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# Growth and Diversification of Consumption Spending in Rural India: An Inter- State Analysis

Pamela Paul<sup>1</sup> & Prankrishna Pal<sup>2</sup>

**Abstract:** *During the past two decades, the rural economy in India has grown expressively faster than the urban economy. The economic reforms of 1991 have explored the new job opportunities, increased the degree of urbanization, raised the level of education and enhanced the presence of media and exposure to it and have thus influenced the lifestyle of the consumers. As a result, the consumers' tastes and preferences have changed and the expenditure patterns on food and non-food items have changed in rural India as a whole and in the rural areas of the constituent states during 1983-2011/12. In this paper, the basic objective is to analyse the trend of monthly per capita consumption expenditure of food and non-food commodities and the degree of diversification of the consumption expenditure in rural India and its constituent states during the period of 1983 – 2011/12 using the five different rounds of NSSO data. Here, we have used Annual Compound Growth Rate and Theil entropy measure to show respectively the spending growth rate and the level of diversification of food and non-food baskets in India and its constituent states during the period under study. Our estimates reveal that the expenditure growth rate of food basket has declined whereas that of non-food one has increased in rural India and its constituent states. The degree of diversification is initially quite higher in non-food basket compared to food one but over time the reverse has happened in all the constituent states in rural India.*

**Keywords:** *Consumption expenditure, Growth rate, Spending Diversification Index.*