



An Introduction with National Fabric of India “Khadi”

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In Khadi or Khaddar all step of operation conduct during the conversion of fiber to fabric id done by hands. In spinning the strand of fibers is converted into yarn in an instrument known as 'Charkha'. Prior to independence, the movement of khadi manufacturing gained momentum under the leadership of father of nation Mahatma Gandhi. This movement of khadi manufacturing and wearing started as to discourage the wearing of foreign clothes.

Khadi before independence was considered as the fabric for the freedom fighters, leaders and rural people. But now it has found in the wardrobe of fashion conscious people. Earlier the khadi verities are limited to khadi cotton which had extremely coarse texture and harsh feel. However many varieties of khadi blended with silk, wool and man-made fibers are available having excellent fashionable appearance.

It was propagated at the time of independence by father of nation Mahatma Gandhi to provide employment to the unemployed rural population of India. Khadi insert force of fellow-feeling with individual being. The Indian flag also made from khadi fabrics Thus it holds national importance and acknowledge as national fabric of India.

Khadi is a cloth produced by interlacement of hand spun yarn. The low turns per inch imparted by the hand gives the yarn 'high hairiness' which gives high comfort level to the wearer. The interlacements of hand spun warp and weft threads allows air to permeate to body. This fabric has coarse texture, easy crumpled to make firm and stiff, the fabric is sized by using starch and additives. This fabric improves its look after washing and washing. Khadi is not easily worn out for 4-5 years. Extraordinarily eye-catching and exclusive wear are made by handicraft on them. In Khaddar cloth production spinning and weaving is done by all caste and creed even without any gender. During spinning of khadi the threads are interwoven as to establish more air porosity for air circulation in the fabric. Khadi is acknowledged as versatile fabric. It has the unique comfort property of keeping the wearer warm in winter as well as cool in summer seasons. This unique property is quite surprising factor.

Khadi cotton is required to be starched to avoid crumply. They come in numerous colors harmless blend with synthetic fibers. This is very soothing in summer as ample amount of air ventilation is there, it has the capacity to absorb moisture therefore it easily soaks the sweat and

keeps the wearer cool and dry. Now a days plain, dyed and printed etc Khadi fabrics are available. The most common outfit of khadi cotton is Kurta. Although most all types of apparels are also manufactured from khadi like saris, salwar suits, western tops, shirts, trousers, skirts, handkerchief, etc.

In khadi silk fabric, khadi varies from 10 to 80% however the commonly used blend is 50:50. This fabric requires dry cleaning. It shrinks concerning 3% later than the first wash. It is quite an expensive. Khadi silk provide a noble and affluent appear. The apparels made from khadi silk are salwar kameez, kurta pajama, saris, dupattas, shirts, vest and jackets. Apparels like kurta, jacket, sari and blouses. Lining are given to ensure dimensional stability.

Earlier khadi was dyed in earthy color tones and was used to make traditional garments but now khadi is dyed with striking colors like lime green, violet, baby pink, turquoise blue, etc. therefore modish clothes similar to miniskirts, halter neck tops, racer tops, tunics, etc are also made.

Khadi takes time to be made and mainly manufactured in rural areas therefore the demand is more than the supply. Prior to 60s it was considered as the fabric for the poor rural workers, farmers and leaders. But now-a-days, high profile and economically sound people prefer to wear it. The khadi wearer gets a royal and distinguishable look due to its comfort, fall and style. It symbolizes luxury and uniqueness.

Instead of exporting raw cotton and importing fine Machine-made cloth, freedom fighters in India led by Mahatma Gandhi wanted all Indians to spin their own cloth and boycott imports to weaken the British rule in India and make India self-reliant.

History of Khadi Fabric

Khadi, which symbolized self reliance and emancipation during the freedom struggle, has lost its sheen over the years. There are several reasons for the same. In post independence era, India opted for large scale industrialization.

Indian industrialists set up huge textile mills, the mass production of fine cloth led to the availability of cloth at lower prices. People began to buy machine made textiles and thus Khadi began losing. In January 1953, the All India Khadi and Village Industries Board were set up to provide employment to thousands of spinners all over India. In 1957, Khadi and Village Industries Commission (KVIC) were established to take over the work of the board. KVIC was formed as a nodal agency to promote Khadi all over India through its exclusive outlets known as Khadi Bhandars.

KVIC is the Indian government body to promote production, selling and usage. This government body was created by an act passed by the Parliament. This gave a boost to the khadi manufacturing sector of India, as a result many new units and outlets of khadi gramodyog are opened. These shops sell stitched as well as unstitched khadi fabrics. Every year from 3rd October to January 29th all Khadi Gramodyog Bhavans provide discount to the public on khadi products. It comes under the category of Indian handloom. Indian government conducts various exhibitions and trade fairs in India and abroad to promote this fabric.

The small scale industries engaged in manufacturing of khadi gets economic redemption for the raw materials and production costs by government. Khadi over the decades has moved identity from a freedom fighter's fabric to a fashion garment. Today there is such an increasing demand that despite of the thousands of workers involved in spinning and producing khadi fabric, the demand of the market does not gets fulfilled.

However, there were a few problems. According to designers, the production of Khadi was inconsistent and the cloth was prone to shrinkage and fabric stretch. Besides, fabric colors ranges in khadi are also limited. Red tapism and bureaucracy further hampered the growth of the Khadi sector. In spite of having a wide distribution network, there were problems, especially middleman. Corruption was rampant. There were many bogus Khadi units operating in the country, which made it extremely difficult to claim rebates from the Government of India (GOI).

Use of Khadi has a dual advantage. It strengthens our economy by eliminating un-employment, partial unemployment of villagers and also prevents our environment from pollution.

Advantages of Khadi Fabric

- Khadi provides employment to poor, earnings to small farmers, is eco-friendly, porous/airy, simplicity which gives it elegance, and connects to freedom movement and Gandhian values.
- Khadi property of staying cool in summer and warm in winter makes it exclusive among the fabric.
- Khadi products are unique as they are being truly “cottage” or “hand-spun, hand-woven and hand stitched”.
- Khadi unique because they are “flawed” and are not mindless creation of machines.
- Each piece of khadi is different. That's why many won't mind paying for its exclusivity.
- Khadi gets softer after each wash makes it an ideal tropical fabric.
- India's thriving confident middle class has today started looking inwards for the style cue and design mantra.
- Khadi is ripe for re-incarnation as a livery of young, surging India. A rising number of young designers are seeking out local fabrics, craft & technique to give expression to this trend.

Scope of Khadi

Fashion designers have found khadi their canvass for imaginative creations. Khadi as defined by Gandhiji as a cloth hand woven in India has been taken as legal definition of khadi. Khadi is sourced mainly through 1958 khadi institution spread all over country. Some of the major khadi producing states are Jammu & Kashmir, Uttar Pradesh, Rajasthan, Madhya Pradesh, West Bengal, Tamil Nadu, Kerala and Assam. As per the report of economic survey of India, in financial year 2011, khadi industries provides employment to 16.50 lakhs of people, the total annual production of fabric is 121.49 million sq meters in terms of value, the annual production is in the range of Rs 1000- 1700 crore.

Khadi Needs Reforms

The popular brands of khadi are Khadi India, Khadi Bharat, Sarvodaya, Desi Ahar, Kutir and others. But soon a standardized “Khadi Mark” will give khadi product a genuine identity. At

present the marketing takes place through a network of around 10000 outlets managed by khadi institutions, besides KVIC. To realize its true potential, the sector needs reforms and the Government has embarked upon a massive reforms in khadi sector; linking it also with village industries sector to establish synergy.

A three year project assisted by Asian Development Bank of Rs 720 crore is in first phase, 300 khadi institutions spread over the country will benefited to enhance their capability through equipment up gradation, better raw material quality, cost reduction and professional support in marketing led by private partners. This will put the sector into a new trajectory of growth and equity ushered by a revamped KVIC. Also, an increased emphasis on the sector is evidenced by a quantum jump in the Government budget allocation for this sector from Rs 261 crore to Rs 542 crore.

Tapping the Global Markets

There are various aspects of global market are as follows.

1. Whether to go aboard?
2. Which markets to enter?
3. Strategy to enter the markets?
4. Marketing Strategy?

1. Whether to Go Aboard?

Generally companies prefer to remain domestic only if the domestic markets are large enough. That is why the companies prefer to go international. The following reasons draw more and more entrepreneurs the company discovers that some foreign markets present higher profit opportunities that the domestic market the company needs a larger customer base to achieve economies scale the company wants to reduce its independence. Also there are many negative aspects which affect the managers decisions like the foreign customers and fail to offer comparative prices. The managers realize that the managers lack the managerial skills. Most of the companies and their respective countries also support them because they earn foreign markets.

2. Which Markets to Enter?

Most companies start small when they venture abroad. Some argue to stay small while others have bigger plans. Companies enter when the market entry and market control costs are high. Product and communication costs are high. Population and income size and growth are high in the initial countries chosen. Dominant foreign firms establish high barriers to entry.

Also there are various regional free trade zones like the NAFTA, European Markets, MERCOSUL, APEC etc. At the same time there are potential markets which do not belong to this region but still have unique features which need to be understood.

3. Strategy to Enter the Markets?

Once we decide a particular country we determine the best mode of entry. Its broad choices are indirect exporting, licensing, direct exporting, direct investment and joint venture etc.

4. Marketing Strategy?

International companies must decide how much to adapt their marketing strategy to local condition. Standardization of the product and distribution channels promises the lowest costs. Also cultural differences can often be pronounced across countries. Marketers must make sure that their marketing relevant to consumer in every market.

Concept of Khadi Marketing

The Concept of marketing for Khadi is that of Humanistic and Ecological concept to strength the rural economy. One of the most important objectives of producing and promoting Khadi is that it provides rural employment and replace discrimination between high and low income group. The welfare of the poorest of the poor is concerned. Apart from above other important objectives are

- Khadi is Eco-friendly.
- Dyes used to colour khadi clothes are “vegetable dyes”.
- Vegetables are grown for khadi coloring purpose specially.
- In Khadi, chemicals are not used thus, skin diseases are prevented.
- Protection of Environment.
- Khadi is spun, woven and processed by hand which limits the pollution.

Khadi is an eco-fabric. The process involves no environmental pollution and is extremely eco friendly. Khadi helps in supporting destitute, helpless rural population as they can work independently and earn for their living. Khadi production is a labor-intensive industry, with a scope of providing more employment with an investment of a very small capital especially in the rural areas. It enables full development of locally available raw materials and human resources.

Classification of Khadi Fabric

1. **Poly Khadi Fabric-** Polyester blends with cotton to produce khadi thread. This fabric is manufactured in off white colour and can treat for various shades of colour.

The mainly following apparels are made from these fabrics.

- Ladies Suit
- Shirts
- Bags
- Bed Sheets
- Dhoti's
- Jackets
- Kurta Pyjama
- Ladies & Gents Kurta

- Gown
- **Pillow Cover**

2. **Cotton Khadi Fabric-** Cotton khadi fabrics that are weaved by team of rural artisans. Having a smooth finish, these cotton khadi fabrics, khadi cloth are soft, durable and comfortable and extensively used to manufacture variety of garments.

- Bag
- Vest
- Bed Sheets
- Fabric Pieces
- Coating Materials
- Daries/Carpets/Rugs/Through
- Dhoties
- Jackets
- Khesh / Throughover (White, Printed, Coloured)
- Pure Khadi
- Kurta Payjama
- Ladies & Gents Kurta
- Ladies & Gents Gown
- Ladies Suits
- Lungi
- Muslin
- White, Coloured & Printed Khadi
- Payjama (Ladies & Gents)
- Shawl
- Pillow Cover
- Tapestry Printed
- Towel

3. **Silk Khadi Fabric-** Silk khadi fabrics, are the royal fabric which is highly in demand as per today's fashion but they are costly. Mainly designers and high economical sector prefer products of these fabric.

The various Silk used in manufacturing are

- Matka
- Kataia
- Tussar
- Kosa
- Munga
- Endi
- Mulbery

Now days, Indian khadi are available in various colors and shades and dress materials made from these fabrics. These khadi fabrics are available in all around the country at various outlets.

- Gents Long Kurta
 - Gents Short Kurta
 - Ladies Suit Pieces
 - Readymade Ladies Suits
 - Sarees
 - Scarf
 - Ties
4. **Woven Khadi Fabric-** Hand woven khadi are appreciated in all around the country owing to its durability and simplicity. These are available in various sizes, colors and finish as per the requirements of users.
 5. **Woollen Khadi Fabric-** Woolen khadi fabrics made of pure khadi material, however acrylic and other fibers blended yarn manufactured fabrics are available to. This khadi is used in making various types of apparels which are available in outlets as per the season requirement.
- Blankets
 - Shawls
 - Jackets
 - Tweed
 - Coat
 - Gown
 - Firan
 - Loies / Throwover

It involved in manufacturing and supplying exclusive range of Handmade Khadi. The entire khadi range is spun, woven and hand made addition to this, it also provides employment to rural artisans for the development of Khadi and Village Industries.

The range of products of Indian khadi, khadi cloth, khadi fabric, cotton khadi fabric, poly khadi fabrics, hand spun blankets, hand woven khadi, printed khadi, handloom khadi, etc.

Khadi has moved from a freedom fighter's identity fabric to a fashion garment. Today there is such an increasing demand for khadi that despite of the thousands of workers involved in spinning, weaving, processing and marketing of khadi fabric, the demand of the market does not gets fulfilled.

Khadi fabric is spun and woven by hand which takes time to be made. It is mainly manufactured in rural areas of India. In previous times it was considered as the fabric for the poor rural workers and farmers. But wearing khadi is no more for the poor, high profile personalities and economically sound people prefer to wear it. The khadi wearer gets a royal and distinguishable look due to its fall and style. It symbolizes luxury and uniqueness. Therefore it considered as the National fabric of India.