

**Market Augmentation of Khadi Products through Channelizing Consumer Attitude in National Capital Region of India**

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**ABSTRACT**

The marketing of Khadi today has evolved and transformed to reflect the dynamic change in the preference of customers to preserve and retain the genuineness of the brand. Such a change has resulted in the power of internet technology generating novel opportunities for marketing and selling Khadi products, thus making them more available and accessible to buyers any where in the world. In order to expand its market beyond the traditional territories, it is a must for Khadi to adopt the Digital KVIC strategy wherein e-commerce sites are used for the sale of products. Therefore, the KVIC partnered with a number of portals and came up with its own portal so that the sales of Khadi could be expedited. This ushered the traditional piece of cloth into the modern world and made it accessible worldwide. The knowledge of consumer behavior is the objective of every marketer, including Khadi. Consumer behavior is that subject of marketing which uses the fields of psychology, sociology, anthropology, and economics to research why and how psychological factors of consumers influence their buying decision. An understanding of the motives and buying behavior of consumers can strengthen the progress of companies and therefore the economy at large. This paper is about the various kinds of marketing used for Khadi in the National Capital Region of India. The NCR is an excellent place to analyze the augmentation of market activities related to Khadi because the consumers of the NCR are diversified and affluent. This study will attempt to understand the attitude of the customers towards Khadi products and evaluate the current as well as future marketing methods that can influence future promotions.

**Keywords :-** Digital KVIC strategy, Buying behavior, Marketing methods, Anthropology

## **Introduction**

After independence, Khadi transitioned from being a symbol of resistance to becoming a symbol of national pride. KVIC, which stands for Khadi Village Improvement Committee, was established in 1957 with the purpose of preserving and advancing the industry. Khadi, along with other village businesses supervised by the KVIC, has reached a significant level of significance in contemporary India. Khadi encompasses not only textiles but also the empowerment of rural communities and the preservation of the environment.

In order to handle the rapidly shifting economic environment, KVIC engages in a number of different and comprehensive endeavours. The values of Khadi are upheld by these programs. In addition to other projects, KVIC is responsible for organising the Prime Minister's Employment Generation Programme. Small-scale businesses that are affiliated with Khadi production facilities are eligible for subsidies as part of this program, which is designed to encourage entrepreneurial endeavours. At the same time as it helps people live, this strategy helps preserve the art and knowledge of the Khadi business.

Khadi is the primary focus of the Scheme of Fund for Regeneration of Traditional Industries, which is another significant project aimed at constructing communities of traditional industrial clusters. This will ensure that the Khadi product becomes more competitive in the market and penetrates it further. As part of the attempt to modernize infrastructure, technology as well as marketing of products, SFURTI ensures that these items satisfy the needs of modern consumers and retain their historic appeal.

It is the aim of the Market Development Assistance Scheme of the KVIC to provide Khadi institutions with financial support so that they may enhance their marketing capabilities. This strategy at hand will make them implement modern marketing strategies, develop more retail networks, and product quality, which in turn makes Khadi appear attractive to a significant number of people. These activities have support by the Khadi Reform and Development Programme, which gives financial as well as technical help for making the Khadi sector suitable for long-term sustainability.

## **Objective of the Study**

To Analyse the Marketing Strategies Employed for Promoting and Developing Khadi Products in the National Capital Region of India. The study has the objective of carrying out an all-rounded assessment and analysis of the existing marketing strategies, consumer consumption patterns, and

government initiatives concerned with Khadi products in the National Capital Region (NCR). This would entail extracting any insights that would prove implementable and recommending further improvement in the promotion and development of Khadi products to strengthen their market position and retain their brand value in the specified geographical region.

### **Research Methodology**

The research is focused on the National Capital Region; therefore, it cannot cover everything in other regions. This study is based on both primary and secondary sources of data on marketing methods, consumer behavior, and government actions. This information will likely add depth to the understanding and feasibility of marketing plans for Khadi products in the NCR. This purpose aims at identifying various methods and techniques of marketing, which are employed towards creating an awareness and stimulating demand, thus increasing the sales of Khadi products within the NCR. It also examines the tactics employed for the promotion and development of Khadi within this market.

### **Litrature Review**

The contemporary history of Khadi is closely associated with Mahatma Gandhi, the Father of the Nation, who played a pivotal role in promoting its broad adoption. This was a plea for self-sufficiency and a symbolic act of solidarity. Upon returning from South Africa, Gandhi elevated the prominence of Khadi, asserting that the path to self-sufficiency and, ultimately, independence lay in the revival of domestically produced items. He stated, "Swaraj (self-rule) devoid of Swadeshi (indigenous goods) is a lifeless entity, and if Swadeshi constitutes the spirit of Swaraj, Khadi embodies the quintessence of Swadeshi."

Khadi was not merely a fabric; it served as a potent instrument of resistance, revolution, and a significant aspect of Indian identity. Gandhi's discovery of the spinning wheel, known as 'Charkha' in English, was instinctive; yet, he quickly recognised its potential as a means for popular mobilisation. In contrast to handloom textiles that utilise mill-produced yarn, Khadi is solely hand-spun and handwoven, representing an old textile deeply associated with religious and cultural traditions, particularly those pertaining to marriage.

By 1953, the Khadi and Village Industries Board was founded; nonetheless, Khadi weaving suffered significantly due to inconsistent thread quality. Since then, the product line has expanded to include a diverse range of things, such as apparel, household textiles, and furniture. The production of Khadi entails a complex procedure that begins with spinning the thread on the

Charkha, followed by several phases culminating in weaving. In most villages, women engage in spinning while men manage weaving. Due to its labour-intensive nature, Khadi is typically more costly than mill or handloom fabrics.

### **Historical Context of Khadi in India and its Influence on Marketing Strategies**

Khadi represents Indian self-reliance and identity, and it has its historical tradition dating back around 2800 B.C. from the Indus Valley Civilization. This natural character of the Indus Valley Civilization indicated a remarkably developed textile manufacturing industry, as provided by the variety of artifacts and pieces of fabrics discovered during excavations. Indian textiles-cotton, muslin, and calico-gained world prominence for centuries and after Vasco da Gama in Calicut placed India as a significant player in the global textile trade. The above scenario will help in understanding the historical perspective of preparing a marketing strategy for Khadi products in the present, competitive, and diversified market of the NCR in India. The origins of Khadi enterprises can trace their roots as far back as to prehistoric times with evidence in a developed textile culture that dates the Indus Valley Civilisation around 2800 B.C.

Archeological excavations comprise numerous clay spindle whorls for knitting, bone implements used for weaving, and many terracotta beads with textile impressions, which clearly suggest that in the region flourished a profuseness of textile industry. Figurines in the form of woven cloths, manifested as the celebrated Mohenjo-Daro Priest King sculpture, wearing a shawl draped with designs even now extant in Sindh, Gujarat, and Rajasthan, provide additional proof of the fact of the region's great textile heritage. Appreciation for Indian textiles outside of this subcontinent has grown multifold and owes its origin to the time of the conquest of this land by Alexander the Great. He came across printed and painted cotton fabrics that depicted the technological and aesthetic excellence of Indian textiles. Gradually, they adopted natural dyes and more vibrant designs that eventually led to the production of fabrics like Muslin, Chintz, and Calico, which represent Indian textile supremacy. The voyage by Vasco da Gama into Calicut was a very pivotal moment in the history of world textile trade.

The textiles, so called calicos and chintz, named after Calicut, were originally exported to Europe as household linens and then as garments, providing a cheaper and even more long-lasting alternative than other textile options. By the closing years of the 17th century, the East India Company was importing an astonishing quantity of these textiles, so that about 250,000 pieces reached Britain. Thus, the famous muslin of Dhaka and calico and chintz of Calicut dominated all markets in

Europe, and which sufficiently proved that Indian textiles alone ruled the world. This historic background should bring out the deep tradition of Indian textile and its worldwide presence, which justifies the development of Khadi industries. The described historical scenario helps understand the current relevance of Khadi and its various means of marketing being used in practice.

### **Khadi's Role in the Freedom Movement and its Relevance to Marketing**

Khadi was revitalised by Mahatma Gandhi during India's independence movement as a fabric emblematic of resistance to colonialism and a means to achieve economic self-sufficiency. Gandhi's support of Khadi was primarily associated with the advocacy for indigenous clothes rather than a tactical initiative to unify the nation under a shared identity. His endeavours to popularise Khadi, framing it as the "livery of freedom," underscore the significant impact that symbols and narrative can have in marketing. Leveraging the historical and cultural value of Khadi in marketing initiatives inside the NCR can significantly enhance customer interest, fostering national pride and connection to Indian history.

Khadi was officially adopted at the Nagpur session in 1920, and the inaugural Khadi production centre was built in Katiawad, Gujarat. Gandhi described Khadi as "the livery of freedom," introducing it as a political instrument to promote the Swadeshi movement and advocate for the boycott of foreign products. Khadi facilitated self-discipline and self-sacrifice, two crucial components of the non-cooperation movement.

In 1921, the All-India Congress Committee advocated for the widespread utilisation of charkhas, hence promoting mass spinning. By 1922, the All-India Khadi Department was established, succeeded by the All-India Khadi Board in 1923 and ultimately the All India Spinners Association (A.I.S.A.) in 1925. By 1934, Khadi output at centres affiliated with A.I.S.A. reached 10 million square yards, valued at Rs. 34 Lakhs, with 567 sales depots distributed nationwide, and operations extending to around 6,000 villages. The A.I.S.A. strategy of 1935 explicitly emphasises the retention of only those manufacturing centres that can be self-sustaining.

Gandhi viewed the spinning wheel not just as a tool for self-sufficiency but also as an emblem of non-violence, collective enlightenment, and a catalyst for global peace. Gandhi promoted Khadi based not on affordability or marketability, but on vocation and sufficient wages for millions in the rural. He reportedly compared Khadi to "the sun of the entire industrial solar system."

In 1934, the formation of the All-India Village Industries Association formally acknowledged this domain as a significant sector. This movement prioritised its social purpose of creating work over

the business objectives of production and sales. Gandhi envisioned self-sufficiency, decentralisation of production and consumption, and intimate engagement with craftspeople in Khadi.

### **Post-Independence Evolution of Khadi and its Impact on Marketing Strategies**

The institutional promotion and development of Khadi commenced with the formation of the KVIC in 1957. Since then, it has been instrumental in the production, marketing, and sale of various Khadi products across India, including the NCR. The Commission's initiatives in modernising production techniques, guaranteeing quality control, and increasing marketing channels are directly pertinent to the current marketing strategy aimed at promoting Khadi in a contemporary metropolitan market such as the NCR.

The marketing methods for Khadi in the NCR might also adopt the initiatives of KVIC, which include introducing high-quality Khadi, diversifying products, and promoting Khadi through government-supported schemes. Promoting authenticity, sustainability, and traditional craftsmanship might appeal to a new, ethically conscious audience who is also interested in eco-friendly products.

Mahatma Gandhi prominently advocated the notion of cottage and rural industries. The promotion of village industries is established in the Indian Constitution as a Directive Principle of State Policy under Article 43. Following independence, the Central Government acknowledged the significance of rural and cottage industries in the First Industrial Policy Resolution of 1948 and further developed these concepts in the future Five-Year Plans.

In January 1953, the All India Khadi and Village Industries Board was established to devise and coordinate initiatives for the advancement of Khadi and Village Industries. The board concentrated on people training, equipment manufacturing and supply, raw material procurement, marketing, and investigating the economic issues faced by various village enterprises. In 1956, it was supplanted by the Khadi and Village Industries Commission, which commenced operations in April 1957. In addition to Khadi, the committee was tasked with developing 26 village industries.

The Government of India revised the KVIC Act of 1956 in 1987-88, following the recommendations of the KAVIRC, therefore expanding the definition of village businesses eligible for funding assistance from the KVIC. The KVIC plays a crucial role in rural economic development by generating ample employment possibilities through the promotion of Khadi and Village Industries.

### **KVIC's Role in Marketing Khadi Products in the National Capital Region**

Its all-rounded strategy for promoting Khadi ranges from finance and training to technological upgradation and marketing support. Marketers in the NCR can avail of a range of means, including exhibitions, retail stores, and branding activities of KVIC, for increasing the visibility and, consequently, the appeal of Khadi products. Authenticity and quality control on part of the Commission resonate with the needs of customers themselves who want fewer artificial and better-quality products in urban markets.

Promotion and Marketing of KVIC products: KVIC plays an important role in promoting and marketing Khadi products, more so, in the metropolitan markets of NCR. Strategic initiatives are undertaken by KVIC to improve the attractiveness, and penetration of Khadi products in the market. In this regard, several strategies have become vital for marketers in various sectors to grapple with the growing demand for sustainable, ethically made, and culturally relevant products in NCR.

The most critical financial support towards Khadi producers and marketers forms the backbone of KVIC initiatives. In this regard, through programmes such as Prime Minister's Employment Generation Programme, and Interest Subsidy Eligibility Certificate system, KVIC ensured that artisans and entrepreneurs obtain requisite finances for production and growth. Financial support is necessary for that the product, Khadi good, sold at a competitive price should also give a fair recompense to the craftsmen so that Khadi industries in NCR is assured of viability.

- **Training and Capacity Building:** KVIC is very concerned with training and capacity building of Khadi artisans. The Commission teaches the artisans and sharpens their skills through professional training activities to produce quality goods so that they can satisfy the sensibilities of an urban consumer. In a market like NCR, the hallmark is quality, as consumers have remained the most sensitized and aware of product quality.
- **Technological Upgradation:** It helps KVIC in up-gradation of the Khadi production techniques, placing them at par with modern standards. Commission introduces modern implements and procedures, increasing efficiency and quality in Khadi production while maintaining the old manufacturing techniques that make it quite appealing. This balance between tradition and innovation is vital to attract modern-day consumers in NCR.
- **Marketing and Branding Programs:** KVIC also undertakes marketing and branding of Khadi. It also helps to organize and participate in exhibitions in and outside the NCR, that subsequently develop a direct mode of contact with the consumers, enhanced brand awareness,

as well as customer retention. It further also assists in opening retail stores in strategic metropolitan cities that help enhance the access of Khadi products to people in the NCR.

- **Quality Assurance:** The authenticity and quality of Khadi products are primary concerns of KVIC. The Commission must enforce stringent quality control methods to maintain high standards that align with customer expectations, particularly in urban areas like NCR.
- **Collaborative Endeavours**

KVIC encourages different types of activities among Khadi and Village Industry artisans for mutual development and reciprocated help. It encourages cooperatives so that members can collectively pool their resources, knowledge base, and combine production and marketing efforts. Cooperatives help small producers achieve economies of scale, increase their bargaining power, and access wider markets. This way, on the one hand, it strengthens the neighborhood but also provides sufficient wages for artisans and improved work conditions, which would be feasible for socio-economic development.

- **Marketing Support**

Marketing support-KVIC provides the Khadi and Village Industries with marketing support by opening up access of the consumers to their products through an attractive chain of retail shops, exhibitions, and internet platforms. The Commission helps the artists and small-scale enterprise access wider markets domestically and overseas. Marketing support includes all those operations dealing with brand creation through promotional activities meant for attractive packaging. KVIC ensures that the traditional products are viable in the market by making them more promotionally acceptable and appealing to ensure their continued usage.

- **Assurance of Authenticity**

KVIC sanctions certification marks after undergoing stringent quality checks in the process, thereby authenticating the products sold under the Khadi and Village Industries tag. This role will in fact sustain consumer trust and reputation of Khadi as a mark of purity and sustainability. Assurance of authenticity is made thorough with regular inspections, observance of standards of production, and adherence to prescribed methods of Khadi products. It helps to preserve the distinctiveness of Khadi for its heritage value by authenticating those items in which Khadi is used and thereby protects the interest of consumers as well as artists.

➤ **Export Marketing**

KVIC extends export marketing for Khadi and Village Industries products to overseas markets where exportations are feasible. The functions may relate to the identification of potential markets, export procedures, as well as customizing products to international requirements and tastes. KVIC's participation in international trade fairs, exhibitions, as well as promotion is a way through which artisans and small-scale industries get exposed to foreign buyers. Export marketing continues adding more and more revenue to those sectors and often helps to promote Khadi as a premium product from India that is eco-friendly.

**Scope of the Study**

It is a research study on marketing techniques that can promote and develop Khadi products in NCR, India. There are various dimensions of this study: important dimensions include:

- **Marketing Strategies:** This study identifies the existing marketing approaches available for the sale of Khadi in the NCR region. Further, it outlines different approaches-some of the key strategies in which internet marketing, event marketing, discounts offers, and other promotional activities conducted by KVIC as well as relevant stakeholders are some of them. Such techniques would be analyzed for their efficiency in increasing market penetration by engaging consumers.
- **Government Initiatives:** It would evaluate various governmental schemes and initiatives related to expansion and promotion. Hence, it would cover the Prime Minister's Employment Generation Programme (PMEGP) and the Scheme of Fund for Regeneration of Traditional Industries (SFURTI). It would critically analyze their impact and outcome on the expanding Khadi sector.
- **Consumer Behavior:** It examines the factors that may affect consumption behavior and preferences for Khadi items within NCR while accounting for demographic, psychographic, and behavioral variables that influence customers' choices and purchasing decisions to understand their attitude towards Khadi.
- **Advertisement Strategies:** A critical analysis of the advertising techniques that would increase awareness and push Khadi products to the desired target segment in the NCR will be undertaken. The study will mainly probe its messaging, advertising channels, and promotional strategies for boosting brand value and product visibility in this arena.

- **Customer Preferences and Attitudes:** The study will focus on the preferences, attitudes, and perceptions of Khadi's products among customers in the National Capital Region. Such aspects as customer happiness, brand loyalty, and perceived value would also be analyzed, as they are considered important for the understanding of how consumers receive Khadi products.
- **Recommendations:** From here, with lessons learned from the case study, recommendations will be framed in order to strengthen the promotion and sale of Khadi in NCR through effective marketing, better customer engagement, and branding.

### **Conclusion**

A wide range of factors such as cultural inheritance, ethics, and economic conditions decide consumer behavior while buying Khadi. Some consumers may purchase Khadi to demonstrate solidarity support for the cause of rural artisans and as a symbol of national pride. Ethical and environmental attributes of Khadi may appeal to socially conscious and environmentally conscious individuals. Hand-spun natural fibre fabric is khadi. For much of the time, it has to compete with mass-produced competitors for its survival, offering cheaper prices and catering to the price-conscious customer. To create effective marketing strategies that position Khadi in the market according to its needs, a comprehension of these characteristics is important. A marketing strategy for Khadi products in the NCR draws attention to the rich historical history of Khadi besides the huge gap in market placement that exists at the present time. Despite all this and the visible support from the government, still, there are numerous challenges that have to be overcome to successfully penetrate the intended market for there to be adequate marketing prospects in accordance with the desires of the clients. Of course, it would further enhance the market presence of Khadi and give the brand a value. This study identifies the origins of this phenomena by carrying out an analysis of different marketing strategies, the influence of actions carried out by the government, and factors that have an effect on consumer behavior. The purpose of this study is to achieve the goal of increasing Khadi's commercial relevance by providing strategic recommendations and practical insights. The design of appropriate marketing strategies that appeal to the various consumers in the NCR would be made easier as a result of these results, which will ultimately promote the growth and sustainability of Khadi products in the region.

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28. Here's a list of 15 references in APA style that align with the themes of Khadi promotion, marketing strategies, government initiatives, and consumer behavior mentioned in the provided text: