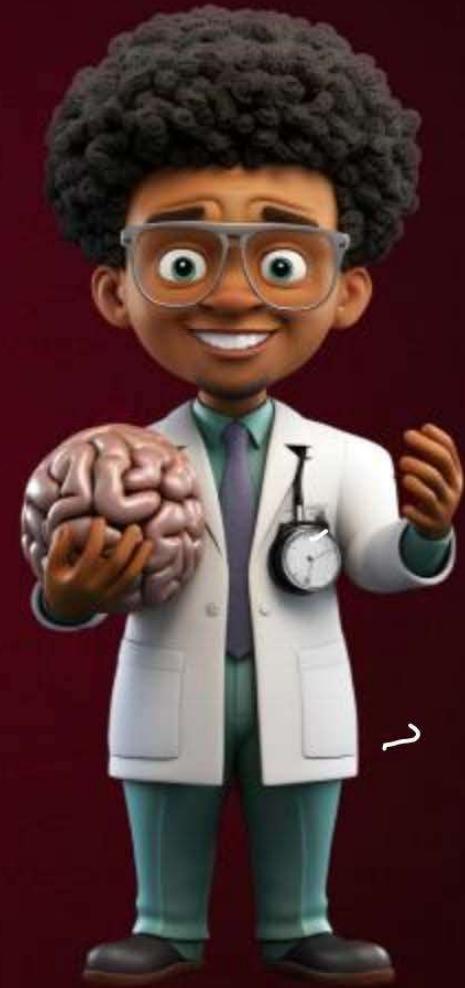


Topics to be covered



- 1 Proto - Industrialisation 
- 2 Coming Of Factories
- 3 Indian Textiles
- 4 Small Scale Industries / Market For Goods





Type Heading Here





**Hanji Dosto !
Mai Douglas .. Apka
Class Monitor ! Sare
Bacche Apni Copy
Nikal Lo!!**



Aaja Vro ! Tujhe Ek
Nayi Kahani Sunata
Hu ..
Hui! Hui! Hui!



Fig. 1 – *Dawn of the Century*, published by E.T. Paull Music Co., New York, England, 1900.

In 1900, a popular music publisher E.T. Paull produced a music book that had a picture on the cover page announcing the 'Dawn of the Century'





Fig. 2 – Two Magicians, published in Inland Printers, 26 January 1901.



Before The Industrial Revolution

Proto-Industrialisation

- ✓ Proto-industrialisation is referred to the phase which existed even before factories began in England and Europe.



There was large-scale industrial production for an international market not based on factories





Before The Industrial Revolution

In the seventeenth and eighteenth centuries



merchants from Europe moved to the countryside



supplying money to peasants and artisans and requesting them to produce for an international market.





Before The Industrial Revolution



- Merchants were restricted from expanding their production within towns.

✓ ✓

Reason?



Presence of Powerful Guilds in towns

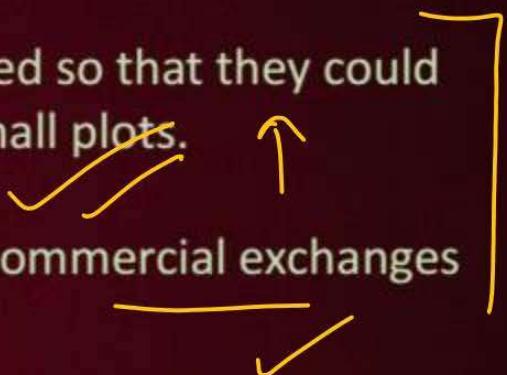
✓ -



Before The Industrial Revolution



- In the countryside, poor peasants and artisans eagerly agreed so that they could remain in the countryside and continue to cultivate their small plots.
- The Proto-industrial system was thus part of a network of commercial exchanges controlled by merchants.





Before The Industrial Revolution

- Guilds were association of producers who :
 - Trained craftspeople
 - Maintained control over production
 - Regulated competition and prices
 - Restricted the entry of new people into the trade



Before The Industrial Revolution

- Rulers granted different guilds the monopoly right to produce and trade in specific products.
- So it was difficult for merchants to set up business in towns





Why Did The Peasants Agree ?



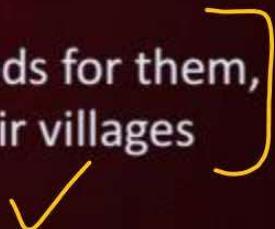
Cottagers and poor farmers who earlier depended on common lands had to now look for alternative options



Some had small size of lands which could not provide employment to all the family members

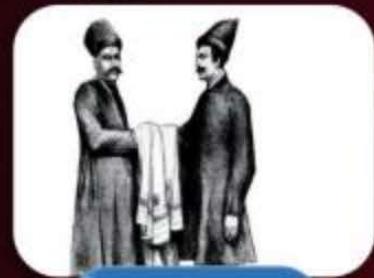


So when merchants came around and offered advances to produce goods for them, peasant agreed. They could now earn extra income without leaving their villages





Relationship Between Town and Countryside



Merchant Clothier



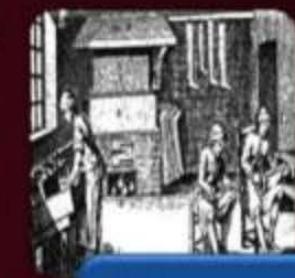
Clothier buy
wool from a
wool stapler



Carry it to the
spinners



Yarn was
taken to the
weavers



Lastly to fuller
and dyers for
Further levels
of production

London → finishing



Ye Note Karle Bhai



New words

Stapler – A person who ‘staples’ or sorts wool according to its fibre

Fuller – A person who ‘fulls’ – that is, gathers – cloth by pleating

Carding – The process in which fibres, such as cotton or wool, are prepared prior to spinning





Ye Note Karle Bhai



“ Proto-Industrialisation system was a network of commercial exchanges ”. Explain(2)

- ✓ The proto industrial system was a part of a network of commercial exchanges.
- ✓ It was controlled by merchants and the goods were produced by a vast number of producers who were working at their homes and not in factories.
- ✓ There were around 20 to 25 workers employed by each merchant at each stage. So, here we can say that each merchant had around 100 workers working under him.



The Coming Up of Factories



- ✓ In the 1730s the earliest factories in England were set up, but only in the late eighteenth century, the number of factories multiplied.





Cotton –Symbol of New Era

1760

2.5 million
pounds raw
cotton import



1787

22 million
pounds





What Provided The Boost ?

Inventions-increased efficacy of production process



Enhanced output per worker –more production



Production of stronger yarn and threads

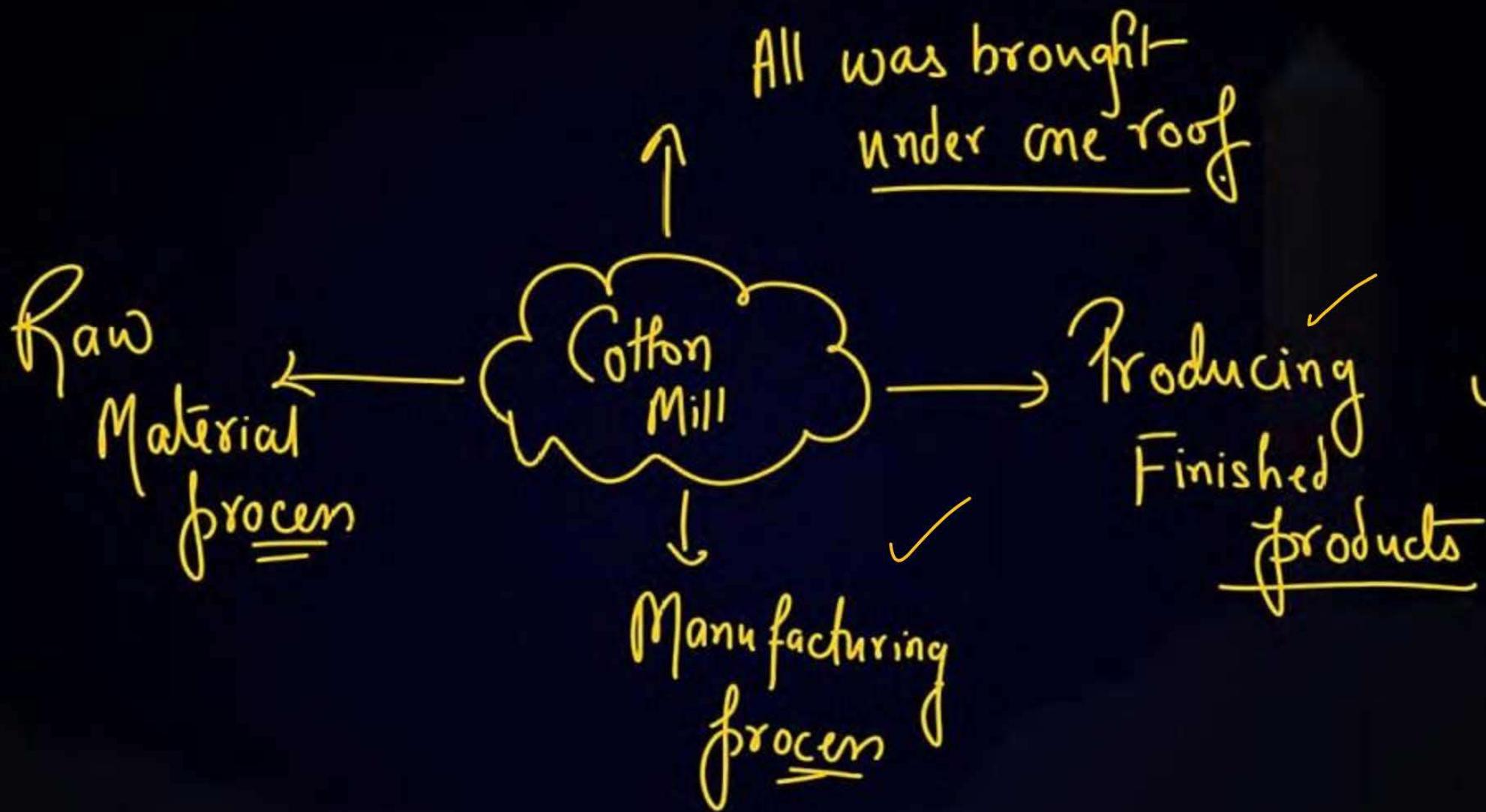




Creation of Cotton Mill



↙ (1769)





Benefit of Cotton Mill

Careful supervision over
the production process



Watch over quality



Regulation of labour





The Pace of Industrial Change

Traditional industries were supported by small inventions.

Cotton was the leading sector in the first phase of Industrialisation

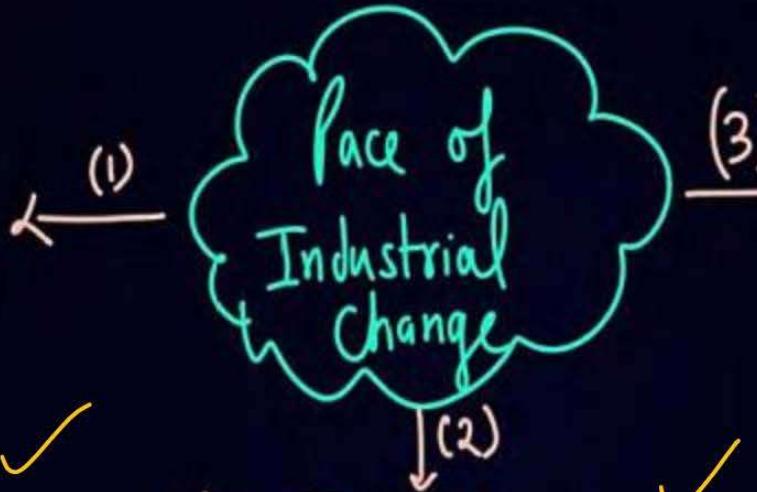


→ New industries could not easily replace the old ones.

→ Less than 20% of the workforce was working in technically advanced sectors

Iron and steel now became the leading sector
With the expansion of Railways → demand for iron and steel increased

Technological
changes took
place slowly



New Technology
did not spread
at a great pace.

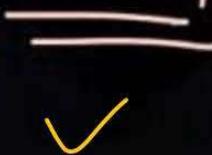
(1)

(2)

(3)



New Technology was
expensive, difficult
to maintain and also
not much useful





The Story of Steam Engine

James Watt

improved the
steam engine produced
by Newcomen

He got it patented

in 1781

His industrialist

friend Mathew
Boulton produced
the new model



The Story of Steam Engine

At the beginning of 19th century



321 Engines all over England



80-Cotton Industry, 9-Wool
Industry. Rest-Mining , Canal ,
Iron Works





Hand Labour and Steam Power



- There was no shortage of human labour in Victorian Britain.
- Industrialists had no problem with labour shortages or high wage costs.



Hand Labour and Steam Power

Seasonal Demand Of Labour

During Winters

Demand increased in
breweries and gas
works

Labours were
hired

During Christmas

Book-binding
industry
labour

During
Winters

Ships were
repaired
Labour demand

During high
demand

Employers could
hire labour and
remove them
from the job during
low demand



Hand Labour and Steam Power



Variety In Product Demand



500 varieties



45
varieties





Hand Labour and Steam Power

Demands of The Rich Class

- In Victorian Britain, the upper classes – the aristocrats and the bourgeoisie – preferred things produced by hand.
- Handmade products symbolised refinement and class.
- They were better finished, individually produced, and carefully designed.
- Machine made goods were for export to the colonies.





Life of The Workers



- ✓ The workers' lives were affected by the abundance of labour in the market.
- ✓ To get a job, workers should have existing networks of friendship and kin relations in a factory.
- ✓ Till the mid-nineteenth century, it was difficult for workers to find jobs.
- ✓ In the early nineteenth century, wages were increased.



Ap Job Do Na ! Ap Do Na ! Ap Dona Na ?





Life of The Workers

- ✓ Many jobseekers had to wait weeks, spending nights under bridges or in night shelters.
- ✓ Some stayed in Night Refuges that were set up by private individuals
- ✓ Others went to the Casual Wards maintained by the Poor Law authorities



Life of The Workers



- ✓ Due to seasonal nature of work -most workers became unemployed when demand reduced
- ✓ Some returned to the countryside after the winter, when the demand for labour in the rural areas opened up in places.
- ✓ But most looked for odd jobs



Life of The Workers



- ✓ The fear of unemployment made workers hostile to the introduction of new technology.
- ✓ Spinning Jenny was introduced in the woollen industry.
- ✓ After the 1840s, building activity intensified in the cities, opening up greater opportunities for employment.
- ✓ Roads were widened, new railway stations came up, railway lines were extended, tunnels dug, drainage and sewers laid, rivers embanked.



Did the Wage Increase Help ?



- ✓ In the early nineteenth century there was an increase in the wages.
- ✓ But they were not sufficient for the welfare of a worker

welfare

✓



Did the Wage Increase Help ?



- ✓ The fluctuation in trade used to have an impact on the worker's wages so was when the state was in war.





Did the Wage Increase Help ?

- ✓ For example: during the Napoleonic war, the wages given to the workers were not sufficient enough because the prices of goods had increased which made them unable to buy the required things.

—

↑

✓



Did the Wage Increase Help ?

- ✓ Even the wage of the workers was not dependent on the wage rate alone. The thing that played an important role was the period of employment.





Did the Wage Increase Help ?



- ✓ The number of work was used as a base to determine the average daily income of the workers.





Did the Wage Increase Help ?



- ✓ So in the mid nineteenth century, about 10 percent of urban population was extremely poor.



Did the Wage Increase Help ?



- ✓ But during the time of depression the situation got worse and unemployment rose to 75 percent from 35 percent in different regions.

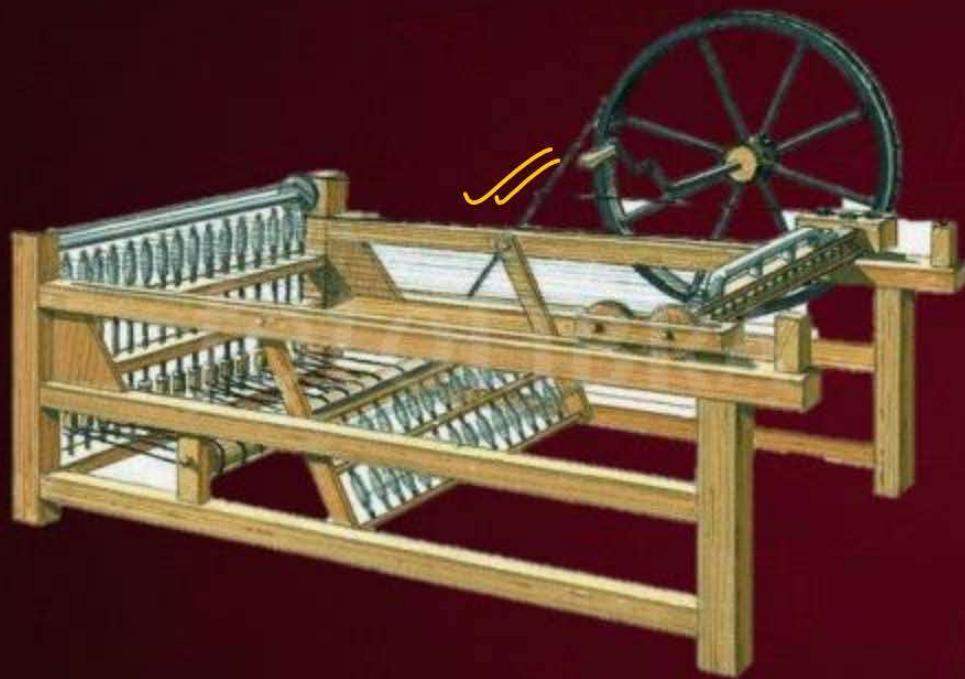




Attack On New Technology



- The fear of unemployment made workers hostile to the introduction of new technology. ✓
- When the Spinning Jenny was introduced in the woollen industry, women who survived on hand spinning began attacking the new machines. ✓



Spinning Jenny – Devised by James Hargreaves in 1764, this machine speeded up the spinning process and reduced labour demand. By turning one single wheel a worker could set in motion a number of spindles and spin several threads at the same time.





What Changed After 1840s?



- After the 1840s, building activity intensified in the cities, opening up greater opportunities for employment.
- Roads were widened, new railway stations came up, railway lines were extended, tunnels dug, drainage and sewers laid, rivers embanked



Industrialisation In The Colonies





Age of Indian Textiles

Finest quality of cotton was produced in India

Armenian and Persian merchants took the goods from Punjab to Afghanistan which were then taken to eastern Persia and central Asia

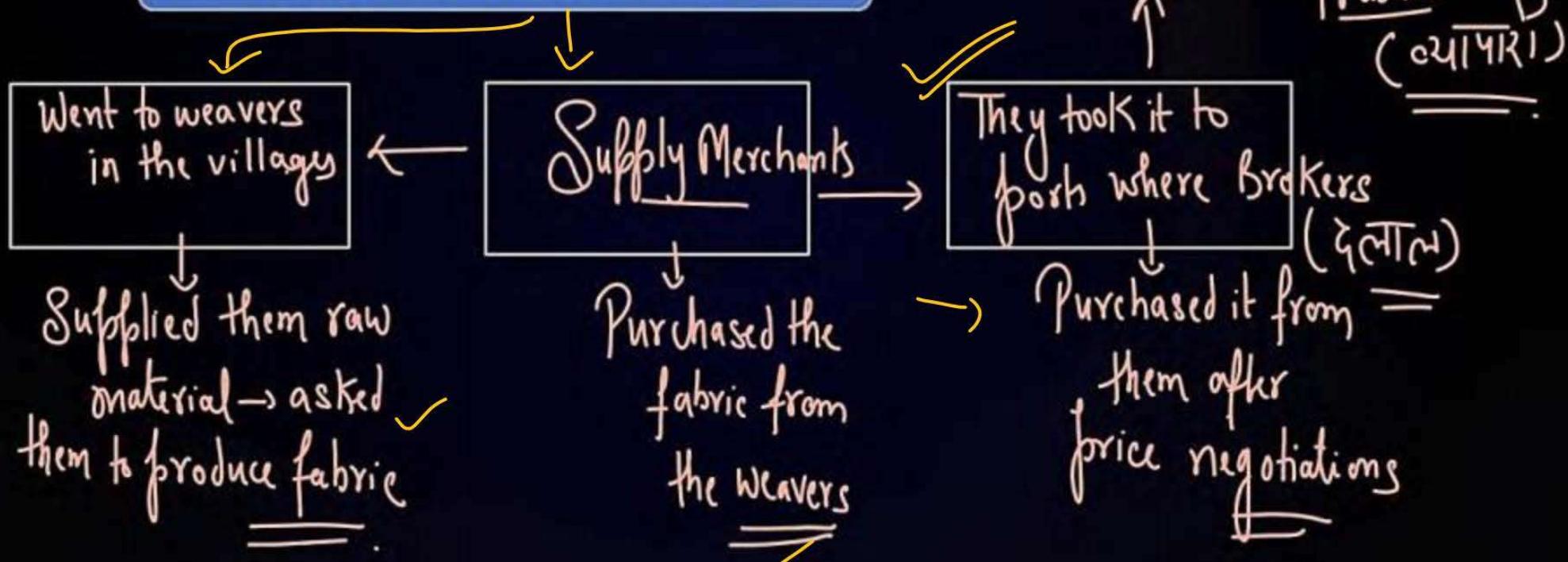
Transportation of bales of fine textiles was done on camels via the North West frontier,

Also exported through sea routes of Surat and Gujarat to the Gulf and Red Sea Ports

Masulipatnam on the Coromandel Coast and Hooghly in Bengal had trade links with Southeast Asian ports.

Age of Indian Textiles

Network Of Supply Merchants





Age of Indian Textiles

" By 1750s network of export trade controlled by the Indian export merchants was breaking down ." Discuss(5)

- Ans : ✓ It was so because the European companies had now arrived at the scene. They started gaining power by securing a variety of concessions from local courts and then establishing monopoly over trade.
- ✓ All this led to the decline of old ports of Surat and Hooghly which were used by the local merchants.
- ✓ The exports started declining and soon the situation became so bad that the local bankers turned bankrupt. In the last year of the seventeenth century the trade of Surat fell down to Rs 3 million from 16 million

- ✓ Though old ports like Surat and Hooghly had come to their decline]
ports of Bombay and Calcutta started growing.
- ✓ This shift was a clear sign of growth of the colonial power.
- ✓ All trade activities were controlled by the European powers. Any
Indian trader who wanted to survive had to work under their control.



What Happened To The Weavers ?

- After the 1760s, the consolidation of the East India Company did not initially lead to a decline in textile exports from India.

✓ ✓



What Happened To The Weavers ?

- Before establishing political power in Bengal and Carnatic in the 1760s and 1770s, the East India Company had found it difficult to ensure a regular supply of goods for export.





What Happened To The Weavers ?

- After the East India Company established political power, it developed a system of management and control that would eliminate competition, control costs, and ensure regular supplies of cotton and silk good





What Happened To The Weavers ?

It was established by following a series of steps:

1. By eliminating existing traders and brokers connected with the cloth trade, and establishing more direct control over the weaver.
2. By preventing Company weavers from dealing with other buyers.



What Happened To The Weavers ?

- ✓ The weavers were granted a loan to buy the raw materials once an order was placed. Weavers who took loans needed to hand over the cloth they produced to the gomastha. ✓
- ✓ Weaving required the labour of the entire family, with children and women all engaged in different stages of the process. ✓
- ✓ Earlier, supply merchants had a very close relationship with weavers, but new gomasthas were outsiders with no social link with the village. ✓ ✓



How The Weavers Responded ?

- In many places in Carnatic and Bengal, weavers left their villages and migrated to the villages where their relatives were residing or they revolted against the Company and its officials.





How The Weavers Responded ?



- Later on many of the weavers refused to work as a weaver and joined back their agricultural work.





Manchester Comes To India

- In 1772, Henry Patullo, a Company official, said that the demand for Indian textiles could never reduce, since no other nation produced goods of the same quality.
- Yet by the beginning of the nineteenth century we see the beginning of a long decline of textile exports from India.
- In 1811-12 piece-goods accounted for 33 per cent of India's exports; by 1850-51 it was no more than 3 per cent.



What Was The Impact ?



- As cotton industries developed in England, industrial groups began worrying about imports from other countries.
- They put pressure on the government to impose import duties on cotton textiles so that Manchester goods could sell in Britain without facing any competition from outside.



What Was The Impact ?



- At the same time industrialists persuaded the East India Company to sell British manufactures in Indian markets as well.
- Exports of British cotton goods increased



What Was The Impact ?



- By 1850, cotton piece-goods constituted over 31 per cent of the value of Indian imports; and by the 1870s this figure was over 50 per cent





Problem Faced By Weavers in India

Their export market collapsed



Local market shrank and glutted with
Manchester imports.



New Problem Faced By Cotton Weavers

By the 1860s, weavers faced a new problem. They could not get sufficient supply of raw cotton of good quality.



When American Civil War Broke Out , cotton supplies from US were cut and Britain turned to India .



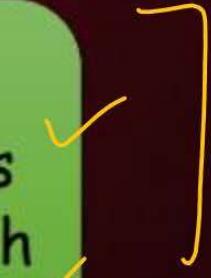


New Problem Faced By Cotton Weavers

Raw cotton exports from India increased , price of raw cotton shot up. Weavers were forced to buy at high prices.



By the end of the nineteenth century, other craftspeople faced yet another problem. Factories in India began production, flooding the market with machine-goods.





Factories Come Up



The first cotton mill in Bombay came up in 1854 and it went into production two years later. By 1862 four mills were at work with 94,000 spindles and 2,150 looms. Around the same time jute mills came up in Bengal, the first being set up in 1855 and another one seven years later, in 1862. In north India, the Elgin Mill was started in Kanpur in the 1860s, and a year later the first cotton mill of Ahmedabad was set up. By 1874, the first spinning and weaving mill of Madras began production.



The Early Entrepreneurs



- ✓ The history of trade started from the late eighteenth century when British in India began exporting opium to China and took tea from China to England.
- ✓ Some of the businessmen who were involved in these trades had visions of developing industrial enterprises in India.
- ✓ In Bengal, Dwarkanath Tagore made his fortune in the China trade. Set up six joint stock companies in the 1830s and 1840s



The Early Entrepreneurs

- ✓ In Bombay, Parsis like Dinshaw Petit and Jamsetjee Nusserwanjee Tata built huge industrial empires in India.
- ✓ Seth Hukumchand, a Marwari businessman set up the first Indian jute mill in Calcutta in 1917.
- ✓ The opportunities of investments in industries opened up and many of them set up factories.
- ✓ Some merchants from Madras traded with Burma while some had links with the Middle East and east Africa.



The Early Entrepreneurs

- ✓ But due to colonial power, Indians were stopped from trading with Europe in manufactured goods and had to export mostly raw materials and food grains - raw cotton, opium, wheat and indigo - required by the British.





The Early Entrepreneurs



- ✓ Three of the biggest European Managing Agencies are Bird Heiglers & Co., Andrew Yule, and Jardine Skinner & Co. who mobilised capital, set up joint-stock companies and managed them.





Where Did The Workers Come From ?

- ✓ As the factories started expanding, the demand for workers increased. Most of the workers came from the neighbouring districts in search of work.
- ✓ Over 50 per cent workers in the Bombay cotton industries in 1911 came from the neighbouring district of Ratnagiri, while the mills of Kanpur got most of their textile hands from the villages within the district of Kanpur.
- ✓ As news of employment spread, workers travelled great distances in the hope of work in the mills.



Where Did The Workers Come From ?

- In 1901, there were 584000 workers in Indian factories. By 1946 the number was over 2436000.





Who Was A Jobber ?



Fig. 20 – A head jobber.
Notice how the posture and clothes emphasise the jobber's position of authority.

→ Finding employment was not easy

Industrialists appointed a trusted worker as

Jobber

Task of a Jobber

* Bring people from his villages

* Get them employment

* Help them settle in towns

* Help them in the time of need

✓ → Over the period of time → Jobber became imp person and started demanding bribe for his help ✓



Peculiarities of Industrial Growth



- ✓ European Managing Agencies were interested in certain kinds of products such as tea and coffee.
- ✓ They established tea and coffee plantations and invested in mining, indigo and jute. These products are used only for export purposes.
- ✓ In the late nineteenth century, Indian businessmen began setting up industries.
- ✓ The yarn produced in Indian spinning mills was used by handloom weavers in India or exported to China.



Peculiarities of Industrial Growth

- ✓ The pattern of industrialisation was affected by a series of changes. When the swadeshi movement gained support, nationalists boycotted foreign cloth.
- ✓ From 1906, Indian yarn exports to China declined since produce from Chinese and Japanese mills flooded the Chinese market.
- ✓ Till the end of the First World War, industrial growth was slow.



Peculiarities of Industrial Growth



- ✓ The war completely changed the whole scenario and Indian mills took advantage of the situation.
- ✓ They had a vast market to supply war needs: jute bags, cloth for army uniforms, tents and leather boots, horse and mule saddles and a host of other items.
- ✓ The industrial production boomed over the years and after the war, Manchester could never recapture its old position in the Indian market.



Small Scale Industries Predominate



In 1911 about 67 percent of the large industries were located in Bombay and Bengal. Over the rest of the country, small scale production continued to predominate





Small Scale Industries Predominate

Technical Changes

Till 1941, over 35 percent of handlooms were having fly shuttles. In regions like Travancore, Madras, Mysore, Cochin, Bengal the ratio was 70-80%.





Small Scale Industries Predominate

- ✓ Certain groups of weavers were in a better position than others to survive the competition with mill industries.
- ✓ Some of the weavers produced coarse cloth while others wove finer varieties. Weavers and other craftspeople who continued to expand production through the twentieth century did not necessarily prosper.



Small Scale Industries Predominate



- ✓ Mills could not copy specialised weaves.
- ✓ Saris with woven borders, or the famous lungis and handkerchiefs of Madras, could not be easily displaced by mill production.





Small Scale Industries Predominate



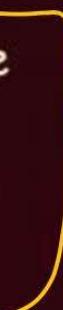
- ✓ They worked for long hours including all the women and children. But they were not simply remnants of past times in the age of factories.
- ✓ Their life and labour were integral to the process of industrialisation.



Market For Goods



- ✓ When new products are produced advertisements helped people to make products appear desirable and necessary.
- ✓ They tried to shape the minds of people and create new needs.





Market For Goods



- ✓ Today we are surrounded by advertisements which appear in newspapers, magazines, hoardings, street walls, television screens.
- ✓ From the very beginning of the industrial age, advertisements played a part in expanding the markets for products, and in shaping new consumer culture.



Market For Goods

- ✓ Manchester industrialists put labels on the cloth bundles, to mark the quality. When buyers saw 'MADE IN MANCHESTER' written in bold on the label, they were expected to feel confident about buying the cloth.
- ✓ Some of the labels were made with images and were beautifully crafted.



Market For Goods



- ✓ Images of Indian gods and goddesses appeared on these labels.
- ✓ Printing calendars were started by manufacturers to popularise their products. In these calendars, figures of gods were used to sell new products.
- ✓ Later, advertisements became a vehicle of the nationalist message of swadeshi.

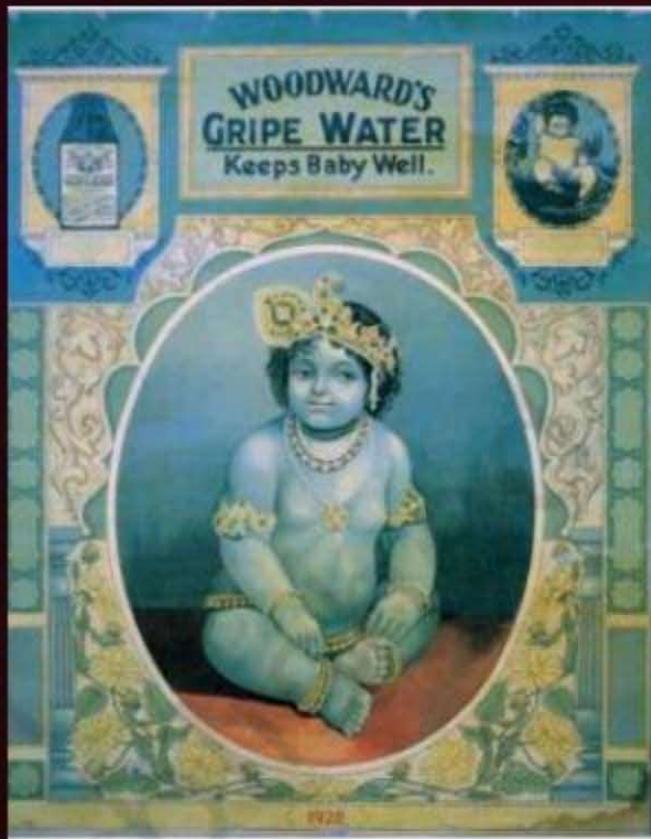


Fig. 25 – Gripe Water calendar of 1928 by M. V. Dhurandhar.
The image of baby Krishna was most commonly used to popularise baby products.

