

## Appendix - M

Lesson Plan - Traditional plus Brainstorming

VIII Std

Topic: North America: Industrial development

Geography

Date : 17-11-75

List ideas how North America achieved success in manufacturing industries.

- T. Why fruits are grown largely in Californian valley?
- S. In California, the mediterranean type of climate is prevailing, which is more suitable for fruit industry.
- T. How a few farmers could cultivate large farms, in North America?
- S. There, the cultivation is done by mechanisation. Therefore it is possible for a few people to cultivate large fields.
- T. What is mixed farming?
- S. A combination of crops and rearing of animals for their products on the same farm is known as mixed farming.
- T. Very good. So for a profitable agriculture, the Americans have certain facilities and they follow certain practices. Like that, let us discuss in this class the factors responsible for their success in manufacturing industries.
- Before that I want to introduce a few terms. Do you know what is 'free enterprise'? (To write it on the black board)
- S. Allowing freely to do what they like.
- T. Yes. (if not given, the teacher to explain) In America, most of the industries are in the hands of individuals and private companies. They at their own do mass production. They also try to increase the sale of their production. It is not the case with the socialistic countries or where public sectors are in large numbers. You must have heard about 'hire purchase scheme'. What is it? (To write it on the black board)
- S. We get articles paying the value by instalments.

T. Yes. This system was first originated in America. The manufacturers wanted to sell their production quickly. To increase their sale they introduced this scheme. This system enables the buyers to pay the price of the goods in easy instalments. The next term is 'technology or knowhow' (To write it on the black board).

S. The knowledge to do things.

T. Yes. To improve the knowledge of production, continuous research is going on. Each and every factory has got a research department. Researches are made continuously to improve the quality of goods and to bring down the cost of production.

Now, you will come out with your ideas for 'How North America achieved success in manufacturing industry'. (Brainstorming)(To write down the points given by the students on the board)

A. They do research and thus improve the quality of production.

T. Yes.

B. There is free enterprise in America. It helps for its success.

T. Yes.

C. They sell more goods, through hire purchase system.

T. Good.

D. They produce in bulk. Therefore price is low. They do more sales.

T. Nice.

E. They advertise all over the world. Thus they try to sell more goods.

T. O.K.

G. They do specialisation. Each producer is an expert in his production.

T. Very good.

G. They are refining their quality by constant research.

T. Right.

Silence for a while. Teacher asks, What are the basic needs for an industry?

H. Raw materials, It is available in America in plenty.

T. Yes. Raw materials for many industries are available locally.

I. Energy also is available in abundance.

T. Fine.

J. Market is more important for flourishing an industry.

T. Yes. There is a great demand for American goods.

J. Americans are rich. They can produce more.

T. O.K.

K. There is keen competition among the manufacturers. They therefore bring down the prices.

Silence for sometime.

The teacher starts the evaluation session with the help of the students. The overlapping, and the irrelevant points are eliminated and the right ones are accepted.