



# CHHATTISGARH CASE STUDY ON BIDI TRADE

## STATE FACT-SHEET 2023

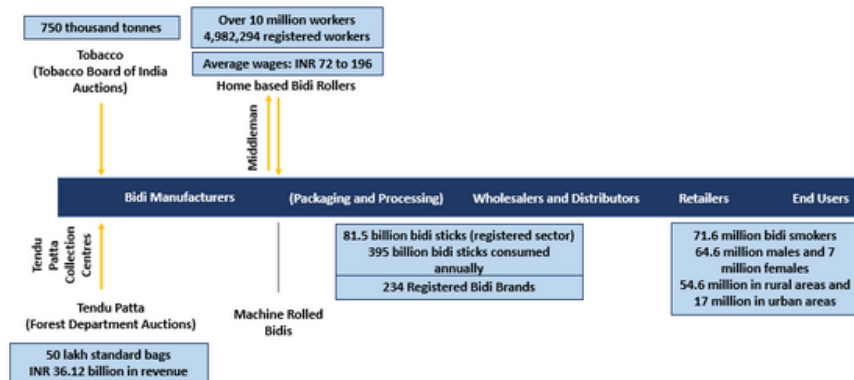
### Raw Material for Bidi Production

#### Tendu Patta Collection :

- Total of 901 units of Tendu leaves collection centers.
- Chhattisgarh ranks second in the production of tendu leaves in the country, closely following Madhya Pradesh.
- The collection units are spread across districts of Bijapur, Sukma, Dantewada, Jagdalpur, South Kondagaon, Keshkal, Narayanpur, East Bhanupratappur, West Bhanupratappur, Kanker, Rajnandgaon, Khairagarh, Balod, Kawardha, Dhamtari, Gariyaband, Mahasamund, Balodabazar, Bilaspur, Marwahi, Janjgir Champa, Raigarh, Dharamjaigarh, Korba, Katghora, Jashpurnagar, Manendragarh, Koriya, Sarguja, Balrampur and Surajpur.
- The collection of Tendu leaves was nationalized in Chattishgarh in 1964 while it was still a part of Madhya Pradesh.

#### Tobacco Cultivation :

- The cultivation of tobacco 16 Ha of land is utilized in Bastar, Surajpur & Surguja regions yielding a production of 8 tonnes of tobacco from the state.



### Supply Chain of Bidi Production

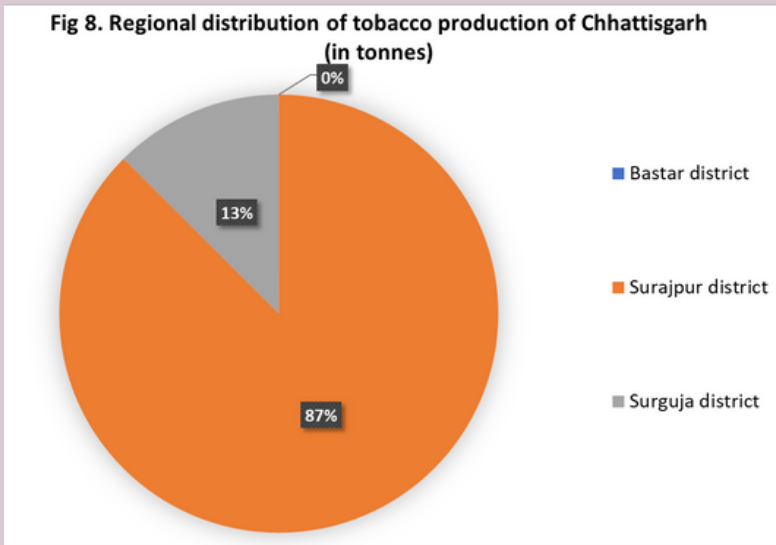
#### Key Findings

- **Tendu Patta Collection**  
Production - 16.72 lakh standard bags  
Revenue - INR 434 crores rupees
- **Tobacco Cultivation**  
Area - 16 hectares  
Production - 8 tonnes  
Yield - 0.50 kg/ha
- **Labour Statistics and Wages**  
Registered beedi workers - 3,893 (2021-22)  
Wage - INR 366.92 to INR Rs 471.92 per 1000 sticks
- **Production and Distribution**  
Registered Beedi Workers - 92 Tobacco Manufacturers

- Total 3,893 registered Beedi Workers (2021-22) are employed in Chhattisgarh.
- Chhattisgarh has minimum daily wage rates for the bidi rollers ranging between INR 366.92 to 471.92 .



- The state has a total of 92 tobacco manufacturers from across all districts.
- Major brands available in the state: 501 Bidi, Gola bidi, Thirty brand bidi, Meghna bidi, Bengali Bidi, Jayanti Bidi, No.28 Bidi, Sadhna Bidi, Soldier Bidi, Manglore Ganesh Bidi and Kake Bidi
- The collection of Tendu leaves was nationalized in Chattishgarh in 1964 while it was still a part of Madhya Pradesh.
- Tribals with incomes worth INR 250 crores, polluted and kills the tendu leaves by coating them in black soot is a cause of recent decrease in yields of the leaves.



- The prevalence of bidi consumption is 4.1 percent of the residents of the state.

## End Users

- The population of Chhattisgarh as per the census 2011 is 2,55,45,198, and with a prevalence of 4.1 percent bidi consumption, this correspondence to 14,04,986 bidi smokers in State.
- All the consumers are males as no female bidi smoker were reported in GATS-II in the state.
- Out of these, 2,01,866 are located in urban areas and 8,43,142 in rural areas.
- The mean age at initiation of tobacco use is 18.5 years and there has been a 2.3 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.