

Khadi : Exploration of current market trend

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ABSTRACT

The Present research was conducted to explore the availability of khadi fabric in the market, commonly used khadi fabric and current market trend of khadi use in apparels, etc. Khadi over decades has moved from a freedom fighters identity fabric to a fashion garments. Today there is such an increasing demand for khadi that despite of the thousands of workers involved in spinning and producing khadi fabric, this demand of the market does not gets fulfilled.

Key Words : Khadi, Market, Trend

INTRODUCTION

Khadi, or Khaddar, is a traditional fabric from India that was popularized by Mahatma Ghandiji before the independence. Before, it was only worn by rural people and political leaders, and its manufacture was quite limited. Khadi was encouraged by Ghandiji as an alternative and a statement against wearing British clothes. The Indian flag is also made of Khadi, adding to its significance as a national symbol. Today, the population demands more khadi than the manufacturers can supply due to its increasing popularity as a worthy addition to one's wardrobe. Early forms of khadi had coarse textures, but recently, khadi has been made with cotton, silk, and wool, making it more comfortable, and hence, more popular. One of the most surprising aspects of Khadi fabric is its ability to keep the wearer cool during the summer and at the same time keeping him or her warm during the winter. This fabric is also enhanced by washing, not worn out by it, but starch has to be added to avoid wrinkling easily. It can last for four to five years. Khadi is also normally embellished with designs and handwork. Men and women alike are involved in weaving this fabric in a pattern that allows air ventilation. Earlier, Khadi was dyed with earth tones, but today, different colors and prints are available on the market. The Present research was conducted with the objective to explore the current market trend of Khadi sell and use in Udaipur city.

METHODOLOGY

The study was conducted in Udaipur city of Rajasthan. Market survey was carried out

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to get required information through developed structured interview schedule by the researcher. Ten marketing personnel associated with khadi Gramodhyog and KVIC (khadi and village industries commission) were selected from Udaipur city, who were engaged in selling the khadi fabric, khadi garments or both.

RESULTS AND DISCUSSION

Profile of respondents:

Age:

The data collected on age of respondents revealed that majority of respondents (60%) belong to the 51-70 year age group and rest of the 40 per cent respondents belonged to the 30-50 year age group.

Education:

The data pertaining to education revealed that majority of respondents (40%) were secondary pass followed by 30 per cent respondents each having education up to senior secondary and graduate level.

Present job status:

The data collected on Present Job Status of respondents revealed that majority of respondents (70%) were Government employee, remaining (30%) respondents had their own shop.

Period of involvement / employment:

Data pertaining to respondent's period of involvement in present job has been presented in Table 1. The Table 1 shows that an equal number of respondents (40% each) were employed from 5-20 years and 21-35 years, respectively. Very few respondents had 36-55 years of involvement in the present employment.

Table 1: Distribution of respondents according to period of involvement/employment (n=10)		
Period of involvement / employment	No. of respondents	Percentage
5-20 year	4	40
21-35 year	4	40
36-55 year	2	20

Selling of khadi fabric/garments:

Data presented in Table 2 depicts that 30 per cent respondent's deal with selling of that khadi fabric while 70 per cent respondents were dealing with sell of both the khadi fabric and khadi garment. None of the respondents found selling only khadi garments.

Table 2 : Distribution of respondents according to selling of khadi fabric/ khadi garment (n=10)		
Deal with selling of	No. of respondents	Percentage
Khadi fabric	3	30
Khadi garment	-	-
Both	7	70

Experience related to khadi weaving :

It was found that half of the respondents had experience related to khadi weaving while remaining half of the respondents had no experience related to khadi weaving.

Type of khadi material/clothes available at shop and in the market:

Cent per cent respondent's deals with selling of khadi cotton followed by poly khadi. Khadi silk, and khadi wool material/clothes were available for sell in the shops of (70%) respondents. Further, in response to the question about type of khadi materials available in the local market, it was reported by cent per cent respondents that mainly four types of khadi material are available in the market. These are khadi cotton, ploy khadi, khadi silk and khadi wool (Table 3).

Table 3: Distribution of respondents according to type of khadi materials/clothes available at shop and in the market (n=10)			
Cloths available	Type of material/clothes in available	No. of respondents	Percentage
At your shop	Cotton	10	100
	Poly khadi	9	90
	Khadi silk	7	70
	Khadi wool	7	70
In the market	Cotton	10	100
	Poly khadi	10	100
	Khadi silk	10	100
	Khadi wool	10	100

Many Indian fashion designers believe that Khadi is India's answer to Egyptian cotton and linen. It falls well and becomes second skin after two washes. It breathes; it has a self-texture. It has been blended with denim, wool, polyester and silk with good result.

Colors available in each type of khadi fabric:

Table 4 revealed that all types of color are found in khadi cotton and poly khadi fabric

Table 4 : Distribution of respondents according to color available in each of khadi fabric (n=10)			
Type of fabric	Color available	No. of respondents	Percentage
Khadi cotton	All types	10	100
	Only light colors	-	-
	Only dark colors	-	-
Khadi silk	All types	-	-
	Only light color	7	70
	Only dark colors	3	30
Khadi wool	All types	3	30
	Only light colors	-	-
	Only dark colors	7	70
Poly khadi	All types of	10	100
	Only light colors	-	-
	Only dark colors	-	-

as revealed by 100 per cent respondents. Majority of respondents (70%) were of view that only light colors are available in khadi silk. However dark colors such as black, dark blue, green and brown colors are available in khadi wool.

Amount of different types of khadi material kept for sell during a year:

Data in Table 5 shows that an equal number of respondents (30%) were found to kept variable stock of khadi material ranging from Rs. 26-40 lakh and Rs. 41-60 lakh, respectively. Material worth Rs. 5-25 lakh was kept for sell during a year by (40%) respondents as is clear from the table.

Table 5 : Distribution of respondents according to quantity/amount of different type of khadi materials kept for sell during a year (n=10)		
Amount	No. of respondents	Percentage
Rs. 5-25 lakh	4	40
Rs. 26-40 lakh	3	30
Rs. 41-60 lakh	3	30

Type of apparel /garment sold:

Perusal of Table 6 depicts that majority of respondents (70%) used to sell both ladies wear and Gents wear garments from their shop.

Table 6 : Distribution of respondents according to types of apparel/ garments sold (n=10)		
Type of apparel/garments	No. of respondents	Percentage
Ladies were	7	70
Kids were	1	10
Gents were	7	70

Approx price of various readymade items available for sell:

Cent per cent respondents reported that the khadi shops are linked with kvic (khadi and village industries commission) that's why all articles are sell at fixed price (Table 7).

Table 7: Price of different khadi garments	
Garments	Price
Short kurta	150-200/- (price according to design)
Plain pajama	250/-
Shirt	150-700/- (price according to design)
Sari	500-1500/- (price according to design)
Skirt	400-800/-
Pajama	150-200/-

Garment designing:

Researchers found that majority of respondents (70%) were not involved in stitching of the garments at their own shop they used to sell garments only in ready made form. However 20 per cent respondents get garments stitched by tailor and very few respondents (10%) were in the category to get the garments designed by the designer (Table 8).

Table 8: Distribution of respondents according to garment designing (n=10)		
Garment designing	No. of respondents	Percentage
Designer	1	10
Tailor	2	20
No	7	70

Findings are in line with the result of Ridhi (2009) that, a fashion designing student said that “People use various fabrics for their clothes but Khadi has not been experimented with that much as yet. There are hundreds of varieties of Khadi available. She experimented with Khadi to create innovative design in capri and sari”.

Stitch the garment on order basis :

It was found that most of the respondents (70%) did not stitch the garment on order basis while 30 per cent respondents stitched the garment on order basis.

Sources of inspiration for designing:

Data in Table 9 depicts that majority of the respondents (70%) selected the design as per consumer demand while remaining (30%) respondents inspired the design from available magazines.

Table 9: Distribution of respondents according to source of inspiration for designing (n=10)		
Sources of inspiration	No. of respondents	Percentage
From latest magazines	3	30
Market trends	-	-
Fashion show/ TV	-	-
As per consumer demand	7	70

Procurement of raw materials:

It was found that majority of respondents (60%) get raw materials from kvic (Khadi Village Industries Commission), while 40 per cent respondents get raw materials along with order. None of the respondents procure raw material from local market/dealer (Table 10).

Table 10 : Distribution of respondents according to mode of procurement of raw materials (n=10)		
Mode of raw material procurement	No. of respondents	Percentage
From local market	-	-
From dealer	-	-
Along with order	4	40
Any other	-	-
From KVIC	6	60

Type of khadi fabric in demand:

Table 11 shows that 40 per cent respondents reported that khadi cotton fabric is more in demand, followed by poly khadi, khadi silk and khadi wool.

Table 11 : Distribution of respondents according to type of khadi fabric in demand (n=10)		
Khadi fabric in demand	No. of respondents	Percentage
Khadi cotton	4	40
Khadi silk	2	20
Khadi wool	1	10
Poly khadi	3	30

Impact of season /festival on purchase of khadi fabric /garment:

It was observed by the researcher that (60%) respondents were of opinion that there is positive impact of season/festival on purchase of khadi fabric/garment which is depicted by increased sell during that period. Rest of the (40%) respondents did not found any impact of season/festival on sell of khadi fabric (Table 12).

Table 12 : Distribution of respondents according to impact of season/ festival on purchase of khadi fabric/garment (n=10)		
Impact	No. of respondents	Percentage
No impact	4	40%
Selling increase	6	60%

Approx sell of the different khadi materials per annum:

It was revealed by majority of respondents (70%) that up to 80 per cent of the total stock of khadi cotton is sold yearly. In case of khadi silk (20%) of the stock is sold as reported by (80%) respondents and 40 per cent by (20%) respondents. It was interesting to note that half of the respondents were of view that up to 40 per cent of the stock of khadi wool and 60 per cent of poly khadi is sold yearly, respectively (Table 13).

Table 13 : Distribution of respondents according to approximate sell of the different khadi material per annum (n=10)			
Material	% of the told stock	No. of respondents	Percentage
Khadi silk	0-20	8	80
	21-40	2	20
	41-60	-	-
	61-80	-	-
Khadi wool	0-20	3	30
	21-40	5	50
	41-60	1	10
	61-80	1	10
Khadi cotton	0-20	-	-
	21-40	-	-
	41-60	3	30
	61-80	7	70
Poly khadi	0-20	-	-
	21-40	3	30
	41-60	6	60
	61-80	1	10

Choice of colour among consumer:

Majority of respondents (80%) reported that light colors are more preferred in khadi material in case of both male and female consumers. However (20%) respondents revealed that dark colors are preferred among boys.

Trend of khadi sell during discount period:

Cent per cent respondents reported that the variable amount of discount offered during 2nd Oct. to 31st March every year had great impact on khadi sell. The Govt. provides (30%) discount on khadi wool and khadi cotton fabric, (25%) discount on khadi silk and poly khadi fabric this resulted in increased sell during this period.

Findings are in line with the result of Kushwaha (2008) Manager of a popular clothes store that deal exclusively in Khadi revealed that there has been a 25 per cent rise in sale, a lot of youngsters are visiting the showroom to buy clothes made from Khadi.

Demand of khadi fabric/ garment in last five year:

The demand of khadi fabric has increased as reported by majority of respondents (80%). However, few respondents revealed that sell of khadi fabric/garment demand in last five year remained static and there is no change in demand. In support of above findings it was reported by Padma Priya (2008) Khadi fabric with an attitude is back in demand with its trendy yet traditional look.

Preference for a particular design:

When the researcher asked about preference for a particular design in khadi garment, cent per cent respondents opined that most of female consumers demand designer short kurta to be worn with Jeans or chudidhar as it looks more ethnic, natural and trendy at the same time. However since there is not much variety available in these pattern, they showed their preference towards khadi fabric to get it stitched according to personal taste.

Design or embellishment in khadi garment :

Cent per cent respondents revealed that female consumer are more inclined toward designer garments with block printing, bead work, traditional embroidery, hand work, zardosi work, sequins work or combination of plain and printed material along with tassels etc. and some time suggested that some new look in khadi fabric with different pattern should be available in market. Ranjan (2008) elaborates "Khadi provides immense potential which is still untapped. It has an edge over other fabrics as it is hand-woven. The greatest challenge is to make it suit contemporary market on of incorporating traditional art like chikankari, aari work, daraaz work with our designs to give it attractive look.

Conclusion :

Findings revealed that in recent times there is increase in khadi variety in terms of wider choices of colors, fineness of material and texture which makes it more popular among both young and old generation. Moreover, young generation is getting crazy for khadi material these days and they are ready to pay any amount if the design is of their choice. Hence, it

can be said that for khadi industry there is bright future ahead as both designers and KVIC is taking firm steps to promote khadi among masses. Joshi (2008) Chair person of KVIC, KVIC has planned a programme to build a Khadi Plaza.

Finding are in line with the result of Designer Manish Malhotra who remarked that today the rush for Khadi is increasing at such a pace that the million weavers in the country involved in producing the fabric are hard-pressed to meet the demands of the market.

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