
"Khadi as Cultural Heritage: Historical Roots and Governmental Strategies for Promotion"

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Introduction

Khadi, previously known as khaddar is a hand woven, hand spun thread which is then converted into a piece of cloth. This cloth is not just a piece of cloth to wear but an emotion which is linked to various aspects of life. Before britishers came to India, khadi was mostly worn by Indians. During struggle for independence, it gained a significance on the point that India, Indian and khadi, which referred to as if one belongs to India, being an Indian is to be shown by wearing khadi. Not only wearing but also weaving it by their own. Khadi is a versatile material of fabric. It is scientifically inter-woven that the gaps allow air to pass in such a way that it remains cool during the summers and warm during the winters. There is no such cloth with such qualities and that has covered ages with a great importance.

Khadi was a political weapon for Indians during Indian struggle for independence. It is seen as pride of India which reflects equality, nationalism and self-reliance. Mahatma Gandhi gave an idea of swadeshi which meant made by the self and khadi was one of them. Gandhiji approached the people of India to spin, weave and wear khadi as it gives employment to members of the family and is used for the self. He wanted people to adopt khadi as a way of life.

India, a land of agriculture in which 75 percentage of the population depends on working on the fields and its related activities earn their livelihood from land. But land being limited and population increasing day by day leads people to turn their heads on few different things, it implies the need to develop industrialization in the village and based activities, otherwise rural migration becomes a problem as people migrate to cities in search of jobs. Rural industries are labour-intensive, which solves the problem of unemployment and employment generation resulting in rural industrialisation. Rural industries are generally associated with agriculture and allied products. The industries that setup using the materials obtained from agriculture are commonly termed as village industries and industries related to khadi are khadi industries. Khadi and village industries are backbone of the villages and India is the land of villages.

From the times known, government along with people are working for these industries to flourish and be in the game for glory of the nation.

Literature review

Mittal & Kumar (2021) examined that the study is based on secondary data and the data is collected through newspapers, articles and websites etc. India has been taken a step from dependent to independent as they announced Atmanirbhar Bharat which meant self-reliant India. After being independent helps to promote sustainable development and an environment-friendly lifestyle.

Sharma & Gupta (2021) concluded that the government trying to develop the economy and there is only the MSME sector that was the prime target for the development of the national economy as well as international economy by Atmanirbhar Bharat scheme. So, the reason behind Aatmanirbhar bharat Abhiyaan is to push the government on being vocal for local and self-dependent. It has examined the theoretical background of the Aatmanirbhar Bharat scheme and also the special economic package is related to boosting the local and small industries of India.

Barki, Vibhuti (2015), in their paper titled "MSME's in India- An overview", noted that micro and small industrial units play a crucial role by providing essential services and requirements, thereby encouraging entrepreneurs to become self-sufficient and create employment opportunities through innovative skills and ideas. In light of these factors, the Government of India has established a dedicated institution aimed at fostering the growth and development of small and micro enterprises. For over a decade, MSMEs have been significant contributors to the advancement of small and medium industries, particularly benefiting entrepreneurs.

Pesala Busenna and A. Amarendra Reddy says that Khadi represents a significant part of the textile industry. It is defined as any fabric produced on handlooms in India using cotton, silk, or wool yarn that has been hand spun in India, or a combination of any two or all of these yarns. The primary goals of this study are to evaluate the potential for job creation within Khadi institutions.

Micro, Small and Medium Enterprises (MSMEs) – A Study on Khadi and Village Industries Commission (KVIC) by Dr. B. Shailaja paves the way on considering different policies that are going on for the upliftment of MSMEs especially khadi for which she has given a sequence of policies and programmes going on.

Methodological Overview

- Most studies rely on **secondary data**: government reports, journal articles, and news sources.
- Common approaches include **descriptive analysis**, **qualitative reviews**, and **correlation/regression** methods.

Historical context and policies initiatives

There have been numerous schemes, policies and programmes related to khadi that are implemented by the government for the upliftment of khadi as a sector. The All-India Spinner Association (AISA) was formed by Mahatma Gandhi. All India Khadi & Village Industries Board (AIKVIB) in January 1953. It was replaced by the Khadi and Village Industries Commission (KVIC) in 1955. There is a parent body which works under Ministry of micro, small and medium (msme) enterprise known as khadi and village industries (KVIC) which was established in 1957 for the promotion, development and supporting khadi and village industries to help them flourish. Its headquarters is in Mumbai and zonal offices are in Delhi, Mumbai, Kolkata, Bangalore, Bhopal and Guwahati. And 29 states for implementation of programmes. According to khadi and village industries (KVIC), village industries are industries which are located in the rural area which consists of population of around 10000 to produce goods and render services with or without the use of power and in which fixed capital investment per head of the artisan or worker is not more than 1000 rupees. This definition was modified in 2004 by a bill introduced in Lok Sabha which said that the population be changed to 20000 and investment per head could be 1 lakh. This modification made much industries eligible for assistance by kvic. Industries could be of handloom, khadi, handicraft, sericulture, coir industries. Major objectives include social objectives by providing employment, economic by providing saleable articles and individual development by making the artisans and workers self-reliant. It also functions by creating common facilities for processing of raw material as semi-finished goods and building reserve for storing raw material, making cooperative efforts and promoting sales and marketing of khadi and village industries products. Moreover, work for research and providing techniques and equipment's for betterment of khadi and village industry. There are 30,200 khadi institutions affiliated to KVIC and state KVIBs, 750 sales outlets of khadi bhandars, 250 training centres spread throughout the country. KVIC is the central body under MSME and

under KVIC, State KVIC Directorate, State Khadi and Village Industry Boards, District Industries Centres and bank's function all together for the upliftment of khadi and village industry.

There are several programmes and policies like Khadi Reforms and Development Programme (KRDP) aims to provide financial support and helping with infrastructure for providing employment and making people earn their livelihood. A scheme named Interest Subsidy Eligibility Certificate (ISEC) which was started in May, 1977 to mobilise funds from banking institutions and bridging the gap between actual fund requirement and its availability from budgetary sources. This is only for a particular type of khadi named polyvastra, for which loans can be provided at an interest of 4% per annum. Khadi and Gram Vikas Yojana (KGVY) policy is for development of village industry by providing grants, technology, modernization and training for the khadi and village industries. All the policies aimed at uplifting the working conditions, technological betterment and making artisans and workers conditions good. PMEGP- The Prime Minister's Employment Generation Programme is an umbrella body with sum up of two sub policies that are PM Rozgar yojana and Rural Employment Generation Programme. These together objectifies for sustainable growth in rural areas and providing financial support for micro-enterprises in non-farm sector which also includes khadi. It has helped around 44000 people by providing them employment in 2018-2023 and especially in 2021-2022 2977 crore assistance was provided to 10349 units. Workshed Scheme for Khadi Artisans in 2008-09 for providing assistance for 10000 workshed artists in 11076 workshed.

Scheme of Fund for Regeneration of Traditional Industries (SFURTI) is initiative to group traditional artisans into clusters in order to increase their coordination and competitiveness among artisans below bpl., According to the Press information Bureau reports Jan 2024, From January to December 2023, 89 clusters have become functional, providing benefits to 50,166 artisans in 25 states. The Government of India has approved 15 clusters, directly benefiting 8875 artisans with total assistance of Rs. 40.01 crore.

KVIC is grateful to Government of India for approving package of khadi reforms for 150million US dollars through Asian Development Bank aimed at making khadi more sustainable with earning and increasing quality of life for spinners, weavers and other artisans. It has been working with 300 khadi institutions for khadi mark under Khadi Reforms and Development Programme (KRDP). Modified Market Development Assistance grants 222 crore every year to khadi institutions and artisans to over 150000 khadi artisans and around 1150 institutions. It emphasises on improving skills, acquiring revenue and greater economic independence.

Capacity Building Scheme assists trainees around 66835 persons per year were trained during last 5 years. These policies intend on bringing quality to the work of artisans. Gramodaya Vikas Yojana and Village Industries is to promote and develop village industries through common facilities, modernization and training etc.

Aatmanirbhar Bharat Abhiyaan is an initiative taken by the government of India in order to provide work and uplift village industries and khadi industries. It was announced by PM Narendra Modi on 12 may 2020. Its main aim is to work for self-reliant India which emphasised on making maximum products in the country itself, to strengthen small and cottage enterprises with a special economic package worth 20 Lakh crore rupees. This economic package of Rs. 20 trillion is expected to play an important role in making India 'self-reliant' and benefit labourers, farmers, honest taxpayers, MSMEs, and the cottage industry (Business Standard, 2021).

The Budget 2021-22 has also emphasized that the MSME sector will act as the bedrock for economic revival (India Budget, 2021). It has not just derailed global free trade efforts to achieve Sustainable Development Goals but made the old concepts, policies, and

theories of self-reliance, self-sustained development, and nation first relevant again (Sanger, 2020; UNCTAD 2020). Further, Government has been providing work to the khadi artisans by making uniform of police force, government officials, airlines, and schools.

Foreseeing the working conditions of the khadi and village industries workers and artisans, government is providing several insurance schemes, to protect them from asthma, Tb etc,

Like Jan Shree Bima, Group Health Insurance, Atal Pension Yojana, Mudra Yojana, Public Provident Fund, Aam Aadmi Bima Yojana. An insurance policy named Khadi Karigar Scheme for Khadi Artisans which was started in 15 august 2003 in collaboration with LIC India. Artisans throughout the country are covered under this scheme. It was later renamed as Khadi Karigar Aam Aadmi Bima Yojana which was bifurcated into PM Jeevan Bima Yojana which included age group of 18-50 and PM Suraksha Bima Yojana aged group between 51-60 years which also covered life cover for death and disability.

CONCLUSION

Khadi and village industries are backbone of India. These industries provide employment and life-skills to people for their livelihood, and promote local economies which directly gives people a choice of work that they knew from years. It results into making people confident of the work they do and adding on the cultural values and heritage of the country. There are several schemes that are for the artisans that work in these industries to benefit them directly. By the organisation of KVIC all the khadi and Village Industries are affiliated, that work for the upliftment of these industries. Skill development, Resource Generation, financial freedom, stability to the artisans and workers all are the positive points that are taken care by KVIC. Through the implementation of diverse strategies for the KVI Sector, the Khadi and Village Industrial Commission enhances both sales and production. In order to bolster the rural economy and create job opportunities in rural regions, the government has worked on the KVI Sector for various positive outcomes and maintaining legacy of the charkha. Despite facing significant competition, the Khadi and Village Industrial Sector (KVI) demonstrates remarkable overall performance.

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