



National Conference on Latest Innovations in Engineering, Science, Management and Humanities (NCLIESMH – 2024)

26th May, 2024, Raipur, Chhattisgarh, India.

CERTIFICATE NO : NCLIESMH /2024/C0524565

A Theoretical Overview of Khadi and Products of Village Industries of West Bengal

Shilpa Debnath

Research Scholar, Department of Economics, Mansarovar Global University, Sehore, M.P., India.

ABSTRACT

The present theoretical study examines the development, socioeconomic importance, and modern relevance of Khadi and other products of West Bengali village industries. An important part of ensuring that people in the state can make a living wage is the khadi, which was adopted during India's independence movement as a symbol of rural empowerment and self-sufficiency. This study's theoretical foundation is rooted in Gandhian economic theory, which places an emphasis on decentralizing production, creating jobs, and reviving indigenous skills.

Craftspeople, weavers, and small business owners in rural West Bengal have benefited greatly from the khadi and village industries, which have boosted the economy and created jobs. The study delves into the ways in which the Khadi and Village Industries Commission (KVIC) and the West Bengal Khadi & Village Industries Board (WBKVIB) provide institutional support for the promotion of production, marketing, and innovation. Additionally, it provides a theoretical framework for comprehending the lasting importance of Khadi in contemporary economic settings by reviewing viewpoints connected to sustainable development, rural industrialization, and socio-cultural preservation.

Khadi and village industries continue to play an important role in rural West Bengal's inclusive development, the study says, even if they face competition from mechanized industry and shifting consumer tastes. Researchers and policymakers can benefit from a better theoretical grasp of their framework as they attempt to modernize, train, and expand this age-old industry.

Keywords: *Industrialization, Socio-Cultural, Consumer, Sustainable, Promotion, etc...*

Introduction

Khadi and other village industries have a prominent position in the socio-economic and cultural history of India. Khadi is not just a fabric; rather, it is a concept of sustainable living and economic independence that has its origins in the ideas of self-reliance and rural development that were envisioned by Mahatma Gandhi. In India, the Khadi and Village Industries (KVI) sector is a key component of the rural economy. It is responsible for giving employment opportunities to millions of craftsmen, weavers, and small-scale manufacturers all over the country.



National Conference on Latest Innovations in Engineering, Science, Management and Humanities (NCLIESMH – 2024)

26th May, 2024, Raipur, Chhattisgarh, India.

An important part of the rural industrial landscape in West Bengal is played by Khadi and village industries. Hand-spinning, weaving, ceramics, carpentry, leatherwork, and other forms of handicrafts have a long and illustrious history in this state, and they are among the many crafts that have made a substantial contribution to the local economy. Through the provision of financial assistance, training, and marketing support, the Khadi and Village Industries Commission (KVIC) and the West Bengal Khadi and Village Industries Board (WBKVIB) have been of great assistance in the promotion of these historical industries.

The economic, social, and cultural components of Khadi and village industries can be better understood with the help of a theoretical review of these respective businesses. The Khadi movement, the organizational framework that governs village industries, and the contributions that these enterprises have made to the generation of employment opportunities and sustainable development in rural areas are all investigated in this book. As an additional benefit, it throws light on the issues that artisans and producers face in the modern market environment. These challenges include competition from mechanized industries, a lack of modernization, and limited access to broader markets.

In light of this, the purpose of this research is to provide a complete theoretical knowledge of the Khadi and village industries in West Bengal, with the intention of highlighting the significance of these sectors in terms of fostering inclusive growth, maintaining indigenous skills, and promoting rural entrepreneurship. The purpose of this overview is to provide insights into the ways in which these sectors continue to serve the socio-economic fabric of the state by performing an examination of both the traditional underpinnings of the sector as well as the modern dynamics of the sector.

Review of Literature

Patil R Bajirao (2023) A customer's attitude has traditionally been regarded as a learned bias that predicts how they would consistently behave toward various things in the environment. This is the conventional way of thinking about consumer attitudes. Marketing research on attitudes is crucial since attitudes influence our ideas and behaviors. Assume responsibility for the behavior of a client. The primary focus of this investigation is on the impressions that purchasers have regarding particular characteristics that Khadi and Village Industrial Products provide. Both the Likert scale and the semantic differential scale are utilized in regard to the measurement of attitude.

Yadav Deepa and Modi Sanjeev Kumar (2022) Khadi, which is often referred to as "Khaddar," is the distinctive brand of India. It was established during the time before the country gained its independence. Over the course of several decades, Khadi have been met with preference from the indigenous people of India. Information about Khadi is now readily available to individuals as a result of the proliferation of online resources. However, the customer's information regarding the



National Conference on Latest Innovations in Engineering, Science, Management and Humanities (NCLIESMH – 2024)

26th May, 2024, Raipur, Chhattisgarh, India.

deal they are about to make is affected by a variety of factors that impact their cognition. The factors that affect consumer knowledge when buying Khadi products are examined throughout this study. In all, 171 samples were selected for the purpose of data analysis, utilizing a structured questionnaire after an initial research study was conducted in the Delhi/National Capital Region (NCR) area. Finding, quantifying, and classifying 37 research objects into variables is the aim of this study. These variables include advertisement, buy intention, price, authentication/quality consciousness, consumer knowledge, and source of information. Within the context of Khadi products, these six characteristics can be utilized to provide an explanation for the level of consumer awareness.

Archana U (2022) Consumer satisfaction with Khadi and Village Industrial products was the subject of this study, which was commissioned by the District Rural Development, Coimbatore. Below are the results of this study. By chance, I learned that empirical research on Khadi and Village Industrial items is scarce. Somewhat surprisingly, amount of room for improvement in addition to a requirement for systematic study on the behavior of buyers in relation to Khadi and Village Industrial items. Products manufactured by the village industry. One way to alter a consumer's level of satisfaction with a product is to emphasize the product's newly developed features or to associate the product with well-known figures with either of two ways: either by altering the perceptions that the consumer has about the items, or by increasing the customer's level of involvement with the product. Customers in the city of Coimbatore were the subjects of a marketing-specific survey that sought to ascertain their degree of contentment with Khadi and Village Industrial products. This research aims to fill gaps in our knowledge by examining consumer satisfaction with Khadi and Village Industrial products and the many factors that influence their purchasing decisions. The District Supply and Marketing Society is a marketing retail outlet, and it is also meant to help them with various promotional activities and to increase sales. Also, lawmakers can use this data to figure out how the Khadi and Village Industrial Commission (KVIC) stores are doing in the present and how the government should react to all the different things the KVIC stores are doing.

Rohilla Monika, Gautam Anamika (2022) In the Panipat area of Haryana, this study set out to examine the extent to which young people there are familiar with and knowledgeable about khadi. Characteristics of purchasing behavior and its acceptability among young people were investigated in the study. We asked 292 adults, ranging in age from 18 to 29, to fill out the survey. Based on the findings of the study, 62% of young people did not consider khadi apparel to be an affordable choice. Although just 40% of buyers were familiar with cotton khadi, 56% were willing to buy it because of its high comfort level. The same proportion of people (70%) think that khadi is appropriate for women of any age. It was found that roughly 20% of the younger generation was completely avoiding khadi. Additionally, it was noted that approximately 20% of the participants favored khadi only for domestic textiles, including curtains, bedsheets, blanket coverings, and the like. In contrast, 62 percent of young people thought khadi was too pricey. It was determined that khadi was well-received by consumers. In addition to valuing comfort, young people are drawn to affordable yet stylish attire.



National Conference on Latest Innovations in Engineering, Science, Management and Humanities (NCLIESMH – 2024)

26th May, 2024, Raipur, Chhattisgarh, India.

Datta et al. (2022) Few studies have investigated how customers rate the legitimacy of Khadi Bhandars selling authentic Khadi garments. Although there has been some study on Khadi fabrics, the buying habits of consumers have been mostly ignored, even though Khadi is a genuine Indian material. Focusing on Khadi bazaars in particular, this study investigates what makes customers buy Khadi fashion wear. Those who purchased Khadi-made clothing and textiles were among the guests. Store atmosphere, perceived authenticity, and purchase mindset are predictor traits. The data was analyzed using a structural equation model in addition to exploratory factor analysis. Research has demonstrated that the retail setting has a substantial impact on consumers' attitudes about buying, their intention to buy, and their perceptions of the authenticity of products. A person's attitude and the widespread perception of them influence their purchase intention, which in turn greatly influences their purchasing behavior.

Padmasani (2021) Through the lens of Fishbein's attitude model, the research investigates the feelings that consumers have about khadi products. The impact of personal characteristics and it delves into the impact of consumers' attitudes on their purchase choices and the connections between attitudes and consumer satisfaction. Most consumers think khadi goods are beautiful, and those buyers who are more optimistic about the trend report higher levels of satisfaction with their purchases.

Chellammal. T (2020) The satisfaction that shoppers in Thoothukudi feel after shopping at the Hyper Market. Both super markets and hyper markets provide food, groceries, and other home essentials, yet they serve different purposes. The degree to which consumers are satisfied with hypermarkets is defined, according to this research. In Thoothukudi, all the scientific studies are being conducted. In order to acquire information from respondents, the researcher uses a straightforward random sampling procedure. 75 people make up the study's sample population. For the purpose of data analysis, the researcher makes use of straightforward statistical tools. A variety of product types came in first place. The clients' primary concern is the presence of a large throng. The customer faces a lot of challenges, the least of which is being pressured to buy things they don't want. The degree to which consumers are satisfied with hypermarkets is defined, according to this research. In Thoothukudi, all the scientific studies are being conducted. Waiting in a long line for billing is one of several problems that consumers are facing. Providing more billing sections and delivering fast billing are two areas that management may prioritize. The study's author concluded that Thoothukudi's product variety, quality, and the majority of clients are satisfied with the price point.

Bhuvaneswari. S (2019) The researchers set out to determine the level of expertise consumers are about khadi goods. Khadi stands out from the crowd because it lacks the attributes that are commonly associated with other products. The purpose of this research is to ascertain how well-known the items under consideration are. In addition, this model considers all the various aspects that impact khadi shoppers' decisions. The one that is already in use the area of Coimbatore has been the focus of a recent study.



National Conference on Latest Innovations in Engineering, Science, Management and Humanities (NCLIESMH – 2024)

26th May, 2024, Raipur, Chhattisgarh, India.

P. Pradnya, Sugandha Ambre. La (2017) Among young people, "Khadi" stands for "awareness and promotion." Efforts to market khadi as a fashion fabric and gauge college students' familiarity with the term have been ongoing throughout this article. The supplies for the fashion show that was done by kids and the little survey that was conducted for teenagers were supplied by KVIC, Mumbai. An integral part of a self-sustaining economy is agriculture, and Khadi was meant to grow into an industry that would augment it. Based on the responses of this survey, it is clear that khadi is becoming a fashion symbol and can no longer be ignored. For the simple reason that it helps rural economies thrive by providing much-needed income to artisans.

D.Anusuya and M. Banurekha (2016) Researchers in the Coimbatore District found that buyers of Khadi and Village Industrial products were happy with their purchases. The study's objective is to uncover customer preferences and satisfaction levels with KVI goods. Two hundred persons were considered with the objective of determining individuals' degrees of contentment with Khadi products. The most significant finding of this survey was that, according to the majority of respondents, quality is the most essential element, followed by quantity, then price, and finally quantity. According to a researcher's conclusions, KVI should focus on making high-quality products and increase their inventory in order to promote online sales. The researcher advocated for particular policies that the government should enact.

Choudhay P and Ojha S (2015) "Developing innovative Khadi products and observing the purchasing patterns of young people in Jaipur who are interested in Khadi." Involved in the research were 100 males and females. To the random sampling, people who worked in offices and those who were self-employed contributed. Several Khadi Ghar in Jaipur were visited for the purpose of conducting the survey. The vast majority of respondents (57%) favor Khadi kurtas; nevertheless, 43 percent of respondents use Khadi materials daily and 57% do not regularly use Khadi textiles. Among those who purchased khadi fabrics, 42% did so from khadi shops and 23% from handloom shops. Nearly everyone who took part in the poll has heard of khadi and its distinctive materials. When it comes to choosing, cotton khadi fabrics are taken very seriously. Results indicate that consumers view Khadi favorably due to their actions.

Manikandan. A and Kumaresan. S (2015) An empirical study on customer satisfaction with Domino's Pizza in Chennai. The Domino's Pizza brand includes both brick-and-mortar locations and franchises around the world. Customers of Domino's Pizza locations in Chennai will be the primary focus of this research project, which aims to learn more about their experiences there, as well as their thoughts and feelings towards Domino's pizza and other items. Customer satisfaction with pricing and delivery aspects, such as the introduction of new products, price reductions, etc., will be investigated. Domino's Pizza Outlet will benefit from this project since it will help them learn more about their customers' tastes and opinions, which will lead to higher quality products and services.



National Conference on Latest Innovations in Engineering, Science, Management and Humanities (NCLIESMH – 2024)

26th May, 2024, Raipur, Chhattisgarh, India.

Muruganandan. S and Yazhini. M (2012) "The Attitudes of Khadi Product Buyers in Rural and Urban Areas: A Case Study". As a result of knowing the customer's attitude, the marketing manager can consistently cater to the customer's preferences in terms of product or service. The current research is to compare rural and urban consumers with regard to their attitudes and levels of satisfaction with khadi goods. Outside of the fish bin's multi-attribute attitude measurement model, statistical procedures such as ANOVA, paired t-test, and correlation analysis were employed. According to the results, there is little to no difference in satisfaction and attitude between rural and urban consumers. As a result, officials in the Khadi and village sectors may take a one-size-fits-all strategy to boosting khadi sales, ignoring the fact that some consumers may reside in more remote areas than others.

Padmasani, & S, Muruganandan & M, Yazhini. (2011) The purpose of this study is to examine the viewpoints and emotions of consumers regarding khadi goods through the lens of Fishbein's attitude model. The study delves into the correlation between consumers' attitudes and their degree of contentment, as well as the impact of personal qualities and aspects related to purchasing preferences on attitudes. Customers have a generally positive attitude of khadi goods, according to this survey. This assertion is supported by those data. In addition, customers who have a more optimistic outlook on life report higher levels of contentment with the products they have purchased.

Aditya tripathi (2009) He intends to use his findings to determine which factors are most important to customers when making purchases from modern retail formats and to rank the relative weight of these factors. The consumer market in India is also seeing some changes, so businesses there need to be flexible in their strategies and plans if they want to meet customers' expectations for value.

Conclusion

Khadi and the products of West Bengal's village industries are shown to have a profound relevance in the socio-economic framework of the state, as revealed by the theoretical overview of these two entities. For a significant portion of the rural population, these industries not only provide a means of subsistence, but they also represent the principles of self-sufficiency, simplicity, and sustainability. In addition to the varied range of village businesses that contribute to rural industrialization and balanced economic growth, the fabric known as khadi, which is spun and woven by hand, continues to be a reflection of India's cultural identity and Gandhian philosophy.

The Khadi and Village Industries sector in West Bengal has been essential in minimizing rural-urban migration and encouraging employment, particularly among women and other marginalized groups. This sector has also played a significant role in easing the transition from rural to urban areas. As a result of the efforts of organizations such as the Khadi and Village Industries Commission (KVIC) and the West Bengal Khadi and Village Industries Board (WBKVIB), these traditional industries



National Conference on Latest Innovations in Engineering, Science, Management and Humanities (NCLIESMH – 2024)

26th May, 2024, Raipur, Chhattisgarh, India.

have been provided with organized support in the areas of marketing, training, and financial resources. Despite this, the industry continues to struggle with issues such as poor market exposure, limited modernization, and competition from commercially manufactured goods.

The integration of contemporary technology with traditional craftsmanship, the strengthening of market connections, and the raising of consumer knowledge regarding the social and environmental worth of Khadi and village products are all needed in order to guarantee the sector's continued expansion in a sustainable manner. Not only does the preservation and promotion of these industries empower rural craftsmen, but it also upholds the tradition of India's indigenous industries and makes a significant contribution to the inclusive and sustainable development of the state.

References

1. Archana U (2022), “Customers satisfaction towards Khadi and Village Industrial Products with special reference to Coimbatore city”, IJRTI, Volume 7, Issue 7, pp- 1537-1545
2. Bhuvaneswari. S (2019), A study on Consumer Awareness towards khadi products in Coimbatore District, IJRAR June 2019, Volume 6, Issue 2, pp -102-110.
3. Chellammal. T (2020). “Customers satisfaction towards Hyper Market in Thoothukudi”. Journal of Xian University of Architecture and Technology, ISSN: 1006-7930
4. Choudhay P and Ojha S (2015). “Buying behavior of Khadi among the youth of Jaipur and Developing innovative Khadi products”. Research Reinforcement, year-2, volume (2).
5. D. Anusuya and M. Banurekha (2016). “A study on Customer satisfaction towards the Khadi and Village Industrial products in Coimbatore District”. International journal of Marketing and Technology 6 (2).
6. Datta, D. B., & Sarkar, B. (2022). Consumer Buying Behaviour Towards Khadi Fashion Wear. *SEDME (Small Enterprises Development, Management & Extension Journal)*, 49(1), 58–72.
7. Dr. Aditya tripathi (2009). “Customer Shopping behavior Among modern Retain formats” Vol XXXIX No: 2 page 3-12. Indian Journal of Marketing.
8. Manikandan. A and Kumaresan. S (2015) “Customer Satisfaction towards Domino’s Pizza in Chennai-An Empirical study”. International journal of Multidisciplinary Management studies, ISSN: 2249-8834, Vol 5(6).
9. Muruganandan. S and Yazhini .M (2012) “A Case Study on Attitude of Rural and Urban Customers of Khadi products”, Asian Journal of Research in Business Economics and Management, Vol 2, Issue – IX, September 2012 (9).
10. P. Pradnya, Sugandha Ambre.La (2017) “Khadi – Awareness and promotion among youth”, International Research Journal of engineering and Technology, Issue -07, ISSN- 2395-0072.
11. Padmasani, & S, Muruganandan & M, Yazhini. (2011). Rural consumers' attitude towards khadi products. Journal of Management and Science. 1. 78-87.



National Conference on Latest Innovations in Engineering, Science, Management and Humanities (NCLIESMH – 2024)

26th May, 2024, Raipur, Chhattisgarh, India.

12. Padmasani, & S, Muruganandan & M, Yazhini. (2021). Rural consumers' attitude towards khadi products. *Journal of Management and Science*. 1. 78-87.
13. Patil R Bajirao (2023) Customer's Attitude towards Khadi and Village Industrial Products in Pune City, *Sodhasamhita*, Volume- VIII, Issue 8, 2021-2022, pp-205-215.
14. Rohilla Monika, Gautam Anamika (2022) Perception of Young Consumers on Khadi in the Panipat District, Haryana, *J. Res. ANGRAU* 50 (3) 96-103, 2022.
15. Yadav Deepa and Modi Sanjeev Kumar (2022) Khadi Consumer Awareness in Delhi/NCR Region: Exploring Influencing Factors, *Journal of Positive School Psychology*, 2022, Vol. 6, No. 3, 9262– 9270.