

Patronise and Promote India Industries
Buy Indian goods, sell Indian goods.

APPEAL BY PANDIT MALAVIYA

~~FOR~~
~~AN ALL-INDIA SWADESHI SANGHA.~~

Pandit M. M. Malaviya addressed a monster public meeting held this afternoon in the Town Hall grounds under the auspices of the local Swadeshi Sangha which has been organised here recently. During the course of his speech, after pointing out the decline in the country's wealth and prosperity and making a powerful appeal to all Indians to bear all inconveniences and to make whatever sacrifice may be necessary to uplift the country economically socially and politically, Panditji said:—

Every Indian desires and desires rightly that the motherland should be free. Many of our countrymen and countrywomen are carrying on a movement according to their lights which involves a very great deal of suffering to themselves to achieve that goal. One may or may not agree with them. But there can be no two opinions that it is the bounden duty of every Indian to patronise and promote Indian industries. (In England the Government, the people and the Royalty are all carrying on propoganda that Britishers should buy and sell only British made goods. In India such a movement regarding Indian goods is required much more urgently.)

The economic condition of the people is causing every friend of humanity and this country the deepest anxiety. There is no country in the world which possesses better natural resources than our own. There is no nation on earth which has inherited a more ancient civilization. Yet our country is one of the poorest in the world today. Our national average income is about one twentieth of that in England. A great deal of the poverty of the people is due to the employment of foreigners on high salaries in the Civil and Military departments of the administration. Until the administration of the country is radically changed, it is not in the power of the people to reduce that expenditure to a level which the country can support. Nor have the people the power at present to promote national wealth to the extent it can be promoted by means of government measures. The one direction in which the people are free to take action today to ameliorate their economic condition is by practising economy to the utmost degree possible by confining their sales and purchases to articles manufactured in the country with Indian materials, labour and capital. I most earnestly appeal to all my countrymen and countrywomen to take a vow to buy Indian goods, to sell Indian goods, to use Indian goods only, even at a sacrifice, and to encourage by peaceful persuasion every fellowman to do the same. I wish every thoughtful man and woman to consider what immense benefits he or she can confer upon the country by following the course I recommend. This is the course which is being pursued as a national policy in many countries of the West and particularly in Great Britain. The Government in India have also declared that they have no objection to the Swadeshi movement. The Swadeshi movement has made considerable progress, but that progress is yet all too insufficient to bring about the economic amelioration of the people. At this juncture there is great need for an All-India Organisation to promote it on a purely economic basis, so that irrespective of their political views all Indians may be able to join it. I am therefore starting an All-India Swadeshi Sangh office at Benares. I request my countrymen in every town, taluka and village, and particularly those among them who are not actively engaged in any other work for the uplift of the motherland, to organise a local Swadeshi Sangh in their midst and to endeavour to enlist every Indian as a member on his signing a pledge that he or she will thereafter use Swadeshi goods only. These associations should publish handbills and appeals, hold public meetings, processions, exhibitions and other demonstrations, and organise house to house visits by groups of men and of women to bring the national importance of the movement home to the people. The office will endeavour to supply all local branches, which will affiliate themselves to it, with suitable literature and forms. I hope and pray that my appeal will find a ready response from every Indian who loves his country and his people, and that this movement will spread over the whole country and greatly help to expedite the emancipation of our motherland.

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