

**GOVERNMENT OF INDIA
STATISTICS AND PROGRAMME IMPLEMENTATION
LOK SABHA**

UNSTARRED QUESTION NO:1177
ANSWERED ON:13.08.2013
PURCHASING POWER OF PEOPLE
Tagore Shri Manicka

Will the Minister of STATISTICS AND PROGRAMME IMPLEMENTATION be pleased to state:

- (a) whether the Government is aware that the purchasing power and spending habits of people are increasing in rural areas and towns more than in metro cities across the country;
- (b) if so, the details thereof;
- (c) the reasons for such changes in the spending habits by the people of rural and town areas; and
- (d) the steps being taken to improve the infrastructure in the rural and town areas in the country?

Answer

MINISTER OF STATE (INDEPENDENT CHARGE), MINISTRY OF STATISTICS & PROGRAMME IMPLEMENTATION AND MINISTRY OF CHEMICALS & FERTILIZERS (SHRI SRIKANT KUMAR JENA)

(a): Yes, sir. There is a increasing trend in Monthly Per Capita Expenditure (MPCE) as revealed through data thrown up by different Surveys conducted on Household Consumer Expenditure by National Sample Survey Office (NSSO) from time to time in rural as well as urban areas. This increase in MPCE reflects increase in purchasing power and spending habits of people.

(b): The trend in MPCE Growth as revealed through such surveys undertaken in 1993-94, 1999-2000, 2004-05, 2009-10 and 2011-12 both at current and constant prices is shown in statement given below:

Characteristic	Year		%				
	1993-94	1999-2000	2004-05	2009-10	2011-12	Growth	
MPCE:Rural (Rs.)- Current Prices	286.10	486.16	579.17	953.05	1287.17	349.90	
MPCE:Rural (Rs.)- Constant Prices	162.56	179.39	181.56	192.93	221.93	36.52	
MPCE:Urban (Rs.)- Current Prices	464.30	854.92	1104.60	1856.0	2477.02	433.50	
MPCE:Urban (Rs.)- Constant Prices	268.38	306.42	326.80	368.99	413.53	54.08	

No data has been collected in this regard separately for metro cities. However, increase in MPCE is more in urban areas as compared to rural areas as per statement given above.

(c) & (d): The changes in spending habits by people are attributable to changes in life style, food habits, health consciousness due to increase in income levels of people because of different governmental programmes taken up from time to time. Some of the programmes taken up by Government to improve infrastructure in rural and urban areas and income level of people are Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS), National Rural Livelihood Mission, National Social Assistance Programme(NSAP), Bharat Nirman, Pradhan Mantri Gramin Sadak Yojana (PMGSY) , Jawaharlal Nehru National Urban Renewal Mission (JNNURM), and Urban Infrastructure in Satellite Towns of Mega cities.