AUTHENTIC, ACCURATE AND UP-TO-DATE MARKET INTELLIGENCE.

Now, blend it the way you need it.

- **182** VARIABLES
- **19** GROUP VARIABLE SCORES
- **468** URBAN AGGLOMERATIONS
- **6,00,000+** VILLAGES
- **3** MARKET POTENTIAL INDEXES
- **630** DISTRICTS
- **7948** TOWNS

MIMI
MICA Indian Marketing Intelligence

MVMI
MICA Village Marketing Intelligence

MICA INDIAN MARKETING INTELLIGENCE (MIMI)
INDIA'S MOST EMPOWERING MARKET INTELLIGENCE RESOURCE

THE INDIAN MARKET – AN EMERGING POTENTIAL

Emerging markets like India are considered to be the new growth engines of the world economy. With a massive population base, increasing purchasing power, relaxation in the regulatory environment and fusion with global culture, in the last decade the Indian market has emerged as a major hub for consumption and production at a global level.

However, the diversity of the Indian market in terms of its socio-cultural, political, and demographical differences are challenging for marketers who wish to develop new products, identify market segments, design market-entry strategies or launch new product variants in regional markets.

To navigate market currents more effectively, marketers need to take strategic decisions with information that is authentic, accurate and up-to-date. For strategic market decision-making at national and regional levels, it is necessary that a marketer uses a gamut of rural and urban area data such as agricultural, financial, media consumption, and so forth. MICA Indian Marketing Intelligence (MIMI) caters to such requirements for developing a sound marketing strategy.
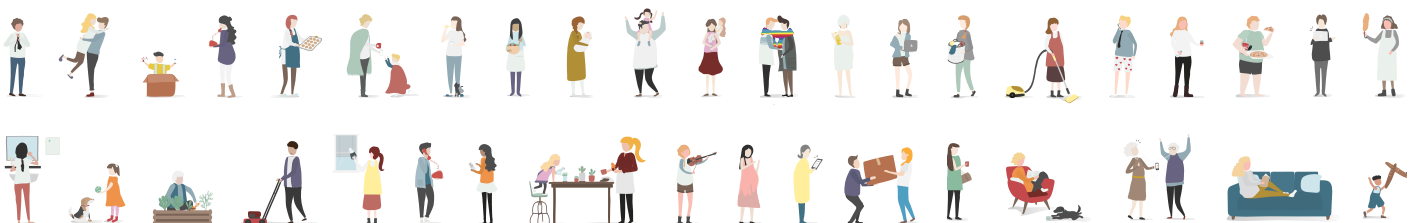
MIMI - BORN OF A MICA COMMITMENT TO INDIAN ENTERPRISE

As India's premier Marketing and Communications institute, MICA has endeavored to spearhead cutting-edge applied research to serve the needs of the marketing and communications industry. As part of this commitment, MICA develops urban and rural market rating resources based on Census of India and other authentic government publications.

MIMI or MICA Indian Marketing Intelligence as it is more formally known, is the fourth such resource development in this business enhancement series.

MIMI

MICA Indian Marketing Intelligence

WHAT YOU NEED TO KNOW ABOUT MIMI

MIMI provides the secondary data for socio-economic variables and market intelligence up to district level for all the States and Union Territories of India. Built around a unique data-fusion algorithm developed by reputed researchers and analytical minds of MICA, MIMI fuses the variety of structured information, compiled from authentic sources, to provide a composite, granular market-view. It also provides Market Potential Index (MPI) and other data, in separate views for rural, urban, and the total Indian market, for 630 districts.

HERE'S WHAT MIMI OFFERS

1. Provides Market Potential Index: One of the most acute needs of a marketer is to arrive at a district-level prioritisation for purposes ranging from market entry to product launch, MIMI provides Market Potential Index (MPI) for 630 districts for rural, urban and the total market. The higher the MPI, the higher is the market prioritisation.

2. Wide array of information: With 182 variables across rural and urban markets, MIMI provides data related to Demographics, Agriculture, Financial Services, Media Ownership, Vehicle Ownership, Household (HH) Size and Usage, HH Basic Amenities, HH Light and Registered Active Companies etc. to be applied across sectors ranging from Construction and FMCG to Telecom.

3. Simplifying decision making: To interpret the data quickly and effectively, MIMI provides a host of features like Graphs, GIS maps, Multi-variable Model and Potentio-meter in downloadable format. These features are helpful for better presentation of the data and clarity of analysis. For example, if a marketer would like to target a specific region, the Multi-variable Model helps him to compare various districts on selected variables, simultaneously, to arrive at a comparative picture.

4. Add-on features of websites: With a highly interactive website, you can perform a large number of functions like, execute simple arithmetic functions, customise variables, save work-space, compare districts across the states, besides others, with the help of MIMI's add-on features.

5. Composite score for selected categories of variables: To better understand the prosperity of a district and penetration of assets, composite score for selected categories of variables like agriculture, financial services, media ownership, and vehicle ownership are provided.

MAIN SOURCES OF DATA UTILISED BY MIMI

- Directorate of Marketing & Inspection (DMI), Ministry of Agriculture & Farmers Welfare (retrieved 2018)

- Ministry of Agriculture & Farmers Welfare (retrieved 2018) of

- Census of India-2011

- Department of Animal Husbandry & Dairying, Ministy of Agriculture & Farmers Welfare (2012)

- Audit Bureau of Circulations (Jan-Dec 2017)

- Fertiliser Association of India (2016-2017)

- Indian Meteorological Department (2013-2017)

- Ministry of Corporate Affairs (2018)

- Reserve Bank of India (March, 2017)

MIMI
MICA Indian Marketing Intelligence

SALIENT FEATURES

- All data are collected from authentic sources like Census of India, Planning Commission (Govt. of India), Reserve Bank of India, etc.

- All data is available up to district level for 35 States and Union Territories

- Market Potential Index (MPI) calculated for 630 Districts

- Robust research methodology used for calculating Market Potential Index (MPI)

- Data available for download in MS Excel format along with Graph and GIS facility

- Interactive and user-friendly software interface with additional features like Customise Query, Comparison of variables for different districts, Creation of customised variables by using your own data, etc.

ILLUSTRATIVE LIST OF VARIABLES

Variable	Rural	Urban	Total
Demographics			
Population	√	√	√
Male Population	√	√	√
Female Population	√	√	√
Child Population			√
Male Child Population			√
Female Child Population			√
Literate Population	√	√	√
Literate Male Population	√	√	√
Literate Female Population	√	√	√
Worker Population	√	√	√
Male Worker Population	√	√	√
Female Worker Population	√	√	√
Non Worker Population	√	√	√
Male Non-worker Population	√	√	√
Female Non-worker Population	√	√	√
HH Size and Usage			
House Holds (HH)	√	√	√
Female Headed HH	√	√	√
Residential HH	√	√	√
HH with One Room	√	√	√
HH with Two Rooms	√	√	√
HH with more than Three Rooms	√	√	√
HH Basic Amenities			
HH having Drinking water facility	√	√	√
HH having Bathroom enclosure with roof	√	√	√
HH having Latrine facility within premises	√	√	√
HH Light and Fuel			
HH having Electricity as main source of lighting	√	√	√
HH having Kerosene as main source of lighting	√	√	√
HH having Solar energy as main source of lighting	√	√	√
HH Kerosene as fuel for cooking	√	√	√
HH LPG PNG as fuel for cooking	√	√	√
HH Electricity as fuel for cooking	√	√	√
HH Biogas as fuel for cooking	√	√	√

Variable	Rural	Urban	Total
Agricultural			
Fertilizer Consumption	√		√
No of Cattle	√		√
Value of Crop Production (Horticulture)	√		√
Value of Crop Production(Agriculture)	√		√
Value of Crop Production	√		√
Crop Area (Hectors)	√		√
Irrigated Area	√		√
Financial Services			
HH availing Banking Service	√	√	√
No of Bank Offices	√	√	√
No of Accounts	√	√	√
Amount Deposit	√	√	√
Amount Credit	√	√	√
Commercial Use of Premises			
Shop or Offices	√	√	√
Hotel Lodge Guesthouse	√	√	√
Hospital Dispensary	√	√	√
Total Factory Workshed Workshop	√	√	√
Primary Health Centres			√
Registered Active Companies			
Total Active Companies' Paid-up capital			√
Total Active Companies			√
One Person Active Company (Numbers)			√
Private Active Company (Numbers)			√
Public Active Company (Numbers)			√
Active Company Limited by Guarantee (Numbers)			√
Active Company Limited by Shares (Numbers)			√
Active Unlimited Company (Numbers)			√
Active Companies_Agriculture Sector			√
Active Companies_Industry Sector			√
Active Companies_Service Sector			√
Active Companies_Activity Not Disclosed			√
Social Use of Premises			
School or Colleges	√	√	√
Place of Worship	√	√	√

Variable	Rural	Urban	Total
Media Ownership			
HH Radio or Transistor	√	√	√
HH Television	√	√	√
HH Computer Laptop with Internet	√	√	√
HH Computer Laptop without Internet	√	√	√
HH Landline only	√	√	√
HH Mobile only	√	√	√
HH Both Telephone and Mobile	√	√	√
Newspaper Magazine Circulation			√
Vehicle Ownership			
HH Bicycle	√	√	√
HH Scooter Moped Motorcycle	√	√	√
HH Car Jeep Van	√	√	√
Miscellaneous			
Average Rainfall in millimeters in year 2013			√
Average Rainfall in millimeters in year 2014			√
Average Rainfall in millimeters in year 2015			√
Average Rainfall in millimeters in year 2016			√
Average Rainfall in millimeters in year 2017			√
HH No Assets	√	√	√
HH Having Computer Laptop Telephone Mobile Scooter Car	√	√	√
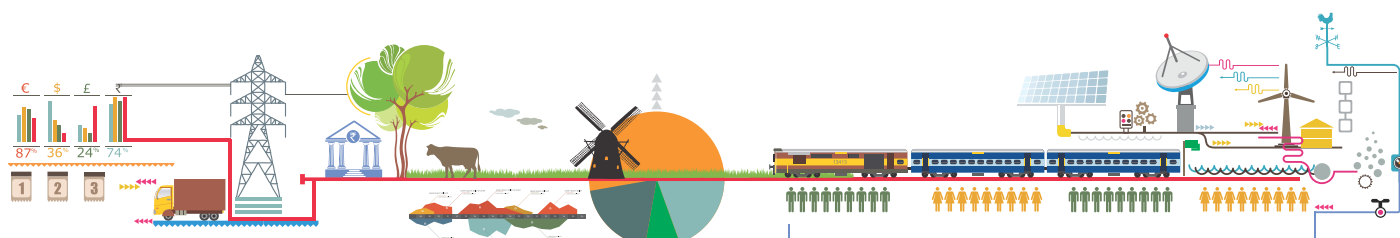
METHODOLOGY USED

51
Indicator Variables for the Rural Segment

FACTOR ANALYSIS TECHNIQUE TO SELECT STATISTICALLY INDEPENDENT PRINCIPLE VARIABLES

44
Indicator Variables for the Urban Segment

FACTOR ANALYSIS TECHNIQUE TO SELECT STATISTICALLY INDEPENDENT PRINCIPLE VARIABLES

7
Principle Variables for the Rural Segment

DISCRIMINANT ANALYSIS TO DETERMINE COEFFICIENTS FOR THE LINEAR COMBINATION OF PRINCIPLE VARIABLES

6
Principle Variables for the Urban Segment

DISCRIMINANT ANALYSIS TO DETERMINE COEFFICIENTS FOR THE LINEAR COMBINATION OF PRINCIPLE VARIABLES

RURAL MARKET POTENTIAL INDEX

WEIGHTED LINEAR COMBINATION OF RURAL & URBAN MPI BASED ON PROJECTED CONSUMER EXPENDITURE FOR RURAL & URBAN SEGMENT

URBAN MARKET POTENTIAL INDEX

DISTRICT MARKET POTENTIAL INDEX

PRINCIPAL VARIABLES AND THEIR WEIGHTS

Rural	Rural Population	0.2665
	HH LPG/PNG as Fuel for Cooking	0.1903
	Value of Crop Production	0.0402
	Irrigated Area	0.1303
	Amount Deposited	0.0561
	Hotel, Lodge, Guest Houses	0.1574
	HH both – Telephone and Mobile	0.1593
Urban	Urban Population	0.3425
	HH Kerosene as Fuel for Cooking	0.0223
	Amount Deposit	0.01
	Schools/Colleges	0.1861
	HH both – Telephone and Mobile	0.2744
	HH Car, Jeep, Van	0.1647

MIMI - BORN OF A MICA COMMITMENT TO INDIAN ENTERPRISE

- MIMI can be used by strategic decision makers to make informed marketing decisions in various industry sectors such as Advertising, Manufacturing, FMCG, Durables, Banking and Finance, Food Products, Automobiles, Pharmaceuticals, Travel and Hospitality, Telecommunication, etc.

- MIMI can also be used by researchers, consultants, entrepreneurs, academicians and students to get a better understanding of the market potential across India.

MARKET POTENTIAL

TOP 5 DISTRICTS ?

TOP 5 RURAL DISTRICTS ?

TOP 5 URBAN DISTRICTS ?

SNAPSHOTS

1. Top 10 Districts

Top 10 Districts			
State	**District**	**Total Population**	**Market Potential Index (MPI)**
NCT OF DELHI	Delhi	16753235	1000.00
MAHARASHTRA	Mumbai Suburban	9332481	642.30
KARNATAKA	Bangalore	9588910	629.15
MAHARASHTRA	Thane	11054131	447.42
ANDHRA PRADESH	East Godavari	5151549	340.13
GUJARAT	Ahmedabad	7208200	329.12
MAHARASHTRA	Pune	9426959	322.57
TAMIL NADU	Chennai	4681087	305.49
WEST BENGAL	Kolkata	4486679	253.65
ANDHRA PRADESH	West Godavari	3934782	244.97

2. Media Penetration in Top 10 Districts

Media Penetration in Top 10 Districts						
State	**District**	**Population**	**No. of Residential House Holds (HH)**	**Percentage of the HH with Mobile Phone**	**Percentage of HH having Computer with Internet**	**Percentage of HH with TV**
NCT OF DELHI	Delhi	16753235	3176329	71.77	18.54	92.54
MAHARASHTRA	Mumbai Suburban	9332481	1980017	65.15	20.44	87.13
KARNATAKA	Bangalore	9588910	2351670	68.46	18.32	86.87
MAHARASHTRA	Thane	11054131	2367432	62.71	10.82	73.55
ANDHRA PRADESH	East Godavari	5151549	1351209	45.46	1.66	60.79
GUJARAT	Ahmedabad	7208200	1473448	62.68	8.57	78.70
MAHARASHTRA	Pune	9426959	2031309	71.44	11.57	76.57
TAMIL NADU	Chennai	4681087	1087370	63.35	19.99	97.09
WEST BENGAL	Kolkata	4486679	939087	67.20	14.55	86.91
ANDHRA PRADESH	West Godavari	3934782	1044107	45.79	1.15	62.12

3. Agricultural Indicators of Top 10 Rural Districts

Agricultural Indicators of Top 10 Rural Districts							
State	Rural Districts	Rural MPI	Rural Population	Value of Crop Production/ Hect Cropped Area (INR)	Fertilizer Consumption (MT)/ Hect of Irrigated Area	Fertilizer Consumption (MT) / Hect of Cropped Area	Per Capita Bank Deposit
ANDHRA PRADESH	East Godavari	1000.00	3836952	30239970	0.59	0.32	3.77
ANDHRA PRADESH	West Godavari	696.50	3126191	15852465	0.74	0.51	5.64
MAHARASHTRA	Pune	423.74	3687243	15321	0.69	0.23	6.05
KERALA	Kottayam	344.73	1413773	540760	2.24	0.56	3.02
ANDHRA PRADESH	Guntur	333.42	3232485	159238	0.82	0.41	3.70
KERALA	Malappuram	330.45	2294473	95255	0.59	0.10	0.78
ANDHRA PRADESH	Srikakulam	327.51	2263124	11157508	0.33	0.15	2.50
MAHARASHTRA	Ahmadnagar	313.29	3630012	14506	0.62	0.17	2.12
ANDHRA PRADESH	Krishna	307.15	2671718	1237745	0.71	0.37	3.98
KERALA	Palakkad	288.08	2133699	134855	0.42	0.19	1.95

USING MIMI: CASE STUDY

1. URBAN CASE STUDY

Problem situation:

An MNC retail player wants to enter into India for grocery and apparel retailing. They are primarily looking at cities with a population in the range of I 20 to 30 lakhs.

How can MIMI help?

MIMI data reveals that there are 13 cities with a population in the range of 20 to 30 lakhs.

How can three cities be selected out of these 13 cities?

District	Urban MPI	Urban Population	MPI Per Million Population	Urban Amount Deposit (Lakh)	Amount Deposit Per Million Population	Urban No of HH Television
Ernakulam	222.02	2232564	99.45	2940133	1316931.12	481622
Coimbatore	143.69	2633170	54.57	2091441	794267.37	641987
Lucknow	139.91	3037718	46.06	3813865	1255503.31	435408
Kancheepuram	137.80	2537825	54.30	822948	324272.95	589338
Nashik	122.86	2598167	47.29	798287	307250.07	383471
Barddhaman	118.98	3079584	38.63	1148906	373071.82	443774
Thiruvallur	118.79	2433018	48.82	574865	236276.51	564393
Indore	115.55	2424312	47.66	1630883	672719.93	387486
Haora	112.47	3064668	36.70	709842	231621.17	409888
Kanpur Nagar	107.09	3015129	35.52	1678579	556718.80	409542
Rajkot	103.59	2208582	46.90	1022569	462997.98	386871
Patna	98.14	2510093	39.10	2514901	1001915.47	312297
Hugli	89.14	2131994	41.81	637520	299025.23	351693

CONCLUSION

1. It can be seen from the table that based upon MPI, the MNC can select Ernakulam, Coimbatore, Lucknow, Kancheepuram and Nashik in the first phase.

2. However, considering MPI per million, Ernakulam, Coimbatore, Kancheepuram, Athiruvallue and Indore are five cities where the MNC retailer may consider to enter.

3. As an indicator of purchasing power, if we take Amount Deposit Per Million, then Ernakulam, Lucknow, Patna, Coimbatore and Indore are five cities with the highest economic prosperity.

4. Finally, based on the above conclusions, the MNC should consider entry into Ernakulam, Coimbatore and Lucknow.

2. RURAL CASE STUDY

Problem situation:

A leading Bank would like to expand its rural branch network in the state of Bihar. How can they prioritize five districts with the help of MIMI?

In the first stage, we can take the districts with Rural MPI more than 100. This gives us a set of 12 districts from 39 districts to further analyse.

District	Rural MPI	Rural Population	Value of Crop Production	Rural No. of Bank Offices	Rural No. of Accounts	Rural Amount Deposit (INR Lakh)	Rural Shop/ Offices
Pashchim Champaran	120.37	3528781	73666724096	85	474177	63421	16462
Purba Champaran	154.43	4683820	19456818289	97	573976	84168	20449
Rohtas	106.88	2535085	17626811913	76	413108	62923	14931
Samastipur	131.37	4107725	14588466385	94	509577	99518	33745
Muzaffarpur	147.83	4308714	14056556718	112	750045	113468	28425
Siwan	108.73	3135865	10367331103	102	812096	138971	20792
Madhubani	144.47	4311466	10117675311	94	454135	72064	19780
Darbhanga	114.04	3541846	9659453486	95	451142	79795	20712
Vaishali	105.53	3262715	9440320260	79	586874	89135	24608
Gaya	117.31	3803888	9021828814	115	661383	105509	17313
Saran	114.82	3591053	8471279237	106	817117	132785	25224
Patna	117.69	3262711	8073637914	113	641417	133036	12727

CONCLUSION

1 Out of these 13 districts, if we consider Value of Crop Production as measure of wealth of the region then Paschim Champaran, Purab Champaran and Rohtas come on the top.

2 In these three districts, the present number of bank offices is less than compared to other districts like Gaya and Patna and therefore, these three districts need more banking services.

2. MEDIA CASE STUDY

Problem situation:

An advertisement agency wants to explore Media Penetration across major districts of Andhra Pradesh so as to allocate marketing expenditure and design media planning strategy.

For this, 10 major districts of Andhra Pradesh with the highest Market Potential Index (MPI) have been selected. To further understand media penetration in selected districts, the following variable is examined and penetration Per Household is calculated:

District	Total MPI	Total No. of HH	Total No. of HH Television	Total No. of HH Computer Laptop with Internet	Total No. of HH Mobile Only	Total No. of Newspaper Magazine Circulation	Newspaper Penetra-tion	Com-posite Media Score
Hyderabad	242.76	1066289	746818	149034	583744	3837823	3.60	10.95
Rangareddy	203.73	1561322	949853	142879	900605	181470	0.12	10.01
Krishna	96.19	1476334	794346	30438	598166	718855	0.49	3.41
West Godavari	244.96	1255628	648607	12050	478091	407568	0.32	1.26
Guntur	101.46	1582990	816849	19383	617321	546085	0.34	2.55
East Godavari	340.12	1605841	821421	22411	614288	507989	0.32	2.28
Visakhapatnam	98.78	1379340	666976	45492	561627	700207	0.51	4.56
Chittoor	71.12	1303870	611465	13763	561188	422100	0.32	1.89
Prakasam	67.05	1087575	468022	6151	451056	258407	0.24	0.85
Srikakulam	116.55	902436	297418	3988	294830	168214	0.19	0.53

CONCLUSION

1 The Media Planner cannot afford to ignore Hyderabad and Rangareddy districts as they have the highest TV penetration along with an MPI of more than 200 and a Composite Media Score of more than 10.

2 Hyderabad and Rangareddy are also to be covered for communication with new media like Mobile marketing and Internet-based marketing.

3 Newspaper is having the highest penetration per HH in Vishakhapatnam and Krishna after the major district Hyderabad.

MVMI

MICA Village Marketing Intelligence

WHAT YOU NEED TO KNOW ABOUT MVMI

The rural market is growing at a healthy pace of 8-10 % per annum. Moreover, the rural FMCG market accounts for 40 % of the overall FMCG market in India, in terms of revenue as projected by India Brand Equity Foundation. Considering this, MICA has added a new component called MICA Village Market Intelligence (MVMI) under MIMI to help rural marketers for developing rural market strategy for rural areas of India.

MVMI includes relevant data of 6,40, 948 villages. Villages are listed according to their districts for all 35 states and union territories. Rural Market Potential Index given in MIMI is also included to help a marketer for selecting district/s. Having selected a district, one can select a village/s and access relevant village-level data to make informed strategic marketing decisions to promote any product or service.

MVMI provides you with village-level demographics, educational institutions, healthcare facilities, veterinary services, media and recreation availability, power supply situation, village-level markets and banking facilities. Apart from this, information about agricultural produce, irrigational area, and number of manufacturers and local handicrafts for the village are also provided.

ILLUSTRATIVE LIST OF VARIABLES

Variable	Variable
State Name	Private Medicine College(Numbers)
District Name	Govt Management Institute(Numbers)
Sub District Name	Private Management Institute(Numbers)
Village Name	Govt Polytechnic(Numbers)
Rural MPI	Private Polytechnic(Numbers)
Rural Score Basic Amenities	Govt Vocational Training School/ITI(Numbers)
Rural Score Financial Services	Private Vocational Training School/ITI(Numbers)
Rural Score Commercial Usage of Premises	Government Non Formal Training Centre(Numbers)
Rural Score Media Ownership	Private Non Formal Training Centre(Numbers)
Rural Score for Agriculture	Government School For Disabled(Numbers)
Total Geographical Area (in Hectares)	Private School For Disabled(Numbers)
Total Households	Government Other types of Edu-Institute(Numbers)
Total Population of Village	Private Other types of Edu-Institute(Numbers)
Total Male Population of Village	Community Health Centre Doctors Total Strength (Numbers)
Total Female Population of Village	Primary Health Centre(Numbers)
Govt Pre - Primary School (Nursery/LKG/UKG)(Numbers)	Primary Health Sub Centre(Numbers)
Private Pre - Primary School (Nursery/LKG/UKG)(Numbers)	Maternity And Child Welfare Centre(Numbers)
Govt Primary School(Numbers)	Hospital Allopathic Doctors Total Strength(Numbers)
Private Primary School(Numbers)	Hospital Alternative Medicine(Numbers)
Govt Middle School(Numbers)	Dispensary(Numbers)
Private Middle School(Numbers)	Dispensary Doctors Total Strength(Numbers)
Govt Secondary School(Numbers)	Dispensary Doctors In Position(Numbers)
Private Secondary School(Numbers)	Dispensary Para Medical Staff In Position(Numbers)
Govt Senior Secondary School(Numbers)	Veterinary Hospital(Numbers)
Private Senior Secondary School(Numbers)	Mobile Health Clinic(Numbers)
Govt Arts and Science Degree College(Numbers)	Mobile Health Clinic Doctors Total Strength(Numbers)
Private Arts and Science Degree College(Numbers)	Non-Govt Medical facilities (MF) Out Patient(Numbers)
Govt Engineering College(Numbers)	Non-Govt Medical facilities (MF) In And Out Patient (Numbers)
Private Engineering College(Numbers)	Non-Govt Medical facilities (MF) Charitable(Numbers)
Govt Medicine College(Numbers)	Non-GovtMedical facilities Medicine Shop(Numbers)
	Non-GovtMedical facilities Others(Numbers)

ILLUSTRATIVE LIST OF VARIABLES

Variable	Variable
ATM Status	Handicrafts Commodities (First)
Mobile Phone Coverage Status	Agricultural Commodities (Second)
Tractors Status	Manufacturers Commodities (Second)
Commercial Bank Status	Handicrafts Commodities (Second)
Cooperative Bank Status	Agricultural Commodities (Third)
Agricultural Credit Societies Status	Manufacturers Commodities (Third)
Public Distribution SYS (PDS) Shop Status	Handicrafts Commodities (Third)
Mandis/Regular Market Status	Forest Area (in Hectares)
Weekly Haat Status	Area under Non-Agricultural Uses (in Hectares)
Agricultural Marketing Society Status	Barren & Un-cultivable Land Area (in Hectares)
Community Centre with/without TV Status	Permanent Pastures and Other Grazing Land Area (in Hectares)
Sports Field Status	Land Under Miscellaneous Tree Crops etc. Area (in Hectares)
Sports Club/Recreation Centre Status	Culturable Waste Land Area (in Hectares)
Cinema/Video Hall Status	Fallow Land other than Current Fallow Area (in Hectares)
Public Library Status	Current Fallow Area (in Hectares)
Daily Newspaper Supply Status	Net Area Sown (in Hectares)
Power Supply For Domestic Use Summer (Apr-Sep)per day (in Hrs.)	Total Unirrigated Land Area (in Hectares)
Power Supply For Domestic Use Winter (Oct-Mar)per day (in Hrs.)	Area Irrigated by Source (in Hectares)
Power Supply For Agriculture Use Summer (Apr-Sep)per-day(in Hrs.)	Canals Area (in Hectares)
Power Supply For Agriculture Use Winter (Oct-Mar)per day(in Hrs.)	Wells/Tube Wells Area (in Hectares)
Power Supply For Commercial Use Summer (Apr-Sep)per day(in Hrs.)	Tanks/Lakes Area (in Hectares)
Power Supply For Commercial Use Winter (Oct-Mar)per day(in Hrs.)	Waterfall Area (in Hectares)
Power Supply For All Users Summer (Apr-Sep) per day (in Hrs.)	Other Source (specify) Area (in Hectares)
Power Supply For All Users Winter (Oct-Mar) per day (in Hrs.)	Nearest Town Name
Agricultural Commodities (First)	Nearest Town distance from Village (in Km.)
Manufacturers Commodities (First)	

SNAPSHOTS

1. Top 5 Districts with High Rural Market Potential

State	District	Rural MPI	Number of Villages
ANDHRA PRADESH	East Godavari	1000	1374
ANDHRA PRADESH	West Godavari	696.5002	881
MAHARASHTRA	Pune	423.7404	1877
KERALA	Kottayam	344.7339	80
ANDHRA PRADESH	Guntur	333.4188	712

2. Top 5 Districts with Most Number of Villages

State	District	Rural MPI	Number of Villages
WEST BENGAL	Paschim Medinipur	230.7098	8695
UTTAR PRADESH	Azamgarh	164.0081	4101
ORISSA	Mayurbhanj	87.1051	3950
HIMACHAL PRADESH	Kangra	203.2243	3869
WEST BENGAL	Bankura	118.8204	3823

3. Top 5 Villages with Highest Population in Paschim Medinipur District of West Bengal

Village Name	District Rural MPI	Total Geographical Area (in Hectares)	Total Population of Village
Chanipat	230.7098	1043.17	16345
Sabra	230.7098	1495.6	16280
Jot Ghanashyam	230.7098	784.14	15200
Sabang	230.7098	1114.51	13224
Anandapur	230.7098	252.87	11461

4. Top 5 Villages with Highest Number of Schools in Pune District of Maharashtra

Place (village) Name	District Rural MPI	Schools (Numbers)	Nearest Town Name
Patas	423.7404	43	DAUND
Loni-kalbhor	423.7404	40	PUNE
Hadapsar (N.V.)	423.7404	39	PUNE
Fursungi	423.7404	38	PUNE
Talegaon Dabhade (R)	423.7404	37	TALEGAON DABHADE

Note: This includes the Pre-primary/ Primary/ Middle and Secondary/ Senior Secondary Schools run by private and government organisations

5. Top 5 Villages with Highest Number of Colleges in Kottayam District of Kerala

Place name	District Rural MPI	College	Nearest Town Name
Muttampalam (Part)	344.7339	4	Kottayam
Kanjirappally	344.7339	4	Kottayam
Koovappally	344.7339	4	Kottayam
Elackad	344.7339	3	Palai
Kidangoor	344.7339	3	Palai

Note: This includes Arts and Science/ Professional and Technical/ Vocational Training School/ITI colleges run by private and government organisations

6. Top 5 Districts with Highest Number of Market Places/ Mandis

State	District	Number of Villages	Mandis/Regular Market Availability
HIMACHAL PRADESH	Kangra	3869	1711
JHARKHAND	Giridih	2749	1296
JHARKHAND	PurbiSinghbhum	1748	1238
BIHAR	Muzaffarpur	1786	1187
BIHAR	Purnia	1273	1082

7. Top 5 Villages with Higher Irrigational Area in East Godawari district of Andhra Pradesh

Place (Village) Name	Total Geographical Area (in Hectares)	Area Irrigated by Source (in Hectares)	Agricultural Commodities (First and Primary)	Manufacturers Commodities (First and Primary)	Nearest Town Name
Thondangi	3087	1907	PADDY	RICE	TUNI
A.V.Nagaram	2552	1859	PADDY	RICE	TUNI
Uppalaguptam	1915	1606.2	PADDY		AMALAPURAM
Biccavolu	1966	1485	PADDY	RICE	SAMALKOT
Kadiam	2033	1480	PADDY	CABLE WIRES	RAJAHMUNDRY

MVMI FOR RURAL MARKETING STRATEGY

Following two illustrative examples explain how MVMI can be used for developing rural marketing strategy.

USING MVMI

1. SPORTS COMPANY CASE STUDY

Marketing Dilemma

With the sports culture on the rise in India, sports companies want to expand their market base in rural Gujarat. But they are not sure about which rural areas and villages to target for a better ROI.

MVMI can help them tremendously in determining an appropriate district/village for smoother and successful market penetration. All a marketer needs to do is to follow the below steps.

1. Decide on district with highest rural MPI. Top 5 districts with highest rural MPI are found to be as given in the table below.

Top 5 Districts of Gujarat		
District	Rural MPI	No of Villages
SabarKantha	140.4012	1376
Surat	138.7420	713
Mahesana	137.9297	605
Kachchh	136.6893	924
BanasKantha	136.5025	1237

2. One needs to brainstorm and decide on relevant information for sports marketing. Government is popularizing sports culture in the state by organizing 'Khel Mahakumbh' at different places. Thus, it would be appropriate to connect sports and educational institutions. Firstly, consider the number of educational institutes in rural districts. Secondly, existing facilities available for sports and recreation in the villages should be considered. MVMI can provide information about the number of available sports fields and recreation clubs in villages. The presence of a sports field in a village can be interpreted as villagers' interest in sports and the existence of a recreation club is an indicator of interest in indoor sports and social activities. In order to choose district, we aggregate this information at the district level.

The following table provides this relevant information summarized from village level data.

Top 5 Districts of Gujarat					
District	Rural MPI	No. of Villages	Educational Institutes (Numbers)	Sports Field (Numbers)	Recreation Clubs
SabarKantha	140.4012	1376	674	234	22
Surat	138.7420	713	1262	164	17
Mahesana	137.9297	605	594	190	2
Kachchh	136.6893	924	832	200	1
BanasKantha	136.5025	1237	1222	429	73

Considering the interest for sports in rural area, BanasKantha has maximum number of sports fields and recreation clubs. Though educational institutes are marginally less in BanasKantha compared to Surat, it can be concluded that BanasKantha district should be the first preference to promote sports equipment in a rural area in Gujarat.

3. **Selection of villages in BanasKantha can be done with the criteria of number of educational institutes. Villages with ≥10 educational institutes are listed in the following table:**

Name of Village	
Vav	**JunaDeesa**
Panthawada	Mudetha
Amirgadh	Lavana
Danta	Khimana(Palodar Na Vas)
Vadgam	Raner
Bhadath	Umbri
Lakhani	Shihori
Varnoda	Kamboi
Malgadh	Vada

Most of these villages have a sports field as well as a recreation club. A Sports Company interested in marketing sports equipments can begin from these villages in BanasKantha.

Second preference can be Sabarkantha district. Other villages can be selected in the same manner.

2. FMCG COMPANY CASE STUDY

Marketing Dilemma

Since the Central Government in India is focusing on the development of North-Eastern states, a leading FMCG company has decided to expand its operations in the rural areas of Assam. What districts/regions it should choose for its entry level in the rural market of Assam is a puzzle. Under such circumstances, MVMI can most certainly aid them in determining the best entry point.

STEP 1. Select the top 5 districts with highest rural MPI. These five districts are:

State	District	Rural MPI
ASSAM	Nagaon	102.5949
ASSAM	Sonitpur	77.2419
ASSAM	Kamrup	69.5752
ASSAM	Sivasagar	67.2417
ASSAM	Dibrugarh	60.9910

Decide the variables relevant to the product/s that the company is planning to sell in the region or in general, variables relevant to the FMCG product. Consumption of FMCG products primarily depends on the a) population of the village, b) awareness and c) availability of the product in the village. Awareness can be created through media and promotional campaigns. Products can be made available through various market places.

Thus relevant variables for rural marketing of FMCG product can be listed as:

■ Consumption Indicators: Rural MPI, No. of villages, No. of HH, Total population in villages

■ Marketing Places: Mandis/Regular market, Weekly Haat

■ Places that can be used for promotion: No. of Schools and Colleges, No. of Villages having community centre, No. of villages having cinema/video hall

■ Availability of Media: No. of villages having mobile phone coverage, No. of villages having daily newspaper supply

Actual data extracted from MVMI for five districts is as follows

District	Nagaon	Sonitpur	Kamrup	Sivasagar	Dibrugarh
Rural MPI	102.5949	77.2419	69.5752	67.2417	60.991
No. of villages	1412	1876	1068	875	1348
No. of HH	480399	352647	280269	222136	222414
Total population in villages	2454234	1750265	1375148	1040954	1082605
Mandis/Regular market	396	300	347	89	136
Weekly Haat	961	1171	630	426	630
No. of Schools and Colleges	5410	3862	5175	3203	3086
No. of villages having community centre	199	93	197	67	67
No. of villages having cinema/video hall	27	27	3	6	9
No. of villages having daily newspaper supply	588	674	743	655	616
No. of villages having mobile phone coverage	1078	1308	767	751	1020

It can be concluded from the data that; Nagaon has maximum no. of households and maximum population. It has the maximum number of regular markets, though weekly haats are marginally less compared to Sonitpur. Thus, selling the product in the villages of Nagaon is much easier compared to other districts. Considering promotion of the product, again Nagaon is the district with a maximum number of schools/colleges and community centers. Considering advertising of the products, Sonitpur is the best as it has maximum no. of villages with mobile coverage and daily newspaper.

Overall first preference for marketing the FMCG product should be Nagaon and detailed strategic development is given for Nagaon.

1. Developing a marketing strategy at village level in Nagaon district can be extracted as follow.

2. Extract MVMI data for all villages in Nagoan district.

3. Select the variables as listed above

4. Filter the villages according to the criteria needed for marketing. For example, considering consumption, villages with household more than 1000 are selected as shown in the following table

District Nagaon:

Village Name	Total Geo-graphical Area (in Hectares)	Total Households	Total Population of Village	Govt & Pvt Pre/ Primary Schools	Govt/Pvt Middle & Secondary School (Numbers)	Nearest Town Name
Borghuli No.2	396.29	1045	6122	5	3	Tezpur
Jakhalabandha Town	129.3	1012	4625	5	4	Tezpur
Sonaribali	419.87	1362	7050	3	2	Nagaon
NizChalchali	297.84	1081	4685	8	4	Nagaon
Lailuri	527.15	1507	7472	9	3	Nagaon
Pachim Singimari	274.44	1105	5428	4	3	Nagaon
Gayan Gaon	395.57	1048	5472	7	4	Dhing
Bechamari	332.65	1081	5405	9	5	Dhing
Dhania Bheti Gaon	347.99	1488	7201	8	4	Dhing
Jamuguri	339.74	1177	5557	14	4	Nagaon
Rowmari	323.96	1140	6250	6	0	Nagaon
Lao Gaon	240.78	1249	6955	5	2	Nagaon
Silangani Gaon	260.6	1101	5781	4	3	Nagaon
Ranga Gara Huzz	158.91	1046	4985	6	3	Nagaon
Niz Barapujia	205.26	1245	5918	8	4	Raha
Bakula Guri	659.33	1215	6218	10	8	Kampur
Dakshin Debasthan	254.88	1011	5856	3	1	Howraghat
Dakhin Laskar Pathar	682.74	1063	6053	5	3	Howraghat
Total	6247.3	20976	107033	119	60	

Summary of Data Extracted from MVMI reveals that;

■ Total no. of households in the 18 villages: 20,976

■ Total population of 18 villages: 1, 07,033

■ Total no. of primary schools: 119; and secondary schools: 60

■ All these villages have supply of daily newspapers and except three villages namely; Jamuguri, Silangani Gaon and Dakshin Debasthan have mobile coverage.

■ All these 18 villages have weekly haat

■ Except two villages Niz Chalchali and Ranga Gara Huzz all the others have Mandis/Regular market.

Thus, 18 villages of Nagaon district could be deemed the most appropriate for entry into Assam's rural markets.

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