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Dairy Industry in India

WE had occasion to publish in our August issue last, how the 'Dairy Industry' is fostered and built up by England, Canada, Australia, etc., and what amount of support is extended to this industry by the respective Governments. It will be evident from the facts and figures published below how this industry has been responsible for the economic advancement of countries like Denmark, one of the three important countries which have more or less monopolised the world supply of dairy products. Denmark, which was mainly depending on her agriculture and the continental market for her grains, had to face a very serious situation when cheaper grains, especially from the United States of America, began to flood the markets of Europe. She immediately turned her activities to the production of dairy products and rearing of cattle. Instead of exporting her grains she began to import foreign grains and concentrated her energies in increasing cattle breeding and dairy farming with the result that in the course of about thirty years she was able

to achieve marvellous results as the following table would show :

Year	Bacon Tons	Butter Tons	Eggs Nos.	Cattle-live & Slaughtered Tons
1900	62,000	61,000	17,000,000	120,000
1930	306,000	169,000	43,000,000	245,000

During this period Denmark also built up a large export surplus of horses, cheese, seeds, etc., and the value of her agricultural exports in 1930 exceeded £66,000,000 which was about $\frac{4}{5}$ of her total exports. Within the space of thirty years, the dairy production has nearly trebled itself and $\frac{3}{5}$ of her butter was consumed by England while $\frac{1}{5}$ was taken by Germany and the balance $\frac{1}{5}$ by other European countries. Australia and New Zealand, the other two important countries of dairy fame, command the world markets for butter, cheese, condensed milk and other milk products.

The possibilities of the 'Dairy' industry in India have not so far been properly explored. It is roughly estimated that about 40,000,000 tons of milk are produced every year in India while the number of

milch-cows including she-buffaloes is put at 70 to 75 millions, besides a large number of sheep and goats.

India, with its geographical and climatical facilities for abundance of pasture lands, offers a very wide scope for building a first rate dairy industry. If the natural resources are carefully explored and utilised it may be possible for India to very much increase the local consumption of milk and milk products and also have a profitable share in the world markets for dairy products.

It is a matter for extreme gratification that the Government of India are at least now considering the possibilities of milk and dairy industry in India. The standard of the milch-cows in India, as is evidenced by the tests carried out from time to time at the Ferozapore farm in Punjab and other Government farms is decidedly better than that of the milch-cows of any other country. The remarkable results of select breeding and better feeding have been demonstrated at the above farms. The average yield per cow has been increased from 5.5 lbs. per day to 17 lbs. In many cases the average yield rose up to 27 lbs. per day. In certain selected breeds one single cow has produced as much as 8800 lbs. of milk in a year and the average yield of this breed has come up to 7900 lbs, while certain first rate cows of this breed have yielded about 10,000 lbs. of milk in a year. These figures compare very favourably with the average yields recorded in advanced countries like U.S.A. and Great Britain where dairy farming is being conducted commercially and on scientific basis. The average yield per cow in the best kept U.S.A. farms is only 4300 lbs. a year. Even in the Dairy Improvement Association farms of U.S.A. the highest average yield per cow is only 7800 lbs. which is

by far below the level of the Ferozapore farm cows. It may also be noted that a herd of pure breed Indian cows can, with proper feeding and breeding, exceed the best average for commercial dairying in England where the average is reckoned at anything between 6,000 and 7,000 lbs. per cow a year. Not only in Ferozapore but also in several places in India a pure breed Indian cow selected from the ordinary farm stock is capable of yielding more than 6,300 lbs. in 225 days. These facts cannot but impress any one of the vast possibilities of dairy farming in India. There can be no doubt that dairy farming industry will prove to be a great commercial success in India if it is possible to carry on the industry on up-to-date scientific lines, with sufficient State-aid and State-control. It has also to be realised that the circumstances of the dairy industry are at present very unfavourable. In spite of a fairly large production of milk and milk products, the prices of the Indian products are abnormally high when compared with imported dairy products. First rate New Zealand butter reimported into India through Great Britain sells in India at a cheaper rate than the home produced butter in spite of the 25% tariff on the import. It will be thus seen that the dairy industry in India is not conducted on any scientific and commercial principle with the result that Indian products do not possess even a substantial home market. The value of dairy products consumed in India is estimated at more than five crores of rupees. It is therefore highly essential that the importance of this lucrative industry should be realised by both the Government and the people and a comprehensive scheme should be evolved so as to improve the quality and quantity of production and also to formulate marketing

methods for these products. Organisations for teaching methods of scientific dairy farming and cow breeding should be formed in all important centres and must be worked with the co-operation and support of Governments as is done in Canada, U.S.A., England, Scotland, etc. Marketing Boards for devising means for marketing milk and milk products should also be established in different centres, with a view to carry on propaganda for increasing the local consumption of Indian dairy products and also to explore other markets for the home products. There is a vast scope for increasing the per capita consumption of milk and milk products provided the defects of the present day Indian dairy industry are removed and unadulterated products of scientific purity and standard are made available at cheaper prices than the imported stuff. All these and more can be achieved if the Government would make up their mind to formulate a comprehensive scheme of dairy improvement on the model of Canada or Great Britain. Though legislation is needed to enforce scientific and hygienic farming and production of pure unadulterated products, yet legislation alone cannot help the industry to thrive without sufficient encouragement and assistance to breeders. The Government should become milk-minded and chalk out a milk policy to encourage and increase production and consumption, not only demonstrating but also assisting private breeding and dairy farming in the preliminary stages with large bounties and protection. Recently the Government of Great Britain have decided to spend more than £3,000,000 within four years to increase the consumption of milk. From authentic reports available, it is found that the consumption of milk in India is quite

inadequate as compared with other countries. But in all such matters, the hearty co-operation of the Government and the people is highly necessary to ensure success.

However, we find altogether a different state of things in the country and it is on account of the lack of genuine interest in matters commercial and industrial that industrial progress of the country is so slow. It may now be confidently hoped that the present move of the Government of India in the direction of improving the dairy industry in India will have the entire co-operation of the people also and will pave the way for a speedy recovery and development of rural economics, the lack of which has been the root cause of the acute depression of the country.

The possibilities of developing a first rate dairy industry in the Travancore State are numerous. Though the average yield of the cow in the State is not equal to that obtained in British India and other places, yet there is the advantage of the proportion of fat in the milk being higher. The highest average of fat received in British India is only 4.9% while in Travancore the proportion of fat in the milk works out from 6 to 7% which is highly advantageous for the production of butter, cheese and ghee. Facilities for farming are plenty. There are ever so many valley lands near Pallivasal, Peermade, Devicolam, Chenganacherry and Alwaye which could be converted into model pasture lands and farms. If the Government of Travancore make a serious attempt to explore the possibilities of dairy farming in the State there can be no doubt that the venture would prove immeasurably beneficial. When the agriculturist is

faced with the serious problem of phenomenally low prices of agricultural products, dairy industry may help him to compensate his losses in agriculture and would stand him in good stead at no distant date. Whatever that may be, the fact cannot be denied that the introduction of commercial dairying in

the State with proper Government aid and control, could provide the best alternative for agriculture which has become un-remunerative in recent years. Experience in other countries shows that it is worth attempting and one can confidently hope for beneficial results to the country in this direction.

Southern India Chamber's Recommendations

THE Committee of the Southern India Chamber of Commerce, Madras, met Sir Frank Noyce, Industries Member to the Government of India and discussed with him certain very important matters such as labour legislation, reduction of postal and telephone rates, stores purchase policy and the marketing of handloom cloth and also presented a memorandum embodying their suggestions on the various points.

With regard to labour legislation, in the course of the memorandum, they state: "The Government of India are taking up in quick succession the recommendations of the Royal Commission on Labour. In some cases they are even going beyond the Commission's recommendations and initiating legislation more drastic than what the Commission contemplated. The Chamber would urge that in all these cases Government would bear in mind that India has yet to cover a long way to industrialise herself, and that therefore the ultimate effect of their action in so far as it increases the cost of production and reduces the competitive power of local industries even in the home market, consists in retarding the growth of industries. The recent revision of factory hours, of workmen's compensation laws, and the proposed legislation for

holidays, sickness insurance, compensation for occupational diseases, etc., are bound to add to the strain on employers."

With regard to the Bill recently introduced by the Government to exempt judgment debtors from imprisonment the Committee observe that "On account of the complexity of titles to property in India the most easily available basis of credit is personal security and the power of arrest and threat of imprisonment have been effective in producing money from judgment debtors. A creditor is by no means over-anxious to get a man arrested and confined. It is a matter of great trouble and inconvenience to him and has to maintain the debtor on reasonable allowances fixed by the Court. The evidence placed before the Civil Justice Committee showed that only a small proportion of the large number of persons arrested was being actually imprisoned. And moreover, the Courts have ample powers to protect those unable to pay. If this Bill were passed, it would contract credit to all classes of people and particularly reduce the buying power of the masses and middle classes, and make borrowing generally more expensive and cumbersome. It would seriously affect alike all Joint Stock Banks, private

money-lenders and even the infant co-operative movement."

Regarding attachment of salaries the Chamber recommends that "at least 25% of the salary or wage between the present limit of Rs. 40 and the proposed limit of Rs. 100 should be liable to attachment and that above Rs. 100 there should be no restriction on attachment."

With regard to postal and telegraph rates the Committee point out that "owing to the high postal rates business advertisement has become very expensive and trade recovery is retarded. Even a rich country like Britain enjoys a cheaper inland and foreign postal system. Air-mail and telegraph rates are similarly too high," and suggest that a substantial reduction in the rates of postage and telegraph, air-mails and telephones should be effected so as to make it possible for businessmen to avail themselves of all the opportunities afforded by these means.

As regards the Indian Stores Department and the policy of stores purchase followed by the Provincial Governments, Departments of the Government of India and Quasi-Governments such as Railways, Port Trusts, Municipal Corporations, etc., the Committee suggest the desirability of Port Trusts and such Quasi-Government Bodies purchasing their requirements from the Indian Stores Department with a view to encourage local industries.

In respect of the hand-loom industry the Committee suggest the necessity of establishing a Central Depot for the display of hand-loom products and paying more attention to the recapture and expansion of foreign markets for Indian hand-loom products.

Sir Frank Noyce, in his reply to the Chamber, stated that "in the matter of

labour legislation, India could not afford to remain isolated. The International Labour Conference was a body representative of very many countries and the interests of employers and employees as well as Governments. Its recommendations had, of course, to be considered. The Government were trying to proceed very cautiously and to balance the interests as far as possible." We quite agree with the statement made by the Industries Member that the recommendations of the International Labour Conference have to be considered. But, we are not sure whether the recommendations of the International Labour Conference could be applied in toto to a country like India which is so backward in industrial development when compared with other countries far advanced. India has to be industrialised to a very great extent before she could venture to adopt the Conventions passed by the International Labour Conference. Nevertheless, she had already ratified as many as 13 out of 33 Conventions while advanced countries like Great Britain, Germany and France had ratified only 18, 17, and 18 Conventions respectively. Even Japan one of the great industrial countries of the world had ratified only 12 Conventions. In the face of these facts it is a great anomaly that the Government of India should be unduly anxious to follow inter-national opinion in these matters while adequate consideration for the industrial backwardness of the country has not been bestowed. Anyway, we are glad of the assurance given by the Industries Member that the Government of India were proceeding very cautiously in the matter of labour legislation.

Regarding legislation in respect of imprisonment of judgment debtors, we agree

with the remarks of the Industries Member that there is a large volume of opinion in the land that imprisonment on account of non-payment of debt should be discouraged. But, at the same time, due regard has to be given to the credit structure of the country where the honour of a man counts more than the value of his assets in monetary and other business transactions.

We entirely agree with the suggestion of the Southern India Chamber that the postal and telegraph, air-mail and telephone rates should be considerably reduced. Letters and telegrams from the United Kingdom to India cost on an average about a third of the cost of similar letters and telegrams from India to U. K. This will clearly justify the suggestion for reduction of postage and telegraph rates with a view to avoid as far as possible the

heavy drain of postage and cable expenses on Indian business.

The reply of the Hon'ble Member with regard to the suggestion of the Chamber that Quasi-Government Bodies such as Port Trusts and Railways should also be made to purchase as far as possible their requirements from the Indian Stores Department does not tend to change the general opinion against the Railway and Port administrations in the country. We trust, there will be a change in the angle of vision soon and the utility of the establishment of the Indian Purchase Depot will be fully appreciated and realised.

The suggestion of the Chamber to take steps to recapture foreign markets for hand-loom products is really a very valuable one, deserving the careful consideration of the Government of India.

India's Trade for 1934-35

THE Government of India's Review on the trade of India for 1934-35 recently published by the Director-General of Commercial Intelligence and Statistics deserves careful study. Though there is no marked change from the usual official form of publication, the Review is optimistic about trade recovery. It gives much importance to the fact that India possesses a favourable foreign trade balance. But, at the same time it is clear that the value of the industrial exports during the year under report is short of the imports by 11.75 crores of rupees which is made up only by the export of gold. This policy of maintaining a favourable trade balance by the export of the yellow metal does not strike one as really deserving of praise and it is very

doubtful whether such a policy is in the interests of India or economically sound.

The argument that the surplus gold stock in India has been able to fetch a good price does not fail to bring into prominence the sad fact that the country is steadily losing whatever metallic reserve it possesses. The marked decline in the quantity of export of gold in recent months shows that the country cannot follow this policy for long. Responsible public opinion has ever been condemning the policy of gold exports. Prominent Indian Chambers of Commerce and members of the Indian Legislative Assembly and others have been criticising this policy and requesting the Government of India to restrict the export of gold. But all have been of no

avail. Though the Government of India may well give prominence to the direct result, namely, the balancing of trade, yet the truth remains that the indirect effect of this policy to India is anything but beneficial.

It is a matter of gratification that the production of Indian mill industry inclusive of the hand-loom industry shows a remarkable progress during the year. At the same time, it shows the enormous scope for further development of the industry. The total yardage of the mill production is stated to be 334 crores, while the yardage of imports of manufactured textiles is reckoned at 97 crores. This tells a long tale. At any rate, the increasing production of the mill industry marks an important advance in this line, and it is for the Government and the people to make it still more productive with a view to limit as far as possible the import of manufactured goods from foreign countries.

Iron and Steel industry bids fair to progress though all has not been achieved in this direction. The recommendations of the Southern India Chamber of Commerce and similar public institutions to the effect that the Government Stores Purchase Department should be more liberally used by all Government and Quasi-Government Bodies, would, if accepted and followed, go a long way to widen the scope of this very important industry.

Sugar industry exhibits a marked progress. But, the import of foreign (Java) sugar is still high. Out of a total average consumption in India of 842,900 tons of sugar, 620,000 tons represent local production (Sugar cane 580,000; Gur 40,000) while 222,900 tons represent imports. This can very easily be made up by local production and India could

ere long be even able to export sugar if all the resources of the land are tapped and worked out with zeal. The united efforts of the Government and the people in this direction must ensure a glorious future for this industry.

Though, on the whole, the situation seems to be encouraging, the value and quantity of trade for the year do fall far short of 1929-30 level. This does not inspire one with confidence about trade revival in India. The Government's Review apart from being a compendium of statistical tables and graphs relating to the export and import trade, does not attempt at devising means for the economic recovery of the country. It is not mere reviews and reports that are needed at present. Direct concertive action so as to eliminate as far as possible the dependence on foreign countries, improving and enlarging the existing industries, initiating new industries, so as to consume all the available raw materials, exporting raw products found in excess of local demand and requirements—these are matters which require the immediate attention of Government, if India should have real recovery from the depression and be able to rise to her rightful position among the progressive nations of the world.

TRADE ENQUIRY

A FIRM in Bucharest is desirous of getting into touch with individuals or firms interested in the sales of coffee, tea, cotton, coir yarn, etc., in German markets. Full particulars will be available from the Secretary, Alleppey Chamber of Commerce on application.

Cochin Harbour

WE are happy to find that the labours of the Cochin Harbour Conference have at last been crowned with success, and a satisfactory settlement has been arrived at between the parties concerned. We have to congratulate Sir Shanmukhom and Sir. C. P. Ramaswamy Iyer on the successful termination of their able endeavours in this direction.

The thorny question of jurisdiction of the Harbour area and the reluctance of the Madras Government to participate in financing the fourth stage works of the Harbour were in a great measure responsible for the delay in arriving at a satisfactory settlement so far. The question of jurisdiction has been wisely solved so as to give satisfaction to all parties. The Harbour area will, according to the terms of the new settlement, be administered by the Harbour-Trust in future. The Trust itself will be representative of all interests concerned. It will consist of 11 members inclusive of the Chairman who will be nominated by the Government of India in consultation with the Cochin and Travancore Durbars. Two members each will be appointed by the Government of India, the Cochin and the Travancore Durbars. The Municipalities of Br. Cochin and Ernakulam-cum-Mattancherry will each elect a representative to the Trust while the European and the Indian Commercial interests of Cochin will have also the right to nominate one member each. No doubt, there will be a predominance of the British Indian interests in the proposed Trust in as much as they will be having five representatives in all, namely, the Chairman, two members of the Government of India, member of the British Cochin Municipality and the representative of the European Chamber of Com-

merce, Cochin. Cochin will come next with four members while Travancore will have only two representatives. We are not certain whether this would be considered as an equitable arrangement when one remembers that Travancore has been, from the beginning, an equal partner to the whole scheme. We would, however, reserve our comments on this question for a future opportunity.

As regards financing the fourth stage works, the liability of the Madras Government, according to the original agreement, has now been taken over by the Cochin Durbar under the new settlement. The necessary amount, namely, 31 lakhs of rupees will be advanced to Cochin by the Government of India as a loan repayable in fifty years. Further, the Government of India will also give a loan to the new Harbour Trust to the extent of Rs. 29 lakhs to repay the sums that had already been advanced by the Madras Government during the second and third stage works. Thus, Madras Government will be out of the picture of the Cochin Harbour and there will hereafter remain only three parties, the Government of India, the Cochin and the Travancore Durbars.

The fourth stage works will be begun soon after the necessary legislative measures are passed by the Indian Legislative Assembly. The Government of India are taking early steps to introduce the necessary legislation. With the commencement of the fourth stage works, Cochin will be declared as a 'Major Port.'

The Cochin Government will also be introducing necessary legislative measures in the Cochin Council in consonance with the British Indian Act. But, all these pieces of legislation, now under contemplation, are of a purely academic

nature necessary for the administration of the port and the port area, the formation of the Harbour Trust and the powers of the Trust and so on. These are, of course, highly necessary. But at the same time, it would be desirable if other measures calculated to ensure shipping facilities and cheaper freight rates at the port are also taken by the Governments concerned with a view to improve trade conditions. At present, the shipments from Cochin Harbour to foreign ports are a 'monopoly' of the Conference Lines of steamers. Under existing conditions, the shippers are bound to confine their shipments to these particular Lines on pain of losing a deferred rebate of 10% on the freights paid. This system of 'deferred rebates' has been found to be disastrous to the interests of the shippers and pernicious to the general well-being of trade in several countries. It has been declared illegal in America, Italy and other progressive countries. This is a great handicap to shippers who have no choice to effect their shipments by other

Lines of steamers even though the freight rates of the Conference Lines are prohibitively high. The result is that trade moves in a vicious circle. Under the circumstances, the quantity of fresh tonnage that would be attracted to the Cochin port must almost be nil and 'tramp' steamers would not find it to their interests to call at the port with a view to take cargo as long as the 'rebate system' is in force. This is a matter which was brought to the notice of the Madras Government in 1931 by the then Harbour Engineer. But, nothing has resulted from it so far. We take this opportunity to impress upon the Governments of India and the States of Cochin and Travancore the supreme necessity of taking immediate steps to introduce necessary legislation to make the 'system of deferred rebates' illegal here. This is a much needed legislation long overdue and until this is passed we are unable to entertain strong hopes for the full realisation of all the anticipations about the Cochin Harbour.

Agricultural Relief in Travancore

BOTH the Legislative Assembly and the State Council of Travancore have approved the 'Report of the Agricultural Debts Redemption Committee' and the recommendations of the committee are likely to be put into practice soon after the Royal assent. Though both the Houses have passed the 'Report' by a majority, yet responsible public opinion,

as is evidenced from the press reports, is not in entire sympathy with all the recommendations made and proposals outlined in the Report.

The constitution of Debt Conciliation Boards does not ensure any real relief to the agriculturist except that he can get more immunity from the operations of the Civil Law. Delaying repayment of debts

can never be construed as a remedy for his economic ills. The Report admits that the measures proposed might lead to contraction of credit facilities. There can be no doubt that there will be a clear shrinkage of credit facilities to the ryot when once the measures proposed are put into practice. Whatever may be the arguments adduced in favour of the measures proposed in the Report, the fact remains that no measure which curtails the credit facilities of the ryot will be helpful to him especially at a period when he is not in a position to improve his income from agriculture. He is in need of cheap money for improving the methods of agriculture and providing means for subsidiary occupations

which alone could really help him out of the impasse. All this means 'more credit facilities.' When the credit of the agriculturist is already sinking low to freezing point, the remedy lies in providing him with more credit facilities and not in impairing whatever credit he possesses. If the agriculturist is not able to pay his debt, the State should come forward with proposals which would enable him, to pay his debt more promptly. Until and unless such a constructive scheme of relief which will make the ryot debt-free and at the same time help him to improve his means of income by exploring other possible resources is devised, there can be no real recovery.

Increasing Customers

WHETHER you run a big factory or a small shop, run it on some persistent aim to attract your customers to you and your firm on a friendly tie. It is a big job to find a customer but make the job progressive by holding the customers attached to you. That is indeed a harder thing but that is the new idea to-day and this spells success to every businessman.

Every customer expects fair dealings and honest return for the money he spends. He may be satisfied with this but he will not be moved by this alone—to give him what he expects is not enough. You must be ready to give him in your behaviour more than what he expects—a really sympathetic treatment in his need—give him a pleasant surprise. Whether he has purchased anything from

you or not, let your cordiality and attention impress upon him a sense of a friendliness so that he will see for himself that your firm is being run to give him a real service.

Whoever visits your shop, whoever writes to you on any business, whoever comes in touch with your business, send out all the sympathy of your heart to his need, make him a friend. He will never fail to respond to your cordiality. Stimulate the feeling of friendship in your customer—that is the new impulse of modern business.

You will remember that well-known passage in one of Herbert Spencer's Book in what he says, "*If you want to win over people, you must seem to love them; and the best way to seem to love them is ready to love them*" (Italics ours).

(Industry.)

Industries the Wealth of a Nation

THE tendency of every enlightened country today is to become economically self-sufficient. No nation aspiring to be self-supporting can do without agriculture. But at the same time no country has or can become rich only through agriculture. Agriculture supplies the primary needs—food for population, raw materials for industries and surplus products for exports. With the advance of civilisation and the consequent multiplication of wants of men, industrial occupations have become more popular and remunerative in all modern countries. The need for manufactured articles and finished products is every day increasing and every nation has been taking to more industrial pursuits. With the increase of population the average income from agriculture naturally dwindled when more people had to depend on agricultural resources. The result was that the income of the average man was found to be quite inadequate to meet his requirements. The natural consequence of this shrinkage in the average income from agriculture has been to depend more and more on industries, so much so that every enlightened country has been devoting more attention to the development of industries. The most forward and richest nations of the world are the most industrialised. The spirit of industrialism has taken hold of the whole world. By following this doctrine, countries have been able to increase their resources ten-fold and the richest country today is that which has the largest number of industries giving employment to the largest number of its population and earning several times more than the income from the agriculture of that country. The following data will

give a fair idea about the industrial and agricultural resources of certain important countries as compared with India :—

Country	Income per capita	
	Industries Rs.	Agriculture Rs.
India	12	59
Japan	158	57
Sweden	384	129
U. K.	412	62
Canada	470	213
U. S. A.	721	175

It will be clear that every country owes its importance and wealth to its industrial policy. The number of industrial and commercial establishments at work in Great Britain is, according to Sir M. Visveswaraya, estimated at 107,500 and the capital invested on the industrial concerns alone is Rs. 7,067 crores; in U. S. A., with a population of about 35% of that of India, the Industrial establishments number 174,136 with an invested capital of Rs. 23,000 crores; Canada with a population of only about 3% of that of India has more than 24,000 industrial establishments with an invested capital of Rs. 1,445 crores; in Japan the number of industrial corporations is estimated at more than 13,700 with a capital of over Rs. 1,000 crores; while in India, the total Indian capital in all the industrial concerns inclusive of those registered in the United Kingdom, is estimated by experts only at Rs. 300 crores.

The number of persons working in organised industries in the whole of India is estimated at 1.5 to 1.7 millions, or roughly 1% of the entire population. The number of working population engaged in all classes of industries, including mining, is estimated at 10.2% while it is 47.2% in U.K., 41.3% in Germany, 33.3% in France, 32.3% in U. S. A., 25% in Canada and 19.5% in Japan. The following statement of Sir M. Visveswaraya will convince any one of the urgent need of industrial expansion in India so as to make her economically self-sufficient.

"There are twice as many people in India dependent on agriculture as there are in any progressive country of the world and one of the problems with which the country is confronted is how to reduce this number to reasonable proportions and adjust the balance that ought to exist between agriculture and industries".

Great Britain was the first country to increase its income by industrial pursuits and raise the standard of living of her people. Other countries followed suit. In almost all the countries of the world the income derived from industrial sources is decidedly more than the income from agriculture. In some countries the income from industries exceeds that from agriculture by many times, for instance, in Great Britain, it is six times more than the income from agriculture. The importance attached to industries will be evident from the fact that from 42.1% in 1913, the income from industries rose to 70% in 1930 in Soviet Russia, and the income from agriculture represented only 29.3% of the total income. While the income from industries in all progressive

countries is much more than the income from agriculture, the income from industries in India is not even equal to that from agriculture but is only 1/5 of the latter. This deplorable state of affairs in India is responsible for the poverty of this great land and unless the people and the Government make up their minds to face the problem boldly and strive to improve the industries so as to enable the country to be more self-dependent, the economic prosperity of India can never be ensured.

No serious attempt has so far been made by the Government of India to make a survey of the natural resources of the land as was done in America or Canada. No industrial survey has been thought of seriously with a view to explore the possibilities of industrialisation of the country. Though India does not possess much coal she has vast resources of water power and its development is sure to bring in inestimable results. Though Hydro-electric schemes have been started in certain places and the power produced is attempted to be utilised for industrial purposes, yet, no substantial results have been produced so far. India possesses the largest natural resources for production of water power, next perhaps to the United States of America. But unfortunately the proportion of the developed power is quite insignificant. The following data will demonstrate how other countries have been utilising the natural resources to their best advantage while India has been deplorably indifferent in this direction, which if properly tackled, would have brought her very valuable recompense :

Water Power Resources**In Million Horse Power**

Country	Potential Development	Quantity	Percentage to Total
U.S.A.	35.0	11.7	33
Canada	18.2	4.5	25
France	5.4	2.1	37
Japan	4.5	1.7	37
Spain	4.0	1.0	25
Italy	3.8	1.8	47
Switzerland	2.5	1.8	72
Germany	2.0	1.1	55
India	27.0	0.8	3

Exploration of the natural resources with a view to improve the industries of the country, joint action of the people and the Government to decrease the dependence on agriculture by increasing the income from industrial pursuits, formation of industrial corporations capable of absorbing the excess agricultural population, production of important manufactured articles enough for home consumption, so as to avoid as far as possible the payment of heavy prices on imported goods, discouraging exportation of raw products in excess of the quantity that is required for home industries and affording necessary tariff protection to local industries, are all matters that should engage the immediate attention of both the Governments and the people.

The potentialities of India are immense and if properly developed and utilised they would surely prevent this mighty land from gradually sinking into the abyss of poverty and would transform her into a haven of prosperity. The following statement of Sir Basil Blackett, one time

Finance Member to the Government of India, will clearly illustrate how the wealth of India was swept away along with the decline of her cottage industries and how her village economy, the life-blood of India, was ruined :

"The effect of the West on India, and, in particular, the reaction upon India of the industrial revolution in Great Britain and the consequent influx of machine made goods, had during the 19th Century severely impaired the village economy of India and had reduced the out-put and the value to India of many of the indigenous manufactures previously exported, for which India was famous..... The Indian Government was dominated by the ideas of the Manchester School and restricted its intention in economic spheres and its taxation to the minimum needful to maintain law and order."

Mr. Robertson Taylor, Chairman, Punjab Chamber of Commerce, said at one of the Annual Meetings of the Chamber, "India possesses in abundance all the conditions natural for a great industrial

future and unless the country, in the years to come, can provide a wholly unprecedented industrial development, *the level of subsistence of the country which is now dangerously low will become much worse* (Italics Ours).

It is needless to emphasise the importance of developing the industries of India side by side with her agriculture with a view to raise her standard of living. But, to achieve any large scale industrial advancement of the country, the policy of the Government should be to lead the people and assist them in all possible ways as is done in all civilised countries like Great Britain, U. S. A., Canada, Germany, France, Italy and Japan. The salvation of India lies in the revival of her cottage industries which at one time had been so famous and which is

even now capable of providing subsidiary occupation to the millions of this land and save them from the present economic deluge.

Most Generous

A small man in the pit of a theatre was trying in vain to see over the shoulder of the big man in the seat in front of him. Finally he tapped him on the shoulder.

"What's up?" asked the big man. "Can't you see anything?"

"I can't see a bit of the stage," said the other pathetically.

"All right," said the big man, "I'll tell you what to do. Keep an eye on me and laugh whenever I do."

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His Highness' Birthday Celebrations in Bombay : Trade Agent's Speech

I THANK you very much, Sir, for your kind references, which you have made to His Highness the Maharaja of Travancore in proposing his toast on the auspicious occasion of his 24th birthday and I thank you Gentlemen, for having so generously responded to the toast. For me, this is a unique occasion in-as-much as this is the first time that the birthday of His Highness to serve whom, it is my proud privilege, is being celebrated *for the first time* at a distinguished gathering in Bombay.

Travancore is the garden of India. The heavy rain-fall and warm climate make an abundance of luxuriant growth. The visitor is surrounded by a beauty not found elsewhere in India. There is grandeur in the Himalayas; vastness in the Gangetic Plain; blended variety in Central India; but the tranquil beauties of Travancore are nowhere else to be found. Until comparatively recent years Travancore was well shut off from easy communications with other parts of India by the impenetrable jungle-covered Western Ghats, which extend the full length of the State. There were 16 mountain passes, but since the advent of the railway, only a few of them are being used.

But, Sir, as you have just mentioned, only last week the Air Service between Bombay and Travancore was inaugurated. My friend here, Mr. Naoroji and I were the first fortunate passengers. Thanks to the co-operation between the progressive Government of Travancore and the great House of Tatas Travancore is brought under 8 hours distance from Bombay and it may truly be said that Bombay and

Travancore are now next door neighbours, and must therefore be great friends. It is acknowledged, as can be seen from the interview by Nawab Sir Mohamed Habibullah, the Dewan, that it was His Highness's enthusiasm and firm conviction that the weekly Air Service would help in bringing Travancore nearer and in line with the world, that it is now a *fait accompli*. That this step of establishing Air Service is well received from one end of India to another can be seen not only by big reports with favourable comments appearing in the Bombay and Travancore press, but also in the press all over the country. As one who had something to do from the very beginning with the negotiations in this connection I can definitely assert that the scheme has gone through so quickly because of the personal interest His Highness has taken in this matter. The commercial possibilities for the future as a result of this Air Service are immense and both Bombay and Travancore will be gainers by more direct co-operation between the two.

His Highness assumed full power on reaching majority four years ago and these have been four memorable years. The word "progressive" is always attached when any reference is made to Travancore. But the progress during the last four years is so great that it far out-shadows the great work done in Travancore in the past. Young in body as he is, he is full of mature wisdom and immediately after assuming power he had the fore-sight to have with and under him two distinguished, eminent and experienced administrators of all India fame, namely Nawab Sir

Mohamed Habibullah, the Dewan and Sir C. P. Ramaswami Iyer, the adviser to His Highness; both of them formerly members of the Executive Council, Government of Madras and also of the Viceroy's Executive Council. That these two eminent friends consider it worth their while to devote their energies to work in Travancore speaks in no small way of the immense potential possibilities of progress in that State.

It is not possible to refer in great detail to the many reforms undertaken and accomplished by the State during the last four years, but even a brief recital of the important developments would give some idea of the great marching forward of the State.

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OOTACAMUND, (S. India.)

The launching of the Pallivasal Hydro-Electric Power Scheme at the cost of Rs. 75 lakhs, which will supply electric power all over Travancore will help in the industrialisation of the State.

Then, Sir, you have already made a very generous reference in regard to the appointment of the State Trade Agent in Bombay and for obvious reasons, I shall not dilate further on the matter.

His Highness's Government have very recently started a Rubber Factory under State control and management and before the year is out, the products of this Rubber Factory will be on the markets of Bombay and other parts of India.

Then again Government have just sanctioned the starting of a China Clay Factory. There are friends present here today, who have already tested the Travancore China clay in its crude form and have made satisfactory reports about the great possibilities, if proper refining process is carried out and this the State is now under-taking to do, so that within a year or two, India need not import much foreign China Clay.

The four features essential for successful launching of new industries are all present in Travancore, Viz., (1) plenty of water supply (2) cheap power (3) plenty of well-disciplined and intelligent labour and (4) quick and cheap transport facilities. Who has not heard of the famous back waters of Travancore, which makes it so easy for goods to be carried from one end of the State to another at such cheap rates and from Alleppey and Cochin to Bombay, Karachi and foreign ports.

These four main features would help *inter alia* the cotton mill industry. Already there exists in Quilon a cotton mill and it is expected that there will be

more mills in the State in the not distant future. The paper industry too has good prospects of success and schemes are afoot to start another paper factory.

Although Travancore is smaller in area- 7625 square miles, one third of which is forests - than many other Indian States, yet in the matter of population, a little over 50 lakhs, she is exceeded only by Hyderabad and Mysore and in the matter of revenue she ranks as the fourth state in India and this too by reason of its low pitch of taxation. The annual revenue of the State even during these years of depression is over Rs. 2½ crores and the Maharaja of Travancore has always treated the revenue of the State as public funds in the strict sense of the term, appropriating to his own use a very modest civil list, which is exhibited in the Annual Budget of the State. The

percentage for the year 1933-34 comes to just about 4, that is to say, roughly about Rs. 11 lakhs. My friend Sir Homi Mody and other mill-owners will bear me out, when I say that the Maharaja of Travancore takes less percentage out of the total revenue than the mill agents expect to take out of their cotton mills in Bombay. One sixth of the total revenue, i.e. about Rs. 45 lakhs is devoted for education and no wonder therefore that the percentage of literacy in Travancore, both for men and women, is much higher than the most progressive British Indian Province.

Travancore believes in solid work and progress and does it quietly without considering it necessary to advertise its achievements.

From accounts given, it can be established that Greece and Rome carried on extensive commerce with the West Coast people as far back as 300 B. C. Trade with China centred mostly at Quilon in Travancore and at Cochin.

Travancore has never been conquered by any foreign power and on entering it one breathes the atmosphere of ancient India without its being associated in any way with filth and squalor of old places.

The Government of the country is conducted under the control of His Highness. The minister, who is designated Dewan, is assisted by an organised Secretariat closely resembling that of the Government of India and a public service constituted more-or-less on the British Indian model. The budget is framed annually and assigns most of the income of the year to the well-being of the people. Education, public health, medical relief, the protection of person and property, the administration of justice and the provision of communications and irrigation facilities consume the bulk of the revenue.

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on Application.

Long before the idea of Federation for all India was mooted at the first Round Table Conference in 1931, His Highness' Government had already a Bicameral system of Government. There are already Upper and Lower Houses of Legislature with extensive powers of interpellation, legislation and financial control. The Assembly consists of 72 members, of whom 62 are non-officials and 10 officials. The non-officials form 83% of the number of members. The Dewan is the President of the Assembly, but the Deputy President is elected. Then the Second Chamber, namely, the State Council is composed of 37 members, of whom 27 i.e. 73% are non-officials and 10 officials. The constitutional reforms recently introduced form a substantial advance in the devolution of powers on the representatives of the people in the best interests of the State.

Gentlemen, it is evident from the foregoing that Travancore is able and willing to play its part in Indian history in the interesting years ahead. Big problems will have to be tackled with wisdom, sagacity and tact and I can assure you that when the time comes Travancore will not be found wanting.

His Highness is one of the best informed persons in the State. There is nothing that happens which he does not know. Not only is he in constant touch with the Dewan and the Chief Secretary and the heads of departments, all of whom interview him regularly week after week to report progress and to take commands, but he is also in touch with non-official opinion. If there is sickness or an epidemic in any particular place, His Highness at once makes the minutest inquiries and at the earliest opportunity

makes himself acquainted with the true state of affairs by personal visits to the affected areas. He is always on the alert and his time is occupied by concentrated thinking as to how he can help his people to be happy and prosperous. He has made up his mind that further industrialisation of his State would lift the depression which has affected Travancore as much as it has affected the whole world today. He is trying to do everything possible to help the development of commerce and industry.

And in all this work he is guided and helped by his talented and cultured mother, Her Highness Maharani Parvati Setu Bai. She it is, who by her kind and wise care has brought up her son in such a capable manner and has made of him a strong minded, yet gentle, courteous, polite and efficient ruler with but one desire in his heart and mind, namely, the welfare of his people.

Gentlemen, I thank you once again for having honoured me by your presence this evening and for celebrating His Highness's Birthday.

Where They Failed

A young man took his sweetheart to see her first football match. The home team, and the one he favoured, was faring badly. The visitors bombarded their goal as frequently as she bombarded him with questions.

"Why have the other team scored five goals and yours none?" she asked at half-time.

"Weak backs," he dismally replied.

"Weak backs!" she exclaimed.

"Why, I am surprised. Men who suffer from weak backs shouldn't take part in such a rough game as football."

Chamber Notes

Copies of correspondence between the Chamber and the Clan and Hall Lines and B. I. Steamship Companies in respect of the question of measurement of cargo at destination are published below for general information :

Cable

16th October 1935.

" Alleppey shippers agreeable to check-measurements or even measurements whole cargo each steamer provided such measurements are done only at port of shipment and nowhere else as the arrangement implied in the clause is a severe handicap to trade request tele-graph local agents delete clause regarding measurement at destination ".

Air-Mail Letter

23rd October, 1935.

Dear Sirs,

I have the honour to inform you that I am addressing this letter to you on behalf of the Indian Shippers of Alleppey who recently met under the auspices of this Chamber to discuss the situation created by the inclusion of the following clause in the Bills of Lading :—

" Subject to remeasurement and adjustment of freight at destination ".

The inclusion of the above clause entitles the shipping companies to have the cargo remeasured at the port of destination, if they so choose, and claim difference of freight, if any, on the basis of the re-measurement made. You are no doubt aware that under the present arrangement, cargo is first measured and again check-measured at Alleppey, before shipment is effected. *The Bills of Lading are made out only on the basis of these check-measurements.* As it is, the subject of re-measurement at destination ought not to arise unless it be that the shipping companies are not satisfied with the existing arrangement of the measurement of

cargo. But, in view of what had been expressed by you more than once in unequivocal terms in respect of the present system of measurement at Alleppey, (Vide your letters dated 29-10-'34 & 13-12-'34) there appears to be no ground to think that you are not satisfied with the measurements done here.

You would agree that this question is of great importance both to the shipping companies and the shippers. Hence, the Indian shippers of Alleppey, after discussing in detail, the several aspects of the question, unanimously resolved to address you pointing out the undesirability of introducing the clause referred to above and requesting you to advise your agents here to delete the said clause in the interests of trade.

It was pointed out in the course of discussion, that the attempt of the steamer agents to include the new clause was not warranted by circumstances, that re-measurement at destination was likely to adversely affect the trade as Banks were likely to refuse to negotiate drafts drawn on the strength of Bills of Lading containing the newly proposed clause, since there was a possibility of the consignees refusing to honour drafts if any additional freight be demanded by steamer agents at port of destination, especially in view of the fact that 95% of the shipments were made on C. I. F. terms. All the shippers were unanimously of opinion that the clause was quite unjustified, that steamer companies should make other arrangements for measuring cargo at the port of shipment if the present system was not, in their opinion, working satisfactorily, and that shippers should never be held responsible for any difference found in the measurements at destination or en route.

It was also pointed out that mats and mattings are subject to expansion by handling in transit.

A resolution was passed to the effect *that all the shippers are agreeable to check-measurement or any other system of measurement that may be devised by steamship companies provided such measurements are done only at the port of shipment.*

The following cable was accordingly sent to you which I beg to conform:—

“ Alleppey shippers agreeable to check-
 “ measurements or even measurements
 “ whole cargo each steamer provided
 “ such measurements are done only at
 “ port of shipment and no where else as
 “ the arrangement implied in the clause
 “ is a severe handicap to trade request
 “ telegraph local agents delete clause
 “ regarding re-measurement at destina-
 “ tion ”.

I request you to kindly give this subject your kind and very urgent consideration and to instruct your local agents to omit from future Bills of Lading the clause pointed out above.

I beg to remain,
 Yours faithfully,
 (Sd.) Hony. Secretary.

(Copy of replies received from the
 Steamship Companies.)

Hall Line Ltd., Liverpool.

Dear Sirs, 25th October, 1935.

We received your cable despatched on the 16th inst., advising us that Alleppey shippers would be agreeable to check-measure or even measure the whole of the cargo for each steamer, provided such measurements are done only at port of shipment and nowhere else, and you point out that the present arrangement is a severe handicap to trade, and you asked us to telegraph our agents to

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delete the clause respecting measurement at destination.

We gave your message full consideration, but in view of the discrepancies which existed in the past in the measurements of coir goods, the conference lines, whilst relying upon the action which has been taken to eliminate such discrepancies in the future, must reserve the right to re-measure cargo at destination and charge excess freight should the measurements prove to be in excess of Bill of Lading figures after allowing for the usual margin for expansion.

Should it be proved in the future that correct measurements are being shown on documents, we may consider waiving the clause re-measurement at destination.

Yours faithfully,

Hall Line Ltd.,

(Sd.) Asst. Manager.

The Clan Line Steamers Ltd., London.

23rd October, 1935.

Dear Sirs,

Measurement of mats and matting

We received on the 18th October your cable of 16th idem reading as follows:—

“Alleppey Shippers agreeable to check-measurements or even measurements of whole cargo each steamer provided such measurements are done only at port of shipment and nowhere else as arrangement implied in the clause is a severe handicap to trade request telegraph local agents delete clause regarding measurement at destination”.

Whilst the Lines have every reason to consider that the methods which have now been adopted by their agents to check-measure cargo will prove satisfactory to merchants and steamship owners

alike, in view of the serious differences between the intake figures and measurements taken on this side revealed in the past, the Lines feel they must reserve the right to re-measure mats and matting at destination and charge freight accordingly.

Yours faithfully,

Per Pro Cayzer Irvine & Co., Ltd.,

(Sd.) General Manager.

B.I. Steam Navigation Co., Ltd., Calcutta.
Dear Sir,

With reference to your letter No. G. 209/35 of 25th instant regarding the objection raised by shippers to the issue of Bills of Lading subject to a clause providing for remeasurement of cargo and adjustment of freight at destination in view of the fact that consignments are now check-measured at the time of shipment, we would advise that we are taking up the matter with the Company's Agents in Alleppey and will communicate with you again in this connection on hearing from them.

Yours faithfully,

Per Pro Mackinnon

Mackenzie & Co., Ltd.,

(Sd.) Managing Agents.

NOT UNCOMMON

An American in England was giving some illustrations of the size of his country.

“You can entrain in the State of Texas at dawn,” he said impressively, “and twenty-four hours later you'll still be in Texas.”

“Yes,” said one of his English listeners, “we've got trains like that here, too.”

Industrial Advancement of Japan

THE remarkable industrial advancement of Japan during the last thirty years has been responsible for the mighty position of that country today in the world's trade. At present she is one of the best exporting countries of the world. Manufactured articles of every description from an engine to a toy, silk, rayon and cotton goods, millenary, drapery, haberdashery, crockery, stationery, glassware and earthenware etc., are exported to different parts of the globe.

The causes contributing to the attainment of this unique position were enumerated clearly by Mr. Katsuji Debuchi, the Japanese ambassador in Australia, at a dinner given to him by the Sydney Chamber of Commerce. Mr. Debuchi spoke in the following terms regarding the development of Japan's industries.

The total value of Japan's trade (exports and imports) in 1880 was only 65,000,000 yens while in 1934 it increased over 4 billion yens. Speaking about labour conditions, Mr. Debuchi refuted the allegations of the press representations that there was sweated labour in Japan and added that "a great deal of Japan's success is due to the efficiency of her equipment and organisation and the spirit of her people. The spirit of the family has given Japan physical capacity and mental alertness, but more than this, it has instilled the conviction into the minds of her people that group success spells more than the individual success."

Regarding industrial progress made in Japan, he continued that next to the rice crop Japan's chief agricultural product was silk. Statistics showed that

more than 2 million families out of Japan's 5,500,000 farming families were engaged in raising cocoons. Though Japan raised practically no cotton herself, yet she had developed an extra-ordinary cotton industry which could be seen from the increase of the number of spindles from 2,000 in 1862 to about 10,000,000 in 1935. Japan stood seventh among the nations of the world in the matter of the spindles at work in the manufacture of cotton yarn and that she consumed the largest quantity of cotton next to U.S.A. He added that the equipment in Japan was of the most modern type and the loom invented and used by Japan was far superior to any other loom used elsewhere.

The next important industry of Japan is rayon (imitation silk) and in this also she stands second only to the U.S.A., in production. She is also making very rapid progress in the wool industry and it is likely that she would become a great wool-manufacturing country with large sources of supply of raw material from Australia, her close neighbour.

The unique industrial achievement of Japan has been mainly due to the following factors:— Manufacture of cheap and durable articles and selling them at a cost within the reach of the purchasing power of the masses is her motto. Japan does not depend for her machinery, plant and equipment on other countries. As far as possible she makes her own machinery and plant which is considered to be, in many cases, superior to those of other manufacturing countries. The labour in Japan is quite capable in the matter of manufacture of any kind of article. For instance, Japan has been

trying for some time past in the manufacture of motor cars, and she has already succeeded in sending out her productions outside. There is no doubt that she will be able to produce excellent motor cars and sell them at cheaper rates than other countries.

All industries in Japan are undertaken and run according to a planned economy. There is no trouble in Japan between capital and labour. Greater harmony prevails between the two than in many of the industrial countries. Labour is cheap, but there is no discontent. The Japanese factories have splendid arrangements to carry out better and larger welfare work than in any other industrial country. All labourers, except the infirm, are literate. Mass education in Japan

has proved a marked success and has been very largely helpful in the industrial advancement of the country.

The Government help to industries in Japan is marvellous. The Government are always ready to aid, in deserving cases, in all possible ways, by the grant of bounties, special concessions, technical advice or any other helps conducive to the success of the industry. In all industrial and commercial matters the Government lead the people and the people are always ready to follow. The policy of the Government in Japan has always been to set an example by fostering and bringing up an industry to success and then to leave its fuller development to the people themselves. In the matter of research work, the manufacturing public are ever getting all possible help from the Government. The recent manufacture of condensed milk, which was hitherto being imported into Japan in large quantities, is the latest instance of the help of the Government Research Department in Japan. The most admirable policy of the Government of Japan is to have in the Cabinet men of great industrial knowledge and experience. Only such men of proved merit in industries and commerce are made Ministers of Commerce.

As regards Chambers of Commerce and the attitude of the Government towards them, it is highly encouraging to note that the policy of Government has all along been not only to give due regard to every recommendation of the Chambers of Commerce but also to welcome the suggestions and representations of the Chambers on all matters affecting the trade and industry of the country.

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It is no wonder that Japan is towering high in the industrial world, when the Government there, are always vigilant to find ways and means to foster and bring up new industries and ready to encourage existing industries by advices, concessions, and bounties. But it must also be admitted that the people of Japan are very industrious, hard-working and capable. The industrial success of Japan has been mainly responsible for her exalted position today among the nations of the world. The key-note to all success in Japan lies in the fact that both the Government and the people have always been upholding the principle of common good and the country's success as apart from the individual good as is evident from the words of Mr. Debuchi, the

Australian ambassador: "The spirit of of the family has given Japan physical capacity and mental alertness, but, more than this, it has instilled the conviction into the minds of her people that group success spells more than individual success".

Japan in 1928 with a population of about 19% of that of India had 13,711 industrial corporations with a capital of Rs. 1,009 crores or more than 3 times the Indian capital in industries in India which is estimated at Rs. 300 crores only. The value of the manufactured products in Japan, increased seven-fold between the years 1914 and 1926. This is well worth comparison with the lot of India.

What a contrast one sees in India! Will this be a lesson and an inspiration to the Indian people and the Indian Governments?

Picked the wrong one

A certain banker was visited by a delegation from a charitable institution. He instructed his secretary to make up some excuse for not seeing them.

"I'm sorry," she informed the delegate, "but Mr. Smith can't see you. He has a sprained back."

"Well," said the delegate "go back and tell Mr. Smith that I didn't come here to wrestle with him, but to speak with him."

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ADVERTISEMENT is no less an important element than salesmanship in the field of distribution of products or commodities. A manufacturer or producer cannot wholly be engrossed simply in production, but he has to adopt means for the sale of the commodities, that is for their distribution. Marketing, transportation, advertising and selling are the different activities which are involved in distribution.

Advertising is the communication to possible consumers by display, by sample, or by written or printed symbols, of ideas about the product of any enterprise designed to create a demand for that product. *Advertisement there must be for every kind of business, in some form or other* (Italics ours). It may not be directly detected in the actual sale of goods, but its importance is felt in a knowledge into the minds of the public about the nature and utility, and the price of any particular kind of commodity. It is through advertisement that we learn that a particular type or make of goods of a particular type or make of goods of a particular concern is better than another.

The object of advertisement is to reach the public so that there may be a good sale of a commodity and in this respect any expenditure on it diminishes to a greater extent the marketing

cost of the article. It is the best means of doing this more cheaply than by any other method. Advertisement creates a demand for the goods in the minds of the people, for it is a psychological truth that if a useful article is brought to the notice, somehow or other, of any particular person, he will have a tendency latent in his mind to possess the same whenever possible. A manufacturer may also create a demand for his manufactured goods by incessant public advertisement with the result that the wholesalers and retailers will be eager to store and sell his goods because of the public demand for the same.

(Industry.)

Sum in Arithmetic

"How much for this big dog?"

"Four guineas."

"And for this smaller one?"

"Five guineas?"

"And this little one?"

"Six guineas."

"And for this tiny one?"

"Eight guineas."

"Heavens! What'll it cost me if I don't buy a dog at all?"

Notes and Comments

Economic Recovery of India

SPEAKING at the third quarterly meeting of the Bengal National Chamber of Commerce, Mr. Nalini Ranjan Sirkar, President of the Chamber, said that "the economic situation of India does not reflect the tendency of recovery noticeable in other countries." Mr. Sirkar observed that facilities available for cheap money in India were not adequate. Though perhaps the inauguration of the Reserve Bank might be considered as a potent factor in the scheme of providing cheap money, the restrictions placed have made it nugatory. With the exception of a few scheduled banks no one else is to be benefited. Even the pucca money lenders who are rendering very good financial assistance to the people cannot obtain any

support from the Reserve Bank of India under the existing rules. Further, it has to be remembered that cheap money alone is not sufficient to bring about a satisfactory economic revival. Cheap money cannot help to raise the prices of agricultural products, especially in a mainly agricultural country like India. Unless the export of raw materials fetches a substantial return from foreign markets which in its turn must depend on the international stabilisation of currency policy, there is no prospect of the prices rising to any appreciable level. In these circumstances, it is for the Government of India to tackle the question in earnest. The fact cannot be denied that Government have been trying to do something in this direction by way of State-aids and tariff regula-

tions. But, that is not enough. Aiding one or two industries and raising the tariffs on one or two commodities cannot help the country at large and enable the agriculturist to fetch fair prices for his products which alone could solve the economic ills of the country. The immediate policy of the Government should be to devise a comprehensive scheme for the development of the various resources of the country which have to be ascertained beforehand by carrying out a thorough industrial survey of the whole country. A well thought-out plan will have to be evolved so as to make use of the several resources to advantage and the whole work should be undertaken by the Government. All these cannot be done by private agencies. It is for the Government to lead and the people to follow. The need for a bold industrial policy of the Government is urgent and no real recovery can be visualised in the near future, without such a policy.

Smaller Industries

The part played by small industries in the industrial and economic development of progressive countries like Germany and Japan will be evident from the fact that nearly 90% of the industries in Germany are estimated to be smaller industries while in Japan more than 50% of the 55,948 factories employ only from 5 to 9 workmen and that only one out of every 200 factories employs more than 1,000 workmen or in other words is a large scale industry. The same conditions prevail in U.S.A. also, where the number of smaller and medium size industries are much more than that of large industrial units in spite of the fact that America leads the world in the matter of establishment of very big industrial concerns capable of mass production.

The production of high quality articles of different patterns and designs is possible only by various small and medium size industries specially contrived and conducted to suit different purposes. While large industries have become necessary for mass production of basic materials such as engineering and building materials, cement, iron-

ware, tools and machinery etc., the small size industries have proved to be indispensable in the production of articles such as scientific apparatus, surveying instruments, laboratory products and equipment, stationery and toilet requisites and several other smaller articles of refinement and quality. Thus along with the vast development of mechanic mass production, the necessity for the manufacture of articles of quality and varied designs of merchandise was also keenly realised so much so that the fostering of smaller industries has become an equally, if not more, important factor in the industrialisation of a country.

Fruit Imports

The figures of imports of fresh fruits and vegetables into India in recent years show that no serious attempt has been made for making fruit growing

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in India a major industry in spite of the facilities available. The aggregate value of imports of fresh fruits and vegetables in 1933-34 was 28.26 lakhs of rupees. Including dates and almonds the total value exceeded a crore of rupees. There has been a steady decrease in recent years due to the depression. The post-war average is Rs. 1.7 crores per year and in 1932-33 the total value was Rs. 1.17 crores. Imports of fresh fruits from the British Empire alone for 1933-34 amounted to Rs. 2.73 lakhs. The value of imports for the same year from countries outside the Empire was nearly Rs. 6 lakhs. Chief among the non-Empire importers of fruits and vegetables into India are Japan and U.S.A. At present the problem connected with fruit and vegetable growing in India are engaging the attention of the Government of India and it is expected that the special marketing officers entrusted with the work will publish their report soon. The importance of fruit growing in India is obvious from the fact that India possesses one of the best tropical climates conducive to the growth of all kinds of fruits. Even dates, raisins and almonds which are now imported from foreign

countries can also be grown in certain parts of Hindustan and N.W. Frontier Provinces.

Empire Exhibition

The next Empire Exhibition will be held at Johannesburg, South Africa, between September, 1936 and January, 1937. Experts are being sent out by the United Kingdom as well as by other members of the Commonwealth to supervise over the preparations. All the Dominions and Colonies are very zealous over the affair and it is expected that even Mandatory States will participate in the Exhibition.

British Trade Returns

The figures for the overseas trade of Britain in October, 1935 show substantial increases over those of the previous month. The exports for the month are nearly £40,000,000 against £34,000,000 in September; the imports are £73,500,000 against £61,000,000. Exports from January 1, to October, 31, 1935 totalled £352,000,000 compared to £326,000,000 for the corresponding period in 1934 and the imports were £612,000,000 against £604,000,000.

Agricultural Review

It is understood from reliable source that steps will shortly be taken by the Government of India for prompt publication in future of the official reviews of agricultural operations in India. The review will be an annual publication and the first number is expected to be issued shortly.

Notice to Readers

Owing to certain circumstances the October number had to be suspended. But, the omission will be made up by a special supplement & the kind indulgence of our readers & advertisers is solicited.

Editor.

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Committee meetings are convened whenever necessary, by direction of the Chairman
or the Vice-Chairman.

Monthly meetings are usually held during the last week of the month, at the offices of
the Chamber.

NAMES.	Paid-up Capital	Paid-up per share	Market quotation	Yield %	Profit and Loss carried forward	Reserve and other Funds	Dividend per cent 1931	Dividend p.c. 1932	Dividend p.c. 1933	Dividend p.c. 1934	Dividend p.c. 1935	Dividend due
	Rs.	Rs.			Rs.	Rs.						
Allahabad Bank	{ 16,00,000 4,50,000 15,00,000	100 50 (p) 100	{ 380 170 137	4'737 5'294 4'380	{ 4,97,958	44,50,000	{ 18 18 6	18 18 6	18 18 6	18 18 6	9† 9† 9†	{ May Nov.
Bangalore Bank	6,00,000	10	7½	...	2,114	1,44,102	7	7	...	7	...	
Bank of Baroda	30,00,000	50 (p)	100	...	78,427	27,28,186	10	10	10	10	...	Feb. July.
Bank of Hindustan	10,00,000	50	5,719	29,570	2½	Nil	3	3	...	31st Dec.
Bank of India	1,00,00,000	50 (p)	120	4'167	5,20,674	1,04,00,000	10	11	10	10	5†	Feb. July
Bank of Indore Limited	9,23,447	25 (p)	31,119	2,21,000	7	...	Sep.
Bank of Mysore	20,00,000	100	271	5'166	74,944	22,25,000	12	13	13	14	...	Aug. Feb.
Benares Bank	{ 10,20,000 1,25,000	{ 50 6¼	{ 50 6	6'0 ...	7,749	4,35,000	6½	6	3	
Bengal Central Bank	3,51,677	{ 10 ...	10	1,006	1,63,409	Nil	Nil	Nil	5	...	
Central Bank of India	1,68,13,200	25 (p)	36½	4'110	5,16,724	79,48,740	6	6	6	6	3†	Feb. Aug.
Chartered Bank of India Australia and China	£3,000,000	£5	£14-17-6	4'7	£117,394	£3,000,000	14	14	14	14	7†	Mar. Sep.
Eastern Bank	£1,000,000	£5	89	...	£51,767	£500,000	6	6	6	6*	3†	Mar. Oct.
Hongkong & Shanghai	\$20,000,000	\$125	£123-10-0	...	\$3,294,701	{ \$10,000,000 £6,500,000 }	£6	£6	£6	£6	£2½†	Feb. Aug.
Imperial Bank of India	5,62,50,000	{ 500 125 (p)	{ 1578 385	3'803 3'896	30,65,211	5,35,00,000	12	12	12	12	6†	{ July. Feb.
Indian Bank	{ 10,00,000 2,79,280	50 10	127 25	5'512 5'600	76,200	15,81,500	{ 12 12	12 12	12 12	14 14
Indo-Commercial Bank	{ 5,95,790 2,58,715 11,6,011	100 25 50	112 27	...	891	37,000	6¾
Industrial Bank of Western India	20,00,200	51,709	3,50,000	
Lloyds Bank	{ 14,372,956 1,437,296	£1 (p) £13	£3 ...	4'000 ...	{ 515,230	£8,500,000	5	12	12	12	...	Feb. Aug.
Mercantile Bank of India	{ £375,000 £375,000 £300,000	A £12½ B £12½ C £5	{ £29¼ £29¼ £13½	5'128 5'128 4'444	{ 172,831	£1,075,000	{ 12 12 12	12 12 12	12 12 12	12 12 12	6† 6† 6†	{ April. Oct.
Mysore Industrial Bank	8,44,325	25	186	1,40,410	4	4	
National Bank of India	£2,000,000	£12½ (p)	£43-10-0	4'639	£250,099	£2,200,000	20	20	20	18	9†	April. Oct.
P. & O. Banking Corporation	£2,594,160	£10	£10¾	...	£44,553	£180,000	5	5	5	5	5	July. Sept.
Punjab National Bank	{ 14,57,200 16,69,720	100 40 (p)	125 43	...	{ 24,479	21,23,944	Nil	4	5	6	...	Jan. July.
Punjab-Sind Bank	4,16,117	25	55	6'818	26,511	16,07,000	15	15	15	15	7½†	July. Jan.
Reserve Bank of India	...	100	127½
Quilon Bank Ltd.	4,26,720	25	26¼	...	9,693	1,30,000	12	9	9	9	...	Feb. July.
State-Aided Bank of Travancore	7,70,785	25	13	...	7,307	2,23,500	6	6	6	
Travancore National Bank Ltd.	7,50,101	{ 50 20	{ 55 27½	8'1 6'545	6,596	2,50,000	12	10½	9	9	...	Aug. Feb.
Union Bank of India	39,95,000	5	5 5/16	4'762	15,157	7,00,000	5	5	5	5	...	May

(p) Partly paid

* Bonus of 3 - per share

† First half year

‡ Interim

x = Ex dividend

Alleppey Port

Steamer Movements — November, 1935.

Name of Steamer	Date of arrival	Tonnage	Coming from	Bound for
S.S. Risildar	2—11—1935	3092	Cochin	Bombay
„ Clan Macbride	2—11—1935	2981	„	Trivandrum
„ Gamaria	3—11—1935	3232	„	Calcutta
„ Simla	3—11—1935	3811	Colombo	Scandinavian Ports
„ Haideri	3—11—1935	912	Cochin	Bombay
„ Sophie Marie	4—11—1935	677	„	„
„ Clan Macvicar	5—11—1935	3421	„	Marseilles.
„ Irrawadi	6—11—1935	634	„	Bombay
„ Lalitha	6—11—1935	283	„	„
„ Havildar	7—11—1935	3086	Trivandrum	Beribunder
„ Nurjehan	8—11—1935	3379	Cochin	Calcutta
„ Adrastus	8—11—1935	4948	Singapore	U.S.A. Ports
„ Garmida	9—11—1935	3212	Trivandrum	Bombay
„ Marie Sando	10—11—1935	3119	Quilon	Italian Ports
„ Victoria Marie	10—11—1935	882	Cochin	Bombay
„ Indira	13—11—1935	278	„	„
„ Birk	13—11—1935	2178	Trivandrum	„
„ Jalavihar	13—11—1935	3381	Bombay	Calcutta
„ Oostcappelle	14—11—1935	348	Cochin	Bombay
„ Pundit	16—11—1935	3198	Tuticorin	„
„ Gonada	16—11—1935	3218	Cochin	Calcutta
„ Serbino	16—11—1935	4098	„	London
„ Janaki	17—11—1935	530	„	Bombay
„ Gairsappa	17—11—1935	3227	Tuticorin	Karachi
„ Sophie Marie	18—11—1935	677	Cochin	Bombay
„ Favorit	19—11—1935	1652	Trivandrum	Rangoon
„ Clan Ranold	19—11—1935	3379	Cochin	Saigon
„ Lalitha	21—11—1935	283	„	Bombay
„ Clan Munroe	22—11—1935	3616	Galle	London
„ Albenfels	23—11—1935	5041	Cochin	Trivandrum
„ Tunni	23—11—1935	724	„	Bombay
„ Victoria Marie	23—11—1935	882	„	„
„ Gogra	26—11—1935	3126	Trivandrum	Calicut
„ Oostcappelle	26—11—1935	848	Cochin	Bombay
„ Jalapatma	27—11—1935	8113	„	„
„ Gambada	28—11—1935	3252	Tuticorin	„
„ Bankura	28—11—1935	1896	Cochin	Calcutta
„ Gogra	30—11—1935	3126	Calicut	„
„ Hashemi	30—11—1935	298	Cochin	Bombay

Alleppey Port

Foreign Export Statement-November, 1935.

Places to which Exported	Coir Yarn		Coir Mats		Coir Mattings		Coir Rugs and Carpets		Fibre and Fibre Mats		Manures	
	Quantity cwts.	Value Rs.	Quantity cwts.	Value Rs.	Quantity cwts.	Value Rs.	Quantity cwts.	Value Rs.	Quantity cwts.	Value Rs.	Quantity cwts.	Value Rs.
United Kingdom	7,317	74,730	10,165	1,90,582	5,217	1,41,661	9,475	2,37,835	188	1,546		
Australia	2,259	22,590	11,917	23,955	1,906	63,016	117	3,890				
Newzealand	200	1,805	428	9,140	802	26,750	123	4,152				
U.S.A.	579	7,290	560	12,175	490	15,705	52	3,200				
St. Settlements			24	510	13	462						
Denmark	495	4,590	18	360								
Norway	75	750	24	240								
Egypt			79	882	82	1,375						
China	138	1,230	8	240	139	1,890	35	485				
Br. Columbia			47	950			17	478				
Germany	6,279	62,185	5	50								
Mauritius			1	20			4	125				
Sweden	285	2,850	394	4,695			3	90				
Palestine			33	690								
Belgium	1,050	10,100							30	150		
Italy	5,010	56,940							4	40		
Ceylon			34	680	31	1,025			1	37	34	517
Scandinavia	18	180										
Spain	375	3,750										
France	30	200										
Greece	18	175										
Japan	1,062	11,290										
Sicily	300	3,000	6	96								
Holland	715	7,150										
Syria			9	90	7	250						
Asia Minor					210	7,000	156	2,600				
Philippine Isles					12	400						
East Africa			63	1,340	48	1,600	4	150				
S.E. Africa	300	3,000	121	2,330	175	5,770	27	913				
S. Africa	39	500	174	3,285	201	5,944	11	410				
Russia	141	1,410										
TOTAL ...	26,685	2,75,715	22,110	2,52,310	9,333	2,72,848	10,024	2,54,328	223	1,773	34	517

Foreign Export (Concluded)

Places to which Exported	Rubber		Tea		Cashew	Kernals	Ilmenite etc.		Textiles		Monozite	
	Quantity lbs.	Value Rs.	Quantity lbs.	Value Rs.	Quantity cwts.	Value Rs.	Quantity Tons.	Value Rs.	Quantity lbs.	Value Rs.	Quantity cwts.	Value Rs.
United Kingdom	12,215	3,054	33,387	17,085	1,792	925			224	50		
Australia			600	300	1,120	575	100	6,000	10,080	4,470		
Newzealand												
U.S.A.	2,24,000	56,000					50	3,000				
St. Settlements												
Denmark												
Norway												
Egypt												
China	1,00,800	25,200										
Br. Columbia												
Germany	27,450	6,862										
Mauritius												
Sweedon												
Palestine												
Belgium												
Italy	4,480	600										
Ceylon	2,75,261	68,321			15,796	10,000						
Scandinavia												
Spain												
France							50	3,000				
Greece												
Japan												
Sicily												
Holland												
Syria												
Asia Minor												
Philipine Isles												
East Africa												
S.E. Africa												
S. Africa												
Russia												
TOTAL ...	6,44,206	1,60,037	33,987	17,385	18,708	11,500	200	12,000	10,304	4,520		