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Impact of Discontinuation of Tobacco Cultivation in a Village in Andhra Pradesh

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ABSTRACT Tobacco is an important commercial crop that has huge potential for generating employment, enhancing farm incomes, and foreign exchange earnings. Despite its vast economic potential, the net cultivated area for tobacco has been decreasing significantly. The factors responsible for this are: unpredictable rainfall, diminishing market prices, decline of tobacco demand, and un-remunerative prices in the national/ international markets. Government policies, particularly, health policies at the international level, increased public awareness about the health, and social hazards associated with the consumption of tobacco products are also responsible for the decrease in tobacco cultivation. This paper will examine the impact of discontinuation of tobacco cultivation on employment, wages in the farming sector and on the socio-economic conditions of farmers, agricultural labourers in Andhra Pradesh. The research results are based on the empirical study carried out in Aravallipadu village in Prakasam District of Andhra Pradesh.