



India Pavilion

NEW YORK WORLD FAIR, 1964-65

Sales Section

- Miniature Paintings
- Stone Sculptures
- Wood Carvings
- Bronze Figurines
- Illuminated Manuscripts
- Temple Tapestries
- Toys and Dolls
- Masks and Puppets
- Metal Inlays
- Marble Inlays
- Tribal Brass
- Embroidered Linen
- Silken Handbags
- Jewellery
- Tussar, Matka and Dupion Silks
- Muga and Mussoria Prints
- Banaras Brocade
- Banaras and Chanderi Sarees and Stoles
- Murshidabad and Kashmir Stoles and Scarves
- Raw Silk Shirts and Ties

A VISIT to the India Pavilion, in a sense, is a visit to India. Inside a seemingly floating structure, half-hidden by a screen of falling water, is a whole panorama of the past in the present and its flow into the future.

The vitality of the new and developing institutions provide a colourful contrast to the peaceful serenity of a stone Buddha or the creative dynamism of a bronze Nataraja.

The first floor gives a glimpse of the Indian way of life. Something may be seen here of the people of India, their customs, religions and languages, their ancient art, architecture and crafts, as well as the newer trends in a modern world showing the progress India is making

in a democratic framework.

The second floor brings you to a hall where you can sense the quickening pace of India's economic progress and her hopes for the future.

Products for export are prominently displayed. Apart from tea and shrimp, India can supply to the American consumer exotic textiles and well-engineered products from sewing machines and bicycles to industrial and precision instruments.

The industrially-minded visitor will find here jute for packaging, mica sheets for electric lamination, shellac for the paint-maker and manganese for the steel-maker.

The exhibits not only show the

This is indeed India; the land of dreams and romance, the one sole country under the sun that is endowed with an imperishable interest for alien prince and alien peasant, for lettered and ignorant, wise and fool, rich and poor, bond and free, the one land that all men desire to see, and having seen once, by even a glimpse, would not give that glimpse for the shows of all the rest of the globe combined.

—Mark Twain

range of India's export products, but also give some idea of the country's growing industrial maturity.

The sales section will delight the connoisseur as well as the housewife. Displayed here are specially selected objets d'art and antiques of guaranteed authenticity, along with handicrafts and textiles.

Museums and private collectors may be interested in miniature paintings from Kangra and Basohli, rare pieces of medieval stone sculptures, temple tapestries and ancient illuminated manuscripts.

The housewife will find arrayed before her the splendour of rich brocades from Banaras, gorgeous silks from Kashmir to Cape Comorin

and an infinite variety of decorative and useful items such as costume jewellery, terracotta toys, silken handbags and raw silk ties.

Like the country it represents, the India Pavilion offers something for everybody. The aroma of cloves and cinnamon, saffron and rose water invite you to the little restaurant where sari-draped Indian girls

will serve delicious Indian food. The celebrated Tandoori Chicken and the Mughlai Pulao will surely intrigue the adventurous yet sophisticated palate.

Export Exhibits

- Tea, Instant Tea
- Coffee Beans, Roasted Coffee
- Cashew Nuts
- Sandalwood Oil and Soap
- Canned Fruits, Pickles
- Curry Powders, Spices
- Cigars and Snuff
- Lobsters, Frogs' Legs
- Sugar, Confectionery
- Textiles, Ready-made Garments
- Footwear, Leather Goods
- Coir Products
- Jute Packaging, Floor Covering
- Castings and Forgings
- Sewing Machines
- Bicycles
- Iron Ore, Manganese, Ilmenite, Bauxite, Mica, Soapstone
- Porcelain Insulators
- Plastic Products
- Rubber Tyres, Hose
- Paints, Lacquers
- Hormones from Indian Herbs

THEN and NOW

The rapid strides India has been making in various spheres of national life since independence—particularly since planned development was initiated in 1951—may be gauged by the comparative figures given here :

<i>Health</i>	1950-51	1963-64
Average expectation of life (years)	32	48
Hospital beds (000 numbers)	113	214
Doctors (000 numbers)	56	79
Nurses (000 numbers)	15	35
Malaria incidence (million)	75	0.1
<i>Education</i>		
Literacy (percentage)	16.6	24.0
	(1951 census)	(1961 census)
Students in (i) Schools (million)	23.5	58.8
(ii) Universities (000 numbers)	302	1,060
Trained teachers (in schools) (million)	0.43	1.16
<i>Power</i>		
Installed capacity (million kW)	2.30	7.75
<i>Agricultural output</i>		
Foodgrains (million tonnes)	50.83	79.43
Sugarcane (molasses) (million tonnes)	5.71	10.26
Cotton (million bales)	2.91	5.43
Oilseeds (million tonnes)	5.16	7.10
Jute (million bales)	3.28	5.96
<i>Industrial output</i>		
Steel ingots (million tonnes)	1.47	5.94
Iron ore (million tonnes)	3.0	14.8
Coal (million tonnes)	32.8	66.3
Refined petroleum products (million tonnes)	0.2	7.9
Machine tools (value in million \$)	0.63	42.3
Paper and paper board (000 tonnes)	116	478
Bicycles (000 numbers)	99	1,259
Sewing machines (000 numbers)	33	282
Fertilizers (consumption) :		
Nitrogenous (000 tonnes of N)	56	381
Phosphatic (000 tonnes of P ₂ O ₅)	9	108
Sulphuric acid (000 tonnes)	101	602
<i>Communications</i>		
Railway freight (million tonnes)	93	192
Post Offices (000 numbers)	36	94

INDIA and AMERICA

	India	U.S.A.
Area (million sq. miles)	1.26	3.63
Population (millions)	475	192
Density per sq. mile	377	53
Population increase (% per year)	2.2	1.85
Arable land (million acres)	324	891
Arable land per capita (acres)	.72	4.64
Rice yield, lb. per acre	900	3,653
Wheat yield, lb. per acre	784	1,506
Cotton yield, lb. per acre	94	457
<i>Per capita consumption, lb. per year</i>		
Meat	4.4	163.7
Milk (fat)	6.61	17.63
Sugar	30.86	97.2
Cereals	309	158
Cotton	5.3	23.4
Crude steel	26.5	1,076
Energy (coal equivalent)	331	17,727