



### CHALLENGES FACED IN ADOPTION OF KHADI APPARELS IN YOUTH IN THANE REGION

**\* Madhura Joshi**

*\* Assistant Professor, Department of B.Voc in Sales and Marketing Management, K.G.Joshi College of Arts and N.G.Bedekar College of Commerce (Autonomous) Thane (W).*

#### Abstract:

Khadi is the National Cultural and Heritage original fabric of India. It used to be hand spun and Hand woven that help rural women and artisans. In spite of the heritage value, at present Khadi faces some challenges as majority of the people do not incorporate Khadi apparels as daily wear.

This paper proposes to find the reasons for non-adoption of this fabric. This research emphasizes the necessity of integrating traditional khadi apparels into daily fashion and leveraging the e-commerce for this purpose. The study examines key aspects of challenges faced the youth and recommendations to incorporate the same by use of digital marketing, aiming to guide Khadi industries and institutions in incorporating online advertising and marketing strategies into their business models, highlighting the benefits of social media marketing platforms. Additionally, the paper explores the fundamental application of digitalization within the khadi sector.

**Keywords:** Indian youth, fashion, indigenous apparel, Khadi.

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#### Introduction:

Khadi gives rural workers without jobs additional employment. Khadi needed basic technology and a local resource base for both manufacturing and consumption because it was primarily intended for rural labours. The Khadi movement was founded on this constructive attitude.

In addition to serving as an emblem of mobilization for India's independence movement, ideology had the practical benefit of becoming a secondary profession for the country's starving social masses. It came to represent freedom from both the market-driven techno-capitalist system and oppressive colonialism.

Mahatma Gandhi viewed Khadi as a social experiment. Khadi intended to be a national industry in the benefit of the masses as part of this social initiative. According to him, the economics of Khadi include the manufacturing, trading, and consumption of hand-woven fabrics and spun yarn.

#### Village Industries of India:

The revised definition of village industry has been approved by the Indian government. It states that a village industry is one that began in a rural location with a population of no more than 20,000, where production is carried out and services are provided with or without the use of electricity, and where capital investment (in tools, equipment, machinery shed, building, etc.) does not exceed Rs 1,00,000/-per person or worker. In addition to offering a way to guarantee a more equitable distribution of the national income and enable an efficient mobilization of financial resources and expertise, village industries, also known as cottage industries, give instant large-scale employment. Currently, 115 industrial units have been authorized as village industries by the Khadi and Village Industries Commission.

### Classification of Village Industries Under Khadi and Village Industry Commission:

Group I – Mineral Based Industry

Group II – Forest Based Industry

Group III – Agro Based and Food Based Industries

Group IV – Polymer and Chemical Based Industry

Group V – Engineering and Non- Conventional Energy

Group VI – Textile Industry Group

VII – Service Industry.

Out of these groups, this research paper focuses more on Textile Industry Group- Khadi Textile

### Defining of the problem:

To research the causes of the general public's lack of adoption of Khadi fabric as well as the challenges that producers and retailers have when trying to sell it. Additionally, devise a plan to make the product palatable to customers.

### Objectives of the study:

- To recognize Khadi's contribution to the clothing

apparel sector.

- To recognize the efforts of the Khadi and Village Industries Commission (KVIC) in advancing Khadi clothes.
- To investigate the purchasing habits of young people in particular Thane region with regard to their preference for Khadi clothing.
- To research the reasons why people in the Thane area don't buy Khadi clothing.

### Research Methodology:

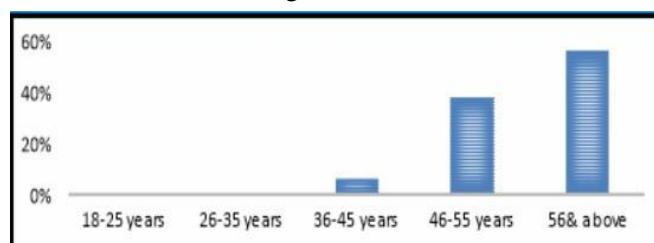
**Research Design-** Descriptive Sample size -50

**Sample profile-** Thane region

**Tool-** Structured interview and Questionnaire

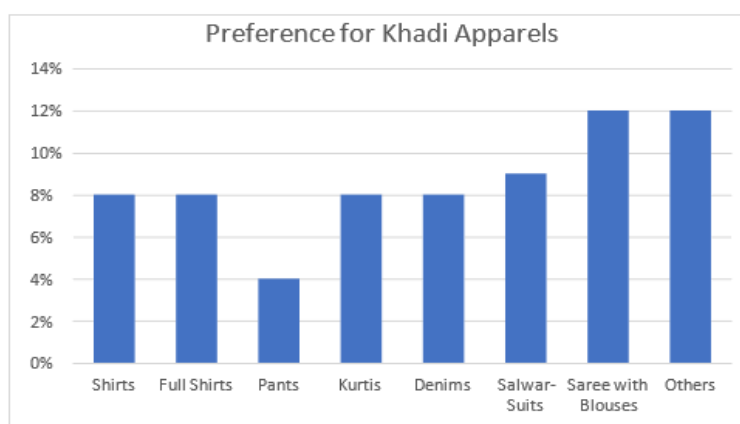
**Secondary Sources-** Online Journals, Offline Journals, Working Papers, Articles in Newspapers, Books, Magazines, Internet Webpages, Conference proceedings, Papers from Blogs, Khadi Reports etc

**Data Processing-** MS Excel Age Group of Khadi users



Therefore, we can conclude that buyers of Khadi clothing most often fall into the 56 and older age bracket. Senior citizens prefer wearing Khadi because they consider it to be the most comfortable clothing. Individuals between the ages of 18-35, treated as youths, do not purchase and wear Khadi apparel.

### Types of Khadi apparels sold at Khadi Bhandar:

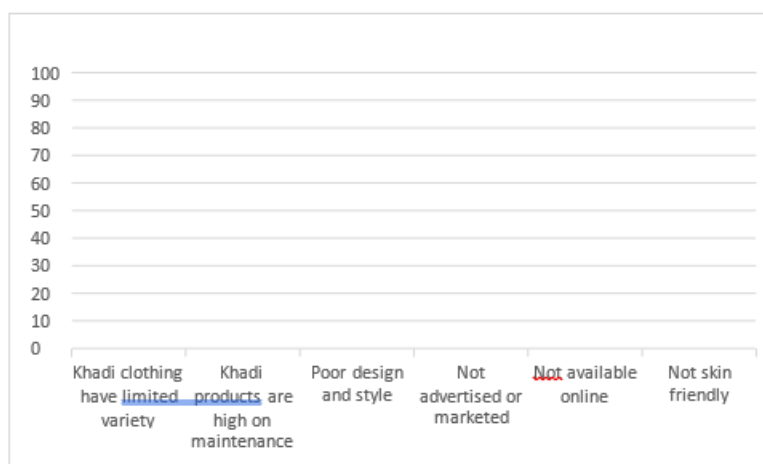


Respondents prefer Shirts (08%), Full Suits (08%), Pants (04%), Kurtis (08%), Denims (09%), Salwar- Suits (09%), Saree with Blouses (12%), and others (12%). The current fashion trend is the texture of Indian sovereignty. Previously considered dull, khadi is now available in a wide range of dynamic and tasteful shades. Top designers opted for this impressive texture. Khadi's excellent tones and solace are now known for their exceptional quality. The piece of clothing is a timeless classic. People accept it in everyday clothing in various forms.

#### Reason for increase in use or popularity of Khadi clothes:

Reasons for Increase in Sales of Khadi	Percentage
Khadi is endorsement by the Prime Minister.	30
Khadi is promoted in Movies.	02
Khadi was promoted in Mann Ki Baat by the Prime Minister.	15
Designers have given a wide range of Variety in Khadi.	13
Khadi is promoted in Fashion Shows.	14
Khadi is Eco-Friendly Product.	05
Khadi is Swadeshi-Made in India Product	21

Reasons for not preferring Khadi products by youth (Figures are rounded off)



#### Findings:

Khadi has gained popularity recently, and a number of factors have contributed to the resurgence of an aging textile market. In India, the fashion industry is always expanding, and the Khadi sector has most likely created new prospects. For women and craftspeople in rural areas, it can be a tremendously useful instrument for generating a respectable income. It can also satisfy the demands of contemporary customers who want to make thoughtful and conscientious purchases in order to ensure a sustainable future. Since sustainability is now a major priority in the fashion business and the Khadi sector is becoming more crucial to achieving

sustainability goals, government initiatives are helping to grow the sector.

But the Khadi Sector hasn't yet improved quality, design, and product diversification to reach its full potential.

The main reasons why non-dressers of Khadi do not choose to wear the cloth are ignorance and the expensive cost of buying. When compared to machine-made fabric, Khadi fabric is significantly more expensive. And as a result, people stop wearing it. The fabric's abrasive touch, rustic appearance, shrinkage after washing, and absence of brand spokespeople are the main causes of its unpopularity. There is a possibility that non-wearers could be

transformed into Khadi dressers if the aforementioned defects are discovered for improvisation.

### Recommendations:

Product attributes such as durability, quality, appearance, skin-friendly, eco-friendly and ease in maintaining Khadi fabric etc can be addressed.

There could be extensive advertising and marketing which covers radio advertising, display, newspaper advertisements, hoardings, discounts/rebate offers, exhibitions and shows. They can create a reliable brand, symbol of increased status in society.

The youth are attracted to new and trendy designs in apparel, such as jeans, tops, tees, dresses, caps, bags, and other accessories. Khadi should also be encouraged by young Celebrities and strong personalities to appeal the Youth.

The young brand ambassadors, social media endorsements, private company tie ups can be done by KVIC to promote the fabric which attracts the youth to buy Khadi KVIC can connect to customers by relationship division at Khadi Bhandars and through social media presence.

Khadi attire should be sold online by KVIC covering different platforms for making its accessibility easier. Therefore, making tie-ups with online shopping sites like Amazon, Flipkart, SnapDeal, etc., will make marketing easier. In this era of online shopping, availability of Khadi on the online platforms will attract the youth.

Discounts and proper price strategy and price model can be practiced for the whole year rather than just focusing it in the month of October. The discount/rebate attribute of promotional effectiveness creates loyalty among customers. The discounts

should be offered more often instead of providing only on the national festivals like Gandhi Jayanti, Independence and Republic day.

Youth preferred categories like new colors, trendy designs, value added ones, etc. rather than traditional ones, They can be more age inclusive from kids to senior which will make Khadi fit into the current lifestyle of the customers of all the age-groups.

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