

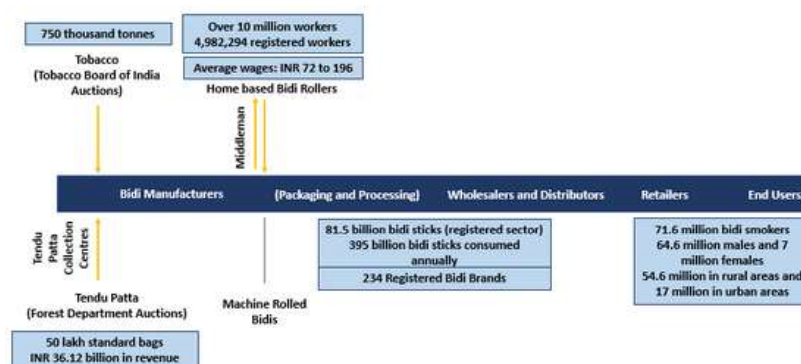


MADHYA PRADESH CASE STUDY ON BIDI TRADE STATE FACT-SHEET 2023

Raw Material for Bidi Production

Tendu Patta Collection :

- Madhya Pradesh is the largest producer of tendu leaves in the country having more than 15,000 collection centers.
- Madhya Pradesh was the first state where tendu leaves collection was nationalized, in the year 1964.
- The centers are spread across the districts of Bhopal, Chhatarpur, Shivpuri, Tikamgarh, N. Sagar, Gwalior, Vidisha, Raisen, S. Sagar, Damoh, Riva, Umariya, Katni, Jabalpur and Narsinghpur.
- Madhya Pradesh produces with 20.15 lakh standard bags sold in the year 2019 generating a revenue of INR 815.07 crores.



Supply Chain of Bidi Production

Key Findings

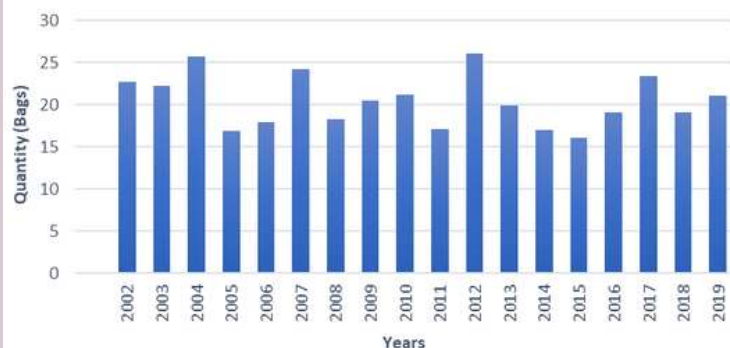
- **Tendu Patta Collection**
Production - 20.15 lakh standard bags
Revenue - INR 815.07 crores rupees
- **Tobacco Cultivation**
Area - 100 hectares
Production - 49 tonnes
Yield - 0.49 kg/ha
- **Labour Statistics and Wages**
Registered beedi workers - 4,40,556 (2021-22)
Wage - INR 350.96 to 486.92 per 1000 sticks
- **Production and Distribution**
Registered Beedi Workers - 420 Tobacco Manufacturers

Tobacco Cultivation :

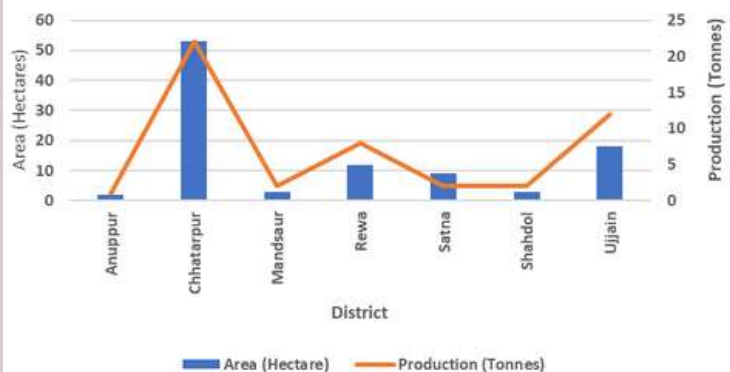
- For the cultivation of tobacco, 100 hectares of land is utilized in Annuppur, Chhatarpur, Mandsaur, Rewa, Satna, Shahdol and Ujjain regions, yielding a production of 49 tonnes of tobacco from the state.
- Maximum contribution was recorded from Chhatarpur region (53 hectares and 22 tonnes).

- Total 4,40,556 registered Beedi Workers (2021-22) are employed in Madhya Pradesh.
- The minimum daily wage rates ranging from INR 350.96 to 486.92 for bidi industry workers.

Collection of Tendu Leaves in Madhya Pradesh State (Year 2002 to 2019)



Regional distribution of Madhya Pradesh area under tobacco cultivation and yield (2013-14)



- The total of 420 tobacco manufacturers found in all districts Madhya Pradesh.
- Major brands available in the state: 30 Chap Bidi, Shankh Bidi, Laxmi Marka, Ganga Jamuna, Kalkatta, Santram, 512 No. Bidi, Shri 55, Tractor Chap Bidi No.11, 77 No., Sikka, Kanta Chhap and Manohar.
- 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 Madhya Pradesh is approximately 7,26,26,809 and with a prevalence of 9.1 percent bidi smokers, this corresponds to 66,09,040 people in the state.
- Out of these, approximately 64,69,317 are males and 1,40,058 are females, and 10,83,748 are located in urban areas, while, 56,23,642 are located in rural areas.
- The mean age at initiation is 18.3 years and there has been a 4.30 percent decline of bidi smokers from 2009 to 2016.
- A total of 48.2 percent smokers planned or thought about quitting, out of whom 53.6 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.