

AN ECONOMIC ANALYSIS OF INCOME, EMPLOYMENT AND EXPENDITURE IN RAJNANDGAON DISTRICT OF CHHATTISGARH STATE

Ashavan Say Padoti, Dileshwar Kumar Verma and B.C. Jain*

*Department of Agril. Economics, I.G.K.V.V.,
Raipur (C.G.) -492012
Email: dileshwar039@gmail.com

Received-17.02.2015, Revised-02.03.2015

Abstracts: Consumption, in economic theory, means the final use of goods and services to satisfy human wants, needs and desires. It is a process of deriving utility from goods and services. Consumption is defined as total value of expenditure incurred on goods and services for the use by the households. Consumption pattern provides the structure for everyday material life, and this structure creates economic distance across classes. People belonging to different classes of income have different pattern of consumption. Rich people spend more in absolute term, and low in percentage term of incomes for food and basic needs while poor people spend higher percentage of income on food and basic needs. In short, the propensity to consume is always higher for poor as compared to the people having higher income.

Keywords: Economic analysis, Income, Rajnandgaon, Employment

INTRODUCTION

Food consumption pattern are undergoing substantial change in many countries as economic development proceeds. The trend is moves from traditional cereals towards higher value and higher protein food (Rae, 1999). The declining trend in per capita cereals consumption implies that non-food grain items and non-food items are getting increased share in consumption basket, such increase is smallest in rural area as compare to urban area (Selvarajan and Ravi Shankar, 1996).

There is a lot of variation in cereal consumption among, Monthly Per capita Consumption Expenditure (MPCE) classes in India during 2004. The variation was more pronounced in rural areas than in urban areas. The consumption of rice varied from 6.04 kg to 7.39 kg with seven out of 12 MPCE classes having consumption less than the national average. There was variation in total cereal consumption ranging from 9.12 kg to 13.50 kg wheat and total cereals consumed more than the national average of 4.67 kg and 10.03 kg respectively. The decline in consumption of coarse cereal like sorghum from 0.80 kg to 0.47 kg in rural areas and 0.40 kg to 0.27 kg in urban areas respectively.

The data from 61st rounds of NSSO (National Sample Survey Organization) on consumption expenditure in food (different food stuffs) and non-food items. There has been a decline in the proportion of expenditure on food items in last three decades in both urban and rural areas. However, the

expenditure on food remained higher in rural areas as compared to urban areas. Between 2004-05, the share of food in total consumer expenditure has fallen from 73 per cent to 55 per cent in rural areas and from 64 per cent to 42 per cent in urban areas. The proportion of expenditure on non-food items has increased from 24 per cent to 37.7.

METHODOLOGY

Chhattisgarh state consists of three zones *i.e.* Northern hills, Chhattisgarh plain and Bastar plateau; there are 27 districts of Chhattisgarh. Rajnandgaon district will be selected purposively for the study. There are 9 blocks in Rajnandgaon district, Rajnandgaon block, Ghumka village, Mohla block, Kewattola village was be selected as urban area and Mohla block, Kewattola village was be selected as Rural area purposively for represents.

The urban and rural household of Ghumka, kewattola village were categorized into two major categories *i.e.* farm households. Farm household are those who have land cultivation. Farm household was two categorized in Above Poverty Level (APL) and Below Poverty Level (BPL) household. There was being 60 respondents. 30 from each urban and rural area were being selected. The urban and rural respondents were be categorized, BPL Respondents were selected on the basis of possession of BPL card issued by government of Chhattisgarh the APL and BPL households. The household were further classified on the basis of income.

Table 1. Number of sample households under different categories

Area	S.N.	Categories of Household	No. of sample household	% of total sample household
Urban Area	1	APL	15	50
	2	BPL	15	50
	Total	All	30	100

*Corresponding Author

Rural Area	1	APL	15	50
	2	BPL	15	50
	Total	All	30	100

Note: Figures in parentheses indicate percentages to total.

Methods of analysis

The methods of analysis quantity objectives of the study area described in the section. the stated objectives of this study were accomplished by tabulating analyzing the data pertaining to the same, using sample arithmetic mean or average, percentage and regression analysis.

RESULT AND DISCUSSIONS

The results are analyzed of following points like income, employment and expenditure of the sample households, rural and urban. These are:

Table 2. Distribution of cropped area and cropping intensity at sampled households

Cropped Area		Urban Area			Rural Area		
		APL	BPL	Average	APL	BPL	Average
Total cultivated area (ha.)		73.60	19.50	46.55	52.00	18.70	35.35
Kharif	Paddy	73.60	19.50	46.55	52.00	18.70	35.35
Rabi	Wheat	10.68	0.00	5.34	8.00	0.00	4.00
	Gram	9.55	0.00	4.78	5.95	0.00	2.98
	Lathyrus	6.62	7.50	7.06	7.86	9.65	8.76
Summer	Paddy	15.00	0.00	7.50	12.00	0.00	6.00
Total cropped area (ha.)		115.45	27.00	71.23	85.81	28.35	57.08
Cropping intensity (%)		156.86	138.46	147.66	165.02	151.60	158.31

Note: Figures in parentheses indicate percentage of the total cropped area.

A comparative figure of cropped area and cropping intensity of the sample households of different area are given in Table 2. Total cultivated area in the urban APL family was observed 73.60 ha. Which is comparatively higher than the BPL households. Total cropped area observed as 115.45 and 27.00 ha. In APL and BPL family of urban area while it is observed 85.81 ha. and 28.35ha. in the same family of rural area. Paddy is important crop in kharif season for both of the urban area families which is cultivated in 73.60 ha. and 19.50 ha. in area respectively in APL

and BPL family. Similarly in rural area paddy is observed as important crop where the 52.00 ha. and 18.70 ha. were recorded for the APL and BPL family. Further, rest of the total cropped area are allocated under the different crops such as paddy, wheat, gram and lathyrus in *rabi* and *summer* season by the APL family of both rural and urban area whereas the paddy and lathyrus is cultivated by the urban and rural area of BPL family in *Rabi* season. The average cropping intensity is estimated in 147.66 percent in urban area and 158.31 percent in rural area.

Table 3. Consumption of some selected food items by sampled households

S.N.	Particulars	Categories of household						Total	Average		
		Urban Area			Rural Area						
		APL	BPL	Average	APL	BPL	Average				
1	Cereals	433.50 (47.47)	460.45 (58.45)	449.15 (52.67)	444.45 (51.04)	465.21 (59.97)	454.83 (55.25)	901.81 (53.88)	450.90 (53.89)		
2	Pulses	65.67 (7.19)	58.20 (7.39)	61.94 (7.26)	60.61 (6.96)	55.12 (7.11)	57.87 (7.03)	119.82 (7.16)	59.90 (7.16)		
3	Vegetables	93.24 (10.21)	79.25 (10.06)	86.25 (10.12)	89.84 (10.32)	75.88 (9.78)	82.86 (10.06)	169.12 (10.10)	84.56 (10.10)		
4	Fruits	10.94 (1.20)	9.70 (1.23)	10.32 (1.21)	9.33 (1.07)	8.37 (1.08)	8.83 (1.07)	19.15 (1.14)	9.58 (1.14)		
5	Milk & its Products	201.07 (22.02)	88.91 (11.29)	144.99 (17.00)	166.63 (19.14)	84.29 (10.87)	125.46 (15.24)	270.46 (16.16)	135.23 (16.16)		
6	Edible oils	49.24 (5.39)	38.79 (4.92)	44.01 (5.16)	46.25 (5.31)	37.61 (4.85)	41.93 (5.09)	85.94 (5.13)	42.97 (5.14)		
7	Meat,Fish& eggs	9.54 (1.04)	8.21 (1.04)	8.88 (1.04)	8.77 (1.01)	7.98 (1.03)	8.38 (1.02)	17.25 (1.03)	8.63 (1.03)		
8	Sugar	46.19 (5.06)	40.75 (5.17)	43.52 (5.10)	41.23 (4.73)	37.89 (4.88)	39.56 (4.81)	83.04 (4.96)	41.52 (4.96)		
9	Spice	3.75 (0.42)	3.52 (0.45)	3.64 (0.43)	3.70 (0.42)	3.42 (0.44)	3.56 (0.43)	7.20 (0.43)	3.60 (0.42)		
	Total	913.14 (100.00)	787.79 (100.00)	852.69 (100.00)	870.81 (100.00)	775.74 (100.00)	823.28 (100.00)	1673.75 (100.00)	836.87 (100.00)		

Note: Figures in parentheses indicate percentage of the total.

(Gms. / Adult / Day)

The consumption of some selected food items by sample household is presented in Table 3. It is clear from this table that, average total food items consumption is estimated as 852.69gms/adult/day in urban area while it is observed 823.28 gms. / adult / day in rural area. The total quantity consumed of cereals is estimated at 433.50(47.47 per cent) gms/adult/day at APL and 460.45(58.45 per cent) at BPL family of urban area respectively. Milk and its products and vegetables items are observed another important food items consumed in high amount in the urban area. The quantity estimated for these two items are 201.07 (22.02 per cent) and 93.24 (10.21 per cent) gms/adult/day at APL and 88.91 (11.29 per cent) and 79.25(10.06 per cent) at BPL families of urban area. Remaining other items is also important and on average households consumed less than 10 per cent of total amount in gms/adult/day in urban area.

The total quantity consumed of cereals is estimated at 444.45 (51.04 per cent) at APL and 465.21(59.97 per cent) gm/adult/day at BPL family of rural area respectively. Milk and its products and vegetables items are observed another important food items consumed in high amount in the rural area. The quantity estimated for these two items are 166.63(19.14 per cent) and 89.84(10.32 per cent) gms/aut/day at APL and 84.29(10.87 per cent) and 75.88(9.78 per cent) at BPL families of rural area. Remaining other items is also important and on an average household consumed less than 10 per cent of total amount in gms/adult/day in urban area. It is concluded from the table that cereals, milk and its products and vegetables are the important items in both the area in which respondent consumed about 80 per cent quantity (gms/adult/days) out of the total quantity of food items.

Table 4. Components of farm employment

	(Days/Family/Year)					
	Per household number of employment days					
	Urban Area			Rural Area		
	APL	BPL	Average	APL	BPL	Average
Kharif	118.00 (35.22)	120.00 (34.99)	119.00 (35.12)	118.00 (36.53)	120.00 (34.58)	119.00 (35.56)
Rabi	117.00 (34.93)	98.00 (28.57)	107.50 (31.75)	115.00 (35.60)	95.00 (27.38)	105.00 (31.49)
Summer	100.00 (29.85)	125.00 (36.44)	112.50 (33.15)	90.00 (27.86)	132.00 (38.04)	111.00 (32.95)
Total	335.00 (100.00)	343.00 (100.00)	339.00 (100.00)	323.00 (100.00)	347.00 (100.00)	335.00 (100.00)

Note: Figures in parentheses indicate percentage of the total component farm employment days.

It is evident from Table 4.that on an average, 339.00 days employment provided by farm sector to sample households in urban family. The total employment days calculated 335.00 and 343.00 urban area APL and BPL family respectively.

On an average *Kharif* season provided nearly average(35.12 percent) employment to sample households and remaining (31.75 percent) from by *rabi* and (33.15 percent) from *summer* season in the urban area respectively. Respectively, 335.00 days, employment provided by farm sector to sample households in rural family. The total employment days are calculated 323.00 and 347.00 in rural area of APL and BPL family respectively.

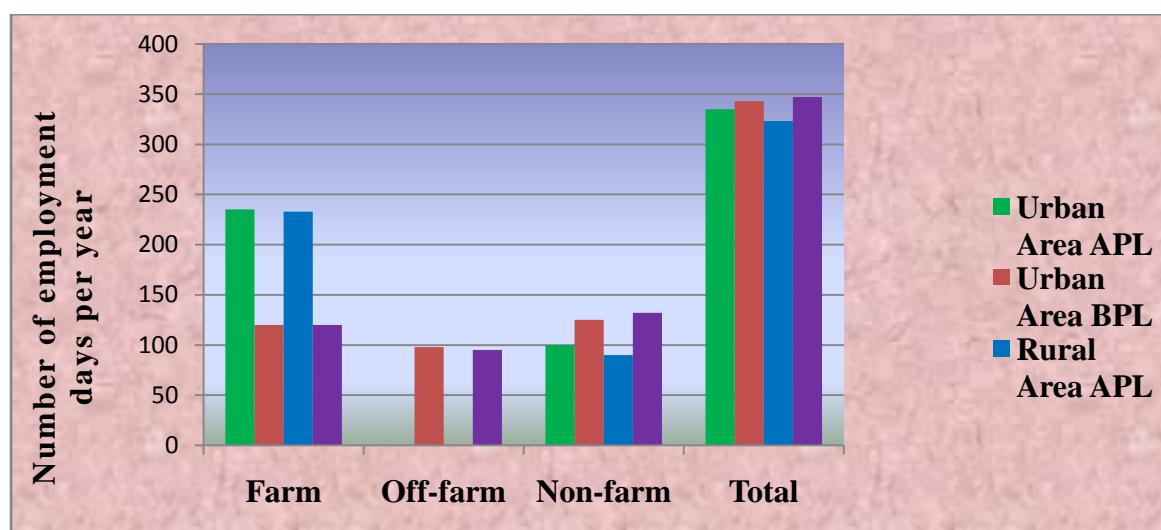


Fig. Employment pattern in different categories of sample households

Table 5. Components off-farm & non -farm employment (Days/Family/Year)

Per family off-farm and non-farm employment days		Urban Area			Rural Area		
		APL	BPL	Average	APL	BPL	Average
Off-farm	wages	0.00	100.00	50.00	0.00	95.00	47.50
	Total	0.00	100.00	50.00	0.00	95.00	47.50
Non-farm	Service	22.00 (22.00)	0.00 (0.00)	11.00 (9.78)	0.00 (0.00)	0.00 (0.00)	0.00 (0.00)
	Business	18.00 (18.00)	41.00 (30.37)	29.50 (26.22)	23.00 (25.56)	46.00 (34.85)	34.50 (30.21)
	Labour	25.00 (25.00)	72.00 (53.33)	48.50 (43.11)	49.00 (54.44)	68.00 (51.52)	58.50 (52.83)
	Carpenter	0.00 (0.00)	15.00 (12.00)	7.50 (6.67)	8.00 (8.89)	12.00 (9.09)	10.00 (8.99)
	Livestock enterprises	7.00 (7.00)	6.00 (4.80)	6.50 (5.78)	7.00 (7.78)	6.00 (4.55)	6.50 (6.17)
	Water selling	3.00 (3.00)	0.00 (0.00)	1.50 (1.33)	6.00 (6.67)	0.00 (0.00)	3.00 (2.70)
	Contractor	25.00 (25.00)	0.00 (0.00)	12.5 (11.11)	0.00 (0.00)	0.00 (0.00)	0.00 (0.00)
	Total	100.00 (100.00)	125.00 (100.00)	112.50 (100.00)	90.00 (100.00)	132.00 (100.00)	111.00 (100.00)

Note: Figures in parentheses indicate percentage of the total off-farm & non -farm employment days.

It has been worked out from Table 5. That off-farm and non-farm activities provided average employment days 50.00 and 112.50 of urban area of APL and BPL family respectively. Non-farm households getting considerable higher employment (48.50 days) from non-farm sector compared to farm households (50 days). BPL households engaged 100.00 days in off-farm activities while APL households is not found engaged in these activities.

Non-farm sector provided highest employment days as labour, accounted for (25.00 percent) and (53.33 percent), followed by service (22.00 percent), business (18.00 percent), (30.37 per cent), contractor (25.00 per cent), livestock enterprises (7.00 per cent), (4.80 per cent), remaining (5.00 percent) provided by other activities like, fuel fodder collection etc. In urban area of APL and BPL family respectively.

Non-farm sector provided highest employment days as labour, accounted (54.44 percent) and (52.83 per cent), followed by business (25.56 per cent), (34.85 per cent), livestock enterprises (6.67 per cent) remaining (5.00 per cent) provided by other activities like, fuel fodder collection etc. in rural area of APL and BPL family respectively.

Table 6. Components of farm income

(Rs./Family/Year)

Farm income	Urban Area			Rural Area		
	APL	BPL	Average	APL	BPL	Average
Kharif						
Paddy	163807.25 (80.07)	51656.99 (78.11)	107732.12 (79.09)	122469.69 (73.02)	48925.60 (77.92)	85697.76 (74.35)
Rabi						
Wheat	6633.34 (3.24)	0.00 (0.00)	3316.67 (1.62)	11242.00 (6.70)	0.00 (0.00)	5621.00 (4.89)
Gram	1885.31 (0.92)	0.00 (0.00)	942.66 (0.46)	3558.42 (2.12)	0.00 (0.00)	1779.21 (1.54)
Lathyrus	950.30 (0.48)	14478.49 (21.89)	7714.44 (11.18)	1564.45 (0.93)	13862.71 (22.08)	7713.58 (6.69)
Summer						
Paddy	31241.35 (15.29)	0.00 (0.00)	15620.68 (7.65)	28894.64 (17.23)	0.00 (0.00)	14447.32 (12.53)
Total	204517.55 (100.00)	66135.48 (100.00)	135326.52 (100.00)	167730.20 (100.00)	62788.31 (100.00)	115259.00 (100.00)

Note: Figures in parentheses indicate percentage of the total farm income.

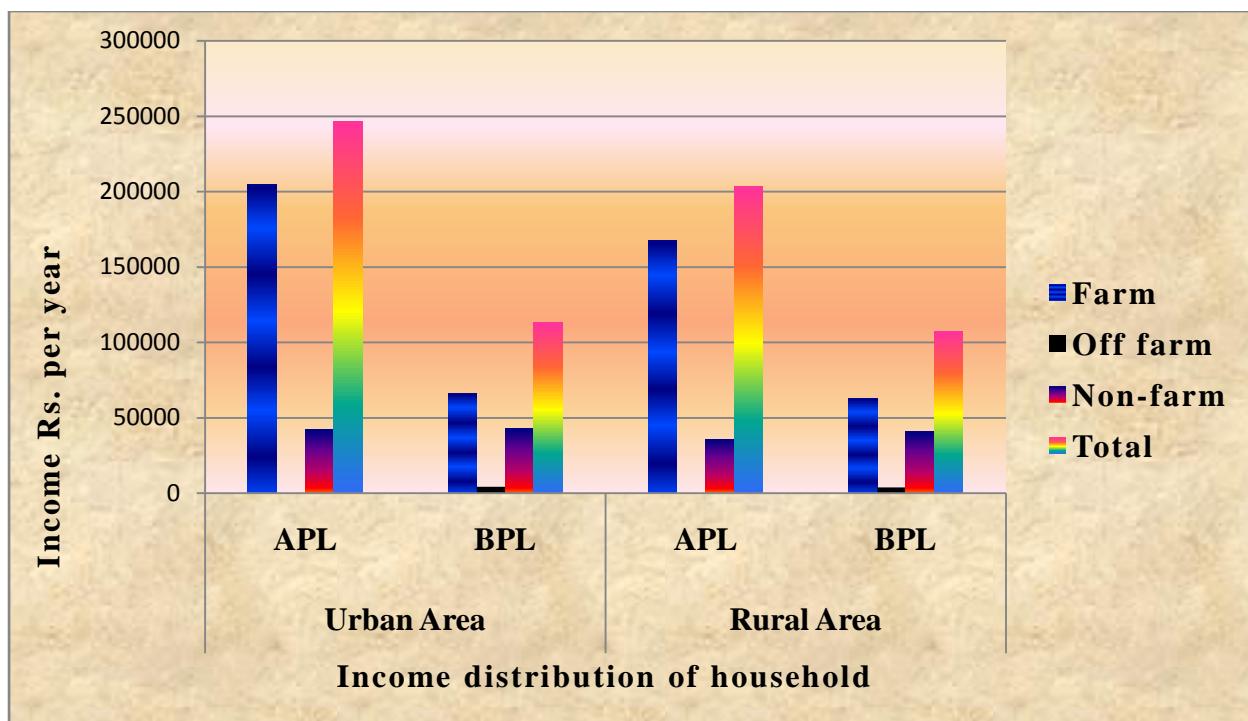


Fig. Income distribution of sample households

Component of farm income are presented in Table 6. Table indicates that on an average per family income estimated as Rs.107732.12 and Rs.27594.45 in the urban area, whereas it is estimated as Rs.85697.76 and Rs.29561.11 in the rural area of both *kharif, rabi and summer* season respectively. In the *kharif* season, paddy is important crop and major source of farm income of both the family of both areas, contributed 100 per cent farm income in the *kharif* season.

In the *rabi* and *summer* season, paddy, wheat and gram and other crops contributed Rs.31241.35 (15.29 percent), Rs.6633.34 (3.24 per cent) and Rs. 1885.31

(0.92 per cent) in urban APL family. In case of rural APL family, these figures were estimated as Rs.28894.64 (17.23 per cent), Rs.11242.00 (6.70 per cent) and Rs.3558.42 (2.12 per cent) per family per year. It is evident from table that BPL families of both the area are not product some crops in the *rabi* season, due to less resource power. In the BPL family, *lathyrus* crop is observed major component of farm income contributed Rs.14478.49 (21.89 per cent) and 13862.71 (22.08 per cent) in both urban and rural area while contribution of this crop in APL family of both the area is observed less than 3 per cent of total farm income.

Table 7. Components of off-farm and non-farm income

Per family off-farm and non-farm income		(Rs./Family/Yera)					
		Urban Area			Rural Area		
Off-farm income	wages	APL	BPL	Average	APL	BPL	Average
	Total	0.00	4157.86	2078.93	0.00	3880.60	1940.30
Non-farm income	Service	9400.00 (22.47)	00.00 (00.00)	4700.00 (11.13)	00.00 (00.00)	00.00 (00.00)	0.00 (0.00)
	Business	16521.34 (39.49)	15223.00 (35.70)	15872.17 (37.58)	15000.59 (41.85)	13300.00 (32.76)	14150.30 (37.03)
	Labour	5544.85 (13.25)	17240.20 (40.43)	11392.53 (26.97)	8020.87 (22.38)	16820.57 (41.44)	12420.7 (32.50)
	Carpenter	00.00 (00.00)	8110.02 (19.02)	4055.01 (9.60)	5700.83 (15.91)	8932.75 (22.01)	7316.79 (19.15)
	Livestock enterprises	4024.61 (9.62)	2067.18 (4.85)	3045.90 (7.21)	3118.53 (8.70)	1540.67 (3.80)	2329.6 (6.10)
	Water selling	1000.00 (2.40)	00.00 (00.00)	500.00 (1.18)	4000.00 (11.16)	00.00 (00.00)	2000.00 (5.23)

	Contractor	5341.62 (12.78)	00.00 (00.00)	2670.81 (6.32)	00.00 (00.00)	00.00 (00.00)	0.00 (0.00)
	Total	41832.42 (100.00)	42640.40 (100.00)	42236.41 (100.00)	35840.82 (100.00)	40593.99 (100.00)	38217.40 (100.00)

Note: Figures in parentheses indicate percentage of the total off-farm and non-farm income distribution.

Component of off-farm and non-farm income are presented in Table 7. Income from off-farm wages was significant higher in non-farm households than farm households of urban area. The farm size groups have inverse relationship with the off-farm and non-farm income Rs.2078.93 and 42236.41 respectively in both APL and BPL family. Services contribute largest farm size share to non-farm income on an average (11.13 percent) urban APL, followed by labour average (26.97 percent), business (37.58 percent), carpenter (9.60 percent) and remaining (7.00 percent) shared by contractor and water selling etc. Farm households generated higher income from business than non-farm household (39.49 percent) urban APL. The total income estimated Rs.41832.42 and 42640.40 from non-farm income urban APL and BPL family respectively. BPL family generated

(40.43 percent) income of total non-farm income as labour wages by migration from one place to another during *rabi* and summer season.

The average value of off farm and non-farm income estimated as Rs.1940.30 and 38217.40 respectively in rural area. Income calculated from labour (32.50 percent), business (37.03 percent), carpenter (19.15 percent) and remaining (5.00 percent) shared by contractor, water selling etc. Farm household's generated higher income from business than non-farm household (41.85 percent) rural APL. The total income estimated Rs.35840.82 and 40593.99 from non-farm income rural APL and BPL family respectively. BPL family generated (32.76 percent) income of total non-farm income as business wages by migration during *rabi* and summer season.

Table 8. Expenditure on food and non-food items by sample households (Rs. /Year)

Categories of household		Expenditure		Total Expenditure	Total income	Balance income	% amount of total income Spent on food and non-food items
		Food	Non-food				
Urban Area	APL	29831.73 (57.20)	22322.23 (42.80)	52153.96 (100.00)	246349.97	193871.87	21.17
	BPL	25439.54 (59.06)	17632.98 (40.94)	43072.52 (100.00)	112933.74	69861.22	38.13
Rural Area	APL	28368.28 (59.16)	19584.75 (40.84)	47953.03 (100.00)	203571.02	155617.99	23.56
	BPL	25852.98 (65.82)	13425.52 (34.18)	39278.50 (100.00)	107262.90	67984.40	36.62
	Average	27373.13 (60.31)	18241.37 (39.69)	45614.50 (100.00)	167529.41	121758.87	29.87

Note: Figures in parentheses indicate percentage of the total food and non-food expenditure.

Expenditure on food and non-food items by sample households is presented in table 8. Table shows that the total expenditure on food and non-food items by APL family is estimated as Rs. 52153.96 per year, in which amount spent on food items calculated Rs. 29831.73 (57.20 per cent) on food items and Rs. 22322.23 (42.80 per cent) on non-food items by APL family. In the BPL family of urban area total expenditure calculated Rs. 43072.52 per year. The

amount spent on food items is calculated Rs. 25439.54 (59.06 per cent) followed by non-food items Rs. 17632.98 (40.94 per cent) in the urban area.

Table shows that the total expenditure on food and non-food items by APL family is estimated as Rs. 47953.03 per year, in which amount spent on non-food items calculated Rs. 28368.28 (59.16 per cent) and Rs. 19584.75 (40.84 per cent) on food items by

APL family. In the BPL family of rural area total expenditure calculated Rs. 39278.50 per year. The amount spent on food items is calculated Rs. 25852.98 (65.82 per cent) followed by non-food items Rs. 13425.52 (34.18 per cent) in the rural area. Table revealed that the sample households spent their 21.17 per cent of total income on food items by APL

family followed by 38.13 per cent by BPL family by urban area. In case of rural area this figure has 23.56 per cent and 36.62 per cent by APL and BPL family of rural area. Table also concluded that the BPL family spent more amount of their total income on these items is compared to APL family in both the area.

Table 9. Comparison of actual consumption and recommendation of ICMR of some selected food items.

(Gms. /Adult/Day)

S.N.	Particulars	Actual consumption	Recommendation (ICMR)	Gap exist
1	Cereals	450.90	520.00	69.10
2	Pulses	59.90	50.00	9.90
3	Vegetables	84.56	64.00	20.56
4	Fruits	9.58	13.00	3.42
5	Milk & its Products	135.23	200.00	64.77
6	Edible oils	42.97	45.00	2.03
7	Meat,Fish&eggs	8.63	13.00	4.37
8	Sugar	41.52	35.00	6.52
9	Spice	3.60	-	3.60
10	Total	836.87	940.00	184.27

Source: -ICMR Indian experience on household food and nutrition security.htm.

In this study, one additional exercise is carried to know the actual consumption status of some selected food items to compare with recommendation given by Indian council of medical research (ICMR) on food and nutrition security. Detailed exercise (Comparison of actual consumption and recommendation of ICMR of some selected food items) is presented in table 9. The table shows the big difference between the actual consumption and recommendation given by ICMR on the food items. The highest gap exists in the cereals items, (69.10 gm/day). The actual consumption of cereals is calculated 450.90 gm/day while the recommendation does is given 520.00 gm/day. The second big gap observed in the quantity of milk and its product which is calculated 64.77 gm/day followed by vegetables calculated 20.56 gm/day. The gap exists to the recommendation does to the actual consumption is observed from 2 to 10 gm/day on remaining some other important selected food items. It is revealed that, food items which are important and used in daily are not consumed in complete does. In urban and rural area of both (APL & BPL) family.

CONCLUSION

The major source of income is farm and non-farm sector, both the source together contribution nearly 95 per cent to total income. The average per family income estimated as Rs.107732.12 and Rs.27594.45 in the urban area, whereas it is estimated as Rs.85697.76 and Rs.29561.11 in the rural area of both *kharif* and *rabi* season respectively. Major

portion of non-farm income generated from business followed by labour both urban and rural area. Total expenditure on different food items estimated as on an average Rs.29831.73 which is about 17.29 per cent more from the total expenditure Rs.25434.54 calculated in BPL family of urban area. Average total employment days 339.00 in urban area and 335.00 days in rural area. The higher employment days in 52.36 per cent and 52.69 per cent of farm days in urban and rural area respectively. Non-farm sector is main source of employment for sample households. It provided more employment days to non-farm households. The total expenditure on food and non-food items by APL family is estimated as Rs. 52153.96 per year, in which amount spent on food items calculated Rs. 29831.73 (57.20 per cent) on food items and Rs. 22322.23 (42.80 per cent) on non-food items by APL family. In the BPL family of urban area total expenditure calculated Rs. 43072.52 per year. The amount spent on food items is calculated Rs. 25439.54 (59.06 per cent) followed by non-food items Rs. 17632.98 (40.94 per cent) in the urban area. The total expenditure on food and non-food items by APL family is estimated as Rs. 47953.03 per year, in which amount spent on non-food items calculated Rs. 28368.28 (59.16 per cent) and Rs. 19584.75 (40.84 per cent) on food items by APL family. In the BPL family of rural area total expenditure calculated Rs. 39278.50 per year. The highest gap exists in the cereals items, (69.10 gm/day). The actual consumption of cereals is calculated 450.90 gm/day while the recommendation does is given 520.00 gm/day. The second big gap observed in the quantity of milk and its product which is calculated 64.77 gm/day.

Suggestions

Rural development programme and agro-based industries may be started which generate adequate employment opportunities and income for rural population.

The existing public distribution system (PDS) scheme should be continued and strengthened.

Government should start milk or milk powder distribution through public distribution system to improve nutritional status of rural population, particularly those belonging to below poverty line.

The existing poverty alleviation schemes should be continued and strengthened.

REFERENCES

Akhter, U. A. (1993). "Pattern of Food Consumption and Nutrition in Rural Bangladesh *International Food Policy Research Institute* Bangladesh food Policy Project, Dhaka." 4:67-84.

Amatya, L. K. (1997). "Participatory Monitoring of Labour use pattern, Food Consumption and Disposal Pattern and Cash Flow Pattern: cash Study from Western Hill of Nepal. "Working Paper Lumle Regional Agriculture Economics Research Centre.No. **97**(20): 20.

Anonymous (2005). The data from 61st rounds of NSSO on consumption expenditure in food (different food stuffs) and non-food items.

Bondarenko, L. V. (1998). "Trend in Consumption among the Rural Population" *Ekonomika Selskokhozyaistvennykh l-pereabatyvayushchikh-Predpriyati***3**: 38-41.

Gauraha, A. K. (1996). "Impact of New Farm Technology on Food Security: A Case Study Madhya Pradesh", *Agricultural Economics Research Review* **9**(2): 204-205.

Geetha, K. T. (2011). "Consumption Patterns among Selected Rural and Urban Households". *International Journal of Multidisciplinary Research*. **1** (2): 59-60.

Harinarayan, C. V., Ramalakshmi, T., Prasad, U. V. and Sudhakar, D. (2007). "Carried out a study on Vitamin D status in Andhra Pradesh": A population based study. *Indian Journal Medical Res.* **127**: 211-218.

Ishida, A., Hook, L. S. and Aita, Y., (2000). "Changes Food Consumption Expenditure in Malaysia." *National Research institute of Agriculture Economics*. No. **26** PP; 40 res.