

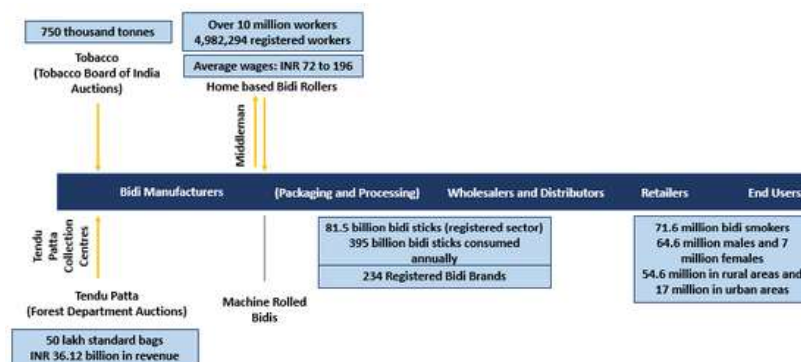


TAMIL NADU CASE STUDY ON BIDI TRADE STATE FACT-SHEET 2023

Raw Material for Bidi Production

Tendu Patta Collection :

- The estimated annual production of tendu leaves in the state ranges around 2000 tonnes with a revenue generation of approximately INR 50 million.
- Tamil Nadu is one of the largest states in India in terms of beedi production.
- There are around 75 large-scale beedi manufacturers producing 50,00,000 or more beedis a day.
- Around 500 small manufacturers are engaged in producing between 5,00,000 - 50,00,000 beedis a day.



Supply Chain of Bidi Production

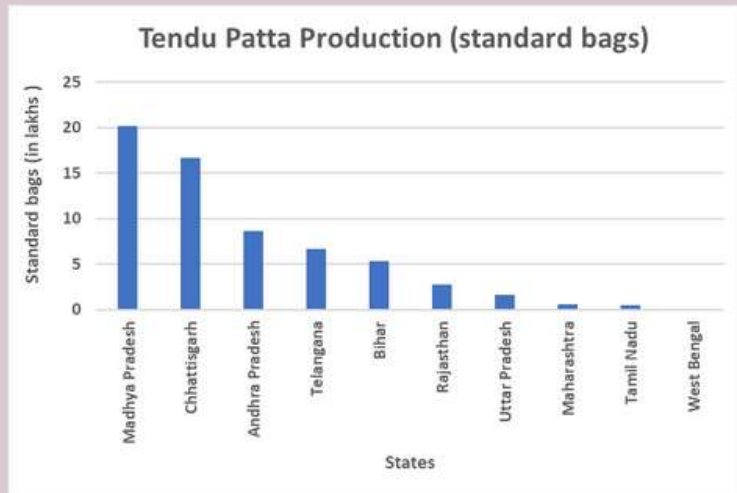
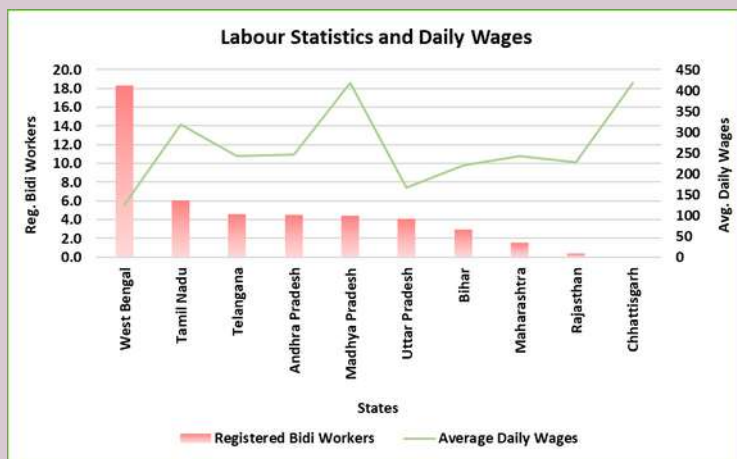
Key Findings

- Tendu Patta Collection**
Production - 2000 tonnes annually
Revenue - INR 50 million rupees
- Tobacco Cultivation**
Area - 3769 hectares
Production - 5664 tonnes
Yield - 1.5 kg/ha
- Labour Statistics and Wages**
Registered beedi workers - 603076 (2021-22)
Wage - INR 317.96 per 1000 sticks 1000 sticks (2021-22)
- Production and Distribution**
Registered Beedi Workers - 75 Tobacco Manufacturers

- Total 603076 Beedi Workers are employed in Tamil Nadu.
- Tamil Nadu state has the minimum daily wage rates of INR 317.96

Tobacco Cultivation :

- The Tobacco cultivation in Tamil Nadu covers an area of about 2111 hectares with a production of about 3238 tonnes annually, and a yield of 1.53 kg/ha (2018-19).
- Beedi production in Tamil Nadu is estimated by organizations and trade unions to be near to 50 crores per day, with an annual production value of around Rs 4000 crore.



- There are around 75 large-scale beedi manufacturers producing 50,00,000 or more beedis a day. Around 500 small manufacturers are engaged in producing between 5,00,000 - 50,00,000 beedis a day.
- Major available brands in the state: Ganesh Bidi, Kaja Bidi, G.T. Royal Rs 10, G.T. Royal Rs 5.
- A high prevalence of eye problems (70%), respiratory (50%), and osteological problems (70%) and back pain (50%) in women labourers were also repeated in numerous case studies.

- Tamil Nadu has a state prevalence of 20.0 percent tobacco users and 5.4 percent bidi users, which are below the national averages.

End Users

- The population of Tamil Nadu is approximately 72,147,030 as per the census 2011 and with 5.4 percent bidi smoking prevalence, 3,895,939 bidi smokers are present in state.
- The GATS-II reported the nil prevalence of bidi smoking amongst females marking only males with a prevalence of 10.8 percent. 1,361,780 (3.9%) bidi smokers are located in urban areas while, 2,531,612 (6.8%) are located in rural areas.
- Further, there has been a 5.4 percent decline of bidi smokers, and the average age at first cigarette usage has risen slightly from 18.5 years in GATS 1 to 20.6 years in GATS 2.

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.