

(ii) **PROCEDURE FOLLOWED IN THE DECISION-MAKING PROCESS, INCLUDING CHANNELS OF SUPERVISION AND ACCESSIBILITY:**

- a) **Production Regulation:** The Board regulates the crop size every year taking into consideration the demand in domestic and international market and the available stocks. The crop size is fixed after due consultation with grower representatives and trade by the Production Committee. The Registration Committee lays down the criteria for registration and the decision taken is implemented in each auction platforms through Auction Superintendents. The supervision is done by periodical field visits by field staff and filing of returns by growers. The functioning of auction platform level staff is monitored by Regional Managers.

In all other matters the divisional head of each wing like Production wing, Marketing wing, Auctioning wing, Trading wing, Extension Wing and General Administration will supervise the functioning under the overall supervision of Executive Director and Chairman.

(b) **Internal Marketing (Auction Sales):**

In the present auction system the tobacco produced is brought to the auction platforms of the Board where it is put to open auctions.

This system ensures to the farmer correct classification, accurate weighing, competitive bidding and prompt payment. This system has been working well to the satisfaction of farmers as well as traders. Senior Grading Officer supervises the classification. Auction Superintendents and Regional Managers do random checking.

(c) **Introduction of Electronic auction (e-auction) system:**

Though the manual auction system for sale of FCV tobacco has been a time tested one, for fine tuning of the system the Board has opted for introduction of information technology driven fool proof technology in auctioning of FCV tobacco to have absolute transparency in the auction proceedings and to eliminate the errors that were been encountered in manual auction system.

**Advantages of E-Auctions compared to manual auctions system:**

The system provides complete transparency in bidding process and facilitates growers to view the bidding process through the electronic displays.

- a) This eliminates the recording of various auction particulars, thereby no chance of mistakes.

- b) This eliminates the discrimination of the auctioneer to award a lot to a specific buyer as the system does not allow any sort of manual intervention and hence eliminates bias there by improves the competition among the buyers.
- c) Since this system does not allow any sort of manual interventions, there by competition and ultimately leads to better price discovery for the produce.
- d) The buyers can plan their buying strategy in advance by recording their remarks on the hand held terminals provided to them to participate in bidding process.
- e) Cartel formation can be avoided.

The channel of supervision and accessibility is represented in a form of organizational chart of Tobacco Board is at page No.37

**(iii) 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 analysing 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.