

(iv) NORMS SET BY IT FOR THE DISCHARGE OF ITS FUNCTIONS:-

- ❖ To ensure that the correct crop size for a year is estimated based on information from various internal and external sources, so that the growers of Indian tobacco can sell all the tobacco produced by the growers at a remunerative price.
- ❖ To monitor the trade patterns in India and abroad by collecting data on domestic and International market and analyzing it, so that India's standing in the world tobacco market can be improved.
- ❖ To improve the export of Indian un-manufactured tobacco and tobacco products in the market outside India, and to help the Indian Traders to achieve this objective.
- ❖ To purchase the tobacco from Indian market at the Minimum Support Price, when the market price is too low for the growers and dispose of the same at appropriate time.
- ❖ To ensure that Tobacco Board recruits competent personnel to control various functions undertaken by it and train personnel when the competency is to be improved.
- ❖ To ensure that the professional skills of personnel performing specific tasks are kept updated.
- ❖ To ensure that only growers who are registered with Tobacco Board produce tobacco they are entitled to produce and at quality defined by Tobacco Board, so that the total quantity of tobacco produced does not cross the quantity identified in the Crop policy.
- ❖ To monitor the production of tobacco by various growers, so that the quality and quantity of tobacco can be as per the requirement identified in the Crop policy.
- ❖ To plan for the auction of tobacco at various Auction platforms and ensure that the whole operation goes on smoothly and in reduced time frame.
- ❖ To safely store the auctioned tobacco so as not to reduce its quality (other than natural degradation) till the buyer collect it from the Tobacco Board go-down.
- ❖ To ensure that the grower gets the payment within the stipulated period.
- ❖ To educate the growers so that they can effectively improve productivity and quality of tobacco produced, by transferring the latest technology being used in production of tobacco, to the growers.
- ❖ To provide input assistance to the growers, to improve the yields and quality of tobacco produced.
- ❖ To ensure timely supply of quality inputs at reasonable prices to reduce cost of cultivation.
- ❖ To test the soil and water samples, so that their suitability for Tobacco cultivation can be ensured. Its objective is also to provide recommendation on use of fertilizer.
- ❖ To ensure that purchased items, that have an impact on the quality of the service provided by Tobacco Board, conform to the specified requirement of the indenter.
- ❖ To continuously improve the quality management system associated quality objectives, through efficient use of audit, data analysis and corrective & preventive action.
- ❖ To collect measure and monitor information related to customer's perception regarding the product or service provided by Tobacco Board and take step so as to achieve customer delight by meeting his/her requirements.

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