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## Preference of khadi among youth

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### Abstract

Khadi is handspun, hand woven fabric made largely out of natural fibers like wool, cotton and silk. The mixture of any of such fibers with synthetic fibers known as poly khadi. Earlier, khadi was considered as the fabric for the politicians, poor rural workers, farmers and aged people. Apart from them, many high-profile personalities and economically sound people prefer to wear khadi. Nowadays, many garments are made from khadi fabric such as salwar suits, shirts, skirts etc. Still, in the present time, many people have an outdated reputation about the khadi and considered it as old fashioned fabric. Thus, this study was planned to gather information about preference of youths towards khadi. The study was conducted in two universities i.e., Govind Ballabh Pant University of Agriculture and Technology, Pantnagar and Thakur Dev Singh Bist (DSB), Nainital campus located in Udham Singh Nagar and Nainital districts respectively from Kuma on 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 one hundred females between 21-31 years of age were selected as the sample size for study. Collected data analyzed by using frequency and percentage. It can be concluded from study that youth were preferred khadi fabric but due to some reason such as lack of variety and lack of trendy garments in Shri Gandhi Ashram, khadi fabric popularity decreases. So, to make awareness regarding use of khadi, various activities were also suggested by youth. Overall, this study indicates that, though the khadi is used from ancient times, again it is getting popularity in youth of Uttarakhand.

**Keywords:** Khadi, khadi products, khadi textiles, youth's khadi preference

### Introduction

The clothes become a symbol of security, a way of identifying with someone to which they belong. Khadi is a well-known fabric of India. Khadi is also known as *Khaddar*. Khadi is a handspun, hand woven fabric made largely out of natural fibers like wool, cotton and silk or mixture of any two or more of such yarns. Nowadays, polyester blended khadi products are manufactured as polyester has high strength and it has feature that fabrics made from it are easy to care, such products are known as poly khadi. At present, a large variety of fabrics are produced under the name khadi which are known for their novel textures and comfortable feel. Earlier, khadi was considered as the fabric for the politicians, poor rural workers, farmers and aged people. Apart from them, many high-profile personalities and economically sound people prefer to wear khadi. Different types of apparel are made from khadi such as salwar suits, shirts, skirts, tops etc. Still, in the present time, many people 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 about the preference of youth's towards khadi.

### Methodology

The study was conducted in two universities located in Udham Singh Nagar (U. S. Nagar) and Nainital districts from Kuma on 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 Bist (DSB), Nainital campus of Uttarakhand. In the present study, a sample size of one hundred female between 21-31 years of age were 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 i.e., age, education, family type, size of family and family monthly income. Part B of the questionnaire cum interview schedule included specific information related to using khadi to make their own

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garments, reason for preferring and not preferring khadi, opinion regarding the popularity of khadi (textile) among youth and also suggestion to make khadi popular among youth. Collected data analyzed by using frequency and percentage.

## Results and Discussion

The data reported in Table 1 gave general information about respondents. It includes education, family type, size of family and family monthly income irrespective of their age and

place.

It is clear from the table that maximum 54 percent of respondents of 21-31 years of age from GBPUA&T, Pantnagar were doing post-graduation (M. Sc.) followed by Ph. D. (32%) and graduation (14%). Whereas maximum 46 percent respondents of the same age group from DSB campus, Nainital were pursuing their Ph. D., 34 percent respondents were doing post-graduation (M. Sc.) and 20 percent of respondents were pursuing graduation.

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

S. No.	Variables	Respondents				
		GBPUA&T, Pantnagar (Females 21-31 Years)		DSB Campus, Nainital (Females 21-31 Years)		
		Frequency	Percent	Frequency	Percent	
<b>Level of education</b>						
a.	Graduation	07	14	10	20	
b.	Post-Graduation	M. Sc	27	54	17	34
		Ph.D.	16	32	23	46
<b>Family type</b>						
a.	Nuclear	35	70	39	78	
b.	Joint	15	30	11	22	
<b>Size of family (number of family member)</b>						
a.	Small (1-5)	32	64	35	70	
b.	Medium (6-9)	11	22	06	12	
c.	Large (10-12)	06	12	09	18	
d.	Very large (Above 13)	01	02	00	00	
<b>Family monthly income</b>						
a.	₹ 17,000-85,000	38	76	26	52	
b.	More than ₹ 85,000	12	24	24	48	

It was observed from the table that the maximum number of respondents from GBPUA&T, Pantnagar and DSB campus, Nainital 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 categories from both the places belonged to the joint family. Thus, from the results shown in Table 1 it can be said that maximum number of respondents from both places belonged to the nuclear family.

The similar kinds of data shown according to the Census of India (2011), all the household family of India having nuclear family i.e., 70 percent and single member and more than one member without spouse about 10 percent. The joint family and extended family from all household merely 20 percent (Bansal *et al.* 2014) [4]. Similar result also reported according to Gayatri *et al.* 2015 [5], that maximum respondents (more than 65%) were belong to nuclear types of family.

It is evident from Table 1 that maximum 64 percent of respondents of 21-31 years of age from GBPUA&T, Pantnagar belonged to small size families, here number of family member 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 DSB campus, Nainital 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 (4%) and large size families having 10-12 member (24%). 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.

Table 1 also depicts that maximum number of respondents (76%) of 21-31 years of age from GBPUA&T, Pantnagar had family monthly income between ₹17,000 – ₹ 85,000 followed by family monthly income more than ₹ 85,000 i.e., 12 percent. Similar type of result was seen in the DSB campus, Nainital 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 according to the preference of khadi for their own garments N=100

S. No.	Attributes	Respondents			
		GBPUA&T, Pantnagar (Females 21-31 Years)		DSB Campus, Nainital (Females 21-31 Years)	
		Frequency	Percent	Frequency	Percent
i.	Yes	36	72	34	68
ii.	No	14	28	16	32

The data in Table 2 shows the distribution of respondents according to the preference of khadi for their own garments. The table shows that maximum of seventy two percent and sixty-eight percent of respondents of 21-31 years of age from both universities i. e., GBPUA&T, Pantnagar and DSB

campus, Nainital respectively showed their preferences of khadi fabric for their garments. Whereas lesser number of respondents i.e., 28 percent and 32 percent from GBPUA&T, Pantnagar and DSB campus, Nainital respectively did not show their interest for khadi fabrics for their own garments.

**Table 3:** Distribution of respondents according to their reason for wearing khadi N = 70

S. No.	Attributes	Respondents			
		GBPUA&T, Pantnagar (Females 21-31 Years)		DSB Campus, Nainital (Females 21-31 Years)	
		Frequency	Percent	Frequency	Percent
i.	Suitable for different seasons	20	55.56	16	47.06
ii.	Soft and comfortable	19	52.78	18	52.94
iii.	Available in subdued colours	05	13.89	01	02.94
iv.	Unique in themselves	23	63.89	24	70.59
v.	Timeless classic	18	50.00	14	41.18

Multiple responses possible

Table 3 gives information regarding respondents' reasons for wearing khadi fabric. It is obvious from Table 3 that maximum number of respondents of 21-31 years of age from GBPUA&T, Pantnagar were preferring khadi due to the reason that they found it unique. It is also clear from Table 3 that maximum respondents (55.56%) of 21-31 years of age from GBPUA&T, Pantnagar gave reason to wear khadi due to its suitability for different seasons followed by reason that was due to soft and comfortable properties of fabric (52.75%),

it is considered as timeless classic (50%) and available in subdued colours (13.89%).

It is also evident from Table 3 that respondents of same age from the DSB campus, Nainital gave reasons to wear khadi was its uniqueness (70.59%), soft and comfortable (52.94%), suitable for different seasons (47.06%) and timeless classic (41.18%) and available in subdued colours (2.94%).

It can be concluded that the uniqueness of khadi, attracted respondents for preferring khadi garments in their wardrobe.

**Table 4:** Distribution of respondents based on reasons for avoiding Khadi fabric N = 30

S. No.	Attributes	Respondents			
		GBPUA&T, Pantnagar (Females 21-31 Years)		DSB Campus, Nainital (Females 21-31 Years)	
		Frequency	Percent	Frequency	Percent
i.	Costly product	05	35.71	01	06.25
ii.	Lack of aesthetic appeal and design	06	42.86	07	43.75
iii.	Lack of variety	09	64.29	13	81.25
iv.	Lack of surface decoration	14	100	16	100
v.	Lack of garment fit	11	78.57	13	81.25
vi.	Lack of trendy garment	14	100	16	100
vii.	Availability of limited colours	03	21.43	04	25.00
viii.	Old fashioned button/ trimmings	02	14.29	00	00

Multiple responses possible

Table 4 shows different reasons, not to choose khadi fabric among youths. It is clear from table that cent percent of 21-31 years age group respondents from GBPUA&T, Pantnagar have given reason as lack of surface decoration and non-availability of trendy garments in Shri Gandhi Ashram followed 78.57 percent respondents gave reason such as lack of fit of the garments, 64.29 percent of respondents gave reason as lack of variety, at other hand, lack of aesthetic appeal and design (42.86%), high cost of products (35.71%), availability of limited colours (21.43%) and old fashioned button/ trimmings (14.29%).

It is also clear from the table that all respondents of the same

age group from the DSB campus, Nainital gave two reasons for avoiding khadi fabric i.e., lack of surface decoration and lack of trendy garment in Shri Gandhi Ashram followed by reason for avoiding khadi was lack of variety and lack of fitting (81.25%), lack of aesthetic appeal and design (43.75%), availability of limited colours (25%) and high cost of products (6.25%).

Thus, from Table 4 it can be said that basically all respondents from both places didn't want to have khadi fabric due to two reasons. The first reason was lack of surface decoration and the second reason was lack of availability of trendy garments in Shri Gandhi Ashram.

**Table 5:** Distribution of respondents according to their opinion regarding the popularity of Khadi textiles among youth N = 100

S. No.	Attributes	Respondents			
		GBPUA&T, Pantnagar (Females 21-31 Years)		DSB Campus, Nainital (Females 21-31 Years)	
		Frequency	Percent	Frequency	Percent
i.	Very much popular	02	04	02	04
ii.	Very popular	02	04	03	06
iii.	Popular	13	26	17	34
iv.	Fairly popular	21	42	18	36
v.	Not popular	12	24	10	20

Table 5 depicts the data related to opinion regarding the popularity of Khadi (textiles items) among youths. It is evident from Table 5 that maximum of 42 percent of respondents of 21-31 years of age from GBPUA&T, Pantnagar gave their opinion regarding the popularity of khadi among youth as fairly popular followed by popular (26%), not popular (24%), very much popular and very popular (4%).

Similar results were found that maximum number of respondents of the same age group from the DSB campus, Nainital gave their opinion regarding the popularity of khadi among youth i.e., fairly popular (36%), followed by popular (34%), not popular (20%), very popular (6%) and very much popular (4%).

On the basis of this result; according to maximum respondents from GBPUA&T, Pantnagar and DSB campus, Nainital, khadi is fairly popular among youth. Despite that as

khadi has various good properties, it was not as much as popular among youth as other brands of clothing.

**Table 6:** Distribution of respondents according to their suggestions to make khadi popular amongst youth N = 100

S. No.	Attributes	Respondents			
		GBPUA&T, Pantnagar (Females 21-31 Years)		DSB Campus, Nainital (Females 21-31 Years)	
		Frequency	Percent	Frequency	Percent
i.	Awareness creation about variety of khadi features through various mass media i. e. TV/Print etc.	38	76	33	66
ii.	Designing khadi garments as per the latest fashion trends	50	100	50	100
iii.	Availability of well fitted garments	43	86	40	80
iv.	Increase the availability (online and offline both)	21	42	14	28
v.	Availability of variety of colours	15	30	14	28
vi.	Attractive display	20	40	08	16
vii.	Availability of khadi in different price range	22	44	21	42

Multiple responses possible

Suggestion given by respondents to make khadi popular amongst the youth were given in Table 6. It is evident from Table 6 that cent percent respondents from both places gave their suggestion to make khadi popular amongst youth *i.e.*, designing khadi garments as per the latest fashion trends, followed by availability of well-fitted garments (more than 80%) and awareness creation about the variety of khadi features through various mass media (more than 65%). Whereas less than 45 percent of respondents of 21-31 years of age from both places gave their suggestion to make khadi popular amongst youth *i.e.*, by increasing the availability of khadi products both *i.e.*, online and offline mode, availability of products in variety of colours, attractive display and availability of khadi in different price range.

Thus in view of above result, it can be stated that more than 50 percent respondents from both places were gave their three suggestion to make khadi more popular among youth. First suggestion was designing khadi garments as per the latest fashion trends, second suggestion was availability of well fitted garments and third suggestion was awareness creation about variety of khadi features through various mass media *i.e.*, TV / Print etc.

## Conclusion

From the present study, it can be concluded that education of majority of respondents from 21-31 years of age were post-graduation, which included M. Sc. and Ph. D. irrespective of both places. Maximum number of respondents were staying in nuclear family with small family size. It was observed that most of respondents were from family having monthly income between ₹17,000 – 85,000.

It is observed that in all cases, nearly majority of respondents have shown willingness to use Khadi garments, due to its uniqueness. It is also observed that due to lack of surface decoration and lack of trendy garment in Shri Gandhi Ashram, maximum respondents were avoiding the khadi fabric and khadi was not popular in this age group. So, to make awareness regarding use of khadi various activities were suggested by youth. Overall, this study indicates that, though the khadi is used from ancient times, again it is getting popularity in youth of Uttarakhand.

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