



UTTAR PRADESH CASE STUDY ON BIDI TRADE STATE FACT-SHEET 2023

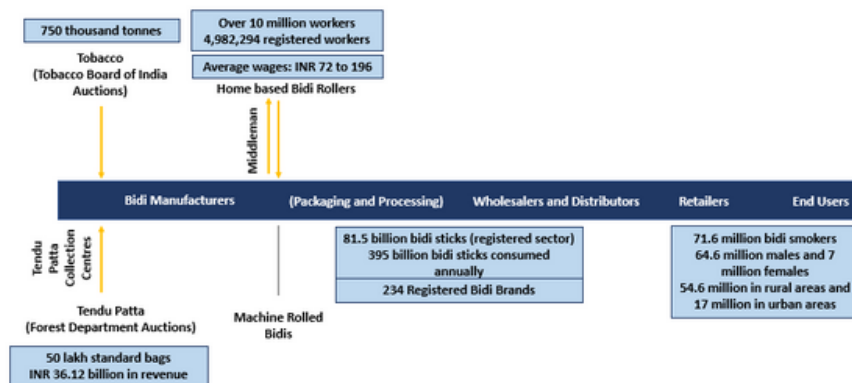
Raw Material for Bidi Production

Tendu Patta Collection :

- The units of bags sold over the past decade range from 1.66 lakhs in 2011-12 to 1.63 lakhs in 2021-22 with a revenue collection of 2996.838 lakhs in 2011-12 to 2934.018 lakhs in 2021-22.
- Uttar Pradesh has Tendu leaves collection center spread across Sonbhadra, Mirzapur, Varanasi, Allahabad, Chitrakoot, Karvi, Banda, Hamirpur, Mahoba, Jhansi and Lalitpur districts.
- The collection of Tendu leaves was nationalized in Uttar Pradesh in 1972 under the Tendu Patta (Vyapar Viniyaman) Act, 1972.

Tobacco Cultivation :

- For the cultivation of tobacco 31.64 thousand lakh Hectares of land is utilized in yielding a production of 1386.40 lakhs tonnes



Supply Chain of Bidi Production

Key Findings

- Tendu Patta Collection**
Production - 1,63,001 standard bags
Revenue - 29.34 crore rupees
- Tobacco Cultivation**
Area - 31.64 thousand hectares
Production - 1386.4 lakh tonnes
- Labour Statistics and Wages**
Registered beedi workers - 4,12,757 (2021-22)
Wage - INR 103.85 – INR 228.70 per 1000 sticks
- Production and Distribution**
Registered Beedi Workers - 974 Tobacco Manufacturers

- Uttar Pradesh has a total of 4,12,757 beedi workers (2021-22).

Year-wise Production from Tendu Leaves in Uttar Pradesh (2009-19)

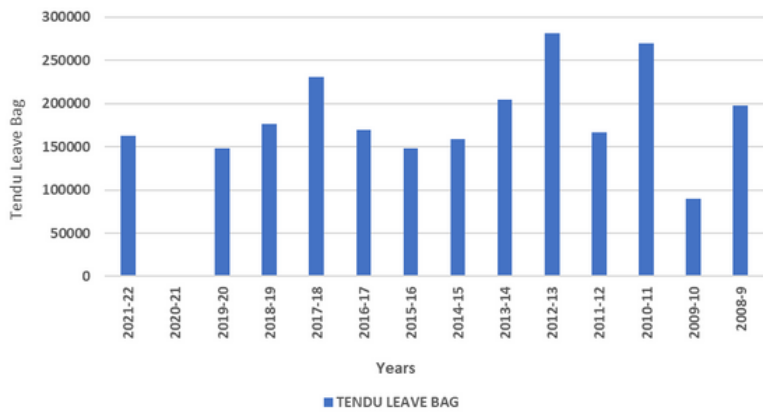
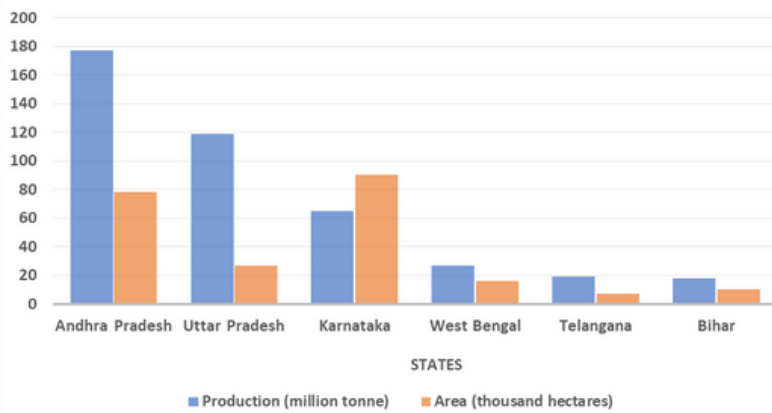


Fig 3: Production and Cultivation of tobacco in Indian states (2016-17)



- A total of 974 tobacco manufacturers from all districts of Uttar Pradesh
- Majority (98%) of the bidi workers were from the marginalized sections of the society and 58% earn less than Rs. 1,500 per month which is not adequate to maintain even their basic family needs.
- Major brands available: 502, Master bidi, Dinesh Biri 555, Pataka 502, Rampyare bidi, Speshal bidi, Tara bidi, Panchhi bidi, Seema bidi, Panjab Mel, Tufan Mel, Royal bidi, Mahananda 902, Chaman Gold, Howrah biri, 447 biri, 120 Viyad Beedi, Chaman Gold, Kisan Filter Bidi, Suraj Bidi -Front, Shyam Bidi, Jeet Bidi 702, Three-star bidi, Shyam Bidi.

• Uttar Pradesh has a state prevalence of 35.5 percent tobacco users and 11.3 percent bidi smokers, both of which are above the national averages.

End Users

- The population of Uttar Pradesh was 19,98,12,341 and bidi smokers with a prevalence of 11.3 percent constitute 2,25,78,794 persons, with 2,03,73,699 males and 24,78,628 females.
- 25,36,219 bidi smokers are located in urban areas and 2,05,01,881 in rural areas.
- There has been a recent decline of 22.5 percent from 2009 and the mean age at initiation of tobacco use is 18.7 years.
- A total of 56.4 percent smokers planned or thought about quitting out of whom 57.7 percent of bidi smokers attempted due to pack warning labels.

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.