



GOVERNMENT OF KERALA

**HOUSEHOLD
CONSUMPTION
PATTERN
ON KERALA AND INDIA**

**DEPARTMENT OF ECONOMICS & STATISTICS
THIRUVANANTHAPURAM**



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P R E F A C E

Kerala is a consumer state and the consumption pattern of the people has undergone considerable change in recent years consequent on the large remittances received from Gulf Countries. As such it is interesting to study the recent trend in the consumption pattern in Kerala Vis-a-vis all India. Household Consumer Expenditure Surveys provide valuable data for assessing the impact of Socio-economic policies on the conditions and levels of living of the people.

In response to users' demand for time series data, the National Sample Survey Organisation (N.S.S.O) carries out household consumer expenditure surveys once in five years starting from 1972-73. In addition to the quinquennial surveys, National Sample Survey Organisation also conducts from 1988-89, Consumer Expenditure Surveys in every round of the Socio-economic survey based on very small sample in order to maintain continuity of survey data on household consumer expenditure. The household consumer expenditure surveys of National Sample Survey Organisation have generated a stream of statistics on consumption habits at national and state levels. An attempt is made in this working paper to examine the recent trends in the consumption pattern in India and Kerala State separately and compare the two based on 27th, 32nd, 38th and 43rd rounds of the quinquennial surveys. The data available from the annual survey on consumer expenditure are not analysed as it is based on thin sample size.

This paper was prepared by Sri.C.Appukuttan Pillai, Joint Director and Sri.N.Rajendra Prasad, Research Officer, N.S.S. division in the Directorate.

I hope this paper will be useful to those who are interested in the areas of consumer studies.

Thiruvananthapuram,
15-1-1996.

Dr.M.Kuttappan
Director

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INTRODUCTION

CHAPTER - I.

1.1 The importance of studies on consumer behaviour in the formulation of plans for national or regional development has been emphasised by many planners. Planned development is expected to raise the real income of individuals. This, in turn, will increase and alter consumer demand and unless provision is made for meeting this, prices may misbehave and cause serious difficulties. Hence consumption studies are important as they provide the necessary statistical base to enable the planners to make projections about demand for commodities when prices and income distribution change. Consumption studies also help us to ascertain whether the benefits of development reach the people belonging to different regions and socio-economic groups.

With a view to studying the patterns in consumer expenditure of the different income groups, data on consumer expenditure are being collected in every round of the National Sample Survey separately for rural and urban households. Estimates of monthly per capita expenditure of the different classes are prepared to throw light on the pattern of expenditure on food items and non food items by the classes. These studies also enable us to measure the capacity of the households to spend. Time series analysis of the estimates of the different rounds of the survey would reveal the changes in the consumption pattern due to availability, substitution and social mobility. The quinquennial surveys viz. the 25th, 27th, 32nd and 38th rounds of the National Sample Survey were conducted with a larger sample to study the consumption expenditure of the households. In this study an attempt is made to study the pattern of expenditure of the households from the 25th round of NSS (1970-71) and also to measure the changes in the various items of consumption over the period.

It is worthwhile to note that there is considerable difference in the consumption pattern vis-a-vis the items of the consumption basket of the people of Kerala from those of the people of other states due to various reasons. The high literacy rate, the hygienic awareness, social and cultural practices and to a certain extent the higher wage rates prevailing

Refer : P.C.Mahalanobis - The approach of operational Research to planning in India. Sankhya 1955, 16.3.

in the state have caused the people of Kerala to have a peculiar pattern of consumption of both food and non-food items. The present study confirms this conception. High expenditure on non-food items cutting across different income groups is a distinct feature of the consumption pattern in Kerala. The large remittance following the exodus of Keralites to the Gulf countries from the middle seventies onwards has been another source of significant influence on the consumption pattern.

CHAPTER - II.

2.1 Objectives of the Study

This study has the following objectives :

(i) to collect the details of goods and services consumed by the sample households on food and non-food items for rural and urban areas separately.

(ii) to compare the per capita expenditure of rural and urban areas and also to compare the state average expenditure with all India average per capita consumer expenditure.

2.2 Concepts and Definitions

The concepts and definitions followed in the various consumer expenditure enquiries remained almost unchanged. Some of these concepts and definitions are given below :

(1) Households : A household is a group of persons normally living together and taking food from a common kitchen.

(2) Household Member : Any person who is a normal resident of the sample household is considered a member of the household. Household members are grouped into three categories viz: adult male, adult female and children below 15 years of age.

(3) Household Consumer Expenditure : Consumer expenditure comprises all expenditures incurred by the household, exclusively on domestic account, including consumption out of home grown produce or transfer receipts like gift, loan etc. The expenditure on household enterprises is excluded from consumer expenditure. While consumption out of transfer receipts is included, transfer payments of all kinds (loans, gifts, both monetary and kind) are excluded. Capital expenditures are excluded while current expenditure on durable items like repairs and maintenance are

sumed during the period of reference viz: last 30 days represent the consumer expenditure on food items. For semi durable and durable goods, the actual expenditure incurred towards purchase of these articles acquired during the reference period is considered as the consumer expenditure of the articles.

2.3 Reference Period : Reference period for collection of data on all items of consumer expenditure is the previous 30 days. In addition, for items of clothing and foot wear durable goods and some items of miscellaneous goods and services, data have been collected for a reference period of the preceding 365 days also.

2.4 Sampling Design : In all the rounds the sampling design used was a stratified two stage sample. The first stage units were villages in the rural sector and blocks in the urban sector and the second stage units were households.

2.5 Sampling of Households (Rural) : All the households of a sample village were arranged into the following means of livelihood classes (1) self employed in non-agriculture (2) rural labourers and (3) others. From the above groups a fixed number of sample households were selected.

2.6 Sampling of Households (Urban) : In a sample block, the sampling frame was prepared by arranging the households into 4 classes on the basis of their nature of employment. (Self employed, not self-employed) and their per capita expenditure level. From these a fixed number of sample households were selected.

It may be noted that the stratification on the basis of the monthly per capita expenditure has undergone changes through the various rounds as the monthly income of the households increased during the same period.

CHAPTER - III

HIGHLIGHTS

3.1 Consumer expenditure of a household is the value of goods and services consumed by the sample household on food and non-food items. The consumer expenditure is presented for rural and urban areas separately. Tables I & II present the results of the value of consumption of broad groups of items per person for the period of 30 days separately for Kerala and India. The total household expenditure is composed of expenditure of the households on broad groups of consumer items.

The groups are : (1) cereals (2) grains (3) cereal products (4) pulse products (5) milk and milk products (6) edible oils and fish (7) vegetables (8) fruits and nuts (9) sugar (10) condiments and spices (11) beverages and refreshments (12) pan, tobacco and incense (13) fuel and light (14) clothing (15) footwear (16) miscellaneous goods and services. The results are also presented for (a) food total (b) non-food total and (c) total consumer expenditure.

At the outset it may be noted that the percapita income which was Rs.594 and Rs.633 at current prices for Kerala and India respectively in 1970-71 increased to Rs.1447 and Rs.1627 respectively in 1980-81 and they were Rs.2598 and Rs.3284 in 1987-88. While the state percapita income registered a growth of 337% the national income recorded a growth of 419% during the period from 1970-71 to 1987-88.

3.2 Tables III & IV reveal that the consumption pattern of the rural households and the urban households was not similar. The variations also showed a fluctuating trend through the various rounds.

3.3 Consumer price can be taken as a broad indicator of inflationary trend in the economy, as the increase in retail prices of essential commodities will show an upward trend in the consumer price index. Table V presents the average retail prices of essential commodities from the 25th round to 46th round viz. from 1970 to 1991.

In the familiar usual pattern the consumption of cereals in the state as also in India was consistently higher in the rural households than in the urban households, while the consumption of other food items like pulses, milk and milk products, meat, egg and fish, fruits and beverages etc. were relatively higher in the urban households. The reason is self explanatory as the rural households require more calorie to cope with their activity status, viz. manual and unskilled labour. The earning member of the urban households might be engaged in the organised sector and semi organised sector where hard human labour is not much required. Also the spending capacity of the urban households was also on the higher side and therefore they consume better quality of food articles which was also the reason for higher expenditure for food items by the urban households.

Foot note : It is because of this rise in the per capita income, changes have been made in the monthly percapita expenditure class. (Details are shown in the Appendix. I). The first group was 0-8 in 1970-71 and it was less than 65 in 1987-88.

Value of Consumption of Broad groups of Item per Person for 30 days

		25th round	27th	32nd	38th	43rd	46th*
I		2	3	4	5	6	7
Food Totals	R	25.36 (70.31)	29.71 (71.41)	45.42 (64.35)	89.54 (61.56)	126.71 (59.92)	165.73 (63.28)
	U	30.17 (63.34)	37.79 (64.85)	50.97 (60.61)	104.73 (58.24)	151.97 (57.08)	133.44 (49.66)
Non Food Totals	R	10.76 (29.69)	12.48 (29.59)	29.34 (39.65)	55.90 (39.74)	84.76 (40.06)	96.12 (36.72)
	U	17.46 (36.66)	20.48 (35.15)	33.13 (39.39)	75.03 (41.76)	114.26 (42.92)	135.92 (50.34)
Total Consum- ption Expen- diture.	R	36.12 (100.00)	42.19 (100.00)	74.76 (100.00)	145.44 (100.00)	211.47 (100.00)	261.85 (100.00)
	U	47.63 (100.00)	58.27 (100.00)	84.10 (100.00)	179.81 (100.00)	266.22 (100.00)	369.36 (100.00)

(The figures in brackets indicate % to total consumption expenditure)

* The figures from the Annual Survey.

The above table shows that in the rural and urban sectors the value of total consumption expenditure steadily increased through the various rounds of the survey. While the total consumption expenditure in the rural sector during 25th round per person for 30 days was Rs.36.12 it was Rs.145.44 during the 38th round and Rs.261.86 during the 46th round. This shows an increase of 625% during the 46th round over the 25th round. The total consumption expenditure in the urban sector during the 25th round was Rs.47.63 and it was Rs.369.36 during the 46th round which showed an increase of about 675% during the 46th round over the 25th round. The share of food totals on the total consumption expenditure in the rural sector during the 25th round was 70.31% and during the 46th round it decreased to 63.28%. The share of food totals over the total consumption expenditure in the urban sector during the same period was comparatively lower than that in the rural sector. It was 63.34% during the 26th round and it sharply came down to 49.66% during the 46th round. Since the income of the rural households is less than the income of the urban households and also since there is a considerable difference between the rural and urban households in the living standards, the expenditure on food items is generally more in the rural sector.

In the case of non-food totals the share of the rural sector were 29.69% and 36.72% respectively during the 25th and 46th rounds. The figures for the urban sector were 36.66% and 50.34% respectively. While there was only a difference of about 7% in the 25th round between the rural and urban households in the consumption of non-food totals, it rose to about 13.75% during the 46th round. It is a common knowledge that while the rural households spend a major share of their income for food the urban households spend more for non-food items because of the living conditions with better facilities on education, health, employment, housing etc. available in the urban areas. The expenditure on housing, education, transportation, health, and other services like house maintenance, purchase of consumer durables are generally more in the urban sector.

In the rural sector among the food items the share of cereals was 41.36% in the 25th round, 39.19% in the 38th round and 29.29% in the 46th round. It is interesting to note that the share of cereal consumption decreased in the 46th round. In the urban sector the share of cereals in the 25th round was 33.58%, 32.80% in the 38th round and it was only 24.13% in the 46th round. With regard to pulses, in rural households the share was 2% in the 25th round, 2.6% in 38th round and it touched the highest share of 3.3% in the 46th round. In the urban sector, the share of pulses in the food totals was 2.5% in the 25th round, 2.9% in the 38th round and 3.1% in the 46th round.

The share of milk and milk products in the urban sector in the 25th round was 8.6% and it was again 8.6% in the 38th round, 10.7% in the 43rd round and 10.9% in the 46th round.

In the rural sector the share of milk and milk products was 6.3% in the 25th round, 6.7% in the 38th round, 7.6% in the 43rd round and 8.8% in the 46th round indicating a consistent higher level of consumption of milk and milk products in the urban sector than in the rural sector.

CHAPTER IV

Comparison of State Value of Consumption with All India Consumption

In the rural sector the value of consumption of cereals at the state level and all India level showed some difference in all the rounds. The value of consumption of cereals consistently decreased through the 25th round to 46th round. The difference was Rs.3.49 more at the All India rural sector during the 25th round and Rs.5 in the 32nd round and then the difference narrowed down to Rs.1.12 in the 38th and 1.05 in the 46th round. In the urban sector the difference was Rs.1.92 more at All India level in the 25th round and it was Rs.1.23 in the 46th round. There was not much difference in the consumption pattern of gram in the rural sector, but there was some difference in the 25th, 27th and 32nd rounds, and thereafter the difference was very small. In the case of cereal substitutes the value of consumption in the state was higher than the all India pattern both in the rural and urban sectors. In the case of edible oil, the value of consumption was higher at the all India level than at the State level both in the rural and urban sectors. The value of consumption patterns showed a different trend in the case of meat and meat products. In the rural sector the consumption was higher at the All India level whereas in the urban sector the value of consumption was more in the state than at the all India level. The value of consumption of vegetables in the state was lower than that at the All India level in both the rural and urban households throughout the rounds. Consumption of sugar also showed the same trend. The value of consumption showed an opposite trend in all the surveys i.e. the consumption was relatively higher in the state in all the rounds of the surveys. In the case of value of consumption of food totals, in the rural and urban sectors upto 32nd round the All India figures were higher while from 38th round to 46th round the state figures were higher. In the case of non-food totals, the state figures were higher throughout the rounds in the rural sector while in the urban sector upto 32nd round the All India figures were higher and thereafter the state figures were higher. In regard to the value of total consumption expenditure in the rural sector the state registered higher expenditure in all the rounds except in the 27th round and in the case of urban sector the all India figures were higher during the 25th, 27th and 32nd rounds and in the later rounds the state figure were higher. The impact of the Gulf remittance had a direct bearing on the value of consumption. This is highly pronounced from the 32nd rounds onwards.

Limitations: One of the serious limitations of the N.S.S data is that the sample size is too small. In the N.S.S the details of a particular parameter are being collected from a maximum of 5000 households out of 55 lakh households of Kerala. Hence the precision of the estimate is likely to be affected. This is quite evident from the results of the central sample and state sample of the various rounds of the survey.

CHAPTER V

Summary of Findings

In the rural sector, monthly percapita consumer expenditure (MPCE) of the state was consistently above the national MPCE except for the year 72-73. During the year 70-71 the state average was higher by 2%. The same was 4% lower than the All India average during the year 72-73. During the 10 year period from 77-78 to 87-88 the MPCE of Kerala improved steadily over all India by 8%, 29% and 33% respectively during the three quinquennial surveys. The annual survey of 90-91 showed the state MPCE to be higher by 30% of all India MPCE.

This pronounced pattern of higher state MPCE compared to all-India is not evident in urban sector. The state MPCE in urban sector was lower than all-India MPCE until the year 77-78. For the first time in 1983, the state MPCE was higher by 8% compared to all-India and it continues to be above the all-India average during the years 87-88 and 90-91 by 6% and 13% respectively.

To study the rural urban difference in MPCE, the excess of urban MPCE and rural MPCE as percentage of rural MPCE was worked out for both all-India and Kerala.

Excess urban MPCE over Rural MPCE (as %)

	70-71	72-73	77-78	1983	87-88	90-91
1	2	3	4	5	6	7
All India	50	43	40	48	58	62
Kerala	32	38	12	24	26	42

The table confirms the higher consumption expenditure of the urbanites. The noticeable features are : (1) In the case of all-India the percentage points declined from 50 in 1970-71 to 40 in 1977-78 and the pattern reversed thereafter in 1983, in 87-88 and in 90-91 and the difference increased from 8 to 52.

A similar pattern prevailed in the state but the difference is conspicuously narrower during the period 77-78 to 90-91. During 1970-71 & 72-73 the all-India and state excess of urban MPCE over rural moved in the opposite direction. The decline during the period 72-73 to 77-78 was very sharp in the case of Kerala State

The pattern of excess urban MPCE was further examined over the subset of food and non-food items separately. The MPCE on food items in urban sector was higher by 31% over rural MPCE during the year 70-71 at all-India level.

Excess urban MPCE on food items over rural MPCE (as %)

	70-71	72-73	77-78	1983	87-88	90-91
1	2	3	4	5	6	7
All India	31	27	30	32	38	39
Kerala	19	27	12	17	20	11

This has declined marginally to 27% during the year 72-73 and has shown an increasing trend thereafter. At all-India level the urban people spent 1.39 rupee for every one rupee spent by rural consumers during the year 90-91.

The above difference is noticeably absent in the case of Kerala MPCE on food items as could be seen from the table.

In the case of non-food items the position is similar to food items.

Excess of urban MPCE on non-food items as % of over rural MPCE in the non-food items

Year	70-71	72-73	77-78	1983	87-88	90-91
1	2	3	4	5	6	7
All India	102	87	57	77	92	105
Kerala	62	64	13	34	35	53

During the year 70-71, MPCE in non-food items in urban sector was Rs.18.81 against Rs 9.33 for rural sector i.e. nearly 102% more as is shown in the table. The difference narrowed down to 57% in 77-78 but after that it has gone up considerably to 105% in 90-91. The pattern in Kerala is also similar but less pronounced.

Appendix. I

The Monthly Percapita Expenditure Groups

25th Round 1971	27th Round	32nd Round	43rd Round	45th Round	47th Round 87-88 (Rural)
1	2	3	4	5	6
0 - 8	0 - 13	0 - 10	65	Same as	65
8 - 11	13-15	10-15	65-80	43rd	65-80
11-13	15-18	15-20	80-95	Round	80-95
13-15	18-21	20-30	95-110		95-110
15-18	21-24	30-35	110-125		110-125
18-21	24-28	35-40	125-140		125-140
21-24	28-34	40-50	140-160		140-160
24-28	34-43	50-60	160-180		160-180
28-34	43-55	60-70	180-215		180-215
34-43	55-75	70-80	215-280		215-280
43-55	75-100	80-100	280-385		280-385
55-75	100-150	100-150	385 & above		385 & above
75 & above	150-200	150-200			
	200 & above	200-300			
		300 & above			

APPENDIX II

Movement of Prices over the Various Rounds of the Survey

The consumer price is an indicator of the inflationary trend in the economy. The changes in the prices particularly of the mass consumption items have a direct bearing on the consumption pattern. This will worst affect the low income groups. As the prices of essential commodities go up and if the income of the households does not move in accordance with prices, the purchasing power of the households will naturally decrease and they switch over to low priced food articles or they prefer to reduce the quantity of such items. If on the other hand, the per capita income increases on a higher scale than the prices of the commodities, the households will switch over to better quality items and also they will move to higher income group with attendant change in the consumption pattern. AS these changes are complex and interrelated with criss cross substitution and income impacts it is not the intention of this study which is in the form of a comparative overview of the NSS Rounds on consumer expenditure to bring under its scope a close analysis of the impact of price movements on consumption. However, some important changes that took place on the price front during the period of the various NSS rounds are simply presented juxtaposing data on price movements of various commodities with the data on the change in the relative share of these commodities in the total consumption for information without making any analysis.

Table V gives the prices of essential commodities from 25th round to 46th round (1970 to 1991). The table shows that the price of rice which was Rs.1.45 per Kg. during the 25th round increased three times during 43rd round and during the 46th round it rose by 382%. During the period there was a sharp decrease in the share of consumption of cereals out of the total food consumption from 41.4% in the 25th round to 29.3% in the 46th round in the rural sector. In the urban sector also the trend was similar that the consumption of cereals came down from the level of 33.6% in the 25th round to 24.1% in the 46th round. The prices of pulses increased by 400 to 900% while the consumption increased by 50% in rural and by about 25% in the urban sector. The price of edible oil like coconut oil and ground nut oil showed an increase of almost 700% during the period. While the value of consumption increased by almost 10 times in the rural sector and about 800% in the urban sector. While the price of milk increased by

about 355% from 25th round to 46th round the value of consumption increased by about 900% in the rural sector and by about 700% in the urban sector. In respect of sugar the price increased by 360% during the period the value of consumption increased by 540% in the rural sector and by 500% in the urban sector.

Table. I

Value of (0.00) Consumption of Broad Group of Items Per Person for the Period of 30 Days

Sl. No	Items	RURAL											
		25th		27th		29th		31st		33rd		35th	
		India	Kerala	India	Kerala	India	Kerala	India	Kerala	India	Kerala	India	Kerala
1	2	3	4	5	6	7	8	9	10	11	12	13	14
1.	Cereals	13.98	10.49	17.92	13.39	22.59	17.60	36.21	35.09	41.33	37.83	49.61	48.56
2.	Gram	0.23	0.05	0.25	0.04	0.29	0.14	0.29	0.25	0.38	0.46	0.44	0.61
3.	Cereal substitutes	0.16	1.78	0.24	0.30	0.23	2.10	0.21	2.35	0.21	2.80	0.24	2.63
4.	Pulses	1.33	0.50	1.89	0.54	2.63	1.12	3.98	2.34	6.27	3.69	8.80	5.50
5.	Milk and Milk Products	3.03	1.59	3.22	1.52	5.29	3.07	8.50	5.97	13.63	9.76	19.04	14.62
6.	Edible Oil	1.26	0.84	1.55	0.82	2.46	1.58	4.53	3.96	7.88	6.76	12.09	10.19
7.	Meat, egg and fish	1.02	1.76	1.09	1.92	1.84	4.00	3.37	3.97	5.11	15.59	7.08	19.27
8.	Vegetables	1.27	0.95	1.59	0.94	2.60	1.73	5.31	4.13	8.23	7.48	12.75	10.05
9.	Fruits and nuts	0.43	1.87	0.45	1.79	0.77	3.86	1.54	8.12	2.57	14.38	3.63	18.04
10.	Sugar	1.12	0.88	1.66	1.15	1.82	1.51	3.18	2.94	4.51	4.58	6.03	5.67
11.	Salt and Spices	1.21	1.34	1.23	1.30	2.09	2.62	2.82	3.62	4.52	6.64	5.36	7.98
12.	Beverages & refreshments	0.24	3.31	1.07	4.00	1.72	6.09	3.85	11.79	6.18	16.74	8.27	22.61
13.	Food Total	25.98	25.36	32.16	29.71	44.33	45.42	73.63	89.54	100.82	126.71	133.34	165.73

Table. I Contd.....

1	2	RURAL											
		3	4	5	6	7	8	9	10	11	12	13	14
14.	Pan, tobacco and intoxicants	1.14	1.39	1.36	1.58	1.99	2.55	3.35	4.50	5.03	6.79	7.34	7.64
15.	Fuel and light	2.13	1.92	2.49	2.48	4.13	4.40	7.92	8.45	11.77	13.63	15.62	17.03
16.	Clothing	2.57	1.68	3.09	1.78	5.99	5.38	9.64	9.27	10.52	10.78	9.78	10.92
17.	Footwear	0.23	0.08	0.23	0.05	0.51	0.26	1.11	0.95	1.55	1.55	1.55	1.18
18.	Miscellaneous goods and services	2.93	5.47	3.89	5.65	7.12	11.70	14.06	24.09	22.78	38.78	29.41	49.27
19.	Durable goods	0.33	0.26	0.95	0.94	4.82	5.05	2.60	8.64	5.63	13.33	5.08	10.08
20.	Non-food total	9.33	10.76	12.01	12.48	24.56	29.34	38.68	55.90	57.28	84.76	68.78	96.12
21.	Total Consumption Expenditure	35.31	36.12	44.17	42.19	68.89	74.76	112.31	145.44	158.10	211.47	202.12	261.85

Table. II Contd.....

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	URBAN
14. Pan, tobacco and intoxicants			1.58	1.66	1.75	1.92	2.34	2.38	4.05	4.23	6.53	5.48	8.98	11.06	
15. Fuel and light			3.15	2.42	3.57	3.15	6.17	5.20	11.40	10.23	16.72	16.02	21.58	18.65	
16. Clothing			2.84	2.92	3.34	2.83	6.78	5.75	12.80	14.35	15.00	12.86	15.58	18.46	
17. Foot wear			0.26	0.21	0.26	0.15	0.59	0.40	1.84	1.69	2.69	2.69	2.73	3.45	
18. Miscellaneous goods and services			10.37	8.59	12.17	10.81	14.05	13.55	33.85	34.67	58.64	56.87	78.02	119.35	
19. Durable goods			0.61	1.67	1.40	1.62	8.55	5.85	4.55	9.91	10.60	20.32	14.09	14.95	
20. Non-food total			18.81	17.44	22.49	20.48	38.48	33.13	68.49	75.08	110.18	114.26	140.98	185.92	
21. Total Consumption Expenditure			52.85	47.63	63.33	58.27	96.15	84.10	165.80	179.81	249.93	266.22	317.75	369.36	

Table. II

Value of (0.00) Consumption of Broad Group of Items Per Person for the Period of 30 Days

Sl. No.	Items	25th		27th		32nd		38th		43rd		46th		URBAN
		India	Kerala	India	Kerala	India	Kerala	India	Kerala	India	Kerala	India	Kerala	
1	2	3	4	5	6	7	8	9	10	11	12	13	14	
1.	Cereals	12.05	10.13	14.77	14.16	19.66	16.70	31.85	34.35	36.97	35.82	45.50	44.27	
2.	Gram	0.12	0.05	0.20	0.07	0.24	0.22	0.31	0.35	0.41	0.67	0.63	0.73	
3.	Cereal substitutes	0.07	0.97	0.08	1.26	0.10	1.03	0.13	0.78	0.17	0.83	0.31	1.49	
4.	Pulses	1.64	0.76	2.16	1.03	3.4	1.50	5.32	3.02	8.44	5.06	11.44	5.64	
5.	Milk and Milk Products	5.01	2.59	5.91	3.06	11.1	4.5	15.27	9.02	23.83	16.27	32.37	19.94	
6.	Meat, egg and fish	1.90	2.14	2.07	2.96	3.3	4.77	5.93	11.62	8.85	21.24	12.27	22.71	
7.	Edible Oil	2.41	1.6	3.07	1.25	4.66	2.04	7.98	5.11	13.23	8.53	10.42	10.84	
8.	Vegetables	2.25	1.00	2.77	1.28	4.23	1.98	8.17	4.99	13.12	8.97	17.99	11.25	
9.	Fruits and nuts	1.10	2.39	1.27	2.46	1.88	4.60	3.48	9.76	6.27	17.54	7.87	19.28	
10.	Sugar	1.55	1.18	2.28	1.64	2.54	1.81	4.06	3.39	5.86	5.11	7.45	7.03	
11.	Salt & Spices	1.49	1.36	1.44	1.40	2.55	2.62	3.55	3.90	5.78	6.73	6.76	7.94	
12.	Beverages & refreshments	4.45	6.4	4.82	7.22	6.09	9.35	11.26	18.44	16.82	25.19	23.76	32.32	
13.	Food Total	34.04	30.17	40.84	37.79	57.67	50.97	97.31	104.73	139.75	151.96	176.77	183.44	

Table. III
Percentage of Consumption of Broad Group of items Per Person for the Period of 30 Days

Sl. No.	Items	India/ State	RURAL						
			25th 70-71	27th 72-73	32nd 77-78	38th 1983	43rd 87-88	43rd Revised I & II	46th 90-91 Annual
1	2	3	4	5	6	7	8	9	10
1.	Cereals	India Kerala	39.59 29.04	40.58 31.74	32.79 23.54	32.24 24.13	24.14 17.89	26.43 18.18	24.54 18.54
2.	Gram	India Kerala	0.65 0.14	0.57 0.09	0.42 0.19	0.26 0.17	0.24 0.22	- -	0.22 0.23
3.	Cereal Substitutes	India Kerala	0.45 0.50	0.54 5.45	0.33 2.81	0.19 1.62	0.13 1.32	- -	0.19 1.00
4.	Pulses	India Kerala	3.77 1.38	4.28 1.28	3.82 1.50	3.54 1.61	3.97 1.74	- -	0.35 2.10
5.	Milk & Milk Products	India Kerala	8.58 4.40	7.29 3.60	7.68 4.11	7.57 4.10	8.62 4.62	- -	9.42 5.58
6.	Edible Oil	India Kerala	3.57 2.33	3.51 1.94	3.57 2.11	4.03 2.72	4.98 3.20	- -	5.98 3.89
7.	Meat, Egg & Fish	India Kerala	2.89 4.87	2.45 4.55	2.67 5.35	3.00 6.17	3.23 7.27	- -	3.50 7.36
8.	Vegetables	India Kerala	3.60 2.63	3.60 2.23	3.77 2.31	4.73 2.84	5.21 3.54	- -	6.31 3.84
9.	Fruits & Nuts	India Kerala	1.22 5.18	1.02 4.24	1.12 5.16	1.37 5.58	1.63 6.80	- -	1.80 6.89
10.	Sugar	India Kerala	3.17 2.44	3.76 2.49	2.64 2.02	2.83 2.02	2.85 2.17	- -	2.98 2.17

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Table. IV
Percentage of Consumption of Broad Group of items Per Person for the Period of 30 Days

Sl. No.	Items	India/ State	URBAN									
			25th 70-71	27th 72-73	32th 77-78	38th 1983	43rd 87-88	43rd Revised I & II	46th 90-91	Annual		
1	2	3	4	5	6	7	8	9	10			
1.	Cereals	India Kerala	22.80 21.27	23.35 24.30	20.45 19.86	19.21 19.10	14.79 13.46	15.00 13.43	13.93 11.99			
2.	Gram	India Kerala	0.23 0.10	0.32 0.12	0.25 0.26	0.19 0.19	0.16 0.25	- -	0.19 0.20			
3.	Cereal substitute	India Kerala	0.13 2.04	0.13 2.16	0.10 1.22	0.08 0.43	0.07 0.32	- -	0.09 0.40			
4.	Pulses	India Kerala	3.10 1.60	3.41 1.77	3.57 1.78	3.21 1.68	3.38 1.99	- -	3.50 1.53			
5.	Milk & Milk Products	India Kerala	9.48 5.44	9.33 5.25	9.53 5.17	9.21 5.02	9.53 6.11	- -	9.91 5.40			
6.	Edible Oil	India Kerala	4.56 2.44	9.33 2.14	4.64 2.43	4.81 2.80	5.29 3.20	- -	3.19 2.93			
7.	Meat, egg and fish	India Kerala	3.60 4.49	3.27 5.08	3.46 5.67	3.58 6.46	3.54 7.98	- -	3.76 6.15			
8.	Vegetables	India Kerala	4.26 2.10	4.37 2.20	4.40 2.35	4.93 2.78	5.24 3.33	- -	5.51 3.05			
9.	Fruits & nuts	India Kerala	2.08 5.02	2.01 4.22	1.96 5.47	2.10 5.43	2.51 6.59	- -	2.41 5.22			
10.	Sugar	India Kerala	2.93 2.48	3.60 2.81	2.64 2.15	2.44 1.89	2.34 1.92	- -	2.28 1.90			

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Table. VI
Percentage Value of Consumption of Food Items

Sl. No.	Food Items	N.S.S. Rural						N.S.S. Urban						
		25th round	32nd	38th	43rd	46th	25th round	32nd	38th	43rd	46th			
1	2	3	4	5	6	7	8	9	10	11	12			
1.	Cereals	41.4	38.7	39.2	29.9	29.3	29.3	33.6	32.8	23.6	24.1			
2.	Pulses	2.0	2.5	2.6	2.9	3.3	2.5	2.9	2.9	3.3	3.1			
3.	Milletts	6.3	6.8	6.7	7.7	8.8	8.6	8.5	8.6	10.7	10.8			
4.	Edible Oil	3.3	3.5	4.4	5.3	6.1	3.8	4.0	4.8	3.5	5.9			
5.	Meat	6.9	8.8	10.0	12.3	11.6	7.1	9.4	11.1	14.0	12.4			
6.	Vegetables	3.7	3.8	4.6	7.5	6.1	3.3	3.9	4.8	5.9	6.1			
7.	Sugar	3.5	3.3	3.3	3.6	3.4	3.9	3.5	3.2	3.4	3.8			
8.	Banana	13.1	13.4	13.1	13.2	13.6	21.33	18.3	17.7	16.6	17.6			

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