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Dr. Vinay Kumar Sharma
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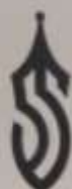
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STATUS OF IPR IN KHADI- AN ANALYSIS

Sowmya D. N.*
Dr. P. Paramashivaiah**

ABSTRACT

IPR should be considered as an influential means for economic development and sustainability. Khadi is believed as the spirit of India. IPR is the essential for improvement and growth of Khadi. The MSMEs in India are acting as supremacy and essence of economic growth in the 21st century. The daily dynamics on the market are the result of continuous human innovation and creativity. The research and innovation should be in constant way in all the aspects MSMEs/khadi can create a wide range of opportunities for holistic development. Present COVID-19 era brings a lot of challenges and changes. In this era Aathmanirbhar Bharath give the different structural ways to adapt and adopt the new changes. In this paper we focus towards awareness and relationship of IPR and Khadi by using statistical tools and also made an effort to know the position of IPR in Khadi in different viewpoint. This paper further demonstrates importance and impact of IPR on Khadi and its betterment.

Keywords: Dynamics, Intellectual Property Rights, MSMEs, Opportunities.

Introduction:

COVID-19 crisis time is very critical to endure with alter of MSMEs to vigorous economic sustainability. The globalization and technological advancement have played a very important role in protection Intellectual Property Rights for MSMEs to meet unbeatable development. Promotion of IPR leads to research and development and set an example for innovation and economic growth. Even though the knowledge and facts about IPR in India is yet to flourish in good number and also

community need more support and knowledge for acquiring of IPR.

The developing country like India, the contribution of Khadi is highly remarkable. But still it should provide a platform for innovation, effective and efficient entrepreneurial spirit. Because it reduces regional imbalances and also assuring equitable distribution of income and wealth through industrialization of rural and backward areas.

Table A: State Wise Analysis of Khadi and Village Industries In 2018-2019

State	Production Value (Rs. in Lakhs)	Sales value (Rs. in Lakhs)	Earnings (Rs. in Lakhs)
Karnataka	3,88,773.64	4,72,188.34	1,82,086.88
Tamil Nadu	3,88,486.08	5,00,539.29	2,01,410.55
Kerala	2,36,560.51	2,80,940.70	1,08,727.63
Total			4,92,225.06
All India	58,13,034.53	74,29,209.05	27,12,119.71

Source: Khadi India Annual Report 2018 - 19

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Review of Literature:

- **Antony George, Rosemary Paul, (2020)** in their study on Why Khadi, India's heritage product, is not occupying common man's shelf? – an impact analysis on the consumer attitude towards purchase behavior, author accomplishes that Appropriate promotion and marketing of Khadi products can result in the economic development and sustainability. The results of the satisfaction of the consumers show a positive attitude towards Khadi products, majority of the consumers are satisfied in Khadi products and it would lead to increase in sales, market shares and brand loyalty.
- **Raj Ankush Soshte (2020)** A study on building awareness on intellectual property rights (IPR) for the micro, small & medium enterprises (msme) in India the paper focused on importance of IPR for MSMEs by using secondary data. To make MSME stronger MSMEs should be aware of IPR. Even though government has taken a lot of programmes there is gap in MSME about awareness about IPR.
- **Satish and Rajmohan, (2020)**, in their paper "An Impact of Re-Engineering on Entrepreneurship and Employment in Indian MSMEs" here author opinion is that there is urgent requirement of reengineering practice can bring the positive change in MSMEs. By using sample t-test and statistical tools author forecast that the entrepreneurship of MSME may grow approximately around 11 percent and the employment also about to grow around 10 percent than in the year of 2020.
- **Sowmya and Paramashivaiah, (2020)** Role of MSMEs through IPR in Post COVID-19 Era-in Students Perspective states that by adopting and adapting the IPR by MSMEs can build the brand for its products and services which may leads to market enhancement and sustainability. Through descriptive analysis, Anova and t-test of the primary data analyzes by the authors it concludes that R&D and innovation is

mandatory for sustainability in any crisis by MSMEs.

- **Madhu Kulhar, (2019)** E-Commerce: A key platform to promote Khadi, here author mentions that there is a need of promoting Khadi among the people of the country and outside. To empower Khadi with new ideas, creations, and new vision and the youth has the potential to promoting it worldwide. By analyzing the both primary and secondary data through Mutli-Variate To make Khadi popular and in reach of everyone e-commerce can be able to play a significant role.
- **Sati-Salmah Sukarmijan and Olivia De Vega Sapong, (2013)** The importance of intellectual property for SMEs; Challenges and moving forward in this paper author describes the role and importance of IPR for MSMEs development. Using secondary data this paper also demonstrates how IPR can become an economic means and the challenges faced by MSMEs in implementing IP system.

This study determines the subsequent Research questions.

1. What is the impression of respondents towards Khadi before and after COVID-19 (especially in Purchase)?
2. Is there any relationship between IPR and Khadi?

Research objectives:

1. To have a feel of awareness on IPR in Khadi.
2. To analyze the factors influencing sustainability of Khadi in COVID -19 era.
3. To know the perception of respondents about Khadi and its sustainability.

Hypothesis:

- H1: Awareness about IPR makes Positive impact on Khadi.
- H2: There is significant impact of IPR in post COVID era.

- H3: IPR influence in the growth of Khadi and its Sustainability.

Methodology:

The study is explorative and descriptive. In order to analyse and interpret the data, data is gathered through primary source, a survey through online Google form questionnaire has been sent various people within the Bangalore to its respondents. This study is descriptive and explorative.

Statistical tool: Descriptive analysis, t-Test: Two-Sample Assuming Unequal Variances is used to know the status of IPR in Khadi and to interpret the data. The study was limited to the know the Khadi as a fabric with IP status in growth of MSMEs/Khadi and its sustainable development. All the core questions are in Likert scale with a five-point scale is used to collect data.

Data Analysis and Discussions:

It tends to describe the factors where Khadi should focus on IPR as per the

respondents for sustainability is very much clear. Here more than 70% of the respondents are agreed that, IPR leads for sustainable development of Khadi and MSMEs. Through t-Test: Two-Sample Assuming Unequal Variances. It is cleared that H1 and H2 is accepted.

Interpretations:

- It clearly shows that 57% of the respondents are aware that Khadi has IPR status. But still 20% of respondents are not sure about IPR knowledge.
- The data indicates that 62% respondents are willing buy Khadi in their next purchase to support the Khadi weavers. It shows that positive growth of Khadi in coming days.
- Almost 50% of respondents are strongly agree the positive impact of IPR on Khadi.

Data Analysis

Table No-1: Table Showing Demographic Factors

Age	18-22	23-28	29-33	33-37	37 and above			
	34	65	18	14	15			
Gender	Male	Female	Preferably not to say					
	57	89	0					
Qualification	SSLC	PUC	diploma	UG	PG	PHD		
	0	0	0	76	65	5		
Profession	Student	Academician	House Wife	Business Men/Women	Government Employee	Retired Person	Working in Private firm /MNC	Others
	44	28	8	7	3	2	47	7
Marital Status	Married	Unmarried						
	51	95						
Income Per Month	10K-20k	20k-30k	30k-40k	40K and above	without income			
	34	39	10	31	32			
Purchase of clothes (Before Covid)	Monthly	Once in 3 months	Occasionally	During Festival Time				
	29	36	59	22				
Amount spent on Purchase of clothes	500-1000k	1000k-1500k	1500k-2000k	2000k and above				
	38	35	22	51				

Table No.:2 Table Showing Descriptive Analysis
Descriptive Statistics

Particulars	N	Minimum	Maximum	Mean	Std. Deviation
Due to Covid-19 would you like to help Khadi wearers by purchasing Khadi cloths in your next Shopping	146	0	2	1.321918	0.5243706
You are aware that Khadi has Intellectual Property Rights status	146	0	2	0.938356	0.6456497
It is that businesses and customer understand to know the importance of IP	146	1	5	4.150685	0.7272287
If everyone is aware that Khadi has IP status, then sales of Khadi will improve	146	1	5	3.965753	0.833889
Coining the IP as main strategy Khadi and other MSMEs can get better Profit	146	2	5	4.10274	0.6403604
Research and innovation will help KVIC for sustainable development	146	3	5	4.317241	0.6313945
IPR is vital requirement to in Post Covid Era	146	3	5	4	0.7701321
Through IPR MSMEs/ KVIC can avoid financial pitfalls	146	3	5	3.903448	0.6700346
Present Generation can opt Khadi as a Fashion Icon definitely KVIC can be in Profitable mode	146	2	5	4.328767	0.6336494
Aatmanirbhar Bharath and Make in India makes Khadi more popular and accessible	146	3	5	4.268966	0.6588624
IPR is must for sustainable economic growth India	146	3	5	4.324138	0.6654443
IPR will the Mantra for Growth and development of India to reach 5 trillion economy	146	2	5	4.172414	0.7577821

Analysis:

- It is evident from the above table No.1 that majority of the respondents were female 60.9 percent followed by 39 percent male.
- Majority of the respondents belonged to the age group above 23-28 years followed by 23.3 percent belonged to the age group below 18-22 years.
- Major chunk of the respondent's 26 percent belongs to an income category of Rs.20000- Rs.30000 followed by 22 percent belonged to the income bracket of Rs.40,000 and without income

category group belongs to student community and few house wives.

- 52.05 percent of the respondents had an education level of UG, followed by others 44.52 percent have studied PG. However, only 3.43 percent of the respondents have completed their Ph.D.
- 32.09 percent of the respondents are working in MNC and other private companies and followed by students around 30 percentage.
- 40 percent of respondents purchase clothes occasionally and 35 percent of respondents are spending more than Rs.2000 for purchasing clothes.

Table No.3:- t-Test: Two-Sample Assuming Unequal Variances

	Purchase of clothes(Before Covid)	Due to Covid-19 would you like to help Khadi wearers by purchasing Khadi cloths in your next Shopping	Age	Coining the IP as main strategy Khadi and other MSMEs can get better Profit	Profession	IPR is vital requirement to in Post Covid Era	Age	Present Generation can opt Khadi as a Fashion Icon definitely KVIC can be in Profitable mode
Mean	2.51369863	1.321917808	2.30822	4.102739726	2.7123288	4	2.30822	4.328767123
Variance	0.968776571	0.274964573	1.45607	0.410061408	3.3511573	0.5931034	1.45607	0.401511573
t Stat	-1016.371126		-856.162		-585.82015		-860.13	
t Critical one-tail	1.651777679		1.65178		1.6527053		1.65184	
t Critical two-tail	1.97075627		1.97076		1.972204		1.97086	

Interpretation:

- From the above table no.2 showing that the use of IPR will give a boost to performance of the Khadi sector. It is proved that the Coining the IP as main strategy Khadi and other MSMEs can get better profit as its approximate mean value is more than 4. Hence, many of the respondents agree to this phenomenon.
- From the above table showing that it is that businesses and customer understand to know the importance of IP and If everyone is aware that Khadi has IP status, then sales of Khadi will improve. As its approximate mean value is more than 4, with minimum and maximum of 1 and 5 respectively and standard deviation 0.73 and 0.83. Hence respondents accept these concepts.

- Impact of Research and innovation will help KVIC for sustainable development, there is a huge requirement in Post Covid Era and IPR MSMEs /KVIC avoid financial pitfalls as its approximate mean value is more than 4, with minimum and maximum of 1 and 5 respectively and standard deviation 0.65. Hence, many of the respondents agree to this concept.
- The above table is evident that the integration of the IPR will be able increase the profit and contribute to Indian economy is the fact as most of the respondents agree that Khadi would be consider as Fashion Icon, especially youngsters. As the mean value is approximately more than 4 and the standard deviation is 0.63.

- The above table showing the mean value approximately more than 4 and standard deviation 0.69 statistically prove that the Khadi sector will lead the Global market in the future as it is agreed by most of the respondents.
- From the above table it is evident that as the many of the respondents agree which is reflected in the approximate mean value of 4 proves that the IPR will create the local brand to be global brand has it acts the strategic decision for the economic sustainability.
- The table showing the mean value approximately more than 4 and standard deviation 0.633 with the help of statistical tool prove that the Motto of Athmanirbhar Bharat that is vocal for local which leads to reach Global will give a spirit of competition and the IPR would be the major contributor in this aspect.
- The aim for sustainable economic growth India and to reach 5 trillion economy by India respondents agreed that IPR is very essential for MSMEs/ Khadi. It is also proved statically in above table as the approximate mean value is more than 4 and standard deviation 0.63 and 0.75 as the many of the respondents agree to this phenomenon

Suggestions:

In present circumstance, the textile has made unbelievable paces both commercially and visually. The strong quality concern product enjoys a substantial amount of recognition in the view of its potential customer; therefore, it is very much essentials to emerge with the commercial value by effective IPR strategies. In present days consumers have become exposed to embracing clothing made out of eco-friendly raw materials. In this regard khadi has become sustainable fashion now attractive part of mainstream discussions. IPR protection for strengthening their industries and trade, Indian industries, particularly the small and medium

enterprises are lagging behind in recognizing the importance of IPR and responding positively to the global changes in the IPR.

As most of more than 50% of the respondents are ready to opt Khadi as a fashion icon. Thus, various organizations, brands and designers are giving this humble fabric a modern makeover to keep it applicable in post COVID-19 era too. Govt has initiated with various scheme to enhance awareness among the MSMEs about Intellectual Property Rights, to take measures for protecting their ideas and business strategies. Effective utilization or Coining IPR as a tool by Khadi would also assist them in technology upgradation, aggressive marketing strategies and enhancement of their competitiveness.

Conclusion:

To conclude, today Indian Khadi sector is the gateway of global growth on the strength of competitive and quality product range. Still, assistance from the Government is required in the greater extent to minimize the transaction costs of technology upgradation, market penetration, modernization of infrastructure etc. In this paper we have looked at growth of Khadi over the previous years. The Khadi sector is also a part of term 'engine of growth' for developing economy in India. A holistic and consistent consideration to strengthen ecosystem regards entrepreneurship which plan India's socioeconomic status with applicable rule of possibility and innovation. In this regard our prime minister given an aspiration through Make in India initiative. The present scenario showcase that are in emerging on enhancing the significance of innovation and its impact on development of the country.

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