Tutorial for MICA Village Marketing Intelligence (MVMI)

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Here is the Answer

MARKET POTENTIAL

TOP 5 DISTRICTS

Delhi-Nct Of Delhi	1000
Mumbai Suburban-Maharashtra	642.3015
Bangalore-Karnataka	629.1533
Thane-Maharashtra	447.4162
East Godavari-Andhra Pradesh	340.128

TOP 5 RURAL DISTRICTS

East Godavari-Andhra Pradesh	1000
West Godavari-Andhra Pradesh	696.5002
Pune-Maharashtra	423.7404
Kottayam-Kerala	344.7339
Guntur-Andhra Pradesh	333.4188

TOP 5 URBAN DISTRICTS

Delhi-Nct Of Delhi	1000
Mumbai Suburban-Maharashtra	631.0358
Bangalore-Karnataka	620.3822
Thane-Maharashtra	455.0702
Pune-Maharashtra	350.3353

Question

MPI

Market Potential Index (MPI) is calculated using robust research methodology. MPI is an aid for marketer to arrive at a district prioritization for purposes ranging from market entry to product launch. MPI is given for 630 districts for rural, urban and total market separately. The higher the MPI, the higher is the market prioritization.

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MICA THE SCHOOL OF IDEAS

MIMI — MICA Indian Marketing Intelligence

MVMI — MICA Village Marketing Intelligence

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MARKET INTELLIGENCE

FERTILISER CONSUMPTION IN PUNJAB AND HIMACHAL PRADESH ?

VILLAGES OF HIMACHAL PRADESH HAVING ATMS ?

CROPPED AREA OF TOP 5 RURAL DISTRICTS: ARUNACHAL PRADESH ?

Answer

MPI

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Here is the Answer

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MARKET INTELLIGENCE

Cropped Area(in hectares) of Top 5 Rural Districts: Arunanchal Pradesh

- Changlang 14405
- Lohit 25228
- Papum Pare 16016
- East Siang 29262.9
- Dibang Valley 32842

Fertiliser Consumption in Punjab and Himachal

Rural_Fertilizer_Consumption
- 287.00 – 48153.75
- 48153.75 – 96020.50
- 96020.50 – 143887.25
- 143887.25 – 191754.00

Villages of Himanchal Pradesh having ATMs

District Name- State Name	Nearest ATM Facility in the villages (Distance measured in KMs)		
	< 5 KMs	5 KMs - 10 KMs	+10 KMs
Chamba-HIMACHAL PRADESH	817	176	97
Kangra-HIMACHAL PRADESH	1606	1131	827
Lahul & Spiti-HIMACHAL PRADESH	249	17	12
Kullu-HIMACHAL PRADESH	133	103	65
Mandi-HIMACHAL PRADESH	1915	650	254
Hamirpur-HIMACHAL PRADESH	379	745	509
Una-HIMACHAL PRADESH	399	221	147
Bilaspur-HIMACHAL PRADESH	490	280	168
Solan-HIMACHAL PRADESH	1354	692	407
Sirmaur-HIMACHAL PRADESH	765	133	61
Shimla-HIMACHAL PRADESH	2088	919	152

Question

MPI

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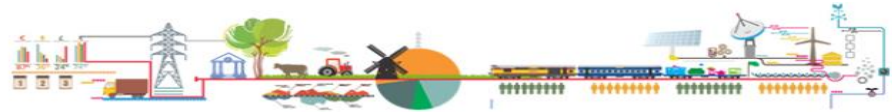
Introduction to MICA

INTRODUCTION TO MICA

Established in 1991, MICA (formerly known as Mudra Institute of Communications, Ahmedabad), is the only residential institute in the country, and perhaps in the Asia-Pacific region, dedicated to creating leadership in Strategic Marketing and Communication. MICA, an autonomous, non-profit institution, offers a wide-range of academic programmes including three residential programs: the Post Graduate Diploma in Management-Communications (PGDM-C), Crafting Creative Communication (CCC) and Fellow Programme in Management-Communications (FPM-C).

MICA's spirit lies in its grasping of contemporary trends and sensibilities, addressing the needs of an ever-changing environment. The MICA brand assures effective delivery of Strategic Marketing and Communication solutions to the industry, government, and community.

Today, it is the alma mater of professionals serving in leadership positions in some of the best known companies in India and the world in marketing, brand management, research & analytics, advertising, media, digital and other related businesses.

Introduction to Market Intelligence

INTRODUCTION

Aligning with MICA's mission, MICA comes out with a product called 'MVMI' (MICA Village Market Intelligence) based on the Village level data of Census of India.

MICA Village Marketing Intelligence **(MVMI)** is first in its type and it provides the secondary data for socio-economic variables and market intelligence up to **Village** level for all the States and Union Territories of India. The summary of such information is provided up to District level and Sub-District level. In addition to that Rural MPI (Market Potential Index) for 630 Districts is also provided.

Introduction to Market Intelligence

Scroll down to know More..

- UNIQUE FEATURE
- SECTORS WE COVER
- DATA SOURCES
- METHODOLOGY
- MIMI TEAM
- DOWNLOAD BROCHURE

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A Sample 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 strategy in the rural market of Assam is a puzzle. Under such circumstances, MVMI can most certainly aid them in determining the best entry point.

Explore Data (Village Summary / Village)
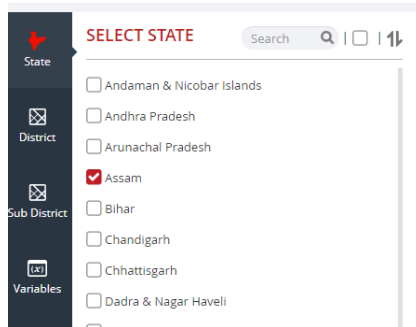
A Sample Case Study
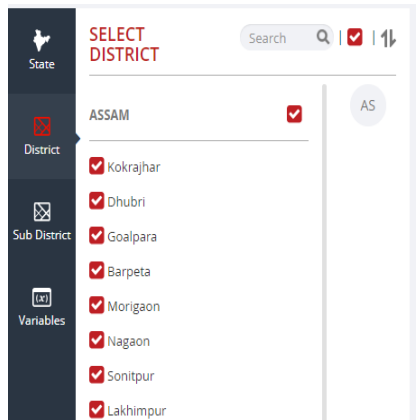
Select the top 5 districts with highest rural MPI

Step 1: Select State 'Assam'

Step 2: Select District (Select all using check box placed
beside search tool)

Check Your Explored Database in Data Table

☰ VILLAGE SUMMARY

Click here to Export your Selected Database
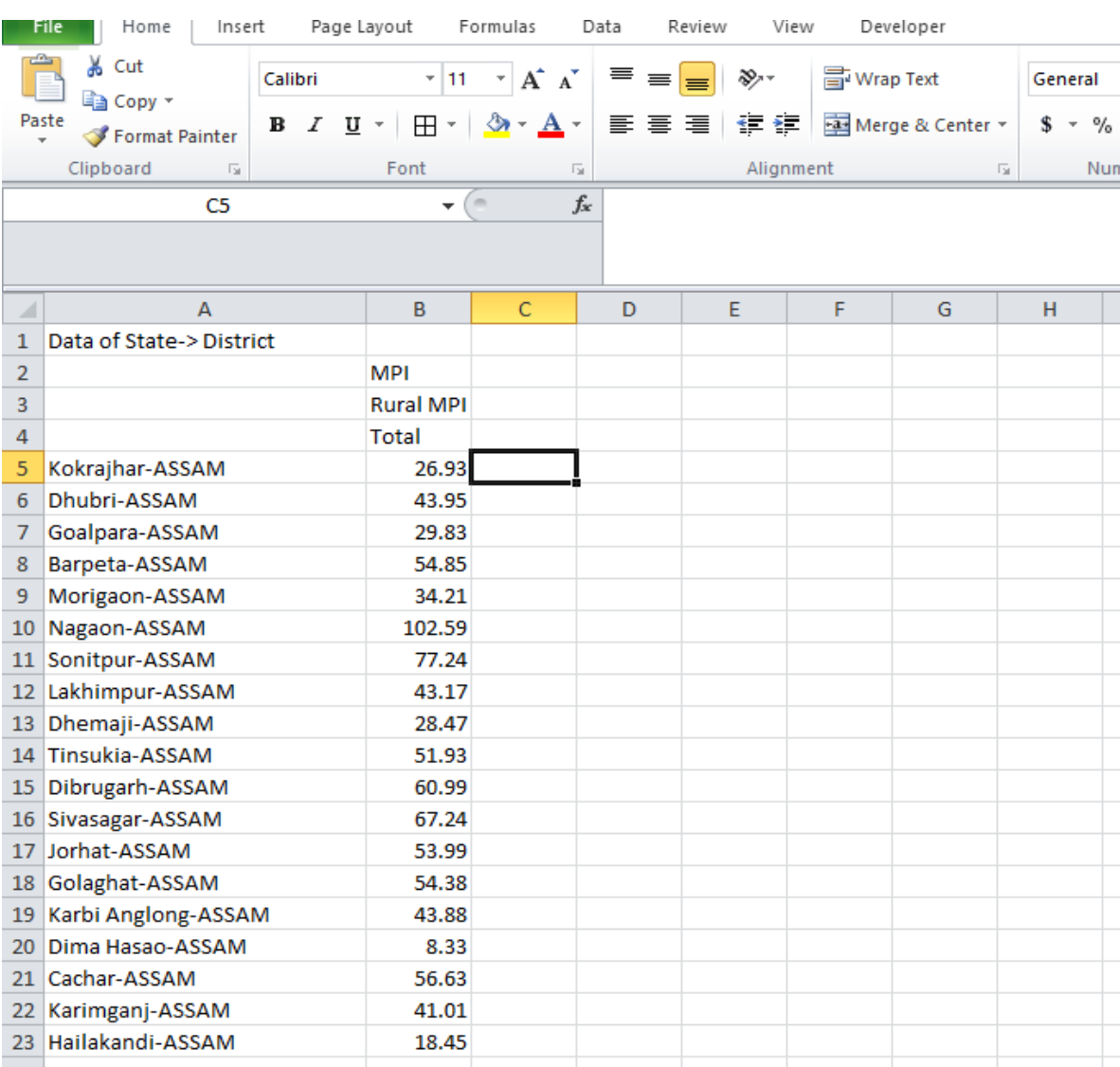
📊 Graph   📍 GIS   My workspace ✏ **ASSAM DATA**

⬇ Download Excel

State

District

Sub District

Variables

	Mkt Potential Index	Composite Score					Demographics	
	Rural MPI 🗑	Rural Score Basic Amenities 🗑	Rural Score Commercial Usage of Premises 🗑	Rural Score Financial Services 🗑	Rural Score Media Ownership 🗑	Rural Score for Agriculture 🗑	Total Population of Village 🗑	Total Household
	0						Total	
Kokrajhar-ASSAM	26.93	0.12	0.25	0.20	0.46	0.33	832201.00	1693
Dhubri-ASSAM	43.95	0.34	0.43	0.32	0.72	0.38	1745557.00	3710
Goalpara-ASSAM	29.83	0.25	0.37	0.28	0.53	0.33	870121.00	1700
Barpeta-ASSAM	54.85	0.50	0.57	0.61	0.90	0.44	1546269.00	3064
Morigaon-ASSAM	34.21	0.23	0.26	0.29	0.58	0.30	884125.00	1684
Nagaon-ASSAM	102.59	0.87	1.12	0.80	1.61	0.88	2454234.00	4803
Sonitpur-ASSAM	77.24	0.57	0.65	0.67	1.22	0.51	1750265.00	3526
Lakhimpur-ASSAM	43.17	0.27	0.39	0.39	0.65	0.47	950804.00	1831
Dhemaji-ASSAM	28.47	0.13	0.24	0.20	0.46	0.27	637848.00	1196
Tinsukia-ASSAM	51.93	0.45	0.37	0.40	0.84	0.22	1063186.00	2107
Dibrugarh-ASSAM	60.99	0.46	0.44	0.56	1.05	3.12	1082605.00	2224

Downloaded data in '.xls' file format

Data of State-> District	Rural MPI
Nagaon-ASSAM	102.59
Sonitpur-ASSAM	77.24
Kamrup-ASSAM	69.58
Sivasagar-ASSAM	67.24
Dibrugarh-ASSAM	60.99

Once data is downloaded in EXCEL file format then using 'sort ' function districts can be arranged as per the highest MPI to the lower. Here, Nagaon is having Highest Rural MPI (102.59).

A Sample Case Study

Decide the variables relevant to the product/s 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 following.

a)Population of the village

b)Awareness

c)Availability of the product in the village.

Awareness can be created through media and promotional campaign. Product can be made available through various market places.

A Sample Case Study

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 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

Check Your Explored Database in Data Table

Click here to Export your Selected Database

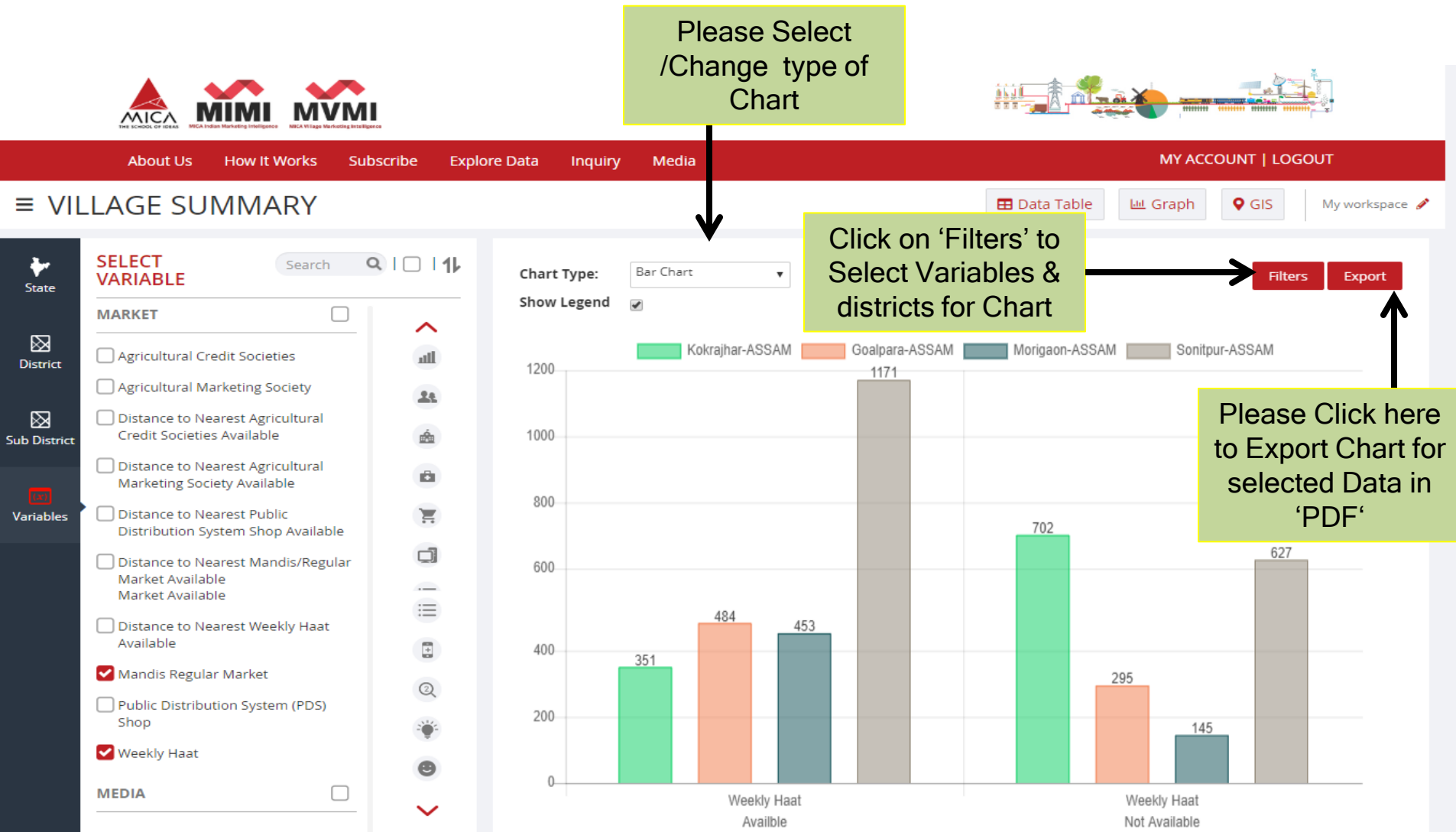Please Click here on the group icons to view your Selected Variables

A Sample Case Study

District	Rural MPI	No of Villages	No of HH	Total population in Villages	Mandis/Regular Market	Weekly Haat	No of Schools and Colleges	No of Villages Having Community Centre	No of Villages Having Cinema/Video Hall	No of Villages Having Daily Newspaper Supply	No of Villages Having Mobile Phone Coverage
Nagaon	102.5949	1412	480399	2454234	396	961	5410	199	27	588	1078
Sonitpur	77.2419	1876	352647	1750265	300	1171	3862	93	27	674	1308
Kamrup	69.5752	1068	280269	1375148	347	630	5175	197	3	743	767
Sivasagar	67.2417	875	222136	1040954	89	426	3203	67	6	655	751
Dibrugarh	60.991	1348	222414	1082605	136	630	3086	67	9	616	1020

It can be concluded from the data that; Nagaon has maximum no of households and maximum population. Maximum no 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 Nagoan is the district with a maximum no of schools/colleges and community centers. Considering advertising the products, Sonitpur is the best as it has maximum no of villages with mobile coverage and having daily newspaper.

You can easily represent your selected data graphically by using two different type of Charts

Please Select /Change type of Chart

Click on 'Filters' to Select Variables & districts for Chart

Please Click here to Export Chart for selected Data in 'PDF'

Dialogue-Box : Filters

- Click on 'Filters' to select Districts and a Variable
- Click on 'Apply Changes' to Generate Bar Chart

Second Level Chart (Bar)

- Range of MPI is 1.00 to 1000.00
- Population figures above 100000

Bubble Chart

Data Table as per Villages

Considering the relevant variable, Nagaon can be selected . Click on Nagon to view village wise data of it

Click on Nagaon

VILLAGE SUMMARY

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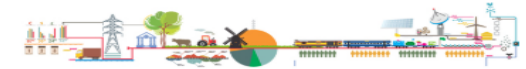| State Name	Mkt Potential Index	Demographics		Market				
	Rural MPI	Total Population of Village	Total Households	Mandis Regular Market		Weekly Haat		Cinema/Vid
	0	Total	Total	Availble	Not Available	Availble	Not Available	Av
Kokrajhar-ASSAM	26.93	832201.00	169359.00	166	887	351	702	
Dhubri-ASSAM	43.95	1745557.00	371075.00	224	828	546	506	
Goalpara-ASSAM	29.83	870121.00	170003.00	126	653	484	295	
Barpeta-ASSAM	54.85	1546269.00	306434.00	171	654	475	350	
Morigaon-ASSAM	34.21	884125.00	168445.00	157	441	453	145	
Nagaon-ASSAM	102.59	2454234.00	480399.00	396	965	961	400	
Sonitpur-ASSAM	77.24	1750265.00	352647.00	300	1498	1171	627	
Lakhimpur-ASSAM	43.17	950804.00	183192.00	102	1044	489	657	
Dhemaji-ASSAM	28.47	637848.00	119638.00	80	1184	425	839	
Tinsukia-ASSAM	51.93	1063186.00	210707.00	144	992	373	763	
Dibrugarh-ASSAM	60.99	1082605.00	222414.00	136	1182	630	688	
Sivasagar-ASSAM	67.24	1040954.00	222136.00	89	773	426	436	

Data Table as per Villages
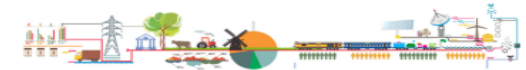
Record your selections: My Workspace

VILLAGE SUMMARY

Nagaon-ASSAM | Data Table | Graph | GIS

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ASSAM DATA

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|◀◀ ◀◀ 1 2 3 4 ... 6 7 8 9 10 ▶▶ ▶▶|

	Composite Score					MPI		Village Profi
	Rural Score Basic Amenities 🗑	Rural Score Commercial Usage of Premises 🗑	Rural Score Financial Services 🗑	Rural Score for Agriculture 🗑	Rural Score Media Ownership 🗑	Rural MPI 🗑		Total Geographical Area in Hectares
Borghuli No.2-Kaliabor-Nagaon	0.8728	1.1241	0.7975	0.8756	1.615	102.5949	102.5949	396.
Bhurbandha No.2-Kaliabor-Nagaon	0.8728	1.1241	0.7975	0.8756	1.615	102.5949	102.5949	228.
Bhurbandha No.1-Kaliabor-Nagaon	0.8728	1.1241	0.7975	0.8756	1.615	102.5949	102.5949	54.
Borghuli No.4-Kaliabor-Nagaon	0.8728	1.1241	0.7975	0.8756	1.615	102.5949	102.5949	13(
Borghuli No.3-Kaliabor-Nagaon	0.8728	1.1241	0.7975	0.8756	1.615	102.5949	102.5949	272.
Borghuli No.1-Kaliabor-Nagaon	0.8728	1.1241	0.7975	0.8756	1.615	102.5949	102.5949	237.
Kulidunga-Kaliabor-Nagaon	0.8728	1.1241	0.7975	0.8756	1.615	102.5949	102.5949	225.
Kuhimari-Kaliabor-Nagaon	0.8728	1.1241	0.7975	0.8756	1.615	102.5949	102.5949	183.

State | **District** | **Sub District** | **Variables**

Downloaded data in '.xls' file format
(Village wise data of Nagaon with relevant variables)

Village Name	Total Geographical 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

A Sample Case Study

Summary of Data Extracted from MVMI reveals that;

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

Total population of 18 villages: 1,07,0333

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, the 18 villages of Nagaon district could be deemed the most appropriate for market entry in Assam's rural market.

Thanks a lot....

Let's build a solid marketing strategy for India with MIMI today

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