R K SWAMY HANSA
Guide to Market Planning

2017 Edition

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Volume - I
District as geographic unit for analysis (Urban and Rural combined)

The Most Comprehensive Guide to Purchasing Power

Volume - I
District as geographic unit for analysis (Urban and Rural combined)

R K SWAMY HANSA
Guide to Market Planning

The Most
Comprehensive
Guide to
Purchasing Power
in India

Volume - II
District as geographic unit for analysis (Urban and Rural separately)

R K SWAMY HANSA
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The Most
Comprehensive
Guide to
Purchasing Power
in India

This interactive CD has contents of both Volume I & II
covering 541 districts

This CD cannot be copied • Any attempt to copy will render
the application unusable • Replacement CD will be at a cost
Use external CD drive if required • Not Apple compatible

Perspective | Methodology | Sample Pages

Perspective

The R K SWAMY HANSA Guide covers and presents data for 32 States and Union Territories and 541 districts (out of a total of 640 districts according to the Census of 2011). These districts are a combination of urban areas (towns) and rural areas (villages). The R K SWAMY HANSA Guide covers both the urban as well as the rural potential for each district, separately.

Note: Jammu and Kashmir, Nagaland, Mizoram, Tripura, Manipur, Meghalaya Sikkim and Arunachal Pradesh have been assessed at the State level as adequate district level data is not available. Andaman and Nicobar Islands, Daman & Diu, Dadra & Nagar Haveli and Lakshadweep have not been included in the study due to paucity of data.

The R K SWAMY HANSA Guide is designed to be a comprehensive tool, with specially customized indices, for measuring the purchasing power and assessing market potential, and its disbursement across various districts, in India.

Assessing Market Potential

The Market Potential of a district, or the purchasing power, is a combination of several variables.

The potential was arrived by answering four basic questions at the District level:

1. Does it have the **Means or Ability** to purchase or consume?

    Means or the Ability to buy is the foremost requirement for any marketing activity to take place.
    A district with higher Means or Ability necessarily qualifies for marketing activity.

2. Is it willing to buy and consume; what is the **consumption pattern**?

    Having Means need not necessarily convert to Consumption. It is important for a district to have
    an inclination to consume.

3. What is the exposure to mass media or what is the measure of **Awareness**?

    Even if a district is inclined to consume, consumption should be facilitated with the ability to create
    adequate Awareness. Therefore, Awareness becomes another important variable to district prosperity.

4. Does it enjoy infrastructure or **Market Support** to facilitate marketing activity?

Perspective (...contd.)

These four factors are assessed by combining several variables or indicators, as listed below. It is important to choose indicators that would represent characteristics of both urban and rural areas. The other important consideration is to identify indicators that are uniformly available across all states and union territories.

Variables or indicators for each factor

Means

Measured by

- Per capita bank deposit
- Per capita income
- Proportion of affluent households
- Ownership of house

Awareness

Measured by

- Print media readership
- Television readership
- Radio listenership
- Cinema viewership
- Internet access
- Female literacy

Consumption

Measured by

- Ownership of consumer durables
- Low priced range (less than ₹ 5000)
- Mid priced range (between ₹ 5000 – ₹ 10000)
- High priced range (greater than ₹ 10000)
- Consumption of Fast Moving Consumer Goods
- Phone ownership
- Car ownership

Market Support

Measured by

- Employment in trade
- Employment in transport
- Bank credit to trade
- Bank credit to transport
- Households electrified
- Banked households
- Road density
- Population density

The table above lists the indicators chosen to represent or answer the four questions. They were chosen from a variety of sources. Since data was available at different levels, small area estimation techniques were used to arrive at district level values. This also involved blending of different databases into a consistent framework. Data which was not available at the district level has been estimated through rigorous statistical techniques.

Methodology

Key Definitions

Market Intensity Index (MII)

This is a measure of the concentration of the purchasing power (Purchase Intensity). The contributions of all the four factors have been used to measure this intensity. This is a weighted index, and the rationale for the weights is explained separately.

This index is based on per capita values and all India MII has been indexed as 100. MII reflects the quality of the market. A higher value of this index would mean a greater concentration of the more affluent. The proportion of higher income households is likely to be more in such districts. As a result, these districts are likely candidates for higher consumption or sale of premium products.

Market Potential Value (MPV)

MPV is the aggregate measure of the district potential.

The per capita market potential was adjusted to the respective district population to arrive at the total market potential value for these districts.

This was indexed with Greater Mumbai as 1000, the district with maximum market potential, and consequently all other districts' potentials are relative to this potential.

Media Exposure Index (MEI)

Market can be created and led by media. The constituents of this index are exposure at district level to five types of media, namely, Print, Television, Radio, Cinema and Internet.

These exposures are measured in per capita terms and, as in the case of MII, indexed in relation to all India as 100.

Sources

Several databases were used to collate, analyse and estimate the parameters used in the report. Some of the databases are periodicals and the report has referred to several issues to study the trend. The sources are listed below.

Banking Statistics, Basic Statistical Returns
Reserve Bank of India, Mumbai.

Census of India
Registrar General & Census Commissioner, India. Ministry of Home Affairs, New Delhi.

COAI – Cellular Operators Association of India

Economic Census Survey – Urban and Rural Sector
Ministry of Statistics & Programme Implementation Government of India, New Delhi.

IRS Indian Readership & Other Media Data
Media Research Users Council

Statistical Abstract – India
Central Statistical Organisation
Ministry of Statistics and Programme Implementation
Government of India, New Delhi.

Household Consumer Expenditure Survey
National Sample Survey
Ministry of Statistics and Programme Implementation
Government of India, New Delhi.

Handbook of Statistics on Indian Economy
Reserve Bank of India.

Statistical Table Relating to Banks in India
Reserve Bank of India

Agriculture Prices in India
Directorate of Economics and Statistics
Department of Agriculture, Cooperation and Farmers Welfare
Ministry of Agriculture and Farmers Welfare, Government of India, New Delhi.

State wise estimates of Value of Output From Agriculture and Livestock
Central Statistical Organisation
Ministry of Statistics and Programme Implementation Government of India.

Cost of Cultivation of Principal Crops in India
Directorate of Economics and Statistics
Department of Agriculture, Cooperation and Farmers Welfare
Ministry of Agriculture and Farmers Welfare, Government of India, New Delhi.

Fertiliser and Agriculture Statistics – All Region
The Fertiliser Association of India

Reports of The Commission for Agricultural Costs and Prices
Ministry of Agriculture and Farmers Welfare, Government of India, New Delhi.
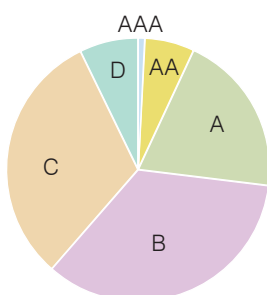
Indiastat.com
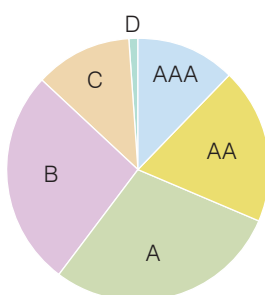Datanet Indian Pvt. Ltd.

SAMPLE PAGES

DISTRIBUTION

MPV All India

Market Potential - Overview

Grade	No. of Districts	MPV	Population '000
AAA	5	3197	67632
AA	34	4894	172563
A	107	7396	333825
B	187	6800	390033
C	169	3080	199064
D	39	258	20014
Total	**541**	**25626**	**1183131**

Share in number of Districts

Share in MPV

Share in Population
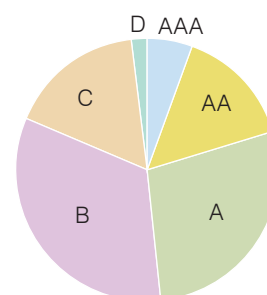
Grade	No. of Districts		MPV		Population	
	%	cum.%	%	cum.%	%	cum.%
AAA	0.92	0.92	12.48	12.48	5.72	5.72
AA	6.28	7.21	19.10	31.58	14.59	20.30
A	19.78	26.99	28.86	60.44	28.22	48.52
B	34.57	61.55	26.54	86.97	32.97	81.48
C	31.24	92.79	12.02	98.99	16.83	98.31
D	7.21	100.00	1.01	100.00	1.69	100.00
Total	**100**		**100**		**100**	

SAMPLE

DISTRIBUTION

MPV, MII, MEI - By state and zone

States / Union Territories	No. of Districts	MPV	MII	MEI	Population '000
Maharashtra	34	3245	134	123	112374
Gujarat	26	1546	118	106	60440
Madhya Pradesh	50	1209	77	77	72627
Chhattisgarh	18	431	78	81	25545
Goa	2	76	242	185	1459
West Zone	**130**	**6507**	**110**	**103**	**272445**
Uttar Pradesh	72	3201	74	76	199812
Rajasthan	33	1292	87	81	68548
Punjab	20	931	155	130	27743
Delhi	1	876	241	186	16788
Haryana	21	733	134	113	25351
Uttarakhand	13	261	120	113	10086
Himachal Pradesh	12	196	132	124	6865
Chandigarh	1	60	262	196	1055
North Zone	**173**	**7550**	**91**	**98**	**356250**

Similarly data for East Zone, South Zone, North East and Jammu & Kashmir
is reported in the R K SWAMY HANSA Guide.

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DISTRIBUTION

MPV by states arranged in rank order

Rank	States / Union Territories	No. of Districts	MPV %	Population %
1	Maharashtra	34	12.41	9.29
2	Uttar Pradesh	72	12.24	16.52
3	Tamil Nadu	32	8.10	5.96
4	West Bengal	19	6.83	7.55
5	Karnataka	30	5.97	5.05
6	Gujarat	26	5.91	5.00
7	Rajasthan	33	4.94	5.67
8	Kerala	14	4.66	2.76
9	Madhya Pradesh	50	4.63	6.00
10	Bihar	38	4.49	8.61

Similarly data for the rest of the states is reported in the R K SWAMY HANSA Guide.

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DISTRIBUTION

Share of Means, Consumption, Awareness
and Market Support to Market Potential

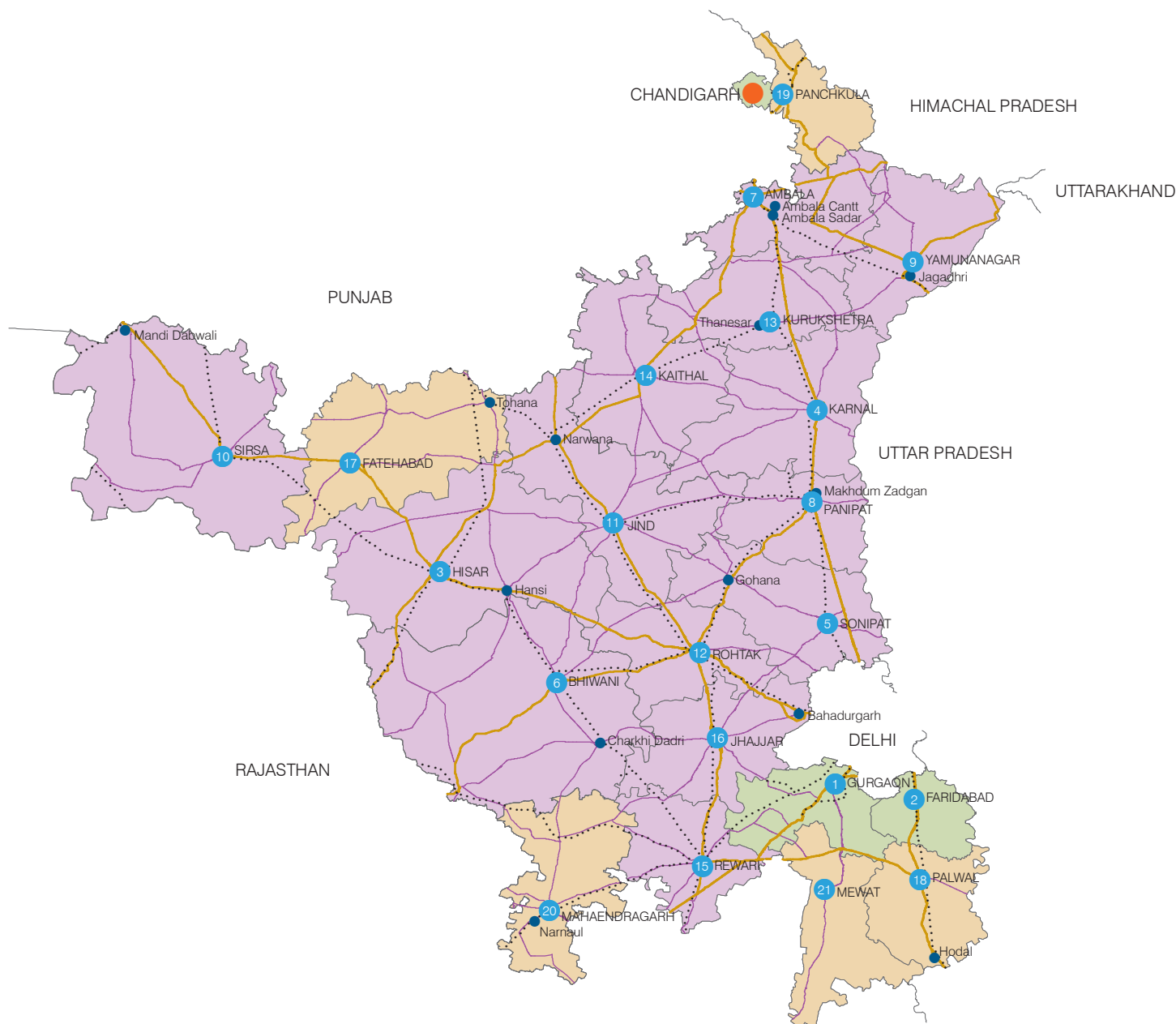| States / Union Territories	MPV	Factor contribution to MPV			
		Means	Consumption	Awareness	Market Support
Maharashtra	3245	1099	819	773	554
Gujarat	1546	526	429	357	234
Madhya Pradesh	1209	344	351	311	204
Chhattisgarh	431	122	116	116	78
Goa	76	27	26	15	9
West Zone	**6507**	**2117**	**1741**	**1572**	**1078**

Similarly data for North Zone, East Zone, South Zone, North East and
Jammu & Kashmir is reported in the R K SWAMY HANSA Guide.
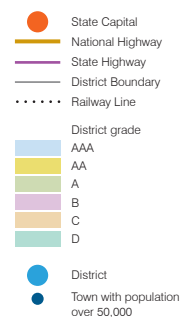
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HARYANA

Districts ranked by MPV
(21 districts and 31 towns over 50,000 population)

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CHANDIGARH · 19 PANCHKULA — HIMACHAL PRADESH

UTTARAKHAND

PUNJAB

7 AMBALA
Ambala Cantt
Ambala Sadar

9 YAMUNANAGAR
Jagadhri

Thanesar · 13 KURUKSHETRA

14 KAITHAL

Mandi Dabwali

4 KARNAL

UTTAR PRADESH

Tohana

10 SIRSA

Narwana

17 FATEHABAD

Makhdum Zadgan
8 PANIPAT

11 JIND

3 HISAR
Hansi

Gohana

5 SONIPAT

12 ROHTAK

6 BHIWANI

Bahadurgarh

DELHI

Charkhi Dadri

16 JHAJJAR

RAJASTHAN

1 GURGAON

2 FARIDABAD

15 REWARI

18 PALWAL

20 MAHAENDRAGARH
Narnaul

21 MEWAT

Hodal

SAMPLE

Maps provided for each state.

Legend:
- State Capital
- National Highway
- State Highway
- District Boundary
- Railway Line

District grade
- AAA
- AA
- A
- B
- C
- D

- District
- Town with population over 50,000

Numbers indicate
MPV rank in the state

Map not to scale

HARYANA

Districts in descending order of MPV

Rank by State MPV	District	Grade	MII	MPV	Population '000	State Share %	
						MPV	Population
1	Gurgaon	A	236.35	77.37	1514	10.56	5.97
2	Faridabad	A	180.46	70.60	1810	9.63	7.14
3	Hisar	B	120.46	45.41	1744	6.20	6.88
4	Karnal	B	131.44	42.77	1505	5.84	5.94
5	Sonipat	B	130.24	40.82	1450	5.57	5.72
6	Bhiwani	B	108.46	38.32	1634	5.23	6.45
7	Ambala	B	153.36	37.41	1128	5.10	4.45
8	Panipat	B	139.55	36.36	1205	4.96	4.75
9	Yamunanagar	B	131.15	34.42	1214	4.70	4.79
10	Sirsa	B	120.98	33.87	1295	4.62	5.11

Similarly data for the rest of the districts of Haryana, and for each of the states, is reported in the R K SWAMY HANSA Guide.

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HARYANA

Districts in descending order of MII

Rank by State MII	District	Grade	MII	MPV	Population '000
1	Gurgaon	A	236.35	77.37	1514
2	Panchkula	C	187.49	22.75	561
3	Faridabad	A	180.46	70.60	1810
4	Ambala	B	153.36	37.41	1128
5	Panipat	B	139.55	36.36	1205
6	Rohtak	B	136.23	31.25	1061
7	Rewari	B	136.14	26.50	900
8	Kurukshetra	B	132.12	27.55	965
9	Karnal	B	131.44	42.77	1505
10	Yamunanagar	B	131.15	34.42	1214

Similarly data for the rest of the districts of Haryana, and for each of the states, is reported in the R K SWAMY HANSA Guide.

HARYANA

Contribution from Means, Consumption, Awareness
and Market Support to MPV

Rank by State MPV	District	Grade	MPV	Factor contribution to MPV			
				Means	Consumption	Awareness	Market Support
1	Gurgaon	A	77.37	30.48	25.14	13.79	7.97
2	Faridabad	A	70.60	23.66	21.95	16.54	8.45
3	Hisar	B	45.41	14.03	13.99	10.27	7.11
4	Karnal	B	42.77	14.22	13.07	9.32	6.16
5	Sonipat	B	40.82	14.05	11.92	8.99	5.86
6	Bhiwani	B	38.32	11.86	11.52	9.03	5.91
7	Ambala	B	37.41	12.70	11.82	7.91	4.98
8	Panipat	B	36.36	13.30	10.35	7.61	5.11
9	Yamunanagar	B	34.42	10.64	10.95	7.74	5.09
10	Sirsa	B	33.87	10.87	10.77	7.30	4.93

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is reported in the R K SWAMY HANSA Guide.

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in the R K SWAMY HANSA Guide.

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