CHAPTER II

2.0.0 BACKGROUND TO THE STUDY-2

2.1.0 For a sociolinguistic study of the use of language in a professional context, it is imperative to understand the nature of the profession and of the setting in which the people in that profession function. In other words, an insight into the following is important, (a) requirements of a particular profession in general (b) of a particular job within the profession in particular, and (c) the communication network in the context of the job. To study the use of language by doctors, for example, it would be necessary to understand the differences between the administrative set up of Government general hospitals, hospitals for specific diseases, and private nursing homes; also, it would be necessary to know the kind of people doctors interact with while they are on duty. The necessity for background information is based on the assumption that language functions in a social context and not in the abstract. In addition to reasons within the individual, there are a large number of variables in a social context that are associated with an individual's choice of a particular language and its use in a multilingual setting for communication with other people. Any study on the use of English or any other language in a professional context, therefore, presupposes an understanding
of that context. In the present project on the use of English in industries, an understanding of classificatory concepts like public sector, private sector, cooperative sector in the Indian context was considered crucial to the first phase in planning and organizing a project on the use of English in industries. An awareness of the forms of organization was one of the factors that determined my choice of industries for the selection of a sample for the present study.

According to Fernandes, "the term public by itself connotes ownership, management and control by public authorities as opposed to the term private where ownership, management and control is in the hands of private individuals" (Fernandes, 1980:55-56). The term public sector "only describes one face of the coin, namely the concept of ownership, management and control. It does not seek to explain the nature of the public sector activity." (Ibid). In some countries, in the U.S.A., for example, the term public sector covers every conceivable activity of public authorities including foreign policy and defence. In India on the other hand, the term public sector is restricted to Public Utility Services, Statutory Commercial Corporations, Joint Stock Companies, Publicly owned and Mixed Enterprises with Public Majority.

Fernandes says that there are four possible angles
from which the classification of public enterprise could be viewed:

I. from the angle of the intent and purpose of the organization.

II. from the angle of its legal and constitutional framework.

III. from the angle of structure and organization.

IV. from the angle of the area of economic activity in which the enterprise operates.

In the case of I an organization set up for commercial purposes is without doubt a public enterprise.

II. From the legal and constitutional angle three basic patterns have evolved:

(a) The Departmental Undertaking is a public enterprise in which activity is being executed as an integral part of the Government itself. In India, for example, the post and telegraph department and the railways are departmental undertakings.

(b) Statutory Corporations are public enterprises established by acts of Parliament or presidential decrees (depending on the form of Government) as independent corporations having status of their own. In India, organizations like Life Insurance Corporation, Air
India, Industrial Finance Corporation are statutory corporations created under acts of the Indian Parliament.

(c) Public Companies.

There is a growing trend to avoid the departmental or statutory corporation form of legal basis and to register public enterprises under the normal industrial company law of the country. "The enactments governing the registration and operation of companies are made equally applicable to privately owned companies or to public sector companies." (Fernandes, 1980:61). The only difference between the private companies and the public companies lies in the ownership and shareholding. In public companies the Government has a majority ownership, that is, more than 50 percent of equity (Narain, 1980:3). In India, along the lines of central public sector undertakings there are joint sector undertakings in the States—a joint venture by the State Governments and a private party.

The third possible classification would look at the organizational pattern and structure of the institution. Among the possible alternative patterns are the following:

(a) **Single Unit Enterprises and Multi Unit Enterprises:**

It is possible to conceive of a public enterprise with a single unit located at one single place. For example, an oil refinery. It is equally possible, to have a
single public enterprise with a number of production units. "This is the pattern increasingly in evidence" (Fernandez, 1980:62).

(b) **Composite Operations:** The concept of a public enterprise organized for composite operations assumes that it has one basic activity but that it has expanded its functions through horizontal and vertical integration. For example, a public enterprise steel company is engaged primarily in the production of steel but it could expand its activities upstream by operating its own coal mines and iron ore mines. It could expand sideways by establishing construction companies and consultancy companies and could expand downstreams by moving into the field of transportation and shipping.

(c) **Multi Product Enterprises:** These enterprises are set up not for the production of any single item but for a range of items. An example of this kind of enterprise in India is Hindustan Machine Tools, which initially manufactured machine tools but later watches and even bulbs.

IV. **The Operational Area**

The range of economic activities in which public enterprises are engaged is very wide. They cover the fields of agriculture, the entire gamut of industries, banking and
finance, trade and commerce and a variety of services.

2.1.1 A public enterprise could thus be classified according to these four dimensions mentioned by Fernandes. If the public sector undertakings selected for the study, (Hindustan Machine Tools, Electronics Corporation of India Ltd. and Sree Rayalaseema Paper Mills -- a joint sector undertaking) are classified along these dimensions, from the legal and constitutional angle they are public companies. While ECIL and SRPM are single unit Enterprises, HMT is a multi unit, multi product Enterprise. The operational area of all the three undertakings is industries, that is, electronics, paper and machine tools. It might be argued that a matrix can yield a wide variety of combinations that would distinguish one public enterprise from another, and that data for a study of the use of English in industries could be drawn from different categories of public enterprise alone. Underlying these differences, however, is a factor common to all forms of public enterprise -- Government control, which makes the differences between the various public enterprises, those of degree rather than kind. Industries in the 'private' sector I felt would provide an effective contrast to those that are in the 'public' sector. Though the private sector is governed by the regulations imposed by the Industries Development and Regulation Act and other legislation and is encouraged by
the State, and though the State gives special assistance to enterprise organized on cooperative lines for industrial and agricultural purposes, the development and control of this sector is mainly in the hands of individuals. The basic difference is thus one of ownership, management and control. This factor can play an important role in the employees' patterns of linguistic behaviour, that is, their choice of language for communication at work, and can also influence their attitudes to English and the Indian languages. Keeping this in view, I selected industries from both the public and private sector in Andhra Pradesh. Before establishing criteria for the selection of industries, I found that it was essential to obtain information on industry and industrial development in Andhra Pradesh, from where industrial organizations for the study were selected.

2.2.0 Industry and Industrial Development in Andhra Pradesh

Andhra Pradesh is an industrially backward State. That the share of the industrial sector is rather poor compared to that of agriculture is borne out by the fact that industries contribute only 16.8 percent of the State's total income. The relatively low level of industrial development is evident from the State's 8th position in factory employment, 9th position in per capita industrial output and 10th position in per capita value added by manufacture, among the States
India (Planning Atlas of Andhra Pradesh, 1974, iii). Despite these facts it is a fast growing sector of economy and therefore vitally important. Moreover, with the location of major public sector projects such as Bharat Heavy Electricals Limited, Hindustan Aeronautics Limited, Hindustan Machine Tools, Electronics Corporation of India Limited, Indian Drugs and Pharmaceuticals Limited, Nuclear Fuel Complex and Synthetic Drugs in Hyderabad, the State Capital, and of Hindustan Shipyard, Bharat Heavy Vessels and Plates, and Coromandel Fertilizers in Visakhapatnam, Andhra Pradesh has a firm place on the industrial map of India. However, though Hyderabad and Visakhapatnam do rank among the major industrial centres of the country they are not representative of the overall depressed industrial condition of the State. There are three broad economic and administrative regions in Andhra Pradesh.

(a) Coastal Andhra
(b) Rayalaseema
(c) Telangana.

The distribution pattern of industries and workers at the taluk level in the three regions reveals the following characteristics:

(a) Coastal Andhra

Industrially coastal Andhra is by far the best developed.
It contains over 56 percent of the total number of industrial units and workers in the State. The industrial base is diversified in most of the sub divisions (taluks). The units in the taluks of the delta districts are larger in size and employ larger numbers of workers as compared to those of the other taluks in the region. Agro-based industries are dominant in the districts. In Visakhapatnam however, transport, machinery and chemical industries are the dominant ones.

(b) Telangana

A large number of the taluks in Telangana have either no industries or they have only single types of industrial units which are small in size and are largely agro-forest or mineral based. Paradoxically, the taluks of Eastern Telangana rich in power, mineral and forest resource -- are devoid of industrial development. Hyderabad city, however, has a highly diversified industrial base with machinery, transport, printing and miscellaneous items of manufacture as the dominant types.

(c) Rayalaseema

Although the industrial base of Rayalaseema is weak it has a rather diversified development. The fact that a large number of taluks have more than five different types of industrial units is evidence of this. These units are, however, rather small in size. The region is marked for the
absence of powerful urban centres capable of quickening the pace of development there. (It has only one Class I town, viz. Kurnool which has a population of 1,36,710).

A notable feature of industrial development in the State in the past few years is a phenomenal increase in the number of small scale units registered with the Directorate of Industries, from 12,469 at the end of 1968 to 25,866 at the end of 1971 (Industrial Potential Survey, A.P., 1974, p.47). The units in the small scale sector are very small ones. These units employ a very small number of workers, and are therefore not suitable for one to draw one's data from for a study of the kind undertaken.

The present project has drawn its data from industries (public and private) situated in the city of Hyderabad in the Telangana region, and the taluks of Kurnool district in the Rayalaseema region.

2.3.0 Hyderabad and Kurnool Districts: A Demographic Picture

Hyderabad district has an area of 7707 square kilometres, a population of 27,91,762 (1971) only about 50% of which lives in rural areas and the rest in urban areas. There are 17 towns and 1035 villages in the district which includes Hyderabad city. 40.37% of the population in the district is literate. In Hyderabad city there are 5 pre-primary schools, 376 primary schools, 182 upper primary
schools, 216 independent (private) high schools and 13 higher secondary schools. The twin cities (Hyderabad and Secunderabad) alone have 15 Government colleges and 38 private colleges with intermediate courses. There are several other university colleges, medical, engineering, homeopathy colleges and polytechnics (Statistical Abstract of India, 1977:197). Of all other districts in the State Hyderabad is the most industrialized. There are 100 major and medium industries and also several industrial estates including one for technocrats and another for the self-employed. As in 1975-76 the number of factories that come under the definition of the Factories Act is 973 with a fixed capital of ₹52,968 lakhs employing 93,224 workers contributing to a total output of ₹60,978 lakhs. Of the 22 central public sector industries located in Andhra Pradesh approximately 41% are in and around Hyderabad district e.g. Bharath Heavy Electricals Limited (BHEL), Indian Drugs and Pharmaceuticals (IDPL), Hindustan Aeronautics Limited (HAL), HMT, Modern Bakeries, Nuclear Fuel Complex (NFC), Mishra Dhatu Nigam (MIDHANI), Praga Tools and ECIL.

Hyderabad being the fifth largest city in India is a cosmopolitan city. Though the official languages are Telugu and English and the languages used by the local population are mainly Telugu and Deccan Urdu, a large number of other Indian languages are used for intragroup communication by those who come from other parts of the country.
In contrast to an industrially developed district like Hyderabad I have selected an industrially backward district i.e., Kurnool. A major paper mill off the small town of Kurnool, 2 spinning mills in Adoni, and one textile unit in Yemmiganur also form part of the study. They all differ in at least one respect from the industries in Hyderabad i.e., they are situated in small developing towns whereas the industries in Hyderabad are situated in a highly developed and industrialized city. These industrial organizations are in view of this difference treated as 'rural' industries in this study, though in the strict sense of the term they are not 'rural' industries either in terms of their size or their location.

Kurnool district has an area of 18,799 square kilometres, a population of 19,82,090 (1971) distributed over 10 towns and 918 villages. 692 out of 918 villages have electricity. In contrast to the rural population in Hyderabad district, 15.69 lakhs of the 19.82 lakhs people live in rural areas and only 3.97 lakhs live in urban areas. There are 10 towns each with the following population, Adoni: 85,311, Atmak: 15,837, Banaganapalli:10,643, Buggumpalle:7,803, Dhone:16,047, Kurnool:13,6710, Nandikothur:16,329, Nandiyal:63,193, Srisailam:20,311, and Yemmiganur:30,265 (A.P. Year Book 1980:189-91)
The industries located in the district are a major paper mill, a vanaspati factory, textile and spinning mills, oil mills, a cement factory and other mineral based units. According to the Annual Survey of Industries there are 367 factories in all. Kurnool, (district headquarters) has a total population of 2,06,001. The languages spoken by the people are mainly Telugu and Urdu. There are 11 banks that carry out their transactions in English, Telugu, and Urdu and 4 agricultural societies whose transactions are carried on in Telugu only. The town has 3 Arts Colleges that offer Telugu, English and Urdu as the medium of instruction, a Medical College where the medium of instruction is English only, 11 high schools with Telugu and Urdu as the medium of instruction and 49 primary schools. The major industries in the town are vanaspati, washing soap, edible oils, carbide paper mills.

2.3.2 Adoni is a taluk headquarters in Kurnool district. The languages spoken by the people are Telugu, Kannada, Urdu and Gujarati. It has an Arts College with English and Telugu as medium of instruction, three higher secondary schools with Telugu as medium of instruction, 1 higher secondary school with Urdu as medium of instruction, and 1 higher secondary school with Kannada as medium of instruction. There are 20 primary schools.

2.3.3 Yemmiganur has recently been given the status of a
taluk headquarters. It has 30,000 inhabitants of whom 52% belong to the weaving community. The languages used by the majority of the people are Telugu/and/or Kannada. The taluk has one Telugu-medium junior college (Intermediate), 3 higher secondary schools and 13 primary schools. There are two main industries in Yemmiganur -- cloth-making (handlooms and powerloom), and shoe-making. There is also a yarn mill. As is evident this taluk is smaller in size and has a smaller population, fewer educational facilities and fewer commercial establishments than Kurnool and Adoni. More than half the population belongs to the weaving community and is either illiterate or not very highly educated. I therefore expected that much less English would be used in this taluk than in Kurnool and Adoni.