

A Study on Challenges and Prospectus of Khadi and Village Industries Scholars

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Abstract: *Khadi and village are an integral part of the wide spectrum of small scale industrial sector in the Indian rural economy. They play a strategic role in the restructuring and in the transformation of the economy with comparatively high capital ratio and shorter gestation period. Khadi and village industries involve lower investments and greatly suit the economics of developing countries like India. These industries stimulate growth of entrepreneurship and promote a defused pattern of ownership and location they make use of more unskilled labour force and have direct impact on poverty alleviation they have the spread effect on domestic market since they buy more of domestic inputs and indigenous raw materials and domestic technology to a large extent being labour intensive these industries have immense potential for generating employment this increase the significance of Khadi and village industries.*

Keywords: Indian rural economy , Small scale industrial, Employment, Technology, Entrepreneurship

I. INTRODUCTION

Before independence, the development of Khadi and Village Industries was entirely a non-governmental effort under the guidance of Mahatma Gandhi. After independence, the govt. Of India took the responsibility of bringing the development of Khadi and Village Industries within the overall framework of the 5-year plans. Therefore, the Government of India setup KVIC, which is a statutory organization by an act of Parliament this organization came up in 1956 and it plays a vital role in the strengthening of rural economy by promoting and developing Khadi and Village Industries. The KVI program plays a pre dominant role in providing employment opportunities to the society. At present, there are 30 state KVIBs functioning all over India. These boards are mostly assisting the implementing agencies involved in the village industries program.

II. CONCEPT

The KVIC charged with planning , promotion, organization and implementation of programs for the development of khadi and other village industries in the rural areas in coordination with other agencies engaged in rural development wherever necessary.

Its functions also comprise building up of a reserve of raw materials and implements for supply to producers , creation of common service facilities for processing of raw materials as semi-finished goods and provisions of facilities for marketing of KVI products apart from organization of training of artisans engaged in these industries and encouragement of co-operative efforts amongst them.

The KVIC is authorized to establish and maintain separate organization's for the purpose of carrying out any or all of the above matters besides carrying out any other matters incidental to its activities.

III. OBJECTIVES

1. To highlight the sole of khadi and village industries commission and KVI board in the development of KVI in Indian Tamilnadu Tirunelveli the study area.
2. To examine the perceptions and responses of customers about the product quality and price of the khadi and village industries in the study area.

3. To study the employees responses relating to their employment status and wage payment in Khadi and village industries units in the study area.
4. To identify and examine the problems of the khadi and village industries units in the study area .
5. To suggest some measures for the improvement of khadi and village industries .

IV. CHALLENGES

1. In consistency in supply and demand.
2. Lack of awareness among people and businesses.
3. Impact of GST on khadi .
4. Slow trickle-down of research and development works
5. The plight of cotton farmers.

Area of Study

The area of the study refers to Tirunelveli district .

Sampling Method

The sampling method is used. The study is qualitative and descriptive in nature.

Sources of Data

Questionnaires and personal interview methods were used for primary data collection. Apart from primary data, secondary data is collected through electronic media, journals, and other related articles.

V. REVIEW

1. NAIDU AND NAIDU (2001); Studied the trends in production, employment and labour productivity of khadi and village industries and estimated the output elasticity of employment. They found that growth rate of labour productivity during 1956-85 in khadi sector was higher than the village industries. The study reveals that if this sector is properly developed through the support of banks and voluntary agencies then the KVIC, KVIB, DIC can very well demonstrate its potentialities to arrest the exodus of population from rural areas to urban areas and thereby reduce the social cost of transformation.

2. NAGAYYA(2001); Evaluated small enterprises , rural industrialization and self employment programs with reference to rural employment generation program of KVIC. He examined the holistic program of micro enterprises like Rural Employment Generation Program [PMEGP] covering all aspects of sustainable self employment in rural areas organization of the poor and capacity through Self Help Groups [SHGs].

3. PARTHASARATHY A (2005) :Examined the rural industrialization program with reference to the KVIC had failed to effectively linkup with the research development institutions as well as with technology suppliers involved in India's industrialization program. He favored the China's spark program that promoted rural industrialization and the development by relying on the diffusion of science and technology in the towns and countryside. Thus he suggested the setting up of a rural industrialization development board that co-ordinate the network agencies involved and supervise and guide them in refashioning and boosting rural industrialization program in India.

VI. DATA ANALYSIS

Table 1.1: Age Wise Classification

S. No	Age	No of Respondents	Percentage
1	Below 20	12	40.0
2	21-30	10	33.3
3	31-40	6	20.0
4	Above 40	2	6.7
	Total	30	100

Source: Computed from the primary data.



According to the above table out of 100 respondent's 6 percent of respondents belong to the age group of above 40 and 40 percent of the respondents are between below 20. 33 percent of the respondents are belonged to the age group of 21 –30. Here we conclude that the majority of the respondents age are below 20.

Table 1.2: Range of Purchasing

S. No	Range of Purchasing	No of Respondents	Percentage
1	Below Rs. 500	2	6.7
2	Rs. 501 – Rs. 1000	10	33.3
3	Rs. 1001 – Rs. 1500	8	26.7
4	Rs. 1501 – Rs. 2000	6	20.0
5	Above Rs. 2000	4	13.3
	Total	30	100

Source: Computed from the primary data.

According to the above respondents out of 100 ,6 percent respondents are choosing the range of Rs. 500. 33 percent respondents choosing the range of rs.501-1000 and 13 percent respondents are choosing the range of above rs.2000 . Here we concluded that the majority of respondents are choosing the range of rs.501-1000.

Table 1.3: Tendency of using Khadi Products

S. No		No of Respondents	Percentage
1	Regularly	9	30.0
2	Sometimes	6	20.0
3	Only in summer	4	36.7
4	Often	11	13.3
	Total	30	100

Source: Computed from the primary data.

According to the above respondents, out of 100; 36 percent are responded for using the products only in summer. 13 percent are responded for using it often in their daily lives.30 percent are responded for using it regularly. Here we concluded that majority of respondents are choosing it for suing only in summers.

VII. CONCLUSION

The study concluded that an eco-friendly pollution free technology, if used in the village-based industries, it would provide employment to millions and millions of people with negligible investment.

VIII. SUGGESTION

- The Government has to take steps to develop it and to create a awareness towards khadi and village industries in rural areas.
- They have to provide loans and incentives for the improvement and development of khadi and village industries and to provide employment opportunities with negligible investment.

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