



MAHARASHTRA CASE STUDY ON BIDI TRADE

STATE FACT-SHEET 2023

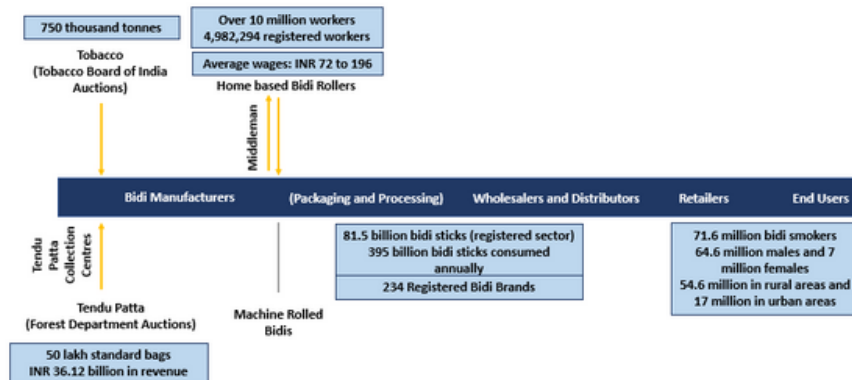
Raw Material for Bidi Production

Tendu Patta Collection :

- Maharashtra has a total of 76 units allotted for tendu leaves collection (48 units & 28 groups of 63 units) with a notified yield of 63153 standard bags in 2021.
- The circles for tendu patta collection include: Gadchiroli, Chandrapur, Nagpur, Yavatmal, Amravati, Aurangabad and Dhule spread over a cultivated area of 1.41 lakh hectares.
- The nationalization of tendu patta in Maharashtra was done in the year 1969.
- The resultant revenue generation was INR 17 crores as per the data published by the Forest Department.
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Tobacco Cultivation :

- The total area under tobacco cultivation in 2019-20 was 456 hectares.
- A production of tobacco is 828 tonnes and a yield of 1.82 kg/hectare.
- The majority of Bidi manufacturers are located in Mumbai, Maharashtra.
- The minority of Bidi manufacturers are located in Nanded, Maharashtra.



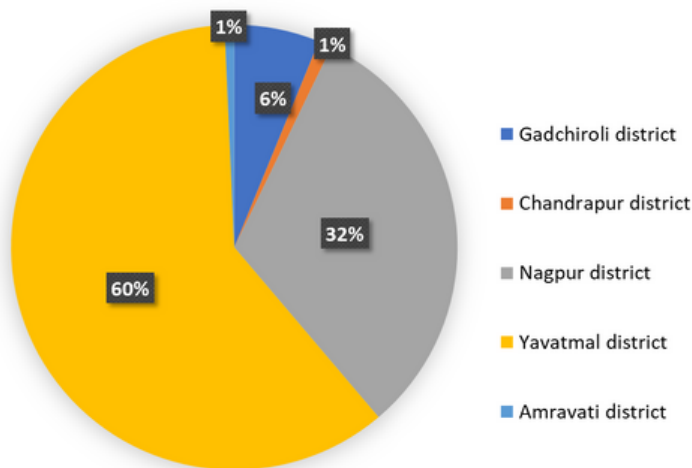
Supply Chain of Bidi Production

Key Findings

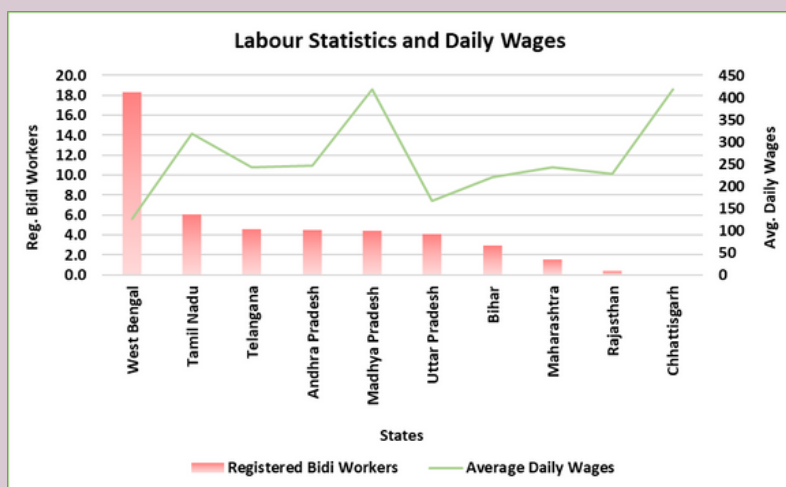
- **Tendu Patta Collection**
Production - 63,153 standard bags
Revenue - 17 Crore rupees
- **Tobacco Cultivation**
Area - 456 hectares
Production - 828 tonnes
Yield - 1.82 kg/ha
- **Labour Statistics and Wages**
Registered beedi workers - 1,55,089 (2021-22)
Wage - INR 253 - 230.65 per 1000 sticks in 2014-16
- **Production and Distribution**
Registered Beedi Workers - 2,171 Tobacco Manufacturers

- Maharashtra has a total of 1,55,089 beedi workers (2021-22).
- Maharashtra has daily wage rate ranging from INR 253 - 230.65 in 2014-16.

Fig 11. Regional distribution of area under tobacco cultivation in Maharashtra (in hectares)



- A total of 2,171 bidi manufacturing units from 32 districts of Maharashtra.
- Maharashtra has a prevalence of 26.6 percent tobacco smokers, which is close to the national average.
- In a study in Sholapur district of Maharashtra, it was found that 90 percent of the beedi workers are interested in shifting their job to alternate livelihood because of their exploitation and poor working condition.
- Another case studies reported that Beedi rollers suffer from many health ailments like musculoskeletal discomfort and exhaustion.



- The bidi consumption prevalence in the Maharashtra is one of the lowest with 1.9 percent higher only from Mizoram with 1.5 percent prevalence.

End Users

- With a population of approximately 6,85,48,437 in Rajasthan (Census 2011), there is a high prevalence of tobacco product consumption, with the state bidi prevalence of 11.4% roughly translating to a total of over 78 lakh people.
- The consumer comprise of 7,003,546 (19.7%) males and 923,928 (2.8%) females and 2,454,924 (4.4%) urban and 7,210,049 (14.0%) rural population.
- Nevertheless, there has been a nearly 5 percent decline in consumption of all forms of tobacco use (18.8 to 13.2 in smoked tobacco and 18.9 to 14.1 in smokeless tobacco) along with increase age of initiation from 17 years to 18.4 years from 2009 to 2016.

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.