



Bidi Industry

Key Information Resources

The World Health Organization (WHO) (2008) Report on the Global Tobacco Epidemic – The MPOWER Package.

Available at: http://www.who.int/tobacco/mpower/mpower_report_full_2008.pdf

The World Health Organization's landmark report on the global tobacco epidemic makes clear both the devastating scope of the global tobacco epidemic – it is the leading cause of preventable death in the world today – and the fact that it is entirely preventable if nations urgently implement proven solutions. This report presents the first comprehensive picture of what the world's nations are doing to address this public health crisis, and it demonstrates starkly that most nations are not doing nearly enough.

Sunley, Emil, M. (2008). India: The Tax Treatment of Bidis.

Available at: http://tobaccofreecenter.org/files/pdfs/reports_articles/Sunley-BidiTax%20FINAL-5Feb08.pdf

A new report by Dr. Emil M. Sunley, one of the world's leading experts on tobacco taxation, concludes that bidis are under-taxed compared to cigarettes, despite being at least as harmful. The report recommends that India should increase excise taxes on bidis to protect health.

Reddy S, Gupta P. (2004). Report on Tobacco Control in India.

Available at: [http://www.mohfw.nic.in/Tobacco%20control%20in%20India_\(10%20Dec%2004\)_pdf](http://www.mohfw.nic.in/Tobacco%20control%20in%20India_(10%20Dec%2004)_pdf)

Published by the Ministry of Health and Family Welfare and written by the country's leading experts in the field, this is a comprehensive overview of tobacco related issues in India. It includes culture and history, types of tobacco use throughout India, health effects, current policies, and future policy recommendations.

The World Bank. (1999). Curbing the Epidemic: Governments and the Economics of Tobacco Control.

Available at: <http://www1.worldbank.org/tobacco/reports.asp>

This World Bank report outlines effective policy interventions to reduce smoking in developing countries. It discusses tobacco use and its consequences both on health and on the economy, and highlights the relationship between smoking and poverty. Critically, for policymakers, the report discusses the impact of tobacco control programs on economies: on jobs, tax revenue and on individual consumers. It concludes that many of the concerns that have deterred policymakers from acting to control tobacco in the past are unfounded or exaggerated.

US Surgeon General's Report. (2004). The Health Consequences from Smoking: A Report of the Surgeon General.

Available at: http://www.cdc.gov/tobacco/data_statistics/sgr/sgr_2004/index.htm

Written by expert scientists in the United States, this is a detailed scientific document demonstrating the health effects of smoking on every organ of the human body.