



ANDHRA PRADESH CASE STUDY ON BIDI TRADE

STATE FACT-SHEET 2023

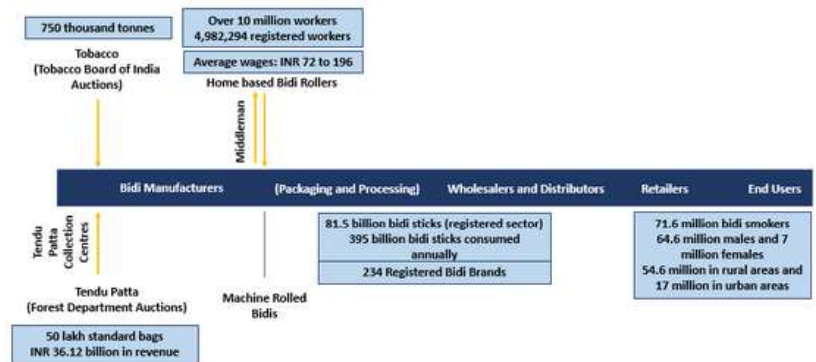
Raw Material for Bidi Production

Tendu Patta Collection :

- Andhra Pradesh produces 39 thousand tonnes of tendu leaves annually of value 975 million rupees.
- The tendu leaves collection centres are called Kallam.
- There are over 15,000 tendu leaves collection centres in the Andhra Pradesh state.
- Tendu leaves collection was nationalized in Andhra Pradesh in 1971 under the The Andhra Pradesh Minor Forest Produce (Regulation of Trade) Act of 1971, with the aim to provide employment opportunities to local people.
- Andhra Pradesh is the fourth largest Tendu leaves producing state in the country.

Tobacco Cultivation :

- Tobacco Cultivation in Andhra Pradesh covers an area of about 78 thousand hectares with an annual production of over 177 million tonnes and a yield of 2269 kg/ha in 2016-17.
- Andhra Pradesh has one of the minimum daily wages of bidi rollers with an average daily wage of INR 245.5 (2017).

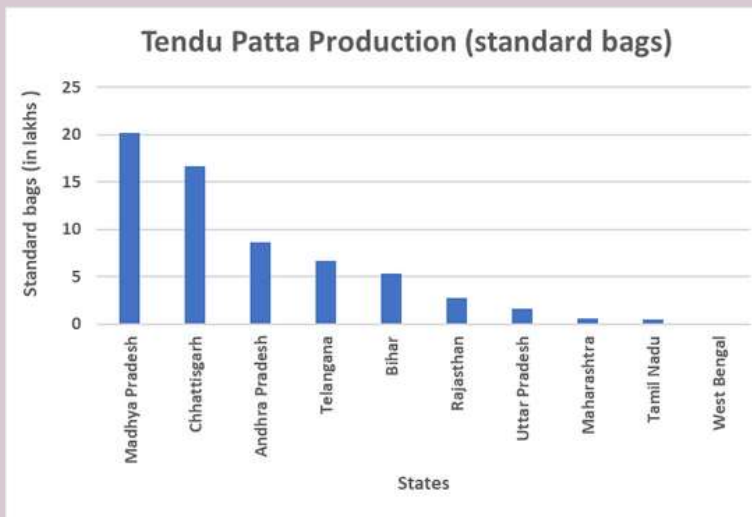


Supply Chain of Bidi Production

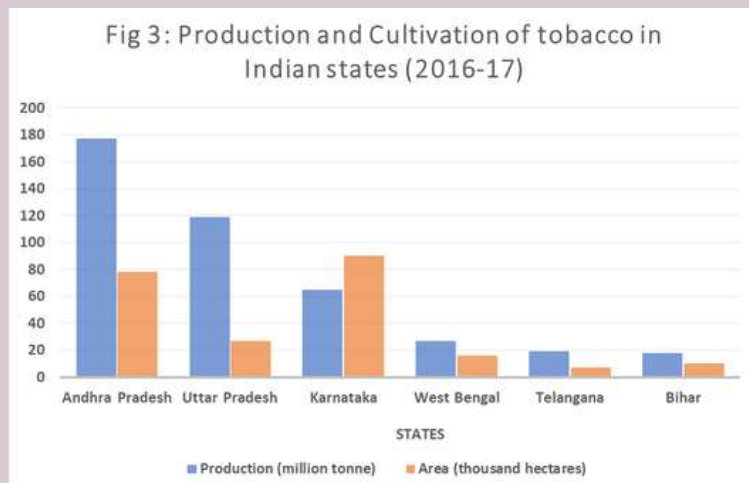
Key Findings

- **Tendu Patta Collection**
Production - 869 Tonnes
Revenue - 975 million rupees
- **Tobacco Cultivation**
Area - 78 Thousand Hectares
Production - 177 Million tonnes
Yield - 2269 kg/ha
- **Labour Statistics and Wages**
Registered beedi workers - 4.5 lakh (2021-22)
Wage - INR 315 per 1000 sticks (2021-22)
- **Production and Distribution**
Registered Beedi Workers - 147 Tobacco Manufacturers

- Over 4.5 lakh registered Beedi Workers (2021-22) are employed in Andhra Pradesh.
- Andhra Pradesh state records provide a minimum wage of INR 315 per 1000 sticks.



- A total of 147 tobacco manufacturers are established in various districts of Andhra Pradesh.
- Numerous studies and case incidences have been reported from districts such as Mustabad, Nizamabad, etc. that provide evidences regarding challenges encountered by women beedi workers and exploitation by the middleman.



- Andhra Pradesh has a prevalence of 6.2 percent Bidi smokers.

End Users

- With a population of approximately 8,45,80,777, there is 6.2 percent prevalence of bidi smoking in Andhra Pradesh which corresponds to over 52 lakhs bidi smokers.
- The GATS-II survey reported no female bidi smokers in the state (prevalence - 0.0%) thus marketing all 52 lakh consumers to be males with a prevalence of 12.6 percent amongst all males residents of the state.
- Furthermore, 10,44,105 (3.7%) bidi smokers are located in urban areas and 42,27,127 (7.5%) in rural areas.
- The mean age at initiation of tobacco use is 19.4 years. A total of 43.1 percent smokers planned or thought about quitting, out of whom 82.2 percent of bidi smokers attempt 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.