

## A SURVEY ON YOUTH OPTING KHADI CLOTHING FOR A SUSTAINABLE ECONOMY FOR DOMESTIC TRADE IN THANE CITY

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### Abstract:

*Khadi is a thread, which connects both the ancient and new era. Khaddar was the previously known name for khadi clothing. Khadi gained prominence during India's freedom struggle, championed by Mahatma Gandhi as a symbol of resistance against British rule. Gandhi encouraged Indians to spin their own yarn and wear Khadi to boycott British goods, making it a tool for economic and social empowerment. Khadi became a symbol of Swadeshi (self-reliance) and unity during this period. Today, Khadi is count as a National Fabric of India. But it is losing visibility among people especially youth due to limited awareness and promotion. This survey seeks to understand how awareness and availability of khadi can be enhanced, and how its promotion can boost the economy.*

**Keywords:** Youth, Khadi, Sustainable, Domestic

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### Introduction:

Khadi is hand-spun and hand-woven fabric made out of mostly cotton, silk and wool. Khadi is derived from word "Khaddar". The first ever piece of this hand-woven fabric was manufactured in "Sabarmati Ashram" during 1917-1918. Khadi was extensively promoted by 'Mahatma Gandhi' during the freedom struggle of India against the British and their practices to penetrate the Indian market. It was also to discourage the Indian people from adopting to foreign clothing. Khadi is a cotton thread, well spun on Charkha to turn the thread from thread into the fabric. Khadi is a versatile fabric which remains cool in summers and warm in winters. Though, after Independence, as years passed on, Khadi started losing the customers and the visibility of khadi is started to decreasing. After globalisation, youth of India started opting for the Bi-culture products. Materials like Denim, Silk, Cotton and other mixed fabrics started trending from the early 2000s. However,

Khadi has started gaining recognition in recent days as people are realising the pros of Khadi fabric, as it is more eco friendly and sustainable. Sustainability refers to the fabrics that are made from eco friendly materials or recycled materials. It also refers to how these fabrics are made i.e. as khadi is made from weaving thread from Charkha which is hand-spun, it does not wastes electricity so it helps to contribute in sustainable economy. Also, big brands like Sabhyasachi are introducing various specialised collections of Khadi clothing. When big brands like this endorse Khadi, it spreads awareness not only among the youth but also the other age groups and it also helps in Sustainable Economy as well as in Domestic Trade. Nowadays, colleges also started promoting khadi it helps to contribute in Sustainable Economy. Khadi is not sustainable only because of eco friendly and recyclable but also it has minimal usage water while making the khadi clothing which is very less in

comparison to other fabrics. Also it is Bio degradable and natural. It is also a chemical free process it also contributes in Sustainable Economy. Although, youth these days are aware about Khadi, there is very less usage among the youth.

Khadi being a product which is produced and traded domestically, it plays an important role in promoting and improving domestic trade, especially in India's rural and urban markets. Production of Khadi created a decentralized system of trade during the freedom struggle of India, empowering and motivating rural artists and enabling the exchange of locally made goods. Today, Khadi industry supports millions of artists, especially from rural areas. The Khadi and Village Industries Commission (KVIC) facilitates the production and undertake the marketing and sales efforts through initiatives like subsidiaries, promotions, etc. As Khadi being hand-woven fabric, it is expensive, which makes it a premium product with a growing demand in urban areas.

#### **Review of Literature:**

**Mehta (1950)** : “The story of khadi” has stated that khadi should be encouraged and that it; provides employment to larger masses of people. He stated that swaraj means ability to regard every inhabitant of India as our own brother or sister. He said Boycott foreign goods not foreign ability.

**Neogi (1996)** : In this paper on “Group approach to overcome limitations of Small and Village Industries” has employed the importance on concept of group approach to overcome limitations. Group approaches Vs Co- Operative approaches and major feature of group approaches and he suggests resources based well planned strategy may be developed to utilize group management as a critical input to reduce cost of production and to maximize profit of the tiny units in the area of smaller radius (Village Panchayat or Block)

is a suitable condition for successful implementation of the approach.

**Radhakrishnan (2000)** : In his studies on KVIC on “Rural Industrialization” analyzed the performance of Khadi & village industries growth of production, sales into current and constant price in Khadi & Village Industries products, analyzing capital cost per employment for capital consumption of Khadi and Village Industries all over India for a period of ten years. Their major findings are low/negative growth rate of production, sales, employment are due to many reasons like utilization of capacity, stiff competition from organized sector, low level technology and accumulation of stocks due to low sales. Increased allocation of funds, use of modern technology, change of consumption pattern of people may in future increase the growth of Khadi and village Industries activities.

#### **Objectives of the Study:**

- To Understand the Youth preference on khadi clothing over other fabrics in Thane city
- To analyze how the khadi clothing contributes to sustainable economy
- To evaluate the role of khadi in boosting domestic trade
- To identify the barriers and challenges faced by youth in adapting khadi clothing in Thane city

#### **Hypothesis:**

Studies has shown that there is positive relationship between youth opting khadi as a regular clothing to creating a sustainable economy for the country.

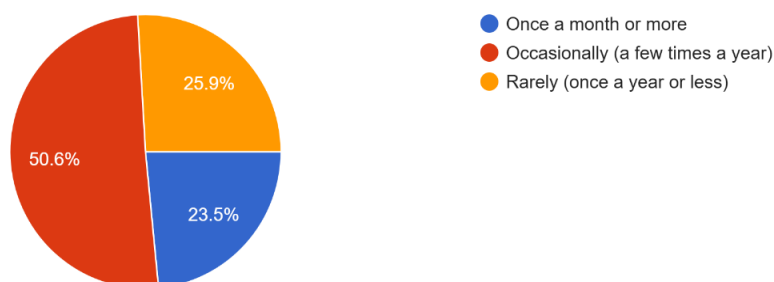
#### **Research Methodology:**

The current research is based on primary data collected through the questionnaire and survey method and Secondary data was collected through websites, newspaper, and websites.

**Result:**

How frequently do you purchase Clothes?

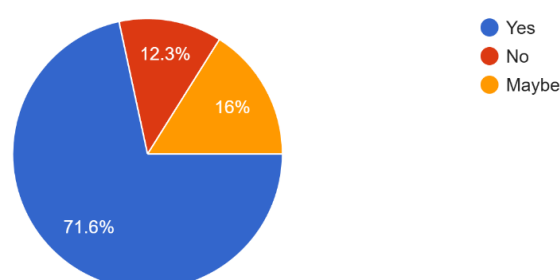
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It's been found out that 50.6% of people purchases clothes at least once a month.

Are you familiar with khadi products (e.g., clothing, accessories, home decor)?

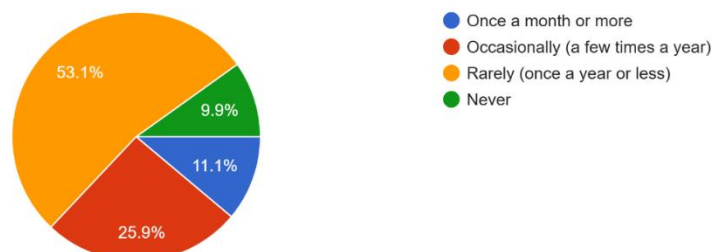
81 responses



There are 71.6% people are aware about Khadi products.

How oftenly do you purchase khadi products?

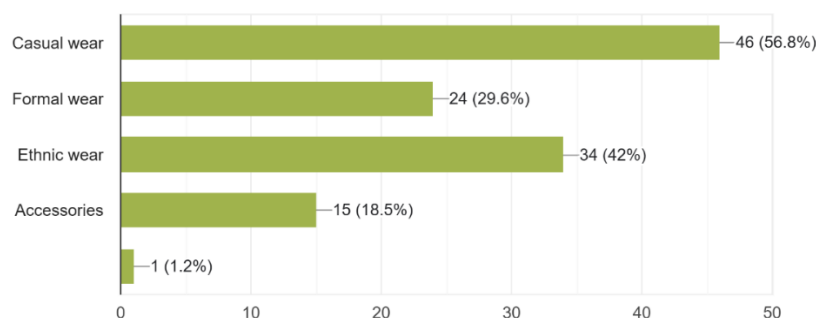
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There are 11.1% people purchases Khadi Once a month or more, 25.9% people purchases Occasionally (a few times a year) and 53.1% people purchases Rarely (once a year or less).

What types of khadi clothing would you prefer to buy?

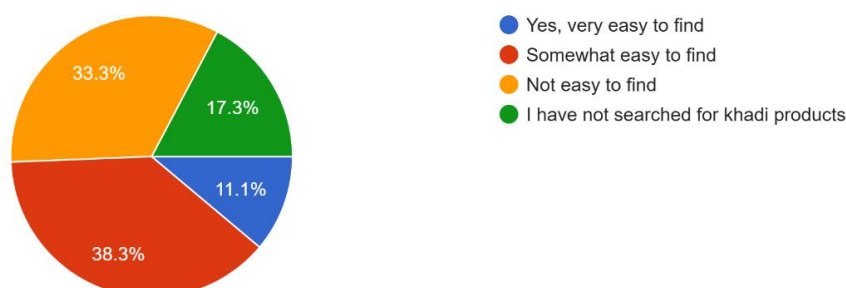
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56.8% of youth would prefer to buy casual wear made from Khadi, while 42% youth prefer ethnic wear and 29.65 people would prefer casual wear made from Khadi.

Do you believe khadi products are easy to find in the market?

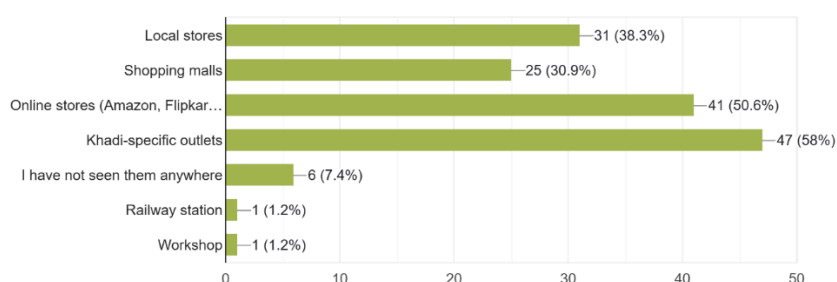
81 responses



The 38.3% of youth finds it somewhat easy to find Khadi in market, while 33.3% finds it difficult, making people unable to opt Khadi.

Where have you seen khadi products being sold?

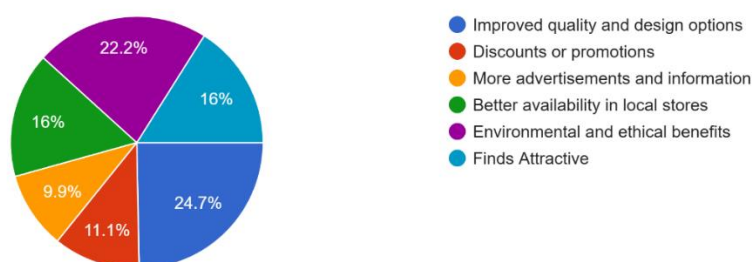
81 responses



The most amount of times Khadi is sold, in through Khadi-specific outlets according to 58% of people and on online shopping sites like Amazon, Flipkart, etc. according to 50.6% of people.

What would make you more interested in purchasing khadi products?

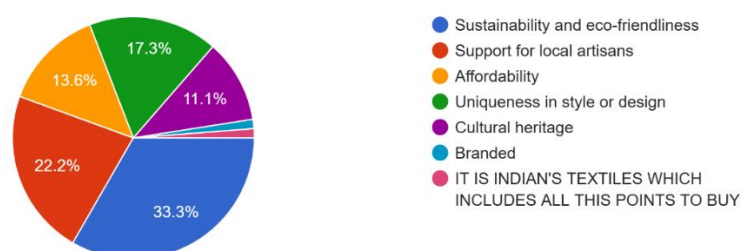
81 responses



24.7% of youth would be interested in purchasing Khadi products if there are improved quality and more modern design options while 22.2% of people would prefer Khadi for its environmental and ethical benefits. 16% of people finds Khadi attractive and would also prefer Khadi with the better availability of Khadi products in local store.

Which factors would encourage you to buy khadi over other products?

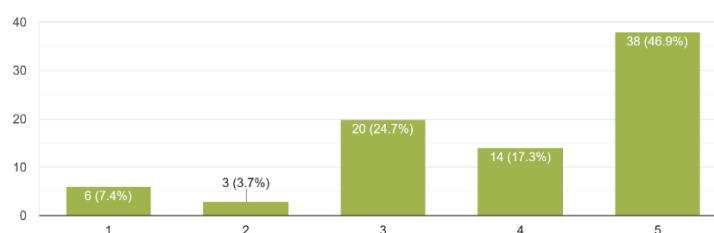
81 responses



There 1.2% people buy khadi over products because of it's branded and it is indian's textiles which includes all the points to buy are shown in above pie chart, 11.1% people buy khadi over other products because of Cultural Heritage, 13.6% people because of Affordability, 17.3% people because of Uniqueness, 22.2% people because of Support for local artisans and 33.3% people because of Sustainability and Eco-friendliness.

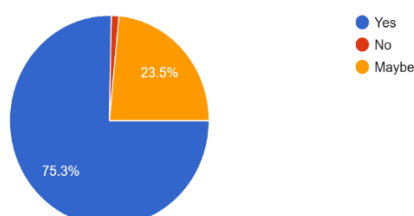
How important is sustainability in your purchasing decisions for clothing?

81 responses



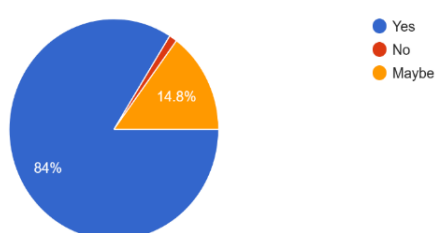
For 46.9% of people, sustainability of Khadi is the important factor for the reason behind purchasing of Khadi.

Do you believe that promoting khadi among youth could contribute to building a sustainable economy?  
81 responses



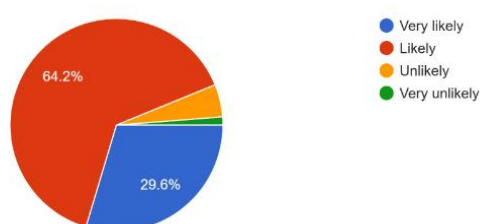
In the above pie chart it is seen that 75.3% people believe that promoting khadi among youth could contribute to sustainable economy.

Do you think khadi can play a role in supporting domestic trade and local businesses?  
81 responses



In the above pie chart it is seen that 84% people think khadi play a supporting role in domestic trade and local businesses.

How likely are you to recommend khadi clothing to your friends or family?  
81 responses



There are 64.2% people likely to recommend khadi clothing to their friends or family.

### Findings:

- Majority amount of youth is aware about Khadi fabrics and various products made from Khadi.
- The youth feels there is a lack of awareness and marketing of Khadi products.
- Khadi turns out to be a crucial factor for sustainability and promotion of eco-friendly fashion.
- Khadi can also be an important aspect for increase in domestic trade.
- If Khadi is introduced for more affordable prices and with more modern design options, it can spark interest among the youth and positive attitude towards Khadi.

**Suggestions:**

- There should be more awareness about Khadi products.
- Governments should introduce Khadi related projects and should also conduct exhibitions related to Khadi products.
- There should be more celebrity endorsements promoting Khadi products.
- Bigger brands should introduce Khadi collections with a variety of clothing options.
- More modernized designs of Khadi clothes should be bought in the market.

**Conclusion:**

In the research above, it shows that youth in India are well aware about Khadi clothing and its importance as they have an idea about how khadi is an eco-friendly and sustainable product. Rather, the very factor of sustainability encourages their positive attitude towards Khadi. The sustainability factor drives the

buying decision of people. The youth today believes that Khadi can be a crucial factor for both, promoting domestic trade on a large level, encouraging local business and also walking on the path of building a sustainable economy. However, they also would be more interested to buy Khadi products with improvised modern styles and design options. They also believe that Khadi products should be promoted more to spread more awareness of the fabric, highlighting the features. The price factor also plays an important role, as Khadi is hand-woven fabric, it comes at high prices, which is why youth hesitate to buy the Khadi products. The youth says, they would prefer to buy Khadi clothing more if the fabric is introduced at more affordable prices.

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