



Revitalization of Khadi in Nashik City: A Case Study

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Abstract: *Khadi is one such fabric which requires a revival at every part of India. Its revitalization needs to be worked down from the very grassroots level, which this paper is serving in a way by making young generations to have a wardrobe of a textile of khadi. This study is an attempt in the same direction. Here target consumers are youngsters of the age group 16-24 years. A questionnaire method was used to evaluate the choices, preferences and utilization of khadi.*

Keywords : *social media, traditional textiles, social media.*

1. INTRODUCTION:

India is known even today for its culture, belief, tradition, traditional art & craft. Being a developing country India is making every possible advancement to become a developed nation. Globalizations has played a major role in developing nation like India like everything has its end similarly manmade products ,manmade fibers , and too has some or the other disadvantages which has been adversely affecting air, water and soil since many years. Indian traditional textiles, costumes & craft (hand printed and hand painted) textiles have been affected too due to all this so, working in the same direction this study has been undertaken to revise khadi which has been which was once popularized by our father of nation Mahatma Gandhi.

Khadi is one such handloom which is existence since hundred years. During the pre-independence, independence & post-independence khadi existed in Indian market. But due to advancement is technologies and introduction of manmade and synthetic fibers khadi started losing its existence. Since then khadi and government of India. As fashion moves in cycle. Khadi too got its revival in the last 3-4 years again.

This study is an attempt in identifying to help the young generation in reinventing khadi & popularizing it through recent technologies of today.

In this study a sample of 100 students from Nashik city were taken and asked about khadi.

2. Objectives:

- To review the awareness of khadi among youngsters of age group 18 to 20 years in Nasik city.
- To revise the knowledge of khadi among the youngsters.
- To examine the khadi garments available in the market of Nasik city
- To suggest and evaluate medias for popularizing khadi in Nasik city.

3. Methodology:

Target group- 100 respondents

The methodology adopted for the study was qualitative through random sampling method. The age group selected for the study was 18 to 20 years. Questionnaire of 22 questions were prepared and circulated amongst the youth of Nasik city. Their responses were studied.

4. Results and Discussion:

Consumer survey analysis revealed the knowledge, awareness, publicity, availability, purchasing behavior of khadi products. It was identified from the data collection that only 72% of respondent were aware of khadi.it shows that youngsters are aware of khadi but the awareness needs to be created more so as to make it popular. 56% of the youngsters were apprehensive of the brand ambassador of khadi in India. It showed that today's young generations are very much aware about it. Similarly, more than 50% respondent /youngsters were aware of khadi and handloom brands. It can therefore we said that handloom brand awareness is considerably more due to Facebook-fashion brands or digital media.



The youngster suggested that they do not go for khadi or handloom products due to its cost and lack of advertisement of khadi products awareness in order to reach khadi generation of today, out of 100 respondents 86% were positive about preferring khadi products in their wardrobe and also would shoulder the responsibility of encouraging other people to buy Khadi products. In to the questionnaire publicity media for Khadi was also asked. In which more than 50% youngsters voted for Facebook & Instagram as a social media marketing channels for increase in utilization of khadi among today's youngsters more than 50% respondent refereed khadi as a men's clothing only, while others suggested to incorporate khadi products & handloom publicity among youngsters it was identified that proper channel of marketing and directing the youngsters towards the market target would enhance increase in sale of khadi among youngsters. The survey was conducted among 16-25 years old teenage girls only, according to them the teenage girls thought of less of design ,pattern, style is not much available in khadi products this may be due to lack of awareness of khadi new products for potential youngsters today.

5. Conclusion:

From the study it can be concluded that khadi awareness among youngsters of Nashik city should be made in more promising manner /way so as more and more youngsters will pot it as a regular clothing rather than occasional festive clothing.so, it can be said that efforts should be made in utilizing khadi at much higher rate in women and children's garments too.

Thus, it can be concluded that various new social medias like Facebook, Instagram should be used for the popularity of khadi among teenagers. Also, efforts should be made to make it available in mass markets at large. Another effort can be made possible if famous brands like FAB INDIA, FDCI actively participate in the promotion as well as incentivizing by activity suggesting including khadi fabrics in their collections which will highly ensure its sustenance for longer time.

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