

OFFICE OF THE HIGH COMMISSIONER FOR INDIA.



2

REPORT
on the work of the
INDIAN TRADE COMMISSIONER
during 1932-33.

By
H. A. F. LINDSAY, Esq. C.I.E., C.B.E., I.C.S.

OFFICE OF THE HIGH COMMISSIONER FOR INDIA.

No. T.85632.

INDIA HOUSE, ALDWYCH,
LONDON, W.C.2.

20th June, 1933.

*From: The High Commissioner for India,
London, W.C.2.**To: The Secretary to the Government of India,
Department of Commerce,
Simla, India.*

SIR,

I am directed to forward herewith, for the information of the Government of India, the report prepared by the Indian Trade Commissioner in London on the work of his Department during the year ended 31st March, 1933.

2. The year on which Mr. Lindsay comments has been eventful. It has witnessed the Imperial Economic Conference at Ottawa and the adjustment of inter-imperial economic relations which issued therefrom. Mr. Lindsay has sought in his review to estimate the first-fruits of the agreement between His Majesty's Government in the United Kingdom and India; in Sir B. N. Mitra's opinion, however, the time has been too short for any firm conclusions to be drawn from the trade figures at present available. But what was accomplished at Ottawa was at most one step forward. The world at large has now come to realise that it has drifted into an economic impasse, and is earnestly seeking a way out. While these words are being written the World Monetary and Economic Conference is in session, and the outcome of its labours cannot be forecasted. Certain it is that until the vast problems before the Conference are in practice resolved, the future of commerce and industry must be uncertain and prophecy more than ever perilous.

3. India played no small part in the Ottawa Conference, and is again represented by its own delegation at the World Conference. Mr. Lindsay was appointed Adviser and Secretary to the former, and is serving as Adviser to the latter delegation. Sir B. N. Mitra is much gratified that his Trade Commissioner should have been selected for such responsible duties, and that the existence of the High Commissioner's Trade Department should have made available an officer of Mr. Lindsay's experience.

4. In a year so distraught as that under review it might be thought that no agency could do much to forward a trade recovery. This in one sense is true enough; in another sense the work of an official Trade Commissioner becomes the more important in pro-

portion to the deterioration of healthy trade conditions. It is at least as incumbent on him to watch for and report anything which may disturb existing trade—and in times like the present such disturbances are unfortunately many—as to endeavour to find markets for new trades and new markets for established trades. The High Commissioner is confident that in both directions his Trade Department has rendered good service, and that the Trade Commissioner's quarterly reports and occasional special reports are of no small value to those concerned with the export trade of India. The present report shows in detail how the Department is organised and works, and the catholicity of its interests and duties. The High Commissioner accordingly submits it for the consideration of the Government of India, and trusts that it may be widely perused by the commercial public of India.

5. In conclusion, Sir B. N. Mitra would like once more to bring to the notice of the Government of India the high ability and experience with which Mr. Lindsay carries out whatever tasks be imposed upon him, and the continued support which he receives from all members of his staff. He also desires to express his sincere gratitude to the many gentlemen, official and non-official, who have so readily responded to all calls for advice and assistance in the commercial sphere.

I have the honour to be,

Sir,

Your most obedient Servant,

A. M. GREEN,

Deputy High Commissioner.

CONTENTS.

	PAGE
INTRODUCTION	7
CHAPTER I.—Modern Trade Tendencies	9
CHAPTER II.—Agricultural Products—Foodstuffs	19
CHAPTER III.—Agricultural Products—Industrial Materials	23
CHAPTER IV.—Indian Timbers	27
CHAPTER V.—Lac and Shellac	29
CHAPTER VI.—Indian Minerals... ..	32
CHAPTER VII.—Trade Publicity	35
CHAPTER VIII.—Committees and Conferences	47
CHAPTER IX.—Staff and Acknowledgments	50
APPENDIX A.—Range of Prices of Staple Indian Commodities in the United Kingdom during the last three years	53
APPENDIX B.—Officers of the Trade Department of the High Commissioner for India serving on Empire and Trade Committees in the United Kingdom and Continent, March, 1933	54
APPENDIX C.—Chart to illustrate the organisation of the Trade Department	56
APPENDIX D.—Functions allotted to the Deputy Trade Commissioner, Advisers and other Officers and Staff of the Trade Department	57
APPENDIX E.—Research in India	58

ILLUSTRATIONS.

	<i>Facing Page</i>
Agricultural Products Exhibits, Commercial Samples Room, India House	19
Indian Timbers Display, Front Window, India House ...	27
Indian Minerals Exhibits, Commercial Samples Room, India House	32
Foodstuffs and Publications, Indian Stand, Empire Market- ing Board Section, British Industries Fair, 1933 ...	35
Artware Exhibits, Indian Stand, National Section, British Industries Fair, 1933	47
Sports Goods Exhibits, Indian Stand, Sports Goods Section, British Industries Fair, 1933	50

REPORT ON THE WORK OF THE INDIAN TRADE COMMISSIONER, LONDON, DURING 1932-1933.

INTRODUCTION.

A slight change has been made in this year's report. The statistics of imports into the United Kingdom of staple commodities which India produces for export, during the calendar year 1932, were dealt with in the report of this Office for the quarter ending December of that year. This is a convenient arrangement as the official trade returns of the United Kingdom Government for each calendar year are completed with the publication of the December accounts, which appear in the third week of January, just as our quarterly report is being written. By this means, full information of imports into the United Kingdom, in so far as they affect India, is published immediately after the conclusion of the year. There is no reason to repeat this information three months later in our Annual Report. With the High Commissioner's approval, therefore, the Annual Report omits the calendar year's statistics and concentrates instead on general trade tendencies of interest to India during the Indian financial year, April to March, just concluded, and on a synopsis of the work of the Office during the year in the main heads under which our work falls, namely, agricultural products (foodstuffs and industrial materials), timber and lac, minerals and the various activities of the Indian Trade Publicity Officer.

I acted as Indian Trade Commissioner, London, throughout the year, save for a period during the summer when Mr. H. S. Malik, I.C.S., the Deputy Trade Commissioner, officiated for me during my deputation as Secretary and Adviser to the Indian Delegation to the Ottawa Conference. During the last three months of the year under review, January to March, 1933, Mr. S. N. Gupta, I.C.S., the Indian Trade Commissioner at Hamburg, vacated his post, proceeding on leave to India, where he visited various commercial centres and thus brought thoroughly up to date his knowledge of current commercial conditions in India. Mr. Malik acted as Indian Trade Commissioner, Hamburg, during Mr. Gupta's absence. Mr. G. H. Tipper continued to serve throughout the year as Minerals Adviser to the High Commissioner and Mr. A. J. Gibson as Special Officer, Shellac Enquiry; Mr. H. S. Tireman, C.I.E., the Timber Adviser to the High Commissioner, resigned his post in September, 1932, and was succeeded by Sir Hugh Watson, who has been Chief Conservator of Forests in the Province of Burma prior to his retirement from the Indian Forest Service in September, 1930.

As explained in previous reports, the work of this office falls under three main heads: Commercial Intelligence, Commercial Publicity and Commercial Committees. The term Commercial Intelligence covers not only trade enquiries from Indian exporters seeking to extend their connections with the United Kingdom, Southern Europe and America (excluding Northern Europe, which

is dealt with by the Indian Trade Commission, Hamburg), and from importers in those areas desiring to import Indian goods, but also correspondence with and services rendered to official, semi-official or unofficial bodies in India. These services include research work undertaken on behalf of the Imperial Council of Agricultural Research in India and the testing of local markets for the prices obtainable for Indian goods. Special reports are written from time to time by this office on special features of India's export trade, and these reports are published in the *Indian Trade Journal* if they are not of a confidential nature. Where such reports are written at the request of a private firm, they are not published until sufficient time has elapsed to enable the enquiring firm to take full advantage of the information supplied to it.

As a general rule it is recommended that trade enquiries relating to foreign markets and arising in India should, in the first instance, be addressed to the Director-General of Commercial Intelligence and Statistics at 1, Council House Street, Calcutta; this procedure will, in the long run, save time as that office may already have on record the whole or part of the information required and, if not, can obtain it with little delay from the Indian Trade Commissioners in London or Hamburg. Replies to any enquiries received direct from business men in India are invariably addressed in duplicate to the Director-General of Commercial Intelligence and Statistics, who forwards one copy and retains the duplicate so that the information which it contains may be on record in his office and may assist him in replying to any requests for similar information which he may receive direct from other enquirers in India.

This office is not concerned with the import trade of India, and enquiries of this character are usually returned for address to the British or foreign trade commissioners or consular authorities in India within whose jurisdiction they properly fall. At the same time we are prepared to assist Indian merchants who encounter difficulties in their dealings with foreign merchants, whether in import or export lines of trade. We have thus been able to settle disputes in which Indian firms were at a disadvantage either through their remoteness and lack of close personal contact with western firms or through misunderstandings having arisen on either side. We are also prepared to furnish information regarding machinery or processes to business men or Government Departments desiring such assistance to further the agricultural or industrial development of India.

Commercial Publicity also covers a wide range of activities, from the organisation of Indian stands at exhibitions and fairs, including cookery demonstrations of Indian foodstuffs, and the sale of samples of Indian food products, to the collection, editing, and display of Indian films, the giving of lectures and distribution of pamphlets on Indian trade subjects and the loan of lantern-slides and films to schools or other institutions. The Exhibition Hall, the Library, and other public rooms at India House, serve a useful

purpose in their display of panelling, furniture and flooring manufactured entirely of Indian decorative woods. Indeed, no timber has been used for constructional or furnishing purposes in the entire building which is not Indian, and the woodwork is the frequent object of admiration and enquiry by visitors. In addition, the Exhibition Hall contains an exceptionally fine collection of artistic products of India, including gifts by Their Majesties the King-Emperor and the Queen-Empress, and gifts by the Central and Local Governments in India and by Indian States. Finally, the Director of the Imperial Institute co-operates with the High Commissioner for India in the display of samples of Indian produce and manufactures in the Indian Gallery of the Institute. The fitting-up of the Commercial Samples Room at India House, which was referred to in last year's report, is now almost complete. With the co-operation of Departments of Agriculture and Forests, of the Imperial Council of Agricultural Research, the geological survey of India and the Indian Central Cotton Committee, samples of the best grades of Indian agricultural, mineral and forest products are displayed in the Samples Room.

The chapters in this report which deal with Commercial Intelligence under the various heads of agriculture, timber and lac, with minerals and with Commercial Publicity have been written by the officers of the Trade Department primarily concerned with those subjects. In addition, a chapter will be devoted (as in my last report) to Modern Trade Tendencies, and another will describe the various Commercial Committees of which officers of the Department are members. A chapter on Staff and Acknowledgments will close the report, and will comprise an account of the Exhibition Hall and Commercial Samples Room.

Chapter I.—Modern Trade Tendencies.

Survey.

Writers on economic subjects are often tempted to compare modern conditions with those which prevailed before the war. But comparisons of this kind are apt to be misleading unless the data underlying them are carefully and critically handled. Old laissez-faire ideals do not arouse the same enthusiasm as they did and new ideals are emerging which denote new attitudes towards economic problems, a new treatment of such problems and consequently new solutions. It is not so much that the problems themselves have changed, for the fundamental problems of poverty and wealth, of production, distribution and consumption are not radically different from what they were pre-war. It is rather that our attitude towards them has changed. We are not content to apply old formulæ in their primitive and simplest forms. The formulæ require radical qualification and restatement if they are to do their work efficiently and to furnish adequate answers to economic questions. In other words, the old order is changing because it is found to be incapable

of dealing sufficiently thoroughly with vital human problems whose complexity is increasingly realised. If, therefore, we compare modern with pre-war days, we must bear in mind that nearly twenty years have elapsed since the last pre-war year, that these twenty years have witnessed great changes and that the study of pre-war conditions is inadequate unless accompanied by an intelligent appreciation of modern tendencies, their drift and their day to day solutions.

An interesting feature of world economics to-day is the partial divorce of international finance from international trade. The opening up of new countries used to involve a regular cycle of trade and finance, the investments in such countries developing an export trade which led to orders for plant and machinery, and the interest on such investments being reinvested in still further productive enterprise. This process still goes on, but it is overshadowed by the manipulation of floating credits which seek temporary investments in foreign markets wherever relatively high interest rates are offered and satisfactory assurances of repayment exist. In other words, "accommodation" more correctly describes to-day the character of international credit movements than "investment." The result is that exchange rates vary with the international transfer of funds and not merely with the balance of trade and services. The old automatic adjustments whereby an excess of exports (of goods and services) induced an appreciation of exchange, a reduced foreign demand for goods and services, and thus a reversion to trade equilibrium, are no longer fully effective, for exchanges may respond to movements of funds which are independent of the actual trade balance.

The Chancellor of the Exchequer drew attention to this development in the course of his last Budget speech in the House of Commons. The following sentence is quoted from his speech:—

"If you take trade transactions in this country alone they might give rise to exchange transactions of perhaps £1,000,000 a day or even occasionally as much as £2,000,000, but the total exchange balances are much greater and we had actual experience last year of foreign capital going out of this country or coming into it up to a level as high as £8,000,000 a day or even more."

Other instances could be quoted of the intervention of factors which disturb the mechanism for the automatic adjustment of trade equilibria. Or, viewed from another angle, it would perhaps be more correct to say that the field of economics has widened to admit influences—social and political—which were formerly regarded as alien to pure economics. Wages no longer respond solely to variations in the demand for and supply of labour, but are based on the maintenance of a standard of living which naturally varies as between occupations and is largely conventional, in the sense of being regulated by custom. Similarly convention largely governs modern standards of purity, packing, advertisement and display of retail goods. These standards may be a considerable advance on

those previously obtaining. But in any case they have the result of stereotyping the margins between wholesale and retail prices, so that retail prices respond but slowly and partially to variations of wholesale prices. If wholesale prices fall it may in certain circumstances pay better to maintain retail prices, even though retail sales are thereby restricted, than to reduce retail prices if retail sales are not at least proportionately increased. The wholesale producer is, in these circumstances, for a time at least, deprived of the advantage of wider sales which ought theoretically to accompany a decline in wholesale prices.

Further factors disturbing to the automatic adjustment of trade balances may be quoted. It is universally admitted that tariff walls are too high, that the quota system impedes the free flow of trade and that exchange control is a further obstacle to trade, in preventing or postponing the international liquidation of claims for goods delivered or services rendered. But it should always be borne in mind that these measures, artificial as they are, and prejudicial as they are, represent attempts by States—chiefly Continental States—to protect themselves from the worst features of the trade depression. The depression has been accelerated and deepened by such measures, but it cannot accurately be described as a consequence of them, for its origin is anterior and not subsequent to their introduction.

In those circumstances public opinion in the United Kingdom is coming slowly to the views:—

- (a) That the depression has its roots in the vast network of international debts which followed the war;
- (b) that the liquidation of these debts by goods and services is rendered difficult owing to the disastrous consequences to industry and employment in the creditor countries;
- (c) that liquidation by means of gold has only resulted in an accumulation of gold with the chief creditor countries, the United States and France;
- (d) that the scarcity of gold in other hands has given it an artificially high value in terms of commodities and services, the value of which is thus artificially depressed;
- (e) that the measures taken by States to protect themselves have merely aggravated the depression;
- (f) that the various national currencies are slowly finding their true relative values in the world's markets;
- (g) that agreement with a view to easing the pressure of international debts is a first step towards recovery both for creditor and debtor States;
- (h) that a return to normal price-levels depends on a relieving of the world pressure on available gold supplies through the release of gold stocks at present locked up;
- (i) that the various co-operative processes conveniently summarised as "planning," afford the best guarantee of a return to prosperity on sound and efficient lines.

In other words there is no single key capable of unlocking a single door which will open the way to a return to stability and confidence. There are many doors, political, financial, industrial, social and commercial. Each can only be opened gradually, and no single door can be completely opened so long as any other door remains wholly or even partially closed.

Progress is thus bound to be slow. At any moment the sudden closing of one line of advance may retard by months or even years the prospect of that recovery which seems to depend on the co-operative activity of all world States. The only real measure of the return towards stability appears to be the measure of prices, their general tendencies and their relative movements. From this point of view it is satisfactory to note that fluctuations in the wholesale prices of staple Indian products quoted on the London market are now less violent than they were during the two previous years. Details will be found in Appendix A. It is true that the contraction in the range of price fluctuations is largely due to the decline in prices and the consequent sluggishness of the market. Nevertheless even this apathy may set the stage for more confident forward business when trade revives. Trade can never really revive until forward business becomes possible, and a condition of wildly fluctuating prices is not the condition in which sound future transactions can be built up. Uncertainties of exchange and tariffs still remain to be overcome.

APPLICATION TO INDIA: NATIONAL PLANNING.

This survey, brief and inadequate as it is, points to conclusions which may be of value to Indian trade. Hitherto many producers and shippers of staple Indian products have held their own in the world's markets only to the extent to which they have been able to keep pace with the unfortunate downward trend of commodity prices. But one must remember that India is herself an important consumer. The low prices now obtainable for primary products in the world's markets have encouraged the local consumption of many goods which India had hitherto grown mainly, or partly, for export. Local industries have in consequence benefited and competing imports have been reduced. The growing use of oilseeds for local consumption is a case in point. As a result of the new protective policy, the production of sugarcane is likely to extend, and also the crushing and refining industries. The consumption of wheat in India seems to have increased, in preference to inferior foodgrains.

But low prices have had a healthy influence in other directions also. If, as is well known to be the case, a period of rising prices and limited competition has a demoralising effect on producing countries, leading to carelessness and bad grading, a long period of falling prices, such as the world is now passing through, has had the opposite effect. To this rule India is no exception. Importers in the United Kingdom of different classes of Indian produce—of certain fibres and oilseeds, minerals and timber, to quote some instances—testify to the improvement which has taken place during

the past year or two, in the preparation of Indian goods of these classes for the United Kingdom market. Production is cleaner, grading is better and packing is more carefully done.

The world over, science is being invited increasingly to cooperate in the production of agricultural and mineral wealth. Waste is reduced to a minimum, new uses are found for by-products and new processes bring a wider range of materials into use. In India, old haphazard methods of agriculture are being displaced by new and more scientific methods. At Sakrand and other research stations new types suited to particular areas are evolved; and the efforts of the Imperial Council of Agricultural Research are directed to support and supplement provincial activities in the whole field of agriculture, while cotton receives special attention from the Indian Central Cotton Committee. Appendix E contains a list of the principal research activities at present conducted in India under the various heads of Agricultural, Public Health, Industries, Forestry and Timber, Minerals and Economics. The list shows that considerable activity is displayed in scientific research of all classes and kinds in India.

These developments are of special importance at a time like the present. Although local demands account for a large proportion of India's output of agricultural and sylvicultural products and for many classes of minerals, yet there will always remain a surplus for export, for exchange with imported commodities which India requires but cannot yet produce for herself. As world trade stands at present, every single market in the world appears to be a price market, that is to say, a market where only the lowest-priced goods can secure such business as offers. But appearances are often deceptive. It is not at all uncommon to find that cheap goods are refused because their quality is known to be below par, while goods of known and approved quality get the business and even command a premium. This is particularly true of the United Kingdom markets. While United Kingdom importers have the reputation of driving a hard bargain, they are also keenly responsive to what are known as "quality goods." They are quite ready to buy such goods on long forward delivery terms and to pay a premium for them. The reasons are usually clear and are based purely on business considerations. "Quality" goods almost invariably give at least one (sometimes more than one) of three definite advantages. They are easier to handle, and therefore involve lower labour charges for processing—a consideration of special importance in a country where labour is skilled but expensive. They contain a higher proportion of the desired ingredient and therefore involve less waste. They are usually easier to dispose of to the public in their processed form.

As examples of these tendencies, Indian hemp has greatly improved in quality during the past two years, and though further improvement in some grades is desirable, and quality is to some extent dependent on vagaries of the season, yet the progress already made is noticeable and commendable. Indian linseed and castorseed

secure a premium over South American rivals owing to superior oil content. Half-dressed leather from India holds its own chiefly through cheapness, and would extend its position in the United Kingdom if only quality could be improved. India grows several varieties of rice which are second to none in the world, but chiefly for local consumption. Here again there is a quality market in the United Kingdom for high grade rices on which a substantial premium is paid, side by side with the wider market for rices of average quality such as are at present imported from Spain and Italy.

And thus we are forced back to the premise with which this chapter started. In a world in which so much is being done to stimulate local industries and so little to stimulate international trade, it is worth making the effort to secure the premia which all markets—and the United Kingdom market in particular—offer for “quality” goods. This result can only be secured by “planning,” by the co-operative effort necessary to ensure the adoption by producers and exporters of high standards of preparation, grading and packing. Co-operation alone can introduce such standards, and continuous co-operative effort is required to maintain them. But such effort should amply repay itself in the premia which Indian products will secure in the world’s markets, and the guarantee of continuous business which is no less important a consideration than that of price premia.

APPLICATION TO INDIA: INTERNATIONAL PLANNING.

But it is useless to confine “planning” to national effort and to leave the international field open to unrestricted competition, if in this field also co-operation is at all possible. Or, to put the same proposition in another way, national “planning” is only half the battle, which cannot be carried to an entirely successful conclusion until national leads to international “planning.” Nor can it be denied that co-operative effort in the national field will give to those who practise it both the right to co-operate internationally and also an advantage, based on home experience, over other nations which have no such experience to guide them.

It is a pity that, in the international field, the efforts of His Majesty’s Government in the United Kingdom to secure world-wide adherence to the principles of a Tariff Truce were abortive in 1930. Possibly greater success may attend their efforts at the World Economic Conference which is being held in London this year. But in any case co-operation at home and co-operation within the Empire is now the definite policy of all States which are members of the British Commonwealth. The experience gained by inter-Empire co-operation should be a valuable asset in any international co-operation which may follow as a result of the World Economic Conference.

In these circumstances it is useful to try to estimate the direct results to Indo-United Kingdom trade which may be traced to the Ottawa Agreement. If that Agreement has performed the work

expected of it, the results should have been to stimulate the demand in the United Kingdom for Indian and other Empire goods, and the stimulus should be reflected in the published trade returns. If the United Kingdom imports of staple goods in which India is interested as an exporter are studied, the results are not by any means unanimous, but their general drift is fairly clear. It should be remembered that imports from India are only shown in the monthly sea-borne trade accounts of the United Kingdom for certain staple lines of trade; that Empire preferences were given on such goods at different dates; and that the general tendency of trade during the past year has been downwards, owing to falling prices. Subject to these considerations, the following statistics may be quoted, comparing imports into the United Kingdom of staple goods which India exports during the three months January, February, March, 1933, with imports during the same months of 1932. The extent of the present rate of Empire preference is shown in each case, with the date of introduction; also the imports from the principal countries competitive with India in each line of trade, whether they are Empire or foreign countries. It will be noted that some preferences were granted with effect from 1st March, 1932, but these can have had only slight effect on actual imports during that month. Other preferences date from 1st January, 1933, but the intention to grant them dates from the Ottawa Agreements Legislation of 1932. We are therefore not far wrong in assuming that a comparison of the trade of January—March, 1933, with that of January—March, 1932, should show some effects, at any rate, of the Ottawa preferences. The statistics show the complete range of imports into the United Kingdom for which the monthly sea-borne trade accounts give separate statistics of imports from India.

The first group of commodities for which statistics are available comprises rice, peas, beans and linseed. The details are as follows:

Commodity.	Unit.	IMPORTED INTO UNITED KINGDOM:—		Percentage increase or decrease 1933 on 1932.	UNITED KINGDOM DUTIES:—			
		From	During Jan. Feb.—March. 1932. 1933.		Empire.	Foreign.	Date of Introduction.	
Rice	... 000 cwt.	India	218.6	262.3	+ 20.0	Free	1d. per lb.	1-1-33
		Spain	176.7	5.4	- 97.1			
		U.S.A.	86.4	29.1	- 66.3			
		Total	599.1	345.5	- 42.3			
Peas	... 000 cwt.	India	26.2	48.7	+ 85.9	Free	10% ad valorem	1-3-32
		New Zealand	6.2	14.6	+ 135.5			
		Netherlands	165.5	136.0	- 17.8			
		Japan	186.0	160.2	- 13.1			
		Total	528.9	418.7	- 20.8			
Beans	... 000 cwt.	India	43.0	15.7	- 63.5	Free	10% ad valorem	1-3-32
		Total	327.9	352.7	+ 7.6			
Linseed	... 000 tons	India	1.3	5.6	+ 330.7	Free	10% ad valorem	1-1-33
		Argentine	92.4	64.6	- 30.1			
		Total	95.9	72.1	- 24.8			

It will be noticed, with regard to rice, that practically all the competition comes from foreign rices; that the prevailing depression has hit this trade to the extent of a decline of 42 per cent. in total imports; but that in spite of this decline India has improved her position by exactly 20 per cent., from about one-third to over two-thirds of the total United Kingdom demand. In peas, India's share is still comparatively small, but it nearly doubled, while total imports declined by one-fifth. Beans are imported chiefly from Madagascar and Japan, while Empire supplies are limited to those from Rangoon. Unfortunately, the decline of the yen assisted Japanese exports, and consequently imports from Burma declined. But the present season's crop is satisfactory, and importers are doing their best to meet requirements from Burma and thus to take advantage of the 10 per cent. preference. In linseed, India's chief competitor is the Argentine. During the three months under review, imports from the Argentine declined by 30 per cent. in 1933 as compared with 1932, while imports from India quadrupled.

The next group of commodities to be studied is that comprising Tea, Coffee, and Tobacco. Empire preferences have been given on all three in the past, but the actual dates of introduction of the present preferences are shown in each case:—

Commodity.	Unit.	IMPORTED INTO UNITED KINGDOM:—			Percentage increase or decrease 1933 on 1932.	UNITED KINGDOM DUTIES:—		
		From	During Jan. Feb.-March. 1932. 1933.			Empire.	Foreign.	Date of Introduction.
Tea	mill. lbs.	India	65.6	69.7	+ 6.2	per lb. 2d.	per lb. 4d.	20-4-32
		Java	25.9	18.0	- 30.5			
		Ceylon	39.1	36.0	- 7.9			
		Total	132.3	126.0	- 4.8			
Coffee...	... 000 cwt.	India	32.9	28.9	- 12.2	per cwt. 4/8	per cwt 14/-	1-1-33
		Total	361.8	398.0	+ 10.0			
		Home Consumption	82.7	76.9	- 7.0			
Tobacco (unmanufactured)	... mill. lbs.	India	1.1	1.3	+ 18.2	per lb. 7/5½	per lb. 9/6½	11-9-31
		Canada	4.7	7.8	+ 65.9			
		U.S.A.	31.8	26.1	- 18.0			
		Total	39.1	36.9	- 5.6			

In regard to tea, the imports from India have increased, while total imports have declined—Ceylon's share (in spite of the preference) by nearly 8 per cent. and Java's share by over 30 per cent. Imports of Indian coffee have declined in spite of the increased preference, but it should not be forgotten that the bulk of the

imports are re-exported and that a drawback is paid on the re-exports. In tobacco the Empire preference is not new, but it has been stabilised over a period of years, and thus confidence has been given to United Kingdom importers. Indian tobacco is well known in this market and has not been able to take the same advantage of the preference as Canadian, which, moreover, approximates more closely to standard Virginian types and methods of preparation. Even so, the imports from India have increased while total imports have declined.

The next group comprises miscellaneous industrial materials—pig-iron, hardwoods, goat-skins and undressed leather:—

Commodity.	Unit.	IMPORTED INTO UNITED KINGDOM:		Percent- age in- crease or decrease 1933 on 1932.	UNITED KINGDOM DUTIES:—		
		From	During Jan. Feb.—March. 1932. 1933.		Empire.	Foreign.	Date of Intro- duction.
Pig Iron ...	000 tons	India Total	4·3 9·2 10·9 11·5	+ 113·9 + 5·5	Free	33½% ad valorem	For 2½ years from 26-4-32
Hardwood ...	000 c. ft.	India U.S.A. Canada Total	240·6 163·4 3808·6 2657·9 1034·5 708·0 7499·4 5504·9	- 32·1 - 30·2 - 31·6 - 26·6	Free	10% ad valorem	1-3-32
Goat-skins ...	000 cwt.	India Total	2045·2 1611·8 3062·8 2285·1	- 21·2 - 25·4	Free	10% ad valorem	1-3-32
Undressed leather ...	000 cwt.	India Total	77·0 68·2 134·0 95·0	- 11·4 - 29·1	Free	10% ad valorem	1-3-32

Total imports of pig-iron have increased slightly, while imports from India have more than doubled. Hardwoods and goat skins reflect accurately the prevailing depression, and in both lines India has with some difficulty maintained her relative position. The slump in shipbuilding accounts for the decline in the importation of Indian hardwoods (chiefly teak) in spite of the preference. The demand for undressed leather has also declined, and all that can be said is that imports from India have fallen less than imports from non-Empire sources.

Finally, in order to complete the picture, statistics are given of commodities on which no duties are imposed and, therefore, no preference is given, inasmuch as they are raw materials of industry and must therefore be kept at as low prices as possible:—

Commodity.	Unit.	IMPORTED INTO UNITED KINGDOM:—			Percentage increase or decrease 1933 on 1932.
		From	During Jan.—Feb.—March		
			1932,	1933.	
Cotton	000 centals	India	127·4	210·2	+ 65·0
		U.S.A.	2083·8	2073·6	- 5
		Egypt	891·5	698·3	- 21·7
		Total	3499·9	3254·2	- 7·0
Wool	000 centals	India	107·5	94·1	- 12·5
		Australia	1045·3	1013·2	- 3·1
		Total	3136·8	3395·9	+ 8·3
Hemp	000 tons	India	1·0	1·7	+ 70·0
		Total	17·7	15·3	- 13·6
Cottonseed ...	000 tons	India	nil	1·3	
		Total	122·6	109·9	- 10·4
Hides (dry) ...	000 cwt.	India	4·2	7·0	+ 66·7
		Total	108·9	103·1	- 5·3

Imports of Indian cotton have increased while imports from the United States and Egypt have declined; in this connection it will be remembered that Lancashire cotton-spinners promised, in terms of the Ottawa Agreement, to do all they could to increase their purchases of raw cotton from India, and it is understood that the Indian Cotton Enquiry Committee, of Manchester, are doing their utmost to stimulate such demands. It remains to be seen what further practical effect will be given to this promise. Imports of wool from India have declined, owing chiefly to depression in the carpet-making centres of the United Kingdom. Imports of hemp, cotton-seed and raw hides from India have increased.

In general, this survey gives the impression that, as a result of the exchange of preferences with the United Kingdom—a measure which can best be described as “co-operative planning” in the international sphere—Indian trade has established itself more securely in the markets of the United Kingdom than it had before the preferences were exchanged. With the other side of the picture, namely, the extent to which the United Kingdom exporters have been able to take advantage of the preferences granted to them by India, this office is not, of course, concerned,

(To face page 19



AGRICULTURAL PRODUCTS EXHIBITS, COMMERCIAL SAMPLES ROOM, INDIA HOUSE.

***Chapter II.—Agricultural Products.—Foodstuffs.**

It is proposed this year to follow a procedure somewhat different from that adopted in the past in the two chapters dealing with Agricultural Products. Imports into the United Kingdom of staple Indian products during the calendar year 1932 have already been described in the quarterly report for October-December of that year. These two chapters of the annual report will not therefore deal with the actual trade statistics of the year, but will describe instead the classes of agricultural products from India which have aroused most interest, the enquiries received both from United Kingdom importers for these products and from Indian exporters seeking a market here, and the action taken on these enquiries. Some account will also be given of any special investigations undertaken on behalf of Departments of the Central or Provincial Governments in India or of Indian States.

The movement in favour of buying Empire in preference to foreign goods, which has been noticed in past reports, and which received a stimulus from the Buy Empire campaign of 1931, received an additional stimulus during 1932 as a consequence of the Ottawa Conference and of the resulting trade agreements between the United Kingdom and Colonies on the one hand and, on the other hand, the Dominions and India. Since the passing of the Import Duties Act, and the confirmation by the United Kingdom and Indian Legislatures of the preferences exchanged in terms of the Ottawa Agreements, all imports from India (save those subject to revenue duties) are admitted free into the United Kingdom while in most classes the competing foreign product is taxed. Thus so far as foodstuffs are concerned Indian rice, peas and beans, tea, coffee, etc., have obtained useful preferences and have, as a result, proved more attractive to the importer, who is now showing greater interest in bringing them to the notice of the consuming public.

The actual number of enquiries dealt with during the year showed no signs of falling off, in spite of the continued world-wide economic depression. Some of the more important enquiries are noticed below:—

TEA.

Several local enquiries were received and the enquirers were put in touch with suppliers in London and the provinces. An enquiry calling for special notice emanated from Canada, and was received through H.M. Department of Overseas Trade. The enquirer sought contact with suppliers of Indian tea and the necessary information was furnished.

COFFEE.

Very few enquiries for Indian coffee were received. The reason for this probably is that the public is accustomed to asking for

* Chapter written by Mr. H. S. Malik, I.C.S., Deputy Trade Commissioner.

certain proprietary blends, and, the trade being a very well-established one, there was little scope for any new lines. It must also be remembered that the United Kingdom is primarily a tea-drinking country, and not a coffee-drinking country; nevertheless, the demand for Indian coffee, which, generally speaking, is of high quality, was well maintained.

RICE.

The import duty of one penny per lb. on Foreign (Non-Empire) rice has undoubtedly stimulated the imports of Indian rice into the United Kingdom and the greater interest being taken in Burma and Patna rice is very noticeable.

CASHEW NUTS.

There has been a fairly big trade in these nuts between South India and the United States of America, where apparently they are in demand not only for the confectionery and baking trades, but also for eating at table as a dessert. Several firms in South India, anxious to introduce this nut to the United Kingdom, addressed us on the subject, and we put them in touch with firms at this end who were interested. At the same time cashew nuts were exhibited at our stalls at the various fairs and shows in which we participated, while special efforts were made to find out the possibilities of a greater trade in them. As a result of enquiries made it was found that, so far as the United Kingdom is concerned, the demand for these nuts is limited on account of the fact that they are at present used only by the confectionery and baking trades; but that this demand would increase if only their use could be extended for dessert purposes. To secure this result considerable publicity and propaganda are required. Reports on the subject were sent to the Director of Industries, Madras, and to the Horticulturist to the Bombay Government, and full information was also forwarded to enquirers.

CHUTNEYS AND CONDIMENTS.

The demand for chutneys, pickles, etc., from India is consistent and the well-known brands find a ready sale. Several enquiries were received from India asking for names of importers in this country and the information asked for was supplied. A couple of enquiries were received also from the United States of America, and the enquirers were put into touch with suppliers.

DRIED FRUITS.

A Karachi firm wrote asking for the names of importers in the United Kingdom of sultanias, raisins, etc., and was put in touch with firms that showed an interest, while a London firm asking for an agency for selling dried fruits and apricot kernels from India was supplied with the names of some exporting firms in India not yet represented in this country. Another London firm was anxious to deal direct with exporters of dried fruits in India and the necessary introductions were made.

BANANA MEAL.

An enquiry of some interest was that received from a Madras firm asking about the possibilities of finding a market for banana meal in this country. Unfortunately this commodity, of which considerable supplies should be forthcoming in India, is little known and is consequently in small demand in the United Kingdom.

FRUIT.

The success which attended experiments in the shipment of Alphonso mangoes last year by the Bombay Department of Agriculture led to a great deal of interest being taken in this trade by producers and exporters in India, and we received and replied to a number of enquiries on the subject. It is understood that during the current season regular shipments of considerable size are to be made by the trade from Bombay to London. While this office is prepared to render every possible assistance to the consignors and will advise them as to the most suitable arrangements to be made at this end for the successful marketing of the fruit, it must be remembered that the United Kingdom market for the mango is at present a restricted one on account of the fruit being not yet widely known or sought after by the British public. This trade is consequently still in the experimental stage, and any attempt to sell large quantities of mangoes in the United Kingdom market must of necessity involve risk to the consignor of not being able to realise an economic price for his fruit. A serious warning to this effect was conveyed to those who, it was understood, proposed to send over large quantities of mangoes this season.

GENERAL.

Some account must now be given of the work done on foodstuffs besides the general enquiries received and attended to. It has already been stated that the import duty of one penny per pound on rice of non-Empire origin, had the effect of directing attention from foreign to Indian rices. In these days of bad trade and cut-throat competition, it is feared that the foreign interests affected may seek some way of meeting the newly-created situation. Consequently the closest watch, with the co-operation of the trade, is being kept on developments in the rice trade, so that if and when the necessity arises suitable steps may be taken with the proper authorities to meet any fresh developments.

Mention has already been made of the experimental shipments of Alphonso mangoes by the Bombay Government. The Trade Department at India House kept itself fully informed of the consignments as they arrived and was able to report all developments at once to Bombay. At the same time the consignments were carefully examined by the officers of the Empire Marketing Board who prepared a very interesting report on them, which was passed on to India and should prove of great value for the shipments that

are to be made this year. As a result of these experimental consignments many valuable lessons have been learnt regarding the suitable stage of maturity at which the fruit should be picked, its packing, method of transport, etc. It has been established that, provided sound fruit of the right type and maturity is sent, properly packed, and suitable arrangements are made for its storage during its journey from India, it can reach London in a condition suitable for the market. The fact, too, that the fruit proved popular with all those who tasted it for the first time and was generally very much liked, is definitely encouraging for the future prospects of this trade. There is no doubt that the market in the United Kingdom for mangoes is one that requires careful nursing. It is felt that probably the most practical way of exercising some measure of control over shipments from India would be the organisation of an Export Association which would not only supervise the grading, packing, etc., which are most important factors, but also control the size and frequency of shipments, so that these may not exceed the capacity of the United Kingdom market to absorb them. In this connection the Bombay Presidency Fruit-growers' Association has been supplied with literature dealing with the constitutions and functions of producers' organisations in South Africa, New Zealand and Canada. Experimental consignments of Bombay bananas and of chikoos were also received, but these proved disappointing. The bananas arrived in very poor condition on account probably of unsuitable storage arrangements on board the ship carrying them while the trade opinion about the chikoos was that there was only a very small market for them. Experimental consignments of mangosteens were continued last year and a report on these was prepared by the Empire Marketing Board and sent out to the Department of Agriculture of the Burma Government. These experimental consignments are to be continued this year as further tests are necessary before it can be said definitely whether there is any possibility of a regular trade in this fruit with the United Kingdom.

Before closing this chapter mention must be made of Burma butter beans, an improved type of bean which competes in the United Kingdom market with beans from Madagascar, China and Japan. At the request of the Director of Agriculture, Burma, we kept in close touch with the importers here, and were able to arrange for suitable publicity for these beans, both by exhibition at our stalls at fairs and exhibitions and also through the canvassing officers of the Empire Marketing Board. It is satisfactory to note that the purely experimental stage of this trade may now be considered to have been passed and that there is a definite market for them in this country provided supplies at competitive prices are forthcoming.

In last year's Report it was pointed out how the demand for Indian ginger in this country was interrupted as a result of regulations of His Majesty's Government in the United Kingdom, which prohibit the importation of ginger containing sulphur dioxide.

Work on the treatment of ginger in Madras prior to export, without the use of sulphur dioxide, has been in progress for some months past, and it is understood that Indian ginger prepared by these new processes has already reached this country. The Director of Industries, Madras, has also arranged to send a fairly large sample of ginger prepared in the new way and steps are being taken to have this sample thoroughly tested on its arrival here. The results of these tests should be of great interest and of considerable importance to the future prospects of this trade.

***Chapter III.—Agricultural Products.—Industrial Materials.**

In one sense the heading of this chapter is a misnomer, for I propose to include in it some articles, e.g., sports goods, which India exports to this country and which can in no sense be considered as either agricultural products or industrial materials. But, while there is a growing tendency for India to increase year by year her exports of manufactured goods, particularly to the United Kingdom, she remains mainly an exporter of raw materials, and it is principally industrial raw materials which will be discussed in this chapter.

The enquiries which we received during the year covered practically every commodity that India exports. As in the case of food-stuffs the greater interest which commodities from India attracted on account of the import duties on similar articles of non-Empire origin was noticeable. Some of the individual enquiries may be noticed.

COTTON.

In addition to ordinary trade enquiries emanating both from India and from this country from firms seeking to establish contacts for the sale or purchase of Indian cotton, we gave all the assistance we could to the Indian Cotton Enquiry Committee, which was organised at Manchester with a view to stimulate the demand for Indian cotton by Lancashire mills and thus to give effect to clause 8 of the Ottawa Agreement. We supplied this Committee with six type bales of Indian cotton suitable for use in Lancashire mills and we received a report that the yarn spun locally from these bales had given satisfaction. Further bales are now being supplied at the request of the Committee. An enquiry of some interest was that received from a firm in South Wales asking if cotton discs of a certain type could be supplied by India. Enquiries made in India showed that none were manufactured there. Samples were then obtained and sent out so that if considered desirable manufacture of these cotton discs might be taken up. We received a request

* Chapter written by Mr. H. S. Malik, I.C.S., Deputy Trade Commissioner.

from the Liverpool Chamber of Commerce for the names of Indian exporters of cotton waste, and we were able to communicate possible sources of supply. Another enquiry of interest was for jute and cotton tares and waste for paper-making.

JUTE WEBBING.

A couple of enquiries were received for the names of manufacturers in India of jute chain webbing, and the information asked for was supplied. A London firm asked for and was given the name of Indian manufacturers of jute sash cords.

OILS, OILSEEDS, ETC.

In a later portion of this chapter an account will be given of investigations relating to oilseeds and vegetable oils. General enquiries with which we are here concerned were of various kinds. Among them the following may be mentioned:—

Enquiries were received for names of exporters of castorseed, rapeseed and mowrah oil and seed from India, and introductions were effected. Another enquiry, to answer which reference had to be made to India, was that relating to oil extracted from the shell of the cashew nut. A Mangalore distillery was put in touch with importers of sandalwood oil and cinnamon oil in Italy and the United Kingdom. Three enquiries, two from this country and one from Vancouver, were received for psyllium seed, and in response to these the names of exporters in India were supplied, while a Bombay firm asked for and was given the names of importers in this country interested in kang seed. An enquiry for Indian exporters of sesamum seed was also received and attended to. An enquiry of an unusual nature was that received from a firm in this country who had been importing steam-distilled pine oil from the United States of America and who, on account of the 10 per cent. import duty on that article, sought possible sources of supply in India. Unfortunately India does not at present manufacture this article, but there are openings in this country for this product if it can be produced at the right quality and price. Several enquiries were received from importers in this country seeking connections with exporters of cattle-feeding cakes in India, while one firm in India was put into touch with importers of oilcake in the United Kingdom.

HIDES AND SKINS.

A Bombay firm was supplied with names of importers in the United Kingdom of raw furs and skins. A representative of this firm subsequently called personally at India House and was given the necessary assistance. A firm in Calcutta asked for and was supplied with the names of importers of Hides and Skins in this country. Quite a number of enquiries, several of which related to goat and sheep skins, were received from United Kingdom importers. A Bristol firm was put in touch with tanners in India

of leather suitable for boots and shoes. An enquiry emanating from Spain related to pickled skins, and names of exporters in India were supplied in response. Another enquiry—the first received of its kind—was for names of exporters of yak hair. These were supplied after reference to India. Reptile skins formed the subject of an enquiry from London, while a Calcutta firm was supplied with names of importers in the United Kingdom and Italy of these skins.

MATS AND MATTINGS.

The interest taken in coir mats and matting was very noticeable, and we received several requests from importers in this country anxious to be put in touch with exporters in India. Introductions were effected in each case. An enquiry was also received through the Manchester Chamber of Commerce and we were able to supply the names of several exporting firms. From the Indian side enquiries were no less numerous. A United Provinces firm was supplied with the names of several firms in the United Kingdom interested in the import of munj matting. The Director-General of Commercial Intelligence was supplied with names of importers of coir mats in Greece and Spain, while three South India firms were put in touch with importers in this country of coir mats and matting.

SPORTS GOODS.

As usual, nearly all the enquiries on the subject of sports goods came from Sialkot. In this connection the reply received from an English firm in response to an enquiry made from them on behalf of a Sialkot firm seeking buyers in this country, may be of interest. This firm replied that they were no longer interested, as they had considerable difficulty in disposing of sports goods from India on account of the competition from Indian importing firms in London. The Director-General of Commercial Intelligence asked on behalf of an Indian firm for the names of agents in Spain, Portugal and the United Kingdom; these were supplied.

GENERAL.

A number of enquiries covering various commodities were received and attended to, but considerations of space do not allow a detailed reference to them. The following articles, however, were in general demand:—Silk, Cotton-seed Soap, Kapok, Pith Helmets, Bones and Bonemeal, Artware, Fancy Lace goods, Drugs, Fertilizers, Papain, Druggets, Artemisia Mantima (for the manufacture of Santonin), Chemicals, Carpets, Carved Coconut Shells. In each case we were able to establish contact between the importer at this end and the exporter in India.

With the opportunity afforded to India (along with other Empire countries) by the duties which competing foreign goods have to pay under the Import Duties Act, it is most important that India should be in possession of the fullest information regarding the

position of Indian commodities vis-a-vis similar articles of non-Empire origin, so that the tariff preferences may be exploited to the full. Consequently every effort has been made to ascertain the existing position and communicate it to India so that all necessary and practical steps may be taken both there and here to take the fullest advantage of the existing tariffs on competing commodities. Thus the position of Indian linseed, castorseed and groundnuts and their oils has been thoroughly examined and the results communicated to India. It will not be devoid of interest, perhaps, to notice some of the salient features regarding the trade in Indian linseed. India was a very important supplier of linseed to the United Kingdom until competition from the Argentine began. The position last year was that imports into the United Kingdom from India were very seriously reduced, chiefly on account of the price factor. Normally Indian linseed commands a substantial premium over Argentine, on account of its higher oil content. But as this premium is based on the value of the oil, it naturally contracts as oil prices fall. As a result, however, of market influences, the premium on Indian linseed remained obstinately high, even when prices fell, with the result that London and Liverpool for a time met all their requirements from the Argentine. Prices have since adjusted themselves, and at the time of writing Indian linseed is receiving its market premium and also its share of the business. There is little doubt that, in spite of the development of her own crushing industry and its demands on indigenous supplies of seed, India could meet the normal linseed requirements of this country temporarily from existing stocks and permanently by extensions of cultivation. The position with regard to castor seed is also interesting. India is the largest supplier, by far, of this seed to the United Kingdom. In the past there has been some competition from Brazil, but there have been no imports of castor seed from Brazil since the 10 per cent. import duty was imposed.

As in past years, we received valuable assistance from the Imperial Institute, whose various Advisory Committees take up from time to time the consideration of questions of interest to India's export trade. Thus the Advisory Committee on Hides and Skins prepared a valuable memorandum on the occurrence of the defect known as "Scrape" in tanned goat and sheep skins from Madras, a matter which was brought to its notice by United Kingdom tanners and dressers, who complained that this defect had increased to serious proportions during the last two years. The memorandum, which was prepared after a very careful examination of the problem in all its aspects, has been forwarded to India, where it is hoped that producers will be able to take full advantage of the practical suggestions offered for the improvement of the industry. The Vegetable Fibres Committee, which has in the past rendered much assistance in the testing and examination of India's Sunn Hemp, was supplied with copies of the report prepared by Mr. Sabnis, who was specially deputed by the Imperial Council of

[To face page 21



INDIAN TIMBERS DISPLAY, FRONT WINDOW, INDIA HOUSE.

Agricultural Research to investigate the hemp industry in India. The Committee was able to offer some very useful opinions on this report, and these were passed on to the proper quarter in India. This Committee also prepared a report on samples of sunn hemp recently received from the Central Provinces, together with a summary recording their general conclusions on the whole series of samples received from that province during the past two years. These, too, were sent on to India. The Committee also considered the question of the provision of standard type bales of Indian hemp for the use of importers and brokers in the United Kingdom. This question is still under consideration, and if trade interests both in India and England are agreed on the desirability of setting up standard bales, there is little doubt that this question, which has been pending for some time past, can now be satisfactorily settled.

During the course of the year we were able to meet the requirements of Departments of the Central and Provincial Governments in India, and of Indian States, requiring our assistance in various directions, commercial and industrial. Some instances of this may be mentioned. The Deputy Commissioner of Dera, Ismail Khan, was furnished with trade reports on samples of akund floss collected locally. The Director of Industries, Punjab, was supplied with information regarding "Dricold" (C.O₂). The Director of Industries, Madras, was put in touch with a firm of manufacturing silversmiths who showed an interest in the possibilities of trade in carved coconut shells. The Director of Industries, Travancore, sent us samples of palmyra fibre. With the co-operation of the Imperial Institute a full report on the commercial possibilities of this fibre, together with the names of firms interested in it, was communicated to the Director. Full information regarding the market for santonin in London was supplied to the Kashmir State, while arrangements have also been made for sending out periodical reports on the subject to the State authorities.

*Chapter IV.—Indian Timbers.

GENERAL.

The hardwood market failed to improve during the year. The signs of a slight improvement which were in evidence in some directions towards the close of the year failed to materialize, and during the last three months the market has been exceptionally dull. The uncertainty of the financial outlook restricts buying to what is immediately required. It has also encouraged mass production of manufactured goods rather than craftsmanship. As a

* Chapter written by Sir Hugh Watson, Timber Adviser to the High Commissioner for India.

result, so far as hardwoods are concerned, the main desideratum at present is a cheap and easily worked timber. Even under these adverse conditions the hardwood market of the United Kingdom imported 585,000 tons of 50 c.f. during the calendar year 1932. Figures are not yet available to show whether the Empire share has increased. During the calendar year 1931, the percentage of Empire hardwoods imported was 23 per cent., the same as during 1930. The Baltic produced 10 per cent., and the United States of America 50 per cent. of the hardwoods imported during the five years ending 1930. Imports of hardwoods from India fell from 19,600 tons in 1931 to 17,000 tons in 1932, owing to the drop in the imports of teak, a timber that has suffered badly from decreased shipbuilding and substitution by cheaper timbers and other materials. Imports from India of timbers other than teak were never high, and there has been no marked drop as compared with 1930. Roughly half the volume of the imports of these timbers is handled by Government. In spite of adverse conditions, there is an undoubted preference on the part of most buyers for Empire timbers, and there is little doubt that when general business conditions do improve the demand for Empire timbers will rapidly expand.

Including 73 tons delivered but due for payment after the close of the year, the quantities and values of Indian Government timber delivered during 1932-33 were 1,010 tons with a value f.o.b. India of £9,100, as against 997 tons and £9,000 in 1931-32. Except 22 tons of laurel from Madras, all was shipped from the Andaman Islands. In addition, sandalwood valued at about £2,400 f.o.b. India was shipped as against £3,000 value during 1931-32. In respect of advance sales of the year, the volume of business was 763 tons as against 778 tons in 1931-32.

COMMERCIAL ENQUIRIES.

Trade enquiries centred round Gurjun, Silver Grey wood, and White Mahogany. The demand for Gurjun in the form of flooring strips ceased owing to the market being overstocked. The merchants and flooring manufacturers found great difficulty in making progress with their stocks, as there was a great falling off in the demand for high class flooring. On the other hand, the development of business in planks of this timber shows that, in spite of the extremely depressed trade conditions, Gurjun is commencing to compete successfully with the other timbers which have long been established in the market. This is interesting, in view of the fact that Andamans Gurjun has to compete not only against Gurjun from India and Burma, but also against similar timbers from the Malay States, Borneo and the Philippine Islands. There promises to be a considerable demand for Gurjun, provided it can be supplied at competitive prices and in the specifications demanded. Tests at Rangoon of different woods for marine piling and fenders in

Rangoon Harbour showed that creosoted Gurjun was highly resistant to the Rangoon teredo.

There have been enquiries for Pyinkado, which is not imported through the medium of this office. Besides its well-known qualities as an under-water timber, Pyinkado is now coming into favour for wood-block and P.T.G. flooring; its wearing qualities and stability are highly reported on.

Apart from enquiries of a general character, those of the year analyse as follows:—

Enquiries resulting in sales	24
Enquiries for specified quantities of timber, not resulting in sales, covering in the aggregate about 1,800 tons of timber	31
Tentative enquiries regarding supplies and production,	12
Indefinite enquiries	7
Total	74

Amongst enquiries of interest was one for a large quantity of Sal railway sleepers for Palestine. It came to nothing, as apparently freight costs in India are too high to admit of successful competition in the foreign sleeper trade. Another unusual enquiry was for Sadra (apparently *Terminalia tomentosa*) spars. The enquiry came to nothing, as there appeared to be difficulty in supplying the lengths demanded.

*Chapter V.—Lac and Shellac.

THE LAC MARKET.

Lac, like practically all raw products, continued to suffer from the fall in the general price level. This, however, is not an un-mixed evil, as lac products are thus available at prices which make it possible for them to compete on level terms with synthetic or substitute resins. The fall in price during 1932-33, as also the fall in exports, eased up markedly as compared with 1931-32, and there is reason to hope that the worst is over. Were it not for a marked reduction of demand from the United States of America, the Indian lac export figures for 1932 would have compared fairly well with the export trade of 1931. Exports of seedlac actually showed an increase, and exports of seedlac to the United States of America made up half of the ground lost in shellac to that country.

* Chapter written by Mr. A. J. Gibson, Special Officer, Lac Inquiry.

The London statistical position in regard to shellac is set out in the tabular statement below:—

	London Prices Shillings		Calcutta Rupees.	London, in Packages.		
	Spot.	T.N. in bags C.i.f.		Landings.	Deliveries.	Stocks.
1932.						
April ...	55/-	45/-	19-0-0	4,928	6,751	29,457
May ...	55/-	43/6	17-8-0	2,910	2,994	29,373
June ...	55/-	43/-	16-8-0	6,456	3,366	32,163
July ...	60/-	47/-	19-8-0	2,772	2,671	32,264
August ...	67/-	58/-	24-8-0	5,258	3,671	33,851
September ...	64/-	55/-	22-8-0	2,872	4,578	32,145
October ...	57/6	47/-	19-8-0	3,931	4,037	32,039
November ...	57/6	51/-	21-0-0	6,511	4,687	33,863
December ...	56/-	49/-	20-8-0	2,862	5,391	31,334
1933.						
January ...	52/6	46/-	19-8-0	3,141	3,299	31,176
February ...	50/-	42/6	18-0-0	5,962	3,701	33,427
March ...	50/-	42/-	18-0-0	5,890	3,025	36,302
AVERAGE ...	56/6	47/6	TOTALS ...	53,493	48,171	—
			AVERAGE	4,458	4,014	32,283

THE WORK OF THE SPECIAL OFFICER LAC INQUIRY.

The Lac Inquiry was organised in the first instance by the Government of Bihar and Orissa, in conjunction with the Lac Association for Research. The writer of this chapter was appointed Special Officer in charge of the Lac Inquiry in November, 1929, and has held the post continuously since that date. The cost of the Inquiry was at first borne equally by the Bihar and Orissa Government, and by the Empire Marketing Board. Subsequently, in 1930, the control of the lac cess was vested by legislation in the Indian Lac Cess Committee, which formally assumed its new duties in August, 1931. With effect from 1st April, 1932, the cost of the Lac Inquiry has been equally shared between the Indian Lac Cess Committee and the Empire Marketing Board. The year under review is, therefore, the first year of control of the Lac Inquiry by the Indian Lac Cess Committee.

Throughout the year the Special Officer continued to maintain contact with industries using lac. He attended meetings of societies interested in lac and allied products, such as the Plastics Group of the Society of Chemical Industry and the Oil and Colour Chemists' Association. In addition to the usual interviews and correspondence, he carried out enquiries and laboratory investigations in

various directions, of which the following call for special mention as constituting new and promising lines of research:—

1. Lac as a binder in laminated products.
2. The combination of cellulose lacquer and de-waxed shellac to form a wood polish suitable for pad-application.
3. A bleaching test as a means of standardising seedlac.
4. Uses of lac in light leather finishes.
5. The bleaching of lac and esterified lac and a variety of minor investigations.

The British National Committee of the International Electro-technical Commission circulated during the year to all the countries concerned a draft series of tests drawn up by the Electrical Research Association to form the basis of an international buying specification for lac products for use in the electrical insulating industries. The Special Officer Lac Inquiry assisted in this work. He also helped to organise lac exhibits for the Botanical Gardens at Kew, for the Science Museum Plastics Exhibition and for the Commercial Samples Room at India House. Articles on lac were contributed during the year to the "British Plastics Year Book" and "Paint Manufacture."

Notable visitors to London during the year, all of whom were interested in the shellac enquiry, were:—

MR. WILLIAM ZINSSER, President, United States Shellac Importers' Association.

DR. KRUMBHAAR, Director, Berlin Paint Research Station.

MR. P. M. GLOVER, Entomologist, Indian Lac Research Institute, Ranchi.

DR. R. W. ALDIS, Physico-Chemist, Indian Lac Research Institute, Ranchi.

Close contact was maintained with the Lac Research Institute, and methods and results exchanged. Some bulk samples of shellac made at the Institute by the controlled open hearth method were placed with large consumers in the United Kingdom and gave satisfaction. The Electrical Research Association had tested a series of shellacs made by the Institute, which resulted in no great differences being discovered as regards their electric properties. The bibliography of lac was closely followed and indexed in all its branches, and contact was maintained with lac research in the international field.

SYNTHETIC RESINS.

The synthetic resin industry has made much progress, the economic depression notwithstanding. Every isomer of phenol, in addition to other substances, appears to have been condensed with every known aldehyde, while the urea and thio-urea resins, the glyptals, the vinyls and others, have been joined by a new group of resins derived from the gum residue in petrol. This last has

already been manufactured to the extent of one million pounds in the United States of America and appears to be an excellent varnish resin.

GENERAL.

The outstanding feature of the year was the sanctioning by the Indian Lac Cess Committee of a scheme of applied research in the United Kingdom into shellac and lac products in relation to modern consuming industries. The investigations of the Lac Sub-committee of the Advisory Committee on Essential Oils and Resins of the Imperial Institute and of the Special Office Lac Inquiry made it evident some time ago that modern industrial conditions in regard to the supply of raw and semi-raw materials, such as lac and shellac, had radically changed, principally as a result of the competition of synthetic resins on highly organised, scientific lines, including technical service and guaranteed performance. The conclusion was inevitable that in order to maintain its position in the industries consuming natural and synthetic resins research was necessary to extend our knowledge of the properties of natural lac, to adapt it to present-day requirements and also to find new fields for its use. This work, it was held, had to be carried out in close touch with the consuming industries. Recommendations to this effect were sent out to India and the India Lac Cess Committee has recently approved the appointment of three Indian research workers, two to work on the application of lac in the plastics, varnish and allied trades under Dr. L. A. Jordan, at the Paint Research Station, Teddington, and the third under Mr. W. Bayley-Parker at the British Thomson-Houston Research Laboratories, Rugby, on the problems arising in the use of lac in the electrical insulating industries. The High Commissioner for India proposes to appoint a small Advisory Committee in London to assist him to deal with the research programme, and with any technical problems which may arise in giving effect to the scheme.

*Chapter VI.—Indian Minerals.

General.

The outstanding event of the year was the holding of the Imperial Conference at Ottawa in July and August. Important agreements affecting the Iron and Steel trades were reached after the conclusion of the Conference, and, by these, India is assured of a stable market for steel bars and pig iron. Magnesium Chloride, Magnesite, Granite Setts and Kerbs and Pig-lead have secured preferences, but the United Kingdom Government found itself unable

* Chapter written by Mr. G. H. Tipper, Minerals Adviser to the High Commissioner for India.



INDIAN MINERALS EXHIBITS, COMMERCIAL SAMPLES ROOM, INDIA HOUSE.

to grant any preferences on metalliferous ores owing to the importance of cheap supplies to staple metallurgical industries of the United Kingdom. Mica has been exempted from import duty since the 1st of January, 1933.

There were no signs of improvement of trade, and stagnation affected the mineral markets. Prices of base metals were no higher than in the previous year. Production has been still further curtailed by voluntary or compulsory international agreements. The metals thus directly affected are Tin, Lead and Zinc, and indirectly, Silver, a bye-product of the base metal industries. There is also an international agreement on Oil. Moves towards a Copper agreement have so far failed. The United States of America have imposed a tariff of 4 cents per lb. on non-American metal, but the Government of the United Kingdom has not yet found itself in a position to impose the duty of 2d. per lb. on non-Empire Copper which was foreshadowed at Ottawa.

COMMERCIAL ENQUIRIES.

It could hardly be expected that a continuance of difficult trading conditions would not affect the work of the Minerals Adviser, not so much in a decrease in the number, as in the character, of the enquiries submitted to him. With the continued depression in the iron and steel trades and reduced output of the base metals, enquiries relating to these have naturally decreased. On the other hand, information regarding possible supplies of the minerals containing the rarer metals have to some extent taken their place. Unfortunately, supplies of these varieties cannot be organised at a moment's notice, and such minerals as Lepidolite (Lithium Mica), Pitchblende (the source of Radium), Triplite, Gadolinite and Yttrium-bearing minerals and others for which enquiries have been received, require careful preliminary prospecting and efficient chemical analysis before they can be marketed, and this has not yet been done in India, where attention has chiefly been paid by industrial concerns to the more readily recognised mineral deposits. A notable exception is Beryl, of which supplies have been readily available.

The year's work may be briefly summarised:—Fifty-one interviews were arranged; sixty-one enquiries answered by telephone and seventy by post. Statistics were widely distributed, and included:—Cement production, Copper, Kyanite, Manganese, Mica, Oil products, Phosphates, Wolfram and Zircon. Analyses of the following were supplied:—Apatite, Coal (Bengal and Central Provinces), Titaniferous Magnetite, Samarskite and Wolfram. Information on the geological occurrence and possibilities were furnished for:—Apatite, Fluorspar, Granite and Ornamental Stones, Jadeite, Kyanite, Lead and Zinc, Triplite, Diamonds.

Seven samples were received from India for commercial valuation. One of these, a Cobalt-Nickel Speiss, has already been

referred to in the quarterly reports. Four of the others were Iron Pyrite of no commercial value. The remainder consisted of uncut and some cut Sapphires and Aquamarines from Kashmir. The samples appeared to be disappointing in colour and preparation for the market, and these impressions were borne out when they were submitted for commercial valuation. Nevertheless, Kashmir sapphires of first grade would even in the present depression be readily saleable at reduced prices.

In order of importance (i.e., number of enquiries) the following minerals were the subject of requests from firms in the United Kingdom and abroad for names of Indian suppliers:—Monazite, Ilmenite, Kyanite, Beryl, Chromite, Precious and Semi-precious stones, Barytes, Zircon, Wolfram, Lead, Silver, Asbestos.

Titanium pigments continue to make headway in the United Kingdom. The capacity of the plant at present operated is to be increased. The Imperial Smelting Corporation in co-operation with the National Lead Co., and the Titan Company of the United States of America, the Imperial Chemical Industries and Goodlass Wall and Lead Industries of the United Kingdom, propose to commence the production of titanium pigments.

The aluminous refractory Kyanite continues to make progress, and no less than five firms at present use the Indian mineral in their manufactures. There is still, however, much trade prejudice to be overcome before the market becomes of importance.

Of the enquiries received from India for markets in this country and abroad, Mica, as usual, headed the list. The others were Magnesium Chloride, Ochres of different kinds, Semi-precious Stones, Barytes, Iron Ore, Beryl and Amphibole Asbestos. This last enquiry is a continually recurring one, and it must be emphasised that this type of asbestos has at present no commercial value. The following table gives a digest of the work done:—

Enquiries from the United Kingdom, the United States of America and the Continent for exporters of Indian minerals	42
Enquiries re occurrence, extent and reserves of minerals in India	11
Enquiries from India for names of importing merchants abroad	13
Samples received from India for examination and trade valuation	7
Enquiries re analyses of Indian minerals	12
Enquiries for statistics	13
Miscellaneous enquiries (mining and prospecting leases, tariffs, general geological and mining questions, etc) ...	14

PUBLICITY.

The organisation of a small display of minerals, together with maps, photographs and trade graphs is approaching completion in



[[To face page 55

**FOODSTUFFS AND PUBLICATIONS, INDIAN STAND, EMPIRE MARKETING BOARD SECTION,
BRITISH INDUSTRIES FAIR 1933.**

the Commercial Exhibition Room at India House, and will undoubtedly be of considerable interest and assistance. Interviews were given to press correspondents, and a short article on "India and the Ottawa Iron and Steel Agreements" was published. The Minerals Adviser visited the British Industries Fair at Birmingham and found it of great interest. He was enabled to exchange views on Indian minerals with some of the exhibitors.

COMMITTEES.

During the year the Minerals Adviser attended meetings of the Advisory Council of the Mineral Resources Department of the Imperial Institute and the Technical Committees on Chemical Industries and Iron and Steel. Two meetings of the Minerals Sub-Committee of the Imperial Economic Committee have been held. An interim report of this Sub-committee on mineral trade within the Empire was prepared in time for the opening of the Ottawa Conference, and a copy provided for each delegate. The final report is still under consideration.

IMPERIAL INSTITUTE.

The number of enquiries regarding Indian Minerals addressed to the Imperial Institute was 25, including nine samples sent from India or of Indian origin for analysis and test. Information regarding the occurrence and supplies of Kyanite, Ilmenite, Monazite, Sillimanite, Mica, Burmese lignite, Magnesite and others was given. Of the samples submitted for analysis, one is of considerable interest as it is a Vanadiferous Ilmenite and although at present not commercially usable, might easily become so in the future. As in previous years, the resources of the Institute have been freely placed at the disposal of the Minerals Adviser, who has made use on several occasions of the laboratories for small tests and is indebted to the staff for help freely given.

*Chapter VII.—Trade Publicity.

Accounts of the exhibitions and fairs in which this Department took part during the first three quarters of the year under review have already appeared in the quarterly reports of the Trade Commissioner, London, and have been published in the Indian Trade Journal. Reports, however, of the shows we organised during the last quarter, January to March, have not been so dealt with and they will be included in this Report.

* Chapter written by Mr. B. D. Asli, Indian Trade Publicity Officer.

During this quarter, we participated in the following three trade shows and one Advertising Display:—

1. THE BIRMINGHAM & MIDLAND GROCERS', BAKERS',
CONFECTIONERS' & CATERERS' EXHIBITION.

This exhibition was held at Bingley Hall, Birmingham, from the 17th to the 28th January, 1933. The exhibits displayed on our stall consisted of Indian food products appropriate to the grocery trade, and according to our usual practice, some of the large grocers and departmental stores in the district were induced to make simultaneous displays of our commodities in their shop windows. The response was gratifying. Especially in the case of tea, two local firms supplied us with exhibits of their pure Indian blends for display and sale together with a liberal supply of sample packets for free distribution. This co-operation proved useful in more widely advertising pure Indian blends as against the numerous mixed blends on the market. An opportunity was taken at this exhibition to push poppadums by cooking demonstrations, and by distributing tasting samples. In most cases even the grocers themselves had no knowledge of this commodity, and educating them in the matter would not, it was thought, prove ineffective. Canvassing of both retail and wholesale shops was undertaken, and it was observed that while Indian rice, beans, lentils and chutneys were stocked by several shops, other Indian commodities, such as jams, jellies, sauces and canned fruits, were not so much in evidence. Some of the shops were further interviewed and samples given to them. Eventually one large store agreed to begin a trial with canned fruits and guava jelly, and purchased our stock of these commodities at the exhibition. Another party, a firm of wholesale distributors, likewise took over our stock of chutneys and sauces. Some of the grocers interviewed stated that though formerly they were handling Burma rice, they ceased doing so on account of the poor quality that was supplied. They were shown the samples on view at our stall which they agreed were decidedly better than what they were offered by the trade, and they were accordingly put in touch with our exhibitors. It was also noticed that a very inferior kind of curry powder made in this country but described as "Indian Curry Powder" was being sold at a local store. The name of the makers in this country was distinctly printed on the label, thus rendering it difficult and doubtful to bring home the charge of false description. The matter was, however, brought to the notice of the firm and it was pointed out to them that better and genuine Indian curry powder could be easily obtained at competitive prices, and they were given the addresses of our exhibitors. Nineteen wholesale trade enquiries were received, 8 being for rice, 6 for canned fruits, and 5 for curry powder. Samples of chutneys, rice, tea, curry powder, mangoes, poppadums and Bombay ducks to the value of £22 were sold. The total cost of participation amounted to £90.

2. BRITISH INDUSTRIES FAIR, LONDON: 20TH FEBRUARY TO
3RD MARCH, 1933.

We had stalls in three separate sections, viz., the Empire Marketing Board Section, the National Section and the Sports Goods Section.

Stall in the Empire Marketing Board Section: This stall was provided by the Empire Marketing Board at their own expense, while the cost of staffing and running it was met from our publicity budget. The exhibits were restricted to foodstuffs with the exception that a part of the stall was allotted to the display and sale of official publications particularly bearing on Indian trade and industry. This resulted in a number of enquiries. The exhibits of foodstuffs were of the usual type. There was, however, one new exhibit, viz., plantain meal, which was supplied by a firm in Madras. Two enquiries were received for it which were forwarded to the exhibitor. A further reference to this commodity is made in another part of this report.

Altogether 109 enquiries were received in this section, nearly 45 per cent. less than last year. This drop was due partly because in several cases introductions had already been made in the past and partly because the attendance at the Fair this year was much less than last year. There were also fewer visitors from the Continent, which fact was responsible for a decrease in the number of Continental enquiries. The enquiries covered practically all our exhibits, the majority being for tobacco and cigars (26); chutneys, curry powder and sauces (23); rice and rice bran (14); tea (14); canned fruits and vegetables (9); and jams and jellies (8). Amongst the Continental enquiries the more noticeable were one from Switzerland for tea and for Patna and Burma rice, one from Amsterdam for canned mangoes, guavas and liches, one from Zegwaart, Netherlands, for typaree jam in 3lb. and 1lb. tins, and one from Madrid for leaf tobacco. The sale of samples also dropped by nearly 50 per cent. on account of smaller attendance of the public owing to an increase in the entrance fee and also because of the reduced size and range of the samples necessitated by the new rules of the Fair. The sales realised £68.

Display in the National Section: The site allotted to us in this Section was very prominently situated, abutting on two main and one side gangways and being contiguous on one side to the Empire Marketing Board's Section. On this site, which measures 1,037 sq. feet, four separate stalls were put up, one of which we placed at the disposal of the Publicity Bureau of the Indian Railways, one was transferred on payment to the Bihar and Orissa Government Cottage Industries Depot and two were reserved for our own use. On one of our two stalls were displayed artware and carpets, and on the other were shown leather and leather manufactures, lace, embroideries and numdahs, basketware, coir mats and

druggets, carved wood furniture, pencils, mineral and pharmaceutical products. The exhibits were received from 23 firms in India and 8 firms in this country, and were of a more varied type than last year. Amongst the new exhibits were lacquerware, basketware and wooden toys from the Punjab, clay figures from Lucknow, pencils from Madras, pig and crocodile skin bags, purses, suit cases, etc., from Delhi, and pharmaceutical preparations and a chemical fertiliser from Ahmedabad. Comments on some of the exhibits will be found in another part of this report, but it might be stated here that the leather articles called for a fair share of attention from the trade, and it is understood that the exhibitors have received enquiries and orders resulting from the display of their samples at this Fair. Brassware was exhibited by 8 firms in India as against 3 firms last year, and the exhibits ranged from the cheapest and commonest to heavy and artistic work. The moderate type, however, which had a good finish and was comparatively the least costly, secured most of the business. The exhibits of carpets which were received from a firm in India were of the ordinary type usually seen on this market, and did not call forth any special attention of the trade. Some enquiries were, however, received which were forwarded to the exhibitors.

Compared with last year, the enquiries received in this Section also fell by nearly one-half. Altogether 90 enquiries were received, of which 20 were from the Continent and the rest from the United Kingdom. Of these enquiries, 25 were for leather and skins, of which 12 came from the Continent. There were 12 enquiries for coir matting, 10 for carpets and 8 for ivoryware, of which 2 were from the Continent in each case. Three enquiries for Thio-quin and 3 for pencils were also received. It is curious that not one enquiry was received for lace this time, though three small orders were booked. The reason, as gathered from conversation with some buyers at the Fair, appeared to be that there was an increase in the price of our exhibits this year.

With regard to actual orders, this Section of the Fair yielded much better results than it did last year, as they amounted to Rs.7000, which was almost double last year's figure.

They were as follows:—

Brassware	Rs.5000
Carved woodwork	1300
Lace	200
Ivory	170
Joss Sticks	160
Turquoise	170
				<hr/>
Total	Rs.7000
				<hr/>

The orders for brassware came from different parts of the country and with the exception of a few from old customers most of them emanated from firms which had not dealt in this line before. Thus, a number of new connections was formed. The buyers, moreover, emphasised that what they were booking were only sample orders, and if their execution was satisfactory and they proved successful, they would continue their connections. The orders were passed on to our exhibitors after they had been officially confirmed by the ordering firms. The exhibits of clay figures and some of the brassware to a total value of £53 were purchased by a large departmental store at Swansea at the end of the Fair. Her Majesty the Queen visited our display and made some purchases, including brassware, lacquerware and a lady's crocodile handbag.

Display in the Sports Goods Section: Hitherto we had shown sports goods along with our other exhibits in the National Section, but it was felt that as the lay-out of the British Industries Fair is by classes of goods it would be more advantageous if the sports goods were shown in the appropriate section, so that our exhibits could be brought directly to the notice of buyers of these articles. Thus, at this Fair we organised a separate stall in the Sports Section, where exhibits from three Indian firms were displayed. This method proved effective, as a fair number of orders were booked whereas no orders for sports goods had been booked at previous Fairs. The orders booked at the stall amounted to Rs.1000. Besides, buyers who wanted further to discuss terms were directed to the London houses of our exhibitors, and it is understood that at least in two cases these negotiations resulted in further orders for about £40. Enquiries were also received, numbering 25, of which 10 were from the Continent and the rest from the United Kingdom; these were all from serious buyers and are likely to have led to business.

The cost of participation in all these Sections amounted to £485, which was £50 less than last year, in spite of the organisation of an additional stall in the Sports Goods Section.

3. SCOTTISH GROCERS', BAKERS', CONFECTIONERS' AND ALLIED TRADES EXHIBITION, GLASGOW.

This exhibition was organised by the Scottish Federation of Grocers and Provision Merchants' Associations, and was held at Kelvin Hall, Glasgow, from the 15th to the 25th March, 1933. The exhibits consisted of food products only. It was a well advertised exhibition and commanded a good attendance of the trade as well as the public. Sample sales were satisfactory, and a sum of £55 was realised thereby. Rice, curry powder and chutney being already comparatively well known in the district, particular attention was given to other commodities such as canned fruits, patals, jams and jellies. Tasting samples of these were provided for the public,

which resulted in the sale of 81 tins of fruits and 50 jars of jams and jellies, and the buyers were referred to the grocers stocking these products for their further requirements. Although the samples were sold at the minimum retail prices ruling in the district, it was observed that, had they been slightly cheaper, many more could have been sold and more local traders could have been encouraged to stock them. With the help of the Federation, personal canvassing of a number of wholesalers and retailers was done, and 10 wholesale and 21 retail enquiries emanated. Six of the wholesale enquiries were for canned fruits and 4 for chutney in bulk. A few of the more important restaurants and cafés were also approached. The proprietor of a large restaurant at Dumfries was invited to our stall, and the table possibilities of mangoes, guavas, guava jelly and patals were brought to his notice. He agreed to try them in his restaurant and purchased our entire exhibits of these products. Another restaurateur from Falkirk and one in Glasgow were also interviewed, and they decided to take over our stock of mango chutney. A selected number of tobacconists were also visited with a view to introducing Indian cigars and cheroots, and one wholesale enquiry was received. The cost of the show amounted to £110.

4. ADVERTISING DISPLAY AT EDINBURGH.

This display was organised by the Edinburgh Branch of the Overseas League, and each Empire country was allotted a week for its display, for which a large hall at Overseas House was placed at the disposal of the participant free of charge. India's turn lasted from the 6th to the 11th February, 1933. This was not a trade show, but purely a publicity affair accompanied by lectures, particularly bearing on the trade and industries of the participating country. Our exhibits comprised arts and crafts, carpets and rugs, Kashmir embroideries, silks, sports goods and food products. The display was very largely attended and we secured an excellent Press, notices regarding the display having appeared not only during its duration, but also for some time before and after it. The Indian Trade Commissioner, who, in the absence of the High Commissioner, was the guest of honour of the League, took the opportunity to deliver a lecture entitled, "A tour through India," before a large gathering. Retail sales realised £110, of which £68 were for samples of foodstuffs and £42 for carpets, artware and sports goods. The cost amounted to £40, and was fully justified by the very good advertising campaign thus secured.

GENERAL REMARKS.

In last year's report mention was made of the curtailment of the Exhibition programme of the Empire Marketing Board. This year, unfortunately, witnessed a still further curtailment of their programme, resulting from the pressing need for economy and

consequently there was a reduction in the number of free stalls provided by the Board. However, by practising very careful economy and by simplifying stall construction, and by other means, we succeeded in maintaining our programme during the year under report on the same scale as before. During the year we took part in the following 14 major exhibitions and fairs, including 2 shops, as against 13 in the preceding year:—

1. Milan International Samples Fair, 12th to 27th April, 1932.
2. Nations Food Exhibition, London, 21st May to 4th June, 1932.
3. Empire & Trade Exhibition, Southend-on-Sea, 15th to 22nd June, 1932.
4. Aldershot Empire Show, 29th June to 2nd July, 1932.
5. Empire Shop, Sheffield, 8th to 20th August, 1932.
6. Confectioners', Bakers' & Allied Trades Exhibition, London, 3rd to 9th September, 1932.
7. International Grocers' Exhibition, London, 17th to 23rd September, 1932.
8. Empire Exhibition, Rochester, 3rd to 8th October, 1932.
9. Empire Shop, Cardiff, 25th October to 5th November, 1932.
10. Ideal Homes & Food Exhibition, Edinburgh, 5th to 19th November, 1932.
11. Birmingham & Midland Grocers', Bakers', Confectioners' and Caterers' Exhibition, 17th to 28th January, 1933.
12. Advertising Display at Overseas House, Edinburgh, 6th to 11th February, 1933.
13. British Industries Fair, London, 20th February to 3rd March, 1933.
14. Scottish Grocers', Bakers', Confectioners' & Allied Trades Exhibition, Glasgow, 15th to 25th March, 1933.

Of these, the Empire Marketing Board provided us with free stalls in 3 exhibitions (Nos. 2, 6 and 7) and 2 shops (Nos. 5 and 9). The rest was organised entirely at our own expense. The total cost of all these major exhibitions amounted to £1,860, as against £1,925 last year. Stall construction and space rent accounted for about 50 per cent. of the cost, the balance being for freight, staffing and other miscellaneous expenses. The Milan Fair was the most expensive, having cost £585, of which £400 were for rent and construction, and the balance for other charges. The next in order of cost was the British Industries Fair, with a total cost of £485, of which £352 represented the cost of construction and space rent. The other exhibitions, costing over £100 each, were the Ideal Homes and Food Exhibition, Edinburgh, and the Scottish Grocers' Exhibi-

tion, Glasgow, which cost £118 and £110, respectively. The two shops at Sheffield and Cardiff provided by the Empire Marketing Board cost us, between them, the sum of £186.

In addition to the 14 major exhibitions mentioned above, Indian displays were organised in one medical show and 15 Empire shows, featuring mainly foodstuffs. This was an increase by 4 over last year's figure of 12 for such shows. Several retail enquiries emanated from these shows, which took place in various parts of the country.

Exhibits and Exhibitors: Among the new exhibits received during the year under report were Burma Butter Beans, Plantain Meal, Leather Suit Cases, Dressing Cases, etc., Pencils, Pharmaceutical Preparations, Perfumes and Oils, and Lacquerware. The perfumes and oils were apparently of Dutch manufacture. There was nothing on the containers to indicate Indian origin, except that they bore a ticket giving the name of the Indian firm that supplied them. On the contrary, each bottle had affixed to it a label giving the name and trade mark of a firm in Holland. Thus, there was every indication of foreign origin and they were not, therefore, exhibited. It would appear scarcely necessary to state here that this Department accepts exhibits of Indian origin only, and must reject those of non-Indian origin, British or foreign, even although the exhibitors happen to be Indians. There, however, appears to be a misunderstanding in the matter, and it would be well for intending exhibitors to bear this point in mind.

The response to invitations for exhibits was slightly better than last year, but in a few cases the exhibitors did not observe the latest date prescribed for the receipt of the exhibits, with the result that the exhibits arrived very late or even too late for the occasion. This caused us a great deal of inconvenience, besides putting us to unnecessary extra expense. Moreover, exhibitors should recognise the fact that the late receipt of exhibits was not in their own interest, as we could not pay proper attention to them and study their peculiarities, there being no time to do so.

In last year's report a reference was made to cases where exhibitors, having once announced their intention to supply exhibits for the British Industries Fair and having thereby secured an entry of their names in the official catalogue, failed to supply the exhibits. It was hoped that such cases would not recur, but, unfortunately, we have to report now an increase in the number of such cases. There were six such cases as against two last year. It should be noted that the inclusion in the official catalogue of the names of the suppliers of samples who did not themselves pay rent and who were, therefore, not recognised by the Fair administration as exhibitors, was a concession obtained by this Department from the authorities with great difficulty, and it would not be well either for this Department or for the exhibitors themselves if this concession was not properly used. Moreover, copies of the catalogue were distri-

buted all over the world, and interested buyers came to the stall to look for the articles which they had seen mentioned in the catalogue, and this Department was seriously embarrassed by the fact that some of these articles were not actually exhibited. Exhibitors who, after declaring their intention to participate, eventually find themselves unable to furnish exhibits, should always give due and timely notice of the fact to this Department, so that steps may be taken to have their names omitted from the catalogue before it goes to press.

Canvass of shops: One hundred and eighty-seven shops and firms were personally canvassed in the various districts in which we exhibited during the year under report. Several of the shops which were canvassed last year were visited again, and it was noted with gratification that Indian products were already there. Glasgow and Birmingham appeared to be most responsive in this respect. In addition, 40 shops were canvassed at Milan during the period of the Milan Fair where, with the exception of sports and lace goods, the response was not enthusiastic, probably owing to the prevailing economic depression.

Enquiries: Compared with last year, there was a heavy drop in the number of trade enquiries received, which amounted to 567 as against 900 during the preceding year. The Continent was chiefly responsible for the decrease, as buyers on the Continent, under the uncertain conditions of trade and finance prevailing there, were not keen on seeking fresh connections. Of the 567 enquiries, only 15 per cent. were from the Continent, most of them from Italy as a result of the Milan Fair, and the rest from the United Kingdom. About 62 per cent. of the enquiries were for foodstuffs, 30 per cent. for manufactured and semi-manufactured articles, and 8 per cent. for industrial raw materials. Amongst foodstuffs, rice, chutney and cigars predominated, followed by canned fruits, curry powder, and beans. In manufactured articles, the majority of the enquiries were for sports goods and coir mats, and then came art and craft-ware. Leather, crocodile, and reptile skins were the most asked for amongst the semi-manufactured articles. Raw hides and skins, coir and other fibres, oil-seeds and shellac formed the greater part of the enquiries for raw products.

Sale of samples: The policy of selling samples of food products, as explained in last year's report, was continued with the co-operation of the retailers in the localities concerned. During the year we received more offers to supply us samples for sale than in the preceding year, but as under the revised rules of some of the exhibitions the minimum size of samples for sale was further reduced, we had to refuse the offers in some cases. Besides, in the case of tea, a new departure was made during the year. Formerly, we accepted the samples as supplied to us by the blenders and packers themselves under their own labels. Difficulties, however, arose in this connec-

tion, inasmuch as we began to get a larger variety of samples than we could efficiently handle, and also in some cases the samples offered could not be regarded as being up to standard. We had, therefore, to discontinue the sale of private samples, and with the co-operation of the Indian Tea Cess Committee, we put up in attractive 2 oz. packets, under the name of the Indian Trade Commissioner, our own samples of pure Indian blends. These samples were sold with the triple object of making an active propaganda for Indian tea, of demonstrating to the grocers that an all-Indian blend of a good liquoring quality and flavour could be retailed at 2s. per lb. with a good margin of profit, and of inducing the public to insist on asking for an all-Indian blend in preference to the poorer and heterogeneous mixtures on the market. These samples proved very popular, and enquiries were received from grocers for corresponding blends.

The samples sold during the year covered 16 different articles, viz., Patna and Burma rice, lentils, butter beans, tea, chutney, curry powder, canned mangoes, guavas, lichis and patals, guava jelly, typaree jam, poppadums, Bombay ducks, and cigars and cheroots. About 40,000 customers were served, as against 50,000 in the preceding year, and the sales realised £700 as against £800 last year. The best sales were effected at the shops at Cardiff and Sheffield, which fetched £176 and £141 respectively. Amongst the exhibitions, the best selling centre was the British Industries Fair, where £68 was realised, after which came the Scottish Grocers' Exhibition at Glasgow, Ideal Homes & Food Exhibition at Edinburgh, and the Advertising Display at Edinburgh, where £55, £51 and £45, respectively, were realised. The best sellers were chutney and cigars, as in the previous year, but compared with that year they declined both in quantity and value. During the year under report, the sales of chutney at all exhibitions were 9,350 samples, of the value of £236, and the sales of cigars were 6,700 samples, of the value of £105, as against 10,664 samples of chutney, of the value of £245, and 10,565 samples of cigars, of the value of £159, in the preceding year. The drop in the sales of cigars was very noticeable—a sign of the general decline in the cigar trade throughout the year owing to the general decline of purchasing power. On the other hand, the sales of canned fruits showed a considerable improvement over last year, the figures being 711 tins, of the value of £48, as against only 53 tins, of the value of about £4 in the preceding year; this improvement was the result of increased publicity. The sales of curry powder and tea were also fairly good, at 6,327 samples, value £104, and 5,625 samples, value £101, respectively. The sales of the other products were: rice, 3,447 samples, value £36; lentils and beans, 3,400 samples, value £26; jams and jellies, 547 samples, value £33; poppadums, 800 samples, value £72, and Bombay ducks, 550 samples, value £7. In addition to samples of foodstuffs, exhibits of artware were sold to the value of £560, of

which £360 was realised at the Milan Fair, £74 at the Advertising Display at Edinburgh, £71 at the Ideal Homes & Food Exhibition, Edinburgh, and £53 at the British Industries Fair, London. The total sales during the year of foodstuffs and artware, etc., amounted to £1,260, as compared with £1,003 in the preceding year, showing an increase of £257.

Orders: Wherever opportunities occurred, orders were booked for our exhibitors without undertaking financial or other responsibility. These opportunities occurred only at the Milan Fair and the British Industries Fair, where orders to the value of £717 were booked, as against £365 in the preceding year. Of these, the British Industries Fair accounted for £600 and the Milan Fair for £117, as compared with £300 and £65, respectively, in the preceding year—a 100 per cent. increase in both cases. The largest total of orders booked at the British Industries Fair was for brassware, and at the Milan Fair for Kashmir embroideries. Other orders booked were for fancy woodwork, sports goods, lace, etc. In this connection, it might be observed that buyers have complained that some Indian firms are quoting and supplying indiscriminately to wholesale importers, distributors and retail shopkeepers, thus practically precluding the importers from entertaining any business with them. On account of this practice, several buyers refused to place orders at the exhibitions. Exhibitors would, therefore, be well advised to restrict their business to sales to a few important wholesale importers, as in this way it will be possible to do larger and more satisfactory business. If, however, they prefer to deal with any number of importers, large or small, they should at least allow a special discount to the large importers.

OBSERVATIONS ON SOME OF THE EXHIBITS.

Rice: There seems to be an impression that Patna rice is too hard and takes longer to cook than Carolina rice, and that Burma rice is inferior in flavour to the Spanish-Japan variety. There does not appear to be much force in either of these prejudices, and talks on these points have always been given to the grocers and to the public at the various exhibitions. Cooking demonstrations will also help to remove this impression, but the real difficulty in the case of Indian rice is its appearance. The public buy rice by its appearance in its raw state, and no amount of talk as to the intrinsic value of Indian rice or as to its appearance when cooked, suffices to convince them. The fact remains that Indian rice has not the attractive appearance of the Spanish-Japan variety, the Italian or the Carolina, and efforts should be made in India to improve the appearance of the rice exported to the United Kingdom market.

Burma Butter Beans: These were much liked at exhibitions, but the general comment was that they should be larger if they are to compete successfully with the Madagascar bean, whose chief advan-

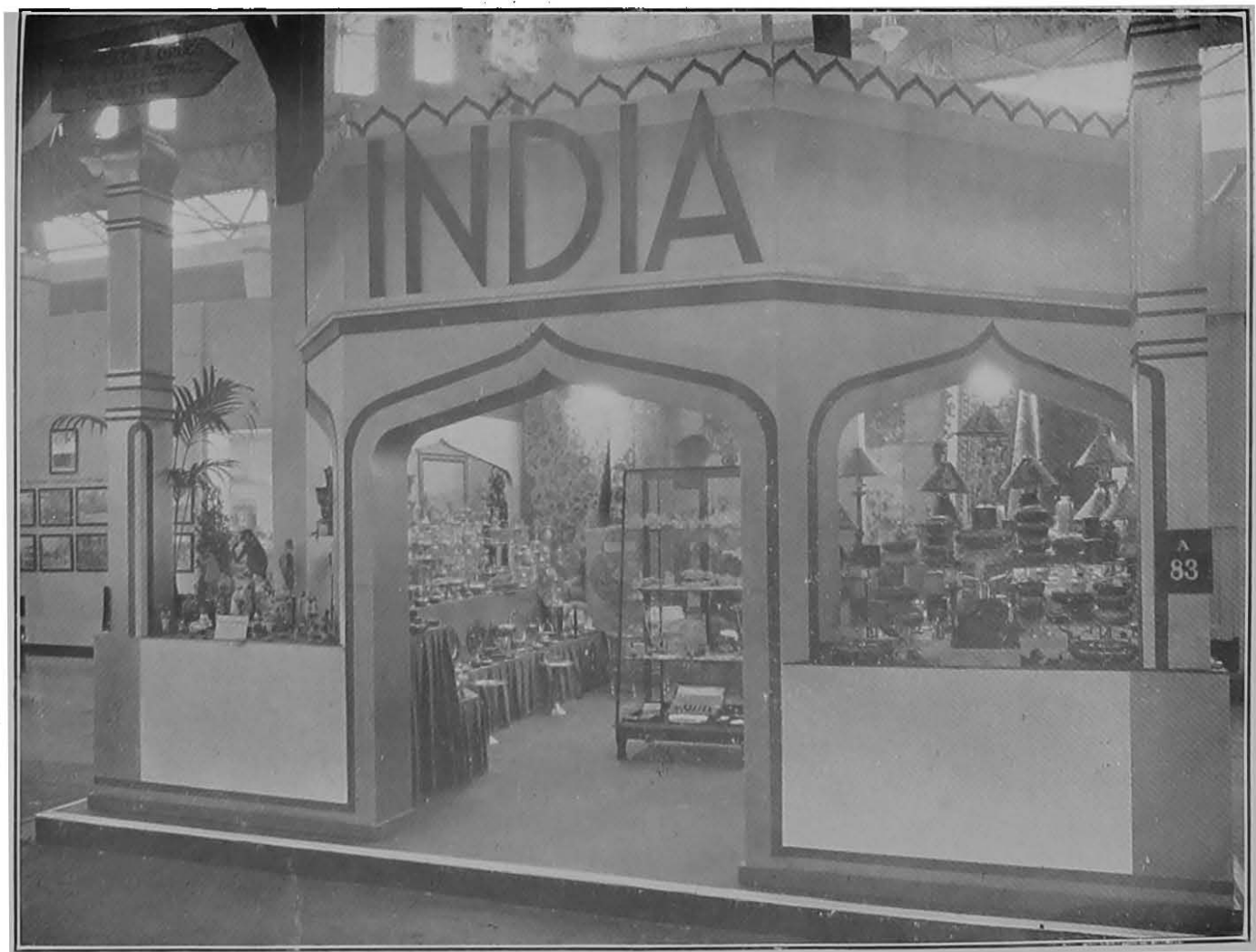
tage in relation to the Burma bean is its size. There appear to be good prospects for the Burma bean, provided that it approaches its Madagascar rival in size.

Plantain Meal: This exhibit was sent without any particulars as to analysis, packing used or price expected. It should be noted that when sending exhibits of new products of this kind, exhibitors should furnish these particulars so that interested parties may be approached with advantage. The exhibit was, however, shown at the British Industries Fair, and some investigations were made, from which it appeared that at present there were no prospects for it as food for human consumption, probably because it was but little known. Its possibilities in the bakery trade, e.g., for biscuits, were also enquired into, but without much success.

Cashew Nuts: These were displayed at several exhibitions, and some enquiries were received. It was found that there was a small demand for them in the confectionery trade, but this demand was very limited. Larger business could be done in them only as nuts for direct consumption, preferably salted. For this purpose, they should be re-cooked in this country and put up in attractive 4 oz. cellophane packets. Besides, nut-eating not being a regular practice in this country, this habit has to be cultivated. All this would take time and no small amount of money; but the chances of extensive business lie only in the adoption of such methods of publicity. It is understood that investigations in this direction are being made.

Canned fruits: The get-up, particularly of mangoes and lichis, is very unattractive and the fruit itself is uninviting in appearance, though it is certainly pleasant to taste. The slices of mango are not firm, and the syrup is cloudy. Besides, they are uniform neither in size nor in the number in each tin, and even in the same tin one sometimes comes across slices of different taste and flavour. The tins get rusty and the labels present a faded appearance. Guavas are slightly better in all these respects, but still they are equally in need of improvement. By dint of publicity, the demand for these products has increased, but unless improvements are made the interest now taken will subside, and the unfavourable impression once formed will be hard to remove. What is wanted is careful selection of the fruit, proper grading, a more scientific method of slicing (at present they appear in several cases to have been slashed and not sliced), uniform number of slices or "caps" in each tin, colourful and attractive labels, and lacquering of the exposed parts of the tins to prevent them from rusting.

Lacquerware and wooden toys: These articles aroused no interest and, besides, the prices asked were far too high. For wooden toys there would have been some demand, as they were out of the ordinary, but they were very expensive.



(To face page 4)

ARTWARE EXHIBITS INDIAN STAND, NATIONAL SECTION, BRITISH INDUSTRIES FAIR, 1933.

Clay figures: They were packed so elaborately that unpacking them took hours and in some cases, when the figure eventually came to hand, it was found broken. The cost of packing and the risk of breakage will probably not make this business profitable, especially as the demand is extremely limited.

Lace: This has always been one of our promising exhibits, but during this year interest had slackened. It was gathered from enquiries made at the stall that Duchess sets, d'oyleys, table centres and such other single pieces, were not in fashion, but there was a market for lace by the yard for insertion in dresses, underwear, etc. The lace exhibited was, however, not sufficiently fine for such uses. Besides, the prices quoted were slightly higher than last year.

Crocodile and reptile skins: The tanning was hard. Softer tanning is favoured on this market. Otherwise, half-tanned skins would be preferred, so that they could be finished in this country, according to the requirements of the manufacturers.

Coir matting: There is a good demand for this article, and it would be greater if it were produced in reversible patterns, with bright colouring in the finer weaves. Druggets and rugs of this kind would form cheaper substitutes for woollen carpets and rugs. Many enquiries were received for these exhibits.

Pamphlets, films, lantern slides and photographs: During the year under report, 15,000 copies of a revised edition of a pamphlet on India were issued for free distribution, and several thousand copies were distributed. They were printed in India on Indian-made paper of bamboo pulp at a cost of £56. There were 140 bookings of our films on rice, and 41 bookings of other industrial films. Over 100 requisitions for the loan of photographs, 87 requisitions for lantern slides, and over 3,000 requisitions for literature, posters and other publicity material were received and dealt with.

Committee work: The Indian Trade Publicity Officer attended throughout the year the monthly meetings of the Empire Marketing Board Committee of the Dominion and Colonial Publicity Officers.

Chapter VIII.—Committees and Conferences.

A reference to Appendix B will indicate the work which members of the Trade Department of the High Commissioner's Office are called upon to perform as members of various Committees of Empire or international importance. I continued to represent India on the Empire Marketing Board throughout the year, and to serve as a member of the Research Grant and Agricultural Economics Committees of the Board. Mr. H. S. Malik, I.C.S., Deputy

Trade Commissioner, represents India on the Publicity and Films Committees of the Board, and Mr. B. D. Asli on the Conference of Dominion and Colonial Representatives. The Imperial Council of Agricultural Research continues to be the organ of communication between the Government of India and the Empire Marketing Board, and the High Commissioner for India is kept in close touch with the correspondence which passes between those two bodies. All Governments of the Empire will deplore the passing, in September, 1933, of the Empire Marketing Board as such, even though arrangements are made to carry on some of the research and economic investigations of the Board. On the publicity side, it is no exaggeration to say that, with the Board's assistance, the Indian Trade Publicity Officer has been able to participate in five times the number of exhibitions and fairs in the United Kingdom that he could have taken part in had he relied only on the sums allocated for expenditure under this head in the official budget of the High Commissioner.

The activities of the Imperial Economic Committee, the Imperial Shipping Committee and the Imperial Institute were described in last year's report and do not require recapitulation this year.

The event of the year was, of course, the Imperial Economic Conference, which was held at Ottawa during July-August, 1932. I attended this Conference in the dual capacity of Secretary and Adviser, and my deputation for this purpose, including negotiations preliminary to the Conference and subsequent work relating to the preparations of the report, lasted from 16th May to 24th September, 1932. Mr. H. S. Malik, I.C.S., the Deputy Trade Commissioner, acted as Trade Commissioner during the whole of this period.

A legacy of the Ottawa Conference was the Committee on Economic Consultation and Co-operation within the Empire, which was convened by His Majesty's Government in Canada (who had occupied the position of host at the Ottawa Conference) with the following terms of reference:—

“This Conference, having discussed the question of Economic Consultation and Co-operation within the Commonwealth, and having considered the annexed report prepared for it on the constitution and functions of existing agencies operating in these fields:

Recommends that a committee should be appointed forthwith, consisting of not more than two representatives of each of the participating Governments, to consider the means of facilitating economic consultation and co-operation between the several Governments of the Commonwealth, including a survey of the functions, organisation and financial bases of the agencies specified in the annexed report, and an examination of what alterations or modifi-

cations, if any, in the existing machinery for such co-operation within the Commonwealth are desirable.

“ The Conference further recommends that it shall be an instruction to the Committee to elect their own Chairman from among their members, and to report to the several Governments represented thereon not later than the 31st May next, with a view to the consideration of their report by the several Governments not later than September, 1933.”

Sir A. C. Chatterjee, G.C.I.E., K.C.S.I., and Sir Padamji Ginwala were the Delegates for India to this Committee, and I assisted them as Deputy Delegate and Adviser. The Committee was formally opened by the High Commissioner for Canada at Canada House, London, on the 14th February, 1933. Subsequent meetings were held at 2, Whitehall Gardens, and the Committee terminated its work on the 11th April, 1933. Its report is now under the consideration of the various Governments of the Empire.

Mr. K. R. Menon, I.C.S., Secretary to the High Commissioner, Public Department, took my place at the June, 1932, meeting of the Economic Committee of the League of Nations at Geneva, and also at the February, 1933, meeting of the International Committee for Inter-Co-operative Relations, which is convened half-yearly by the International Labour Office at Geneva, and on which I represent the Economic Committee of the League of Nations. This International Committee discusses the various steps which are possible in order to facilitate direct relations between producers' and consumers' co-operative organisations in the international sphere.

The principal subjects discussed by the Economic Committee of the League of Nations during the past year were:—

- (1) The scope and effect of the most-favoured-nation clause.
- (2) Tariffs, quotas and other restrictions on trade.
- (3) “ Indirect Protectionism,” that is to say, measures taken by States under the guise of safeguards against plant, animal and human infection, but really aimed at the economic protection of local agriculture or manufacturing industries.
- (4) The scope for international action in regard to wheat, sugar and other commodities.
- (5) The procedure for the friendly settlement of economic disputes between States.
- (6) International law and practice in regard to customs technique.
- (7) International law and practice in regard to veterinary questions.
- (8) International law and practice in regard to marks of origin.

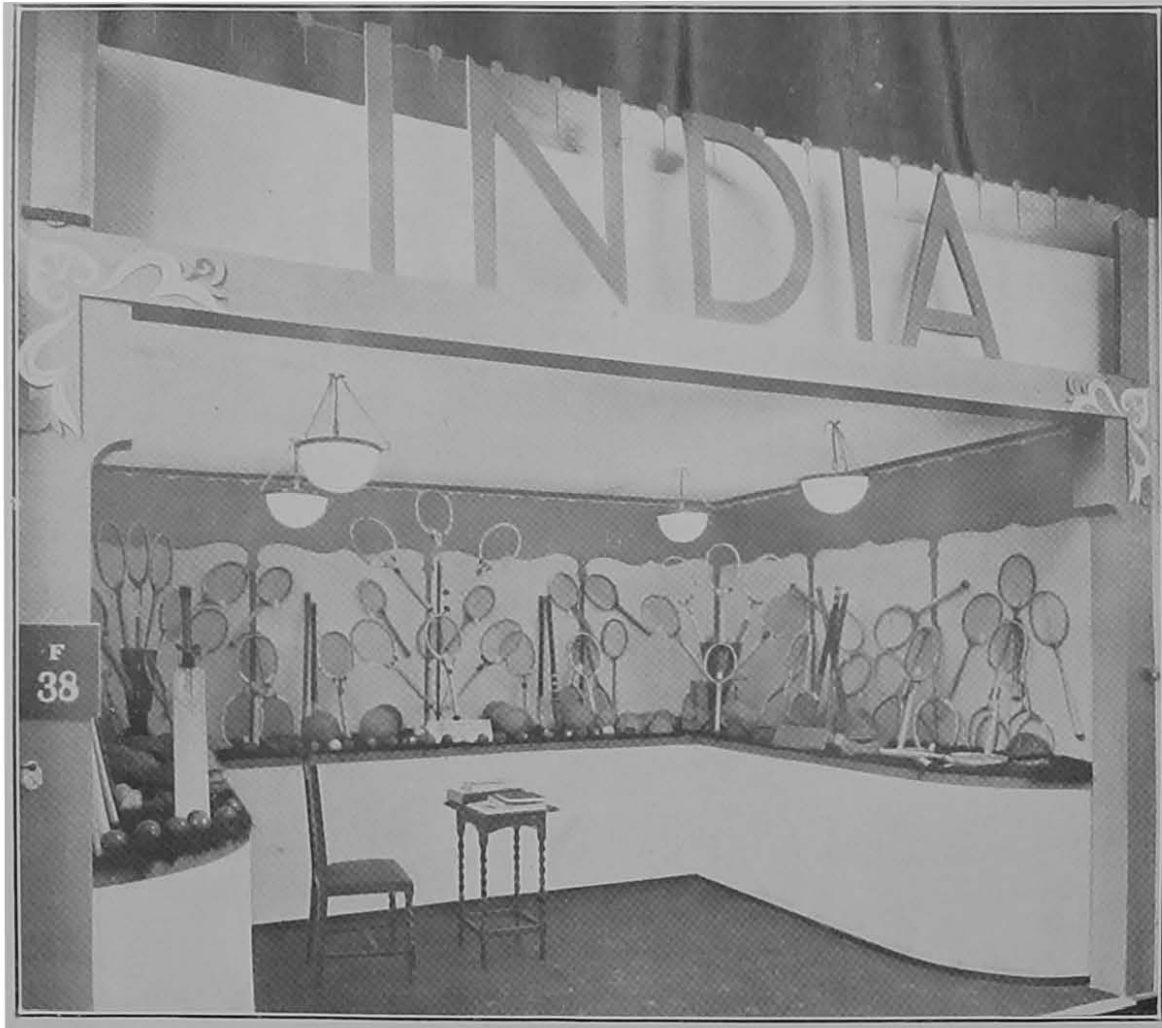
- (9) In general, an exchange of views between the various delegates in regard to the interdependence of financial, monetary, and commercial questions; and related problems likely to arise for discussion at the World Economic Conference.

Chapter IX.—Staff and Acknowledgments.

The senior staff of the Trade Department of the High Commissioner's Office consists of the Indian Trade Commissioner, the Deputy Trade Commissioner, the Timber and Minerals Advisers, the Special Officer, Shellac Enquiry, the Indian Trade Publicity Officer and a Higher Executive Officer. A Higher Clerical Officer and two clerical officers are employed on the Publicity side of the Department, the former as Curator of the Exhibition Hall and the two latter as assistants to Mr. Asli in the organisation and supervision of Indian stands at fairs and exhibitions in the United Kingdom, in the use, issue and return of films, lantern slides, photographs, samples and other publicity material, and in general clerical work relating to publicity. On the Trade side of the Department five clerical officers (one temporarily seconded from another Department of the High Commissioner's Office) assist Mr. Butler in the registration and recording of correspondence, the card-index systems, the commercial library and other routine work of the Office. A stenographer has been seconded from the Typists' Section to assist the Indian Trade Commissioner in a secretarial capacity. Appendix C to this report shows in chart form the constitution of the Department. Appendix D summarises the functions of the various members of the staff.

At the suggestion of the Government of India, and with the approval of the High Commissioner, the Trade Department undertook the countersigning of certificates of origin for British galvanised sheet exported to India, with effect from the 1st January, 1933. The sheet is admitted into India at differential rates of duty according as it has been rolled from Indian or non-Indian sheet bar. These duties have added considerably to the work of the Department, especially during the earlier stages of the scheme. During January, 1933, the number of certificates requiring countersignature was 1,907; during February it was 645; during March, 554; and during April, 477. Close touch has been maintained with the London Office of Messrs. Tata, Limited, and with the Oriental Steel Company, and the Department has given such help as it could towards smoothing out the difficulties which arose from time to time in the administration of the scheme, and which are almost unavoidable in industrial ententes of so comprehensive a character as this.

The Exhibition Hall, of which Mr. Deb is the Curator, is one of the responsibilities of the Trade Department. It comprises



SPORTS GOODS EXHIBITS, INDIAN STAND, NATIONAL SECTION,
BRITISH INDUSTRIES FAIR, 1933.

exhibits which illustrate, on the one hand, the industrial development of India—irrigation works, iron and steel factories, munition factories, collieries, jute and cotton mills, tea gardens, etc.—and on the other hand, the artistic products of India—textiles, carved wood, metal and stone-work, lacquer-ware, etc. Some of the exhibits are the gifts of the Government of India, Provincial Governments or Indian States; some were given by art and craft institutes in India, and by private firms and individuals; some are of considerable historic interest.

The following additions were made to the Exhibition Hall during the year under review:—

<i>Donor.</i>	<i>Gift.</i>
Bombay:	
The Western India Match Co., Ltd.	Diorama of The Match Factory at Clutterbuckganj, Bareilly.
Calcutta:	
Miss A. P. M. Rudra	Coconut-fibre Stamp Box.
Delhi:	
Chief Commissioner	Delhi Pottery. Calico Prints.
London:	
Miss Jessie Butler	Shawl originally belonging to the Begum of Oudh.
Mrs. Alice M. Inglis	Tippoo Sahib's Turban.
L. R. Ogden, Esq.	Kengtung Lacquered Bowls.

The Commercial Samples Room is now practically complete. It comprises a Timbers Section, in which are displayed planks (one half of each plank being highly finished and one half shown in its natural state) of Indian timbers of outstanding commercial value, with printed notices and maps indicating the chief characteristics and the habitat of each variety. In this section are included samples of finished goods made of different species of Indian timber, in illustration of their potentialities and uses.

The Minerals Section consists of a carefully prepared collection of Indian minerals, with accompanying descriptions and a large-scale geological map of India. The mineral exhibits are either displayed on open shelves where they can conveniently be inspected and handled or else in glass trays on a ground-glass shelf lighted from below, for such classes and forms as are shown off by this means to best advantage. Around the central pillar of the room are grouped Minor Forest Products, such as bamboos and paper-making materials, resin and turpentine, lac and shellac. The case is suitably lighted and makes an attractive display. One half of the room is given up to Agricultural Products. Cotton has two complete

cabinets to itself, one for commercial samples of Indian varieties grown on a commercial scale, and one containing smaller samples and miniature bales, with samples of the sliver and yarns into which they can be spun. Other vegetable fibres and tobaccos (with cheroots and cigars) are shown in two separate show-cases, while a third contains food-grains and a fourth oil-seeds. The grains and oil-seeds are attractively shown in glass containers, and the latter are accompanied by glass jars of the oils expressed from them.

In conjunction with the Commercial Samples Room, two front windows of India House, abutting on Aldwych, on ground level, and attracting the attention of passers-by, contain displays of various Indian products. At the time of writing, one window shows samples of Indian timber panelling, while the other contains specimens of tables, chairs and other furniture made of Indian woods. Later this timber display will be removed and other groups of commodities will be shown in their turn. Reproductions of the agricultural and mineral displays in the Commercial Samples Room and of the timber exhibits in the front windows will be found in three of the illustrations to this report.

I take this opportunity of expressing my grateful thanks to those departments and offices of His Majesty's Government with which I am in closest touch, and on which I frequently rely for information and advice; particularly the Empire, Foreign and Exhibition Sections of the Department of Overseas Trade, the Foreign Treaty, Industrial and Statistical Sections of the Board of Trade, and the Department of Scientific and Industrial Research. I have received valuable assistance from H.M. Consular and Commercial officers on the Continent and in America, from the Secretariat of the Empire Marketing Board and of the Imperial Economic Committee and from the Director and staff of the Imperial Institute. I also keep in close touch with Chambers of Commerce and Trade Associations specially interested in India's export trade and with Trade Commissioners and Commercial Attachés in London of Empire and Foreign Governments.

APPENDIX A.

RANGE OF PRICES OF STAPLE INDIAN COMMODITIES IN THE UNITED KINGDOM DURING THE LAST THREE YEARS.

Commodity.	Unit.	1930-31.			1931-32.			1932-33.		
		Highest.	Lowest.	Difference.	Highest.	Lowest.	Difference.	Highest.	Lowest.	Difference.
Shellac	shillings per cwt.	132/6	70/-	62/6	82/6	64/-	18/6	67/-	50/-	17/-
Rice	"	12/6	7/3	5/3	10/6	6/7½	3/10½	9/6	6/-	3/6
Jute	£ per ton	25/15/0	14/5/0	11/10/0	23/7/6	15/0/0	8/7/6	20/2/6	14/0/0	6/2/6
Castorseed	"	15/17/6	10/10/0	5/7/6	15/0/0	11/5/0	3/15/0	12/17/6	9/10/0	3/7/6
Linseed	"	19/10/0	11/10/0	8/0/0	12/0/0	9/5/0	2/15/0	11/12/6	9/3/9	2/8/9
Malabar copra	"	23/17/6	15/17/6	8/0/0	16/17/6	12/2/6	4/15/0	NO QUOTATION		
Groundnuts	"	16/15/0	9/10/0	7/5/0	19/0/0	10/10/0	8/10/0	16/8/9	10/2/6	6/6/3
Groundnut cake	"	8/10/0	5/10/0	3/0/0	8/5/0	6/2/6	2/2/6	8/5/0	6/13/9	1/11/3
Northern average tea	shillings per lb	1/5·10	-/9·88	-/7·22	1/3·74	-/7·58	-/8·16	-/11·67	-/6·82	-/4·85
Fine M.G. broach cotton,	pence per lb.	6·54	3·90	2·64	5·86	3·03	2·83	6·85	3·74	3·11
Tin	£ per ton	166	110	56	142	100	42	157	102	55
Lead	"	19	11	8	15	10	5	14	9	5

APPENDIX B.

OFFICERS OF THE TRADE DEPARTMENT OF THE HIGH COMMISSIONER FOR INDIA SERVING ON EMPIRE AND TRADE COMMITTEES IN THE UNITED KINGDOM AND CONTINENT, MARCH, 1933.

This list does not include the Committees which are ordinarily attended by the High Commissioner personally.

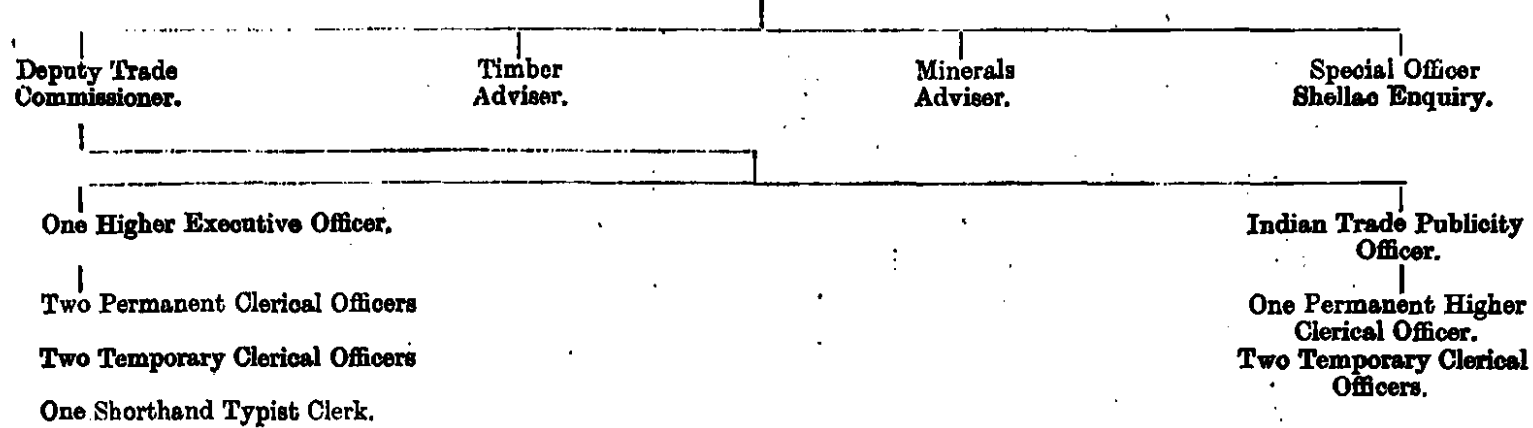
Main Body.	Committee or Sub-committee.	Representative for India.	Capacity.
Empire Marketing Board	—	H. A. F. Lindsay	Personal, on invitation of Secretary of State for the Dominions.
" "	Research Grants Committee	"	" "
" "	Agricultural Economics Committee	"	" "
" "	Publicity Committee	H. S. Malik ...	Substitute for I.T.C.
" "	Film Committee ...	" "	" "
" "	Education Sub-Committee	" "	" "
" "	Committee of Dominion and Colonial Representatives	B. D. Asli ...	Nominated by I.T.C.
Imperial Economic Committee	—	H. A. F. Lindsay	Substitute for H.C.
Imperial Shipping Committee	—	"	" "
Board of Trade ...	Advisory Council ...	"	Nominated by India Office.
Department of Overseas Trade	Advisory Panel ...	"	Personal, on invitation of Parliamentary Under-Secretary.
Imperial Institute	Governing Body ...	H. A. F. Lindsay	Substitute for H.C.
" "	Advisory Council on Plant and Animal Products	"	Nominated by H.C.
" "	Advisory Council on Minerals	G. H. Tipper ...	Substitute for I.T.C.
" "	Hides and Skins Committee	H. S. Malik ...	" "
" "	Vegetable Fibres Committee	" "	" "
" "	Vegetable Oils and Oilseeds Committee	" "	" "
" "	Silk Committee ...	" "	" "
" "	Timbers Committee	Sir H. A. Watson ...	Nominated by H.C.
" "	Tanning Materials Committee	A. J. Gibson ...	" "
" "	Iron and Steel ...	G. H. Tipper ...	" "
" "	Manganese ...	" "	" "
" "	Tin and Tungsten ...	" "	" "

APPENDIX B—*continued.*

Main Body.	Committee or Sub-committee.	Representative for India.	Capacity.
Imperial Institute	Copper	G. H. Tipper ...	Nominated by H.C.
" "	Refractories	" ...	" "
" "	Chemical Industries ...	" ...	" "
" "	Mica and Miscellaneous Minerals	" ...	" "
" "	Essential Oils and Resins	A. J. Gibson ...	" "
" "	Lac Sub-committee ...	H. A. F. Lindsay ...	" "
Empire Cotton Growing Corporation.	Board of Trustees ...	H. A. F. Lindsay ...	Nominated by India Office
" "	Administrative Council	"	Nominated by Govt. of India
" "	Executive Committee	"	Nominated by India Office
British Empire Producers' Organisation	Council	"	Nominated by H.C.
" "	Tobacco Committee ...	H. S. Malik ...	" "
British Engineering Standards Association	Plywood Sub-Committee	Sir H. A. Watson	Personal as representative of the Governing Council of the Empire Forestry Commission.
Empire Forestry Association	Governing Council ...	" ...	Nominated by H.C.
Forest Products Research Board (D.S.I.R.)	Empire Timbers Committee	" ...	" "
Timber Trades Federation of the U.K.	—	" ...	" "
British Wood Preserving Ass'n.	—	" ...	" "
League of Nations, Geneva	Economic Committee	H. A. F. Lindsay	Nominated by the Council of the League of Nations to represent India.
Society of Chemical Industry	Plastics Group ...	A. J. Gibson ...	Personal
International Electro Technical Commission	Shellac	"	"

APPENDIX C.

Indian Trade Commissioner.



APPENDIX D.

**FUNCTIONS ALLOTTED TO THE DEPUTY TRADE COMMISSIONER,
ADVISERS AND OTHER OFFICERS AND STAFF OF THE TRADE
DEPARTMENT.**

DEPUTY TRADE COMMISSIONER.

- (1) Interviews and visits.
- (2) Furnishes general commercial information regarding India, with special reference to agricultural, statistical and tariff enquiries.
- (3) Furnishes banks with monthly information regarding Indian trade.
- (4) Undertakes special enquiries and reports on Indian economic subjects and visits connected therewith.
- (5) Represents the Indian Trade Commissioner on the following Committees:—
 - (a) Publicity, Films and Education Committees of the Empire Marketing Board.
 - (b) Vegetable Fibres, Oils and Oilseeds, Hides and Skins and Silk Advisory Committees of the Imperial Institute.

TIMBER ADVISER.

- (1) Interviews and visits.
- (2) Controls the sales of timbers from the Andamans.
- (3) Furnishes general information regarding Indian timbers and forest products and advises on timber exhibits.
- (4) Represents the High Commissioner on the Advisory Committee of the Imperial Institute on Timber and on the various bodies investigating forestry and timber questions, indicated in Appendix B.

SPECIAL OFFICER, LAC ENQUIRY.

- (1) Interviews and Visits.
- (2) Furnishes general information regarding Indian Lac and Shellac, their potentialities and uses.
- (3) Represents the High Commissioner on Advisory Committees of the Imperial Institute on Tanning Materials and Essential Oils and Resins and on the Lac Sub-committee; see also Appendix B.

MINERALS ADVISER.

- (1) Interviews and visits.
- (2) Furnishes general information regarding Indian mining and mineral products and advises on mineral exhibits.
- (3) Represents the High Commissioner on the Advisory Committees of the Imperial Institute on Tin and Tungsten, Refractories, Copper, Manganese, Iron and Steel, Chemical Industries, Mica and Miscellaneous Minerals.

INDIAN TRADE PUBLICITY OFFICER.

- (1) Interviews and visits.
- (2) Organises Indian Trade Publicity Schemes.
- (3) Undertake special enquiries and reports on the markets for Indian material for Shopping Weeks, Window Displays, etc.
- (4) Represents the Indian Trade Commissioner on the Committee of Dominion Representatives which advises the Empire Marketing Board Staff on their publicity campaigns.

GENERAL AND PUBLICITY STAFF.

- (1) Interview all callers except those who have special appointments with the Indian Trade Commissioner, Deputy Indian Trade Commissioner, Indian Trade Publicity Officer or Commercial Advisers.
- (2) Furnish general commercial information regarding India with special reference to customs duties, merchandise marks, patents, &c.
- (3) Undertake special enquiries and reports on the markets for Indian goods and visits connected therewith; also the investigation of trade disputes.
- (4) Control and supervise Trade Introductions and the card index and other systems for the recording of information.
- (5) Issue on loan lantern slides, films and photographs.
- (6) Distribute publicity literature.
- (7) Arrange for the despatch of exhibits to Exhibitions and Fairs, &c.
- (8) Receive back all publicity material issued on loan and maintain stock registers.
- (9) Supervise the display of exhibits in the Exhibition Hall.
- (10) Supervise arrangements for the display of Indian goods in the Commercial Samples Room.

APPENDIX E.
RESEARCH IN INDIA.**PART I—AGRICULTURE.**

The Royal Commission on Agriculture in India recommended in 1928 the establishment of an Imperial Council of Agricultural Research whose duties would be:—

(a) The promotion, guidance and co-ordination of agricultural and veterinary research throughout India. The Council would not, however, maintain research institutions directly under its control, nor would it employ its own staff of experts. It would merely determine whether a particular scheme of research was of all-India or of local importance and whether it could best be carried out at an Imperial or provincial research institution or by some other agency such as a University or a private individual and would then, after subjecting the scheme to examination by its expert advisers, make such grant as it considered suitable.

(b) The training of research workers under a scheme of research scholarships or in other ways.

(c) The collection and dissemination of information in regard not only to research but to agricultural and veterinary matters generally.

(d) The publication of scientific papers, etc.

The Imperial Council of Agricultural Research was constituted in 1929 with its office at the headquarters of the Government of India and exercises the functions noted above. The following research institutes are engaged in carrying out research work of all-India importance:—

The Agricultural Research Institute at Pusa.

The Sugarcane Station at Coimbatore.

The Imperial Institute of Veterinary Research at Muktesar.

The Imperial Institute of Animal Husbandry and Dairying at Bangalore.

In addition to the above central Institutes the Government of India maintain two cattle-breeding farms at Wellington and Karnal and also two sub-stations at Karnal of (1) the Botanical Section of the Imperial Institute of Agricultural Research, Pusa, and (ii) the Imperial Sugarcane Station, Coimbatore; these two sub-stations are maintained out of funds provided by the Imperial Council of Agricultural Research.

With the aid of grants made by the Imperial Council of Agricultural Research, a new Branch of Agricultural Meteorology has been opened temporarily at the headquarters of the Indian Meteorological Department at Poona, and provision has been made for an experimental sugar factory at the Harcourt Butler Technological Institute, Cawnpore, for work on sugar technology.

Each Provincial Government maintains research institutes, experiment stations, central farms, demonstration farms, seed farms, fruit and cattle farms, etc. The following statement furnishes details of these organisations, together with those maintained by Indian States:—

Authority.	Main Research Institutes.	Subsidiary Research Stations & Farms.	Main Experimental Farms.	Demonstration Farms.	Seed Farms.	Main Cattle breeding Farms.	Subsidiary Cattle-breeding Farms.
Madras	1	13	—	6	1	1	2
Bombay (including Sind)...	2	7	5	16	—	3	3
Bengal	1	4	2	21	—	1	—
U.P.	1	4	6	15	3	2	—
Punjab	1	1	9	15	6	1	—
Burma	1	—	8	4	11	1	—
B. & O.	1	—	4	18	—	4	—
C. P.	1	1	4	2	15	5	5
Assam	1	—	3	—	—	4	—
N. W. F. P.	—	—	1	2	—	—	—
Hyderabad State ...	2	1	3	—	—	1	—
Mysore State	2	—	6	4	—	1	—
Baroda State	—	—	3	—	—	—	—
Travancore State ...	1	1	3	7	—	2	—
Bhopal State	—	—	1	—	—	—	—
Patiala State	—	—	1	—	—	—	—

The above statement includes the Coffee Experimental Station, Balehonur, in the Mysore State, which is maintained by that State, in co-operation with the United Planters' Association of Southern India.

In addition there are three main research stations maintained by unofficial or semi-official bodies, namely, the Institute of Plant Industry, Indore; the Lac Research Institute at Ranchi; and the Indian Tea Association Research Institute at Tocklai. The Indian Central Cotton Committee maintains a Technological Research Laboratory at Bombay equipped with a complete spinning plant for research on the physical and chemical characters of the cotton fibre and for testing Indian cottons for spinning value. Further, the United Planters' Association of Southern India maintain a main experimental station in Sidapur, three subsidiary stations in Travancore State and one in Cochin State.

PART II—PUBLIC HEALTH.

The following Research Institutes are concerned with problems relating to public health:—

- The All-India Institute of Hygiene and Public Health at Calcutta.
- The School of Tropical Medicine at Calcutta.
- The Haffkine Institute at Bombay.
- The King Institute of Preventive Medicine at Madras.
- The Hygienic Institute at Lucknow.
- The Public Health Institute, Burma.
- The Central Research Institute at Kasauli.
- The Pasteur Institute of India, Kasauli.
- The Hygiene Institute, Nagpur.
- The Assam Medical Research Society.

In addition, Pasteur Institutes are maintained at Calcutta, Bombay, Patna, Shillong, Coonoor and Rangoon.

PART III—SCIENCE.

Industrial research work is carried out at the Government Test House, Alipore (Calcutta) and in certain specialised lines at the Metallurgical Laboratory at Tatanagar. Enquiries relating to meteorology are conducted by the Indian Meteorological Department of the Government of India, which has its headquarter's office at Poona. The Zoological Survey of India has its headquarters at the Indian Museum, Calcutta, and the Botanical Survey, which is also under the control of the Government of India, is located at the Royal Botanic Gardens, Calcutta. The headquarters of the Survey of India, which is occupied with the land survey and mapping of British India, is also located at Calcutta. Scientific Surveys (trigonometrical, levelling, pendulum, magnetic and tidal) are conducted by the Geodetic branch of the Survey of India with headquarters at Dehra Dun.

In addition to the above official organisations, there are many research organisations founded and maintained by private endowments and assisted from central or provincial revenues. Thus the Indian Institute of Science is maintained at Bangalore from funds contributed chiefly by the Tata family. Annual contributions are also made to the Bangalore Institute by the Government of India and the Mysore State. The Bose Research Institute was founded and built at Calcutta by Sir J. C. Bose. The Harcourt Butler Technological Institute at Cawnpore carries out research work on the industrial side. The Indian Association for the Cultivation of Science maintains at Calcutta a laboratory, library and astronomical observatory. Technological Institutes are also maintained at Bombay, Madras and other centres in India, such as:—(a) The Industrial Research Laboratory and the Bengal Tanning Institute attached to the Department of Industries, Bengal, Calcutta; (b) the Royal Institute of Science, Bombay, in which Chemistry scholars of the Department of Industries, Bombay, work under the direct guidance and supervision of the Industrial Chemist of that Department on various problems pertaining to different industries; (c) Technical Laboratories of the Forman Christian College, Lahore, in which the Industrial Surveyor attached to the Department of Industries, Punjab, does industrial research work under the guidance of the University Professor of Technical Chemistry; (d) the Silk Institute, Bhagalpur, attached to the Department of Industries, Bihar and Orissa, Patna, in which hereditary silk weavers of the neighbourhood are trained

in the application of modern methods of rearing, weaving, dyeing and the use of better appliances; (e) the Laboratory of the Science College, Patna, in which industrial research facilities are afforded to the industrialists who seek the help of the Department of Industries, Bihar and Orissa; (f) the Government Industrial Institute, Madras, attached to the Department of Industries, Madras, in which the experimental manufacture of various articles is carried on; (g) the Leather Trades Institute attached to the Department of Industries, Madras, in which experiments on tanning materials, testing of leathers, etc., are carried on; (h) the Universities of India, such as the Calcutta University, the Dacca University, the Allahabad University, the Madras University and the Punjab University also afford facilities for research.

The Indian Research Fund Association is the chief agency in India under the auspices of which medical research on a large scale is being carried out.

PART IV--FORESTRY AND TIMBER.

Forest Research in India is centralised at a well-equipped Central Forest Research Institute at Dehra Dun. The programme of research work is settled at conferences of the Chief Forest Officers of the various provinces which are held triennially.

The main subjects investigated at Dehra Dun are Silviculture, Botany, Forest Economics, Entomology and Chemistry. Each branch is in charge of an officer with the necessary number of assistants. The Forest Economic Branch has several sections, such as Wood Technology, Timber Testing, Timber Seasoning, Wood Preservation, Wood Working and Paper Pulp, each in charge of a technically trained expert. Outside experts are engaged where necessary for special work, e.g., paper pulp. The results are published in the form of Records and Bulletins.

Whilst Dehra Dun is the Central Research Station, which co-ordinates work throughout India, the larger provinces have found it necessary to appoint Research Officers to examine local problems of importance. Burma, for instance, in 1930, maintained a Silviculturist, an Entomologist, a Botanist, and an Economist. There is also in Rangoon a fully equipped wood-work shop and seasoning sheds for experimental seasoning.

The provincial research officers work in close touch with the Central Research Institute at Dehra Dun; they publish Records and Bulletins dealing with matters of purely provincial interest.

PART V--MINERALS.

1. The Geological Survey of India, founded in 1851, is responsible for minerals investigations in British India under the following heads:—The preparation and completion of a geological map of India; the investigation of mineral deposits of economic importance and of the scientific problems arising during the survey. Its headquarters are at Calcutta. A branch of the Geological Survey of India is maintained in Rangoon for work in Burma: and one officer is stationed at Yenangyaung as Resident Geologist.

2. Papers of economic and scientific interest are published in the Records and Memoirs of the Geological Survey of India. In the *Palaeontologia Indica* are embodied the descriptions of fossils found during the Survey and in this work great assistance is derived from specialists who are not resident in India.

3. The State of Mysore has for many years maintained a Geological Survey for the study of its own particular problems. The results are published in the Records of the Mysore Geological Department. The Kashmir

Mineral Survey Department was instituted in 1917. The earlier reports were published in the Records of the Geological Survey of India, while those of later date have been issued in Kashmir. A Geological Survey Department has recently been established in Hyderabad State.

PART VI—ECONOMICS.

The Indian Economic Association was founded in 1918 with the objects of holding annual conferences for the discussion of economic questions of interest to India, of publishing a journal of economics, and of taking "such other action to promote economic science and to disseminate economic knowledge as may be deemed advisable." The headquarters of this Association are at Allahabad, but its activities are not limited to the United Provinces and its conferences are held at various centres throughout India.

The Board of Economic Enquiry of the Punjab has its headquarters at Lahore and discusses economic questions of interest to the Punjab. The Board of Economic Enquiry and the Bureau of Statistics and Economic Research, United Provinces, constituted by the U.P. Government, collect and collate economic data and carry out economic investigations. The Bombay Labour Office of the Government of Bombay issues cost of living index numbers after investigating the economic situation in Bombay and also publishes other information relating to labour conditions in the Bombay Presidency.

Similarly the Baroda Economic Development Committee discusses economic matters of interest to the Baroda State.