

Capital, Industry, Tobacco And Farming: A Study in Economic Sociology in Andhra Pradesh

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DOCTOR OF PHILOSOPHY

IN

DEPARTMENT OF SOCIOLOGY

BY

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DECLARATION

I, **SATHEESH PERUMALLA**, hereby declare that the research work presented in this thesis entitled “*Capital, Industry, Tobacco And Farming: A Study in Economic Sociology in Andhra Pradesh*” has been carried out by me at Department of Sociology, School of Social Sciences, University of Hyderabad, Hyderabad under the supervision and guidance of **Dr. V. Janardhan** is a bonafide research work which is also free from plagiarism. I hereby also declare to the best of my knowledge, that no part of this thesis is earlier submitted, for the award of any research degree or diploma in full or partial fulfillment in any other University. I hereby agree that my thesis can be deposited in Shodhganga/ INFLIBNET.

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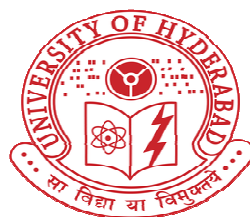
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CERTIFICATE

This is to certify that the thesis entitled “*Capital, Industry, Tobacco And Farming: A Study in Economic Sociology in Andhra Pradesh*” submitted by **SATHEESH PERUMALLA** bearing Regd. No. **15SSPH02** in partial fulfillment of the requirements for the award of **Doctor of Philosophy** in the **Department of Sociology** is a bonafide work carried out by her under my supervision and guidance.

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Further, the student has the following publication(s) before submission of the thesis/monograph for adjudication and has produced evidence for the same in the form of acceptance letter or the reprint in the relevant area of research: (**Note:** at least one publication in referred journal is required)

1. Satheesh Perumalla & etal., (2019). “*Research Scholars’ Epistemological Predicament*”. *Economic & Political Weekly*, 54(23), 35-42.
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Chapter of dissertation where this publication appears (delete if not applicable)

Chapter I.

He has made presentations at the following Conferences:

1. Presented a paper on 'Corporate Capital in Indian Agriculture: Changing Political Economy of Agriculture' in the International Conference on *Contemporary Economic Policy in Developing* organized by Department of Economics, MANUU, held at MANUU, Hyderabad, Telangana, on March, 22-23, 2018. (International)
2. Presented a paper on 'Development Contour and Social Transformation with Tobacco Crop in Andhra Pradesh' in the 45th All India Sociological Conference on *Environment, Culture and Development: Disclosers and Interactions* organized by Department of Sociology, University of Kerala on December, 27-29, 2019. (National)

Further, the student has passed the following courses towards fulfillment of course work requirement for PhD.

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1	SL 801	Advanced Sociological theory	4.00	Pass
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LIST OF ABRIVATIONS

AGEs	:	Advanced Glycation Endproducts
APIIC	:	Andhra Pradesh Industrial Infrastructure Corporation Ltd.
APMC	:	Agricultural Produce Market Committee
ASSOCHAM	:	Associated Chambers of Commerce and Industry of India
ATC	:	American Tobacco Company
BAT	:	British American Tobacco
CAGR	:	Compound annual growth rate
CDC	:	Centers for Disease Control and Prevention.
CDP	:	Central Tobacco Research Institute Crop Diversification Program
CEO	:	Chief executive officer
CII	:	Confederation of Indian Industry
CPG	:	consumer packaged goods
CSR	:	Corporate Social Responsibility
CTRI	:	Central Tobacco Research Institute
EXIM Bank	:	Export-Import Bank of India
FAO	:	Food and Agricultural Organization
FCTC	:	Framework Convention on Tobacco Control
FCV	:	Flue-Cured Virginia
FERA	:	The Foreign Exchange Regulation Act
FICCI	:	The Federation of Indian Chambers of Commerce and Industry
FMCG	:	fast-moving consumer goods
GATT	:	General Agreement on Tariffs and Trade
GIC	:	the General Insurance Company
HYV	:	High Yielding Variety
ICAR	:	Indian Council of Agricultural Research

ICAR	:	Indian Council of Agricultural Research
ICCI	:	The Confederation of Indian Commerce and Industry
ICICI Ltd	:	Industrial Credit and Investment Corporation of India
ICTC	:	Indian Central Tobacco Committee
ICTC	:	Indian Council of Technical Cooperation
IES	:	Interest Equalization Scheme
ILTD	:	ITC's Leaf Tobacco Division
IMRB	:	Indian Market Research Bureau
ITC	:	Imperial Tobacco Company
ITGA	:	International Tobacco Growers' Association
ITGA	:	International Association of Tobacco Producers
LIC	:	The Life Insurance Corporation
MNCs	:	Multinational Corporation
MRTP	:	The Monopolistic and Restrictive Trade Practices Legislation
MSMEs	:	Ministry of Micro, Small & Medium Enterprises.
NAFTA	:	North American Free Trade Agreement
NBS	:	Northern Black Soils
NITI Aayog	:	National Institution for Transforming India
PPE	:	personal protective equipment
RKVY	:	Rashtriya Krishi Vikas Yojana
SDRF	:	State Disaster Relief Fund
SLS	:	SOUTHERN LIGHT SOILS
SSA	:	Social Structure of Accumulation
STMA	:	State Tobacco Monopoly Administration
TBS	:	TRADITIONAL BLACK SOILS
TII	:	Tobacco Institute of India
TMA	:	The Tobacco Merchants Association
TRIPs	:	Trade-Related Aspects of Intellectual Property Rights
TSNAs	:	Tobacco Specific Nitrosamines
TTD	:	Tribeni Tissues Department

UK	:	The United Kingdom
USA	:	United States of America
USD	:	United States Dollar
UTI	:	The Unit Trust of India
WTO	:	World Trade Organization

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Society is a word used to denote a group of people. It's a group of social beings in continuous social interaction sharing the common spatial location with shared culture and political ethos. The term "society" refers to the organised links and institutions that exist among a large community of individuals and is used to characterise those ties and institutions. These institutions and relationships can't be summed up as a simple collection or aggregate of people, no matter how many of them you count. (Giddens and Sutton , 2007:36). Talcott Parsons proposed that another essential quality that defines a civilization is its capacity for self-perpetuation, or the ability to reproduce itself without the intervention of external influences. Emile Durkheim, a prominent figure in the field of classical sociology, proposed the idea that society possesses a reality that is distinct from that of individuals and that it exists in its own right, having the ability to exercise an influence over individuals within a 'bounded territory.' Therefore, society is its own unique entity, and the conditions that currently exist in social interactions exert pressure to organise society in a particular socio-political fashion (Daniel conforte, 2011: 27). We have socialist societies, capitalist societies, communalistic communities.

Most important understanding is that every society shares significant ideals of other societies in total though predominant with respective ideals of such nature that have been evolved or accepted as primary ones. No society is perfect but an appropriation in its own and will continue its evolutionary rigour with time.

‘Sociology’ is considered to be the ‘scientific’ study of society. As a *discipline*, it has, over the years, yielded a rich and complex understanding of society. In the process it has developed various *sub-disciplines* within itself. A few examples are Urban Sociology, Agrarian Sociology, Political Sociology, and Economic Sociology. ***The present study predominantly falls in the domain of Economic Sociology.*** In a sense, it can also be considered as a study in **Economic History** and a study in **Social Change** (Swarup Dutt, 2011: 21-28).

To begin with, it can be safely observed that any society is prone to change, which is inevitable. Sociologically, change occurs in the social system (which includes the

economy). The change occurs in terms of institutional structures, processes and social relations. *The present study, among other objectives, focuses on agrarian change brought about by corporate capitalist agribusiness in the pursuit of its business strategy.* Indian agriculture is one important domain of economic activity that has remained nearly static historically. The entry of corporate capital in agriculture (what can be called agribusiness) can be considered an *economic model* that can transform agriculture. Simply put, it can make agriculture a profitable proposition for the farming community across strata, besides other positive outcomes for the larger society. The present study focuses on one such intervention by corporate capital and its impact in the countryside (Pratyusha Basu, 2009: 57).

Contemporarily, the Indian state is displaying commendable interest in evolving policy on the above lines. Until recently, the modern Indian state mainly encouraged a mixed economy model facilitating both private and public (state) participation. Since the past few decades, the role of the state in a liberal economy has been diminishing as a welfare state but as a regulator of the market it has been growing very powerful. The traditional occupations like agriculture took quite a long time to allow corporate capital into its fold. The state is very conscious of the tightly connected complex nature of agrarian society, so it did not open the field of Agriculture completely to the free market (Swarup Dutt, 2011: 43).

In this context, it is pertinent to consider the contemporary initiatives taken by its institutions. Thus, NITI Aayog has prepared a road map for doubling farmers income in next six years. While this initiative is commendable, it does not seem an easy task to attempt a holistic transformation of Indian agriculture. Indian agrarian set-up is embodied with the complexities of the society and heavily loaded with unskilled labour trapped in. Will NITI aayog's initiatives address such complexities is the big question. But NITI aayog's initiative seems to say that time has come to enable corporate entry into agriculture a little more. The present study tries to explore various corporate tendencies evolving over a period in Indian Agriculture, in the context of the latter's complexities (sukhpal singh, 2018: 15-18).

Indian Agriculture and its Complexities: A Brief Historical Discussion

Agrarian economy is a very important constituent for any nation's economy. First world nations well enhanced its agrarian economy by fulfilling its dual benefits of food production and earning profits out of it. The third world agrarian economy is yet to reach the first world stage, given that a large chunk of population still depends directly and indirectly on agriculture. Thus, agricultural productivity levels are not matching the global standards. India is a classic example of such nature. Indian agriculture needs basic changes necessitating policy interventions by the state. Issues like more small holdings of land and poor productivity has continued for long. There are multiple reasons for the prevalence of this phenomenon. Primary reasons come out to be practices of cultivation, poor infrastructure, too many small holdings affecting input costs and finally poor research and development. 'Developed' nations such as Denmark, Finland, China, United States of America, etc, stand at a different height of performance in terms of productivity and quality, and quality is also standing at international standards. There is large scale technology being used, well established research and development centres contribute for the consistent growth and sustainability of agrarian industry (Sam Moyo, Praveen Jha, Paris Yeros, 2015).

The standard economic model if observed in various countries shows a picture of gradual movement from agrarian economy to industrial economy and then service economy. For instance, it is true that all societies had a large chunk of agrarian economy with a large work force dependent on it. The capital evolved with accumulated surplus and paved the way for the industrialisation process. This procedure proceeded in a natural and organic manner. In addition to being a purely mechanical process, it is also connected with a political and financial measurement. It recognises the shifting creation bases (innovation, creation structure, and property relations) in both the agricultural and industrial sectors of the economy. These progressions ensured that work would arrive on one side and be retained on the other side. Capitalist agriculture type structure is supposed to be the norm as the process of primitive accumulation takes place where transfer of surplus agriculture to industry will be done organically. The movement of economy from Pre-capitalist to capitalist mode of production was very smooth in first world industrialised nations, but in Indian context such transition was not so. Still, there is a large chunk of population depending directly

and indirectly on agriculture there by creating a lot of stress on agrarian income and consequently more population below poverty line (Anthony Winson,1990).

The formation of capitalist industrialization with increased productivity in the Indian Agrarian set up was severely disturbed by colonial policies and a skewed model evolved in the agrarian economy. The existing peasant economy production base was destroyed by the new policies focused at fulfilling the colonial interests at large, especially the land revenue systems and commercialization of agriculture. The consequent result with such policies led to land and surplus production getting into few hands and large chunks of peasantry were pauperized and lost their lands; the British government then announced that in 1931 more than 32% of the rural workforce was landless. The surplus generated was not invested in developing auxiliary manufacturing industry nor even bothered to enhance the productivity of agriculture. India as a colony was made as supplier of raw materials to British industry and a consuming market of their Produce (P Chand, JJ Thakkar, KK Ghosh, 2018).

The limited British need-based manufacturing industry did not create enough job market to absorb the poor peasants. The landless peasantry was in distress, unable to find new job avenues and stayed back in doing menial jobs in existing agriculture. Availability of large labour made wage rate go below subsistence level, land lease market increased but with high rents by big landowners. The poor and landless farmers, to attain cultivator status agreed to take out land on lease and took required consumption loans to enhance their income level (Ishwari Singh Bisht , Jai Chand Rana and Sudhir Pal Ahlawat, 2020: 2-9). The farms are often comprised of small holdings, and because of the low degree of technology present, the overall productivity of the farms was quite poor. The meagre profits from the agricultural industry did not allow for adequate reinvestment in businesses that contributed to the economy. The practise of capitalist agriculture became economically viable in the field of plantations, particularly in the tiniest enclaves of India that were owned by foreign investors and focused on export. To put it more clearly, the agrarian structure that our former colonial masters bequeathed to us was an extraordinarily lopsided distribution of land and various assets. This was passed down from generation to generation. Agriculture became stagnant, and as a result, both per capita income and food availability continued to decline for a considerable amount of time. In addition to this, exploitation remained

in the form of rent and usury, which stopped the excess from being invested in raising the quality of life and in productive businesses. The severity continued to worsen as famines and droughts, such as the Bengal famine in 1943, the Bihar famine in 1966, and the drought in Maharashtra from 1970-1973, continued to strike the region. Meanwhile, the number of farmer suicides continued unabated (McAlpin MB, 2014: 157-164).

Land reforms, green revolution and its impact

The Indian National Movement had an important economic programme to distribute the wealth to the poor and deprived, including 'land reforms. Elaborate legislation was drafted after independence to redistribute land to the poor, provide land to the tiller and restructure the existing exploitative feudal relations in rural India and distribute available resources in a judicious manner. Land reform programme did some patch work but in total failed to attain such an objective. The rich peasantry or landlords were able to sustain or retain their dominance in economic and political spheres. Legislation on tenancy and land ceiling remained namesake laws, though tenancy in states continued in the background and distribution of land and land ceiling has been manipulated with loopholes of law. Finally, a minuscule amount of land has been distributed under law was barren and poor-quality land (Thimmaiah G - 2001: 180-186).

But there are some states which took land reforms very seriously. The rural production mode has been significantly altered in the left ruled Bengal and Kerala. However, the 'semi-feudalistic' nature remained intact in many states of India. The state of Punjab had undergone a bit of a different change and completely altered its agrarian economy, there was consolidation of land very efficiently in the hands of few rich farmers. The consequent effect of consolidated land holding is quite interesting to look at, Modern technology and mechanisation mode have been introduced in large scale. These changes made Punjab state a classic example of capitalist farming. Agriculture has been a more profitable enterprise in selected locations of some states and in all other places majorly continued to be a sustenance occupation. The agrarian generalisations in India are so divergent that some agrarian scholars consider all India generalisations on Indian agriculture will not be accurate enough (Thimmaiah G - 2001: 180-186).

After Land reforms, the green revolution was the most important policy decision taken by the government to boost Agri production. Within a decade the green revolution became central in the debates of agrarian reforms. Technological breakthrough alone was presumed to have the potential to bring revolutionary change in the society. Such breakthrough technology was opined then with High Yielding Variety (HYV) seeds which promised quantum jump in production, and such surplus production could add to productive investment crossing the sustenance issues farmers (Dasgupta, B, 1977: 241-242). HYV seeds are to be coupled with good irrigation, fertilizers and pesticides to see the breakthrough output in production, but this is cost effective only rich farmers can afford such costly affairs. Government also convinced to rely on rich peasants and landlords to achieve such growth and extended financial and physical support to use HYV seeds. Government also promised a minimum support price and created required market conditions for the farmers (Dasgupta, B, 1977: 243-241).

Irrigated wheat growing regions of Punjab used HYV seeds in the first phase, then Haryana and western Uttar Pradesh and saw good yielding. Southern and western states got the HYV technology of paddy and by 1980s it spread to eastern states of West Bengal, Odisha and Bihar. By the 1980s commercial crops like cotton, oil seeds and coarse grains also got hybrid varieties of seeds. ***Interesting factor is the spread of HYV technology led to increasing tendencies of capitalist agrarian production base in those areas.*** This is a big opportunity for big farmers to make more profits, that too supported by the state. The big farmers in some areas broke the land lease and took over the land for self-cultivation (Dasgupta, B, 1977: 253). It can be observed that the practices such as hiring labour, marketing, reverse tenancy gives clear indication of the capitalistic farming mode entered in most of the states associated with HYV seeds usage. The case of Punjab has become a role model of capitalist farming with the new technology, concentration ratio of land ownership holding pattern becoming highest in India. With this big farmers /peasant class emerged as a strong interest group in state politics and in fact this interest group made enough of a lobby to influence the policies of HYV to take full advantage of it and made a lot of wealth out of it (Evenson RE, D Gollin, 2003).

Indian model cannot be categorised as a typical capitalist model but can be categorised as slowly evolving corporate agribusiness or contract farming model as backward integration is going on steadily (Evenson RE, D Gollin, 2003).

According to research conducted by Bharwada and Mahajan in 2006, "The governments of Maharashtra and Gujarat have also devised regulations to allow corporate farming on government wastelands by providing major tracts of these lands to agribusiness enterprises on a long term (20 year) lease." This information comes from the researchers' examination of the states' agricultural policies (Shelar K, 2020: 178). This information comes from the researchers' examination of the situation in India. The research described above referred to these statutory provisions. In addition, the state of Chhattisgarh made over 20 lakh hectares of land available for the cultivation of jatropha, a type of plant that may be used to produce biofuel. The "State Government's action plan" includes a number of different actions, some of which include the establishment of the Chhattisgarh Biofuel Development Authority, the identification of government-owned waste or fallow land, as well as the creation of task groups in various districts. Other examples of these actions include (A K Bose, 2013: 156). States undertaking such a large plan of agrarian business can be traced to dual objectives of which one is to increase the per capita returns from agriculture as a large chunk of population is in Agriculture and other objective being the commoditisation of agrarian occupation in response to new production mechanisms making internalisation of agriculture. Global capital and trading interests are pushing the spread of technology barriers. This type of privatisation of agriculture is seen in Thailand since the 1990s thoroughly discussed by Sukpalsingh in his book 'corporate farming and the state' (sukhpal singh, 2006: 52-56).

Withdrawal of State from Agricultural Sector

With changing time, the role of the state in taking the responsibility of the farming community is also changing. Indian states post-independence invested a lot in developing agriculture areas, agriculture production, irrigation facilities through dams and canals. Land reform is an attempt by the state to make land available to all the people, but it did not go in the expected way (Dufumier, M. & Bainville, S., 2006: 121-132). Later, the project of green revolution otherwise called HYV seeds era pitched to enhance production to higher level. This attempt of the state created division among

farmers into rich farmers and poor farmers, thereby sowing seeds of a capitalistic agrarian scenario. This led to the rise of the rich peasant class in different states and they acted as strong pressure groups and, in some cases, they took part in the state made policies suiting their agrarian interests. The state's role in intervening decreased constantly in the market process to protect the interest of medium and small farmers. Not just domestic space but also in the international agrarian market, role of state is very important and decisive, but with internationalization/globalization of agriculture the structures of controls of business got disturbed. The Agricultural Produce Marketing Act, the Small-Scale Industry Reservation Act, and the Essential Commodity Act have all been altered in response to pressure from interest groups and international organisations to better satisfy the demands of new markets. These regulations place limitations on how agricultural products are transported, stored, sold, and processed. Up to the time when these events took place, these actions had been restricted (Dufumier, M. & Bainville, S., 2006: 121-132).

India being party to international bodies like WTO and other international agreements now we have big multinationals and big domestic companies are allowed into agrarian related business activities. Post liberalization scenario in the states shows a strong sense of withdrawal to many minor and medium size irrigation projects owing to lack of funds. Privatization is the hallmark in the new state policy. Slowly day by day every sector is being privatized, the state role is changing from welfare state to facilitator mode. Power sector, an important lifeline of agriculture, got privatized. The consequent effect on Indian agriculture is very wide, the sustenance of small and medium scale farmers would be very miserable and risky.

The institutional lenders like cooperative societies and banks are not able to meet the needs of the farmers. The cooperatives though very successful in the beginning later due to political and other reasons their efficiency fell, the banking sector till now not able to lend the destined 18% to the primary sector. Various schemes available erstwhile and even now to facilitate the credit needs of the small and marginal farmers are defunct and sometimes appropriated by rich landlords. With this informal credit markets rose and sustained till now, the poor farmers are facing lot of trouble with informal creditors, most farmers suicides are linked to this credit related issues only even in recent times. Traders of new agrarian technology entered the market, they are

using state machinery aggressively pushing their products such as tractors, accessories, sprayers, fertilizers, pesticides etc. These players are providing this input sometimes for credit with high interest rates. States across the country cut their budgetary allocation to various forms of input subsidies available to them and tasks were taken over by multinational companies. The rich farmers were able to make profitable deals with corporate in this game and same can't be done by small and middle level farmers

Along with the traditional moneylenders who were previously present, traders of new technology, materials, and equipment have also entered these markets. Fertilizer subsidies have been scaled back as part of the process of creating the annual budget, and the government has given private companies and international enterprises the duty of providing seeds. Last but not least, the term "land reform" is now being used to promote the repeal of land ceiling and tenancy legislation. The phrase is frequently used in today's slang in this way. This would make it possible for businesses to participate directly in farming activities. The large farmers would be able to strike lucrative agreements with the corporate world and international businesses (MNCs).

Corporate Forays into Indian Agriculture

Historically, the Indian Agrarian economy with its feudal structure did not provide scope for corporate capital directly into the production process. The state being socialistic in nature did not allow capitalist tendencies and also was not very successful in breaking feudal structure. The government of India's initiatives like land reforms and green revolution enabled capitalist farming slowly but steadily. Corporate companies are interested in large scale farming, which is not viable owing to too many small land holdings. By the 1990s the agrarian economy was open to international market. The feudal attitude and states socialist fervour did not let corporate enter direct farm production, the entry started with supplying provisions like tractor, its accessories, fertilizers, pesticide etc., and it is extended to the level of making agreement with the farmers directly for buying the produce.

The governments of several states are under a lot of pressure to allow corporate organisations to take on the production process directly in the horticulture, floriculture, and agro-forestry industries. There are several distinct causes for this. Since the plantation industry was exempted from land ceiling constraints, capitalist corporations,

the bulk of which are foreign, have owned and run large-scale farms. Since the nation's independence, this has always been the case.

With changing times and increased demand, the state decided to allow large tracts of land to give in lease to corporate companies to grow different commercial crops. This involves slowly altering land ceiling laws to suit the demands of the corporate companies. For instance, as large as 1000 acres of fallow and barren land was identified for growing horticulture and other crops as deemed good. This land was given to some corporate companies on lease. Corporate companies are in the foray identifying such lands and getting permission from respective states, for aquaculture lands were taken from southern state. In the process many small and marginal farmers lost their land with one or other pretext. By manipulating land ceiling laws many corporate companies made their way into horticulture, agro forestry. Erstwhile designated small-scale industries for agro-forestry were changed and made available for big private capital ones. A market-controlled regime is dominated by both international and national private players, while state control limited itself to a regulator.

To understand the market control regime, take the instance of the seed industry in India. The Indian government started the National seed corporation in 1963 to cater the HYV seeds in different crops, states also started respective state seed corporations to meet the requirement of quality HYV seeds. Private seed industry was able to make entry in India from 1973 through the World bank supported seed project. With the government legislation of MRTP and FERA, private companies could manufacture seeds from 1987. Added to this with addition of import of seeds to the list of Open General Licence Category, TRIPs regulation of WTO made multinational seed companies move much free and more powerful. With this, the seed industry in India went into complete control of multinationals, they decided the land use pattern and seed use pattern in India. Hybrid varieties of seeds supplied by these MNCS are beyond the reach of the poor. Many states acted swiftly to protect the poor farmers interests, took steps to control the monopolistic attitudes of the MNCS and regulated them to for a healthy competitive environment, HYV seeds, fertilizers are made available to all the farmers, some states are providing input cost to farmers for instance in Telangana and

some other states, but all these steps could not stop the MNCs control on the seed market and land.

According to NITI aayog expert Ramesh Chand, contract farming is one potential way to enhance farm productivity and farmers income. The direct entry of corporate capitalist in agriculture is still not an easy option in the Indian complex agrarian setup due to tighter restriction of state. For corporate companies' contract farming method gave an entry point to get the required control over the production process in India. This contract farming method was limited to fewer products only. The agreement between farmer and corporate, would specify the required product to be produced, the quality and quantity, stipulate time and decided price. The required inputs like seeds, credit, required fertilisers, farm equipment if any will be provided by the respective corporate entity. These are a few instances: the wheat crop in Madhya Pradesh, which is grown by Rallis and HLL; the tomato crop in Punjab, which is grown by HLL, Pepsi, and Nijjar; the mustard crop in Punjab, which is grown by Markfed, a parastatal cooperative body; the potato crop, which is grown by McDonald's; and horticulture and floriculture (Ace).

Important movement leaders were Shared Joshi in Maharashtra, M. S. Tikait in Uttar Pradesh, Ajmer Singh Lakhwal, Balbir Singh Rajwal, and Bhupinder Singh Man in Punjab. The 1970s saw the cascading effects of the green revolution, the emergence of a powerful political pressure group with an agricultural surplus, the rise of the rich farmers lobby, and a movement to urge the government to implement policies for fair prices and subsidies. The evolved rich farmers' lobby on one side and international market pressure on the other side had put states in a tough position to decide on. The rich farmers lobby's attitude to globalisation process can be termed ambivalent. Though they are happy with trade liberalisation, agribusiness, farm produce diversification, they are quite apprehensive that they would have to compete with Dumping practices.

The Promise of Contract Farming

The neo liberal global regime in the 21st century is seeing great transformations across the globe not just in farming, but in manufacturing and technology transformation too. The national economies are highly connected to the global

production system and a new global production base with new supply chains across countries emerged very strongly, technology has enabled such a scenario. The agrarian scenario or crisis was not able to overcome its setbacks but the globalisation process of agriculture started giving new solutions to stagnant agrarian distress. A radical restructuring of the entire production base slowly and steadily aligning with the global circuit of demand and supply could be an acceptable pragmatic solution.

Indian experience with the corporate sector is showing some hope in different states to labour absorption, increasing farmers income to some extent. Farmer producing companies, cooperative farming are other important methods that can be used to restructure the agrarian economy. Farmer producing companies, cooperative farming, contract farming in a way puts itself to accept the high-end technology as they operate for large land holding at a time with a quality of produce immediately taken by market. Punjab state experience can be taken to make required agreements with companies to buy produce with stipulated quality at a decided market price. Existing labour can be absorbed and will be paid in better way and farmers associated will also benefit with such arrangement

Bose A.K (2013), highlights contract farming as a model that could meet all the needs of corporate business and small producers and pushes states to evolve policy over enabling contract farming than capitalist farming. When contract farming is contrasted with corporate farming, Winson (1990) claims that contract farming's sustainability is longer, growing, and more accommodating in all of its good benefits. These advantageous consequences include connecting producers to profitable markets, improving farm incomes, upgrading skills through technology transfer, and even sharing market risk in India. Additionally, research has shown that contract farming is more environmentally benign than corporate farming. In contract farming, two parties agree to collaborate on the production of crops. Corporate farming as such slowly excludes small farmers, (Warning et al, 2003; Singh, 2006a). Where contract farming does not make farmers at least land less and let them take part in the production process with renewed interests of increased income. 'Direct corporate farming will be able to overturn the state's regulation to environmental protection and degrade it', Morvaridi,1995 and Singh,2002.

Contract farming enables profit sharing to all stakeholders unlike corporate farming whether profit is maximised by only corporate. State, farmer groups and co-operatives associated must monitor thoroughly with contracting agencies. As more stakeholders, sometimes not directly linked to contracts, also benefited from this model. If state policy is properly used to leverage contract farming, it has the potential to positively impact a broader population, which is what the government is attempting to do by bringing the idea of contract farming to more states. According to Eaten and Shepherd (2001), "contract farming needs to be built on partnership." According to these writers, "contract farming needs to be organised around partnerships in which firms share their business risk and earnings with producers as equity shareholders." This is in addition to giving contractual criteria for working with farmers. It's not that to conclude that contract farming is only a boom to backwardness of agriculture. Apart from all other potential methods focussed at creating sustainable and remunerative environment for agriculture contract farming also plays an important role in transforming agrarian setup to meet the changing needs of the society. There is an important and decisive role to be played by the government at each level as a contract farming model in deepening its roots in Indian agriculture.

In conclusion, as contract farming fulfils the needs of both big multinational agribusinesses and lone small producers, it is necessary to look into other possibilities. In a lot of respects, contract farming is better than corporate farming practises. These include the practice's wider adoption and continued use as well as its beneficial outcomes, such as producer connections to profitable markets, increased farm incomes, skill up gradation due to technology transfer, and sharing of market risk even in India. In that it is more environmentally benign, contract farming is likewise superior than the practises of corporate farming. Contract farming also has the advantage of being more environmentally friendly than corporate farming (Winson, 1990). In addition, contract farming is preferable to corporate farming from an environmental point of view. In contrast to industrial farming, it does not result in the loss of land by small-scale farmers. Even the potentially negative impacts of contracting on the environment are mitigated somewhat by the fact that smaller farmers are able to keep a measure of control over their activities, which is good for the long-term health of the natural world. However, when contracting is unregulated

and not done in an ethical manner, it can result in environmental degradation and the exclusion of small producers (Morvaridi, 1995; Singh, 2002). Even so, contracting has less negative effects on the environment than it does on society (Warning et al, 2003; Singh, 2006a).

Contract farming, however, is less like the corporate farming that the majority of people are used to seeing and more like a collaborative endeavour. This, of course, necessitates the need for either the state or third parties, such as co-ops and farmer groups, to exert control over and oversight of firms that enter into agreements with farmers. Even while contract farming is not a development strategy in and of itself, it does positively affect rural development in general as well as farmers who do not use it. This is particularly true if it is effectively leveraged with suitable local institutions and governmental legislation, like group contracts (Goldsmith, 1985). With varied outcomes for quite some time, it has been implemented in India, and more recently, this vertical coordinating structure has come under policy pressure. Contract farming must therefore include partnership (Eaton and Shepherd, 2001), which requires enterprises to cooperate with farmers on a contractual basis while simultaneously involving them as equity shareholders in the company's risk and benefits. This is due to the fact that firms must both interact with farmers and provide contractual terms for doing so. It's feasible that with this kind of arrangement, contract farming would be successful.

Present Study

The present study is an attempt to understand the dynamics of capital in agriculture and its cascading effect on society. The company chosen is ITC Limited (formerly Imperial Tobacco Company of India Limited), with a major if not significant stake of BAT Company headquartered in Bristol, United Kingdom. The Imperial Tobacco Company of India, which had previously owned the business, had its name changed when Indians increasingly came to control it. The Indian state of West Bengal's capital city of Kolkata is home to this "Indian" assemblage. Hotels, Paperboards & Packaging, Agri-Operations & Information Technology, and Fast-Moving Consumer Goods comprise its diverse line of business (FMCG). ITC Limited's main source of income comes from the sale of tobacco products, hence for the sake of this study, I will be looking into a number of tobacco product components.

Since inception of the company in 1910, it has been promoting the tobacco cultivation in and around Guntur region of Andhra Pradesh. This region is a very important base of ITC limited to procure tobacco leaf for manufacturing tobacco products. ITC ltd has been instrumental in creating a strong tobacco cultivation base in India. Indian Tobacco Board, Guntur is the nodal agency of India to regulate the production and export of tobacco.

As a corporate capital here ITC Ltd played an important role in changing the face of agriculture in and around Guntur region by sponsoring the cultivation of commercial crop tobacco in multiple ways. The Agribusiness division of ITC ltd consistently looks after the cultivation patterns and gives required support to the farmers. The strong interface existing between farmers who grow tobacco and ITC ltd is an important aspect that interests me to inquire about.

Research objective

The first objective is to understand and explain how corporate capital in agribusiness, in this case ITC, was brought into being a tobacco farming community in and around Guntur region in Andhra Pradesh. Next, how strong supply chain linkages were established between the farming community and the tobacco manufacturing units. Obviously, there is interlinkage or commonality between the two preceding objectives. The study further investigates the reciprocal relations between the farming community and company and also see the scope and extent of such reciprocity.

The study investigates the perceptible social change that consequently has resulted in the area of study. The study also probes the farming community's conviction to continue the growing of tobacco crops, in the context of growing adverse public opinion in society about tobacco.

Research Methodology

Research Methodology for the Social Sciences is a guidebook that offers recommendations for planning and carrying out evidence-based research in the social

sciences and other interdisciplinary fields, making use of qualitative and quantitative data.

The rationale for selecting qualitative paradigm is crucial step in the process of social science research. The present study is an explorative study trying to figure out what happened in the past that led to the present social reality.

It is possible that multiple realities may exist simultaneously for a situation. Efforts were therefore to report faithfully the realities expressed to me and to rely on voices and interpretations of respondents

Having identified design of the research study, I proceeded to identify Exploratory research as appropriate as for gathering requisite data. Exploratory research is a methodology approach that explores research questions that have not previously been studied in depth. It is often used when the issue you're studying is new, or the data collection process is challenging in some way. Exploration can begin with a literature search, a focus group discussion, or case studies.

The first step in the process of acquainting with research is to look in to the reading of the research area. For this for more than two years invested time reading lot of literature related to tobacco crop from secondary sources.

The secondary sources like various reports from government bodies, Tobacco board, ITC ltd were accessed to have some understanding on the domain of the work. All this gave a fascinating overview of the happenings surrounding tobacco crop.

The primary information is most authentic data any researcher gets. Will the primary data always represent true social reality is major debate present on social science research. Researcher has to be aware of the errors involved in presenting actual social reality of the field in which the research is going on.

In this context Case study method has been employed to bring out the information pertaining. Valuable respondents are taken in-depth interviews about tobacco farming and other issues surrounding the theme. Valuable respondents are farmers, trade unions, tobacco board members, personnel belong to ITC ltd company.

Focus group discussion is another important tool used in social science research to capture the appropriate social data. It so happened that in villages people sitting in groups and chit chat I slowly interfered and open the topics of tobacco farming, people started discussing and it became a focus group discussion. There came out lot of interesting stuff from that group of people, there are people who taking opposing stands and its justification and people supporting stands on tobacco and its justification.

Farmers are selected with snowball technique and case analysis of these farmers as be done. In Depth interviews with farmers have been taken to cover all the important aspects of the tobacco economic system that evolved over years. In Depth interviews with corporate persons as and when available were taken. Personal interviews of people like, personnel of ITC board, Merchant associations of tobacco crop, independent researchers if any, working in this research or working in the relevant area is also taken.

The researcher spends lot time in auctions mandis speaking with farmers, traders speaking about the changes going on in tobacco crop like input cost changes, price fluctuations, quality issues of tobacco.

Reflexivity

The researcher's reflexivity is an important aspect in social science research. The researchers' queries are not targeted at social life of farmers but the economic side of the respondents. The social location of the researcher and personal biases of researcher has to considered in understanding the responses of the farmers. Very few of my respondents were aware of the meaning of research and role of a researcher. Variously, I was perceived by them as a government agent, journalist and started telling their problems, traders and corporate respondents are quite sceptical about telling anything. It took more time to convince to gain their trust after the in-depth discussion went on well. The researcher took time to gain the confidence of the respondents, after gaining the confidence the interviews went on very well. Later on, some important points in the case studies were taken bring out the build the

Chapterisation of the Study

Present thesis is divided in to six chapters; Chapter 1 is *Introduction*. it serious change the agriculture is undergoing with corporate entry in to it. Complexities of agriculture in the Indian society are discussed. The state's role change from welfarist to regulator is discussed and the consequent effect on agriculture is discussed. The cases of different states with their strategies of allowing different corporate in different crops is discussed. There is detailed discussion of research proposal under study, objective of the study, methodology used and limitations of the study.

Chapter two: *Tobacco: A Literature Review* is detailed discussion on reviews of various works done so far. "Role of Tobacco in Indian Economy" (1993) by S. Kori, S.N. Panikar, and M. Raghunath first covers the domestic consumption of tobacco, export revenues, and export earnings from 1987-1988 to 1992-1993. titled "Economics of Tobacco" (1991) by R.R. Doshi focuses on the economics of Beedi tobacco production in the Nipani Tract (comprising Nipani Town and sixty outlying villages) of Karnataka State for the reference years 1982-83 and 1983-84. "Tobacco - An Economic Perspective" (1996) is an excerpt from the Memorandum submitted by Dr. G. Thimmiah to the Expert Committee formed by the Union Ministry of Health and Family Welfare to compare the effects of tobacco in intake.

Most of the writing focused on negative effects of tobacco and few works looked economic aspects of the tobacco crop. There is knowledge gap from sociological discourse of the tobacco crop from both dimension agrarian social change and corporate dimension which this thesis made an attempt to cover up.

Chapter three: *Theoretical Interventions: An engagement* is a kind of treatise of theories of Economic sociology. Approaches discussed-its application are Market society, Political Economy Approach, A Political-Cultural Approach, Sociology of Markets, Embeddedness of markets-in to the society, Stakeholder theory, The Merger of Firms, Agency theory, Social Structure of Accumulation. The relation with tobacco crop and corporate also discussed in this chapter.

Chapter four: *Genesis of ITC, Evolution and Development* is typically focused on development of corporate capital with tobacco crop. The corporate company's ITC

Ltd evolution from a normal tobacco company to multinational corporation is discussed in detail, and strategies ITC Ltd employed in its transformation stage by state. ITC Ltd has been reinventing itself as per changing time and societal situations. Now ITC Ltd has grown in to mighty conglomerate where its products now seen in every house.

Chapter 5: *Farmer, tobacco crop and ITC company* is the important chapter that brings the farmers discourses on tobacco crop farming and corporate dimension. The discussion with farmers is written in this chapter in detailed way. The reasons for farmers continuation of tobacco crop and challenges associated are discussed. The corporate strategies associated engaged to farmers and their cultivation is discussed in detail.

Chapter 6: *Analytical commentary and concluding remarks* is a concluding chapter which brought the discussion on applicative side Economic theory. States initiatives and policy suggestions discussed. Social Impact on the society from the context of caste mobility, social transformation of the society. Corporate strategy of the company has been discussed in detail in the concluding discussion of the chapter.

Limitation of the study

This study makes an attempt to bring in the farmers experience with tobacco farming and role of ITC Ltd in the entire process of procuring tobacco produce. The study is limited to only bringing the discussion of farmers and companies into the aspects of tobacco farming and business associated with and does not bring in environmental concerns of tobacco crop, does not go into deeper agrarian problems in the field existing but brings problems associated with tobacco crop to farmers. This study is a typical explorative study trying to understand corporate strategy and agrarian response and consequent change in the society.

The present does not look in to the aspects of health-related ailments if any in Tobacco cultivation. The present study predominantly tried to focus more on theme of Business eco system that has been developed in the region. The present study does not enter in to context of moral questions involved in this farming but limited to Business associated

Chapter 2

Review of Literature

This chapter's main goal in relation to the current research problem is to present the theoretical viewpoints and empirical findings of older and more recent theorists, researchers, and proponents. It aids the researcher in developing the study's conceptual framework and comprehending the procedures involved in doing research. Additionally, it provides details that are comparable for the interpretation of the results. Identification of the conceptual and methodological issues that are important to the investigation is aided by a study of the appropriate literature. Additionally, this enables the researcher to recognise and understand the difficulties that the research presents. As a result, the researcher will be able to gather trustworthy sources and analyse them appropriately. To make it easier to create the research objectives for the study, the multiple difficulties that were faced while doing the literature review were thoroughly examined. This chapter's goal is to give a brief summary of the prior research that is pertinent to the current topic.

The essay "Role of Tobacco in Indian Economy" by S. Kori, S.N. Panikar, and M. Raghunath (1993) first covers the domestic consumption of tobacco, export revenues, and export earnings from 1987-1988 to 1992-1993. The tobacco industry was then subdivided based on the tobacco products. Their respective criticisms are: 17 cigarette factories owned by 11 businesses producing more than 100 brands in India generate indirect employment to over 20,000 workers and indirect employment to many thousands in distribution network. Moreover, 90% of the tobacco excise revenue comes from cigarettes alone. The Beedi industry, one of the most prominent cottage industries with a national reach in the country, employs more than 30 lakh rural residents. Women and children are employed on a large basis, which is another essential aspect of this business. However, just 7% of the excise tax on tobacco goods is paid by Beedis. Localized manufacturing facilities for cigars and cheroots, Hookah tobacco, chewing tobacco, snuff, and tobacco by-products are dispersed throughout the nation. The authors conclude that despite advertising bans in various nations (including India),

tobacco remains the most profitable crop in tobacco-growing regions. At the same time that the use and exports of tobacco are rising globally, tobacco would be able to withstand the assaults (Kori S, S.N. Panikar and M. Raghunath, 1993: 5-14).

The dissertation titled "Economics of Tobacco" by R.R. Doshi (1991) focuses on the economics of Beedi tobacco production in the Nipani Tract (comprising Nipani Town and sixty outlying villages) of Karnataka State for the reference years 1982-83 and 1983-84. In the Nipani tract, tobacco is an important cash crop, and the region's economy has flourished on the production, processing, and sale of Beedi tobacco. The topography is more conducive to the production of tobacco than any other cash crop, and tobacco is the only Kharif season crop in the absence of large-scale irrigation. Moreover, he observes that the tobacco market is completely chaotic and works against the cultivators' best interests. As a result, he supports the implementation of a regulated tobacco market through an APMC (Agricultural Produce Market Committee) in order to ensure that growers receive higher returns despite rising production costs and pest-related losses (Doshi, R.R., 1991).

The paper "Tobacco Crop - Its Impact on Indian Agriculture" was written by T.D. Prasada Rao (1994). He observes that tobacco is cultivated in diverse soil and climate conditions in several Indian states. Over time, tobacco has become one of the most important aspects of agriculture in these states. According to him, the introduction and development of tobacco into the Indian agricultural landscape has helped farmers adapt and improve their farming techniques, especially in the areas of nursery management, field preparation, amount and methods of fertilisation, irrigation, pest management, and post-harvest technologies. Given that tobacco has contributed to the enhancement of agricultural methods, it will continue to play an important role in the future (Prasada Rao, T.D., 1994: 3-4) .

The essay "Tobacco - In quest of Flavors" by M.S. Chari (1994) finds numerous new high-breed tobacco varieties that are ideal for Indian agroclimatic conditions and would make India competitive in the global tobacco trade. According to him, the advantages that particularly favour Indian tobaccos are: 1. An annual increase of approximately two percent in global tobacco production and consumption. 2. As a result of price wars, input costs have become the most important factor for tobacco product makers.

Multinational corporations are either tapping into new low-cost tobacco supplies or relocating their production operations to these nations. Compared to the rest of the world, in India, the input costs are already low and this can work to India's advantage; 3. The tobacco farming community possesses the required expertise and the tobacco industry has the adequate infrastructure in place; 4. The agroclimatic conditions are favourable for growing flavourful, mature mid internationally competitive varieties. The author observes that India can become a leader in the production and export of tobacco and associated products and earn handsome foreign exchange, if it lays enough push on the export of value-added products rather than on the raw and unmanufactured leaf (Chari, M.S., 1994: 69-70).

The essay "Marketing Problems in Tobacco in India" (1995) by S. Kori and P.S. Murugesan provides some insight into the marketing challenges faced by non-Virginia tobacco producers. At the agricultural level, the difficulties are the no availability of crop loans and lack of suitable storage facilities. At the market place, the growers face certain practises and customs which are very much against their interests. Compulsory 'Agmark' grading under the Agricultural Produce (Grading and Marketing) Act, 1937, for export Virginia and non-Virginia tobaccos were repealed in October, 1992. In its place, the Tobacco Board implemented a streamlined system of farm grades for Virginia tobacco, which proved advantageous for growers and merchants. In the case of Beedi and other non-Virginia tobaccos, there is currently no conventional farm-level grading system. Grades differ according to merchants, manufacturers and from region to place. On the basis of its colour, thickness, size, leaf spangling, smoking and burning attributes, etc., Beedi tobacco is classed and appraised. Growers are at the mercy of merchants because there are no established criteria for determining the quality of their produce. 30 The techniques of marketing non-Virginia tobacco differ from state to state and variation to variety, resulting in the difficulty of growers to realise the full value of their crop. Merchants and manufacturers acquire their requirements through middlemen and commission brokers, who perpetuate unethical activities such as weight discount, cash discount, non-payment of fractional amount, and payment delays ranging from one to five years. In the lack of proof of sale, there have been instances of non-payment (S. Kori and P.S. Murugesan , 1995: 3-10).

The Agricultural Produce Market Committees (APMCs) in the tobacco growing tracts have been hampered by several constraints in bringing tobacco under their jurisdiction; tobacco growers' cooperatives have not made much progress in imparting discipline to the trade; and the National Cooperative Tobacco Growers' Federation Limited, which was sponsored by the Union Government in 1983 to protect and promote the economic interests of non-Virginia tobacco, has ceased its activities. The initiative taken by the APMCs at Anand (Gujarat), Nipani (Karnataka), and Kolhapur and Jaysingpur (Maharashtra) was rendered ineffective by the Supreme Court of India's judgement on 3.5.1985 quashing the levy of APMC's market fees and holding that all Virginia and non-Virginia tobacco varieties are covered by the Tobacco Board Act, 1975. The Tobacco Board is unable to raise an institutional framework for controlling non-Virginia tobacco marketing in the absence of a 15-year-old change to the Tobacco Board Act, which has been pending before the Parliament. As in the case of Virginia tobacco, the authors suggest that the marketing of Beedi tobacco may also be subject to: (1) regulation of production by controlling the area and varieties; (2) introduction of a standard grading system; (3) regulation of marketing activities through auction sales; (4) announcement of the season's minimum support price 31 before sowing begins; (5) provision of institutional credit; and (6) creation of adequate storage facilities (S.Kori and P.S.Murugesan, 1995: 3-10).

"Tobacco -An Economic Perspective" is an excerpt from the Memorandum submitted by Dr. G. Thimmiah (1996) to the Expert Committee formed by the Union Ministry of Health and Family Welfare to compare the effects of tobacco intake. After outlining different economic statistics regarding tobacco, Dr. Thimmiah explains that tobacco is a small-farmer-oriented, labour-intensive, and highly profitable commercial crop; and that tobacco even outperforms its closest competitor, the groundnut. In addition to many ancillary activities such as processing, packaging, advertising, and export trade, which have created thousands of jobs, he explains that the tobacco industry has fostered the growth of the capital goods industry, which manufactures the machines used in the processing of tobacco and the production of cigarettes, thereby creating additional employment opportunities. The Memorandum notes that although the proportion of revenue from tobacco excise charges decreased from 14% in 1960-61 to 9.4% in 1992-93, the revenue has climbed enormously in absolute terms. In accordance with the Additional Union Excise Duty arrangement, Rs 1,907 cores were remitted to the States

in place of their prior tobacco sales tax. Some state governments continue to impose a luxury tax on tobacco products despite the fact that this contradicts the Additional Union Excise Duty agreement. The key to generating additional income from tobacco therefore resides in a reasonable excise tax structure. In addition, the prospects for exporting unprocessed tobacco to African nations and cigarette goods to many other nations are also promising. The Memorandum continues with the statement, "... a country that is so focused on export promotion in order to earn foreign currency cannot afford to give in to the coordinated anti-tobacco lobby" (Thimmiah G., 1996).

"The Bounty of Tobacco: Some Glimpses" is an article based on a Report titled "Cigarette and Bidi Industry" prepared by the Indian Market Research Bureau (IMRB) (1997) on behalf of the Tobacco Institute of India to evaluate the contribution of the cigarette and Beedi industry to the Indian economy. The paper provides estimates of the income and employment generated by the cigarette and Beedi industries, including the indirect influence on the rest of the economy resulting from consecutive rounds of spending by income recipients, tax revenues flowing to the government, and trade flows. This economic activity is driven by consumer demand for tobacco goods, which sets in motion a plethora of other actions. At the centre of this chain are the producers of tobacco products, who transform tobacco leaf and other inputs into produced goods. Moving upstream, the providers of leaf, filter, wrapper, packaging materials, fuel and power, 34 industrial and business services, etc. support the manufacturers of tobacco products. Consequently, a percentage of these supplier sector's earnings are directly due to the existence of consumer demand for tobacco goods. Backward connection refers to the relationship between the product makers and their suppliers. In the other way, distribution through wholesale and retail channels contributes to the creation of additional jobs and income. This trading relationship is known as forward linkage (Indian Market Research Bureau, 1997). According to the IMRB, 9 percent of the industry's workforce consists of cultivators, 1 percent of auctioneers/traders/commission agents, 68 percent of manufacturing workers, 2 percent of wholesale marketers, and 20 percent of retail marketers. The allocation of man-days is as follows: 4% agricultural, 1% commerce, 54% manufacturing, and 41% distribution. The gross value creation is distributed as follows: 5% farming, 3% trading, 83% manufacturing, and 9% wholesale and retail marketing. Approximately one-third of the value created is distributed to supplier sectors (fertilizers, cigarette paper and

filters, tendu and astra leaf or Beedis). A huge number of non-tobacco industries were discovered to be highly dependent on the tobacco industry. The input costs accounted for 31% of the gross value generated, while labour, interest, rent, etc. accounted for 69%. Therefore, the value addition was more than double the input expenses. The value generated by the tobacco industry generated additional incomes as a result of the expenditures of those who received these revenues. This cascading or multiplier effect of income value formation, assuming a gross savings rate of 22.3% across the economy, elevated the entire impact of the tobacco sector to an astronomical figure of roughly Rs.56,000 crore (Indian Market Research Bureau, 1997).

Article "Tobacco: A Socio-Economic Insight" (1997) is a summary of the publication 'Tobacco 55 in the Developing World' by the UK-based International Tobacco Growers Association (ITGA). Farmers in developing nations plant tobacco for a variety of reasons, according to the International Tobacco Growers' Association (ITGA). The consistent need for the crop on a global scale, its hardiness and capacity to thrive in conditions and soils unsuited for other crops, the relative ease with which the produce may be transported, and the profitability of tobacco relative to other crops are a few of these factors. These and other characteristics make tobacco one of the most tempting cash crops to produce in areas where a quick return on investment is necessary for the latter's survival. The socioeconomic impact of tobacco production extends much beyond the farmer's local sphere of influence, affecting the economics of entire nations and farming communities. No other crop generates more jobs per hectare than tobacco. If worker's families, seasonal employees, and landless labourers are considered in addition to all tobacco-related enterprises and processes, it is estimated that tobacco employs at least 100 million individuals in the developing world. Tobacco growing, whether on a large or small scale, is one of the most labour-intensive agricultural processes. Tobacco farm work enables women and unskilled labourers, who would otherwise have few or no economic opportunities, to make a living. This is especially true in India, where rural work opportunities are rare. The employment generated by the growing of tobacco extends beyond the farm. In countries where tobacco is grown, a vast industry of processing facilities, auction houses, warehousing businesses, transporters, pickers, transshipment companies, and insurers, as well as local production and distribution centres, has developed. In a number of nations, the employment opportunities generated by tobacco fields have slowed the rural-to-urban movement.

The high degree of price stability of tobacco increases its ability to earn foreign currency. Problematic for many nations are the widely varying costs of various agricultural products. The stability of tobacco's export revenues has continuously surpassed other export commodities such as sugar, coffee, and rice over the years. Throughout history, tobacco has been one of the world's most heavily taxed consumer goods. Governments of both wealthy and poor nations rely heavily on tobacco taxes for revenue. In other words, taxes significantly increase the socioeconomic significance of cigarettes. Thus, tobacco serves as a socioeconomic lifeline in many nations. Those who argue for the "eradication" of tobacco must understand the immense stakes that the Third World has in it (International Tobacco Growers Association, 1997).

The paper "Tobacco in India: Potential, Prospects, and Policy Recommendations" is based on A.C. Sarkar's (1998) presentation at the "1998 Tobacco Symposium" hosted by the Central Tobacco Research Institute (CTRI), Rajahmundry. In describing the significance of tobacco to the Indian economy, the speaker explains that tobacco gives direct and indirect income to over 26 million Indians. Excise charges are projected to generate Rs 5,516 crore in 1997-98, or 10.6 percent of the government's total revenue. Tobacco contributed 3.5% of agricultural exports, and the tobacco business anticipated 1,000 crore rupees in foreign exchange revenues. India is third in global tobacco production, although its weight-based contribution of global tobacco exports is lower at 5.9%. Mr. Sarkar particularly mentioned four obstacles that have impeded the expansion of the tobacco sector in India. The most significant barrier is the anti-tobacco prejudice established by developed nations, which has permeated government policy and the general public's thinking. The second obstacle is the absence of a holistic strategy. At the Union level, seven distinct Ministries deal with tobacco: Agriculture, Industry, Commerce, Health, Finance, and Labor and Rural Development. The third constraint is that India's 37 tobacco output follows a radically different consumption pattern than the rest of the world. The fourth hurdle is the perception that broadening the tax base in the tobacco business by increasing the share of cigarettes is detrimental to the Beedi industry. In conclusion, Mr. Sarkar suggested adopting a holistic and proactive strategy to maximize the country's tobacco potential, while objectively weighing the benefits and drawbacks (Sarkar A.C., 1998).

Such a strategy would necessitate a solid long-term policy, the essential components of which could include:

- 1) to recognize that the goals of discouraging non-users and non-adults would be best attained through an appropriate programme of education and public awareness on the one hand, and self-regulation/voluntary codes on the other;
- 2) to recognise that the goals of discouraging non-users and non-adults would be best attained through an appropriate programme of Acquire sufficient representative information for Indian settings, situations, and consumption habits on topics relating to purported aspects of health, initiation, etc., in order to develop more effective programmes;
- 3) To broaden the tax base in the tobacco industry and enhance excise revenue through increasing cigarette usage;
- 4) To provide a robust and expanding local basis for exportable varieties/products in line with international trends, and to implement EXIM policies that help achieve a 10% share of world trade or Rs. 12,000 cores in foreign exchange revenues compared to the current Rs.825 crore;
- 5) To create varieties, yields, quality, productivity, and energy conservation standards to international standards on a commercial basis and, if necessary, to help farmers in current and new locations enhance their standard of life;
- 6) To assist in modernizing tobacco consumption habits and granting consumers access to more acceptable products, in line with global trends;
- 7) To achieve transparency, synergy, and dependency between farmers/manufacturers/other industry components and relevant government agencies/ministries;
- 8) Develop a staged plan for tobacco action, which might be financed with the additional money collected as described above (Sarkar A.C., 1998).

Chari M.S. and B.V. Kameswara Rao (2020) explained that farmers in developing countries grow tobacco for a variety of reasons, according to the International Tobacco Growers Association (ITGA). These farmers are able to export their produce to industrialised nations. This is due to a variety of factors, some of which include the crop's ongoing need on a worldwide scale, its adaptability and ability to survive in conditions that are unfavourable for other crops, such as soils and temperatures, and so

on. M.S. Chari and B.V. Kameswara Rao have disproven the argument for outlawing tobacco cultivation and use using the following lines of reasoning:

- 1) Losses in excise and foreign exchange earnings of Rs. 14,000–16,000 million;
- 2) Losses in income for hundreds of thousands of trained rural men and women, which creates a social issue for the government;
- 3) Joblessness for employees in cigarette factories that were established with significant investments;
- 4) A worsening of the difficulties caused by pesticide residues, given that alternative commercial and food crops need a significant amount of pesticide application; and
- 5) An increase in the costs associated with cigarette manufacturing.

Additionally, they have put out a number of prospective strategies for producing tobacco that has been transformed, including the following:

- 1) Select and create variants to satisfy shifting quality requirements
- 2) Create agricultural systems based on tobacco that are commercially viable
- 3) Assess tobacco's potential as an oilseed crop.
- 4) Consider other tobacco uses. For example, build a workable, integrated system to extract solanesol, nicotine sulphate, malic and citric acids, and edible proteins from green tobacco leaves.
- 5) Consider other tobacco use options.

Tobacco is more profitable than other crops due to its relative ease of transport, comparable profitability, and superior profitability. Because of these and other characteristics, tobacco is one of the most alluring cash crops to plant in areas where a quick return on investment is crucial to the latter's continued survival. It is also one of the most lucrative cash crops.

Yagya B. Karki (2002) carried out research on the availability of tobacco products and came to the conclusion that the government of Nepal needs to take steps to prevent the smuggling of tobacco products across its open borders with India. This was the conclusion that was reached as a result of the research that was carried out. It is

important that this be carried out with consideration for the interests of both nations. In the year 2000, persons aged 15 and older who had previously smoked accounted for 4.2% of those who admitted to having done so. Due to the absence of a smoking cessation programme in Nepal, it will be challenging to persuade additional people to kick the habit. As a consequence of this, the problem needs to be addressed by either the government or by non-governmental organisations. However, these attempts have been failed year after year, and it is said that tobacco farmers are upset about the situation. The government has attempted to increase tobacco leaf production through each and every one of its development plans. However, these efforts have not been successful. Instead of doing that, the expansion strategy should progressively employ a crop replacement scheme (Yagya B. Karki, 2002:10-32).

According to Hana Ross and Frank J. Chaloupka (2002), smoking has a significant and continuously expanding negative impact on both the economy and public health. Tobacco use is responsible for the deaths of more than four million individuals every year. By the year 2030, the use of tobacco will have been directly responsible for the loss of 10 million lives. Seventy percent of these fatalities will occur in countries with incomes that are considered to be low to moderate. Studies on the economy have shown that certain measures, such as increasing the tax on tobacco, spreading information about the health risks of smoking, imposing restrictions on smoking in public and at work, prohibiting all forms of promotion and encouragement, and facilitating greater access to therapies for quitting smoking, are effective in lowering tobacco use and the effects it has (Hana Ross and Frank J. Chaloupka, 2002:20-34).

In her study, Satvinder Kaur (2003) examines a range of concerns connected to the expansion of the tobacco industry in India. This crop raises questions about its history, the harm it does to farmers and the environment, and the different potential remedies. The author concludes that tobacco is not an indigenous crop to India and makes the case that production of the crop may be reduced in favour of more advantageous alternatives, just like other cropping patterns have changed over time for a variety of reasons. The author also makes the case that tobacco production may be reduced in favour of better options (Satvinder Kaur, 2003:9-25).

According to Goyal S. K. et al. (2004), India not only has the largest tobacco-growing region but also one of the largest tobacco enterprises in the world. In addition to that, India is home to the vast majority of the world's tobacco cultivators. It does so in a variety of different ways, but the overall effect is that it makes a considerable contribution to the economy of the country. Because it also processes and distributes the product, cultivation, processing, and distribution are all done in India, making it a vertically integrated producer of tobacco. Both the unprocessed and processed forms of tobacco are used for local consumption in India, where the tobacco is farmed in both its raw and processed forms. The processing of tobacco involves both structured and unstructured industries: the production of cigarettes is referred to as the "organised sector," while the production of beedis and other tobacco products such as pan masala, zarda, etc. is referred to as the "in disorganised sector." A sizeable number of jobs are maintained by the industry on both a year-round and seasonal basis, and it also has a sizeable potential for international trade (Goyal S. K. et al., 2004: 30-48).

Rajeev Gupta (2006) discovered that the amount of tobacco usage in the western Indian state of Rajasthan was negatively correlated with education level (smoking and other forms). The prevalence of coronary heart disease and high blood pressure were found to be significantly correlated with tobacco usage. Similar linkages have been discovered by recent national surveys and Indian study in India. Health ethicists hold that when sufficient health care and education are offered, undeveloped cultures can actually experience real development. They postulated that raising the level of education, a key social predictor of health, would promote the best health-related behaviours and stop the spread of noncommunicable diseases in developing nations. One of the most important socioeconomic determinants of health is educational attainment (Rajeev Gupta, 2006).

According to the findings of a study that was conducted by Nnamdi O. Madichie and Satyendra Singh (2009), businesses that deal in potentially hazardous products have been able to stay out of legal hot water by employing guerilla marketing strategies, alternative to more conventional advertising techniques that are above the line, more specifically promotional activities that fall below the line (announcement). They used the marketing of tobacco products as their starting point and concentrated on the strategies used by international corporations like British American Tobacco (BAT) to

encourage smoking among vulnerable groups (especially minors) in Africa. They focused in particular on the numerous marketing techniques used by BAT. They focused mostly on the youth-targeted marketing initiatives of BAT. Despite smoking being banned in public places across the urbanised globe and in many other developing countries, including Africa, children as young as eight years old have easy access to cigarettes, which are claimed to be "cheaper than cookies." It is said that cigarettes are "cheaper than biscuits." Despite this, smoking has been outlawed in public places across the globe. Because the restriction is now enforced across the entirety of the urbanised world, it is not possible to predict whether or not it will be successful (Nnamdi O. Madichie and Satyendra Singh, 2009:8-34).

According to Ashish Samarpit Noel (2011), globalisation is a phenomenon with a variety of dimensions. This subject has become extremely important in view of the recent changes that have occurred in the American economy and the worldwide economic environment. When engaging in globalisation, it is essential to have a global perspective and apply global business practises in order to be more competitive on a global scale. The globalisation of the tobacco industry has been financially beneficial. Compared to other industries, the tobacco industry in India has the most potential. Despite the unfavourable medical circumstances associated with it and the media's continual attempts to stifle its expansion, the aforementioned industry is essential to the nation's economic health. Addictive consumption in Indian homes has significantly changed since it was only practised in the homes of royalty. India may be the world leader in this business, despite the fact that it has huge potential and poses numerous moral and health concerns (Ashish Samarpit Noel, 2011:23-52).

According to Boardman's (2012) point of view, different crops and alternative means of subsistence are frequently equated with one another. They are not, and in order to accurately analyse alternatives to tobacco, it is necessary to consider both the revenue requirements of a crop and the institutional framework (such as market support) surrounding the acquisition of that crop's income. Only then should we start thinking about possible alternatives to tobacco. When markets are unregulated and the state's ability to provide for its citizens is constrained, the poor are forced to rely on haphazard methods of obtaining benefits. An key criterion for "alternative livelihoods" is the extent to which market support is offered and market risk is mitigated. Numerous

situations where the capacity of the state is constrained and markets are ineffectively regulated involve tobacco production. Several environments, especially those where the state's capacity is limited and markets are insufficiently regulated, are conducive to tobacco cultivation. Considering alternative means of subsistence solely in terms of potential future income is insufficient (Boardman, 2012:42-67).

Singh and Rao (1974) using the Nerlovian adjustment lag model, assessed the supply response to FCV tobacco in the Guntur-Godavari region of Andhra Pradesh. The data was analysed using this model. The study's conclusions showed that neither cost nor yield had a very substantial impact on the supply decisions made by farmers. Instead of scientific advancements, which were a significant influence, the improvement in economic conditions was the main reason for the territory's development (Singh and Rao, 1974).

Prior to the commencement of auction marketing, Subba Rao (1984) conducted study on the FCV tobacco market structure in Andhra Pradesh. According to the traditional marketing strategy, farmers would sell a significant portion of their tobacco products directly from their farms, while the remainder goods would be made available for purchase at various points across the company grounds. Private dealers predominated the tobacco industry, which was characterised by underweighting, delayed payment, and low price realisation (Subba Rao, 1984:21-56).

An examination investigating the supply response of FCV tobacco was carried out by Girija Shankar and Srivatsava (1992) in the West Godavari region of Andhra Pradesh. The Nerlovian adjustment model was utilised in India's economic system during the years of 1960 and 1982. It was demonstrated that there is a significant association between the allotment of land and the price of the harvest that is behind by one year (Girija Shankar and Srivatsava, 1992:21-38).

According to the World Health Organization (2008), the tobacco pandemic has moved from industrialised to developing nations, and as a result, more women are being affected by it. This change has taken place at the same time that there has been a rise in the number of people who smoke. The relaxation of social, cultural, and political restrictions has often preceded a growth in the number of women who smoke cigarettes.

Multinational tobacco firms have leveraged this to their advantage in order to increase their market share. According to statistics collected from throughout the world, the percentage of women who smoke varies greatly from country to country. In some areas, the rate of occurrence is the same for men and women, however in other places, there are large differences between the sexes and between the genders. Recent estimates of youth tobacco use reveal similar trends for boys and girls in numerous regions of the world, indicating that these discrepancies may be lessening as a result of these estimates (World Health Organization, 2008).

Srinath Reddy K. and Prakash C. Gupta (2004) made the assumption that the scope of the problem was comparable to that of a pandemic that caused widespread sickness and death. It is estimated that tobacco smoking is responsible for nearly five million fatalities that could have been avoided every year around the globe. If this trend continues, it is anticipated that the total number of deaths caused by this condition will more than quadruple by the year 2020. Tobacco use has a number of negative effects on society in addition to its negative effects on an individual's health. Some of these negative effects include decreased productivity, increased costs associated with health care, damage to the environment, and poverty among families. The amount of devastation that cigarette usage inflicts upon the person and society is greater, both in terms of money and employment opportunities, than the profit that is produced by the manufacturing and consumption of tobacco. India has always had a keen awareness of the potentially devastating effects of tobacco use, including the burden of disease and the related social and economic costs of health care. Throughout the course of the time, a number of administrative steps were taken to restrict the availability of tobacco products and to prevent people from lighting up in public places where smoking was prohibited (Srinath Reddy K. and Prakash C. Gupta, 2004).

Both oral and pharyngeal cancer are relatively prevalent types of cancer, according to Bhide SV, Shah AS, Nair J, and Nagarajrao D's (1984) research into population-based incidence rates and relative frequencies of oral and pharyngeal cancer in six major cancer centres in India. Oral cancer is more prevalent than pharyngeal cancer, which is more frequent than either. Pharyngeal cancer is more common than oral cancer, but oral cancer is more common than pharyngeal cancer. Case-control studies have demonstrated a connection between certain malignancies and the use of chewing

tobacco and bidis. Tobacco in the form of chewing tobacco is a popular method of tobacco use in western India. According to the findings of tests that were conducted on this type of tobacco, one gramme of it contains microgram quantities of both N-nitrosonornicotine and 4-(methyl-nitrosamino)-1-(3-pyridyl)-1-butanone. These findings were derived from testing the tobacco. Both of these substances can be discovered in cigarette smoke (Bhide SV, Shah AS, Nair J, and Nagarajrao D, 1984).

In 2003, Cecily Stewart Ray and her colleagues conducted research to investigate tobacco-related mortality, carcinogenic and noncancerous illnesses by bodily system and location, in addition to other health problems that are associated with the use of tobacco products and natural tobacco smoke. Their findings showed that smoking tobacco increases the risk of developing cancer as well as a wide range of other illnesses. This research was first made public in the year 2003. In addition to the toxicity of tobacco products, other topics that have been investigated include educational interventions and the psychology of tobacco use; tobacco control methods and laws; reporting on the marketing and support of cigarettes; and research into the health risks that tobacco workers are exposed to (Cecily Stewart Ray et al., 2003).

Conclusion

The present chapter brings out review of different dimensions related to tobacco crop cultivation, economic aspects associated, health related aspects. Predominant literature in tobacco focuses on side effects of health. There is lot of gaps in the epistemology that is generated which did not bring much sociological discourses on this theme. The socio-political discourses are also limited in this tobacco crops. The above discussed works projected negative effects of consuming tobacco products, marketing strategies of tobacco etc . related works have been reviewed in this chapter.

Chapter 3

Theoretical Interventions: An engagement

Introduction

The present chapter deals with the theoretical interventions of Economic sociology. The chapter attempts to bring an understanding of Economic Sociology by unveiling rich theoretical orientation pertaining to the Market, Firm, and Society. The chapter primarily analyses the phenomena of corporate thought and process through theories of Economic Sociology. It also explains the various perspectives related to a firm, corporate and society.

Embeddedness, which includes corporate firms, the state, and society, has recently taken centre stage in discussions in the subject of economic sociology. Most significantly, according to economic historian Karl Polanyi, the social environment in which an economy was placed was necessary to fully comprehend how that economy functioned. He thought that this was not possible. Knowing that specific organisations and institutions, as well as the economy as a whole, are parts of bigger, historically derived institutional or social frameworks is essential.

Many in-depth and basic questions have been raised in the discipline of economic sociology, which uses the corporation as its primary research topic. For instance, why was the organisation initially founded? When making choices, whose interests does the corporation represent? Who should be the corporation's manager? The ways that society influences the corporatization process How can we control the markets? In general, economic sociology is interested in how ties between diverse economic players and company participants are understood and institutionalised. Players with either direct or indirect interests in a company include shareholders, directors and managers, employees, creditors, suppliers, consumers, local communities, governments, and the general public. Direct interests are those that are held by the company's shareholders,

directors, or employees. The purpose of economic sociology is to systematise and make sense of these connections between economic actors. By approaching the issue from a distinct theoretical perspective, one can generate a fresh diagnosis of the existing issue as well as an original group of prospective remedies to the issue. After providing a high-level introduction to the academic field of economic sociology, the next step will be to delve more deeply into the topic at hand.

3. Economic Sociology

The primary focus of the academic discipline known as economic sociology is the investigation of the social forces and processes that play a role in the development of a variety of economic phenomena. Economic sociology is an academic field that focuses on the study of how the material circumstances of existence are produced and reproduced through social processes. Its primary objective is to understand how this occurs. The focus of the academic field known as economic sociology is the investigation of the ways in which the production of tangible goods and the consumption of those goods by human populations are dependent on social processes for the structure and dynamics of those activities. In this particular sector of sociology, the amount of empirical research that has been carried out over the course of the past 15 years has witnessed a tremendous growth.

The classical and the present, often known as "The New Economic Sociology," are two periods of study that can be broadly split into. The classical era was marked by a fascination with modernity and its defining characteristics, including rationalisation, secularisation, urbanisation, and social stratification. This emphasis persisted throughout the whole classical era. Through the whole classical era, this issue persisted. Because sociology developed primarily as a response to the rise of capitalist modernity, economics was a central focus of most of the early sociological research. William Stanley Jevons, writing in 1879, is credited as being the first person to use the word "economic sociology," which was subsequently utilised in the writings of Émile Durkheim, Max Weber, and Georg Simmel between the years 1890 and 1920. The work done by Weber on the topic of the relationship between economics and religion, as well as the cultural "disenchantment" of the modern Western world, is possibly the most iconic example of the approach that was presented throughout the classic time period of

economic sociology. Studies of all modern social dimensions of economic phenomena may be included in contemporary economic sociology. Economic sociology may therefore be considered a topic that lies at the crossroads of economics and sociology. Common topics of investigation in the field of contemporary economic sociology include the social repercussions of economic transactions, the social meanings those transactions contain, and the social connections that those transactions either enable or impede.

According to Granovetter, (1985) one of the key tenets of economic sociology, trust, which is essential for the smooth functioning of market exchanges, may be cultivated and preserved through the utilisation of social networks. In this area of study, two distinct bodies of literature have emerged, both of which are interrelated to one another (Granovetter, 1985: 187-195). One interpretation focuses on macro processes, such as contrasting the structures of various national capitalisms, attempting to comprehend the growth of societies in the Third World, investigating the dynamics of globalisation, or investigating how socialism gives way to market economies. Another interpretation focuses on micro processes, such as investigating how socialism gives way to market economies. Another area of research adopts a more specialised method by concentrating on microprocesses, the growth of a particular market or industry, and the creation of social structures that affect the strategy, structure, or labour market practises of enterprises. Another body of research also used this strategy (Granovetter, 1985: 201-209).

Both of these schools of thinking provide a critique of the neoclassical ideas that perfectly competitive markets always exist, which is something that is present in both of these schools of thought. Research in the field of economic sociology that has been carried out and published has repeatedly demonstrated that many characteristics of the social connections that exist between market actors are essential to the production and operation of the market, as well as the continued existence of those market actor's businesses. This is the case despite the fact that these research studies have been conducted and published in separate instances. (Baker 1984, 1990)

Whitley, Lincoln, Gerlach, and Takahashi (1992) and Hamilton and Biggart (1988) are a few scholars who have looked into the causes of various social systems and how they can lead to profitable economic outcomes for nations. The study by Hamilton and

Biggart was released in 1988. The study by Lincoln, Gerlach, and Takahashi was released in 1992. The study by Whitley was released in 1988. Other academics who have conducted similar research include (1992). Another academic who has made a contribution to this particular line of inquiry is Aoki (1988). These questions were motivated by the relative economic success of various markets throughout civilizations as well as the distinct organisational structures of those markets. Additionally, these questions were prompted by the differences in organisational structures of various markets. The dissimilar organisational structures present in the various markets served as a further impetus for the formulation of these questions. The authors address their conclusions in the essay that Hamilton and Biggart authored and published in 1988. When looking at the cases of Japan, Korea, and Taiwan, economic growth is analysed from a variety of various viewpoints, such as the market method, the cultural approach, and the political economics viewpoint. According to the results of the research, the construction of economic organisations was significantly influenced by the historically evolved authority relations. This was one of the most important things that I learned from doing the research (Hamilton and Biggart, 1988:131-149).

According to the findings of this body of study, market systems integrate a wide variety of social structures that have advanced to a high level of sophistication. The establishment of these linkages is influenced by a variety of elements, including the social interactions that take place among producers, their suppliers, customers, and governments; the method in which markets were founded; when they were established; who dominates them; and other considerations. Many various types of markets have social structures that are not only complicated but also consistent, which is in contrast to the theories that are based on competitive markets. The regular encounters of buyers and sellers, as well as the position and reputation of people who participate in the market, are what underpin these social institutions. In addition to this, it is abundantly obvious that businesses have a wide variety of internal configurations that are direct reflections of these social processes. These direct reflections may be found at all levels of the organisation. Structures such as hierarchies, committees, and other organisational committees and structures are included in these designs (Lincoln, Gerlach, and Takahashi, 1992: 19-26).

The modern economic theory asserts that it is a generic theory of how people interact to materially reproduce themselves (i.e., how they allocate finite resources to various ends), and as a result, it is believed that this theory is always applicable to all civilizations. This belief stems from the fact that the modern economic theory asserts that it is a generic theory of how people interact to materially reproduce themselves. This is due to the fact that the current economic theory says that it is a theory of how individuals interact to materially reproduce themselves. This is the reason why this is the case. This presumption has a long and illustrious history of being called into question by sociologists who specialise in the study of markets throughout the course of their individual areas. The contemporary market economy is viewed as a product of the more fundamental social processes that lead to the emergence of modernity in three of the most famous works in the history of sociology. These books are considered to be landmarks in the field. These several processes were important contributors to the development of modernity. These works were written by Emile Durkheim, Max Weber, and Karl Marx, and their titles are titled *The Economy and Society*, *Capital*, and *The Division of Labor in Society*, respectively (Hamilton and Biggart, 1988:131-149).

Karl Polanyi, an anthropologist, used these understandings as a framework for his inquiry into how markets came to be the preeminent form of social organisation to regulate material reproduction. Karl Polanyi's investigation was published in the journal *Anthropological Theory*. In order for him to accomplish this, he looked at the process that led to the development of markets in order to organise the reproduction of material things. These scholars distinguished between the material reproduction of human beings on the one hand and the organisation of that material reproduction of human beings on the other hand while discussing human reproduction. At some point in their history, every civilization has had to figure out how to deal with the difficulty of material reproduction. This is true even though the specific form of economic organisation could be extremely different from one society to the next. Karl Polanyi, a prominent figure in the field of economic history, asserted that the functioning of an economy could not be understood independently from the social context in which it was situated. This concept is currently held in high esteem by many people. Polanyi's argument was that this was not even remotely possible to think of happening. It is critical to be conscious of the fact that particular organisations and institutions, in addition to the economy as a whole, are components of larger institutional or social frameworks that are historically derived.

Markets, in the view of sociologists who specialise in the study of markets, are socially created arenas in which buyers and sellers engage in repeated transactions in accordance with a system of formal and informal norms that regulate the connections that exist between competitors, suppliers, and customers. In other words, markets are socially created arenas in which buyers and sellers engage in repeated transactions. The power of governments, regulations, and cultural norms to support economic activity is critically necessary for the successful operation of markets (Hamilton and Biggart, 1988:157-169).

The study of the relationships that exist between economic activity, the rest of society, and shifts in the institutions that both contextualise and affect economic behaviour is the primary emphasis of the academic field of economic sociology. This subfield of sociology is referred to as "economic sociology," which is also a term. The study of economic sociology frequently begins with groups or entire societies. In economic sociology, organisations and societies are viewed as existing independently of the individual and as partially constituting the individual. The field of economic sociology acknowledges that groups or societies are an integral component of the individual. This is in contrast to the traditional method of conducting economic research, which places primary emphasis on the independent person as the primary unit of investigation. When economic sociologists do focus on individuals, it is typically to investigate the ways in which people's interests, attitudes, and the incentives that drive them to act are mutually constructed through the interactions that they have with one another. In other words, when economic sociologists do focus on individuals, it is to investigate the ways in which people's interests, attitudes, and the incentives that drive them to act are When economic sociologists do focus on individuals, it is to study the ways in which people's interests, attitudes, and the incentives that push them to act are related to one another. In other words, when economic sociologists do focus on persons, it is to investigate how Because of the emphasis that is placed on economic activity being social — that is, being directed toward other individuals — economic sociologists are able to regard power, culture, organisations, and institutions as being at the heart of an economy. This is possible due to the fact that the emphasis that is placed on economic activity being social is directed toward other individuals. Because of the importance that is put on the social aspects of economic activity, this is made feasible (Lincoln, Gerlach, and Takahashi, 1992: 36-48).

Practitioners of economic sociology have been naturally led to investigate the connection between the state and the economy. This is because the subject of economic sociology places a significant emphasis on organisations and institutions, and also because the concepts of power and culture are given a prominent role within the field. The concept that the state and the economy share a connection that is mutually beneficial is one that is commonly acknowledged to be true within the domain of economic sociology. The state is in a difficult situation since the economy and the state both depend on the state for the rule of law and both of these dependence have led to the current situation. Both the economy and the state are legally and financially dependent on one another. This is at odds with a sizable amount of the economic literature on markets, which tends to view markets and states as competing with one another and attributes markets with being the main cause of economic inequality. Contrary to what has been said here, this picture of markets and states as being in antagonism to one another and perceiving markets as the main cause of economic disparity. This portrayal of markets and states as being in opposition to one another and seeing markets as being the primary driver of economic inequality is contrary to what has been stated here. Both the assumption that markets are the primary cause of economic inequality and the presentation of markets and states as existing in opposition to one another as though they are in competition with one another are wrong. When economic sociologists discuss how economics are ingrained in social and political institutions, what they are referring to is the connections that exist between economies, the state, and civil society that are mutually advantageous to all parties involved. In other words, when economic sociologists discuss how economics are ingrained in social and political institutions, they are referring to the connections that exist between economies, and the state.

The Importance of market society:

The market society has been more successful than any other social organisation in the history of humankind in terms of the generation of revenue, wealth, products, and services. It has accomplished this by generating the conditions for social interchange among massive human groupings that are frequently separated by vast physical distances. This has enabled them to communicate with one another despite the vast physical distances that separate them. The majority of commentators agree that the key

drivers driving this growth of wealth have been advancements in technology and intense competition. Those who have an entrepreneurial spirit and an eye for opportunity might identify untapped markets for their goods or services. The creation of this new market is typically the result of an innovation in technology. This results in the creation of rivalry, which in turn forces producers to produce things that are both more efficiently and at a cheaper cost. Those that figure out how to sell the most desirable items at the most competitive pricing will emerge victorious. It is necessary to acknowledge that citizens, governments, and society as a whole are necessary components of market mechanisms.

In a market society, social structures, social ties, and institutions have not been developed automatically. This is not the case in other types of societies. This is not the case in other types of societies. There have been ongoing historical endeavours that have persisted over the long term in every industrial civilisation, despite being subjected to waves of tragedy (world wars, great depression). In order to develop workable remedies during the numerous individual market crashes and wider economic depressions, society had to experiment (not to mention during upheavals produced by war and conquest). People are considering the organisational steps they need to take in light of these developments in order to create and seize market possibilities.

This vast social organisation enables the dynamism of market-based societies. Over time, market actors and governments define competition and technological change on their own terms. These factors are endogenous to these social relationships, not exogenous to market society. Additionally, competition causes social-organisational reactions. In order to survive, businesses look for strategies to manage the most negative aspects of competition. A significant portion of the market-making endeavour entails locating methods to stabilise and routinize competition.

Businesses are able to co-opt suppliers and competitors through the use of social interactions, often known as networks, which can help them achieve legitimacy with governments and financial institutions. When it comes to creating markets, businesses are dependent on both governments and individual consumers. These linkages are a critical factor in determining whether or not they are able to generate worlds that are reliable. This paradigm explores whether these links result in positive or negative

effects for all members of society by looking at whether or not there is a positive or negative correlation between the two.

3.1 Political Economy Approach:

Political economics, a subfield of the social sciences that falls under the umbrella of the multidisciplinary field of study known as political economics, focuses on the linkages between individuals, social organisations, and political goals. Political economists look into how various economic ideologies, such as capitalism, socialism, and communism, are applied in the real world. Any economic theory is fundamentally a plan for allocating a finite amount of resources to the greatest number of people in a way that benefits each and every one of them. To attain the highest level of economic efficiency, this is done.

In a broader sense, the field of study presently known as economics was formerly known by the name political economy. John Stuart Mill, Adam Smith, and Jean-Jacques Rousseau, the three previously stated philosophers, all utilised the expression to describe their personal beliefs. The shorter term "economy" started to be used in place of the more formal term "economics" in the early 20th century when more rigorous statistical methods for analysing economic issues were created.

Studying political economy aims to help students comprehend how a society's history, culture, and traditions influence its economic structure. Global political economy is the study of how political factors influence economic relationships on a global scale. The Political Economy method is a well rooted theory that allows for a far more thorough explanation of macroeconomic events. In scholarly discussions about the development of any socioeconomic or political phenomenon, this strategy has mostly not changed. The political economics perspective has a significant impact on the study of economic sociology.

Political economy research has been at the forefront of creating new ways to think about how states, laws, and markets interact as well as how governing structures change through time. This approach looks at the corporate model as a system of two parts comprising inside and outside stakeholders. The insiders are supposed to make up the corporate governance system and outsiders - political system.

Roe (1994) followed this categorization to make a distinction between the production system or colloquially main street and financial system or Wall Street (Roe, 1994:26). Hellwing (2000) emphasised that the distinction between insiders and outsiders is crucial in the working of the system. He opines that informal, discreet give and take between managers and other stakeholders enable to create and cultivate alliance between managers and political system, media, trade unions etc. The two systems thus, are linked together because of this above said exchange of favours. Managers, however, as insiders have control over corporate resources and insulate themselves from outsiders to maintain autonomy. Manager's power to immunise themselves from outsiders is arguably unchecked and in practice they have residual rights through non-voting shares, cross-holding, anti-take-over measures etc (Hellwing, 2000:45-67).

Interests of various outside stakeholders get articulated with varying degrees of precision. The interests of shareholders, employees, creditors, suppliers, and community are justified and substantiated by several exogenous safeguards such as protection laws of workers, pollution control regulations, bankruptcy or insolvency laws etc. (Freeman and Evan, 1990:34). The political economy approach of corporate governance essentially links corporate governance with its regulation by these considerations or by alliances between corporate executives, politicians, creditors, employee organisation, supplier groups, consumer associations etc. This approach primarily understands corporate governance issues with the help of mutual exchange among various interested parties (Freeman and Evan, 1990:48-57).

Political economy approach has attracted significant attention by academicians, researchers and practitioners in recent times (La porta, Sheleifer, 1999:87-89). The political regulation of corporate governance indeed, became a prime concern with the wake of high-profile financial scandals that shook the western capital markets in the early 80s. The political economy approach also facilitated a discourse in terms of understanding comparative corporate governance systems especially - Germany, US, UK, France, and Japan etc (La porta, Sheleifer, 1999:93-95).

3.1. A Political-Cultural Approach:

The political-cultural approach is a general concept that can be used to study the institutions of contemporary modern society (Bourdieu, 1977: 11). Taking into account the fact that social action takes place in arenas, which are also sometimes referred to as

fields, domains, sectors, or organised social spaces, is the most essential part of this strategy. Other names for arenas include fields, domains, sectors, and organised social spaces (Fligstein and McAdam, 1993: 24-29). The goal of collective agents functioning in a field is to create some sort of dominance order inside that specific area. It is required to create a local culture that describes the local social interactions that take place amongst actors in order to achieve this purpose (Fligstein, 1996: 36).

The ability to help unify micro and macro market phenomena is one of the political-cultural approach's most significant advantages. The theory of fields explicitly links the difficulty in sustaining stability and the development of markets. Therefore, this idea looks for ways to strengthen markets. In a broader sense, this paradigm has implications for how market societies are structured. Governments are directly involved in the process of defining the many social institutions that promote stable markets if laws are required to produce stability across numerous markets (Scott, 1995: 106). Governments should at the very least confirm that companies are capable of using a range of institutions that can settle conflicts and rivalries. At most, they might engage in direct market intervention in an effort to preserve the status quo. The politics of a given society and the crises that led to that society entering the modern market are two factors that have a significant impact on the course that governments choose to take as well as the extent to which they pursue it. The political-cultural perspective elucidates not only why governments are still required in market societies in general but also why there appears to be such a wide variety of national capitalisms (Fligstein, 1997a: 76-79).

Since the end of World War II, there has not been an economic depression in the industrialised world. In the history of contemporary capitalism, there has never been a period of sixty years like this one (Bourdieu and Wacquant, 1992:102). The political-cultural approach, which emphasises stability strongly, offers some compelling explanations for why this would be the case. Businesses have been diversifying their product offerings since the Great Depression of the 1930s in order to prevent the demise of their respective markets. The economy have expanded in variety, and the share of wealthy countries in world population has grown. The political-cultural point of view contends that the connections between markets in sizable economies with a wide range of market types may be rather tenuous. Market crises thus don't tend to spread very widely. When considered collectively, these dynamics show that recessions or rolling

downturns brought on by certain market interactions are more likely to occur than not. However, due to their size and the variety of their businesses, large economies are more stable (Bourdieu and Wacquant, 1992:123-135).

3.2. Understanding the theory of fields

The theory of fields investigates the processes through which new social spaces emerge, how these social spaces become and continue to be stable (that is, how they become fields), as well as the elements that contribute to the transformation of fields. States and marketplaces are two examples of different forms of social organisations that are constructed out of fields (Weber, 1978: 42). A group of sectors or policy areas in which people stake claims to the capacity to establish and uphold rules for all other social actors might be conceptualised as the state's social order (Krasner, 1988: 27). These orders are controlled by both official (constitutions and laws) and informal (practices) regulations in today's modern societies. These regulations outline and limit which venues can be collectively ruled, who is allowed to participate, and how rules are produced in the domain. These rules define and limit who is allowed to participate, which places may be collectively dominated, and how rules are made. These regulations specify and restrict which venues can be collectively dominated in order to protect the integrity of the order. There are two distinct categories of rules, which are referred to respectively as formal rules and informal rules.

When applied to markets, the theory of fields provides an alternative to economic justifications for agent behaviour and the social organisation of markets. This is so because the theory of fields emphasises how different fields interact with one another. This is because fields explain why markets have social structures. This goal can be accomplished by the application of the theory in market settings. Local market orders are said to as a collection of businesses that cooperate with one another and take the actions of the other businesses into consideration. As a result, these orders for the local market might be carried over from one period to the following. This method can be applied to the analysis of any market, independent of its physical location or size—for example, a single city, a whole region, or a collection of civilizations—and it is equally applicable to all of these scenarios. The orders of the market are governed by a general body of regulations.

Because different groups in society have a propensity to occupy dominant positions, the laws that are established typically reflect one set of interests over another. These policies are currently being developed on an increasingly worldwide basis, such as in the European Union, the World Trade Organization, and the North American Free Trade Agreement (NAFTA). There are still a great deal of different ownership and regulation structures at the national level. The unique institutions that constitute a society's labour market are a reflection of the influence that different groups have on the regulation and defining of that market (Hanushek, E. A. and etal., 2017: 48-57). In economic theory, price competition is considered to be the primary mechanism for regulating the flow of commodities and services between different parties. The theory of fields may assist us in observing the same social patterns, but its interpretation of those structures is fundamentally distinct. The most difficult obstacle that actors are required to conquer is uncertainty, which arises as a consequence of the challenges they face in locating consumers and suppliers and in exercising control over their own businesses. Actors are responsible for overcoming this obstacle (Hanushek, E. A. and etal., 2017: 58-62).

According to the concept of fields, the primary force behind the development of social structures in markets is an organization's need to maintain stable ties with its competitors, suppliers, and employees. Our observations have shown that the strategies employed by corporations are intended to cultivate robust social links, particularly between parties that are directly competing with one another. The fields are designated by these relationships. When everything is in its proper position, companies will begin sharing information with one another regarding their pricing and product strategies. The relationships determine how the market functions, how a specific organisation is positioned within the market, and how players should understand the activities of one another. Established companies will use the power that comes with maintaining a dominant position to their advantage in order to conduct initiatives that will strengthen that position (Hanushek, E. A., 2013: 204-207).

Both the political-cultural approach and the theory of fields can be helpful strategies for accomplishing this goal in a variety of significant ways each on their own and when combined. To begin, a significant number of studies have demonstrated that the historical transition from feudalism to capitalism was a critical tipping point in the

development of societal marketplaces. The politico-cultural approach maintains that in order to establish stable markets, it is necessary to address historical challenges that market participants have faced in the form of unstable markets; it is also necessary to establish institutions that are geared toward addressing such concerns; and it is necessary to organise the political and economic elites. After they have been established, these preferences frequently become embedded and help direct the development of new markets within a culture (Hanushek, E. A., 2013: 208-212).

Political-cultural approach to market sociology: normative implications:

For the sociology of markets to fully appreciate specific market scenarios or state-firm relationships, more than just a conceptual framework is required. It must be capable of both explanation and prediction (Fligstein, N., 1996: 656-659).

The freedom to purchase and sell at will results in a particular type of social instability since the supply and demand for a given good are prone to considerable fluctuations, which in turn puts pressure on sellers, buyers, and other market participants due to competition. When faced with this sickness, people who are driven largely by their own self-interest work to stabilise interactions by developing mutual cultural understandings and social connections (Fligstein, N., 1996: 669-673).

When we examine the institutions of the market from a sociological perspective, we see that no single social or political structure always leads to the most efficient distribution of societal resources. This is something we discover when we take a sociological approach to market organisations. Creating the political and social conditions necessary to create an environment secure enough to encourage investment is the main problem in developing economies (Fligstein, N., & McAdam, D. 2012:162-165). After these institutions have been put in place, there are a wide variety of ways to set up markets and enterprises in a way that allows for the production of profits. It makes sense to assert that many prospective initiatives to create a just and equitable society are really consistent with producing money. This is due to the fact that market-making involves the entire society, supporting the claim that the market is intertwined with society. Actually, one result of these interventions is to make the institutions that make up the market seem more legitimate (Fligstein, N., & McAdam, D. 2012:162-165).

3.3. Markets as Institutions:

In a number of different ways, the development of the market society can be seen as having a tight connection to the expansion of the modern nation-state (Mishkin, F. S., & Eakins, S. G., 2006:28-37). Governments and representatives of capital and labour were compelled to establish general institutional arrangements (both formal and informal rules) concerning property rights, governance structures, and rules of exchange for all markets in capitalist societies because it had historically been difficult to establish stable markets for capital, labour, and products (Ménard, C., 1995: 161–168). These agreements cover all marketplaces in capitalist countries' property rights, governing frameworks, and trade regulations. These agreements deal with issues relating to governmental systems, exchange regulations, and property rights. These laws of exchange governed the interchange of goods and services. In order to control the relationships between suppliers, buyers, and labourers, markets have established culturally and historically distinct norms and practises. The market is governed by these laws and practises (Ménard, C., 1995: 172-174).

Actors need to have cognitive presuppositions and expectations that are comparable to one another for complicated interaction patterns to remain stable. Either extensive contacts between individuals, which contribute to the development of habitual patterns, or clearer rules controlling fresh encounters are required to bring about such stability. Extensive interactions between individuals lead to the development of habitual patterns (Kregel, J. A., 1980:32-48). These two approaches are obligatory in equal measure. The majority of the time, the norms that govern social interaction are either tacitly agreed upon through the process of negotiation, or they are tacitly agreed upon through the process of experience or tradition (DiMaggio and Powell, 1991: 123-126). Actors are motivated to participate in interactions in which meanings are not shared because the instability that emerges from these interactions pushes actors to participate in those interactions. Actors are also compelled to hunt for social environments that are more stable in order to interact (Haveman and Rao, 1997:139-142; Dobbin and Sutton, 1998: 36-43).

Despite the expanding possibility of more complex patterns of interaction within the domain of economic transaction, actors have shown that they are unable to establish rules for themselves. This is true even when the possibility of more intricate patterns of

interaction is increasing. This possibility arose as a result of a rise in the probability that more intricate patterns of interaction would occur. There are two types of challenges that artists encounter: physical and mental. Participants in markets have an obligation, first and foremost, to ensure the continued existence of their own businesses. It is challenging to contribute resources to the process of regulating while also running a firm that is successful. The second issue is that companies, when confronted with unpredictability and intense rivalry in the market, are unable to devise answers to the difficulties that they all share in common. This is the second issue (Kregel, J. A., 1980: 46-48). There are times when companies discover a method to eradicate or dominate their most significant competitors. However, this does not occur very frequently. As a consequence of these factors, companies are obligated to make an appeal for assistance by proposing that the government enact legislation that will encourage "fair" competition (Kregel, J. A., 1980: 46-48).

Creating rules is not something that occurs by chance or without taking "interests" into consideration. This is because rule making is a process. If a group of laws not only permits the largest corporations in a country to control the most vital markets in that society but also forbids workers from organising themselves, then those laws enforce a system of power. This is because the laws allow the largest corporations to control the most vital markets (Bourdieu, P., 2005: 75-79). It is necessary to methodically consider how the capabilities of the government and the relative power of government officials, capitalists, and workers figure into the construction of new market rules to define the types of economic activity that exist in a given society in order to gain analytical leverage on real systems of rules and power. To establish analytical sway over actual systems of laws and authority, this is required. To define the many forms of economic activity that exist in the community under consideration, this is done. To have an analytical impact on actual power structures and regulatory frameworks, you must possess this (Bourdieu, P., 2005:80-83).

The political-cultural approach can offer general analytic techniques that can be used to determine what a particular set of market conditions means in terms of a society's social hierarchy. The ability to intervene, the method of intervention, and whose interests are dominant during the intervention are three characteristics that can be used to categorise

the varied capacities that governments create to intervene in their economies. These abilities are gradually developed by the governments (Bourdieu, P., 2005:84-89).

3.4. Sociology of Markets, stabling firms' existence—State role

During the past quarter of a century, one of the most active subfields that falls under the umbrella of the discipline of sociology has been the sociology of markets. It began as a trickle of theoretical and empirical articles, but it has now become a torrent since its inception (Allaire, G., 2009). Granovetter's article is widely regarded as one of the most influential pieces of research to have been conducted on the topic in 1985. One of the many subfields that come together to form the larger topic of sociology of markets is the comparative study of capitalist arrangements and the influence that these arrangements have on a variety of outcomes, one of which is economic development (Granovetter: 1985: 192-194). It has been established that Granovetter's assertion that social and economic life are inextricably linked provided the theoretical justification for opening the floodgates to research and attracting a sizable number of academics with sociological concepts to study market activity and, more importantly, engage in discourse with one another. This was demonstrated by demonstrating that the claim that social and economic life were inextricably linked provided the theoretical justification for opening the floodgates to research. It was established that Granovetter's justification provided the theoretical foundation for opening the doors to investigation. [Reference required] This has been proven to be true ever since Granovetter's comment supplied the conceptual framework for expanding the scope of the study that was being conducted (Granovetter: 1985: 192-194).

It shouldn't come as a surprise that the organisations and structures that existed before the advent of modernity were also examples of social creations because they predated modernity. They defined what an actor was and the several roles that actors may play in the industry. People have become more self-aware over the past 350 years, and as a result, they have conducted investigations into the social groups that they are currently a part of, conducted research to determine what appears to be working, and used this information to construct new social structures (Fligstein 1997a: 162-167). Throughout the course of history, people have painstakingly developed new social technologies in order to accomplish their goals (for example, legal incorporation to organise firms). People working together toward a common goal—whether it be the establishment of

modern governments, the growth of social movements, democratic politics, successful enterprises, or flourishing markets—has been responsible for the development of all of these institutions (Fligstein 1997a: 162-167). These "inventions" were frequently the result of mistakes that were made or of agreements that were struck between several groups of individuals. It is still unclear how the people who were responsible for the creation of these social organisational frameworks were connected to one another in any way.

Generally speaking, the phrase "social organisation of fields" refers to three distinct aspects: the routines or practises that actors engage in during daily social interactions; the social relations that constitute fields that actors may or may not be conscious of; and the collection of principles that actors use to structure their thought and make sense of the situations in which they find themselves (Emirbayer and Goodwin, 1994:172). The term "social organisation of fields" generally refers to these three facets. the collection of principles that individuals follow in order to structure their thinking and make sense of the situations in which they find themselves (also known as cognitive frames or worldviews) (Bourdieu, 1977:38). Because of their cognitive maps, people have conceptual tools at their disposal, which they can employ in order to comprehend or interpret the actions of other people (White 1992: 51).

The idea of "social organisation" refers to everything in a society, including privileged and less privileged groups, that contributes to the maintenance of stable living conditions for those groups. They are elevated to the level of groups, their relationships with one another are defined, and a particular order is preserved within the existing fields as a result of this. This examination of the fundamental components that comprise fields must unavoidably be seen as an abstract one. These building supplies are devoid of any kind of substance, or, to be more specific, any "culture" (which refers to the traditions and knowledge of a certain location) (Geertz, 1983: 25).

Understanding the different kinds of fields that markets are as well as the different kinds of social organisations required for stable "markets as fields" to exist is a prerequisite for applying the theory of fields to market society. Then the market society can use the theory of fields (Geertz, 1983: 29).

Depending on the type of economic trade that occurs and how frequently, it may happen sometimes, frequently, regularly, or frequently. Markets can be extremely tiny or very huge, and they are social spaces used for the production and sale of a particular good or service. Within these markets, an organised exchange of goods and services takes place. Markets can be defined as: Actors that engage in structured exchange do so because they anticipate frequent exchanges for their items. This anticipation motivates them to engage in structured exchange. As a consequence of this, people require social frameworks and conventions to direct and organise their interactions with one another. Because incumbent and challenger enterprises have a tendency to reproduce their positions on a period-by-period basis in stable marketplaces, self-reproducing role structures have emerged as a consequence of this tendency (White, 1981: 192-194). Because the sellers' businesses are put at danger in the absence of a stable market, sellers are typically the ones who are responsible for constructing the social structure that is present in the market.

Throughout example, the American steel industry enjoyed a stable market for much of the 20th century, where businesses kept constant identities and produced certain items. Despite the fact that consumer demand was drastically changing, the largest corporations duplicated themselves by focusing on preserving pricing stability and becoming vertically integrated (Fligstein, 1990: 156). The names of the businesses that supply steel products have seen considerable modifications since the middle of the 1960s. Many of the major producers shut down as a result, and new businesses started to dominate the market. The market started to distinguish between items that were fundamental commodities and those that were more upscale and had higher prices. These changes allowed the more recent enterprises to profit from them and create a new market for their goods. To replace the one that used to exist but has since been abolished, two new market areas have emerged (Hogan, 1984: 76-79).

The major goal of the social ties is to preserve the larger seller enterprises' comparative advantage over their competitors. They decide how the market functions and what kind of competition exists there. For instance, Pepsi-Cola and Coca-Cola control a resounding majority of the market for soft drinks in the United States. For market systems to form, both tangible social relationships and intellectual understanding are required. Cognitive understandings can be divided into two categories: those that apply

to society as a whole and are concerned with how markets and firms are organised as well as the identification of effective competitive strategies, and those that are exclusive to particular markets (Fligstein, 1990: 162-165).

The first step in developing a successful sociology of markets will be to theorise what sorts of laws and notions are required to enable organised exchange, also referred to as markets as fields. The four different categories of rules—property rights, governance frameworks, trade laws, and control notions—are crucial for the development of social structures in markets. Markets are set up in accordance with these guidelines.

By developing an awareness of the institutions they are a part of, actors are able to create social structures that allow them to organise themselves, compete and collaborate with one another, and interact with one another in a predictable and repeatable way. These many social systems are an effort to deal with various problems brought on by instability. Others are related to the problem of ensuring the continuity of enterprises operating in a particular market, while some are related to the general challenge of creating a market in the first place (White, 1981: 203-209).

The fundamental rules that guide a society's interactions of competition and cooperation as well as how organisations should be run are known as governance structures. These regulations make a distinction between appropriate and inappropriate ways to control competition. Laws may be used to enact them, or less formally, institutions may adopt informal practises. There is a body of law described variously as antitrust, competition, or anticartel legislation in almost all highly developed industrial nations. These laws differ widely from society to civilization in terms of their content, and there is disagreement about whether they should be passed, how they should be applied, and how the courts should interpret them (Fligstein, 1990: 182-183).

A greater number of ad-hoc institutional practises are produced in market societies. These methods eventually become standard practise in organisations that are already well-established and are made available to actors working in organisations that are not yet well-established (DiMaggio and Powell, 1983:76-78). Transmission mechanisms can include, for instance, the trading of professional managers, the consultation of

management consultants, and the utilisation of professional associations (Meyer and Rowan, 1977: 221-224).

Rules of exchange contribute to the continued viability of the market by ensuring that all parties participating in a transaction are accorded the same degree of respect and consideration. Exchanges of this kind will, at best, be random if the enterprises who export their goods across a specific community do not required to comply to any criteria of exchange in order to do so. The establishment of these rules has taken on an even greater significance for the trade that takes place across different communities (Swedberg, R. 2018: 22-26). A significant number of the most recent agreements concerning international trade, such as the GATT round that was just finished and the Single Market Program being implemented by the European Union, are focused on the establishment and harmonisation of practises surrounding rules of exchange (Meunier, S., 2007: 905-926).

3.4.1 State's role policy and perspective life of market

Nation-states are required to create laws governing property rights, governance structures, trade norms, and control notions after they join the group of capitalist nations in order to preserve some semblance of order in the marketplace (Sinha, A., 2010: 65-84).

The chronological order in which nations transitioned from feudalism to capitalism had a profound bearing on the development of their own societies (Westney, 1987: 39-42; Chandler, 1990: 98-99; Fligstein, 1990: 126-128; Dobbin, 1994:46-48). The alliances that arise between workers, government officials, and capitalists at this specific historical juncture affect both the policy domains that governments establish and the policy styles that emerge inside those policy domains. Governments establish policy domains, and the policy styles that emerge inside those areas are shaped by these partnerships. Following the development of such styles, the ensuing political and economic crises are examined through the lens of these unique points of view. (Chandler, 1990: 98-99). The formation of more general market norms was driven in large part by a number of quite practical issues. The idea that the existence of social institutions has increased the wealth of entrepreneurs as well as the size and stability of their firms was first put out by North and Thomas in 1973 (Westney, 1987: 39-42).

Economic depressions were brought on by systemic economic crises, and unstable systems of exchange played a role. These grew worse and affected more individuals in more nations across Europe and North America in the eighteenth century. The people in the most vulnerable situations were those who had invested the most in industries and other infrastructure. Managers and business owners tried to exercise control over their main competitors in response to these crises, which were brought on by excessive competition (Dobbin, 1994:46-48). They participated in cartel action or attempted monopoly-formation attempts. Companies also encountered opposition from workers' organisations when they attempted to control labour markets and lower wages. The large groups of employees engaged in the factories with the most managers and owners experienced bitter disagreements as a result of the struggle for social class (Edwards, 1979: 56-58). Businesses and employees, on the other hand, were frequently unable to create long-lasting solutions, let alone "universal" ones. Both parties sought peaceful responses to this conflict by turning to their own governments (Chandler, 1990: 98-99).

One definition of "building a state" is the establishment of domains by and for governmental authorities, corporations, and employees. They will symbolise the relative power of workers, capitalists, politicians, and state bureaucrats once the realms have been established. The types of control or intervention that are in place at the time the domains are constituted, as well as the legislation, will reflect this relative power. Domains usually focus on particular businesses (like bank regulation, for example), but they can also address more broad issues that affect a variety of industries. When states are formed, the power relationships that exist inside their established economic sectors determine how governments can influence their separate economies (Dobbin, 1994:46-48).

A number of factors contribute to the development of new markets, the most significant of which are the initial establishment of policy domains and the rules that these domains produce. The governing systems, property rights, and trade customs are all impacted by these rules. This is due to the fact that they establish cultural templates that define how to organise in each society. This is due to the fact that exchange norms, governance structures, and property rights are all impacted by the original establishment of policy domains and rules. The continuation of national capitalism as well as the differences

between the various kinds of national capitalism are due to the initial institutional structure and the power relations between government representatives, capitalists, and workers at that time (Evans, Skocpol, and Rueschmeyer 1985: 165-16).

States have a big influence on how markets are established and remain stable. The nature of its relevance and the scope of its applicability are determined by the historical context (Evans, 1995:76). The possibility of intervention is determined by the nature of the crisis as well as the institutional history of the state, both of which might vary from one state to the next (Ziegler, 1997: 42-47). There are varying degrees of capability for involvement throughout the states (Laumann and Knoke, 1987: 129-134). By utilising the established restrictions, the organised interests seek to replicate their positions. This explains why there seems to be such a vast diversity of market structures, both between developed and emerging civilizations, as well as inside those nations (Evans, 1995: 78-82).

Policy domains are made up of governmental entities in addition to representatives of organised labour, business, and other individuals and organisations. The parameters of involvement are established in one of two ways: either (1) in accordance with the state's power to intervene, regulate, and mediate; or (2) in accordance with the relative influence of social groupings in determining the criteria of participation. Both of these approaches are broken down in detail here (Fligstein and Freeland, 1995:123-124).

Applicative of this model in the present research: State has taken a proactive role in creating required facility for the smooth going of the business. In this context time and again state interfered to resolve the issues and between the corporate firms and farmers. The constitution of tobacco board in the region to address various issues of the farmers created a level playing field for the stake holders involved in the business.

3.5. Embeddedness of markets-in to the society

The majority of the most notable discoveries in the field of market sociology have been interpreted as criticisms of neoclassical economic assumptions regarding the operation of markets. This is the case for the vast majority of these discoveries. In contrast to the fundamental premise of the neoclassical economic theory, which emphasises the anonymity of market participants, White (1981) proposed that stable production

markets were only possible if market participants took into account one another's actions when making decisions. This was an argument against the idea that market participants should remain anonymous (White, 1981:38). Granovetter (1985) expanded on this school of thought by claiming that social ties serve as the foundation for all forms of economic participation. This was Granovetter's contribution to the line of thought. Granovetter referred to this concept as the "embeddedness of markets" (Granovetter, 1985:182). Embeddedness of markets Numerous academics have produced evidence that market embeddedness has impacts that economic theories are unable to predict. (Burt, 1983).

According to Granovetter (1985), the empirical research has not sufficiently characterised the specific theoretical character of the social embeddedness of markets. There have been numerous attempts, but this is the situation. The most crucial concept is the relatedness of networks (Granovetter, 1985:194). According to Burt (1983), Resource dependence can be replaced with network dependency (Burt, 1983:162).

Focusing on the operations of the organisations in charge of producing the goods or services that are sold in the market is necessary in order to apply the field theory to markets. The term "incumbent firms" refers to the businesses that, in comparison to smaller, more agile businesses, control their industry due to their size, the fact that they define the product, and the activities they take to preserve their position (Burt, 1983:182-189). The main claim is that all businesses operating in a market have a propensity to become unstable as a result of the price mechanism (i.e., supply and demand equilibrium). This is because it encourages companies of all sizes to undercut one another's prices, which threatens their capacity to maintain a stable financial position (Baker, Faulkner, and Fisher, 1998:123).

Having a set of understandings on how to handle the threat of destabilisation is an aim for businesses that are dominant in their field. Companies behave in a certain way toward one another in order to accomplish two objectives: (1) to convince incumbent companies not to directly challenge one another, and (2) to make sure that challenger companies decide not to directly compete with one another over prices (Baker, Faulkner, and Fisher, 1998:129-137).

These strategies and concepts might not always be effective in preventing price competition. There is no assurance that stable markets will develop, and companies can always engage in price competition with one another. Neoclassical economics, however, contends that corporations may employ other methods to stifle competition in addition to keeping prices constant. Existing businesses or business alliances might engage in a number of strategic games to gain an edge and stabilise their circumstances. There are numerous variations of these games (Zelizar, 1983: 126-129).

From two different angles, the development of market institutions can be viewed as a cultural production endeavour. Exchange rules, control theories, governance structures, and property rights are a few examples of the social institutions that are essential for the growth of markets. These organising technologies give actors the resources they need to take part in market activity. Market worlds work according to the same laws that apply to other social worlds because they are also social worlds. Actors' political interactions with one another are a reflection of the regional cultures that define social connections, what it means to be an actor, and the ability of actors to interpret one another's behaviour. These regional cultures also influence how participants understand one another's behaviour (Geertz, 1983:146-148).

The unpredictability of the market motivates business owners and executives to establish internal organisation and exterior social interactions with their key competitors. Imagine a circumstance in which an economy is expanding fast and a huge number of rivals across a variety of markets are all searching for strategies to manage competition. As a result of their "local" instability issues, many of them seek stability wherever they can find it. Managers and business owners frequently seek dependable notions of control. Companies in specific markets that discover techniques to stabilise their interactions are promptly imitated. One can reach a point of conceptual immobility (Barney, J. B., & Clark, D. N., 2007).

This process has the important implication that, upon entering capitalism, various national "cultures" of control emerge. This is a crucial step in the procedure. Both the state's institutions and the company techniques used to compete in the market are ingrained with these national strategies for legally regulating competition (Capobianco, A., & Christiansen, H, 2011). This idea aids in explaining why researchers who

examine different national systems of government frequently come to the conclusion that the politics and history of a specific culture have a significant influence on a certain set of business practises (Bramwell, B, 2013: 59-78). In 1922, Weber published *Economy and Society*.

According to Stark (1996), managers have reorganised businesses into complex hierarchies in which larger organisations take over the satellite activities of smaller businesses while continuing to maintain equity ownership in the parent corporations of the satellites. Companies have used two alternative strategies. Beginning with the acquisition of ownership holdings in companies that are in charge of producing equivalent goods, they have attempted to exert control over both the inputs and outputs of production. Second, recent mergers have brought together groups of companies that produced both related and unrelated items (Stark, 1996:134-138).

The distinctive political-cultural structures of the companies and countries in which they operate are reflected in markets, which are social creations. Market development necessitates societal solutions to issues with property rights, government structures, control ideologies, and trade prohibitions. Before markets can be developed, these issues must be resolved. There are numerous approaches to discovering these solutions, and each one has the ability to contribute to the survival of businesses (Stark, 1996:142-147).

3.6 Stakeholder theory, Shareholder Value and Merger of firms

According to the Stakeholder Theory, a company's relationships with its clients, vendors, workers, investors, communities, and other people and organisations who have an interest in the organisation are intertwined. The stakeholder viewpoint is another name for this way of looking at capitalism (Castelo Branco, M., & Lima Rodrigues, L., 2007).

A crucial stage in the process of social transformation is adding value to an already-existing process. A business opportunity arises when a value-added technique like this one is being developed. The process that is associated with the social phenomena of business must continuously add value in order for it to occur. Such business phenomena and the dangers associated with the process are rationally explained by the stakeholder theory. According to the Stakeholder Theory, a company's relationships with its clients,

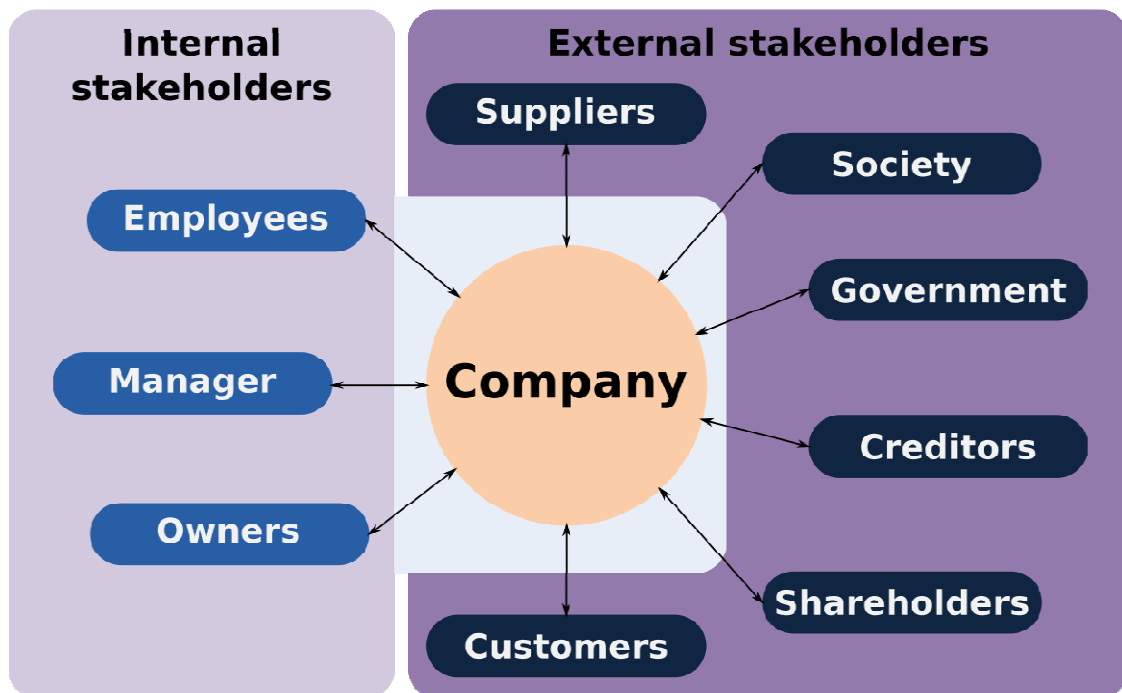
vendors, workers, investors, communities, and other people and organisations who have an interest in the organisation are intertwined (Jamali, D., 2008: 213-231). The stakeholder viewpoint is another name for this way of looking at capitalism. This ideology contends that a corporation must provide value for all of its stakeholders, not only its shareholders.

The guiding principle of the twenty-first century is "Managing for Stakeholders." Executives must maximise value for all stakeholders while minimising the necessity for trade-offs in order to do this. Because they are successful in aligning the interests of all of their stakeholders, great firms are able to endure (Freeman, R. E., 2017: 132-145).

More specifically, ITC Limited has taken part in the action as well. Since its inception, the ITC group has been entrusted with developing and putting into practise a plan for long-term, sustainable expansion rather than with growing its business. The goal of include the stakeholders is always supported by the business plan that is employed. ITC Ltd.'s numerous stakeholders, including farmers, traders, and employees, as well as the state's revenue, have all enjoyed growth in tandem with the company's primary business. This expansion was not an unexpected result of the business's success. Shareholding and stockholding are two conflicting paradigms that O'Sullivan (2000), Kakabadse and Kakabadse (2001), and Friedman and Miles (2002)categorise as crucial opinions on corporate governance. The ownership of a company's shares is referred to by the terms shareholding and stockholding (Senapati, P. S, 2015: 12-46). The corporation's goal and the structure of the governance arrangements that go along with it must be properly understood and logically justified in order for this type of separation to be possible. The corporation is viewed in the traditional concept of shareholding as a legal tool for shareholders to maximise their personal benefits through investing returns. On the other hand, a more contemporary interpretation of shareholding challenges the conventional viewpoint. A different school of thinking known as stake holding, which first appeared in the latter half of the 20th century and is in stark contrast to the traditional strategy, is another option (Senapati, P. S, 2015: 12-46).

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Figure- 3.1 : Internal and External Stakeholders



source: *Wikimedia Commons, the free media repository.*

As opposed to concentrating simply on increasing the wealth of its shareholders, the corporation was considered as a focal point for the interests of extra external stakeholders. This was in contrast to the traditional approach of corporations. In the context of a board's definition of stake holding, major stakeholders are typically specified as include employees, creditors, suppliers, consumers, and the local community. Other possible stakeholders may also be mentioned (Freeman, 1984: 162-168). The most important aspects of stakeholder management include the participation of stakeholders in corporate decision-making, the maintenance of long-term contractual relationships between the company and stakeholders, the maintenance of interest relationships, and the upholding of ethical business practises (Donaldson & Preston, 1995: 174-178).

3.6.1 Shareholder vs Stakeholder

Both shareholders and stakeholders are regarded as significant in a company, yet shareholders aren't always thought of as stakeholders. A stakeholder is someone who has an interest in the performance of the firm for reasons unrelated to the performance or value of the shares, whereas a shareholder is someone who owns stock in a publicly

traded corporation (Maher, M., & Andersson, T., 2002: 386-420). As a result, the shareholder frequently has a stronger need for the business's continued success.

Owners and stockholders of the business are two examples of stakeholders. Stakeholders in the business include its employees, bondholders who own its debt, and clients who may depend on it to provide a particular good or service. Suppliers and vendors who depend on such businesses' success to generate money (Vinten, G., 2001: 36-47). It is becoming more typical for such groups to be listed as stakeholders in a corporation. This is because a company's stockholders are immediately impacted by its success. The suppliers in a company's supply chain, for instance, can suffer if it decides to stop using their services if it is struggling financially. Even if the business is financially successful, this can still be the case. Similar to this, corporate employees who depend on the company for their livelihood and are therefore also stakeholders in it may lose their jobs (Vinten, G., 2001: 36-47).

A shareholder is free to sell their shares and buy new ones because they are not required for the company to remain in business. Stakeholders, on the other hand, are required to stick behind the company for a longer time and for stronger causes (Smith, H. J. (2003: 85-90).

The shareholder hypothesis contends that a company's sole responsibility is to maximise its profits. The management team of the company is chosen by the shareholders to serve as their agents in managing it for the benefit of the shareholders. Because of this, people have a moral and legal obligation to protect themselves. A stakeholder is someone who has an interest in the performance of a company for reasons other than the performance or growth of the company's stock, whereas a shareholder is an owner of a piece of a publicly traded corporation through ownership of shares of stock. The stakeholder often has a larger need for the business to succeed throughout the course of a longer length of time as a result of these considerations (Thomsen, S., & Pedersen, T., 2000: 689-705).

The concept of agency theory's shareholder value in a company includes vocabulary that provides a diagnosis of the challenges that are faced by businesses in terms of the notions that are derived from that theory. The maximisation of shareholder value is the

only justification for the existence of corporations, according to the shareholder value theory, which has as its central premise the idea that businesses exist for no other reason than to do so. The price at which a company's shares are currently trading on the stock market is an important indicator that may be used to determine whether or not management teams are effectively working to maximise shareholder value. Companies managed by individuals who are incapable or unwilling to maximise shareholder value will not see increases in their share prices. It is up to the boards of directors to decide whether or not to fire them. According to this point of view, different teams of managers could be able to maximise the value of a business's assets by taking advantage of the market for corporate control in the event that incompetent managers co-opt boards of directors and gain control of the company (Jensen, 1989: 134-146).

3.6.2 The Merger of Firms

A merger is the process by which two or more businesses that were previously independent of one another unite to become a single commercial organisation. A number of alternative manifestations of the combo are possible. One illustration of this kind of transaction is the outright acquisition of the assets of one company by another for a cash payment or in exchange for the shares or debt of the acquiring company (Coombs, R., & Metcalfe, J. S., 2002: 209-231).

Mergers between corporations are widespread when they identify an opportunity to boost revenues. If businesses are able to increase their profits by cutting their operational expenses, customers may benefit from lower pricing and overall economic health may improve. Higher productivity or economies of scale, for instance, may be to blame for this. However, if increased profitability results in a higher concentration of market power within a corporation and if the company then exploits this dominance to raise prices, the net effect on welfare may be negative (Thomsen, S., & Pedersen, T., 2000: 689-705).

Between 1895 and 1904, when the merger drive came to an end, the core of the American economy was governed by a small number of very large companies. According to Chandler, the propensity for mergers has resulted in the development of a successful and vertically integrated organisation. Another plausible argument was that

the greatest firms were established with the goal of limiting competition. Chandler's *Strategy and Structure*, published in 1962 (DuBoff, R. B., 2016: 123-127).

When two or more businesses decide to combine their operations, it often results in a reorganisation of the corporate assets held by the population of the greatest enterprises in the economy. As a result, they serve as an indication of the creation of a new concept of corporate control, which marks the end of the traditional concept of corporate control (Stearns and Allan, 1996:23). At the turn of the 20th century, there was a strong emphasis placed on the merger movement. This was done by the largest firms in an effort to reduce the amount of competition in the market by rapidly acquiring their most significant competitors (Fligstein, 1990: 145-149). The merger movements that occurred in the 1980s suggest a crisis or end to the existing theory of control and the creation of a new idea of control; as a result, they must denote a new method to think about the vast organisation. On a cultural level, the idea that owners of firms were not able to make a sufficient profit for themselves characterised this crisis. This is what Marxists refer to as an accumulation crisis. The managers did not distribute the available resources in such a way as to maximise what is known as "shareholder value" (Ocasio and Kim, 1999: 174-179).

As a result of the tendency toward mergers that occurred in the 1980s, hostile takeovers were finally given the green light. These takeovers were justified on the grounds that they represented "typical rather than aberrant innovation" (1986, 821). In the 1970s, the financial model of the corporation was the "normal" lens through which to see businesses. This changed dramatically in the 1980s (Fligstein 1990: 47). According to this conception of the company, it is possible for it to be deployed or redeployed depending on the rates of return that could be obtained in the short term by buying and selling businesses. This is because this conception of the company takes into account the possibility of obtaining these rates. It's possible that these short-term rates of return will be affected in some way by the corporation's ability to buy and sell other companies (Davis and Stout, 1992: 38-41). In the 1960s, the idea that companies had portfolios of diversified assets that grew at different rates and generated profits in varying amounts served as the rationale for the proliferation of mergers in the business world. During this historical period, mergers occurred often. The goal of the project was to ensure the long-term viability of the company by ensuring that the product lines were

well-balanced to account for the effects of the business cycle as well as the relative growth rates of the various industries. This was accomplished by making sure that the product lines were well-balanced Davis and Stout, 1992: 38-41).

Regarding the response to these external shocks, three essential points need to be clarified. First, why was the crisis response limited to maximising shareholder wealth by concentrating on stock price increases? This appears to be a rather wasteful use of resources. Second, how can you justify choosing this particular moment to merge? Why do some managers agree with the shareholder value theory of control while others do not? Those who opposed its spread were singled out by businesses trying to control the market. The evaluated theories offer solutions to these issues that are remarkably distinct from one another 1980s (Fligstein 1990: 52-61).

3.7. Agency theory

The rational choice theory has been used in fields other than economics, such as political science and sociology, the rational choice theory has undergone a significant metamorphosis. A good illustration of this process in action is the growth of agency theory in the academic community. A general model of social relations that has been used in a wide range of substantive contexts is the agency theory. As a natural outcome of these social interactions, it includes the transfer of power and frequently results in control issues. The sociological applications of agency theory are the most promising in many ways. These sociological interpretations of agency theory include more comprehensive micro foundations as well as improved social organisation models (Anderton, C. H., 2014: 113-138).

In the theory of agency, managers are seen as agents and stockholders as principals. According to the theory, managers of the company cannot be prevented from using their discretion to maximise their own benefits if appropriate incentives or adequate monitoring are not strong enough to deter them. As a result, the company's value cannot be maximised (Otten, J., & Wempe, B., 2009: 125-128).

Agency theory is the dominant theoretical framework used in studies of corporate governance, according to Shleifer and Vishny (1997). The agency theory is one justification that has been offered to explain how public corporations can exist given the assumption that managers are driven by their own self-interest. This theory contains the

first useful justification of the public corporation since Barle and Means (1932) identified some of the major problems posed by the separation of ownership and control. The first justification for the existence of public corporations is also found in this theory. The agency theory was developed by, among others, Ross (1973) and Jensen and Meckling (1976) by using the principal-agent model with corporations. The agency theory was developed as a result of this. The shareholders retain their rights to the residual revenue even when they delegate their decision-making authority to an agency (the managers) in their capacity as principals. The agent-manager has a duty of loyalty known as a fiduciary duty to the shareholders, whose main goal is to earn the best yield possible. The goal of managers should be to maximise revenues. The managers regularly use the authority given to them in their capacity as agents to further their own interests rather than the interests of the principal or the shareholders. As a result, managers cannot be trusted and require strict regulation (Jensen and Meckling, 1976: 56-57). The agency link is now dealing with two problems, and agency theory is able to provide solutions for both of these problems. The first problem is that the principle is unable to validate that the agent acted in an appropriate manner since it is difficult or expensive for the principal to know the performance of the agent. The second problem is that the principal and the agent can favour different activities based on how they each evaluate the level of risk (Eisenhardt, 1989: 23-29). These two subjects are going to be discussed in greater depth in the sentences that are to come.

According to the provisions of an agreement governing the agency relationship, one party, known as the principal, hires the services of a different party, known as the agent, to perform a service on the principal's behalf. There are numerous kind of agency connections that can be discovered with various businesses. For instance, choosing the board of directors to act as their representatives and manage businesses is the responsibility of the shareholders. The senior managers receive the majority of the operational authority from the boards of directors, while the managers delegate tasks to the workers at lower levels of the organisation. As was just said, there is good evidence to support the idea that principals' and agents' interests are not necessarily congruent. This topic was covered in the chat that we had previously. Because agent-managers are frequently compelled to take activities that maximise their personal utility to the detriment of the company's greatest shareholders, businesses are perpetually at risk for agency difficulties (Eisenhardt, 1989: 32-46).

According to the agency theory, all social and economic interactions may be boiled down to a string of agreements made between principals and agents. This is the central tenet of the theory. This principle underlies every single economic and social interaction. Principals are the individuals who are in charge of selecting the agents who will carry out their instructions in a particular circumstance and are the ones who choose those agents. Coordinating the activities of the agents in such a way that they do not undermine the goals set forth by the principals is the primary obstacle that must be overcome. Because of this, it is necessary to draught a contract that, in some cases explicitly and in others implicitly, protects both the principal and the agent in equal measure. These kinds of contracts have to include a system that allows principals to keep an eye on their agents, and they have to provide incentives for both parties to live up to their end of the bargain (Jensen and Meckling, 1976: 52-57).

The agency theory contends that the various divisions of property rights that exist today, including partnerships, sole proprietorships, joint stock companies, and non-profit organisations, are the outcome of the success of specific organisational forms when used in a variety of circumstances. It may be logical to assign property rights in a variety of ways, depending on the scope of the agency costs (that is, the expenses of structuring, bonding, and monitoring a set of contracts among agents who have competing interests). The full breakdown of these costs is provided below: Fama and Jensen, 1983b. For instance, the joint stock company under management control stands a good chance of succeeding in situations where the start-up costs are prohibitively high, the management expertise needed is specialised, there are significant economies of scale, and there are investors willing to put up money in the hope of obtaining residual claims that have already been discounted for agency costs. Given these circumstances, there are substantial scale economies, and the joint stock company is managed has a high chance of succeeding (Fama and Jensen, 1983a: 23-29).

The viewpoints that Nelson and Winter (1982) bring to the discussion of how the economy functions are unique. They contend that market conditions are constantly shifting and never reach stable states. As a result, businesses are continuously exposed to unpredictable market situations. In response, businesses seek strategies to secure their longevity over time. They are able to accomplish this goal by creating

competencies that take organisational practises into account. The development of products and the monitoring of potential problems are both made easier by a company's standard operating procedures. They offer advice to decision-makers about shifting internal and external conditions (Nelson and Winter, 1982: 192-201).

3.8. Sociological Theories of Control:

There was a move away from efficiency principles and toward a more diverse collection of political and cultural explanations for the firm's design and behaviour when sociological approaches to the corporation became more prevalent. This group of factors was thought to have a bigger effect on the design and behaviour of the company. This transformation can be seen as a departure from the tenets of efficiency and a move toward a wider range of political and cultural concerns (Moe, T. M., 1995: 116).

It is common practise for sociologists to avoid making assertions about whether or not a certain organisational structure is successful in the neoclassical sense. In contrast, the organisational theory merely makes the premise that organisational structures are effective, or more specifically, that they help ensure the survival of the organisation. This is the only assumption that the organisational theory makes. Even though competing methods employ wildly different terminology to express their goals, the "effectiveness" hypothesis suggests that there is a very high degree of congruence about the sociological dynamics that control organisational activity. This is despite the fact that the "effectiveness" hypothesis suggests that there is a very high degree of congruence about the sociological dynamics that control organisational activity. This is the case even when various methods express their purposes using terminology that is substantially different from one another (Robinson, D. T., 2007: 157-174). Firm sociological theory is comprised of a number of primary components including but not limited to the following: power relations both inside businesses and between businesses and states, reliance on easily accessible resources, and the growth of institutions. Since the middle of the 1970s, the vast majority of sociological research on organisations has been a reaction to the rational adaptation approach proposed by the strategic contingencies model. There is a wide variety of critique being offered. It has been suggested by authors working in a wide variety of fields that the strategic contingencies model places an excessive amount of emphasis on rational adaptation (Robinson, D. T. (2007: 157-174).

3.8.1 Corporate Control and state

Others contend that cooperation between suppliers and rivals could be advantageous to both parties and the businesses in question (Powell, 1990:34-36). The great majority of network techniques implicitly recognise networks' strategic contingency perspective as a response to organisational circumstances. These theories propose a large variety of very unique mechanisms, the focus of which is on the environmental factors that render network forms of organisation attractive (Powell and Smith-Doerr, 1994: 34-37). The utilisation of flexible specialisation and the construction of networks based in Silicon Valley on the concepts of reciprocity are both utilised (Saxenian, 1994: 56-58). Effectiveness is demonstrated when companies are able to swiftly receive the items and services they might want in order to successfully compete in a setting of continuously changing market conditions.

Theories that emphasise resource dependency are criticised on the grounds that social construction has a role in the phenomenon of resource dependence. Pfeffer (1981) made a strong case for the idea that even while there are situations in which a company's reliance on resources is necessary for its existence, actors nevertheless need to be aware of their interdependencies and be able to take appropriate action. It might be challenging to understand how things are interdependent in complex social contexts. Additionally, even if this does occur, players still need the capacity to persuade others to share their viewpoint on the current strategic problem (Pfeffer, 1981: 21).

In the political-cultural approach, the hypothesis that resource reliance is more systematically constructed socially is investigated; as a consequence, the focus on technical settings is supplemented by an emphasis on institutional contexts. This is done in addition to the focus on technical settings. This is due to the fact that the political-cultural approach considers dependence on resources to be more deeply embedded in the structure of a society (Fligstein 1990:24-26). The first obstacle that actors within the organisation need to overcome in order for the organisation to be successful in the long run is to create an atmosphere that is consistent. In order to accomplish this goal, it is necessary to establish an organisational setting in which all participants are aware of, and cognizant of, their connection to one another. The organisations and institutions of the state formulate and oversee the laws that restrict economic activity in a particular geographical area, and they are prepared to defend these standards by any means

necessary, including the use of force if it becomes necessary. The state's right to define the norms for economic interaction is up for question due to the fact that it is founded on a claim of social origin. As a direct consequence of this, the procedure that is utilised in the formulation, amendment, and implementation of these regulations is predominately political (Fligstein and Brantley, 1992: 142-149).

There is no evidence to support the claim that all nations are moving closer to a common model of ties between the public financial sector and industrial firms. This is a hypothesis that has been floated but has not been supported by any evidence. In many different societies, the principal form of property ownership is rotated between families, managers, and states at various points in time. In addition, there is less evidence to suggest that corporate linkages are shifting away from hierarchies, networks, markets, or strategic alliances as the primary form of governance. Instead, situations that are relatively constant yet can take on a large variety of configurations are frequent in many different countries (Aminadav, G., & Papaioannou, E., 2020: 1191-1246). Large corporations in many cultures use a wide variety of different product combinations and levels of integration in their operations. In conclusion, there are considerable variances in the kind and level of state intervention in a variety of markets, both within and between regions. These differences can be found at both the regional and interregional levels. In general, the current state of affairs is still analogous to that of national capitalisms (Biggart and Guillen, 1999: 45-47)

In many cases, nation-states and other local elite groups maintain control over property rights and administrative institutions, which they use to their advantage. It is quite unlikely that state governments will give up this degree of influence over their individual economies so long as they insist on maintaining their sovereignty. This is because state governments have a vested interest in protecting their autonomy. In addition, the local elites in this country stand to gain significantly from maintaining the status quo, and as a result, they would battle against any measures that mandated adherence to international standards. Even the most fundamental inquiry into the relationships that exist between the state, enterprises, and the financial sector reveals that the majority of the world's economy is controlled by families. Although managers oversee firms in the United States, Japan, and certain parts of Europe, the vast majority

of companies around the world are owned and operated by families. This is especially true in developing countries (Evans, 1995: 136-143).

The shareholder value theory of management has a firm grasp on the American industrial system; nevertheless, the rest of the world has remained steadfast in its refusal to adopt it for the reasons that were discussed earlier. The relationship between economic expansion, ownership, and investment is governed by a diverse set of institutional structures that are unique to each nation's economy. These institutions also determine who has power over the economy. In spite of a nation's desire to participate in international trade, the national safeguards that it has in place are designed to protect the institutions of its government as well as the rights to its national property (Fligstein, 2000: 23-27). Near the close of the 1990s, there was a rise in the number of mergers that took place, most of which took place in Europe. In Europe, hostile mergers are still a very uncommon occurrence. In a society where regional competitors have begun to consolidate, there have been a number of mergers between diverse firms. These mergers have taken place. Typically, these mergers are carried out with the goal of becoming sufficiently large so that the combined entity can compete effectively in the European market. The vast majority of mergers that take place on a global scale are carried out with the intention of improving service to the European market (Fligstein, 2000: 46-52). There is a greater possibility of shifts in the distribution of property rights as a result of Europe's progress toward economic unity.

3.9. Theories of organisation and society

Organizational theory is the sociological study of the composition and operation of social organisations, such as businesses and governmental institutions. The field of organisational theory encompasses research on the effectiveness and productivity of organisations as well as research on the behaviour of their personnel and constituents (Collinge, C., 1999: 557-574).

Researchers in economics and business analysis, as well as those in academia who study organisational theory, are fascinated by the inner workings of profitable businesses. They may assess the significance of the professional and social interactions among employees, as well as the arrangements between business executives and their workforce, which foster workplace productivity (Collinge, C., 1999: 557-574).

Theorists can employ organisational theory ideas in conjunction with organisational behaviour and human resource studies.

Over the years, social scientists and behavioural scientists have created a range of theories in an effort to determine the best method for understanding and approaching the secret to an organization's productivity and success. These organisational theories outline the leadership strategies that managers and supervisors can use to achieve the best levels of efficiency and productivity in their organisations (Perrow, C., 1992: 371-380).

Different organisational ideas are not frequently tested in various societies. Most of these ideas have been developed to explain just one component of governance, and they have only been used in a few specific situations. This is typically the result of the way work is distributed in academic contexts. Researchers who specialise in one area typically have a limited understanding of other societies. Additionally, empirical research frequently focuses entirely on the elements that a certain theoretical perspective singles out. As a result, it is challenging to reach definitive conclusions and to create a fair picture of the organisations that exist throughout many societies. Therefore, conducting more systematic comparative study across many societies is necessary (Perrow, C., 1992: 371-380).

3.10 Social Structure of Accumulation

David Gordon, Richard Edwards, and Michael Reich (1982) created the Social Structure of Accumulation (SSA) theory in the 1970s and early 1980s as a means of connecting periods of change in the institutional framework of capitalism to what appear to be lengthy cycles of growth and stagnation in the history of capitalism. The SSA hypothesis was created as a means of connecting lengthy cycles of growth and stagnation in capitalism's historical development to times of change in capitalism's institutional framework. One of the things the SSA theory tries to explain is why long stretches of relative economic stability are followed by long stretches of economic chaos (Smith, C., & Meiksins, P., 1995: 241-267). As a result, it is a great tool for helping to understand the events that contributed to the financial and economic crisis of global capitalism, which started in 2007 and extended into 2008. The history of capitalism appeared to be characterised by recurrent crises of unprecedented depth and

duration, in contrast to the optimistic picture given by orthodox equilibrium economics. These catastrophes happened on a regular basis. And despite what many classic Marxists believed, capitalism has not descended into a protracted period of decline or stagnation. Capitalist economies entered extended eras of relatively robust and stable expansion and accumulation after the crises, lasting a considerable amount of time. The Social Structure of Accumulation (SSA) theory makes an effort to explain the protracted waves of economic growth that have been a hallmark of capitalism. For a full cycle, these waves often last fifty to sixty years. The acronym SSA stands for "Social Structure of Accumulation." The theory also tries to explain the various phases of capitalism that have characterised each protracted upswing in the cycle. There have been times of economic expansion during these upswings. Social structures of accumulation are discussed in *The Political Economy of Growth and Crisis* (Kotz et al., 1994: 172-184). *The Political Economy of Growth and Crisis, Volume K*, covers material on social structures of accumulation. As a direct result of this, the industrial upswing that occurred in the United States during the first decades of the 20th century included mass manufacturing, "scientific management," and industrial consolidation. The first two decades of the 20th century saw this upsurge. The United States assuming the lead in the global economy, low levels of competition, and secret "agreements" between capital and labour on the one hand and between capital and the people on the other were characteristics of the economic expansion that followed World War II. The state's growth coincided with the United States assuming the top position in the world economy. Additionally, despite the increase in economic activity, technological innovation lagged behind (Kotz et al., 1994: 172-184).

Another aspect that increases the likelihood that the new SSA will last for a long period in the United States is the capacity of the institutions that make up the new SSA to produce supporting adjustments in other institutions. As a result of the new SSA, there is a propensity for both the demand for and the salaries of individuals with certain talents to rise. As a result, people's expectations for their future careers and educational policies and practises, such incorporating computers into elementary school classrooms, tend to change. A new SSA has a decent probability of remaining active for a very long period after it is created. This is because extended periods of prosperity produce a large number of beneficiaries and because habits and conventions, by their very nature, tend to be enduring. For instance, the idea of "lifetime employment" was first introduced in

Japan at the beginning of the 20th century, when larger businesses were seeking for ways to reduce the expenses brought on by the high rate of skilled employee turnover. The Japanese Social Security and Welfare System had degraded to the point where it was unable to handle the influx of fresh social issues by the 1990s. For instance, a lot of young workers who had just been hired and got low wages were present during the period of fast economic boom. The Japanese model was contested by these workers (Kotz et al., 1994: 172-184).

Before a new SSA can be established, there must first be a protracted period of fights that may or may not be class-based after an economic collapse has occurred. As a result, the long-term cycles of growth and stagnation that capitalist countries endure can be seen as an expression of the creation and dissolution of SSAs, with each SSA symbolising a distinct stage in the development of capitalism (Keaney, M., 2014: 45-77).

Conclusion

It is to be understood that markets, firms, corporations always evolve from society and share their existence, change with societal transformation. A vivid pattern of nexus with politico, economic and cultural frame of societal conditions gets reflected in the existing institutions of markets, firms.

In the above discussion there is an in-depth journey made into the various theoretical frameworks to understand how the Economic phenomena can be better understood with sociological tools. The economic sociology is one such new domain which is being used by scholars across the world to go into much deeper introspection of social reality in the terrain of economy.

Theoretical frameworks like Economic sociology, theories of A Political-Cultural Approach, Sociology of Markets, Stakeholder theory, Agency theory Political economy, Social Structure of Accumulation were used at length to understand the economic phenomena in a much better and closer way.

There is complete discussion of markets and its social relation in a very comprehensive manner. The sociology market approach gave a clear intervention into the process of economic and social phenomena. The stakeholder and shareholder dynamics were put

forth in the discussion. Sociological theory on control of the global market, firms, and local business under state sovereignty over property rights were discussed.

In the present study it is observed that tobacco crop in Guntur has brought the economic institution, firm and primordial occupation, agriculture together and created a strong organic economic model.

Chapter-4

Genesis of ITC , Evolution and Development

This chapter is focused on development of corporate capital with tobacco crop. The corporate company's ITC Ltd evolution from a normal tobacco company to multinational corporation is discussed in detail, and strategies ITC Ltd employed in its transformation stage by state. ITC ltd has been reinventing itself as per changing time and societal situations. Now ITC Ltd has grown in to mighty conglomerate where its products now seen in every house.

Introduction:

ITC is a sizable private sector company in India with a market value of over \$10 billion and \$3 billion in revenue. The business has been in operation since its founding in 1899. It is one of the finest firms in the world, per a list from Forbes magazine. ITC ranks third among all private sector enterprises in India in terms of pre-tax profits. Hotels, paperboards and specialty papers, packaging, branded clothes, packaged foods and sweets, greeting cards, and other fast-moving consumer items are among the many industries in which ITC is active (FMCG) (Atkinson, R. D., & Lind, M., 2018: 154-159).

In its traditional industries, which include agri-exports, hotels, paperboards, packaging, and cigarettes, ITC is a great market leader. However, its newly developed industries, which include branded ready-to-wear, greeting cards, packaged foods, and confectionary, are quickly growing their market share (Gupta, N., & Bansal, R. K., 2012: 245-261). ITC, one of India's most prestigious and successful companies, is frequently viewed as a very patriotic organisation because it significantly contributes to the GDP, employment levels, exports, and overall socioeconomic development of the nation. ITC's business strategy, which strives to generate a number of development drivers based on its tried-and-true core strengths, is the source of its power (Basu, Champaka, 1988). These essential talents include a broad distribution network, exceptional brand-building skills, efficient supply chain management, and well-known service proficiency in the hospitality sector. In the not-too-distant future, ITC's strategic

investments in new businesses are expected to earn the corporation a sizable portion of these rapidly expanding marketplaces in India (Gupta, N., & Bansal, R. K., 2012: 245-261).

The History of Imperial Tobacco Company and Its development:

Before it was even conceived of or established as a company, the Imperial Tobacco Company of India Limited, which is today known simply as ITC Limited, already existed. The United States of America and the United Kingdom are the places where everything gets started. In 1902, the Imperial Tobacco Company (of Great Britain and Ireland) and the American Tobacco Company (ATC) merged into a single corporation in an effort to put an end to the damaging economic practises of both of their respective companies (Mantzaris, E. A., 1983: 115-125). When ATC owned 67% of BAT's shares, Buck Duke, also known as James Buchanan Duke and the company's founder, was chosen to serve as the organization's first Director. Duke's acquisition of Ogdens of Liverpool in 1890 led to a tobacco war in the United Kingdom. The market in the United States is now the focus of Imperial Tobacco. Following that, the cost of cigarettes made by both firms was reduced. In order to reach a settlement, both businesses agreed not to compete with one another in the domestic or foreign markets as a result of significant price reductions and cost-cutting measures (Cox, H., 1989: 44-67). British American Tobacco (BAT) was created as a direct result of this in order to advertise cigarettes in nations other than the United Kingdom and the United States (Mantzaris, E. A., 1983: 115-125).

BAT soon garnered a sizable following in India following its introduction to the country's market there in 1906. The company's operations in India evolved within the first five years of its founding to encompass the production of cigarettes, the purchase and processing of tobacco, as well as a sales organisation. The Imperial Tobacco Firm of India Limited was founded on August 24, 1910, following the incorporation of its namesake company. This study focuses on a corporation that has faced numerous difficulties and changes over the course of a century, which have ultimately resulted in the organization's maturation (Cox, H., 1990: 289-312).

BAT saw its business operations as a stool with three legs: production, raw material procurement, and sales. This is how the company pictured its business operations when

it decided to investigate the possibility of entering a market in India. British American Tobacco founded a new firm in England in November 1905 in order to build a plant for its three-pronged approach to entering the Indian market. About 70% of Peninsular Tobacco Company was owned by BAT (Coopey, R., & Lyth, P., 2009: 12). Over time, the Imperial Tobacco Company in India acquired BAT's stake in Peninsular, and the London-based Peninsular Tobacco Company's assets were acquired by the Peninsular Tobacco Company in India. These two transactions both happened in India (Cox, H., 1990: 289-312).

The Imperial's main commercial goal was to distribute cigarettes created both locally and abroad. The corporation's first manufacturing site was established in 1907. Due to the country's tobacco industry and rising tobacco taxes in 1910, India's imports decreased. As a result, there is an increase in domestic cigarette production. Peninsular Tobacco's Monghyr facility, which churned out 750 million cigarettes annually, was unable to meet the demand, therefore the company decided to construct a new factory (Nair, J., 1991:67-69).

The Bangalore plant was constructed in 1912 on land that had been acquired from a civil and military station situated outside of the city. There were 37 acres total. The largest tobacco complex in all of India includes the factory in Bangalore. The sole machine development centre in India is housed in this structure, which is also home to a factory that makes cigarettes. The facility could process 5,500 kg of tobacco per hour and 50 million premium ITC cigarettes per day by the year 1990. The Peninsular Tobacco Company had already established itself in Bangalore and Monghyr by 1924. It seemed appropriate to locate the factory there because sales were growing there in India's north at the quickest rate. For passengers using the railway between Kolkata and Mumbai, Saharanpur was a logical halt. This factory first opened its doors in 1926 (Jia, C., & Batterman, S., 2010: 2903-2939).

BAT established a separate corporation at this time with the goal of supporting regional farmers and buying tobacco in India. The increased demand for cigarettes and the resulting price hikes forced the manufacturers in Bangalore and Sahapur to increase production. For the manufacture to continue, tobacco was required. To address the demand for leaf, the Indian Leaf Tobacco Development Company was founded in July

1912. This business saw a number of ownership changes in the years prior to being acquired by ITC Limited in 1975. The first company to locate suitable tobacco-growing locations in southern India was this one. Parchur, Nambur, and Chilakaluripet were selected by the company as the sites for the construction of new storage facilities (Jia, C., & Batterman, S., 2010: 2903-2939).

Farmers started to profit nearly right away as the intermediary and the ready market for their lead were eliminated, but their financial situation really started to improve in 1922. In this year, the business decided to develop a re-drying facility in Chirala. For the business, the Chirala plant served as a crucial point of reference. The plant grew quite swiftly even though it just needed minimum care. There were "stripping operations" that required the daily labour of hundreds of people in addition to sorting and re-drying the leaves (Navchetan Singh and Sharangit S. Dhillon, 2006: 19-38). The proportion of employees of both sexes increased from 500 to 6,000 in a short amount of time. 1500 men and women worked in the Chirala complex until it was shut down in 1984 as a result of the introduction of new equipment. The ILTD was able to fully change the nation's tobacco business in spite of its enlightened self-interest. It was intended to help Indian farmers gain independence and stability, and as a result, it produced a relationship between ILTD and the farmers that was both admirable and enduring. The custom of giving farmers cash payments necessitated the movement and distribution of substantial amounts throughout numerous areas. The exceptional reputation of ILTD among those inhabitants is largely a result of the managers' excellent interpersonal skills (Navchetan Singh and Sharangit S. Dhillon, 2006: 19-38).

In the year 1935, ITC Limited acquired the Kiddorepore mill from Carreras India. In order to make its investments in India more effective, BAT completed a corporate restructure (Fakih, S. M., & Kher, S., 2011). In 1925, ITC launched its Packaging and Printing Industry as a kind of backward integration for the Cigarettes business it was already operating. A second manufacturing facility was then built in Tiruvottur, a city in Tamil Nadu, after the initial one in Monghyr. The most innovative and creative packaging producer in India is ITC (Fakih, S. M., & Kher, S., 2011)..

ITC after Independence:

After 1947, there was a shift in both India's political and economic landscape. The first disinvestment by ITC took place in 1954, when Rs 1 crore worth of shares were sold to the public in order to comply with regulations that required MNCs to reduce their shareholdings. The position of BAT was not dramatically changed as a result of this, but it did provide insight into upcoming events. Following the passage of FERA in 1973, the percentage of ownership held by BAT fell below 40%. During the 1980s, the main shareholder in ITC Limited was the Indian government, which held its stake through state-owned financial institutions (Choudhury, P., & Khanna, T., 2014: 133-169).

The steady sale of assets resulted in a shift in the organization's goals. The company became less reliant on revenue from cigarettes as a result of its increased diversification. The organisation focused on developing new commercial enterprises that were compatible with the planning plans of the government and produced considerable and dependable income in foreign currency (Choudhury, P., & Khanna, T., 2014: 133-169).

It was challenging to decide which diversification initiative to pursue. There are further facets that need to be investigated, such as the callousness of the administration at the time. The Board of Directors of ITC Limited had to find a way to balance the interests of the company's shareholders with those of the nation. Both BAT and ITC decided against entering the paper and cement industries because these ventures required a significant initial expenditure as well as a long gestation time. ITC determined that increasing exports and earnings in foreign currency would benefit from diversification in three different areas. For the purpose of tourism, a number of hotels were intended to be constructed, and general exports were to consist of a variety of items as well as marine foods (Marty Otañez and Stanton A Glantz, 2011: 403-411).

In 1971, ITC Limited began the process of exporting marine products and turned a profit after only one year. The inability to conduct physical inventory inspections and the use of perishable maritime goods both contributed to the inability to sustain viable operational costs. As a result of these issues, the foods section was eliminated in the year 1979. ITC Limited exported products such as chopped tobacco, paper and paper

goods, surgical dressings, insulators, hand tools, handicrafts, leather items, and clothes with varied degrees of success. A further item on the ITC's list of general exports is deserving of note due to the fact that social responsibility was the primary motivation for it rather than earnings in foreign currency. ITC provided assistance to Kanpur's Triveni Handlooms so that they could serve export customers. Traditional rugs of poor quality did not fare very well on the market. Weavers had a lot of talent. ITC made the decision to assist. ITC was successful in a number of areas, including the modest elevation. The programme brought in a total of \$80,000 over the course of a year. The project was unsuccessful because of flaws with the quality, issues with finance, and swings in currency (Mantzaris, E. A., 1983: 115-125).

ITC-Welcomgroup made the acquisition of a hotel in Chennai in 1975 and afterwards renamed it the ITC-Welcomgroup Hotel Chola once they had completed the renovations (now renamed as My Fortune, Chennai). ITC became involved in the hotel industry so that it might contribute to the creation of national value. ITC came to the conclusion that the hotel industry was the ideal choice because of its ability to generate foreign currency, contribute to the development of tourism infrastructure, and offer both direct and indirect employment prospects. ITC Hotels - Luxury Collection, Welcom Hotels, Fortune Hotels, and WelcomHeritage are the four distinct hotel brands that have a combined total of over one hundred owned and operated properties in India (Mantzaris, E. A., 1983: 115-125).

It was the government's desire for ITC to participate in critical industries and reinforce those that were falling behind, and this purpose led to its involvement in the manufacturing of paper and board. ITC initiated the formation of ITC Bhadrachalam Paperboards Limited in the year 1979. ITC was concerned about the impact that such a division might have on its current and future finances. It marketed another company, in which it had a significant ownership, and it did so actively (R. Rajgopal, 2004).

The construction of the factory took an unprecedented 27 months to complete. Because ecological considerations were prioritised, it was ensured that the atmosphere received the utmost care and consideration. The effluents were cleaned up before being dumped into the Godavari river, and the pollutant emissions were contained before being released into the air. Continuous afforestation programmes, some of which involved

farmers leaving their land fallow, were put into action. The project started a cycle of tree support in order to make sure that the mill has a steady supply of pulpwood of a high quality all the time without upsetting the natural equilibrium. The production capabilities of Bhadrachalam Paperboards were brought up to an international level thanks to the company's state-of-the-art infrastructure, its capable management, and its dedicated workforce (R. Rajgopal, 2004).

On March 13, 2002, Bhadrachalam Paperboards was officially integrated into the company as a separate business. This division combined with Tribeni Tissues in November of 2002, resulting in the formation of Paperboards & Specialty Papers (Ramesh Chand, 2017). The paperboards produced by ITC are of the greatest calibre in terms of their technology, efficiency, quality, and production. In addition to this, it helped the impoverished village of Sarapaka in Andhra Pradesh advance economically. It is beneficial to education, the protection of the natural environment, and the growth of communities. ITC purchased the paperboard facility that was previously owned by BIPCO and was located close to Coimbatore in Tamil Nadu in 2004. ITC's customer service was significantly improved as a result of the Kovai Unit's ability to shorten lead times and expand product offerings (Ramesh Chand, 2017).

1985 saw the establishment of the Indo-Nepal and British joint venture that was known as Surya Tobacco Company by ITC. ITC Limited accepted Surya Nepal Private Limited as one of its subsidiaries in August of the year 2002. The company first started producing and selling garments internationally in the year 2004 (Ramesh Chand, 2017).

ITC Challenges and Diversifications:

ITC completed the acquisition of Tribeni Tissues Limited in the year 1990. Tribeni Tissues Limited was a specialised paper maker and provider of cigarette tissues. Tribeni Tissues Department (TTD). In November of 2002, TTD and Bhadrachalam Paperboards Division came together to form what is now known as Paperboards and Specialty Papers Division (Jairath, J., 2014: 218-228).

A rough decade was experienced by the corporation. The company came to the conclusion that expanding into new markets was essential. The board has determined that there is potential for business diversification in order to improve the company and

fulfil national objectives. The company's goal was to keep its leading position in core areas like cigarettes, paper boards, and hotels while also expanding into new markets like energy, aviation, fast-moving consumer goods (FMCG), oil seed exports, and consumer packaged products (Jairath, J., 2014: 218-228).

The business decided to diversify its operations by entering the castor and oil seed industry, a sector in which it possesses competence in marketing and distribution in addition to knowledge of the entire production process, from seed to finished product. In an effort to reduce its reliance on imported oil, the company began work on a sunflower oil initiative. Following the establishment of ITC Agro Tech and the acquisition of sunflower oil seed from local farmers, ITC was able to fulfil its mission of providing high-quality hybrid seeds as well as accurate meteorological data. By 1993, ITC Agro Tech had become the most successful privately owned maker of branded edible oil in India. ITC and Zeneca Seeds of the United Kingdom formed a partnership in the same year to develop hybrid seeds for India (Choudhury, P., & Khanna, T., 2014: 133-169).

By 1995, discussions had already begun on plans to diversify into the electricity, aviation, and fast-moving consumer goods industries. The corporation decided not to pursue its previously stated goals of diversifying into the food and energy industries. As a result of a disagreement with BAT Industries, which is based in the United Kingdom. ITC Ltd. was instructed by its parent corporation to place increased emphasis on the development of its core capabilities (Fakih, S. M., & Kher, S., 2011).

In the years to come, the International Trade Commission (ITC) will concentrate a key emphasis on hotels, paper packaging, cigarettes, and leaf tobacco, in addition to paper itself. The board of directors of the firm gave its approval to the plans to invest 1,900 billion rupees by the year 2000. It was determined that ITC Agro Tech was responsible for the sale of 51.4% of ConAgra Foods (Nayak, A. K., 2008).

The largest exporter in India is the Agri Business Division of ITC, which deals in the export of various agricultural products. ITC gave farmers in Madhya Pradesh who grew soybeans the opportunity to use E-Choupal in the year 2000. At the moment, there are ten different states and four million different farmers participating. The objective of the

'Choupal Pradarshan Khet' project, which is part of the agri services vertical, is to improve crop productivity while also forging connections with farmers (Nayak, A. K., 2008).

In the year 2002, ITC began selling notebooks made of paperkraft for the first time. In 2003, with the intention of reaching a broader number of students, Classmate notebooks were first made available for distribution. Classmate has quickly become the most popular brand of notebooks in India, and its goods are increasingly found in backpacks all throughout the nation. ITC joined the Lifestyle Retailing group in the year 2000 after it began selling men's and women's Wills Sport casual wear. This was the catalyst for ITC's membership (Jairath, J., 2014: 218-228).

ITC split out its information technology department in the year 2000 in order to pursue new business prospects. ITC InfoTech is one of India's most rapidly expanding global information technology and information technology-enabled services companies. It is also a significant player in the offshore outsourcing market, offering prominent international clients across important business verticals outsourced information technology solutions and services. These verticals include consumer packaged goods (CPG), retail, manufacturing, engineering services, media and entertainment, travel and hospitality, and life sciences. They also include banking, financial services, and insurance (BFSI) (Jairath, J., 2014: 218-228).

ITC's Foods business unit is a great example of how internal experience can be combined with outside knowledge to create a development engine. It was in August of 2001 that Kitchens of India first introduced their line of ready-to-eat Indian dishes. ITC first entered the market for confectionery products in 2002, and in 2003 it introduced Sunfeast to the market for cookies. Bingo! was ITC's first offering in the rapidly growing market of branded snack foods that it entered in 2007. The Foods business has developed in a little over a decade under seven separate brands, with tremendous distribution, a quickly expanding market share, and a strong market position. All of these factors contribute to the business's strong market position (Keller, K. L., Sternthal, B., & Tybout, A., 2002:80-89).

In 2002, in an effort to make the value chain more competitive, the Safety Matches programme was designed and implemented. ITC is an authorised retailer of iKno, Mangaldeep, and Aim safety matches. ITC's dedication to the cottage industry was made clear in 2003 through the promotion of agarbattis, which are sticks used for burning incense. A variety of scents can be found under the Mangaldeep brand name, which is a well-known national name (Christopher, M., & Peck, H., 2012).

In the year 2002, ITC began selling notebooks made of paperkraft for the first time. In 2003, with the intention of reaching a broader number of students, Classmate notebooks were first made available for distribution. Classmate has quickly become the most popular brand of notebooks in India, and its goods are increasingly found in backpacks all throughout the nation. ITC joined the Lifestyle Retailing group in the year 2000 after it began selling men's and women's Wills Sport casual wear. This was the catalyst for ITC's membership (Jairath, J., 2014: 218-228).

ITC Limited is famous for producing a wide variety of goods, some of which are ready-to-eat meals, biscuits, atta, hotels, agro exports, and specialty papers. ITC's non-tobacco operations contribute fifty percent of the company's total revenue (FMCG and others). Its competitors include brands like as Pepsi, Haldirams, MTR, and Nestle, as well as Hindustan Unilever Limited (Nayak, A. K., 2008).

The history of the corporation demonstrates how it has diversified its operations and lessened the public's impression of its tobacco industry by placing a greater emphasis on new business ventures and corporate citizenship. Because of the company's clear rebranding, the Wills brand's link with things other than cigarettes has been broadened. This has made it possible for other products, such as clothes, to benefit from ITC's supremacy in the market for cigarettes. The once-independent businesses of hotels, packaging, and paperboards are now subsidiaries of ITC and have experienced growth as a result. One-sixth of ITC's revenue comes from the once-struggling paper, paperboards, and packaging industries. This industry now contributes significantly (Fakih, S. M., & Kher, S., 2011).

Vision & Mission of ITC:

The corporation's positioning statement, "Ensuring value for shareholders and the nation," performs a fantastic job of conveying the goal of the business. The main goal of the company is to "Sustain ITC's position as one of India's most valued firms by world-class performance, thereby generating increased value for the Indian economy and the Company's stakeholders," according to the mission statement of the corporation. In a world that is becoming more globalised, the company's mission is to "strengthen the enterprise's potential to generate money while offering superior and sustainable shareholder value" (Salih, H. S. 2016: 23).

- **Core Values:** ITC has selected fundamental values that will help it to develop into a high-performance organisation that focuses on the satisfaction of its customers and provides value for all of its stakeholders. You can find a list of them below.
- **Trusteeship:** ITC is a professionally managed organisation, so it takes seriously the task of recovering the "trust" of all of its stakeholders by consistently providing value to those stakeholders.
- **Customer Service:** in order to fulfil the requirements of the consumer about pricing, quality, and satisfaction.
- **Respect for Others:** People should be treated with the utmost respect and esteem, and their humanity and dignity should always be preserved.
- **Excellence:** To act morally, do one's duties competently, and emerge victorious. Innovation is necessary for improved methods, products, and services, as well as management practises.
- **Nation-oriented:** conscious of its duty to contribute to the nation's economic well-being in some meaningful way. In order to accomplish their business goals, the organisation ensures that they comply with all of the relevant rules and regulations (Mantzaris, E. A., 1983: 115-125).

Corporate Strategies of ITC:

ITC is a firm that is professionally managed and is dedicated to producing long-term shareholder value as well as value to the nation. It has a deep organisational culture that is based on the fundamental principles of human dignity and empowerment, and this

culture is quite rich. It has strong corporate governance policies and practises, which support its objective of providing value to the entire community.

These are ITC's corporate strategies:

- ❖ Build a portfolio of world-class businesses that connect your organization's competencies with opportunities in domestic and foreign markets so that you may create a variety of growth drivers for your business.
- ❖ Maintain your focus on the chosen portfolio, "which consists of Fast Moving Consumer Goods (FMCG), Hotels, Paper, Paperboards, and Packaging, Agribusiness, and Information Technology".
- ❖ Ensure that each company is of the greatest calibre and can compete successfully on an international scale. b. Assess the overall state of each company's health with regard to its market position, profitability, and internal vitality. c.
- ❖ Increase the portfolio's competitiveness by realising synergies that result from merging the one-of-a-kind skills and capabilities possessed by the various firms that make up ITC.
- ❖ Establish a balance between executive autonomy and the requirement for efficient control and responsibility. "Establish a distributed leadership structure throughout the organisation by cultivating competent and focused executive teams for each business. Continuously strengthen and improve Corporate Governance processes and systems to stimulate the entrepreneurial energy of management".

Shareholding Structure:

In 1954, British American Tobacco (BAT) raised a total of one crore rupees from the general public in India by selling shares in the company. These shares represented 6% of the overall investment that BAT held in ITC. BAT was able to have a sneak peek of what was to come as a result of this, despite the fact that it did not significantly influence the company's position (Morgan, G., & Hooper, D., 1987: 609-627). As a consequence of this, there was an increasing belief that the current lack of investment was merely the beginning of what was to come. In any event, BAT, the corporation's sole most significant stakeholder, was definitely successful in preserving its dominant position in the economic world. Even while the Indian shareholding had greatly

increased, it was still split up among a huge number of individual investors, and each of them had a very insignificant part in the company. There was not a single shareholder who held an amount of shares that was significant enough to cause cause for alarm. This situation remained right up until the time when several financial organisations were established (Morgan, G., & Hooper, D., 1987: 609-627).

In 1958, two newly formed state-run insurance organisations in India, the General Insurance Company and the Life Insurance Corporation of India, came to the conclusion that ITC was a promising investment and purchased 1,511,100 shares on the open market to increase their participation in the business. In 1968, there were a total of 1,90 000 shares available to the public. In addition, the GIC, the Unit Trust of India, and the individual units that make up the GIC had all begun purchasing shares (Bialous, S. A., & Peeters, S., 2012: 92-94).

ITC Ltd. then took the next step in the process of reducing the amount of its total capital by selling shares with a value of Rs. 3,79 crore at a premium of Rs. As a direct result of this, the share of ownership owned by Native American tribes increased from 6.6% to 25% throughout the course of time. The Life Insurance Corporation (LIC), the Unit Trust of India (UTI), the General Insurance Company (GIC), and ICICI Ltd. were each successful in securing a fixed allotment of shares with a combined value of Rs 1,66 crore as a direct consequence of this. By 1973, all three of the aforementioned businesses—LIC, GIC, and UTI—had successfully extended their shareholdings by engaging in a wide variety of market operations. The participation of financial institutions became a crucial component of the process in 1974 when BAT was attempting to increase its shareholding in India to 40%. At that time, the process began. In order for BAT to achieve their objective, they planned to reduce their investment (Bialous, S. A., & Peeters, S., 2012: 92-94). Following the sale of shares by foreign investors, government organisations paid a combined total of Rs. 2.80 crore to acquire those shares in order to meet the shareholding requirements set forth by the government. The Life Insurance Company of India (LIC), the Industrial Finance Corporation of India, and the Industrial Development Bank of India all proposed potential non-executive directors for positions on the board of directors of the corporation in order to protect the interests of their respective organisations. It was required of the parent company to appoint a non-executive director to the board of

directors of ITC Ltd. in order for it to keep up with these developments and safeguard its own interests in a more methodical fashion (Bialous, S. A., & Peeters, S., 2012: 92-94).

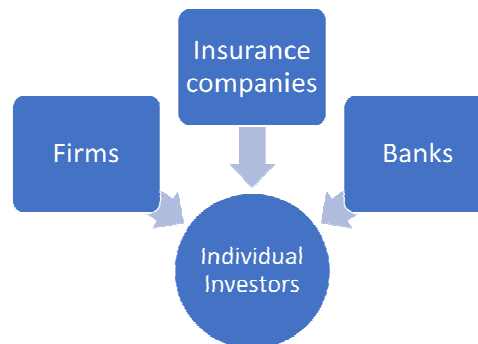
BAT does not currently own the majority of shares in any company; rather, the Indian government is the largest investor overall as a result of the shares held by Indian financial institutions. BAT does not currently control the majority of shares in any company. At the moment, BAT holds the position of being the second largest stakeholder in any firm (Gilmore, A. B., 2012: 119-126). As was mentioned earlier, the procedure through which they acquired ITC shares has been a drawn-out one. This has caused some complications. With the first disinvestment, which took place in 1954, the process got off to a restricted start. The year 1954 was the turning point that initiated the start of this process. Not only did the company reduce its foreign shareholding in response to the political and legislative pressure, but it also expanded into new economic fields that shared the beliefs of the government. Both of these actions were taken in response to the pressure. In spite of this, the parent company of BAT made an effort in 2002 to increase its interest in ITC Ltd. by purchasing the shares held by UTI in an attempt to enhance its stake in the company. Their attempts were in vain since they were met with opposition from a wide array of various financial institutions (Gilmore, A. B., 2012: 119-126).

Insider-based corporate governance Model

The insider-based system of corporate governance lacks an active market for company control because all governance power is granted to promoters, significant shareholders, financial institutions, and commercial banks (Roy, A., 2010). The best illustration of this paradigm is seen in Figure 5.1. It is conceivable to investigate employing the outsider-based paradigm as a remedy for the issues brought on by dominant executive boards and disenfranchised corporate ownership. They were created in a range of social and economic contexts, which led to the development of these models. In the various forms of corporate governance outlined below, large shareholder groups frequently assume a more active managerial role. This practise consistently improves production efficiency and nearly immediately aligns the interests of a larger range of stakeholders, including the company's employees (Roy, A., 2010). This model's framework gives proper weight and relevance to employee investment in the creation of firm-specific

resources and human capital. Both Germany and Japan are currently obsessed with this stylish silhouette.

Figure- 4.1: Insider-based corporate governance Model



This research on models and how they are represented is not meant to be exhaustive. An alternative example could be the corporate governance structures built by prosperous companies in China, India, and South East Asia. Among them are China, India, and China. However, these Corporate Governance forms are little understood, and there are few comprehensive studies of them. Rather, the purpose of evaluating these simplified models is to demonstrate the variety of techniques, goals, and underlying ideologies (Yasser, Q. R., 2011).

An Introduction to Multi-Divisional Structure:

Organization design experiments have been a distinctive aspect of the growth of management theory and practise. This is as a result of how important organisational structure is to the core principles of business management. These experiments have thereby contributed to the development of management. Companies often evaluate and adjust their organisational structure and procedures when they are required to adapt to changing conditions and utilise a number of tactics for increasing their operations and enhancing their performance (Riahi-Belkaoui, A., 1998: 211-217). ITC Ltd. has only produced a single product throughout its existence and has spun off numerous subsidiaries to carry out its different commercial ventures. As the business expanded in scale and started to operate in multi-product, multi-market situations, the limits of a functional organisation and a Holding-form of enterprise became increasingly obvious.

The corporation decided to adopt this structure, and as a result, a divisional structure based on products was later established (Toms, S., & Wright, M., 2002: 91-124).

Before moving on to examine the individual difficulties, it is likely that it is needed to provide an overview of the divisional structure. This can be done either before or after the discussion of the difficulties. Alfred Chandler noted that "structure follows strategy" in the foundational study that he conducted and published in 1965. He also stated that "expansion without structural modifications might lead to economic inefficiency." The truth lies in both of these assertions. In recent years, both of these concepts have garnered considerable support from the general public. In addition to this, he added that traditionally, there is an interval of waiting involved between the execution of a new structure and the adoption of a new strategy (Toms, S., & Wright, M., 2002: 91-124). Chandler (1965) proposed that in order for a technique to be effective, it required a certain degree of structural modification; however, different approaches required varied degrees of modification. Vertical integration or expansion, for example, can be managed by growing the functional structure, in contrast to the strategy of diversification into new items or geographic areas, which requires a multidivisional structure. This is because diversification into new items or geographic areas broadens the company's scope of operations. Examples of strategies include both vertical integration and growth. The findings of Chandler's study aroused the interest of a significant number of academics, who then went on to analyse the connection that can be found between strategy, structure, and performance. Several countries, including but not limited to the United States of America, the United Kingdom, France, Germany, and Japan, among others, have conducted investigations into the matter. The findings of this research paved the way for the formulation of a comprehensive organisational paradigm for divisions. In the 1980s, a substantial number of Indian corporations created divisions according to the kinds of goods they produced and the geographic regions in which they did business. As a result of this, Maheshwari (1985) came to the conclusion that during this time period, divisional structures were more picked to serve as organisational structures. On the other hand, he made the remark that the bulk of these endeavours were carried out with insufficient zeal and did not generate the results that were desired. (Maheshwari, 1985: 213-215).

In contrast, the case of ITC Ltd. stands out in this regard among numerous other examples. The company decided to use a multi-divisional organisational structure in order to establish autonomous divisions based on their many product lines and to facilitate their strategic expansion into new product lines and geographical areas. The implementation of this framework made it possible to do what needed to be done. In order to provide direction and services to all of the company's divisions, the corporation had, for reasons that are logically consistent, maintained some staff tasks as corporate functions. On behalf of the top management of the business, it is the responsibility of the corporate headquarters to exercise control over the operations of the divisions (Chandler, 1965:213-218).

ITC Ltd., a firm with multiple divisions, makes sure that each of them maintains a balanced ratio of sales volume and profit. It is frequently detrimental to the company's other divisions if one division generates a sizable portion of the total revenue and controls a sizable portion of the corporate decisions. Even though the India Tobacco Division today accounts for more than 55% of the company's operations, the company was able to achieve the ideal balance (Maheshwari, 1985: 234-238).

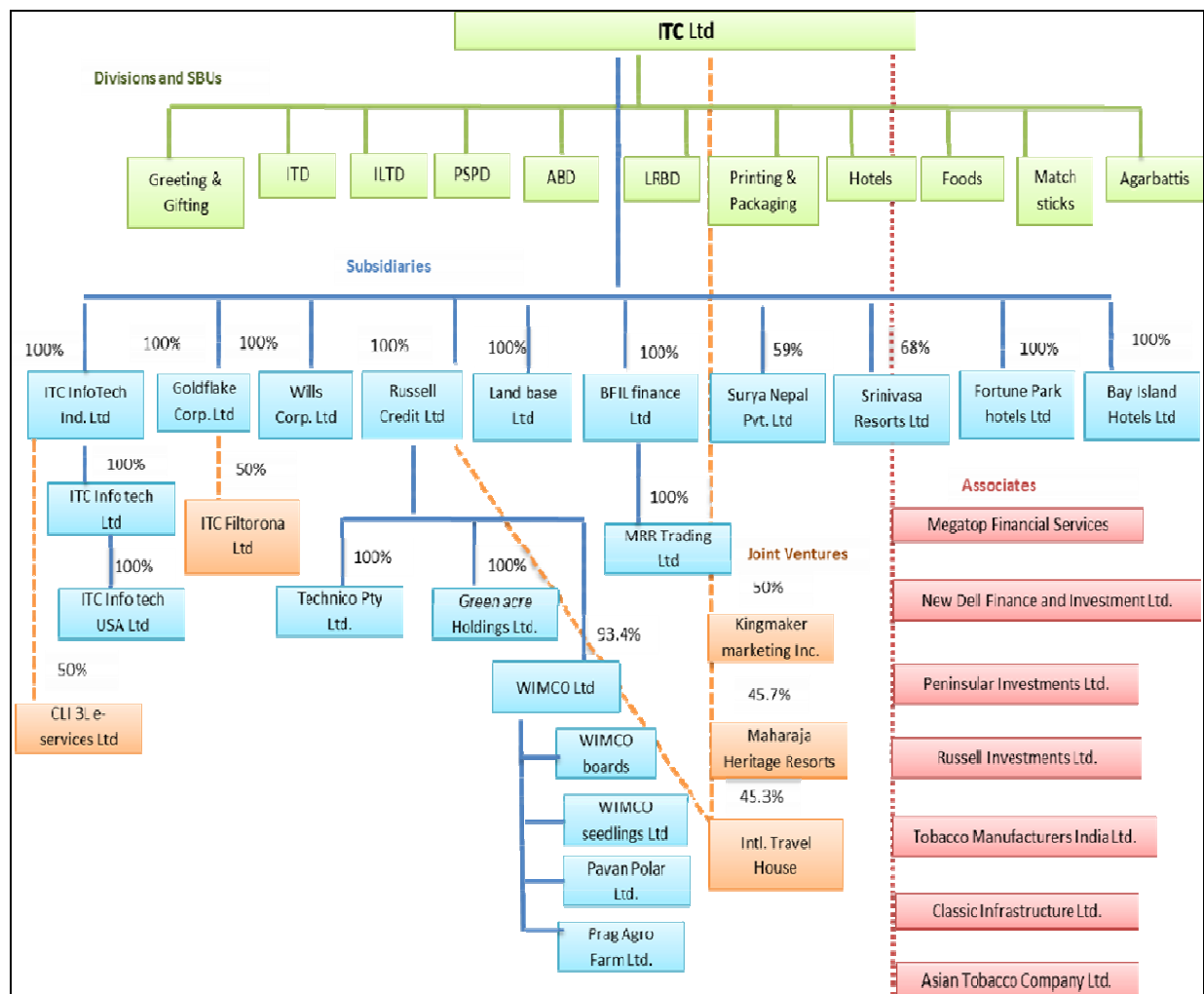
It is abundantly obvious that divisionalization calls for the delegation of authority, the assignment of performance responsibility, and a notable increase in the level of autonomy held by the division. As a result, ITC Ltd's divisional organisation is distinguished by a small and condensed corporate office. The top management at this office is less involved in day-to-day operations and is more focused on planning and assuring future performance as well as aiding the divisions' achievement of agreed-upon performance. However, divisional decisions that can have an impact outside divisional boundaries must be discussed with and approved by the parent company's management (Toms, S., & Wright, M., 2002: 137-142).

Additionally, the divisional structure of ITC is ultimately based on how well the divisional management teams are chosen. These teams exhibit the skills required for adopting perspectives that are acceptable for growth and are accountable for the division's overall business performance. It is well established that an organization's structure must be supported by suitable procedures for tasks like planning and budgeting, evaluating performance, conducting interviews, and monitoring, among

other things, in order for it to be effective. As a result, establishing a divisional structure is absolutely necessary before having a budget for each division. Without such a budget, it is challenging to demonstrate responsibility for the division's operations (Maheshwari, 1985: 257-263).

In addition to alleviating problems with responsibility and coordination, ITC's multidivisional structure also greatly strengthens the divisions' ties to the corporate headquarters. These divisions are in charge of following the guidelines that have been set forth for the following: (1) the product/market borders; (2) the management and utilisation of shared resources and facilities; and (3) the calculation of the transfer price when goods and services from one division are used as inputs by another division (Chandler, 1965:256-261).

Figure- 4.2: The organisational Structure of ITC Limited



Conclusion:

As a result, ITC Ltd. has developed from selling a single product in its early years to one of the most prosperous businesses in India with a wide range of products. ITC conducts a wide range of business activities, from the sale of tobacco products to hotel management, paper production to food production, luxury retail to global commodity trading. These businesses differ from one another in terms of their natures, ways of growing, and methods of management.

However, much like they have on every other Indian enterprise, the economic liberalisation and globalisation that have taken place in India, together with the countless opportunities and problems they have created, have had a tremendous impact on ITC. In order to adapt to a market environment that is risky and to draw in new investors, the International Trade Commission (ITC) has developed best practises for governance that are open, transparent, and internationally recognised.

ITC's persistent dedication to excellence in every aspect of its business operations has directly contributed to a number of notable milestones, some of which are highly prestigious. Over half of the company's current net revenue of 18,000 crore comes from the sale of cigarettes; the other half is generated by the sale of hotels, paper products, information technology, agribusiness, and increasingly, groceries and personal care items. The company has gone above and beyond to address the difficulties that the underprivileged and rural poor face, even though the majority of its social efforts are linked to its industrial objectives.

The International Trade Commission has a poor image, but considering how commerce works in general, one should not be surprised by this fact. Recent events at the company include an instance of tax fraud, financial irregularities, a dispute with the company's parent over excessive diversification, and turmoil. Prior to 1996, when the conflict between BAT and ITC and the company's FERA infractions came to light, neither ITC's stakeholders nor the general public were aware of certain acts of commission and omission that took place within the organisation. These acts included both intentional and unintentional behaviour. During the course of this year, both the BAT-ITC dispute and the FERA breaches committed by the company became public knowledge. ITC Limited has grown significantly both in terms of its knowledge and its capabilities as a

result of all of these experiences. It shed light on the various outcomes that could result from addressing significant governance concerns on both the domestic and international levels.

It demonstrated the absolute necessity of a proactive approach in a variety of ways. Importantly, the occurrence of these instances made ITC aware of the fact that it works in a global world where good governance, board standards, and internal controls are extremely important.

Chapter 5

Farmer, Tobacco crop and ITC company

Farmer is a person who owns land and grows crops in the fields. Farming has been a primordial occupation in existence since primitive times. The importance of farming cannot be undermined in the civilisation of society. Every society has farming as core for the development of society. The ecology developed around this commercial crop is quite interesting. Right from the beginning, cropping farmers get credit from institutional lenders. Bank offers up to one lakh per acre, and the geographical environment is highly suitable for the crop. There is ample labour force to carry on the labour intensive jobs involved in cultivation of tobacco crops.

HISTORY OF TOBACCO

Tobacco is one of the most economically and commercially significant agricultural crops worldwide. There are tobacco farms all around the world. Due to its drought resilience, hardiness, or short growing season, it can be grown in soils that are unsuitable for the productive cultivation of other crops. At the time, it was being grown in about 124 different nations throughout the globe. Christopher Columbus saw native Americans smoking tobacco in a manner that is quite similar to how people smoke now when he first landed in the Americas. Its export to Europe was mostly driven by Native Americans in North and South America who believed it had therapeutic advantages. Tobacco played a crucial part in traditional Indian ceremonies, such as when the peace pipe was smoked (Hanafin, J., & Clancy, L., 2015: 1-18). It is clear that the native populations of both North and South America had developed crude techniques for growing tobacco. It all began in Europe, where it was initially introduced, and from there it spread to the rest of the world. Evidently, the seed of *Nicotianatabacum* was sent to Catherine de Medicis, who was the queen consort and Reagent of France at the time, by Jean Nicot, the French envoy to Lisbon, Portugal, and the man in whose honour the species *Nicotiana* was named. Seamen of Portuguese and Spanish heritage exported tobacco from Europe to every continent. As time went on, tobacco replaced

other commodities as the colonists' main means of obtaining manufactured products from Europe (Bero, L., 2003: 2-36).

The term "tobacco" refers to both the plant *Nicotiana tabacum* and, to a lesser extent, *N. rustica*, as well as the cured leaf that is used for smoking, chewing, snuffing, and extracting nicotine. The cured leaf is frequently used after being aged and processed in a number of ways. The word "pipe" is derived from an American Indian name that designates both a cylinder of prepared leaves for smoking and a tube used for breathing in smoke. This word is the source of the common name (Kishore, K., 2014: 5-23).

Wild natural tobacco can be found all over the world, but Virginia is unquestionably the state where tobacco leaf that is produced for commercial purposes first appeared. That is how "Virginia" tobacco acquired its name and rose to prominence (Ferguson, N., 2012). Today, the tobacco product is known as "flue-cured" or "only Virginia" tobacco and is grown all over the world, including in South America, Africa, and Asia. Flue Cured Virginia (FCV) Tobacco was first introduced to India in the year 1508, exactly 502 years ago, by one of the peripatetic teams who travelled to South America and India. The *Nicotianarustica* kind of tobacco was grown by the locals when the British colonised the Virginia Coast in North America at the beginning of the 17th century. In India, flue-cured Virginia (FCV) tobacco was first introduced in the year 1508, which is exactly 502 years ago. They brought with them *Nicotianatabacum*, or Virginia tobacco, which originated in the West Indies. The settlers changed farming practises and selected different plants, which resulted in the development of the more subdued and refined form of tobacco. The 1860s saw the development of the flue-curing process, which resulted in tobacco that was both colourful and fragrant. Flue-cured tobacco from Virginia is currently a common ingredient in cigarettes produced all over the world (Gately, I., 2007: 34-37).

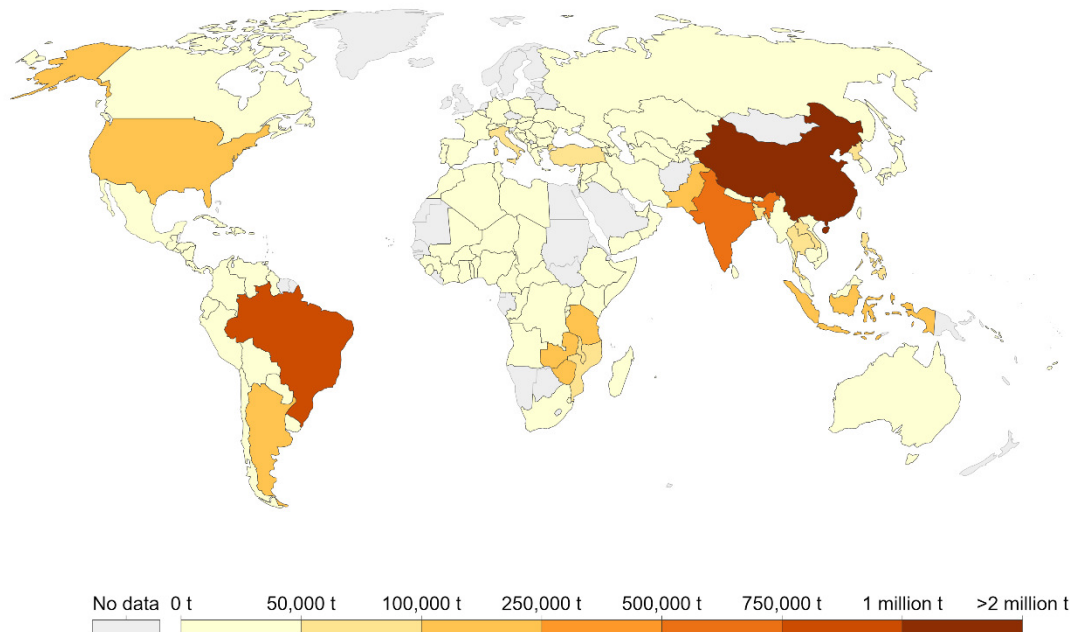
GLOBAL TOBACCO PRODUCTION DETAILS

More than a hundred countries cultivate tobacco economically, although China, India, Brazil, the United States of America, Turkey, Zimbabwe, and Malawi are the biggest producers (World Health Organization., 2017). These eight nations produce more than 80% of the world's tobacco supply as a whole. Since more than 35% of the world's production is accounted for by China alone, changes in Chinese production directly affect how volatile global production estimates are.

Figures- 5.1: Global Production details of Tobacco

Tobacco production, 2018

Tobacco crop production is measured in tonnes.



Source: UN Food and Agriculture Organization (FAO)

OurWorldInData.org/agricultural-production • CC BY

There are cycles of expansion and contraction in the global tobacco industry. 1971 is the benchmark year for the largest amount of output. The amount of tobacco leaf that was produced rose by 40 percent between 1971 and 1997, when a total of 5.9 million tonnes of leaf was manufactured. In 1971, the amount of tobacco leaf that was produced was 4.2 million tonnes. The United Nations' Food and Agriculture Organization forecast that tobacco leaf production will reach 7.1 million tonnes by the year 2010. This prediction was prepared with the year 2010 in mind. This figure is considerably less than the record-breaking production of 7.5 million tonnes of leaves that was attained in 1992. This amount, however, is significantly more than the yearly average for leaf output. The increase in output can be mostly attributable to the developing world's improving productivity, whose output rose by 128% over that time. This was the main reason for the production's total development. Rowena Jacobs and colleagues, 2000. Production decreased over the same time period in nations that had industrialised. The expansion of tobacco production in China, which was the single most significant contributor to the rise overall, was primarily responsible for the increase in global output. China controlled only 17% of the global market in 1971; by 1997, it had

increased to 47%, a considerable growth. (World Food Programme and Food and Agriculture Organization of the United Nations, 2010) The emergence of this business in China as a result of China's high import tariffs on tobacco from other nations can be largely attributed to this expansion. Despite the fact that this charge was decreased from 64% in 1999 to 10% in 2004, it nevertheless played a part in why local cigarettes created in China were preferred to those produced in other nations due to their lower price. Between 1999 and 2004, a decrease in the cost of this fee was put into effect.

Table- 5.1: Top tobacco producers

	Top tobacco producers,	
Country	Production (tonnes)2020	Production (tonnes)2017
China	2,134,00	2,391,000
India	761,335	880,881
Brazil	702,208	799,960
Zimbabwe	203,488	322,120
Indonesia	199,737	181,643
United States	176,635	152,319
Mozambique	158,532	131,509
Pakistan	132,872	117,750
Argentina	109,333	117,154
Malawi	93,613	104,471
World	5,886,147	6,501,646

China

When the amount of tobacco grown on earth reached its peak, around 20 million households in rural China were cultivating the crop on 2.1 million hectares of land. The Chinese government controls the price of tobacco, making it less lucrative to grow tobacco than cotton or sugarcane even though it may be the most essential crop for many Chinese farmers. Cotton and sugarcane are two of China's most important agricultural exports. Due to the fact that there is no market risk involved, this price, despite the fact that it is set in stone, is significantly lower than what the free market would determine it to be. In 1982, China established a State Tobacco Monopoly Administration (STMA), with the goal of exercising an even tighter level of authority over tobacco production and sales within the country's boundaries (Zhou, H., 2000: 114-133). 12% of the total national income is controlled by the Tobacco Products Marketing Act (STMA), which governs the manufacturing, marketing, imports, and exports of tobacco products. The STMA is responsible for regulating tobacco products. As was mentioned earlier, the Chinese government is working to reduce the number of people who smoke cigarettes, despite the fact that it financially benefits from the profits made by state-owned tobacco firms as well as the taxes paid by tobacco makers and merchants. Despite this, the government has taken steps to reduce the number of people who smoke cigarettes (Zhou, H., 2000: 114-133).

India

Guntur, which serves as the capital of the Indian state of Andhra Pradesh, is home to the administrative headquarters of the Tobacco Board of India. There are 96,865 tobacco growers in India who are registered, but there are certainly many more who are not registered. In 2010, there were 3,120 factories in the entirety of India dedicated to the production of tobacco-related goods. Tobacco is grown on around 0.25 percent of all the land that is used for agriculture in India (Salih, H. S., 2016).

Since 1947, the government of India has made a concerted effort to encourage the expansion of the tobacco sector. There are seven organisations in India that are solely devoted to the study of tobacco. They can be found in the states of Mysore, Bihar, Punjab, and Andhra Pradesh. Tamil Nadu is also home to few of them. The primary research establishment can be found in the state of West Bengal (Reddy, K. S., & Gupta, P. C., 2004: 43-47).

Brazil

There are around 135,000 family farms in Brazil, the majority of which are devoted to the cultivation of tobacco as their primary crop. There has never been a time when tobacco cultivation has occupied more than 0.7% of all of the country's farmed land. Tobacco that has been flue-cured, burley tobacco, and tobacco that has been air-cured using the GalpoComum process are all produced in the southern areas of Brazil, Virginia, and Amarelinho, respectively (Sutton, J., & Olomi, D., 2012). These many kinds of tobacco are rolled into tobacco leaves to make cigarettes. Tobacco is commonly cultivated and matured to produce a more robust flavour in the northeastern region of the United States. These various kinds of tobacco are combined to make dark cigarettes, cigars, and twists. [Cigarettes, cigars, and twists] The government of Brazil has made efforts to decrease the amount of tobacco that is produced, but they have not been successful in developing a comprehensive strategy to stop tobacco farming. Through a programme known as the National Program for the Strengthening of Family Farming, the federal government of Brazil offers family farms, including those that grow tobacco, the opportunity to apply for and receive low-interest loans (Programa Nacional de Fortalecimento da Agricultura Familiar) (Sutton, J., & Olomi, D., 2012).

Tobacco has a significant financial impact. It is anticipated that the global market for the tobacco industry will be approximately 760 billion US dollars in the year 2010. (with the exception of China) Despite the fact that the CDC reports that the number of smokers in the country is consistently declining, Statistica estimates that the market for tobacco products in the United States alone is worth 121 billion dollars (Bardach, A., etal, 2020: 2149-2157). This is despite the fact that the market for tobacco products in the United States alone is worth 121 billion dollars. The cultivation of tobacco in the United States is becoming more and more expensive as a result of the declining number of individuals who smoke, the termination of the Tobacco Transition Payment Program in 2014, and the increased levels of competition from producers in other countries (Bardach, A., etal, 2020: 2149-2157).

There are 1.22 billion smokers in the globe, and one billion of them call economies that are still developing or transitioning their home. People living in poverty bear a disproportionate share of the burden of illness and premature death that can be attributed to the use of tobacco products. The percentage of people who smoke has

decreased in many of the wealthier countries, but the prevalence is still rather high in several of these countries, and it is increasing among women and in developing countries. In the majority of localities, the percentage of males who smoke ranges from one-fifth to two-thirds. The rates of smoking among women vary more than those among men, but they rarely coincide with one another (Bardach, A., et al, 2020: 2149-2157).

Tobacco consumption accounts for 15% of the budget for the poorest segment of the Indonesian population. Households in Egypt with low incomes spend more than 10% of their income on cigarette and tobacco goods. Tobacco sales account for 11% of the revenue generated by the 20% of Mexican households that have the lowest levels of income (Bardach, A., et al, 2020: 2149-2157).

QUALITY OF VIRGINIA TOBACCO

The fundamental determinant of the flue-cured tobacco's quality is the smoker's habits. The chemical composition, including the amounts of total nitrogen, nicotine, sugars, and chlorides, is largely responsible for the characteristics associated with smoking. Physical qualities of the leaf, such as colour, body, maturity, size, filling value, texture, and combustibility, among others, are used to determine the maker. The following table gives details on the total area used for growing and producing tobacco in each Indian state (Karaivazoglou, N. A., Tsotsolis, N. C., & Tsadilas, C. D., 2007: 52-60).

Tobacco production is a major cash crop with great national significance (Report on Tobacco in India, 2009). It has played a vital part in the growth of the country's economy during the course of its history. Despite the fact that the government of India forbids and regulates the cultivation of the crop, 0.46 million hectares of land in India (0.27% of the country's total net cultivated area) are used for the production of tobacco (Central Tobacco Research Institute, 2009).

As a direct result of a crop diversification effort that the Indian government has been working on for the past three years, around fifteen percent of the land that was previously utilised for the cultivation of tobacco has been converted for use in the cultivation of other crops (CDP). Over 4.5 million acres (15 million hectares) of land in a total of 15 states are used for tobacco cultivation. On the other hand, the ministry of

agriculture reports that more than 67,000 hectares have been devoted to the cultivation of vegetables and pulses. In India, only 0.3% of the country's arable land is used for the cultivation of tobacco (Central Tobacco Research Institute, 2009).

The leading states for tobacco production in terms of output are Andhra Pradesh (45%), Karnataka (26%), Gujarat (14%), Uttar Pradesh (5%), Tamil Nadu (2%), Bihar (2%), and West Bengal (1%). With an annual output of 750 million kilogrammes, India is the second-largest producer of tobacco in the world, behind China, which produces 2,300 million kg. RL Ram, C Maji, and BB Bindroo (2016): 2319–147 ... In terms of the overall kilogrammes of tobacco sent abroad, India is the second-largest exporter after Brazil (270 mn kg). According to estimates, the nation accounts for less than 1% of the total value and about 6% of the total volume of the world's tobacco trade. The Crop Diversification Program (CDP), a component of the National Agriculture Improvement Program (Rashtriya Krishi Vikas Yojana) (RKVY). This programme, which has been in operation since the 2015–2016 academic year, is primarily designed to help farmers who are now planting tobacco switch to farmers who are growing alternative crops. India is expected to take action to minimise the amount of tobacco that its citizens use because it is a signatory to the World Health Organization's Framework Convention on Tobacco Control (FCTC). India's commitments under the treaty must be met by doing these actions. India must take these actions in order to honour the obligations it made when it signed the convention (Ram, R. L., Maji, C., and Bindroo, B. B., 2016: 2319-147).

This move away from the use of tobacco appears to have taken place in nine states, with Andhra Pradesh serving as the state that has led the way in this transition. The evidence supporting this conclusion was just recently presented to the Lok Sabha by the agriculture ministry. Tobacco is a crop that is deemed to be of high priority by the ministry since it is capable of producing extraordinarily high yields and does not present a risk from diseases or pests. On the other hand, programmes that educate people about the drawbacks of tobacco and convince them of the long-term benefits of growing alternative crops have been successful in convincing them to switch. Because of these advertising, many individuals have been convinced to make the transition. Research conducted at the Central Tobacco Research Institute in Rajahmundry revealed that no other crop is as lucrative as tobacco, leading the researchers to draw this conclusion. These findings provide credence to the institute's assertion. On the other

hand, tobacco is not the only crop that may be planted; a cropping system that also provides other lucrative crops can be an alternative that is preferable in some cases (Ram, R. L., Maji, C., & Bindroo, B. B., 2016: 2319-147).

ORIGIN OF THE TOBACCO CROP IN INDIA

The information that is now available on the origins and evolution of tobacco is frequently riddled with doubt and inconsistencies. The Andes mountain range in Peru and Ecuador are where tobacco's origins can be found, according to plant geneticists. This phrase describes the moment at which the geographic origin of a species and its genetic origin are congruent. The period most frequently claimed for when it was first domesticated is between 5000 and 3000 B.C. According to one source, tobacco existed in Asia as early as the 12th century, at a time when it was mostly unknown in the rest of the world. In addition to being used as a depressant and a euphoriant, it was also used to treat a wide range of ailments and as a sacrifice to several gods. However, it was Christopher Columbus who accidentally discovered that tobacco has psychotropic qualities during his exploration of the Americas in 1492 (Reddy, K. S., & Gupta, P. C., 2004: 43-47). When Christopher Columbus and his crew first visited the Tobago Islands, they were surprised to observe the people either smelling a powdered dry leaf with obvious pleasure or smoking a crudely rolled bundle of dried leaves. At the time, it was believed that both of these behaviours qualified as forms of intoxication. Christopher Columbus and his crew tried it themselves and liked the alcoholic beverage it produced. Tobacco was first introduced to Europe through this method, along with a tiny quantity of the dried leaves that they also took with them (Reddy, K. S., & Gupta, P. C., 2004: 43-47).

A different story claims that the Red Indians used tobacco for both ceremonial and medical purposes. They inhaled the smoke from the smoking tobacco leaves through their nostrils, using a hollow cane with a forked end. They gave the plant the name tobacco, which is derived from the Spanish and English words for the instrument they were using, "tobaco" and "tobacco," respectively. The first person to bring the plant back to Europe was a Spanish physician who had been stationed in Mexico in the year 1560. Around this time, tobacco manufacturing in Lisbon came to the notice of the French court thanks to Jean Nicot, the French ambassador to Portugal. Both the term "nicotine" and the botanical name *Nicotiana* are derived from his name. In numerous

nations, smoking increased in popularity during the 17th century (Sudarshan, R., & Mishra, N., 1999: 84-114).

It is thought that tobacco was imported to India from other regions of the world in the early 17th century. Similar to other parts of the world, India's tobacco business has thrived despite major neglect and intense social criticism. It presently generates roughly 6,000 billion rupees in foreign exchange and 20,000 billion rupees in excise tax revenue, making it a key commercial crop in the nation. Additionally, it guarantees the financial security of 45 million people's livelihoods, including those of farmers, agricultural workers, tendu leaf puckers, bidi rollers, traders, and other professions.

History of Indian Tobacco

- ❖ The Portuguese started growing tobacco in India for the first time in 1605 (Gokhale, B. G., 1974: 484-492).
- ❖ Gujarat, India's Kaira and Mehsana districts are where tobacco was initially grown. Later, tobacco was grown in further regions of the nation.
- ❖ The development of Indian tobacco began in Howrah in 1787 with the establishment of the Calcutta Botanical Gardens. These gardens bear the name of the Calcutta, India.
- ❖ Seven different varieties of *Nicotiana* that had been imported from the United States were planted at the Calcutta botanical gardens in 1814 (Gokhale, B. G., 1974: 484-492).
- ❖ In Pusa, Bihar, a model farm for the cultivation and curing of tobacco was constructed in the year 1875. In order to keep performing tobacco trials on the farm, Begg Dunlop & Co. was granted an operational lease in 1873. The leased property was utilised by M/s Dunlop Company to grow Virginia tobacco between the years of 1875 and 1903 in order to meet the demands of British cigarette manufacturers (Gokhale, B. G., 1974: 484-492).
- ❖ The botanical and genetic research on tobacco was carried out by the Imperial Agricultural Research Institute, which first opened its doors in 1903.

- ❖ Dr. Howard was in charge of separating 52 distinct lines of tobacco while serving as the Imperial Agricultural Research Institute's (IARI) first Director. Shaw and Kashiram added an extra 18 lines to the series in later years. Among those lines, it was found that NP-28, NP-58, and NP-63 had the highest potential.
- ❖ In the year 1940, the Royal Economic Botanist of IARI, Dr. B.P. Paul, identified a selection that would later be known as NP-70. (Both *N. tabacum* and *N. rustica* were subjects of their labour.) Because of its higher quality, this variety won over the farmers of North Bihar's tobacco-growing region almost quickly, and they continued to favour it until the 1960s. The reason for this selection's appeal is unclear.
- ❖ The first places to cultivate and study Virginia tobacco were both Pusa and Ghazipur (UP).
- ❖ Virginia tobacco was first grown commercially in India in 1920 on soils that were dark in colour.
- ❖ In 1928, the flue curing method was introduced and successfully used for the first time in Guntur, Andhra Pradesh.
- ❖ India became a significant player in the world tobacco market after 1930.
- ❖ In 1936, the Institute of Agricultural Research (IARI) created in Guntur a research station specifically for the study of cigarette tobacco.
- ❖ Since tobacco has remained the excise tax's primary source of income since its initial implementation in 1943–1944, the excise charge has been in place.
- ❖ The Indian government, upon becoming aware of the significance that tobacco played in the country's overall economic climate, established the Indian Central Tobacco Committee (ICTC) in the year 1945.
- ❖ In 1947, the Indian Central Tobacco Control Commission granted permission for the Central Tobacco Research Institute to be established in Madras.
- ❖ In 1965, the responsibilities formerly held by CTRI were transferred to the Indian Council of Agricultural Research (ICAR).

- ❖ The Central Tobacco Research Institute (CTRI), located in Rajahmundry, "along with its six regional Research Stations in Guntur, Kandukur, Jeelugumilli, Hunsur, and Dinhata, is conducting research on a variety of tobacco strains that are grown in India" and keeping a record of their progress. This research is being tracked by the institute (Chadda, R. K., & Sengupta, S. N., 2002: 1-9).

Currently, India produces over 800 million kilogrammes of tobacco overall. Compared to cigarette tobacco, which makes for 38% of total production, non-cigarette tobacco accounts for 62% of total tobacco output (FCV, Burley and Oriental). Additionally, it demonstrates that, despite non-cigarette tobacco's higher domestic consumption than cigarette tobacco, cigarette tobacco has a better export potential (Shimkhada, R., & Peabody, J. W., 2003: 48-52).

INDIA'S TOBACCO FACT SHEET

- ❖ The fact sheet about tobacco in India as of right now reads as follows: Less than 0.3% of the country's total arable land is used for tobacco farming, and the vast majority of that land is not irrigated. (Mohan, P., Lando, H. A., & Panneer, S., 2018).
- ❖ India is the third-largest tobacco producer in the world, with an annual output of roughly 580 million kgs. 180 million kg of this amount are Flue-Cured Virginia (FCV) cigarette tobacco. 80 million kilogrammes (kg) of the 117 million kilogrammes (kg) of unprocessed tobacco that was exported during the 1996–1997 fiscal year was FCV. 13 million kilogrammes of manufactured tobacco products were also exported. 9 million kg are anticipated to be lost or wasted during the various manufacturing processes (Mohan, P., Lando, H. A., & Panneer, S., 2018).
- ❖ 80 percent of the foreign exchange revenues from tobacco exports in the fiscal year 1996–1997 came from sales of cigarettes and tobacco used in cigarettes, which brought in a total of Rs. 827 crore.
- ❖ According to estimates, the annual global trade in tobacco is around \$30 billion, and India has the potential to capture a sizeable portion of that market. Despite

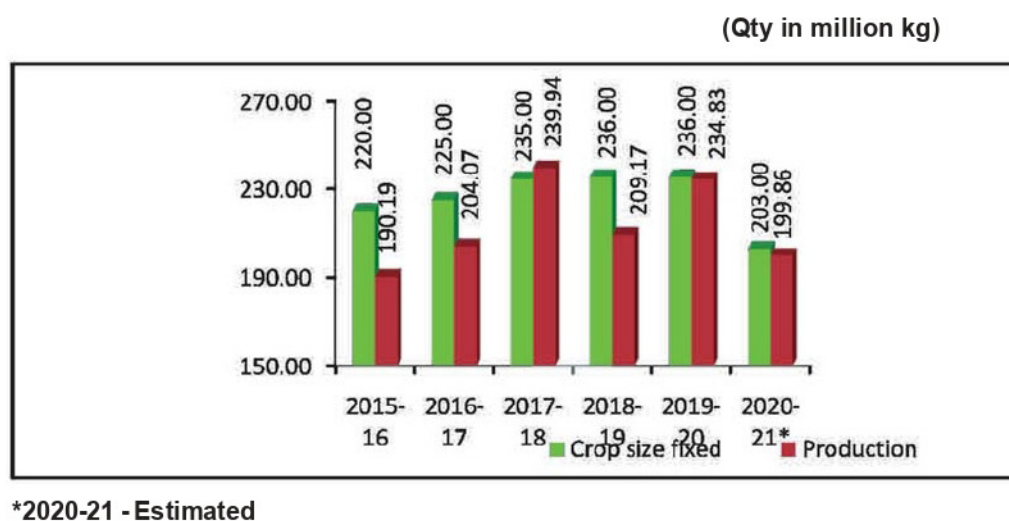
being the fifth-largest exporter of FCV globally, India only accounts for 0.7% of the world's tobacco trade. In spite of this, India is the world's fifth-largest exporter of FCV (Mohan, P., Lando, H. A., & Panneer, S., 2018).

- ❖ India consumes over 450 million kilogrammes of tobacco annually. Of this amount, 54% of it is consumed in the form of beedis, while the remaining 27% is eaten in the form of pan masala, snuff, chewing tobacco, and other similar items. This stands in stark contrast to the situation in other regions of the world, where cigarettes account for around 90 percent of the total tobacco usage. India's yearly cigarette use per person is only one tenth of the global average, coming in at 101 cigarettes, whereas the average number of cigarettes consumed annually per person in the world is 1030 (Mohan, P., Lando, H. A., & Panneer, S., 2018).
- ❖ Tobacco contributes 10% of the nation's total excise tax revenue and 5% of the value of all exported agricultural goods, making it a significant economic force. Up to 87 percent of the almost 5500 crore rupees in excise revenue that tobacco generated in 1996-1997 came from the cigarette sector. (Mohan, P., Lando, H. A., & Panneer, S., 2018).
- ❖ Around the world, tobacco provides a direct or indirect source of subsistence for 26 million people, including 6 million producers and workers.
- ❖ According to estimates from the Food and Agriculture Organization of the United Nations (FAO), India's tobacco use will grow at a 2.4% yearly rate until the year 2000 AD (Anonymous, 1997: 4-5).

Trends in production of FCV tobacco in India

Over the course of the previous six years, the production of FCV tobacco has fluctuated from year to year (Jha, B., 2002: 52-64). These considerable changes are the result of the weather's effects on yield as well as market factors related to supply's price elasticity. Over the past five years (i.e., from 2015–16 to 2019–20), the output of FCV tobacco has grown at a compound annual growth rate (CAGR) of 4.31%, but the CAGR from 2020–21 onward was only 0.83%.

Figure- 5.2: Trends in production of FCV tobacco in India from 2015 to 2021



II) FCV Tobacco Production Policy for 2020-21:

- ❖ The Board decided that Karnataka would have a crop size of 99.00 m.kgs during the growing season of 2020–21 at its 149th meeting, held on February 28, 2020. At its 150th Special meeting, held on April 22, 2020 in Guntur, the Board voted to lower the crop's quantity from 99,000,000 kilogrammes to 88,000,000 kilogrammes in response to the COVID-19 outbreak.
- ❖ The Board agreed that the crop size for the cultivation of FCV tobacco for the 2020–21 crop season in Andhra Pradesh will be 115.00 m.kgs at its 152nd Special Board meeting on August 18, 2020. As a result of the COVID-19 issue, a lower amount—135.00 m.kgs—was chosen for the 2019–20 crop season.
- ❖ In contrast to the 236.00 m.kgs that were decided for the 2019–20 crop season, the Tobacco Board had decided that the total crop size for the cultivation of FCV tobacco during the 2020–21 crop season would be 203 million kgs.

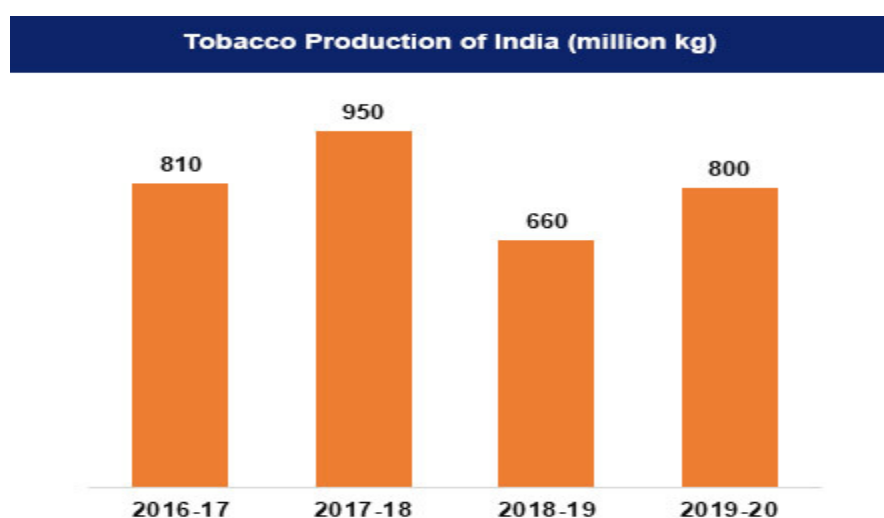
TOBACCO INDUSTRY AND EXPORTS INDIA

India recently surpassed China to take over as the world's top tobacco producer. China was the previous president. The single most significant crop in terms of land area is tobacco, which is grown on around 0.45 million hectares of land in this country. India is the world's greatest tobacco producer since it produces about 10% of the world's total tobacco crop. This component has resulted in a nine percent drop in the total volume of

tobacco produced globally. The nation harvested a total of tobacco equivalent to an average of 800 million kilogrammes over the previous five years. In comparison to the previous five years, this statistic reflects a rise. This country is in charge of cultivating a huge variety of tobacco species and cultivars. Some of the varieties include oriental chewing tobacco, hookah tobacco, cigar-wrapped tobacco, cheroot tobacco, burley tobacco, and many more. Flue-cured Virginia tobacco, country tobacco, burley tobacco, bidi tobacco, rustica tobacco, and hookah tobacco are a few of these kinds (Assunta, M., 2020).

Over 36 million people in India are employed in the tobacco industry throughout a wide range of fields, including agricultural, manual labour, production, processing, and exporting of tobacco products. Because of its cheap costs of production, farming, and exporting, India is a prominent player in the global tobacco manufacturing business. This is due to India's low costs of production, farming, and exporting. The manufactured tobacco that is produced in India contains lower quantities of heavy metals, Tobacco Specific Nitrosamines (TSNAs), and pesticide residues than the tobacco that is produced in other nations. This gives it a competitive advantage over the other nations that produce tobacco (Kumar, P., etal, 2022: s26-s32).

Figure- 5.3: Tobacco Production in India from 2016 to 2020



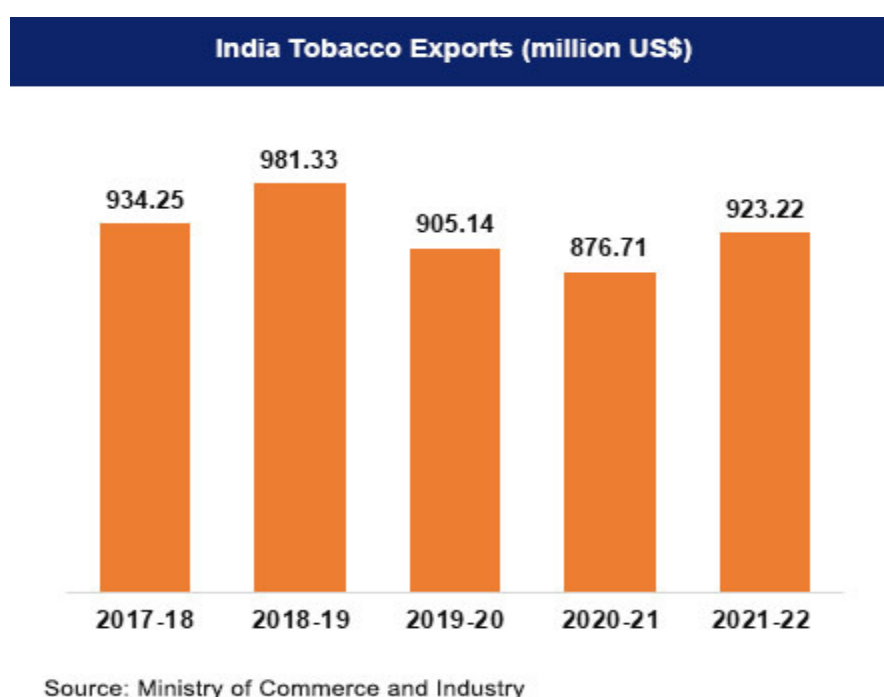
Source: RBI Handbook of Statistics

Some of the most successful tobacco-producing enterprises in the nation are found in a number of Indian states, including Gujarat, Andhra Pradesh, Uttar Pradesh, Karnataka, West Bengal, Telangana, and Bihar. Out of these, Gujarat, Andhra Pradesh, and Uttar Pradesh account for roughly 45.0, 20.0, and 15.0%, respectively, of the nation's total output. The contributions produced by the remaining states amount to a pathetic two to three percent at best and at the very most when compared to Karnataka's 8% share of the nation's total tobacco production.

Tobacco Export Trend

India is the second-largest exporter of tobacco in the world, after Brazil. It exports a wide range of tobacco and tobacco products, including tobacco that has not been manufactured, tobacco that has not been stripped, tobacco that has been completely stemmed, cigar cheroots, tobacco that has been homogenised, tobacco that has been flue-cured, tobacco that has been sun-cured, tobacco that has been extracted and homogenised, and tobacco that has been stripped.

Figure- 5.4: Indian Tobacco Exports



Up until the month of August the following year, India exported a total of 68,550 tonnes of FCV tobacco (2022-23). The total amount of goods that were shipped

overseas during the month of August 2022 saw a 192.2% growth, reaching 15,224 tonnes with a corresponding value of 56.21 million dollars in the United States. The total value of the tobacco that FCV exported between the years 2021 and 2022 was Rs. 2,858 crore, which is equivalent to \$359 million USD. In total, 27,742 tonnes were sent out of the country during that year.

There were a total of 65,682 tonnes of unprocessed tobacco that were exported from the country during the first eight months of the fiscal year 2022–2023. When compared to the same months the previous year, the quantity of unprocessed tobacco that was sent out of the country in April and May of 2022 showed a respective increase of 51% and 14% above the previous year's levels. During the same time period, the total value of all exports combined amounted to Rs. 4,102 crore, which is equivalent to \$515 million USD. During the years 2021 and 2022, India earned a total of \$923.80 million from the sale of tobacco and products directly related to the tobacco industry on international markets.

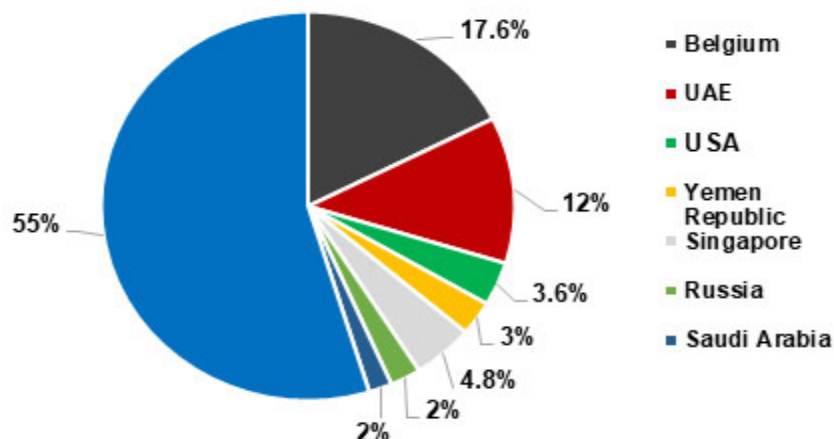
The export of tobacco brought in 125.24 million US dollars for India in September 2022, which is a 72% increase over the amount of money the country made during the same month the year before.

Major Markets

India is the only nation in the world capable of cultivating tobacco in both the summer and winter months. It is currently selling its wares in over 115 countries throughout the world. The majority of countries across the world that import tobacco goods are located in places such as Belgium, the Philippines, Egypt, the Arab Republic, Germany, Nepal, the United States of America, Turkey, Nepal, and a great deal of other places. Belgium is the country that buys the most tobacco from India, accounting for more than 17 percent of the country's overall exports of the product. Egypt, the Arab Republic, and the Philippines are three of the major export destinations for tobacco from India. Each of these three countries imports between 13 and 12 percent of the nation's total production of tobacco. Additionally, the nation ships goods to Indonesia, France, the United Arab Emirates, Russia, Korea, Malaysia, Venezuela, and Nigeria. Other destinations include Venezuela and Malaysia.

Figure- 5.5: Country-wise share of Tobacco Exports from India

Country-wise share of tobacco exports from India (2020-21)



Source: RBI Handbook of Statistics

In the years 2021 and 2022, India shipped tobacco to Belgium for a total of 164.8 million US dollars. This was an increase of 7% from 2020–2021. UAE is one of the top five nations importing the most tobacco from India, with a total value of US\$ 134.6 million in 2021–22. Exports to Singapore were worth 34.3 million US dollars over the same time period, whilst exports to the US were worth 31.7 million US dollars. The Netherlands and Germany bought tobacco from India in the years 2021 and 2022 for a total of US\$ 25.7 million and US\$ 15.2 million, respectively. These two nations are thought to be among the others to whom India exports tobacco.

ANDHRA PRADESH -TOBACCO, -FARMERS

To increase the amount of tobacco exported from India, the Indian government established the Tobacco Board in Guntur. This was the main driving force behind the creation of the board. An important agricultural hub, Guntur is especially well-known for the tobacco crops that are grown in the immediate vicinity of the city. The Indian Council of Agricultural Research provides direction and oversight for the Central Tobacco Research Institute as it carries out its assigned tasks. 0.27% of the total net cultivated area, or 0.45 million hectares, are used for the production of tobacco. The tobacco industry's share of the global market is represented by this percentage. As a result, 750 million kilogrammes of tobacco leaf are produced annually. After China and

Brazil, respectively, India is the world's second-largest producer and exporter of the product in question. China holds the top spot in both categories. While an area of 0.25 million hectares is responsible for the production of 450 million kilogrammes of non-FCV tobacco, an area of 0.20 million hectares is responsible for the production of approximately 300 million kilogrammes of flue-cured virginia (FCV) tobacco. Within the context of the global tobacco industry, India is responsible for 10% of the total land area as well as 9% of the total output. The Indian Central Tobacco Committee established in the city of Rajahmundry in the Indian state of Andhra Pradesh in the year 1947. This action was taken as a result of the dominant position held by the commercial crop at the time. Between the years 1947 and 1965, the Indian Council of Technical Cooperation (ICTC), which was based in Madras, was in charge of the management of the Institute. After that, responsibility was handed over to the Indian Council of Agricultural Research (ICAR), which is based in New Delhi. In addition to acting as a knowledge repository, the Indian Council of Agricultural Research (ICAR) also provides advisory services in the areas of agriculture, horticulture, resource management, animal sciences, agricultural engineering, fisheries, agricultural extension, agricultural education, agricultural communication, and home science. Its duties include planning agricultural research and development initiatives and establishing connections with organisations significant to the farming industry on both a national and international scale. Its mandate included the delegation of these duties to it. The goal of doing this is to raise the farmers' current standard of living to a higher one.

Table 5.2: Tobacco Flue Cured Virginia (FCV) Production and Price Trend

Year	Crop Size Fixed (in m kg)	Quantity produced (in m kg)	Average price.Rs/kg
2007-08	252.61	252.98	75.91
2008-09	270.00	317.94	105.66
2009-10	270.00	323.25	91.09
2010-11	271.62	301.10	89.62
2011-12	263.62	266.93	94.00
2012-13	270	260(P)	

Source: Tobacco Board- 2014

TOBACCO CULTIVATION IN GUNTUR

Golden leaves are a veritable gold mine for individuals interested in the cultivation, processing, manufacturing, and marketing of golden leaves, in addition to those working in other companies associated to golden leaves. The globalisation of the tobacco industry has led to a discernible rise in the levels of income enjoyed by those whose livelihoods depend on the cultivation of tobacco (Chojar, A. K., 2002). The title of "Golden Leaf" has been bestowed upon the Tobacco Board of India Guntur branch. To recognise those in the tobacco sector who have succeeded in terms of devotion and professional achievement, the worldwide publication Tobacco Reporter established the Golden Leaf Awards in 2006. In the year 2006, these honours were given for the first time. The Tobacco Board has also received recognition for its contributions to the industry in the areas of sustainability, natural farming for the production of organic tobaccos, improving soil health through green manuring, implementing 365 days of

green cover in tobacco cultivation, promoting innovative nursery practises known as Green Tech nurseries, and eliminating non-tobacco related diseases (World Health Organization. 2019).

Andhra Pradesh: Soil region wise area and production quota authorized for 2020-21

The soil region wise area authorized for cultivation and quota authorized for production per barn in Andhra Pradesh and Karnataka during 2020-21 crop season are as follows:

The Registration Committee in its 92nd meeting held on 18/08/2020 at Head Office, Guntur fixed production quota per barn soil region wise in Andhra Pradesh as follows and also decided to allot NIL planted grower quota and left over authorized crop to the growers within the region, who are registered and submitted Form-II returns later. The subject matter placed before the Board in its 153rd meeting held on 19/04/2021 for information. As per the decision of Registration Committee, the nil planted growers quota and left over crop size / authorized quantity was distributed to the growers who have planted tobacco of same soil region. The soil region wise final quota authorized per barn during 2020- 21 Andhra Pradesh crop season after distribution of Nil Planted growers quota and left over crop size are as follows:

Table 5.3: Soil region wise final quota authorized per barn during 2020- 21

Soil Region	Area Registered (ha)		Production Quota (Kg/Barn)		
	2020-21	2019-20	2020-21		2019-20
			Initial quota authorized per barn (kg)	Final quota after distribution of Nil Planted growers quota & left over crop size	
Northern Light Soil (NLS)	1.30	1.50	2,900	3,020	3,300
Southern Light Soil (SLS)	2.30	2.60	2,900	3,050	3,500
Southern Black Soil (SBS)	1.40	1.60	2,900	3,020	3,460
Northern Black Soil (NBS)	1.00	1.20	2,106	2,707	2,600

REPORT ON 2020-21 ANDHRA PRADESH CROP:

NURSERY:

In Andhra Pradesh, the total area planted with nursery crops in 2020–21 was 358.81 hectares, down from the 446.60 ha planted the year before. There were no noteworthy outbreaks of either disease or pest during this season. A package of 6000 seedlings cost between 800 and 1500 rupees (USD) in the SLS and SBS regions at the time. In the NLS region, the price per bundle was around 4,000 shekels.

VARIETIES:

The Southern Light Soils and Traditional Black Soil regions, which combined make up around 80% of the whole area, are where the "Siri" variety is most commonly utilised. Other cultivars that are grown include FCR-15, G-11 (Hema), VT-1158, and Sulakshana. The most common variety grown in Northern Light Soils is LV-7, which occupies over 55% of the area. K-326 occupies roughly 3.5% of the area.

MAIN FIELD:

The amount of early transplantation across all of the regions was significantly reduced this year due to the rainfall's delayed arrival. The transplantation process started in November 2020, and shortly after it was finished, the crop saw light to moderately heavy rain due to cyclonic storms caused by NIVAR. The cyclonic rains caused damage to the newly planted crop in the SLS, SBS, and NBS sectors.

The total area that was transplanted in Andhra Pradesh was 65,142 hectares, which is an 18% decline from the 79,294 ha that were planted during the 2019–20 crop season. Early planting occurred before the 15th of October, middle planting occurred between the 15th of October and the 15th of November, and late planting occurred after the 15th of November. The proportion of early, middle, and late planting to the total area planted was 3:40:57.

The Southern Light Soil, Southern Black Soil, and Northern Black Soil regions produced the most Siri, which was grown across a combined area of 47,705.60 hectares (ha), or 98.16% of the total area planted. Different cultivars, such as FCR-15, Sulakshana, N-98, G-11 (Hema), CH3, and VT-1158, were planted on the remaining area. An LV-7 Hybrid crop was the most widely used variety in Northern Light Soils,

having been planted on 8,035.22 hectares, or 48.56 percent of the total area. The other type that was grown was K-326.

Table 5.4: Plantation Stages during 2019 to 2021

Plantation Stage	2020-21		2019-20	
Early Plantation (Up to 15 th October)	1,932.60	3%	7,748.80	10%
Middle Plantation (Up to 15 th November)	25,946.10	40%	43,437.20	55%
Late Plantation (After 15 th November)	37,263.70	57%	28,107.51	35%
Total:	65,142.40	100 %	79,293.51	100 %

CROP GROWTH IN ANDHRA PRADESH:

NORTHERN LIGHT SOILS (NLS) CROP:

When compared to the total area of 17,911.60 ha that was planted in 2019-20, the total plantation in the Northern Light Soil region this year was 16,546.50 ha, which is 7.62% less than in 2019-20. As a result of the delayed start of the monsoon this season, the majority of the crop was planted during the middle and late phases. The crop was in good shape, and the leaf spread was satisfactory. When compared to the previous year, the percentage of bright grades that were turned out is higher.

SOUTHERN LIGHT SOILS (SLS) CROP:

The total area planted in the Southern Light Soil region during this year was 29,409.30 hectares, which is a decrease of 20.99% when compared to the 2019-20 planting total of 37,220.61 hectares. The middle and late periods of planting accounted for the vast majority of the yield. As a result of favourable weather conditions and adequate rainfall, the condition of the crop in the SLS region is much improved in comparison to the state of the crop that was produced previously, with a higher percentage of bright grade output. When compared to the previous agricultural seasons, the *Orobanche* parasite infestation was significantly lower throughout this growing season.

TRADITIONAL BLACK SOILS (TBS) CROP:

A total of 17,988.30 hectares were planted in the Southern Black Soil region this year, which is a 20.91% decline from the 22,744.20 hectares that were planted in 2019–20. The majority of the crop was produced during the middle and late planting seasons in the SBS region. In comparison to prior years, there was a considerably lower production of low grades this year. During the 2020–21 growing season, 1,198.30 hectares will be planted in Northern Black Soils (NBS), which is 15.44% fewer than the 1,417.10 hectares planted the year before. The harvest this year is predicted to be of good quality with an improved grade outcome.

HARVESTINGS:

In locations with Northern Light Soil, an average of 8–9 curings were utilised. On average, six to eight curings were utilised in regions with black soil and light soil in the southern United States. In the SLS region, the predicted grade out turn in terms of Bright, Medium, and Low grades is in the ratio of 54:26:20, but in the SBS region, this ratio stands at 53:27:20. The grade out turn is distributed as follows: 70:20:10 in the NBS regions, and 53:33:14 in the NLS regions respectively.

YIELDS:

During the harvest season of 2020–21, 111.44 million kg of FCV tobacco are predicted to be produced in the state of Andhra Pradesh. In NLS, 38.10 million kg are predicted to be produced. The SLS and SBS zones are expected to generate a combined total of 36.09 million kg and 34.75 million kg, respectively. The NBS region produces commodities weighing 2.50 million kg. The following are the expected average yields: Southern Light Soils: 1,227 kg/ha; Southern Black Soils: 1,932 kg/ha; Northern Light Soils: 2,303 kg/ha; and Northern Black Soils: 2,086 kg/ha.

FCV TOBACCO CROP DAMAGE DUE TO 'NIVAR' CYCLONIC RAINS:

The NIVAR cyclonic rains that fell on the 26th and 27th of November 2020 in Prakasam, Nellore, Guntur, East and West Godavari Districts in Andhra Pradesh during the 2020-21 crop season caused damage to the FCV tobacco crop that covered an area of 10,099.69 hectares.

Through letters dated 02/12/2020 and 22/12/2020, the Board requested that the Special Chief Secretary to the Government and the Commissioner of Agriculture for the State Government of Andhra Pradesh give critical support to the growers as part of the State Disaster Response Fund (SDRF). According to the information that was obtained from the Commissioner of Agriculture for the State Government of Andhra Pradesh, the State Agriculture Department covered an area of 1184.67 hectares, and a total of 118.467 lakh rupees was distributed to 1392 growers as compensation under the State Disaster Relief Fund (SDRF). The following is a breakdown of the information according to district:

Table 5.5: Support to the growers as part of the State Disaster Response Fund

S. No.	Name of the District	No. of growers affected	Area damaged more than 33% (ha)	Input subsidy amount (` In lakh)
1.	East Godavari	443	462.59	46.259
2.	West Godavari	16	24.64	2.464
3.	Guntur	11	6.08	0.608
4.	Prakasam	777	621.36	62.136
5.	Nellore	145	70.00	7.000
	Total:	1392	1184.67	118.467

The Executive Director met with the Honorable Minister of Agriculture on December 29, 2020, to discuss the subject of compensating the remaining FCV tobacco growers. On December 30, 2020, at 11:00 a.m., in the APIIC building in Mangalagiri, the Honorable Minister of Agriculture called a pre-review meeting on RBK. Tobacco Board representatives were present. This was done in compliance with the Honorable Minister of Agriculture's instructions. Both the Special Chief Secretary to the Government of Andhra Pradesh and the Commissioner of Agriculture for the state of Andhra Pradesh were present at the aforementioned review meeting. The fact that the compensation money had not been given to all of the FCV tobacco growers in Prakasam District whose crop had been harmed by the NIVAR cyclonic rains was brought to the notice of state government officials during the review meeting.

6,838 FCV tobacco growers in the Prakasam District, who have damages exceeding 33% and cover an area of 2,912.82 ha, have not been compensated for a single harvest. In a letter dated March 17, 2021, the Joint Director of Agriculture for the Prakasam District and the Commissioner of Agriculture for the Government of Andhra Pradesh received the list of these farmers who had not received any compensation for even one crop. The letter also asked that plans be made to compensate the FCV tobacco producers who were harmed by the SDRF.

Sale of excess/unauthorized tobacco during 2020-21:

The surplus tobacco produced by registered growers during the crop season of 2020–21 in Andhra Pradesh and Karnataka was permitted by charging an additional cost of '2/- per kg., as well as 5% of the earnings of the sale (including the usual service charge of 1%). After paying an additional cost of "2/- per kg and 10% of the sale revenues (plus the customary service charge of 1% of the total) was collected, tobacco grown by registered growers who exceeded the 10% authorised quota cap and tobacco grown by unregistered growers were both permitted for sale. This had helped the Board keep a tight grip on the adjustments of quotas and stop the sale of illegal tobacco being passed off as extra tobacco under the names of registered growers.

India triumphed once more in 2007. In the competition's brief history, ITC's Leaf Tobacco Division (ILTD) was the first business to win two Golden Leaf Awards, which were given out during this year's event. In the categories of "Most amazing service initiative" and "Most committed to quality," the Indian company won honours (World Health Organization. 2019).

Sopariwala Exports received a Golden Leaf Award in the region that recognised their charitable work as being the best. One of India's largest exporters of tobacco and tobacco products is Sopariwala, a company based in Mumbai. The business believes that in order for others to gain from its knowledge and wealth, it should give something back to the society from which it has benefited.

India is the fourth-largest producer of FCV tobacco in the world. In the states of Andhra Pradesh and Karnataka, it is estimated that some 88,000 FCV tobacco farmers and their

families depend on this crop for a living. Nov 16, 2019 the latest The Hindu news latest (*The Hindu*, Nov 16, 2019).

Since its inception in 2006, the Golden Leaf Award has been presented annually. It continues to be distributed. There have been fourteen instances of it thus far. Each award is a kind gift from the BMJ paper pack, Indonesia group (Brunn, S. D., 2006).

Amsterdam, which is located in the Netherlands, will play host to the 2019 Tab Expo. This award for the most impressive public service initiative of 2019 was bestowed upon the company in appreciation of its efforts to create many sustainability (green) initiatives in Flue-Cured Virginia (FCV) tobacco farming in India. The award was presented to the company in January of 2019. This is the most recent of two times that the Tobacco Board has been honoured with receipt of this prestigious award. The board was recognised in 2014 for the adoption of an electronic auction system, which has promoted accountability and transparency in the selling of flue-cured tobacco in India. The award was given in recognition of the board's efforts to achieve these goals. It was acknowledged that the system played an important part in the board's overall success.

The state of Andhra Pradesh in India, where the tobacco crop originated, is currently making incredible advancements that are grabbing the attention of people all over the world. In recent years, India has become the third-largest producer of tobacco in the world (Daniel conforte, 2011).

The Golden Leaf Award was given to the Tobacco Board of India in Guntur on Thursday during the Tab Expo 2019 conference in Amsterdam, Netherlands. The prize was given to K. Sunitha, who works as the Tobacco Board's executive director. The Tobacco Board has received this honour twice before, most recently this time. The board received the award in 2014 for the implementation of an electronic auction system, which has increased accountability and transparency in the selling of flue-cured tobacco in India. The system received recognition for its role in the success of the board (Coopey, R., & Lyth, P., 2009).

Around 450 years ago, tobacco became widely used, and today there is hardly any place on earth where it is either unknown or not used. Evidence implies that the inhabitants of

San Salvador (now known as Walling Island) produced tobacco for the first time in human history. In human history, this is the earliest occurrence of tobacco growing. On October 12, 1492, Christopher Columbus' Spanish mariners came found San Salvador residents smoking tobacco and revelling in its ecstatic benefits (Jack Jacob Gottsegen, 1940: 107). The historical happenings that have transpired in the time since then are beyond our ability to understand. Historically, individuals of a variety of Native American tribes were responsible for the cultivation and consumption of tobacco. Because tobacco was such a commonly traded item in the ancient Northeast Woodlands civilizations, it was always carried in pouches by the inhabitants of those societies. It was smoked in social contexts in addition to ceremonial ones, such as during the formalisation of a peace or commerce treaty, for example. Tobacco is viewed as a gift from the Creator in several Native American societies; when it is smoked in a ceremonial setting, the smoke is believed to carry the smoker's thoughts and prayers to the Creator (Jack Jacob Gottsegen, 1940: 107).

The indigenous peoples of the American continent shocked European explorers, who later started growing tobacco on their own land and adopting diverse smoking practises, including utilising pipes, cigars, and finally cigarettes and hukkahs. There was a long-standing, widely held misconception that smoking was beneficial to health. The literature that was written in Europe and Mexico typically discusses the therapeutic uses of t. Books written in Europe and Mexico between 1537 and 1559 frequently mentioned the medical applications of tobacco among the New World's native populations. With these works, eyewitnesses described how tobacco was used therapeutically to treat a variety of general physiological illnesses, such as catarrh, colds, and fevers, as well as to aid in digestion and stave off hunger (Stewart GG Med Hist, 1967: 228–68). Tobacco contains the alkaloid nicotine, which is responsible for the sleepy and narcotic effects of tobacco. Essential oils and other aromatic components, which are responsible for both the scent and flavour, are predominantly created during the curing process.

Since tobacco was removed from pharmacopoeias and clinical settings, a long period has passed. After analysing the literature up to the year 1860, Stewart came to the conclusion that tobacco frequently alleviated pain, which is the most encouraging thing that can be said about it. Four things that really stuck out to me throughout my analysis of the published work were. To begin with, cigarettes were subjected to a lot of

regulations. Contrarily, tobacco was used to treat a wide range of illnesses, from tetanus to hysteria and from haemorrhoids to head lice (Stewart GG Med Hist, 1967: 228–68). The bulk of herbs were only used in mediaeval times for a select few ailments that they were believed to treat. Second, despite the fact that the many distinct species of *Nicotiana* include a variety of other alkaloids, the majority of studies on the subject convey the idea that nicotine is the only element with therapeutic potential. 36,37 Thirdly, basal cell carcinoma was probably one of the skin disorders that the leaves and juice were traditionally used to cure. It has been found that the periwinkle plant's anticancer substance, vinca alkaloids, exists. Could this substance also be present in tobacco leaves? The dosage of tobacco was mostly uncontrolled in the fourth position's medicinal applications. Every drug that is good will have negative consequences if taken in excess. I suggest that we set aside the prejudices brought about by tobacco's harmful effects and instead conduct a rigorous search through the leaves for compounds that may have therapeutic value. (A. Charlton., et al., 2004: 127-132).

Tobacco is the common name for a variety of plant species that belong to the Solanaceae (nightshade) family and the genus *Nicotiana*. The name tobacco is often used to refer to any product that is created from the dried and cured leaves of the tobacco plant. There are about 70 different species of tobacco, but *Nicotiana tabacum* is the one that is most frequently grown for commercial use. Additionally, *N. rustica*, the stronger kind, is used on a global scale. One of the several forms of harmalaalkaloids found in tobacco is nicotine, a highly addictive stimulant alkaloid. In tobacco products including cigarettes, cigars, pipes, and shishas, dried tobacco leaves are most frequently burned in the form of smoke. Some alternative ways to consume them include snus, dipping tobacco, chewing tobacco, and snuff (A. Charlton., et al., 2004: 127-132).

A new player has entered the global market, and they now have a presence in almost every nation on the earth. In all known civilised nations, tobacco use has crept into the mainstream society in a variety of ways. One of the most democratic forms of luxury, tobacco evolved become a source of solace for both the wealthy and the poor. In today's modern culture, which is characterised by greater levels of tension and anxiety in the job and in other facets of social life, tobacco has emerged as an important means of relaxation and stress relief. Later, there was opposition to efforts to outlaw tobacco use since it caused cancer, and in Europe and Asia, there was later persecution of tobacco

users. But it's fascinating to see how the world has changed because of tobacco. It didn't take long before a large number of new cigarette brands with appealing packaging and creative sales strategies entered the market. These brands were produced by numerous businesses. The emergence of technological advancement caught everyone off guard. In the rural economies of many nations, a novel crop is produced alongside traditional food and commercial crops. These plants harmoniously coexist. The thriving tobacco business contributed to the growth of industry-related technology in society (A. Charlton., et al., 2004: 127-132).

When it comes to anything that is developing in some form, there is always another aspect of the story to consider. Concerns over the long-term effects of tobacco smoking on people's health continue to be a matter of lively debate even in the present day. The use of tobacco products is one of the primary causes or risk factors for a wide variety of ailments, including those that affect the heart, liver, and lungs, in addition to a few types of cancer. The single most significant and preventable cause of mortality worldwide, according to a report published by the World Health Organization in 2008, is the use of tobacco products (World Health Organization, 2008: 8). Tobacco use was finally recognised as a cause of cancer, in addition to a number of other respiratory and circulatory diseases, following the scientific advances that occurred in the middle of the 20th century. This led to the widespread condemnation of tobacco use as unhealthy. The cigarette corporations are being pressured to leave the tobacco industry as a result of widespread global support for their stance against tobacco use. This resulted in the establishment of the Tobacco Master Settlement Agreement in the United States. This agreement resolved the numerous lawsuits that had been filed by the states in exchange for a combination of yearly payments to the states as well as restrictions that were voluntarily imposed on the marketing and advertising of tobacco products world (World Health Organization, 2008: 8).

In the 1970s, Brown & Williamson crossed a tobacco strain to produce Y1, a variety with an abnormally high nicotine concentration that went from 3.2–3.5% to 6.5%. This was accomplished by crossing two different tobacco strains. The nicotine level of the original strain ranged from 3.21 to 1.5%. As a consequence of this, the Food and Drug Administration began asserting, beginning in the 1990s, that tobacco corporations were

deliberately altering the amount of nicotine that was contained in cigarettes (World Health Organization, 2008: 19).

In 2003, the World Health Organization (WHO) was successful in convincing 168 countries to sign the Framework Convention on Tobacco Control in response to the rising incidence of tobacco use in developing countries. To reduce the consumption of tobacco, this was done (World Health Organization, 2008: 19). In order to decrease the negative impact that smoking can have on the health of individuals and populations, the conference aims to promote the adoption of effective regulatory and enforcement practises throughout the world.

The generic name *Nicotiana* refers to a group of shrubs and herbaceous plants that belong to the Solanaceae family. These plants are also referred to as tobacco. The Americas, south-west Africa, and the South Pacific, which are the three regions where evolution occurred, are where these plants originally appeared. A large number of species from the genus *Nicotiana*, more often known as tobacco plants, are purposely cultivated in gardens with the aim of enhancing the aesthetic value of the immediate area. In many regions of the world, tobacco leaves are harvested from *N. tabacum* plants to make cigarettes and other products that contain tobacco. Western Garden Book at Sunset (Sunset Western Garden, 1995:606–607).

Catherine de' Medici and her court were initially introduced to the plant in 1559 under the name "nicotiana," and the chemical constituent nicotine was named after him. At the time, Portugal was home to French ambassador Jean Nicot. The drug was given the name "nicotine" in honour of the contributions made by the French representative to Portugal (World Health Organization, 20010).

CULTIVATION AND CURING

Tobacco is one of the crops that can be farmed just like any other crop. However, there are a great many variations in the processes that are used. After this step, the seeds of the tobacco crop are acquired and then sown on the soil. Following this step, the length of time it takes to prepare the samples ranges from one to two weeks, depending on the seed variety. After that, representatives from each farm are sent out to collect samples and keep a suitable distance between them. Throughout the duration of the crop's life, it

is critical to ensure that the soil has the necessary amount of moisture. At regular intervals, the soil is amended with fertiliser. To cultivate this crop successfully, careful attention to detail is required (Roychowdhury, R., & Tah, J., 2013: 149-187).

After roughly ninety to one hundred days, when the plants have grown well, the flowers are to be picked off using a procedure known as topping. The flower head and the top leaves are both gone. Because of this, the quality of the leaf will improve, both in terms of its size and its ability to maintain the proper texture and aura (Roychowdhury, R., & Tah, J., 2013: 149-187).

Curing

When tobacco leaf is matured and then cured, the carotenoids it contains undergo a process of progressive oxidation and degradation. This prompts the tobacco leaves to produce certain compounds that give off a flavour reminiscent of sweet hay, tea, rose oil, or fruit and add to the "smoothness" of the smoke. These flavours smell good. Starch is converted to sugar during the caramelization process, which glycosylates the protein. The sugar is then subjected to oxidation, resulting in advanced glycation endproducts (AGEs), which also provide flavour. Atherosclerosis and cancer are accelerated by the inhalation of AGEs found in tobacco smoke. The amount of AGEs is directly influenced by the type of curing that was employed (De Guzman, C. C., & Siemonsma, J. S., 1999).

Tobacco can be cured through several methods, including:

Tobacco that has been air-cured is typically hung upside down in well-ventilated barns for anywhere from four to eight weeks so that it can dry. Because it contains less sugar, air-cured tobacco has a flavour that is more subtle and light. However, it still contains a significant amount of nicotine. The 'dark' air curing process is used for cigar and burley tobaccos (Achutan, P. C., 2001).

Tobacco is hung in enormous barns over flames made from hardwoods, which can be kept on a constant or intermittent low smoulder, to undergo the process of fire curing. This can take anywhere from three days to ten weeks, depending on the procedure and the tobacco. Tobacco that has been smoked yields a product that is heavy in nicotine but

low in sugar. Snuff, pipe tobacco, and chewing tobacco are all products of the fire curing process (Achutan, P. C., 2001).

Prior to being strung from tier poles in curing barns (also known as kilns in Australia and traditionally referred to as "oasts" in the United States), flue-cured tobacco was first wound into tobacco sticks. The process of curing then started. In the past, the term "oast" was used to describe the site of a curing barn in the United States. These barns have chimneys that are kept ablaze by fire boxes that are fueled by wood brought in from the outside. The temperature is raised gradually throughout the process of curing the tobacco, which makes it possible for the tobacco to be heat-cured without being exposed to smoke. In the majority of instances, the process will be finished in close to a week's time. If you follow these steps, you will end up with cigarette tobacco that is high in sugar and has levels of nicotine ranging from mild to high. The majority of the tobacco that is used in the production of cigarettes is flue-cured tobacco, which produces smoke that is less harsh and more manageable to breathe in. According to some estimates, the production of flue-cured tobacco results in the loss of one tree for every 300 cigarettes smoked, which has a substantial detrimental impact on the environment (Achutan, P. C., 2001).

Tobacco that has been sun-cured is left out in the open to dry. The production of oriental tobacco in Turkey, Greece, and other nations in the Mediterranean region is accomplished using this approach. Sun-cured tobacco is utilised in the production of cigarettes due to its low levels of sugar and nicotine (Achutan, P. C., 2001).

Fermentation or sweating is the second stage of the curing process that some types of tobacco go through. Cavendish is put through fermentation while being pressed in a casing solution that may or may not contain flavouring and/or sugar.

INDIAN TOBACCO COMPANY LIMITED AND ITS MARKET STRATEGIES

The Indian Tobacco Company Limited (ITC) maintained its dominance as the most significant participant in the country's cigarette market in 2017. (the eighth-largest cigarette market in the world) (The Global Cigarette Industry, 2017).

Thirty percent of the outstanding shares of Indian Tobacco Company were owned by British American Tobacco (BAT), together with its affiliates and subsidiaries Tobacco Manufacturers (India) Limited, Rothmans International Enterprises Ltd, and Myddleton Investment Company Ltd. (ITC). This figure represented 30% of the total voting power available to the company. BAT was the largest shareholder because they held the majority of the company's shares. The Life Insurance Corporation of India, which is totally under the jurisdiction of the Indian government and is also the company's largest individual shareholder, is the second-largest stakeholder in the corporation. It is the second-largest shareholder in the company with a holding of 16.16% of the outstanding shares (ITC Company Ltd, 2020).

According to a number of allegations that have been publicised in the media, BAT is accused of making multiple attempts to raise its interest in ITC; nonetheless, ITC was successful in "thwarting these attempts." Allegedly as a direct result of ITC's lobbying of the health and finance ministries in India, India passed a law that prohibits any and all foreign direct investment in the tobacco business. This law entered into force on April 8, 2010, and it has been in place ever since. The implementation of this restriction took place on April 8th, 2010. (Kothari, J.2012)

Background

What is today known as the Indian Tobacco Company had its beginnings with the Imperial Tobacco Company of India Limited. It was established in 1910, and Kolkata continues to be its headquarters. The organisation changed its name to India Tobacco Company Limited in 1970. After changing its name in 1974, the firm became known as I.T.C. Limited; however, in 2001, the name was abbreviated to just ITC Limited. By expanding its business into non-tobacco-related goods and services, ITC is attempting to "shed the cigarette tag," and the name changes reflect this goal (ITC Company Ltd, 2020). The corporation not only supplies the tobacco industry with items, but also the food and stationery sectors, as well as the lodging, packaging, agricultural, and information technology industries. 2 As of the year 2020, ITC has a total of 34 associate and subsidiary businesses, some of which are totally owned and others of which are partially owned. ITC is the sole owner of several of these businesses (ITC Company Ltd, 2020).

In March of 2017, various news outlets reported that the shareholders of ITC had given the company permission to investigate various healthcare service options in preparation for the establishment of multi-specialty hospitals in India. This information became public in March as a result of the publication of an article (Orlando, 2019).

In a statement released in July 2017, ITC stated that the company's articles of association had been modified to include "healthcare" as one of its obligations and that it was looking for a CEO to lead the programme moving forward. The statement also disclosed that the company's articles of association had been modified to include "healthcare" as one of its duties. The release also disclosed that "healthcare" had been added as one of the organization's responsibilities to the company's updated articles of association. The notification also stated that the company has started looking for a qualified applicant to succeed the current CEO in the position of CEO. Sanjeev Puri was eventually chosen as a candidate for the position of Chairman of the ITC in May 2019, and he was subsequently appointed to the position. He replaced the previous occupant, Y.C. Deveshwar, as the incumbent in that capacity. In 2017, Puri was awarded the position of Chief Executive Officer, and the following year, in 2018, he was appointed to the position of Managing Director (ITC Company Ltd, 2017). In 2016, the sale of tobacco products accounted for 42% of ITC's net sales and 62% of the company's total revenue. This made the sale of tobacco products the most profitable business segment at ITC. It is anticipated that this pattern will maintain its prevalence in the not-too-distant future. 814 Insignia, India ITC is responsible for manufacturing a number of well-known cigarette and cigar brands, including "Kings, Lucky Strike, Classic, Gold Flake, Navy Cut, Players, Scissors, Capstan, Berkeley, Bristol, Flake, Silk Cut, and Duke & Royal", to name just a few of them. Additional brands include Players, Scissors, and Gold Flake, among others. Lucky Strike, Classic, Gold Flake, and Navy Cut are some of the other brands that are available (ITC Company Ltd, 2017).

Membership and Affiliations

In 2012, 2013 and 2014, the International Trade Commission's corresponding members had the chance to present at the annual Global Tobacco and Nicotine Forum. The organisation of this event is the responsibility of the cigarette industry. As "a representative group representing growers, producers, exporters, and ancillaries of the cigarettes component of the tobacco business in India, the Tobacco Institute of India

(TII) characterises itself. ITC is a crucial TII member (ITC Company Ltd, 2017). A representative body of farmers, makers, exporters, and ancillaries," according to TII. According to the reports that were given to each of these organisations, TII was a member of the following organisations as of the end of 2017:

International Association of Tobacco Producers (ITGA) The Tobacco Merchants Association (TMA), a division of the Confederation of Indian Industry in the United States of America (CII) "The Federation of Indian Chambers of Commerce and Industry is the official name of this particular organisation (FICCI) Throughout the Indian subcontinent, this organisation is known as the Federation of Indian Chambers of Commerce and Industry (FICCI) The abbreviation should be used to refer to The Associated Chambers of Commerce and Industry of India. ASSOCHAM (PHDCCI) (PHDCCI) The Confederation of Indian Commerce and Industry (ICCI) Federation of Chambers of Commerce and Industry in the State of Andhra Pradesh is the full name of this organisation (FAPCCI) Several Indian states, including Andhra Pradesh, Karnataka, and Maharashtra", each have their own chambers of commerce (ITC Company Ltd, 2017).

CONTROVERSIAL MARKETING STRATEGIES

- ❖ Despite the fact that it is forbidden to advertise tobacco products either directly or indirectly in India, the Indian Tobacco Company (ITC) has come under fire for promoting its tobacco products using both direct and indirect advertising techniques (Kalra, P. Bansal, T. Lasseter et al, 2017).
- ❖ Illegal billboard and poster displays, glamorising smoking to appeal to youth and low-socioeconomic groups (by, for instance, associating specific cigarette brands with success, wealth, accomplishment, and western ways of life), and more are a few examples of the criticisms that were levelled (Kalra, P. Bansal, T. Lasseter et al, 2017).
- ❖ "Targeting children at the point of sale by, for example, putting cigarettes and cigarette advertising next to sweets and snacks, concealing tobacco marketing by combining it with other ITC products, tricking retailers into putting tobacco advertisements near their stores, paying retailers to advertise and market tobacco products, indirectly targeting women (by, for example, including women in

tobacco product marketing), and using brand variant extensions" (for, among other things) (Kalra, P. Bansal, T. Lasseeter et al, 2017).

TACTICS TO SUBVERT TOBACCO CONTROL CAMPAIGNS AND POLICIES

ITC shut down its plants twice in response to government efforts to require PHWs on tobacco packaging. In reaction to the measures, these actions were taken. The specific causes of these shutdowns are further explained in the following sentences:

In December 2010, it was announced that the Indian government would begin broadcasting new graphic public health warnings on December 1st, including one on mouth cancer. The two major cigarette producers in India at the time, ITC and Godfrey Philips India Limited, halted production of cigarettes for a month starting on the day that the new restrictions were intended to go into effect (World Health Organization, 2020). Given that the new restrictions were anticipated to be implemented, this choice was made. They said that they were given unclear directions regarding the graphic warnings that were meant to be present. The deployment of the new PHWs was delayed as a result, and as a direct result, the rotation of PHWs was slowed down to take place every two years rather than yearly. ITC and the other two tobacco companies that are TII members closed their operations in April 2016 as a direct result of the government's decision to increase the surface area of visual health warnings on cigarette packs from 40% to 85% of the total surface area of the packs. This action was taken as a direct reaction to the government's choice to increase the size of the warnings overall (World Health Organization, 2020).

MOBILISING SUPPORT THROUGH ALLIES

The International Tobacco Control Initiative (ITC) attempted to exert influence on tobacco control measures and policies by rallying support from the following groups:

Tobacco Research and Training Center in India (TII)

- ❖ Additionally, it has been asserted on numerous occasions that TII has lobbied against tobacco control regulations in the public arena, including in the media. Consider the organisation that has sent the Union Ministry of Health and Family Welfare an overwhelming number of letters and comments, begging with it to

eliminate the ridiculously big visual health warnings that are required by law to be shown. It ran major media campaigns to throw doubt on the usefulness of PHWs and organised farmer protests against proposals to increase the proportion of PHWs written on cigarette packs from 20% to 85%. Additionally, it staged farmer protests (Kalra, P. Bansal, T. Lasseter et al, 2017).

- ❖ The residents of India demanded to be included in their country's "delegation to the 7th Conference of Parties (CoP 7) of the WHO Framework Convention on Tobacco Control, which took place in New Delhi" in November of 2016. They proposed that the viewpoints of "tobacco control campaigners and NGOs" shouldn't be given undue weight when it came to the development of legislation to regulate the use of tobacco products.
- ❖ Numerous organisations have gone on record to express their disagreement with the decision made by the FCTC to refuse the Federation of All India Farmers Association the status of "Observer" in the Committee of the Parties. These organisations are opposed to the decision (Kalra, P. Bansal, T. Lasseter et al, 2017).
- ❖ As part of the framework for the Goods and Services Price, there were a total of 28 people who voiced their opposition to increasing the tax on cigarettes, arguing that doing so would be detrimental to the tobacco industry.

Federation of Indian Chambers of Commerce and Industry (FICCI)

In written submissions to the Ministries of Health and Commerce, the Federation of Indian Chambers of Commerce and Industry (FICCI) has expressed its objection to the expansion of pictorial health warnings. Both ministries have received these representations. These representations were communicated to both ministries (W. Mukherjee, 2020).

Associated Chambers of Commerce and Industry of India (ASSOCHAM).

The Tobacco Control Act's prohibition against tobacco product advertising has been proposed for change by the Indian Association of Chambers of Commerce and Industry. The new language prohibits tobacco product advertisements (ASSOCHAM). The goal

of this line of action was to "rescue the livelihood of numerous tobacco producers and farm workers, bidi workers, tribal members, and retailers" (W. Mukherjee, 2020).

Initiatives Regarding the Corporate Social Responsibility

According to an article in the Economic Times, ITC reportedly gave 1.2% of their yearly net earnings to Corporate Social Responsibility (CSR) programmes in 2014. (N.V. Rao, Neethi V Rao, 2014). In its annual report for the year 2017, which was released in 2017, ITC emphasised sustainable agricultural practises and rural development as examples of the company's social investments. Throughout the 2019–20 fiscal year, ITC committed a total of 326.49 cores to volunteer and sustainability programmes (W. Mukherjee, 2020).

Corporate social responsibility (CSR) initiatives connected to COVID-19 provided the company with a crucial tool throughout the epidemic. The COVID Contingency Fund has a total financing allocation from ITC of INR 150 cores. This money will be used to provide food, hygienic items, and kits of personal protective equipment (PPE) for district hospitals to the District Authorities and other governmental organisations. These funds will also be used to buy personal protective equipment (PPE) for the students of the district schools. 31 different public authorities in Bangalore have expressed gratitude to ITC for the work they have done in the field of corporate social responsibility (CSR). 2020 (W. Mukherjee).

DIVERSIFICATION INTO MORE CONTEMPORARY PRODUCTS

In its annual report for 2021, ITC stated that it had founded a fully owned subsidiary called ITC IndiVision and that it will construct a plant in the Indian state of Karnataka for the manufacture and export of "nicotine and nicotine derivative goods." These two declarations were submitted in connection with ITC's intentions to construct a plant where it will manufacture and export "nicotine and nicotine derivative goods." The report contained these bits of information. In order to capitalise on the rising demand for products containing nicotine in those countries, they were allegedly created expressly for the markets of the United States and the European Union. (ITC Company Ltd, 2021). These goods also contain nicotine pouches in addition to electronic cigarettes, which are sometimes referred to as electronic nicotine delivery systems, or ENDS, for short. Which businesses will be purchasing these products from IndiVision

was not made clear. This business is known as IndiVision. In India, it will be illegal to "make, manufacture, import, export, transport, sell, distribution, or advertise" electronic cigarettes starting in January 2022. This prohibition shall be enforceable. The Campaign for Tobacco-Free Kids maintains the website Tobacco Control Laws, which may be viewed by clicking [here](#), with the most latest information regarding the laws that govern the purchase of tobacco products. (ITC Company Ltd, 2021)

GOVERNMENT INITIATIVES

The Indian government extended the Interest Equalization Scheme (IESfunding)'s by two more years in 2022, bringing the program's overall lifespan to 2024. The IES rates have changed, and the new charges are 2% for manufacturers and merchant exporters and 3% for MSMEs (tobacco products are registered as MSMEs).

Duty Draw Back Scheme

The plan's objective is to reduce the overall amount of customs duty and sales tax that must be paid on imports used in the production of items for export from India. This system imposes a 0.15% drawback rate on all tobacco products, including unmanufactured tobacco, cigars, cheroots, cigarettes, manufactured tobacco, commodities containing tobacco, reconstituted tobacco, nicotine, and other tobacco substitutes.

Interest Equalization Scheme (IES)

The initiative was initially put into action in the year 2015, and its duration has since been extended all the way up until the year 2024. Interest parity will be offered in relation to the Rupee export credit both before to and following the completion of shipments. Because of the extension, the IES rates for MSMEs will remain at 3%, but for manufacturers and merchant exporters of 410 tariff-designated lines, they will drop to 2%. (Shrimali, G., 2021: 6405).

Tobacco Growers Welfare Scheme

The goal of the effort is to improve the quality of life for tobacco farmers who use FCV and their dependant families. As part of this plan, the Indian Ministry of Commerce and Industry gave the Tobacco Board permission to establish a Growers' Welfare Fund.

This came about as a result of the scheme. Rs. 25 crore, which is equivalent to \$3.14 million USD, is the entire amount of money that has been given the go-ahead. (Reddy, K. S., & Gupta, P. C., 2004: 43-47).

GOVERNING BODIES

Tobacco Board

The Tobacco Board was established in 1976, and the state of Andhra Pradesh is home to its administrative headquarters. Growers, merchants, and exporters all stand to benefit from the board's role as an industry facilitator, which the board plays for the tobacco sector. In addition to marketing various kinds of tobacco and other products related to tobacco use, the board's responsibilities include the regulation of flue-cured Virginia (FCV) tobacco. The board is also responsible for monitoring the production of tobacco products as well as their distribution both within the country and across international borders. Additionally, the Tobacco Board provides advice to the federal government, makes data publicly available, and provides financial support for as well as promotes scientific and technological research that is connected to the marketing of tobacco products. In addition to its other responsibilities, the Tobacco Board is responsible for spreading information (Chaly, P. E., 2007: 2).

Field Respondents profile

There were a total of one hundred people who participated in the survey; seventy percent of them were tobacco farmers, and the other thirty percent were members of the corporate sector who worked as managers, divisional dealing individuals, or R&D division personnel in the tobacco industry. The majority of the one hundred respondents are men, according to the results.

13.2 percent of respondents out of a total of 100 are illiterate, 34.4 percent of respondents have completed primary or secondary level education, 24.4 percent of respondents have completed Inter level education, 22 percent of respondents have studied at the degree level, and 6 percent of respondents have studied at the PG or degree level or more among the remaining educational backgrounds.

Out of a total of 100 respondents, 36.8 percent of those respondents belong to the SC category, 21% of those respondents belong to the BC category, 41.6 of those respondents belong to the OC category. Respondents from the OC category rank highest among those from all other categories; respondents from the SC and BC categories come in next. 16.4 percent of the total number of respondents are in the age group ranging from 18 to 25, 44.4 percent of the total number of respondents are in the age group ranging from 26 to 45, and 39.2 percent of the total number of respondents are in the age group ranging from 46 and above. The age range from 26 to 45 years old is particularly well represented among the people who took part in the study. The second largest percentage of responders fell within the age bracket of 46 and older.

Among the 100 respondents, 68.4 percent are engaged in politics of the day and follow news on a regular basis; as a result, they are aware of their surroundings and actively participate in their responsibilities. However, 31.6 percent of respondents do not follow news on a regular basis.

72 people out of 100 respondents have some sort of political affiliation, whereas 28 people don't have any sort of political affiliation at all. There were a total of 100 respondents, and 29.2% of those respondents are affiliated with civil society organisations, while 64.4% of respondents do not have affiliations to civil society organisations, and 6.4% of respondents claimed that they do not have any affiliation to any organisations.

Farmers Discourse-narratives

The farmer prefer to continue to grow tobacco because there is an assured running capital of up to 3 lakhs per acre if the farmer owns a barn. ITC ltd is instrumental in making the tobacco crop sustained even now. since the past 20 years ITC Ltd employs move around across all the fields guides the farmer in usage of pesticides, fertilisers to all forms of tobacco crops. ITC deals positively with farmers firstly and even if no one come forward to buy tobacco, ITC do buys if necessary. ITC have capacity to manage own platform to buy tobacco from farmers and It can buy reduced rate such a policies it has. Tobacco valuation is 4000 crore, ITC gets revenue over 20000 or 30000 crore every year in tobacco exporting and cigarette, so always ITC encourage tobacco farmers. ITC is very socialise and gives small loans to farmers for buying weed sprays,

so later collects money after sale. ITC can increase market, if ITC wants, it can easily suppress market also. Since 100 years, it running successfully because of profit ensuring.

Because of ITC board we were able to solve key problems like

- 1. Issuing barn licences that helps in getting crop loans,
- 2. Regularised weighing instruments and maintaining proper accounts and
- 3. Making traders pay to farmers within 15 days of selling crop to traders.

Earlier farmers were cheated in weighing up to 20kgs and payment to farmers is much delayed or sometimes paid in the next crop season.

Important Suggestions Farmers putting before government

- FDI should be allowed in this market directly,
- Government has to establish market stabilisation fund with 200 or 300 cr so that helps farmers when syndicate traders not willing purchase , board directly buy tobacco from farmers with this corpus fund.
- Foreign companies should not approach to middle men traders and directly involve in auction market to buy from farmers only and this leads to speed up market.

Narratives of respondents

Case study 1

Case study 1 respondent is a Local elder and awareness farmers started barns(the place where tobacco is burned lightly), Tobacco farming begins in 1920 and tobacco board was established in 1983, in these gap of around 60 years farmers stagnated trade was looted by ITC and other private traders and also influenced market and barred the trading information reach to farmers. Traders purchased tobacco from farmers but delayed payments and sometimes traders put IP to avoid payments to farmers treacherously. Vexed with trader extortion, with help of Raghu Ramaiah M.P(member of parliament) farmers of Guntur and prakasam district met prime minister Indira Gandhi and informed how private traders doing malpractices in the market and looting farmers. Prime minister realised the malpractices in the tobacco markets and banned the auction system in the Tobacco market. Government formed a committee which studied the issues thoroughly and prepared a list of barn places, consequently, establishment of

Tobacco Board in 1983 to prevent market malpractices and getting good support prices to farmers. This board played a mediator role between farmers and Traders to bring guaranteed support price to farmers. Before the Board formed, private traders used to write wrong entries in farmers accounts such as wrong weighing the tobacco bales so losing 20kg for every 200 kg of tobacco. Poor farmers did not know such deceitful activities of Traders. Before the Board came into existence, ITC and its affiliated small companies such as poliseti, manthana, bomida were many ways exploited by farmers. Now also after forming of Board , the entire management of tobacco trade under control of ITC and other small companies and Board became mostly ineffective and token symbol but it helped in 3 important matters in following ways: g of 3 to 4 lakhs.

1. Issuing barn licences that helps in getting kharif crop loans,
2. Regularised weighing instruments and maintaining proper accounts and
3. Making traders pay to farmers within 15 days of selling crops to traders.

Since establishing the board, it helped create a favourable atmosphere for farmers in the above issues. The Board played a mediator role and farmers asking traders to increase support price of tobacco of increased cost of labour, crop expenses etc. unfortunately, some of Board members involved because of corruption and taking decisions in favour of private Traders. When Framers are reluctantly selling their tobacco crop due to low market price at trading platform then Tobacco board auction superintendents are compelling farmers to sell crop at low market price only citing reasons of market fluctuation, warehouse cost, colour loss of tobacco, no new companies coming forward to buy so better to sell at present low market price only, in this way trying to influence farmers and helping ITC and other private traders who managed auction superintendents with corruption so tobacco auction are not stopping even though there is less price for tobacco bales. Case study 1 respondent is suggesting that in such atmosphere, changing the present corrupt system, need to be bring following measurements:

1. FDI should be allowed in this market directly,
2. Government has to establish a market stabilisation fund with 200 or 300 cr so that it helps farmers when syndicate traders are not willing to purchase , board directly buy tobacco from farmers with this corpus fund.

3. Foreign companies should not approach middle men traders and directly involve in the auction market to buy from farmers only and this leads to a faster market.

Case study 1 expressed his views on foreign companies into the Indian market and response of government. Big and local companies opposing the entering of foreign companies into the market and saying that we only export tobacco material to foreign companies as a middlemen. Giving reason that foreign companies do not have accommodation, godowns and other equipment so in this way local companies attacking foreign companies to discourage them from entering into direct deals with tobacco farmers. Board acts like broker or mediator in this issue other than no use of it. The three important factors which are not in the hands of farmers are: 1. Deciding the price of tobacco, 2. Farmers cannot increase the market and 3. Discolouring of Tobacco because delays of pricing for more than 4 months citing reason of Karnataka should decide pricing first then Board take decision over it. These are things that are happening between the Board and farmers.

Case study 1 explained that farmers kept demands in front of the Board. The main demands are as earlier said, good supporting price, Direct FDI and Stabilising Corporation Fund with 200 cr which helps in direct purchasing of Tobacco from farmers.

Case study 1 respondent opened that the ruining of tobacco market reason is ITC. ITC pretends to helping farmers that saving farmers from local small companies but actually ITC manipulate markets as farmers will not get sufficient profit from tobacco and also ensure farmers should not go away from doing tobacco farming, for example if there are ten clusters for tobacco auction but ITC comes in last platform giving reasons of not getting orders so ITC do not buy three months and suddenly comes into market in 4th month to buy all tobacco which ever grade is available. This way encourage farmers for plantation of tobacco next year. Tobacco crop becomes too expensive because of its intensive farming nature which incurs labour costs so even board also not able to increase tobacco market price according to the expenditure of tobacco plantation so it's becoming unviable.

Case study 1 explained his views on tobacco cultivation: The reason is farmer is getting loan over the tobacco barns so he gets running capital for crop that way he is

trapped in this. Farmers showing interest in tobacco farming because of bank loan availability and other farmers will not get loan facility like tobacco farmers. For one barn, farmer gets 3 lakh, 2 barns gets 6 lakh for investment in tobacco farming so in hoping getting good returns, farmers doing tobacco farming.

Case study 1 respondent expressed that ITC supports tobacco farmers from crop planting to harvest. ITC gives advisory support in using pesticides and visits villages to monitor how crops are growing. ITC gives only advisory direction but not any monetary support to farmers. ITC gives advisory support to all forms of tobacco crops. ITC advisories comes to villages and enquire tobacco plantation farms and gives advice about pesticides, tobacco leaf growth factors etc. ITC and GP have a monopoly over tobacco markets in this area. These two companies encourage farmers to grow tobacco but according to cost of expenditure of tobacco crop, not giving support price. ITC do not participate in tobacco auctions because it says there is no competition and waits for price fall to bid at low market price.

Case study 1 respondent told that there are traders in farmers but only 1 or 2 percent farmers but those are gets support from ITC. Present private traders came from farming community only who understood entire gamut of tobacco market chains and some of them are employed in ITC getting handsome salaries so works sincerely. ITC employs highly qualified people to deals with market in efficient way. ITC can influence market such a way that market can be fall or rise if competitor not there.

Case study 1 respondent told that most of small traders give to ITC and GP but few of them like Bellamkonda and polisetti process around 2 million tobacco and exports to London and other countries, they have export offices to deal it. There are four companies other than ITC and GP.

Case study 1 respondent expressed that these small traders buy good grade sometime bid more than ITC to export. They get orders just 100 tons or less but they do to sustain their business. Polisetti ,bomidala and deccan have head office at Guntur but Bellamkotaiah office at Tangutur.

Case study 1 respondent explained that there are six major companies viz., ITC, GP, Polisetti, Bomidala, Deccan and Bellamkotaih and there are small companies but their business are nominal. Nowadays Tobacco farming is not profitable, not getting good returns so most of the marginal, small farmers turning to other crops. Big farmers who

having more than 50 acre planting tobacco even big farmer also some leaving but tobacco farming here became addiction to some of them.

Case study 1 respondent expressed that there is a weed problems in tobacco. One weed called PogaMalle(Orabanki Parasite) which depends on Tobacco plant for water and nutritional supplements for its growth that make tobacco plant dwarf and losing essential nutrients. There is no solution for malle weed.

Case study 1 respondent told that in present situation, big farmers are in more loss doing tobacco farming rather than small farmers because big farmers have more labour and other expenses. So tobacco farming not viable for big farmers. Tobacco farming became prestige issues for them, so for loss also they continue but small farmers do profitable farming because they care a lot entire cropping process.

Case study 2

Case study 2 respondent 2 is a tobacco cultivator is a middle income group farmer from Devarakonda village. This farmer's family since the beginning have been in tobacco farming. The present farmer has ten acres of land and every year depending on price fluctuations this farmer takes at least fifteen more acres of land on lease and grow the tobacco crop. This farmer will grow both types of flue cured and other normal tobacco. He expressed his views on various issues. some villages where farmers depended consistently on tobacco farming, those were extremely benefited. Farmers sometimes shift to other crops like cotton to balance the loss of tobacco crop. Borens dependent farmers from Tangutor to Tuvagonta cultivated tobacco crop and many farmers children took software profession after IT boom and went to foreign to earn money. They used to send money to parent that enable them to take loans or construction of new borens. Big and consistent tobacco depended farmers benefited from tobacco farming.

Case study 2 respondent 2 explained that tobacco farmers children whoever earning in foreign, they construct barren to their farmer father rather than house or car because it is a lifetime settlement and investment. For example, one of my friend son went to Japan to work in software company and his earning sent to his father to construct tobacco barren to recovery losses of earlier tobacco cultivation. Borely tobacco farmer do cultivation normal way but barren depended tobacco farmers do cultivation with lots of zeal and emotional attachments, its became addiction for them and they try to get

recovery of losses from tobacco farming through tobacco farming only such a way they bears huge losses and earn huge profits also.

Case study 2 respondent 2 says that farmers to moderate the tobacco losses, they cultivate different kind of crops like red gram, pulses, and dairy. Women mostly takes up dairy farming so that they can take care of household expenses without depending on husband who cultivate tobacco crop. Dairy farming developed where barren tobacco farming existed.

Case study 2 respondent 2 explained that actually, present MLA, MPs and traders got exponential growth and benefited from tobacco farming. They earned a lot when had a demand from Russian market. Cotton cultivation huge impact on tobacco farming because after partition of India, most of the cotton farming soil (black soil) came into Pakistan and cotton mills situated in Bombay, so cotton crop demands increased consequently cotton crop cultivated in Bombay to Nagpur, north west Telangana and wherever black soils available. Slowly cotton crop increased in 1950s, 1960s and exponential growth in 1970s and became good alternative to tobacco crop also. White bug and bollworm affected cotton crop and recently pink bug damaging cotton crop so farmers shifting again to tobacco farming because of less risky. ITC sells cotton seeds to farmers through middlemen because of less profits. even cotton samplings develop at nursery and farmers takes sampling for plantation. Nujiveedu cotton seeds company monitor effectively, ITC not that much effective. Tobacco farmers shifted to cotton farming but because of cotton white bug here, some farmers migrated to Karnataka areas like Raichur, Ballarga to cultivate cotton crop there.

Case study- 3:

Respondent 3 is a sixty-year-old farmer with wide experience in tobacco cultivation and marketing activities. The Respondent 1 is also an active person in farmer unions fighting for the cause of farmers rights on various occasions. Before the ITC board, farmers were tired of poor trade practice going on. The then minister Raghuram helped to raise the pitching of farmers 1976, auction system started by Indira Gandhi. First time a complete survey of the barn was done. In 1983 Tobacco board was established. further he explained Main benefits of ITC board to farmers are farmers can avail loan from 3 to 4 lakhs from bank per barn. it maintain good weight and there are no fraud

and farmers can get Instant money within 15 days. over all Raja Ratnam is very positive about the works of ITC.

The Respondent 3 opined that in the year 2000, all famers announced crop holiday due to not getting good support price from companies. In entire Guntur and prakasham districts stopped crop and not taken 40000 barals tobacco for auction. All platforms were closed. He told that there are 42000 barrels in Andhra Pradesh. Nellore, Prakasam, Guntur, east and west Godavari. Thorredu platform in east Godavari and all other platforms in west Godavari that too in eluru district.

Respondent 3 told that all big farmers who has 20 pogulu, they take lease land manage properly tobacco farming. There are 6 platforms and 12 persons comes but one person only represent at Board, Guntur and speaks unanimously. Prakasam and Nellore farmers wants every platform should have representations. This is different in representations. Godavari areas farmers smoothly deal and submissive to ITC but we (Guntur and prakasam) straight forward in dealing with ITC.

Respondent 3 expressed that ITC deals positively with farmers firstly and even if no one come forward to buy tobacco, ITC do buy if necessary. ITC have capacity to manage own platform to buy tobacco from farmers and It can buy reduced rate such a policies it has. Tobacco valuation is 4000 crore, ITC gets revenue over 20000 or 30000 crore every year in tobacco exporting and cigarette, so always ITC encourage tobacco farmers. ITC is very socialise and gives small loans to farmers for buying weed sprays, so later collects money after sale. ITC can increase market, if ITC wants, it can easily suppress market also. Since 100 year ,it running successfully because of profit ensuring.

respondent 3 explained that ITC is giving support to farmers. ITC conducts meetings in every villages, also take some farmers to Delhi to meet central commerce minister to make them sign for halting FDI in tobacco market. That way ITC shows most farmers are against FDI in tobacco market. So commerce minster suggest foreign companies to buy from Indian companies. ITC keeps some puppets in their hand in every villages with them, It controls and deals these issues for example Baddireddy , a farmer became Board director due to close association with ITC. ITC keeps market always in average neither down or up.

respondent 3 expressed that ITC always consider its revenue and never goes to loss, if this year gets 100 cr loss, next year only ITC will make it covers the loss with tactics. Now some farmers realising nature of ITC and slowly not supporting ITC. ITC keep changing the price but make it average. ITC is efficient dealing in markets, ITC gives advice and support to farmers. If other companies not ready to buy then ITC buy all barrel, sometime buy at less price before other companies come to market and sometime vying with other companies to buy. Also suppress farmers in some instances.

respondent 3 told that since the board established, slowly it increased to 420000 barns New barrels were constructed, over all 30 to 40 percent tobacco plantation decreased and rest of the farmers take lease over barrels and sells. This is the whole issue.

Case study 4: Respondent 4

Respondent 4 is a cultivator of tobacco, he expressed his views on various aspects. ITC company help farmers in producing good quality tobacco. But buying is a problem. Burley production is a contracted bond and will pay according to bond price. Production is generally more than accepted bond; extra produce is not taken but as per requirement only it is purchased. 1990 to 2003 earning are very good. Production is generally more than accepted bond; extra produce is not taken but as per requirement only it is purchased. Two, three years it looks profitable, if goes on with more than 50 acres, he will be failed. Point is it happens that sometimes price goes down causing severe loss. Barns are taken for lease in most cases. FCV business is done in auction board or platform. In Guntur more than 12 barns are there and its being continued. Post crop holiday for better prices came but area of production is decreased. Farmers are very conscious in taking bonds because if quality issues arise bond will not be honoured. Like if there is moisture, quality is not good farmers have to return to their home. But to transport issues. It happens that mostly they sell there only at cheapest price. But point to be noted is again this must be purchased by ITC company. Chirala, around villages growing normal burley, FCV levels are decreasing continuously. Burley crop works based on bond/ contract agreement with farmers for an accepted kilograms and quality. The bonds will be opened on certain dates and called in village. If people are happy with conditions, they may take the bond. Ex. Parchuru farmers buying point is chilakaluripet, so farmers won't take bond so easily. The agreed bond does not carry any weight to support the productions process. If the product quality is accepted promised price of bond is given. If quality is not maintained there is no

question of honouring the agreement. Farmers in order to overcome the transport charges, hamali charges, sell the private people outside at lower prices.

FCV process is bit different, the quality will be ascertained the government official and gives the base price. During the auction different certified buyers participate in electronic bid. After bid if it is found the quality is not as to the prescribed, then buyer has right to reject the bale. Buyers are certified traders from tobacco board this people will add a certain capital with board. Only those people will be allowed to participate in bidding, if corpuses capital is over he has to add more capital to continue further buying. It is said that finally all the produce produced.

Rayapati samba sivarao company, polisetty company used to get orders from outside countries. All the left-over product of whatever quality will be purchased by ITC only. Golden company has some 10% share in the market. East India company. later these companies disappeared. Tobacco production is continuously decreasing due to increasing input costs like labour, pesticides, especially FCv and then burey, Private people come the villages and pay to the villagers Farmers also shows their talent by maintaining the moisture so that weight increase, Sanaga is grown now due to presence of heavy mechanisation, no more hard work involved if good rains good output, 10 quinta – 10 k , for ten acres -2lakhs but if no rain there will be loss.

Field assistants would move around villages will guide which fertilizers to be used, which seed of tobacco will be good etc... will be informed for all FCV modes. They help in cost cutting methods like. helping in barn fuel. Which wood to use to less cost and more fire etc this help will be identified farmer in the village. Others will be asked to follow. Improved seed are prepared and given to identified farmer and makes the comparison with existing other famers. The low Wood cost cutting in barn burning is providing example instead of spending 3thousand , in 1000 wood cost is settled.CSR like bus shelters, benches, some sponsorship etc are provided. There is no aggressive sponsorship to children.

In Mirchi yard same thing is happening like trader- buyer-farmer logjam. Quality issues buying outside regular platforms. Even cotton also same fate. To Farmers feels atleast this year this will be better, ILTD will give best price, again other companies also

increase. Best quality of Karnataka price went up to 10k even poor quality black colour leave 6k.. like that and farmers profits increased.. people say russis increased order. but next year it went down drastically.

If labour is working to pick worms on tobacco leaves, no harm from pesticides, once labour stopped doing this pesticide, were used, because of use of pesticides, leaf quality coming down. Labour stopped this worm extraction because of hectic activity. Seasonal employment – sometimes it even went up to three thousand for two to three months. but with mechanizations lot of work decreased. Grading points are present in parchuru gold company, ltd, ... but all grading units closed down.

The pesticide named sinbus, penultimate first time started once used for fifteen no worms seen. After three years “telladoma” started coming in to, artin pesticide used not very effective.

ILTD, ITC companies’ presence employment. Employment is not optimistic enough. Identified labour can give his seat to his family member only, known families This is limited to their families only.

Technicians and buyers are permanent employs there. Buyers are taken by conducting test and providing training. There is no farmer who stood and say that he is benefited from tobacco company. But it remained as a sustenance occupation. Burley nagulapalem, parchuru, chilaluripeta, inkolumandal, pasumuru (both burley and FCV) ammbrovula mandal, ongole, throvakunta, nagulauppalapadu- it starts in February ...goes up to march end..auction- three auction centres kandukuru, tanguturu -auction centres..floors superintend is the mediator between farmers and buyers. He decides the floor price.

Mirchi goes to Guntur board. But in the case of tobacco lot of floors arranged making it to the convenient of villages. Pothavaram, Agraharam,, nagulauppalapadu, ILTD buys all the produce, some farmers are happy some are not happy and things goes on.. Small companies, medium buyers,- who grades, packs and sell to ILTD are immensely benefitted in the business. Farmers cant invest again in grading is burdensome. Small companies, medium buyers also pay bribe of 1or 2 % for buying at different price.

Case study-5: Respondent 5

Respondent 5 is a tobacco farmer and explained that small companies and ITC suppliers purchases crops to sell others, so you mean Deccan, actually Deccan and PSSC are shareholders in Bommadiyalu. They are come under exporters who are limited in number and in purchases, mainly here ITC then come GTO {not clear voice} is manufacturing company but market controller is ITC and it is biggest company in India , since many years ITC in this tobacco procurement field and they are manufacturing and selling different kind of commodities like food items, oils, variety of pesticides and fertilizers . They have many businesses but gets more business and profits in Tobacco only. Tobacco farmers won't get proper market to get profit. Through tobacco Board central government gets huge amount of money in terms export and excise duties. Tobacco Board under comes in purview of central commerce ministry but Board does not have powers and funds, board playing mediator role between businesspeople and farmers. Board gives payments in due time normally within 15 days and also weighing is good , no any anomaly in weighing harvested crops. Mostly fraudulence occurs in market because entire control under ITC as it decides and manipulate market procurement prices. In order to benefits the farmers Government, need to control the market by conferring some powers and funds to board for creating competitive environment in this market. Farmers, farmer leaders and farmer organizations across the country demanding allow the FDI in tobacco market but ITC and other control regimes are objecting the entry of FDI into tobacco market field.

Case study-6: Respondent 6

Respondent 6 is a tobacco farmer, 41years aged from Devarakonda village, he expressed that it's been a important thing of our life to grow tobacco. Throughout our life we have been growing since our grandfathers' times. This crop has become part of our social life. I tried recently with redgram and faced loss. Since 20 years he has been cultivating tobacco in thirty acres. Due to increased input costs we have trying to diversify the crops. Though investment on cotton and red gram is relatively low returns are low and risky. This time he planned 20 acres of tobacco almost we are moving for last round of plucking leaves. In total this crop makes farmer to stand with pride. With respect to quality ten years back quality is very good now we get good production, but quality is bad.

Poor quality is because of new seed (bochhavitanam. Earlier thokavittanam giving good quality but quantity is less) Earlier one acre gives 15 tons with four times leaf pluck now we get only three leafs plucking with high quantity reaching 20 tons. Tobacco crop pricing is a kind of lottery but only crop which is safe from going absolute loss. In the case red gram little rain recently made it have black seed impacting its cost. No one ready to buy for Rs.3600/ton last year's its price went up to Rs.4500 to 5500. There is no specific support to farmers b, they select some villages and give some sort of counselling to them. ILTD is actually buying for best price since three years and preventing loss to tobacco markets. Because of this price even other private companies also give better price. Only 20 to 30% is purchased from farmer, rest of the crop is purchased by other private companies. As we know more than 50 % of produce goes to ITC ltd, 10 % to Deccan company and now we have GPI also purchasing heavily.

Case study-7: Government employ

Respondent 7 RMO, ongole, he expressed that he has been seeing tobacco crop since very long. There are some important points that surround tobacco crop. This is only crop in India which has a system of strong protection no other crops has such protection. There is lot of support we give to farmers for instance a farmer with a barren can get a loan of three lakhs from any bank at subsidised interest rate and no other crop has such capital facility. Apart from this with minimum premium of rs.100 /month we provide insure to all kind of growers in this locality. There is a chart of past ten year shows rates of tobacco in auction platforms given .

Case study-:8

Respondent 8 is one of the supervisors belonging to buyers' company. The buyers participate in the auction platform and purchases the bales and store in their godown. The buyers go to the field and purchases from farmer directly. The supervisor says that only 30-40% of the produce actually goes to the proper channel, I mean auctioned in the auction platforms and purchased by the companies, buyers. Rest of the produce is sold to the middleman, dealers. This will be processed and sold mostly to ITC ltd only.

Cost mechanisms involved in 2018, between 130 to 140rs. Board price Stating per kg 54-56, by the end of the season Rs.80. Dealers purchased around Rs. 60, company

purchases from them adding rs.1 more to the price. There is price game. farmers to avoid transport, other miscellaneous charge they sell to dealers, middlemen, buyers etc. This year production will be high, because price is high in earlier year.

Totally it's a profitable crop only but for small farmers its bit tricky, but big farmers are always at profit. Sometimes Big farmers buys the fellow farmers produce and does the grading also and keeps in his godown.

Case study-9: Field officer

Respondent 9 is field Offer expressed that Poor rains impacted the grade of tobacco. Productivity came down. This tear in prakasam dist. Sanaga is completely a loss, rice is somewhat ok because of bore water, but tobacco is not good with poor weather. Please write this point in your report state government or central government should announce minimum support price for all crops and provide insurance. People should not be give money in the name of pasupukunkalu (program name) actually meant for votes. If a farmer produces 40 quintals. 30 quintal low grade and 10 quintal is good grade. This is today's market situation. At least 150 bales are taken back home. No one is buying for at least rs.90. State or central government should propose some rate for low grade. At least low grade must be purchased for at latest rs.90. and government should store if no one buys.

In Chirala, only we have process of Tobacco Pressing after it goes to Bangalore for further process. For 10 years Tobacco production capacity decreased, earlier we had 12 customers but now have 8 customers only. Tobacco production has been decreasing across the global market. Exact reason I don't know for decreasing but apparently, I got to know due to unfavorable market conditions. Inability of customers reselling invariably led to decreasing overall Customers purchasing production capacity. Tobacco comes from these buying points in lorries to GLS (Grain lifting storage) for unloading production. From GSL, Tobacco goes to Pressing plants depends on blends variety. In this plant, tobacco is separated as per tobacco leaf sizes, stems and get packaged. After packaging goes to Redriving Storages(RDS), finally go to different locations such as ports or customers respective points. There are three process points that is GSL, Pressing Plants and RDS. In Chirala ITC plant, there are number of

different departments like engineering storage depart and having variety of responsibilities such as checking tobacco quality, moisture and temperature levels.

Case study-10:Tobacco auction center-- farmers discussion

Case study10 is group discussion. Today we feel that since we have barn are we continuing the tobacco cultivation. Otherwise, license will be cancelled. If government compensate us with 10 lakhs per barn, we will happily clear our barn ourselves. Not only that hundreds of families are dependent on tobacco farming. Why only this place bcz cold breeze from nearby ocean is very much essential for the tobacco crop. The weather is very conducive for the tobacco crop. Availability of skill full labour is also additional advantage in this region.

We are accustomed this tobacco cultivation and it is that we know only this, and we continue the same. Own barn and own land persons at advantage and will benefit immensely from this crop. But lease holders can't make enough out of this. There are no many alternate but taking land for lease and continue tobacco farming. Subagugula, jamoil, sariguala ITC encouraged these crops for the past four years. And farmers purchased the plant Rs.5. then one ton was 4500 and now one ton is 1500 only. The mistake is not with companies but with government, Minister. We should pressurize government for better pricing. We need not fight with business entities but with government to make enough legal policy.

Stabilization corpus fund to meet unexpected market instability. Should buy produce from farmer when left out and sell to respective buyers and settle to farmers instantly. And maintain required godowns. Business groups does not lobby anything. one way it happens in first week ITC will buy, then GPI and then PSSh company and next week some other company.

ITC board should take care of us. They should announce the price if no company is ready to buy, keep the good volume say 1 million kg of produce in storage for some time then the private buyers will come forward and buy at government stipulated price. It's wrong to fight with business entities like ITC ltd, other companies. It is important to negotiate with government better price policy. After 2000 crop holiday of tobacco,

senaga crop became more stable remunerative one in this region. Tough for the past two years we see losses in this crop. In total no crop can replace tobacco completely.

Tobacco is left by big farmers where children are well settled like settling US, Sweden, etc. Regarding profit come on it's a lifestyle than a profitable business. I still have 10 lakhs of bank loan, we are paying the interest and doing rotation of business. Its jaust a lifestyle thing than profitable entity. Loses are health effects, labour health is at stake. And others Government is not ready to ban in single step, there are lot of thousands of people involved in the crop. The only labour intensive crop in the present crops is tobacco, sampling, plucking leaf, grading, loading, unloading and processing of tobacco in industry. Lot of manual labour is involved in this crop despite health problems associated.

In the radius of 50k around ongloe all family members go for the tobacco labour works. Regarding profits 2008, 2009 and 2010 are recent good year of profit. Per acre expenses including lease 1lakh to 1 lakh 5 thousand. Good grade tobacco is getting good price 16000 to 18000 per quintal and worst part is low grade is getting very price, we are asking at least 12000 per quintal, they have finally made it for 9000. I hope this won't go further down to 5000, if it goes down it will be suicidal to industry. There is loss on one lakh to 3 lakhs per barn. No profits for the past three years. Yield is very less so losses.

Conclusion

This chapter brings out detail description of tobacco farming, total production details. The farmers narratives bring out lot of issues in to public domain of thinking. The interest of farmer to continue growing tobacco is one important dimension is seen in the narratives despite the risk involved. Input credit availability and strong conducive market Prescence very attractive points for the farmers, there are some farmers who take extra land for rent and cultivate tobacco, there are some families who are finding pride in continuing the tobacco farming. There are some small farmers who don't want to take risk dropped out of the tobacco farming. ITC ltd support is not denied by any farmers and are equally angry on ITC ltd direct and indirect monopoly of the tobacco.

Chapter 6:

Analytical commentary and concluding remarks

History has favoured the tobacco growers of south coastal district farmers immensely. The tobacco industries in India became an important supplier to the world. The Ecology developed over generations has significantly impacted the social life of the society existing there. Farmers and the tobacco industry established an unbreakable important link for life. In the history of Indian agriculture, the socio-economic environment developed in this area for growing tobacco is very secure and remunerative. Banks readily give input loans to the farmers and the corporate take utmost care for the growth of the crops and an efficient market ready to buy all the produce. No other crop in Indian agriculture had seen such a secure and remunerative ecosystem.

The holistic coverage of the complexities in agriculture was attempted to bring out the severity of the problem. It is indeed important to bring new thought and process to make agriculture no more a primordial occupation but a core sector for stronger economic prosperity.

The presence of corporate capital in agriculture cannot be viewed in suspicion anymore, to bring structural changes in agriculture partnership with corporate capital is very much indeed, we have classic examples from Punjab and other states. Nevertheless, the role of the state government is very important to foster better corporate capital into agriculture and anticipate any problem arising from corporate compromising the welfare of farmer, land and take precaution to avert such a crisis. States should always follow the most pragmatic strategies in dealing with international market pressures, rich farmers' lobby, MNC's without compromising the agriculture productivity, farmers income and sustainability of the farming land.

Commentary on the corporate strategy involved

The Present study brought the detailed history of the firm ITC Ltd, from mere tobacco processing unit to global supplier of tobacco and into global multinational company with a strong presence in different domains of business. Yes, the dynamic business strategy is indeed very essential for such a transformation.

The core strategies adopted by ITC ltd. are quite worth noting. The role of farmers in the tobacco business process was well acknowledged by the company. The independent support structure that was developed by the company for farmers made farmers evolve themselves as traders, businessmen also. Enthusiastic farmers in this region became traders of international importance. There are traders who are getting international orders to supply tobacco to different countries. There are farmers who started businesses to make different tobacco products.

The corporate strategy involved in the agribusiness domain of ITC ltd is quite evolutionary in nature because of its basic strong canons of belief to always support all the stakeholders in every way possible made a great difference.

The farmers are continuously trained in the best possible ways to produce the best tobacco yield. Right from seed level onwards there is continuous presence of Agriculture experts moving around all tobacco growing fields guiding farmers. Training camps are organised to educate about new cost effective methods and sustainable models of farming. Farmers as an important base stakeholder in the cycle of business was well recognised and taken care of.

The farmers were given Interest free loans, provided with civic amenities. In a single line the base stakeholders i.e farmers trust was gained and retained by ITC Ltd for more than 120 years and the saga continues.

ITC Ltd. developed as a result of its effective business strategies, which aided in the expansion of the business. The organisation was flexible enough to respond to market changes as they occurred. Every time it was thought necessary, ITC Ltd. attempted a significant diversification, and its influence is now noticeable in my enterprises. ITC is active in a number of various markets, including those for branded packaged foods,

personal care items, school supplies, stationery, hotels, paperboards and speciality papers, packaging, agribusiness, and information technology. ITC,ltd. The wise action starts with ITC Ltd. is dominating the fast-moving consumer goods, or FMCG, sector thanks to a brilliant corporate strategy, and as a result, the corporation is steadily and gradually growing its footprint in India. As of the 2019–20 fiscal year, ITC has a market capitalization of \$35 billion USD and annual revenues of \$10.74 billion USD. As of December 2022, their total market capitalization was estimated to be around Rs. 4,22,447.30 crore. It has more than 60 locations around India and employs 36,500 people there altogether.

Any corporate entity if it is gaining the trust among stakeholders and supporting their growth will evolve in to bigger conglomerate if it follows the good corporate conduct.

Economic sociology dimension

The present thesis tried to bring a unique way of understanding of socio economic phenomena in the society. The Economic sociology domain is gaining momentum quite recently in the academic discourse and predominant epistemology was centred on major thematic like capital, corporate structures etc. In the present a primordial occupation in India i,e agriculture has been taken as main subject and tried an analysis. The interface of economy and society is not a new terrain that is being observed in this chapter but something that has been hidden from being more social is tried to put forth through this chapter.

A corporate entity has decided the fate of a region in southern part of coastal Andhra Pradesh. The region's geographical set up also favoured the tobacco crop to sustain for. The erstwhile Imperial tobacco company now ITC ltd has its strong base in tobacco business so this company ensured in its best way possible to sustain the tobacco crop in this region. The business eco model developed here is self sustaining. There is embeddedness in the model, a network society evolved in an organic way. The intrinsic relationship of society and economy is much above the empirical values. There is continuous tussle between farmers groups and corporate groups for better profitable deals that they could strike. The corporate wants to buy the tobacco produce at the cheaper way possible and farmers group on the other side ensures a better prize is received

The embedness in this whole business cycle is what is more interesting. The farmer groups are ready to take the risk of doing the tobacco farming, despite high price fluctuation. Though input credit is available through banks to licences growers. The companies are also ready to take the last leaf of the tobacco produce without any doubt. The ITC board plays an important role to facilitate the process as best it can do. The social dimension in this entire process is something which is more important, the predominant section of farmers involved are from Kamma community, the socio-economic-political profile of the region is predominated by the Kamma community indirectly facilitating the business model to strength.

Social Impact

One century of history of tobacco crop has created a new lifestyle in the region. Economic Model that has been developed over 120+ years has created a new socio-political-geographical environment. Tobacco crops were able to sustain all these years in the region despite many odds. The economic model evolved in the south coastal region of Andhra Pradesh is quite noteworthy. The company in its evolution had taken constructive steps in developing societies that are surrounding the company. Stuvartupuram is a small Village/hamlet in Bapatla Mandal in Guntur District of Andhra Pradesh State is famous for notorious thieves way back in 1920s . They used to loot British goods and public goods too. ITC ltd decided to employ as many people from this village. The net result is that a generation change took place in the lives of the people who got employment.

The impact on the tobacco growers is also quite significant. The tobacco crop became part and parcel of their life. The socio- political-economic dominance of the kamma community can be traced to their presence in tobacco farming. There is Intergenerational mobility in this community. Many large farmers invested the profits from tobacco corp in urban locations, real estate and in private enterprises. There are negative impacts too; only large farmers were able sustain in the long run, though profits are high but are not regular. The medium farmers and small farmers were burdened with increasing input costs of tobacco farming. In the process some small farmers with two three acres opted out of tobacco farming but some of them took more lands for rent and continued with tobacco crop. The government initiatives to provide

alternate crops were not remunerative enough. Though the cotton crop showed good results in the beginning but due to increased pest cotton crop gave heavy losses. In all these crop experiments, tobacco remained highly remunerative compared to other crops.

The vacancy created by big farmers owing to migration to urban locations made other caste groups like backward castes and scheduled castes take over those positions to look after their lands for rent and in some cases some of the land was purchased by them. There is caste mobility in terms of positional change or gaining land ownership too.

State intervention(s) and future fate of tobacco– Policy suggestions

The Indian government is doing every effort to advance the idea of deterring tobacco cultivation by offering a wide range of alternatives. The essence of the issue is that due to its extensive use, tobacco is viewed as a crop associated with sin around the world. The WHO has published data showing that tobacco use causes more than 8 million deaths annually. While more than 7 million of these deaths can be directly linked to the use of tobacco products, more than 1.2 million of these deaths were caused by second-hand smoke exposure on the part of non-smokers. The first international agreement to be created under WHO supervision was the World Health Organization Framework Convention on Tobacco Control. The goal of the convention was to reduce tobacco usage. On May 21, 2003, the World Health Assembly endorsed it, and on February 27, 2005, nations around the globe ratified it to make it a binding international agreement. Since that time, it has become one of the treaties in the history of the United Nations that has gained the widest approval in the shortest amount of time.

Reduced tobacco production in India as a direct result of the Indian government's determination to support global initiatives to cut down on tobacco consumption could have far-reaching effects. In India, the tobacco business employs over 36 million people in a variety of sectors, including agriculture, physical labour, production, processing, and exporting. The issue of offering alternative jobs to such a big number of people won't be simple to tackle. It is difficult to remove this substantial social structure without also affecting the business that underpins it.

In the present scenario, in Guntur region, government intervention to create a Tobacco board benefited the farmers immensely from getting exploited by tobacco traders. Government has to look into the aspects of increasing the foreign player to directly participate in the auction process of tobacco. This will give better prices for the tobacco crops and benefits the farmers immensely. The farmer union of tobacco growers are demanding increased foreign tobacco buyers, providing a stabilisation fund to cushion the price fluctuations.

The tobacco crop is a sin crop, yes, it is. The science is untiring, the new business for tobacco is already on set. The tobacco produced will now be in much higher demand. The tobacco-based bio fuel is much in demand now. The bio fuel made from tobacco is very suggestive to be used in the aviation industry. In the United States farmers started growing tobacco for supplying bio fuel for the Aviation industry. The Government of India can increase its focus on different ways of using tobacco produce like the above said as bio fuel for aviation. The 20% ethanol blending target of the Government of India by 2025 is an important dimension where tobacco crop can be looked at as an alternative.

Government should encourage Research and Development to look into more ways of using tobacco for different industrial purposes, bio- fuel, Pharmaceuticals, medical. Etc. This way we can divert tobacco crop use in tobacco products like cigars, chewing tobacco etc.. And ensure the livelihood of farmers associated with the cultivation of this crop.

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Questionnaire for Farmers

Section A: Personal Details

1. Name of the Farmer
2. Name of the place:
3. Sex: 1. Male 2. Female
4. What is your age? 1. 18- 25 2. 26- 45 3. 46- and above
5. Marital Status: 1. Married 2. Unmarried
6. What is your Qualification? 1. Illiterate 2. Secondary 3. Inter 4. Degree 5. P.G
7. Which Community do you belong to? 1. SC 2. ST 3. OBC 4 OC
8. Do you follow news regularly? 1. No 2. Yes
9. Are you a member of any political party? 1 Yes 2 NO 3 DK
10. Other than political parties, are you a member of any civil society organisations?
1. No 2. Yes 3. D.K.

Section B: Occupation and economy

11. Landholding size
12. Land on rent:
13. Years of tobacco cultivation:
14. Other crops grown:
15. Annual return on the crop:
16. Are you still continuing the tobacco crop:

17. If no what are the reasons of leaving tobacco:

18. Did you get any support from government yes/no

19. Did you get any support from ITC ltd. yes /no

20. Do you own a barn

21. Did you collaborate with any other farmer for a barn?

22. What do you think is so good with tobacco crops cultivation?

23. Input costs involved?

24. Toughness of the cultivation of tobacco crops?

25. Association with crop?

26. What about your children's education?

27. What other crops are you planning ?

1. Cotton 2. Bengal Green 3. Sobabulu 4. Jamaiol 5. Mirchi 6. paddy

28. Whose advised you to crop the plants

1. ITC, 2. Agriculture officer 3. Pesticide shop 4. other

29. Are the other crops beneficial to you or not?

30. Do you think labour prices are good?

1. Reasonable 2. High 3. Low 4. Medium

Farmer Perception:

1.	Do you like doing Tobacco farming?Y/N	For how many years have you been doing this?	Are you interested in continuing this cropY/N

Farmer Acreage and input cost and output cost alternate crops: Bengal green, Chills, Cotton:

Farmer	acreage	Input cost per acre	Output cost per acre	Profit or loose
1				
2				
3				

Farmer Acreage and input cost and output cost Tobacco:

Farmer	acreage	Input cost per acre	Output cost per acre	Profit or loss
1				
2				
3				

Questionnaire Corporate dimension.

The goal of this questionnaire is to understand the bilateral partnerships of ITC with its stakeholders including farmers, middlemen and state nodal agencies with an aim to understand the linkages between economy, corporate and their stakeholders. Also it makes an attempt to understand the impact on business (Tobacco) in light of recent guidelines from WHO regarding tobacco consumption. This Questionnaire is for academic research only.

1. 1. How does ITC see farmers from its tobacco business perspective?

Mark only one oval.

- ☐ An important Stakeholder
- ☐ Suppliers of Raw Materials
- ☐ Mere tobacco growers
- ☐ A linkage in the supply chain
- ☐ Other: _____

2. 2. What is the level of engagement ITC with farmers?

Mark only one oval.

- ☐ close collaboration (providing support not limited to exchange of the produce)
- ☐ Limited collaboration (facilitating exchange of produce)
- ☐ Collaboration through middlemen
- ☐ Both A & C
- ☐ No Collaboration

3. 3. What kind of support is offered to the farmers from ITC?

Mark only one oval.

- ☐ Input Capital
- ☐ R&D support (support for tobacco farm growth)
- ☐ Marketing Support
- ☐ None of the above

4. 4. Do you think there is an impact of International markets while determining procurement pricing policy of ITC for tobacco?

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

5. 5. Do you think the price offered to the farmers for tobacco by ITC is on par with the International prices?

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

6. 6. Does ITC support the farmers to select the appropriate tobacco seed?

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

7. 7. Do you think that ITC has earned the trust of farmers?

Mark only one oval.

☐ Yes

☐ No

☐ Maybe

8. 8. Do you think that the ITC will have the same support and trust from farmers in the coming future?

Mark only one oval.

☐ Yes

☐ No

☐ Maybe

9. 9. Are you satisfied with the kind of support offered to farmers to engage a sustainable relationship?

Mark only one oval.

☐ Satisfied

☐ Not Satisfied

☐ Can be done more

☐ Doing more than required

☐ Other: _____

10. 10. Does ITC offer the same level of support to other crops as tobacco?

Mark only one oval.

☐ Yes

☐ No

☐ Maybe

11. 11. Do you think the existence & intervention of tobacco boards is necessary in the new era of business?

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

12. 12. Are you satisfied with the role of the tobacco board in the recent years?

Mark only one oval.

- ☐ Not Satisfied
- ☐ Satisfied

13. 13. How do you perceive the role of the tobacco board in recent years on the development of tobacco farming and industrial development?

Mark only one oval.

- ☐ Balanced approach
- ☐ More favouring farmers
- ☐ More favouring businesses/industries
- ☐ Not sure

14. 14. Do you think the Tobacco board policies have an impact on the supply of tobacco at times?

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

15. 15. Do you think the governments and tobacco boards policies and functioning will be impacted by the WHO guidelines and decision on tobacco consumption?

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

16. 16. Do you think the government will form strict policies towards reducing tobacco production?

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

17. 17. Given the developments on tobacco consumption by WHO, does ITC plan to diversify from tobacco business?

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

18. 18. The E-choupal initiative by ITC, Agribusiness is yielding expected results

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

19. 19. The business diversification strategy of ITC is right decision according to your opinion

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

20. 20. Do you believe FMCG business of ITC has potential to replace Tobacco business of ITC ltd in future?

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

21. 21. ITC ltd has any plans to enter Health care Industry

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

22. Your name (optional)

23. Designation

24. Your Email

Note

This questionnaire is purely for academic purpose. Data collected will not be used for commercial purpose. Identity of the respondent will be kept confidential. Thank you for your cooperation.

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Research Scholars' Epistemological Predicament

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What is the position of research scholars in the knowledge food chain? Are they merely consumers of knowledge or can they also produce it? The University Grants Commission Regulations, 2009 and 2016 enforced two important rules: mandatory coursework on research methods and theory for MPhil and PhD programmes, and publication of at least one research paper in a peer-reviewed journal to be eligible to submit a doctoral thesis. An analysis of these regulations through the lens of research scholars offers an insight into the complexity of relationships between academic institutions, journals, and research scholars in the process of knowledge production.

In the introduction to her book, *Southern Theory: The Global Dynamics of Knowledge in Social Science*, Australian sociologist Raewyn Connell (2008) notes that “social science is, at best, ambiguously democratic. Its dominant genres picture the world as it is seen by men, by capitalists, by the educated and affluent.” Notwithstanding the provocative stance of the work, Connell fails to mention that this dominant knowledge is produced by institutional academicians, with a little help from international governmental and non-governmental organisations (Zapp 2018).

The purpose of this article is not to critique Connell, either for presuming a homogeneous “south” (Muller 2009; Collins 1997) or for being ignorant of the segment of research scholars. As we will discuss a little later, research scholars, throughout the world, have predominantly been relegated to the position of consumers of knowledge that is produced by agents who decry their own helplessness in getting recognition as producers of knowledge. Our aim is to analyse the reasons, particularly in the case of India, that have caused research scholars to stay away from the production of knowledge debate and remain mere consumers of knowledge.

We take as the backdrop the University Grants Commission (UGC) (Minimum Standards and Procedure for Award of MPhil/PhD Degrees) Regulations of 2009 and 2016, which made courses on research methods and theories mandatory in MPhil and PhD, and required PhD scholars to publish at least one research paper in a peer-reviewed journal to be eligible to submit their thesis. Thus, we¹ attempt to discuss, through empirical data, the problematic aspects of the relationships between academic institutions, journals, and research scholars in knowledge production. The article is divided into four sections. In the first, we discuss the debate around the politics of knowledge production in India and, while doing so, we try to demonstrate how it has bypassed the domain of research scholars. The next section discusses, in brief, the methods we used to collect empirical data to justify our claim. In the third section, we present data on five academic journals in India and show how research scholars view their relationship with these journals. Finally, we offer suggestions for the way forward.

The Debate So Far

By focusing on the training of research scholars in the theory and methods of social enquiry, on the one hand, and the dissemination of their work to the academic peer group in the form of published research papers, on the other, the UGC 2009 and 2016 regulations necessitated a greater engagement on the part of academic institutions and journals to create “competent”

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research scholars in India. The issue of competency is of seminal importance here. Veena Das (1993) claimed that research scholars (she uses the term research students) in India were not competent enough to take the discipline of sociology forward. Apart from the students themselves, Das blames academic institutions, the UGC, and professional bodies like the Indian Sociological Society for the situation.

Following Das, the “crisis” debate in Indian sociology, some of which took place in the pages of *Economic & Political Weekly* (EPW) and elsewhere, took a new lease of life, with contributions putting the blame on the nature of sociology itself (Deshpande 1994), the international politics of knowledge production in the style of Connell (Patel 1997), the decreasing importance attached to funding institutions like the Indian Council of Social Science Research (ICSSR), the increasing regionality in knowledge production (Chatterjee 2002), and on identity politics (Harshe and Patel 2003). These lines of reasoning, which in a subtle way decried the decreasing “merit” and “competency” in both students and researchers alike, culminated in the publication of the book, *Doing Sociology in India* (Patel 2011).

These “meritocratic” views of social science research in India can be seen as on par with self-help books on publishing journal articles (Sword 2012; Belcher 2009) and other works which put the blame on individuals for a so-called lack of rigour. In other words, what restricts the growth of social sciences in India, according to these scholars, is the diminishing rate of “originality” in research. To give further sustenance to the “meritocratic” thesis, a study by Guetzkow et al (2004: 198) dissected meritocracy, specifically in the humanities and social sciences, into various segments by equating them with “originality.” The study held benchmarks such as “original approach, understudied area, original topic, original theory, original method, original data, and original results” to be crucial to understanding “originality” in research. However, what concerns us here is the language used to describe the researchers whose proposals and academic papers do not get accepted by the concerned committees for funding. As the authors argue,

Applicants’ whose proposals were deemed original were often described with such adjectives as adventurous, ambitious, bold, courageous, curious, independent, intellectually honest, and risk-taking. They were also viewed as “going out of the way,” “challenging the status quo,” “thinking for themselves” and “having a passion for ideas.” Likewise ... scholars whose proposals lack originality ... were deemed to be unmotivated or incapable of independent thought and were described with terms that include: conformist, complacent, derivative, facile, gap-filling, hackneyed, lazy, parochial, pedestrian, rehashing, tried, traditional, uncritical, “spinning their wheels,” or alternatively, fashionable, trendy, “shambolic,” slavish, “riding on the band wagon” or “throwing around buzzwords.” (2004: 203)

So, for Guetzkow et al, and for the participants in their study, it is always desirable to be part of the group which produces original works and not the ones which refrain from doing so. In order to attain “merit” and “originality,” scholars need to follow the formulae presented in the study; otherwise they will forever remain among the class of underachievers, roaming in the wastelands of the academic world. It is highly possible that similar judgments are made of other scholars who can/cannot get their works published in credible journals.²

Looking at the above debates, two lines of thought emerge. First, for established institutional academics (both in India and elsewhere), research scholars do not even constitute a footnote in the field of academic knowledge production. Second, despite the self-help nature of the recommendations, no real change has happened in the publication scenario. To give an example, between 2007 and 2016, the journal *Contributions to Indian Sociology* has published only four papers which were written by research scholars based in India (out of a total of 65). This is not more than 2% of the published work. Going by the discussion previously outlined, one might conclude that this status quo is a result of research scholars being a “lazy” lot, who are “incapable” and “incompetent” producers of knowledge. Teaching standards, pedagogy, and inclusiveness in the disciplinary practices did not figure as prominently in these debates as the hypothetical notion of a crisis in the discipline.

We suggest that the debates on the “crisis in Indian sociology,” as they have been conducted so far, need to be seen merely as a friendly, internal critique of the established paternal figures (who are also the gatekeepers) of the discipline. In the following pages, we try to reopen this debate. Weaving it around the UGC 2009 and 2016 regulations, we attempt to problematise the so-called meritocratic notions of the privileged sections of the Indian academia about research scholars through empirical data and bring the latter’s voices to the forefront.

Data and Methods

The study has at its backdrop two Young Researchers’ Workshops³ and one academic writing workshop organised by research scholars of the Department of Sociology, University of Hyderabad in 2015, 2016, and 2017, respectively. The participants (from Departments of Sociology) of these workshops came from institutes of repute⁴ from across India: from the north, Jawaharlal Nehru University and Delhi University; from the west, Gujarat Central University, Indian Institute of Technology (IIT) Bombay, and Tata Institute of Social Sciences (TISS) Mumbai; from the south, National Institute of Advanced Studies, Mahatma Gandhi University, Kerala, IIT Madras, Madras Institute of Development Studies, University of Hyderabad and TISS Hyderabad; from the east, Utkal University, Centre for Studies in Social Sciences, and North East Hill University. The purpose of this sampling was not to draw a boundary between good and bad institutions or research scholars, but to decipher the position of research scholars coming from these institutes in the knowledge production hierarchy.

To broaden the data pool for this article, we also included PhD students from other disciplines within the social sciences. In total, we interviewed (via email) 40 participants (20 male and 20 female) belonging to various disciplines of the social sciences. The aim of the survey was (i) to look at the interaction between research scholars and the journals that they would like to publish in; (ii) the challenges in pursuing academic writing and academic research with respect to the language(s) of the social sciences; (iii) other constraints that research scholars have to confront during their research; and (iv) their views on research scholars as consumers and/or producers of knowledge.

As we wanted to show the correlation between institutions of repute and academic publication on the one hand, and researchers as knowledge producers, on the other, we selected journals accordingly. Through discussions with our respondents, we came across a number of journals in which these research scholars wanted their works to be published. These are: *EPW*, *Contributions to Indian Sociology*, *Sociological Bulletin*, *Social Change*, *Indian Economic and Social History Review*, *Social Science and Medicine*, *Journal of Indian Anthropological Society*, *Social Scientist*, *Labour and Development*, *Indian Journal of Labour Economics*, *Man-and-Development*, *Sage Journals*, *Journal of Religion*, *Indian Political Science Association Journal*, *Journal of Northeast India Studies*, *Indian Journal of Medical Ethics*, *Indian Journal of Gender Studies*, and *History and Sociology of South Asia*.

However, almost all our participants wished to see their authored articles in the following five journals:⁵ *EPW*, *Sociological Bulletin*, *Contributions to Indian Sociology*, *Indian Economic and Social History Review*, and *Social Change*. All these journals have their editorship based in India and are considered by both publishers and contributors as the gatekeepers of academic knowledge production. Therefore, we decided to focus on these five journals for a more detailed analysis.

To collect data from the above-mentioned journals, a total of 1,450 articles were reviewed. This includes all the research papers published between 2007 and 2016 in *Sociological Bulletin* (154), *Contributions to Indian Sociology* (129), *Indian Economic and Social History Review* (166), and *Social Change* (252) respectively. Owing to the large number of articles published in *EPW*, only 50% (749) of research papers published in the Special Articles section were considered. The papers were further sub-divided into categories based on institutional affiliation, regional location (both within and outside the country), gender, research scholar, and single or joint authorship. The results were tabulated and codified using Microsoft Office. In the following sections, we will discuss the results of this exercise in detail.

Discussion

We have divided this section into three subsections in which we analyse (i) the disaggregated data from the five journals in terms of regional location of authors, their gender division, and representation of research scholars in the published works as authors or co-authors; (ii) the research scholars' opinions regarding their interactions with the journals, the predicaments that resulted from the UGC notifications, challenges in pursuing academic writing and academic research in the social sciences, other constraints that the research scholars face while they are engaged in research, and finally, their views on themselves in the consumer/producer debate; and (iii) a way forward.

Representation in Journals

Disaggregated data on the regional location of authors (Table 1) shows that East and North East India contribute very little to these journals. Central India's contribution is also close to marginal, except in the case of *Social Change*, wherein 11% of authors are from academic institutions located in Central India. As both Chatterjee (2002) and Guru (2002) have noted previously,

academicians located in institutes in North India are overwhelmingly represented in all these five journals. Even within this group, institutions like Jawaharlal Nehru University and Delhi University post a larger share than others. Given the data we have at hand, we cannot help but agree with Guru's (2002: 5004) assertion that the "apex court of social sciences (is) in Delhi" and this has created an ecosystem in which academicians located in Delhi have positioned themselves as the guiding light in the production and distribution of knowledge about themselves as well as others. It has created a form of cultural hegemony of these academicians over the Indian social sciences. Incidentally, these academicians also happen to be the same ones who periodically amuse themselves by writing obituaries of the disciplines they are part of; in this case, that of sociology.

Table 1: Institutional Affiliations of Authors, 2007–16 (%)

Journal	East	West	Central	North	South	North East
<i>Sociological Bulletin</i>	9.7	22.7	0	31.8	14.2	7.1
<i>EPW</i>	5.8	12.6	0.4	39.6	13.7	2.2
<i>IESHR</i>	6.6	1.2	0	12.6	7.2	1.2
<i>Contributions to Indian Sociology</i>	0.8	7.8	0.8	21.7	6.2	0
<i>Social Change</i>	8	5.6	11.2	46.1	11.6	2.8

The distribution of regional institutional affiliations points at the creation of a centre with knowledge disseminating from that place, through publications, to the rest of the country. It shows a practice of social sciences that is involved in the othering of institutions that are not located in this created centre (Oommen 2013). This centre systemically puts those researchers who do not belong to it at a disadvantage, thereby producing marginalisation in the group of researchers in India. The global distribution of institutional affiliations tells a similar story. While the knowledge produced is about India, the high proportion of contributions from institutions located in the United States and the United Kingdom shows who can be authentic producers of knowledge. It will be interesting to see data from institutions affiliated to India that are actively engaged in producing knowledge about countries of the global North.⁶ The geographical locations of institutions that the authors are affiliated to, therefore, prove to be vital. So, to use Connell's (2008) argument, the global South further creates a north and a south within itself, which is indicative of the privileged status that this north has in terms of publications and, hence, control over what gets to be produced and distributed for consumption.

In order to check the contentions made by Connell (2008) and others that the social sciences have a preponderance of male researchers over their female counterparts, we also looked at gender as a parameter. Historically, women have been subjects about whom knowledge is created. In a context where institutional and familial set-ups are still largely patriarchal, it is not surprising that almost all the journals (*Contributions to Indian Sociology* turned out to be an exception) have a higher proportion of male authorship (Table 2). However, it can be seen that amongst research scholars, female authorship is

Table 2: Gender Distribution in Authorship (%)

Journal	Female	Male
<i>Sociological Bulletin</i>	37.9	62.1
<i>EPW</i>	28.2	71.7
<i>IESHR</i>	34.4	65.6
<i>Contributions to Indian Sociology</i>	51.4	48.6
<i>Social Change</i>	26	74

higher than male authorship. Among publications authored by research scholars, *Sociological Bulletin* had 77.7% female authorship, while *Social Change* had 35.4% female authors. However, when it comes to institutional academicians as authors, both these journals, follow the same trajectory as elsewhere, with male authors outnumbering their female counterparts by a large margin. It is contrary to the actual situation in India's social sciences departments, which more often than not see women research scholars outnumber their male counterparts.⁷ The data, we believe, is indicative of the fact that despite being more productive than their male counterparts in terms of journal papers at the stage of being research scholars, the careers of these young women researchers do not automatically translate to the same trajectory in knowledge production.

After looking at the data on the hegemony of New Delhi and males over knowledge production in India, we looked at the proportion of articles published in these journals that are authored by research scholars. The data from 2007 to 2016 shows an abysmal picture. It is difficult to make sense of the fact that out of 1,447 papers published over a span of 10 years, only 12.88% of articles, on average, came from research scholars. *Sociological Bulletin*, with 17.5%, had the highest proportion of contributions from research scholars, while *Contributions to Indian Sociology* had the lowest, with 6.2% (Table 3). However, it needs to be taken into consideration that these articles by research scholars came in two categories, namely, single authors (this includes research scholars based in India and abroad), and joint authorship with a senior academician. To give an example, *EPW* published 69 research papers in which research scholars were credited. Of these, while 36 papers belonged to research scholars (Indian, foreign, and Indians working in foreign universities), 33 papers were co-authored with an established academician. In this scenario, the adjectives like "lazy lot" and "incompetence," as suggested by Guetzkow et al (2004), appear insufficient to account for the huge gap in the number of publications by research scholars vis-à-vis senior researchers. Nor can they help us answer our question: How can research scholars be producers of knowledge, as demanded by both academicians of repute and institutions like the UGC?

To investigate further on this question of knowledge hierarchy we moved to our counterparts located in the social science departments of different universities in India. The following section shows how research scholars viewed their relationship with the journals, the challenges they confronted, and their position in the knowledge food chain.

Producers of Knowledge

As we discussed at the beginning of this article, the purpose of this study is not merely to critique academicians who have been writing obituaries of sociology or journals for not giving enough space to the work of research scholars. It is important not to externalise the issues of research scholars to gain sympathy from

our readers. Rather, the agenda for the study is to showcase, by following an empirical method, the reality of the ecosystem that involves academic institutions, journals, and research scholars and how it has the ability to create both "lazy lots" and "fearless producers of knowledge" among research scholars in India. On this path, let us continue further on our discussion about research scholars and their interaction with academic journals.

Interaction between research scholars and journals: Of the 40 respondents that we interviewed, only half have publications in peer-reviewed journals. Further, among those who have publications, only 20% were the sole authors of their work while 80% were credited as co-authors along with their supervisors. One of our participants shared his experience with *EPW*: According to him, when he sent his manuscript on a political movement in North East India as the sole author, *EPW* rejected it stating that the journal had already published enough on that topic. However, when he resent the same paper to the journal with a few minor changes, this time co-authored with his research supervisor, *EPW* had no issues in accepting the same (after revising it as per the reviewer's suggestions). Although the research scholar got his paper published in *EPW*, his experience with the journal remained sour with respect to the status of research scholars in academic knowledge production.

Other reasons mentioned for rejection by journals were that the papers did not comply with the requirements of the respective journals, that they lacked "rich" empirical work, or that the papers did not have strong theoretical justifications, among others. One of the researchers said, "rejection of the papers also depends on the ideology of the journals. Left-oriented reviewers have labelled my article as pro-industry and right-oriented ones had problems with my critical analysis of genetically modified technology that the corporates like Monsanto tried to bring in Indian markets." Echoing the concern of our above respondent, all the 40 research scholars we interviewed expressed that the "right networks" and "social capital" are important to get papers published, particularly in India's top journals.

So, does it mean that in order to comply with the UGC guidelines for submission of PhD theses, the research scholars should look at "alternative" journals, some of them also known in colloquial language as "paid journals"? Among our respondents, 10% accepted paid journals as an option to meet the requirements of the UGC. One of them said,

As per new UGC guideline for submission, at least one research paper should be published related to the PhD topic. I know many of my seniors who had opted for paid journals as there was no other way to submit the thesis on time. One of my seniors was waiting for his work to be published as a part of an edited book for almost one year, but it came very late and hence he had to opt for the paid one. There are many similar cases which I know [of]. In my case, I am in my last stage of submission and have sent two different articles to two different peer-reviewed journals, but they have not responded till date. So, I may have to opt for paid journals. If UGC keeps making life miserable and unbearable, we will have no other option but to rely on these paid journals to get published, which in turn can mean finishing PhD, which in turn makes [the] unequal space of academia more unequal.

However, 90% of our respondents opined that they do not want to get their work published in paid journals. They felt that

Table 3: Papers Authored by Research Scholars (%)

Journal	Research Scholars (%)
<i>Sociological Bulletin</i>	17.5
<i>EPW</i>	9.2
<i>IESHR</i>	14.5
<i>Contributions to Indian Sociology</i>	6.2
<i>Social Change</i>	17

paid journals have poor quality papers. The practice of paying in order to get one's work published, our participants argued, needs to be seriously discouraged as it is also unethical. They felt that there should be no business in academics, further explaining the point made by our last respondent that paid journals accentuate inequality among research scholars based on their ability to spend money to buy publications. One of the respondents said,

The obsession to publish, which is also many a times structurally/institutionally created, leads the researchers to opt for such journals. In the world of asymmetric information, publications work as market signaling about the quality of an academician. This is exactly where the paid journals are counterproductive. Simply put, since one can "buy" the publication(s), it is hardly reflective of the true ability of the researcher. In most cases, those are substandard because anyone can buy a publication for himself/herself. It actually reinforces inequality. The more I can pay, the more publications get added to my cv, and in turn, [the] more market value I derive. It basically creates a downward spiral in terms of both academic quality and material distribution in the society at large.

Apart from the journals, the research scholars we interviewed also questioned the bureaucratisation of UGC guidelines regarding the number of publications needed for submission of PhD theses and for faculty promotions. As one respondent noted with irony,

Academic journals in India are not compatible with social sciences in India. UGC compares natural sciences with social sciences. We cannot conduct research in a short span of time, nor is that kind of research fruitful for knowledge production. Writing two papers, three papers should not be the goal. There are fake publishing houses which publish underdeveloped papers, then are they really contributing to the social science knowledge?

As research scholars struggle to get their work published, so as to meet the minimum criteria to submit their theses, the plea to both the UGC and journals is not that research scholars be treated as a special group. Rather, the concern here is that the bureaucratisation of academic processes, which gives a lot of power to the management, overshadows the constraints faced by research scholars working in the social sciences in general, and sociology and social anthropology in particular, since the latter have to spend considerable amount of time doing fieldwork and then writing their descriptive analysis of the incidents and processes in the field. With journals of repute not giving enough space to research scholars, the UGC is effectively forcing these students to adopt means that are not always ethical to get their work published.

Certain private deemed-to-be-universities demand two published papers from PhD students (enrolled in the university and in research centres that award degrees from that university), but with the added provision that these have to be in journals indexed in Scopus. This is an absurd requirement as it is not applicable to the social sciences and humanities. To add to the problem, they do not accept peer-reviewed papers in edited books, which, unlike in the natural sciences, is a standard practice in these fields. The bureaucratic structures in the university are applying this rule without thought and arbitrarily, affecting the research culture of PhD students. In this situation, research scholars are becoming producers of knowledge for sure, but the launching pad they are able to get is too fragile to give them a firm ground to grow as serious researchers. This brings us to another crucial aspect which has concerned

the research scholars we interviewed, namely how to strengthen academic writing and research.

Challenges in Pursuing Academic Writing

Notwithstanding the seven parameters proposed by Guetzkow et al (2004) to judge originality in humanities and the social sciences, a common problem that was raised by our respondents was that there is little to no training in academic writing in the coursework offered by universities and research institutes. An argument that was highlighted in our interviews with research scholars, and universally suggested during the academic writing workshop in 2017, was that without adequate training in academic research and academic writing, research scholars and junior researchers find it difficult to even decipher the notion of originality in their work. A scholar explained this with a suggestion:

Often, PhD Students find themselves in a lonely world where there are few others doing the same thing. So, if there is coursework that integrates the PhD process it may help. Let me illustrate with an example. The PhD duration is on average five-six years. Less for humanities and perhaps more in the social sciences. But let us take an average of five years as the duration to start work, register or qualify for candidacy, pursue field work and write the thesis. The first year is when most students have the bulk of the coursework and then [they] are off to field stations and sites by the second year. Assuming that the field occupies the student for two years, the rigour of an academic space is no longer present and the students often return with a changed perspective and different questions. At this stage, it would be of great help to do another round of rigorous coursework that helps students assimilate and understand their data/material. So, a suggestion here would be to run through some basic coursework in the specialised field or have the batch of students work on their data together. For interdisciplinary subjects like art practice and visual anthropology, this would be helpful as the data that is brought in from the field is varied and often unstructured. This year-long exposure to [a] higher level of coursework will help the articulation and therefore, the writing process. It is also important to run writing programs of different levels of specialisation or advancement as the thesis is meant to be a work of academic merit and not a set of articles. So, to make the point again, coursework outside of regular or mandated coursework is necessary and not an option as it is a very difficult task to get from data sets and material from the field to a fully developed thesis.

An overwhelming majority (70%) of the research scholars interviewed were of the opinion that there is a need for training in converting data from the field into paper or chapters. Only 30% of the scholars interviewed believed that the research methodology coursework that is currently offered helped them in their research. A scholar said,

Of course, we have coursework, then we have group projects during MA, MPhil to get training on methodology. But what happens is that on the field, one finds it difficult because the supervisor is not involved; you are on your own. You keep on writing field notes, do interviews, but you hardly know if that is the way. Then you submit group reports. Does that experience then really help? I am not sure. There is no engagement. You have to apply your common sense based on contingencies. It greatly depends on how sociable you are. I really think there should be a proper training so that when we have data we should not be confused. There should be more engagement from the supervisor's side. Our university conducts workshops and academic writing courses, but not much difference is seen. There should be a regular class for academic writing and academic research just like other classes, with a proper course. Workshops help, but regular mandatory training should be there.

The lack of structured training in research impacts the quality of research output and prevents the creative potential

of research scholars in Indian universities from coming to the fore. In this scenario, language, particularly the so-called academic language, becomes a chimera for most students, including those in India's elite universities. According to 80% of our respondents, academia is often inaccessible due to language barriers. They believe that academia is exclusionary because it relies heavily on comprehensive English language skills that are often limited to a few social groups. One respondent coming from a top university located in New Delhi stated that,

language is a crucial factor here. I have mostly studied in Bengali medium and therefore suffer from vocabulary poverty as compared to my friends who have studied in English all throughout. In one of the seminars of sociology, where I heard one of my friends presenting a paper, I was wondering whether she was speaking English. Later I realised that it is a mixed effect of subject-specific terminology and vocabulary opulence. Obviously, I didn't feel included. Terminology too develops from social context. Some fixed body of language terminology and vocabulary poverty and elite-dominance structurally bar the flow of knowledge from alternative (native/local/subaltern) sources and traditions of knowledge.

Although 20% of our respondents indicated that the discipline of sociology is not completely exclusionary, they also insisted that it was not open about itself. The way it is practised marginalises female academicians and restricts the ability of researchers to bring forth data and ethnographies from diverse journals at the subnational level. Similarly, scholars who are not fluent in English are seen to be working on "less important themes" even if their ideas are absolutely original. They also face suspicion from established figureheads in their disciplines as to whether their work is "really sociological." As some of our respondents noted, this kind of branding decreases the job prospects of these practitioners.

Another issue, which was reported by about 90% of our respondents, is financial exclusion. Our respondents pointed out three ways in which financial exclusion works to keep a large mass of underprivileged students from getting fully integrated in the disciplines they had the opportunity to be a part of.

First, they speak of the uncertainty that exists in institutions that do not have a fellowship system, which leaves many research scholars coming from rural and semi-urban areas in distress. They make it to such prestigious institutions only after facing intense competition. Confronting the lack of financial assistance at that point is really heartbreaking. It creates a psychological insecurity among students and increases the pressure to qualify for a Junior Research Fellowship, the process for which is arbitrary. Second, financial assistance can be sustained in a dignified manner if the governing bodies of institutions have autonomy. Unfortunately, this has not been the case. This has hampered both student intake and faculty recruitment, leading towards mediocrity. Third, the Council of Scientific and Industrial Research (CSIR) has been asked to grade the performance of scientists and research scholars in the scientific fields. This approach—of objectively quantifying performance based on which governing body will approve aids, grants, and fellowships—will create a precarious situation for research scholars in the social sciences and humanities. Our participants feared that given the UGC's and other quasi-state institutions' inclinations towards natural science, the matrix suggested by CSIR

(which funds natural science research only) might be implemented for the social sciences and humanities as well.

Support of the Educational System

After analysing a number of issues that affect relationships between academic institutions, journals, and research scholars, now let us address the question which constitutes the title of this article: Can research scholars be producers of knowledge? Our respondents did not provide us with any easy-to-preach, ready-made answers. Research scholars claimed that they are both consumers and producers of knowledge at the same time, although the former outweighs the latter by a considerable margin. The reasons range from worries about being perceived as inadequate by the scholarly community to the challenges of writing in ways required by academic journals. Nevertheless, they strongly felt that creating valuable producers of knowledge out of research scholars needs support from the whole education system, primarily to sustain the passion to be part of the knowledge production process. A few of our respondents felt that research scholars are not a uniform category and are divided by institutional and social locations. One of them elaborated on it in the following manner:

It depends on who, when, with whom, where is he/she doing the research, irrespective of the topic. The motivation for research is very critical here. It also depends significantly on the supervisor. One may be motivated to engage seriously with her/his topic, but if the supervisor's objective is to maximise the number of PhD-holders under her/his supervision, then it is totally research for research's sake. In many cases, it has been observed that the supervisor is too big to be of any help. The role of supervisor in this regard of knowledge consumption vis-à-vis knowledge production is of utmost importance for two main reasons: (a) the supervisor has more knowledge and experience so she/he would be in a better position to guide the research scholar in either direction; (b) PhD is done in most cases under a feudal setup. The power enjoyed by the supervisor and [the] vulnerability of the scholar could be detrimental to the main purpose of research. A frustrated scholar might shift from [having] enthusiasm to produce knowledge to being a mere consumer.

Apart from the research scholar-supervisor relationship, our respondents raised other pertinent concerns regarding them being considered producers of knowledge. The accounts of three respondents presented below lay out these arguments.

Respondent 1: "For good quality field study-based work, you need good funding. We don't have [it]. The government decisions are regulated by corporate companies. [Due to the] lack of adequate funds, the quality of our research is comparatively bad with [respect to] EU academia. To be a good producer of the knowledge, we need to invest greatly in the area, otherwise we are consumers of them from the western world."

Respondent 2: "Depends on the particular policymaking of the government with respect to higher education. Right now, I am a bit sceptical and I hope that the research in India does not turn itself into a passive entity rather than an area of inclusion as it should be. The less stifling the information flow, the better. Otherwise, the research scholars are both receptors as well as innovators."

Respondent 3: "The role of institution is another important factor. A liberal environment is the basic need for knowledge. If the state and administration put hands together to kill the free-thinking ability of the scholars for their own political agenda, then certainly it is a clear case of state-sponsored production of mere consumers of knowledge. The larger political scenario in a society plays a fundamental role. Knowledge is what liberates us, but it cannot be produced without a liberal environment. The state policies too decide it. If the UGC, for

example, promotes maximisation of publications, then that would certainly increase the number of publications through paid journals which as argued above is detrimental to knowledge production.”

Conclusions

The neo-liberal construct of the academic world (Connell 2013), with rules regarding publication in UGC-approved journals, and “points” for attending national and academic conferences systemically manufactures underachievers amongst research scholars. Connell (2008) has written about the international politics of knowledge production with the creation of the global North and the global South. The global South is an object of study for the global North. It refuses to become a homogeneous entity. Within the global South itself, there are hierarchies constructed along various axes, which affect research scholars in myriad ways. Within this paradigm, while studies on originality in the social sciences and humanities might remain a goal for many, the structural constraints posed by the practitioners of the discipline on the one hand and the exclusionary nature of quality journals on the other, serve to keep research scholars out of the purview of knowledge production. Even if they are becoming producers, a vast majority of research scholars’ work is published in journals that are not considered to be trailblazers in their fields. Thus, despite the attempts of the UGC to make research scholars

producers of knowledge, the latter are not getting much help from journals. This is as true about the research scholars in India, as it is about their counterparts located in the elite academic institutions in the global North. A cursory look at journals like *Current Sociology*, *Current Anthropology*, *Journal of Peasant Studies*, and *Journal of Agrarian Change*, to name a few, would not show much difference from what our study has highlighted regarding the position of research scholars.

Therefore, we suggest that the wasteful “sociology in crisis” debate be relegated to the dustbin of history. In its place, a more inclusive approach, as suggested by our respondents, needs to be considered. The relationship between research scholars and institutional researchers should be a non-hierarchical structure. Established academic journals can open their gates to more papers solely authored by research scholars without compromising on the quality of work. This will reduce the patron–client relationship that has emerged in academic publishing in which research scholars need the name of their supervisors or some other senior researchers to get their work published. Journals can commit to publishing at least one paper by a research scholar per issue. Thus, research scholars can become worthwhile producers of knowledge, with or without the UGC’s publication requirements.

NOTES

- 1 Institutions like Mysore University require PhD students to get at least two research papers published.
- 2 In another line of argument, Guru (2002) and Kumar’s (2016) have deconstructed the bubble of meritocracy, objectivity and originality theses of the studies published on India. By bringing the question of “egalitarianism” in social sciences in general and sociology in particular, both Guru and Kumar, with their articles spread over a gap of 14 years, have argued that knowledge production in the Indian social sciences is deeply “inegalitarian” with “upper caste, male academicians” making and breaking the rules of the game. It is the deeply subjective biases of these gatekeepers of knowledge that has curtailed the growth of new concepts, theories and ideas emerging from the Dalit-bahujan hinterland. Although, there has been considerable volume of work that has emerged in India endorsing Guru and Kumar’s line of argument, neither our study nor our respondents see this as the only way we can look at the issues of research scholars and their special relationship with academic institutions–academic journals dynamics. To the extent that a majority of our respondents refused to share their caste affiliation with us. Of the 40 respondents, only one said that caste can be considered as a special marker in the hierarchy. According to our other respondents, while it might be true of the established academicians in which researchers who belong to marginalised castes and tribes and also work on them might not get adequate representation in the academic publications, however, research scholars as a group itself are severely underrepresented in the field of academic publications. It was also not possible for us to locate the caste and tribe of all the authors, whose papers got published in the five journals under our scanner. A more detailed aspect of caste discrimination and research scholars was out of scope of this study.
- 3 The 2015 YRW was sponsored by University Grants Commission-Special Assistance Programme

(UGC-SAP) of the Department of Sociology, University of Hyderabad. The 2016 YRW was jointly sponsored by University Grants Commission-Special Assistance Programme (UGC-SAP) and Indian Council of Social Science Research (ICSSR). The 2017 academic writing workshop was again sponsored by the UGC-SAP.

- 4 The notion of “repute” comes with the consciousness that both the participants as well as the Indian state (through its National Assessment and Accreditation Council (NAAC) scoring) considers these institutes to be representative of quality education, pedagogy and research. As we will show in a while, faculty from these institutes also contribute the most in terms of academic journal publication.
- 5 Except the journal *Economic & Political Weekly* which is published by the Sameeksha Trust, all other journals are published by Sage Publications.
- 6 It is beyond the scope of this study but can provide fertile ground for further research.
- 7 One just has to check the websites of Jawaharal Nehru University, Delhi University in New Delhi and University of Hyderabad in Hyderabad, to give just a few examples, to get a sense of the gender composition of both research scholars and faculty members alike.

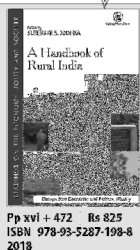
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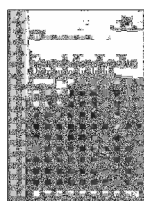
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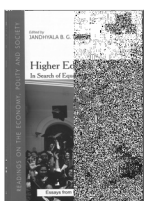


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AGRIBUSINESS AND CONTEMPORARY COMPLEXITIES IN INDIAN AGRICULTURE : A CRITICAL CONSIDERATION

Mr. Satheesh Perumalla PhD Research Scholar University of Hyderabad Gachibowli, Hyderabad
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Hyderabad Telangana

ABSTRACT

The complex agrarian society of India is under stress both in pre-independence and post-independence era with poverty and low production. The grand plans like land reforms and green revolution did not yield enough result but added more complexity to existing agrarian society and agrarian economy. Post liberalisation, the focus on addressing agrarian distress increased many folds, many changes were brought in existing agrarian policies to increase per-capita income in agriculture, increase both productivity and quality meeting international standards. To achieve the goal of doubling farmer's income, NITI aayog planned policy to deploy high technology and infrastructure and enable contract farming widely. The present study engages critically and brings out the transformation happening in Indian agrarian society and tracks the evolving trends of corporatisation of agriculture aided by contract farming model and brings out how the state's role also changed to facilitator instead of being welfare state.

Keywords: agricultural economy, land reforms, green revolution, globalisation, post-liberalisation contract farming, corporate capital.

1. Introduction

NITI Aayog has prepared a road map for doubling farmers' income in the next six years. While this initiative is commendable, it does not seem an easy task to attempt a holistic transformation of Indian agriculture. Indian rural agrarian set up is embodied with the complexities of the society and heavily loaded with unskilled labour force trapped in. Will NITI aayog's initiatives address such complexities is the big question?...

This article attempts to understand such complexities of Indian society intertwined in Agriculture. The modern Indian state encouraged a mixed economy model facilitating both private and public (state) participation. In the past few decades, the role of state in a liberal economy has been diminishing as a welfare state, but as a regulator of the market it has been growing very powerful. Traditional occupations, like agriculture, took quite a long time to allow corporate capital into its fold. The state is very conscious of the tightly connected complex nature of agrarian society, so it did not open the field of Agriculture entirely to the free market. But NITI aayog's initiative seems to say that time has come to enable corporates entry into agriculture a little more. The present study tries to explore various corporate tendencies evolving over a period in Indian Agriculture, in the context of the latter's complexities.

2. NITI AAYOG INITIATIVES: AN ENUMERATION

NitiAayog's plan on doubling farmers income, though continued with traditional plans but allowed some reasonable space for corporates to enter and still is a certain optimistic strategy in achieving the target of increasing farm income. There is elaborate discussion by economist and Niti aayog member Ramesh chand¹ on policy statement on this farmer's income doubling scheme. Enabling the corporate entry through contract farming is one such thing apart from plans to relieve large chunk of population from farming to non-farming activities through skill enhancements programmes, bringing online e-platforms for better marketing the agricultural produce, bringing changes in the APMC

¹ Policy plan proposed by Ramesh Chand for doubling of farmers income, national Institute for Transforming India, New Delhi, March 2017. There is in depth discussion with technical inputs aimed at transforming agrarian economy.



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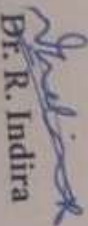
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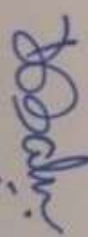
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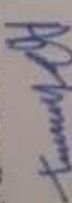
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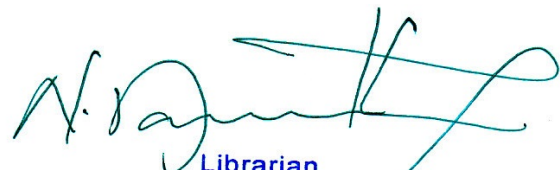

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