LIST OF ILLUSTRATIONS

Chapter 1: Introduction

1(a) Purchases of FMCGs—Share of Rural Markets of All India Total 12
1(b) Purchases of Consumer Durables—Share of Rural Markets of All India Total 12

Chapter 3: The Methodology

3(a) Schematic Diagram Representing Broad Sampling Plan for the Study 61
3(b) Schematic Diagram of Sampling Plan for Blocks 62
3(c) Gender Profile of the Sample 64
3(d) The Life Stage Breakup of the Sample 64
3(e) Educational Profile of the Sample 66
3(f) The Occupational Profile of the Sample 66
3(g) Income Profile of the Sample 68
3(h) Profile of Families: Nuclear & Joint 68
3(i) Flow Chart Depicting Schema of Analysis 70