

# TOBACCO BOARD INDIA

## GUNTUR

### GUIDELINES FOR TRADE IN DEVELOPMENTAL ACTIVITIES

#### INTRODUCTION

FCV Tobacco is a regulated crop and Tobacco Board was established with the mandate to regulate cultivation and curing of FCV tobacco in India so as to ensure fair and remunerative prices to growers. As such every aspect of tobacco cultivation i.e. nursery to sale of tobacco are under regulatory control of Tobacco Board. **Entire chain of activities from Seed to Sale of the product is under the custody of Tobacco Board.** No person shall grow Virginia tobacco seedlings for commercial purposes; grow FCV tobacco without obtaining registration from the Board. No person shall construct and or operate a barn for curing of Virginia tobacco unless he obtains a license from the Board. There are stringent restrictions on extent of area planted, quantity of tobacco produced and cured. Production of tobacco in excess of authorized limits and without registration from Board is subject to levy of heavy penalties deterring the farmers from doing so. FCV Tobacco **cultivation in India is not under the contract farming.** In view of this, it is not possible for the trade to take up activities freely as they do under Contract Farming/IPS systems.

In view of regulatory powers vested with the Board, Board closely regulates, tracks, monitors the activities related to field trials/ demonstrations/extension and developmental activities in cultivation of Tobacco especially in the fields of registered FCV growers in the interest of sustainability of FCV tobacco cultivation and to safe guard the overall interest of growers and entire Tobacco Industry.

#### **Need to streamline the procedures for the safe conduct of on-farm trials or demonstration plots and extension & developmental activities:**

The concerns for environment and sustainability in FCV tobacco production are increasing day by day and the customers are insisting on product integrity which encompasses use of **Good Agricultural Practices** (GAP) in producing a quality crop while protecting, sustaining or enhancing environment with regard to soil, water, air, and animal and plant life. In these circumstances, there is every need to streamline the procedures for the safe conduct of on-farm trials or demonstration plots and extension & developmental activities and methodical evaluation of the same.

In view of this the following **revised guidelines** are issued for implementing extension & developmental activities and for conduct of on farm trials and demonstrations by exporters and manufacturers in the fields of FCV tobacco growers for compliance by all concerned.

### **Guidelines for the conduct of on-farm trials/demonstrations and extension & developmental activities**

These guidelines are intended to provide **guidance to the applicants** for implementation of extension & developmental activities and for conduct of on-farm trials or demonstrations and are not intended to explicitly define all the requirements for the conduct of the on-farm trials / demonstrations or extension & developmental activities. Further terms and conditions as may be required basing on individual application will also be stipulated while giving the approval.

#### **1. Approval for conduct of On-farm trial or Demonstration or implement extension & developmental activities:**

Any agency or organization or company wishing to implement extension & developmental activities or conduct the on-farm trial or demonstration in the fields of registered growers **shall apply and obtain the prior approval of Tobacco Board well before the start of the season.**

#### **2. Who can apply for conduct of on-farm trials/demonstrations/ extension & developmental activities:**

All the tobacco manufacturers, exporters who are registered with the Board; Customers of Indian tobacco through their suppliers who are registered with the Board; Government organizations involved in agriculture research; Reputed manufacturers of tobacco crop inputs and crop cultivation machinery can apply for permission for conducting on farm trials/ demonstrations or extension & developmental activities . Exporters and manufacturers applying for permission **should not have violated any of the provisions of the Tobacco Board Act, Rules and Regulations** and terms and conditions of certification of registration or licence or directions issued and stipulations laid down by the Board. Other pre- requisites are

- Allocation of enough financial resources
- Appointment of technical personnel
- Support of a global customer or requirement of global customer

### 3. Application:

The application for on farm trials or demonstration shall indicate the purpose of activity along with detailed information/data package regarding the event/subject of the on farm trial. The application shall clearly say the areas and extent they require for implementing their activities and also summarize the inputs they will need and expected results.

- It shall confirm to the Good Agricultural Practices (GAP) prescribed and also shall not go against industry norms or shall meet minimum standards for leaf chemistry and smoke flavor. (For example, as the industry is very particular about not allowing GMOs in tobacco cultivation, any on-farm trials or demonstration involving GMOs will not be allowed).
- The proposed activities should be within the ambit of Board's mandate and it should not alter or change substantially the present model or system (eg. proposals to alter the existing barn structure and size etc.)
- Any innovation or new technology intended for testing shall have been thoroughly tested in the research institutes and cleared for trial in farmers' fields by the CTRI or any such research Institute. It shall not compromise the interests of growers and present system of cultivation.
- Experimentations and testing new technology or inputs without clearance for field trial by CTRI will not be allowed.

### 4. Time of Approval:

The application for conduct of on farm trial or demonstrations and extension & developmental activities in Karnataka shall be submitted in the month of February and that of Andhra Pradesh shall be submitted in the month of May or well before start of crop season in the respective states.

### 5. Selection of Farmers:

FCV tobacco growers registered with tobacco board for the current season shall be selected.

- Grower, as a partner, should be informed of the whole procedure of on farm trial or demonstration or extension & developmental activities involved and the consent letter of the grower for undertaking on farm trial or demonstration plot or extension & developmental activities shall be obtained and attached to the application.

- The grower selected should not have violated any of the provisions of the Tobacco Board Act, Rules and Regulations and terms and conditions of certification of registration or licence or directions issued and stipulations laid down by the Board during previous crop seasons.
- The proposed areas for developmental activities should cover small/marginal Farmers who produce low yields per hectare, as these areas are very much needed for development.

**The exporters/manufacturers should submit village wise beneficiaries list to the Tobacco Board along with application**

**6. Selection of site:**

The soil and water of selected site shall be suitable for growing FCV tobacco and shall represent majority of the fields in that soil region. A map of the field selected for on-farm trial or demonstration or for implementation of extension and developmental activities shall be attached to the application.

**Areas of low yields which need to be developed shall be the target areas.**

**7. The size and number of on-farm trials/demonstration or extension & developmental activities:**

On farm trials shall be limited for one acre (0.4 ha. farm trial). The size of the site selected and number of demonstrations shall be as per the convenience of the applicant. For implementing extension and developmental programmes whole village adoption or a contiguous belt comprising of few villages is suggested.

**8. Focus areas:**

Proposals for undertaking developmental activities shall cover the following focus areas for **better improvement of Yield, Quality, Integrity, and Sustainability of Tobacco Cultivation:**

- **Integrated Nutrient Management** for improvement of soil health by encouraging growers for In situ green manuring through supply of green manure seeds and supply of bio fertilizers. Soil testing for correct recommendation of fertilizers and promoting organic farming concepts.
- **Encouraging Green nursery technologies** by promoting tray nurseries concept through supply of Trays along with coco peat medium.

- **Improvement of yield and quality** of Tobacco through testing of pipe line varieties, improved package of practices etc
- **Promoting Integrated Pest Management practices** to reduce application of Crop Protection Agents(Pesticides) through supply of Pheromone Traps and Lures to monitor pest population and supply of trap crop seeds/seedlings to control pest attack, supply of Bio Pesticides like Trichoderma harzianum and Pseudomonas fluorescens for control of soil borne diseases.
- Integrated Grading Facility to eliminate NTRM and create hygiene condition for **Post Harvest Product Management** by providing clean hygiene floor and supply of Tarpaulins.
- **Promoting energy conservation measures** through Ventury Furnace Insulation/Glass Wool Roof Insulation of barns/ turbo ventilators for better ventilation.
- **Distribution of literature** to growers on various Good Agricultural practices covering Nursery to Marketing of crop.
- **Semi-mechanization** of various operations in cultivation of tobacco

#### **9. Monitoring of the on farm trials/ demonstrations or extension & developmental activities:**

The on farm trials may be researcher managed or jointly managed by researcher and the farmer.

- The extension & developmental activities shall be implemented **under the head of an experienced agronomist.**
- The officers of the **Tobacco Board have the authority to inspect** on farm trials or demonstrations at the time of planting, during the growing and harvesting season and post harvest season.
- The **monitoring teams will also have the authority to inspect** the records of the on farm trials.
- The companies shall **organize joint visits with Board officials** at regular intervals.

With regard to implementation of extension & developmental activities, they shall be **conducted in coordination with officers** of Tobacco Board and preferably in partnership with Tobacco Board.

**10. Growers' compensation for loss if any:**

The permitted agency shall under take to **compensate** grower adequately in case of **yield loses/quality loss** and towards any additional expenditure that may be incurred by the grower for following the practices as advocated by the applicant. The details of these agreements shall be informed to the Board.

**11. Sale of tobacco from on farm trials:**

The tobacco produced in non-farm trials/ demonstration plots and from the fields where extension & developmental activities are implemented **shall be sold on auction platforms** of the Board as per the provisions of the Tobacco Board Act & Rules. The permitted agency **shall not pay more than the ruling market prices** for the tobacco producing on farm trials. In case the permitted agency wishes to **compensate to the grower, he shall be compensated separately but not through the Auction prices.**

In case The permitted agency wish to **retain the tobacco produced** from on farm trials for **further analysis for leaf chemistry and smoke characteristics**, The permitted agency shall **make a request in the application itself with full justification** along with the quantities required for analysis so as to enable the Board to take decision on this matter before the hand on the merits of each case. In no case the tobacco produced in the villages where extension & developmental activities are implemented will be allowed to be procured by the permitted agency alone.

**12. Records and reporting**

The permitted agency shall **maintain all the compliance records as prescribed in Good Agricultural Practices (GAP)** in mandatory formats and shall be made available to the monitoring authorities open to the request.

Information on developmental activities being carried out in fields should be **reported periodically to Board**. The permitted agency shall submit preliminary and midterm reports on their activities in detail to the Regional Manager concerned and also to Head office.

### **13. Final on farm trial or demonstration report**

The permitted agency shall submit a final on farm trial or demonstration report or report on implementation of extension & developmental activities to Tobacco Board within two months after completion of harvest. The on farm trial or demonstration reports must summarize the completed trial including the methods, observations data and analysis of the event along with cost benefit analysis for farmers.

#### **Standard terms & conditions for implementation of extension and developmental activities and conduct of on farm trials / demonstrations**

The following terms and conditions shall apply for conduct of all on farm trial or demonstrations and extension & developmental activities and shall be appended to each letter of approval for conducting on farm trials demonstrations or extension & developmental activities.

- 1) Field Trails, Field demonstrations, field interaction with growers by **trade are not permitted without authorization of Tobacco Board.**
- 2) The permitted agency shall ensure that they **adhere to the policy** of the Board in regulating tobacco production and improvement of yields and quality of tobacco to match the **requirements of International customers and improve the brand image of Indian tobacco.**
- 3) The permitted agency shall **not indulge in any criticism** on Production policies of Board or work against the policies of the Board.
- 4) The permitted agency shall ensure that the (use of) varieties, crop protection agents and cultural practices being tested or demonstrated **confirm to Good Agricultural Practices and also to the industry norms.**
- 5) The varietal trials **shall confirm to official varietal and registration programme with due compliance to plant breeders rights.**
- 6) The activities should cover **Pre-Nursery to Final Auctions** and the results shall be shared with the Board periodically
- 7) Any general interaction with the **cross section of growers** should be taken up with **prior approval of the Board** and the discussions shall be shared with the Board.
- 8) The permitted party shall **put a Board at the trial site** indicating the purpose and duration of the on farm trials/demonstration/ extension & developmental activities conducted at trials site and the authority under which the on farm trials/ demonstrations/ extension & developmental activities were approved.

- 9) The permitted party shall **send periodic reports one each and every activity at the trials site**. The permitted party shall be in constant touch with regional authorities of Board and shall keep them apprised of their day to day activities
- 10) The permitted party shall **maintain all the records** of on farm trial or demonstrations and extension & developmental activities.
- 11) The permitted party shall **submit a report summarizing the details** including observations, data, the methods of observation and analysis.
- 12) Any **visits by Global customers to the adopted areas/ on farm trials/ demonstrations shall be along with Board's officials and with prior approval of the Board**.
- 13) The **monitoring authorities shall be allowed for inspection** during regular business hours to the place where on farm trials/ demonstrations is located and to any records relating to on farm trials. **Joint visits of Board staff and implementing personnel** shall be organized regularly.
- 14) The permitted agency shall **select the growers from the registered growers** of Tobacco Board and village wise grower wise particulars and the extent of area covered on each of farm trials/ demonstrations / extension & developmental activities shall be informed to Board.
- 15) The permitted agency shall also **give the particulars of the site selected** for conducting on farm trial/ demonstration/ extension & developmental activities and must include a detailed map of the trial site.
- 16) Farmers of the **surrounding areas should be given the opportunity to see** the on farm trial or demonstration or results of implementation of extension & developmental activities so as to provide them with an opportunity to appreciate the new technology for adoption by group meetings or field days.
- 17) Agencies **should not collect samples for pesticide residual analysis** without prior permission from Board. The agency should submit the sampling procedures along with entire details covering grower/cluster/ village from where the samples are going to be collected for pesticide residual analysis for the approval of the Board. After analysis the results shall be shared with the Board.
- 18) **Marketing of inputs manufactured by permitted company without approval** of the Board to the growers in adopted areas or general areas is prohibited.
- 19) **Collection of leaf samples from growers in areas without permission** from Board is prohibited.
- 20) Any exporter or manufacturer **who is not complying with these guidelines will not be permitted** to take up extension and developmental activities in future.



**Annexure****PROPOSAL TO TAKE UP FIELD ACTIVITIES IN THE FCV TOBACCO REGULATED AREAS BY TRADE (MANUFACTURERS/EXPORTERS)****Name of the Company :****Coordinating Officer's  
Address & Phone No. :**

<b>S No</b>	<b>Subject</b>	<b>Information furnished</b>
1	Permission for Crop/Year	<b>Andhra Pradesh 2015-16</b>
2	Major activities proposed	
3	<b>Expected outcome</b>	
	Outcome 1	
	Outcome 2	
	Outcome 3	
4	a) Number of Technical Personnel involved (Detailed list may be enclosed along with their technical qualifications)	
	b) Farmer – Technician Ratio	
5	Areas proposed to be covered	
	a) Names of auction platforms/Region	
	b) No. of clusters in each platform	
	c) No. of Villages (Names)	
6	No. of growers identified (List of growers to be enclosed)	
7	Extent of cultivation/Barns involved in trials	
	a) Area	
	b) Barns	
8	Nature of services proposed	
9	Details of inputs proposed for supply	

10	<b>Budget outlay proposed (Activity wise budget under different heads may be enclosed separately) (% of allocation may be indicated)</b>	
	a) Salary – Personnel	
	b) Inputs – Subsidy Portions	
	c) Publicity literature	
	d) Training programmes	
	e) On Farm Trials	
	f) Others (Please Specify)	
	g) Total outlay	

We hereby undertake that we would take up the above activities as per guidelines issued by the Board. We are aware of the provisions of Tobacco Board Act, Rules & Regulations and will abide by the same.

**Signature of Company Authority**

Place:

Date:

**Note: Field Activities** means any activity such as field visits, interactions with growers, collection of leaf samples from growers, grower profiling, grower monitoring, conducting a training, exposure visit, study tours for growers, making customer – grower interactions, On Farm Trials (OFT), Model Project Area (MPA), incentives, supply of inputs, Post Harvest Product Management (PHPM), NTRM campaigns, testing for Crop Protection Agents (CPAs) etc.