



## Revamping Khadi and Village Industries to an Innovative Path – an Analytical Study

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### KEYWORDS :

India is essentially an agriculture based country and above 80per cent of the population lives in villages and more than 50per cent of the villagers are below the poverty line. Rural areas account for 82 percent of the unemployed in the country. Indian agriculture being dependent on the erratic of monsoon, it provides only seasonal employment. The rural people are being without employment for the rest of the year. Hence, it is understood that agriculture cannot solve the economic problems of the agrarian people, as it does not provide employment throughout the year.

Traditionally, Indian agriculturists had village industries such as wearing, pottering and so on to support their economic conditions. Hence, Khadi industries were also considered as the agricultural based industries. But after the industrial revolution in Britain and the introduction of industrially manufactured goods in Indian market by the British, the village industries in India received a setback, especially after the Second World War, the scientific advancement and the technological development took the world towards new inventions. India under the British regime faced a great set back in the technological development. India became the market of foreign goods. The Indian villages which were famous for handicrafts received no moral support from the foreign rule. Plenty of the Indian handicrafts started to perish because they competed with the machine mass production of goods. During the period of freedom struggle in India, Gandhi the father of our nation visited and studied the poor conditions of the Indian villages. He thought of a plan to provide employment opportunities for the villagers on a permanent basis, and the end result was the birth of the khadi scheme in India.

### Statement of the problem:

The Researcher has identified the problems by analyzing various reasons scientifically and systematically. In an effort to bring overall economic development and a balanced growth in all the parts of the country both the central and state governments have given serious attention to khadi and village industries. In our country majority of the people are farmers and they are suffering due to erratic of monsoon and unemployment problem. The British Government in India paid no sufficient interest to improve the KVI. Now, after the Independence, the union and state governments are taking interest to promote the Khadi and Village Industry. But KVI suffers with lot of problems such as Marketing, Limited Number of Brands, High price, Lack of advertisement and the like.

### Objectives of the Study:

The main objectives of the study are.

1. To analyse the attitude and opinion of consumers towards the products of khadi and village industries.
2. To offer suitable suggestions based on the findings to improve the khadi and village industries in future.

### Methodology:

Collection of data:

The present study is based on primary data. The primary data were collected from the users and non- users of Khadi and Village Industries products.

### Sampling Design:

The survey on the attitude of the users and the opinion of non-users

of the khadi and village industries products were undertaken on the basis of convenience sampling method. The sample covered 400 users and the 100 non-user respondents drawn from the different strata of the society in the study area. The attitude of the Users and opinion of the Non – Users, had been analysed.

### Tools for Analysis:

In order to test the significant difference in the perception scores of consumer and attitude Kruskal-Wallis Test has been used.

### FACTORS INFLUENCING THE ATTITUDE

The attitudes of the respondents are highly influenced by demographic factors and the social variables such as Gender, Age group, Education, Marital status, Occupation, Family size, Monthly income, Mode of purchase, Availability of required things and the like. The relationship between these variables and attitudes has been analysed by applying appropriate statistical tools.

### Gender

The gender attitudes have been identified as one of the factors which influence the respondents towards of khadi and village industry products. Female respondents develop an interest to use KVI products. Hence, this factor is considered as a conclusive factor for promoting positive attitudes towards KVI products. The table shows the gender wise classification of the respondents towards the KVI Products.

**TABLE 1**  
Classification of Gender

S.no.	Gender	No. of Respondents	Percentage to Total
1	Male	267	66.8
2	Female	133	33.3
3	Total	400	100.0

Source: Primary data

It is inferred from the table 1 that 267 (66.8 percent) respondents are male and 133 (33.3 percent) respondents are female. The majority of the respondents are male.

### Age

Age is an important variable in any research. It is a general belief that young people show a keen interest to purchase khadi and village industry products. Table 2 shows the age wise classification of the respondents.

**TABLE 2**  
Classification of Age

S.no.	Age	No. of Respondents	Percentage to Total
1	Less than 20 years	50	12.5
2	21-40 years	152	38.0
3	41- 60 years	118	29.5
4	Above 60 years	80	20.0
5	Total	400	100.0

Source: Primary data

It is inferred from the table 2 that 50 respondents (12.5 percent) are below the age of 20 years, 152 respondents (38 percent) are in between 21 and 40 years, 118 respondents (29.5 percent) are in between 41 – 60 years and 80 respondents (20 percent) are above 60 years of age.

### Educational Qualification

The Educational qualification of the respondents has been identified as one of the factors, which influence the attitudes of the respondents towards the use of Khadi and village industry products. Table 3 shows the educational classification of the respondent.

**TABLE 3**  
**Classification of Educational Qualification**

S.no.	Qualification	No. of Respondents	Percentage to Total
1	Primary level	42	10.5
2	High school level	42	10.5
3	Hr.sec level	98	24.5
4	U-G level	110	27.5
5	Post - Graduation level	78	19.5
6	Professional level ( B.E/M.B.B.S/ Law)	30	7.5
	Total	400	100.0

Source: Primary Data.

It is inferred from the table 3 that out of 400 respondents, 42 respondents (10.5 percent) have a primary level of Education, 42 respondents (10.5 percent) are at the high school level, 98 respondents (24.5 percent) are at higher secondary level, 110 respondents (27.5 percent) are at U.G level, 78 respondents (19.5 percent) are at Post graduation level and 30 respondents (7.5 percent) are at professional level.

### OCCUPATION

The occupational status of the respondents has been identified as another important factor which influences the attitude of the respondents towards the use of KVI products. The table 4 shows the occupational status of the respondents.

**TABLE 4**  
**Classification of Occupation**

S.no.	Occupation	No. of Respondents	Percentage to Total
1	Agriculture	70	17.5
2	Business	84	21.0
3	Govt. employee	130	32.5
4	Professionals	32	8.0
5	Private employee	84	21.0
	Total	400	100.0

Source: Primary Data.

It is inferred from the table 4 that out of the 400 respondents, 70 respondents (17.5 percent) are agriculturists, 84 respondents (21 percent) are businessmen, 130 respondents (32.5 percent) are on government jobs, 32 respondents are professionals, (8 percent) and 84 respondents (21percent) are employed in private sectors.

### MONTHLY INCOME

The monthly income of the respondents has been identified as another factor which influences the attitudes of the respondents towards the use of KVI products. Table 5 shows the monthly income of the sample respondents.

**TABLE 5**  
**Classification of Monthly Income**

S.no.	Income (in Rs)	No. of Respondents	Percentage to Total
1	upto4000	22	5.5
2	4001 -8000	104	26.0
3	8001 –12000	78	19.5
4	12001-16000	92	23.0
5	16001 and above	104	26.0
	Total	400	100.0

Source: primary data

It is inferred from the table 5 that out of the 400 respondents, 22 respondents (5.5 percent) get a monthly income of Rs.4000, 104 respondents (26 percent) are getting a monthly income between Rs.4001 to Rs.8000, 78 respondents (19.5 percent) are getting a monthly income between Rs 8001 to Rs12000, 92 respondents (23 percent) are getting a monthly income between 12001 to 16000 and 104 respondents (26 percent) are getting above Rs.16000 as their monthly income.

### ATTITUDE OF CONSUMERS TOWARDS THE PRODUCTS OF KHADI AND VILLAGE INDUSTRIES

The consumers' attitudes towards Khadi and village industry products have been analysed through ranking under the concept of the display of goods, price and the quality of the products of Khadi and village industries.

Table.6 reveals the ratings of the respondents towards the products of Khadi and village industries

**TABLE 6**  
**Attitude of the consumers based on the quality of KVI Products**

S.no	Factors	SA	A	No	DA	SDA	Score	Rank
1.	KVI products are comparatively durable	112	228	60	0	0	1652	II
2.	KVI Products are correct in weight	56	196	148	0	0	1508	III
3.	KVI Products are unadulterated	32	216	152	0	0	1480	IV
4.	Goods purchased in the sales centres of the KVI are well packed	10	106	56	98	130	968	VI
5.	KVI products are good in quality	14	200	132	34	20	1354	V
6.	KVI products are not harmful to the health of the consumers.	212	146	42	0	0	1770	I
	Total Score						8732	

Source: Computed data

The above table 6 shows the opinion of the consumers based on the quality of KVI Products. In the opinion of the consumers they feel primarily that the KVI products are not harmful to the health of the consumers scoring 1770 out of 8732. In the second place they felt that the KVI products are comparatively durable. In their opinion, as the third point, the weight of the KVI corrects in weight. Other points are in the next order.

**TABLE 7**  
**Attitude of Consumer satisfaction with the products of KVI**

S.no	Factors	SA	A	No	DA	SDA	Score	Rank
1.	Khadi cloth is more suitable for aged people	154	182	64	0	0	1690	II
2.	Wearing of khadi cloth is comfortable and patriotic	210	128	62	0	0	1748	I

3.	Business hours of the KVI outlets are convenient to the consumer	40	138	102	38	82	1216	V
4.	Availability of goods in the KVI sales centres are convenient to the consumers for selection	110	174	116	0	0	1594	III
5.	Complaints launched about the KVI Products are properly disposed	64	122	150	36	28	1358	IV
6.	The consumer services rendered by the salesmen are satisfactory	20	90	108	130	52	1096	VI
	Total Score						8702	

Source: Computed data

The Table 7 shows the Consumer satisfaction with products of KVI. Respondents have primarily felt that Wearing of khadi cloth is comfortable and patriotic and in the second place they felt that the Khadi cloth is more suitable for aged people. As the third point they opined that the Availability of goods, in the KVI sales centers is convenient to the consumers for selection.

**NON-USERS OPINION TOWARDS KHADI AND VILLAGE INDUSTRIES PRODUCTS**

The non-users attitudes towards Khadi and Village Industries Products have been analyzed through Garet’s ranking under the concept of reasons for non-purchase of Khadi and Village Industries Products and the facilities required by the non-users.

**TABLE 8**  
**Opinion of the non-users towards Khadi and Village Industries Products.**

S.no	Factors	SA	A	No	DA	SDA	Score	Rank
1.	Limited product range	21	35	20	13	11	342	III
2.	Limited number of branches	12	30	19	10	29	286	V
3.	No credit facilities to workers in un organized sectors:	46	20	30	3	1	407	I
4.	High price, poor Services, old fashion and Rough finished goods	29	25	22	4	20	339	IV
5.	Lack of powerful advertisement	53	18	17	6	6	406	II
6.	Inconvenient working hours of the Khadi and Village Industries Products Sales centers	13	25	15	6	41	263	VI

Source: Computed data

The most influential factor in the negative attitude of the non-users towards the purchase of Khadi and Village Industries Products are No credit facilities to workers in unorganized sectors. The Second major reason is Lack of powerful advertisement. The Third reason is Limited product range. The Fourth reasons are high priced, poor services, old fashion and roughly finished goods. The Fifth reason is the Limited number of branches. The Last reason is the inconvenient working hours of the Khadi and Village Industries.

**Findings:**

The following are the major findings of the study.

1. It is found that 267 (66.8 percent) respondents are male and 133 (33.3 percent) respondents are female.

2. The study shows that 152 respondents (38 percent) are in the age group between 21 and 40 years.

3. It is clear from the study that 110 respondents (27.5 percent) are at U.G level and 30 respondents (7.5 percent) are at professional Level.

4. It is obvious from the study that 130 respondents (32.5 percent) are on government jobs and 32 respondents (8 percent) are professionals.

5. It is evident that, out of the 400 respondents, 22 respondents (5.5 percent) earn monthly income of Rs.4000 and 104 respondents (26 percent) are earning above Rs.16,000 as their monthly income.

6. The Researcher found that, the opinion of the consumers were based on the quality of KVI Products. The KVI products are not harmful to the health of the consumers as it is scoring 1770 out of 8732. Majority of the consumers felt that the KVI products are comparatively durable.

7. It is also found that, Respondents had primarily felt that Wearing of khadi cloth is comfortable and patriotic and in the second place they felt that the Khadi cloth is more suitable for aged people.

8. It is clear from the analysis that the most influential factor in the opinion of the non-users towards the purchase of Khadi and Village Industries Products are No credit facilities to workers in unorganized sectors. The Second major reason is Lack of powerful advertisement.

**SUGGESTIONS**

- The following are the suggestions based on the findings of the study.
- Credit facilities for the workers employed in un-organized sector will increase the sale and promotion of khadi and village industry products based on quality.
- The quality of products can be maintained by encouraging khadi and village industries units to adopt standard specifications developed by agencies like AGMARK, BIS, EPO, FDA and ISO (TQM). The specification should be as per national standards.
- To attract the younger generation, the khadi and village industries commission may take measures to introduce new designs.
- To increase the sales performance, it is recommended to open more sales outlets in rural areas and give more advertisements during festival and rebate seasons.
- Government employees, Private employees, Schools and college students can be motivated to wear khadi garments once in a week and to use other khadi products.

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