

BIBLIOMETRIC ANALYSIS OF FCV TOBACCO PRODUCTION AND MARKETING IN ANDHRA PRADESH

Nelapati Prasad

*Register No.00209222011
Research Scholar in Management (Ph.D),
DDE, Dravidian University,
Kuppam, Andhra Pradesh*

Tobacco is one of the economically and commercially significant agriculture crops in the world. It is drought tolerant, hardy of short duration crop which can be grown on soils where other crops cannot be cultivated profitably. It had been cultivated in about 124 countries in the world. When Christopher Columbus discovered America, he found the natives using tobacco in much the same manner as it is used today. The American Indians believed it to possess medicinal properties, which was the main reason for its introduction in Europe. Evidently the natives of North and South America had developed crude methods of tobacco culture. Its extension to particularly all parts of the world began with its introduction in to Europe. Jean Nicot, the French ambassador to Lisbon, Portugal in whose honour the genus Nicotiana was named, evidently he sent the seed of Nicotiana tabacum to Catherine de Medicis, the queen consort and Reagent of France. Portuguese and Spanish sailors took tobacco from Europe to all parts of the world. Soon Tobacco became the chief commodity exchanged by the colonists for European manufactured articles.

In the year 1508, exactly 511 years ago Flue Cured Virginia (FCV) Tobacco was introduced in India by one of the peripatetic teams that visited South America and India. When the Britisher's settled in the Virginia Coast in North America in early 17th century, the type of tobacco was cultivated by the natives of that area was Nicotiana rustica. Nicotiana tabacum was brought by them from the West Indies, which later on came to be known as Virginia tobacco. By modification of cultivation practices and through selection process, the milder and smoother type of tobacco was developed by the settlers. It acquired a bright colour and sweet aroma after the invention of flue-curing during 1860s. The flue-cured Virginia tobacco is now an essential ingredient of cigarettes all over the world.

Tobacco is a principal cash crop of national importance. It has been playing a prominent role in the development of the nation's economy. Although the cultivation of tobacco is regulating and restricting in India by the government, it is cultivated in an area of 0.45 million hectares (0.26 percent of the net cultivated area). Presently in India, total tobacco production is 800 million kgs. In total tobacco production 60 per cent of production is non-cigarette tobacco, remaining 39 per cent is the cigarette tobacco (FCV, Burley and Oriental).