

SYNOPSIS

PROMOTIONAL PRACTICES IN KHADI INDUSTRY IN BIHAR: AN APPRAISAL.

INTRODUCTION:

Eradication of poverty, unemployment and social inequality are three basic ingredients of rural development. The goal of rural development can not be attained without eradicating social inequalities which have assumed alarming proportions in our rural areas.

The Khadi and Village Industries provide assistance for processing of cereals pulses and masala, Ghani oil, village leather, cottage match, cane gur and khandsari, Non- edible oils and soaps, hand- made papers, Palm- gur, bee-keeping, village pottery fibre products, carpentry and black smithy, lime manufacturing, gobar gas, collection of forest plants and fruits for medicine use, shellac gums and resins, katha, fruit processing and preservation, bamboo and cane products, manufacturing of hosiery, manufacturing of candles, paper mashie, embroidery, cardboard boxes, umbrella assembly, zari- zarodzi, stone engraving, tailoring, jewellery, clay moulding, manufacture of toys and dolls, dari and carpets weaving, perfumery and cosmetics, book- binding plastic and pvc products with one moulding machine of 1kw, etc. are also come in the purview of the khadi and village industries.

For promotion of all the above items Khadi and Village Industries Commission has set up several research institutions. In the field of khadi, the Prayag Samiti has carried our important improvements in spinning, particularly the Amber Charkha and accessory equipment. In the field of khadi weaving, the Commission has established Khadi Research and Center for wool- spinning and weaving. For palm gur and palm products the central palm products institute is working. Similarly, the central village pottery institute has been carried out investigations in village pottery development and various research and development activities are sponsored by the Commission in this filed.

Rural India comprises 73 per cent of the country's population, but its share in the total national income is less than 45 per cent. The rural sector is characterized by low income levels, poor quality of life and a weak human capital base. Although in the post- economic reform period, India has grown

economically faster, her performance in the reduction of poverty, unemployment and economic disparity has remained dismal. The de-linking of growth and employment has significantly reduced the employment elasticity in various economic activities. Joblessness is particularly acute in the rural area because agriculture has been in crisis over the last decade. Agriculture, the backbone of rural economy has been adversely affected by the sharp decline in the public investment.

Hence, it is needed to formulate macro-economic policies which will affect directly or indirectly the rural development programmes.

Rural development can not be confined only to the agricultural development, though agricultural development comprises, among others, enhancement of well being of common masses and their socio-economic empowerment. This include education, health, safe drinking water etc. and to productive employment and also their participation in local governance and decision making. Therefore, to accelerate the pace of rural development, development of education, health and other social sector infrastructure, governing institutions and evolvement of appropriate policy formulation are necessary.

For creating employment opportunities in the rural areas Khadi and Village Industries is the best form of establishment. Mahatma Gandhi began promoting the spinning of khadi for rural self-employment and self-reliance in the the year 1920. The Government of India, under the Act of Parliament formed a statutory body named “Khadi and Village Industries Commission Act 1956”. It is an apex organization working under the Ministry of Macro, Small and Medium – enterprises with regard to Khadi and Village Industries within India. Its aim is to Plan, promote, facilitate, organizes and assist in the establishment and development of Khadi Village Industries in the rural areas in coordination with other agencies engaged in rural development wherever necessary.

Importance of the Study:

In the words of Mahatma Gandhi “Khadi is the livery of freedom”. Khadi was launched in 1920 as a political weapon in the Swadeshi Movement of Mahatma Gandhi. It is not just a cloth, it is a whole movement started by Gandhiji. It is a symbol of patriotism with the dawn of Gandhi era on the horizon of Indian politics, the ruined and shattered village industries started

taking a positive term. The growth and development of khadi village industries, which ultimately culminated into formation of Khadi Village Industries Commission in the year 1957. In the beginning, the main object of this industry was to boycott of foreign goods in general and cloth in particular. The object was, however, linked to the necessity of finding work for spinners and weavers as a measure of relief from the evil of wide spread unemployment and promotion for self use and provision for research and experiment in order to raise the standard of efficiency. Gandhiji felt that “Khadi can be permanent only when it has obtained a permanent footing as a village wear”

The common characteristic found in both khadi and village industries is that they are labour intensive in nature. In the wake of industrialization and the mechanization of almost all process, Khadi and Village Industries are suited like no other to labour surplus country like India. Another advantage of khadi and Village Industries is that they require little or no capital to set –up, thereby making them an economically viable option for the rural poor. This is an important point with reference to India in view of its stark income, regional and rural urban inequalities. In Bihar, where majority of people lives in the rural villages and are living below poverty line, promotion of khadi and village industries will prove a better source of rural employment and consequently improving their living standard. It will provide regular employment as well as create self- reliance amongst the people and ultimately build- up a strong rural community spirit.

HYPOTHESIS:

Khadi industry is the labour- intensive in nature. In our state where the availability of technical skills are lacking, particularly in the rural areas, this industry is the best means of providing employment and helpful in improvement of financial position and improvement of khadi industry in Bihar will act as powerful instrument in reducing the pressure of population on land and improve economic health of the rural people. It will provide extra earning to raise the standard of living and also contribute in increasing the working capital for farm sector. Khadi and village industry is poised to play a positive role in this respect. As these industries do not require high developed infrastructure, they can be developed in even remote areas of any region keeping in view the growth potential of that region. Here we will examine how the promotional practices in

khadi and village industry can prove better for the betterment of rural people of Bihar.

METHODOLOGY:

The study requires data and materials related to khadi and village industries in Bihar. In order to collect data figures we will depend upon the secondary sources of data i.e. print materials. In order to verify facts and make the enquiry into matter authentic and pragmatic we would try for primary sources. For the analysis of the data different statistical tool will be used. Thus, the method of study will be analytical and critical supplemented by statistical survey and empirical studies.

PLAN OF WORK

The study is divided into five chapters:-

Chapter I

Introduction:

It is the introductory chapter in which we will discuss the history, nature and objectives of khadi industry in India in general and in Bihar particular.

Chapter II

Importance and functions of khadi industry in the rural economy of India:

In this chapter we examine the functions and importance of khadi industry in detail and will see that how far they proved in their mission.

Chapter III

Role played by Khadi and Village Industries Commission:

In this chapter we discuss the played by the khadi and village industries commission since its inception and will also see how far it has achieved the goal.

Chapter IV

Promotional Practices in Khadi Industry in Bihar:

This is the main chapter of the study in which we examine the performance of khadi industry in Bihar, the problems faced and measures taken by Government to overcome the problems.

Chapter V

Conclusion and Suggestions:

This is the concluding chapter in which we will present a summary of all the chapters and will give suggestions to improve the working conditions of the industry up to optimum level.

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