



A CASE STUDY ON KHADI AND VILLAGE INDUSTRIES SCHEMES

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ABSTRACT

Since Khadi was designed to provide primarily to rural work force it required simple technology and a local resources base for both its production and consumption It was round this constructive ideology that Khadi movement was built The ideology had a practical dimension of being subsidiary occupation for India's famished social masses and a symbolic value of being a mascot of mobilization for India's freedom struggle. It came to symbolize liberation, not just from the exploitative colonialism, but also from the market driven techno capitalist.

KEYWORDS: symbolize liberation , production and consumption .

INTRODUCTION :

Khadi is a movement that binds our million together. As the greatest symbol of India's freedom struggle and self-reliance, Khadi stands for the country's development from the roots. Brought to life by Gandhiji, the founding father of Khadi Movement, it also symbolizes his vision of India that is successful from the roots. According to him this is possible only through the promotion of Khadi and other village industries.

STATEMENT OF THE PROBLEM AND NEED FOR THE RESEARCH

The development of Khadi and Village Industries was an instrument to meet the twin objective of self-reliance through local production and seeking active participation of the poor in the struggle for independence through removal of hunger unemployment. Early planners recognized the potential of Khadi and Village Industries as an instrument of poverty alleviation. Khadi and Village Industries play a crucial role in the reconstruction and in the transformation of the economy with high labour and low capital intensity and they enjoy the advantage of shorter gestation period. They operate relatively in a smaller market to be economical. These industries stimulate growth of entrepreneurship and promote diffused pattern of ownership and location They make use of unskilled labour force They buy more of domestic input and indigenous raw materials and domestic technology. The Government has been encouraging Khadi and Village Industries through a super structure of institutional infrastructure headed by the Khadi and Village Industries Commission at the Centre and Khadi and Village Industries Boards at State Level. Special priorities have been fixed under the Five Year Plans for the development of these units.



OBJECTIVES OF THE STUDY :

The present study is undertaken with the following objectives:

To study the emergence and economic dimensions of Khadi and Village Industries in India and in Karnataka

To examine the investment production and marketing aspects of the Khadi and Village Industrial units in the study area

To assess the perceptions and responses of employees and customers of Khadi and Village Industries about the Khadi and Village Industrial units and their products in the study area.

To identify and examine the problem and difficulties of Khadi and Village Industries Units in the study area.

To suggest measures for improving the performance of the Khadi and Village Industries in the study area.

REVIEW OF LITERATURE:

Lalit Raizada (1998) in his article “Promising Future for KVI Industries” has maintained that Khadi has made its own niche in the hearts of the people in India. It has stood the on slouch of sophisticated textiles. The sector has future because of its ability it absorb unemployed rural workforce.

Banegee Pranab. K (1998) in his article “Future of Khadi and Village Industries” has observed that KVI products should penetrate the external market since they are the only products which are ecofriendly and utilize natural local resources, involve less investment and provide meaningful living wage to the poor masses.

Yuvesh Chandra (2000) in his article “KVI sector in Modern Era” has argued that in the Indian scenario with shortage of capital and cost unemployment, KVI sector is capable of playing a significant role in generating large scale employment and also diversifying and strengthening the rural economy. This has the impact of preventing mass migration from villages to urban Centres.

Krishna Murthy (2000) in his article “The New Economic Scenario and the Challenges before Khadi and Village Industries sector” has emphasized the fact that KVI is the only potent sector to take up the responsibility of employing masses in viable activities. He has suggested that plans for the development of the Indian economy must include the develop must of agriculture and agro industries like Khadi and Village Industries.

Nagayya D (2000) in his research article “Rural Industrialization and KVIC’s Role in the Liberalization Context” has observed that Khadi and Village Industries should act as the lead organization of the sector. It should provide guidelines to all organizations associated with the Khadi and Village Industries sector. Aggressive marketing strategies should be evolved for KVIs to cope up with the demands in the liberalized context. There is also scope for tipping export markets for the KVIs products.

Azagudasan (2000) in his research article “Khadi Silk Production Industry” has observed that silk has fascination of its own and continues its states among fabrics through the ages. He describes about the different stages of the production of Khadi silk and states that each rupee spent for production of silk cloth is spent fully as wages paid to the artisans engaged and raw materials used in this industry has a specific humane and patriotic aspect that should reign supreme above all else especially in a welfare state.

RESEARCH METHODOLOGY

The study is basically an explorative and descriptive one. The focus of the study is on the performance, problems and prospects of the Khadi and Village Industries in the study area. The data is based on the empirical survey of the study units in the study area.

Data Base

The data is obtained from both primary and secondary sources

Primary data:

Primary data is obtained from the respondent Khadi and Village Industries units in Belgaum district covered by the study. Further primary data is also obtained from the employees working in the study units and also from the customers of the Khadi and Village Industries products of the study units. Primary data is collected through structured questionnaire from the three respondent g

Belgaum District – A Profile

The district is named after its headquarters at city of Belagavi. It is one of the major districts in the Karnataka State. Belagavi district has an area of 13460 sq. kms and consists of 10 talukas. Belagavi district ranks fifth in terms of area in the state.

Khadi and Village Industries Commission (KVIC) is a Statutory Body created by an Act of Parliament. Established in April 1957 it took over the work of the former All India Khadi and Village Industries Board. KVIC has the mission for creating employment opportunities in the rural areas and thereby to strengthen the rural economy at low per capital investment. KVIC undertakes activities like skill development, transfer of technology, research and development marketing etc in the process of generating employment / self-employment opportunities in rural areas.

Khadi and Village Industries Commission

Khadi and Village Industries Commission (KVIC) is a Statutory Body created by an Act of Parliament (No-61 of 1956 and as amended by Act No 12 of 1987 and Act No 10 of 2006). Established in April 1957 it took over the work of the former All India Khadi and Village Industries Board. KVIC function under the administrative control of the Ministry of Micro, Small and Medium Enterprises (MSME) Government of India. KVIC is an organization engaged in the task of promoting and developing environment friendly Khadi and Village Industries with the mission for creating employment opportunities in the rural economy at low per capital investment. It under takes activities like skill improvement, transfer of technology, research and development marketing etc in the process of generating employment / self-employment opportunities in rural areas.

Main objectives of KVIC

- providing employment in rural areas
- producing saleable articles and
- The wider objectives of creating self-reliance among people and building up a strong rural community spirit.

KVIC has a set of functions viz.

- Planning and organizing of training of persons employed in Khadi and Village Industries,
- Building up reserves of raw materials and implements and supply them or arrange supply of the same to persons engaged in Khadi and Village Industries,
- Encouraging and assisting in the creation of common service facilities for processing of raw materials or semi-finished goods and
- Facilitating production and marketing of Khadi and Village Industries.
- encourage and promoting research in the technology used in Khadi and Village Industries for increasing productivity
- Providing financial assistance to institutions or persons engaged in the development of Khadi and Village Industries and
- Guide them through supply of designs, prototypes and other technical information.

KHADI AND VILLAGE INDUSTRIES COMMISSION IMPLEMENTING THE FOLLOWING MAJOR SCHEMES

- Rural Employment Generation Programme (REGP)
- Interest Subsidy Eligibility Certification (ISEC) Scheme
- Rebate Scheme
- Product Development, Design Intervention and Packaging (PRODIP) Scheme
- Rural Industries Service Centres (RISC) Scheme
- Khadi Karyagar Janashree BimaYojana

- Exhibitions
- Quality Control and Board Promotion
- Research and Development

IMPLEMENTING AGENCIES

KVI programmes are implemented through 33 States / Union Territories, Khadi and Industries Boards, 5000 registered institutions, 30000 cooperative societies and banks and / financial institutions. The Khadi programme is implemented through institutions registered with KVIC or State / Union Territories, KVNs. In case of village industries the commission implements the Rural Employment Generation Programme (REGP).

CONCLUSION :

So it is observed by the above explanation that the Indian Government is taking initiative to developing the Khadi sector through implementing the above mentioned Programmes and also a village industries by providing employment opportunity to the rural people .

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