

SILVER JUBILEE OF TII AWARDS

25 years of honouring excellence in tobacco farming



TII Best Farmer Awardees with the dignitaries

The Tobacco Institute of India (TII) organized the Silver Jubilee of the TII Tobacco Farmers' Awards Ceremony on June 3 at Mysuru to honour progressive farmers from Karnataka. A total of 10 tobacco farmers were felicitated at the event for their outstanding performance in productivity and quality of the crop in four categories viz. 'Lifetime', 'Best Farmer', 'Sustainability' and 'Recognition'. Two out of these awardees were women, highlighting the important role of women in tobacco cultivation.

Recognizing the growing emphasis on sustainable agricultural practices in tobacco cultivation for higher efficiency, superior crop quality and protection of the environment, the Institute introduced a new award category on Sustainable farming from 2023 onwards. In order to showcase the benefits of sustainable farming practices, such as green manuring, subsoiling, energy conservation measures, barn insulation etc., TII presented two Sustainability Awards at the 25th ceremony.

A commemorative Picture Book, capturing the glorious 25-year journey of these Awards, was also released on the occasion. The Book provides a glimpse of the Institute's journey of honouring progressive tobacco farmers and it carries select pictures of the past award ceremonies from our archives.

The awards ceremony was attended by Shri K. Venkatesh, Hon'ble Minister for Animal Husbandry & Sericulture, Govt. of Karnataka; Shri Yaduveer Krishnadatta Chamaraja Wadiyar, Hon'ble Member of Parliament, Mysuru & Kodagu; Shri Yashwanth Kumar Chidipothu, Chairman, Tobacco Board; Shri B. C. Srinivas, IRS, Director (Auctions), Tobacco Board; and Dr. S. Ramakrishnan, Principal Scientist & Head, CTRI Research Station, Hunsur.

Besides, more than 800 tobacco farmers, Government officials, Industry representatives and Media representatives attended the Awards function in large

numbers. These awards covered Karnataka Light Soil (KLS) region which is known for growing superior quality FCV tobacco.

Hon'ble Chief Minister of Karnataka, Shri Siddaramaiah conveyed his best wishes for the Silver Jubilee celebrations of TII Awards. In his message, Shri Siddaramaiah appreciated the dedication and resilience of tobacco farmers, whose contributions have been pivotal to the agricultural and economic fabric of our nation. Notably, Shri Siddaramaiah was the Chief Guest at the 5th edition of the TII Awards, held in Mysuru in the year 2005.

Instituted in 1999, the TII Tobacco Farmers' Awards seek to encourage the cigarette leaf tobacco farming community towards adoption of modern and scientific farming practices. These awards seek to encourage

quality and global competitiveness of domestic cigarette tobaccos through adoption of contemporary farming practices.

The recipients of these awards are selected by an eminent panel of judges, comprising representatives from various bodies/agencies associated with tobacco farming and Industry. The criteria considered in the selection process include high crop yield and good and sustainable agricultural practices like soil and water conservation, integrated pest and crop management etc.

The TII Annual Awards Function provides a platform to key stakeholders in the tobacco sector to meet and interact on issues of common interest regarding farming practices, tobacco crop quality, tobacco trade and regulatory policies.

Recipients of 25th TII Tobacco Farmers' Awards

Awards	S. No.	Farmer's Name	Father's/ Husband's Name	TAP	Village
Lifetime Achievement Award	1	Vikram Raj Urs	T. Srikanta Raje Urs	Periyapatna-III	Bettada Thunga
Best Farmer Awards	1	Javaregowda	Mahadeva	Hunsur-II	Udduru
	2	K. M. Raju	Marilingappa	Chilkunda	Karnakuppe
	3	Smt. Halamma	Javaregowda	Periyapatna-I	Javarikoppalu
	4	K. M. Mallesh	Muthegowda	Ramanadhapura-I	Tarki Koppal
Sustainability Awards	1	Kemparaju C.	Chennammaa	H.D. Kote-I	Heggudulu
	2	Krishnegowda K. C.	Channegowda	Periyapatna-II	K.G. Koppal
Recognition Awards	1	Chandregowda C.	Channegowda	Hunsur-I	Undawadi
	2	Smt. Kamamma	Somanna	Hunsur-III	Kallegowdana Koppalu
	3	Chandrappa	Ankappa	Ramanadhapura-II	Dadadahalli

TAP – Tobacco Auction Platform

All awardees are from Karnataka Light Soil Region