


- **Literature and Azaadi**
- **Rural Industries**





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## LITERATURE AND AZAADI

A freedom fighter from Bihar, who was fond of music, was once arrested from his home. While in prison, he sent a note to his family. The note when censored by the prison authorities was found to be highly seditious and conspiring against the British Raj. It had just a single line written in Hindi that read "Is-Raj ke tar dheele kar do", this was deciphered as "Let the reign of this Raj [British] be loosened. He was summoned by the authorities and inquired about the said note. He replied that he was misunderstood and he merely wished to convey to his family to loosen the strings of his musical instrument Israj that he had left mid-way while being arrested. Such is the power of wordplay that was enough to shake the foundation of oppressors.

### Chapter 1: Partition Literature

The multilingual setup of Indian literature compels us to accommodate a multidimensional history of the state and the margin. The emergence of independent India has inspired Indian writers and narratives in many ways. The partition of Indian subcontinent had devastating and cascading effects over generations.

It changed the literary genres of many Indian languages like a watershed event of the 20th century; the animosity it unleashed, and the malice carried over decades after decades. Literature produced with the reflection of Partition anecdotes has been classified as Partition Literature. Literature produced with the reflection of Partition anecdotes has been classified as Partition Literature – a new literary genre of the twentieth century that is paralleled with the Holocaust literature, Refugee literature, etc.

- The world has seen several partitions such as [Israel-Palestine](#), India-Pakistan, Partition of Germany and many more throughout the 20th century. Each partition has destabilized human life and created various problems and discomfort. These human aspects of partition are manifested in the literary corpus of various languages. It refers to writings that chronicle and explore the event, from all sides of the border. It includes non-fiction as well as fictional narratives.
- **A few examples of Partition Literature:**
  - Ghasan Kanafani's 'Men in the Sun'-1962-Palestine/Israel
  - Salman Rushdie's 'Midnight's Children'-1980-India/Pakistan
  - Seamus Deane's- 'Reading in the Dark'-1996-Ireland Partition
  - Akhteruzzaman Elias (from Bangladesh)- 'The soldier in the Attic' and 'The Saga of Dreams' – 1996-Pakistan/Bangladesh
  - Pak wan Suh's -The Naked Tree-1970-Korean Partition
  - Geetanjali Shree's Hindi novel- 'Ret Samadhi' ('Tomb of Sand' in English)-2018-on India Partition
    - In 2022, this book became the first novel translated from an Indian language to win the International Booker Prize.
- **A few examples of Indian Hindi, and Urdu partition literature:**
  - Saadat Hasan Manto – Experienced partition violence, trauma, and fictionalized human instinct to partition events and wrote many stories in this regard. One of the finest writer of Indian Partition fictionalised the reciprocation of human instinct to the Partition event. Stories like 'Thanda Gosht', 'Toba Tek Singh', 'Khol Do', 'Dog of Titwal' may be read as the deepest remembrance of Partition trauma.
  - Krishen Chander – 'Peshawar Express'
  - Khushwant Singh – 'Train to Pakistan'
  - Yashpal – 'Jhoota Sach'
  - KS Duggal – 'Band Darwaze'
- **Examples of Bengali literature:**
  - Ritwik Ghatak portrayed Bengal partition with the deepest sense of insecurity of human existence.
  - Amarendra Ghosh – Bhangche Sudhu Bhangche
  - Jyotirmayee Debi – E-par Ganga O-par Ganga

*In the first five decades, partition literature was committed to 'high politics' and this gradually shifted to feminist stance, oral narratives from the survivor and caste angle.*

- **A few examples of non-fiction partition literature:**
  - Dr. B.R. Ambedkar – 'Pakistan or Partition of India'
  - Dr. Syama Prasad Mukherjee – 'Awake Hindustan!'
  - Penderal Moon – "Divide and Quit"
  - Maulana Abdul Kalam Azad – India Wins Freedom
  - Hiranmoy Bandopadhyay – 'Udbastu' in Bengali
- **Examples of Feminist Partition Literature:**
  - Urvashi Butalia – 'The Other Side of Silence: Voices from the Partition of India'
  - Ritu Menon – 'Border and Boundaries'

- Jasodhara Bagchi – 'Trauma and Triumph'
- Veena Das (Mirrors of Violence: Communities, Riots and Survivors in South Asia),

### Various laws by the British to suppress the Indian Press

*During the colonial rule, the printing press and newspapers grew and the first Indian, rather Asian, a weekly newspaper, Hicky's Bengal Gazette, edited by James Augustus Hicky, came out on 29 January 1780. Warren Hastings, the first Governor-General of India, crushed the Gazette within two years thereby ceasing its publication from 30 March 1782.*

#### Before 1857:

- The First Censorship of Press Act, 1799 by Lord Wellesley
- Series of oppressive laws like Licensing Regulations Act 1823, Press Act of 1835 or Charles Metcalfe Act, Licensing Act 1857, etc., were enacted during East India Company rule.
- **Payam-e-Azadi (Message of Freedom)**, an Urdu paper under the editor **Mirza Bedar Bakht**, supported the [first war of Indian Independence in 1857](#).
- Regulation III of 1818, under which Lala Lajpat Rai was sent to Mandalay jail in Burma.

#### After 1857:

- Several newspapers in various Indian languages were banned or penalized during the 1857 war.
- Mirza Bedar Bakht was publicly hanged for supporting the war.
- Sedition law was introduced in 1870 under **Section 124A of IPC**.
  - Sedition law was used to silence the likes of Mahatma Gandhi and Bal Gangadhar Tilak.
  - Bal Gangadhar Tilak was charged with sedition for exciting disaffection through an article he published in the Kesari. The Lokmanya was sentenced to imprisonment for 12 months.
- The Vernacular Press Act (VPA) of 1878 was designed to 'better control' the vernacular press and effectively punish and repress seditious writing.
- The Official Secrets Act, 1898, Indian Post Office Act, and Indian Customs Act, Indian Press Act, 1910, all controlled the books and publications.

#### Examples of Literature against Established Rule:

- Numerous poets and writers have written about several incidents of freedom struggle such as – [1857 War of Independence](#), [1919 Jallianwala Bagh Massacre](#), 1922 Chauri Chaura incident, 1927 Kakori robbery, and 1942 [Quit India Movement](#).
- 'Sare Jahan Se Acha', an Urdu language patriotic song for children written by poet Muhammad Iqbal in the ghazal poetry of Urdu Poetry. The poem was published in the weekly journal 'Ittehad' on 16 August 1904.
- 'Jhansi ki Rani' by Subhadra Kumari Chauhan.
- 'Pushp Ki Abhilasha' by Makhanlal Chaturvedi.
- 'Jhande Ka Geet' by Shyamlal Gupt Parshad.
- Revolutionaries like Ram Prasad Bismil and Ashfaqullah Khan wrote several poems expressing the innermost expressions of revolutionaries against British rule.
- 'Bharath Prashasthi' by Rabindranath Tagore.
- 'Pyara Hindostan Hamara' by poet Hamdam depicting Hindu-Muslim Unity during the freedom struggle.

## Chapter 2: Cinema as Vanguard of National movement

After implementing the Dramatic Performances Act in 1876, the British were quick to understand that cinema had a bigger potential to influence public opinion. Expectedly, India's Cinematograph Act was passed in 1918 during the dying months of World War I with effect from 1st August 1920.

- Bengali cinema drew its inspiration from rich literature from the likes of Sarat Chandra Chatterjee, Bankim Chandra Chatterjee and Rabindranath Tagore. This is why in popular slang, Bengalis even now refer to a film as 'boi'/'book'.
- The Dramatic Performances Act, 1876 was imposed to check the revolutionary impulses of Bengali theatre which banned performances of any play they found scandalous, defamatory, seditious content, or otherwise prejudicial to the public interest.
- Playwrights who wished to attack colonial rule soon turned to mythological plays to shield their nationalist messages to evade the censor's actions.

- India Cinematograph Act 1909 was passed to curb cinemas as it had a bigger potential to influence public opinion.

#### Growth of Bengali Cinema

- In 1795, a Russian linguist and indologist, Gerasim Stepanovich Lebedev started a proscenium drama in Calcutta. These translations of European plays in Bengali with native actors are considered the pioneers of modern Indian theatre, different from our traditional one that was derived from Bharata Muni's Natyashastra.
- During the middle of the 19th century, Madhusudan Dutt was involved with the theatre at Belgachia, which was a pioneer of modern, western-influenced theatre. Dutt composed the play, 'Sharmistha', in the western style, in 1858, based on the story of Debjani-Yayati of Mahabharata. It is considered the first original play written in the Bengali language.
- The first '**Swadeshi**' play was **Dinabandhu Mitra's Nil Darpan** which depicted the horrific tragedy of indigo farmers in rural Bengal and the British atrocities against them. It was staged in 1872 by Girish Chandra Ghosh.
- Ghosh established the National Theatre in 1872 and the first performance of the Bengali commercial stage happened with 'Nil Darpan'. Soon it was banned by the administration.
- [Rabindranath Tagore](#) experimented with the ideas of spiritualism and individual identity, and in parallel raised questions on the collective vision of nationalism through various plays.
- [Lord Curzon's](#) 'divide and rule' policy and the implementation of the partition of Bengal in 1905 served as fodder for strong nationalist sentiments amongst the Bengali people.
- Cinemas upholding religious unity alongside the strong wish for freedom from the colonial rule were in the mainstream. At the 1939 Indian National Congress conference at Calcutta, Netaji Subhas Chandra Bose advised the members to form a film collective for the spread of cinema.
- **Jatra**
  - A popular folk-theatre form of Bengali theatre
  - Spread throughout most of Odia and Bengali-speaking areas including Bangladesh and the Indian states of West Bengal, Odisha, Bihar, Tripura and Assam.
  - The word *jatra* means journey or going.
  - The origin of jatra, intrinsically a musical theatre form, is traditionally credited to the rise of Sri Chaitanya's Bhakti movement.
  - In 'Jatra', the stories about patriotism and sacrifice gained prominence.
  - The popularity of 'Jatra' amongst the masses ensured the spread of political awareness. These plays portrayed the British as the new form of evil as compared to the Indian revolutionary symbolizing the good.

#### The Slow Demise

- The second world war, the famine, and the exodus from Calcutta to Bombay, all resulted in the Bengali film industry becoming weaker.
- The Bombay film industry had already established its monopoly of the pan-Indian market.
- The disparity widened post-independence and the Bengali film industry slowly suffocated due to a cash crunch.
- The partition, apart from its psychological effect, impacted the very base of Bengali cinema's home market.

#### Freedom movement in Central India

The East India Company began efforts to annex Chhattisgarh after the [Battle of Plassey](#) in 1757.

- The central part of Chhattisgarh was under the control of the Maratha rulers of Nagpur and the various Princely States.
- The British got their first success in 1800 when the Raja of Raigad signed a treaty with the Company and made Raigad a part of the Government. They annexed the Maratha empire after its defeat in the war at Nagpur in 1818 and began to rule the central region of Chhattisgarh.

However, in Bastar, the south of Chhattisgarh and Surguja in the north, several tribal rebellions arose to save tribal people from the slavery of the Company's Government:

- **The Halba Rebellion (1774\_1779):** First rebellion against the British in India, and King Ajmer Singh of Bastar was the first martyr.
- **Kol Rebellion, 1831**
- **Tarapur Rebellion 1842**
- **Dantewada revolt 1842:** Against the order of the British regarding the custom of human sacrifice. The tribal people fought fiercely against the British. After a struggle, the custom of human sacrifice was stopped and a permanent military system was established in Dantewada.

- **First Revolt of 1857 in Sonakan:** By Narayan Singh, the tribal landlord of Sonakan of Raipur. He formed an army of tribal youth. After fierce fighting, Narayan Singh was arrested and publicly hanged at Raipur on 10 December 1857. He was declared the first martyr of 1857 in Chhattisgarh by conferring the title of 'Veer' in independent India.
- **In 1878, the Rani of Bastar** started a struggle against the British to protect her rights, lasting until 1882.
- **Tana Bhagat Movement/Oraon Movement (1914-1919):** The Northeast region of Chhattisgarh witnessed the Tana Bhagat movement, which started in 1916 and lasted till 1918.
- **Bhumkal of Bastar**
  - In 1910, there was a fierce people's uprising in Bastar itself, known in modern history as 'Bhumkal of Bastar.'
  - The Muria tribesmen of Bastar defeated the British state and took up armed revolution to establish the 'Muria Raj' Led by Gundadhur.
- **Jungle Satyagraha**
  - Jungle Satyagraha was launched in 1922 in a place named Nagari of Dhamtari district, Chhattisgarh.
  - The tribals had staged a satyagraha against the authority, protesting over the low wages given by the forest department and the ban on carrying wood for use in cooking at home.
  - Later, the Forest Department brought changes in its functioning, and this movement was called off. However, in August, 1930, Jungle Satyagraha started again at different places in Chhattisgarh.
  - This movement continued till March, 1931, and it ended with the comeback of the Civil Disobedience Movement in India.

### Chapter 3: Freedom Songs from the Northeast

*The freedom movement for the Northeastern regions of India began when the British started occupying the area after the first Anglo-Burmese War in 1826. The Burmese had invaded Assam and Manipur thrice, in 1817, 1819 and 1821, and occupied both of which were then independent countries. The British, who had entered Assam with a promise of going back after expelling the Burmese, however, stayed on after discovering tea and petroleum.*

- The spoken word- oral literature- was the only mode of transmitting social messages due to the low literacy rate across the North Eastern region. Most of the communities did not even have a script.
- People sang folk songs and ballads about the sacrifices of great freedom fighters such as **Gomdhar Komar, leader of the first resistance movement in Assam (1828), Maniram Dewan, hero of the 1857 War of Independence** and many more. These songs were inseparable from the freedom movement which grew intense with every passing year.
- **'Phulaguri Dhewa' in 1861** (dhewa in local parlance is a battle or war)—India's first peasants' uprising against the British rule in Assam inspired local villagers to compose oral songs. These songs described the protest which culminated in the death of several peasants in a police firing even as several others were transported to the Andamans.
- A 132-line ballad called **Doli Purana on the 'Patharughat massacre' of 1894** was sung during the subsequent phases of the freedom movement. It is considered an important ballad of Assam even today.

The twentieth century saw an upsurge in literary activities related to the freedom movement in Assam.

- **Ambikagiri Raichoudhury (Assam Kesari)** composed many songs and added momentum to the freedom movement.
- **Jyoti Prasad Agarwala (1903-1951)** was a poet, lyricist, singer, musician, playwright and said to be the father of modern Assamese culture. He was a leader of the freedom movement who also held charge of the Congress volunteer force during the Quit India Movement.
- Many of his poems related to the freedom movement were set in the rhythm of a typical military band so that young people could actually march in a disciplined manner.



- In Manipur, the most important popular piece of literary work that continues to instil a sense of patriotism among the people is '**Khongjom Parva**', a traditional ballad originally composed (orally) by **Leinou** written about the 1891 Anglo-Manipur war.

### Bengali Theatre

Theatre in India began in Calcutta and Bombay in the second half of the 18th century. Throughout the 1860s, theatres were controlled by elites. They presented a number of plays addressing contemporary issues like widow remarriage, polygamy, class and racial oppression and many more.

- The very restrictive nature of these theatres led to the emergence of public theatre that grew upon the enthusiasm and determination of the educated, middle-class youth for whom this held huge scope for entertainment and voicing their opinions.
- It was from the second half of the nineteenth century that the socio-economic conditions of [Bengal](#) and the essence of nationalism were reflected in the plays.

#### Notable Personalities of Bengali Theatre:

- **Dinabandhu Mitra's Nildarpan (The Mirror of Indigo Planting)** showed the brutal exploitation of peasants working on indigo plantations by their British employers.
- [Swadeshi movement](#): Bengali theatre took a significant turn [tendency to glorify the past]
- **Girish Chandra Ghosh** – His plays were packed with socio-political significance.
  - Used theatre to translate the spirit of nationalism into powerful outlets of public opinion. His plays like '**Siraj -ud-Daula**', and '**Mir Qasim**' were subjected to critical censorship.
  - Both plays presented history with great accuracy and patriotic fervour.
- **Rabindranath Tagore** wrote a number of plays with profuse song-and-dance sequences (often referred to as **Rabindra-Nritya**, for their unique minimalist and non-classical form).
  - Tagore infused a **European form and structure** into his plays, building climax and portraying the psychological conflict between the characters. However, they failed to generate interest from general audiences.
  - This changed dramatically once **Sombhu Mitra's group 'Bohurupi'** began performing Tagore's stories and plays.
- **Manmatha Ray** used puranic tales to suit contemporary times in the 1930s.

Popular dramas with a political dimension as a trend became stronger in the 1940s and in the years after independence.

#### Colonial Ban on Theatres:

- British Government employed various strategies to control theatres and plays that exhibited any tendency "likely to excite feelings of disaffection to the government established by law in British India" or was "otherwise prejudicial to the interests of the public."
- People involved in these types of plays were subjected to imprisonment and fine.
- In 1876, 'Dramatic Performances Act' was passed to bar public theatres from using overtly subversive political messages.
- The Act extended to the whole country and by the powers conferred on the local governments, it could stop the performances and suppress any drama which in its opinion, may be considered seditious, obscene or defamatory.

#### How was the Theatre successful in reflecting the Freedom Struggle

- The political and social concerns of the **Swadeshi Movement** were aptly reflected in the theatre of the period. Nationalism and patriotism were propagated in the garb of other themes.
  - The playwrights gave political interpretations to history and myth, motivating people to adopt the way of Swadeshi.

- Nationalism was used as an effective way of pulling audience. It becomes evident from the way a victory over the colonisers by a native football team was used for advertising the successful running of a play (*Baji Rao*).
- A further problem was posed by what British officials referred to as the **gag**; the practice of actors interpolating lines that were not part of the scripted dialogue.
- The plays successfully performed the idea of nationalist resistance of imperial dominion on the public stage and thus, inevitably, on the political stage of colonial India. Thus, nationalism as a subject was ably exploited for the cause of theatre.
- The commercial theatre **made the principle/ideology of nationalism accessible to an indefinitely large and undifferentiated audience**. More than historical authenticity, the stage used history to promote nationalism.
- The public that this stage addressed was **treated as equal, emptied of specific characteristics of status, family and individual personal identity**.
- Finally, in the context of the Independence movement, simply by depicting India's heroic past, the dramatists **inspired patriotism, encouraged participation in the freedom struggle, and offered an antidote to spreading cultural colonisation**.
- The colonial, public theatre in this way **became reflective of national character and in a sense was a system of organisation and consumption that modelled national behaviour**.

### The Work of Kazi Nazrul Islam

- Kazi Nazrul Islam (26 May 1899 – 29 August 1976) was an Indian and later Bangladeshi writer, musician, and poet.
- **National poet of Bangladesh**
- Regarded as one of the greatest poets in Bengali literature.
- Themes in his poetry, music and stories: Equality, justice, anti-imperialism, humanity, rebellion against oppression and religious devotion.
- His activism for political and social justice as well as writing a poem titled “Bidrohi”, meaning “the rebel” in Bengali, earned him the title of “**Bidrohi Kobi**” (Rebel Poet).
- In 1920, Nazrul and his friend Muzaffar Ahmad brought out the **anti-British daily ‘Nabayug’** (launched by A K Fazlul Haq as the mouthpiece of his Krishak Praja Party).

#### A revolutionary poet:

- In 1922, while supporting Gandhi’s non-violent *satyagraha*, Nazrul was **building up the vocabulary of rebellious youth** which can be seen in his works such as ‘Bhangar Gan’ and ‘Bidrohi’ (The Rebel)
- His **weekly ‘Dhumketu’** announced the objective of complete independence and suggested **militant means** to achieve it. The revolutionaries were hugely inspired by his Dhumketu. The Jugantar Party even claimed it as its own organ.
- Nazrul was sentenced to a year of rigorous imprisonment on a charge of sedition in 1923.

#### As a Socialist:

- Inspired by the Bolshevik Revolution, he wrote a number of poems protesting against the deprivation of the poor and hailing their awakening, and criticizing the subordination of women, the hypocrisy and corruption of the priests of all religions and inequality and exploitation embedded in socio-religious and economic power structures.
- He was against religious orthodoxy and criticized both Muslims and Hindus for their bigotry and superstitions.
- He tried to create a composite literary language and a shared literary space accommodating both Bengali Hindu and Muslim sensibilities.



## Chapter 4: Role of Hindi Literature &amp; Urdu Literature

Phases of Freedom Struggle	Series of Lit events
<b>First War of Independence of 1857</b>	<ul style="list-style-type: none"> <li>• <b>Before 1857:</b> Urdu poets like Shah Hatim, Ashraf Ali Fughan, Mohammad Rafi Sauda, Mir Taqi Mirhad had started expressing their anguish over the decline of rule of law, rampant corruption, and loss of time-tested human values.</li> <li>• Composed the poetic genre '<b>Shahr-Aashob</b>' (urban unrest), recorded socio-political ground realities of their time and also expressed their indignation at the political situation that prevailed.</li> <li>• The First War of Independence of 1857: Stirred the consciousness of Urdu poets who expressed indignation at the Company rules that resulted in <b>destroying local industries and meddled with religious matters</b> of the land.</li> <li>• Many Urdu poets were hanged by the British.</li> <li>• Quite a few poets did not just write revolutionary poetry but jumped into the battlefield against the British. Poet <b>Aziz Moradabadi</b> fought against the British along with <b>General Bakht Khan</b> on the battleground.</li> </ul>
<b>Indian Literature, Press and Journalism in 1873</b>	<ul style="list-style-type: none"> <li>• Regulations like the Press Act, and the Arms Act: Affected India after 1857, leading to the consciousness of an intellectual nationalism in Hindi and Bengali-speaking society of North India.</li> <li>• In India, from 1878 to 1947, many works, magazines, and books were <b>banned by the British Raj</b>, including <b>Balkrishna Bhatt's Hindi Pradeep</b>, <b>Premchand's Soz-e-Watan</b>, <b>Sakharam Ganesh Deuskar's Desher Katha</b>, etc.</li> <li>• Biggest role: Created a sense of discontent among the public against the British Raj.</li> </ul>
<b>1885: Rise of the Congress and Emergence of New Intellectuals</b>	<ul style="list-style-type: none"> <li>• <b>English education:</b> Led to the development of a particular stream of Indian nationalism by poets like Mahesh Narayan or writers like Bhartendu Harishchandra, Balkrishna Bhatt, Pratap Narayan Mishra, etc., As a countermeasure, it gradually developed a deep affection in Indians for the motherland and the native language.</li> <li>• <b>Birth of the Congress:</b> The Indian intellectual class also got a space, the effect of which was that after receiving an English education, this section played a big role in the freedom movement as a middle class [as seen in <b>Amritlal Nagar's novels like Karwat and Peediyar</b>]</li> <li>• <b>Dalit renaissance:</b> Emerged in Maharashtra because of Savitribai Phule and Jyotiba Phule, following Ambedkar's arrival.</li> </ul>
<b>1905: Partition of Bengal and Surge of the Independence Movement</b>	<ul style="list-style-type: none"> <li>• The images of the Indian nation that Tagore created in <b>Gitanjali</b> and other works deeply affect the entire world, including India.</li> <li>• His work, which expresses the pain of the agrarian society of being separated from the land, introduces us to a new form of nationalism.</li> <li>• In this collection of Poems, Bengal is mourning after its partition, wishing for a better future, and praying for regaining its prosperity snatched away by the British Raj.</li> </ul>

	<ul style="list-style-type: none"> <li>Urdu poets continued with their tirade against the British during Home Rule Agitation, Rowlatt Act (1918) and the Jallianwala Bagh massacre (1919).</li> <li>Articles written by <b>Sir Sayyed Ahmed Khan, Maulana Hali and Shibli Nomani</b> largely influenced their readers towards social awakening and nation building.</li> </ul>
<b>1917: Gandhian Influence</b>	<ul style="list-style-type: none"> <li><b>Gandhi's</b> travels on rural society across India: He motivated farmers to join non-violent movements and be an ally in building a free and fearless nation.</li> <li>A folk poet of Khari Boli has enthusiastically described this active state of mind and creation.</li> <li>Gandhi's influence on the public is reflected in the folk song by <b>Haipou Jadonang</b>, belonging to the <b>Kacha Naga ethnicity</b> and associated with the <b>Kabui Revolution of Northeast India</b>.</li> </ul> <p><i>Gujarati Literature</i></p> <ul style="list-style-type: none"> <li>Many great scholars and writers such as <b>Umashankar Joshi, Sundaram, Pandit Sukhlalji, Muni Jinvijayji, and Kakasaheb Kalelkar</b>, were associated with Gujarat Vidyapith and contributed immensely to the field of Gujarati literature and echoed the spirit of freedom struggle in their literary works.</li> <li>Three early eras of Gujarati literature– <b>Sudharak Yug (Reformist Era), Pandit Yug (Scholar Era), and Gandhi Yug (Gandhi Era)</b>– echo the ethos of the Indian freedom struggle and it has been reflected in various literary works.</li> <li>Gandhiji was part and form of many literary genres of that period - he made appearances in many dramas, novels, stories and in poems.</li> <li>Mahatma Gandhi insisted on high thinking and simple living which was reflected and highlighted by the literary English authors of the time, mainly <b>Mulk Raj Anand, Raja Rao, and R. K. Narayanan</b>. Their works present the influence of Gandhi on Indian villages and towns.</li> <li>In <b>Raja Rao's 'Kanthapura'</b>, a village organizes passive resistance against the British in accordance with Gandhi's philosophy.</li> </ul> <p><i>Portrayal of Gandhian ideology in literature cemented Gandhi's position as a leader of the exploited.</i></p>
<b>1936: Progressive Writers' Movement</b>	<ul style="list-style-type: none"> <li>In 1936, the Progressive Writers' Movement started which stood firm against British rule and forcefully advocated the cause of national independence. Hundreds of poems, short stories, novels and articles appeared in Urdu newspapers and magazines, and a galaxy of Urdu poets appeared on the literary horizon.</li> <li>A bulk of Urdu literature is available against <b>the two-nation theory of Muhammad Ali Jinnah</b> and his idea of partition.</li> <li>Urdu prose also forcefully raised its voice of indignation and protest against the foreign rule. Urdu press, too, was replete with editorials and articles on the subject. Two such newspapers were <b>Urdu Akhbar and Payam-e-Azadi</b>.</li> </ul>
<b>Contemporary writings by Women</b>	<ul style="list-style-type: none"> <li>Muslim women of elite families in the 1920s turned to study English in India. This created a class of educated women, composed of women</li> </ul>

like **Muhammadi Begum, Nazar Sajjad Haider, and Abbasi Begum**, who started writing and getting published in magazines. They adopted various forms of self-expression.

- **The autobiography of Begum Sultan Jahan of Bhopal:** Details on colonial power, the rise of nationalist ideology, and socio-religious reform movements.
- **Shah Jahan Begum wrote Tehzeeb-un-Niswan-o-Tarbiyet-ul-insaan** to teach women how to conduct themselves.
- The autobiography of **Begum Qudsia Aizaz Rasool** titled '**From Purdah to Parliament**' gains importance as it shows the potential of women with leadership abilities in a patriarchal society. She served as the Deputy President of the Council from 1937 to 1940. She was the first Indian Muslim woman to reach such a high position.
- These Autobiographies –
  - Provide a view of the cultural context and history in the changed circumstances following the partition and the dimensions of their association with gender issues.
  - They have mentioned social and family compulsions on being a woman, gender politics and censorship.
  - Helps to bring to the fore her society, community, agony, trauma, experiences of gender difference, and psychosocial and language expressions.

Read: [Role played by women in 1857 Revolt](#)

**Note:**

*The writings in Hindi literature or folk memories also focus on political emancipation and correspondingly raise the question of social emancipation with aplomb, in which the issue of women and Dalit emancipation comes up prominently.*

*Urdu is the language that gave the slogan '**Inquilab Zindabad**' (Long live the revolution) to the Indian populace.*



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## RURAL INDUSTRIES

### Chapter 4: Changing Face of Rural Industries

“Rural development” has been among the most critical components of the official discourse on social and economic change during the post-Independence period in India. This is quite understandable. Given that at the time of India's Independence nearly 85% of the Indian population lived in its more than half a million rural settlements, the “rural” had to be among the foremost concerns of the emerging democratic state. “Rural” was not merely a site of backwardness. It was where the soul of India lived, in its fields, in its working kisans and in its traditions.

India is predominantly a rural country. As per the 2011 Census, 68.8 per cent of country's population and 72.4 per cent of workforce resided in rural areas. Rural economy constitutes 46 per cent of national income. Despite the rise of urbanization more than half of India's population is projected to be rural by 2050. Thus, growth and development of rural economy and population is a key to overall growth and inclusive development of the country in post COVID-19 India.

#### Criticality of the rural sector in the economy:

- As per NITI Aayog report, more than half of Indian industrial production comes from the rural areas. Rural construction also accounts for nearly half of the total building activity in the country. The value of rural services is about a quarter of the total services output.
- Agriculture has accounted for less than half of total rural output since the turn of the century. On the other hand, National Sample Survey Office (NSSO) data shows that more than one-fifth of rural households with self-employment in agriculture have income less than the poverty line.
- Agriculture labour productivity in terms of gross value added (GVA) in India is less than a third of that in China and 1% of that in the US. Rural sector is net importer vis-e-vis urban areas which indicate outward flow of money.

#### A. The Changing Face

Agriculture plays a vital role in the country's economy and giving the importance to agriculture sector, the Government has substantially enhanced the budget allocation for the agriculture sector.

- In the 1950s, agriculture accounted for about 50% of the Gross Domestic Product (GDP) of the country and employed over 70% of the Indian workforce.
- However, there has been a gradual decrease in the contribution of agriculture to the GDP which has reached about 18.4% in 2019-20.
- The percentage of the labour force engaged in agriculture also experienced a fall as about 46.5% of the labour force are now employed (2019-20).
- **Key labour force issues in the agriculture sector:** Challenges of underemployment, disguised unemployment and seasonal unemployment

Rural industries render a significant contribution in the development of India. Industrialization of rural communities not only leads to an increase in per capita income and augmentation of living conditions of the individuals by generating appropriate employment opportunities for them, but also causes reduction in income disparities between rural and urban areas. The expansion of industrialization in rural communities is regarded as indispensable in making use of resources to serve local needs. Rural industrialization has been regarded as one of the major economic and social roles, leading to economic development. The major objective of rural industrialization is to generate numerous employment opportunities for the individuals, so they are able to alleviate the conditions of poverty and promote better livelihoods opportunities for themselves.

#### History of Rural Industrialisation

Rural industrialisation has been a high-priority area for policymakers since independence. With the advent of globalization and modernization, there have been establishment of small-scale industries in rural areas as well. Apart from involvement in agriculture and farming practices, the rural individuals are acquiring employment opportunities in small-scale industries as well.

- They are getting enrolled in educational institutions and training centres to augment their knowledge in terms of implementation of job duties.
- The implementation of job duties in industries is challenging. The rural individuals are required to undergo training and development programs, with the main purpose of augmenting their skills and abilities.
- But getting employed in industries as well as the agriculture sector has rendered a significant contribution in augmenting their income and living conditions.

- **Industrial Policy Resolution (IPR) of 1948:** The focus has been on **small-scale and cottage industries** as they were considered to be an instrument to facilitate the transition from the traditional and labour-intensive agrarian economy to an industrialised economy and as a platform for equitable distribution of national income.
- The fundamental issues associated with capital, skilled labour, raw materials and marketing were recognised and various measures were undertaken during the first five-year plan period.
- The Planning Commission of India devised the “**Report of the Village and Small-Scale Industries (Second Five-year Plan) Committee**” which is famously called the **Karve Committee Report** in the year 1955.
  - The report highlighted the challenges related to the over-centralisation of economic activities and moving from safeguarding small-scale industries to their development.
- The **Industrial Policy Resolution 1956** is said to be a milestone in the development of agro and rural industries.
  - Measures of safeguarding small-scale industries will continue to be taken, whenever necessary, but the main aim of the State policy will be to ensure that the decentralised sector acquires sufficient vitality to be self-supporting and its development is integrated with that of large-scale industry.
- **Improving the competitiveness of rural and small-scale industries:**
  - The **Third Five-Year Plan** focused on positive assistance like improvement of skill, providing technical advice, better equipment and credit, to progressively reduce the role of subsidies, sales rebates, and sheltered markets.
  - The **Fourth Five-Year Plan** mainly focused on providing a combination of incentives and disincentives for ensuring the decentralisation of small industries.
- The new **IPR of 1977** was promulgated which emphasised the importance of small-scale and cottage industries and provided them with the required thrust.
  - It further said that “whatever can be produced by small and cottage industries must only be so produced”.
  - The IPR 1977 classified the small sector into three broad categories:
    - Cottage and Household industries which provide self-employment on a large scale.
    - Small-scale industries incorporating investment in industrial units in plant and machinery of up to Rs. 1 lakh and situated in towns with a population of less than 50,000 according to the 1971 Census.
    - Small-scale industries comprising industrial units with an investment of up to Rs. 10 lakh and in the case of ancillary units with an investment of up to Rs. 15 lakh.

The following IPR of 1980 and 1990 increased **these investment limits to support the growth** of small-scale industries.

**Article 43 of the Indian Constitution, relating to Directive Principles of State Policy** states that in particular the state shall endeavour to promote cottage industries on an individual or co-operative basis in rural areas. The Directive Principles of the Constitution laid stress on certain economic and social values, which can be recognized only through the development of rural industries. It should be the State Policy to provide for the expansion of decentralized industries

**Small Industries Development Bank of India (SIDBI)** was set up in 1990 to ensure an adequate and timely supply of credit for small-scale industries.

There has been a monumental shift in the rural industries after the introduction of the **Micro, Small and Medium Enterprises Development (MSMED) Act of 2006**.

### Micro, Small and Medium Enterprises (MSMEs)

Micro, Small and Medium Enterprises (MSME) have been classified in accordance with the provisions of Micro, Small & Medium Enterprises Development (MSMED) Act, 2006 in two Classes: Manufacturing Enterprises defined in terms of investment in Plant & Machinery and Service Enterprises defined in terms of investment in equipment.

**MSMEs hold the key to India's industrial growth:**

- **Share in manufacturing output-** Around 45% of the manufacturing output is contributed by MSMEs, thus showing their immense potential in industrial growth.
- **Employment generation-** Unlike large industries, MSMEs provide employment to skilled as well as semi-skilled workers on a formal and informal basis.
- **Regional diversity-** Owing to their small scale, these are ubiquitously present throughout the length and breadth of the country, thus reaping the full potential of our demography.
- **Encourage innovation-** Small investment encourages new-age entrepreneurs to create globally competitive businesses from India.
- **Share in exports-** About 40% of India's exports come from MSME sector. A boost to the sector can thus boost overall exports.
- **Utilization of local inputs-** Under Make in India, indigenization is boosted and raw material and indigenous technologies are being utilized in manufacturing.

### Improving the job landscape in the rural sector is imperative to provide the much-needed fillip to the economy.

- **Agriculture** has accounted for less than half of total rural output since the turn of the century. On the other hand, National Sample Survey Office (NSSO) data shows that more than one-fifth of rural households with self-employment in agriculture have income less than the poverty line.
- **Agriculture labour productivity** in terms of gross value added (GVA) in India is less than a third of that in China and 1% of that in the US. Rural sector is net importer vis-e-vis urban areas which indicate outward flow of money, which highlights critical need of new jobs.
- **About MGNREGA:** Need to increase the number of days per household from 100 to 200 days for this year. Another approach would be to let families work as much as they wanted to – even if the number of days exceeded 100 – as long as the state average of labour days per household did not cross 100.
- **Food processing sector:** After many decades of neglect in research and development, lack of market access, on-off policies for exports, and market distortions, the present adversity may be a timely opportunity for this sector.
- **Entrepreneurship:** Local production of items of local requirement, the local weavers, artisans and craftsmen may establish micro enterprises and form local community marketing cooperatives.
- **Agri-tech start ups** will be crucial for developing innovative digital solutions to maximise productivity, improve market linkages, increase supply chain efficiency and provide greater access to inputs for agri-businesses.
- **E-commerce platform for local products:** On the lines of Amazon India initiative for tribal products of Telangana, rural crafts can be availed on major e-commerce sites with authentic branding with the help of state governments.

These measures or innovations need support of a suitable policy framework and reforms in pricing policy, tax, market access, credit and rural infrastructure, like warehouses and cold storage. The next two years or so of how we learn to live with corona virus can redesign the economy towards safer and more sustainable production and consumption, with agriculture and the rural economy as its strength, rather than its weakness.

### Key schemes by the Government

#### *To promote rural industries*

- **Prime Minister's Employment Generation Programme (PMEGP):** Credit-linked subsidy scheme launched by merging two schemes namely **Prime Minister's Rozgar Yojana** and **Rural Employment Generation Programme**.
- **Scheme of Fund for Regeneration Traditional Industries (SFURTI):** Launched for making Traditional Industries more productive and competitive by organising the traditional industries and artisans into clusters.
- **A Scheme for Promoting Innovation, Rural Industry and Entrepreneurship (ASPIRE):** Was launched in 2015 to promote Innovation and Rural Entrepreneurship through rural Livelihood Business Incubator (LBI), Technology Business Incubator (TBJ) and Funds for start-up creation in the agro-based industry.
- **Stand Up India:** This scheme provides composite loans between Rs.10 lakh to Rs. 100 lakhs for creating greenfield enterprises in the non-farm sector by SC/ST and women entrepreneurs.
- **Atal Community Innovation Centres (ACIC):** ACICs have been set up to nurture high growth and employment-generating start-ups across the country and are envisaged to serve the underserved areas of the country.
  - ACIC also operates a **Community Innovator Fellowship (CIF) Programme** in collaboration with UNDP India to facilitate knowledge building and provide infrastructure support essential for the entrepreneurship journey of aspiring community innovators.
- **SAMARTH initiative for women**
  - Through this initiative, the Ministry is focusing on providing Skill Development and Market Development Assistance to women
  - Under the Samarth initiative, 20% seats in free Skill Development Programs organized under skill development schemes of the Ministry will be allocated for Women.
  - More than 7,500 women will be benefitted.
  - 20% of MSME Business Delegations sent to domestic and international exhibitions under the schemes for Marketing Assistance will be dedicated to women owned MSMEs.
  - The ministry is also continuously making efforts to develop entrepreneurship culture among women by offering several additional benefits for women in various schemes implemented by the Ministry.
- **Pradhan Mantri MUDRA Yojana:** Micro Units Development and Refinance Agency Ltd (**MUDRA**) provides refinance support to Banks for lending to micro units having loan requirements of up to Rs.10 lakh.
  - Launched in 2015, it provides its services to small rural and semi-urban entrepreneurs outside the service area of regular banks

- As of March 2022, the number of loans sanctioned under the Pradhan Mantri MUDRA Yojana (PMMY) was 48.92 million and the amount disbursed was Rs. 3,02,948.49 crore.
- **Credit Guarantee Scheme for Micro and Small Enterprises (CGTMSE):** Facilitates credit to MSME units through collateral-free credit facility extended by eligible lending institutions to new and existing micro and small enterprises.
  - The Ministry of MSME and Small Industries Development Bank of India (SIDBI) have jointly established a Trust named **Credit Guarantee Fund Trust for Micro and Small Enterprises** in order to implement Credit Guarantee Scheme for MSMEs.
  - The corpus of CGTMSE is contributed by the Union Government and SIDBI.

### *To boost rural income and employment*

- **Scheme of Fund for Regeneration of Traditional Industries (SFURTI)**
  - To organize traditional industries and artisans into clusters to make them competitive and increase their income.
  - SFURTI clusters are of two types:
    - **Regular Cluster** (500 artisans) with government assistance of up to Rs. 2.5 crores.
    - **Major Cluster** (more than 500 artisans) with government assistance of up to Rs. 5 crores.
  - The government supports the clusters in:
    - Upgradation of infrastructure by developing Common Facility Centres
    - Training and skill development of artisans
    - Developing new market linkages, including e-commerce tie-ups
  - The artisans are organized into SPVs which can be:
    - a Society registered under Societies (Registration) Act, 1860,
    - a Co-operative Society under an appropriate statute,
    - a Producer Company under Section 465 (1) of Companies Act, 2013 (18 of 2013),
    - a Section 8 Company under the Companies Act, 2013 (18 of 2013) or (v) a Trust.

### **Prime Minister's Employment Generation Programme (PMEGP)**

- By the Ministry of MSME; KVIC is the nodal agency.
- It is a major credit-linked subsidy scheme launched by merging two schemes namely Prime Minister's Rojgar Yojana (PMRY) and Rural Employment Generation Programme (REGP)
- It aims for generating employment opportunities by establishing micro-enterprises in urban and rural areas in the non-farm sector.
  - Under PMEGP, General Category beneficiaries can avail of a Margin Money subsidy of 25% of the project cost in rural areas and 15% in urban areas.
  - For Special Categories such as SC/ST/OBC/minorities/women/ex-servicemen/physically handicapped /NER/Hill and Border areas, the Margin Money subsidy is 35% in rural areas and 25% in urban areas.

### **Coir Vikas Yojana by Coir Board**

- Facilitates development of domestic and export markets, skill development and training, empowerment of women, employment/entrepreneurship creation and development, enhanced raw material utilization, trade related services, welfare activities for the coir workers, etc.

### **Programmes under KVIC**

- **Bee-Keeping (Honey Mission):** For promoting beekeeping and generating employment in the beekeeping potential states of the country.
- **Pottery Programme (Kumhar Sashaktikaran):** KVIC identifies the areas where clusters of traditional pottery workers are available and provides them training, electric pottery wheels and other tools like blunger, Pug Mill, etc.
- **Khadi Vikas Yojana (KVY):** For the promotion and development of Khadi activities (KVI) in the country, through various components like Modified Market Development Assistance (MMDA), Interest Subsidy Eligibility Certificate (ISEC), Workshed Scheme for Khadi Artisans, etc.

### **Ministry of Rural Development**

- **Start-up Village Entrepreneurship Programme (SVEP)** – A scheme under Deendayal Antyodaya Yojana-National Rural Livelihoods Mission to help the rural poor set up enterprises at the village level in non-agricultural sectors.

## **B. Roadmap for Rural Industrialisation**

**“India's strength lies in her villages”** - The rural economy constitutes nearly 46% of national income and hence rural Industrialisation can act as a key to further unlocking the economic and social development of the country.



- Rural Industrialisation can serve both rural and semi-rural areas.
- Setting up of rural industries will facilitate raising the living standards of the rural population, alleviating poverty, slowing down urban migration, creating off-seasonal jobs, increasing women's participation and uplifting their social status.

### Classification of Rural Industries

- **Traditional Village Industries** – which include Khadi, leather tanning, woodwork, artisan industries, handloom, handicrafts, coir, sericulture and wool development, etc.
- **Heavy Industries** – include mini-steel plants, fertilizer plants, pesticide manufacturing plants, ancillary engineering units, etc.
- **Medium Group Industries** – include mini-cement plants which use molasses or coal as energy, minor paper plants, etc.
- **Light Industries** – include animal feed and fodder industries, industries producing building materials and roofing materials, agricultural implements and machinery, etc.

### Major challenges:

1. **Family challenge:** When the individuals are looking for various employment opportunities, it is vital for them to take into consideration, their family requirements. Family challenges mostly prove to be impediments, primarily for women within the course of implementation of household responsibilities and getting engaged in employment opportunities.
2. **Social Challenges:** Rural women are the ones, who are overwhelmed by social challenges more as compared to men. One of the major social challenge is neglect and discriminatory treatment against girls and women. There have been implementation of programs that have the main objective of bringing about transformations in the viewpoints of individuals. Girls and women too can render a significant contribution in promoting well-being of their families and communities, provided they should be given equal rights and opportunities as their male counterparts.
3. **Technological challenges:** In some cases, acquiring an efficient understanding of technology is a complicated area and rural individuals feel apprehensive. Therefore, to enhance one's skills and abilities in terms of the usage of technology, it is vital for individuals to get engaged in thorough practice. In rural communities, there has been the establishment of training centres, which are making provision of efficient knowledge in terms of technologies, such as computer training centres.
4. **Financial challenges:** Financial challenges are regarded as the most detrimental and have a severe impact upon the overall lives of the individuals. In rural communities, the conditions of poverty are prevalent among individuals. In some cases, these conditions are so severe that individuals are unable to obtain two square meals per day. Therefore, lack of financial resources prove to be major hindrances within the course of augmenting one's livelihoods opportunities.
5. **Policy Challenges:** The industrialization processes need to get carried out in accordance to the policies and programs. Within the course of time, there have been number of changes taking place within the policies, especially concerning rural industrialization. The major policy challenges that have been experienced are, problems in terms of increase in the equity capital, availability of raw materials, implementation of modern and innovative methods, increase in pollution, lack of proper training and development programs and so forth

### Major advantages of rural industrialisation

- Small and cottage industries require low capital investment
- Rural industries can take more advantage of local resources
- Transaction costs can be avoided by catering to local demand
- Employment generation
- Facilitate reverse migration from urban to rural areas
- Contribution to capital formation
- Useful in generating more sources for the demand and supply opportunities for the large-scale industries

### The three-way approach for increasing the rural industrialisation

- Agriculture diversification by exploring the opportunities by farming completely a new range of grains, fruits or vegetables
- Establish agro-food processing units or related units like beverages production and many others
- Non-farm product business establishment by promoting local rural artisan work

### Agriculture, Agribusiness and Rural industry as engine of economic recovery

In 1957 two Harvard Economists, namely Davis and Goldberg, introduced the term "Agribusiness" in their book "A Concept of Agribusiness" and defined agribusiness as the sum total of all operations involved in the manufacture and distribution of

farm supplies; production operations on the farm; the storage, processing, and distribution of farm commodities and items made from them.

- Agribusiness is a process, and activities of the agricultural sector integrated in terms of production, processing, marketing, and shipments.
- The process of an agribusiness enterprise involves the selling of either input to farmers/traders or output to traders/consumers.
- Agribusiness can be grouped into three categories namely:
  - Farm supply
  - Farm production
  - Processing distribution

With a huge reliance on agriculture and increasing demand due to an increase in the population and their purchasing power, there is a huge scope of agribusiness in India, especially in rural areas.

- Has the potential to transform the employment and livelihood scenario of rural India.
- Can play a major role in sustaining food production and improving agricultural practices to ensure an abundance of food supply.
- Help in addressing numerous challenges faced by small and marginal farmers.

### Sectors of Agribusiness

- **Input Sector** – Ensuring adequate and safe inputs are essential for output both qualitatively and quantitatively. In agriculture, the inputs are either biological or chemical or inorganic compounds.
- **Production Sector** – Mainly deals with the production of crops, rearing the animals for consumption, or serving as raw materials to produce secondary products.
- **Processing and value addition** – It deals with the refining and transforming agricultural products available in production with suitable technology to add value to the product, which facilitates easy consumption of the end consumer.
- **Marketing and Sales** – This sector makes agricultural products available to those that need them and also sells agricultural inputs like seeds and fertilizers to those in the production sector of agribusiness. It consists of wholesalers and retail companies.
- **Support Sector** – Provides support to all other sectors in the form of human capital development, knowledge development, training, providing financial support, and sensitisation of individuals.

### Initiatives to promote Agribusiness

- **Integrated Scheme for Agricultural Marketing (ISAM):** To create and integrate agricultural value chains, utilise the information and technology, establish a nationwide network, catalyse private investment to agribusiness projects, and enhance research, training, and development.
- **Agri-Clinics and Agri-Business Centres Scheme (ACABC):** Aims to better farming practices and add value to the product and transform the agricultural product. It also provides expert advice and services to farmers.
- **The Union Budget 2022-23** has laid a plan to **promote agri-tech start-ups**: NABARD would support setting up start-ups and rural enterprises.
- The Government of India and the Asian Development Bank signed a **USD 100 million loan** to promote an agribusiness network to boost farm incomes and reduce food losses.

### Agriculture and Allied Sector: Linkages Between Farmers and Industry

The rural population is majorly dependent on agriculture and allied sectors as a source of livelihood. Agro-based industries help create employment and prevent rural to urban migration.

- Agriculture and allied sectors grew at a growth rate of 3.6% during 2020-21 with a share of 18.8% in the total Gross Value Added (GVA) in 2021-22.
- Allied sectors including animal husbandry, dairying and fisheries play a vital role in the economy and are steadily emerging to be a progressive contributor to the overall growth of the agriculture sector.
- Further, the livestock sector has been growing at a Compound Annual Growth Rate (CAGR) of 8.15% from 2014-15 to 2019-20.
- Production of milk, egg and meat is also posting increasing numbers.

#### Significance of livestock:

*Livestock are domesticated animals raised in an agricultural setting to produce labor and commodities such as meat, eggs, milk, fur, leather, and wool.*

#### Labour:

- A distress farmer cannot afford mechanised farming. For him cattle provide the service of labour. They help in very crude form of mechanised farming for small and marginal farmers.

**Reliable source of income:**

- Unlike farm crops, livestock do not easily suffer from monsoon failure or such other natural calamity. They continue to provide milk, eggs, etc. in almost all weather conditions. Every part of livestock carries economic importance such as leather, wool, meat, etc.

**Reduces input cost:**

- Dung and other remnants of livestock act as green manure, a substitute to fertilisers. They also help in weed control without using chemicals or others costly and hazardous methods.

**An asset:**

- Livestock are important asset for a distress farmer which can be encashed at any moment and may help him to come out of debt trap.

**Nutritional security:**

- For a distressed farmer's family, food provided by livestock is the only source of nutrition required for survival.
- The livestock sector can offer significant opportunities for bolstering non-farm income. Though there are many steps taken by government such as bovine dairy development programs and GOBARDHAN program etc., but there are challenges which need to be addressed to make it more productive.

**In order to harness the full potential of livestock following areas need attention:****Feeding:**

- Livestock derives a major part of their energy requirement from agricultural byproducts and residues. Hardly 5% of the cropped area is utilized to grow fodder. India has a deficit in dry fodder by 11%, green fodder by 35% and concentrates feed by 28%. The common grazing lands too have been deteriorating quantitatively and qualitatively.

**Scientific Advancement:**

- Improving productivity in a huge population of low-producing animals is one of the major challenges. The average annual milk yield of Indian cattle is 1172 kg which is only about 50% of the global average. Likewise, the meat yield of most species is 20-60% lower than the world average.
- Crossbreeding of indigenous species with exotic stocks to enhance the genetic potential of different species has been successful only to a limited extent owing to a deficiency in the quality germplasm, infrastructure and technical manpower.

**Health Services:**

- Frequent outbreaks of diseases continue to affect livestock health and productivity. India has about 55000 veterinary institutions including polyclinics, hospitals, dispensaries and stockman centres. Veterinary and animal health services are largely in the public sector domain and remain poor.

**Trade and Market mechanism:**

- Globalization will create avenues for increased participation in international trade, stringent food safety and quality norms would be required. The global market for animal products is expanding fast and is an opportunity for India to improve its participation in the global market.
- Access to markets is critical to speed up the commercialization of livestock production. Except for poultry products and to some extent for milk, markets for livestock and livestock products are underdeveloped, irregular and lack transparency. Further, these are often dominated by informal market intermediaries who exploit the producers. Moreover, marketing and transaction costs of livestock products are high taking 15-20% of the sale price.

**Finance:**

- The sector received only about 12% of the total public expenditure on agriculture and allied sectors, which is disproportionately lesser than its contribution to agricultural GDP. The sector has been neglected by financial institutions.

**Institutional Support:**

- The institutional mechanisms to protect animals against risk are not strong enough. Currently, only 6% of the animal heads (excluding poultry) are provided insurance cover.
- Only about 5% of the farm households in India access information on livestock technology. These indicate an apathetic outreach of the information delivery systems.

**Supporting Facilities:**

- Slaughtering facilities are too inadequate. About half of the total meat production comes from un-registered, make-shift slaughterhouses.
- Develop Forward linkages for wool, fibre, meat and milk such as cold storage, food processing industries and textile industries for the consumption of livestock produced.

**Fisheries**

India is the second largest fish-producing country in the world accounting for 7.56% of global production. The fisheries sector is recognised as a powerful engine for employment for around 14.5 million people and sustaining the livelihood of around 28 million fishers and fishermen of the country.

- To boost the fisheries sector, various schemes were implemented namely the [Pradhan Mantri Matsya Sampada Yojana \(PMMSY\)](#), [Fisheries and Aquaculture Infrastructure Development Fund \(FIDF\)](#), [Kisan Credit Card \(KCC\)](#), start-up challenges, etc.
- These schemes further strengthen the value chain, including infrastructure and modernisation.

#### Poultry

- Poultry keeping has been practised by rural people since time immemorial and programmes such as Rural Backyard Poultry Development (RBPDP) and Innovative Poultry Productivity, Poultry Venture Capital Fund (PVCF) are implemented by the Department of Animal Husbandry to provide financial assistance to modernise poultry sector, promote entrepreneurship and employment.

#### Food Processing Industry: Opportunity for Rural Areas

Food Processing includes process under which any raw product of agriculture, dairy, animal husbandry, meat, poultry or fishing is transformed through a process (involving employees, power, machines or money) in such a way that its original physical properties undergo a change and the transformed product has commercial value and is suitable for human and animal consumption.

*The food processing industry has immense potential to generate employment and be a driver of regional growth.*

#### Potential of Food processing industry in India

The importance of post-harvest management is that it has the capability to meet food requirements of a growing population by eliminating losses, making more nutritious food items from raw commodities, i.e., fruits and vegetables, and by proper processing and fortification.

- **Employment Generation:** It provides direct and indirect employment opportunities, because it acts as a bridge between Agriculture and Manufacturing.
- **Doubling of farmers' income:** With the rise in demand for agri-products there will be commensurate rise in the price paid to the farmer, thereby increasing the income.
- **Reduce malnutrition:** Processed foods when fortified with vitamins and minerals can reduce the nutritional gap in the population.
- **Reduce food wastage:** UN estimates that 40% of production is wasted. Similarly, NITI Aayog estimated annual post-harvest losses of close to Rs 90,000 crore. With greater thrust on proper sorting and grading close to the farm gate, and diverting extra produce to FPI, this wastage could also be reduced, leading to better price realisation for farmers.
- **Boosts Trade and Earns Foreign exchange:** It is an important source of foreign exchange. For e.g. Indian Basmati rice is in great demand in Middle Eastern countries.
- **Curbing Migration:** Food Processing being a labour intensive industry will provide localized employment opportunities and thus will reduce the push factor in source regions of migration.
- **Curbing Food Inflation:** Processing increases the shelf life of the food thus keeping supplies in tune with the demand thereby controlling food-inflation. For e.g. Frozen Safal peas are available throughout the year.
- **Crop-diversification:** Food processing will require different types of inputs thus creating an incentive for the farmer to grow and diversify crops.
- **Preserve the nutritive quality of food** and prolongs the shelf life by preventing them from spoilage due to microbes and other spoilage agents,
- **Enhances the quality and taste of food** thereby bringing more choices in food basket
- **Enhances consumer choices:** Today, food processing allows food from other parts of the world to be transported to our local market and vice versa.

#### Traditional Goods Industry: Boosting Rural Artisans

Rural artisans have faced a lot of challenges in the wake of lockdown -

- **Essential supplies** have not reached to majority of daily wage craftspeople.
- **Bulk orders were cancelled** impacting their business cycles & meagre incomes
- **Inadequate raw material** left at the start of lockdown, which means that kick starting their activities post the lockdown will be difficult
- **Food insecurity:** In rural areas only some have enough stocks of rations.
- **Presence of police** and their brute policing methods impacted their movement even to fetch essential supplies



- **Miseries of weavers:** They have looms in their homes but no yarn and large numbers of very poor weavers working under them are unpaid.
- **e-commerce** platforms have not been of much help during the lockdown
- **Depressed demand:** Of their craft

### Way ahead

- **Interest-free loans**
- **Policy Impetus:** Craftspeople are largely dependent on tourism and hence need a composite plan to stimulate demand so they can look forward to the festival season.
- **The corporate sector** must support with advance payments to order festive season gifts for clients.
- **Special package for weavers:**
  - The textile ministry needs to focus on the specific needs for different areas in the country, avoiding one-size-fits-all schemes
  - Multipurpose handloom gamchas provided by weavers can serve as masks
- **Import Substitution Strategy**
  - Indian Potters can provide clay and even cow dung lamps that could replace Chinese lamps lit during Diwali season
  - More than Rs 400 crore worth of roundly cut bamboo sticks are imported from China and Vietnam by agarbatti manufacturers. This can be substituted by bamboo from Northeastern states
- **Re-energising village industries** through change in developmental strategy (that is currently focused on centralisation in metro-capitals). This will reduce carbon footprints and discourage migration

### The Way forward

To accomplish the goal of achieving a USD 5 trillion economy as well as Atma Nirbhar Bharat by 2025, rural revitalisation requires a transformative approach that envisions making rural areas a better place to live and work.

- Growth in rural areas should be driven by **agro-based industrialization**, which may gradually shift to the non-farm sector. This requires investment in post-harvest rural activities, such as agro-processing, packaging, cold chains, cold storage and transport.
- **A strong linkage between farm and non-farm sectors needs to be developed** for augmenting income and creating jobs in rural areas. Such a linkage will help the farm sector to produce market-driven commodities, reduce transportation costs, receive remunerative prices at the farm gates, and minimise farm waste.

## '4Es' to Revive the Economy

Entrepreneurship	Enabling environment	Employment	Exports
<ul style="list-style-type: none"> <li>• Promotion of entrepreneurship is important in expanding rural industrialisation, employment generation and arresting rural-urban migration.</li> <li>• Schemes such as the Emergency Credit Line Guarantee Scheme (ECLGS), Raising and Accelerating MSME Performance (RAMP), and Capacity Building Scheme for First Time Exporters (CBFTE) have been launched to address issues like access to credit, strengthening</li> </ul>	<p><i>The infrastructure that supports the growth</i></p> <ul style="list-style-type: none"> <li>• Introduction of the <a href="#">Production Linked Incentive (PLI) scheme</a> aims at helping in scaling up industries and emphasising physical and digital infrastructure has been a concrete step in ensuring the momentum in the economic recovery.</li> <li>• Efficient infrastructure is important in ensuring connectivity; access to raw materials and markets; and recognition of</li> </ul>	<ul style="list-style-type: none"> <li>• The pandemic, lockdowns and the closure of economic activities had a huge adverse impact on employment.</li> <li>• The total workforce: Estimated to be around 47 crores out of which 81% are in the unorganized sector.</li> <li>• The unemployment rate in urban areas has <a href="#">decreased</a> for both men and <a href="#">women</a> from the first quarter of 2021 - Positive impact of the multi-pronged approaches adopted for economic growth +</li> </ul>	<p><i>One of the key indicators of the health of the economy</i></p> <ul style="list-style-type: none"> <li>• 2021-22: exports were 113% of their 2019-20 level</li> <li>• Total merchandise plus services exports stood at USD 62.21 billion, increasing by 24% in May 2022 over May 2021 level.</li> <li>• The key drivers of growth in exports are engineering goods, petroleum products, electronic goods, etc.</li> <li>• Further, about 50% of the merchandise exports are estimated to be from the MSME sector.</li> </ul>

<p>institutional governance, access to markets, promoting innovation, etc.</p>	<p>entrepreneurial opportunities.</p> <ul style="list-style-type: none"> <li>• <b>The PM Gati Shakti approach:</b> Envisages seven engines of growth namely roads, railways, airports, ports, mass transport, waterways and logistics infrastructure.</li> <li>• These engines of growth are powered by energy transmission, IT communication, bulk water and sewerage, social infrastructure, and clean energy.</li> </ul>	<p>creation of jobs along with the formalization of the job market</p> <ul style="list-style-type: none"> <li>• Schemes further boosts the growth: <a href="#">Udyam registration portal</a>, <a href="#">E-shram portal</a>, <a href="#">National Career Service (NCS)</a> and <a href="#">AatmaNirbhar Skilled Employee Employer Mapping (ASEEM)</a>.</li> </ul>	
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### Export Potential of Rural Industries

The role and significance of export in the economic growth process are known as the “export-led growth hypothesis”. This entails the promotion of export in the global economy and acquiring foreign exchange reserves and helps in importing high-tech technology and services with greater multiplier effects.

- Export provides a big push to skilled labour and promotes the use of advanced technology and linking the production of these sectors to the export market is the best way to stimulate the rural economy and thereby facilitating connection with the agriculture market and open-up employment opportunities.
- In recent years especially post the pandemic, the export of agro-based products has increased reasonably even after meeting the growing needs of domestic consumption.
- India’s agriculture policy and related initiatives facilitate the path to a “farmer-oriented strategy” in the attainment of food security and to become the leading agro-based exporter in the world.

#### Handicraft Industries

Contributing substantially towards employment generation and exports

**Various challenges:** Unorganised nature of the industry, Lack of education, capital, Poor exposure to new technologies, Absence of market intelligence.

#### Coir Industry

States like Kerala, Tamil Nadu, Karnataka, Andhra Pradesh and Odisha have a large potential in coconut products including coir.

#### Khadi Industries

**Key export destinations include:** US, Japan, UK, Canada and Middle East nations.

**Various challenges:** High competition, High transaction cost, Lack of awareness, Marketing and promotional issues.

#### Handloom Industries

Handloom weaving constitutes one of the richest and most vibrant aspects of the Indian cultural heritage, and provides direct and indirect employment to about 35 lakh weavers and allied workers.

The sector has the advantage of being less capital intensive, eco-friendly, has the flexibility of small production, openness to innovations and adaptability to market requirements, requires minimal use of power, and has great export potential.

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