

## INFORMATION SYSTEM FOR FCV TOBACCO PRODUCTION AND MARKETING TRENDS IN INDIA

H. RAVISANKAR, C. CHANDRASEKHARARAO AND K. DEO SINGH\*

Central Tobacco Research Institute, Rajahmundry - 533 105, Andhra Pradesh.

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**A software package was developed to access the data on production and marketing of FCV tobacco grown in Andhra Pradesh and Karnataka as it is very difficult to retrieve the information from the published data. The software was developed with user-friendly menus using Visual Basic, a Relational Database Management as front-end and MS-Access as back-end for on-line accessing of the stored data. The database structure was created in MS-Access with 75 parameters dealing various aspects on FCV tobacco production and marketing. This datasheet will allow the user to enter the data on each of the parameter viz., Year, Region, Platform and Grade. Each module was designed so that the user can easily interact with the system for the requirement. The software will be a ready reckoner for all tobacco personnel in research and trade to retrieve the information on production and marketing on parameters like State, Zone, Platform and Grade. The retrieved information will give the trends in marketing and production of individual year or over a period of time.**

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### INTRODUCTION

Tobacco plays an important role in national economy by contributing Rs. 10,000 crores as central excise and Rs. 2000 crores as foreign exchange. Further, it provides employment to 36 million people directly or indirectly. Flue-cured virginia tobacco is cultivated mainly in Andhra Pradesh and Karnataka over 2, 20,000 ha with 260 million kg of tobacco production. The tobacco produced in these two states is used for cigarette manufacturing for domestic as well as export purpose. FCV tobacco is cultivated in five main zones in Andhra Pradesh, viz., Northern Light Soils (NLS), Northern Black Soils (NBS), Central Black Soils (CBS), Southern Light Soils (SLS) and Southern Black Soils (SBS), while in Karnataka it is cultivated in light soils of Mysore district (KLS). Tobacco Board under the Ministry of Commerce

is regulating the production and marketing of tobacco. The data related to tobacco production and marketing is published in Tobacco Board Annual reports. As the data is voluminous, it is cumbersome to retrieve the necessary information.

Hence, it is necessary to develop a software with user friendly menu to retrieve the information on production and marketing of FCV tobacco for traders, researchers and policy makers.

### MATERIALS AND METHODS

The execution of this software requires a system with minimum of 32 MB RAM, preloaded with Visual Basic (Muller, 1999) and MS-Access (Cassell and Palmer, 1999). The database structure was created in MS-Access with 75 parameters on various aspects on FCV tobacco production and marketing. The data sheet will allow the user to enter the data year-wise, region wise, platform-wise and grade-wise. The user can interact in each module with the system for deriving required information.

The system is mainly divided into two modules namely production and marketing. The production system consists of four options to retrieve the data on parameters viz., state, zone, platform and grade production. Retrieval of FCV production in Andhra Pradesh and Karnataka for a group of years or individual year in tabular and graphical forms is possible. Further, we can retrieve the FCV tobacco produced and marketed in different zones and the retrieval of each platform production will enable to make the comparative study of the tobacco produced in different platforms and sub-platforms in both the states. Grade out-turn process of the FCV tobacco is divided into three grades viz., bright, medium and low which have bearing on the price. The information on price paid to different grades can

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\* Former Director, CTRI, Rajahmundry - 533 105

be retrieved. The tobacco produced will be classified into different grades based on the position of the leaf on the plant (P, X, L and T), colour (Lemon, Orange, Mahogany) and also ripeness (ripe and unripe). The grade production menu consists of the information of tobacco production under different grades and the price paid to different grades over a period of time in both the states can be retrieved.

The information of tobacco marketed by the parameters state, zone, platform and grade can be retrieved in the marketing system menu. Further, we can also access the data on value, amount of tobacco sold, average price, grade price, highest bid and lowest bid etc., in tabular and graphical representation.

The user can enter into 'Data Manipulation' module in the Main Menu by pressing CTRL+D. Further, the user can add / delete / modify/ find the data relating to either year / region / platform/ grade. The user can also update the database in this menu as and when required. Twenty different software modules were developed using various third party controls available in Visual Basic. Various objects were embedded for each screen for efficient view of the menus. A 'setup' program was prepared for easy loading and execution of the software.

## RESULTS AND DISCUSSION

Execution of the developed software involves the following steps:

### I. Opening the project: (from SETUP)

1. Click 'Start' button from the Windows Desktop.
2. Select 'Programs' option from the Programs menu.
3. Select software name and Click.
4. System displays Main Menu of the project.

### II. Adding a new record

1. Select 'File' followed by 'Data Manipulation' in the 'Main menu'.
2. In the data manipulation, click 'Add' and select Year / Region / Platform / Grade to enter the data.

3. After entering the data, click 'Submit' button to save the record.

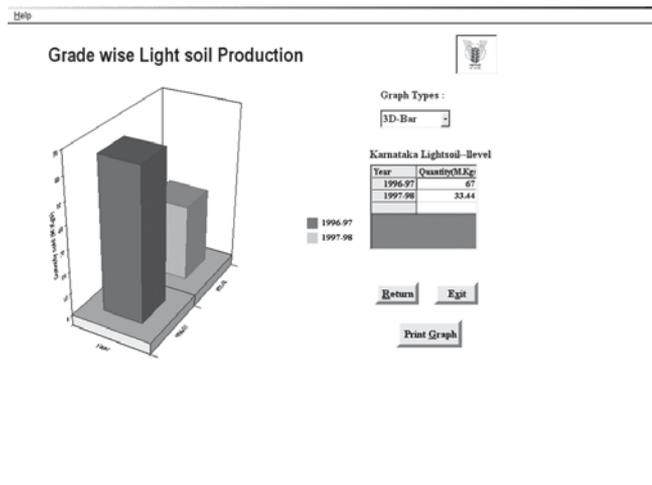
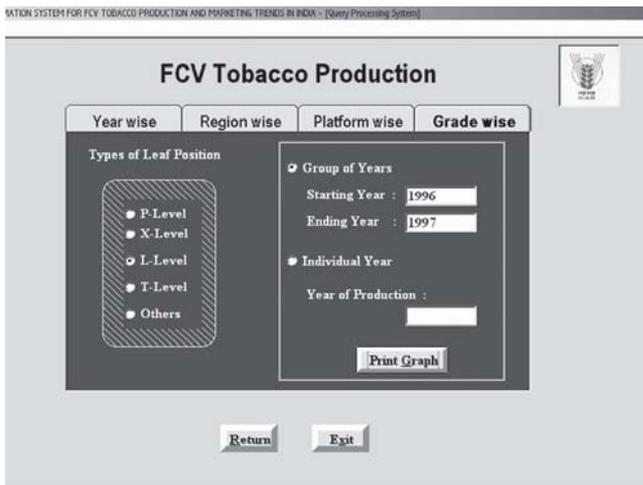
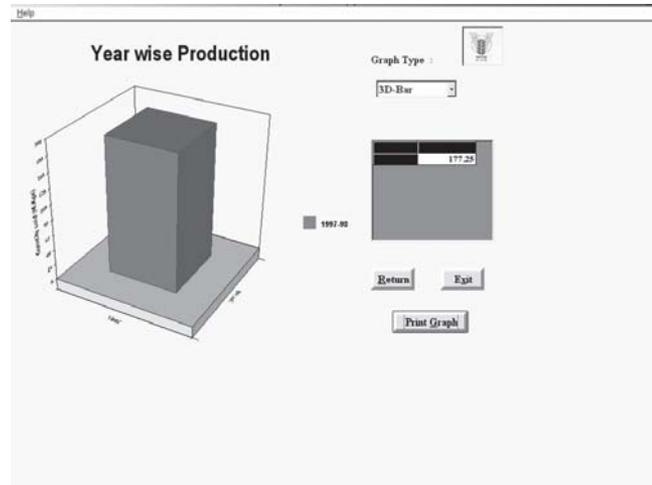
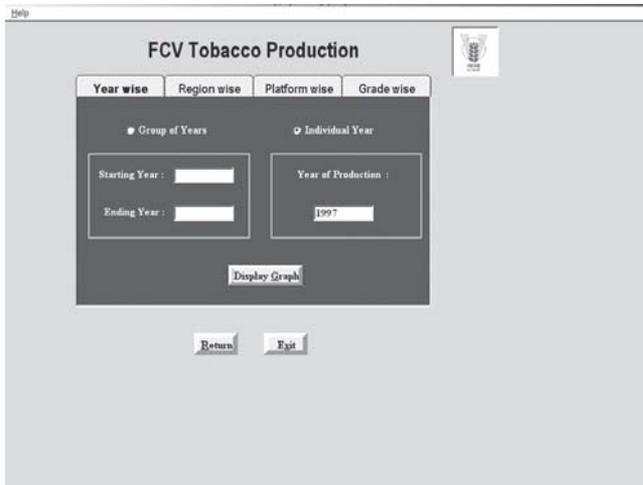
The same procedure can be used to Delete / Modify / Find the stored data

### III. Retrieval of the yearly production data in Andhra Pradesh

1. Click 'Production' button in the 'Main menu'.
2. Displays a new screen with the title 'FCV tobacco production'.
3. Click 'Year wise' button followed by 'Individual year' option.
4. Feed the year (eg. 1997) under 'Year of Production' button and press enter.
5. Click 'Display Graph' button to view the production data with a graph.
6. Click 'Print Graph' to take hard copy of the same or click 'Return' to the previous menu.

### IV. Retrieval of the production data by grade in Karnataka

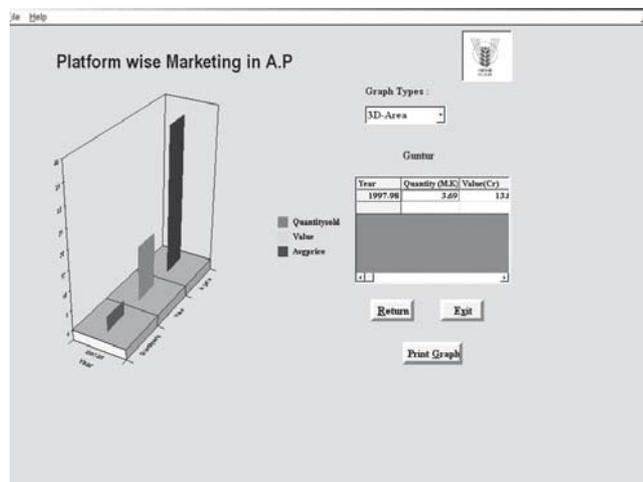
1. Click 'Production' button in the 'Main menu'.
2. Displays a new screen with the title 'FCV tobacco production'.
3. Click 'Grade wise' button followed by 'Grade Level wise' option.
4. Select 'Light soil' button followed by 'Karnataka Light soil'
5. Select 'Type of Leaf position' (P/X/L/T) followed by 'Group of Years' option
6. Feed 'Starting year' (eg. 1996) and 'Ending Year' (eg. 1997) and click 'Print Graph' option.
7. A new screen displays the result with grade-wise production in Karnataka in L level position for the years 1996 & 1997.
8. Click 'Print graph' to take the hard copy of the same or click 'Return' to the previous menu.



**V. Retrieval of the marketing data by Platform in Andhra Pradesh**

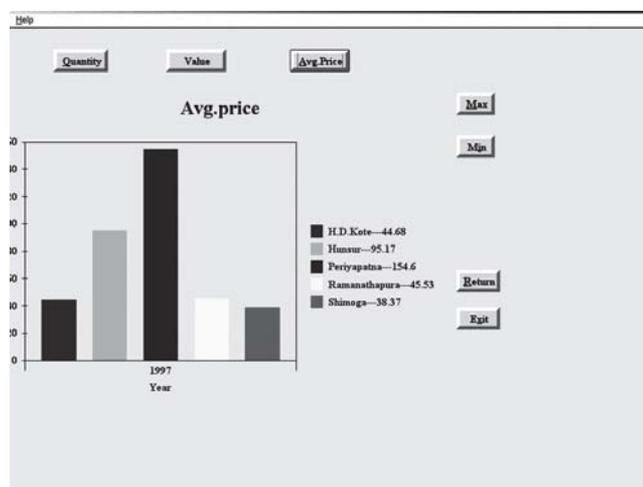
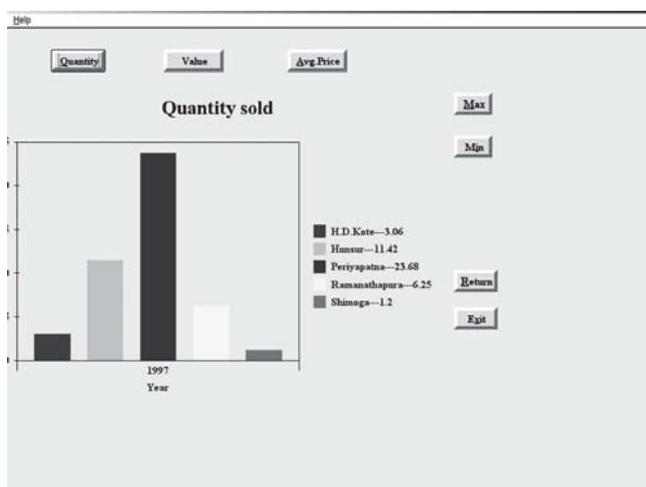
1. Click 'Marketing' button in the 'Main menu'.
2. Displays a new screen with the title 'States in Marketing'.
3. Select 'Andhra Pradesh' followed by 'Platform wise' option
4. Select a particular platform under 'Platform in Andhra Pradesh' option

5. Click 'Individual Year' option and enter the year value followed by enter.
6. Click 'Display Graph' option to view.
7. The new screen displays Marketing data for the particular Platform for the year 1997.
8. Click 'Print graph' to take the hard copy of the same or click 'Return' to the previous menu.



## VI. Executing the 'Query' to view the information for marketing in Karnataka

1. Click 'Marketing' button in the 'Main menu'.
2. Displays a new screen with the title 'States in Marketing'.
3. Select 'Karnataka' followed by 'Query'.
4. Click 'Individual Year' and enter the year value followed by enter.
5. A new screen with various options viz., Quantity, Value, Avg.price, Max & Min. is displayed.
6. Click each option to view the result.



## PRACTICAL UTILITY

This software will be of immense use for all tobacco scientists, Tobacco Board, trade and research workers to retrieve the information on parameters viz., state, zone, platform, grade either in tabular form or pictorial forms. Different reports based on production and marketing of tobacco can be generated. Further, it has the unique feature of retrieving data on selected parameters like quantity sold, average price, maximum price, minimum price etc. and will give the trends in

marketing and production of individual year or over a period of time.

## REFERENCES

- Cassell, P and P. Palmer. 1999. *Teach Yourself Microsoft Access 2000 in 21 days*. Tech Media Publications, New Delhi.
- Muller, J.P. 1999. *Visual Studio 6: The Complete Reference*. The McGraw-Hill Publishing Company Limited, New Delhi.