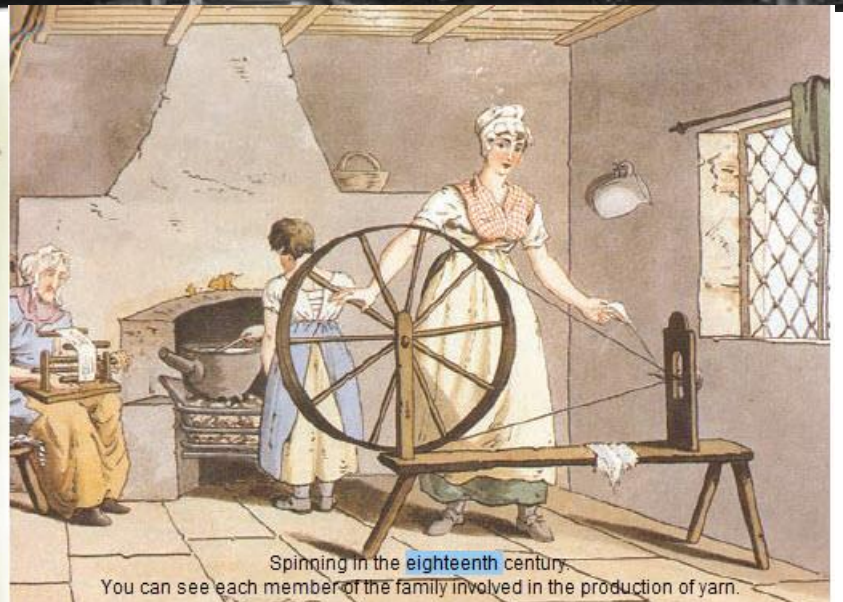
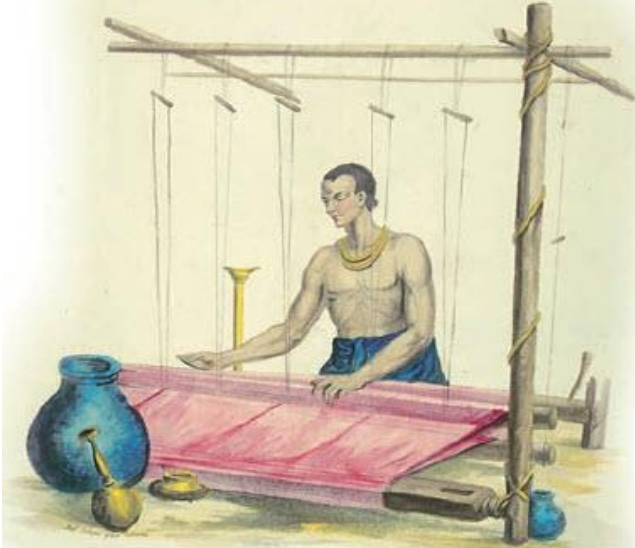


# The Age of Industrialization

Notes by Ajeet Sir



A weaver at work, Gujarat.



Spinning in the eighteenth century.  
You can see each member of the family involved in the production of yarn.



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2019 - 20

# The Age of Industrialization

## Class 10 History

### Before the Industrial Revolution

#### Proto-industrialisation-

It refers to a pre-industrial period when

- There was a large-scale production for international market
- The production was not done in factories
- It was spread through rural-domestic manufacturing units in households, farms

#### Main features of Proto-industrialisation system

- It was a part of a network of commercial exchanges
- It was a decentralised system of production linking towns and countryside
- It was controlled by merchants and the goods were produced by workers within their family farms
- Each merchant was controlling hundreds of workers.
- Workers could remain in countryside and could continue cultivation also.
- Example – Cloth produced in countryside got final finishing in London.

#### Board Questions:

1. Explain what is meant by proto industrialisation? Explain any four economic effects of the Proto-industrial system. (2012,13)
2. What was Proto-industrialisation? Explain the importance of Proto-industrialisation. (2014,16)
3. What is meant by proto-industrialisation? Why was it successful in the countryside in England in the 17th Century? (2011,12)
4. Explain the conditions in the 18<sup>th</sup> century English countryside that created conditions for proto-industrialisation. (2015)

#### The Movement of merchants from the towns to the countryside (difficulties of new merchants)

- Expansion of colonies increased demand for goods
- Urban crafts and trade guilds were powerful restricting the entry of new people into the trade
- Rulers also granted guilds monopoly over trade and productions
- Trade guilds regulated price and trade
- The new merchants found workers in countryside ready to work for them

#### Board Questions:

Why were merchants from towns in Europe began to move countryside in seventeenth and eighteenth centuries? (2018)

Describe any five major problems faced by new European merchants in the setting up their industries in towns before the Industrial Revolution. (2012)

#### Conditions in countryside for Proto-industrialisation (Reasons behind the success of Proto-industrialisation in countryside)

- The open fields were disappearing commoners were being enclosed
- Cottagers and poor peasants depending on common fields had to look for other sources of income
- Many had tiny plots of land which could not provide work for all members of households
- So, the people were eagerly ready to accept the offers of merchants

#### Peasants and artisans readily agreed to work for the merchants (Reasons)

- Peasants were looking for alternative sources of income
- Tiny plots of land with the village people could not provide work for all members of the family.
- So, when merchants came around and offered advances the peasants eagerly accepted and agreed to produce for them
- Moreover, the people could remain in countryside and cultivate their tiny plots
- It also allowed them fuller use of their family labour resources
- Income from Proto-industrial system supplemented their shrinking income from cultivation.

#### Board Questions:

"In the eighteenth-century Europe, the peasants and artisans in the countryside readily agreed to work for the merchants." Explain with reasons. (2014, 16)

## The Coming up of Factories

Factories came up by 1730s but grew fast in late 18<sup>th</sup> centuries. The first symbol of factory era was Cotton and factories mostly concentrated on mills.

### Boom in the production of Cotton (Reasons)

#### Increase in the efficacy:

- Technological inventions increased the efficacy of each step (carding, twisting, spinning etc.)
- Output per worker increased
- Stronger threads and yarns came to be produced

#### Board Questions:

How had a series of inventions in the eighteenth century increased the efficacy of each step of the production process in the cotton textile industry? Explain. (2008)

#### Richard Arkwright created the cotton mill in 1771

- Machines were set up in the mill
- Now the cloth production shifted to factories under one roof. Earlier it was spread all over countryside

**Better factory-management under one roof:** careful supervision over production process, a watch over quality, regular of labour etc.

So, owing to the above reasons the efficacy of production increased leading to the boom in cotton production.

## The Pace of Industrial Change

### The process Industrialisation in Britain

1. **Cotton led the first phase of Industrialisation** followed by iron and steel. From 1840s the expansion of railways increased the demand for iron and steel
2. **New factories could not displace traditional industries.** Most of the textile production was done within domestic units
3. **Technological changes occurred slowly.** Because
  - New technology was expensive and lacked trust of industrialists
  - The machines often broke down
  - Repair was costly
  - Machines were not as effective as they were claimed to be
  - **Example:** For years Mathew Boulton could not buy any buyers for his new model of steam engine

#### Board Questions:

Explain the process of Industrialisation in Britain during nineteenth century. (2014)

#### Board Questions:

Why did Technological changes occur slowly in Britain in the early nineteenth century? Explain any three reasons. (2012)

**Average worker in the mid-nineteenth century was not a machine operator but the traditional craftsman and labourer.**

- New machines could not easily displace the traditional industries
- Only less than 20% of the total workforce was employed in industrial sector
- Textile was a dynamic sector but most of the production was done within domestic units
- New technology was expensive and industrialists were cautious about using them
- Examples: The case of steam engines. At the beginning of 19<sup>th</sup> century only around 321 steam engines were in use

#### Board Questions:

Explain with examples that an average worker in the mid-nineteenth century was not a machine operator but the traditional craftsman and labourer. (2009, 10)

So, even most powerful new technology was slow to be accepted by industrialists and most of the work was carried out within domestic units.



## Hand Labour and Steam Power

### The industrialists did not want to introduce modern machinery and preferred hand labour

#### i. No Shortage of Human Labour

- Poor peasants and vanguards moved to cities in large numbers in search of jobs
- There was plenty of labour available
- The wages were low

**ii. Seasonal demand for labours.** Some industries with meeting seasonal demands hired labours in specific seasons. Example – Gas works, breweries (winter season) book binding and printing (Christmas time)

**iii. Some products could be produced only by hand labour.** Often there were demands for goods with

Intricate designs and specific shapes which could be produced only by manual skill. Example – 500 varieties of hammers and 45 kinds of axes produced manually in Britain in nineteenth century.

#### Board Questions:

1. Why did industrialists of Europe prefer hand labour over machines during nineteenth century? Explain any five reasons. (2014)
2. Why could mechanical technology not replace human labour in Victorian Britain? Explain (2015)
3. Why were the British industrialists not keen to introduce modern machinery in the nineteenth century? Explain any five reasons. (2016)

#### iv. The upper classes (aristocrats and bourgeoisie) preferred hand-made products.

- Hand – made products symbolised refinement
- They were individually produced
- Carefully designed
- Machines made goods were meant for colonies

#### Board Questions:

1. Why were handmade products preferred in Victorian Britain? Explain. (2011,12)
2. "The upper classes, during Victorian period preferred things produced by hands." (2014)

### Life of the Workers in England

#### i. Difficulty in getting jobs

- Possibility of getting jobs depended on networks of friendship and kin relations
- Any relative or friend in factories raised the possibility of jobs
- But jobs were still difficult as everyone did not have social connections

#### ii. Shelter problem in cities

- News of jobs brought many people in cities
- They had to wait for weeks
- They spent night in bridges, night shelters, night refuge or went to casual wards

#### iii. Seasonality of work prolonged the periods without work

- The workers employed in seasonal industries were without work after the season was over
- The poor were on streets again
- Some returned to the countryside where there was demand for labour
- Most looked for odd jobs which were difficult to find

#### iii. Increase in wages did not considerably improve the welfare of the Workers

- The average figures hid the variations between trades and fluctuations from year to year
- The real value of workers' income fell significantly as the rise in prices nullified the effect of increase in wages. Example- During Napoleonic Wars prices rose sharply.

#### Board Questions:

3. Describe the life style of the British workers of the 19th century. (2012, 2019)  
OR
4. Describe the conditions of workers in Europe after the Industrial Revolution. (2019)
5. How did the abundance of labour in the market affect the lives of workers in England during the nineteenth century? Explain with examples. (2019)
6. " Getting a job in factories was always difficult on the Century. " Justify the statement comparing the case of England and India. (2012)

#### Board Questions:

"Although wages increased somewhat in the nineteenth century but they could not improve the welfare of the workers." How do you agree with this statement? Explain any three points. (2013)

- The workers did not get the employment every day which affected the average income of the workers  
*Example* – At the best time of employment, about 10% were extremely poor. But during economic slump (like in 1830s) the unemployment fluctuations ranged between 35 to 75%

### Attack on Spinning Jenny by Women due to fear of unemployment

- The spinning Jenny speeded up the spinning process and reduced labour demands
- Many workers were left without any job and became unemployed
- A single worker could make a number of spindles spinning thread
- The women were losing work and started attacking Spinning Jenny

### But after 1840s building activity intensified creating employment

Roads works, railway lines laying, tunnel digging, laying of sewers and drainage, embankment on rivers employed many. Employees in transport industry doubled in 1840s and doubled again in another 30 years.

## Industrialisation in Colonies

### The Age of Indian Textiles (trade controlled by Indian Merchants)

#### Export trade network controlled by Indian Merchants

- In the pre-industrial period, India dominated the cotton and silk trade in the international market.
- Finer varieties of cotton were imported from India
- **Trade via land-** Armenia and Persian merchants took goods from Punjabi to Eastern Persian & Central Asia
- **Trade via mountain passes-** North-west frontier were used to carry bales of fine textiles on camel back
- **Trade via Sea route-** Pre-colonial ports of Surat connected to Gulf and Red Sea port. Masulipatam and Hoogly linked with South-east Asian ports.

#### Board Questions:

1. How was foreign trade from India conducted before the Age of machine industries? Explain. (201-17)
2. Name the sea-routes that connected India with Asian countries? (2016-17)
3. Describe the functions performed by supply merchants. (2013)
4. Explain how were Indian merchants and bankers involved in the export trade in the early 18<sup>th</sup> century. (2012)

#### Role Bankers and Indian Supply Merchants in Trade Network

- Many Bankers were involved in financing and export trade.
- Supply merchants linked the port town to the inland regions
- They gave advances to weavers, procured the woven cloth and carried the supply to the ports.
- At port there were big shippers and export merchants who negotiated with their brokers
- The brokers negotiated with the supply merchants and bought the goods from them
- By 1750s this trade network started declining

#### Decline of Pre-colonial ports and Indian trade network

- By 1750s this trade network started declining
- European companies gained power
- They secured concessions and monopoly of rights over trade
- European companies did not prefer trade through pre-colonial ports
- The export through these ports declined dramatically
- European companies developed new ports at Bombay and Calcutta
- Now European companies controlled the trade
- Cargo was carried now in European ships
- Indian old trading houses had to follow the European trade network

### What happens to weavers

#### No initial decline in export from India (from 1760 to 1770)

- British cotton industries had not expanded
- Indian textile was in great demand in Europe
- The European companies focused on export from India

### Difficulties of East India Company in procuring regular supply from India

- The Company officials continuously complained to London of this difficulty in getting supply.
- The French, Dutch, Portuguese were Other Companies in competition
- Local traders also competed in the market
- The presence of many made it possible for the weavers and supply merchants to sell to the best buyer

### Company's efforts to control market to get regular supply of cotton and silk goods

- East India Company established political power to have monopoly over trade
- Developed a system of management to eliminate competition and control prices
- Tried to eliminate the existing traders and brokers
- Tried to have more direct control with weavers
- Gomasthas were appointed
- The system of advances was introduced. Loans were given in advance to the weavers.
- Those who accepted the advances had to sell produce to Gomasthas.

#### Board Questions:

1. What steps were taken by the East India Company to control the market of cotton and silk goods? What was its impact? (2012)
2. How did the East India Company procure regular supplies of cotton and silk textiles from Indian weavers? (2015)

### The Impact on weavers of the above policies adopted by the Company

- The loans tied the weavers to the Company
- The weavers devoted entire time to weaving
- Weavers leased their tiny plots to engage every member into weaving
- They lost their bargain power
- They were miserably paid for their produce
- Clashes between Gomasthas and weavers were reported
- Many deserted villages, migrated, refused to accept advances and many closed workshops
- There were revolts opposing Company officials.

#### Board Questions:

3. Explain the effects of the East India Company's exploitative methods of asserting monopoly over trade. (2014)
4. "The establishment of political power by the East India Company resulted in ruination of the Indian weavers." Support the statement with suitable examples. (2012)
5. How did expansion of the British industries in India affect the weavers? Explain. (2016 – 17)

### Gomastha

The East India Company wanted have direct control over Company weavers. For this they needed to eliminate brokers and supply merchants. So, the paid servant, Gomasthas were appointed to replace the older system.

### Functions of Gomasthas

- He advanced loans to weavers
- Supervised weavers
- Examined the quality of cloth
- Collected supplies from weavers

#### Board Questions:

1. Who were Gomasthas? Why did the weavers and Gomasthas clash? (2011,16)
2. Why did East India Company appoint Gomasthas in India? (2011, 14)
3. Describe three functions of Gomasthas. (2010,11)
4. Why were there frequent Clashes between Gomasthas and weavers in the villages? Explain five reasons. (2012, 14,15)

### Clashes between Gomasthas and weavers

- Gomasthas were outsiders
- They had no social links with weavers as the supply merchants had
- They acted arrogantly. Marched into the villages with sepoys and peons
- Punished weavers for delays in in supply
- Weavers were punished by beating and flogging
- Weavers were miserably paid and no bargaining was possible

## Manchester comes to India

**Henry Patullo-** He said that the demand for Indian Textiles could never reduce because of its good quality

**The Koshish-** A community of weavers. They lost their work of weaving and migrated to Bernard to work as day labour

### Cause of decline of Indian handloom and textile export

- Cotton industries had developed in England
  - Tariffs were imposed on imports to eliminate competition from outsiders
  - British industrialists persuaded East India Company to sell British textiles in India
  - British import flooded the Indian Market
  - Indian weavers could not face the competition with cheaper imported cotton products
- Example- At the end of nineteenth century there were almost no imports. But by 1850 there was 31% imports which, by 1870s, rose to around 50% of the total import

#### Board Questions:

1. Explain any three causes which led to the decline of Indian cotton textiles in the early nineteenth century. (2017)

### Problem of Weavers

#### 1. Export market collapsed and local market shrank –

Weavers were facing tough competition from Manchester-imported cheaper machine-made cotton goods.

#### 2. The prices of raw cotton shot up –

American Civil War in 1860s forced Britain to turn up to India for supply of raw cotton to feed its industries. The export of raw cotton to Britain shot up the price of raw cotton. Weavers could not afford it and weaving could not pay.

#### 3. Factories in India started production –

Market was flooded with machine made goods. Survival of Indian weaving industry became difficult.

#### Board Questions:

1. Explain any three problems faced by Indian weavers in 1850s. (2011, 12, 18)
2. Explain new three problems faced by weavers in 1850s. (2017)
3. Describe any three main reasons for the decline of textile exports from India in the 19<sup>th</sup> century. (2014)
4. How did the expansion of the British industries in India affect the weavers? Explain. (2017)
5. Describe any four impacts of Manchester imports on the cotton weavers of India. (2011)  
(See also the topic 'What Happens to Weavers')

## Factories Come Up

|                                    |  |
|------------------------------------|--|
| First Cotton Mill in Bombay - 1854 | First Spinning and Weaving Mill in Madras - 1874                           |
| First Jute Mill in Bengal - 1855   | First Iron & Steel Plant by J. N. Tata in Jamshedpur in 1900               |
| Elgin Mill in Kanpur - 1860        | First Indian spinning and Cotton Mill setup in Calcutta by Seth Hukumchand |

### The Early Entrepreneurs

#### The Early Industrialists groups of Indian Traders –

- They made fortune by trading with China, Burma, Middle East and East Africa
- Acted as juniors to British traders
- Provided finance, procured supplies, shipped consignments
- They had visions to develop industrial enterprises in India

#### Board Questions:

How did many Indian entrepreneurs survive despite of tight economic controls imposed by the British government? (2012)

#### Other Commercial groups –

- They operated within India only
- Were engaged in transporting goods, banking, transferring funds and financing trades.
- They also invested and set up factories in India

## Contribution of early Entrepreneurs

### Dwarkanath Tagore (Bengal)

- He made his fortune in the China trade
- He invested in shipping, mining, banking, plantation and insurance
- He set up six joint-stock companies in the 1830s-1840s
- He had to suffer losses in 1840s

#### Board Questions:

Describe the role of early entrepreneurs of India in the development of industries. (2019)

### Bombay Parsi Businessmen

- Dinshaw Petit and Jamsetjee Nusserwanjee Tata built huge industrial empires in India
- He made Wealth from exports to China and England
- J. N. Tata established Tata Iron and Steel Plant

**Seth Hukumchand (Marwari businessman)** – Traded with China and set up the first Indian Jute Mill in Calcutta in 1917.

**Birlas (Marwari Businessman)** - They were also industrialists who earned through trade with China and had visions to develop industries in India.

## Colonial Control and restrictions over Indian Traders

- Indian Traders were not allowed to trade freely. Their space for trade was limited by the colonial control.
- They were barred from trading in Europe in manufactured goods
- They could export mostly raw materials and food grains – raw cotton, opium, wheat, indigo
- They were gradually edged out of shipping business
- They could not join Chambers of Commerce

## European managing agencies

**Name of Agencies-** 1. Bird Heigliers and Co., 2. Andrew Yule, 3. Sardine Skinner and Co.

**Functions-** They mobilised capital, set up joint-stock companies and managed them

## Where did the workers come from?

Increased in factories increased the demand for workers. The workers employed increased over time. The workers in 1901- 584,000 increased to 1946- 2,436,0000 workers

- Mostly workers came from nearby districts
- Jobless peasants and artisans also sought jobs
- Bombay Cotton Industries – Workers came from Ratnagiri district
- Kanpur Mills- Came from villages of Kanpur
- Workers travelled long distances – from United Province to Bombay textile Mills and Calcutta Jute Mills

## Jobber

The number of job seekers was more than the jobs available. Direct entry into the Mills was restricted. Industrialists appointed Jobbers to get new workers for the industries.

### Functions –

- He was appointed by Industrialists
- He got people from his village
- He ensured them jobs
- He helped the workers to settle in cities
- Helped them with money in time of crisis

#### Board Questions:

1. Who were the Jobbers? Explain their main functions. (2010, 12,16)
2. Why was Jobber employed? How did a Jobber misuse his position and power? Explain. (2013)

## Misuse of authority by Jobbers

- They started demanding money and gift in return to their favour
- They started to control their lives of the workers

## Getting job was difficult: A comparison between India and England



**England** – A person having any existing network of friendship and kin relationship. Those having no such network had wait long, fir weeks spending nights under bridges or in night shelters.

**India** – The job seekers were more than jobs available. Direct entry in the factories was restricted. Jobbers were employed to get workers for industries.

**Board Questions:**

“Getting job was always difficult in the 19<sup>th</sup> century. “Justify the statement comparing the case of England and India. (2012)

## Peculiarities of Industrial Growth (Pattern of Industrialisation)

### European Managing Agencies dominated industrial production

- They focused on certain products meant for export and not for sale in India
- They acquired land at cheap rates
- Established tea and coffee plantations
- Invested in mining, indigo and jute

### Indian Businessmen avoided Competition –

Avoided Competition with Manchester goods sold in India.

- **Production of Yarn** – The cotton mills in India produced Coarse cotton Yarn as it was not imported by the British. The produced yarn was exported to China or used by Indian handloom weavers.
- **Indian businessmen Shifted to cloth production** – From 1906 the export of Yarn to China declined because Japanese goods flooded the Chinese market. So, Indian industrialists started producing cloth. Production of Cotton piece goods doubled between 1900-1912

### Changes in the pattern of Industrialization in India by the early 20th century

#### Swadeshi Movement led to boycott of foreign goods

Boycotting of foreign products led to increase in demand for Indian goods especially cloth.

- Indian industrial groups pressurised government to increase tariff protection and grant other concessions.
- After the decline of yarn to China, the Indian Businessmen shifted to cloth production business.

**Board Questions:**

1. “Series of changes affected the pattern of industrialisation in India by the early 20<sup>th</sup> century.” Analyse the statement. (2008,13, 19)

#### First World War and Boom in Industrial Production

The industrial growth was slow but the first World War brought changes in the industrial situations in India.

- Manchester imports declined because the British mills were busy in producing war related things
- Indian mills had now a vast home market to supply to fill the gap created by decline in Manchester imports
- As the war prolonged, Indian factories were called upon to supply war needs- jute bags, cloth for army uniforms, tents and leather boots, horse and mule saddles and many more
- New factories were set up
- Old factories ran multiple shifts of working
- Many new workers were employed.
- Working hours were increased to produce more.

**Board Questions:**

1. Why did the Industrial growth suddenly shoot up in the years of the First World War? Describe any three reasons. (2016)
2. Explain the impact of the First World War on the Industrial production in India. (2015)
3. "The first World War created favourable conditions for the development of industries." Support the statement with suitable examples. (2012, 2014)
4. How did Industrial production increase during the First World War? Explain any five points. (2012)
5. How did the First World War proved to be a boon to the Indian Industries? Explain. (2012)

In short, we can conclude that First World War gave a good chance to

Indian industries to get a grip over home market and replace the Manchester imports with home-made productions.

### Manchester could never recapture its old position

- The British economy crumbled after the war
- The British economy failed to compete with US, Germany and Japan
- Cotton production collapsed
- British export of cotton cloth fell dramatically

- The colonies like India local industrialists consolidated their position in the home market they replaced the foreign manufacturers
- The home market was very well captured by the local industrialists

### Pattern of industrialisation (A summary how Indian industries developed in 19th -20th century )

- The early industrialists avoided a direct competition with the British factories
- Indian Mills produced coarse yarn and exported it to China
- Swadeshi movement brought demand for Indian products. Industrialists pressurised govt to give tariff protection and concessions.
- During World War first, Indian mills produced war related things- jute bags, boots etc
- New industries came up and working hours were increased
- After the war England could not regain its hold on Indian markets.

#### Board Questions:

1. How did the Indian Industries develop in the 19<sup>th</sup> and 20<sup>th</sup> centuries? Explain. (2012)

## Small-Scale Industries Predominate

In 20<sup>th</sup> century, despite steady growth of industries after war, there were only a few large industries 67% located in Bengal and Bombay.

- Only a small proportion of work force worked in registered factories.
- Most of the work force worked in small workshops and household units and in alleys and by lanes
- Handicrafts production expanded
- Weavers survived though the spinning industry was wiped out by machine-made threads
- Handloom production trebled between 1900-1940

### How the handloom cloth production expanded despite problems

- The handicraft people adopted technologies available at affordable costs
- Used small innovations to compete with mills
- Weavers installed Fly Shuttle. 70-80% installed Fly Shuttle in Travancore, Madras, Mysore, Cochin
- Use of fly shuttle increased productivity per labour, speeded production, reduced labour demand
- **Production of coarse cloth-** it was bought by the poor. Its demand fluctuated by seasons. Bad harvest reduced demand for cloth.
- **Production of fine cloth-** Bought by the rich. Demand was stable and not affected by seasons or famine. Example- sale of Banarasi and Baluchari sarees.
- Mills could not imitate specialised weaves. Example- sarees with woven borders, famous Lingus and handkerchiefs of Madras.

#### Board Questions:

1. Despite stiff competition from machine-made thread, the Indian handloom production not only survived, but also saw a steady growth in the 20<sup>th</sup> century (2012)
2. How did handloom cloth production expand steadily in the 20<sup>th</sup> century? Explain. (2014)

### Life of weavers and crafts person during expansion of production in 20th century

- The expansion of production did not mean prosperity
- They lived hard lives
- Worked long hours
- Entire household seemed to be engaged in production process
- Their condition was better than factory age
- They acted as integral to industrialisation of India.

#### Board Questions:

1. Highlight the position of weavers who produced coarse cloth in 20<sup>th</sup> century. (2015)

## Market for Goods

**Advertisements-** They are an attempt to persuade people to buy products. They make products appear desirable and necessary. They try to shape the minds of people to create needs for them. People are made to feel like using the products. Different media are used for advertisement of products.

## Methods of Advertisement

Even in past advertisements-played a part in expanding the markets for products, and in shaping a new consumer culture.

### Labelling

The Manchester industrialists put labels on cloth bundles. The labels carried names of the place manufacturers and the company. The 'Made in Manchester' label was a mark of quality.

### Use of Indian God's and Goddesses

Labels also carried beautifully illustrated images. Images of Indian God's and Goddesses like images of Shri Krishna and Saraswati. It made a Foreign product appear to Indian people.

### Calendars

Calendars were used by even illiterate people. Calendars kept advertising products throughout the year. They were hung in the poor, middle class, the rich alike. In the calendars figures of Gods were also printed.

### Associating important Personalities with the products

Emperors and Nawabs adorned Advertisement and calendars. People considered the quality of products unquestionable if they were used by kings or produced under royal command.

### Advertisement by Indian manufacturers

Advertisement also became a vehicle of nationalist message. Their appeal was related to Swadeshi and nationalist Message-If you care for the nation then buy products produced by Indians.

#### Board Questions.:

1. Explain with examples the importance of advertisement in the marketing of the goods. (2016, 17)
2. How did the Indian and British merchants and manufacturers advertise their products in India to promote their sale? (2012)
3. Analyze the different modes of advertisement used by the producers to popularize their products and promote sale in the 19th century India. (2012)

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