

Digital & Social Media Impressions in Khadi Industries: An Effective Tool for Global Reach, Sales and Awareness of Khadi

¹Prof. Lalitha Srinivasan, ²Dr. Ameer Hussain A.

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Abstract: Purpose – The paper aims to indicate the importance of accommodating the incumbent legacy khadi institutions by using the digital social media platforms for E-commerce solutions. The paper gives an in-depth study of the various leading fashion industry brands which have incorporated the social media platform for their growth success in e-commerce marketing and wider reach. The research paper studies the significant features of the digital marketing and aims to assist Khadi industries and Khadi Institutions to integrate digital advertising and marketing in their business models to recognize the usefulness of social media marketing platforms. This paper focuses on the inherent usage of digitalisation in the khadi industries.

Design/methodology/approach – The paper draws references from the Karnataka zonal khadi institutions which have incorporated E-commerce. The paper studies the Digital Mark Impressions of the KVIC in social platforms. The paper analyses a deep study about the social media platform reaches and success of some popular fashion brands. And concludes that the digital mark in the social media platforms progressively assist for the higher growth in sales and popularity of the Khadi product.

Findings – In the Research Exploration process of digitalization, the study concludes that there is a progressive interrelation exists between the Digital Mark of KVIC in social platforms and the Performance Growth of the Zonal Khadi Institutions with relation to sales and popularity. The comparative study concludes that the performance of the Karnataka Zonal Khadi Institutions increased and the Swadeshi Khadi fabric achieved higher sales performance and popularity due to the predominance mark of MSME, KVIC on the Digital Social Media Platform. The paper gives an in-depth study of the various leading fashion industry brands which have incorporated the social media platform for their growth success in e-commerce marketing and wider reach.

Originality/Value – The paper suggests that Digital Social Platforms and Digital Operations in Khadi Institutions acts as successful factors on the higher performance and higher awareness about the Heritage Fabric. The study adds new evidence on the policy approaches for expanding the access to the digital websites and social platform for all the Khadi Institutions. The study suggests for the government policies on the compulsory production and purchases of the Khadi Fabric across PAN India by all retail, wholesale, online and offline store outlets to showcase Khadi for sales in their catalogues.

Keywords - Digitalization, Social media, E-commerce, Khadi, Swadeshi, Sustainability

Paper type – Research paper

Introduction:

MICRO SMALL AND MEDIUM ENTERPRISES.

MSME: The most dynamic and energetic over the last 50 years is the Micro, Small and Medium Enterprises (MSME) which plays an important role in generating the economy of India at very low capital cost and also help in providing employment, rural industrialization by reducing the regional imbalances. MSMEs are much helpful for the large industries and thereby acts as ancillary sectors. (<https://www.msme.gov.in/>, n.d.)

Khadi and Village Industries Commission (KVIC) and the Coir Board along with National Small Industries Corporation (NSIC) and the National Institute for Micro, Small and Medium Enterprises (NIMSME) and Mahatma

Gandhi Institute for Rural Industrialisation (MGIRI) are the various bodies set up under the umbrella of the Ministry of MSME. The ministry of MSME takes care about the upgradation of the technology, training, skill and infrastructure development and also the market assistance to the MSMEs. (<https://www.msme.gov.in/documents/reports-and-publications>)

ARI, Agro Rural Industries Division supervises the Khadi and Village Commission (KVIC) and Coir Board and MGIRI, PMEGP (Prime Minister's Employment Generation Programme), SFURTI (the Scheme of Fund for Regeneration of Traditional Industries), and ASPIRE (A Scheme for Promoting Innovation, Rural Industry and Entrepreneurship). (<https://www.msme.gov.in/documents/reports-and-publications>)

¹Research Scholar School of Commerce Presidency University Bengaluru, Karnataka, India.

Lalithasrini74@gmail.com

²Associate Professor School of Management Presidency University Bengaluru, Karnataka, India.

Ameerhussain84@gmail.com

KHADI INDUSTRY-KVIC (KHADI AND VILLAGE INDUSTRIES COMMISSION):

Khadi India is considered as the proud legacy of our country's swadeshi movement. KVIC is one of the Statutory Organization under the M/o MSME. Khadi and Village Industries Commission which has established under the Khadi and Village Industries Commission Act, 1956 has been thriving hard to promote the employment opportunities for the rural artisans. One of the functions of KVIC is to promote the sales and marketing of Khadi products and encourage the handicrafts and mainly to encourage and promote the research and technology in the Khadi Industries. KVIC has six Zonal Offices located at New Delhi, Bhopal, Bengaluru, Kolkata, Mumbai and Guwahati and 44 State Offices spread all over the Country. (<https://www.msme.gov.in/documents/reports-and-publications>) The Magnanimous feature of Khadi Sector in India is its capability of providing employment opportunities at the doorstep of rural artisans and the grandeur of becoming the Grand Symbol of Nationalism. Khadi is considered as the supreme symbol of freedom and self-reliance and not just a piece of cloth. Around 27 percent of India's total GDP is contributed by Micro, small and medium enterprises from the financial year 2012 to 2021 (<https://www.statista.com>, n.d.)

KHADI FABRIC:

As per Collins Dictionary, Khadi is described as, 'A cotton cloth of plain weave', as per Concise Oxford English Dictionary, Khadi is an Indian homespun cotton cloth. Khadi is a term for handspun and hand woven cloth which is primarily made out of cotton and sometimes out of silk and wool and polyvastra. These raw materials are all spun into yarn with the help of a spinning wheel called charkha. The versatile fabric which has come out of the spinning wheel acts as cool in summer and warm in winter. The uniqueness of the khadi products is due to the artistic nature and its sustained efforts. The momentum on khadi cloth was created by Mahatma Gandhi based on the ideology of self-reliance and demonstrating Unity of India. The art of fabric making and printing could dazzle any foreigner on the fabric of freedom movement (Gonsalves)

'Spin your own clothes and buy hand spun cloth' (Gandhi. M K, 1921) was a great movement launched in Freedom India. Khadi weaver gets a royal and distinguishable look due to its historic significance and style. Khadi proudly considered as 'A symbol of Self Reliance'. The momentum on Khadi Cloth is created by Mahatma Gandhi based on the ideology of self-reliance and demonstrating Unity of India. (Reddy, 2011, p. 273)

DIGITALIZATION:

Digitalization is the important transformation for any retail sector and the digitalization process transforms in the

phases of communication, transactions and distribution. (Johan Hagberg, 2016) Traditional marketing units converted into the E-business using the digitalization has created value. For this value creation the four interdependent dimensions are essential namely, efficiency, complementarities, lock-in and novelty. (Raphael Amit, 2001) The effect of digitalization that transformed many retail units can be witnessed in the ways of communications, retailers and consumers' participation, cost and settings. (Johan Hagberg M. S.-Z., 2016) The retail industry is getting exploded with the internet usage with digital ingredient being beneficial in both B2C and B2B marketing. The paper (Peter S. H. Leeflang, 2014) presents the challenges faced in the retail marketing in the industries during the process of digital transformation. Online retail marketing is hiking with the intent of digitalization which is very dominant and also can be called as the disruptive development. (Peter C. Verhoef, 2015) The Book, 'The Innovator's Dilemma' identified the three elements of disruption as firstly, the performance graph on customer's absorption, secondly, the Sustaining the innovation and thirdly, the disruptive innovation and these are considered as the start and core of the innovator's solution. (Clayton M. Christensen, 2003)

Digital Transformation in India's MSME category result in the Digital Ecosystem comprising of the total infrastructure starting from finance, payments, orders, procurement, operations, human resource, skills and knowledge sources and management. Digital ecosystem could assist the MSME to be transformed to build a digital ecosystem. (Buteau, 2021) Digital connect in the Khadi Industries among consumers, producers and designers would pave way for the textile production, design and marketing consumption. The digital connect helps the producers and the designers to create the innovative designs. Employment generation could happen through E-commerce if the Khadi and Village Industries connected to the global economy if the Khadi and Village Industry is digitally transformed. (Vishal Mishra, 2019) In the recent times E-commerce has gained a vast boom at all levels of economy due to the increase in the Digital literacy among the consumers. This Digital Literacy has increased more worldwide consumers to shop in the Indian E-commerce market. (Shrey Nugarahiya, 2021)

The rise in the digital awareness is due to the increased digital connect, story and content based uploading on the social platform. There is wide concept that the Z generation uses and operates the E-commerce shopping but this statement is not true as there are larger number of older and aged people also accessing the E-Shopping through E-Commerce in 2018. (<https://www.ibef.org>, 2020) While the digital versions of catalogues share major similarities with the retail websites versions, the digital catalogue generate much enriching experiences to the consumers while

browsing for the shopping. To experience the compelled consumer shopping enrichments, the paper compares with the study between digital catalogues to a website on the dual perspective of utilitarian and experiences. The study concludes with the superior implications for consumer usage and behavioural intentions. (Marion Garnier, 2018)

E-COMMERCE:

Purchases and sales of goods and services by companies and individuals over the Internet refers to Electronic Commerce. E-Commerce is the electronic business, which involves all the processes and the requirements needed to run a company online. E-Commerce can be operated in different scopes like B2B-business-to-business, B2C-business-to-consumer, C2C-consumer-to-consumer and C2B-consumer-to-business and operates over computers, tablets, iPad, Smart phones and other smart devices. Online transactions can be applied in purchasing books, hearing music, purchasing plane tickets, reservation of train tickets in IRCTC, reservation of Darshan tickets in TTD online portal, online Banking and Financial Services. Small businesses gained access to the wider market to reach out to the wide customers. Customers can benefit buying coffee-maker to air-condition to tooth paste to clothes right from their homes with the click of E-commerce.

The world's largest retail business process module indicates that they have been continuously pursuing the internet and technology enabled operations with cost reductions. This being the reason for their high-end competitive positions. The consumers positively react to their virtual sales and the existing virtual retail floor space will require quality and upgradation for the continued future retail functions. (Steve Burt, 2022)

TECHNOLOGY:

As per Information Technology Act, 2000, the internet is a composition of several thousand networks which is considered as the the fastest growing network in history. In the 30 years of its life span, its population has grown a million times over. (Sapre, 2016) Information Technology helps the organizations and people to broadcast the ideas to masses. Technology helps seamless connectivity for the customers to connect without any restrictions of time zones or geographical locations. Technology benefits the Government Offices and Courts to digitalize their voluminous paper records and documents into soft copies, thus saving lots of paper. Income Tax Returns can be filed online and Taxes also can be paid online without any time restrictions. Overall technology boosts cost-saving (Sapre, 2016)

For the smooth working of the electronic commerce in the digitized industries and with an aim remove legal obstacles for electronic commerce, INCITRAL. UNCITRAL, The United Nations Commission on International Trade Law

through MLEC, Model Law on Electronic Commerce has been enacted and adapted in the General Assembly of the United Nations Commission on International Trade Law on 30th January 1997. Globalization and digitization of work has led to the different modes in the communication between customers and the business. This communication channel in the mode of electronic methods and storage of information. United Nations Commission has drafted the Model Law including the set of rules and regulations that contains legal validity with electronic modes. The formation of the Model Law is because of the opacity and heterogeneity in the process of electronic communication. Model Law has been accepted globally. The electronic forms of documents, electronic signatures for the legal evidences and commercial purposes and support for the arbitration proceedings are all given the validation and recognition with the help of The Model Law. The shift over of the traditional paper based contracts to the E-commerce platforms is facilitated by the Modal Law. (htt2) [Model Law on Electronic Commerce - iPleaders](#)

DIGITAL MARKETING: The procedure of advertisement of products or services of companies using the digital technologies with internet in mobile phones, computers, digital medium like google and facebook etc., This is the way of connecting with the customers where they spend most of their time online. Some of the digital marketing strategies are the SEM, Search Engine Marketing, SMM, Social Media Marketing, SEO, Search Engine Optimization, Content Marketing, Email Marketing, Website, Viral Marketing, Voice Search Optimization and Video Marketing. (Manasmita Panda, 2022)

FEATURES OF DIGITAL MARKETING:

1. Digital Marketing is the most digital advertising strategy as the people entering into an online site probably gets converted as the potential customers. Website is the personalised portfolio of the advertising industry. SEO or the Search Engine Optimization tools having an effective and good user experience results double fold benefits. SERP, Search Engine Result Page shows the websites which have strong SEO.
2. To generate maximum clicks from the SERP like Google, Bing, duck goes etc, SEO tools must be strong enough to get appeared on the top search results on a SERP. To generate larger volumes of the direct sales and to extend the awareness of the product, these clicks are very important to drive the maximum traffic to the websites.
3. One of the main strategies of digital marketing is to increase the company's website traffic. People land up on the website not accidentally but for a reason of either to buy the product or contact the team or reading post on their blog. So eventually the more visitors the website attracts, the more it opportunities

it would have potential customers.

4. Online marketing strategies help in converting the local nearby search customers.
5. Social media platforms and email inboxes result in creating the brand awareness of the product. More and more people get to know about the product through the search results and ends up in the purchase.

REVIEW OF LITERATURE:

As per this paper, the traditional retail industries are struggling to transform into the digital market of E-commerce. This paper concludes with the suggestion that the way for the digital shift is to transform the advantages like personal advisory and personal contact to the customers by the way of digital support services. For example, the whatsapp chat pops in asking for any assistance immediately when the customer reaches to an on-line website for the purchases. Different combinations of technology assistance to the customers for their shopping and browsing experiences are explored to know the results on the customer-retail relationships. (Michael Meyer, 2018) To compensate the sensory emotional inputs present in the brick and mortar traditional shopping, the paper on 'Antecedents of internet shopping intentions and the moderating effects of substitutability' (Charles Dennis, 2010) finds out attitude, trust and substitutability influences the buying behaviours and intentions. And the study suggests that e-shopping experiences depend on the digital substitutability relationships.

For the fashion retail industry adopting the E-commerce, the challenges and difficulties in creating the online in-store experiences is one of the reasons. The recent developments in the information technologies have enabled the clothing industry a fastest-growing online sector in buying. The paper, (Blázquez, 2014)

Mobile phones and smart tabs have become an essential handheld devices for the younger generations and considered as the digital assistants. The companies to integrate with the young consumers through the traditional approaches has become a long way whereas the mobile platform acts as the perfect platform in reaching out the young consumers. The study from this paper, (Rohm, 2008) looked at the survey of seven factors that might influence the buyer's intentions for the mobile purchasing. Usage Characteristics, Personal Attachment, Consumer Innovativeness, Social Influence, Permission-Based-Learning and attitudes towards the mobile communications and these factors seem to have positive linkages towards the mobile usage intent. However, the factor, privacy concern has been proved as negative linkage with the online setting and mobile marketing activities.

Shoppers prefer mobile internet devices MID for their browsing websites and shopping activities, these MID interfaces provides the hedonic shopping experiences with

emotional satisfaction to the buyer. The paper presented with the study stating Product information, trust and cost details act as the extrinsic motivators and security, privacy concerns and empowerment act as the intrinsic motivators. (Flint, 2014)

With the rapid increase in the mobile devices and their digital features, consumers prefer to buy online than in a physical store as the former is cost saving. Also the consumers avail themselves with all the product information and do a comparative study analysis before exactly land in purchasing a particular product. (Fulgoni, 2014) Young adults in recent days give importance for the ecosystem, caring of our planet and eco-friendly behaviour patterns in their buying patterns. The paper, (Sandra Praxmarer-Carus, 2023) suggests for the green appeals eco-friendly approaches in the buying patterns. In the study conducted for the effects of advertising appeals on the consumer's preferences to purchase the environmentally reliable products, the results indicated positive facial expressions with utilitarian products are most likely approachable to highlight their higher green purchase intentions. (Ke Zhang, 2023)

DIGITAL TOOLS/DIGITALIZATION IN KHADI INDUSTRIES:

Awareness regarding the fashion, designs, (Purwar, 2019) and khadi textures, to reach out to the customers can be widely possible due to the digital media. Social media platforms can reach the global clients faster and effectively. Customers can get all the details regarding world fashion and details of fabric at their doorstep in one click. (Purwar, 2019) The paper discusses the importance of the interactive technologies through digital marketing which would help in reaching maximum consumer engagement with the brand and finally helps in generating higher sales. Khadi Industries possesses highly skilled work force with artisans' expert in hand curated fabrics. The challenge of reaching to the wide customers can be solved by connecting the highly art curated fabric to reach out to the hands with the consumers with the help of providing a web-based Khadi Kart. E-commerce helps in job creation and ease of digital connection between the village economy and the global economy. (Vishal Mishra T. K., 2019) The Fabric of freedom faces the challenges of unpaid dues to the weavers and artisans, corruption, lack of technologically marketing tools, infrastructure and lack of professionalism. This paper states the importance of the weaving khadi industry and the benefits of social media in this reviving industry to connect the real consumers in the real time. At the click at the social media platforms the khadi products marketed to the easy reach of customers and thereby the easily and cheap facility of social media platforms create a dragonfly effect. (Agrawal, 2016)

In the paper, titled, “Digital Marketing: An Effective Tool of Fashion Marketing”, the author gives the importance of utilising the social media platforms for the marketing of the fashion brand. The benefits of Digital Marketing is discussed wherein the digital mode can bring the whole world to the customers’ doorstep at one click. The rising internet and their connectivity and various faster digital communication channels, various forms of digital devices and the wider networks helps in encouraging the consumer engagement with the fashion brand. (Purwar, Digital Marketing: An Effective Tool of Fashion Marketing , 2019) Digital Marketing is one of the direct marketing that connects buyers, sellers electronically through electronic interactive digital technologies such as e-mail, website, social networks, online forums, whatsapp, telegram, television, Instagram, Twitter, Face book and You tube, etc., This will help ultimately in generating sales for the Fashion Fabric Brand. (Purwar, Digital Marketing: An Effective Tool of Fashion Marketing, 2019)

OBJECTIVE AND METHODOLOGY:

Khadi Fabric is a National Symbol for the style statement. Khadi is warm in winters and cool in summers. Khadi does not cause any skin irritations and allergies, hence khadi is skin-friendly. Khadi weaves and dyes are done by hands. So khadi is purely handloom. Khadi to reach to the wider customers will boost the sales and awareness. To increase the popularity on the benefits of Khadi fabric the social media platforms come for the assistance. The more Khadi industries and Khadi Institutions mark their impressions on the social media platforms the more would be the sale performance and the awareness about the magic fabric. To make this happen digital marketing through the social media channels brings the whole world to reach to the customers’ doorstep in one click. Social media reach operates to connect at different levels from the fashioners to manufacturers to artisans to those who purchase clothing as a necessity of livelihood. Digital social media marketing helps in the form of direct marketing to connect the buyer with the seller electronically through interactive technologies such as email, website, and digital social media platforms like facebook, youtube, twitter, Instagram etc., The objectives of the digital marketing and the usage of the social media platforms are to raise the awareness benefits and details of the khadi fabric and encourage the purchase intentions and power of the consumers and their engagement with the fabric with the key aim to generate sales. So, in the reference of above discussion the main objective of this paper is to understand the impact on the performance sales with the special reference to khadi institutions. The study is based on the secondary data like e-articles, conference papers, research papers, published books, magazines, blogs, websites, and journals etc., the paper analyses and compares the growth rate of the khadi institutions for consecutive three years. The research paper

places the study about the impact of the digital marketing e-commerce on the leading retail fashion industry and brings forth the features of the online marketing and the electronic commerce.

KHADI INDUSTRY’S DIGITAL IMPRESSIONS

MARK:

Social media bulletin and virtual presence of MSME and KVIC: The presence of Ministry of MSME is very active in social media, utilising the digital platforms to engage and communicate with the public directly and shares the day-to-day activities from the Ministry. The following section highlights the highest engagements post from the social media Bulletin.

(<https://www.kvic.gov.in/kvices/cccmaintemplate.php>, n.d.) COVID-19 has witnessed largest topsy-turvy darkening the progressing path with lots of difficulties and adversities affecting the whole world. In spite of all the adversities of the pandemic, our government has initiated optimistically many steps to deal with the pandemic conditions. One such step is the months of lockdown, which was absolutely necessary to counter the epidemic. Albert Einstein shared a popular wisdom statement that there would be always an opportunity of success in the middle of adversity. MSME has launched an environment of ‘Self-Reliant’ India under the clarion start of Shri Narendra Modi’s ‘Atmanirbhar Bharat’. As MSME is considered as the backbone of our country’s economy our Government has come up with the measures to revive the msme which will help boost the country’s economy.

Technology during covid-19’ in MSME: During the pandemic situations, technology paves the opportunity for the business. Digital Technology Connect acts like a Game Changer for all the Business Organizations. Lockdown witnessed badly the impact of income for any business. Technology comes as a rescue for saving the costs. MSMEs can utilise technology for cost-effective requirements. MSME has stressed the importance of domestic industries to be well-versed with latest technological developments. In this manner the domestic industries can able to compete with global companies. Online services and procedures can drastically bring down the cost of operations. The vision of self-reliant India on the call of Atmanirbhar Bharat ensured the reduction on India’s global dependence rather focusing on country’s reliance on its own resources.

MSME, KVIC – VIRTUAL/SOCIAL MEDIA IMPRESSIONS USING TECHNOLOGY FOR

CONSECUTIVE THREE YEARS, 2020, 2021 & 2022:

i. December, 2020

Spate of Technological Opportunities have been discovered during the situation of pandemic adversities. On November 12th 2020, a MOU signed between NITI A of India and Ministry of Economic Development (MED) of Russian Federation through a Virtual Meeting of India-Russia. The

conduct of Virtual Meeting has saved the cost at both the countries.

NSIC launched 'MSME Global Mart', a mobile application on 12th November 2020, to popularize M-Commerce. The App has key features of Public Procurement Information, International Trade, Key Catalogues, Success Stories and Prospective Buyers etc. The mobile App would support MSMEs in availing the benefits offered by www.msmemart.com with less effort and make them to achieve Atmanirbhar.

November 18th 2020, a video conferencing mode meeting was held between India and Saudi Arabia. The key feature of the meeting is to discuss on the bilateral cooperation

among SMEs. And during the meeting it was discussed that India would share the opportunities identified with Saudi for the further deliberations. The online mode meeting was very convenient which ended efficiently at different geographical locations.

Ministry of MSME has an active presence in the Social Media Bulletin which helps to interact and communicate with the public directly. December, 2020 highlights MSMEs Social Media Buzz that records highest social engagements post for the month. The lively interactions of MSMEs with the public has enormously helped the spread of awareness on the Khadi Industries and the sale of Khadi Fabric at the Khadi Institutions.



Figure 1 Source: MSME INSIDER, MSME Portal, 2020



Figure 2 Source: MSME INSIDER, MSME Portal, 2020



Figure 3 Source: MSME INSIDER, MSME Portal, 2020

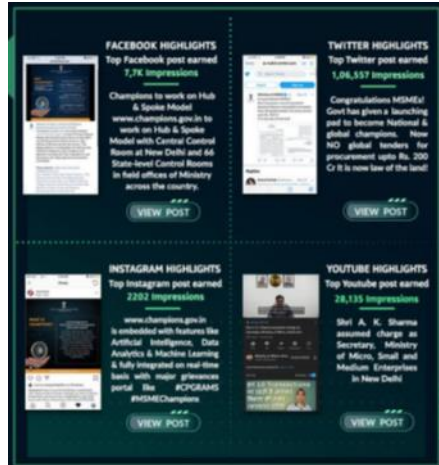


Figure 4 Source: MSME

ii. December, 2021:

Khadi's importance and the artisanal works behind the Swadeshi Fabric has been brought to the nation through the social media bulletin. Khadi's heritage and comfort values been indicated and shared in the wider social platform to create an awareness of the sustainable fabric. Technology and Social media has supported at a large extent for making khadi to reach the global platform. On 2nd October, 2021,

World's largest Khadi made National Flag has been unveiled. The monumental flag with the heritage value has brought the nation together in saluting the Swadeshi fabric made flag with pride. This artisanal craft program has been conducted at Leh, which was unveiled by Hon'ble Lt. General of Ladakh, Shri. R K Mathur. Due to the tweets and posts shared by KVIC in the social media platform, the entire nation could able to join together in saluting with pride.



Fig 5 MSME INSIDER, MSME Portal, 2021



Fig 6 Source: MSME Insider, May, 2021, KVIC



Fig 7 Source: MSME Insider, May, 2021, KVIC

iii. December, 2022:

KHADI AWARENESS IN SOCIAL MEDIA, TECH BUZZ: E-Jagruti, e-Tech Magazine



Fig 8 Source: MSME Insider, May, 2022, KVIC

KHADI: LOCAL TO GLOBAL, E-Jagruti



Fig 9 Source: MSME, KVIC Portal, E-Jagiriti, 2022



Fig 10 Source: MSME, KVIC Portal, E-Jagiriti, 2022



Fig 11 Source: MSME, KVIC Portal, E-Jagiriti, 2022

Key Success of Digital Portal-MSME SAMBANDH (Public Procurement Policy):

PMEGP, Prime Minister’s Employment Generation Programme (PMEGP) Margin Money-Rs 1905.02 crores Subsidy of Margin Money has been disbursed as on 31/12/2022 by the banks under the PMEGP. This will significantly help and support in setting up of 62086 micro enterprises and thus generate vast employment opportunities for around 496 citizens. Success Stories of

MSMEs Digital Marketing, Management Development Programme (MDP): Agrasen Smart Solutions Pvt. Ltd. is one of the example for connecting business globally. The MDP on Digital Marketing has helped the CEO of the company, Himanshu Gupta to get connected with the MSME and also registered under Udyam Registration. This will help the company in all the financial needs by sharing new trends and ideas with companies from different field and regions.



Fig 17 Source: MSME INSIDER, February 2022

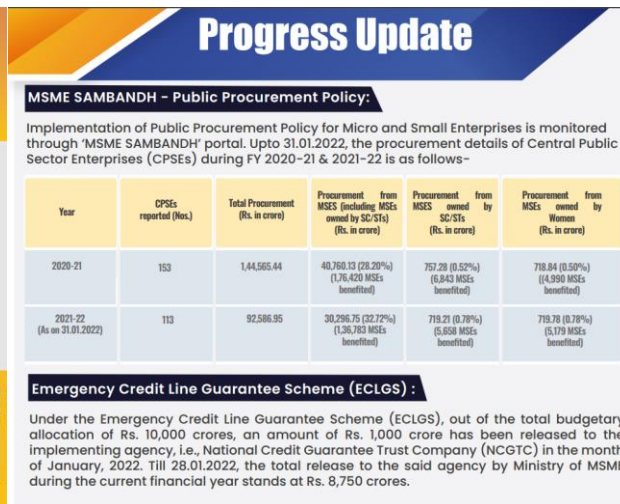


Fig 18 Source: MSME PORTAL

KVIC's LIVE Interaction with Public on Social Media gained the Increase in the Progress:

Key Success of Digital Portal-MSME SAMBANDH (Public Procurement Policy):

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1. Sri Nandi Khadi Gramodyoga Sangha, Chikkaballapur, Bengaluru

PERFORMANCE DATA OF THE KARNATAKA KHADI INSTITUTIONS FOR THREE CONSECUTIVE YEARS, 2020, 2021 & 2022:

For our study and analysis on the 'Digital Khadi', the following Khadi Institutions have been randomly selected from the South Zone, Karnataka. The Performance Statistics of the selected Khadi Institutions have been collected from the Khadi Institution Offices. The data obtained for our study is for consecutive three years from 2020 till 2023. The names of the Karnataka Zonal Khadi Institutions are mentioned below;

| Name of the Khadi Institution: | Rural Resources Development Association | | |
|----------------------------------|---|---------------------------|----------------------------|
| Address | Bengeri, Hubli | | |
| Institution Registration Number: | | | |
| Khadi Mark Certificate No. | | | |
| Total No. of Artisans | | | |
| Total No. of Workers | | | |
| No. of Production Centres | | | |
| No. of Sales Outlets | | | |
| No. of Godowns | | | |
| Production Achievements | 2019-20(Rs. In lakhs) 216.37 | 2020-21(Rs.In lakhs)85.55 | 2021-22(Rs.In lakhs)213.90 |
| Retail Sale Achievements | 335.20 | 262.45 | 362.25 |
| Wholesale Sale Achievements | 55.65 | 20.14 | 57.93 |
| Exhibition Sales | 49.61 | ---- | 50.84 |

| | | | |
|--------------|-------|--------|--------|
| Online Sales | 0.15 | 29.31 | 8.52 |
| Profit | 8.82 | 8.52 | 13.98 |
| Total sales | 44061 | 320.42 | 479.54 |
| | | | |
| | | | |

2. Karnataka Khadi Gramodyoga Samyukta Sangh, Bengeri, Hubli, Dharwad Dist. Karnataka.

| | | | |
|----------------------------------|---|--|--|
| Name of the Khadi Institution: | Sri Nandi Khadi Gramodyoga Sangha | | |
| Address | Malamachanahalli, Sidlaghatta | | |
| Institution Registration Number: | | | |
| Khadi Mark Certificate No. | | | |
| Total No. of Artisans | | | |
| Total No. of Workers | | | |
| No. of Production Centres | | | |
| No. of Sales Outlets | | | |
| No. of Godowns | | | |
| Production Achievements | 2019-20(Rs. In lakhs) 255,681,407.84 | 2020-21(Rs.In lakhs) 253,626,673.93 | 2021-22(Rs.In lakhs) 248,242,910.15 |
| Total Sale Achievements | 252,747,209.00 | 198,705,157.59 | 260,343,752.00 |
| Online Sales | 25,906,588.92 | 19,433,364.41 | 23,821,453.31 |
| Offline Sales | 226,840,620.08 | 179,271,793.18 | 236,522,298.69 |
| Purchases | 91,673,630.54 | 74,369,048.52 | 69,058,978.10 |
| | | | |

Source: Khadi Institutions, Bangalore, Karnataka.

3. Rural Resources Development Association, Hospet, Bengaluru.

| | | | |
|----------------------------------|--|--|--|
| Name of the Khadi Institution: | Karnataka Khadi Gramodyoga SamyuktaSangh | | |
| Address | Bengeri, Hubli | | |
| Institution Registration Number: | MY/104/DWR/01-11-1957 | | |
| Khadi Mark Certificate No. | No. KVIC/CKMC/KNT/072 | | |
| Total No. of Artisans | 950 | | |
| Total No. of Workers | 150 | | |

| | | | |
|-----------------------------|-----------------------------|----------------------------|----------------------------|
| No. of ProductionCentres | 25 | | |
| No. of Sales Outlets | 07 | | |
| No. of Godowns | 02 | | |
| Production Aciements | 2020-21(Rs. In lakhs)181.26 | 2021-22(Rs.In lakhs)144.77 | 2022-23(Rs.In lakhs)158.65 |
| Retail Sale Achievements | 169.93 | 221.61 | 254.33 |
| Wholesale Sale Achievements | 168.05 | 254.07 | 407.53 |
| Purchases | 104.07 | 154.52 | 244.62 |
| Total Sales | 337.98 | 475.68 | 661.86 |

I. Performance of the Khadi Sector as on 31-03-2020

E. Performance for the year 2019-20 under Khadi Sector (as on 31-03-2020)

| Industry | Production (Rs. In Lakhs) | Retail Sales (Rs. In Lakhs) | Employment Generated Nos. | Wages Earned (Rs. In Lakhs) |
|--------------|---------------------------|-----------------------------|---------------------------|-----------------------------|
| Cotton Khadi | 6222.01 | 7640.85 | 7310 | 3688.63 |
| Woolen Khadi | 1696.24 | 1759.87 | 4872 | 2458.41 |
| Silk Khadi | 25047.43 | 27097.04 | 3355 | 1692.93 |
| Polyvastra | 1545.04 | 1950.09 | 1506 | 759.93 |
| Total | 34510.72 | 38447.85 | 17043 | 8599.90 |

Fig 19 Source: Karnataka Khadi and Village Industries Board

II. Performance of the Khadi Sector as on 31.03.2019

D. Performance for the year 2018-19 under Khadi Sector (as on 31-03-2019)

| Industry | Production (Rs. In Lakhs) | Sales (Rs. In Lakhs) | Employment Generated Nos. | Wages Earned (Rs. In Lakhs) |
|--------------|---------------------------|----------------------|---------------------------|-----------------------------|
| Khadi | 4164.45 | 5734.23 | 5897 | 3773.94 |
| Wool | 1578.47 | 1909.20 | 2997 | 2200.91 |
| Silk | 13714.91 | 13506.95 | 5536 | 4396.21 |
| Polyvastra | 948.83 | 1184.15 | 1564 | 1052.03 |
| Total | 20406.66 | 22334.53 | 15994 | 11423.09 |

Figure 20 Source: Karnataka Khadi and Village Industries Board

Annexure E

KARNATAKA STATE KHADI AND VILLAGE INDUSTRIES BOARD
No.10, Jasma Bhavan Road, Bangalore-560052
District Progress Achievement under PMEGP Scheme during 2017-18

| Sl. No. | District | Achievement | | | Production (Rs. in Lakhs) | Sales (Rs. in Lakhs) | Wages (Rs. in Lakhs) |
|---------|--------------------|---------------------------------|-------------------------------------|-------------|---------------------------|----------------------|----------------------|
| | | No. of Projects (Units in No's) | Margin Money Subsidy (Rs. In lakhs) | Employment | | | |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 1 | Bagalkot | 20 | 62.78 | 224 | 335.25 | 419.06 | 100.58 |
| 2 | Bangalore (R) | 11 | 48.05 | 181 | 272.92 | 341.15 | 81.88 |
| 3 | Bangalore (U) | 17 | 98.29 | 330 | 495.00 | 618.75 | 148.50 |
| 4 | Belgaum | 36 | 79.97 | 274 | 417.89 | 522.38 | 125.37 |
| 5 | Bellary | 35 | 92.93 | 358 | 537.04 | 671.29 | 161.11 |
| 6 | Bidar | 6 | 17.24 | 53 | 79.80 | 99.75 | 23.94 |
| 7 | Bijapur | 45 | 71.08 | 373 | 562.13 | 702.66 | 168.64 |
| 8 | Chamarajanagar | 19 | 37.22 | 152 | 228.00 | 285.00 | 68.40 |
| 9 | Chickamagalore | 12 | 27.12 | 111 | 167.25 | 209.06 | 50.18 |
| 10 | Chikkaballapur | 11 | 24.37 | 107 | 160.88 | 201.09 | 48.26 |
| 11 | Chithradurga | 18 | 18.85 | 82 | 124.13 | 155.16 | 37.24 |
| 12 | D.K | 78 | 340.09 | 1047 | 1573.26 | 1966.57 | 471.97 |
| 13 | Davangere | 20 | 61.05 | 194 | 284.55 | 355.69 | 85.37 |
| 14 | Dharwad | 15 | 37.16 | 159 | 240.61 | 300.76 | 72.18 |
| 15 | Gadag | 15 | 25.72 | 95 | 146.40 | 183.00 | 43.92 |
| 16 | Gulbarga | 2 | 3.67 | 29 | 43.50 | 54.38 | 13.05 |
| 17 | Hassan | 6 | 11.34 | 42 | 63.00 | 78.75 | 18.90 |
| 18 | Haveri | 23 | 62.06 | 206 | 310.34 | 387.94 | 93.11 |
| 19 | Kodagu | 15 | 49.63 | 164 | 246.00 | 307.50 | 73.80 |
| 20 | Kolar | 24 | 86.84 | 317 | 478.17 | 597.71 | 143.45 |
| 21 | Koppal | 8 | 12.91 | 39 | 59.47 | 74.34 | 17.84 |
| 22 | Mandya | 18 | 57.12 | 179 | 268.50 | 335.61 | 80.55 |
| 23 | Mysore | 5 | 24.85 | 83 | 124.50 | 155.63 | 37.35 |
| 24 | Raichur | 29 | 60.89 | 250 | 377.78 | 472.21 | 113.32 |
| 25 | Ramanagara | 15 | 53.76 | 177 | 292.50 | 365.64 | 87.75 |
| 26 | Shimoga | 42 | 112.17 | 397 | 595.65 | 744.56 | 178.70 |
| 27 | Tumkur | 6 | 18.18 | 56 | 84.30 | 105.38 | 25.29 |
| 28 | U.K | 13 | 48.64 | 163 | 243.00 | 303.75 | 72.90 |
| 29 | Udupi | 18 | 93.08 | 279 | 418.18 | 522.73 | 125.45 |
| 30 | Yadgir | 16 | 26.34 | 139 | 213.50 | 266.87 | 64.05 |
| | Grand Total | 598 | 1763.40 | 6260 | 9443.50 | 11804.37 | 2833.05 |

III. Performance of the Khadi Sector as on 31.03.2018

Annexure-D

Khadi Bhavan No: 10, Jasma Bhavan Road, Bangalore-560052
PERFORMANCE OF PMEGP UNITS FINANCED UPTO 31-03-2018 REPORTED DURING FOR THE YEAR 2017-18

| Sl | Group of Industries | No of Projects Assisted | No. of Projects Reporting | Margin Money Released (Rs. in lakhs) | Production (in lakhs) | Sales (in lakhs) | Emp (in nos) | Wages (in lakhs) |
|----|-----------------------------------|-------------------------|---------------------------|--------------------------------------|-----------------------|------------------|--------------|------------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 1 | Agro Based Industry | 1198 | 1074 | 494.31 | 12683.9 | 16489.142 | 9575 | 4166.88 |
| 2 | HMP & Fibre Industry | 53 | 45 | 0 | 540.00 | 675.00 | 395 | 23.72 |
| 3 | Forest Based | 280 | 253 | 169.97 | 2350.9 | 2937.96 | 1823 | 731.17 |
| 4 | Mineral Based Industry | 815 | 763 | 343.23 | 10566.72 | 13737.83 | 10048 | 4067.26 |
| 5 | Polymer & Chemical Based Industry | 297 | 258 | 49.3 | 2314.48 | 2893.1 | 2150 | 947.86 |
| 6 | Rural Engg & Bio-Tech | 838 | 714 | 204.02 | 6092.41 | 7615.51 | 6779 | 3032.81 |
| 7 | Service Industry | 2055 | 1875 | 502.57 | 10273.91 | 12856.88 | 16551 | 6914.13 |
| | Total | 5536 | 4982 | 1763.4 | 44822.32 | 57205.422 | 47321 | 19883.83 |

Key Findings:

Khadi Industries Digital Impressions and Digital Connect has created desirability and vast awareness about the sustainable fabric among the local and global population. This has gradually increased the Zonal Khadi Institutions to perform well. Also boosted the turnover of the khadi institutions which could be visible from the Performance Data of the Karnataka Khadi Institutions for the three consecutive same three years, 2020, 2021 and 2022. The Digital foot path data for the three consecutive years of the KVIC & MSME have been taken from the MSME Portal, MSME Insider, and E-Jagriti. The Performance Data for the Karnataka Zone Khadi Institutions have been sourced from the Bengaluru District Khadi & Village Industries Commission, Doorvani Nagar, and Bengaluru and from the Karnataka Khadi Industries Online Portal.

The comparative study clearly indicates that the Online Social Platform Initiative using the Digital Connect for Khadi industry directly helps in boosting the increase number of customers in viewing and knowing about the Swadeshi Fabric, hence leads in to the increased sale of the Khadi Fabric. Overall the turnover and the performance of the zonal Khadi Institutions rises and thereby, increasing the profit.

B. IMPACT OF DIGITAL MARKETING TOOLS IN FASHION INDUSTRY:

The present GenZ consumer come prepared with the knowledge and awareness about the product they wish to buy. The social media platforms helps them to derive these knowledge and also the social connect exists between the consumer and the product. Any new launch on the fabric or design can be communicated with the target consumers without any barrier of geographical reach. Both the fashion industry and the consumers are benefitting each other. The fashion industry can identify the consumer's preferences, tastes and likes about the design, style and texture of the fabric from the social media digital marketing platforms. Accordingly, they

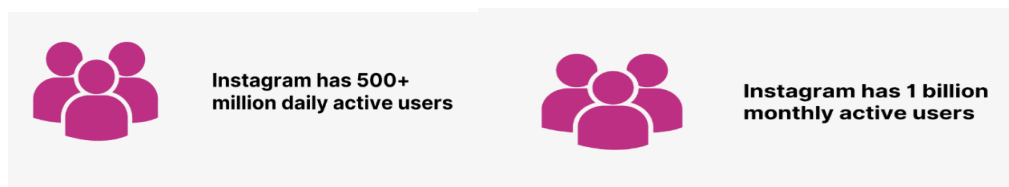
can modify their makes and production. The post-COVID situation prepares consumers a definite digital. The COVID-19 pandemic has led the retail fashion brands and industries into digitization. As per the recent-started Retail Observatory in Spain, the pandemic has geared many fashion brands into Digital Transformation in the lime-light of the e-commerce sales.

i. **Fashion Websites-** the Fashion Web Design acts as the important role on Fashion Sites in terms of loyalty, trust and security for the users. However, while considering for the bespoke fashion e-commerce web design page the following are some essential components.

The interface should be simple and attractive, wide and high quality photos, high quality interacting experience, E-commerce with complete sales and customer experiences High loading speed of the Multimedia on mobile devices Website's aesthetic attracts and motivates many customers and influences to shop online with the expertise of the high-quality online products.

Requirements for a Fashion Website: The user interface website must be functional, responsive web design that should adapts to any screen's size. Interactive mobile apps that are more comfortable and quicker browsing and downloadable on the mobile devices. Technological advances are a coherent need for the social media which would seamlessly integrates into an integrated 360 degree marketing strategy. (Vilardi, 2020)

ii. **Instagram** – Instagram is meant to connect the substantial customers to the fashion brand. The online shopping platform present at the Instagram eCommerce enable the businesses to sell their products directly through their Instagram accounts. Target potential customers can be reached out with their ads and promotions. Instagram makes the buying easier and faster for the customers. There is chance of sales to be increased. Instagram has launched in October 2010 and one of the top four social media networks worldwide.



(<https://backlinko.com/instagram-users>, 2023)

iii. **Facebook** – Facebook is the largest social media network platform worldwide having 2.85 billion monthly active users and 1.9 billion daily users. Facebook is the largest social media platform online, grown over the years since its beginning in a Harvard dorm room and it is an excellent way of getting more traffic to a particular product pages which helps in

increasing the sale. To reach out to more customers people aware of the product is most important. Then reach can be expanded and more people can be engaged on Facebook and helps in increasing sales. Social media posts are free but organic marketing and paid social media marketing are expensive but yields more guaranteed reach and results.



Facebook currently has 2.895 billion monthly active users (MAUs)



Facebook currently has 1.908 billion daily active users (DAUs) on average

(<https://backlinko.com/facebook-users>, 2023)

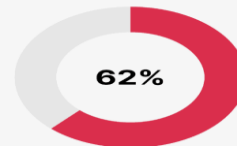
The leading retail brand fashion industries and fabric industries give importance to the customer's preferences in identifying the digital marketing culture. As the present trend consumers welcome good quality along with featured products and services. The other side the fashion lovers and fashion retailers love to share and propaganda about the fashion over times. Time to time these fashion fabric industries update their digital versions in an improvising manner to lend the smooth fashion experience to the customers as smooth as silk.

iv. Youtube – You Tube started on February 14th 2005, a wide area of sharing in the social media platform. You tube benefits one to leverage the potential of video marketing to create brand awareness and the popularity. Fashion brands and retails promote their brands in forms of video marketing strategies. You tube is the prominent largest platform on the global web for the visual content.



YouTube has over 2 billion monthly active users

62% of U.S. YouTube users access the site daily



(Dean, 2023)

v. Pinterest – Pinterest is a social media reach to the unique customers who wanted to experience the unique and special products. The visual reach in the Pinterest multiplied the importance for the ecommerce. Pinterest has strong ecommerce-

friendly ecosystem and enables the verified sellers with stressing on the brand's credibility. Pinterest, a visual invention platform went live in March 2010 for the first time.



Pinterest has 459 million monthly active users (MAUs) across the world

(<https://backlinko.com/pinterest-users>, 2023)

vi. Twitter – Twitter is a wide sharing social media platform where the information, branding, products, news can be shared via texts and videos. The first tweet was tweeted by Jack Dorsey, Twitter's CEO on

March 21st 2006. Twitter is among the top three social media networking app platforms in the United States and registers around 400 million users.



Twitter has 396.5 million users

Successful Examples of E-commerce online shopping Industry Platforms: The bigger Online Shoppig Market stores like Amazon, Flipkart, Myntra etc., are very much known and popular among the online

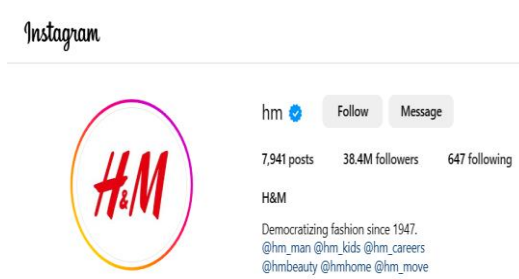
shoppers. The retail shop has to possess the facility of online marketplace to reach out to the larger target online shoppers. The successful Ecommerce market platform

offers wide gamut of registration and payment options to The following are the excerpts from some leading fashion fabric brands on how these retail industries utilises the wider social platform to mark their presence in reaching out to the global customers.

- i. H&M
- ii. ZARA
- iii. Fashion Website – vogue.com
- iv. Fashion Designers-Manish Malhotra & Ritu Kumar’s label
- v. Sabyasachi Mukherji
- vi. Anita Dongre
- vii. KVIC



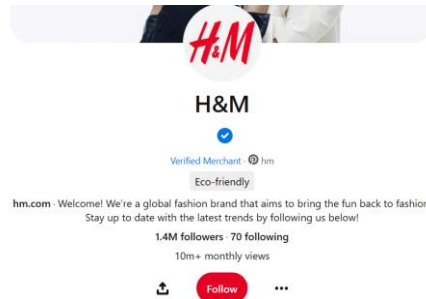
- i. : Fast Fashion Brand H&M has
- ii.



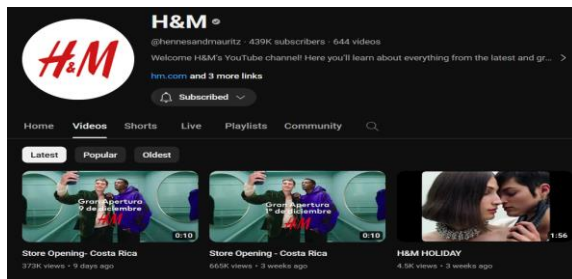
Source: (<https://www.instagram.com/hm/>, n.d.)

reach out to their target customers.

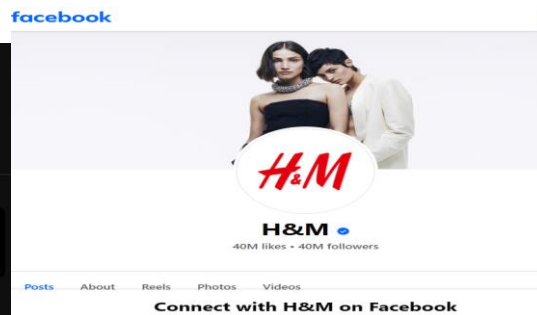
incorporated the digital social media platforms as their digital marketing tool. The goal is to benefit numerous target customers and globally passionate customers to reach out to their digital web page for experiencing a satisfying shopping experience. H&M believes that Social Media has successfully assisted several marketing domains. Hence H&M has landed its mark in the social media platforms for the wider reach of the customers and realized the importance of different social media networks especially Facebook, Twitter, Pinterest and YouTube, Instagram, Newsletter and Pinterest in boosting their brand image.



(<https://www.pinterest.com/hm/>, n.d.)



(<https://www.youtube.com/@hennesandmauritz/videos>, n.d.)



(<https://www.facebook.com/hm>, n.d.)



- iii. ZARA, a well-known fashion brand fabric retail chain has laid its foot print mark in leading social media platforms.

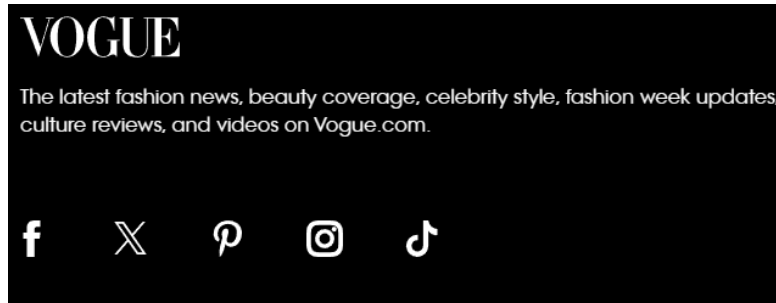


(<https://www.zara.com/in/en/z-newsletter-nl1400.html?v1=11110>, n.d.)

ZARA a leader in fast fashion industry, a Spanish Company worked on the strategy “what they want and when they want” ZARA has used the fast fashion technology in the field of fast fashion marketing with so many social media tools like Facebook, Twitter, Instagram, YouTube, Pinterest and LinkedIn and Spotify

As per the recent data, ZARA has 61.8 million followers on Instagram and 4487 posts, Facebook has 30 million likes and 31 million followers, Twitter has 1.3 million followers, Pinterest has 1.6 million followers, 116K Subscribers in You Tube, Spotify has 9179 followers and four public playlists.

iv. **Vogue.com**



(<https://www.vogue.com/>, n.d.)

The first fashion website vogue.com has 9.8 million followers on Facebook, 47.3 million followers on Instagram, 15 million followers on Twitter, 2.8 million followers on Pinterest.

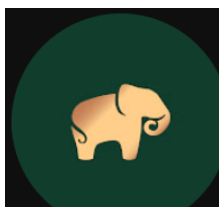
million followers and 1.5 million likes and manish Malhotra.in as website. Another famous Indian Fashion Designer Ritu Kumar Label has popular in facebook, website, twitter, Instagram and youtube.

v. **Manish Malhotra**, a leading Fashion Designer Brand in India has almost marked the digital presence in the social media network platforms. Instagram has marked 86.5K followers, Twitter has 2.7 million followers, 263K subscribers in YouTube with 490 videos, and Facebook has 1.5

vi. **Sabyasachi Mukherjee** – Sabyasachi a leading fashion designer offers a wide range of products curating with Indian culture and heritage. The leading fashion brand has its own official website to cater all the heritage valued collections, Instagram marked with 6M followers.



(<https://www.facebook.com/sabyaofficial/>, n.d.)



vii. **Anita Dongre** – Anita Dongre, the founder of designer fashion and high-end Bridal, has marked digitally 2M followers in Instagram, 9.05K subscribers in Youtube, 380k followers in Twitter, 635K followers from Facebook and 120.3K followers in Pinterest.



viii. **KVIC** has its digital shopping website, Khadi India.gov.in and offers premium wide range of hand made and hand woven products in online. The clothing brand KVIC has adopted many digital tools for the digital marketing awareness. Digitally KVIC has 71K followers in Facebook, 21.3K followers in

ix. Twitter, 2.66K subscribers and 445 videos in YouTube. All the digital impressions are also part for all the zonal khadi institutional offices. Khadi and Village Industries has upgraded the marketing reach through digitalization. KVIC has incorporated in equipping with digital website to enhance the digital marketing of its swadeshi product. The digital reach to the khadi passionate customers has created a network of information and buying opportunities between the customer and the Khadi Industry.



Tirumala Tirupati Devasthanams, ttd online: www.tirumala.org

Tirumala is the Divine Sacred Shrine of Hindus over more than 4000 years, situated at the Holy Hills of Tirupati, Andhra Pradesh, India. Lord Sri Venkateshwara is the presiding Supreme Deity of this famous Shrine. The shrine is very powerful sanctum for the Darshan of Lord Sri Venkateshwara also popularly called as Lord Sri Srinivasa.

Throughout the year every day throngs of devotees from India and Abroad visit Tirumala for Pilgrimage for worshipping the Supreme Lord by having His Supreme's Divine Darshan. For the availability of the various services, sevas, accomodations, hundi offerings for the deity, Tirumala Tirupati Devasthanams, TTD has been dedicatedly formed. TTD has dedicated itself to serving pilgrims who visit Tirumala and Tirupati. TTD provides facilities and arrangements to make their pilgrimage a unique and rewarding spiritual experience. It also works towards preserving the serenity and sanctity of the sacred Tirumala-Tirupati area.

TTD is a conglomeration of temples, the Board being registered under the First Schedule 2 of the Act 30 of 1987. The Board of Trustees is constituted by members by the government. TTD maintains 12 temples and their sub-shrines and employs about 14,000 persons. More than 60,000 to 80,000 pilgrims visit the Sri Venkateswara Temple every day, TTD has initiated efficient systems of darshan for the sake of multitude of visiting pilgrims in Tirumala.

With the motto of serving the pilgrims of Lord Sri Venkateshwara and easy reachable to millions of devotees belonging to various geographical locations, TTD has enacted with its most prominent Online Services, taking Ecommerce Platform into its peripheral for the service. The Online Services includes the following divisions comprising,

viii. Apart from these many top branded fashion retailers like Limeroad, Femme & Fierce, Rino & Pelle, Pretty Little Thin, Myntra, Reliance Trends are adopting digital marketing tools including emails/mobile Marketing and digital campaigns. Big brands Flipkart and Amazon use Digital Marketing Strategies and always update about their new products launch, new offers, discounts on Facebook, twitter, Youtube and Pinterest and google plus. Flipkart update on their blog pages. Amazon adopt innovative customer acquisition strategies and digital campaigns.

- Special Entry Darshan
- Seva Electronic Dip
- Virtual Seva
- Differently Abled/Sr.Citizen Darshan
- Accommodation
- E-Hundi – Swamyvari
- E-Hundi – Ammavari
- SV Pranadana Trust Donations
- Donor Privileges
- SRIVANI Trust Donations
- Angapradakshinam
- Kalyana Vedika
- Kalyanamandapam
- Panchagavya Products

For all this above online E-commerce services to happen smoothly TTD has secured with its own Payment Gateway Portral comprising of Booking Darshan, Sevas and Accommodation options and Payment methods with UDI Bank Facility. During the Pandemic periods disrupting the physical travel and darshan and for conducting sevas, TTD has come up with the most efficient segment called 'Virtual Seva' to the devotees. The Virtual Seva Booking facility is the most desired and great contentful Seva segment where the devotees could book for the virtual seva and can participate during the sankalpa and performance of the seva on the particular booked day with the comfort of sitting at their home with no difficult of traveling in the COVID times. This Virtual Seva initiation by the TTD Board achieved great peak of invitation among the devotees. (<https://ttddevasthanams.ap.gov.in/home/dashboard>, n.d.)

Conclusion:

Khadi Industry and Khadi Institutions readiness to digitalization processes and digital social platform connect directly impacts the increase in production,

improved quality and sales turnover and can also have wide gamut of opportunities to the exports and international business for the Indian Historic Sustainable Fabric. **The key motive of this paper is Awareness, Accessibility and Availability of the Sustainable & Swadeshi Product to the Global Customers irrespective of the geographical pace and time with usage of Digital Connect.**

The study concludes about the positive inter relation with the digital social media readiness with the performance and awareness of the swadeshi fabric to the wide reach of customers. The study by analysing the digital social marks of leading fashion retails suggests more Khadi Industry and zonal Khadi Institutions transform to Digital Technology in all spheres starting from online E-commerce to Social Platform communication via Digital connect and Digital Operational Procedures. There would be considerable higher output in terms of sales, awareness on the knowledge of importance of Khaddar fabric attached with the Swadeshi, increase in turnover in all the Zonal Khadi Institutions. The

Zonal khadi institutions would try to transform digitally both in communication, connect with the larger audiences and in the day-to-day operational processes digitally.

Suggestions:

As a mark of elevating the India's Swadeshi Brand Image for the Sustainable Legacy Ancient Heritage Khadi Fabric to the worldwide platform, the paper concludes by giving the following suggestion

1. As an initiative for the 'Digital Khadi Institutions', every Khadi Institutions should be equipped to start the E-Portfolio for displaying their products to cater to the customers for the sale of their khadi garments in their District zone and all over India. While procuring the Khadi Mark Certificate and Registration, all the Khadi Bandars or the Khadi Institutions have to agree on the terms of beginning their Khadi Institutions in Hybrid mode of business (both offline sales and online sales) of setting up the E-Commerce platform with basic digital tools.
2. As a mark of Promoting the 2S – Sustainability and Swadeshi, attached with the Khadi Industries the government of India should bring up firstly strict regulations that all foreign textile retailers should include compulsorily the Khadi Section for display for sale to their wide customers, especially in their web-based catalogue portfolio, similar like as we have the policy of 30% compulsory production in India for all the Foreign Direct Investments, FDI and second regulations that all Indian Textile Fabric Retailers also compulsorily should procure Khadi garments and should display in their stores both in

off-line and in online e-catalogue for the sale to their wide customers

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