

MARKETING OF TOBACCO IN GUNTUR DISTRICT

A THESIS

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PREFACE

This thesis is the outcome of two and a half years of research carried out at the Gokhale Institute of Politics and Economics, motivated by my close connections with Guntur district and a desire to bring together all the known and new facts about Tobacco marketing and processing, the enterprise which brought international fame to it. This volume is not the final word on the subject because with limited resources and time it is not possible to do justice to every aspect of the problem. Still there is much to be desired and a great scope for continued research.

This work presents an overall picture of the development and present functioning of various institutions in marketing and processing of flue-cured Virginia Tobacco. To lend a proper background to the study, a detailed exposition of the processes and costs of cultivation are given in the beginning. And at the end the international situation is discussed to highlight the position of Indian Tobacco in world trade and to compare cultivational and marketing techniques in some of the major Tobacco producers abroad. I hope that this treatment given to the whole subject will fill the gap in the existing literature and provide the means for a co-ordinated improvement of the marketing system.

I had to depend on several sources for statistical data and I have drawn from three works belonging to others, namely,

the monograph entitled "Indian Tobacco" published by the Indian Central Tobacco Committee, "Report on Marketing of Tobacco in India" by the Agricultural Marketing Adviser to the Government of India and the papers submitted at the World Tobacco Congress held in 1951 at Amsterdam. Besides, I made use of statistics published by the United Nations bodies and the Governments of Andhra Pradesh and India.

I am greatly indebted to the Gokhale Institute of Politics and Economics and especially to its Director, Professor D. D. Gadgil for initially selecting me as a Junior Fellow of this Institute and subsequently continuing it till the completion of my research. The training I received in methods of social science research, the guidance and encouragement I received from various members of the senior research staff and the excellent facilities provided in the Institute have greatly contributed to the success of my project. Special mention must be made of the very well-equipped library that is so essential to a research of this type.

It is my duty to acknowledge the governmental and non-governmental bodies and a few members of the trade who generously agreed to share with me the valuable statistical and qualitative data needed by me. Unfortunately availability of firmwise statistics is much limited due to the reluctance of the firms to disclose the same. However a few firms were kind enough to make me familiar with the methods of their operations and their cost structure, thereby giving me a better insight into the problem. The Agricultural Marketing

Adviser to the Government of India, the Secretary of the Indian Central Tobacco Committee, officers of the Guntur Market Committee, Secretary of the Guntur District Co-operative Central Bank, officers of the Customs and Central Excise Department and the Reserve Bank of India and the Secretary of Guntur District Tobacco Growers and Curers Co-operative Society were some of the many sources from whom I obtained the necessary statistics. I thank them for their kind assistance. Besides I will be failing in my sacred duty if I do not make a mention of the late Mr. A. Aka, the doyen of Tobacco trade, who gave me moral and material support in my efforts at Guntur and greatly encouraged me in my research.

I have also to acknowledge with gratitude the Librarian and staff of the Servants of India Society's Library for the facilities provided and the help rendered by them.

Last but not the least, I owe much of this work to the patient and able guidance of our Joint Director Professor V.M. Dandekar, under whom I had the privilege of doing this research. In spite of his very busy schedule of activities in the country and abroad, he was very kind to advise me and guide me in every minute detail and read every line of my drafts over and over. I consider myself fortunate to have been placed under his guidance.

Finally I thank my typist, Mr. V. N. Inamdar who did his job meticulously and in a very short time, and Mr. Sanjay Bodhe who has drawn the map of Guntur District.

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