



BIHAR CASE STUDY ON BIDI TRADE

STATE FACT-SHEET 2023

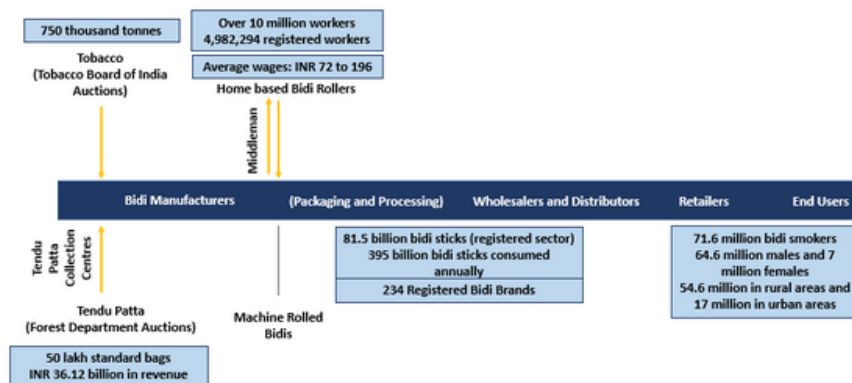
Raw Material for Bidi Production

Tendu Patta Collection :

- Bihar produces approximately 24000 tonnes of Tendu leaves annually.
- Bihar generating a revenue of INR 600 million.
- The collection centres are spread across the districts of Vaishali, Muzaffarpur, Darbhanga and Sitamarhi districts.
- The tendu leaves collection was nationalized in Bihar in the year 1974

Tobacco Cultivation :

- Tobacco Cultivation in Bihar was recorded covering an area of 10.05 thousand hectares with production of 17.69 million tonnes in 2016-17, with a yield of about 1761 kg/ha.
- The cultivation of tobacco in Bihar has risen from previous years recording 9.10 million hectares and a production of 15.81 million tonnes in the year 2015-16.
- Land is used for cultivation in the Bihar districts of Vaishali, Muzaffarpur, Darbhanga, and Sitamarhi.

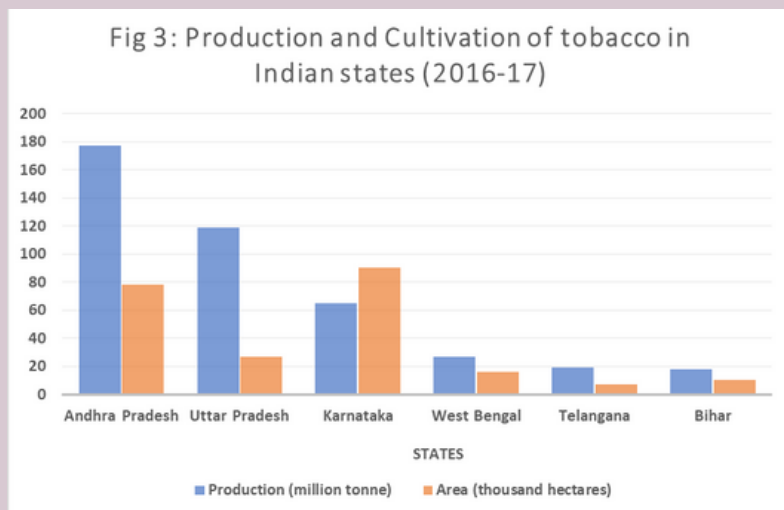
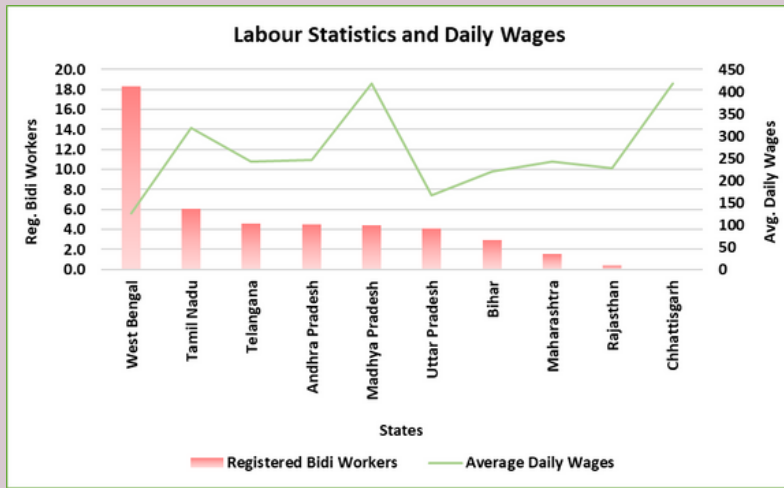


Supply Chain of Bidi Production

Key Findings

- **Tendu Patta Collection**
Production - 2,573 tonnes annually
Revenue - 600 million rupees
- **Tobacco Cultivation**
Area - 10.05 thousand hectares
Production - 17.69 million tonnes
Yield - 1761 kg/ha
- **Labour Statistics and Wages**
Registered beedi workers - 2,96,972 (2021-22)
Wage - INR 192-247 per 1000 sticks
- **Production and Distribution**
Registered Beedi Workers - 200 Tobacco Manufacturers

- Total 2,96,972 registered Beedi Workers (2021-22) are employed in Bihar.
- Bihar has one of the minimum daily wage rates for the bidi rollers ranging from INR 192 to 247 (2017).



- A total of 200 manufacturers operate across various districts in Bihar.
- Major brands available: Gulab Mark Bidi, Anguur Chaap Bidi, Chand Bidi along with many unmarked and loose bidi in transparent plastic or plain paper packaging with no branding information or pictorial health warnings.
- Case studies on beedi workers in the state report that more than 70% of beedi rollers to have experienced ocular, stomach and nervous system disorders and seventy-five percent of the labourers to have osteological issues.

• The prevalence of bidi consumption is 4.2 percent which is below the national average.

End Users

- With a population of over 10.4 crores according to the 2011 census, the prevalence of 4.2 percent bidi smoking in the state corresponds to nearly 47 lakh bidi smokers.
- Out of these, approximately 29,85,298 (5.5%) males and 14,44,817 (2.9%) are females. Furthermore, 1,29,338 (1.1%) bidi smokers are located in urban areas and 43,40,047 (4.7%) in rural areas.
- The average age of initiation to tobacco consumption in the state is 18.9 years and a total of 40.5% percent smokers planned or thought about quitting in the state.
- Out of them, 51.3% percent of bidi smokers reported attempting to quit due to pack warning labels. Moreover, there has been a recent decline of bidi smokers by 4.2 percent from GATS – I to GATS - II.

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.