

A Critical Analysis on Status and Challenges Faced by Khadi Sale Outlets in Haryana and Punjab

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Abstract:

Khadi is known as a national heritage fabric of India and has its own unique identity. The government of India has been promoting khadi through various policies and programmes. In spite of the many steps taken by the government, khadi still has insufficient place in the market and has witnessed several problems for survival. In Punjab and Haryana, majority of the khadi institutions are finding it hard to survive with the shortage of working capital and seeking financial assistance for refinement of the retail outlets. Haryana and Punjab have the great potential and tradition to promote khadi by understanding the problems and challenges faced by the khadi institutions. The present paper aims to study the present market scenario and challenges faced by the khadi sale outlets of Haryana and Punjab. To carry out the study fifty khadi sales outlets from the selected area (twenty-five each) were selected to collect the qualitative data. Purposive sampling method was used and the data was gathered through interview schedule which had open ended and closed ended questions. From the responses it was observed that khadi in the form of readymade apparel is left behind in making its place in the market.

Keywords: Apparel, Challenges, Khadi, Marketing, Promotion

Introduction

India is known for most hand-skilled artisans in the world and has a prosperous textile heritage. A heritage of high-end quality artistry and a variety ranges from hand embroidery, block printing, natural dyeing, hand weaving, to the proficiency of the hand spinning. The roots of "Khadi" fabric are found only in India. Unlike from other fabrics, khadi has marked its evidence of India's past and is proof that "Old is truly Gold." Traditional khadi is hand-spun and hand-woven cotton fabric, also manufactured from wool and silk, known as khadi silk or woollen khadi.

Khadi has a very restricted market, serving few customers who either believe in wearing good quality cotton clothes or are emotionally attached to the khadi ideology. Design, colour, and type of readymade khadi have not witnessed much change. A few attempts are being made by the khadi institutions which are focusing on understanding the current market scenario and attempting to make products that are more 'in' with the consumer (Gopinath, 2008). Extensive branding and popularization of other private brands like Fab-India and Khaddar have changed the growth of the khadi industry in the Indian market. According to a recently published

report, the sale of khadi and village industry hiked by 14 percent to reach 37935 crores during the financial year 2015-2016 (Sidhartha, 2016).

Khadi in Punjab and Haryana

The base of the Indian struggle for freedom is khadi and it constitutes 1% of the textile market. Punjab and Haryana have rich potential and tradition to promote khadi as it is linked with the freedom movement of India and has immensely contributed to the khadi movement. In the present scenario, Punjab seems to have failed to match the economics of khadi with politics. As a result, more than 20 of the 28 khadi trusts running in the Punjab state are reeling under huge debts. The reason behind this is due to lack of interest of state government as well as the Khadi and Village Industries Commission (KVIC). After the year 2000, the production of blanket and hosiery garments dented the khadi market and the demand continued to slide. The spinners and weavers started moving to other parts of the country, leaving the impact on the production capabilities of the khadi production centers.

Most of the khadi institutions are facing problems like shortage of working capital, financial help for improvement of retail outlets. The khadi sales outlets of Haryana and Punjab are filled with unsold stocks of durries, blankets, khes, towels etc. Only very few manufacturing centers of Haryana and Punjab are producing thick and coarse khadi fabrics which are acceptable in rural areas only. Fine khadi fabrics are brought from other states like Bengal, Rajasthan; Madhya

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Pradesh etc. which are limited to the reach of urban cities. Readymade apparel like male jackets, shirts, kurta, etc. which are being made in khadi are very limited and manufactured by only very few khadi organizations. Keeping these points in mind following objectives have been framed:

- To study about the khadi readymade apparel available in khadi sale outlets.
- To identify the current status of khadi sales outlets of the study area.
- To suggest measures to promote khadi.

Materials and Methods

Present study was undertaken to identify the current status of khadi, problems and challenges faced by khadi sales outlets in the cities and villages of Haryana and Punjab states. Fifty khadi sales outlets (twenty-five each from Haryana and Punjab) situated in the selected area were chosen to collect the qualitative data. From the selected area, fifty khadi sales personnel one from each khadi sales outlets was selected. To carry out the present study, purposive sampling method was used. The data was gathered by conducting interview schedule. A pre-structured questionnaire with open ended and closed ended questions was designed to collect the relevant information. The gathered information was expressed through the frequency and percentage and interpreted accordingly.

Results and Discussions

Table 1: Distribution of Respondents on the Basis of Varieties of Khadi Fabric Available in Khadi Sales Outlets (N=50)

Varieties of Khadi Fabric	Haryana		Punjab	
	N	%	N	%
Khadi silk	20	80	21	84
Khadi cotton	24	96	25	100
Khadi wool	19	76	17	68
Poly-vastra	24	96	22	88
Any other	3	12	0	0

The above table represents the varieties of khadi fabric available in the stores. It can be seen from the results that the majority of the stores of Haryana and Punjab have khadi cotton available in their sale outlets. Khadi cotton and Poly-vastra fabric is available in most of the stores of Haryana whereas the availability of Poly-vastra in the stores of Punjab is little less as compared to that of Haryana and khadi cotton is available in all the stores of Punjab. It was further revealed that khadi wool is a seasonal fabric so the availability of khadi wool in the sale outlets of Haryana and Punjab are also less when

compared to other varieties of khadi fabric available in stores

Table 2: Distribution of Respondents on the Basis of Cost of Different Khadi Fabrics (N=50)

Material	Cost (in Rs)	Haryana		Punjab	
		N	%	N	%
Khadi Cotton	101-250	23	92	25	100
	251-450	2	8	0	0
Khadi Silk	301-450	2	9.5	2	9.5
	Above 451	19	90.5	19	90.5
Khadi Wool	251-350	4	23.5	4	25
	351-450	3	17.7	5	31.2
	Above 451	10	58.8	7	43.8
Poly-vastra	101-250	19	86.4	21	100
	251-450	3	13.6	0	0
Any Other	151-250	2	100	0	0

It is evident from the above results that the cost range of khadi cotton and khadi silk in the majority of the stores of Haryana and Punjab is same; however, a few stores of Haryana have higher cost range of khadi cotton due to the rich quality and different variety available in cotton fabric. Some stores of Haryana as well as Punjab do not sell khadi silk as there is no demand and the cost of the khadi silk fabric is high. In comparison with Punjab, the price range of khadi wool in stores Haryana is high when compared to other fabrics. Also, khadi wool is a seasonal fabric and due to its high cost and less demand by the customers, it is not available on all the stores of Haryana as well as Punjab. Among all the varieties of khadi fabrics available in the stores of Haryana and Punjab, economically Poly-vastra is the most preferred fabric due to its low cost and maintenance.

Table 3: Distribution of Respondents on the Basis of Demand of readymade Apparel (N= 50)

Demand of Readymade Apparel	Haryana		Punjab	
	N	%	N	%
Yes	11	44	13	52
No	14	56	12	48

The demand for readymade apparel made in khadi entirely depends upon the locality of the khadi sales outlet and the cost of the readymade apparel. It is clear from the above results that the demand of khadi readymade apparel in the stores of Punjab is more as compared to the demand of readymade apparel in the stores of Haryana. Some of the stores located in Urban

areas of Punjab have kurta pyjama, woollen jackets, shirts for men and kurtis, stoles, sarees for women in their readymade apparel sections, so the customer demand for more variety in the readymade apparel sections. The other stores of Haryana and Punjab have demand for only men's woollen jackets as no other readymade garment is available in the stores, while in case of sale outlets located in rural areas of Haryana as well Punjab, they do not have any demand due to the high cost of readymade apparel. Other than men's woollen jackets some of the stores of Haryana and Punjab also have kurta pyjama, shirts, undershirts and underwear for men and kurti, stoles, jackets, saree etc. for female in the readymade apparel section of their stores but with minimal demand.

Table 4: Distribution of Respondents on the Basis of Kind of Readymade Apparel Available for Men in the Sale Outlets (N=50)

Men readymade apparel	Haryana		Punjab	
	N	%	N	%
Kurta	23	92	24	92
Pajamas	23	92	24	96
Jacket	21	84	22	88
Shirt	11	44	7	28
Woolen Shawl	3	12	4	16
Pants	0	0	2	8

From the above table it was witnessed that men kurta is available in 92% stores of both Haryana and Punjab, whereas, pajama is available in 92% stores of Haryana and 96% stores of Punjab, jacket is available in 84% stores of Haryana and 88% stores of Punjab, shirt is available in 44% stores of Haryana and 28% stores of Punjab, woollen shawl is available in 12% stores of Haryana and 16% stores of Punjab and pants are available in 8% stores of Punjab only.

It is clear from the above results that, kurta, pyjama and jacket for men were available in most of the stores of Haryana as well as Punjab. Kurta, pajama and woollen jackets were the most preferred readymade apparel by the consumers in both the states. However, men's shirt is more in demand in the specific areas of Haryana than Punjab, so the availability of readymade shirts is limited to these stores. Woollen shawls are available in few stores of Haryana as well as Punjab and pants were available in the stores of Punjab only. Further, it was revealed that, in Haryana people who prefer wearing khadi like to wear kurta and pajama.

Table 5: Distribution of Respondents on the Basis of Kind of Readymade Apparel Available for Women in the store (N=50)

Women readymade apparel	Haryana		Punjab	
	N	%	N	%
Women Kurtis	9	36	12	48
Jacket	4	16	7	28
Shirt	1	4	3	12
Woollen shawl	3	12	5	20
Pants	1	4	1	4
Plazo	2	8	1	4
Salwar Kameez	2	8	1	4

From the above results it can be concluded that, kurtis are available in more sale outlets of Punjab. Being northern states of India, kurtis are the most common and preferred apparel by women. The availability of other readymade apparel such as jackets, shirts, woollen shawl, and pants were more in the sale outlets of Punjab as compared to the sale outlets of Haryana, whereas, plazo and salwar kameez were available in more sale outlets of Haryana than Punjab

Table 6: Distribution of Respondents on the Basis of Increase in Sale during Discount or Rebate Period (N=50)

Increase in Sale	Haryana		Punjab	
	N	%	N	%
Yes	15	60	24	96
No	10	40	1	4

From the above results it is evident that in the majority of the sales outlets of Punjab, sale of khadi increases during the rebate period whereas the sale outlets of Haryana experience very less increase in sales during the rebate period when compared to Punjab. The study is supported by Gopinath (2008) who found that around 80% of khadi products are sold during the rebate period.

Table 7: Distribution of Respondents on the Basis of Complaints Received from Customer (N=50)

Complaints from Customer	Haryana		Punjab	
	N	%	N	%
Yes	10	40	8	32
No	15	60	17	68

It can be concluded from the above results that the sale outlets of Punjab receive more complaints than the sale outlets of Haryana. It was further found that, due to the

processes involved in production of khadi fabric, use of natural colour for dyeing without using any chemicals, complaints such as uneven fabric, colour bleeding, wrinkles formation in fabric, etc. were received from the customers.

Table 8: Distribution of Respondents on the Basis of Frequency of Introducing of New Designs of Readymade Khadi Apparels (N=50)

Frequency	Haryana		Punjab	
	N	%	N	%
Every month	1	4	0	0
Six months	9	36	8	32
One year	13	52	14	56
Any other	2	8	3	12

It can be clearly seen from the above results that, in this era of modernization, where customers are looking for new look every day, there is no major difference found in the sale outlets of Haryana as well as Punjab for the introduction of new designs. New designs of garments and apparel were introduced after a period of one year in the majority of sale outlets of both Haryana and Punjab. Also, it was found that, very few sale outlets of Haryana and Punjab understand the need of this competitive market and introduce new designs of readymade apparel as per customer's demand. Ambre and Lad, (2017) in their study found that the variety of khadi fabric and readymade apparel available in the stores is very limited due to its colour and designs. Gopinath, (2007) in his study stated that innovation in quality, design or pattern have never introduced by many institutions as there is no pressure to innovate.

Table 9: Distribution of Respondents on the Basis of Satisfaction Regarding Current Set-Up of the Store to Meet Today's Demand of the Consumer (N=50)

Satisfaction Level	Haryana		Punjab	
	N	%	N	%
Yes	16	64	12	48
No	9	36	13	52

It is evident from the above results that, current set-up of the majority of sale outlets located in Haryana is satisfactory when compared to the sale outlets of Punjab. It was further observed that, in this fast-moving world place, where modernization plays an important role in attracting customers most of the khadi sale outlets are still lacking in maintaining the outlook and display of the products in sales outlets as per the needs and demand of the customers.

Table 10: Distribution of Respondents on the Basis of Customer Satisfaction with kind of varieties available in readymade khadi apparel (N=50)

Satisfaction Level	Haryana		Punjab	
	N	%	N	%
Yes	9	36	3	12
No	16	64	22	88

The above result shows customer satisfaction regarding the kind of varieties available in readymade khadi apparel. It was found that, the customer satisfaction associated with the kind of varieties available in readymade khadi apparel is less in the sale outlets of Punjab as compared to that of Haryana. Moreover, in both the states of Haryana and Punjab, most of the customers are not satisfied with the kind of varieties available in the readymade khadi apparel. Further, it was revealed that, the majority of sale outlets of Haryana and Punjab does not have the adequate amount of readymade khadi apparel, they only sell khadi fabrics which includes dari, khes, blankets, towels, etc., whereas, the stores which sell khadi readymade apparel, only has men's woollen jackets in their stocks.

Table 11: Distribution of Respondents on the Basis of Customer Satisfaction with the Type of Designs Being Made in Khadi Readymade Apparel (N=50)

Satisfaction level	Haryana		Punjab	
	N	%	N	%
Yes	6	24	3	12
No	19	76	22	88

In most of the stores of Haryana as well Punjab, the stock of readymade apparel is very limited. The designs of the readymade apparel are not as per demand and requirement of the today's market scenario. The readymade apparel available in the stores are old fashioned and does not attract customers resulting in dissatisfaction of the customers.

Table 12: Distribution of Respondents on the Basis of Quality of Readymade Apparel meets Customer Level of Satisfaction (N=50)

Satisfaction level	Haryana		Punjab	
	N	%	N	%
Yes	15	60	9	36
No	10	40	16	64

Quality is one of the major aspects when it comes to fabric or garment. It is evident from the above table that, in comparison with the sale outlets of Punjab, customers in the majority of sale outlets of Haryana are satisfied with

the quality of readymade garments. A customer always seeks a good quality cloth and the quality of most of the khadi readymade apparel available in the khadi sales outlets does not meet the expectations of the customers. The stiffness of the khadi cloth and the rough texture does not meet the quality expectations of the customer who wants to buy khadi.

Table 13: Distribution of Respondents on the Basis of Presence of Khadi India Mark/Logo on Khadi Fabric and Readymade Apparel for Quality Assurance (N=50)

Khadi India Mark/Logo	Haryana		Punjab	
	N	%	N	%
Sometimes	14	56	16	64
Always	9	36	8	32
Never	2	8	1	4

From the above results it is clear that, the presence of Khadi India mark/logo on the khadi fabric and readymade apparel is more in the sale outlets of Punjab as compared to Haryana. As per the rules of the Government of India, all the khadi products must have the khadi mark and logo for the quality assurance and authenticity of the khadi products. Still some of the products and stocks available in khadi sale outlets do not have the assurance of the khadi India mark or logo. Kulhar, 2015 in her study stated that all products are authenticated with the certifications provided by the government to ensure the authenticity of the products to the customers. According to a report published in 2017, only 28% of respondents from 20 cities, check for the khadi mark on the fabric to check for the genuineness of the khadi fabric (Aranca, 2017).

Table 14: Distribution of Respondents on the Basis of Lacking in Marketing of Khadi by KVIC (N=50)

Lacking in marketing	Haryana		Punjab	
	N	%	N	%
Yes	16	64	17	68
No	9	36	8	32

Marketing of khadi is one of the very important elements. As shown in the results depicted in the above table, it is evident that the percentage of respondents who thinks that KVIC is lacking in the marketing of khadi is more in Punjab as compared to Haryana. At present khadi have a

very limited market and a few customers who are willing to buy and wear khadi. Regular and focused marketing strategies adopted by KVIC can lead in the growth of khadi sales. The marketing strategies adopted by KVIC such as opening of new khadi sales outlets, advertising and distribution of pamphlets is limited to the rebate period only. Yadav, 2015 in her study mentioned that advertisement of khadi should be done through all wire mediums with modern and appealing approach which could help in increasing the customers. The materials used for promotion of khadi should be professional and more attractive.

Table 15: Distribution of Respondents on the Basis of Measures Taken for Attracting More Customers towards Khadi (N=50)

Measures taken	Haryana		Punjab	
	N	%	N	%
New designs	7	28	6	24
Improved quality	11	44	11	44
Swadeshi / patriotic sentiments	5	20	6	24
Eco-friendliness	8	32	3	12
Any other	3	12	6	24

From the above results it is evident that, improved quality of khadi is considered as an effective measure to attract more customers towards khadi in the sale outlets of both Haryana and Punjab. In sale outlets of Haryana, eco-friendliness of khadi and introduction of new designs of khadi apparel was considered more as a measure to attract customers towards khadi than in the sale outlets of Punjab. However, swadeshi or patriotic sentiments and other measures such as discounts on certain occasions, advertisement through putting banners outside the sale outlets etc., was done more in the sale outlets of Punjab to attract more customers towards khadi when compared to the sale outlets of Haryana.

Further it was observed that, there is a need for attracting customers towards khadi, as at present, only few people are willing to buy and wear khadi. Consumer preferences and fashion forecast for the upcoming year should be kept on priority while deciding on designing of the product range. There is a need to attract more customers

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towards khadi in order to increase the sales of khadi readymade apparel. Proper advertisements and improved marketing techniques should be adopted by KVIC to promote khadi and make it reach to the target customer.

Table 16: Distribution of Respondents on the Basis of Methods of Promotion Undertaken for Marketing of Khadi (N=50)

Methods of Promotion	Haryana		Punjab	
	N	%	N	%
Radio advertisement	2	8	0	0
Newspaper advertisement	2	8	10	40
Banners	15	60	13	52
Pamphlets	10	40	8	32
Television	5	20	5	20
Loud speaker	1	4	8	32
Any other	0	0	2	8

It can be concluded from the above results that, putting banners outside the sale outlets and distribution of pamphlets is the majorly used a method of promotion for marketing of khadi in the sale outlets of both Haryana and Punjab. Newspaper advertisements and loudspeaker announcement was also used more in the sale outlets of Punjab as compared to Haryana. Further it was found that, promotion of khadi is done through various methods in which putting banners outside the sale outlets and distributing of pamphlets in nearby areas of the store location is mostly used. The impact of these promotion techniques adopted by the khadi sales outlets is not much effective as it does not reach the masses. In this globalized world, where modernity and technology has reached its heights the marketing strategies adopted by khadi sales outlets and KVIC should also be improved.

Table 17: Distribution of Respondents on the Basis of Cost of readymade Khadi Apparel is More as Compared to other Apparels Available in Market (N=50)

Cost of readymade Khadi Apparel is More	Haryana		Punjab	
	N	%	N	%
Yes	18	72	18	72
No	7	28	7	28

It is clear from the results that, in both the sale outlets of Haryana as well as Punjab, according to the majority of the respondents the cost of khadi readymade apparel is more as compared to other apparel available in the market. It was further revealed that, as khadi is purely

hand-made fabric, the cost of production is high when compared to other mill made fabrics; also, khadi needs a well maintenance. Khadi has a stiff competition with other branded low-cost products as it uses low-speed handlooms, charkhas and other equipments which in result increases the manufacturing cost of khadi apparel and products. Essential steps should be taken by the Government in order to make the khadi fabric pocket friendly and reach to its target consumers.

Table 18: Distribution of Respondents on the Basis of Difference in Marketing Strategies Adopted by Other Brands (N=50)

Difference in marketing strategies	Haryana		Punjab	
	N	%	N	%
Yes	23	92	25	100
No	2	8	0	0

It was observed that, marketing strategies such as impactful television advertisements, launching of new designs and products through celebrity brand ambassadors and quickly adopting new techniques and technology are mainly used as the tool of promotion by other brands, which is a major drawback for sustainability of khadi in the market. Khadi still uses the old methods of promoting it with displaying banners outside the store, distributing pamphlets, making loudspeaker announcements etc. which makes zero impact on the consumers.

Conclusions

Over the decades, khadi has travelled a long way to make its own identity as a fashion garment. Despite being an Indian fabric, khadi faces a lot of hurdles to get its place in the country like India and needs repositioning. As the world is changing its path towards more sustainable and eco-friendly environment, it has become imperative to promote more of khadi products as they are made by hands naturally without using any electricity and other energy resources. In this era of industrialization where technology has overcome the hand-made products, it is a big challenge for the government to reposition khadi in its own way. The data obtained from the survey revealed that design, colour, and type of readymade khadi apparel have not witnessed much change.

- ❖ The quality and designs of readymade apparel available in the khadi sale outlets needs a lot of improvements in order to meet the expectations of the customers. The stiffness of the khadi cloth and the rough texture does not meet the quality expectations of the customer who wants to buy khadi.
- ❖ Innovation and improvements in the quality of the

readymade khadi apparel is much required to suit the changing needs of the customers.

- ❖ There is a need to attract more customers towards khadi in order to increase the sales of khadi readymade apparel.
- ❖ The marketing strategies adopted by KVIC such as opening of new khadi sales outlets, advertising and distribution of pamphlets is limited to the rebate period only which can be done throughout the year.
- ❖ Proper advertisements and improved marketing techniques should be adopted by KVIC to promote khadi. Marketing strategies should be made keeping in mind the need of the hour which can result in increasing sales.

Suggestions

- ❖ Marketing of khadi is one of the very important elements. Proper and correct marketing strategies

adopted by KVIC can lead in the growth of khadi sales. There is a need for doing strategic marketing and promotion effectively to compete with other brands.

- ❖ Adopting new techniques over traditional methods of producing khadi can help to take a step ahead in this globalized world.
- ❖ Innovation in designs and techniques can be done in order to promote khadi.
- ❖ There is a need to create awareness among buyers who wants a good sustainable cloth.
- ❖ There is a need to improve customer services and experiences to increase the target customers.
- ❖ Reorganization of customer demand and competitions should be done according to latest fashion trends. Fashion forecast and preferences of the consumers should be taken into consideration for planning and making the apparel range.

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