

Home (1917) Department.

Education

ordinary SERIES.

G.O. No. 328

DATED 10. 3. 17

INDEXED

[Despatch Abstract.]

Art industries.-

Recording papers relating to the development of

Indian -----

CN 3049 Ed

C.F.-29.

DEPARTMENT.



Registered 19 8 1916

Subject.

Submitting a copy of, a note by Mr. Tressler on Indian Art Industries.

ENCLOSURES
No. 1
Spare copies

No. K 141

Station Madras, Dated the 18th August 1916

From (Name) M.E. Couchman Esq., I.C.S.

(Designation) Special Officer Department of Industries.

To The Secretary to the Government of Madras,
Home (Educational) Department.

Sir,

I have the honour to submit a copy of a note prepared by Mr. Tressler, shortly before leaving Madras, on the Indian Art Industries. The question seems to me to be one which should be dealt with rather by the Trustees of the Queen Victoria Technical Institute than this Department. If, however, Government wish me to go into the matter, I will consult Mr. Hadaway and see what can be done.

I have the honor to be,
Sir,

Your most obedient servant

M. E. Couchman

Special Officer.

The causes of the gradual decline of Indian cottage industries in general are numerous and differ in almost every industry. That particular class of cottage industry termed art industry; that is, industry producing goods with pretensions to something more than a purely utilitarian value has suffered more particularly. Under the stress of competition with goods of similar utilitarian but usually lower artistic value the demand price has fallen to a point at which production is no longer remunerative. The art craftsman has lost his former wholesale market in India and depends now on a retail trade with that very limited section of the community who still, for reasons of taste or ignorance of cheaper lines, continue to pay an inflated price (what is termed the art demand price in contradistinction to the utilitarian demand price) for 'art' goods.

The tastes of the bulk of the population of India is frankly utilitarian, at any rate 'art' goods are mostly bought for their practical rather than utilitarian value. Even this market must shrink as cheaper goods become better known and will at last be confined to the rare individuals who have a taste for art and are willing to indulge it. Commercially such a market may be ignored. It is accordingly to be argued that the chief hope for Indian art industries in the future lies in countries where the appreciation of art gives artistic goods a value in excess of their merely utilitarian one.

Whatever market the Indian craftsman may cater for it is evident at the very start that it is not the foreign one. What the European dealer wants is novelties at a reasonable price. Novelty

implies ideas and a very cursory investigation at once makes it palpably obvious that ideas are at present non-existent, or at least fail lamentably to make their existence known. When last in England, I took some trouble to interview art dealers and at every point received the same reply: "We don't want Indian Stuff. Japanese art products are selling well but the Indian trade is dead. Japan studies the market and sends in every year new patterns and new articles. India sends^{us} the same old ivory elephants and trays of impossible shapes and cigarette cases that go into no known pocket. We are sick of them. We want something new." This sort of remark represents the general commercial opinion on Indian art wares.

Connected with ideas in the question of craftsmanship, it is the general opinion of dealers -- and a casual inspection even by a layman entirely endorses this opinion -- that Indian craft is in general greatly inferior to the Japanese. The Japanese demand a good price for their goods, but the quality corresponds with the price. The Indian wants a somewhat lower price but the quality is mediocre. That a good market at a good price does exist in Europe is clearly shown by the sales of Japanese goods: that the Indian cannot enter that market is due in the first instance to his lack of originality and the inferiority of much of his work.

In the matter of price the position of art industries is if possible even more unsatisfactory. The characteristic feature of an organised industry is the division of labour. This feature is entirely lacking in Indian art and industries. In an ~~organised~~ organised industry, for instance, the producer

4
-3- 5

always leaves the sale of his goods to a specialist, a man who has business connections and can find a constant market for goods. In return for his services he takes a share of the gross profits leaving to the producer the share termed the wholesale price. In Indian Art Industries the craftsman now tries to perform the function not only of a workman but of a salesman as well. By so doing he obtains the added profit of retail prices but the market he secures is limited to the local one which, as explained, is also an unreliable one. But the craftsman does not recognise this fact and so long as retail sale gives him a margin of profit he considers production to be remunerative and sees no necessity for modifying his methods. But though retail sales may yield him a small profit his costs of production are not infrequently substantially higher than wholesale prices and when the decline of the retail trade ultimately forces him to try the open market he finds himself faced with a loss. To minimise the loss he then proceeds to scamp ~~his~~ his work and prices fall. Thus begins the vicious circle in which many industries are now entangled.

The case of carpets furnishes an instructive example on this last point. In England I interviewed a considerable number of carpet dealers. Some of these had once traded with India -- many of them had ceased business because of the constant deterioration of the goods. If on a contract, the Indian carpet maker found he could not make enough profit he reduced the quality: the home purchaser then reduced his price and the quality ~~was~~ went down still more.

Before any improvements can be effected in the condition of art industries the craftsman must first of all be brought to understand that demand

5
6

prices (and wholesale, not retail ones) are the fixed point round which the problem of production turns. For the last half a century the craftsman has been carrying on his work under conditions which the march of progress has made obsolete and artificial and that now violate the fundamental principles of modern industry in almost every respect. Apart from the somewhat remote alternative native of a period of general industrial retrogression throughout the world it is to be concluded that the only hope for Indian Art Industries lies in reorganisation in accordance with modern industrial ideas.

This conclusion seems a fairly obvious one and the fact that it has not hitherto been pointed out constitutes a striking commentary on the manner in which the problem under discussion has been considered. One writer, whose periodical Jeremiads command a certain amount of attention, apparently hopes to resuscitate art industries by putting the clock back 2 centuries. The numerous amateur philanthropists who have made art industries their especial care, follow the principle that if the poor art worker cannot sell his goods at market prices it is the duty of the benevolent to pay through the nose. Schemes owing their origin to sentiments of this kind may be very creditable to the heart but they do not go very far towards establishing an industry. Based as they are on a profound ignorance of business and a still more profound contempt therefor, they entirely leave out of consideration the dominant element in the situation - the commercial element - and are thus at best devoid of practical value. Indeed from one point of view they must be regarded as positively pernicious. The ideas they embody closely resemble those of the craft worker and confirm his

5 6 7
belief that he is right and that the principles of modern industry are wrong. He thus becomes less inclined than ever to accept those heroic changes in his methods of production and business which alone can rescue art industries from extinction.

Utopian schemes are all very well as a form of mental recreation, but they have never yet led to anything nor are they likely to do so, whilst we continue to live in a materialistic world.

The only way to secure practical results is to face facts as they are. The outstanding fact about any kind of industry is that to the worker, it represents a means of livelihood - not a form of artistic or philanthropic diversion - and that if it is to prove a source of income it must be carried on in accordance with the general principles that underlie modern production.

We have seen that the two principal shortcomings of the Indian system of art manufacture are a lack of ideas and excessive costs. These defects may be summarised in one word : lack of management. So long as this state of affairs continues it is impossible to say whether the decadence of Art Industries is due to the inherent shortcomings of the craftsman himself or to the defects of his system. This is the crux of the whole problem. If, even under favourable circumstances, the craftsman is unable to manufacture at a profit, it is useless to devote any further time or energy to the problem of art industries.

P. 70

It is all very well to weep over the decadance of the public taste and so on, but this sort of thing is quite beside the point and leads to nothing. What has to be determined once for all is whether Art Industries can be placed on a commercial footing or not and this is the question to which the scheme now to be outlined is intended to furnish a definite answer.

Hitherto the craftsman has not had a chance. Ignorant himself of the requirements of modern industry, all the assistance he has been able to enlist has been that of the artist or the philanthropist. Such assistance may enable him to die a beautiful and aesthetic death, but it certainly does not help him to earn an ordinary living. The scheme I propose, by providing a system of commercial management for Art Industries, will offer the art worker the best possible opportunities of improving his condition. If the experiment proves successful the future of Art Industries is assured: if it fails it furnishes conclusive evidence that this class of industry has passed beyond hope of redemption.

The first step suggested is a study of the market and its requirements. In the opening paragraph of this note the view has been expressed that the natural market for Indian Art products is to be found in countries in which the standard of living has risen to a point where art wares represent a want and not a luxury countries like those of Europe or North America and it is accordingly in such countries that the market would have to be tested. To begin with, samples would ^{be sent} ~~sent~~ which would probably be unsuitable in almost every respect, but a report would be furnished indicating what modifications were necessary and so, by a continual exchange of samples articles would ultimately be produced which would command a sale.

8/9

To maintain the artistic merit of the goods (on which their value depends),^{a)} "Committee of artistic advice" would be appointed at Home and all samples would be submitted to this Committee for scrutiny and remarks, so that the final samples worked to would have the approval, not only of the merchants, representing the commercial side, but also of the committee, representing the artistic side. In this way goods of the maximum possible value would be produced.

It would then be necessary to see whether these articles could, by improvements in the process of manufacture, be produced at a remunerative price. In order to deal with such work a departmental staff of inspectors of industries would have to be appointed, their duty being to explain to the craftsman exactly what was required, and to show him how his methods of production could be improved.

A good deal of dishonesty and 'scamping' would no doubt be met with. This the inspectors would be expected to prevent or punish. As an extreme measure the offender would be 'black listed'. All work coming in would pass through the Department and after scrutiny would receive the departmental guarantee, or 'Hall Mark'. When complaints did arise they could thus be traced and habitual offenders will be entered in a 'black list' and given no further employment. In this way the craftsman would be guided kindly but firmly towards the path of commercial rectitude and success. The scheme may rightly be termed artificial but then, the whole of the problem is an artificial one and whatever may be the defects of the scheme it is at least rational and is calculated to lead to definite results. I am not oversanguine: indeed I am quite prepared to find the majority of the workers posted on the black list in due course, but even if only a small percentage can be influenced they at least will be established on a sound

commercial footing. And if all the workers are posted we are then justified in asserting that Art Industries cannot be revived and in finally abandoning them. Whether positive or negative we thus arrive at a definite and final answer to the vexed question of Art Industries.

My scheme in detail is as follows. I propose in the first instance to appoint a board of artistic advice in England. I should start on a small scale and extend according to requirements. For the present a secretary will suffice. An excellent officer to suggest for this post is Mr. Alan B. Cole, C.B. formerly of the Education Service at home: an authority on lace in particular, and possessing a knowledge of art in general. His experience of Government methods would make him an invaluable officer as a home representative of Indian Industries. I would suggest in the first instance that he be offered £ 100 or £150 per annum as fee for approximately one day a week's work, and allowed first class expenses for any travelling he might undertake. Mr. Cole would have to be assigned a room at the India Office where he could store articles sent. The exact nature of the work to be done by the Board of Advice can only be determined by trial.

So far as commercial opinion is concerned I have been referred by the Board of Trade to brokers of standing in various branches of trade and to them consignments will be sent - either direct or by Mr. Cole - for sale and report. The brokers have also expressed their willingness to send samples for manufacture: these samples would first of all be scrutinised by the Board of advice and if passed, sent to India.

These arrangements provide completely for the work to be done in England. In India I propose the following policy.

In the first place one or more inspectors of Industries on a salary of Rs. 70-100 or so are to be appointed. Then a register is to be opened giving the names of all workmen in any industry. When by constant ^{ex}change satisfactory samples have been obtained these will be issued to the men on the register and their work will --

X 10

work will, on completion, be received by the Department and, if satisfactory, stamped with their number. The goods so collected will be sent to England for sale under a departmental guarantee. If any complaints are received the individual responsible will be warned and on a repetition of the offence his name be transferred to the black list. It is anticipated that the black list will soon reach formidable dimensions: it is however also hoped that once the worker knows that he is watched and that his offence will be brought home to him, he may see fit to improve his ways, and other workers, seeing a man black-listed and deprived of his market on account of bad work may take warning in time.

To carry out this plan a permanent advance would be required with which to purchase samples and send them home. Ultimately we might be able to arrange to send home goods on behalf of the worker for sale. If the scheme develops Madras export firms will no doubt be prepared to do the marketing but to begin with articles will have to be purchased outright by the Department. I anticipate a certain loss over these transactions, but in this connection would refer to Mr. Cole's report on the Irish Cottage (lace) Industry. On this matter he speaks with authority. He points out that the Industry proved a partial failure and this failure he ascribes entirely to a lack of funds for experimental purposes. The lines followed by the committee dealing with the Irish Industry were in many respects similar to those I now propose. Samples were to be sent to and fro until the producer and the purchaser found patterns equally satisfactory to both parties. But the purchaser will not move until he has something to go on and the Irish lace schools could not afford to spend time and material on unremunerative samples: there was practically no Government grant and so the work of the committee was to a large extent unproductive of result.

This book is not available
in the Scott Library.

11
It is no use spoiling the ship for a ha' porth of paint
and if we wish to succeed here in India we must be pre-
pared to spend a little money.

It is not necessary to begin on a large scale.
Rs.3,000/- will probably be quite enough to begin with.
if the experiment proves promising a little more money
may be required in subsequent years but only during the
initial stages: after a time the cost of samples will
be borne by the producers.

I cannot move in this matter at all until I have
representation in England and the appointment of Mr.
Cole ^{is} the first step to be taken. After that a grant
of Rs.3,000/- for next year will enable me to do all
I want and to submit an ad interim report on the work-
ing of the scheme. Later on I may have to approach
Government again for extra staff but for the present
the assistance above indicated is all I require.

12
1.5.16.
Director of Industries

Again G.O., No. , dated 190 .
Current No. from the , No. , dated 191 .
Current No. 304 9 from the Spl^l of fices, No. 1141, dated 18/8/1916.
Dept^l of Ind.

SUBJECT.

Mr. Treascher's note on Indian
art industries.

pages 8 & 9 of C.F.

Mr. Conchman submits for
the orders of the Govt a scheme for
the resuscitation of the in-
digenous art industries, drawn
up by Mr. Treascher. The main
features of the scheme are
(1) to appoint a committee
of artistic advice in England
who will examine the samples
sent from this country and
select the best which will
find a ready sale in that country;
(2) to appoint one or more inspectors
of industries on a salary of
about Rs 70 to 100^{pm} who will
explain to the craftsmen how
to produce their articles after
the samples approved by the

Home

14

Home Committee.

Mr. Treasurer states that a sum of Rs 3000 will probably be enough towards the expenses ~~of the scheme~~ of the scheme to begin with.

2. As observed by Mr. Couchman the scheme seems to be one for the consideration of the authorities of the Victoria Technical Institute, Madras. From the report of the Institute for 1913 it will be seen that there is a sub-manager who tours throughout the Presidency & interviews craftsmen and advises them as to the articles for which there is a ready demand. It is also stated that the Council of the Institute uses every means in its power to get the workmen to rectify faults in design & workmanship. It is therefore for orders whether ^{as suggested by} Mr. Couchman ^{it will not be sufficient} ~~may not be~~ asked ^{to bring} ~~to~~ Mr. Treasurer's scheme to the notice of the authorities of the Institute for ^{such action as they may consider necessary.}

3. Further, the question of the ^{format}

page 11 of c.f.

page 1 of c.f.

(later reports are not available here)

page 1 of the report. (perhaps)

Box 5
enc. 31/8
Retd. 2/9

NOTES.

Page 3

formation of sales agencies or of commercial emporia, in the principal towns of India & possibly abroad, for the display & sale of the products of unorganised cottage industries & similar matters are to be considered by the Indian Industrial Commission.

~~Before taking~~ Before taking any action the Govt may perhaps await the recommendation of the Commission on this point.

SA we may take action as suggested on page 2
25.8.16. Supra Q
25/8/16 30-8-16

HE

Please the letter
Return of Mr. Curchman
letter - page 1 of. He was he
asked to go into the scheme
on its merits - in consultation
with Mr. Halsey and
the Trustees of the Victoria
Technical Institute - and
offer his remarks

31-8-16

page 3 of 8. 8. 5. 2. 7. 8. 16. T.

Among the papers with this file is a copy of
bulletin No. 7 of the Department of Industries of
which the sub-title is "Indian Cottage Industries".
It is not stated by whom this bulletin is written or
whether it is intended for public sale or public
distribution by other means.

I shall also be glad to see the others of this
series of bulletins: *hope nothing further.*

P.
1.9.16.



The bulletins of the Department
of Industries are issued by the Director
under the sanction given in G.O. No. 406
Col., dated the 10th April 1916. The
bulletins are intended for sale.
It is observed that copies have been
furnished to the editors of newspapers.

A copy of each of the bulletin
so far received from the Director
is submitted.

88
5.9.16,

1/11
6/9/16

CR
6.9.16
Sc

Please see the article
in 'the Hindu' (V)

(W)

*(included in
the collection)*

Box 5
recd. 7.9
1899

NOTES.

17

HE

Revised page 4
of the Rules to go N.
406, dated the 10th
April 16. The Director of
Fisheries issues the bulletins
of live depth - on live
own responsibility - and
the Sept of the Fish Press has
been asked to print them
and stock them for sale.

g. gill

1. I have not had time to study all these leaflets but I have looked through them.

My comment upon No. 7 is that in the name of the Department, which is not distinguished by the layman from Government, it pronounces upon the subject of Cottage Industries and to some extent declares a policy.

How far this criticism is applicable to others of these leaflets I cannot say without closer examination: to some of them it obviously does not apply.

Moreover these leaflets are not signed, nor is any indication given as to their authorship.

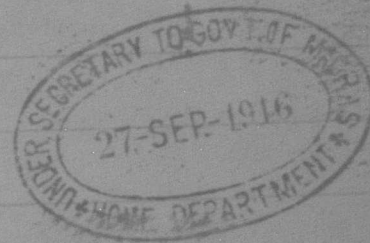
This seems to me wrong: and it should I think be corrected. In saying this I mean not that the proceeding of giving useful information to the public should cease, but that it should be better regulated:

and in the instance of this leaflet No. 7, it is *strange* ~~that Mr. Tressler should have been~~ altogether oblivious of the work in this particular sphere of the Victoria Technical Institute, and of the School of Arts, especially in view of the fact that at the Madras Exhibition in January last Indian Cottage Industries were purposely excluded from his section, and placed under Mr. Badaway.

2. Mr. Couchman has now I understand convened a small committee to consider Indian Cottage Industries. I await the recommendations of this Committee before

making further comments on this branch of work.

E.
25.9.16.



Submitted for orders whether any instruction should ^{now} be issued to Mr. Couchman with reference to His Excellency's note at it on the previous page.

2. There is no information ^{in the office} about the committee referred to in para 2 of H.E.'s note. It is for orders whether Mr. Couchman may be informed ~~demio~~ officially that ~~the proposed~~ consideration of his letter in the current file has been deferred pending receipt of the recommendation of the committee.

814
28.9.16.
114
21/11/16

S.
28.9.16
29.9.

Mr. Cushman
Shore, I think see
then refer in original and
have an opportunity of
offering his remarks, if any,
before any order, official
or otherwise. Off. State etc.



2.10.16

Wp

Colno 3049-1

2.10.16
(2 books)

(incl: 2 books) returned.

Returned:

I note Mr. Cushman's orders that
Bulletin should be signed and put
this on record. They should also be
approved by Government. For too
many of these issued here, have
unpractical general distinctions are no
use. Advice should be very definite,
clear & concise.

I am today dispatching semi-offi-
ally to the P.S. a copy of the report
of the Sub-Committee convened for the
purpose of considering the question

S.K.

of the development of Indian Art Industries. It was composed of

Dr. Henderson.

Mr. W.A. Beardsell

The Hon. Mr. J.O. Robinson

& myself.

We got very useful advice from Mr. Beardsell, who is the chief buyer of the 'Nation Handkerchief' (£ 50,000 worth a year, he said) our chief cottage industry, & from Mr. Robinson.

Without discussing Mr. Tressler's note in detail, I should point out that a regular, systematic production of the proper kind of articles is the first necessity. We have many excellent art. goods made in S. India, which would sell at good prices, if a regular supply could be secured, but in most cases now the greatest difficulty is found in getting even a single order executed in reasonable time.

Mr. Robinson told us that this was only to be expected, till a regular market

was assured by Mr. Beardsell that he
all the Madras Handkerchiefs he
can get, in any quantity, & at
any time. Hence many families
can settle down to make them,
because they know that they will
always be able to sell them at once
at a fair price.

Our report provides for an attempt
to organize the production & sale
of one product for which there is
a good demand, carved furniture.
If the scheme is approved, I am
satisfied, my private belief is
that Mr. J. O. Robinson will
take up the matter himself, & we
can then move on to some other
branch of Indian Art.

I don't think it is
possible for government
to undertake any
commercial venture
successfully. The merit of our scheme is
that we can get powerful help from
Mr. J. O. Robinson.



8 (a) - 12-1-15.

84
C 202
R 15711

Page 8 ante

Submitted. Mr. Conchman has forwarded
the report of the Sub-Committee to the Secy.
for orders whether these papers may also be
circulated to His Excellency.

18/1/16

HE

for perusal of
Mr. Conchman's note of
pages 1 to 12 ante.

19/1/16

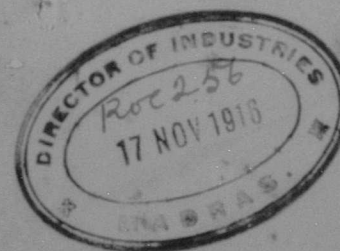
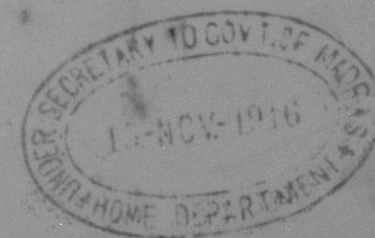
12
Educational Secretary U.O.

24
Mr. Innes had better see this file
now.

My own strong preference - as at
present advised - is that we should have a
depot in London - where our prices will have
a clear advantage - rather than at Bombay.
This is the Committee's ultimate aim and its
greater cost would I think be worth incurring.

P.
14.11.16.

Mr Innes to
16
15/11/16.



(Remained)

Returned with thanks.

2. I place on the file an article on the Arts
Crafts of India by Mr. C.R. Harvey together with
some numbers of the Commonweal containing letters
in which Mr. Harvey's suggestions were discussed.
I think that these papers will interest His
Excellency, and I would specially draw attention
to the letters of Mr. Burns, Principal of the
Sir Jamesjee Jeejeebhoy School of Art, Bombay,

NOTES.

Page 13

25

Remind (2) (5)

(Commonweal March 31st) and of Mr. Heath, Principal of Mayo School of Art, Lahore (Commonweal April 14th).

They illustrate the extreme difficulty of the subject, and indicate that it is an all India problem. A

conference of the Principals of the different schools of art in India might be able to make valuable

suggestions. Perhaps one has already been held. I

send also a copy of a letter by Mr. Chatterton to the

Editor of the Commonweal. His idea evidently is that

the first step is to convert the school of arts into

something resembling the Bromesgrove Guild referred

to in Mr. Burns letter. Probably this is the goal

to aim at, and I hope to be able to get some inform-

ation about this guild.

3. In the meantime I think that the proposals

of Mr. Couchman's committee are a step in the right

direction, and I hope that they will be accepted by

Government and by the Council of the Victoria

Technical Institute. These proposals are very modest

and I venture to agree with what I take to be His

Excellency's opinion that the weak point is the

arrangements for the sale of the furniture. The

report is rather vague on this matter. The members

of the Committee think that possibly half of what is

made in the first six months will be sold but they

propose to at first to endeavour to stimulate sales

merely by placing show cases and pieces of furniture

in the halls of the chief hotels of Madras. I confess

Remind (4)

Remind (2)

to being sceptical as to much good resulting from this device, and I think that the advertisement part of the scheme requires further consideration. But the main lines of the scheme, viz that Government should spend a little money in ^{en-}deavouring to create machinery for the production and sale of art goods and that for the present this money should be spent in a grant to the Victoria Technical Institute to enable it to enlarge the workshop it has already started for the production of carved furniture, seem to me to be quite sound. The expenditure involved is not large and the scheme seems well worth a trial.

If therefore Government are prepared to consider the scheme ^{carefully} ~~carefully~~, the next step appears to be to consult the Council of the Institute and to ask them whether they would be prepared, and could arrange, to enlarge their workshop and increase their number of workmen if Government advanced the sum of money proposed. In the event of their being so willing, they might be asked, whether, judging by their sales of furniture in the past and the inquiries they have had for furniture, they could rely on selling a fair proportion of the increased outturn and what arrangements they would suggest for advertisement designed to increase their sales. Personally I think that the lines to go upon would be first to accumulate a fair stock and then to test the market by arranging with the larger firms in Madras, Bombay

and Calcutta to exhibit some of the furniture on a commission sale basis. Later on, when the war is over, we might endeavour to come to a similar arrangement with some such firm in London as Waring & Gillons in Oxford Street.

4. I venture to think that it is premature at present to think of opening a shop in London. Obviously it is impossible so long as the war is on. Secondly we have no guarantee yet that there would be any demand in England for our furniture. It is at least doubtful whether it is up to the standard required by the English market, nor do we know yet whether we could guarantee a regular continuous supply.

5. May I have Mr. Chatterton's letter and the numbers of the Commonweal and Mr. Harvey's article back?

Chatterton
23/11/16

Secy. Home Dept (Edw)
V.O.

Home (Edw) Dept

Submitted.

Box 17
Cue 29.11.16
Refd 1.12.16

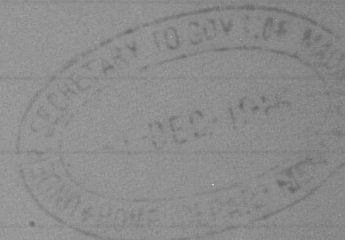
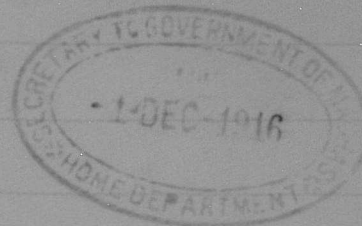
80x
24.11.16.

27/11/16

28.11.16

Let Mr. Jones proceed as he suggests
at an. P
30.11.16.
In pencil of Jones's note at page 126/15
29.11.16

28

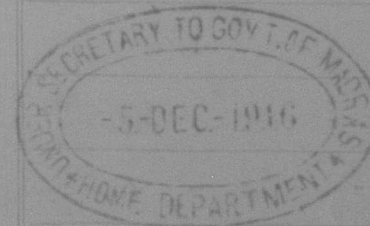


Submitted that the file may be sent up to Mr. Innes for perusal of His Excellency's note on the previous page. (The enclosure may be returned as requested)

8/4
2.12.16
1/4
2/12/16

Ch.
4.12.16

A do. may come to Mr. Innes.



10
5/12



A draft do. is submitted for approval. As the proposal involves assistance from Provincial funds, the draft may be sent to Mr. Innes for acceptance.

Recd.
9.12.16

CURRENT NO
7580
Final
3048-3
9.12.16

8/4
8/12/16

Ch.
9.12.16

Final

Financial Dept

For AS.

(Pp 12 of notes need above here)

The draft d.o. proposed to be issued to the Special officer in charge of the Dept. of Industries may, it is submitted, be accepted. It does not commit Govt. funds to any ^{specific} liability.

AS.
12.12.16

LS
13.12.16

AS
12.12.16

File no 7580-1
12.12.16

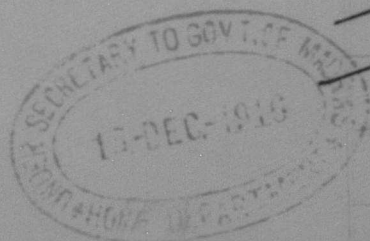
70 Home (School) in

Home (S.S.) Dept

Submitted that draft d.o. may now issue.

AS
13.12.16.

MS
13.12.16



JS
15/12

he
12/12

Home (Education) Department.

D.O. 3049-4 dy 15.12.16

Dear Innes,

Please refer to your unofficial note of the 23rd ultimo on the subject of the production and sale of art goods. The Government approve your proposal to consult the Council of the Victoria Technical Institute in regard to an increase in the production of carved furniture and they await the decision of the Council on the subject. The question of financial assistance will be considered when detailed proposals are received.

2. The papers received with your note are returned.

Yours sincerely,

E.A.H.
9.12.16

To
C.A. Innes Esquire, I.C.S.
Officer in charge of
the Department of
Industries.

and the arrangements
to be effected for
its sale

(c/p 147 notes)

Received
with Innes
MVS
15.12.16

with papers
placed below
two together

10
SPR
15/12/16

15/12

and the arrangements
to be effected for
its sale

D.O. Rec 256



CN 761 Es

16.2.17

454
MADRAS, POST BOX No. 442.
TELEGRAPHIC ADDRESS "CHROMIUM,"



Dated 15th February 1917.

Dear Harvey,

p. 18 *supra*

In accordance with D.O. No. 3049-4 Home (Educational) dated 15th December 1916, I wrote to the Honorary Secretary of the Victoria Technical Institute to ascertain the views of the Council in regard to the increase in the production of carved furniture and the measures to be taken for its sale. I enclose copies of my letter and of the Honorary Secretary's reply. It will be seen that the Council prefer to go slowly and not to make any increase in the outturn of furniture at present.

Yours sincerely,

Chromes

To

E.A. Harvey, Esq., I.C.S.,

AG. Secretary to Government.

Home (Education) Department.

20

Copy of letter R.O.C. No. 256 dated 5-1-17 from the Director of Industries, Madras to the Honorary Secretary, Victoria Technical Institute, Madras..

I am directed to inform you that for some time past the Government have had under their consideration the question whether anything can be done to develop Indian Art Industries in the Madras Presidency, and that the matter ~~as~~ discussed some time ago by a small Committee consisting of the Hon'ble Mr. Couchman, Dr. J.R. Henderson, Mr. W.A. Beardsell and Mr. J.O. Robinson. I enclose a copy of the Committee's report for the confidential information of the Council.

2. You will observe that the aim of the Committee was to create some machinery for the production and sale of art goods which could be enlarged and extended to the development of all classes of Indian art goods of which there is a prospect of obtaining regular supplies, and for which there is a market. For the reasons stated in para 3 of their report, they considered that the first experiments should be made with carved furniture and they have suggested that the best way to make a beginning in increasing the production of carved furniture would be for Government to advance a sufficient sum to the Institute to enable the Council to place sufficient orders to keep a fairly large staff ~~of~~ skilled carpenters at work in the workshop attached to the Institute.

The Council, it is understood, has already arranged to spend about Rs. 500 per mensem on the production of carved furniture in the workshop. The Committee suggest that a production of Rs. 2,500 worth of goods every month should be aimed at, and propose that Government should provide a sum of Rs. 12,000 to finance the scheme for the first six months. As I understand the scheme, it is suggested that the sale proceeds of the furniture should go to the Institute and should be devoted to placing further orders in order that the production of Rs. 2,500 worth of goods every month may be kept ~~for~~ up.

3. I am to enquire whether the Council accept the conclusions of the Committee and agree to the arrangements proposed for an

21
-2-
increase in the production of carved furniture, and I am also to ask whether, in the event of their accepting the scheme, the Council, judging by their sales of furniture in the past, could rely on selling a fair proportion of the increased outturn of furniture, and what arrangements they would suggest for advertisement designed to increase their sales. It is possibly doubtful whether the Committee's proposal to advertise in the principal Madras Hotels will lead to much result.

4. Government are prepared to consider the question of financial assistance when detailed proposals are received. If therefore the Council accept the Scheme, I should be obliged if they would furnish me with detailed proposals. The proposals presumably should cover such points as the following:-

- (1) how many workmen are now employed in the workshop;
- (2) how many the Council would arrange to employ in order to carry out the Committee's scheme;
- (3) what arrangements would be made for the supervision of the workmen in order to guarantee a high standard of quality;
- (4) what arrangements, if any, would be necessary for storing and exhibiting unsold furniture;
- (5) whether separate accounts of the sale proceeds of the furniture would be kept and whether the Council would agree to devote their proceeds to financing the scheme;
- (6) what arrangements for advertisement would be suitable and (7) what financial assistance from Government the Council would require (a) for the first six months, and (b) afterwards.

22
Home (C.S.) Department
Copy of letter from the Secretary Victoria.

Technical Institute, Pantheon Road, Egmore, Madras No.205 dated 12th January 1917. to the Director of Industries, Madras.

the Victoria Technical Institute Madras considers that it is desirable for the present to forward a copy of a report drawn up by a committee appointed by Government to consider whether anything can be done to develop Indian Art Industries in the Madras Presidency.
I am directed to reply to your Rec. No.256 of 3rd January 1917, forwarding for the confidential information of the Council of the Institute a copy of a report drawn up by a committee appointed by Government to consider whether anything can be done to develop Indian Art Industries in the Madras Presidency.

any further action with reference to this report.
This report, which advocates a considerable extension of the scheme for the manufacture of furniture which the Institute is engaged in experimentally for a period of one year, terminating at the end of April next, has been carefully considered by the Sub-Committee of the Institute and by the Council who agree with their findings.

The Council are of opinion that it is undesirable ~~is~~ for the present to increase the out-turn of furniture. They consider that the Institute's workshop has not been running for a sufficiently long time to render it possible to form a reliable estimate regarding sales and demand. Further there is the possibility that, at the present stage, a largely increased out-put might react to the detriment of ~~the~~ the high standard of workmanship which it has been the object of the Institute to attain.

which is the object of the Council.
I am directed to convey the thanks of the Council for the offer of Government to consider the question of financial assistance in connection with the furniture-making scheme and to state that the Council hope to be in a position at some later period to approach Government on the subject.

Home (Edn) Department.

Please see Mr. Innes' do. + enclosures thereto on pages 19 to 22 Supra. ~~Enclosures~~ As the Council of the Victoria Technical Institute, Madras, considers that it is undesirable for the present to increase the out-turn of carved furniture, it may not be possible to take any further action with reference to this particular industry.

The Honble Mr. Couchman's committee on Indian art industries ~~seems~~ seems to have been of the opinion that the first experiments should be made with the production of carved furniture and that later on other art industries should be taken up. It is for consideration whether Mr. Innes should be consulted as to the feasibility of undertaking experiments in some industry other than wood-carving, or where an experiment

8th

21.2.17.

M
21/2/17

p. 22 Supra.

The report of the committee has not been received in this office.

page 8 to 10 + 20-21 Supra.

Box 15
date 24/2
retd 7.3.17

NOTES.

Page 24.

H. E.

of the Victoria Technical Institute is
unwilling to cooperate in their scheme
to form a card furniture, it is
unlikely to be any more ready to take up
any other ^{art} ~~work~~ industry e.g. carpet-
making. ~~But for the present~~
There does not seem to be any other agency
to invoke. I am afraid I have no action that
can be usefully taken on the Treasurer's note.

The Hon. Mr. ^{Chas}
23.17

Returned. No action is required
at present. ^{Heddon}
(D.O.) 6.3.17.



A draft order recording
the papers is subd.

8K
7.3.17.
9/3/17

Chas
9.3.17

Home (E.V.) DEPARTMENT

Act industrialis

Receiving ~~the letter~~ ^{papers relating to} by Mr. Tucker
on the development of Britain —

READ AGAIN G.O. No., dated 191 .

191

READ ALSO:—

C. No. 3029/16 From the office in ch., No. K141, dated the 18. 8. 1916
of the Sec. of Ins.

” ” 764/17 ” ” ” ” 191

191

ORDER.

No. 328, dated 10. 3. 1917

Misc

Records.

$$\begin{array}{r} 8K \\ \hline 7.3.17 \\ \hline 9/8/16 \end{array}$$

9.3.17

Copy to the Officer in Charge
of the Dept of Agriculture. (300)

When given for copying—
 When copied—
 When examined—
 When signed—

191

READ AGAIN G.O. No.
 191

DATED

CURRENT No.

ENCLOSURE TO C. No.

ORDER OF GOVERNMENT

A A A A A A A

LETTER OF GOVERNMENT

STATEMENT WITH DITTO

PAPERS NOT FILLED UP, BEING MEANT FOR DESPATCH
 IN ORIGINAL

N.B.—

- A = Copy in full.
- B = Not to be copied.
- P = Copy abstract only.
- Q = Copy heading only.