



TELANGANA CASE STUDY ON BIDI TRADE STATE FACT-SHEET 2023

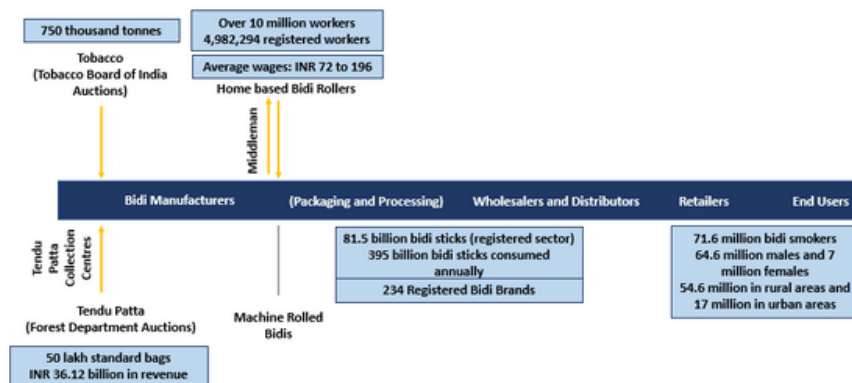
Raw Material for Bidi Production

Tendu Patta Collection :

- With 195 functional units, the state has an annual production of 6.7 lakh standard bags of tendu patta generating a revenue of INR 11.29 crores (2004).
- Telangana has Tendu leaves collection center spread across the districts of Adilabad, Bhadradi, Jangoan, Jayashankar, Jogulamba, Kamareddy, Karimnagar, Khammam, Mahabubabad and Mahbubnagar districts.
- Tendu leaves were nationalized in Andhra Pradesh 1974 while Telangana was still a part of the it.

Tobacco Cultivation :

- Tobacco Cultivation in Telangana covers an area of 2953 hectares of land with a production of 9135 tonnes, and yield of about 3.09 tonne/ha (2019-20).
- For the cultivation of tobacco, the land is utilized in the districts of Adilabad, Bhadradi, Jangoan, Jayashankar, Jogulamba, Kamareddy, Karimnagar, Khammam, Mahabubabad and Mahbubnagar.

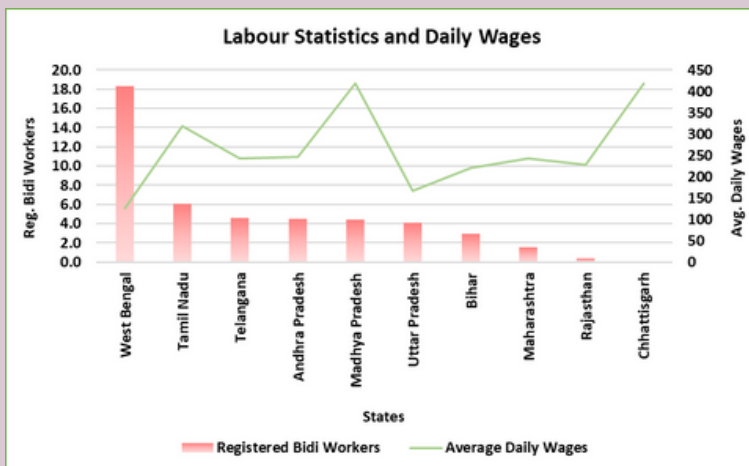
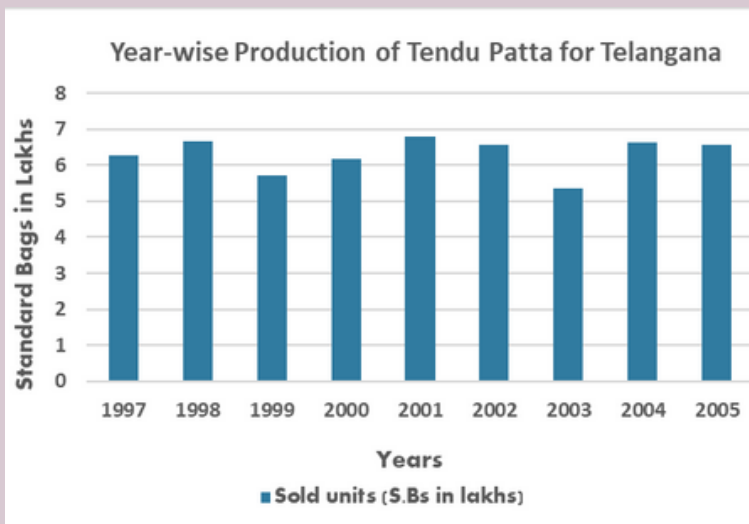


Supply Chain of Bidi Production

Key Findings

- **Tendu Patta Collection**
Production - 6.7 lakh standard bags
Revenue - 11.29 crores rupees (2004)
- **Tobacco Cultivation**
Area - 2953 hectares
Production - 9135 tonnes
Yield - 3.09 kg/ha
- **Labour Statistics and Wages**
Registered beedi workers - 4,58,040 (2021-22)
Wage - INR 241.54 per 1000 sticks
- **Production and Distribution**
Registered Beedi Workers - 200 Tobacco Manufacturers

- Total of 4,58,040 registered beedi workers (2021-22) employed in Telangana.
- Telangana state has minimum daily wages of INR 241.54.



- A total of 200 tobacco manufacturers from 19 districts of Telangana were identified
- Major available brands in the state: Ganesh Bidi, Kaja Bidi, G.T. Royal Rs 10, G.T. Royal Rs 5
- According to one of the studies on Telangana, it was found that bidi workers and underrepresented in the Union for Bidi Workers (UBT).
- Another case study from Telangana reported morbidity in bidi workers such as back, neck, and joint problems, gynecological morbidity included menorrhagia, foul-smelling white discharge, hysterectomy due to various causes and premature menopause.

- Telangana has a state prevalence of 17.8 percent of tobacco users and 4.9 percent bidi users, below the national average.

End Users

- The population of Telangana is 3,51,93,978 and bidi smoking prevalence of 4.9 percent corresponds to 17,24,504 bidi smokers in the state, with 16,64,101 (9.4%) males and 52,472 (0.3%) females.
- Furthermore, 2,85,781 (2.1%) bidi smokers are located in urban areas and 14,89,386 (6.9%) are located in rural areas.
- There has been a 4.9 percent decline of bidi smokers, since 2009 and the mean age at initiation of tobacco use is 19.9 years.

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.