

Gandhi's Khadi: A new trend in Apparel Designing through Resist Printing and Traditional Embroidery as a Value Addition of Khadi Silk

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Abstract

Gandhi ji used 'Khadi' as a 'Livery of freedom' and 'tool for self-reliance' during freedom movement. Khadi, the 'fabric of freedom', has been a sources of empowering millions of spinners, weavers and other artisans spread across the country and making them self-reliant. Khadi is traditional, ethnic and artisan intensive. He had also foreseen Khadi as a tool for Economic Independence. Khadi has always been a fabric with attitude. It has now become a fashion statement. Its journey from its eventful birth as the fabric favoured by revolutionaries, to designer boutiques and elite consciousness is worth enough of mention in the history of the country. The need of the hour is to make Khadi a 'National Fabric' and a tool of mass movement for achieving the objective of socio economic development of the most vulnerable section of the society thereby fulfilling the Gandhian

objective of 'Antyodaya'. One of the way for empowering the Khadi and making it popular globally is value addition. Value Addition is the process where we enhance the saleability of the product by adding some incentives to it. One way of value addition used on khadi in the present study was different techniques of Tie and Dye. Present study was done under the scheme PRODIP (Product Development, Design Intervention and Packaging) under which Khadi apparels were developed using tie and dye method and were ornamented through different traditional embroidery techniques. These products were sold in Khadi Bazar and a fashion show were organized for the same. As a result, a huge positive response and big sale was recorded for the developed products.

Keywords: Khadi | Value addition | tie and dye | apparel

Introduction

I believe that where there is pure and active love for the poor there is God also. I see God in every thread that I draw on the spinning wheel..... Mahatma Gandhi

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Khadi is defined as any cloth hand spun and hand woven. The raw materials may be cotton, silk or wool, which are spun into threads on a spinning wheel called a Charkha. Khadi is an Indian fabric, also known by another name Khaddar also said to be the essence of India. During pre-Independence era, the movement of Khadi manufacturing gained momentum under the guidance of father of nation, Mahatma Gandhi. This movement of khadi manufacturing and weaving started as symbol of defiance to discourage the Indians from wearing the foreign clothes. Khadi before Independence was considered as the fabric for the political leaders and rural people. But, now it has found its way into the wardrobe of fashion conscious people.

Khadi is geographically a wide spread economic activity encompassing all the states in the country. Given the high involvement of women and marginalized groups in the KVI sector this approach will consolidate the developmental efforts to promote inclusive growth.

“Khadi” means any cloth that is hand spun and hand woven, made of cotton, wool, silk and their blends. Hand spinning and weaving imparts it a rugged texture, a unique look, feel and hand, which can be modified by finishing treatment. It’s a ‘Gift for today from the treasury of the past’. Mahatma Gandhi elevated the brittle thread of cotton to a symbol of strength and self-sufficiency, and to provide employment for the millions during India's freedom struggle, and that symbolism of wearing cloth made by human hands has continued till this day. In the present scenario renowned designers such as Ritu Beri, Manish Malhotra are using Khadi

as a fashion fabric and making them as a fashion fabric.

Khadi as a Brand: These days Khadi has become a brand name and under the name of this brand many of products is being launched some of the products are: Woollen products, Hospital linen, Leather products, Organic manure, Handmade paper and products, and many more.

Value addition on Khadi: VALUE ADDITION is the process where we enhance the salability of the product by adding some incentives to it. Design usually means production of coloured pattern however it is possible to produce pattern even without using colour eg. Printing, Tie and Dye, Category of Embroidery etc. In the present study tie and dye technique has been used for designing garment and different traditional embroidery techniques has been used for ornamentation of the garment.

PRODIP: The PRODIP Scheme has the potential to impact on quality of khadi & V.I. products. A need has been felt to simplify and wherever necessary, to broaden the operational guidelines so as to facilitate implementation of the scheme in a result-oriented manner and procedure. It is run by directorate of Khadi commission.

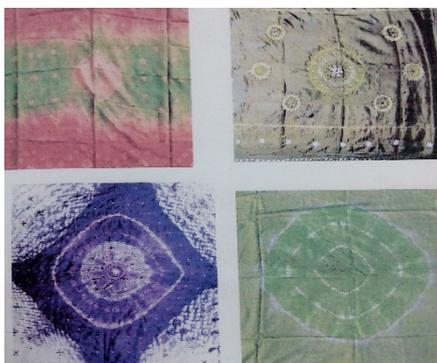
Methodology: The present study was conducted under the scheme PRODIP (Product Development, Design Intervention and Packaging). In this development of product under PRODIP jointly with khadi institution was done. Materials and method used for the study are as follows:

Materials Used

Fabric: Silk fabric with having st and dt with epi 70, ppi 65 and epi 60, ppi 54 was chosen

for the development of the apparels such as Kurta, Shalwar, Saree, Dupatta, Stoles, scarfs, skirts, Balloon tops and many more.

Dye: Acid dye and metal complex dye were used for tie and dye technique on silk fabric for making design.



Designing: For designing on the silk fabric for the apparel production, various tie and dye technique were used using acid and metal complex dyes.



Ornamentation of the Fabric: Fabric prepared with tie and dye was ornamented with different traditional embroidery

techniques such as Zardozi, Chikenkari, Computer embroidery and crotchet work.

Preparation of the Apparel: Prototypes of apparel were developed approx.100 from the value added silk fabric (tie and dye and embroidery) such as Kurta, Shalwar, Saree, Dupatta, Stole, scarf, Skirts and many more.



Organizing Fashion Show: National and State level fashion show was organized for the developed value added Khadi apparel. State level fashion show was organized at Varanasi and National level show was held at Allahabad, Kumbh Mela.

Sale of the Product: Finally, to analyse the acceptability of the developed product, sale of the same was done in the Khadi Bazar of Varanasi and Allahabad city.



Result and Discussion

The present study was conducted under the scheme PRODIP (Product Development, Design Intervention and Packaging). In this development of product under PRODIP jointly with khadi institution was done. Result obtained from the study are:

- 1 Range of garments were developed on Khadi using value addition technique such

- as Tie and dye and traditional embroidery techniques.
- Marketing of the developed product was also done in the khadi Bazar of Varanasi and Allahabad city and the acceptance of the product was analysed. Approximately 140 meter were developed worth rupees 400 to 500 per meter. The cost of the fabric was increased to rupees 40 to 50 after tie and dye and approx. 100 to 300 rupees as increased after ornamentation with zari and traditional embroidery and crochet work.
 - Acceptability/saleability of the developed samples were analysed on 120 customers in which 70 customers purchased the developed apparels and 50 customers didn't accepted the samples.

Conclusion

Mahatma Gandhi elevated the brittle thread of cotton to a symbol of strength and self-sufficiency, and to provide employment for the millions during India's freedom struggle, and that symbolism of wearing cloth made by human hands has continued till this day.

Considering various aspects of khadi present study focuses on awareness of youth towards khadi and value addition on Khadi. It can be concluded that adding some value on Khadi such as printing, dyeing and embroidery increases the acceptability of the Khadi products nationally and globally. Majority of youth view khadi as a fabric associated with Swadeshi Movement and the major cause of low acceptability of khadi is higher cost of purchasing as well as maintenance cost and lack of user friendly attribute.

It would be a request to all, to buy Khadi instead of buying foreign brands. By buying Khadi we will help to generate employment and also get quality products.

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