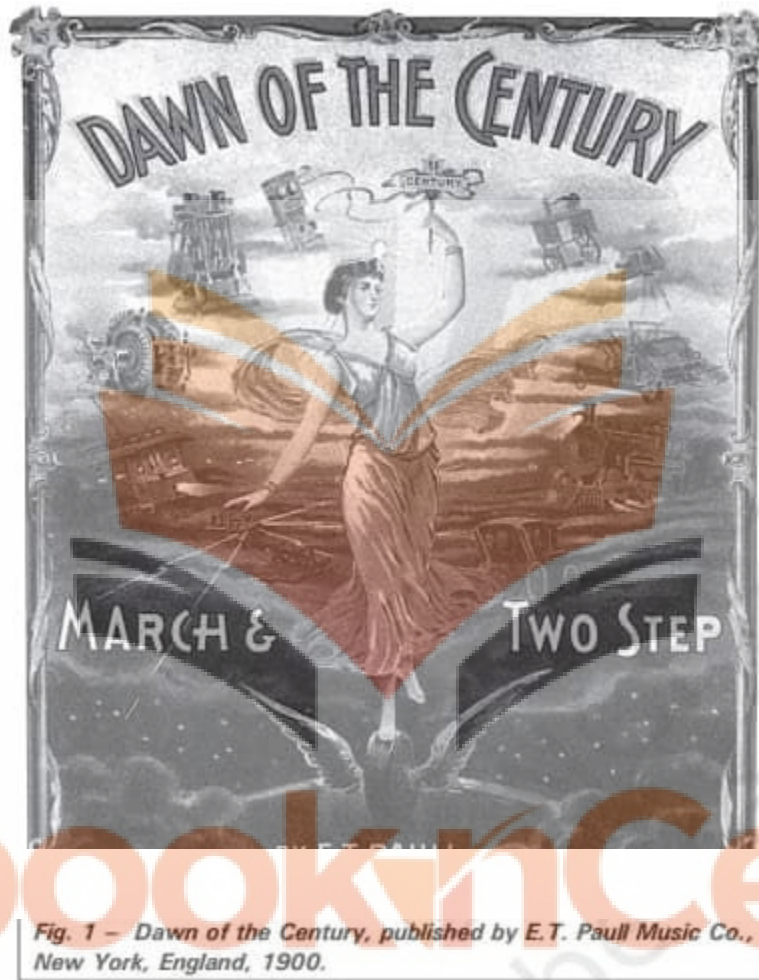


## Chapter 4th: The Age of Industrialisation



### 1. Illustrations of Progress in the Early 20th Century:

- In 1900, E.T. Paull produced a music book with an illustration titled
- The cover featured a goddess-like figure, the angel of progress, symbolizing the new century, perched on a winged wheel, indicating the passage of time.

- Progress signs in the illustration included a railway, camera, machines, printing press, and factory.

## **2. Glorification of Machines and Technology:**

- A trade magazine illustration from over a century ago depicted two magicians, contrasting Aladdin from the Orient (representing the East and the past) and the modern mechanic (representing the West and modernity).
- The modern mechanic was portrayed as weaving new magic through tools and constructing bridges, ships, towers, and high-rise buildings.

## **3. Triumphant Account of the Modern World:**

- The images presented a triumphant narrative of the modern world associated with rapid technological change, machines, factories, railways, and steamships.
- The history of industrialization was simplified as a story of development, presenting the modern age as a time of remarkable technological progress.

## **4. Popular Imagination and Perceptions of Progress:**

- These images and associations have become ingrained in the popular imagination, shaping perceptions of industrialization as a time of progress and modernity.
- The spread of railways, factories, and the construction of high-rise structures are often seen as indicators of societal development.

## **5. Critical Questions about Industrialization:**

- Reflecting on these images, one must consider if industrialization is always based on rapid technological development.
- The glorification of continuous mechanization and its implications for society's well-being need careful examination.
- Understanding the multifaceted impact of industrialization on people's lives requires exploring its historical context.

## Before the Industrial Revolution



*Fig. 3 – Spinning in the eighteenth century. You can see each member of the family involved in the production of yarn. Notice that one wheel is moving only one spindle.*

### 1. Misconceptions About Industrialization:

- Common misconception: Industrialization is exclusively linked with the factory industry.
- Factory production and factory workers are often synonymous with the concept of industrialization.

### 2. Introduction to Proto-Industrialization:

- Proto-industrialization challenges the narrow view of industrialization linked only to factories.
- Industrial production for the international market existed before the widespread establishment of factories.

### **3. Proto-Industrialization in the Seventeenth and Eighteenth Centuries:**

- Merchants from European towns moved to the countryside during the 17th and 18th centuries.
- They provided financial support to peasants and artisans to produce goods for the growing international market.

### **4. Circumventing Urban Constraints:**

- Towns faced constraints due to powerful urban crafts and trade guilds.
- Merchants turned to the countryside to overcome restrictions on business establishments in towns.

### **5. Rural Workforce and Changing Agricultural Landscape:**

- Poor peasants and artisans in the countryside collaborated with merchants in proto-industrial production.
- The shift from common lands to enclosed lands led to economic challenges for peasants.

### **6. Impact on Peasant Households:**

- Peasant households eagerly accepted advances from merchants for producing goods.
- Proto-industrial work allowed peasants to supplement income from cultivation and utilize family labor resources.

## **7. Interconnected Town–Countryside Relationship:**

- Town-based merchants were central to the proto-industrial system, but the actual production occurred in the countryside.
- Merchants coordinated various stages of production, from spinning to finishing, creating a network of commercial exchanges.

## **8. Role of London as a Finishing Centre:**

- London emerged as a significant finishing centre in the proto-industrial system.
- The final stages of production, including dyeing and finishing, were completed in London before international trade.

## **9. Commercial Exchanges and Merchant Control:**

- The proto-industrial system involved a network of commercial exchanges.
- Merchants controlled the production process, with goods produced by numerous workers in family farms, not factories.

## **10. Workforce Scale in Proto-Industrial System:**

- Each merchant controlled 20 to 25 workers at each stage of production in the proto-industrial system.
- This decentralized model meant each clothier influenced hundreds of workers.

## **The Coming Up of the Factory**



*Fig. 4 – A Lancashire cotton mill, painted by C.E. Turner, The Illustrated London News, 1925.*

*The artist said: 'Seen through the humid atmosphere that makes Lancashire the best cotton-spinning locality in the world, a huge cotton-mill aglow with electricity in the twilight, is a most impressive sight.'*

## **1. Emergence of Factories in England:**

- The earliest factories in England appeared in the 1730s, but significant multiplication occurred in the late eighteenth century.

## **2. Cotton as a Symbol of Industrialization:**

- Cotton production became a symbol of the industrial era, particularly in the late nineteenth century.
- In 1760, Britain imported 2.5 million pounds of raw cotton, which surged to 22 million pounds by 1787.

### **3. Innovations in Eighteenth-Century Production:**

- Eighteenth-century inventions improved production steps like carding, twisting, spinning, and rolling.
- These innovations increased worker efficiency, output per worker, and the strength of produced threads and yarn.

### **4. Role of Richard Arkwright:**

- Richard Arkwright introduced the cotton mill, a significant innovation in the late eighteenth century.
- Unlike dispersed rural production, the mill centralized production processes, enabling better management.

### **5. Centralization of Production in Mills:**

- Mills brought together all production processes under one roof and centralized management.
- Centralization allowed for careful supervision, quality control, and labour regulation—challenges in decentralized rural production.

### **6. Transformation in the Early Nineteenth Century:**

- Factories became a prominent feature of the English landscape in the early nineteenth century.
- Mills, with their new technology, captivated contemporaries, leading to a concentration of attention on them.

### **7. Impact on Production:**

- Concentration in mills facilitated more efficient production and better quality control.

- The introduction of mills marked a shift from dispersed countryside production to centralized and managed industrial settings.

## **8. Technological Dazzle of Mills:**

- The visibility and imposing nature of new mills, coupled with the magic of technology, dazzled contemporaries.
- The focus on mills sometimes overshadowed the continued existence of bylanes and workshops where production persisted.

## **The Pace of Industrial Change**

### **1. Dynamic Industries in Britain:**

- Cotton and metals were the most dynamic industries in Britain during the early phases of industrialization.
- Cotton led the way until the 1840s, after which iron and steel industries took the lead.

### **2. Cotton and Metals Growth:**

- The cotton industry witnessed rapid growth, making it the leading sector initially.
- The iron and steel industry surged after the 1840s, driven by the demand from expanding railways.

### **3. Persistence of Traditional Industries:**

- New industries couldn't easily replace traditional ones.
- Even by the end of the 19th century, less than 20% of the workforce was employed in technologically advanced sectors.



#### **4. Textile Dynamics:**

- Textiles remained a dynamic sector, but a significant portion of the output was produced outside factories, within domestic units.

#### **5. Pace of Change in Traditional Industries:**

- Traditional industries experienced change, not dictated solely by steam-powered sectors.
- Growth in non-mechanized sectors (food processing, building, pottery, etc.) was fueled by seemingly ordinary and small innovations.

#### **6. Slow Technological Changes:**

- Technological changes were gradual, not spreading dramatically across the industrial landscape.
- New technology, like the steam engine, was initially expensive, and industrialists were cautious about adopting it.

#### **7. Steam Engine Adoption:**

- James Watt's improved steam engine faced slow adoption.
- At the start of the 19th century, only 321 steam engines existed in England, with limited use in cotton, wool, mining, canal works, and iron works.

#### **8. Challenges of New Technology:**

- Machines often broke down, and repairs were costly.
- The effectiveness of machines was not as high as claimed by inventors and manufacturers.

## 9. Typical Worker in the Mid-19th Century:

- Contrary to popular belief, the typical worker in the mid-19th century was not a machine operator.
- Traditional craftspeople and labourers were more prevalent.

## Hand Labour and Steam Power



### 1. Abundance of Human Labor:

- In Victorian Britain, there was an ample supply of human labour.
- Peasants and vagrants migrated to cities in large numbers in search of jobs.

### 2. Low Wages and Industrialists' Perspective:

- Abundance of labour led to low wages in Victorian Britain.

- Industrialists preferred low-wage human labour over introducing machines requiring high capital investment.

### **3. Seasonal Demand for Labor:**

- Many industries experienced seasonal demand for labour in Victorian Britain.
- Gasworks, breweries, bookbinders, printers, and waterfront industries hired more workers during peak demand periods.

### **4. Preference for Hand Labor:**

- Industries with fluctuating seasonal demand preferred hand labour over machines.
- Hand labour was essential for products with intricate designs and specific shapes.

### **5. Diversity in Product Types:**

- Hand labour was crucial for producing diverse products with specific designs.
- For example, in mid-19th-century Britain, 500 varieties of hammers and 45 kinds of axes were produced, requiring human skill.

### **6. Symbolism of Handmade Products:**

- In Victorian Britain, handmade products symbolized refinement and class.
- Upper classes, including aristocrats and the bourgeoisie, preferred goods produced by hand.

### **7. Handmade vs. Machinemade Goods:**

- Handmade products were considered better finished, individually produced, and carefully designed.
- Machine-made goods were often produced for export to the colonies.

## 8. British Industrialists and Human Labor:

- Unlike countries with labour shortages, British industrialists were not keen on using mechanical power to minimize human labour.
- Britain had no difficulty in hiring human hands due to the abundance of labour.

### Life of the Workers



*Fig. 9 – Workers in an iron works, north-east England, painting by William Bell Scott, 1861. Many artists from the late nineteenth century began idealising workers: they were shown suffering hardship and pain for the cause of the nation.*

### 1. Impact of Abundant Labor:

- Abundance of labour influenced workers' lives during the Industrial Revolution.
- Hundreds migrated to cities in search of jobs, affecting job availability.

## **2. Social Networks and Job Opportunities:**

- Job prospects were influenced by existing networks of friendship and kin relations.
- Having relatives or friends in factories increased the likelihood of securing employment.

## **3. Challenges Faced by Jobseekers:**

- Many jobseekers faced challenges, waiting for weeks and spending nights under bridges or in shelters.
- Night Refuges and Casual Wards provided temporary accommodations for those seeking work.

## **4. Seasonality of Work and Unemployment:**

- Seasonal work in industries led to prolonged periods without employment.
- Economic slumps, like in the 1830s, resulted in unemployment rates ranging from 35 to 75 per cent in different regions.

## **5. Wage Fluctuations and Economic Conditions:**

- Wages increased somewhat in the early 19th century, but the real value fell during periods of rising prices.
- Income depended not only on the wage rate but also on the period of employment.

## **6. Fear of Unemployment and Workers' Hostility:**

- Fear of unemployment made workers resistant to the introduction of new technology.
- The introduction of the Spinning Jenny in the woollen industry led to conflicts, with workers attacking the new machines.

## **7. Building Boom and Employment Opportunities:**

- After the 1840s, increased building activity in cities provided more job opportunities.
- Expansion of infrastructure projects, such as roads, railway stations, and drainage, created employment prospects.

## **8. Growth in Transport Industry Employment:**

- Employment in the transport industry doubled in the 1840s and continued to grow in the subsequent 30 years.
- Building projects and railway expansion contributed to the increased demand for labour.

# **Industrialisation in the Colonies**

## **1. Focus on India's Industrialization:**

- Shifting focus to India to explore the industrialization process in a colony.
- Examining both factory industries and the non-mechanised sector for a comprehensive understanding.

## **The Age of Indian Textiles**



Fig. 13 – The English factory at Surat, a seventeenth-century drawing.

### **1. Pre-Machine Industry Dominance:**

- Highlighting India's historical dominance in the international textile market before the age of machine industries.

### **2. Silk and Cotton Goods:**

- India's specialization in the production of silk and high-quality cotton goods for international trade.

### **3. Trade Routes and Networks:**

- Description of the extensive trade routes, including overland routes through mountain passes and sea trade through key pre-colonial ports.

#### **4. Role of Merchants and Bankers:**

- Examining the vital role played by Indian merchants and bankers in facilitating the export trade network.

#### **5. Breakdown of Indian Merchant Network:**

- Discussing the breakdown of the traditional Indian merchant network by the 1750s.

#### **6. European Companies' Rise to Power:**

- Exploring how European companies gradually gained power, securing concessions and monopoly rights, leading to a decline in the influence of Indian merchants.

#### **7. Impact on Old Ports:**

- Examining the impact of European ascendancy on traditional ports like Surat and Hoogly, including the dramatic fall in exports and bankruptcy of local bankers.

#### **8. Shift to New Ports:**

- Highlighting the shift from old ports to new ones, such as Bombay and Calcutta, as an indicator of the growing influence of colonial powers.

#### **9. Control by European Companies:**

- Explaining the transformation of trade dynamics with European companies gaining control, using European ships for transportation.



## 10. Survival Strategies for Merchants:

- Describing the survival strategies for merchants who had to adapt to operate within the network shaped by European trading companies.

**Question:** How did these changes affect the life of weavers and other artisans?

**Answer:** The changes in the textile trade dynamics profoundly affected the lives of weavers and other artisans in India:

1. **Economic Disruption:** The decline of traditional ports like Surat and Hoogly led to economic disruption for weavers. The dramatic fall in exports and bankruptcy of local bankers meant a loss of financial support.
2. **Loss of Market Access:** Weavers faced a loss of direct market access as European companies gained control over the trade. The shift to new ports, controlled by Europeans, limited opportunities for local artisans to independently engage in international trade.
3. **Dependency on European Networks:** With the breakdown of the traditional Indian merchant network, weavers became dependent on European-controlled networks. This shift altered the power dynamics, placing weavers at the mercy of European trading companies.
4. **Impact on Livelihoods:** Weavers and artisans, who were once connected to vibrant inland supply networks, saw a decline in opportunities. The loss of credit from bankrupt bankers and the changing trade routes impacted their ability to sustain their livelihoods.
5. **Survival Challenges:** Weavers faced challenges in adapting to the new order dominated by European companies. They had to navigate through a system where survival strategies often meant aligning with the interests and demands of the European-controlled trade network.

6. **Competition and Technology:** The increased influence of European companies introduced competition and technological changes.

Weavers had to contend with the pressures of producing goods that aligned with European preferences and standards.

7. **Shift in Artisan Power:** The shift to new ports, controlled by European powers, signalled a broader shift in the power dynamics. Artisans found themselves in a subordinate position, relying on European companies for market access and facing challenges in preserving their traditional modes of production.

## What Happened to Weavers?



Fig. 14 – A weaver at work, Gujarat.

### 1. East India Company and Textile Exports:

- After consolidating power post-1760s, East India Company prioritized the expansion of textile exports from India.

### 2. Challenges in Pre-1760s:

- Before political dominance, the Company faced challenges in securing a regular supply of goods due to competition from French, Dutch, Portuguese, and local traders.

### **3. Establishment of Monopoly:**

- After acquiring political power, the Company asserted a monopoly right to trade, aiming to eliminate competition, control costs, and ensure regular supplies.

### **4. Management and Control Measures:**

- Implemented a system to directly control weavers, appointing paid servants called gomasthas to supervise production, collect supplies, and examine cloth quality.

### **5. Elimination of Traders and Brokers:**

- Tried to eliminate existing traders and brokers, establishing direct control over weavers to streamline the production and supply process.

### **6. Advance System and Weavers:**

- Used the advance system, providing loans to weavers for raw materials, but in return, weavers were restricted from dealing with other buyers.

### **7. Impact on Weavers' Livelihoods:**

- Many weavers eagerly took advances, leasing out their land to focus solely on weaving. However, clashes with gomasthas and loss of bargaining power led to dissatisfaction.

## 8. Migration and Revolts:

- In response to harsh treatment, weavers deserted villages, migrated to set up looms in areas with family connections. In some regions, weavers and village traders revolted against the Company.

## 9. Consequences for Weavers:

- Weavers faced miserably low prices for their products, and the loans tied them to the Company. Many began refusing loans, closing workshops, and turning to agricultural labor.

## 10. Transformation by 19th Century:

- By the 19th century, cotton weavers encountered new challenges, reflecting the significant impact of the East India Company's control on their livelihoods.

**Manchester Comes to India**

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*Fig. 15 – Bombay harbour, a late-eighteenth-century drawing. Bombay and Calcutta grew as trading ports from the 1780s. This marked the decline of the old trading order and the growth of the colonial economy.*

### **1. Contrast with 1772 Prediction:**

- Henry Patullo's 1772 prediction about the perpetual demand for Indian textiles proved inaccurate as the 19th century witnessed a significant decline in textile exports.

### **2. Export Statistics Shift:**

- In 1811-12, piece-goods constituted 33% of India's exports, contrasting sharply with 1850-51 when it plummeted to a mere 3%.

### **3. Impact of English Cotton Industries:**

- The rise of cotton industries in England triggered concerns among industrial groups about foreign competition, leading to the imposition of import duties on cotton textiles.

#### **4. Pressure on the Indian Market:**

- Industrialists pressurized the government to sell British manufactures in Indian markets, leading to a dramatic increase in exports of British cotton goods in the early 19th century.

#### **5. Rapid Increase in Imports:**

- By 1850, cotton piece goods from Britain constituted over 31% of Indian imports, surging to over 50% by the 1870s, demonstrating the dominance of Manchester imports.

#### **6. Dual Challenges for Indian Weavers:**

- Indian cotton weavers faced a dual challenge: the collapse of the export market and the inundation of the local market with cheap Manchester imports.

#### **7. Competition with Machine-Produced Goods:**

- The imported cotton goods from Manchester, produced by machines at lower costs, flooded the Indian market, making it challenging for local weavers to compete due to the cheap prices.

#### **8. Reports of Decline and Desolation:**

- By the 1850s, reports from various weaving regions in India depicted stories of economic decline and desolation among the weavers.

#### **9. Raw Cotton Supply Issues:**

- In the 1860s, weavers faced a new challenge as they struggled to obtain a sufficient supply of good-quality raw cotton due to increased demand and the American Civil War.

## 10. Impact of American Civil War:

- The American Civil War led to increased demand for raw cotton from India. However, this surge in demand resulted in a significant increase in raw cotton prices, adversely affecting Indian weavers.

## 11. Financial Unsustainability of Weaving:

- The combination of high raw cotton prices and competition from cheap imports made weaving financially unsustainable for Indian weavers by the 1860s.

## 12. Late 19th Century Challenge:

- Weavers and craftspeople encountered a new challenge by the end of the 19th century.

**Question:** How could weaving industries possibly survive?

**Answer:** Weaving industries faced severe challenges to survival in the late 19th century due to the emergence of factories flooding the market with machine-made goods.

**To survive, weaving industries needed to adapt and find strategies such as:**

1. **Skill Enhancement:** Weavers could focus on enhancing their traditional skills to produce high-quality and intricate handwoven products that machines couldn't replicate easily.

2. **Diversification of Products:** Weaving communities might diversify their products, creating unique and specialized items that catered to specific markets or niche consumer preferences.
3. **Artisanal and Handcrafted Appeal:** Emphasizing the artisanal and handcrafted nature of their products could attract consumers who appreciated the craftsmanship and uniqueness of handmade textiles.
4. **Market Differentiation:** Weavers could explore niche markets or collaborate with designers to create distinctive products that stood out from mass-produced machine goods.
5. **Community Support and Marketing:** Building community support and effective marketing strategies could help in creating awareness about the value and cultural significance of handwoven textiles.
6. **Adopting Efficient Practices:** Implementing efficient weaving practices and incorporating technological advancements on a smaller scale might improve productivity without compromising traditional craftsmanship.

## Factories Come Up

### 1. Emergence of Cotton Mills:

- The first cotton mill in Bombay was established in 1854, marking the beginning of industrialization in India.
- It commenced production two years later, indicating a rapid shift towards factory-based textile manufacturing.

### 2. Expansion in Bombay:

- By 1862, Bombay had four mills in operation, equipped with 94,000 spindles and 2,150 looms.



- This growth highlighted the quick expansion and adoption of mechanized production in the textile sector.

### 3. Jute Mills in Bengal:

- Jute mills emerged in Bengal around the same time, with the first established in 1855 and another in 1862.
- This diversification showcased the spread of industrialization beyond traditional cotton-based textiles.

### 4. North India's Entry:

- The Elgin Mill was initiated in Kanpur during the 1860s, marking the industrialization of North India.
- Ahmedabad's first cotton mill followed suit a year later, contributing to the regional spread of textile industries.

### 5. Southern Development:

- In 1874, the first spinning and weaving mill in Madras started production, signifying the South's entry into the industrial landscape.

**Question:** Who set up the industries? Where did the capital come from? Who came to work in the mills?

**Answer:** The industries were set up by investors who saw opportunities for investment in industries. The capital came from joint-stock companies that were set up and managed by investors. As colonial control over Indian trade tightened, the space within which Indian merchants could operate became limited, and they turned to the countryside to set up their businesses. Poor peasants and artisans began working for these merchants. The workers in the mills were mostly poor peasants and artisans who migrated from the countryside to the cities in search of work.

# The Early Entrepreneurs

## 1. Diverse Origins of Industrialists:

- Industrialists in India emerged from various backgrounds and regions.
- Trade with China played a significant role in the financial foundation of many business groups.

## 2. China Trade Influence:

- British opium exports to China and tea imports to England involved Indian participants.
- Entrepreneurs like Dwarkanath Tagore in Bengal and Parsis like Dinshaw Petit and Jamsetjee Nusserwanjee Tata in Bombay accumulated wealth through China trade.

## 3. Marwari and Other Connections:

- Seth Hukumchand, a Marwari businessman, established the first Indian jute mill in Calcutta in 1917, also involved in trade with China.
- Merchants from Madras had trade connections with Burma, and others operated within India, engaging in internal trade and financing.

## 4. Challenges under Colonial Rule:

- Indian merchants faced limitations as colonial control tightened.
- Restrictions on trading with Europe in manufactured goods and increased reliance on exporting raw materials impacted their operations.

## 5. Role of European Managing Agencies:

- European Managing Agencies controlled a significant portion of Indian industries till the First World War.
- Bird Heiglers & Co., Andrew Yule, and Jardine Skinner & Co. were major players in mobilizing capital and managing joint-stock companies.

## 6. Challenges in Chamber Participation:

- European merchant-industrialists had exclusive chambers of commerce.
- Indian businessmen were excluded from joining these chambers, limiting their influence and participation.

## Where Did the Workers Come From?



*Fig. 19 – Young workers of a Bombay mill, early twentieth century. When workers went back to their village homes, they liked dressing up.*

## 1. Factory Worker Growth:

- Significant growth in the number of factory workers over the years: 584,000 in 1901 to over 2,436,000 by 1946.
- The expansion of factories led to an increased demand for labour.

## 2. Origin of Workers:

- Workers mostly originated from districts surrounding industrial regions.
- Peasants and artisans from villages sought employment in industrial centres.

## 3. Regional Movement:

- Over 50% of Bombay cotton industry workers in 1911 came from the nearby Ratnagiri district.
- Kanpur mills mainly employed textile workers from within the Kanpur district.

## 4. Village–City Migration:

- Millworkers frequently moved between villages and cities.
- Return to village homes during harvests and festivals was common.

## 5. Long–Distance Travel:

- Workers, attracted by employment prospects, traveled great distances for work.
- Example: Workers from the United Provinces went to Bombay for textile jobs and Calcutta for jute mills.

## 6. Challenges in Employment:

- Job availability was limited; demand exceeded supply.
- Entry into mills was restricted, often facilitated by jobbers.

### **7. Role of Jobbers:**

- Jobbers, typically trusted workers, helped recruit new workers.
- Gained authority and power, demanding money and gifts for their services.

### **8. Increasing Factory Workforce:**

- The number of factory workers increased over time.
- Jobbers played a crucial role in facilitating employment.

### **9. Proportion of Industrial Workforce:**

- Factory workers constituted a small proportion of the overall industrial workforce.

## **The Peculiarities of Industrial Growth**

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*Fig. 22 – The first office of the Madras Chamber of Commerce. By the late nineteenth century merchants in different regions began meeting and forming Chambers of Commerce to regulate business and decide on issues of collective concern.*

### **1. European Managing Agencies:**

- Dominated industrial production in India.
- Invested in tea, coffee plantations, mining, indigo, and jute for export trade.

### **2. Indian Industrial Beginnings:**

- Indian businessmen, in the late 19th century, avoided competing with Manchester goods in the Indian market.
- Early cotton mills produced coarse cotton yarn rather than fabric.

### **3. Yarn Production and Export:**

- Yarn produced in Indian spinning mills was primarily used by handloom weavers in India or exported to China.
- Superior quality yarn was imported.

#### **4. Changes in Industrialization (Early 20th Century):**

- Swadeshi movement and nationalist efforts led to changes in industrial patterns.
- Industrialists shifted from yarn to cloth production due to declining exports to China.

#### **5. Impact of World War I:**

- During World War I, British mills focused on war production, reducing Manchester imports into India.
- Indian mills had a vast home market as a result.
- Industrial production boomed, and new factories were established.

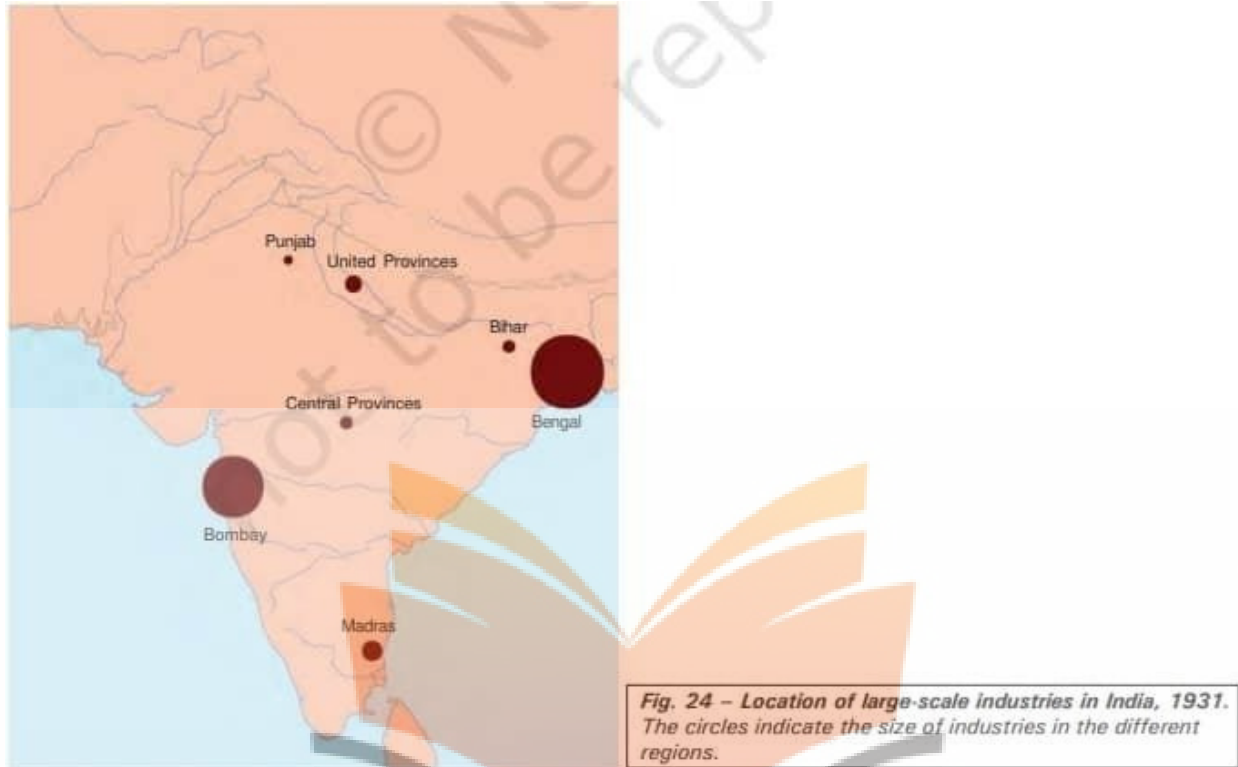
#### **6. Post-War Industrial Scenario:**

- Manchester struggled to regain its position in the Indian market after the war.
- Britain's economic decline post-war contributed to the fall in cotton production and cloth exports.

#### **7. Post-War Indian Industrial Growth:**

- Local industrialists in the colonies, including India, consolidated their position.
- They substituted foreign manufacturers and captured the home market.

### **Small-scale Industries Predominate**



### 1. Post-War Industrial Growth:

- Factory industries grew steadily after World War I.
- Large industries constituted a small segment of the economy.

### 2. Industrial Distribution (1911):

- Approximately 67% of large industries were concentrated in Bengal and Bombay in 1911.
- Small-scale production dominated the rest of the country.

### 3. Composition of Industrial Labor Force:

- A small proportion of the industrial labour force worked in registered factories: 5% in 1911 and 10% in 1931.
- The majority worked in small workshops and household units.



#### **4. Continuation of Small-Scale Production:**

- Small-scale production continued to predominate in various regions.
- Many units were located in alleys and bylanes, often unseen by passers-by.

#### **5. Expansion of Handloom Cloth Production:**

- Handloom cloth production almost tripled between 1900 and 1940.
- The adoption of new technology, such as fly shuttles, contributed to increased productivity.

#### **6. Technological Changes in the Handloom Sector:**

- Weavers adopted technological changes like looms with a fly shuttle.
- By 1941, over 35% of handlooms in India were fitted with fly shuttles, reaching 70-80% in specific regions.

#### **7. Survival Strategies of Weavers:**

- Weavers producing finer varieties were in a better position to survive competition with mill industries.
- Specialized weaves like Banarasi or Baluchari saris couldn't be easily imitated by mills.

#### **8. Impact of Famine on Cloth Demand:**

- Coarse cloth demand fluctuated violently, especially during bad harvests and famines.
- Finer varieties had a more stable demand as the rich could afford them even during tough times.

#### **9. Challenges and Resilience:**

- Weavers and craftspeople faced hardships and long working hours.
- Their lives were integral to the process of industrialization, not just remnants of the past.

## Market for Goods



*Fig. 25 – Gripe Water calendar of 1928 by M.V. Dhurandhar. The image of baby Krishna was most commonly used to popularise baby products.*

### 1. British Attempts to Control Indian Market:

- British manufacturers aimed to dominate the Indian market.
- Indian weavers, craftsmen, traders, and industrialists resisted colonial control.

### 2. Strategies of Resistance and Creation of Spaces:

- The resistance included demands for tariff protection and efforts to extend the market.
- The creation of spaces involved shaping a new consumer culture.

### 3. Role of Advertisements:

- Advertisements played a crucial role in creating new consumers. They made products appear desirable and necessary.

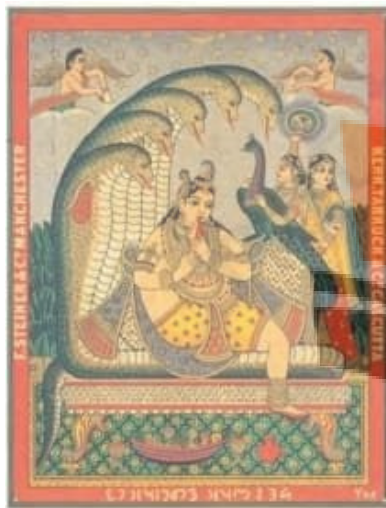


Fig. 26(a)

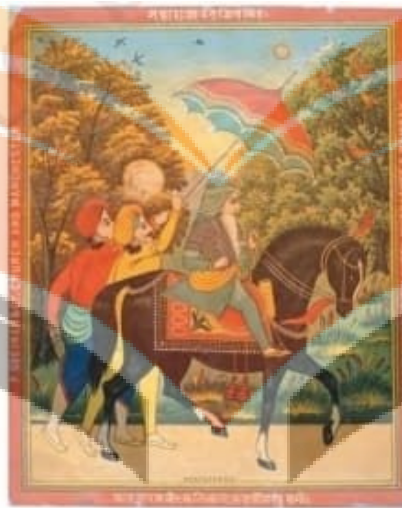


Fig. 26(b)

*Fig. 26(a) – Manchester labels, early twentieth century.*

*Images of numerous Indian gods and goddesses – Kartika, Lakshmi, Saraswati – are shown in imported cloth labels approving the quality of the product being marketed.*

*Fig. 26(b) – Maharaja Ranjit Singh on a Manchester label.*

*Historic figures are used to create respect for the product.*

### 4. Historical Significance of Advertisements:

- Since the early industrial age, advertisements expanded markets and shaped consumer culture.
- Manchester industrialists used labels on cloth bundles to make their products familiar and convey quality.

### 5. Role of Labels:

- Labels carried both words and images, often beautifully illustrated.
- They featured images of Indian gods and goddesses to gain divine approval and make foreign products familiar.

## **6. Association with Religion in Advertisements:**

- Images of gods on labels created an association with divinity, implying approval for the goods.
- Imprints of Krishna or Saraswati made foreign goods seem somewhat familiar to Indian consumers.

## **7. Use of Calendars in Advertising:**

- Manufacturers printed calendars to popularize their products, especially among non-readers.
- Calendars, featuring gods and important figures, were displayed in various settings, reinforcing advertisements throughout the year.

## **8. Influence of Royal Figures:**

- Advertisements featured figures of emperors and nawabs to convey product quality.
- Products associated with royal usage or endorsement were presented as unquestionably high in quality.

## **9. Nationalist Messaging in Advertisements:**

- Indian manufacturers used advertisements to convey nationalist messages.
- Consumers were urged to support the nation by buying products produced by fellow Indians.

## **10. Advertisements as Vehicles of Swadeshi:**

- Advertisements became a powerful vehicle for promoting the nationalist message of Swadeshi.

- Consumers were encouraged to buy products that contributed to the well-being of the nation.

## Conclusion

### 1. Technological Changes in the Age of Industries:

- The age of industries brought about significant technological changes.
- The advent of factories marked a shift in production methods.

### 2. Growth of Factories:

- Industrialization led to the establishment and growth of factories.
- Factories became key centres of production and economic activity.

### 3. Emergence of a New Industrial Labor Force:

- The industrial age witnessed the creation of a new labour force.
- Workers in factories played a crucial role in the production process.

### 4. Persistence of Hand Technology:

- Despite industrialization, hand technology continued to be relevant. Hand-based methods coexisted with machine-based processes.

### 5. Significance of Small-Scale Production:

- Small-scale production remained integral to the industrial landscape.
- It continued to contribute to economic activities alongside large-scale factories.



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