

CHAPTER XLVI.

Krishnaraja Wodeyar IV.

Administrative and other improvements—1926—1936.

Census of 1931.

The seventh Census was taken on Thursday the 26th February 1931 under the direction of Mr. M. Venkatesa Iyengar of the Mysore Civil Service who had been appointed Census Superintendent for Mysore. The total population of the State on the date mentioned was found to number 65,57,302 made up of 33,53,963 males and 32,03,339 females, the figures showing an increase of 5,78,410 over those of 1921. The rate of increase for the whole population was 97 per mille. This population of over 6½ millions was distributed in 16,591 towns and villages. The area of the State being 29,326 square miles, the density of the population in the State at the time of this Census was 224 persons per square mile as compared with 142 in 1881 and the increase was more than 50 per cent compared with the figures of the Census of 1881. Mr. Venkatesa Iyengar in his Report has made some observations on this growth of population which afford material for thought. "There are several reasons," he says, "for thinking that under present conditions the population of the State, if it has not overtaken, is at any rate running abreast of the means of subsistence. The first of these reasons is its low standard of living..... Information about the standard of living of the people in the State is lamentably lacking. A low standard of living, the prevalence of unemployment and the presence of a population which can migrate if a decent living were available elsewhere, seem together to indicate that the State has a population larger than its resources as now exploited can support in comfort."

Encouragement to Trade and Manufacture.

Further attention now began to be paid for the encouragement of the trade and industries of Mysore. The statistics of the railborne trade of the year 1924-25 showed a total trade during the year valued at Rs. 25.45 crores, the value of the imports being about Rs. 12.47 crores and that of exports about Rs. 12.98 crores.

Deducting from these figures the total value of the trade due to the Gold Mines—an industry conducted under exceptional conditions—the imports exceeded the exports by about Rs. $1\frac{1}{2}$ crores. On the 30th September 1926 Sir Mirza Ismail convened a meeting at the Daly Memorial Hall, Bangalore, at which a large body of merchants, tradesmen, bankers and others were present and a discussion took place regarding the measures to be adopted for the expansion of both trade and manufacture. The Dewan explained that the foreign trade of the State passing through the railway no doubt showed some increase in the figures, being then about Rs. 2529 lakhs as against Rs. 1677 lakhs in 1913-14. A great deal, however, of this apparent increase was due to changes affecting the currency. The total value of the trade of the State per head of population was only Rs. 40 and both exports and imports were more or less stationary. The trade in grains and pulses, in piece-goods and cloth, in leather and skins, metals, oil-seeds and the like had passed from local merchants into the hands of outsiders from distant provinces in India who naturally took advantage of the openings they found in Mysore. It was time, said Sir Mirza, that the people of Mysore took a leaf out of their book and devised methods to give training in large business houses to their boys, popularising suitable schemes of apprenticeship for them. Further, it was necessary to improve the methods of saving by which the availability of cheap capital might be rendered automatic. Those interested in trade should travel not only in India but also in foreign countries in order to widen their outlook and strengthen their business connections. Ten years ago, the Dewan further said, a Chamber of Commerce was inaugurated in Bangalore, but a network of mercantile or Trades' Associations affiliated to the chamber or assisting it in its work and co-operating with it in its endeavours to further its objects was yet to be created. Sir Mirza while expressing the keen desire of His Highness' Government to afford all possible facilities for the protection and expansion of the trades and industries of the State, plaintively exclaimed that the trade conditions were still primitive in the State, that the importance and value of trade statistics had not yet been realised, and that enterprise and adventure were wholly lacking. No doubt, the Bank of Mysore

started some years ago had done good work and had been of yeoman service to the trade of the State, but there was still room for the expansion of its usefulness.

In furtherance of these objects, marketing surveys were subsequently conducted in collaboration with the Government of India in respect of rice, wheat, groundnuts, linseed, tobacco, fruit, eggs, milk, cattle, hides and skins. The virtues of Mysore goods came to be prominently advertised in most of the leading newspapers in India as well as in some of the newspapers in England. At Bombay a Mysore Emporium was organised in order to improve the sales of Mysore products and to facilitate an intensive propaganda being carried on. It was opened on the 14th April 1936 by Sir Chunilal Mehta. The emporium makes an effective display of the products of the Government factories, and facilities have been afforded to the private manufacturers also to display their articles.

Revival of Dasara Exhibition.

The Dasara Exhibition at Mysore was re-opened in 1927 after an interval of 8 years and has continued to be held regularly from that year. In 1928 Sir Mirza Ismail explained the objects of this annual exhibition in these words: "The real function of an annual exhibition like ours is to throw on the screen, so to speak, the industrial activities and progress of the country. Each year's exhibition should afford a cross section of the economic advance of the country and show in a striking manner the chief points of divergence and progress; and the Dasara at Mysore is the most appropriate time for this stock-taking, because people from all parts of the State and also from outside congregate here for the national festival in a care-free and receptive state of mind. As the exhibition should not only illustrate and record but also teach and suggest, it should be the special care of the Development Departments of the State to see that the most recent knowledge pertaining to their work is exhibited in an easily understandable form....."

A Trade Commissioner for Mysore.

In the year 1929 various defects were discovered in the arrangement that existed of entrusting the sale of sandal oil to

private agents. Government, therefore, deputed Mr. N. Madhava Rao (now a member of the State Council) to make a close investigation of the entire question in England and in America and to formulate proposals for the realisation of the moneys due to Government and for the adequate safeguarding of the sandal oil business. This executive measure, though it was primarily suggested by the requirements of the sandal oil business, later began to exercise a very important influence on the trade interests of the State in general, as it led to the permanent appointment of a Trade Commissioner in London for Mysore. This officer, in addition to his duties connected with the sandal oil business, has also been entrusted with other functions of great importance to the development of industries and commerce of the State. A close study of the exports and imports of the State for formulating proposals to conduct commercial transactions to the largest advantage of the State, the extent to which markets for Mysore products can be extended, the possibilities of supplying the requirements of foreign countries by the development of industries for which Mysore enjoys natural advantages, scientific and technical improvements in manufactures which may advantageously be introduced in Mysore, collection of commercial and industrial information having a bearing on the existing or potential industries of the State and making it available for those interested in commercial and industrial enterprises—these also engage the attention of the Trade Commissioner. Mr. N. Madhava Rao held the place of the Trade Commissioner till he was relieved by Mr. B. T. Kesava Iyengar of the Mysore Civil Service.

Sericultural Developments.

During the period between 1926-35 the silk industry was confronted with a serious set back, supporting as it did about one-eighth of the total population of the State. Due to the depressed state of the market in America and the depreciation of the Japanese currency, large quantities of foreign silk including artificial silk, especially from China, were dumped on the Indian market at very low prices. As a consequence, there was a marked fall in Mysore in mulberry cultivation, production of cocoons and silk products,

The export of silk goods from Mysore to outside places which amounted to 8,66,000 lbs in 1925-26 fell to 3,66,800 lbs in 1933, while the imports which were comparatively insignificant in the previous year rose to 1,64,400 lbs. The area under mulberry cultivation in the State decreased from 53,000 to 30,000 acres in seven years.

In 1932 a representation was made to the Government of India to increase the duty on raw silk and silk goods imported from China and Japan. The question was referred by that Government to their Tariff Board to investigate the case for protection. The Board took evidence and on its recommendation the Government of India passed a measure known as the Textile Protection Amendment Act, 1934, which afforded however no substantial protection as spun silk was given no protection.

In the meanwhile, the Mysore Government also took vigorous measures for guarding this industry from ruin. In March 1927 the Sericultural Department was transferred to the control of the Director of Industries and Commerce. An officer of the department was also deputed to study the requirements of the Northern India silk markets. It was found that the most serious drawback was the inferior quality of the reeling due to the primitive character of the appliances in use. An improved reeling machine patented under the name of 'The Mysore Domestic Basin' was designed by Mr. N. Rama Rao who was then Superintendent of Sericulture, his object being to supplant the local charka.

A central Sericultural Association was formed in 1927 and Mushir-ul-Mulk Mir Humza Hussain, a retired Member of the State Council was its first President. The Association proved itself a powerful ally of the department in propaganda work which was essential for a comprehensive improvement of the industry throughout the State. The first President died in the following year and his place was taken by Dewan Bahadur Mr. K. R. Srinivasa Iyengar, also a retired member of the State Council. A scheme of aided grainages introduced by the Government was adopted with enthusiasm by those concerned and the supply of disease-free eggs by Government farms began to be on a much

larger scale than before. The erection of a Silk Weaving and Dyeing Factory at Mysore was completed in November 1931 and work was commenced in January 1932. Mysore is now only one of the two States represented on the Imperial Sericultural Committee, the other being Kashmir.

The Dasara Exhibition of 1935.

The Exhibition held during the Dasara of 1935 was managed by a special committee of which Rajamantrapravina Mr. S. P. Rajagopalachar, Member of the State Council, was the chairman and Mr. S. G. Sastry was the secretary, and the exhibits were so arranged as to give a panoramic view of the progress made by Mysore in arts and industries. More than a lakh of people visited the exhibition. One noticeable feature of the exhibition of this year was the increased attention paid to the educative side and the importance attached to manufacture rather than to retail sales as in previous years. As this aspect was specially kept in view by the various departments of the Government of Mysore, special efforts were made by them to exhibit the various activities in which they were engaged. The very useful castings made at the Mysore Iron Works, the fine sugar from the Mandya Sugar Factory, the unrivalled quality of the Mysore sandal oil, the beautiful fabrics shown in the stall of the Silk Weaving Factory, the modern ploughs and spraying machines manufactured by the Central Industrial Workshop, the insulators produced by the Porcelain Factory, the guaranteed medicinal products of the Industrial and Testing Laboratory, the artistic furniture of the Chamarajendra Technical Institute, the children's dream in the form of new toys prepared at the Chennapatna Industrial School and last but not least, the well-known products of the Mysore Soap Factory—all these were objects of great attraction. Another feature of the exhibition was the number of demonstrations arranged by the Department of Industries and Commerce. The Government Soap Factory, Bangalore, demonstrated the process of soap-making by the cold process which was capable of being practised as a home industry. The same factory showed the different processes of toilet soap manufacture. The Government Industrial and Testin

Laboratory demonstrated the process of manufacture of medicinal tablets. Other demonstrations related to the manufacture of electrical accessories, manufacture of improved varieties of bangles, improved appliances in handloom weaving industry and to results of sericultural research.

A special feature of the exhibition of this year was the part played by the British Indian Postal Department in getting up for the first time a show of their own under the guidance of Mr. G. V. Bewoor, Director-General of Posts and Telegraphs. In this section were shown by models the various methods of handling the mail in India, such as steamship, railway, aeroplane, models of letter-boxes, Post Offices and their appurtenances. There was also a model illustrating the handling of the mail between Mysore and Munnar, P.O., in the high range. On this route the mail was carried by bus, rail, bullock-cart, ropeway and runner. There was also a Broadcasting Section and here was exhibited a clock which showed the time in a great number of towns in both hemispheres simultaneously. The Telegraph, Telephone and Engineering Sections displayed a variety of instruments of considerable value. The various apparatus in use since the telegraph was first introduced into India was also clearly illustrated, as also the effect of corrosion by sea-air etc., on metal and the effect of lightning on the porcelain insulators. Three Telephone Exchanges—Automatic, Central Battery system and Repeater had been set up, also Bandot Teleprinters, open and closed Morse Circuits, so that visitors could see the actual working of the instruments. A small but valuable collection of old and current stamps provided interest for Philatelists, and a film showing the Post Office work in the city of Mysore was projected automatically on a Kodascope in the Post Office portion of the stall. The Neopost Franking Machine which was rapidly replacing the adhesive stamps was specially interesting to businessmen and journalists.

Ranging next to the Government of India exhibits was a grand show arranged by the Indian Institute of Science, Bangalore, under the inspiration of its Director, Sir C. V. Raman. The contributions to science both on the theoretical and practical side by the Director

of the Institute and its staff and students was vividly brought before the public.

Among the exhibitors was the firm of Mitsui Bussan Kaisha, Ltd., of Tokio in Japan who for the first time displayed in Mysore products of the various groups of industries under their control. These exhibits gave the visitors an idea of the tremendous advance made by Japan in recent years in the development of her industries.

His Highness the Yuvaraja at the close of the exhibition distributed the prizes and made the following observations:—"We have just come to the conclusion of a Navaratri festival which in the dignity of its ceremonial, in the brilliance of its pageantry, in respect of the delights to the eye, the refreshment to the mind, the sport and amusement provided, and in the multitude which have come to enjoy it, has surpassed any of the most brilliant of its predecessors..... Business to-day consists in persuading the crowd. Advertising is the principle of mass production applied to selling. Anybody can cut prices, but it takes brains to make a better article. Business is never so healthy as when, like a chicken, it must do a certain amount of scratching for what it gets. These aphorisms which I have taken, not from the eloquent speeches made at this exhibition but from the sayings of business magnates such as Mr. Henry Ford, are nevertheless inherent in the advice that has been given to you from year to year. It has been suggested to you that what you want is village exhibitions, taluk exhibitions and district exhibitions leading up to one great Dasara Exhibition at the top of the pyramid. Then again, you require sectional exhibitions such as are common in European countries, at which each business in turn is given an opportunity of showing its products. Thus you have in England exhibitions of machines, of motors, of baking and confectionary, of dairy goods, of cloths, of toys, and of numerous other groups of articles; and great premises which would accommodate this exhibition many times over are kept busy almost throughout the year with one sectional exhibition or another.

"Let me take one instance of a sectional exhibition that I think would be infinitely invaluable to Mysore, and that is the one that is suggested by His Highness the Maharaja in his speech here in 1929—an Ideal Home Exhibition. You have now a great boom in building activity in the State and this is likely to increase if the scheme for promoting House-Building Co-operative Societies comes to pass. But which of you knows exactly what he wants in his home?..... The idea of the home is developing from year to year and in England, for instance, there has been an enormous advance in the standard of comfort by the application to common use of innumerable inventions as a result of Ideal Home Exhibitions and the giving of prizes for the houses that give the greatest amount of convenience for a limited sum. One of the best known is the "Daily Mail House," and in that country a man of moderate means who wishes to maintain a certain standard of convenience can quite easily do so without going through the elaborate process of employing architect, builder, etc., and learning by trial and error, if he simply goes to a House-Building Society and says that he wishes a house constructed on one or other of the standard plans. I feel that, in circumstances like these, an Ideal Home Exhibition would do an enormous amount to stimulate the building trade, to promote the creation of House-Building Societies, and above all, to increase the standard of comfort of the would-be householder without involving him in unnecessary expense. If you would add to that an exhibition of an idealised furniture which would combine Eastern ideas of art with Western ideas of utility, you would carry the idea one large stage further towards perfection. The year that has just passed has seen a marked advance in the publicity activities of our State..... It is essential that none of us, and especially none of our business people, should slacken in the effort both to keep Mysore goods in the shop window and to see that there are plenty more in the shop behind to justify the display. There is no better advice on this subject than that of Sir W. S. Gilbert :

"If you wish in this world to advance,

"Your merits you are bound to enhance,

"You must stir it and stomp it,
"And blow your own trumpet,
"Or, trust me, you have'nt a chance."