School of Public Health
AIIMS Jodhpur

Vital Strategies

# COST EFFECTIVE INTERVENTIONS FOR THE CONTROL OF UNREGULATED BEEDI TRADE IN INDIA

## KEY FINDINGS

*An investment of **less than 1 Rupee** per capita to regulate beedi, will yield a return of **INR 101 crores** in the first year of TVL and T&T implementation*

*1.69 times return on the money spent in the very first year of implementation*

*Projected increase in the return to 7.59 times with increased policy uptake in subsequent years*

AN ADDITIONAL

**INR 0.41**

INVESTED PER CAPITA HAS THE POTENTIAL TO

### INCREASE IN REVENUE

INCREASE THE ANNUAL REVENUE BY

**INR 101.21 Crores**

IN FIRST YEAR OF IMPLEMENTATION

### NET BENEFIT

COST BENEFIT RATIO (CBR)

**1.69**

FROM BEEDI REGULATION THROUGH TVL AND T&T

### FUTURE SUSTAINABILITY

CBR PROJECTED TO INCREASE TO

**>7.59**

BY INCREASED INCERMENTAL POLICY IMPLEMENTATION

**CBR refers to the Cost Benefit Ratio; T&T – Track and Trace Mechanism; TVL – Tobacco Vendor Licensing*

*Detailed inferences and results may be accessed from the policy brief "Cost effective interventions for the control of unregulated beedi trade in India. SPH AIIMS Jodhpur and Vital Strategies; 2025, July. Available from: http://treesphaiimsjdh.org/reports*