2019 CHARTER STATEMENT AND STRATEGY MAP

NTA Strategy Map

VISION

By 2022, the NTA shall have attained an improved quality of life of the tobacco farmers and other stakeholders through increased productivity and other income generating activities

MISSION:

To enhance capabilities, build synergistic relationship among sectors, and mobilize resources for the development of the tobacco industry for the benefit of the tobacco farmers and other industry stakeholders

CORE VALUES

Innovation
Performance Excellence
Client Focus
Teamwork
Respect for People
Resiliency
Entrepreneurship

Socio Economic Impact

Sustained viable tobacco industry

Stakeholders

Improved quality of life of tobacco farmers

Assured production of quality locally-produced tobacco as desired by various markets

Internal Process

Strengthen research and development and technology

Effective enforcement of regulatory measures

Learning and Growth

Develop competent and highly work-motivated employees in a conducive organizational climate

Adopt a more efficient, effective and responsive information system

Financial Stewardship

Attain financial stability

CLIENT RESPONSIVENESS

ORGANIZATIONAL EFFICIENCY