

CLASS:-10TH

SOCIAL SCIENCE

HISTORY, NOTES

CHAPTER:- 5

THE AGE OF INDUSTRIALISATION

Factories come up:

- Industries were set up in different regions.
- First cotton mill came in Bombay in 1854.
- The first jute mill came up in Bengal in 1855.
- 1830s-1840s—Dwarkanath Tagore setup six-joint stock companies in Bengal.
- Capital was accumulated through other trade networks.
- Till the First World War European managing agencies in fact controlled large sectors of Indian industries.

Where did the workers come from?

- Most of the workers came from Indian villages.

Peculiarities of industrial growth:

- Early Indian cotton mills made coarse cotton yarn.
- During the First World War Manchester imports to India declined.
- Indian factories supplied goods for war needs.

Small scale industries predominated:

- Most of the Industries were located in Bengal and Bombay.
- A small portion of total industrial labor worked in factories.
- Use of fly shuttle increased handicraft.

Market for goods:

Advertisements helps in creating new consumers.

- When Manchester industrialists began selling cloth in India, they put labels on the cloth bundles, to make the place of manufacture and the name of the company familiar to the buyer. When buyers saw 'Made in Manchester', written in bold on the label, they felt confident to buy the cloth.
- The labels carried images and were beautifully illustrated with images of Indian gods and goddesses. The printed image of Krishna or Saraswati was also intended to make the manufacture from a foreign land, appear familiar to Indians.
- Manufacturers also printed calendars to popularize their products. When Indian manufacturers advertised, the nationalist message was clear and loud. If you care for the nation, then buy only Indian products. Advertisements become vehicle of the nationalist message of Swadeshi.