



On 28th of October 2021, Tobacco Growers in various tobacco nations celebrated the World Tobacco Growers' Day (WTGD) – an annual occasion for the growers to speak about their positive contributions.

Ten years ago, the International Tobacco Growers' Association (ITGA) has set up the initiative in an attempt to share with the wider audience the good practices and positive contributions of tobacco growers around the world in sustaining local communities and supporting their respective countries.

Since 2012, ITGA's Member organizations, operating in many tobacco growing nations of the world, have embraced the celebration of WTGD around the world on October 28th. This celebration has become more meaningful year after year as the need for tobacco growers to pass their message have increased due to the lack of knowledge about the sector's realities and challenges.

ITGA believes that Tobacco Growers have to keep raising awareness about the positive impact of the sector on their livelihoods, especially in light of the vicious attacks it is subject to on a daily basis.

According to ITGA, being the most vulnerable link of the supply chain, Tobacco Growers continue to be disregarded. Their efforts are constantly underestimated, their communities are left behind when important decisions are made and they are rarely consulted when life-altering decisions are being made. The market the tobacco growers operate in is legal and provides employment to more than 60 million people globally.

WTGD Celebrations in India

Joining their counterparts in other parts of the world, tobacco growers in India celebrated WTGD in various tobacco growing regions. During the celebrations, the farmers opposed the proposed introduction of contract farming as such a move will have a disastrous effect on the livelihood of millions dependent on tobacco for their livelihood. Any move to bring contract farming into the tobacco sector would only aggravate the problems of the farmers who have faced immense hardships during the COVID-19 pandemic. They also urged the Government to control smuggling of foreign cigarettes in order to help the farmers sell their produce at a remunerative price. The Indian FCV (cigarette) tobacco farmers have been facing earnings and livelihood losses as smuggled cigarettes do not use the domestically produced tobaccos.

