



RAJASTHAN CASE STUDY ON BIDI TRADE

STATE FACT-SHEET 2023

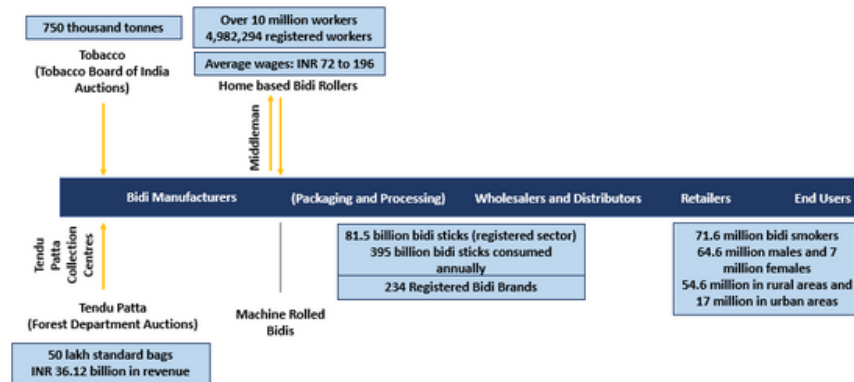
Raw Material for Bidi Production

Tendu Patta Collection:

- Currently, Rajasthan has a total of 167 units of Tendu leaves collection centers.
- Tendu Patta Collection Centers are:- Bundi, Baran and Jhalawar (Kota Forest division), Banswara, Udaipur, Pratapgarh, Dungarpur and Chittor (Udaipur Forest division), Bhilwara (Ajmer Forest division), Sirohi and Pali (Jodhpur Forest division) and Dholpur (Bharatpur Forest division).
- Units of bags sold range from 2.9 lakhs standard bags in 2010-11 & 2.7 lakhs in 2020-21.
- Revenue collected range from INR 1,172 lakhs in 2010-11 & INR 750 lakhs in 2020-21.

Tobacco Cultivation :

- The cultivation of tobacco is spread over a cumulative area of 436 Ha of land.
- Maximum yield of tobacco production is from Jalore region (264 hectares and 451 tonnes).
- The cultivation of tobacco is spread in following regions: Jaipur Region (Jaipur, Dausa and Tonk), Sikar Region (Sikar, Jhunjhunu and Nagaur), Bharatpur Region (Alwar, Bharatpur and Karauli), Jalore Region (Jalore and Sirohi), and Bhilwara Region (Bhilwara and Rajsamand).



Supply Chain of Bidi Production

Key Findings

- **Tendu Patta Collection (2020-21)**
Production - 2.79 lakh standard bags
Revenue - 750.29 lakh rupees
- **Tobacco Cultivation (2018-19)**
Area - 436 hectares
Production - 746 tonnes
Yield - 3536 kg/ha
- **Labour Statistics and Wages**
Registered beedi workers - 38,791 (2021-22)
Wage - INR 222.39 - 232.84 per 1000 sticks (2021-22)
- **Production and Distribution**
Registered Beedi Workers - 401 Tobacco Manufacturers

- Total 38,791 Beedi Workers are employed in Rajasthan.
- Rajasthan state has the minimum daily wage rates between INR 222.39 to 232.84.

Decadal trend in Production from Tendu Leaves in Rajasthan (2009 to 2019)

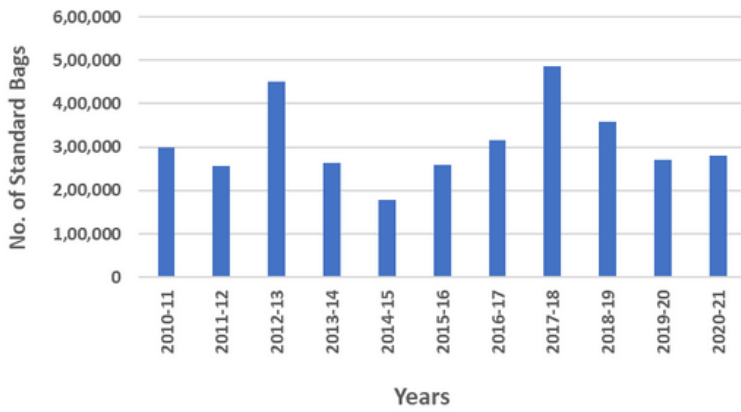
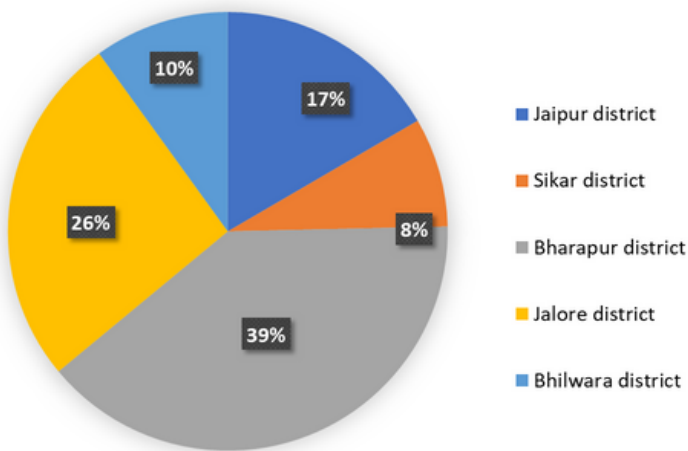


Fig 13. Regional distribution of area under tobacco cultivation in Rajasthan (in hectares)



- A total of 401 manufacturers were found to be operational across all 33 districts of Rajasthan.
- The major brands available in the state are: Guru, Mitthu No 1, Pataka Bidi, Delux, Special, 502 pataka beedi, Desai beedi, 30 No. Beedi, Tara, Desai, Pataka, Bhole Bidi, Special Bidi.
- Rajasthan was the first state to establish a working 'State Tobacco Control Cell'.
- Many districts of Rajasthan were declared as smoke-free including Bikaner, Alwar, Bharatpur, Ajmer, Bhilwara, Nagaur, Jaipur, Jhunjhunu, Jodhpur, Kota and Udaipur.

- The prevalence of bidi consumption at 11.4 percent is higher the national average of 7.7 percent.

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.