels are not made by Artisans.							
Customers demand designer apparels at stores.							

	7	6	5	4	3	2	1
Customers often ask for a guarantee on No Colour Fade.							
Customers demand for a wrinkle free fabric.							
Customers often do not buy the product as the proper size fit is not available.							
Customers demand Khadi apparels Online.							

18. Are you optimistic about the future development? (a) Yes ☐ (b) No ☐ (c) Can't say ☐

19. What Suggestions would you like to offer to KVIC for developing the Khadi Apparels Segment?

Thanking You in Anticipation

Annexure-C

Questionnaire for Khadi Wearers

A STUDY ON CONSUMER'S BUYING PREFERENCE WITH RESPECT TO KHADI APPARELS IN SELECTED REGIONS OF GUJARAT

Demographic Particulars and General Information

20. Location (District) : _____

21. Name: _____

22. Gender: Male ☐ Female ☐

23. Age: (a) 18-25 years ☐ (b) 25-35 years ☐ (c) 35-45 years ☐ 45 &
above ☐

24. Educational Qualification:

(a) Less than Graduate ☐ (b) Graduate ☐ (c) Post Graduate ☐

25. Occupation (Activity Involved)

(a) Service ☐ (b) Business/Profession ☐ (c) Social Activist ☐
(d) Home maker ☐ (e) Student ☐ (f) Retired ☐

26. If Salaried, belonging to the Sector by Ownership

(a) Public ☐ (b) Private ☐ (c) Co-Operative ☐ (d) Not Applicable ☐

27. Total Family Monthly Income (in Rs.)(Tick Only One)

(a) Less than 20,000 ☐ (b) 20,000-30,000 ☐ (c) 30,000-40,000 ☐
(d) 40,000-50,000 ☐ (e) 50,000-75,000 ☐ (f) 75,000 & above ☐

28. How often do you shop for apparels?(Tick Only One)

(a) Monthly ☐ (b) Once in 2-3 months ☐ (c) Half-Yearly ☐ (d) Yearly ☐
(e) Whenever required ☐

29. At what time of the year do you carry out purchases of clothes? (Tick ✓ as Applicable)

(a) Festive Time ☐ (b) End of the Season Discount Time ☐
(c) Whenever required ☐ (d) As per Occasions (Birthdays, Anniversary, Weddings etc.) ☐

30. Approximate amount spent per annum for Apparels (in Rs.)(**Tick Only One**)

(a) Less than 10,000 ☐ (b) 10,000-15,000 ☐ (c) 15,000-20,000 ☐

(d) 20,000-25,000 ☐ (e) 25,000 & above ☐

31. Please mention the parameters you would consider while buying apparels for yourself.

(Where 7= **Very Strongly Agree** & 1= **Very Strongly Dis-Agree**)

Parameters	7	6	5	4	3	2	1
Comfort	☐	☐	☐	☐	☐	☐	☐
Style	☐	☐	☐	☐	☐	☐	☐
Price	☐	☐	☐	☐	☐	☐	☐
Trend	☐	☐	☐	☐	☐	☐	☐
Brand	☐	☐	☐	☐	☐	☐	☐
Fit	☐	☐	☐	☐	☐	☐	☐
Quality	☐	☐	☐	☐	☐	☐	☐
Colour Combination	☐	☐	☐	☐	☐	☐	☐
Celebrity Endorsement	☐	☐	☐	☐	☐	☐	☐
Print Design	☐	☐	☐	☐	☐	☐	☐

32. Which mode of shopping do you prefer?(**Tick √ as Applicable**)

(a) Online ☐ (b) In-Store ☐

33. If online, which are your frequently visited Web-Sites? (Tick √ as Applicable)

Particulars	√ or ×	Particulars	√ or ×	Particulars	√ or ×	Particulars	√ or ×
Amazon	☐	Myntra	☐	Jabong	☐	Koovs	☐
Flipkart	☐	ShopClues	☐	SHEIN	☐	Yebhi	☐
Snapdeal	☐	AliExpress	☐	Nykaa	☐	Biba	☐
eBay	☐	HomeShop18	☐	Decathlon	☐	Forever 21	☐
Bewkoof	☐	Honey	☐	Pepperfry	☐	Others	☐

34. If Offline, which type of stores you prefer for shopping?

Branded Stores ☐ Local Retail Stores ☐ Wholesale Stores ☐

Factory Outlets ☐ Others ☐ Mention _____

35. What different sources of information influence your buying decision in clothing?(**Tick √ as Applicable**)

(a) Family and Friends ☐ (b) Store Agents ☐ (c) Internet ☐

(d) Advertisements ☐ (e) Past Experiences ☐ (f) Others ☐

36. What Social Media Sites influence your apparels buying decision?(**Tick √ as Applicable**)

(a) Facebook ☐ (b) Instagram ☐ (c) Snap chat ☐

(d) Fashion Blogs ☐ (e) Whatsapp ☐ (f) Online Stories ☐

37. Generally, whose opinions matters to you the most while shopping Apparels.(Tick Only One)

(a) Spouse ☐ (b) Friends ☐ (c) Children ☐ (d) Parents ☐ (e) No-one ☐

38. How do you perceive yourself as per choice of Clothing? (Tick Only One)

(a) Independent ☐ (b) Stylish ☐ (c) Fun-Loving ☐ (d) Elegant ☐

(e) Funny & Crazy ☐ (f) Tre ☐ (g) Simple & Sober ☐

(h) Unconventional Trend Setter ☐

39. Which of the belief that your family holds towards clothing influence your purchase?

Not wearing Black colour ☐ Not wearing Skinny fitting ☐

Not wearing western outfits ☐ Any Other ☐ Mention _____

40. Which type of Cloth do you prefer the most in the composition of your Apparels?(Tick $\sqrt$ as Applicable)

(a) Cotton ☐ (b) Silk ☐ (c) Lycra ☐ (d) Denim ☐ (e) Wool ☐

(f) Polyester ☐ (g) Synthetic ☐ (h) Rayon ☐ (i) Linen ☐ (j) Others ☐

41. Do you like Apparels made out of Khadi Fabric?

(a) Yes ☐ (b) No ☐

42. Have you ever purchased khadi Apparels?

(a) Yes ☐

(b) No ☐

43. Which type of khadi do you prefer to wear? (Rank them : 1=Highest and 4=Lowest)

Type of Khadi	Rank
Cotton Khadi	
Silk Khadi	
Woollen Khadi	
Denim Khadi	

44. When do you generally purchase khadi apparels? (Tick $\sqrt$ if applicable)

Particulars	$\sqrt$ or $\times$
National Festivals	
Khadi Sale/Discount Time	
Whenever Needed	
Compulsion at Office	
Days Celebration	

45. Are you aware about the different options available in Khadi Apparels?

(a) Yes ☐ (b) No ☐

46. If yes, which type of Khadi Apparels do you prefer the most? (Tick $\sqrt$ if applicable)

Type	$\sqrt$ or $\times$	Type	$\sqrt$ or $\times$	Type	$\sqrt$ or $\times$
Shirts		Crop-Tops		Peplums	
Kurtas		Jackets		Palazzo	
Salwar-suits		Duppatta		Sarees	
Pants		Capris		Blouses	
Denims		Trousers		Maxis	
Full-Suit		Western Tops		Shrugs	
Kurtis		Lehengas		Others	

47. How do you perceive yourself wearing khadi apparels? (Tick $\sqrt$ if applicable)

Type	$\sqrt$ or $\times$
Ethnic Wear	
Semi-Formals (Khadi Jeans)	
Formal Wear	
Casual Wear	
Night Wear	
Party Wear	
National Festive Wear	

48. Do you prefer khadi in the following product categories? (Tick $\sqrt$ if applicable)

Type	$\sqrt$ or $\times$	Type	$\sqrt$ or $\times$
Bed-Sheets		Mats	
Curtains		Pillow Covers	
Bags		Table-Cover	
Upholstery		Others	

49. Who inspires you to wear Khadi? (Tick $\sqrt$ if applicable)

Type	$\sqrt$ or $\times$	Type	$\sqrt$ or $\times$
Celebrities		Journalist/Reporters	
Political Leaders		Academicians	
Gandhiji		Fashion Designers	
Social Activists		No-One (You wear as per your wish)	

50. Do you get complimented for your choice of Khadiwear? (a) Yes ☐ (b) No ☐

51. From where do you purchase khadi apparels? (Tick $\sqrt$ if applicable)

Online ☐ Khadi-Bhandhars/KVIC registered Store ☐

52. Do you think the contribution of leading fashion designers have increased the acceptability of khadi in youth?

(a) Yes ☐ (b) No ☐

53. Express your opinion on the production and sales of khadi leading to the following.

Particulars	7	6	5	4	3	2	1
	Very Strongly Agree	Strongly Agree	Agree	Neutral	Dis-Agree	Strongly Dis-Agree	Very Strongly Disagree
Employment Generation							
Poverty Alleviation							
Rural Industrialization							
Increased Productivity							
Women Empowerment							
Promoting Local Made Production							

54. Rate your attitude on wearing khadi apparels.(Tick Only One Box in each Parameter)

Parameters	1	2	3	4	5	6	7	Parameters
Un-Educated								Scholarly
Dull								Hipster
Messy								Crisp
Uncomfortable								Comfortable
Harsh								Smooth
Bucolic(Rural)								Urban

55. Rate your opinion on wearing khadi apparels based on recommendation.

	7	6	5	4	3	2	1
Particulars	Very Strongly Agree	Strongly Agree	Agree	Neutral	Dis-Agree	Strongly Dis-Agree	Very Strongly Disagree
My Family thinks that I should often buy Khadi Apparels for wearing.	☐	☐	☐	☐	☐	☐	☐
My Friends thinks that I should often buy Khadi Apparels for wearing.	☐	☐	☐	☐	☐	☐	☐
My Club-Mates (Reference Groups) thinks that I should often buy Khadi Apparels for wearing.	☐	☐	☐	☐	☐	☐	☐
My Colleagues thinks that I should often buy Khadi Apparels & Wear	☐	☐	☐	☐	☐	☐	☐

56. Give your personal opinion on wearing Khadi Apparels.

	7	6	5	4	3	2	1
Particulars	Very Strongly Agree	Strongly Agree	Agree	Neutral	Dis-Agree	Strongly Dis-Agree	Very Strongly Disagree
I am confident that wearing an apparel made out of Khadi fabric would suit my Personality	☐	☐	☐	☐	☐	☐	☐
I am Confident that, I can buy and wear apparels made out of Khadi Fabric	☐	☐	☐	☐	☐	☐	☐
I am confident that wearing an apparel made out of Khadi fabric would suit my skin and feel comfortable	☐	☐	☐	☐	☐	☐	☐
I am confident that Khadi provides a variety of unique style choices and promotes its unique fashionable element	☐	☐	☐	☐	☐	☐	☐
I am confident that Khadi provides a variety of choices in fabric and designs	☐	☐	☐	☐	☐	☐	☐

I donot face high barriers in purchasing a Khadi Apparel	☐	☐	☐	☐	☐	☐	☐
If I wished, I can easily buy a Khadi Apparel.	☐	☐	☐	☐	☐	☐	☐

57. Give your opinion on purchasing Khadi Apparels.

	7	6	5	4	3	2	1
Particulars	Very Strongly Agree	Strongly Agree	Agree	Neutral	Dis-Agree	Strongly Dis-Agree	Very Strongly Disagree
I will try to purchase at least one garment made out of Khadi in the near future	☐	☐	☐	☐	☐	☐	☐
I Plan to purchase Khadi apparels in the near future	☐	☐	☐	☐	☐	☐	☐
If I see a Khadi apparel while shopping, I intend to purchase or consider purchasing it	☐	☐	☐	☐	☐	☐	☐

58. Give your opinion on purchase behaviour of Khadi Apparels.

	7	6	5	4	3	2	1
Particulars	Very Strongly Agree	Strongly Agree	Agree	Neutral	Dis-Agree	Strongly Dis-Agree	Very Strongly Disagree
I deliberately purchase Khadi Apparels	☐	☐	☐	☐	☐	☐	☐
I always buy Khadi apparels whenever I have an option	☐	☐	☐	☐	☐	☐	☐
Choosing Khadi Apparels is something I have done automatically.	☐	☐	☐	☐	☐	☐	☐

Thanking You in Anticipation

Annexure-D

ખાદી વણાંટ ના કામકર્તાઓ માટે પ્રશ્નાવલી

ગુજરાત રાજ્યનાં પસંદ કરેલા કેટલાક વિસ્તારોના ગ્રાહક ખરીદીની અગ્રિમતા ખાદી તથા તેના બનેલા વસ્ત્ર પરિધાન માટે સ્ટડી-અભ્યાસ

૧. સ્થળ(જીલ્લો)

૨. નામ:

૩. જાતિ:

પુરુષ ☐ મહિલા ☐

૪. ઊંમર:

૧૮-૨૫ વર્ષ ☐ ૨૫-૩૫ વર્ષ ☐ ૩૫-૪૫ વર્ષ ☐ ૪૫ વર્ષથી વધુ ☐

૫. શૈક્ષણિક લાયકાત:

સ્નાતક કરતા ઓછી ☐ સ્નાતક ☐ અનુસ્નાતક ☐ અનુસ્નાતક ☐

૬. ધંધો/વ્યવસાય (પ્રતિતિની વીગત)

☐ સર્વિસ ☐ ધંધો/વ્યવસાય ☐ સામાજિક કાર્યક ☐ ઘર સંભાળનાર ☐ વિદ્યાર્થી ☐ નિવૃત્ત

૭. માલિકીના આધારે કયા ક્ષેત્રમાં જો પગારદાર હો તો

જાહેર ક્ષેત્ર ☐ ખાનગી ☐ સહકારી ☐ લાગુ પડતું નથી ☐

૮. પરિવારની કુલ માસિક આવક (રૂ./માં) (કોઈ પણ એક ખાનામાં ટીક કરો)

૨૦૦૦૦/- કરતા ઓછી ☐ ૨૦૦૦૦/- થી ૩૦,૦૦૦/- ☐ ૩૦,૦૦૦ થી ૪૦,૦૦૦/- ☐

૪૦,૦૦૦ થી ૫૦,૦૦૦/- ☐ ૫૦,૦૦૦ થી ૭૫,૦૦૦ ☐

૯. વસ્ત્ર પરીધાન માટે દુકાનની કેટલીવાર મુલાકાત લેતા રહો છો? (કોઈ એક ખાનામાં ટીક કરો)

માસિક ☐ ૨-૩ મહિને એકવા ☐ છ માસિક ☐ વાર્ષિક ☐ જ્યારે જરૂરીયાત હોય ત્યારે ☐

૧૦. આખા વર્ષમાં કાપડ/વસ્ત્ર માટે કયા સમયે ખરીદવા જાઓ છો? (લાગુ પડતા ખાનામાં ટીક કરો)

તહેવારના સમયે ☐ સિઝનનું ડિસ્કાઉન્ટ પુરૂ થાય તે સમયે ☐ જ્યારે જરૂરત પડે ત્યારે ☐

☐ પ્રસંગ અનુસાર જેમકે લગ્ન, જન્મદિન, લગ્નની તારીખ વગેરે

૧૧. કાપડ/ વસ્ત્રો માટે થતો અંદાજીત વાર્ષિક ખર્ચ (કોઈ એક ખાનામાં ટીક કરો)

૧૦,૦૦૦/- કે તેથી ઓછી રકમ ☐ ૧૦,૦૦૦/- થી ૧૫,૦૦૦/- ☐ ૧૫,૦૦૦/- થી ૨૦,૦૦૦/- ☐

૨૦,૦૦૦/- થી ૨૫,૦૦૦/- ☐ ૨૫,૦૦૦/- અને તેથી વધુ ☐

૧૨. તમારા માટે વસ્ત્ર પરિધાનની ખરીદી વખતે તમે ધ્યાનમાં લેતા માપદંડો દર્શાવો.

માપદંડ	૧	૨	૩	૪	૫	૬	૭
	કોઈ પણ રીતે કંઈ મહત્વ નહીં	નિમ્ન મહત્વ	થોડી અગત્યતા	ખાસ કંઈ નહીં	સામાન્ય રીતે મહત્વ	ખુબ મહત્વ	અત્યંત મહત્વ
સાનુકુળતા							
સ્ટાઈલ							
કિંમત							
વલણ							
બ્રાંડ							
યોગ્ય							
ગુણવત્તા							
રંગોનું યોગ્ય સંયોજન							
સેલીબ્રીટીનું અનુમોદન							
પ્રિન્ટ થયેલી ડીઝાઈન							

૧૩. ખરીદી ની કઈ પ્રથા તમે પસંદ કરો છો? (યોગ્ય ખાનામાં ટીક કરો)

ઓનલાઈન ☐ સ્ટોરમાં જઈને ☐

૧૪. જો ઓનલાઈન તો નીચે પૈકી કઈ વેબસાઈટમાં વારંવાર વિઝિટ કરો છો? (લાગુ પડતા ખાનામાં ટીક કરો)

વિગત	ટીક કરો	વિગત	ટીક કરો	વિગત	ટીક કરો	વિગત	ટીક કરો
એમેઝોન		મૈઝ		જેબોંગ		કુન્ઝ	
ફ્લિપકાર્ટ		શોપ ક્લુઝ		શિન		યેભી	
સ્નેપડીલ		અલિ એક્સપ્રેસ		નાઈકા		બિબા	
ઈબાય		હોમ શોપ -૧૮		ડિઝેયલોન		કુન્ઝ	
એમેઝોન		મૈઝ		પેપર ફાઈ		અન્ય	

૧૫. જો ઓફલાઈન ખરીદી કરતા હો તો કયા પ્રકારનાં સ્ટોરની શોપિંગ માટે પસંદગી કરો છો?

બ્રાન્ડેડ સ્ટોર્ ☐ સ્થાનિક રિટેઈલ સ્ટોર્સ ☐ જથ્થાબંધ સ્ટોર્સ ☐ ફેક્ટરીના આઉટલેટ્સ ☐ અન્ય કોઈ નામ જણાવશો -----

૧૬. વસ્ત્ર પરિધાનની ખરીદીના તમારા નિર્ણયને નીચે પૈકીના કયા માહિતી સ્ત્રોતની અસર થતી હોય છે? (ટીક કરો)

પરિવાર થતા મિત્રો ☐ સ્ટોર એજન્ટ ☐ ઈન્ટરનેટ ☐ વિજ્ઞાપનો ☐ ભુતકાળના અનુભવો ☐ અન્ય પ ☐

૧૭. વસ્ત્ર- પરિધાન ખરીદવાના નિર્ણયમાં કયા સોસાયલ મિડિયાથી તમે પ્રભાવિત થાઓ છો? (લાગુ પડતા ખાનામાં ટીક કરો)

ફેસબુક ☐ ઈનસ્ટાગ્રામ ☐ સ્નેપચેટ ☐ ફેશન બ્લોગ્સ ☐ વોટ્સ એપ ☐ ઓનલાઈન સ્ટોરીઝ ☐

૧૮. વસ્ત્ર- પરિધાનની ખરીદીવખતે સામાન્ય રીતે કોના અભિપ્રાયનું મહત્વ તમે ધરાવો છો ? (એક ખાનામાં ટીક કરો)

જીવનસાથી ☐ મિત્ર ☐ બાળકો ☐ મા-બાપ ☐ કોઈ પણ નહીં ☐

૧૯. વસ્ત્ર પરિધાનની પસંદગી બાબતમાં તમે કઈ રીતે આગળ જઈ ને લઈ લેવાનું વલણ ધરાવો છો? (એક ખાનામાં ટીક કરો)

સ્વંત્ર સ્વયંની રીતે ☐ સ્ટાઈલીશ ☐ મજા પડે તેવા વસ્ત્રો ☐ ભવ્યતા સભર ☐ રમુજી તથા તરંગી વાળા ☐
જેનું ચલણ વધુ હોય ☐ સીધા સરળ હોય ☐

૨૦. વસ્ત્ર પરિધાન ખરીદ વખતે તમારો પરિવાર કઈ માન્યતા વધુ ધરાવે છે?

કાળા રંગ માટે ઈન્કાર ☐ ચામડીથી ચિપકે તેવા વસ્ત્ર ના પસંદ ☐ પાશ્વર્યાત્મ વિચારધારા વાળા ઈન્કાર ☐
અન્ય કોઈ કારણ જેમકે ☐

૨૧. વસ્ત્ર-પરિધાનની પસંદગીકરની વખતે કયા પ્રકારનાં વસ્ત્ર રચનાને મહત્વ આપો છો?

કોટન ☐ રેશમી ☐ લાઈરા ☐ ડેનિમ ☐ ઉની ☐ પોલિએસ્ટર ☐ સિન્થેટીક ☐ રેયોન ☐
લિલેન ☐ અન્ય ☐

૨૨. ખાદિવણાટ વાળા વસ્ત્ર તમે પસંદ કરો છો?

હા ☐ ના ☐

૨૩. તમે ક્યારેક પણ ખાદીના એપરોલ્સ ખરીદ્યા છે ખરા?

હા ☐ ના ☐

૨૪. કઈ પ્રકારના ખાદી વસ્ત્ર પહેરવાનું તમને પસંદ છે? (સૌથી વધુ માટે ૧ અને ન્યુનતમ માટે ૪)

ખાદી નો પ્રકાર	રેન્ક
કોટન ખાદી	
સિલ્ક ખાદી	
વુલન ખાદી	
ડેનિમ ખાદી	

૨૫. સામાન્ય રીતે ખાદી વસ્ત્ર તમે ક્યારે ખરીદો છો? (ટીક સાચુ અથવા ખોટુ કરો)

વિગત	સાચુ અથવા ખોટુ
રાષ્ટ્રિય તહેવાર	
ખાદીમાં ડિસ્કાઉન્ટ વખતે	
જ્યારે જરૂરત હોય ત્યારે	

કચેરીમાં ફરજિયાત હોય	
કોઈક ખાસ ઊજવણી હોય	

૨૬. ખાદી વસ્ત્ર પરિધાનમાં પણ ઘણા પ્રકારના વિકલ્પો હોય છે તે વિશે જાણકારી તમે ધરાવો છો?

હા ☐ ના ☐

૨૭. જો હા તો તમે કયા પ્રકારના ખાદીવસ્ત્ર પરિધાનની સૌથી વધુ પસંદગી કરશો? (ટીક કરો જે લાગુ પડતુ હોય એને)

પ્રકાર	સાચુ અથવા ખોટુ	પ્રકાર	સાચુ અથવા ખોટુ	પ્રકાર	સાચુ અથવા ખોટુ
શર્ટ		પેન્લમ્સ		જેકેટ્સ	
કુર્તી		પ્લાઝો		ડુપટ્ટા	
સલવાર શુટ		સાડીઓ		કેપ્રિઝ	
પેન્ટ		બ્લાઉઝ		લેંઘા	
ડેનિમ		મેક્સીસ		વેસ્ટર્ન ટોપ્સ	
કુલસુટ		શ્રગસ		ટ્રાઉઝર્સ	
કુર્તિ		કોપટોપ્સ		અન્ય	

૨૮. ખાદીવસ્ત્ર પરિધાન પહેરવા બાબતે તમે સ્વયંને કઈ રીતે સમજાવો છો? (લાગુ પડતા ખાનામાં ટીક કરો)

પ્રકાર	સાચુ અથવા ખોટુ
એથનિક વિઅર	
ખાદી જીન્સ સેમિ ફોર્મલ	
ફોર્મલ વિઅર	
ક્યારેક જ ઉપયોગ	
નાઈટ વિઅર	
પાર્ટી વિઅર	
રાષ્ટ્રિય તહેવાર વખતે	

૨૯. તમે નીચેની દર્શાવેલી શ્રેણીઓમાં ખાદીના ઉપયોગને પસંદ કરો છો? (લાગુ પડતા ખાનામાં ટીક કરો)

પ્રકાર	સાચુ અથવા ખોટુ	પ્રકાર	સાચુ અથવા ખોટુ
બેડશીટ્સ		પગ લુછણીયા	
પરદાઓ		ઓશિકાકવર	
થેલા/થેલીઓ		ટેબલ કવર	
આપણે લસ્ટ્ર		અન્ય ઉપયોગ	

૩૦. ખાદી પહેરવા કે તેના ઉપયોગ માટે તમને કોણ પ્રેરણા આપે છે? (લાગુ પડતા જવાબ દર્શાવો)

પ્રકાર	સાચુ અથવા ખોટુ	પ્રકાર	સાચુ અથવા ખોટુ
સેલીબ્રિટીઝ		પત્રકાર/રિપોર્ટર	
રાજકિય નેતાઓ		કારકિર્દી પ્રદાન કર્તા	

ગાંધીજી		ફેશન ડિઝાઇનર્સ	
સમાજિક કાર્યકારો		કોઈ નહીં(તમે તમારી મજ્જ મુજબ ઈછા થાય તેમ પહેરો છો)	

૩૧. તમે ખાદી પહેરો છો ત્યારે તે માતેલકારાત્મકવિધાનો એમાટે પ્રાપ્ત કરો છો?

હા ☐ ના ☐

૩૨. તમે ખાદી પરીધાન ક્યાંથી ખરીદ કરો છો? (લાગુ પડતું ટીક કરો)

ઓનલાઈન ☐ ખાદી ભંડાર KYIC ના અધિકૃત સ્ટોર્સ ☐

૩૩. અગ્રેસર ફેશન ડિઝાઇનરનું ખાદીની સ્વીકૃતિમાં કોઈ યોગદાન યુવાવર્ગ માટે છે તેવું માનો છો ખરા?

હા ☐ ના ☐

૩૪. ખાદીનાં ઉત્પાદન અને વેચાણ માટે નીચેની બાબતે તમારું મંતવ્ય/ અભિપ્રાય દર્શાવો

	7	6	5	4	3	2	1
વિધાન	મજબુતસંમત	સંમત	થોડા અંશે સંમત	તટસ્થ	થોડા અંશે સંમત	સંમત નથી	પુર્ણતઃ અસંમત
રોજગારી-સર્જન							
ગરિબીનિર્મૂલન							
ગ્રામીણ ઔદ્યોગીકરણ							
ઉત્પાદકતા વૃદ્ધી							
મહિલા સશક્તિકરણ							
સ્થાનિક ઉત્પાદન મટે સહાયક							

૩૫. ખાદીના ઉપયોગ માટે તમારા વલણ માટે રેટીંગથી દર્શાવો (દરેક માપદંડમાં કોઈ એક ખાનામાં ટીક કરો)

માપદંડ	૧	૨	૩	૪	૫	૬	૭	માપદંડ
ના શિક્ષિત								શિક્ષિતક
સુસ્ત (ડલ)								સશક્ત
અસુંદર (મેસી)								ચપળ
અસ્વસ્થતા								સ્વસ્થતા
કઠોર								નરમ
બ્યુક્રોલિક								શહેરી

૩૬. ભલામણ આધારીત ખાદી પરિધાન- ઉપયોગ માટે આપના અભિપ્રાયને રેટીંગથી દર્શાવો.

	7	6	5	4	3	2	1

વિધાન	મજબુતસંમત	સંમત	થોડા અંશે સંમત	તટસ્થ	થોડા અંશે સંમત	સંમત નથી	પુર્ણતઃ અસંમત
મારો પરિવાર વિચારે છેકે મારે ક્યારેક ખાદી પહેરવી જોઈએ.							
મારા મિત્રો વિચારે છે કે મારે ક્યારેક ખાદી પહેરવી જોઈએ.							
મારા ક્લબસાથી (ગ્રુપનું નામ) વિચારેછેકે મારે ક્યારેક ખાદી પહેરવી જોઈએ							
સહકર્મીઓ એવુ વિચારે છે કે મારે ક્યારેક ખાદી પહેરવી જોઈએ.							

૩૭.ખાદી વસ્ત્ર પહેરવા અંગે તમારો અંગત અભિપ્રાય જણાવો.

	7	6	5	4	3	2	1
વિગતો	મજબુત સંમત	સંમત	થોડા અંશે સંમત	તટસ્થ	થોડા અંશે સંમત	સંમત નથી	પુર્ણતઃ અસંમત
મને એવો વિશ્વાસ છે કે ખાદીથી બનેલા વસ્ત્રો મારા વ્યક્તિત્વને અનુરૂપ હોય છે.							
મને એવો વિશ્વાસ છે કે હું ખાદી વણાટ વાળા વસ્ત્રો ખરીદી અને પહરી શકુ છું							
મને એવો વિશ્વાસ છે કે ખાદીના વસ્ત્રો મારી ત્વચા માટે યોગ્ય અને અનુકુળ છે.							
મને એવો વિશ્વાસ છે કે ખાદી ફેશનના તત્વને લઈને પણ પસંદગીની અદ્યતન શ્રેણી પુરી પાડે છે.							
મને એવો વિશ્વાસ છે કે ખાદી માં અલગ અલગ પ્રકાર ની ડિઝાઈન અને કાપડ માં ઉપલબ્ધ છે.							

મને એવો વિશ્વાસ છે કે ખાદી કપડાં ખરીદીમાં કોઈ મોટા વિઘ્ન મને દેખાતા નથી.							
હું જો ચાહું તો હું સરળતાથી ખાદી વસ્ત્ર ખરીદી સકું છું.							

૩૮. ખાદી વસ્ત્ર પરિધાન ખરીદવા અંગે તમારો અભિપ્રાય જણાવો.

	7	6	5	4	3	2	1
વિગતો	મજબૂત સંમત	સંમત	થોડા અંશે સંમત	તટસ્થ	થોડા અંશે સંમત	સંમત નથી	પુર્ણતઃ અસંમત
હું નજીકના ભવિષ્યમાં કમ સે કમ એક ખાદીથી બનેલું વસ્ત્ર ખરીદીશ							
નજીકના ભવિષ્યમાં ખાદી પરિધાન ખરીદવાનું આયોજન કરીશ							
શોપિંગ કરતી વખતે જો ખાદી પરિધાન જોવા મળી જશે તો હું ખરીદી લઈશ કે તે માટે વિચારીશ.							

:આભાર—ધન્યવાદ :

Annexure-E

Questionnaire for Khadi Non-Wearers

A STUDY ON CONSUMER'S BUYING PREFERENCE WITH RESPECT TO KHADI APPARELS IN SELECTED REGIONS OF GUJARAT

Demographic Particulars and General Information:

1. Location (District) : _____
2. Name: _____
3. Gender: Male ☐ Female ☐
4. Age: (a) 18-25 years ☐ (b) 25-35 years ☐ (c) 35-45 years ☐ 45 & ☐
above
5. Educational Qualification:
(b) Less than Graduate ☐ (b) Graduate ☐ (c) Post Graduate ☐
6. Occupation (Activity Involved)
(a) Service ☐ (b) Business/Profession ☐ (c) Social Activist ☐
(d) Home maker ☐ (e) Student ☐ (f) Retired ☐
7. If Salaried, belonging to the Sector by Ownership
(a) Public ☐ (b) Private ☐ (c) Co-Operative ☐ (d) Not Applicable ☐
8. Total Family Monthly Income (in Rs.) (**Tick Only One**)
(a) Less than 20,000 ☐ (b) 20,000-30,000 ☐ (c) 30,000-40,000 ☐
(d) 40,000-50,000 ☐ (e) 50,000-75,000 ☐ (f) 75,000 & above ☐
9. How often do you shop for apparels? (**Tick Only One**)
(b) Monthly ☐ (b) Once in 2-3 months ☐ (c) Half-Yearly ☐ (d) Yearly ☐
(e) Whenever required ☐
10. At what time of the year do you carry out purchases of clothes? (**Tick √ as Applicable**)
(a) Festive Time ☐ (b) End of the Season Discount Time ☐
(c) Whenever required ☐ (d) As per Occasions (Birthdays, Anniversary, Weddings etc.) ☐
11. Approximate amount spent per annum for Apparels (in Rs.) (**Tick Only One**)
(a) Less than 10,000 ☐ (b) 10,000-15,000 ☐ (c) 15,000-20,000 ☐
(d) 20,000-25,000 ☐ (e) 25,000 & above ☐

12. Please mention the parameters you would consider while buying apparels for yourself.

Parameters	7	6	5	4	3	2	1
Comfort	☐	☐	☐	☐	☐	☐	☐
Style	☐	☐	☐	☐	☐	☐	☐
Price	☐	☐	☐	☐	☐	☐	☐
Trend	☐	☐	☐	☐	☐	☐	☐
Brand	☐	☐	☐	☐	☐	☐	☐
Fit	☐	☐	☐	☐	☐	☐	☐
Quality	☐	☐	☐	☐	☐	☐	☐
Colour Combination	☐	☐	☐	☐	☐	☐	☐
Celebrity Endorsement	☐	☐	☐	☐	☐	☐	☐
Print Design	☐	☐	☐	☐	☐	☐	☐

13. Which mode of shopping do you prefer? (Tick $\sqrt$ as Applicable)

(a) Online ☐ (b) In-Store ☐

14. If online, which are your frequently visited Web-Sites? (Tick $\sqrt$ as Applicable)

Particulars	$\sqrt$ or $\times$	Particulars	$\sqrt$ or $\times$	Particulars	$\sqrt$ or $\times$	Particulars	$\sqrt$ or $\times$
Amazon	☐	Myntra	☐	Jabong	☐	Koovs	☐
Flipkart	☐	ShopClues	☐	SHEIN	☐	Yebhi	☐
Snapdeal	☐	AliExpress	☐	Nykaa	☐	Biba	☐
eBay	☐	HomeShop18	☐	Decathlon	☐	Forever 21	☐
Bewkoof	☐	Honey	☐	Pepperfry	☐	Others	☐

15. If Offline, which type of stores you prefer for shopping?

Branded Stores ☐ Local Retail Stores ☐ Wholesale Stores ☐

Factory Outlets ☐ Others ☐ Mention _____

16. What different sources of information influence your buying decision in clothing?

(Tick $\sqrt$ as Applicable)

(a) Family and Friends ☐ (b) Store Agents ☐ (c) Internet ☐

(d) Advertisements ☐ (e) Past Experiences ☐ (f) Others ☐

17. What Social Media Sites influence your apparels buying decision? (Tick $\sqrt$ as Applicable)

(a) Facebook ☐ (b) Instagram ☐ (c) Snap chat ☐

(d) Fashion Blogs ☐ (e) Whatsapp ☐ (f) Online Stories ☐

18. Generally, whose opinions matters to you the most while shopping Apparels. (Tick Only One)

(a) Spouse ☐ (b) Friends ☐ (c) Children ☐ (d) Parents ☐ (e) No-one ☐

19. Which type of Cloth do you prefer the most in the composition of your Apparels?

(Tick ✓ as Applicable)

(a) Cotton ☐ (b) Silk ☐ (c) Lycra ☐ (d) Denim ☐ (e) Wool ☐

(f) Polyester ☐ (g) Synthetic ☐ (h) Rayon ☐ (i) Linen ☐ (j) Others ☐

20. Have you ever bought a Khadi Apparel in the last one year?

(a) Yes ☐ (b) No ☐

21. Rate the reasons for **not** buying Khadi Apparels. (Tick Only One in each parameter)

	7	6	5	4	3	2	1
Parameters	Very Strongly Agree	Strongly Agree	Agree	Neutral	Dis-Agree	Strongly Dis-Agree	Very Strongly Disagree
Khadi has Limited Range of Varieties							
Khadi Apparels are High in Price							
Khadi Apparels Fade in Colour							
Khadi Apparels have Poor Quality							
Khadi Apparels has Poor Fitting							
Khadi Shrinks on washing							
Khadi Apparels are Non-Branded Product							
Dry Cleaning is must for Khadi Apparels							
Khadi is not readily available in other then Khadi Bhandhar							
You are Unaware with respect to Khadi apparels							
Khadi is Non-Fashionable							
Khadi is Un-Pleasant in Wearing							

	7	6	5	4	3	2	1
Designer Khadi Apparels are Unavailable							
Khadi Apparels are Harsh							
Khadi gives a Rural Look							
Family & Friends does not recommend Khadi Clothes							
Khadi apparels are not sold Online							
Khadi is not promoted by young Celebrities.							
Khadi Apparels cannot be worn without Ironing.							

22. Are you aware about the benefits of wearing khadi? (Tick $\sqrt$ if applicable)

Type	$\sqrt$ or $\times$	Type	$\sqrt$ or $\times$
Skin-friendly		Value for Money	
Comfortable		National Significance	
Versatile (Appropriate for all weathers)		Swadeshi (Home & Hand-made)	
Good Quality		Increases Productivity	

23. Do you know the production and sales of khadi generates the following benefits?

Statements	(Tick $\sqrt$ if applicable)	Statements	(Tick $\sqrt$ if applicable)
Employment Generation		Increase in Production	
Poverty Alleviation		Women Empowerment	
Rural Industrialization		Promoting Local Made Production	

24. What changes would you expect in khadi apparels? (Tick $\sqrt$ if applicable)

Particulars	$\sqrt$ or $\times$	Particulars	$\sqrt$ or $\times$
Designer Apparels		Availability Online	
More Varieties		Web Marketing	

Lower Price		Availability in other stores too (Other than Bhandhars)	
Sound Promotion		Celebrity Endorsement	
Any Other (Mention)			

25. Would you like to buy Khadi apparels in future?

Yes ☐

No ☐

26. How would you prefer to buy Khadi apparels in future? (**Rank: 1=Highest & 2=Lowest**)

Online ☐

In-Store ☐

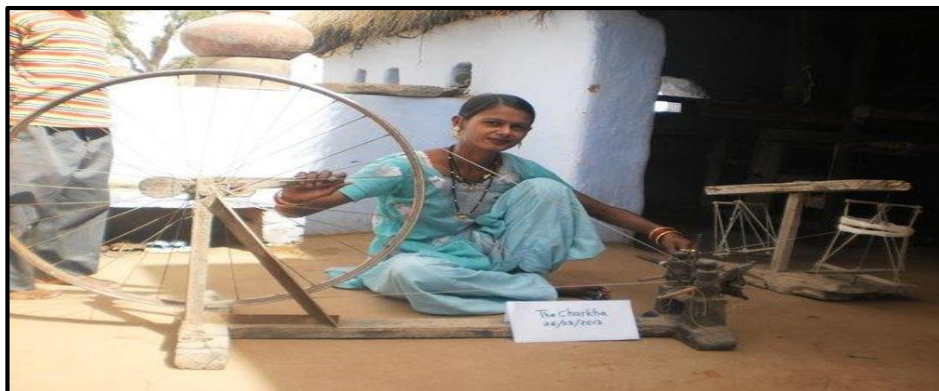
Thanking You in Anticipation

Annexure-F

Transcription of the Interviews of Spinners and Weavers

Spinner

The Spinner is an artisan that spins the fibre into yarn on a simple spindle or a spinning wheel. The fibre could be cotton, wool or silk. In other words, someone who spins.



(Image source: Author's own)

Weaver

The Weaver is a craftsman that weaves the yarn into a fabric by using handloom. In other words, a craftsman who weaves cloth.



(Image source: Author's own)

The Interviews have not been edited nor does it represent a "perfect" transcript. It does, however, provide insight into the interview process. The Sampling method adopted for the interviews was Judgmental sampling design in the research of manufacturer i.e; the interviews of spinners and weavers. The list of spinning and weaving units in Gujarat were provided by Khadi and Village Industries Commission. The cities selected for the survey were Surrendranagar, Ahmedabad, Limdi and Gondal as these are the cities engaged in the manufacturing of Khadi. A total of thirty two interviews were taken and following represents the thirty two transcripts.

Transcript Number 1.

Interviewer: Researcher

Interviewee: Spinner.

Interview Setting: Interview conducted at the office of “Khadi Gram Udhog Prayog Samiti”
New Collector Office Campus, Gandhi Ashram, Ashram Road, Near Subhash Bridge, Ahmedabad,
Gujarat, 380027, India at 11:30 AM.

(Start of the Interview)

Interviewer: Particularly in regards to Khadi Gram Udhog Prayog Samiti, what are your duties?

Interviewee: I am a Spinner. My name is Jasomatiben Parmar.

Interviewer: What is your age? Since how many years you are working as a spinner?

Your Educational Qualification?

Interviewee: My age is 51 years. I am working here as a spinner since 30 years.

I am educated till 3rd Standard of Gujarat Board.

Interviewer: For how many hours in a day do you spin?

Interviewee: For around 6-7 hours.

Interviewer: What are the problems you face as a spinner?

Interviewee: Previously the spinning process was too tedious as everything was to be done with hands but in the current times it has become much easier because of modern electronic and solar charkhas. The only major problem that we face is wages that we get are very less. In the times of high inflation, it is very difficult to sustain with such a lower amount. They don't even provide any bonus or extra wages.

Interviewer: Don't you face any other problems?

Interviewee: The Infrastructure of the Khadi Gram udhyog prayog samiti is very poor. During rainy season water starts leaking in from the roof and windows. They assure every year but don't repair it.

Interviewer: Any other problems related to higher authorities or working environment?

Interviewee: No other problems

Interviewer: OK Thank You

(End of Transcript)



Transcript Number 2.

Interviewer: Researcher

Interviewee: Spinner.

Interview Setting: Interview conducted at the office of “Khadi Gram Udhog Prayog Samiti”
New Collector Office Campus, Gandhi Ashram, Ashram Road, Near Subhash Bridge, Ahmedabad,
Gujarat, 380027, India at 11:37 AM.

(Start of the Interview)

Interviewer: Particularly in regards to Khadi Gram Udhog Prayog Samiti, what are your duties?

Interviewee: I am a Spinner. My name is Jasuben.

Interviewer: What is your age? Since how many years you are working as a spinner?

Your Educational Qualification?

Interviewee: My age is 53 years. I am working here as a spinner since 30 years.

I am educated till 3rd Standard of Gujarat Board.

Interviewer: For how many hours in a day do you spin?

Interviewee: For around 6-7 hours.

Interviewer: What are the problems you face as a spinner?

Interviewee: Gandhiji started khadi spinning and weaving so that a worker earns his daily wages and gets a piece of cloth for himself. The entire process is getting mechanized instead of using hand and hence wages have become half! The entire monthly wages are not equivalent to the cost of a khadi saree. We make khadi, but don't afford to buy it. It is the sad part of it.

Interviewer: What do you expect the commission to do for spinners?

Interviewee: The KVIC should at least increase the wages of the spinners and make us permanent employees of the khadi gram udyog prayog samiti and give benefits of bonus, leaves, fixed good salary.

Interviewer: Any other problems related to higher authorities or working environment?

Interviewee: No other problems as such.

Interviewer: OK Thank You

(End of Transcript)



Transcript Number 3.

Interviewer: Researcher

Interviewee: Weaver

Interview Setting: Interview conducted at the office of “Khadi Gram Udhog Prayog Samiti”
New Collector Office Campus, Gandhi Ashram, Ashram Road, Near Subhash Bridge, Ahmedabad,
Gujarat, 380027, India at 11:45 AM.

(Start of the Interview)

Interviewer: Particularly in regards to Khadi Gram Udhog Prayog Samiti, what are your duties?

Interviewee: I am a Weaver. My name is Parshotam bhai Parmar.

Interviewer: What is your age? Since how many years you are working as a spinner?

Your Educational Qualification?

Interviewee: My age is 78 years. I am working here as a Weaver since 50 years. I am a
Permanent Weaver here. I am educated till 7th Standard of Gujarat Board.



Interviewer: For how many hours in a day do you spin?

Interviewee: For around 6-7 hours.

Interviewer: You work as a Weaver since 50 years. Kindly share your experience.

Interviewee: When I started my work as a spinner, we used to separate cotton from the seeds and with the help of belni we used to make yarn. The entire process was too cumbersome. But with the passage of time, we get ready yarn with the help of which we make fabric. Thanks to mechanization process. But the charm of entire hand-made process was something different. The yarns are made in special factories of KVIC which is supplied to all the khadi manufacturing units. These six centralized units are located at Hajipur, Chitradurga, Kutur, Sehore, Bareilly and Etah. Then it reaches to spinners for making of yarn. The yarn that reaches for weaving comes in irregular quantity and time, varying our wages.

Interviewer: Don't you face any other problems?

Interviewee: The Infrastructure of the Khadi Gram udhyog prayog samiti is too old. The wages are also very less. Since it is a research centre too, the repairing of charkhas and other devices is also an easy task now. I have learned over a period of time. So the work never stops and keeps going.

Interviewer: Any other problems related to higher authorities or working environment?

Interviewee: No other problems

Interviewer: OK Thank You

Transcript Number 4.

Interviewer: Researcher

Interviewee: Spinner

Interview Setting: Interview conducted at the office of “Khadi Gram Udhog Prayog Samiti”
New Collector Office Campus, Gandhi Ashram, Ashram Road, Near Subhash Bridge, Ahmedabad,
Gujarat, 380027, India at 11:50 AM.

(Start of the Interview)

Interviewer: Particularly in regards to Khadi Gram Udhog Prayog Samiti, what are your duties?

Interviewee: I am a Spinner. My name is Maruti Rao.

Interviewer: What is your age? Since how many years you are working as a spinner?

Your Educational Qualification?

Interviewee: My age is 82 years. I am working here as a spinner since 60 years.

I am educated till 5th Standard of Gujarat Board.

Interviewer: For how many hours in a day do you spin?

Interviewee: For around 6-7 hours.

Interviewer: With a huge experience of 60 years, what are the problems you have faced as a spinner?

Interviewee: I studied till 5th Standard due to economic conditions of my home. Hence this unskilled work was the only support for my family. The Economic Reforms were introduced in the nation during the 1990s have changed monetary situation of the nation. However, the nation is falling behind in receiving essential work and pay changes which are objective and significant under the present setting for the spinners of the khadi production.

Interviewer: Don't you face any other problems?

Interviewee: The Infrastructure of the Khadi Gram udhyog prayog samiti is very poor. During rainy season water starts leaking in from the roof and windows. They assure every year but don't repair it.

Interviewer: Any other problems related to higher authorities or working environment?

Interviewee: No other problems as the mechanization has taken place and reduced labour for us.

Interviewer: OK Thank You

(End of Transcript)



Transcript Number 5.

Interviewer: Researcher

Interviewee: Spinner

Interview Setting: Interview conducted at 10/220 Sant Vinoba Bhave nagar, Opp. Uttam Dairy, Sukhramnagar, Rakhial, Ahmedabad, Gujarat, 380023, India at 10:00 AM.

(Start of the Interview)

Interviewer: Particularly in regards to Khadi, what are your duties?

Interviewee: I am a Spinner. My name is Rohan Sutariya

Interviewer: What is your age? Since how many years you are working as a spinner?

Your Educational Qualification?

Interviewee: My age is 21 years. I am working here as a part-time spinner since 5 years.

I am pursuing my Bachelors in Science. I help my father in Spinning.

Interviewer: For how many hours in a day do you spin?

Interviewee: For around 2-3 hours.

Interviewer: Share your experience as a spinner?

Interviewee: I study and during my free time I spin for around 2-3 hours. So I get work as well as fitness I support my family by this task.

Interviewer: Don't you face any problems?

Interviewee: The process should be mechanized for speedy production. The wages provided by commission are less as per the current inflation in the country. Also, when the machines/charkhas break, it wastes lots of time in repairing, as it is done by us only here.

Interviewer: Any other problems related to higher authorities or working environment?

Interviewee: No other problems as we get timely payment of wages.

Interviewer: OK Thank You

(End of Transcript)



Transcript Number 6.

Interviewer: Researcher

Interviewee: Weaver

Interview Setting: Interview conducted at 110/220 Sant Vinoba Bhave nagar, Opp. Uttam Dairy, Sukhramnagar, Rakhial, Ahmedabad, Gujarat, 380023, India at 10:10 AM.

(Start of the Interview)

Interviewer: Particularly in regards to Khadi, what are your duties?

Interviewee: I am a Weaver. My name is Kishorebhai Parmar

Interviewer: What is your age? Since how many years you are working as a spinner?

Your Educational Qualification?

Interviewee: My age is 59 years. I am working here as a Weaver since 20 years. I have Completed 9th Standard in Gujarat Board.

Interviewer: For how many hours in a day do you weave?

Interviewee: For around 7-8 hours.

Interviewer: Share your experience as a Weaver?

Interviewee: I used to work in a mill in past. The mill had shut down due to some reasons. I came to know about Khadi Gramudhyog and KVIC at that time. Then I brought the Charkha and Loom. I started the task at home with my wife, now it has been 20 years. We are happy with this arrangement.

Interviewer: Don't you face any problems?

Interviewee: Little consciousness is required in the weaving and spinning task. The Switching from threads to another, machinery care is a tedious task. Sometimes irregular supply of yarn also delays process.

Interviewer: Any other problems related to higher authorities or working environment?

Interviewee: No other problems as we get timely payment of wages.

Interviewer: OK Thank You

(End of Transcript)



Transcript Number 7.

Interviewer: Researcher

Interviewee: Spinner

Interview Setting: Interview conducted at 110/220 Sant Vinoba Bhave nagar, Opp. Uttam Dairy, Sukhramnagar, Rakhial, Ahmedabad, Gujarat, 380023, India at 10:20 AM.

(Start of the Interview)

Interviewer: Particularly in regards to Khadi, what are your duties?

Interviewee: I am a Spinner. My name is Nila Kishorebhai Parmar

Interviewer: What is your age? Since how many years you are working as a spinner?

Your Educational Qualification?

Interviewee: My age is 55 years. I am working here as a spinner since 20 years.

I have Completed 7th Standard in Gujarat Board.

Interviewer: For how many hours in a day do you spin?

Interviewee: For around 7-8 hours.

Interviewer: Share your experience as a spinner?

Interviewee: I work along with my husband. I complete the house-hold chores then sit on charkha for spinning. The work is done smoothly as it is electric Amber Charkha. Physical Fitness is ensured too. Our source of livelihood is intact because of khadi. We get wages regularly.

Interviewer: Don't you face any problems?

Interviewee: It is a tire-some job. No other problems as such.

Interviewer: Any other problems related to higher authorities or working environment?

Interviewee: No other problems as we get timely payment of wages and no need to move out of house.

Interviewer: OK Thank You

(End of Transcript)



Transcript Number 8.

Interviewer: Researcher

Interviewee: Spinner

Interview Setting: Interview conducted at 114/220 Sant Vinoba Bhave nagar, Opp. Uttam Dairy, Sukhramnagar, Rakhial, Ahmedabad, Gujarat, 380023, India at 10:30 AM.

(Start of the Interview)

Interviewer: Particularly in regards to Khadi, what are your duties?

Interviewee: I am a Spinner. My name is Mukeshbhai Parmar

Interviewer: What is your age? Since how many years you are working as a spinner?

Your Educational Qualification?

Interviewee: My age is 54 years. I am working here as a spinner since 25 years.

I have Completed 9th Standard in Gujarat Board.

Interviewer: For how many hours in a day do you spin?

Interviewee: For around 6 hours.

Interviewer: Share your experience as a spinner?

Interviewee: I drive a loading tempo. Along with it. I spin for around 6 hours a day as I don't get consignment every day. I have 3 charkhas at home. I spin regularly and get work regularly from board.

Interviewer: Don't you face any problems?

Interviewee: The Electricity bill for running charkha is quite high, as a result savings are less. Waiting for KVIC to give us solar charkhas. Also wages that we get are very less. The Board should increase our wages.

Interviewer: Any other problems related to higher authorities or working environment?

Interviewee: No other problems as we get timely payment of wages and we get help of family members in running charkhas.

Interviewer: OK Thank You

(End of Transcript)



Transcript Number 9.

Interviewer: Researcher

Interviewee: Spinner

Interview Setting: Interview conducted at Gomtipur Ahmedabad, Gujarat, 380023, India on 20th June, 2019 at 10:00 AM.

(Start of the Interview)

Interviewer: Particularly in regards to Khadi, what are your duties?

Interviewee: I am a Spinner. My name is Divyesh Sutariya.

Interviewer: What is your age? Since how many years you are working as a spinner?

Your Educational Qualification?

Interviewee: My age is 22 years. I am working here as a spinner since 2 years.

I have Completed Sanitary Inspector's Diploma Course.

Interviewer: For how many hours in a day do you spin?

Interviewee: For around 3-4 hours.

Interviewer: Share your experience as a spinner?

Interviewee: I used to study and spin for around 3-4 hours a day. It was a good opportunity to earn pocket money. I help my family by spinning khadi yarn. We get a source of living by the means of spinning.

Interviewer: Don't you face any problems?

Interviewee: Wages are less. Work is tiresome. The wear and tear of Amber Charkha is to be looked after by us. Sometimes, it takes a day or two for repairing, which wastes time and work is stopped. Electricity bill is also quite high, which reduces our savings.

Interviewer: Any other problems related to higher authorities or working environment?

Interviewee: No other problems as we get timely payment of wages and no need to move out of house.

Interviewer: OK Thank You

(End of Transcript)



Transcript Number 10.

Interviewer: Researcher

Interviewee: Spinner

Interview Setting: Interview conducted at Gomtipur Ahmedabad, Gujarat, 380023, India on 20th June, 2019 at 10:30 AM.

(Start of the Interview)

Interviewer: Particularly in regards to Khadi, what are your duties?

Interviewee: I am a Spinner. My name is Rekhaben Parmar.

Interviewer: What is your age? Since how many years you are working as a spinner?

Your Educational Qualification?

Interviewee: My age is 45 years. I am working here as a spinner since 20 years.

I have Completed 8th Standard in Gujarat Board.

Interviewer: For how many hours in a day do you spin?

Interviewee: For around 3-4 hours.

Interviewer: Share your experience as a spinner?

Interviewee: I had never seen charkha before. It is only in my in-laws I saw a charkha and learnt how to spin on it. I complete the house-hold chores and sit on charkha for around 4 hours. I can manage my house, attend guest and sit to spin. We get a regular source of living through charkha.

Interviewer: Don't you face any problems?

Interviewee: Wages are less. Work is tiresome. Electricity bill is also quite high, which reduces our savings. The entire income goes in food. No savings at all. I have 15 years old daughter and 22 years old son. For their future, we need savings, which could not be possible by spinning only.

Interviewer: Any other problems related to higher authorities or working environment?

Interviewee: No other problems as we get timely payment of wages and no need to move out of house.

Interviewer: OK Thank You

(End of Transcript)



Transcript Number 11.

Interviewer: Researcher

Interviewee: Spinner

Interview Setting: Interview conducted at Udyog Bharti, Chordi Gate, At: Gondal Dist: Rajkot, Pin No.360311. At 10:00 Am Dated: 25th June, 2019.

(Start of the Interview)

Interviewer: Particularly in regards to Khadi, what are your duties?

Interviewee: I am a Spinner. My name is Ratnaben Parmar.

Interviewer: What is your age? Since how many years you are working as a spinner?

Your Educational Qualification?

Interviewee: My age is 74 years. I am working here as a spinner since 34 years.

I am uneducated.

Interviewer: For how many hours in a day do you spin?

Interviewee: For around 7-8 hours.

Interviewer: Share your experience as a spinner?

Interviewee: I am happy spinning the charkha. Ladies don't need to move out of house. We get work from board every month and we complete it by spinning yarns. It has been 34 years now, I work the daily chores then sit on charkha for the entire day.

Interviewer: Don't you face any problems?

Interviewee: Wages are less. Work is tiresome. Electricity bill is also quite high, but we get our livelihood without any hurdles. Please do something for our wages, we are illiterate. We cannot raise voice.

Interviewer: Any other problems related to higher authorities or working environment?

Interviewee: No other problems as we get timely payment of wages and no need to move out of house.

Interviewer: OK Thank You

(End of Transcript)



Transcript Number 12.

Interviewer: Researcher

Interviewee: Weaver

Interview Setting: Interview conducted at Udyog Bharti, Chordi Gate, At: Gondal Dist.: Rajkot, Pin No.360311. At 10:15 Am Dated: 25th June, 2019.

(Start of the Interview)

Interviewer: Particularly in regards to Khadi, what are your duties?

Interviewee: I am a Weaver. My name is Ranjanben Parmar.

Interviewer: What is your age? Since how many years you are working as a Weaver?

Your Educational Qualification?

Interviewee: My age is 39 years. I am working here as a weaver since 15 years.

I have completed SSC Board.

Interviewer: For how many hours in a day do you weave khadi?

Interviewee: For around 7-8 hours.

Interviewer: Share your experience as a Weaver?

Interviewee: Weaving is a difficult task. I work for around 7-8 hours in a day. Our production is khadi Poly-Vastra. The work that we get keep fluctuating. It increases at times, then suddenly decreases. We get wages according to the work allotted to us by board.

Interviewer: Don't you face any problems?

Interviewee: Wages are less. Work is tiresome, but we get our livelihood without any hurdles. Board should revise the wages drastically as per changing times.

Interviewer: Any other problems related to higher authorities or working environment?

Interviewee: No other problems as we get timely payment of wages and flexibility at work.

Interviewer: OK Thank You

(End of Transcript)



Transcript Number 13.

Interviewer: Researcher

Interviewee: Spinner

Interview Setting: Interview conducted at Udyog Bharti, Chordi Gate, At: Gondal Dist.: Rajkot, Pin No.360311. At 10:30 Am Dated: 25th June, 2019.

(Start of the Interview)

Interviewer: Particularly in regards to Khadi, what are your duties?

Interviewee: I am a Spinner. My name is Vaishali Parmar.

Interviewer: What is your age? Since how many years you are working as a spinner?

Your Educational Qualification?

Interviewee: My age is 17 years. I am working here as a spinner since 02 years.

I failed in SSC Board.

Interviewer: For how many hours in a day do you weave khadi?

Interviewee: For around 7-8 hours.

Interviewer: Share your experience as a Spinner?

Interviewee: I Started Spinning after my SSC. I failed the examination. I was not interested in further studying. So I started spinning. I like the work. Health remains good. And I can support my family by spinning. I complete the house-hold tasks, then start spinning.

Interviewer: Don't you face any problems?

Interviewee: Wages are less. When the machines wear or tear, it takes few days to repair and start. At that time we have to sit idle.

Interviewer: Any other problems related to higher authorities or working environment?

Interviewee: No other problems as we get timely payment of wages and flexibility at work.

Interviewer: OK Thank You

(End of Transcript)



Transcript Number 14.

Interviewer: Researcher

Interviewee: Weaver

Interview Setting: Interview conducted at Udyog Bharti, Chordi Gate, At: Gondal Dist.: Rajkot, Pin No.360311. At 10:45 Am Dated: 25th June, 2019.

(Start of the Interview)

Interviewer: Particularly in regards to Khadi, what are your duties?

Interviewee: I am a Weaver. My name is Kanchanbha Parmar.

Interviewer: What is your age? Since how many years you are working as a Weaver?

Your Educational Qualification?

Interviewee: My age is 36 years. I am working here as a weaver since 11 years.

I completed 5th Standard in Gujarat Board.

Interviewer: For how many hours in a day do you weave khadi?

Interviewee: For around 7-8 hours.

Interviewer: Share your experience as a Weaver?

Interviewee: Weaving is a tiresome task. Hands get tired by continuously moving looms. But health remains good. It is a source of exercise for us.

Interviewer: Don't you face any problems?

Interviewee: Wages are less. The Stock of weaved khadi gets accumulated. Because of which another production does not start. We get less work and less wages hence.

Interviewer: Any other problems related to higher authorities or working environment?

Interviewee: No other problems as we get timely payment of wages and flexibility at work.

Interviewer: OK Thank You

(End of Transcript)



Transcript Number 15.

Interviewer: Researcher

Interviewee: Weaver

Interview Setting: Interview conducted at Udyog Bharti, Chordi Gate, At: Gondal Dist.: Rajkot, Pin No.360311. At 10:55 Am Dated: 25th June, 2019.

(Start of the Interview)

Interviewer: Particularly in regards to Khadi, what are your duties?

Interviewee: I am a Weaver. My name is Vanitaben Parmar.

Interviewer: What is your age? Since how many years you are working as a Weaver?

Your Educational Qualification?

Interviewee: My age is 22 years. I am working here as a weaver since 07 years.

I completed 7th Standard in Gujarat Board.

Interviewer: For how many hours in a day do you weave khadi?

Interviewee: For around 7-8 hours.

Interviewer: Share your experience as a Weaver?

Interviewee: Weaving is a tiresome task. I started the work when I was 18 years of age. We get regular work and wages. It is a safe arrangement of women to work and stand on our own feet. I like the work.

Interviewer: Don't you face any problems?

Interviewee: Wages are less. Technicians available are less, when the charkhas are damaged. We feel hot during summers.

Interviewer: Any other problems related to higher authorities or working environment?

Interviewee: No other problems as we get timely payment of wages and flexibility at work.

Interviewer: OK Thank You

(End of Transcript)



Transcript Number 16.

Interviewer: Researcher

Interviewee: Weaver

Interview Setting: Interview conducted at Udyog Bharti, Chordi Gate, At: Gondal Dist.: Rajkot, Pin No.360311. At 11:15 Am Dated: 25th June, 2019.

(Start of the Interview)

Interviewer: Particularly in regards to Khadi, what are your duties?

Interviewee: I am a Weaver. My name is Rubina.

Interviewer: What is your age? Since how many years you are working as a Weaver?

Your Educational Qualification?

Interviewee: My age is 28 years. I am working here as a weaver since 07 years.

I completed 5th Standard in Gujarat Board.

Interviewer: For how many hours in a day do you weave khadi?

Interviewee: For around 7-8 hours.

Interviewer: Share your experience as a Weaver?

Interviewee: Weaving is a tiresome task. I started the work when I was 18 years of age. We get regular work and wages. It is a safe arrangement of women to work and stand on our own feet. I like the work.

Interviewer: Don't you face any problems?

Interviewee: Wages are less. Technicians available are less, when the charkhas are damaged. We feel hot during summers. The needle breakage and thread problems are to resolved by us ourselves. No Supervisor available all the time.

Interviewer: Any other problems related to higher authorities or working environment?

Interviewee: No other problems as we get timely payment of wages and flexibility at work.

Interviewer: OK Thank You

(End of Transcript)



Transcript Number 17.

Interviewer: Researcher

Interviewee: Weaver

Interview Setting: Interview conducted at Udyog Bharti, Chordi Gate, At: Gondal Dist.: Rajkot, Pin No.360311. At 11:30 Am Dated: 25th June, 2019.

(Start of the Interview)

Interviewer: Particularly in regards to Khadi, what are your duties?

Interviewee: I am a Weaver. My name is Geetaba.

Interviewer: What is your age? Since how many years you are working as a Weaver?

Your Educational Qualification?

Interviewee: My age is 45 years. I am working here as a weaver since one month.

I completed 3rd Standard in Gujarat Board.

Interviewer: For how many hours in a day do you weave khadi?

Interviewee: For around 7-8 hours.

Interviewer: Share your experience as a Weaver?

Interviewee: It is a safe arrangement of women to work and stand on our own feet. I like the work. It has been just one month. Weaving is a tiresome Job.

Interviewer: Don't you face any problems?

Interviewee: Wages are less. Technicians available are less, when the charkhas are damaged. But the positive part is women can live with pride and honour.

Interviewer: Any other problems related to higher authorities or working environment?

Interviewee: No other problems as we get timely payment of wages and flexibility at work.

Interviewer: OK Thank You

(End of Transcript)



Transcript Number 18.

Interviewer: Researcher

Interviewee: Weaver

Interview Setting: Interview conducted at Udyog Bharti, Chordi Gate, At: Gondal Dist.: Rajkot, Pin No.360311. At 11:50 Am Dated: 25th June, 2019.

(Start of the Interview)

Interviewer: Particularly in regards to Khadi, what are your duties?

Interviewee: I am a Weaver. My name is Ramesh Bhai Parmar.

Interviewer: What is your age? Since how many years you are working as a Weaver?

Your Educational Qualification?

Interviewee: My age is 44 years. I worked here as a weaver since 15 Years. Now I am head of the department. I am Supervisor since last 5 years.

I completed 9th Standard in Gujarat Board.

Interviewer: For how many hours in a day do you supervise?

Interviewee: For around 7-8 hours.

Interviewer: Share your experience.

Interviewee: The work is going on well, but the sales of khadi is too low in villages. It is sold only in the cities. Khadi is a costly material, so people of village cannot afford to buy it. The benefit is Solar Charkha's has led to the use of renewable source of energy, easing production and decreasing cost. Khadi is an eco-fabric. The process involves no environmental pollution and is extremely eco-friendly.

Interviewer: Don't you face any problems?

Interviewee: The Workers are trained now, so lesser efforts in supervision. Only when the charkha wears or tears, it results to stoppage in work. Rest all is fine.

Interviewer: Any other problems related to higher authorities or working environment?

Interviewee: No other problems as we get timely payment of wages and flexibility at work.

Interviewer: OK Thank You

(End of Transcript)



Transcript Number 19.

Interviewer: Researcher

Interviewee: Weaver

Interview Setting: Interview conducted at Udyog Bharti, Chordi Gate, At: Gondal Dist.: Rajkot, Pin No.360311. At 12:10 Am Dated: 25th June, 2019.

(Start of the Interview)

Interviewer: Particularly in regards to Khadi, what are your duties?

Interviewee: I am a Weaver. My name is Sonalben.

Interviewer: What is your age? Since how many years you are working as a Weaver?

Your Educational Qualification?

Interviewee: My age is 21 years. I am working here as a weaver since 6 years.

I completed 7th Standard in Gujarat Board.

Interviewer: For how many hours in a day do you weave khadi?

Interviewee: For around 7-8 hours.

Interviewer: Share your experience as a Weaver?

Interviewee: It is a safe arrangement of women to work and stand on our own feet. I like the work but weaving is a tiresome Job. We get good work and extra wages for extra work too.

Interviewer: Don't you face any problems?

Interviewee: women can live with pride and honour. There are no other problems involved.

Interviewer: Any other problems related to higher authorities or working environment?

Interviewee: No other problems as we get timely payment of wages and flexibility at work.

Interviewer: OK Thank You

(End of Transcript)



Transcript Number 20.

Interviewer: Researcher

Interviewee: Weaver

Interview Setting: Interview conducted at Udyog Bharti, Chordi Gate, At: Gondal Dist.: Rajkot, Pin No.360311. At 12:20 Am Dated: 25th June, 2019.

(Start of the Interview)

Interviewer: Particularly in regards to Khadi, what are your duties?

Interviewee: I am a Weaver. My name is Gangaben.

Interviewer: What is your age? Since how many years you are working as a Weaver?

Your Educational Qualification?

Interviewee: My age is 65 years. I am working here as a weaver since 45 years.

I am uneducated.

Interviewer: For how many hours in a day do you weave khadi?

Interviewee: For around 7-8 hours.

Interviewer: Share your experience as a Weaver?

Interviewee: I work here as a weaver since 45 years. I receive my pension as well as wages for the work.

Interviewer: Don't you face any problems?

Interviewee: Weaving is a tiresome Job. Women can live with pride and honour. It is a village, the price of khadi is too high. Villagers cannot purchase it. Sad fact is we make it but cannot buy it.

Interviewer: Any other problems related to higher authorities or working environment?

Interviewee: No other problems as we get timely payment of wages and flexibility at work.

Interviewer: OK Thank You

(End of Transcript)



Transcript Number 21.

Interviewer: Researcher

Interviewee: Weaver

Interview Setting: Interview conducted at Saghan Ksetra Yojana, Khadi Gramodyog Bhavan, Nr. Gadi Darwaja, At. Patdi, Dist: Surendranagar At 10:00 Am Dated: 27th June, 2019.

(Start of the Interview)

Interviewer: Particularly in regards to Khadi, what are your duties?

Interviewee: I am a Weaver. My name is Tejaben Govindbhai Parmar.

Interviewer: What is your age? Since how many years you are working as a Weaver?

Your Educational Qualification?

Interviewee: My age is 45 years. I am working here as a weaver since 7 years.

I am uneducated.

Interviewer: For how many hours in a day do you weave khadi?

Interviewee: For around 7-8 hours.

Interviewer: Share your experience as a Weaver?

Interviewee: I work here as a weaver since 07 years. Arms keep on paining because of weaving. But the production of khadi is a natural eco-friendly process, hence physical fitness is ensured along with zero pollution. Also, Women can live with pride and honour.

Interviewer: Don't you face any problems?

Interviewee: Weaving is a tiresome Job. It is a village, the price of khadi is too high. Villagers cannot purchase it. Sad fact is we make it but cannot buy it. I fetch up to Rs. 2000 as wages, which is very less.

Interviewer: Any other problems related to higher authorities or working environment?

Interviewee: No other problems as we get timely payment of wages and flexibility at work.

Interviewer: OK Thank You

(End of Transcript)



Transcript Number 22.

Interviewer: Researcher

Interviewee: Weaver

Interview Setting: Interview conducted at Saghan Ksetra Yojana, Khadi Gramodyog Bhavan, Nr. Gadi Darwaja, At. Patdi, Dist: Surendranagar At 10:10 Am Dated: 27th June, 2019.

(Start of the Interview)

Interviewer: Particularly in regards to Khadi, what are your duties?

Interviewee: I am a Weaver. My name is Madhuben Parmar.

Interviewer: What is your age? Since how many years you are working as a Weaver?

Your Educational Qualification?

Interviewee: My age is 50 years. I am working here as a weaver since 20 years.

I am uneducated.

Interviewer: For how many hours in a day do you weave khadi?

Interviewee: For around 7-8 hours.

Interviewer: Share your experience as a Weaver?

Interviewee: I work here as a weaver since 20 years. I am used to the work now, so don't feel much tired. I am happy to produce Gandhiji's dream fabric which is organic in nature and versatile too.

Interviewer: Don't you face any problems?

Interviewee: Weaving is a tiresome Job. Sales is only in the city. So production is carried on only when goods are sold.

Interviewer: Any other problems related to higher authorities or working environment?

Interviewee: No other problems as we get timely payment of wages and flexibility at work.

Interviewer: OK Thank You

(End of Transcript)



Transcript Number 23.

Interviewer: Researcher

Interviewee: Weaver

Interview Setting: Interview conducted at Saghan Ksetra Yojana, Khadi Gramodyog Bhavan, Nr. Gadi Darwaja, At. Patdi, Dist: Surendranagar At 10:20 Am Dated: 27th June, 2019.

(Start of the Interview)

Interviewer: Particularly in regards to Khadi, what are your duties?

Interviewee: I am a Weaver. My name is Malubha.

Interviewer: What is your age? Since how many years you are working as a Weaver?

Your Educational Qualification?

Interviewee: My age is 50 years. I am working here as a weaver since 10 years.

I am uneducated.

Interviewer: For how many hours in a day do you weave khadi?

Interviewee: For around 7-8 hours.

Interviewer: Share your experience as a Weaver?

Interviewee: I work here as a weaver since 10 years. It is a tiresome Job. If sales is high, then only we get work. Wages are approximately Rs.200 per day. So I fetch around Rs 4000 a month.

Interviewer: Don't you face any problems?

Interviewee: Work is based on sales. So if goods are sold then only we get good work.

Interviewer: Any other problems related to higher authorities or working environment?

Interviewee: No other problems as we get timely payment of wages and flexibility at work.

Interviewer: OK Thank You

(End of Transcript)



Transcript Number 24.

Interviewer: Researcher

Interviewee: Weaver

Interview Setting: Interview conducted at Saghan Ksetra Yojana, Khadi Gramodyog Bhavan, Nr. Gadi Darwaja, At. Patdi, Dist: Surendranagar At 10:30 Am Dated: 27th June, 2019.

(Start of the Interview)

Interviewer: Particularly in regards to Khadi, what are your duties?

Interviewee: I am a Weaver. My name is Dholibha.

Interviewer: What is your age? Since how many years you are working as a Weaver?

Your Educational Qualification?

Interviewee: My age is 35 years. I am working here as a weaver since 10 years.

I have completed 4th Standard in Gujarat Board.

Interviewer: For how many hours in a day do you weave khadi?

Interviewee: For around 7-8 hours.

Interviewer: Share your experience as a Weaver?

Interviewee: I work here as a weaver since 10 years. It is a tiresome Job. If sales is high, then only we get work. Wages are approximately Rs.200 per day, which is very less.

Interviewer: Don't you face any problems?

Interviewee: Work is based on sales. So if goods are sold then only we get good work. We can't buy, what we produce.

Interviewer: Any other problems related to higher authorities or working environment?

Interviewee: No other problems as we get timely payment of wages and flexibility at work.

Interviewer: OK Thank You

(End of Transcript)



Transcript Number 25.

Interviewer: Researcher

Interviewee: Weaver

Interview Setting: Interview conducted at Saghan Ksetra Yojana, Khadi Gramodyog Bhavan, Nr. Gadi Darwaja, At. Patdi, Dist: Surendranagar At 10:30 Am Dated: 27th June, 2019.

(Start of the Interview)

Interviewer: Particularly in regards to Khadi, what are your duties?

Interviewee: I am a Weaver. My name is Shahbera.

Interviewer: What is your age? Since how many years you are working as a Weaver?

Your Educational Qualification?

Interviewee: My age is 35 years. I am working here as a weaver since 10 years.

I am uneducated.

Interviewer: For how many hours in a day do you weave khadi?

Interviewee: For around 7-8 hours.

Interviewer: Share your experience as a Weaver?

Interviewee: I work here as a weaver since 10 years. It is a tiresome Job. If sales is high, then only we get work. Wages are approximately around Rs 2000 a month. The rate per hank is fixed (Rs 7 per hank at present). The Payment is done accordingly directly in bank Account.

The energy source for khadi enterprises is human power. Hence, it is indeed tiring.

Interviewer: Don't you face any problems?

Interviewee: It is the time of inflation. Wages are very less.

Interviewer: Any other problems related to higher authorities or working environment?

Interviewee: No other problems as we get timely payment of wages and flexibility at work.

Interviewer: OK Thank You

(End of Transcript)



Transcript Number 26.

Interviewer: Researcher

Interviewee: Weaver

Interview Setting: Interview conducted at Sri Sarswati Khadi Gramodyog Trust - Kamalpur, At. Limdi, Tal: Muli, Dist: Surendranagar, Pin No.363020. At 10:00 Am Dated: 28th June, 2019.

(Start of the Interview)

Interviewer: Particularly in regards to Khadi, what are your duties?

Interviewee: I am a Weaver. My name is Maniben Kashibhai Vaghela.

Interviewer: What is your age? Since how many years you are working as a Weaver?

Your Educational Qualification?

Interviewee: My age is 60 years. I am working here as a weaver since 30 years.

I am uneducated.

Interviewer: For how many hours in a day do you weave khadi?

Interviewee: For around 7-8 hours.

Interviewer: Share your experience as a Weaver?

Interviewee: I work here as a weaver since 30 years. I receive my pension as well as wages for the work. I make Blankets out of woollen khadi here. It is a laborious job. Sales for woollen khadi is very less.

Interviewer: Don't you face any problems?

Interviewee: Weaving is a tiresome Job. Women can live with pride and honour. It is a village, the price of khadi is too high. Villagers cannot purchase it. Sad fact is we make it but cannot buy it.

Interviewer: Any other problems related to higher authorities or working environment?

Interviewee: No other problems as we get timely payment of wages and flexibility at work.

Interviewer: OK Thank You

(End of Transcript)



Transcript Number 27.

Interviewer: Researcher

Interviewee: Spinner

Interview Setting: Interview conducted at Sri Sarswati Khadi Gramodyog Trust - Kamalpur, At. Limdi, Tal: Muli, Dist: Surendranagar, Pin No.363020. At 10:10 Am Dated: 28th June, 2019.

(Start of the Interview)

Interviewer: Particularly in regards to Khadi, what are your duties?

Interviewee: I am a Spinner. My name is Gajarbha.

Interviewer: What is your age? Since how many years you are working as a Spinner?

Your Educational Qualification?

Interviewee: My age is 60 years. I am working here as a Spinner since 30 years.

I am uneducated.

Interviewer: For how many hours in a day do you weave khadi?

Interviewee: For around 7-8 hours.

Interviewer: Share your experience as a Spinner.

Interviewee: I work here as a spinner since 30 years. It is a laborious job. I am used to the work now. Instead of doing the work as a maid, spinning is a matter of Pride for females.

Interviewer: Don't you face any problems?

Interviewee: Spinning is a tiresome Job. Women can live with pride and honour. It is a village, the price of khadi is too high. Villagers cannot purchase it. Sad fact is we make it but cannot buy it.

Interviewer: Any other problems related to higher authorities or working environment?

Interviewee: No other problems as we get timely payment of wages and flexibility at work. But when we get some defective material for spinning, time gets wasted and cannot be replaced so quickly.

Interviewer: OK Thank You

(End of Transcript)



Transcript Number 28.

Interviewer: Researcher

Interviewee: Spinner

Interview Setting: Interview conducted at Sri Sarswati Khadi Gramodyog Trust - Kamalpur, At. Limdi, Tal: Muli, Dist: Surendranagar, Pin No.363020. At 10:20 Am Dated: 28th June, 2019.

(Start of the Interview)

Interviewer: Particularly in regards to Khadi, what are your duties?

Interviewee: I am a Spinner. My name is Pravinba.

Interviewer: What is your age? Since how many years you are working as a Spinner?

Your Educational Qualification?

Interviewee: My age is 62 years. I am working here as a Spinner since 30 years.

I am uneducated.

Interviewer: For how many hours in a day do you weave khadi?

Interviewee: For around 7-8 hours.

Interviewer: Share your experience as a Spinner.

Interviewee: I work here as a spinner since 30 years. It is a laborious job. I am used to the work now. I get pension and wages as well.

Interviewer: Don't you face any problems?

Interviewee: I have worked here for 30 years, it is a laborious job, so I just want the wages should increase so that all the spinners and weavers get benefited.

Interviewer: Any other problems related to higher authorities or working environment?

Interviewee: No other problems as we get timely payment of wages and flexibility at work.

Interviewer: OK Thank You

(End of Transcript)



Transcript Number 29.

Interviewer: Researcher

Interviewee: Spinner

Interview Setting: Interview conducted at Sri Sarswati Khadi Gramodyog Trust - Kamalpur, At. Limdi, Tal: Muli, Dist: Surendranagar, Pin No.363020. At 10:30 Am Dated: 28th June, 2019.

(Start of the Interview)

Interviewer: Particularly in regards to Khadi, what are your duties?

Interviewee: I am a Spinner. My name is Alpina.

Interviewer: What is your age? Since how many years you are working as a Spinner?

Your Educational Qualification?

Interviewee: My age is 20 years. I am working here as a Spinner since 6 months.

I have completed 8th standard in Gujarat Board.

Interviewer: For how many hours in a day do you weave khadi?

Interviewee: For around 7-8 hours.

Interviewer: Share your experience as a Spinner.

Interviewee: I work here as a spinner since 6 months. It is a laborious job. I am used to the work now. I get wages as per my work. I am satisfied.

Interviewer: Don't you face any problems?

Interviewee: Work Environment is good. I am happy to work as a Spinner.

Interviewer: Any other problems related to higher authorities or working environment?

Interviewee: No other problems as we get timely payment of wages and flexibility at work.

Interviewer: OK Thank You

(End of Transcript)



Transcript Number 30.

Interviewer: Researcher

Interviewee: Spinner

Interview Setting: Interview conducted at Sri Sarswati Khadi Gramodyog Trust - Kamalpur, At. Limdi, Tal: Muli, Dist: Surendranagar, Pin No.363020. At 10:40 Am Dated: 28th June, 2019.

(Start of the Interview)

Interviewer: Particularly in regards to Khadi, what are your duties?

Interviewee: I am a Spinner. My name is Hirabha Parmar.

Interviewer: What is your age? Since how many years you are working as a Spinner?

Your Educational Qualification?

Interviewee: My age is 82 years. I am working here as a Spinner since 50 years.

I am uneducated.

Interviewer: For how many hours in a day do you weave khadi?

Interviewee: For around 7-8 hours.

Interviewer: Share your experience as a Spinner.

Interviewee: I work here as a spinner since 50 years. It is a laborious job. I am used to the work now. I get wages as per my work. I am satisfied. This is a good source of income. I get my livelihood from it. I have four sons, but no one keeps me at home. Spinning is the only source of living for me.

Interviewer: Don't you face any problems?

Interviewee: Work Environment is good. I am happy to work as a Spinner.

Interviewer: Any other problems related to higher authorities or working environment?

Interviewee: No other problems as we get timely payment of wages and flexibility at work.

Interviewer: OK Thank You

(End of Transcript)



Transcript Number 31.

Interviewer: Researcher (Me)

Interviewee: Manufacturer name Govindbhai Dhabhi

Interview Setting: Interview conducted at the office of “Bhal Nalkantha Khadi Gramodyog Mandal, at Ranpur, District: Ahmedabad, Pin No.363610.Gujarat, India at 11:30 AM on 16th June, 2019.

(Start of the Interview)

Interviewer: Particularly in regards to “Bhal Nalkantha Khadi Gramodyog Mandal, what are your duties?

Govindbhai Dhabhi (GD): Presently, I am the president of the Bhal Nalkantha Khadi Gramodyog Mandal as elected by the Gujarat Khadi Gramodyog Board. I served as a Seller, Spinner and ground staff in past. Now, the entire unit at Ranpur works under my supervision, right from spinning, Weaving, Stitching, Garmenting and Selling.

Me: Since how many years you are associated with khadi background?

GD: I am 60 years old, I am associated with khadi since 30 years.

Me: How does the production process in khadi starts?



GD: First of all, I would like to tell you khadi is made up of raw materials like wool, Silk and cotton. The first step is Resource procurement. According to the Directorate of Khadi Raw Material KVIC, it is essential for the Khadi institutions to purchase the raw-material like cotton from Competition Commission of India (CCI) only. In case cotton is unavailable with CCI they are permitted to procure from the open market with the special permission from central office. It is further processed in to cotton bales by handpicking, cleaning, carding and combing. The material like wool or cocoon will be acquired from the Govt. directed cover markets and the yarn from the affirmed khadi foundations. These cotton bales or silk/wool bales are converted in to slivers. There are 6 central processing units of KVIC which are called Roving plants these 6 silver plants are located at Kuttur, Chitradurga, sehare, Raebareli, Etah and Hajipur. These 6 roving plants meet around 1/3rd of the raw material requirement in the khadi sector. The khadi institutions get sliver from their respective khadi boards. KVIC supply sliver to the boards. The other sliver producing plants are either run by the khadi board of the respective state or the private players providing slivers as per the specification of KVIC.

Me: Is the quality of the sliver same which is produced by KVIC or other players?

GD: Yes, the quality of the sliver is same because even though it is made by private players it is according to the specification of KVIC.

Me: Is the material economical in price?

GD: The materials used are less costly and absence of mechanization makes it a very economical process too.

Me: What is the next step in Resource procurement?

GD: This sliver is supplied to the spinners by the khadi institutions. Around 80% of the spinners all around the country are females. The Spinners are registered with KVIC. Theses spinners spin this yarn either in the respective khadi institutions or in their homes. These spinners are allotted with the charkhas by the KVIC fulfilling certain formalities.

Me: How much sliver is supplied to the spinners? Is there a certain uniform system for the allocation?

GD: According to the requirement which is set by KVIC, the sliver is supplied to the khadi institutions, estimating the demand, which in turn is supplied to the spinners for spinning the yarn.

Me: What is the amount in the form of wages paid to the spinners?

GD: The spinners are paid Rs.7 per hank for the slivers which are converted into yarn according to the circular of KVIC No.Khadi/Wages-Khadi Spinners/2017-18 dated 26-12-2017. On an average a spinner can spin around 30-45 hanks in a day of 7-8 hours.

Me: It means that a spinner fetches around Rs.200-250 per day. But as per a labour ministry notification, an unskilled worker would be qualified for get a lowest pay permitted by law of Rs 300 every day in C-class towns while those in B and A classification towns will get Rs 303 and Rs 333 individually. So is it sufficient to a spinner?

GD: Definitely it is not sufficient to a spinner with the wages of around Rs200-250 per day, they do complain against this, but it is ultimately in the hands of KVIC to revise the wage rates.

Me: Do they get a good infrastructure at the place of their work?

GD: The khadi institutions have a weak infrastructure. The infrastructure is getting revised at many of the khadi institutions. Every year, KVIC allocates a definite amount for the repairs of weak infrastructure of the khadi institutions, as allocated in the budget.

Me: What is the next step in production?

GD: The converted sliver is then transformed as a yarn, which is supplied by the spinners back to the khadi institutions and payment is made on the basis of the sliver converted into the yarn. The Khadi institutions now provide this yarn to the weavers, who convert this yarn into fabric. The weaver use the pedal operated looms or hand operated looms for weaving the garment. Weaving is again a tiresome job, it requires a good amount of physical labour. The resources, thus consumed are very minimal compared to large textile industries as it is purely labour-oriented in nature.

Me: Aren't solar charkhas used for spinning and weaving?

GD: Manually, a spinning wheel can make about 30 hanks in a standard day of eight hours. But with the newly acquired solar powered charkha, about 75 to 90 hanks can be produced in the same time frame. In turn, an artisan's daily earnings would go up. Currently, these wheels are installed in six locations in India at Khadi factories in Anakapalle, Tuni, Narasannapeta, Vemulapudi, Krishnapuram, and Visakhapatnam. Still the process is on to install such other solar charkhas at different locations of country.

Me: How much wages a weaver fetches in a day?

GD: The weaving profitability will rely upon the nature of the yarn utilized for weaving, type and mechanical state of the loom, working expertise of the weaver and climatic conditions and so forth. For the most part in Khadi 70 Cm. (28 inches), 90 Cm. (36 inches), 115 Cm. (45 inches) and 130 Cm. (52 inches) width textures is woven. The Rate varies as respectively as Rs. 15, 20, 25 and 30. Estimated weaving capacity per unit is no. of meters per loom per day of 8 hrs. = 8 mtrs.

Me: It means a weaver too fetches up to Rs.200-250 per day, depending on the work done by the weaver?

GD: Absolutely. The system is based on piece-wage rate system. According to KVIC, in view of least rates fixed by Khadi and Village Industries Commission (KVIC) for weavers is in the scope of Rs.200-300/- every day which contrasts positively and wages of workers in the provincial territories and communities. Notwithstanding, KVIC has found a way to build the income of khadi craftsmans and to guarantee that fair compensations are paid to them by the establishments concerned. Under the Market Development Assistance plot, khadi foundations are given help @ 20% of the estimation of creation; of this, 25% is reserved for weavers, which is notwithstanding their wages. Khadi organizations enrolled with KVIC and State Khadi and Village Industries Boards (KVIBs) are required to contribute 12 % of wages of craftsmans to Artisans Welfare Funds.

Me: What is the next step?

GD: The fabric woven by the weaver is then used by the khadi institutions for dyeing, embroidery etc to make it presentable and ready for garmenting. There are two options available after this is converted into a proper cloth. The first one is the cloth is sold through the khadi bhandhars to different government and non-government agencies like for making of flag in Hubli, PMO, Air India, Defence Ministry, Ministry of health, Department of Post, Indian Oil Corporation, Oil & Natural gas Commission, Rural Electrification Corporation, Banks, JK Cement, GMR and other government departments, various fashion designers and PSU's. The second option is that it is converted into a garment in these khadi institutions and then sold to the consumers in the khadi bhandhars which are now called as Khadi India all over the country.

Me: How is the price for the khadi cloth or khadi garment set by the khadi institutions?

GD: A proper cost chart is allocated to every khadi institution, this is different in all the states of the country. According to this cost chart, the prices right from the raw-material stage till the material is converted into a product is mentioned according to the norms of KVIC. This cost chart helps the khadi institute to arrive at a definite price of a product. The expense of production of khadi is more along these lines the selling cost of Khadi item likewise increases. Khadi is a hand spun and hand-woven fabric. The crude materials might be wool, cotton or silk which are spun into strings on a Charkha. It requires work which is labour-intensive in nature so the price is more in comparison to mill-made cloth

Me: What is the margin set for each product?

GD: It's a confidential stuff. The cost chart cannot be discussed openly.

Me: Why do people feel that price of khadi is high or non-reachable?

GD: Khadi is a fabric which is hand-made. It is eco-friendly and not made on any machines consuming electricity and polluting the environment. Because of its handmade feature, it is a bit costlier than the mill produced cloth. But still less costly than the Branded Products. (Laughs)

Me: Which are the different khadi products offered for sales?

GD: Khadi products of Cotton, Silk and Wool for Men and Women are available for sale like Kameez, Shirts, Jackets, Skirts, Kaftans, Sarees, Duppattas, Cropped tops, Kurtas, Capris, Trousers, Wrap-arounds, Spaghetti-tops, Western-tops, Handkerchief, Lehengas, Blouses, Jeans to T-shirts, Ready to wear collection for women, New full trouser series for men, Palazzos to Peplum tops and Crop tops to Maxi dresses. Woolen collection like shawls,

jackets, sweaters, caps, gloves etc are made. Non-Apparels like bags, door-mats, upholstery, pillow-covers, curtains, bed-sheets, blankets etc are made.

Me: Where are the products sold? How is the demand calculated?

GD: The majority of the sales occurs from the Khadi outlets or the franchise shops. KVIC sells these items through 8058 retail locations, comprehensive of 23 Departmental Sales Outlet (DSC) possessed straightforwardly by the association. The products are sold in the stores of khadi institutions i.e; the khadi bhandhars now called as Khadi India throughout the country, through franchise stores, one or more counters of khadi or through the organisations like Coir Board of India, TRYFED etc. KVIC estimates the demand on the basis of previous years demands.

Me: What does a franchise do?

GD: : In this case, the brand and goodwill of Khadi is Franchised to a particular showroom which in turn entitles the showroom to use the Khadi logo and put Display Boards like Khadi Shop, Khadi Gramodyog Bhavan etc. with POP materials as approved by KVIC. This system enables to have a large number of exclusive Khadi sales outlets with logo and signage of Khadi.

Me: What are counters of khadi?

GD: Super markets and departmental stores are at times interested in having an Exclusive Sales Counter for KVI products displayed with all the logo, signage and POP material of Khadi and in such cases a limited franchise is extended to such showrooms with the condition that no rebate will be allowed on sale of Khadi items.

Me: What is the agreement with Govt. Emporium, Showrooms like that of Coir Board of India, TRYFED etc?

GD: Organisation like Coir Board of India TRYFED has expressed interest for marketing of coir and other similar products through KVI sales outlets. Vis-a-Vis the KVIC would be entitled to market exclusive KVI products through the sales outlets of Coir Board, TRYFED etc., which are spread though out the country and such tie ups would be mutually be beneficial to both the organisations.

Me: Is it sold under some brand name?

(PP): The KVIC claims exclusive right over the use of mark “khadi”. It has secured the registration of the said mark and has been using it since 1978 as a trademark. It enjoys complete monopoly over khadi. KVIC even sued Fabindia for illegally using the mark ‘khadi’ for a whopping Rs.525 crores.

Me: What is the source of promotion for marketing the khadi products?

GD: Promotion is the key element in putting across the advantages of the product or service to the customers. The broad spectrum of the promotional efforts undertaken during the year by KVIC were conducting People’s Educational Programme, Publication, Advertisement in Print Media, Electronic Media, Social Media, Press Conference and Press Meet, Hoarding and Sponsoring of events and shows and various other major initiatives taken.

Me: Is there a good demand of khadi among consumers?

GD: The entire khadi sector accounts for just 1% share in the textiles. The demand for the product is not that high. The reason for such lesser demand could be unawareness among the youth regarding the product and simpler appeal of the product as khadi institutions focus more on the product rather than the demand of the product.

Me: How is financing done in the khadi institutions?

GD: The Budgetary support provided by the Ministry of MSME, GOI is the main source for financing of various developmental activities of khadi. The Khadi Grant is provided in the form of Market Development Assistance, Interest Subsidy Eligibility Certificate, Khadi grant payments for productions, Promotional grants under khadi, grant under Bima yojna, khadi reform and development programme, work-shed schemes for artisans, grant for strengthening infrastructure of weak khadi institutions and grants for science and technology.

Me: Is this grant allocated directly to the khadi institutions?

GD: KVIC allocates the grant state-wise and the respective Board of the state further allots the funds to the khadi institutions according to the needs and budget.

Me: What about the surplus or deficit funds?

GD: The Revenues are transmitted to KVIC. The deficit funds could be borrowed from Banks, Micro-finance institutions and Co-operatives. The khadi institutions holding Interest Subsidy Eligibility Certificate gets special rebate from KVIC for such borrowing.

Me: Thanks a lot Sir for providing such a valuable information on the production, marketing and financing in the khadi sector.

Transcript Number 32.

Interviewer: Researcher (Me)

Interviewee: Marketer name **Prakash Bhai Parmar**

Interview Setting: Interview conducted at the office of “Udyog Bharti, Chordi Gate, At: Gondal Dist: Rajkot. Gujarat, India at 11:30 AM on 17th June, 2019.

(Start of the Interview)

Interviewer: Particularly with regards to “**Udyog Bharti**”, what are your duties?

Prakash Bhai Parmar (PP): I am an employee of Udyog Bharti since last 25 years. I am 52 years old. With respect to responsibilities of Udyog Bharti, I am engaged in the Marketing part of it since last 5 years.

Me: Where does the final product go after final stage of manufacturing for the sales purpose?

(PP): The final product after finishing goes to the khadi bhanders, now named as ‘khadi India’ for sales. These are own stores of KVIC. The second option is it goes to organisations

like Coir Board of India for sales and the third option is the franchise stores, which sells the khadi products. The retail outlets are structured in an ancient way. These bhanders are like old dilapidated stores, which are bit unorganized

Me: Aren't these stores converted into stores with new and modern structure and better store designs and layouts?

(PP): Various stores undergo renovation every year. According to the budget these stores undergo renovation. The budget is allocated to the Strengthening of Infrastructure of Existing weaver Khadi Institutions and Assistance for Marketing Infrastructure. Various metropolitan cities have stores with a fresh and modern look.

Me: Does the quality check takes place before dispatching these products for sales?

(PP): Yes, the quality check for khadi cloth takes place at the khadi institutions specified by the khadi board of the respective state.

Me: After the quality check, how does the numbers get reported?

(PP): After the quality check, the numbers of the units dispatched gets registered in the central software of the KVIC Khadi Institutions Management Information System (KIMIS). This is the software of KVIC which records the data since the making of the product till its sales.

Me: Further how the distribution at various locations/bhanders does takes place?

(PP): The distribution takes places according to the sales forecast done by the particular khadi bhander. Stock is maintained by the bhandhars according to the needs estimated for that store outlet. The product depth is very narrow in khadi products because it is manufactured in fewer styles and sizes, it has minimum range available in it. And also it is packed in a very simple manner.

Me: How does the sales is monitored?

(PP): The sales is monitored with the help of the Khadi Institutions Management Information System (KIMIS) which is installed in all the khadi institutions across the country.

Me: What marketing strategies does KVIC uses? Is it same throughout the country?

(PP): KVIC uses the Publication, Print media, Electronic media as well as the social media in the recent times. The strategy is same throughout the country because it is handled solely by KVIC.

Me: What new strategies have been taken into account? What is the outcome?

(PP): The new strategies that have been taken into account in the recent times are inclusion of social media like facebook, twitter, whatsapp and Instagram since the year 2018. Also various other modes like People's Educational Programme, Press Conference and Press Meet, Hoarding, Sponsoring of events and shows and various other initiatives.

Me: What is the budget for marketing? Is it same state wise or Pan India similar?

(PP): The marketing budget is fixed by KVIC every year, which is then further fixed according to different requirements of the states.

Me: Does the marketing differ from place to place?

(PP): The marketing for khadi is same throughout the entire country.

Me: Any Specific time during the year when the sales increases?

(PP): The sales generally increases during the time of Independence day, Gandhi Jayanti because of the offers and promotional sale provided at that time, also these festivals creates a patriotic feeling in the consumers at that time.

Me: What are the discount strategies that is being adopted?

(PP): Generally an off of particular percentage is provided on the khadi garments according to the decisions of the KVIC every year.

Me: Does One Bhandar sales co-ordinated with the other Bhandar?

(PP): In house team known as DIT had developed Khadi Institutions Management Information System (KIMIS) which facilitates to computerize the activities of Khadi Institutions starting from procurement of raw material till the sale of goods.

Me: Who is the brand Ambassador of Khadi? What is the strategy behind choosing the brand Ambassador?

(PP): The brand ambassador for khadi is Shri Amitabh Bachan. The strategy behind choosing him is fame throughout the world.

Me: Is there any other mode of retailing like E-Tailers or such other platforms?

(PP): There is no other way of retailing except the Khadi India shops and counters in different retail shops. There is no implementation of concepts like E-Tailers.

Me: Is there any other agency apart from KVIC authorized to sell khadi products?

(PP): Khadi is sold through KVIC and other modes are the franchise and counters of khadi in the stores. But it is sold with the logo 'khadi' on it, wherever it is sold.

Me: How is the pricing of the khadi products done? Is there any prescribed method?

(PP): The pricing is done on the basis of the cost-chart allocated by KVIC to the khadi institutions.

Me: How often are the surveys done to know about the latest trend?

(PP): The surveys are done almost every year to know the performance of khadi industries. KVIC gives contract to different agencies for doing the survey like Aranca, my gov.in etc

Me: How is the yearly budget of KVIC planned?

(PP): The yearly budget is planned by compilation of budgets of all the different states. Accordingly the requirement is generated.

Me: Thanks a lot Sir for providing such a valuable information on the production, marketing and financing in the khadi sector.