

## Sustainable Tobacco Farming & Livelihood Challenges in India

In view of the relentless campaigns by the WHO and anti-tobacco NGOs seeking reduction of tobacco crop and shifting of farmers away from tobacco, The Tobacco Institute of India (TII) brought out a new publication “Sustainable Tobacco Farming & Livelihood Challenges in India”. The publication primarily demonstrates the following:

- **The socio-economic importance of tobacco in India as a source of viable livelihood to millions and the absence of any equally remunerative alternative crop**
- **Adoption of various sustainable farming practices by the tobacco farmers in the country**

Alongside, the publication highlights the serious livelihood threat the tobacco farmers in the country face due to extreme Regulations and high and discriminatory taxation on cigarettes. Both high taxation and extreme regulations produce counter-productive results incentivizing the country's thriving Illegal Cigarette Trade which adversely impacts the demand for domestic tobaccos since contraband products do not use locally grown tobaccos.

Through this new publication, TII, therefore, recommends a host of measures for ensuring Sustainable Livelihood to Tobacco Farmers in India:

- » Improve Profitability of tobacco production
- » Enhance competitiveness of Indian Tobaccos in the world market
- » Tap the huge tobacco export potential to boost incomes of tobacco farmers in India
- » Align tobacco production in India with world demand for tobacco types such as FCV, Burley etc.
- » Regulate all types of tobaccos grown in the country
- » Safeguard interest of tobacco growers in WHO Framework Convention on Tobacco Control (FCTC) deliberations
- » Protect farmer interest against the false propaganda unleashed by anti-tobacco NGOs
- » Reject policy measures which are being driven by NGOs and other activists putting the livelihood of millions of farmers at risk
- » Allow tobacco growers to participate in policy making process as a key stakeholder

### SUSTAINABLE TOBACCO FARMING & LIVELIHOOD CHALLENGES IN INDIA

