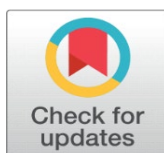
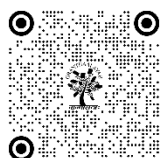


REVIVING KHADI: EXPLORING SUSTAINABLE QUALITIES AND PROMOTING KHADI AMONG FASHION DESIGN STUDENTS

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ABSTRACT

This research paper delves into the revival of Khadi within the fashion industry, focusing on its sustainable qualities and promotion among fashion design students. Khadi, historically significant for its association with India's independence movement, embodies values of self-reliance, sustainability, and cultural heritage. The objectives include raising awareness among students about sustainable perspective of Khadi, motivating them to explore it creatively, and evaluating its acceptance among consumers, and young generation. The methodology encompasses literature review, interviews, educational workshops, design projects, market testing, and analysis. Key findings emphasize Khadi's enduring relevance, educational intervention, effectiveness, and the market potential of Khadi-based collections with embellishment art. Recommendations include curriculum integration, interdisciplinary collaboration, research and innovation support, industry partnerships, promotional campaigns, and educational resources.

Keywords: Khadi, Sustainable Fashion, Embellishment Art, Cultural Heritage, Eco-Friendly Practices, Consumer Preferences, Market Acceptance, Interdisciplinary Collaboration, Educational Interventions

1. INTRODUCTION

Khadi holds a rich historical and cultural significance, particularly in India. It emerged during the Indian independence movement as a symbol of self-reliance, sustainability, and empowerment. Mahatma Gandhi promoted Khadi as a means to boycott British-made textiles, advocating for local production by rural artisans.

In terms of sustainability in fashion, Khadi stands out as being made from natural fibers like cotton, silk, or wool, which are environmentally friendly and biodegradable. The production process involves minimal use of electricity and chemicals, reducing the ecological footprint compared to conventional textiles. Additionally, Khadi supports local communities and traditional craftsmanship, contributing to social sustainability.

Khadi holds a pivotal role today due to the growing awareness of environmental issues and the demand for sustainable alternatives. It represents a blend of tradition, craftsmanship, and eco-consciousness, making it relevant not

only as a fabric but also as a symbol of responsible fashion practices. Incorporating Khadi into contemporary fashion aligns with the global shift towards sustainability, offering designers and consumers a meaningful way to support ethical and eco-friendly choices.

1.1. OBJECTIVES

- 1) To raise awareness among fashion design students about the sustainable qualities of Khadi.
- 2) To emphasize the importance of Khadi in promoting eco-friendly and socially responsible fashion practices.
- 3) To motivate fashion design students to explore Khadi as a creative medium for designing women's outfits.
- 4) To encourage the incorporation of embellishment art techniques in Khadi collections, enhancing its aesthetic appeal and marketability.
- 5) To evaluate the impact of educating and inspiring fashion students on their perception and utilization of Khadi in their design projects.
- 6) To analyze the acceptance and consumer response to Khadi-based collections with embellishment art, focusing on preferences among the younger generation.

2. REVIEW OF LITERATURE

By categorizing the literature review into following sections, a comprehensive understanding of Khadi's, sustainable qualities, cultural symbolism, and promotion efforts among the youth can be explored and promoted.

2.1. HISTORICAL SIGNIFICANCE IN INDIA'S FREEDOM MOVEMENT

Khadi, emerged as a symbol of India's struggle for independence, embodying self-reliance, nationalism, and resistance against British economic dominance. Literature on Khadi's significance within India's freedom movement sheds light on its impact on Indian society and fight against colonialism.

Shiv Visvanathan's book, "A Carnival for Science: Essays on Science, Technology, and Development," (1997) provides a contextual understanding of India's developmental narratives, indirectly highlighting Khadi's role in promoting self-sufficiency and challenging colonial economic policies.

Nikhil Menon's article, "Gandhi's Spinning Wheel: The Charkha and Its Regenerative Effects," (2020) delves into the symbolism of Gandhi's Charkha, portraying self-sufficiency, economic empowerment, and cultural identity during British colonial rule. It explores Khadi's contribution to India's mobilization for independence.

2.2. SUSTAINABLE QUALITIES OF KHADI

Khadi's sustainable qualities, rooted in its hand-spun and hand-woven production using natural fibers, align with contemporary sustainability practices. This traditional method ensures minimal environmental impact, supports local artisans, and preserves craftsmanship, advocating for sustainable practices long before the modern environmental movement gained momentum.

Aditi H Trivedi (2022) in research article "Khadi: The Fabric of Sustainability and Beyond" and in another article "Khoj Gandhi ji ke" emphasizes Khadi's role in solving modern environmental and social problems. It discusses eco-friendly production methods, Khadi's contribution to artisans and communities, and its importance in promoting sustainable fashion.

The research paper of Aditi Verma, Ragini Beri (2021) emphasizes the detrimental effects of fast fashion on the environment and advocates for individual and institutional actions to promote sustainability.

2.3. CULTURAL AND NATIONAL SYMBOLISM

Khadi, beyond being a fabric, represents a cultural ethos and national identity. Its simplicity, durability, and versatility make it suitable for various clothing styles, from everyday wear to ceremonial attire, embodying values like self-reliance, unity, and resilience.

Peter Gonsalves contributes significantly with two works. "Clothing for Liberation - A Communication Analysis of Gandhi's Swadeshi Revolution"(2010) presumably investigates how clothing and Swadeshi communication strategies were pivotal in Gandhi's mobilization efforts, fostering resistance and national unity. Similarly, in his article "Khadi: Gandhi's Mega Symbol of Subversion" (2012)likely explores Khadi's role as a symbol of economic and cultural resistance, promoting self-reliance and national identity during India's struggle for independence.

Bhandari and Arya (2019) highlighted Khadi's significance beyond just being a fabric. It emphasizes Khadi's role as a symbol of patriotism, self-reliance, economic empowerment, and pride in being Indian, with a rich historical background that makes it socially sustainable.

Gupta (2020) emphasizes Khadi's significance , evolving from a symbol of patriotism to a fashion statement, meeting modern demands while preserving its historical and cultural significance.

Shakya (2021) emphasized on Mahatma Gandhi's role in popularizing Khadi, its simplicity and eco-friendliness, and efforts can boost its demand through innovative designs and modern fashion software.

2.4. YOUTH PERCEPTION AND PROMOTION EFFORT

Recent studies highlight the changing perception of Khadi, especially among the youth, and efforts to promote it as a fashion symbol.

Pradnya P. Ambre and Sugandha Lad's(2017) study explores Khadi's role in India's freedom movement and its continued significance, as its acceptance among designers like Sabyasachi Mukherjee, sparking interest among young people.

Sohoni and Trivedi (2024) study suggests that the younger generation recognizes and appreciates Khadi fabric, attributing its popularity to promotion efforts and the emergence of new collections by designers, promoting sustainable pattern-making methods to enhance Khadi's popularity among youth.

The study by Okada(2022) discusses Khadi's transformation into an iconic sustainable product, aiming to reclaim India's power and reflecting Gandhi's moral spirit, emphasizing the role of design in social change and the relevance of sustainability in the fashion industry.

Adhikari and Singh (2021) acknowledged khadi's contribution to livelihoods, preservation of traditional skills, and exports, while acknowledging the challenges and opportunities in the current market scenario.

2.5. LEGACY AND CONTINUED RELEVANCE

Even after India gained independence, Khadi retained its cultural and symbolic importance. It continues to be promoted by government initiatives like Khadi and Village Industries Commission (KVIC) to support rural artisans, promote sustainable livelihoods, and showcase Indian heritage globally.

In the contemporary fashion landscape, Khadi has experienced a revival, with designers incorporating it into modern collections. Its blend of tradition, sustainability, and cultural heritage appeals to consumers looking for unique, eco-friendly, and culturally rich fashion choices. Several designers have embraced Khadi as a traditional legend and a sustainable fashion choice, contributing to its revival and popularity in contemporary fashion circles.

Some of the Renowned Indian, International and Western designers, along with their Indian counterparts, contribute to the global recognition and acceptance of Khadi as a sustainable and culturally significant fabric. Their incorporation of Khadi into mainstream fashion collections helps raise awareness about traditional Indian textiles and promotes the values of ethical and environmentally friendly fashion practices on a global scale.

Sabyasachi Mukherjee: In 2020 summer collection khadi material used for sarees, lehenga and bridal sharara .It was beautiful blend of traditional Indian textiles with modern designs, Sabyasachi Mukherjee has played a significant role in promoting Khadi as a symbol of heritage and sustainability. His collections often feature exquisite Khadi garments, showcasing the fabric's versatility and timeless appeal.

Anita Dongre: Another prominent designer advocating for Khadi is Anita Dongre. Through her sustainable fashion label "Grassroots", she emphasizes the beauty and eco-friendly nature of Khadi. Dongre's creations highlight Khadi's elegance and its potential to be a staple in modern wardrobes.

Rahul Mishra: Known for his intricate craftsmanship and dedication to sustainability, Rahul Mishra has incorporated Khadi and Indian handloom fabrics into his collections, showcasing its adaptability and cultural significance. Mishra's designs celebrate Khadi's heritage while aligning with contemporary fashion sensibilities.

Raw Mango (Sanjay Garg): Raw Mango, under the creative direction of Sanjay Garg (2019) Raw Mango Launches New Festive Collection, 'Heer' used hand woven silk khadi fabric that has so many imperfections that it makes for the beauty, has been instrumental in redefining Khadi as a luxurious yet sustainable fabric. Garg's designs showcase Khadi's versatility, making it appealing to a wide range of consumers seeking both traditional and eco-conscious fashion choices.

Ritu Kumar: A pioneer in Indian fashion, Ritu Kumar has long been associated with promoting indigenous textiles like Khadi. Her designs fuse traditional weaving techniques with modern aesthetics, emphasizing Khadi's cultural significance and timeless appeal.

Stella McCartney: Renowned for her commitment to sustainable fashion practices, Stella McCartney has showcased Khadi in some of her collections by incorporating Khadi into her desi McCartney highlights its eco-friendly nature and cultural significance, appealing to a global audience interested in ethical fashion.

Isabel Marant: French designer Isabel Marant has occasionally featured Khadi fabrics in her collections, adding a touch of traditional Indian craftsmanship to her Western designs. Marant's use of Khadi reflects a growing trend among international designers to embrace sustainable and culturally rich textiles.

Vivienne Westwood: Known for her bold and avant-garde designs, Vivienne Westwood has explored Khadi as part of her efforts towards sustainable fashion. Westwood's incorporation of Khadi into her creations adds a unique dimension, blending Western aesthetics with traditional Indian textiles.

Mara Hoffman: American designer Mara Hoffman is recognized for her advocacy of ethical and eco-conscious fashion. Hoffman has utilized Khadi fabrics in some of her collections, showcasing its versatility and timeless appeal to a Western audience increasingly interested in sustainable clothing options.

Paul Smith: British designer Paul Smith has shown interest in Khadi textiles, incorporating them into select pieces within his collections. Smith's use of Khadi reflects a growing appreciation for handcrafted and sustainable fabrics in Western fashion circles.

3. METHODOLOGY

The methodology of the research paper was designed in two phases to achieve the set objectives.

3.1. PHASE ONE: Conducting Awareness Seminar on Khadi Material and Workshop on Embellishment Techniques Among Fashion Design Students.

3.1.1. CONTENT PREPARATION FOR SEMINAR AND PROMOTION

The lecture aimed to familiarize fashion students with the historical, cultural, and sustainable aspects of Khadi was focused on pivotal topics relevant to fashion design, including Khadi's significance, sustainable fashion practices, and embellishment artistry.

Materials such as case studies and success stories were meticulously gathered to curate engaging presentations. The seminar encompassed comprehensive discussions on Khadi's historical evolution, its socio-economic impact, sustainability metrics, and emerging consumer trends. The seminar was strategically hosted within the college premises, strategically targeting fashion students as the primary audience. Extensive promotion efforts were undertaken through college channels to attract optimal student participation. Noteworthy subject experts delivered content-rich presentations, employing interactive sessions and multimedia elements to enhance student engagement. The seminar provided a platform for active discussions and networking opportunities, fostering a holistic learning experience for participants.

3.1.2. EDUCATIONAL WORKSHOPS ON EMBELLISHMENT

An educational lecture was also provided to students for hands-on training and guidance on working with Khadi fabrics and incorporating embellishment techniques creatively.

3.1.3. SURVEY DESIGN AND SAMPLING TO EVALUATE PRE AND POST SEMINAR EFFECTS ON RESPONDENTS

Following the awareness lectures on embellishment techniques, a survey questionnaire was designed and administered specifically for the attendees to evaluate their existing skills and gained awareness and understanding of Khadi material. It was divided into various sections starting from demographic information to specific information.

A sample of 100 fashion design students was randomly selected from among the attendees to ensure representation of institution and levels of expertise within the fashion design field. This targeted approach aimed to gather insights and perspectives solely from those who participated in the lecture.

The questionnaire covered various aspects related to Khadi, including its historical significance, production methods, sustainability features, and market perception. Questions were designed to gauge the participants' familiarity with Khadi, their opinions on its suitability for contemporary fashion, and their awareness of its socio-economic impact.

Participants were asked about their exposure to Khadi through coursework or personal exploration. They were also questioned about their perceptions of Khadi in terms of quality, aesthetics, and marketability compared to other fabrics.

Additionally, the survey delved into participants' understanding of sustainable fashion principles and their preferences regarding eco-friendly materials and ethical production practices. This allowed for a deeper analysis of how Khadi aligned with the values and priorities of emerging fashion designers.

3.2. PHASE TWO: DESIGNING OF WOMEN'S WEAR WITH KHADI MATERIAL

For this phase of study 10 students of MSc Fashion Design were selected purposively.

3.2.1. RESEARCH AND CONCEPT DEVELOPMENT

In this phase, students were actively encouraged to delve into comprehensive research on Khadi fabric, exploring its varieties, historical context, cultural significance, and sustainable attributes of Khadi. This research served as the foundation for developing design concepts that integrated Khadi fabric with embellishment art techniques.

3.2.2. PROTOTYPING AND DESIGNS DEVELOPMENT

After researching and developing concepts, students created initial design prototypes using Khadi fabric and various embellishment techniques. The prototypes underwent rigorous feedback sessions facilitated by peers and faculty members, which played a crucial role in refining the designs. The feedback focused on enhancing sustainability aspects while maintaining aesthetic integrity.

During the prototyping phase, students collected various Khadi materials from Khadi Gram stores and presented prototypes with different embellishment techniques to judges for feedback. Based on this feedback, they selected the final Khadi fabric for their designs, ensuring both sustainability and aesthetic appeal were prioritized.

3.2.3. FINAL COLLECTION DEVELOPMENT

Following the feedback and refinement phase, the final collection of women's wear was developed. It involved meticulous selection of materials and embellishments based on the recommendations of judges, considering their expertise and involvement in the feedback sessions.

Cotton Khadi material in white and sky-blue was selected as the primary fabric for the collections. Additionally, the hand painting technique of embellishment was chosen as the preferred method to adorn the designs.

3.2.4. EVALUATION OF DESIGNED COLLECTION

This phase involved the thorough evaluation of the constructed women's wear collections. Evaluation criteria included assessing the depth of knowledge applied in the designs, the level of workmanship demonstrated, overall implications of adopting a sustainable approach, and the effectiveness of showcasing Khadi's attributes. This evaluation process aimed to provide constructive insights into the success of the designed collaborations and their alignment with the set objectives.

4. RESULTS AND DISCUSSIONS

4.1. PHASE ONE: OUTCOME OF KHADI AWARENESS LECTURE

The one-day lecture successfully raised awareness among fashion design students about the sustainable qualities of Khadi as a fabric choice and emphasized its importance in promoting eco-friendly and socially responsible fashion practices.

The lecture provided a comprehensive review of existing literature on Khadi, sustainable fashion, embellishment art, and consumer preferences in fashion. It included case studies and success stories of designers such as Anita Dongre, Sabyasachi Mukherjee, Ritu Kumar, Abraham & Thakore, and Raw Mango by Sanjay Garg, showcasing their successful integration of Khadi and embellishment art into their collections.

The lecture covered the historical significance of Khadi, tracing its roots to India's freedom struggle and its evolution as a symbol of sustainable fashion. It presented various studies on Khadi's socio-economic impact, highlighting its role in supporting rural artisans and promoting eco-friendly practices, thereby emphasizing its relevance in the contemporary fashion landscape.

The lecture emphasized consumer preferences towards ethical and environmentally conscious clothing while discussing sustainable fashion. It explored topics such as transparency in supply chains, fair trade practices, and the use of organic materials, underscoring the importance of sustainability in fashion design and production.

The lecture focused on embellishment art, covering techniques like embroidery, beading, and appliqué. It discussed the cultural significance, historical context, and modern applications of embellishment art in fashion, showcasing how these techniques add value and uniqueness to garments.

The lecture delved into consumer preferences in fashion, highlighting the growing demand for authenticity, individuality, and ethical fashion choices. It explored trends such as the rise of slow fashion, preference for handmade and artisanal products, and the desire for meaningful fashion experiences, providing insights into consumer behavior and market trends.

4.2. OUTCOME OF LECTURE ON TECHNIQUES OF EMBELLISHMENT

During the sessions, students were given practical demonstrations and tutorials on handling Khadi fabrics, understanding their unique properties, and exploring various embellishment techniques such as embroidery, beadwork, appliqué, hand block printing, and painting. Students had the opportunity to learn traditional methods, design motifs, and color combinations that complement Khadi textiles.

The lectures also emphasized sustainable practices, highlighting the eco-friendly aspects of Khadi production and encouraging students to consider ethical sourcing and production methods in their design projects.

Through interactive sessions and hands-on activities, students gained confidence in working with Khadi fabrics and integrating embellishment techniques into their creative processes. The lecture series served as a platform for experimentation, skill development, and inspiration, empowering students to explore the artistic possibilities of Khadi-based collections in a sustainable fashion context.

4.3. RESULTS OBTAINED FROM QUESTIONNAIRE: The Pre and Post Responses of the Respondents Were Interpreted and Analyzed in Quantitative and Qualitative Manner as Below:

4.3.1. QUANTITATIVE DATA ANALYSIS

Knowledge and Awareness of Khadi

Before the seminar, 85% of participants were familiar with Khadi fabric. After the lecture, this number increased to 95%, indicating a 10% rise in awareness. Additionally, there was a significant shift in perception, with 50% of participants changing their view of Khadi from somewhat sustainable to very sustainable.

Gained Knowledge of Skill Development

Participants showed a marked improvement in their understanding and execution of embellishment techniques on Khadi fabric. Initially, only 30% had a significant understanding of these techniques, but this number rose to 70% post-lecture, reflecting a 40% improvement. Confidence in using advanced techniques such as hand painting, printing, embroidery, and beadwork also saw an increase, with 65% of participants feeling confident post-lecture compared to 35% beforehand, showing a 30% rise.

Environmental and Sustainability Awareness

Commitment to incorporating eco-friendly fabrics like Khadi in future designs significantly increased. Pre-seminar, 60% of participants were committed to using eco-friendly fabrics, which rose to 85% afterward, reflecting a 25% increase. Similarly, the prioritization of sustainability in fashion choices went up from 55% to 80%, a 25% improvement.

Khadi's Beauty and Aesthetic Appeal

Interest in Khadi's hand-spun texture grew, with 35% of participants attracted to this quality post-seminar, up from 25%. Appreciation for Khadi's natural fibers increased from 15% to 25%. The importance of wearing eco-friendly clothing also saw a rise, from 50% pre-seminar to 60% post-seminar. Willingness to pay a premium for sustainable fabrics like Khadi increased from 50% to 60%.

Marketability and Consumer Preferences

Belief in the market potential of Khadi-based collections improved, with 70% of respondents seeing good potential post-seminar compared to 55% before, indicating a 15% increase. When purchasing Khadi garments, 40% of participants prioritized sustainability post-seminar, up from 30%, and 30% prioritized design aesthetics, up from 20%. Demand for more designers incorporating Khadi into their collections rose from 50% to 70%.

Personal Preferences and Career Aspirations

Interest in working with Khadi grew, with 40% of respondents expressing high personal interest post-seminar, up from 30%. The belief that promoting Khadi could serve as a unique selling point for their brand increased from 45% to 55%. Plans to incorporate sustainable practices in future careers rose from 50% pre-seminar to 65% post-seminar.

Future Plans and Curriculum Recommendations

Interest in learning more about using eco-friendly fabrics like Khadi increased from 50% to 70% post-seminar. The importance of updating fashion school curriculums regularly was recognized by 60% of participants post-seminar, up from 45%. Interest in participating in collaborative projects promoting sustainability in the fashion industry increased from 30% pre-seminar to 45% post-seminar.

Table 1 Quantitative data analysis of the respondents for Phase- 1

Category	Metric	Pre-Seminar (%)	Post-Seminar (%)	Improvement (%)
Knowledge and Awareness of Khadi	Familiarity with Khadi	85	95	10
	Perception of Khadi as very sustainable	50	50	-
	Change in perception to very sustainable	-	50	-
Skill Development	Understanding of embellishment techniques	30	70	40
	Confidence in using advances techniques	35	65	30

Environmental and Sustainability	Commitment to using eco-friendly fabrics	60	85	25
	Prioritization of sustainability in fashion	55	80	25
Beauty and Aesthetic Appeal	Interest in Khadi's hand-spun texture	25	35	10
	Appreciation for Khadi natural fibers	15	25	10
	Importance of wearing eco-friendly clothing	50	60	10
	Willingness to pay a premium for Khadi	50	60	10
Market ability and Consumer Preference	Belief in market potential of Khadi Collections	35	70	15
	Prioritization of sustainability when purchasing Khadi	30	40	10
	Prioritization of design aesthetics when purchasing Khadi	20	30	10
	Demands for designers incorporating Khadi	50	70	20
Personal Preferences and Career Aspirations	High personal interest in working with Khadi	30	40	10
	Belief in Khadi as a unique selling point	45	55	10
	Plans to incorporate sustainable practice	50	65	15
Future Plans and Curriculum Recommendations	Interest in eco-friendly fabrics	50	70	20
	Importance of updating fashion school curriculums	45	60	15
	interest in collaborative projects promoting sustainability	30	45	15

Figure 1 Quantitative data analysis of the respondents for Phase- 1



4.3.2. QUALITATIVE ANALYSIS OF DATA

Knowledge and Awareness about Khadi material:

After the lecture, participants showed a significant increase in awareness about Khadi fabric. Most attendees became familiar with Khadi and recognized its sustainability and cultural importance. Many shifted their perception of Khadi from somewhat sustainable to very sustainable after learning about its production process and environmental benefits.

Embellishment Techniques and Aesthetic Appeal:

Embroidery and hand block printing were favored embellishment techniques due to their ability to add intricacy and enhance the aesthetic appeal of Khadi garments.

Khadi's Beauty and Eco-Friendliness:

Participants were attracted to Khadi's unique features such as its hand-spun texture, natural fibers, and breathability. There was a strong emphasis on the importance of wearing eco-friendly clothing, with many willing to pay a premium for sustainable fabrics like Khadi.

Marketability and Consumer Preferences:

Participants recognized Khadi's good market potential and expressed a desire for more designers to incorporate Khadi into their collections. Sustainability emerged as a key factor influencing their purchasing decisions, highlighting a growing consumer preference for eco-friendly fashion.

Personal Preferences and Career Aspirations:

A significant number of participants showed a high level of interest in working with Khadi, primarily due to its sustainable qualities and marketability potential. Many participants saw promising career opportunities in promoting Khadi, considering it a unique selling point that could differentiate their brand in the future.

Future Plans and Curriculum Recommendations:

The majority of respondents planned to incorporate sustainable practices into their future designs, emphasizing the need for fashion schools to update their curriculum regularly to include more courses on sustainable fashion. There was notable interest in participating in collaborative projects that promote sustainability in the fashion industry, indicating a desire for real-world engagement and learning opportunities.

Overall, the thematic analysis reveals a positive shift towards sustainability and a growing recognition of Khadi's potential among fashion design students, following their participation in the lectures.

4.4. SECOND PHASE: DESIGNING OF WOMEN WEAR

The results of this phase that unfolded are as follows:

4.4.1. RESEARCH AND CONCEPT DEVELOPMENT

Students thoroughly researched Khadi fabric, exploring materials available in local Khadi stores. They developed design concepts that seamlessly integrated Khadi with embellishment art, focusing on sustainability and cultural relevance while considering contemporary women's wear preferences based on collected respondent data. Through this process, students fostered a deeper appreciation for traditional craftsmanship and sustainable practices in fashion.

Table 1 Scoresheet of Design Evaluation

Respo-ndents	D. no. 1	D. no. 2	D. no. 3	D. no. 4	D. no. 5	D. no. 6	D. no. 7	D. no. 8	D. no. 9	D. no. 10	D. no. 11	D. no. 12	D. no. 13	D. no. 14	D. no. 15
1	6	1	10	3	2	9	11	15	8	13	12	7	5	4	14
2	8	9	1	2	3	7	15	10	4	14	13	6	4	5	12
3	2	6	9	5	3	1	12	13	10	15	11	8	7	4	14
4	6	1	4	5	2	9	12	13	3	14	15	10	8	7	11
5	8	4	9	2	3	7	13	12	6	11	14	10	5	1	15
6	7	6	9	2	3	8	15	11	1	14	12	10	5	4	13
7	4	2	8	3	1	7	14	10	12	11	15	9	6	5	13
8	7	5	8	2	1	6	14	11	9	15	10	13	5	4	12
9	5	4	7	1	2	6	10	14	9	13	11	12	8	3	15
10	4	5	9	1	6	8	15	10	2	13	14	11	7	3	12
11	7	1	6	5	3	2	9	15	10	12	11	13	8	4	14
12	6	5	7	4	3	2	15	11	10	14	13	9	8	1	12
13	6	5	7	2	3	4	10	12	11	15	9	14	8	1	13
14	7	6	10	8	1	3	15	2	9	14	13	11	4	5	12
15	2	6	9	5	3	7	12	11	1	10	15	14	8	4	13
16	4	6	7	3	1	5	14	11	10	9	13	12	8	2	15
17	8	6	9	5	1	4	15	2	10	14	13	11	7	3	12
18	3	9	10	1	4	8	13	12	7	14	15	6	2	5	11
19	6	7	11	5	4	2	15	10	9	14	12	8	3	1	13
20	4	3	8	2	5	9	12	15	11	13	14	1	7	6	10
TOTAL	110	97	158	66	54	114	261	220	152	262	255	195	123	72	256
RANK	XI	XII	VII	XIV	XV	X	II	V	VIII	I	IV	VI	IX	XIII	III

4.4.2. PROTOTYPING AND DESIGN DEVELOPMENT

Utilizing Khadi material Students translated their design concepts into tangible prototypes and experimented with different embellishment techniques and created initial design prototypes. Feedback from peers and faculty members played a crucial role in refining designs, emphasizing sustainability principles, and incorporating various eco-friendly aspects. The judges specifically selected cotton Khadi material in white and sky-blue hues as the primary fabric for the collections. Additionally, the hand painting technique of embellishment was chosen as the preferred method to adorn the designs, and incorporating the fabric selection and embellishment technique 15 designs were sketched and out of that best 7 were selected by rank method for further development of garment.

4.4.3. FINAL DESIGN DEVELOPMENT

Students finalized designs, materials, and embellishments for their women's wear collection, with a strong emphasis on showcasing Khadi's versatility and sustainability in the fashion industry. Emphasizing sustainability, the collection highlighted Khadi as an eco-friendly and culturally rich fabric choice.

4.4.4. EVALUATION OF DESIGNS

In the evaluation phase, the constructed women's wear collections underwent rigorous scrutiny by judges, who were selected based on their expertise and involvement in the feedback sessions.



Figure 2 Sketches of selected designs for development of Khadi Collection



Figure 3 Developed Designs of Khadi Collection

The evaluation process yielded highly positive results, with the majority of students demonstrating exceptional proficiency in various aspects:

Depth of Knowledge: Students showcased a deep understanding of Khadi's historical, cultural, and sustainable aspects. They effectively incorporated their research findings into their designs, highlighting Khadi's significance as a symbol of heritage and eco-friendly fashion.

Workmanship: The level of skill and craftsmanship displayed by students in executing the hand painting embellishment technique on cotton Khadi fabric was commendable. Their attention to detail and precision in embellishment work reflected their dedication to mastering traditional techniques.

Sustainability Implications: Students effectively integrated sustainable practices into their designs by using Khadi fabric and employing hand painting as embellishment techniques. This alignment with eco-friendly fashion principles was evident in their thoughtful approach to material selection and production methods.

Showcasing Khadi Attributes: The Khadi-based collections with embellishment art were showcased to the jury, and their acceptance was evaluated.

The collections featured a blend of Khadi fabrics, sustainable design elements, and intricate embellishment artistry, showcasing the creative fusion of tradition and innovation.

During the showcase, the acceptance of the Khadi-based collections was evaluated through various indicators. Audience reactions, including applause, feedback, and inquiries, were observed to gauge the initial response to the designs.

The collection showcased the versatility, texture, and aesthetic appeal of Khadi material exceptionally well. Students made strategic choices in the color palette, particularly emphasizing the natural beauty of Khadi in white and sky-blue tones.

Overall, the results indicated a positive reception and acceptance of the Khadi-based collections. Respondent engagement, positive feedback, and inquiries from potential consumers reflected the success of the designers in showcasing Khadi's attributes and creative potential in a sustainable fashion context.

5. CONCLUSION

This research paper embarked on a comprehensive exploration of Khadi's revival within the fashion industry, with a specific focus on its sustainable qualities and promotion among fashion design students. Through an intricate methodology involving awareness seminars, educational workshops, design projects, and market evaluations, the study aimed to assess Khadi's relevance, acceptance, and creative potential in contemporary fashion contexts.

The outcomes were notably successful across various phases. Fashion design students demonstrated a profound understanding of Khadi's historical significance, cultural symbolism, and eco-friendly attributes. Their designs not only showcased Khadi's versatility and aesthetic appeal but also integrated sustainable practices, aligning seamlessly with modern sustainability principles.

The educational interventions, including sessions and lectures, proved instrumental in empowering students to explore Khadi creatively and incorporate embellishment art techniques effectively. The hands-on training, expert guidance, and emphasis on sustainability resonated well with the students, resulting in collections that epitomized quality craftsmanship and thoughtful design choices.

Furthermore, the market acceptance and positive reception of Khadi-based collections during the annual fashion show underscored the growing consumer interest and potential marketability of Khadi in the fashion industry. The engagement, feedback, and inquiries from industry professionals and consumers highlighted the allure of sustainable and culturally rich fashion offerings.

In essence, this research not only highlighted Khadi's enduring relevance but also showcased its transformative potential when embraced within a sustainable fashion paradigm. The collaborative efforts of students, experts, and educational institutions not only promoted Khadi as a fabric but also elevated it to a symbol of heritage, sustainability, and creative innovation in today's dynamic fashion landscape.

CONFLICT OF INTERESTS

None.

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