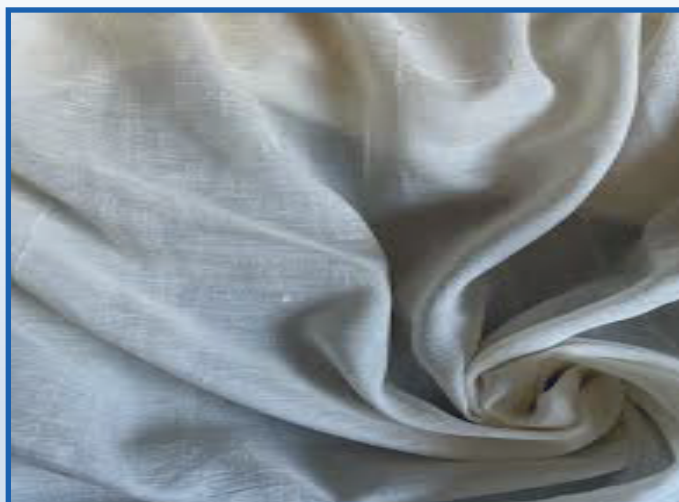
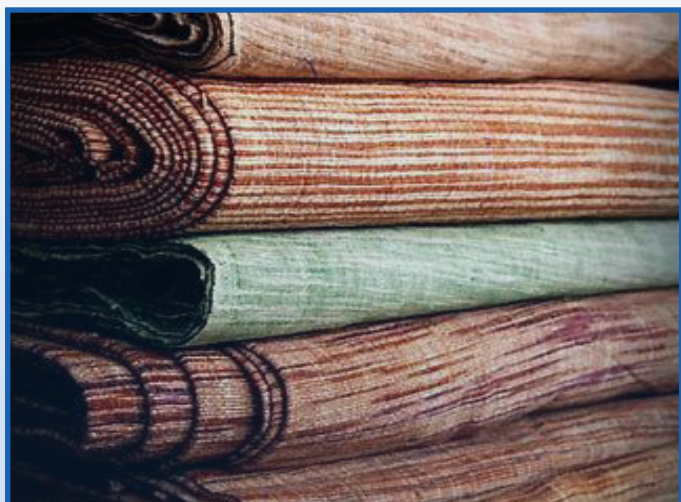


GIST OF KURUKSHETRA

KHADI



DELHI CENTRE:
Vivekananda House
6-B, Pusa Road, Metro Pillar No. 111,
Near Karol Bagh Metro
New Delhi-110060
Phone: 8081300200

DELHI CENTRE:
Tagore House
27-B, Pusa Road, Metro Pillar No. 118,
Near Karol Bagh Metro
New Delhi-110060
Phone: 8081300200

DELHI CENTRE:
Mukherjee Nagar
637, Banda Bahadur Marg,
Mukherjee Nagar,
Delhi-110009
Phone: 9311667076

PRAYAGRAJ CENTRE:
13A/1B, Tashkand Marg,
Civil Lines, Near Hyundai
Showroom, Prayagraj,
Uttar Pradesh-211001
Phone: 9958857757

JAIPUR CENTRE:
Plot No. 6 & 7, 3rd Floor,
Sree Gopal Nagar,
Gopalpura Bypass, Jaipur-302015
Phone: 9358200511

CHAPTER 1- KHADI: INNOVATION, SUSTAINABILITY AND INDIA'S TEXTILE RENAISSANCE

Khadi—India's iconic hand-spun and handwoven fabric—symbolizes the convergence of **heritage, sustainability, and rural livelihoods**.

- From its ancient civilizational origins and central role in the freedom struggle to its contemporary revival as a **premium, eco-conscious textile**, Khadi reflects India's evolving development narrative.
- In the context of climate change, ethical consumption, and inclusive growth, Khadi has re-emerged as a pillar of sustainable development.

Khadi: Concept and Significance

Khadi (khaddar) is a **hand-spun and handwoven fabric** made from natural fibres such as **cotton, silk, wool, or blends**. Originating in eastern and north-eastern regions of the Indian subcontinent, including present-day Bangladesh, Khadi is characterised by:

- Breathability and comfort
- Thermal versatility (cool in summer, warm in winter)
- Extremely low carbon footprint
- Decentralised, village-based production

Beyond being a textile, Khadi generates **rural employment, empowers women artisans**, and offers a sustainable alternative to resource-intensive fast fashion.

Historical Evolution of Khadi

- **Ancient and Medieval Roots-** Archaeological findings from **Mohenjo-Daro** suggest the presence of handwoven textiles resembling Khadi.
 - During the **Mauryan period**, Khadi-like cotton fabrics held economic importance, with **Chanakya's Arthashastra** referencing organised textile production.
 - Depictions in the **Ajanta Caves** further establish India's long tradition of hand-spun and handwoven garments.
- **Khadi and the Freedom Movement-** Khadi gained modern political significance in **1918**, when **Mahatma Gandhi** launched the Khadi Movement to address rural poverty and resist colonial economic exploitation.
 - The **charkha** became a symbol of **Swadeshi, self-reliance, and national resistance**, with Khadi embodying Gandhian values of simplicity, discipline, and dignity of labour.



Role of Khadi & Village Industries in Indian Economy and its Growth:

The Khadi & Village Industries Commission (KVIC), established under the Khadi and Village Industries Commission Act, 1956 (61 of 1956), is a statutory organization engaged in promoting and developing Khadi and Village Industries for providing employment opportunities in rural areas, thereby strengthening the rural economy.



The main objectives of KVIC are:

- The social objective of providing employment in rural areas in general and urban areas through District Industries Center (DIC) particularly.
- The economic objective of producing saleable articles.
- The wider objective of creating self-reliance amongst the people and building up a strong rural community spirit.

Post-Independence Institutional Support

Post-Independence, the sector was institutionalised through the **Khadi and Village Industries Commission (KVIC), 1957**. KVIC's mandate includes:

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- Supplying raw materials
- Improving production techniques
- Ensuring quality control
- Marketing and sales promotion
- Generating sustainable rural employment

Despite this, Khadi gradually lost mainstream appeal and became associated with political attire and outdated fashion, remaining largely outside contemporary fashion until the late 1980s.

Designer-Led Revival

The late 1980s–1990s marked a revival phase. Designers such as **Devika Bhojwani (1989)** and **Ritu Kumar (1990)** introduced:

- Innovative textures and dyeing techniques
- Contemporary patterns and silhouettes
- Fashion-forward interpretations

Though initial impact was limited, these efforts repositioned Khadi as a **premium, artisanal, and sustainable fabric**, aligning it with rising demand for authenticity and eco-conscious fashion.

Material and Technological Innovations

Recent resurgence is driven by **material and process innovation**:

- Blending with **linen, bamboo, hemp, Tencel, and silk** to improve durability, drape, and functionality
- Use of **low-impact dyes and eco-friendly finishing techniques**

Key technological interventions include:

- Improved charkhas and ergonomic looms
- Solar-powered dyeing units
- Pre-processing and quality enhancement tools

These measures reduce drudgery, enhance productivity, and preserve the handmade character while enabling scalability.

Khadi in the Context of Global Fashion and Sustainability

The global fashion industry is valued at approximately **USD 1.3 trillion**, employs over **300 million people**, and is one of the world's most polluting industries. By **2030**, the sector's:

- Water consumption is expected to rise by **50%**
- Carbon emissions by **63%**
- Waste generation to **148 million tonnes**

India's apparel market, projected at **USD 59.3 billion (2022)**, is the **sixth-largest globally**, driven by rapid urbanization, rising incomes, digital retail, and demand for affordable aspirational fashion.

In this context, Khadi offers a compelling alternative:

- Minimal electricity usage

- Extremely low carbon footprint
- Natural fibres and dyes
- Artisan-centric supply chain

Growth of the Khadi Market: Key Data

Khadi and Village Industries achieved a historic milestone in **2024–25** with a turnover of **Rs. 1.70 lakh crore**.

Key achievements over the last decade:

- Production increased from **Rs. 26,109.07 crore (2013–14)** to **Rs. 1,16,599.75 crore (2024–25)** – **347% growth**
- Sales rose from **Rs. 31,154.19 crore** to **Rs. 1,70,551.37 crore** – **447% growth**
- Employment increased by **49.23%**, supporting **1.94 crore people**
- Khadi garment production rose **366%** to **Rs. 3,783.36 crore**
- Khadi garment sales increased six-fold to **Rs. 7,145.61 crore**
- Khadi Gramodyog Bhavan, New Delhi achieved **Rs. 110.01 crore** turnover
- **PMEGP** facilitated over **10 lakh units**, generating employment for **90 lakh individuals**

Women Empowerment

- **57.45%** of **7.43 lakh trainees** were women
- Women constitute **80% of Khadi artisans**
- Artisan wages increased by **275%** in 11 years

Challenges Facing & the Way Forward for Khadi Sector

Challenges	Way Forward
<ul style="list-style-type: none"> • Competition from cheap, machine-made fabrics • High production costs and limited scalability • Inadequate branding, marketing, and infrastructure • Seasonal demand patterns • Rapidly changing fashion preferences • Global competition and supply chain limitations 	<ul style="list-style-type: none"> • Innovation without loss of authenticity • Design modernization with cultural integrity • Market expansion with artisan welfare at the core • Alignment with initiatives such as Make in India, Skill India, and Vocal for Local strengthens Khadi's relevance in India's development discourse.

Conclusion- Once a symbol of resistance and rural empowerment, Khadi has re-emerged as a pillar of **sustainable development, inclusive growth, and cultural identity**. Backed by policy support, design innovation, and environmental awareness, it bridges tradition and modernity. With continued reforms and market integration, Khadi can both preserve India's textile heritage and lead the future of **ethical and sustainable fashion**.

CHAPTER 2- KHADI: STRENGTHENING THE RURAL ECONOMY AND INDIA'S JOURNEY TOWARDS SELF-RELIANCE

Khadi exemplifies India's model of **grassroots-led, inclusive development**. From a symbol of resistance during the freedom struggle, it has evolved into a modern economic driver under *Aatmanirbhar Bharat*, integrating **self-reliance, sustainability, and cultural identity**.

The **Khadi and Village Industries Commission Act, 1956** defines Khadi as cloth **hand-spun and handwoven** from cotton, silk, or wool in India.

- Echoing **Mahatma Gandhi's vision**, Khadi represents **Swaraj, dignity of labour, and freedom from economic dependence**. During the freedom movement, household-level Khadi production unified communities and fostered self-reliance.

From Freedom Struggle to Institutional Support

Post-Independence, the **Khadi and Village Industries Commission (KVIC)** under the **Ministry of MSME** institutionalised Khadi's promotion through:

- Skill development and technology transfer
- Raw material and credit support
- R&D and marketing
- Rural and semi-urban employment generation

Khadi sustains a broad value chain beyond spinners and weavers, including suppliers, entrepreneurs, marketers, and logistics providers.

Growth and Economic Impact

Between **2013–14** and **2024–25**:

- **Production** rose from **Rs. 811 crore** to over **Rs. 3,700 crore** ($\approx 4.5\times$)
- **Sales** increased from **Rs. 1,081 crore** to over **Rs. 7,000 crore** ($\approx 6.5\times$)
- **Employment**: ~ 5 lakh artisans, 80% women

As per **MSME Annual Report 2024–25**, Khadi sales (including polyvastra and solarvastra) reached **Rs. 5,352 crore** (till Dec 2024), generating **4.99 lakh jobs**.

In the **North-Eastern Region**, FY 2024–25 (till Dec) sales touched **Rs. 1,247.93 lakh**, with production of **Rs. 1,313.89 lakh**.

Modernization, Global Reach and Artisan Support

KVIC is modernizing Khadi through **24 retail centers**, including **India's first Khadi Mall at Connaught Place (20,000 sq. ft.)**, which uses **AI-based virtual try-ons** and records an **annual turnover of over Rs. 100 crore**.

- Khadi's **global presence** has expanded via the **2017 KVIC–Arvind Mills agreement**. **Patagonia** placed orders worth **Rs. 1.88 crore**, while **Khadi trademarks** are registered in **15 countries** and logos in **31 countries**. **Exports** stood at **Rs. 37.88 crore** in **2023–24**, with markets such as **China, Russia** and **Tanzania**, and overseas retail is being explored, including **Thailand**.



- To strengthen the artisan base, **spinning wages increased from Rs. 10 to Rs. 12.50 per hank**, **weaving wages rose by 7%**, and **Market Development Assistance** offers **35% incentive (cotton, wool, polyvastra)** and **30% (silk)**. **Workshed Scheme**, **ISEC (4% interest)** and **Rs. 15 lakh support per weak sales centre** further improve livelihoods.
- Digital and skill initiatives include **eKhadiIndia.com (2021)**, **KIMIS**, and the **Centre of Excellence for Khadi (CoEK)** at NIFT and regional centres, with **CoEK 2.0** focusing on design innovation and product diversification.

Protect, Promote and Propel: Three P's of Khadi

The Ministry of MSME supports Khadi through a comprehensive “**3P approach**” – **Protect, Promote and Propel**, aimed at modernising production, strengthening infrastructure, diversifying products, and expanding market access to sustain Khadi's relevance in an Aatmanirbhar Bharat. Key schemes supporting Khadi include:

- **Khadi Gramodyog Vikas Yojana (KGVY)**: Umbrella scheme comprising **Khadi Vikas Yojana (KVV)** and **Gramodyog Vikas Yojana (GVY)**; provides budgetary support for Khadi and village industries.
 - **Modified Market Development Assistance (MMDA)**: Deregulates Khadi pricing, enabling market-based competitiveness.
 - **Interest Subsidy Eligibility Certificate (ISEC)**: Concessional loans for working capital and capital expenditure.
 - **Workshed Scheme**: Financial support for individual and group work sheds to improve productivity and working conditions.
- **Khadi Reform and Development Programme (KRDP)**: Renovation and modernization of Khadi sales outlets to increase incomes and employment for spinners and weavers.
- **Prime Minister's Employment Generation Programme (PMEGP)**: Promotes self-employment through micro-enterprises for individuals aged **18+**, strengthening the rural MSME ecosystem.
- **Entrepreneurship and Skill Development Programmes (ESDPs)**: Capacity-building for youth and artisans; promotion through **exhibitions, trade fairs, fashion shows, dedicated outlets**, and digital platforms.
- **Digital Outreach: eKhadiIndia.com** enhances market access by integrating Khadi producers with e-commerce and wider stakeholders.

Conclusion

In today's *Aatmanirbhar Bharat* era, Khadi is far more than a fabric—it is a quiet movement of **self-respect, self-reliance, sustainability, and inclusive growth**. By combining tradition with technology, local livelihoods with global markets, and heritage with innovation, Khadi strengthens India's rural economy while reinforcing national identity. With sustained policy support, market integration, and citizen participation, Khadi can continue to empower artisans, preserve cultural heritage, and contribute meaningfully to India's long-term development vision.

CHAPTER 3- KHADI AS A DRIVER OF SUSTAINABLE AGRICULTURE

Khadi, rooted in **Gandhian ideals of Swadeshi and Gram Swaraj**, represents far more than hand-spun fabric. It embodies **self-reliance, dignity of labor, sustainable livelihoods, and rural resilience**.

- In the contemporary context of **Aatmanirbhar Bharat**, climate action, and inclusive growth, Khadi has re-emerged as a strategic instrument linking **agriculture, cottage industries, sustainability, and rural employment**.

Gandhian Philosophy and Rural Self-Reliance

Mahatma Gandhi envisioned Khadi as a means to achieve **economic Swaraj**, enabling villages to become self-sufficient units of production and consumption.

- Spinning and wearing Khadi symbolized resistance to colonial exploitation while ensuring **household-level livelihoods**, especially during agricultural off-seasons. This philosophy laid the foundation for Khadi's role in **strengthening rural economies** and reducing dependence on external markets.

Institutionalization and Farm-to-Fabric Linkages

Post-Independence, the establishment of the **Khadi and Village Industries Commission (KVIC)** in 1957 transformed Khadi into a structured rural development instrument. Khadi's value chain directly links **agriculture with cottage industries**, sourcing raw materials such as:

- Cotton** from farms
- Silk** from sericulture
- Wool** from sheep rearing
- Jute** from agro-based cultivation

This **farm-to-fabric ecosystem** generates employment for farmers, spinners, weavers, and allied workers, maximizing local resource utilization and preserving traditional skills.

Khadi-Agriculture Symbiosis and Livelihood Security

Khadi provides **income diversification** for small and marginal farmers, especially during lean agricultural periods. By offering **off-season employment**, it enhances livelihood security and reduces vulnerability to climatic shocks and crop failures.

- Women benefit significantly through **home-based spinning and weaving**, promoting economic independence and social empowerment without requiring large capital or migration.

Economic Contribution and Rural Employment

Khadi and Village Industries have emerged as a major rural economic engine:

- Turnover (FY 2024–25): Rs. 1.70 lakh crore**
- Employment: ~1.94 crore people** (up from 1.30 crore in 2013–14)
- KVIC turnover (FY 2023–24): Rs. 1.55 lakh crore**



- **Sales growth: 400%** and **production growth: 315%** since 2013–14
- **New jobs created (last decade): 10.17 lakh**, reflecting **81% employment growth**

By reducing distress migration and strengthening village economies, Khadi contributes to **GDP growth, rural industrialization, and the goal of Doubling Farmers' Income.**

Policy Support and Government Initiatives- Khadi's integration with agriculture and rural livelihoods is reinforced through flagship schemes:

- **Honey Mission:** Beekeeping for supplementary income and improved pollination
- **Kumhar Sashaktikaran Yojana:** Electric wheels and training for potters
- **SFURTI:** Cluster-based development for infrastructure, skills, and marketing
- **PMEGP:** Micro-enterprise promotion for self-employment
- **Alignment with Aatmanirbhar Bharat, Make in India, and Vocal for Local**

These initiatives position Khadi as a bridge between **traditional livelihoods and modern rural entrepreneurship.**

Sustainability and Green Economy Role- Khadi supports **sustainable agriculture and climate action** through:

- Use of **organic cotton and natural fibres**
- Eco-friendly practices such as **natural dyes**, minimal water use, and low chemical input
- **Hand-spinning and hand-weaving**, resulting in negligible carbon emissions
- Minimal electricity dependence, supporting **low-carbon and circular economy models**

Khadi aligns with India's **Net Zero 2070** commitment and demonstrates how traditional industries can advance **green development.**

Integration with the **Millet Mission (Shree Anna)** further strengthens climate-smart livelihoods, as millets require less water, enhance nutrition, and are suitable for dry regions.

Innovation, Digitalization, and Market Expansion- To remain relevant, Khadi has embraced modernization:

- **e-Khadi platforms** enable direct artisan-to-consumer sales
- **Solar Charkha Mission** promotes solar-powered spinning
- Design interventions attract youth and urban markets
- Branding through **Khadi India** and **Vocal for Local**
- Events such as **Khadi Mahotsav** and digital outreach enhance visibility

Globally, Khadi is gaining recognition as a **sustainable and ethical textile**, aligning with international demand for eco-conscious fashion.

Conclusion:

Khadi continues to embody **simplicity, dignity of labor, and economic independence**, while evolving into a symbol of **sustainable living and inclusive growth**. Deeply intertwined with agriculture, it strengthens rural resilience through local production, employment generation, and environmental stewardship.

As India moves towards **Amrit Kaal and India@2047**, Khadi can emerge as a **flagship of green, inclusive, and self-reliant development**, positioning India as a global leader in **ethical and sustainable production.**

CHAPTER 4- KHADI: ECO-FRIENDLY TEXTILE AND LIVING CULTURAL HERITAGE

Khadi occupies a unique space at the intersection of **environmental sustainability, cultural heritage, and rural livelihoods**. Long before sustainability became a global concern, Khadi exemplified **low-energy production, decentralized craftsmanship, and ethical consumption**. Rooted in the freedom movement and Gandhian philosophy, Khadi today stands reimagined as both a **climate-smart textile** and a **living heritage craft**, central to India's inclusive and green development pathway.

Eco-Friendly Production and Climate Relevance

Khadi is among the world's most **environmentally responsible textiles** due to its production process:

- **Low energy and low carbon footprint:** Manual spinning and weaving eliminate dependence on heavy machinery and electricity, unlike mill-made textiles.
- **Natural and biodegradable fibres:** Cotton, silk, and wool decompose naturally, avoiding microplastic pollution caused by synthetic fabrics.
- **Chemical-free and water-efficient dyeing:** Use of natural dyes (indigo, herbal dyes) minimises water pollution and toxic discharge.
- **Zero-waste craftsmanship:** Fabric scraps are reused for accessories, quilts, and paper, reflecting circular economy principles.

In contrast to the fast fashion industry—which contributes nearly **10% of global carbon emissions**—Khadi offers a **climate-conscious, low-impact alternative**, aligning with India's **Net Zero 2070** commitment.

Sustainable Rural Livelihoods and Social Impact

Khadi's sustainability extends beyond ecology to **social and economic dimensions**. Its labor-intensive nature generates high employment per unit of investment, especially for **rural women**, through home-based spinning and weaving. This:

- Reduces distress migration
- Strengthens village economies
- Preserves traditional skills
- Promotes dignified livelihoods

By linking farming with cloth-making, Khadi integrates **agriculture, cottage industries, and rural entrepreneurship**, making it a cornerstone of inclusive growth.

Institutional Support and Heritage Governance

Post-Independence, the **Khadi and Village Industries Commission (KVIC)** was established to institutionalise Khadi as a rural development and heritage instrument. Government support recognises Khadi's dual role—**economic and cultural**—through schemes such as:

- **Khadi Gramodyog Vikas Yojana (KGVY):** Support to Khadi institutions, artisan training, and production infrastructure



The infographic for the Khadi Gramodyog Vikas Yojana (KGVY) features a central image of a woman spinning yarn on a traditional charkha. The text is organized into sections: 'Objectives' and 'Achievements'. The objectives include increasing productivity and wages, improving infrastructure, increasing production and sales, developing village industries, reviving traditional skills, renovating sales outlets, and promoting marketing and exports. The achievements section lists increased productivity, improved infrastructure, increased production and sales, and the development of village industries. The infographic also includes the logo of the Ministry of Micro, Small and Medium Enterprises and the 'Khadi India' logo.

Khadi Gramodyog Vikas Yojana

Objectives:

- ❖ To increase productivity and wages of Khadi Artisans and secure livelihood.
- ❖ To improve Infrastructure for Khadi Production.
- ❖ Increased Khadi Production, Sales and Employment.
- ❖ Development of Village Industries and increase number of rural artisans.
- ❖ To revive the traditional and inherent skills of rural artisans.
- ❖ To renovate and Modernize Sales Outlets.
- ❖ To promote Marketing and Exports.

Achievements

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- **SFURTI**: Cluster-based regeneration of traditional industries, including Khadi
- **Khadi Mark certification**: Ensures authenticity and protects heritage value
- **State Khadi Boards**: Local-level promotion, awareness, and employment generation
- **Centre of Excellence for Khadi (CoEK)**: Design innovation linking heritage craft with contemporary markets

Museums like the **National Charkha Museum** and branding campaigns further strengthen Khadi's cultural narrative.

Modernization, Innovation, and Global Appeal

To remain relevant, Khadi is integrating tradition with innovation:

- **Solar-powered charkhas** reduce drudgery and emissions
- **Digital platforms (eKhadiIndia)** expand market access
- **Designer interventions** blend rustic aesthetics with modern silhouettes
 - **Eco-conscious global fashion** increasingly values Khadi's traceability and ethical origins



Khadi today features in **luxury fashion, home décor, and lifestyle products**, appealing to global consumers seeking sustainable and slow fashion.

Challenges & Way Forward in Sustainability and Heritage Preservation

Challenges in Sustainability and Heritage Preservation	Way Forward
<ul style="list-style-type: none"> • Ensuring authenticity and quality control amid machine-made imitations • Competition from cheaper, mass-produced textiles • Skill transmission gaps as youth move away from manual crafts • Balancing small-scale heritage production with economic viability • Need for stronger branding, tourism linkage, and infrastructure 	<ul style="list-style-type: none"> • Strengthen heritage-focused clusters under SFURTI • Enhance Khadi Mark traceability and certification • Expand skill development and youth engagement through apprenticeships • Integrate Khadi craft villages into heritage tourism circuits • Promote global outreach via e-commerce, exports, and fashion collaborations • Highlight Khadi's eco-friendly narrative in climate and sustainability discourse

Conclusion

Khadi represents a rare convergence of **ecology, economy, culture, and ethics**. It is not merely a fabric but a **living heritage**, a sustainable livelihood system, and a philosophy of harmony between **nature, craft, and community**.

As India advances towards **Amrit Kaal and India@2047**, Khadi can serve as a flagship of **green development, cultural preservation, and self-reliant rural transformation**, demonstrating that the solutions to modern challenges often lie in **time-tested indigenous wisdom**.

UPSC Mains Practice Questions-(Around 250 words)

- Q.1 Discuss how Khadi reflects Mahatma Gandhi's ideas of Swadeshi, Gram Swaraj, and dignity of labor. How are these ideas relevant in contemporary India?
- Q.2 Examine the contribution of Khadi to India's circular economy and Net Zero 2070 commitments
- Q.3 Assess the effectiveness of schemes such as KGVY, SFURTI, and Khadi Mark certification in preserving Khadi's heritage value while enhancing its market competitiveness.

Essay-Type Questions (1000-1200 words)

- **Khadi:** Where heritage meets sustainability in India's development journey.
- **From charkha to climate action:** Reimagining Khadi for a green and inclusive future.
- Sustainability does not always require innovation; sometimes it requires rediscovery. Examine this statement with reference to Khadi.

