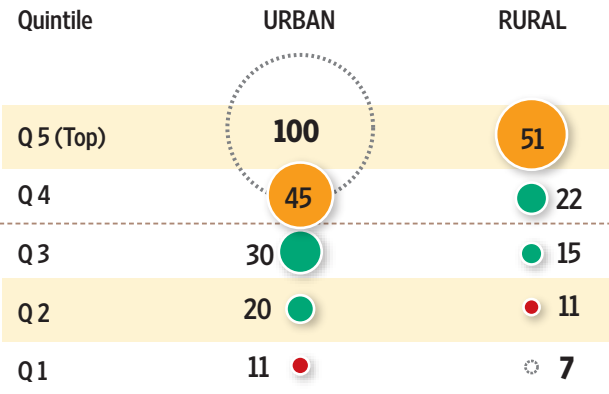


# THE RURAL POTENTIAL

Graphic 1

## Income index

Let's say that the top quintile in urban India earns Rs100.



Same colours indicate comparable quintiles, Q5 (urban) and Q1 (rural) are outliers.

Source: National Council of Applied Economic Research

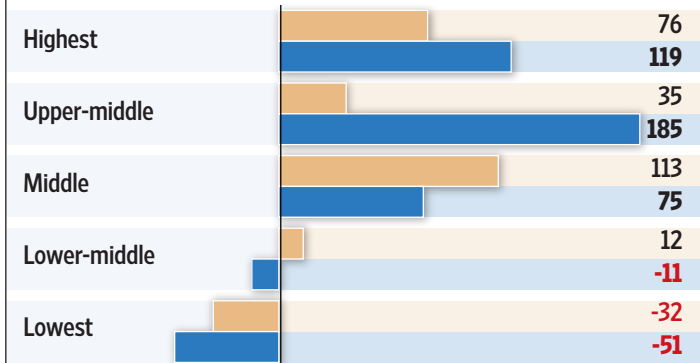
Graphic 2

## Rural households

Growth in the number of rural households (%)

Income category\*

2004-05 to 2008-09  
2009-10 to 2015-16\*\*



\*Category income levels kept constant for comparison.

\*\*Assuming 6.16% rural GDP growth for 2010-16, and 4.26% for 2009-10.