



WEST BENGAL CASE STUDY ON BIDI TRADE STATE FACT-SHEET 2023

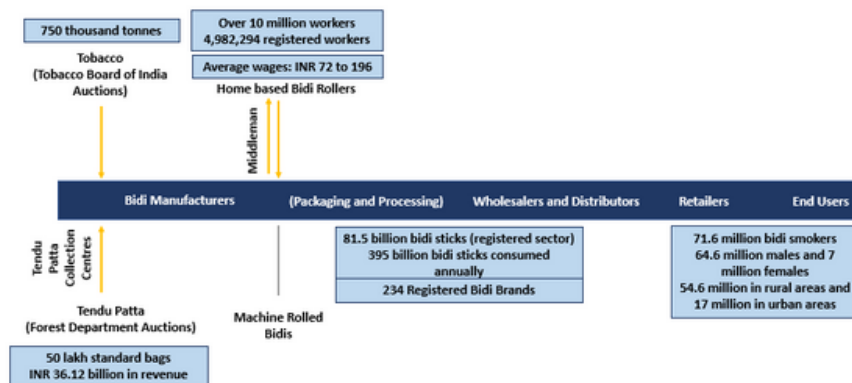
Raw Material for Bidi Production

Tendu Patta Collection :

- Tendu leaves is also known as Kendu leaves in West Bengal.
- The production of tendu leaves has seen a sharp decline from 5616 quintals in 2017-18 to 935 quintals in 2018-19 and 434 quintals in 2019-20.
- The collection of Tendu leaves was nationalized in Uttar Pradesh in 1972 under the Tendu Patta (Vyapar Viniyaman) Act, 1972.

Tobacco Cultivation :

- Tobacco Cultivation in West Bengal covers an area of about 15.68 thousand hectares with a production of about 26.65 million tonnes, and a yield of about 1700 kg/ha (2016-17).
- Cooch Behar, West Midnapore Bankura and Purulia districts of West Bengal is famous for tobacco cultivation

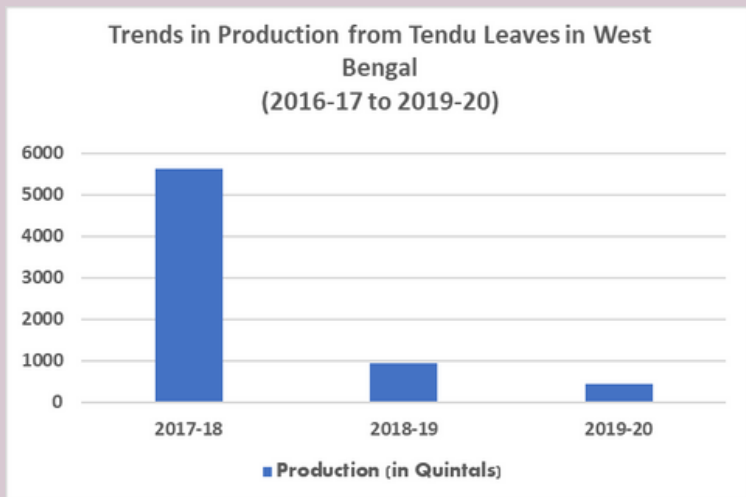
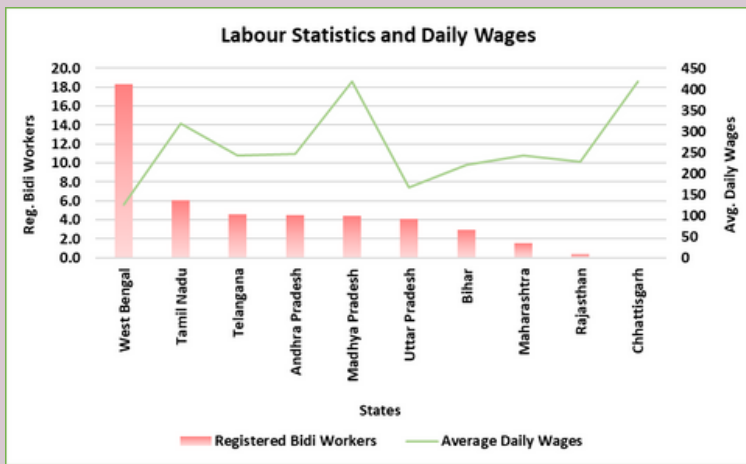


Supply Chain of Bidi Production

Key Findings

- **Tendu Patta Collection**
Production - 43.4 tonnes
Revenue - 1.302 lakh rupees
- **Tobacco Cultivation**
Area - 15.68 thousand hectares
Production - 26.65 million tonnes
Yield - 1700 kg/ha
- **Labour Statistics and Wages**
Registered beedi workers - 18,29,203 (2021-22)
Wage - INR 126 per 1000 sticks
- **Production and Distribution**
Registered Beedi Workers - 531 Tobacco Manufacturers

- Labour statistics revealed a total of 18,29,203 registered beedi workers in 2021-22.
- The state has one of the minimum daily wage rate of INR 126.



- A total of 531 bidi tobacco manufacturers from all 27 districts of West Bengal .
- Based on the state of the task, the division of labour or form of employment is divided into four categories in the bidi industry: (i) bidi checkers, (ii) bidi labeller/packers, (iii) helpers, and (iv) bidi rollers.
- Major bidi brands available in the state: Alaka Bidi, Debur Bidi, Jamai Bidi, Padma Bidi, Janapriya Bidi, Dumdum Bidi, Goutam Bidi, Janata Bidi, Tekka Bidi, Surya Bidi, Robin Bidi, Misti Bidi, Mama Bidi, Kamal Bidi, Rupa Bidi, Pather Sathi Bidi, Barasater bidi, Subol Bidi, Modern Bidi, Chanchal Bidi and Smriti Bidi.

- West Bengal has a prevalence of 16.7 percent tobacco smokers, which is below the national average while the bidi consumption has a state prevalence of 14.4%.

End Users

- With a population of approximately 9,12,76,115, and state prevalence of 14.4 percent bidi smoking there are 1,31,43,760 bidi smokers in the state.
- Out of these 1,28,25,673 (27.4%) are males and 3,55,736 (0.8%) females.
- 31,12,951(10.7%) bidi smokers are located in urban areas and 1,02,60,213 (16.5%) in rural areas.
- There has been a 1.3 percent decline of bidi smokers since GATS-I, and the mean initiation age at initiation of tobacco use is 19.4 years amongst the residents with a quit willingness of 57.1 percent.

About School of Public Health, AIIMS Jodhpur

All India Institute of Medical Sciences, Jodhpur is a central government tertiary level healthcare and research institute established by the Ministry of Health & Family Welfare, Government of India. School of Public Health at AIIMS Jodhpur was established in 2017 & has taken up numerous tobacco control initiatives ranging from sensitization campaigns to evidence generation through research studies. The department has been pivotal in generating national and state reports on environmental burden due to tobacco, which have been endorsed by national and state government and civil society agencies. Faculty members from the department have also been designated as Nodal persons for scientific group, for National Tobacco Testing Laboratory (NTTL) under the Ministry of Health and Family Welfare, Government of India. This case study was created with support from a grant managed by the International Union Against Tuberculosis and Lung Disease (The Union) and funded by Bloomberg Philanthropies.