

## **KHADI - IDENTIFICATION & AWARENESS AMONG YOUTH IN NEW ERA**

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### **ABSTRACT:**

The paper discusses the aspects of the meaning and uses of khadi in India. Also it is emphasis on the advantages and disadvantages of Khadi fabric for regular use. Khadi is introduced by M.K. Gandhi in Non-cooperation movement during freedom fight in India. It also reflects as pride for Indian but most of youth are unaware about its Identity. This study is done to judge the awareness and its usage among the youth in this fashion era. The survey is taken among group of students from college to provide the practical approach to this study. Survey is based on identification of Khadi on basis of its color appearance and texture and awareness and usage of Khadi. Also, cost factor is taken in consideration as its expensive fabric.

**KEYWORDS:** Khadi, Awareness, Youth, Fashion, Color, Appearance

### **INTRODUCTION**

Khadi, an Indian fabric is densely related with India's non-co-operation freedom movement therefore it's a subject of pride for every citizen stimulated a desire for independence as well as attitude of self-discipline in every Indian. It's an independent National Identity, started by the father of nation, Mahatma Gandhi in 1920 as a political weapon for the boycott of foreign goods; cloth in specifically. Under this Swadeshi program, first production, then usage and distributing things in India. During non-co-operation movement, even before, and after the movement, central emphasis on using hand spun and hand-woven cloth - khadi - made inside the country to achieve swaraj [1]. Khadi also known as 'Khaddar' is hand-spun and hand-woven material which is weaved by yarn that is spun on the spinning wheel called charkha. It is a versatile fabric has the unique property of keeping wearer warm in winter as well as cool in summer season. Its woven provides passage of air circulation in the fabric [2]. Over time, khadi's quality has

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improved tremendously. Khadi fabrics are not just restricted to cotton and have many aspects. Khadi blends with other fibers such as silk, wool, polyester etc. Its easy adaptability to a range of designs makes it amenable to both formal and informal look. Also suitable for both Indian and Western styles [3]

It has various advantages which make it more customer friendly such as: handcrafted self-textured designs, light weight, airy and lasts long. It is used to make casual as well as formal wear however it is available not only in the form of cloth but also in the form of apparels, personal wear and home textiles, furnishing, rich elaborate occasional wear, now also as a fashion fabric too. It can be blended with other fibers so that variety of blends with better properties can be produced. Most importantly the production process of khadi involves no environmental pollution; hence extremely ecofriendly. It greatly supports the rural artisans to earn their livelihood.

It gets easily crumpled and has shrinkage and bleeding of colors issues. Khadi cotton is required to be starched therefore requires more maintenance and care. Due its production methodology the cost is higher. Even having high demand for its usage its supply is less due to tedious production. "Khadi is meant for everyone. Even a depraved man, a sinner, a drunkard, a gambler, anybody, can wear it. But the sacred quality of khadi is that it is a symbol of freedom. Those who wish to live in free India ought to wear khadi."

- **M. K. Gandhi**

### **Conceptual Framework**

- 1) Khadi - is a hand-woven natural fiber cloth originating from eastern regions of the Indian subcontinent
- 2) Swaraj - is much more than freedom from all restraints, it is self-rule, self-restraint and could be equated with moksha or salvation
- 3) Polyester - a synthetic resin in which the polymer units are linked by ester groups, used chiefly to make synthetic textile fibres.

### **1.1ADVANTAGES**

- Handcrafted self-textured designs make it unique
- Light weight and airy and lasts long
- It is used to make casual as well as formal wear
- Keeps wearer warm in winter as well as cool in summer season.
- Now as a fashion fabric too
- Can be blended with other fibers so that variety of blends with better properties can be produced
- Most importantly the production process of khadi involves no environmental pollution; hence extremely eco friendly
- It greatly supports the rural artisans to earn their livelihood
- Available not only in the form of cloth but also in the form of Apparels, Personal wears.

## **1.2 DISADVANTAGES**

- Khadi gets easily crumpled.
- Khadi cotton is required to be starched
- Requires maintenance and care
- Expensive
- More demand and less production
- Shrinkage and bleeding of colors

## **2. Objectives of The Study**

- a. To assess the knowledge and awareness about khadi among youth
- b. To study the acceptability of khadi by youth
- c. To create publicity and awareness about khadi for its promotion among youth

## **3. Research Methodology**

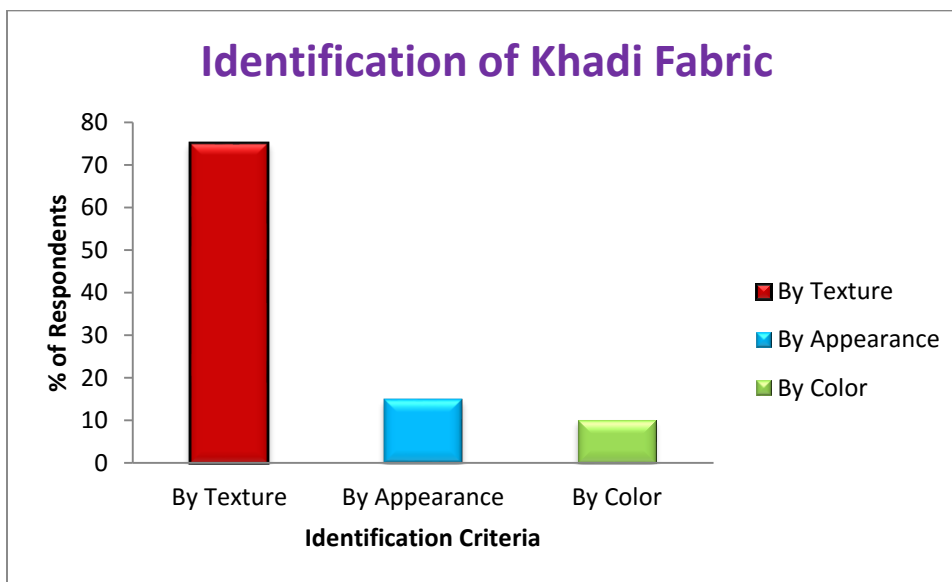
To fulfill the objective of the study survey was taken among youth. Group of 100 students of DMSR J.M. Patel College Bhandara was targeted with 20-25 years of age group as respondents for this survey.

The survey was conducted to evaluate the awareness about khadi fabric and its related aspects (basic information) among youth. Questionnaire of around 4 questions was circulated among the target group and their responses were studied.

#### 4. Results and Discussion

Figure1 shows the graph for Identification of Khadi fabric among youth in Survey taken in college which is based on texture, appearance and color.

**Figure 1: Graph for Identification of Khadi Fabric**



If identification of khadi is concerned 75% of respondents could identify it just by feel or texture as it has a special texture from Graph. The graph shows that by appearance or look was 15% and 10% of respondents said that they could identify just by color.

**Figure 2: Graph for consideration of cost**

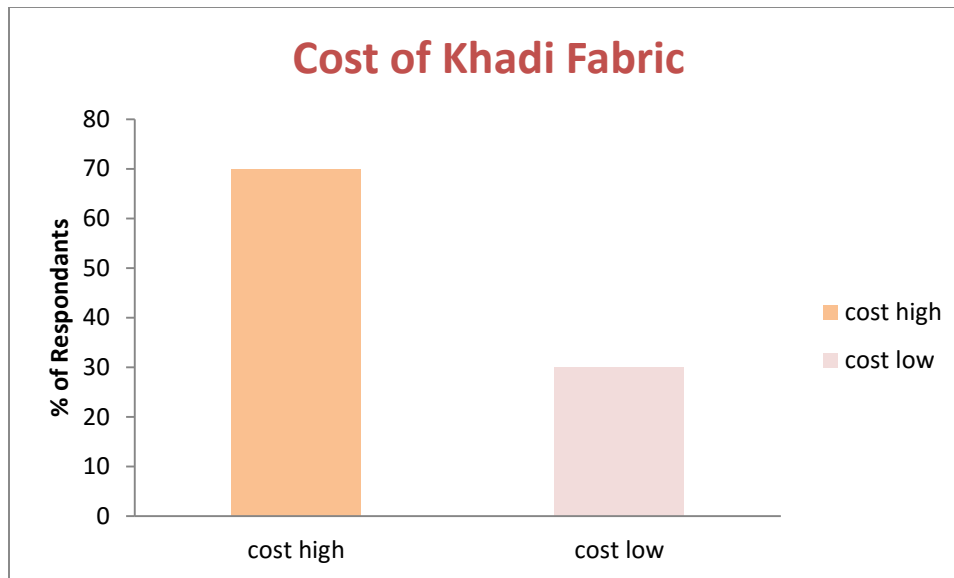


Figure 2 shows the graph of views of students on cost of Khadi garments. Regarding the general opinion of today's youth about khadi, 70% of the respondents felt it is costly and that is one of the reasons that it is used by limited people. 30% of the respondents felt that there is a limited variety is available in khadi for consumers may be due to limited colors and designs that's why the cost is low. This kind of student's opinions about khadi leads to the non-acceptance of khadi as a regular wear.

## 5. Conclusions

Based on the information of various research papers and above survey it can be concluded that the students do know about khadi. As far as young generation is concerned, they are aware about khadi fabric but not really ready to accept it as major part of their wardrobe. This is mainly due to limitations like less availability of colors, prints, textures etc. Therefore the study like this show a lot of further scope for research which can be carried out, may be by researchers as well as by designers to make khadi more popular which would help building this cottage industry well in our country, India.

## 6. References

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