

# CLASS – 10

## SOCIAL SCIENCE

### Contemporary India-II

#### CH-7 : Lifelines of National Economy

#### Part – 4

#### Communication and International Trade

Pankaj Vaishnav

# OVERVIEW

1. Transport

2. Roadways

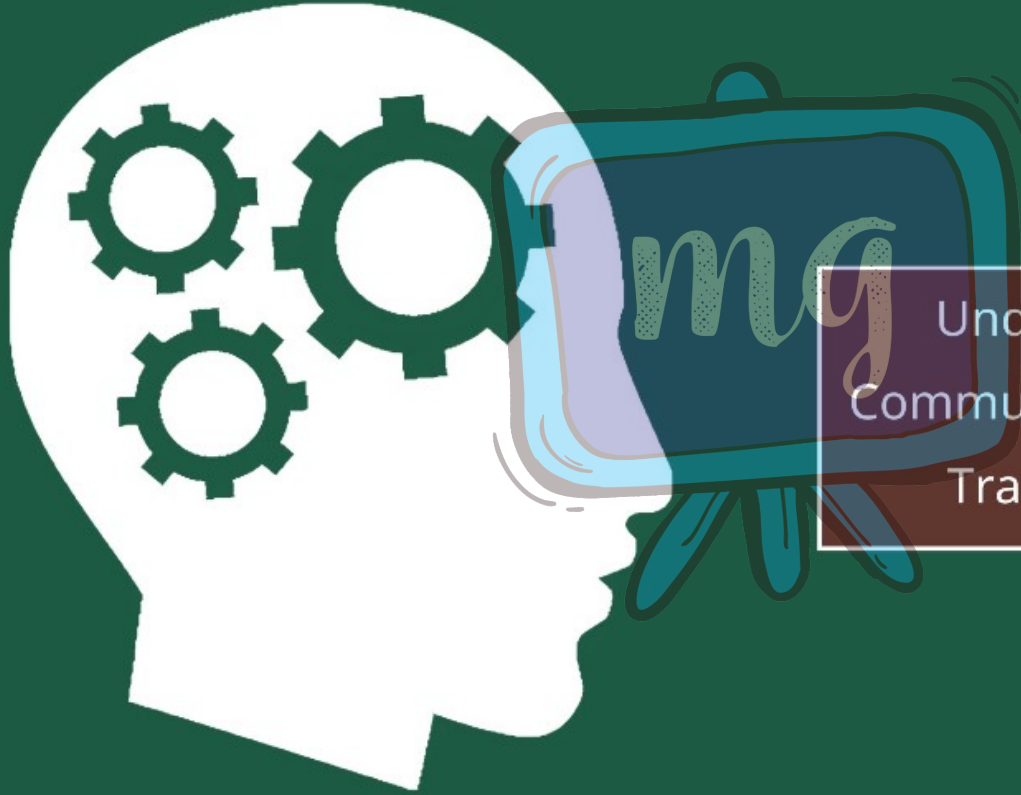
3. Railways and Pipelines

4. Waterways and Airways

5. Communication

6. International Trade

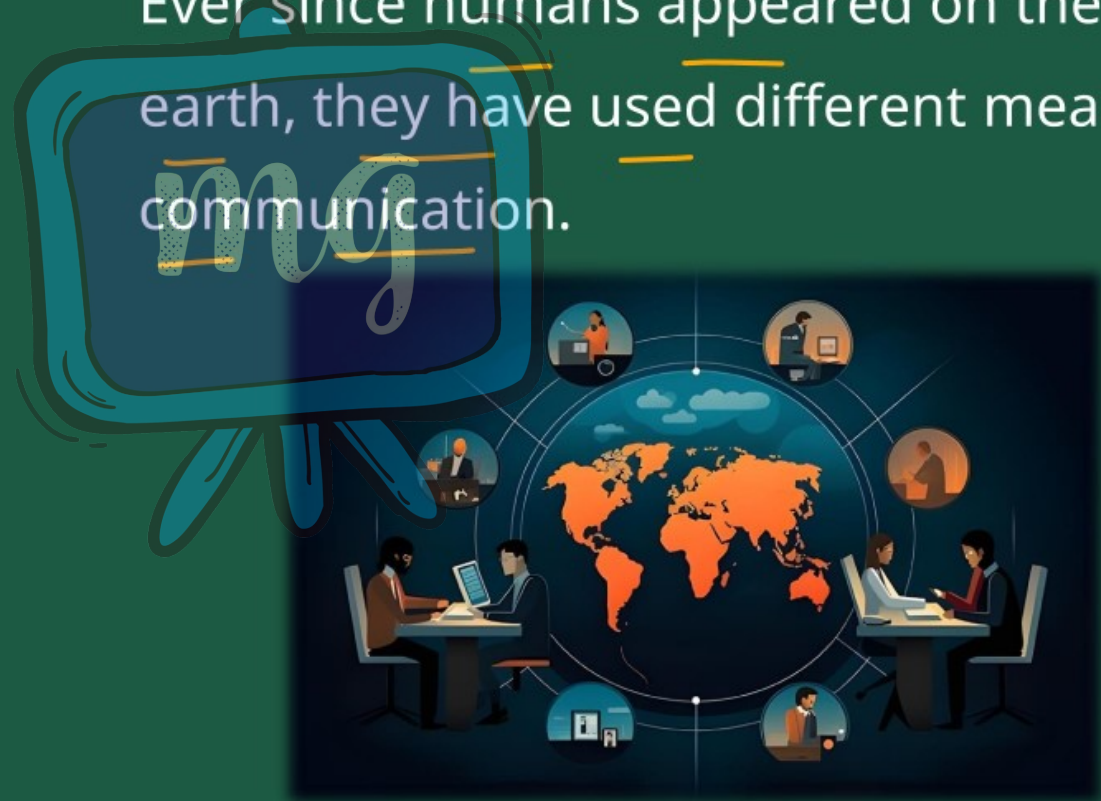
# COMPETENCY BASED LEARNING



Understanding the Role of  
Communication and International  
Trade in India's Economy

# COMMUNICATION

Ever since humans appeared on the earth, they have used different means of communication.



# MAJOR MEANS OF COMMUNICATION (IN INDIA)

✓ Personal Communication ✓

✓ Mass Communication ✓

✦ Television

✦ Radio

✦ Press

✦ Films



# PERSONAL COMMUNICATION

Indian Postal Network

Telecom Network



# INDIAN POSTAL NETWORK

☛ Largest in the world.

☛ Handles: -

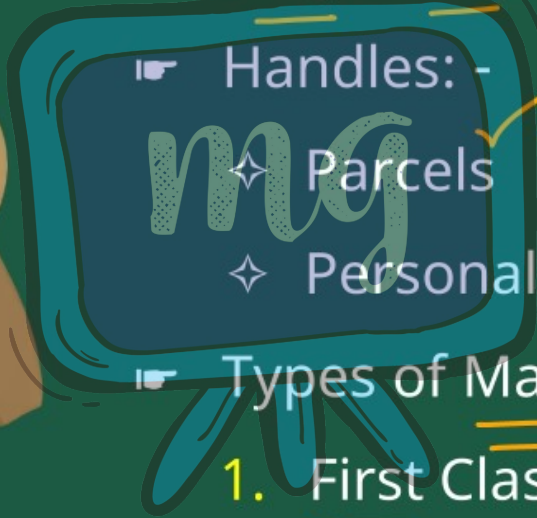
✦ Parcels

✦ Personal written communications

☛ Types of Mails: -

1. First Class Mail

2. Second Class Mail



## 1. First – Class Mail

- ✦ Cards and Envelopes.
- ✦ Airlifted between stations.
- ✦ Cover both land and air.

## 2. Second – Class Mail

- ✦ Book packets, Registered newspapers and Periodicals.
- ✦ Carried by surface mail.
- ✦ Cover land and water transport.

# MAIL CHANNELS

▶ To facilitate quick delivery of mails in large towns and cities, 6 mail channels have been introduced recently: -

✦ Rajdhani Channel

✦ Metro Channel

✦ Green Channel

✦ Business Channel

✦ Bulk Mail Channel

✦ Periodical Channel

## ✓ TELECOM NETWORK

- India has one of the largest telecom networks in Asia.
- This has been made possible by integrating the development in Space technology with Communication technology.

## ✓✓ SUBSCRIBER TRUNK DIALLING (STD)

- More than 2/3<sup>rd</sup> of the villages in India have been covered with STD telephone facilities.





- ▣ The Government has made special provisions to extend 24-hour STD facilities to every village in the country.
- ▣ There is a uniform rate for STD facilities all over India.

# MASS COMMUNICATION

- ▮ Provides entertainment to people.
- ▮ Creates awareness among people  
(About various National programs and policies)



# MASS COMMUNICATION



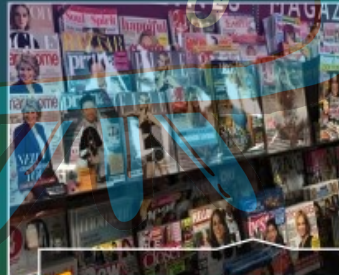
Television



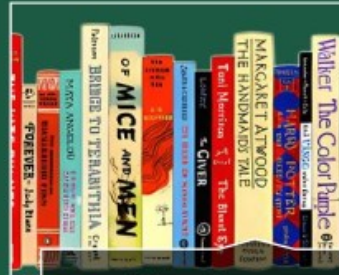
Radio



Newspapers



Magazines



Books



Films

# ALL INDIA RADIO (AKASHWANI)

✓  
Broadcasts a variety of programs in various languages.

✦ National ✓

✦ Regional ✓

✦ Local ✓



आकाशवाणी समाचार

Akashvani



## ✓✓ DOORDARSHAN

- ▮ National television channel of India.
- ▮ One of the largest terrestrial networks in the world.



सत्यम् शिवम् सुन्दरम्

- Broadcasts a variety of programs for people of different age groups.

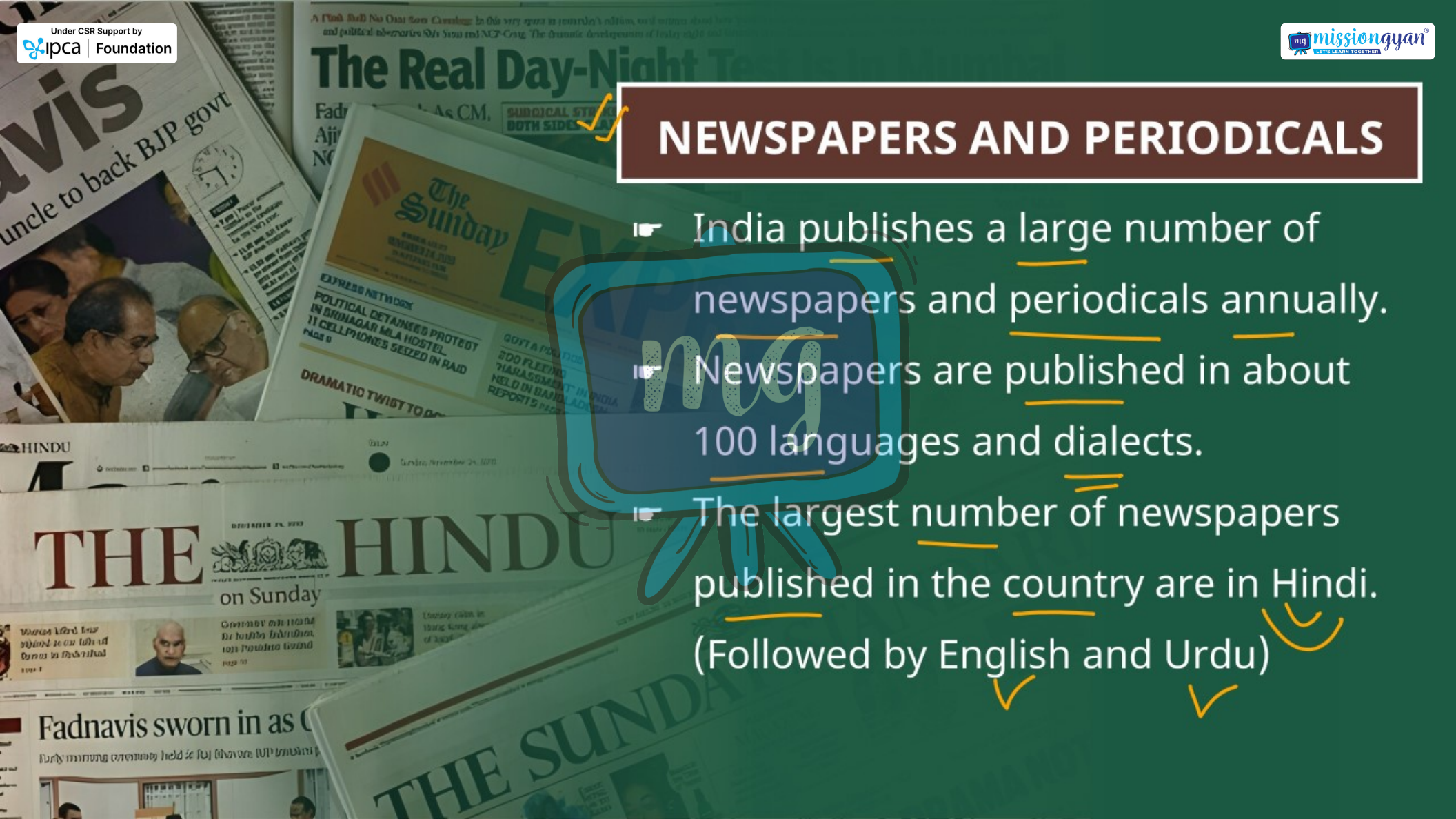
(Entertainment, Educational, Sports, etc.)



सत्यम् शिवम् सुन्दरम्

# NEWSPAPERS AND PERIODICALS

- India publishes a large number of newspapers and periodicals annually.
- Newspapers are published in about 100 languages and dialects.
- The largest number of newspapers published in the country are in Hindi. (Followed by English and Urdu)





## FILMS

India is the largest producer of feature films in the world.

India produces: -

◆ Short films

◆ Video feature films

◆ Video short films



# CENTRAL BOARD OF FILM CERTIFICATION (CBFC)

Authority to certify: -

Indian Films

Foreign Films



CENTRAL BOARD OF FILM CERTIFICATION  
केन्द्रीय फिल्म प्रमाणन बोर्ड

# DIGITAL INDIA

- ☛ Umbrella program.
- ☛ To prepare India for a knowledge-based transformation.



***Digital India***  
Power To Empower

## Focus

◆ On being transformative to realize



# ✓✓ INTERNATIONAL TRADE



## Trade

Exchange of goods.

(Among people, states and countries)

## Market

Place where such exchanges take place.

## Local Trade

Carried in cities, towns and villages.

## International Trade

- Trade between 2/more countries.
- May take place through: -

- Sea Routes

- Air Routes

- Land Routes

# IMPORTANCE OF INTERNATIONAL TRADE

1.

It is an Index to Economic Prosperity

2.

No Country can Survive without it as the Resources are Space-Bound



# COMPONENTS OF TRADE

2 Major Components: -



## ▮ Balance of Trade

Difference between a country's  
export and import.

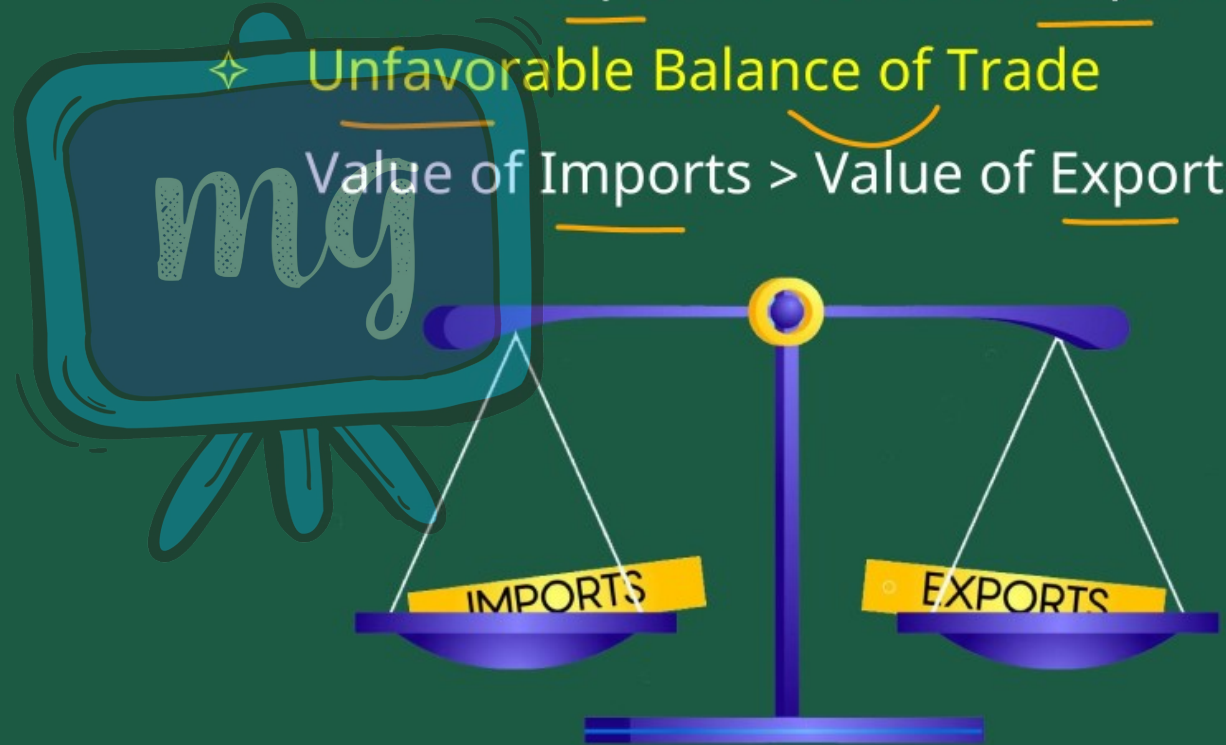


## ✦ Favorable Balance of Trade

Value of Exports > Value of Imports

## ✦ Unfavorable Balance of Trade

Value of Imports > Value of Exports



# INDIA'S TRADE RELATIONS

- India has trade relations with: -
  - All geographical regions of the world.
  - All major trading blocks of the world.



## Commodities Exported from India



Gems and Jewellery



Chemicals and Related Products



Agriculture and Allied Products

## Commodities Imported in India



✓ Gems and Jewellery



✓ Petroleum



✓ Chemicals



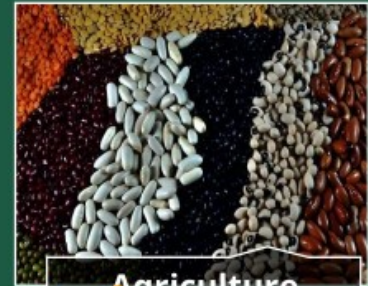
✓ Base Metals



✓ Electronic Items



✓ Machinery



✓ Agriculture Products

# INDIA'S SOFTWARE EXPORT

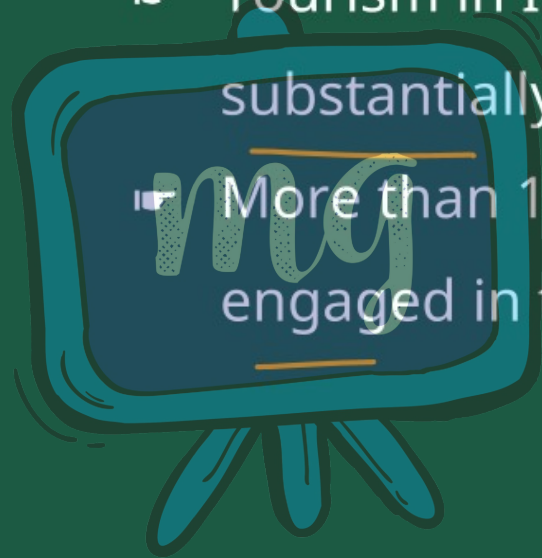
- India has emerged as a software giant at the international level.
- Earning large foreign exchange through the export.

mg



# TOURISM

- ▮ Tourism in India has grown substantially over the last 3 decades.
- ▮ More than 15 million people are directly engaged in the tourism industry.



## Advantages of Tourism

✔ Promotes national integration.

✦ Provides support to local handicrafts and cultural pursuits.

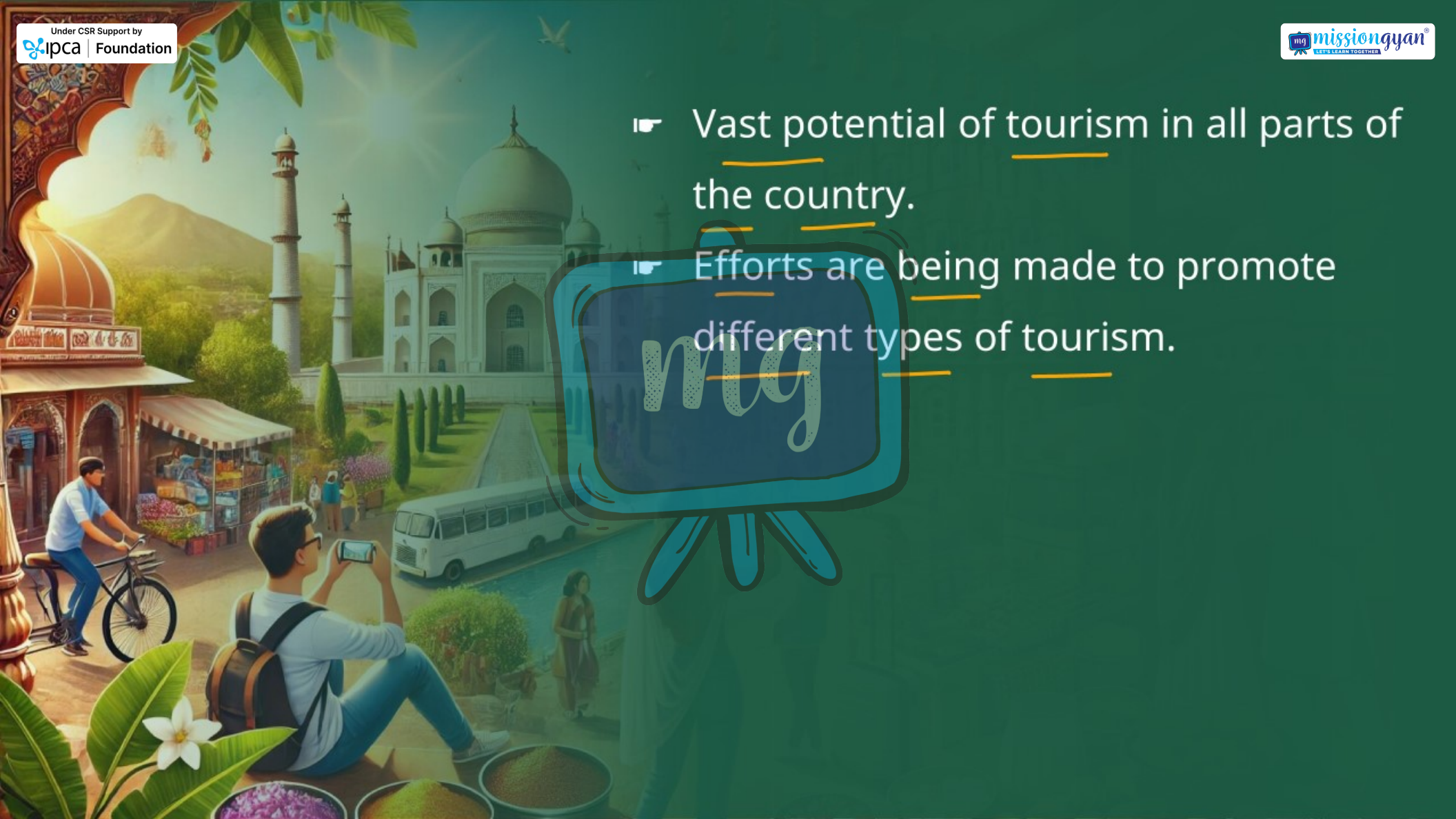
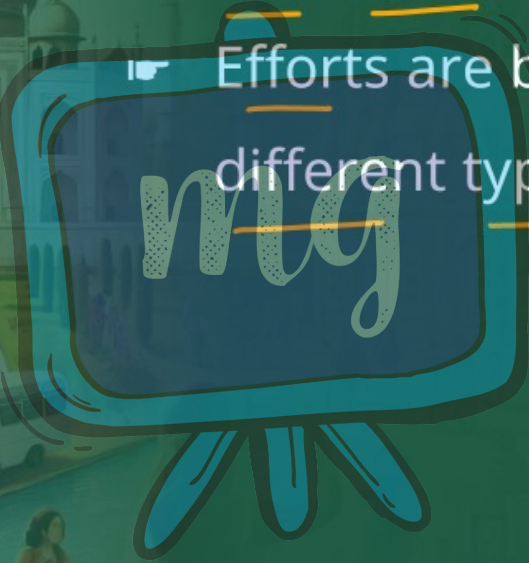
✦ Helps in the development of international understanding about our culture and heritage.



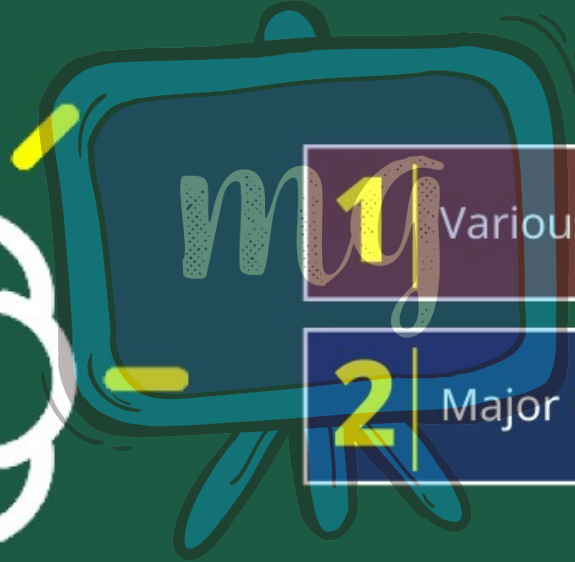


➤ Vast potential of tourism in all parts of the country.

➤ Efforts are being made to promote different types of tourism.



# LEARNING OUTCOMES



1 | Various Means of Communication

2 | Major Exports and Imports of India

# ASSESSMENT



1

What is the primary function of the Indian Postal Network?

- A Broadcasting news
- B Handling parcels and personal written communications
- C Providing internet services
- D None of the Above

# ASSESSMENT

2

In which language is the largest number of newspapers published in India?

A English

B Hindi

C Urdu

D Bengali

# ASSESSMENT

3

Which term describes the difference between a country's exports and imports?

- A Trade Deficit
- B Trade Surplus
- C Balance of Trade
- D Economic Trade