



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

‘KHADI INDIA DILIGENTLY UPHOLDING THE TAPESTRY OF INDIA'S RICH CULTURAL LEGACY’

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ABSTRACT Khadi fabric stands as a testimony to India's glorious past and its pursuit of self-reliance. The story of Khadi is deeply intertwined with the struggle for independence and the vision of Mahatma Gandhi, making it a unique and invaluable part of India's textile tradition and now it is contributed as a sustainable and fashionable choice for the global audience showcasing its enduring appeal. Handspun, hand-woven fabric is not only a fabric but a historical narrative that reflects the resilience, self-reliance, and unity of a nation. A Plethora of modern approaches seeks to make Khadi more accessible, efficient, and in tune with contemporary demands while preserving its authenticity and cultural significance. The study aims to introduce the Khadi India brand that merges tradition with contemporary designs to accessories that exude elegance, each piece tells a story of culture and craftsmanship. Further, the study focused on the type of audience that accepts the Khadi brand as a sustainable choice and also determines the most demanded products at Khadi India's main branch showroom sector-17, Chandigarh. Lastly, this research also explored the promotional strategies made by employees of Chandigarh in the sale of Khadi products and also analyze monthly sales made by the showroom.

Key Words: Khadi, most demanded products, Promotional Strategies, Acceptance, monthly sale.

INTRODUCTION

Khadi fabric, often referred to as "khaddar," is a traditional handspun and hand-woven textile that holds a significant place in the history and culture of India. This unique fabric is renowned for its association with the Indian independence movement and its role in promoting self-sufficiency and economic empowerment.

Khadi fabric is made from natural fibers, primarily cotton, wool, and silk, and is distinguished by its coarse texture and rustic appeal. The process of creating Khadi involves spinning the raw fibers into yarn on a traditional spinning wheel, known as a charkha, and then weaving the yarn into cloth using handlooms. To sustain the use of Khadi fabric, the government took the initiative to launch the Khadi India brand to celebrate the timeless spirit of India. Today, Khadi India stands as a brand that embodies this philosophy. It is a testament to the collective efforts of artisans, weavers, and craftsmen who meticulously spin and weave natural fibers into cloth, infusing each thread with tradition and history. The brand celebrates the legacy of Khadi, keeping alive the heritage of handspun and hand woven textiles that have been passed down through generations. Moreover, Khadi India's product range extends beyond clothing, encompassing a diverse array of offerings. From garments that merge tradition with contemporary designs to accessories that exude elegance, each piece tells a story of culture and craftsmanship. Home textiles, lifestyle products, and personal care items also bear the mark of Khadi India's dedication to quality and authenticity.

OBJECTIVES OF THE STUDY:

1. To analyze the wide range of articles that are present in Khadi India's sector 17, Chandigarh's store.
2. To study the type of audience that accepts the Khadi brand as a sustainable choice
3. To explore various promotional strategies used by Khadi India's sector 17, Chandigarh Branch

RESEARCH QUESTIONS

1. Which particular clothing style is the most accepted in the Khadi Brand?
2. Which particular product is most high in demand in all seasons?
3. What is the approx. yearly sale of Khadi India's sector-17, Chandigarh branch?
4. Is there any event or initiative related to the brand that the showroom of sector-17, Chandigarh involved in?

REVIEW OF LITERATURE

- **Kumari (2019)** stated that Khadi fabric is a symbol of not only sustainable fashion but also a way of life that aligns with the principles of harmony with nature and responsible consumption. Its adaptability to diverse weather conditions and its transformation by modern designers showcase its timeless relevance and appeal, particularly among the millennial generation.
- **Rohilla (2021)** explored the extent of knowledge and awareness among the youth population in the Panipat district of Haryana regarding the khadi fabric. The study delved into the intricate relationship between the characteristics

of buying behavior and the acceptability of khadi within this demographic. The findings, drawn from a sample of 292 adults aged 18 to 29 and the study illuminated the fact that 40% of the youth were only familiar with cotton khadi, with an additional 56% expressing acceptance of khadi due to its commendable comfort quotient. The significant proportion (70%) of respondents who believed that khadi caters to all age groups indicates the fabric's versatility and timeless appeal. On the other hand, it was evident that nearly 20% of the youth did not engage with khadi either in usage or purchase.

- **Maharana et al., (2022)** the study conducted in the Guntur district of Andhra Pradesh provides valuable insights into the factors driving the popularity and customer patronage of the Khadi brand. The findings underscore the compelling reasons behind the brand's strong customer base, rooted in its product quality that embodies simplicity, purity, and a deep connection to Indian values and culture. This intrinsic emotional attachment has served as a powerful magnet, drawing customers towards Khadi's offerings.
- **Datta (2022)** researched on Khadi textiles has been conducted, but there remains a limited understanding of consumer buying patterns, particularly for authentic Indian materials like Khadi. The study emerges as a valuable contribution by delving into the factors influencing consumer behavior within the realm of Khadi Bhandars and their Khadi fashion wear offerings.
By examining the intricate interplay between store atmosphere, perceived authenticity, attitude towards buying, and buying behavior, this study sheds light on crucial insights that contribute to our comprehension of consumer decision-making processes.
- **Yadav (2022)** unearthed and delineated six pivotal factors that wield influence over consumer awareness levels within the context of Khadi products. Through exploratory factor analysis, the dimensions of advertisement, purchase intention, price, authentication/quality consciousness, consumer knowledge, and authenticity have emerged as integral components capable of shaping consumer awareness, buying behavior, and decision-making processes about Khadi merchandise.
- **Gupta (2022)** the research endeavors to capture the insights and perspectives of individuals utilizing khadi have yielded valuable findings. Through the meticulous process of data collection involving 130 consumers and 65 salesmen, employing a purposive sampling approach, a comprehensive understanding of the Khadi experience has been obtained. The administered questionnaires have provided an intricate comprehension of consumer preferences encompassing product variety, patterns, and colors, as well as the overall performance of khadi fabrics and products. The study has demonstrated that plain white emerges as the most favored pattern, closely trailed by solid-dyed, checks, stripes, prints, and dots. Furthermore, the data collected from respondents showcased a clear inclination towards khadi products, with a notable 37% of individuals showing a preference for khadi fabrics. This is closely followed by 31% favoring khadi apparel, 18% showing interest in khadi-made ups, and 14% displaying a penchant for khadi home furnishing. The resounding demand for cotton khadi across all retail outlets is a significant takeaway from the study.

- **Kaur (2022)** focused on the Khadi institution's condition in Panjab and Haryana as they are witnessing several problems for survival such as insufficient working capital and a dearth of financial support to enhance their retail ventures. The research also serves as a compass that guides us through the intricate maze of market forces and socio-economic intricacies that impact the fortunes of khadi.
- **Sriram (2023)** illuminated the historical context that breathed life into Khadi, forging a resilient connection between a humble cloth and the aspirations of an entire nation. Through an extensive review of literature and insights from experts like Sabita Radhakrishna, this paper has explored the advantages of Khadi, shedding light on its potential as a cornerstone of sustainable fashion

RESEARCH DESIGN AND METHODOLOGY

The study employs an exploratory approach that includes qualitative methods i.e., in-depth interviews and semi-structured surveys with open-ended questions held in acquiring details related to the Khadi India Brand and the whole study was carried out in the main branch of Chandigarh city. i.e., Sector-17. Further, the methodology covers the procedure to be followed in realizing the goals and objectives of the research work.

ANALYSIS AND INTERPRETATION OF THE DATA

Interpretation

Khadi India's product range includes clothing, home textiles, lifestyle products, and personal care items also bear the mark of Khadi India's dedication to quality and authenticity.

According to the store of sector-17, Chandigarh plethora of items was displayed as per the section wise and customer demands.

Fig-1.1- depicted the diverse range of pure silk namely- tassar silk, raw silk, matka silk, and so forth and this was the first column at the entrance of the dress material section due to their luxury appeal and high demand. While Fig-1.2- showcased the wide color range of dress materials of authentic Khadi Fabric. Fig-1.3- consists of Poly-vastras i.e. the combination of both Polyester and cotton fabric with a congregation of 40:60 ratio.



FIGURE-1.1



FIGURE-1.2



FIGURE-1.3

However, Khadi readymade Kurtas and waistcoats for both men and women are considered the most preferred style among people. So, for that cause, the store has made a bigger section for this and all the visual display is done with this particular style only as shown in Figure 1.4, 1.5, 1.6 and 1.7



FIGURE-1.4



FIGURE-1.5



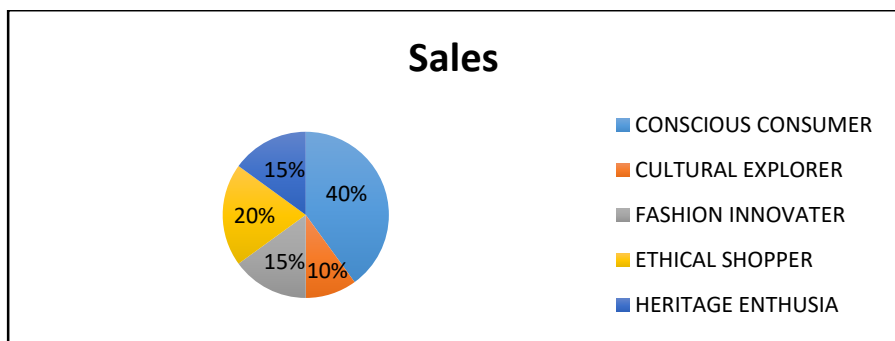
FIGURE-1.6



FIGURE-1.7

Interpretation

FIGURE-1.8



Khadi India brand caters to a diverse range of customers who are drawn to its rich heritage, sustainable ethos, and unique offerings however, according to the above chat, **40%** of conscious customers of age group between 30-60 years prioritize quality over quantity and appreciate the longevity and durability of Khadi India products. **20%** of ethical shoppers appreciate the brand's emphasis on handcrafted, eco-friendly products that minimize the impact on the environment. **15%** of Fashion innovators seek distinctive and unique pieces are often drawn to Khadi India's blend of traditional techniques with contemporary designs and again **15%** of heritage enthusiasts mainly of age group 50-70 years who have a deep appreciation for tradition, culture, and history Lastly, the **10 %** of cultural explorer customers who are curious about different cultures and seek meaningful experiences through their purchases are intrigued by Khadi India's cultural significance and the stories woven into each product .



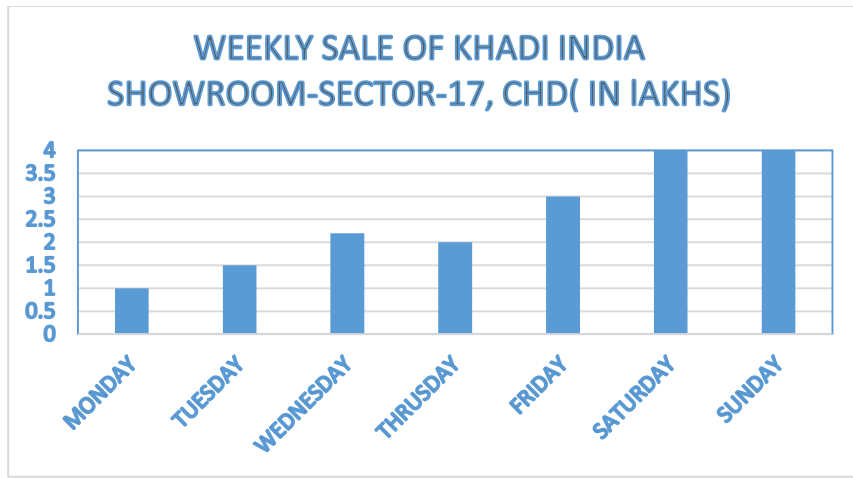
Fashion innovator (age group between 20-25 years)

Ethical shoppers (Age group between-30-40 years)

Conscious customer (Age group between -30-40 years)

Conscious customer & Heritage Enthusiast (Age group-50-70 years)

Moreover, the approx. per day sale of Khadi India's sector-17, Chandigarh branch is about 2-4 lac, and for the last year the per annum sale was Rs.7 crore.



Interpretation

Khadi India employs various promotional strategies to attract customers, boost sales, and enhance brand visibility.

Sales and Discounts: Offering regular sales events, seasonal discounts, and clearance sales can attract price-sensitive customers and create a sense of urgency to buy.



Figure-1.9

Social Media Campaigns: Engaging and interactive social media campaigns, contests, and giveaways can generate buzz and encourage user-generated content

Visual Merchandising: Creating appealing and eye-catching displays in-store and in-window displays can entice customers to explore and make purchases as shown in figure-1.10 figure-1.11 and figure-1.12



FIGURE-1.10



FIGURE-1.11



FIGURE1.12

In-Store Events: Hosting events such as Independence Day and Republic Day can engage customers and create a memorable shopping experience.

Participating in Exhibitions: allow Khadi India brand to showcase its products and brand identity to a wider audience. This exposure can lead to increased brand recognition and awareness. Khadi India sector-17, Chandigarh branch is engaged in an upcoming event which is Independence Day, and on that day they are preparing for Flag Hoisting Ceremony, decoration, and illumination in which decoration is done with lighting. The Tricolor's colors – saffron, white, and green – are prominently displayed on the mannequins. Lastly, the flag wearing and distribution to express their patriotism as shown in figure1.13

FIGURE-1.3



CONCLUSION

In essence, Khadi India's sector-17, Chandigarh branch stands as a hub of sustainability, and artistry. Its diverse customer base, coupled with impressive sales figures, serves as a testament to the brand's enduring appeal. The discerning customer base of the store is a testament to the success of Khadi India's products. Substantial conscious consumers of the age group between 30-60 years prioritize quality, valuing the longevity and durability that Khadi India's offerings provide while many people especially the young generation still do not engage with khadi either

in usage or purchase which is a huge matter of concern. Consistently engaging with the younger generation through relevant channels like virtual platforms, workshops or events, educational campaigns, and so forth, Khadi India's products can tap into their interests, values, and aspirations, making it a meaningful and attractive choice for their clothing preferences.

However, the store's strategic decision to dedicate significant space to Khadi readymade Kurtas and waistcoats underscores their prominence as the preferred style among a wide demographic. This tailored approach to visual display not only enhances the shopping experience but also reflects the brand's commitment to catering to its customers' evolving preferences. The placement of a diverse range of pure silk at the entrance of the dress material section speaks volumes about its allure and demand in the world of luxury fashion.

Furthermore, the most captivating promotional strategy that the store opted for was the flash sale method and regular participation in exhibitions on any patriotic day which combines creativity and a deep understanding of the target audience to create a compelling brand story and drive customer engagement and sales.

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Arushi Puri is a dedicated Research Scholar (JRF) at Fashion & Lifestyle Technology and have completed B.Sc. and M.Sc. from the prestigious University Institute of Fashion Technology & Vocational Development at Panjab University, Chandigarh-14, India. She has showcased her expertise and commitment to the field by presenting research papers at prominent conferences such as ICSSR-2022 and Chascon-2022. Arushi's passion for education is evident from her more than 3 years of teaching experience. As a course coordinator and dissertation guide and also played a pivotal role in guiding students and ensuring the successful completion of their projects.

PRABHDIP BRAR Ph.D.

Prabhdip Brar, Ph.D. has an interesting mix of degrees to back her eclectic interests. A bachelors in Fine arts has earned her a name to reckon with when it comes to watercolor portraits. Solo exhibitions at the Habitat Center, New Delhi, Bistro cafe, Chandigarh and at the Casa Bella Vista in 2021 are worth a mention. Numerous groups' exhibits in the tricity over the years are to her credit. Founder member & Former Chairperson of the UIFT & VD, she has tied up with the Nottingham Trent University School of fine arts with the department. She holds the position of the executive member of the Chandigarh Lalit kala academy for more than a decade. A quirky, picky artist who tabs the emotions out of a mundane life to a surreal fairy tale existence with the exquisite inborn nature of water colours. A Masters of Fine Arts lead to a couple of book: Glimpses of the world costume- a historical Perspective & A peek into the Haven 2020. A Masters in Design from the NIFT New Delhi & A Ph.D. followed with the amalgamation of the Fine arts into the fabrication of textile & it's design. A few projects, Co-investigator in the prestigious Tigress project from the Cambridge University UK, designing the Punjab Police winter jacket, a personal line of clothing 'MAD Designs', Co-investigator for the sewing project at NULM for Chandigarh Municipal Corporation. Dr. Brar has about 30 research Publications both international as well as national delving into Fine Arts to History of Art into the world of fashion.