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E-Auction Of Tobacco A Boon For Farmers

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 THIS STORY IS FROM NOVEMBER 19, 2012

# e-auction of tobacco a boon for farmers

M B Maramkal / TNN / Updated: Nov 19, 2012, 04:55 IST

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MYSORE: With the introduction of the world's first e-auctioning system of tobacco, the process is all set become more transparent and efficient. The system introduced by the [Central Tobacco Board](#) on Friday at Periyapattana town is expected to put an end to the menace of middlemen and exploitation of farmers at auction yards. The e-auctioning system, which will maintain the flow of the Karnataka Lighter Soil (KSL) tobacco stocks to the cigarette producers, will also check officials tampering with records. According to sources, smokers of international brand of cigarettes will easily differentiate between the cigarettes manufactured using Virginia tobacco and KSL tobacco.

In terms of quality and taste, KSL tobacco is superior to Virginia tobacco. KSL tobacco is the most sought after variety by producers of international brand of cigarettes. Tobacco board director (auction) [Manju Pillai](#) told TOI that the e-auction system developed and implemented by the board is tamper proof and will totally eliminate the role of middlemen, buyers and companies from meddling or manipulating tobacco prices. Explaining the procedure, she said as soon as the buyer quotes a price for a particular stock, it gets locked and there is no chance for the buyer or officials to reduce or increase the price. "Earlier while middlemen tampered with the prices quoted by buyers, the purchasing companies dictated terms on fixing minimum price for the day. Under the present system, auction will start with a base price of average of the previous three

minimum price for the day. Under the present system, auction will start with a base price of average of the previous three days' price for a particular variety or quality of tobacco. It will end at the highest price bid by the buyer and the price quoted by the buyer is recorded and the system gets locked for that particular tobacco lot," she said. Quoting an example of last Friday's auctioning, Manju Pillai said tobacco auction started with a minimum price of Rs 101 per kg of the best quality tobacco and it ended at around Rs 170 per kg. Earlier, farmers used to get low prices for this variety of tobacco, she pointed out, adding that now, farmers are happy by the price they are fetching for their produce. This is the first e-auction market in the world, she claimed.

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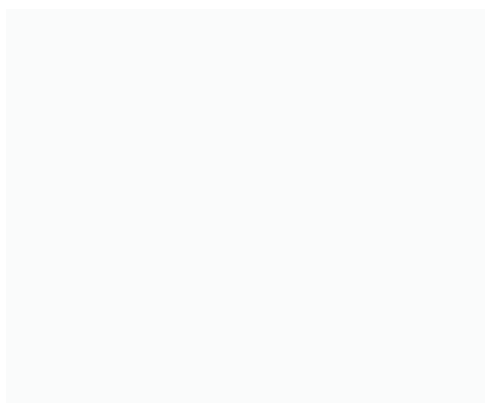
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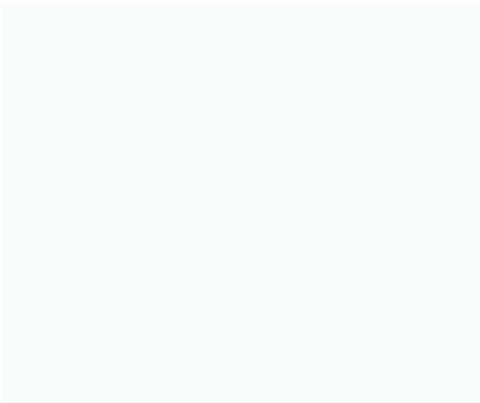
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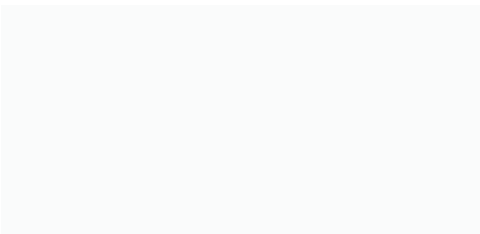
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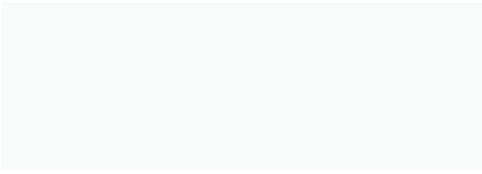
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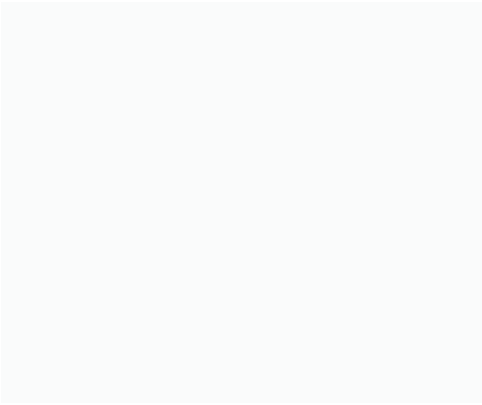
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