

## **THE IMPACT AND USAGE ON KHADI AND VILLAGE INDUSTRIAL PRODUCTS AND ITS EFFECTIVENESS WITH REFERENCE TO COIMBATORE CITY**

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### **ABSTRACT**

The present study on the impact and usage on khadi and village industrial products and their effectiveness in Coimbatore city was increasing with rapid speed. The main impact and usage of khadi products and VI products is to provide gainful employment by utilizing their traditional and inherent skill of the rural artisans with the locally available raw materials. Khadi commands a sentimental value for Indians. It symbolizes the need and importance of indigenous manufactured goods. The main objectives of the study are: to study the impact and usage on khadi and village industrial products, to identify the customer satisfaction on khadi and village industrial products. The present study on the impact and usage on khadi and village industrial products and their effectiveness was adopted descriptive design which is concerned with descriptive of a collective respondent. The primary data has been collected on first source khadi and village industrial products and secondary data on various articles, journals and websites. A random sampling technique was adopted with a sampling of 110 respondents was taken into account for finding the satisfaction of khadi and village industrial products. A Khadi and village industrial product have to enhance the marketability of new products and design intervention and improved packaging. The findings of the study majority 68% on female respondents prefer the products their monthly income on 10000to 20000. The research examines the influence of Khadi and village industrial products on generating employment opportunities in Coimbatore city.

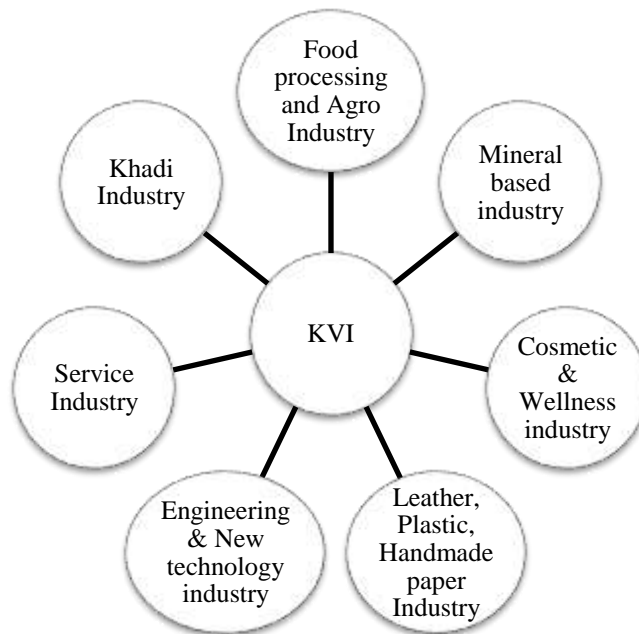
**Keywords:** *Khadi products, village industrial products, impacts, usage, effectiveness*

### **INTRODUCTION**

In the last 9 years, the whole world is seeing the revolution that Indian artisans have woven on the charkha of Khadi. The name of that revolution is 'Self-reliant India'. Khadi commands a sentimental value for Indians. It symbolizes the need and importance of indigenous manufactured goods. Today, Khadi means the Fabric of our Nation's Progress and Resilience. The khadi industry is one of the most prominent

traditional industries in India as it not only boosts sales and employment opportunities for the artisans; but also strengthens export potential, contributes to GDP, promotes rural development and entrepreneurship. The Turnover of Khadi and Village Industries (KVI) products reached historic high of Rs. 1.34 lakh crore in 2022-23 for the first time in Independent India. Sale of Khadi clothes increased from Rs. 1081 crore in 2013-14 to Rs. 5943 crores in 2022-23. Among the different KVI products, there has been unmatched growth in the production of Khadi fabrics in the last 9 years. In 2013-14, the production of Khadi clothes was Rs 811 crore, with a jump of 260%, it has touched the figure of Rs.2916 crore in 2022-23. The demand for Khadi clothes has also increased rapidly from 2013-14 to 2022-23. In 2013-14, where its sales were only Rs 1081.04 crore, by 2022-23, it increased by 450% to touch the figure of Rs 5942.93 crore. Khadi could thus help in building up a community that for the first time would include the non-literates in an equal capacity if not more than the literate ones. Gandhi created a new form of swadeshi politics that encouraged the production and exclusive consumption of hand-spun, hand-woven cloth of Khadi.

“Association of the countrymen with Khadi is creating new records everyday along with promoting employment.” – Prime Minister Narendra Modi



**Figure:1 Seven different industries included in KVI**

### **Tamil Nadu Khadi and Village Industries Board**

The TamilNadu has tremendous employment opportunities in rural Industries. To tap this potential and to provide employment opportunities, the TamilNadu Khadi and Village Industries Board was formed in April, 1960 under the TamilNadu Khadi and Village Industries Board Act, 1959. The object of the Board is to develop the Khadi and Village Industries in rural areas in collaboration with likeminded agencies engaged in rural development work. The Board has been doing its yeomen service for the development of Khadi and Village Industries in this State particularly in rural areas for the past four decades. The Board is the authority to register Co-operative Societies formed by likeminded people under the Co-operative Societies Act to develop Khadi and Village Industries. The Board through these Co-operative Societies also promotes Khadi and Village Industries and thereby provides maximum possible level of employment opportunities to the rural artisans. The State and Central Governments provide financial support in the form of grants to the Board for supply of bee-hives to the rural folks and Tribals in Hill areas, for modernization of looms to weavers and other equipment's to village artisans. The various Khadi and Village Industries activities relating to the TamilNadu Khadi and Village Industries Board are:-

### **KHADI**

#### **1.Cotton Khadi and Polyester**

The production of cotton Khadi is one of the major activities of the Board, which creates employment opportunities to rural artisans. Under this sector, the major function is to produce Khadi of all varieties, which involve the process of spinning, weaving, bleaching and dyeing, etc. There are about 210 Rural Textiles Centres, 86 sub-centres and 46 Nepali Loom Centres in addition to Dyeing Bleaching unit at Bhavani Sagar. These units give employment to about 20,000 artisans, of which 12,500 are rural women. The major products produced from Khadi Cotton are various types of Dhoties, Shirtings, Towels, Bedsheets, Bedspread, Uniform cloth and other varieties. A target of Rs. 8 crores is fixed for production of Khadi and polyester varieties through the Board for the year 2002 - 2003.

#### **2.Khadi silk**

The Silk Industry is an old Industry. The silk sarees produced by the Board are unique in nature ranging from normal price to maximum price and having potential in the market. The Board has also introduced attractive stain guard and printed sarees, which are gaining popularity among the customers. Continuous

efforts are being made to change the colour, design including computer design of these sarees to meet the latest taste of the consumers. The Board is providing employment opportunities for about 1280 silk weavers throughout the year. Besides, the Board is also having its own Silk Twisting Centre and Dyeing Centre at Kattampatti exclusively for Silk. A target of Rs. 27 crores are fixed for the production of Khadi silk for the year 2002-2003 through the Board.

### **3.Rebates on sale of khadi and silk**

This is one of the major financial supports given by the State Government and Khadi and Village Industries Commission, Mumbai. The Government has announced every year 30% rebate on sale of Khadi and 20% rebate on sale of Silk throughout the year including the rebate on sale offered by the Khadi and Village Industries Commission. The Government have fixed the above rebate to the Board to the maximum of Rs.4.00 crores for the year 2001-2002. The rebate is also extended to the Certified Institutions of the Khadi and Village Industries Commission. The Government has fixed the maximum of Rs.5.00 crores as rebate amount to the Certified Institutions for the year 2001 - 2002.

### **4.Welfare measures for the spinners, weavers and artisans**

An Artisan Welfare Fund is operated by the Board. The weavers contribute 12% of their wages to this Fund and the Board also contributes an equal share. The corpus fund thus created is utilized for the benefit of the spinners and weavers. Further, 10% incentive on wages has also been paid to the spinners and weavers by the Board. Assistance is being given to marriage, education and medical expenses etc., from this Fund. A Family Welfare Scheme for the payment of an ex-gratia of Rs.20,000/- to the legal heir of deceased Spinners and Weavers of the Board is being implemented. A Pension Scheme of Rs.200/- per month to the spinners and weavers of the Board who have attained the age of sixty is being implemented.

## **VILLAGE INDUSTRIAL PRODUCTS**

### **1.Carpentry and blacksmithy works**

The Carpentry and Blacksmithy is one of the areas coming under Village Industries of the Board, which creates employment opportunities in rural as well as semi-urban areas. The Board has 3 major Carpentry and Blacksmithy units at Industrial Estates, Guindy in Chennai, Pettai in Tirunelveli District and at Tirupur in Coimbatore District besides, running six smaller units in other Districts. The furniture requirements of

most of the Government Departments are being met by the Board. A proposal to transfer the Carpentry Unit of the Board with all its assets and liabilities and concerned staff to TANSI is under consideration.

## **2. Leather industry**

The activities of the Board under leather industry are the production of shoes, chappals and other leather products. There are 26 foot-wear units functioning all over TamilNadu and the units at Ambattur, Perambur and Pallavaram are major ones. The requirements of the Government Departments like Prisons, Police and Fire services and also Public Sector Undertakings like Transport Corporations are being catered by the Board. The workers engaged in the production of leather goods in the leather industrial units mainly belong to SC/ST Communities.

## **3. Non-edible oil and soap industry**

The Board produces various kinds of soaps by using basic raw materials, viz., neem oil, sandal oil and other ingredients required for the production of soap. The Board's washing soap, toilet soap and detergent powder are the favourite and popular varieties among the customers of this State and Kerala. The Board has recently introduced herbal shampoo, which is purely based on herbal raw materials. To enlarge the activities of the soap industry, the Board has proposed to introduce "Dishwash Bar" shortly. There are 37 soap units functioning under the Board and most of the workers are rural people.

## **4. Bee-keeping industry**

Bee-Keeping Industry is one of the important activities of Board. Honey manufactured by the Board has good patronage from the public. The Board's Honey processing unit at Amsi in Kanyakumari District is producing "A" Grade Honey. The raw honey is procured mostly from Jamunamaruthur in Thiruvannamalai District and Marthandam in Kanyakumari District. This raw honey is 100% tested before packing for sales. The Government provides financial support to this Industry by way of providing grant for supply of bee-hives to the Tribals on hill areas, Scheduled Castes /Scheduled Tribes under Western Ghats Development Programmes, Hill Area Development Programme and Integrated Tribal Development Programme. The income earned by the farmers through bee-keeping activities is an additional income to their agriculture income.

## **5. Handmade paper industry**

Handmade Paper Industry is an Industry, which is purely based on "wealth from waste". The main areas of production of this Industry are file pads, paper covers, carry bags, etc. Most of the workers engaged in these units are from rural areas. These labourers are earning their wages under Minimum Wages Act. The Board has obtained orders from the Department of Railways for their requirements of covers, etc., and also from Private Institutions. The effort to expand the market of these products will continue, so that regular employment may be given to the rural agriculturists.

## **6.Pottery industry**

Pottery Industry is one of the traditional Industries in the State. 4 pottery units' function under the control of the Board. In these units, Glazed wares and pottery articles are being manufactured which have a good patronage. Khadi crafts spread all over the State sell ceramic and fancy articles

## **REVIEW OF LITERATURE**

**Dr. B. Shailaja 2022**, Micro, Small and Medium Enterprises (MSMEs) sector plays a major role in the growth and development related to financial aspect. Their contribution for the development of the nation is more valuable. They encourage low skilled workers and generating employment opportunities to start their own enterprise in rural areas. This gets reflected in the form of their increase in the number and rising proportion in overall product manufacturing, exports, manpower, promotions. It reduces the regional imbalances and assure equitable distribution of national income. Khadi and Village Industries (KVI) is a major wing in MSMEs. Khadi and Village Industries (KVI) increases the employment, exports of products, development of the rural areas. Khadi and Village Industries Commission made many efforts with MSMEs to develop the Khadi and Village Industries. As a result, the Khadi and Village Industries (KVI) is a very successful sector of MSMEs. The study aims at the Khadi and Village Industries on Employment, Production and Sales. The aim of this article is to compute and compare performance variables of Khadi and Village Industries Commission (KVIC) through MSME between the Khadi industry Performance and Village industry Performance as well as to examine the interrelationship among variables plus the functional relationship between variables. **Jyoti Goel 2019**, The unemployment growth rate in India was increasing with a rapid speed. To address this problem the development of the Khadi and Village Industries were important, Khadi and Village Industries Commission (KVIC) was established under the Khadi and Village Industries Commission Act, 1956. At present over 4.56 lakh people are

engaged in their activities under KVIC, majority of them (over 70 percent) are women. In comparison to total unemployment in India the quantum of employment provided by these industries is low and overhead costs of providing the employment is very high, especially in the case of Khadi. The main problems of Khadi and Village Industries are scarcity of capital, marketing problems, competition from large scale industries, consumer unawareness, limited working hours of the Khadi bhandars, uneven quality and limited design patterns. This sector could be developed by addressing these problems and by creating awareness among consumers about the importance of KVIs. **Prof. Savita D. Khanapuri 2016**, The research study since Khadi was designed to provide primarily to rural work force it required simple technology and a local resources base for both its production and consumption It was round this constructive ideology that Khadi movement was built the ideology had a practical dimension of being subsidiary occupation for India's famished social masses and a symbolic value of being a mascot of mobilization for India's freedom struggle. It came to symbolize liberation, not just from the exploitative colonialism, but also from the market driven techno capitalist. **N.P. Pathak, Soma Gupta 2023**, Khadi and Village Industries productivity became the grand symbol of nationalism. Khadi activity is considered as potential tool for creation of employment opportunities at the doorstep of rural Artisans at very low capital investment. KVIC is a Statutory Organisation tasked with the role of promoting the production and sale of Khadi. Over 2737 Khadi Institutions form the vast network are implementing the programmes of KVIC in India. Over 4.97 Lakh people are engaged in this activity. Out of which, over 80 percent are women Artisans. As a part of MSMEs, KVI sector has playing vital role in the production and in the employment generation. Also, this sector contributing to the economic development of the country. This paper made an attempt to examine the performance of KVI sector in terms of production, sales, and employment. For the purpose of studying the performance of KVI sector, the data has been collected from secondary sources such as journals, annual reports and other websites. The collected data has been presented in the tables with the help of statistical tools. **Shashi Shekhar Murmu 2024**, This research investigates the significant role of India's Khadi and Village Industries Commission (KVIC) in stimulating entrepreneurship within the rural economy. Established by the Ministry of Micro, Small, and Medium Enterprises (MSMEs), KVIC acts as a key player in promoting and developing both khadi (hand-spun and hand-woven cloth) and village industries in rural regions. Through a thorough analysis of KVIC's initiatives and their resulting impact, this study aims to clarify the commission's contribution to creating jobs. To achieve this, the research utilizes secondary data from the annual reports of MSMEs between

2018-19 and 2022-23. By employing correlation and regression analyses, the research examines the influence of Khadi and village industries on generating employment opportunities.

### **OBJECTIVES OF THE STUDY**

1. To study the impact and usage on khadi and village industrial products
2. To identify the customer satisfaction on khadi and village industrial products

### **RESAERCH METHODOLOGY**

The present study on the impact and usage on khadi and village industrial products and their effectiveness was adopted descriptive design which is concerned with descriptive of a collective respondent. The primary data has been collected on first source khadi and village industrial products and secondary data on various articles, journals and websites. A random sampling technique was adopted with a sampling of 110 respondents was taken into account for finding the satisfaction of khadi and village industrial products.

#### **Production and Sales of khadi sector**

<b>Year</b>	<b>Production in crores</b>	<b>Sales in crores</b>
2015-2016	1158.44	1663.98
2016-2017	1520.83	2146.60
2017-2018	1626.66	2510.21
2018-2019	1963.30	3215.13
2019-2020	1787.19	2883.71
2020-2021	1954.28	2994.73
2021-2022	2451.62	3487.49
2022-2023	4218.67	5942.93

Source: Secondary data

#### **Production and Sales of village industrial products**

<b>Year</b>	<b>Production in crores</b>	<b>Sales in crores</b>
2015-2016	26689.39	31965.52
2016-2017	33424.62	40384.56



2017-2018	41110.26	49991.61
2018-2019	46454.75	56672.22
2019-2020	56167.04	71076.96
2020-2021	46980.59	60343.69
2021-2022	56327.34	63431.56
2022-2023	67243.85	74235.89

Source: Secondary data

## DATA ANALYSIS

**TABLE NO: 1**

**Socio-Economic factors on KVI Products**

Sl. No	Socio-Economic Factors	Respondents	Percentage
<b>Gender</b>			
1.	Male	35	32
2.	Female	75	68
	<b>Total</b>	<b>110</b>	<b>100</b>
<b>Age</b>			
1.	Upto 20 years	45	41
2.	21-30 years	30	27
3.	31-40 years	15	14
4.	Above 40 years	20	18
	<b>Total</b>	<b>110</b>	<b>100</b>
<b>Education Qualification</b>			
1.	Illiterate	10	9
2.	School Level	25	23
3.	Graduate	45	41
4.	Post Graduate	30	27
	<b>Total</b>	<b>110</b>	<b>100</b>

Occupation			
1.	Private employees	10	9
2.	Government employees	50	45
3.	Business man	20	18
4.	Agriculturist	30	28
	<b>Total</b>	<b>110</b>	<b>100</b>
Monthly Income			
1.	Upto 10,000 Rs	20	18
2.	10,001- 20,000	50	45
3.	20,001-30,000	25	23
4.	Above 30,000	15	14
	<b>Total</b>	<b>110</b>	<b>100</b>
Khadi Products			
1.	Cotton Khadi and Polyester	30	28
2.	Khadi silk	35	31
3.	Rebates on sale of khadi and silk	25	23
4.	Welfare measures for the spinners, weavers and artisans	20	18
	<b>Total</b>	<b>110</b>	<b>100</b>
Village Industrial Products			
1.	Carpentry and blacksmithy works	10	9
2.	Leather industry	15	14
3.	Non-edible oil and soap industry	20	18
4.	Bee-keeping industry	30	27
5.	Handmade paper industry	15	14
6.	Pottery industry	20	18
	<b>Total</b>	<b>110</b>	<b>100</b>

Source: Primary data

### Chi square Analysis

**TABLE NO: 2**

**Relationship on socio-economic factors and Khadi Products**

Pearson Chi-Square	Calculated Chi-square Value	Df	Table value	S/NS	Remarks
Khadi Products	53.227 <sup>a</sup>	51	67.502	NS**	Accepted (H <sub>0</sub> )

Pearson’s chi-square value of the above table is 53.227<sup>a</sup> and table value is 67.502 at 5% level of significant. The Table value is more than the calculated value. Hence, the null hypothesis (H<sub>0</sub>) has been accepted and the alternative hypothesis (H<sub>1</sub>) has been rejected. There is not a significant relationship between socio-economic factors and Khadi Products.

**TABLE NO: 3**

**Relationship on socio-economic factors and Village Industrial Products**

Pearson Chi-Square	Calculated Chi-square Value	Df	Table value	S/NS	Remarks
VI Products	89.562 <sup>a</sup>	85	101.879	NS**	Accepted (H <sub>0</sub> )

Pearson’s chi-square value of the above table is 89.562<sup>a</sup> and table value is 101.879 at 5% level of significant. The Table value is more than the calculated value. Hence, the null hypothesis (H<sub>0</sub>) has been accepted and the alternative hypothesis (H<sub>1</sub>) has been rejected. There is not a significant relationship between socio-economic factors and Village Industrial Products.

**Reliability Test**

**TABLE NO: 3**

**Reliability Test on Khadi Products**

	Scale Mean if	Scale Variance	Cronbach's Alpha if	Comment
Khadi Products				

	Item Deleted	if Item Deleted	Item Deleted	
Cotton Khadi and Polyester	12.0444	28.442	0.845	Good
Khadi silk	17.3801	15.531	0.832	Good
Rebates on sale of khadi and silk	16.6717	48.428	0.882	Good
Welfare measures for the spinners, weavers and artisans	18.7520	35.177	0.776	Accepted

**Source: Primary data**

In the above table on Reliability analysis's cronbach's Alpha values on khadi products the cronbach's alpha if item deleted is Rebates on sale of khadi and silk is 0.882 highly internal consistency which is more than 0.8. Hence the reliability of the question is proved i.e., the questionnaire is reliable for the purpose of data analysis.

**TABLE NO: 4**

**Reliability Test on Village Industrial Products**

Village Industrial Products	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Cronbach's Alpha if Item Deleted	Comment
Carpentry and blacksmithy works	11.9632	32.942	0.856	Good
Leather industry	12.7662	26.731	0.873	Good
Non-edible oil and soap industry	11.7245	38.388	0.848	Good
Bee-keeping industry	13.6792	32.661	0.853	Good
Handmade paper industry	12.5521	24.672	0.826	Good
Pottery industry	11.5672	31.744	0.878	Good

**Source: Primary data**

In the above table on Reliability analysis's cronbach's Alpha values on village industrial products the cronbach's alpha if item deleted is pottery industry is 0.878 highly internal consistency which is more

than 0.8. Hence the reliability of the question is proved i.e., the questionnaire is reliable for the purpose of data analysis.

## **CONCLUSION**

In the present research study on khadi and village industrial products and their effectiveness was to help in building up a community that for the first time would include the non-literates in an equal capacity if not more than the literate ones. A Khadi and village industrial product has to enhance the marketability of new products and design intervention and improved packaging. The findings of the study majority 68% on female respondents prefer the products their monthly income on 10000to 20000. The research examines the influence of Khadi and village industrial products on generating employment opportunities in Coimbatore city.

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