

Khadi In International Market

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Abstract- *“The Khadi spirit means fellow-feeling with every human being on earth. It means a complete renunciation of everything that is likely to harm our fellow creatures, and if we but cultivate that spirit amongst the millions of our countrymen, what a land this India of ours would be! And the more I move about the country and more I see the things for myself, the richer, the stronger is my faith growing in the capacity of the spinning wheel (Charkha)” -M. K. Gandhi*

In this report we construct a business plan to internationalise khadi and study the scope of khaki market internationally

Keywords- Khadi, KVIC, export

I. INTRODUCTION

Nearly a hundred years ago, Mahatma Gandhi had given khadi a spin, positioning the modest fabric like a symbol of Indian resistance to the British rule. When Narendra Modi became Prime Minister in 2014, he became khadi's foremost evangelist. Over the last three years, the homespun cloth has seen its demand grow among the common and the corporate, with the khadi component in the textile industry trebling from 0.25 per cent to 0.78 per cent. The average growth of the khadi sector was only 2.5 per cent in the 2001-14 period, which has risen to 35% in 2016-17. It currently has nearly one crore employers, including the 4.69 lakh new jobs created. In the 18-year period between 1996 and 2014, there was a little addition to the number of charkhas (spinning wheels), almost 9.6 lakh. Since then, approximately 20,000 solar charkhas are being added annually.

Currently, KVIC dispatches one lakh coupons a day to corporate houses. There are almost 15,500 khadi outlets across the country. Last year, Air India gifted 46,000 khadi travel kits to international business- and first-class passengers. ONGC ordered khadi worth ₹43 crore for its 34,000 employees, while NTPC ordered 23,000 silk jackets for the staff. Khadi's biggest contribution has been in empowering women, providing dignified jobs to the needy, and helping them in gaining self-employment. From bringing tribal poachers in the Kaziranga National Park to the mainstream, and reopening a Gandhi Ashram at Sewapuri, Uttar Pradesh, to enabling

elderly women in Punjab earn a livelihood so that they could buy their grandchildren gifts, the khadi sector has effectively transformed lives.

II. LITERATURE REVIEW

- Chavda Dharmendrasinh (2001)¹ has viewed that retail major Pantaloons has tied up with Andhra Pradesh Handloom Weavers' Co-operative Society and National Institute of Fashion Technology to launch a new women's ethnic wear range made from handloom. the handloom will be sourced from APCO. Another retail chain, Shopper's Stop is also reported to have shown readiness to pick up handloom from APCO.
- Sundari B. Shyama (2001)² has analyzed the case of the cooperative societies, whether they have helped or hampered the handloom industry. Secondly, he has advanced a theory "that its own qualities of resilience and dynamism have enabled handloom weaving to survive with some degree of strength." Thirdly, they contend that a countrywide policy to the problems of the handloom sector is not the right solution; and that any pragmatic attempt to alleviate the difficulties of the handloom weaver ought to be location-specific and regional in character.
- Prachi (2010)¹⁶ has determined that Indian loom is growing in its quality not solely among the people in India, but also among the people admiring Indian handloom and Indian handicrafts from around the globe. In spite of getting distinct designs and ways in which of weaving, there is a lot of exchange of designs that happened among the various Indian loom styles.
- Sunderarajan P (2011)¹⁸ has noticed that weaver cooperative societies had become financially unviable since, many weavers were not able to repay their dues because of economic stress.
- ANS (2011)¹⁹ has noted that Indian shoppers ought to amend the supposing; they have to think 'swadeshi' rather than 'videshi'. The greatest tragedy weavers' face is being ignored not just by people but by designers as well. The fashion business could be a terribly powerful platform to convey the message across the masses that

fashion is more than chic dressing; there has to be an essence to it.

III. EXECUTIVE SUMMARY

KVIC has been greatly involved in creating employment opportunities for spinners, weavers and other allied artisans. A large number of women artisans are present in the spinning segment. Khadi activities are supported by 30 State Khadi & VI Boards, 2000 khadi institutions affiliated to KVIC and State KVIBs, 7050 sales outlets of khadi bhandars/Bhawans and an extensive network of 250 training centers of KVIC/State KVIBs spread throughout the country.

Khadi products, being environmental and user-friendly, are a great choice for the present day market both within the country and outside. The material has the unique property of keeping the wearer warm in winter as well as cool in summer season. This fabric on washing is more enhanced hence the more you wash it, better it looks. Khadi is easily worn out for years together, is very attractive and designer apparel can also be made from doing handwork on the khadi garments. The weaving of khadi is preceded by the spinning of the thread on the charkha after which it goes on to the Robbin winder, warper, sizer, and finally the weaver. The khadi board organizes spinning while weaving is done in an individual capacity. During spinning of khadi, the threads are interwoven such that it provides passage of air circulation in the fabric. Among all types i.e., cotton, silk and woollen, cotton khadi is more popular in both domestic and export.

IV. MARKETING STRATEGIES

(1) We start with a great product –There are too many obstacles in the industry — range, lack of product awareness , and buyer confusion to name a few. We use new technologies to make our product instead of the technologies like water pulp treatment of khadi which caused major pollution to the water bodies . Since it's a village industry we pan to use the water after irrigation which cannot be reused to do water pulp treatment .

(2) We are capitalizing on the fact that the textile industry strengths are now turning into their weaknesses — historically, the technologies used for yarn production were long , time consuming and polluted the environment . We can make the product environment friendly by having least carbon footprint and water footprint during production .

(3) Create a new multi-channel model: We decided not to build a traditional textile dealer network. Since people buy and sell products online, we can implement and optimize the process of buying and selling textiles online in India and abroad through our site which makes the process clear, clean, and effective.

V. PRODUCTION PROCESS OF KHADI

Production of Khadi includes cotton growing, picking, ginning, cleaning, carding, slivering, spinning, sizing, dyeing, preparing the warp and woof, weaving and winding. These, with the exception of dyeing, are essential processes every one of which can be effectively handled in the villages. : Khadi is the finest example of hand spinning and hand weaving where the finest of the counts are woven. Today the fabrics are utterly complex. Textile industry is at its pinnacle today, but the world still appreciates the simplicity. The world of fashion is going through a transition and importance of natural fabrics like KHADI has increased manifold.

VI. CONCLUSION

Day by day Khadi is gaining a great popularity in India as well as in foreign market. Khadi is changing its traditional image & transforming into a modern outlook. Every year we export a large volume of khadi Garments to America & European countries . Having known the tremendous market potential for khadi , countries like China & America are entering into research on Khadi to make it more convenient to global customer. Its a blooming market for khaki in this age and there is a how scope for internationalisation

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