

Indian Tobacco

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Indian Tobacco

QUARTERLY

VOL. II, No. 4

OCT. - DEC. - 1952



An *Orobanche* infested field of Lanka tobacco after harvest.
(See inside for details)

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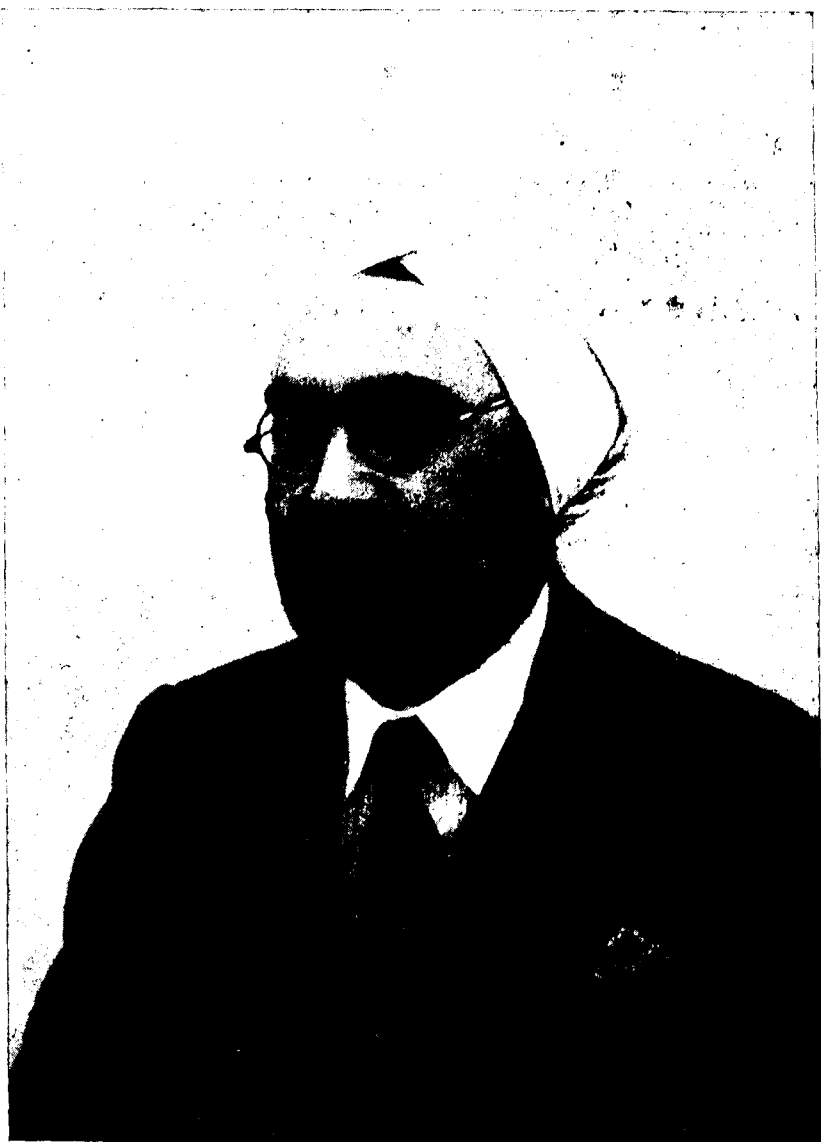
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OCTOBER—DECEMBER, 1952



SARDAR DATAR SINGH, F.R.S.A. He was the Vice-President of the Indian Council of Agricultural Research and *ex-officio* President of the Indian Central Tobacco Committee from May to September 1946 and from November 1946 till 27th October 1952. He was also *ex-officio* Additional Secretary to the Government of India in the Ministry of Food and Agriculture, the President of the Indian Central Cotton, Jute, Oilseeds and Coconut Committees and represented India in several International Conferences.



SHRI. KASHINATH RAGHUNATH DAMLE, I.C.S., till recently Joint Secretary to the Government of India in the Ministry of Food and Agriculture, took over charge from Sardar Datar Singh as the Vice-President, Indian Council of Agricultural Research and *ex-officio* Additional Secretary to the Government of India and President, Indian Central Tobacco Committee from 12th November 1952. He is also President of the Indian Central Cotton, Jute, Oilseeds, and Coconut Committees and the Chairman of the Spices Enquiry Committee, Indian Council of Agricultural Research. Sometime ago he led a delegation of agricultural extension officials from India to the U.S.A.



DR. B. N. UPPAL, PH.D. (IOWA), F.N.I., till recently the Director of Agriculture, Bombay State, took over charge as the Agricultural Commissioner with the Government of India from 30th August 1952 and became *ex-officio* member of the Indian Central Tobacco Committee. He was also previously the Principal of the Agricultural College, Poona and was very actively associated with the expansion and development of agricultural education in Bombay State.



DR. T. G. SHIRNAME, B.A.G., PH.D., F.S.S., F.R. ECON. S. (LONDON), till recently the Agricultural Marketing Adviser to the Government of India, and *ex-officio* member of the Indian Central Tobacco Committee, took over charge from Dr. B. N. Uppal as the Director of Agriculture, Bombay State in September 1952. As the Agricultural Marketing Adviser, he was mainly responsible for the successful administration of the Scheme for the quality control of tobacco for export.

Agricultural Information Plan on All-India Basis

It was perhaps the first occasion in the history of Indian agriculture when all interests connected with agriculture, collected on one common platform. The occasion was the All-India Agricultural Information Conference which was sponsored by the Indian Council of Agricultural Research and inaugurated at Lucknow by the Governor of Uttar Pradesh Sri K. M. Munshi, on 17th November, 1952. Dr. Panjabrao S. Deshmukh, Minister of Agriculture, Government of India presided. The conference was charged with the main task of devising ways and means of making results of agricultural research in laboratories filter down to the farmer in the field—i.e. to set up an agricultural information service for the farmers in the country.

Welcoming the delegates, Sri Charan Singh, Minister of Agriculture, Uttar Pradesh and Chairman, Reception Committee, pointed out that the basic problem in Indian Agriculture was how best to utilise the country's tremendous man-power. He said that 20 times as much could be achieved by mobilising the human factors of production in any programme of development as by State-managed and State-financed plan. There was urgent need for converting the weakness of population pressure on land into strength, and it was indeed a co-operative extension programme which had to be depended upon for achieving appreciable results.

In his inaugural address, Sri K. M. Munshi said that the object of the proposed Agricultural Information Organisation for the country could only be to provide a channel for supplying the latest and most useful information about agricultural research and development at all levels—the nation, the state, the district, the taluk and the village. Naturally this work had to be done principally by the States, but the Centre would have to help in planning and activating the programme. Stressing the fact that the choice of media was limited in view of the lack of

literacy among the cultivators, Sri Munshi declared that priority would have to be given to visual and auditory methods of publicity; to travelling vans exhibiting films; to community listening centres; and to illustrated folders.

"Of these, the illustrated folder", Sri Munshi said, "is our best hope in the immediate future. We have not yet developed the art of the illustrated folder to any appreciable extent. It is, however, very much cheaper and will be quite effective if a centre, with a competent expert, is set up for preparing, printing and distributing illustrated coloured folders in regional languages".

In the course of his presidential speech, Dr. P. S. Deshmukh pointed out that India's very existence depended on agriculture and yet it was the weakest sector of her economy. The yield with regard to many crops in India was the lowest in the world. Though efforts were being made by Government to reclaim more land, the main salvation lay in increasing the yield of the principal crops which was a matter principally for the research institutions and the research stations. He regretted that improved research findings capable of increasing production were oftentimes found in the private files of research workers or pigeon-holed in the research institutions. This was because in regard to agricultural information, there had not been a co-ordinated agency nor any well-knit organisation throughout the country to cull out information useful to the farmer and present it to him in a manner which he could readily accept. They had thus come to a stage when they had to consider how the man in the field could be serviced effectively by increasing informational agencies of the type and the manner which would be of effective help to the person for whom the information was meant.

He said that carrying the results of research to agriculturists was primarily a responsibility



(A)
A young healthy tobacco plant.

(B)
A tobacco plant of the same age as 'A' attacked by *Orobancha*. Note the stunted growth and drooping of leaves.

COVER ILLUSTRATION.

The cover illustration is a photograph of a farmer's field of Lanka tobacco after harvest showing heavy infestation of *Orobancha*. Such wide-spread attacks of *Orobancha* result from the previous years' infestations of the fields from seeds produced *in situ*. The fields can be completely freed from *Orobancha* in course of two or three years, if the shoots of the parasite are removed before they mature and set seed.

of the State Governments. But a recent assessment of the facilities available in the States had shown that facilities and personnel for dissemination of agricultural information were generally lacking and in some cases totally absent. It was further revealed in most instances that the States concerned recognised the need for Central guidance and assistance in planning and executing an effective agricultural information and publicity programme on a country-wide basis. It was to give this guidance and assistance that the Conference had been called.

The question of medium, Dr. Deshmukh said, was important, and added: "The main objective of the medium, whether it is a newspaper, journal, a cinema, leaflet, pamphlet, poster, group meetings, etc. must be first and last to create interest in improved farming. This can best be done if we can have popular journals supported by all States, by Commodity Committees, Research Institutions and trade interests, in various languages, which would reach our extension workers and educated farmers, at a nominal cost, in the first instance and through them the ordinary cultivator. One of the most effective ways of encouraging farmers to adopt improved practices is by carrying success stories or personality stories about individual farmers".

Stressing the importance of the part to be played by the industry and the press in any programme of agricultural improvement, he said that the co-operation of industrialists and the press in helping the spread and utilisation of agricultural information would mean a great step forward.

Dr. Deshmukh summarised the problems before the Conference thus: The creation of a two-way traffic from scientists, research and experimental stations to the primary producers and *vice versa*; setting up machinery throughout the country for collection and dissemination of information useful to the agriculturists; pooling the resources of all research institutions, Governments, non-officials and trade; and determining

the means and media for the most effective way of the dissemination of this knowledge.

In his message to the Conference, the President, Dr. Rajendra Prasad, said that all research would remain without fruit unless it was made intelligible and acceptable to the agriculturist, and hoped that the Conference would suggest ways and means through which the problem could be tackled satisfactorily.

The Prime Minister, Sri Jawaharlal Nehru in his message, stressed the importance of manual work. He said: "To have the information and not be able to use it or spread it, is just waste of effort. Proper machinery should of course be devised. But more important even than machinery is the human element". He warned that it was a wholly ineffective approach to merely tell others what to do without doing it themselves. "A person who goes to a farmer must do field work himself and show that he is a better farmer. No person should consider himself superior for manual work".

Earlier on that day, an exhibition of Media and Methods was declared open by Sri K. P. Tripathi, Minister for Information, U.P. In this exhibition were shown the various media and methods of disseminating agricultural information, like publications, charts, models, advertising media of various types, story-telling devices like flannel-graph.

On 18th November, 1952, the Conference divided itself into 4 main Committees, to examine the problems under the following headings: (a) Organisation, (b) Media, (c) Campaigns and (d) Finance. These were further divided into different Sub-Committees in which discussions centred round the problems of how the existing organisations for agricultural information thinly dotted round the country could be brought into a co-ordinated well-knit agency and how scientific information of an approved nature could be collected from agricultural research and experimental stations and steadily made available to the farmer through extension workers, field staff, written word and other means, with the help

and co-operation of all persons both official, non-official and the trade interested in raising the level of agricultural production.

The recommendations of the main committees were considered and approved by the Conference at its plenary session on 19th November, 1952.

They are, in brief, as follows:—

An Agricultural Information Organisation should be set up with the two-fold objective of ensuring that scientific information reaches the greatest number of farmers and ascertaining his problems for a solution. The Machinery should be in the form of an Agricultural Information Committee under the Indian Council of Agricultural Research and Agricultural Information Committees at the State, District, Tehsil and Village levels.

The Central Committee will have the strength of 26 members with the Vice-President, Indian Council of Agricultural Research as its Chairman, 12 officials, 1 representative of the Ford Foundation, 3 representatives of the trade, 5 of the farmers, 4 of the Press, non-Government scientific workers and other interests. It will meet about two months before the beginning of each crop season. The day to day business of the Committee will be carried on through a standing committee at Headquarters with the official members only. The Central Committee will be primarily charged with the task of planning and helping in the execution of an agricultural information programme on a country-wide basis. It will also tender advice to the State bodies, among others, on the preparation of suitable literature, co-ordination of research with farm needs, radio programmes for farmers, and organisation and running of agricultural campaigns. It will also maintain liaison with the Indian and international organisations interested in agricultural research. The Conference approved for the Central organisation an annual expenditure of Rs. 1½ lakhs for additional staff needed, Rs. 2½ lakhs for operational expenditure and non-recurring expenditure of Rs. 1 lakh on equipment.

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A detailed constitution has been laid down for the Information Committees at State, District, Tehsil and Village levels. The Information Committees at these levels would be instrumental in executing the plans in the light of local conditions and requirements. It was recognised that the organisation suggested at different levels would be the ultimate objective to be achieved, but it would be difficult in the initial stages to bring about village level committees, in all villages. Efforts, therefore, should be concentrated in project areas. Wherever a Committee performing similar functions already exists, it should be suitably adapted to deal with agricultural information as an additional function.

The allocation of funds, for subsidising State measures to implement the recommendations, was left to the discretion of the Indian Council of Agricultural Research, who could invite schemes from State Governments, and give a subsidy on a sliding-scale basis. The trade interests have promised to help and co-operate with Information Committees in the dissemination of agricultural information. The question of cash contributions to the general funds was left to the discretion of the individual firms. The Conference approved that a similar convention should be called, if possible, after a year to see how far the recommendations have been implemented and to suggest improvements, where necessary, in the light of actual experience gained.

The Conference concluded with an address by Pandit Govind Ballabh Pant, the Chief Minister of Uttar Pradesh, in which he high-lighted the importance of the Conference by pointing out that agricultural production could be stepped up by 30% without adding a single acre to the land under the plough. This could be achieved simply by the introduction of improved methods of agriculture.

The Conference was attended, among others, by the Secretary of the Indian Central Tobacco Committee, along with the Senior Assistant in charge of publicity.

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Indian Tobacco Trade with Japan

by

DR. M. S. PATEL, M.Sc., Ph.D., (N. CAROLINA)

Secretary, Indian Central Tobacco Committee.

Statistics relating to last year indicate that among the countries in the Far East, Japan and Hongkong are the most important buyers of Indian tobacco and that Japan is the largest importer.

The trade relations between India and Japan exist for a long time. The position occupied by India in Japan's trade is due mainly to factors like geographical proximity, and well-established and long standing commercial relations. However, there was a temporary stoppage of trade between India and Japan during wartime and in the period immediately following. But since the recent change in the situation trade contacts have revived.

The revival of the trade between India and Japan after the war has brightened the prospects for the exports of Indian sun-cured country tobacco, low and medium grades of F.C.V. tobacco and Virginia stems. As Japan is not self-sufficient in good quality tobacco, she has to import from other countries to meet her total requirements. Before the World War II, Japan imported leaf tobacco from the U.S.A., India, China and Philippines. However, during the war and in the immediate post-war period, the imports of leaf tobacco were considerably reduced and for some period, were almost suspended, with consequent lowering of the quality of the Japanese tobacco products. It therefore became necessary for Japan to improve

the quality of her products by importing excellent foreign tobacco. After the war, the imports were mainly from India and the U.S.A. The total imports from the U.S.A. in 1950-51 and 1951-52 were about two million lbs. and from India about 5 million lbs.

Dollar scarcity, cheapness and suitability of Indian tobacco have recently led Japan to turn more and more to India. Till 1951, she was interested more in Indian sun-cured tobacco than in F.C.V. But since 1952, she is showing increasing interest in Virginia tobacco. Grades 4, LBY and LBY2 of F.C.V. and Grades CBR and CDK of sun-cured country tobacco are purchased by Japan from India.

The imported tobacco is blended with native tobacco in the manufacture of the two best and popular Virginia types of cigarettes manufactured in that country, viz. "PEACE" and "HIKARI". The "HIKARI" cigarettes are stated to contain about 10% of Indian tobacco.

The Japanese Government had allocated foreign exchange worth \$1,234,000 in their April—September, 1952 import budget for the purchase of substantial quantities of tobacco from the sterling area. It is also understood that most of the purchases during that period was made from India. The following table shows the monthly exports of Indian tobacco to Japan from February 1950 to November 1952.

Indian Tobacco Trade with Japan

TABLE NO. 1 : Indian Unmanufactured Tobacco Exports to Japan.

Months.	1950		1951		1952	
	Quantity Pounds.	Value Rupees.	Quantity Pounds.	Value Rupees.	Quantity Pounds.	Value Rupees.
January	..	..	374,260	2,39,451	..	..
February	259,862	1,72,647	324,952	82,785	..	..
March	2,054,027	14,45,561	..	..	95,044	1,01,679
April	..	..	..	..	61,297	70,000
May	79,744	54,827	..	..	..	..
June	69,598	52,000	..	..	17	28
July	..	..	..	..	189,265	1,86, 468
August	..	..	..	..	2,998,667	40,91,194
September	..	..	1,805,729	16,90,160	2,596,911	33,00,074
October	..	..	..	..	5,700,893	69,99,215
November	..	..	..	..	2,616,132	29,58,511
December	320,833	2,18,877	25,757	27,305	N.A.	N.A.
	2,784,064	19,43,912	2,530,698	20,39,701	14,258,226	1,77,07,169

N.A.—Not Available.

It will be seen from the above table that Japan has purchased 14.3 million lbs. of tobacco in the first eleven months of 1952 as against 2.5 and 2.8 million lbs. in 1951 and 1950 respectively.

It will be relevant, in the above context, to give a short note on the history and working of the tobacco industry in Japan.

Tobacco was introduced into Japan in early seventeenth century by the Portuguese traders, i.e. practically at the same time when it was introduced in India. Within fifty years, the tobacco cultivation spread throughout the country. Different varieties of tobacco plants called "Native Types" which were suited to the climate, nature of the soil and local tastes were cultivated in different parts of the country. Since 1902, Virginia type of tobacco has been grown with the seed imported from the U.S.A., and Burley type from 1938. The types of tobacco grown in Japan are Native, Virginia Yellow and Burley.

TABLE NO. 2—Tobacco Acreage in Japan (1950).

Type of Tobacco.	Acreage.
Native ..	65,625
Virginia Yellow ..	64,628
Burley ..	2,316
Total ..	1,32,569

It will be seen from the above table that the acreage under the Native Types and Virginia are more or less equal while that under Burley forms only about 2% of the total. During the war and the post-war period, the area under Virginia and other types considerably dwindled mainly due to war-time restrictions and the diversion of considerable acreage to food crops. As a result, tobacco industry faced a very grave situation. Since 1947, the annual plan for increasing the

M. S. Patel

acreage and production of tobacco has been formulated and implemented, as will be seen from the following table :—

TABLE NO. 3 :—Area and Production of Tobacco in Japan—(1945—1950).

Year.	Area thousands of acres.	Production million lbs.
1945	76	79
1946	56	62
1947	103	128
1948	125	218
1949	124	187
1950	133	218

As in some of the European countries, like Austria, Bulgaria, Czechoslovakia, France, Hungary, Italy, Poland, Spain, Yugoslavia and Sweden, the tobacco industry in Japan also is a State Monopoly controlling the production, distribution and consumption of tobacco. As there is state control on all phases of tobacco industry, it will be worth-while to describe briefly the working of the Monopoly in Japan. (For greater details, please see the article on the subject which appeared in "INDIAN TOBACCO" Vol. I, No. 2, pp. 113-117).

Before 1896, there was only a limited monopoly. In that year, the Leaf Tobacco Monopoly Law was enacted empowering the Taxation Bureau to become the central administrative organ for its enforcement. In 1898, the Monopoly Bureau was formed as an independent unit.

In 1949, the Japan Monopoly Corporation was established in accordance with the Japan Monopoly Corporation Law of 1948. The Corporation took over control of enterprises hitherto operated by the Monopoly Bureau, which was a Governmental Organisation. "The Japan Monopoly Corporation is neither a State nor a private juridical entity but is a special public juridical entity".

The new law vests the powers of cultivation and purchase of leaf tobacco, manufacture and sale of tobacco products, and exports and imports of tobacco leaf and tobacco products in the Japan Monopoly Corporation or a person who is entrusted by the Corporation to function on its behalf. Leaf tobacco is at present cultivated by licensed tobacco growers. It is produced under an annual production programme taking into account their estimated use in the manufacture and their export during the following year. The leaves harvested are purchased by the Corporation through purchasing offices from the middle of September to the latter part of the following March. The profits represent one of the longest sources of revenue. Buying of the entire crop by the Monopoly gives a good sideline for Japan's hard-pressed farmers. The leaf tobacco is graded by graders appointed by the Corporation and the price is paid according to the grade and quality. The purchase prices are fixed each year by the Corporation and made public by announcement in the official Gazette.

The leaves of Virginia and Burley types are placed in hogsheads after being redried while the Native type is stored in standard straw bales. Before the war, there were 14 redrying plants in Japan with a total capacity sufficient for redrying 80 million lbs. of tobacco. Six of these were destroyed during the war and one was converted into a tobacco factory. The Japan Monopoly Corporation chalked out in 1947 a programme of augmenting the redrying capacity to surpass the pre-war level by 1951. Thus a total capacity of redrying 83 million lbs. was planned to be made available from 1950-51. In 1951, 14 redrying factories with 22 redryers are understood to be in operation.

Indian Tobacco Trade with Japan

The Corporation is empowered to manufacture all tobacco products. It is very carefully planned by the Monopoly so as to meet the demand for consumption in the country as well as for export. However, during the period of war, especially in 1945 and the years immediately following, shortage of raw materials and labour, and damage to the manufactories seriously curtailed the output of tobacco products. During the war, 14 factories out of 33 located in cities were destroyed resulting in a loss of 55% of the prewar capacity to produce 80 billion pieces of tobacco products per annum. Immedi-

ately after the war, the surviving factories were adjusted to obtain an annual production of 40 billion pieces. Other means to increase the capacity were also employed. Thus a total capacity to the extent of 80 billion pieces is planned to be made available from 1950-51. In 1951, Japan had 39 tobacco manufactories.

After 1925, the popular taste was mainly for cigarettes without mouth-piece and the Monopoly has therefore been lately investigating the possibility of increasing the cultivation of Virginia type of tobacco.

TABLE NO. 4 : *The output of tobacco products in Japan (from 1945-46 to 1949-50).*

Year.	Cigarette with mouth piece (Mil. pieces).	Cigarette without mouth-piece (Mil. pieces).	Fine cut Tobacco (Mil. lbs.)	Cut Tobacco for hand rolling (Mil. pieces).	Cigar (Mil. pieces).	Pipe Tobacco (thousand lbs.).
1945-46	1,699	13,402	29	7,638	0.004	..
1946-47	423	15,299	32	16,228	0.094	..
1947-48	759	18,343	30	14,882	0.150	15
1948-49	851	34,000	27	7,943	0.102	22
1949-50	881	57,515	25	1,265	0.205	97

Since the start of tobacco production in Japan, the June 1952 output of 8,390 million cigarettes was the highest ever recorded. To improve the quality of their products, the Monopoly is taking all the necessary measures, step by step by importing good quality Indian and American tobaccos.

The Native type of tobacco is used for fine cut and cigarettes with mouth-piece. For cigarettes without mouth-piece, indigenous Virginia yellow, Native and Burley types and Indian and American leaves are blended.

The tobacco is sold to the retailers (numbering 120,071 in March 1950) through the tobacco selling offices which were 777 in May 1950. Tobacco is at present freely sold at every retailer's shop. The retail prices of tobacco were fixed

by the Monopoly. It allows the retailer as discount of a certain percent over the official price, the present discount being 6% of the fixed price of all brands.

In Japan, both Nicotine Sulphate and tobacco powder as insecticide are produced from tobacco dusts and stems. Nicotine is distilled from leaf by the vapour distillation method. Nicotine contained in the vapour thus obtained is further heated and then passed to the absorption-tower where pure nicotine is got from diluted sulphuric acid. This liquid is then concentrated to nicotine sulphate of 20-40% for the degree. As manufacture of the powder as insecticide, the leaf is smashed to the degree of smaller than 100 mesh powder. Both these products are used for killing worms and worm eggs.

In the prewar period, considerable quantities of manufactured and unmanufactured tobacco were exported. During the war, exports have decreased. Since 1946-47, they are steadily increasing.

TABLE NO. 5 :—*Exports of tobacco from Japan (1945-46—1949-50).*

Year.	Value of total Exports (Lakhs of Rupees).
1945-46	5
1946-47	30
1947-48	135
1948-49	694
1949-50	2,257

However with the improvement of general conditions after the war there is a slow recovery of the trade. West Germany, Holland and Belgium buy her Virginia tobacco for using as filler for cigarettes, while Egypt and Switzerland purchase her Native tobacco. In the postwar period, Japan has been exporting cigarettes to Okinawa and South Korea. The following table gives the statistics of exports of cigarettes :

TABLE NO. 6 :—*Exports of Cigarettes from Japan (1950-51 & 1951-52).*

Country.	1950-51 (in numbers).	1951-52 (in numbers).
Okinawa	1,616,000	268,560,000
South Korea	178,144,000	651,710,000
Total	179,760,000	920,270,000

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The renewal subscription of a considerable number of our readers becomes due after 31st December 1952, i.e., after they receive this issue. They are notified individually. They may kindly renew their subscription for 1953 by remitting Rs. 3/- and if they desire to subscribe for the monthly "Tobacco Bulletin" also, they may kindly remit an additional amount of Rs. 3/-. The total annual subscription for both for 1953 is Rs. 6/-.

Secretary,
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SPECIALISING IN
INDIAN TOBACCOS.

The Consignment System in Tobacco Exports and its Chief Drawbacks

by

P. L. TANDON, B.Sc., (WALES).

Chief Inspector, Tobacco Grading, Guntur.

The bulk of the exportable tobacco produced in India comprises of flue-cured Virginia grown in Guntur, Krishna, East and West Godavari districts of Madras State. Small quantities of this variety grown in Mysore and Hyderabad States are also exported. Some quantities of country tobacco produced in the districts of Guntur, Tiruchirapalli and Tanjore and a small portion of Beedi and other indigenous varieties of tobacco grown in other States of India are exported too. Nearly the whole of the surplus quantity of high grade tobacco of flue-cured Virginia variety is exported to the United Kingdom which is the largest single buyer of this type of tobacco.

The following systems of purchasing tobacco are in vogue in the chief Virginia growing tracts :—

(1) Some of the manufacturing concerns purchase tobacco for their own cigarette factories in India and in other countries and also buy tobacco for export purposes. Such concerns together buy nearly 60 per cent of the Virginia crop. They have set up purchase depots in the growing areas for buying tobacco from the farmers. They also buy a small portion of their requirements at the tobacco auction floors, opened at a few centres by the Guntur Tobacco Market Committee in recent years. All their purchases are made on strictly cash basis. These concerns have built their own godowns, redrying factories and cool stores. Nearly the whole quantity of tobacco purchased by them is either for consumption by their own factories or against definite orders from other manufacturers.

(2) Some of the leaf handling merchants in the United Kingdom have also set up purchasing depots for buying tobacco directly from the farmers on cash basis whilst a few of them buy their requirements through local merchants or brokers. A few continental firms have also opened offices and rented godowns for purchasing and handling tobacco. These concerns operate mostly through local merchants or brokers. The tobacco purchased by the above firms is mostly against definite orders too, either from the manufacturers in India or U.K. or the continental countries of Europe or other countries.

(3) Some local firms who have long established connections with leaf handling merchants and/or with the manufacturers in the United Kingdom or other countries also adopt similar methods of purchase as followed by the above two classes of buyers. Some of them too have set up their own redrying factories and godowns ; and have also opened purchase depots in the growing areas, whilst others send out representatives to purchase tobacco on cash basis in the villages. A few of them receive large sums of moneys as advances for purchasing tobacco from the leaf handling merchants in the United Kingdom who send out to India their representatives to supervise the handling and packing of tobacco. The majority of this class of firms purchase tobacco on definite advices in regard to the quantity and price from their correspondents in the United Kingdom. Such advances may or may not be supported by definite orders from the manufacturers ; but in view of the long connections of the leaf handling merchants with

the manufacturers in U.K., the tobacco shipped from India under the above arrangement generally finds a ready and quick sale and the exporters in India regard such shipment more or less against a firm order.

(4) The tobacco monopolies in certain countries of Europe, e.g. Yugoslavia and Sweden, have also been sending out their representatives for buying large quantities of tobacco in the recent years. Such purchases are usually made from the local merchants on approval of the quality by the representatives of the concerned monopoly and the payment of full value of tobacco is made in India, on delivery of shipping documents to an authorised bank.

(5) A number of small merchants also buy tobacco from the farmers in the villages and also on the auction floors of the Guntur Tobacco Market Committee without any definite inquiry or order. Most of these merchants do not have their own warehouses for the handling and storage of tobacco, but carry on their operations in rented godowns taken on hire either independently or jointly with another merchant. Many of these merchants purchase tobacco from the farmers on credit basis or on payment of a part of the value. Naturally, therefore, they offer prices slightly higher than those ruling in the market. Some of them do not handle and pack tobacco themselves, but buy packed and pressed bales from other merchants. Most of the above class of merchants send the tobacco purchased and packed by them for sale on consignment basis to a firm of leaf brokers or commission agents in the United Kingdom or the continent of Europe.

Some of the well-to-do farmers having large holdings also buy tobacco from other farmers and operate in the market more or less on lines similar to the small merchant.

Under the consignment system, the London brokers usually advance 60 to 80 percent of the invoice value of tobacco on the presentation of shipping documents to the bank with which a

letter of credit may have been opened. Such advance usually carry 5 to 6 per cent interest per annum. The brokers in the continental countries do not, as a rule, advance any moneys against tobacco shipments sent to them. Some of them may however meet the freight and insurance charges on such shipments. Both the London and the continental brokers usually send assuring letters to the merchants in India regarding the possibilities of ready sale of Indian tobacco at a remunerative price in their countries. Some of them even add landing and other charges including their own commission to the ruling price and quote it as "landed price" to their clients in India. The accounts in respect of tobacco purchased on credit in India are settled finally with the farmer after the tobacco consignments shipped to the foreign country are actually sold and the final payment is received by the local merchant from the foreign commission agent or the broker. This may normally take a few months, but there have been instances when the agents in England were not able to sell tobacco even for a year or two, whilst in the continent such tobaccos remained unsold for about three years. The foreign commission agents or brokers charge warehousing, insurance and sampling charges plus a commission of 5 per cent from the Indian exporter on the gross value of tobacco sold. A few of such brokers have appointed local agents in India who also charge a fee of Rs. 3/- to 7/8/- per bale from the exporter. The foreign brokers and commission agents do not generally furnish detailed sale account. A number of such agents in U.K. also operate on the continental markets like Antwerp, Amsterdam etc. Most of them render useful service to the Indian exporters in as much as they not only arrange for sales of tobacco but also give cash advances. The system has however certain serious drawbacks. Since tobacco is consigned by various shippers to these agents simply on advices from them, but without any idea of actual quantities or grades in demand, the supplies of tobacco usually far exceed the actual requirements of the manufacturers. Some of the

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merchants in India take the risk of consigning large quantities of certain grades of tobacco not finding a market in India to certain countries even without any advice or prior confirmation from the foreign agents. This state of affairs leads to lump in the market and large quantities of Indian tobacco, particularly lower grades, remain unsold or have to be sold away on unremunerative prices. In a distressing market, the broker or the commission agent intimates the reduction in market price to the Indian exporter who has already committed himself to the purchase of raw tobacco at a particular rate and has incurred expenses such as handling, packing, shipping, insurance and landing and warehousing. Despite the higher actual costs incurred by him, the Indian exporter is forced to accept the price intimated to him. A few of the brokers or commission agents even adopt an unfair attitude. The Indian exporter explains his commitments and signifies his inability to accept the lower rate, the foreign broker asks him to refund the advance with interest and transfer the tobacco to some other agent for effecting a sale, and claims 2½ per cent commission plus all expenses incurred over the parcel. This is a position which the exporter in India is unable to accept since he has already disbursed the money to the farmers. Thus, the Indian exporter submits reluctantly to the price settled by the foreign broker. As a result of the losses suffered by

some merchants year after year, they have gone out of tobacco business and many farmers have not been able to realise the balance of the amounts due to them.

In 1947, large quantities of tobacco remained unsold not only in the continental markets but also in the United Kingdom. It took nearly two to three years to completely clear this unsold stock at exceedingly low prices. Not only was there deterioration in quality of tobacco but incidental expenses like warehousing costs, interest on capital etc. mounted up.

Instances are not wanting when some unscrupulous foreign brokers would express their inability to arrange for the sale of tobacco on plea that there is no demand or that the quality of the tobacco is unsuitable, simply because by withholding sales they could continue to enjoy the income by way of a commission on storage and insurance charges generally allowed to them by the warehousemen and insurance companies. Such instances are found especially in some of the continental markets.

In view of the serious drawbacks of the consignment system described above, the merchants concerned in India would be well advised to refrain from sending or at least restrict the exports of tobacco to foreign countries on consignment basis.

MEETINGS OF THE INDIAN CENTRAL TOBACCO COMMITTEE.

The Eighth Annual Meeting, Special Meeting, and Thirteenth Ordinary Meeting of the Indian Central Tobacco Committee will be held at "THE WELLINGDON", Commander-in-Chief Road, Egmore, Madras-8 (Opposite to the Ethiraj College for Women), on Thursday the 19th February 1953, under the Chairmanship of Sri K. R. DAMLE, (I.C.S.), the President of the Committee. This meeting will be preceded by the meetings of the various Sub-Committees from Monday the 16th to Wednesday the 18th February, 1953. The meetings of the Sub-Committees will be held at the Committee's Secretariat (No. 14, Victoria Crescent Road, Egmore, Madras-8).



Sri. P. Mrutyunjaya Rao of Messrs. Maddi Venkata Subbiah, Tobacco Exporters, Guntur, gave a party to Messrs. Takayoshi Otsuka and Takuhei Misumi, representatives of Japan Tobacco Monopoly Corporation, Tokyo, on 18th May 1952 in his godowns "Tulabhara Bhavanam", Guntur. The photo shows Sri. Rao welcoming the chief guests.

Sri. Rao, in the course of his speech, recalled the age-long social and cultural contacts between the two great Asian countries, India and Japan, and urged that, as free nations, they should come still closer and forge more intimate trade relations between them.

Thanking for the welcome accorded to them, Mr. Misumi explained that their visit to India, especially to Guntur, was to study at first-hand the production, handling and packing of Indian tobacco, the quality of which is good and the price considerably cheaper than the tobacco grown in Japan and the imported varieties. Japan had purchased Indian tobacco for the last few years for use in cigarette manufacture and there were great possibilities of increasing imports by Japan, provided the prices remained at the present level.

Inserted by

Messrs. MADDI VENKATA SUBBIAH

(Estd. 1896)

Tobacco Exporters, Post Box No. 30, GUNTUR.

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Some Useful Hints for Tobacco Exporters in respect of Letters of Credit

by

PAIDIPATY HANUMANTHA RAO.

Foreign exports of tobacco are being increasingly made under Banker's Confirmed Documentary Credits and a belief appears to prevail amongst exporters that such arrangements provide absolute security of payment for goods. By the mere opening of a Letter of Credit in his favour, the exporter cannot be certain of payment for his exports unless all the relative shipping documents are made out in *strict* conformity with the terms of the Credit. The Bank opening the Credit guarantees payment *only when* the bills and documents conform strictly to the terms of the Credit. Even in foreign countries, it is estimated that usually a large number of bills drawn under credits are referred back to drawers by the paying bank on first presentation, for non-compliance of some terms or the other of the credits. This shows how often when documents may be taken to be conforming to the terms of the credit, they may not in actual fact be so from the legal points of view of the bankers concerned.

The numerous snags even in Confirmed Credits are not so well-known and it is necessary here to say that the security furnished by the covering Credit is by no means as complete as is sometimes supposed. When goods are in short supply, there may seem to be little risk of the ultimate buyer wishing to repudiate his bargain and business may proceed quite smoothly. As soon as, however, a break in the foreign market occurs for some reason or the other there is no limit to the pleas on which bills even under Credits can be repudiated and the buyers refuse to accept the goods which are then left in a foreign country requiring either to be reshipped at considerable expense or sold on the spot for what they will fetch.

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The exporter is under the illusion that his giving an indemnity bond to the paying bank guarantees his bill being honoured by the opening bank, irrespective of "technical" irregularities. There is no privity between the buyer and the paying banker even if the latter has been nominated by the former. By furnishing the indemnity bond, the exporter, in consideration of the paying bank encashing the bill, undertakes to hold the paying bank indemnified at all times against all loss, damage or expense which the paying bank may sustain or in consequence of the paying bank through any of its offices guaranteeing any irregularity or discrepancy that may be in the documents relating to the bill. This only gives to the paying bank right of recourse to the drawers in the event of non-payment of the bill due to variance from the terms of the Credit, but in no way binds the opening bank to honour the bill irrespective of irregularities. In several shipments, Indian banks have had to give indemnities to the foreign banks for variations in the bill and documents from the stipulations in the Credits. Foreign Bankers are not bound to accept such indemnities although they generally do so, but in a depressing foreign market, a foreign importer may well (and quite legally) instruct his Banker to repudiate a bill drawn on him (notwithstanding the Credit being 'Confirmed' and 'irrevocable') on the ground of discrepant documents, and the Indian exporter may well be faced with the situation of having to cope with the disposal of large stocks in distress in a distant foreign country and in a depressed market to boot. So furnishing indemnity to the paying bank will in no way vouchsafe the final payment of the bill. In view of the highly potent scope for serious difficulty arising

for the Indian exporter from what may seem here to be trivial variations but are in fact far from such, it is of the utmost importance that the bill and documents are made out *letter for letter in conformity with the Credit* and not merely in essential conformity, nor "meaning the same in different words."

Even when the documentary business proceeds smoothly, technical difficulties are so frequent that often a paying banker has to give indemnities in order to secure payment for which the exporters' counter-indemnity may be by no means adequate cover. Losses from such a position are likely to occur more frequently when trading conditions deteriorate. In answer to the complaints that bankers act too rigidly in their compliance or non-compliance with their Credit undertakings, it has to be pointed out that a Confirmed Credit offers only security of payment when its terms are complied with *letter for letter*. If there are any ambiguous and doubtful terms in the Credit, it is always better to get them clarified by the opening bank before the bill and documents are prepared. It is advisable to submit the bill and documents to the paying bankers well in advance so that if any irregularity in the documents is pointed out, it might be rectified and the documents re-presented before the expiry of the Credit.

A few general indications—by no means exhaustive—are attempted to be made here as to the requirements commonly not fulfilled. *At all times, the first and foremost requirement is that the description of the goods shipped as given in ALL THE DOCUMENTS should tally letter for letter with that given in the Credit* and in the case of Tobacco, only the appropriate AGMARK specification must be used.

DELIVERY OF DOCUMENTS—Documents should be presented with plenty of time in hand for the paying Banker to scrutinise them and rectify any discrepancies before expiry of the Credit.

DRAFT :—(a) The draft must bear the correct date and place and must be drawn to the order

of the paying bank or other party if so stipulated in the Credit.

(b) The reference to the Credit under which it is drawn must be correctly quoted therein.

(c) It must be drawn for the invoice amount or the precisely correct percentage thereof in the terms of the Credit.

(d) The amount must be correctly stated in words and figures and must be within the available amount of the Credit.

(e) The drawee must be named letter for letter in accordance with the terms of the Credit.

(f) All alterations must be authenticated with a full signature of the drawer.

(g) All usance bills must be correctly stamped.

INVOICE : (a) Invoice must be made out in the name of the applicant for the Credit or that of any other person, if so required in the Credit.

(b) It must show the exact details of the quantity and quality of the goods specified in the Credit and at the correct price or given value.

(c) Payment may be refused if the invoice has been made out for an amount in excess of the Credit amount.

(d) Correct marks and numbers of the goods should be shown in the invoice.

(e) When the word 'about' is affixed to the quantity of goods in the Credit, usually a difference of 3% more or less will be allowed on the total quantity specified in the Credit. But as some banks insist on the exact quantity, it is better to get the point clarified by the opening bank, before the documents are submitted, in case the exporter cannot ship the exact quantity.

WEIGHT CERTIFICATE, PACKING AND MEASUREMENT LIST AND CONSULAR INVOICE etc. : These, if required under the Credit, must also agree in every respect with the invoice and bill of lading and with the terms of the Credit. The totals of the weight certi-

INDIAN TOBACCO

ficates must be correct and the nett weight be carried on to the Invoice and Bill of Lading.

CERTIFICATE OF ORIGIN : The certificate of origin, if required under the Credit, must be on the form current at the time. All details called for therein must be correctly given in full and the certificate must be signed by the person making the declaration in *his private capacity but not on behalf of the firm or company*.

AGMARK CERTIFICATE : In several shipments, Indian banks have had to give indemnities to foreign banks for technical verbal variations between the description of goods in the Agmark Certificates and in the Bankers' Credits. For instance, if the Credit stipulated "Indian Fluecured Virginia Redried Tobacco Leaf" and the Agmark Certificate mentioned "Fluecured Virginia Redried Tobacco Leaf", even the absence of the word "Indian" in the Agmark Certificate was objected to by the foreign banks. The description of goods in the Agmark Certificates is given according to the nomenclature provided in the Tobacco Grading and Marking Rules, 1937 and any departure from this practice will be a contravention of the rules. The Credits should therefore be amended to describe the goods strictly in the nomenclature that would appear in the Agmark Certificates and the same description should be used in each and every document.

BILL OF LADING : Of all the documents the most important is the bill of lading. If any other document is irregular, the exporter can rectify it without delay but if the bill of lading is irregular, it has to go back to the shipping agent for correction, causing avoidable delay and possibly heavy loss, in case the credit expires before the bill of lading is received back duly corrected. Sometimes the mistakes may be beyond the scope of correction by the shipping agents. All these inconveniences and irregularities can easily be avoided if special care is taken while giving the shipping instructions.

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(a) The bill of lading must state that the goods are "On board s.s.", "Shipped on board", or "Shipped per s.s."

"Received for shipment" bill of lading should evidence the loading on board by means of a notation signed and dated on behalf of the carrier and this date shall be considered as the date of loading on board and shipment.

(b) Complete set of bills of lading should be submitted to the paying bank as every stamped copy of the bill of lading is, by statute, capable of being effectively transferred as any other stamped copy.

(c) Bill of lading must agree in every detail with the invoice as regards quantity, description and number and marks of goods.

(d) The ports of shipment and destination must be those stipulated in the Credit.

(e) No transshipment clause should appear on the bill of lading unless it is *specifically* permitted in the Credit.

(f) Bill of lading must be signed on behalf of the carriers, must be properly stamped and must be endorsed *in blank*, except when the relative Credit stipulates for bill of lading to order of a named firm.

(g) All alterations on the bill of lading must be signed by the shipping agent.

(h) If the invoice price includes freight, the bill of lading must be marked "Freight Paid".

(i) Credits frequently stipulate for shipment not later than a specified date. It must be ensured that the bill of lading is dated not later than the date mentioned in the Credit.

(j) Clean bills of lading must be tendered i.e., they must acknowledge receipt of goods "in good order and condition". They should not bear superimposed clauses expressly declaring a defective condition of the goods or packing. Bills of lading recording damage to whole or part of the goods e.g., "one bale torn", "shipped in damp condition", should not be accepted.

Many banks object even to the clauses which do not relate to the condition of the goods or packing. Often indemnity has to be furnished by the paying bank for bills of lading with the clauses "ship not responsible for serial numbers" "freight will not be returned cargo or ship lost or not lost", and "lighterage and landing to be effected by the ship's agents at consignees' risk and expense at current tariff rates". So care should be taken to avoid such clauses on the bills of lading. It is doubtful whether a carrier company can rightly insert the first clause above.

(k) The shipment must be made by or on account of the beneficiary under the Credit, unless otherwise stated by the Credit.

(l) The bill of lading should have the 'Notify Clause' completed, if so required by the Credit. Even if the name and address of the person to whom the shipment has to be notified is mentioned in the bill of lading but the word 'Notify' is omitted, the opening banks can and do demand indemnity from the paying banks.

INSURANCE POLICY : (a) The insurance policy must be issued by a first class company and be properly stamped and endorsed *in blank*.

(b) It must contain a description of the goods agreeing letter for letter with that in the bill of lading and must relate to the vessel and voyage stated therein.

(c) It must be issued for the full invoice value of the goods *plus* margin, if the Credit stipulates for one.

(d) It must cover all the risks stipulated in the Credit.

(e) An insurance certificate or covernote in lieu of policy must not be accepted, unless this is expressly provided for in the Credit.

(f) Unless otherwise specified, insurance must be issued in the currency of the Credit.

(g) Banks may refuse an insurance policy or certificate presented if they bear a date later than the date of shipment, as evidenced by the shipping documents.

(h) Where inland waterway is used in the course from warehouse to ship (e.g. at Kakinada) insurance should be obtained to cover partial loss or partial damage and covered craft risk, as the cover usually provided covers only total loss with loss of craft in the canal zone.

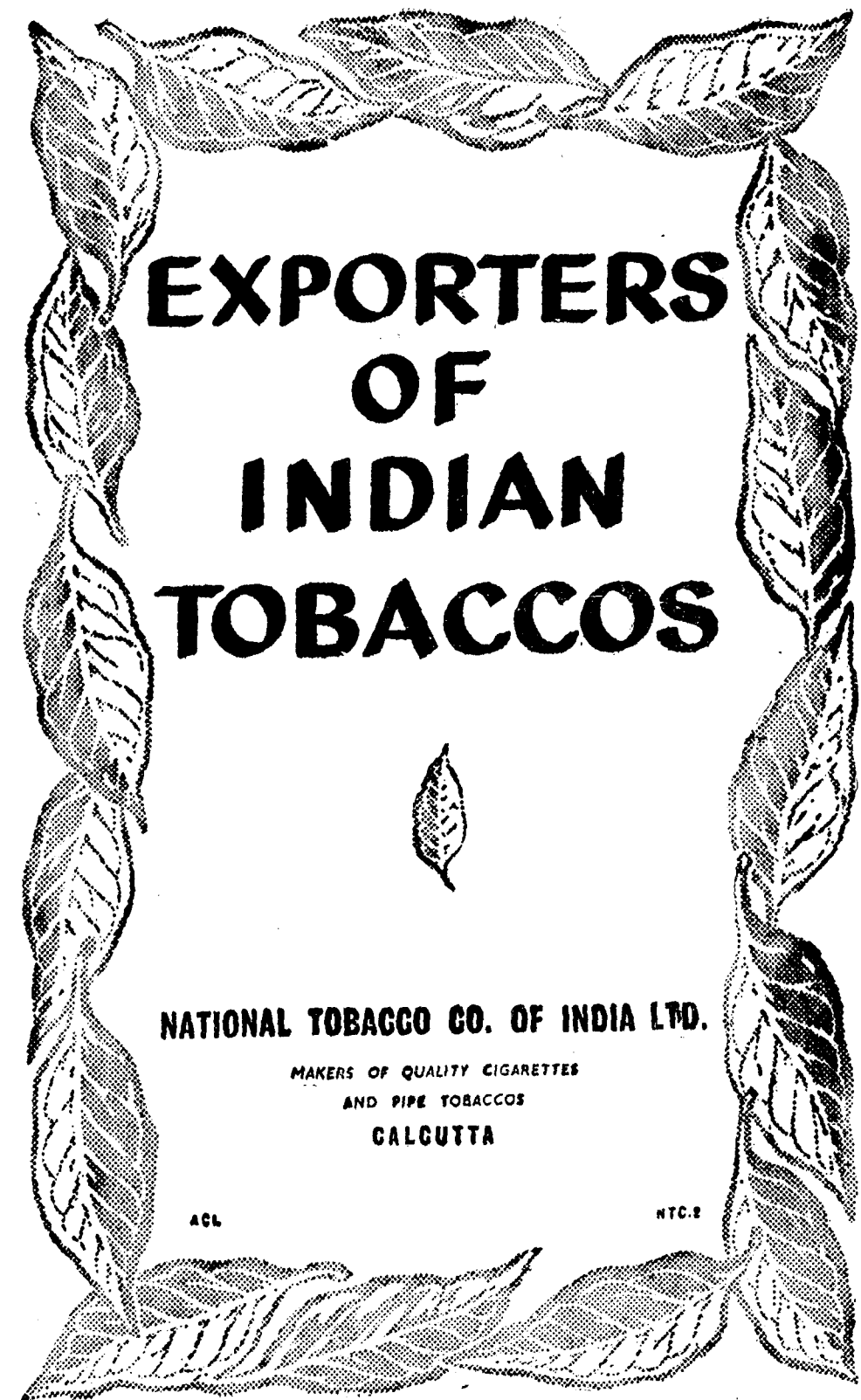
INDEMNITY FOR 'WITHOUT RECOURSE' DRAFTS :—When a credit calls for drafts without recourse, it is customary for the negotiating banker to obtain a Letter of Indemnity from the exporter accepting full liability for any discrepancy that may exist between the terms of the Letter of Credit and the shipping documents.

MATURITY OR VALIDITY : (a) The word 'to', 'until', and 'till' applying to dates of maturity for payment, acceptance, negotiation or shipment are understood to include the date mentioned.

(b) When the stipulated expiry date falls on a Sunday or notified bank or local holiday, the banks in India usually regard the Credit as expiring on the *previous* working day.

In order, therefore, to reduce scope for finance of exporters being frustrated on technical grounds from the time the exporter enters into an agreement with the foreign importer, it is always helpful for the exporter to take advice of his bankers either in opening of the Credits or preparation of the relative documents. Fewer the terms of the Credit, easier the preparation of the documents and less the chance for irregularities.

The exporter should always bear in mind that a Credit is *not a Letter of Credit* but "*A Letter for Letter Credit*".



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Improvement of the Production and Marketing of Bright Tobacco in the Madras State

by

KALIDASU SANKARAIAH,

*Director, The Guntur District Tobacco Growers & Curers Co-operative
Society Ltd., Ongole (S. India).*

The production of flue-cured Virginia tobacco, also known as bright tobacco has reached its climax in India in the recent years and it has become difficult to find a market for certain grades of this variety. The production of the different grades depends mainly upon the cultivator himself and if he is prudent he can meet the changing demands of various markets to his advantage. There has been increasing demand for the top and medium grades; but the demand for low grades is erratic and uncertain. The producer is, therefore, obliged to sell his low grade tobacco for a nominal price. Nevertheless, the merchant is able to have a good margin of profit for the reason that he can afford to hold on the stocks till he finds good demand. To prevent the over-production of low grades and consequent accumulation of stocks of such grades, it would seem desirable for the growers to follow proper methods and practices of manuring, rotation, harvesting and handling including curing. The use of reliable seedlings is equally important.

The tobacco producer can at present grow tobacco of any variety and up to any extent. Since Virginia tobacco is highly remunerative crop, the majority of producers have been increasing the area year after year with a view to earn more and more money. Some producers do not however possess the necessary technical knowledge of raising the crop or are aware of the economic aspects of production. Manuring, rotation, seed selection, curing and grading of tobacco are highly specialised operations; and

the producer who does not possess the necessary knowledge and experience is hit hard by growing the crop.

Whether it is possible or desirable for the Government to introduce legislative measures for regulating, manuring, rotation and seed selection need careful consideration. To exercise an effective control over these phases of production through legislation is extremely difficult. The production of tobacco is mainly dependent upon nature and vagaries of nature are too well known and always present complex problems. Hence, manuring, especially the use of fertilisers, cannot be dealt with successfully with the aid of law. Research and propaganda are the only remedial measures. Rotation of crops can perhaps be controlled by law but detection of violations in this case is formidable task involving enormous cost. Maintenance of crop history of each and every field and inspection of the same by the Governmental agency is no small affair. So, legislative measures in this case too may not prove to be practicable. Propaganda based on the findings of research may on the other hand prove more useful and effective. In the matter of seed selection tobacco growers themselves do not raise seedlings. Nurseries are run on commercial lines by the nurserymen in coastal sandy areas where watertable is within easy reach. Most of the growers enter into an agreement with the nurserymen to supply seedlings true to type at a fixed rate. There are however many instances when the agreement is violated if the price of seedlings goes higher than

the agreed rate. Sometimes the nurserymen even sow some seed whether of the original type or any other type available. Some produce seeds without observing the usual technique of seed production. Hybrid or off-type seedlings cannot be located easily in nurseries. The seed production cannot, therefore, be controlled effectively by licensing the nurserymen. The remedy, therefore, lies in the organisation of co-operatives of the growers for raising reliable seedlings. Since genuine seed occupies the key position in the crop growth, the co-operative organizations engaging themselves in the raising of seed and seedlings deserve all the help from the Government. Such institutions can also carry on propaganda on manuring, rotation, harvesting, curing, grading, packing etc.

The curing of green leaf of the Virginia variety contributes a great deal to the quality of the leaf tobacco. Curing barns are now charged with green leaf to the extent of twice their capacity and in the result, green leaf that can possibly be cured to a high or medium grade is reduced to low grade at a loss of precious time, money and material like coal that is not easily procurable. With the aid of the scientific findings now well known, the capacity of a barn of particular dimensions can be fixed in terms of number of sticks of green leaf for each tier, the number of hands of leaves per stick can also be easily prescribed. Periodical inspections of barns at the time of loading with the green leaf or even at the time of unloading of the cured leaf will check the malpractice of over-loading the barns. In the beginning, inspection at quicker intervals will produce good results.

Importance of grading cannot be ignored in as much as it forms a sound basis for profitable marketing of the leaf tobacco. The faulty grading offers a wide scope to the merchant to mark any grade to the tobacco as he pleases. Since the producer cannot afford to store the tobacco for more than two or three days, he is entirely at the mercy of the merchant. In the Guntur market grade II is sometimes marked by

the buyer as grade V and grade III as grade VI. Such a state leads to misunderstanding between the producer and the merchant and one competes with the other in resorting to unhealthy ways. The measures to bring the seller and purchaser of tobacco to a common platform for auction sales in certain centres of the Guntur district launched under the auspices of the Guntur Tobacco Market Committee deserve a special mention. These measures should, however, be extended to all the important centres of production so that full benefits of the scheme may accrue. In order that the auction scheme may work successfully, more and closer attention should be paid by the growers to grade and pack their tobacco according to the prescribed standards. The adoption of grade standards by the growers will not only benefit them in the matter of realising remunerative prices but will also enable the Guntur Tobacco Market Committee to fix minimum prices of each grade of tobacco ultimately.

As regards the question of defining grades and fixing minimum prices there should not be insurmountable difficulty to do so. The local markets of the Guntur and the neighbouring districts have already adopted eight grades for flue-cured tobacco as defined by the Guntur Tobacco Market Committee. Of these grades the last two have no importance, they being varieties of green and dark leaf that cannot find a place in the other six grades. Out of these six, Grade IV is broken bright leaf creating no complication in identification. In the result, the main grades are five based on colour and spread. The other factors of quality like texture, elasticity, aroma are not as a rule taken into account though some buyers may use those factors as a device to reduce prices. It is enough if the above grades are adopted throughout the Virginia producing area on a statutory basis.

Cultivation of flue-cured tobacco was introduced some three decades ago in India and it is now the main cash crop of the producers of the Circars in the Madras State. Though substan-

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tial quantities of this variety are consumed by the cigarette manufacturers in India, yet large surplus is available for export. United Kingdom is the principal market for the high grades of this variety and far eastern countries like China and Japan mostly take the medium and lower grades. Thus tobacco is a foreign exchange earning commodity. It also yields to the Indian Exchequer, Excise duty to the tune of roughly about thirty-five crores of rupees per year. The production and marketing of the commodity should, therefore, be set on a firm and healthy basis. If production and marketing are controlled suitably the present area occupied by tobacco will produce more tobacco of higher quality reducing the quantity of low grade leaf. The necessary control measures may be administered by the Government and the Co-operative organization may be entrusted with propaganda amongst the individuals in this connection. It is regrettable that the co-operative movement is not given the proper encouragement it deserves. For instance, there is only one Co-operative Institution in the Northern Circars—The Guntur District Tobacco Growers & Curers Co-operative Society Ltd., which aims at the improvement of the economic condition of the primary producer. It started five years ago with coal distribution for flue-curing, but has not been able to undertake any other activity for want of State support. It is a sound institution and, if encouraged, it can help the producers in all their needs.

Exercise of control over production of tobacco is not a difficult matter if we study the scope and working of the Central Excise Act. The Central Excise staff gather information from the stage of planting tobacco till the refuse is composted. They also assess the duty against the

primary producer to begin with. Quota of saleable flue-cured leaf per acre may be fixed by them after studying the maximum output per acre of the different grades including the low grades in a scientifically operated curing barn. In such a case the primary producer will take all possible precautions from the sowing to the curing stages to produce only leaf of such quality as will obtain a high price. The practice of growing tobacco in unsuitable lands and overcrowding the barns will automatically cease. If markets are regulated too the producer will get more returns for his tobacco. Any opposition from the trade interests which is likely to crop up in the beginning will certainly wane in due course. If there be any surplus production over the permissible quantity a prohibitive tariff rate may be imposed as a deterrent. This kind of restriction will operate as a check against misuse of land and uneconomic production.

It is not out of place to consider the responsibilities of the State and the Central Government. Agriculture and co-operation are the State subjects for which the State has to spend moneys from its own resources. The Excise Duty on tobacco is, however, collected by the Central Government in crores of rupees and it is giving portion of the duty by way of contribution to the general revenues of the State. As, however, large funds are required for financing development schemes on tobacco, the state authorities are not able to find money for the purpose. In view of this, the Central Government may, themselves set aside a portion of the Excise duty for promoting the production and marketing of tobacco for which the Indian Central Tobacco Committee has already been set up.

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WHY DO PEOPLE SMOKE ?

Youth take to smoking in imitation of grown-ups because the boys do it, because it is in fashion. After a while, when the first aversion has been overcome,—who did not get sick from one's first cigarette or pipe?—the system becomes adapted. Tobacco then becomes an enjoyment and the habit of smoking develops in the end into a need.

From now on, it is obvious that the consumption of tobacco is urged on by factors that are more imperative than those related to fashion. In fact, fashion is by definition shortlived and changing. Now, the use of tobacco is a habit which has maintained itself in the world for the past 450 years and its importance is ever growing.

To find out the cause of the problem, one must inquire about the phenomenon that makes man feel a need for smoking. The answer to the question may be classed in two categories : one feels a need for smoking either because tobacco is a sedative or because it is a stimulant.

Physiologists have endeavoured to explain this double action of tobacco. The most acceptable explanation seems to be the one given by Mr. H. Aschenbrenner in his book " Physiologie des öffentlichen Lebens " which might be summed up as follows : Nicotine and, to a lesser extent, certain other substances, contained in tobacco smoke, stimulate the sympathetic nervous system while the essential oils stimulate the hypophysis. This double excitation results in the adrenal glands secreting more adrenalin. The adrenalin mobilizes the glycogen stored in the liver and thus increases the sugar content in the blood. The presence of sugar in the blood contributes to a great extent the controlling of fatigue. Thus it may be said that tobacco acts as a stimulant.

However, if a want of proportion existed, as between the outer excitations and the system's vitality, there is noticed in man the phenomenon known as " nervousness ", which is due in the end to a too low sugar content in the blood. Now the sugar content and, as a consequence, the system's vitality, increases in the process of smoking, while the equilibrium of the system in relation to the outer world is restored. In such circumstances, the act of smoking is considered by the system—thus subjectively—as a sedative although actually the action of nicotine has a stimulating effect again.

People who need tobacco for relaxation as well as those who consider the product as a stimulant are right, at least from the subjective standpoint. One might go farther and claim that the amount of tobacco smoked depends upon the more or less normal working of adrenal glands. Persons whose adrenal glandular secretion is too slow will feel a greater need for smoking than others.

Lastly, the functioning of the adrenal glands will even suggest the choice of the different tobacco products. Persons whose adrenal glands work normally may content themselves with a slow and progressive stimulating action,—which is obtained through cigar smoking. On the other hand, persons whose adrenal glands secrete too little adrenalin call for excitations with immediate and higher frequency effect. These are cigarette or fine-cut tobacco smokers.—" *Courrier Du Tabac* "—*Tabakspost*, Mar. 1951.

KNOW THE FACTS ABOUT SMOKING.

The Sunday Graphic, with the help of doctors and the writings of leading medical authorities answers some of the questions smokers ask :

The vexed question of cancer apart, what effect has smoking on health ?—Very little as regards the work of a healthy heart, or blood pressure. But smokers are more prone to colds in the head, and EXCESSIVE smoking can lead to indigestion, stomach disturbances, headaches, insomnia—and (most common of all) LOSS OF APPETITE.

Tests have shown that even one cigarette can greatly diminish hunger. One doctor, in fact, claims that on average, non-smokers eat one-third more than smokers. This may be why many people explain : " I stopped smoking once, but I put on so much weight . . . "

Does the Smoking affect the eyes ?—Eye specialists say that smoke which curls into the eyes, causing temporary smarting, is harmless.

Is smoking more harmful to women (particularly mothers-to-be) than men ?—No. Doctors point out that though more women smoke, the infant mortality rate is constantly going down.

What is a reasonable number of cigarettes per day ?—Most doctors agree that 20 should be the MAXIMUM.

Is it dangerous to inhale ?—Failure to inhale minimises the IMMEDIATE toxic effects produced by nicotine, but does not lessen the risks mentioned above. A non-inhale, however, is unlikely to become a heavy smoker. Many people who do not inhale are affected by a severe cough because they leave cigarettes dangling from their mouths. The curling smoke is then more irritating to the throat. Every time a smoker inhales, the smoke is diluted fifteenfold by the air in the respiratory passages before it reaches the lungs. (Contd.)

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Is smoking good for the nerves?—It is recognised that nicotine has a stabilising effect on smokers simply because they are affected by previous cigarettes! But nicotine wards off sleep when there is depression, boredom and monotony. It also has a calming effect in times of physical discomfort, pain and anxiety.

Are "home-rolled" cigarettes safer?—No difference, though some people believe that "home-rolled" cigarettes are less irritating to the throat.

Should people with ulcers, bad eyes, weak heart etc., give up smoking?—Generally speaking "No". In some cases, depending on the individual condition, doctors may insist on moderate smoking. So take doctor's advice. In the case of ulcer sufferers, some doctors order "No smoking," claiming that it aggravates the condition. Others believe it has no effect and say "Carry on smoking."

Is the cigarette-before-breakfast a bad thing?—It makes no difference, except that the smoker may lose appetite.

Does a cigarette-holder minimise smoking risks?—Consensus of medical opinion is that the proportion of nicotine absorbed is directly affected by the use of a holder. If this theory is correct, the longer the holder, the better.

The last word.—Heart Specialist, Dr. Charles Baker told doctors and nurses at Guy's Hospital: "If the lives of smokers are a bit shorter, perhaps they may also be that much the merrier."
—*"Daily Graphic"*, London, 28th Sept. 1952.

Tractor Attachment Speeds Leaf Harvesting.

A Duplin county N.C. farmer has invented a machine to help in harvesting tobacco. He says tests show it will cut labour time in gathering tobacco from twenty to thirty per cent.

Gilbert E. Alphin, Jr., who also serves as Duplin county tax collector, built his harvesting machine in his off hours and at night early this summer. It took about two weeks to build, but Alphin said he had been studying the problem for about two years.

The gadget, which is mounted on a tractor, is mainly a steel frame with a canvas top. Four seats are mounted on a level with the lower leaves of tobacco. A cropper rides on each seat and each pulls the leaves from two rows of tobacco as the tractor moves slowly through the field. An endless belt of canvas serves as an elevator to carry the leaf from the croppers to a platform above. There, two handlers and two loopers work, putting the leaf on sticks. The platform will hold about 100 sticks. The platform has a canvas cover so that the harvesting crew rides along in the shade. If the tobacco needs dusting or spraying, Alphin has arranged for a duster or sprayer to be mounted at the rear of the harvester. If the crop needs suckering, extra seats can be mounted on which workers can be carried to sucker the tobacco.—*"Tobacco"* (N.Y.) August 14, 1952.

Pipe Smoking Irishman is Champion.

When news reached Ireland that M. Klijzing of Holland had been hailed as world champion for keeping a pipeful of tobacco burning for 92 minutes and 18 seconds, a group of dundeen fanciers in Cork flew into action.

Corkmen thought they could do better and E. O'Toole, C. Hogan and H. Williams formed a committee and staged a pipe-smoking contest at the Three Horses Shoes Salon Bar. Sixteen started but Patrick Walsh was an easy winner—and new champion—with a record of 1 hour 42 min. and 45 seconds! —*"Tobacco"* (N.Y.)—August 14, 1952.

[P.T.O.]

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ERRATA

The following corrections may please be made to the article "Effect of topping and spacing on the yield of chewing tobacco," which appeared on pp. 123-131 of "INDIAN TOBACCO," Vol. II No. (3 July—September, 1952):

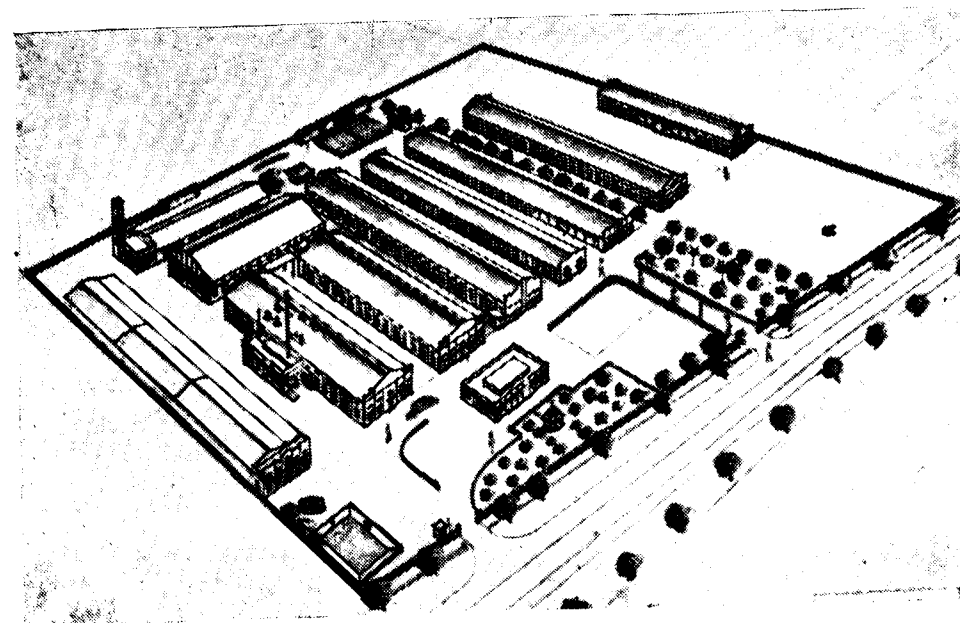
- (a) page 123, last line for "Cheroot" read "Chewing".
- (b) page 124, Column 2, 3rd para, 2nd and 3rd lines: for "Oosi—needle" read "Oosi=needle" and for "monnai—blunt" read "monnai=blunt".
- (c) page 124, Column 2, last para, line 7: for "plant" read "plot".
- (d) page 126, Column 2, last para, 2nd line: for "plants" read "plant".
- (e) page 127, Table III relating to "Toppings," under column "conclusions", line 1 should read "E D C B A"; line 3 should read "E D C B A".
- (f) Page 127, Table III relating to "Spacings", under column "conclusions", lines 3 and 4 should read "36 31 27 24" and "36 31 27 24" respectively and line 6 should read "36 31 27 24."
- (g) page 128: put "x" between the two brackets in the equation "weight per unit, etc = 1/(...) (...)"
- (h) page 129, Column 1, line 5: for "point" read "pound".
- (i) page 129, Column 2, line 11 from the bottom: read "increased" for "increase".
- (j) page 129 Table V, Column "14(D)", line 3 for "31.5" read "13.5".
- (k) page 129, column 2, first line in the para before "Discussion", for "increase" read "increased".
- (l) page 130, Column 1, line 15 from the bottom: read "spacings" for "spacing".
- (m) page 130, Column 2, para 2, line 7: read "spacings" for "spacing".
- (n) page 131, column 1, para 2, line 6: read "high" read "higher".
- (o) page 131, under "References", (N. G. column 2), for "Lokhvitis" read "Lokhvits".

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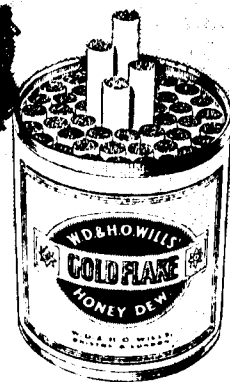


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