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CUSTOMER PERCEPTION ABOUT KHADHI PRODUCT (A special reference to Koppal District of Karnataka)

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Abstract :-

Khadi and Gramodyog (Village Industry) constitute an integrated and interdependent socio-economic complex in the rural economy of the country. Revival of village industries was considered as an extension of Khadi effort by the father of the nation. As the Khadi movement progressed Gandhiji discovered that without the revival of other industries such as the bullock driven oil press, hand made paper the hand chakki for paddy and grinding, gurKhandasari, bee keeping, tanning, soap making, pottery, carpentry and black smithy etc., Khadi could not make further progress. He perceived that for the villagers to be able to occupy their spare time profitably the village must be touched at all points. Village industries have unlimited capacity for providing employment for the starving millions in the country and because of their importance of building cohesive well knit small village communities. Development of rural industries would prevent the rural manpower migrating to urban areas in search of jobs there by avoiding the evils of urbanization like the growth of slums etc.

Key Words:- Khadi, village industry, rural development, industrialization, marketing.

INTRODUCTION

Modern industrialization had led to the exodus of rural masses to urban centres creating problems of slums and urban crimes. The migration from rural pockets to urban centres and under utilisation of rural resources have weakened villages, caused urban congestions and have left the masses in abysmally low living standards. Big industries have not succeeded in diversifying these economies' but have only aggravated the existing problems of inequity and inequality through islands of industrialisation.³ Anticipating the ill - effects of modern industrialisation, Mahatma Gandhi, the 'Father of our Nation¹, relied on Khadi and Village Industries (KVI) for tackling the problems of unemployment and poverty. He expected the development of KVIs with their labour intensive and capital saving technology to provide employment opportunities to millions banking on agriculture.

NEED OF THE STUDY

To Gandhiji the mission of Khadi was more of a social and human relevance than purely guided by Economics principles. To him, Khaddar economics is wholly different from the ordinary economics. He feels that the latter takes no note of the human factor where as the former wholly concerns itself with the human factor. He therefore feels that Competition and therefore prices are eliminated from the Conception of Khaddar. He elaborates this by using an analogy, 'there is no competition between hotels and domestic kitchen. It never enters into the head of the queen of the house to calculate the cost of her labour, the floor space etc.

REVIEW OF LITERATURE

K.Arunachalam The book “Khadi Economics –A few aspects” is a compilation of articles on Khadi industry and its practical significance in the Indian context. The book provides theoretical dimensions of the economics of Khadi in the first part followed by the extensive views on Khadi and education in the second part. The third part of the book provides the different aspects of Khadi and progress in the economy with special reference to Tamil Nadu. The fourth and the last section contain writings of the author on the administration of Khadi industry etc.

V.B Kher (Ed)Mr.Kher has edited the book “Economics and Industrial Life Relations” containing the thoughts of Gandhiji on Khadi Village Industries. Writing about spinning of Khadi Yarn. Gandhiji is referred to have observed. “Yes , it does solve the problem of India’s chronic poverty and is an insurance against famine – I can only think of India’s Kamadhenu and spinning wheel is that for India – Hand spinning is therefore designed to put millions of rupees in the hands of poor villagers. Every agricultural country requires a supplementary industry to enable the peasants to utilize the spare hours. Such industry for india has always been spinning.

Bharatan Kumarappa (ed) Mr. Kumarappa in his book(ed) “Khadi (Handspun cloth) – Why and How” has tried to elaborate the idea of Gandhiji on the subject. He refers to Gandhiji statement that the revival of hand spinning and hand weaving will make the largest contribution to the economic and the moral regeneration of India. The view is that the millions must have a simple industry to supplement agriculture. The author contends that Gandhiji believed that Khadi is necessary and the most important corollary of the principle of swadeshi in its application to society.

STATEMENT OF THE PROBLEM

Most of the literature available on KVI's dealt with Government policies towards philosophy of khadi, economic, financial and technical aspects of small and village industries and their importance in the economic development of the country. However, very few of them have addressed themselves to the managerial problems of their activities. Marketing activity also play a very important role in the any organization with marketing cannot continues the any business marketing aspects also impact of organization. So above review of literatures discussed on various aspects of KVI's no one researcher discussed on a specific title marketing of the KVI's Koppala district. These all factors are promote to the researcher to take of the study entitled “Marketing of the KVI's a special reference to Koppala district of Karnataka”.

SCOPE OF THE STUDY

The Study covers all the major dimensions of marketing of Khadi and village industries in the study area. It examines the marketing practices and tries to identify the problem areas of market and their magnitude. The analysis covers such areas as product design and development, assembling and storing, grading standardization and quality control, sales, promotion, market information packing, advertisement, insurance pricing and marketing cost, marketing finance and market problems etc. Major thrust of the study is one identification of marketing problems and the marketing strategy followed by the Khadi and village industries covered by the study.

OBJECTIVES OF THE STUDY

The present research study is conducted with the following objectives

- 1.To identify and village the marketing problems and marketing practices of the KVI's in the study area.

METHODOLOGY

The study is based on both primary and secondary data.

Primary date:

The primary data was collected from the respondents and Institutions through personal interviews as per the pretested questionnaire.

The Secondary data was collected from the selected units engaged in Khadi and village industries. The secondary data has been collected from the offices of the Khadi and village industries Commission. Data was also obtained from other published sources like “Jagruti” the monthly journal of the KVIC and the annual reports of the

KVIC etc.

Sample

100 respondents selected randomly for the fulfillment of the research purpose.

Data Analysis

The data collected from different sources has been compiled in suitable statistical tables and the same has been interpreted and analyzed and for arriving at suitable inferences and conclusions.

Statistical analysis of the data has been done by using simple statistical tools like averages, percentages, growth rates etc.

Many of the customers (57.3%) felt that the price of Khadi was high (Table 1). Around half of the customers felt that the quality of Khadi was Ok where as 38.9 percent felt that there is need to improve the quality (table 2). Surprisingly rebate was the least (1.3%) way of making Khadi Popular according to customers (quite opposite to the view of Institutions, around 66.7 percent felt that Khadi can't be sold without rebate. Most of customers felt that steps like more range/variety of Khadi, advertising, reduction of prices, marketing and a combination of all above are necessary for making Khadi popular (table 3).

Table no 01
Are the Customers Satisfied with Price of Khadi?

Si no No.	particular	Percent
1.	Price is Very high/Should be less priced	57.3
2.	No reply	9.4
3.	Yes/Ok	33.3
	Total	100.0

Source: Field Survey

Table no 02
Are the Customers Satisfied with Quality of Khadi?

SI No No.	Reasons expressed	Percent
1.	Poor/can be improved	38.7
2.	Maintenance of clothe high	1.3
3.	1+2 (Quality can be improved and maintainance not affordable)	1.3
4.	No reply	6.7
5.	Yes/Ok	52.0
	Total	100.0

Source: Field Survey

Table No 6.03
Suggestions for Making Khadi Popular?

SI No	Reasons Expressed	Percent
No.	Advertisement	6.7
2.	Reduce price	9.3
3.	Marketing	2.7
4.	More range/variety	20.0
5.	Mix tericot	1.3
6.	A combination of all the above five	58.7
7.	More rebate	1.3
	Total	100.0

Source: Field Survey

FINDINGS

1Khadi products are marketed in a competitive environment. Major competitors to the khadi units are the textile mills and the power loom units. These two types of cloth manufacturers have the advantages of large scale economies and quality superiority. Khadi units are organized on small scale and hence they do not enjoy the cost advantages as the textile mills and power loom units. Further the production technology used by the textile mills and power looms is much advanced and superior. Hence the quality of the products of these units is much superior compared to the khadi units. Competition to the khadi units from these two type of cloth manufacturers is intense. Competition to khadi units is provided by handlooms producing cotton and other clothes too.

2The khadi products are confronted with competition in different areas such as price, product design, fashion change, cost of production, advertisement by competitors, superior quality of mill made clothes. All these factors have been confronting the sales of khadi products by severe competition as asserted unanimously by the three khadi units covered by the study.

SUGGESTIONS

1. Technology up gradation is a needed step to improve productivity of khadi and village industries. There is need for setting up of testing laboratories and Rural Technology Parks. A network of quality control laboratories should be provided to Vis. Setting up of technology interfaces to serve as information dissemination and technology adoption centres is a felt need.

2. There is a need for introducing a compulsory quality testing based on regular bulk and stage inspections of Khadi and village industries products followed by certification or marketing with quality symbols as also incorporate an informative labeling system to win consumers confidence. A compulsory quality marketing system about a break through in the popularity of these products is needed.

3. The Khadi and village industrial units should be subject to effective accountability and standardization of accounting. There is need for proper tie up with Research and Development and design institutions.

4. Venture capital institutions must be involved in financing Khadi and village industries. These institutions can integrate training, entrepreneurship marketing and technology.

5. Khadi and village industries should try to have linkages with Shelf Help Groups. A special rural industry fund for non-farm sector on the lines of venture capital fund is needed. Such a fund should be useful in technology upgradation quality standardization and market support.

6. In this age of aggressive advertising and with the mega Multinational corporations targeting the rural consumers the Khadi and Village Industries sector must look ahead to resort to an effective publicity based on rural product information.

7. The Khadi and village industries products should be graded and placed in a store or outlet of a matching profile. This would lead to higher sales, minimize dead stock and stock pileup due to wrong placement of goods.

8. There is need for introduction of courses for rural marketing to produce less costly managers. Fellowships programmes and research projects on KVI and publicity support from Doordarshan for KVI products and

programmes are the other needed steps in this direction.

CONCLUSION:

Marketing strategies adopted by Institutions are quite naïve. The amount allocated to market the product in cost-chart is also meager compared to other handloom textiles. Cost-chart needs to be made more flexible for the institutions to have the freedom to go beyond the existing limitations to improve the quality and the salability of Khadi. The only component that requires to be retained is the wage component to provide decent wages to the artisans. Therefore there is a greater need for taking up marketing strategies quite seriously and collaboration among institutions, KVIC Marketing department and state KVIBs is a must for surviving the onslaught of competition.

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