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Awareness about *khadi* among youth

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Abstract

India has a kind of fabric known by Indian people as *khadi*. This fabric was introduced by Gandhiji in 1920. It is considered that *khadi* is one of the most beautiful Indian fabric because the *khadi* wearer gets a distinguishable look due to its style and way of production. Besides this, *khadi* has the unique property of keeping the wearer warm in winter and cool in the summer season and eco friendly. Due to these reasons, it is preferred by most Indians. But still, in the present time, most youths have an outdated reputation about the *khadi*, as it is an uneven, coarse and old fashioned fabric. Thus, this study was planned to gather information from youth about their awareness regarding *khadi* and *khadi* products. The study was conducted in two universities i.e., Govind Ballabh Pant University of Agriculture and Technology, Pantnagar and Thakur Dev Singh Bisht (DSB), Nainital campus located in Udham Singh Nagar and Nainital districts respectively from Kumaon region of Uttarakhand state of India. In the present study, a survey method was used for data collection and a self-structured questionnaire cum interview schedule was used as a tool. A stratified random sampling method was used for sample selection. A total of one hundred females between 21-31 years of age were selected as the sample size for the study. Collected data analyzed by using frequency and percentage. It is also observed that all age groups from both the district have awareness regarding the *Khadi* products i.e., type of yarn used, fabric parameters such as thickness, type of products which were available at *Shri Gandhi Aashram*.

Keywords: *Khadi*, *Khadi* products, *khadi* awareness, youth awareness, *khadi* types, *Khadi* textiles

Introduction

Before the industrial revolution and introduction of mill-made fabrics to India by Britishers, most of the people were wearing handspun, handwoven fabric. This fabric lost its charm due to various reasons. But Mahatma Gandhiji reintroduced it to India in 1920 during the swadeshi movement. *Khadi* industry mainly involves rural people for spinning yarn and giving employment to the masses. At present, a large variety of fabrics are produced under the name *khadi* which are known for their novel textures and comfortable feel. *Khadi* has the unique property of keeping the wearer warm in winter and cool in the summer season and eco-friendly. Now many innovations are done in the *Khadi* industry and also many designers are working for its promotion. Due to its promotion by eminent personalities, it is preferred by many nowadays. Clientele for this *khadi* is restricted and youth population of the country is not having preference for the same. To get knowledge regarding awareness of *Khadi* among youths the present study was carried out. The main aim of the present study was to assess different aspects of *Khadi* among Youths which include awareness regarding *Khadi* and *Khadi* products.

Methodology

The study was conducted in two universities located in Udham Singh Nagar (U. S. Nagar) and Nainital districts from Kumaon region of Uttarakhand state of India. The samples were selected from two Universities that included Govind Ballabh Pant University of Agriculture and Technology, Pantnagar and Thakur Dev Singh Bisht (DSB), Nainital campus of Uttarakhand. In the present study, a sample size of one hundred females between 21 – 31 years of age was selected. A stratified random sampling method was used for sample selection. A survey method was used for data collection and a self-structured questionnaire cum interview schedule was used as a tool.

This questionnaire cum interview schedule consists of two parts. Part A of the questionnaire cum interview schedule dealt with general information of the respondents including education, family type, number of family members and family monthly income. Part B of the questionnaire cum interview schedule included specific information related to definition of *khadi*, type of fiber used, thickness of fabric, type of *khadi* products (textile only) available at

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Shri Gandhi Aashram, collected data analyzed by using frequency and percentage.

Results and Discussion

The data reported in Table 1 depicts the distribution of respondents according to their education, family type, size of family (number of family members) and family monthly income irrespective of their age and place.

It is clear from the table that maximum of 54 percent of respondents of 21-31 years of age from U. S. Nagar district were studying in post-graduation (M. Sc.) followed by post-graduation i.e., Ph. D. (32%) and graduation (14%), whereas maximum 46 percent respondents of the same age group from Nainital district were studying in post-graduation (Ph. D.), 34 percent respondents were studying in post-graduation (M. Sc.) and 20 percent of respondents pursuing graduation.

Table 1: Distribution of respondents according to their general information N=100

S. No.	Variables	Name of Districts				
		U. S. Nagar 21-31 Years		Nainital 21-31 Years		
		F	%	F	%	
i. Level of education						
a.	Graduation	07	14	10	20	
b.	Post-Graduation	M. Sc	27	54	17	34
		Ph.D.	16	32	23	46
ii. Family type						
a.	Nuclear	35	70	39	78	
b.	Joint	15	30	11	22	
iii. Number of family member/ size of family						
a.	Small (1-5)	32	64	35	70	
b.	Medium (6-9)	11	22	06	18	
c.	Large (10-12)	06	12	09	12	
d.	Very large (Above 13)	01	02	00	00	
iv. Family monthly income						
a.	₹ 17,000-85,000	38	76	26	52	
b.	More than ₹ 85,000	12	24	24	48	

* Where: F=Frequency, %= Percent

It was observed from the table that the maximum number of respondents from U. S. Nagar district and Nainital district of age group 21-31 years belonged to nuclear families i. e. 70 percent and 78 percent respectively, whereas less than 22 percent of respondents of the same age categories from both the districts belonged to the joint family. Thus, from the results shown in Table 1, it can be said that maximum number of respondents from both districts belonged to the nuclear family. The aspiration of families for an improved lifestyle in which they can provide the best to their children can be cited as one of the reason why more nuclear families were found in both districts.

It is evident from Table 1 that maximum of 64 percent of respondents of 21 -31years of age from U. S. Nagar belonged to small size families, here number of family members ranged between 1-5, followed by medium-size families in which the family member ranged between 6-9 member (22%), large-size family having 10-12 family members (12%) and only 2 percent respondents belonged to very large size family having more than 13 family members. The same trend was seen concerning respondents from the Nainital district where maximum of 70 percent of respondents of 21-31 years of age belonged to small size families having 1-5 members followed by medium-size family having 6-9 members (18%) and large size families having 10-12 member (12%). It can be said that the family income is distributed among family members. In the case of a large family, the money available for the clothing of each member may be decreased accordingly.

The table also depicts that maximum number of respondents (76%) of 21-31 years of age from U. S. Nagar district had

family monthly income between ₹ 17,000 – ₹ 85,000 followed by family monthly income more than ₹ 85,000 i.e., 24 percent. Similar type of result was seen in the Nainital district where maximum i.e., 56 percent of respondents of same age group had family monthly income between ₹ 17,000 to ₹ 85,000 followed by the respondents (48%) who reported having more than ₹ 85,000 as their family monthly income.

Table 2: Distribution of respondents based on their knowledge about the definition of *khadi* N=100

S. No.	Attributes	Name of Districts			
		U. S. Nagar 21-31 years		Nainital 21-31 years	
		F	%	F	%
i.	Yes	44	88	41	82
ii.	No	06	12	09	18

* Where: F=Frequency, %= Percent

Table 2 gives information regarding the knowledge of respondents regarding the definition of *khadi* i.e. *khadi* is a handspun and handwoven fabric. It is evident from the table that majority of the respondents irrespective of age groups from both the districts knew *khadi* i.e., definition of *Khadi* was known to them. Very few numbers of respondents (12% and 18%) were unaware about definition of *khadi* from both districts i.e., U. S. Nagar and Nainital district respectively. Pargai and Jahan (2016) found out similar results in their study, it was found that majority of respondents (66.67 %) were aware that *Khadi* is a handspun and handwoven fabric.

Table 3: Distribution of respondents according to awareness about the type of thickness of *khadi* fabric N=100

S. No.	Attributes	Name of Districts			
		U. S. Nagar 21-31 years		Nainital 21-31 years	
		F	%	F	%
i.	Cotton	48	96	49	98
ii.	Wool	13	26	17	34
iii.	Silk	20	40	17	34
iv	Polykhadi	11	22	07	14

* Where: F=Frequency, %= Percent

** Multiple responses possible

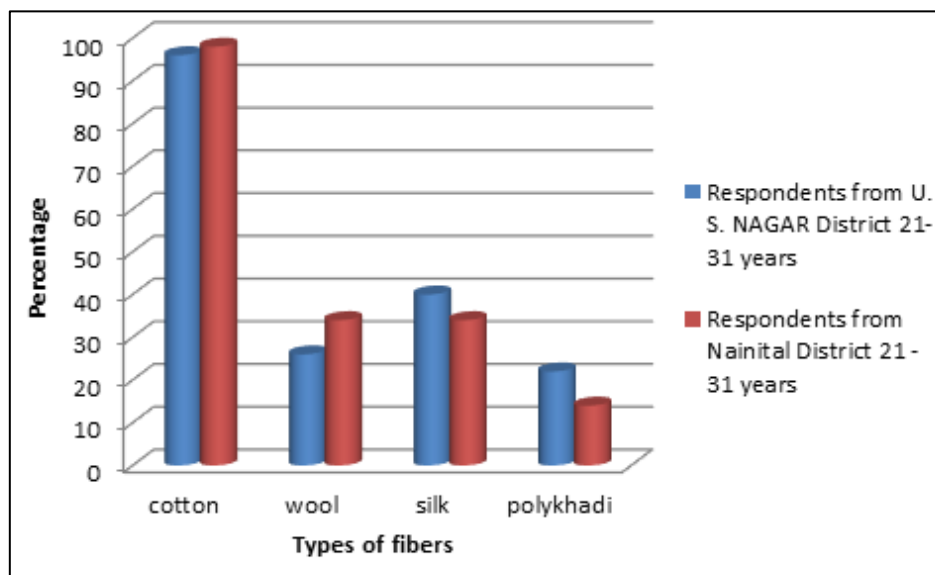


Fig 1: Types of fibers used for making *khadi* product

Table 3 shows the distribution of respondents according to awareness about the type of fibers used for making *khadi* products (only textiles). It was observed from Table 3 and figure 1 that maximum (96%) respondents of 21-31 years of age from U. S. Nagar were aware that the *khadi* fabrics are made out of cotton fibers, followed by silk (40%), wool (26%) and polykhadi (22%), whereas, 98 percent of respondents of the same age group from the Nainital district were also aware that *khadi* fabric is made out of cotton fibers

followed by wool and silk (34%) and polykhadi (14%). Similar results were obtained by Pargai and Jahan (2016) [3] that *khadi* fabric could be made out of any cotton, silk and wool fibers. The results from their study shows that majority of respondents were aware that *khadi* fabric was made from cotton fibers and the awareness regarding the use of different fibers for production of *khadi* textiles was less known to them.

Table 4: Distribution of respondents according to awareness about type of thickness of *khadi* fabric N=100

S. No.	Attributes	Name of Districts			
		U. S. Nagar 21-31 years		Nainital 21-31 years	
		F	%	F	%
i.	Very fine	14	28	09	18
ii.	Medium	26	52	27	54
iii.	Coarse	26	52	37	74

* Where: F=Frequency, %= Percent

** Multiple responses possible

The distribution of respondents according to awareness about type of thickness of *khadi* fabric is given in Table 4. It is evident from Table 4 that maximum of 52 percent of respondents of 21-31 years of age from U. S. Nagar were aware that *khadi* fabric available in medium and coarse thickness followed by very fine thickness of *khadi* fabric (28%), whereas, maximum 74 percent respondents of the

same age group from Nainital district were aware that *khadi* fabric available in coarse thickness, followed by medium thickness (54%) and very fine thickness (18%). It can be concluded from above that maximum number of respondents were aware of the availability of *khadi* in medium and coarse thickness and less number of respondents were aware that *khadi* is also available in very fine thickness.

Table 5: Distribution of respondents according to awareness about various types of *khadi* products (only textiles) available in *Shri Gandhi Aashram* N=100

S. No.	Attributes		Name of Districts			
			U. S. Nagar 21-31 years		Nainital 21-31 years	
			F	%	F	%
i.	Garments (Fabric)	Salwar suit	35	70	27	54
		<i>Kurta</i>	42	84	50	100
		Pajama	11	22	29	58
		<i>Kurties</i>	06	12	20	40
		Shirt	09	18	19	38
		Waistcoat	09	18	26	52
ii.	Accessories (fabric Accessories only)	Coat	06	12	19	38
		Stoles	22	44	19	38
		Shawls	41	82	43	86
		Scarves	12	24	11	22
		Cap	21	42	15	30
iii.	Household Products	Jute bag	7	14	13	26
		Bed sheets	39	78	35	70
		Kitchen linen	16	32	10	20
		Towels	23	46	15	30
		Bath linen	12	24	05	10
		Rajai cover	10	20	18	36
		Pillow cover	09	18	18	36
		Pankhi	01	02	20	40
		Thulma	01	02	20	40
		Rajai	10	20	40	80
		Mattresses	11	22	31	62
		Pillow	12	24	30	60
iv.	Readymade garments	Saree	42	84	40	80
		<i>Kurties</i>	29	58	18	36
		<i>Kurta</i>	46	92	44	88
		Lungi	27	54	12	24
		Pajama	31	62	17	34
		Waistcoat	37	74	35	70
		Coat	32	64	11	22
Shirt	23	46	15	30		

* Where: F=Frequency, %= Percent

** Multiple responses possible

Table 5 furnishes the data regarding awareness of respondents about various types of *khadi* products (only textiles) available for sale in *Shri Gandhi Aashram* which includes fabric for garments, accessories (fabric accessories only), household products and readymade garments.

i Fabric for garments

It was observed from the table that maximum number of respondents (84%) from the U. S. Nagar district of 21-31 years of age were aware that fabric for *kurta*, available in *Shri Gandhi Aashram*, followed by fabric for salwar suit i.e., 70 percent. On the other hand, less than 22 percent of respondents of same age from U. S. Nagar were aware of the availability of fabric for pajama, *kurties*, shirt, waistcoat and coat at *Shri Gandhi Aashram*. All respondents from the Nainital district were aware that fabric for *kurta* available in *Shri Gandhi Aashram*. It also clear from the table that 58 percent of respondents from the Nainital district of 21 – 31 years of age were aware that fabric for pajama (58%), salwar suit (54%), waistcoat (52%), *kurties* (40%) and shirt, coat (38%) available at *Shri Gandhi Aashram*.

ii Accessories (fabric fashion accessories only)

It is also clear from Table 5 that 82 percent of respondents from U. S. Nagar of 21-31 years of age were aware that shawl available in *Shri Gandhi Aashram* as fabric accessories

followed by stoles (44%), cap (42%), scarves (24%) and jute bag (14%), whereas 86 percent of respondents of 21-31 years of age from Nainital district were aware of the availability of shawl for sale in *Shri Gandhi Aashram* followed by stole, cap, jute bag and scarves i.e., 38%, 30%, 26% and 22% respectively.

iii Household products

Table 5 further revealed the data on the awareness of respondents about household products (textile only) available in *Shri Gandhi Ashram*. It was found that maximum of 78 percent of respondents of 21-31 years of age from U. S. Nagar was aware of the availability of bed sheets as household products in *Shri Gandhi Ashram* followed by towels (46%), kitchen linen (32%), bath linen and pillow (24%), mattresses (22%), rajai cover and rajai (20%) and pillow cover (18%) whereas only two percent of the respondents from U. S. Nagar of 21-31 years of age knew that two products i.e., *pankhi* and *thulma* available in *Shri Gandhi Aashram*. This may be due to that both products were mainly available and use in the hilly area of Uttarakhand.

It was also found from the table that maximum (80%) respondents from the Nainital District of 21-31 years of age were aware of the availability of rajai in *Shri Gandhi Aashram* followed by bedsheets (70%), mattresses (62%), pillow (60%), *pankhi* and *thulma* (40%), rajai cover and

pillow cover (36%), towel (30%) and bath linen (10).

iv Readymade garments

Table 5 also shows data on the awareness of respondents about various types of readymade garments available in *Shri Gandhi Aashram*. It was observed from the table that more than 50 percent of respondents of 21- 31 years of age from U. S. Nagar district were aware of the availability of readymade textile products that included saree (84%), *kurties* (58%), *kurta* (92%), lungi (54%), pajama (62%), waistcoat (74%) and coat (64%) and less than 50 percent of respondents were aware of the availability of shirt (46%) only at *Shri Gandhi Aashram*. Whereas more than 50 percent of respondents of same age group from the Nainital district were aware of the availability of readymade garments at *Shri Gandhi Aashram* that included saree (80%), *kurta* (88%) and waistcoat (70%). However, fewer respondents of same age from the Nainital district were aware of readymade *khadi* products available at *Shri Gandhi Aashram* were *kurties* (36%), lungi (24%), pajama (34%) and coat (22%) and shirts (30%). It can be concluded from the above table that maximum number of respondents were aware that fabric for *kurtas*, shawls, bed linen and readymade *kurtas* were available in *Shri Gandhi Aashram* for sale.

Conclusion

The present study is about the awareness of *Khadi* among females of age group of 21 to 31 years in U. S. Nagar and Nainital District. It can be concluded from the study that the respondents were knowing the definition of *Khadi*. They were having varied knowledge regarding thickness of *khadi* fabric. Respondents had awareness regarding different textile products sold by *Shri Gandhi Aashram* and also knew type of yarns used in manufacturing *Khadi* products. The knowledge regarding various aspects of *Khadi* varied from one group of respondents to other.

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