



COST EFFECTIVE INTERVENTIONS FOR BEEDI CESSATION IN INDIA

Key Findings

*An investment
of INR 42 PER
BEEDI USER
will yield a
return of INR
109 PER USER**

*₹ 2.58 Return
on every rupee
invested in
beedi
cessation
interventions*

AN ADDITIONAL
INR 42*
INVESTED PER BEEDI USER EACH
YEAR HAS THE POTENTIAL TO

SUCCESSFUL QUITTERS

ENABLE
4,75,20,000
BEEDI USERS TO QUIT

AVERTED DEATHS AND DISABILITY

AVERT
3,15,480 DEATHS
77,22,000 DALYs
RESULTING FROM BEEDI SMOKING

ECONOMIC PRODUCTIVITY

ECONOMIC BENEFIT EQUIVALENT
TO
INR 325 BILLION
DUE TO AVERTED DEATH AND
DISABILITY

**Calculations based on the most cost-effective intervention for beedi cessation – “Brief advice at primary level (HWC)”*

Detailed inferences and results may be accessed from the policy brief “Cost effective interventions for beedi cessation in India. SPH AIIMS Jodhpur and Vital Strategies; 2025, July. Available from: <http://treesphaiimsjdj.org/reports>