

ICE 360° Survey, 2016

'Household Survey on India's Citizen Environment
and Consumer Economy'



ice360°

People Research on India's Consumer Economy

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ICE 360° SURVEY, 2016

'HOUSEHOLD SURVEY ON INDIA'S CITIZEN ENVIRONMENT AND CONSUMER ECONOMY'

Survey Contents

Household Characteristics

Type of dwelling unit and availability and access to basic amenities, ownership of durables, intention to purchase in near future, livelihood linked seasonal migration trends, remittance behaviour etc.

Social Inclusion

Social discrimination, feeling of security within neighbourhood, areas of concern, food security, participation in social activities and political participation, membership in trade bodies, presence and usage of in trade and social networks etc

Access to Welfare

Awareness of and participation in flagship government programs, method use to access information on current trade/occupation and schemes and benefits, degree of dependency on PDS, life cover, employment guarantee, etc.

Income and Consumption

Volume of earned and unearned income in households from all sources, itemised consumption expenditure covering food and non-food items, utilities, debt servicing, non-routine expenses, etc.

Debt Situation of Households

Penetration of formal debt, purpose of debt (including consumption, production, for business expansion/seed capital), preferred source of credit, future intention and purpose for taking loan from formal and informal sources, current debt servicing costs, etc.



About the Survey

PRICE has completed its latest ICE 360° survey in August, 2016. This survey covers 300,000+ households through a household listing exercise, followed by a more detailed survey of 61,000 households. Geographically, the sample has been drawn from across 216 districts, 1217 villages and 487 towns spread across 25 major states. The survey is designed to be multi-dimensional and goes beyond incomes and savings. It also takes a deeper look at the economic and social well-being of Indian households, provides normative measures of social and financial inclusion, degree of access to public goods and infrastructure and welfare measures of the government. Special feature of the survey is that it consists of a panel of 12,000 households which are common in both ICE 360° survey, 2014 and ICE 360° survey, 2016, which will facilitate to take a longitudinal view of how the Indian consumption landscape has evolved since the new government came to power.



Financial Optimism

Perception about stability in major source of household income, level of satisfaction regarding financial situation of household, perceived economic class, expected change in household's economic situation in next 3 years, etc.

Saving & Investment Behaviour

Cross market savings portfolios, market penetration (household) of broad investment modes, share of wallet – percentage share of total savings/ investments by instruments, short and long term savings motivations, savings/ investment plans for 2016-17, retirement outlook, remittances, awareness, understanding, and trust in financial instruments linked to capital markets etc.

Labour Market Participation

Occupations of all members, sector of employment, job security and nature of contracting, social security and labour rights, disguised employment, etc.

Financial Inclusion Measure

Access to formal finance, sourcing of debt by purpose, debt servicing costs, bank account ownership, life insurance coverage, eligibility for accessing formal loan (proof of address, identity proof, availability of collateral for mortgage - real estate, gold, investments), awareness of prospect of leveraging owned assets for credit from FIs, etc.

Digital Connectivity

Penetration of smart phones, degree of comfort with using VAS, access to internet and usage of internet to perform basic functions.

Objectives

- ♦ To put more and more reliable and insightful people-level information into the public domain that helps in better policy formulation, regulatory response and business strategy development.
- ♦ Play a leading role in shining the light on issues that are unknown or blind spots.
- ♦ To bring the “human face” or people-centricity into India’s public policy debate and discourse, which today is mostly focused on outlays not outcomes and on macro-economic or supply side variables.
- ♦ To make both ECONOMIC and SOCIAL well-being of Indian citizens the end goal of policy and business by encouraging government and corporate India to take note of people level data.
- ♦ To synchronise Indian Citizen Engagement with public policy.

Survey Features and Allocation

Feature	ICE 360° Survey 2016
Survey type	Best mix of Baseline-Panel-Longitudinal and Cross-sectional
Sample design	Three-stage stratified random sampling Rural: District-Villages-Households Urban: Towns-UFS blocks-Households
Coverage	25 major states
Unit of selection and data collection	Households
Sampling frame	300,000 households
Sample size	61,000 (20,000 panel)
Method of data collection	Face-to-face interview and FGD approach
Respondents	Chief Wage Earner House wife, youth



Access to Public Infrastructure

Availability and ease of access to public infrastructure including health, education, judiciary, markets, essential commodities, etc.

Citizen's Report Card

Public opinion on direction of change of state of the nation, performance of the economy, governance, corruption, law and order, and other contemporary issues of national interest, and priority expectation from current government going forward

Demographic Profile of All Earners

Age, gender, education level, occupation of CWE, primary and secondary sources of income, unemployment by duration and profile of unemployed, etc

Sample Summary

Location	Sampling Units	ICE 360° Survey 2014	ICE 360° Survey 2016
Rural	Districts	72	165
	Villages	300	1217
	Sampling Frame-Households	30,048	120,000
	Main Survey-Households	5,997	25,000
	Towns	81	487
Urban	Urban Blocks	710	1801
	Sampling Frame-Households	71,486	1,80,000
	Main Survey-Households	14,198	36,000
ALL INDIA	Districts	110	216
	Villages/ Urban Blocks	10,10	3,018
	Sampling Frame-Households	101,534	300,000
	Main Survey-Households	20,195	61,000

Levels of reporting

The data will be weighted to reporting at the following levels of disaggregation:

- State-wise, rural/urban, independent estimates for 25 clusters (group of homogeneous districts) separately for rural and urban
- Independent estimates for over 50 major cities
- Independent estimates by 5 types of town categories within each state
- Independent estimates by size of villages within each state and clusters
- Many more.....

Data Validation and Reliability of Estimates

Income and expenditure surveys often tend to bring to fore certain stark trends and statistics. And invariably doubts are raised over the reliability of such data. It should be admitted that there is no full proof method by which one can establish the reliability of all the survey results. There are, however, certain procedures by which it is possible to make assessment of the degree of confidence that can be placed on the findings of the survey. The most widely used and fruitful procedure is to compare the survey estimates with the estimates generated by other reliable sources despite the difficulty to obtain estimates which are comparable from the point of view of concepts, coverage of population and period to which data refer. However, such comparison provides some basis for judging the degree of reliability and hence an attempt is made to compare the survey results with the available external data.

Demographic characteristics: Information relating to key demographic characteristics of the Indian households is available from various rounds of National Sample Surveys and Census¹, with which the present survey (ICE 360° Survey, 2016) results can be compared. According to the ICE 360° Survey, there are 280.6 million households in the country, of which 34.3 per cent (96.2 million) live in urban areas and the rest (184.3 million) in rural areas. Estimate of average household size from ICE 360° Survey, 2016 (4.7 members) appears consistent with the estimates obtained from NSS 68th round, 2011-12 (4.4 members) and Census 2011 (4.9 members).

All the three data sources are also fairly comparable on some other parameters, such as the distribution of households by socio-religious groups. It is to be noted that the share of households across different socio-religious groups in rural India as observed in ICE 360° Survey, 2016 appears to be very similar to those obtained from NSS, 2014 (Education Survey) and Census, 2011 estimates. However, in case of urban India, ICE 360° Survey has covered a slightly higher share of hindus relative to other religions.

Demographics profile of Indian households

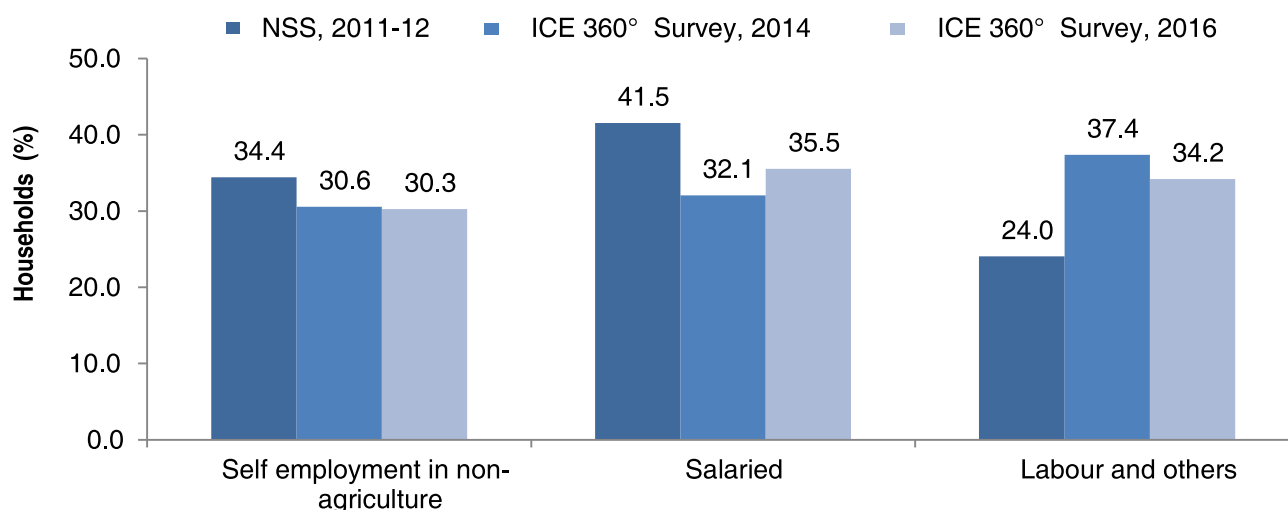
	Census, 2011	NSS, 2011-12	ICE 360° Survey, 2014	ICE 360° Survey, 2016
Rural				
Estimated households (Million)	168.6	172.1	179.5	184.3
Estimated population (Million)	833.7	792.1	845.0	889.5
Household size	4.94	4.60	4.71	4.83
Urban				
Estimated households (Million)	80.9	78.2	90.6	96.2
Estimated population (Million)	377.1	316.9	419.9	440.3
Household size	4.66	4.05	4.63	4.58
All India				
Estimated households (Million)	249.5	250.3	270.1	280.6
Estimated population (Million)	1210.8	1109.0	1264.9	1329.8
Household size	4.85	4.43	4.68	4.74

¹Census (2011)

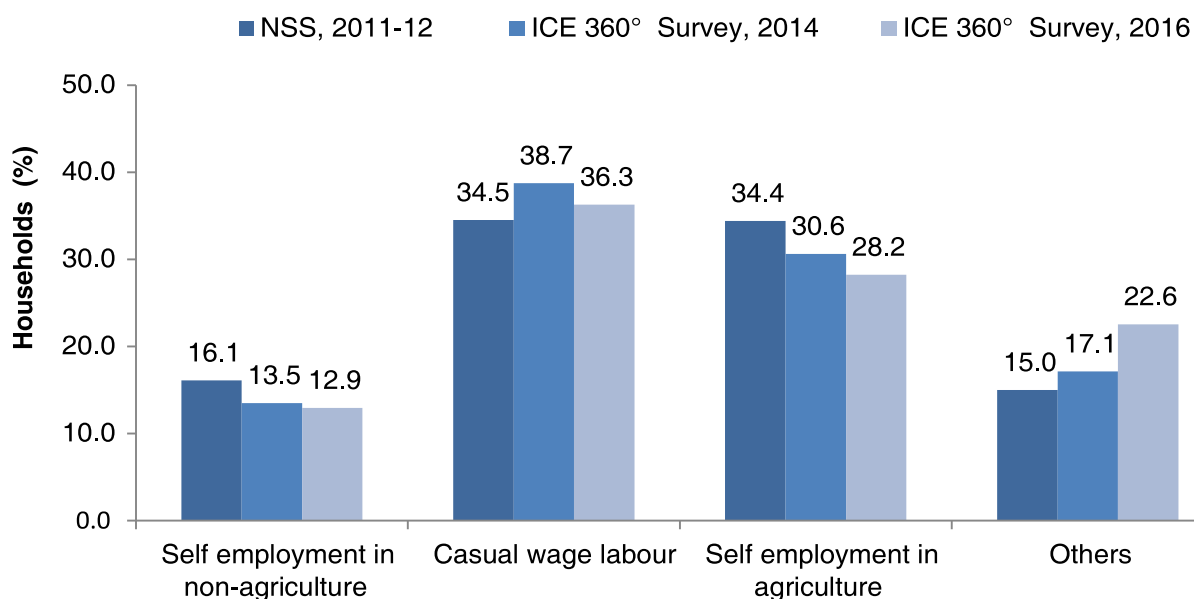
Sources of Household Income: In case of urban India, while NSSO 68th round reported a considerably higher share of salaried (41.5 per cent) as compared to labourers (24 per cent), ICE 360° Survey observed almost similar shares of households with these two sources as the principal sources of income. Share of urban households who are self-

employed in non-agriculture activities are not very different across these two sources, although NSS reported a slightly higher share in 2011-12. In rural India, ICE 360° Survey has captured relatively lower shares of self-employed households as compared to NSS. However, share of casual labour households covered is similar in both the surveys.

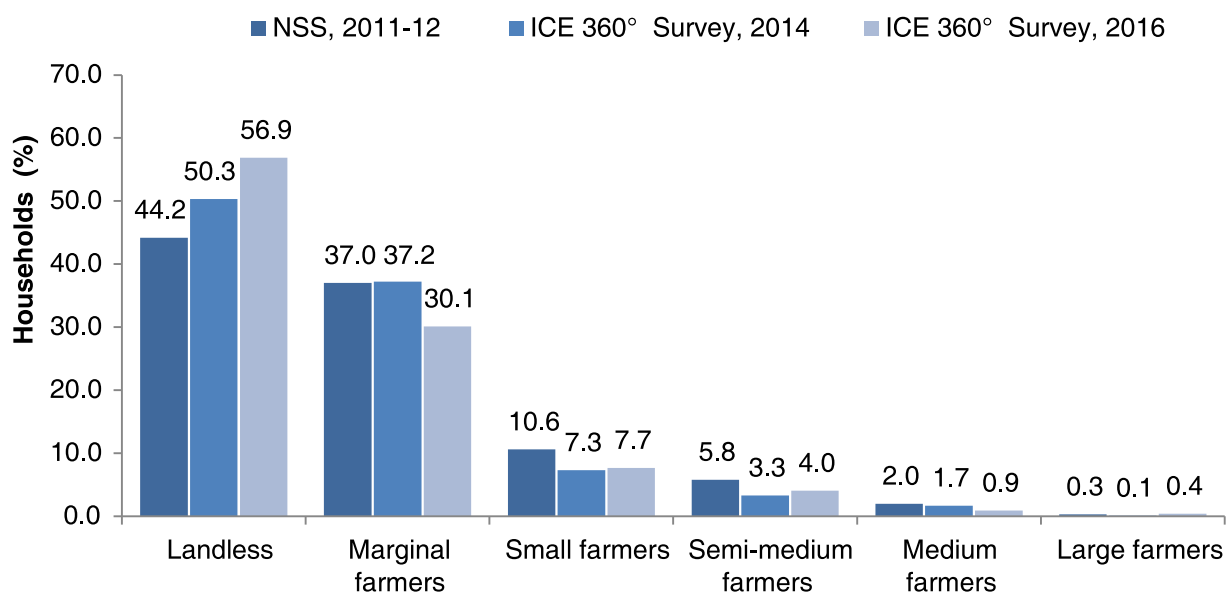
Distribution of URBAN households by source of income



Distribution of RURAL households by source of income



Distribution of RURAL households by size of cultivable land category²



The size of cultivable land owned by a household is an important indicator of the economic status of the household which is certainly more relevant in the context of rural areas as compared to urban. As per ICE 360° Survey 2016, while nearly 57 per cent of rural households in India do not possess any cultivable land, another 30 per cent are marginal farmers (0-1 hectare of land). Since share of landless households have increased over the years, we can see the proportional adjustment in distribution of households across the other land categories between 2011-12 and 2015-16.

Estimates of Income, Expenditure and Saving: An average household in India had an annual income of ₹202,076 in 2015-16, and an expenditure of ₹133,208, leaving it with a surplus of ₹688,67 to save and invest.

A common problem faced in such surveys is the under-statement of economic data (income, expenditure and savings) by the respondents. The adopted concept of income in ICE 360° Survey, 2016 includes wages, salaries, bonus, business,

profession, farm income and other forms of labour income, pensions, rent, interest, and dividend, the aggregate income of Indian households is estimated to be ₹ 56,697 billion, which is 56.9% of the household disposable income (HDI) estimated from National Accounts Statistics (CSO) for the twelve-month period, April 2015-March 2016. An estimate of surplus income (as an indicator of savings) is arrived at by subtracting the total household expenditure from the total household income. Through this method, this survey found estimates of savings as a proportion of disposable income to be 34.1 per cent.

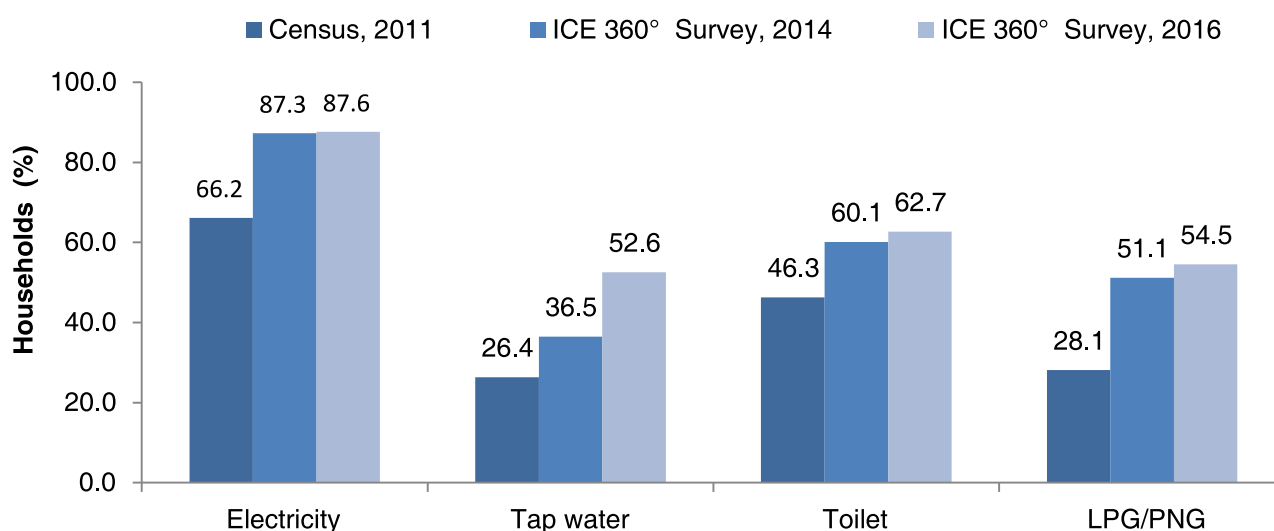
Ownership of Basic Amenities: At the all India level, the proportion of households owning different types of basic amenities such as electricity, tap water, toilet and LPG/PNG has improved significantly between 2011 and 2016. In almost all the categories the ownership increased in the range of 20 to 30 percentage points at the all India level. Among these four amenities, improvement in ownership between 2011 and 2016 has been relatively lower in case of ownership of toilet facilities within premises. Again, improvement in ownership of these amenities is higher in rural India as compared to urban, except for

²Landless: 0 hectares; Marginal farmers: 0-1 hectares; Small farmers: 1-2 hectares; Semi-medium farmers: 2-4 hectares; Medium farmers: 4-10 hectares; Large farmers: more than 10 hectares

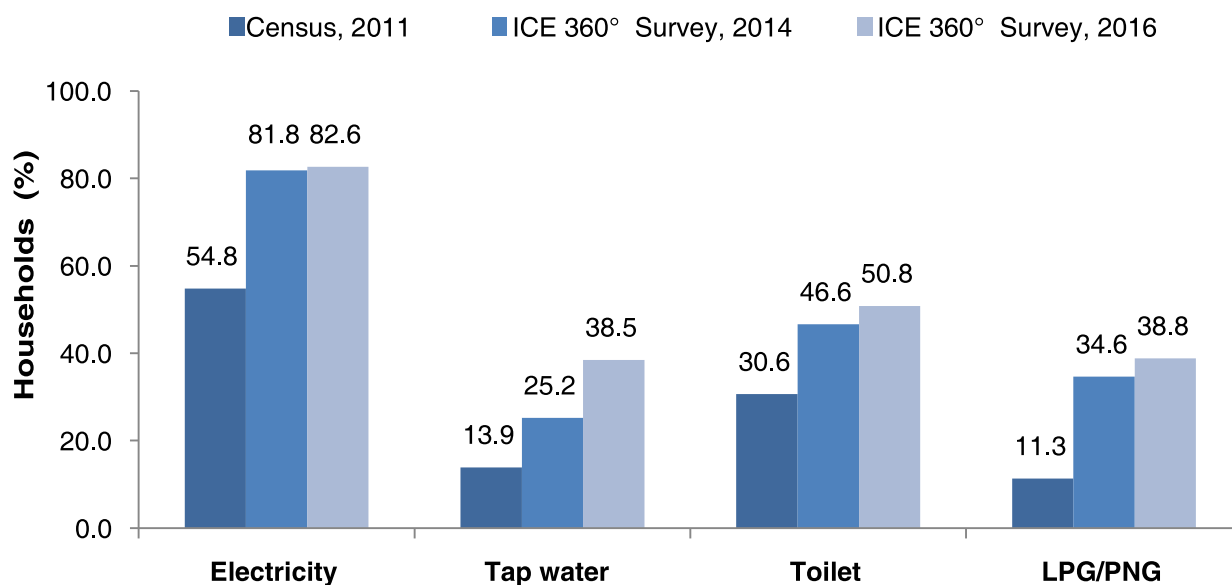
tap water where progress in almost similar in rural and urban areas. However, if we compare the estimates between the last 2 years from the ICE 360 surveys of 2014 and 2016, there is no noticeable improvement in ownership of these amenities except

for ownership of tap water facility within the household, which is improved by 16 percentage points.

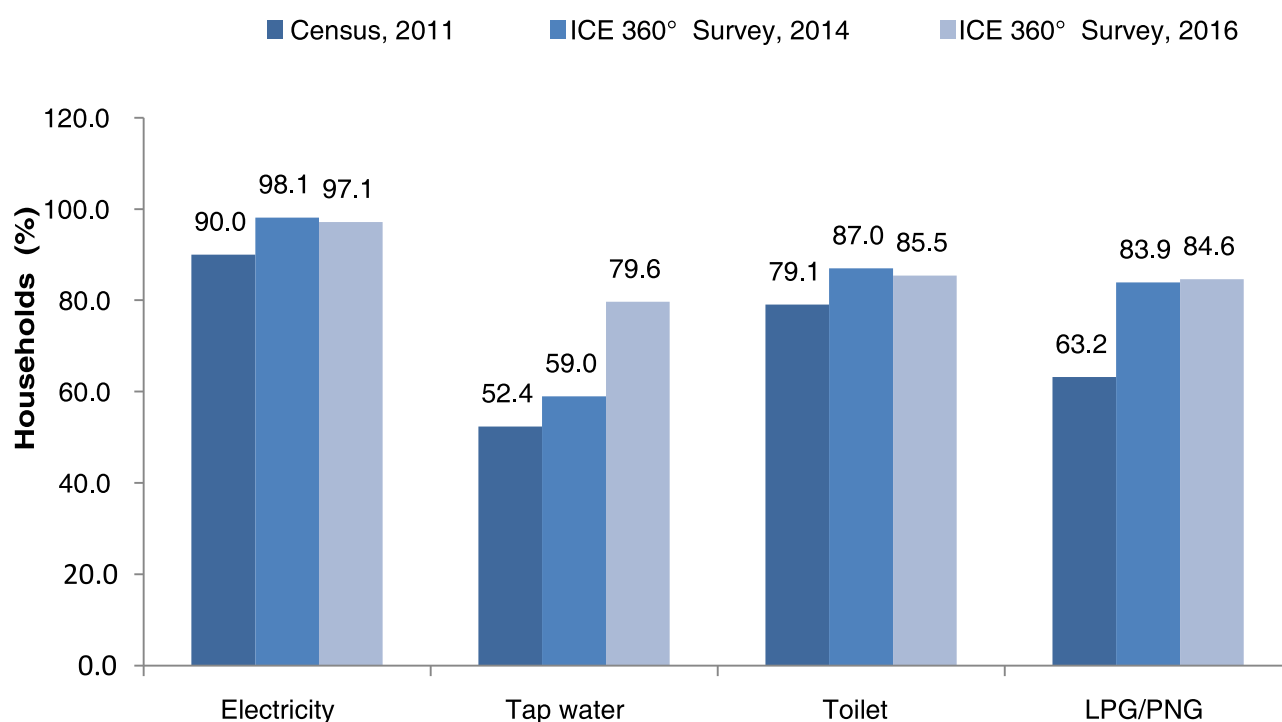
Distribution of ALL INDIA households by basic amenities



Distribution of RURAL households by basic amenities



Distribution of URBAN households by basic amenities



Distribution of households by primary source of energy for cooking (%)

	Rural		Urban		All India	
	NSS, 2011-12	ICE 360° Survey, 2016	NSS, 2011-12	ICE 360° Survey, 2016	NSS, 2011-12	ICE 360° Survey, 2016
LPG	15.2	32.5	73.0	81.7	32.5	49.4
Firewood/dung cake	77.9	63.7	16.8	13.6	59.6	46.5
Others	6.8	3.8	10.2	4.6	7.9	4.1
Total	100.0	100.0	100.0	100.0	100.0	100.0

Distribution of households by ownership status of house (%)

	Rural		Urban		All India	
	Census, 2011	ICE 360° Survey, 2016	Census, 2011	ICE 360° Survey, 2016	Census, 2011	ICE 360° Survey, 2016
Owned	94.7	95.6	69.2	77.4	86.6	89.3
Rented	3.4	3.2	27.5	20.6	11.1	9.2
Any other	1.9	1.2	3.3	2.0	2.4	1.5
All Households	100.0	100.0	100.0	100.0	100.0	100.0

Primary source of energy used for cooking: Compared to 2011-12 estimates from NSS, the proportion of households using LPG/Piped Gas as cooking fuel in the year 2016, as estimated from ICE 360 Survey, 2016, has increased by 17 percentage points and 9 percentage points respectively in rural and urban India. Specifically in rural India, proportion of households using firewood and dung cakes for cooking has come down significantly.

Ownership status of houses: In India is generally observed to be quite different in rural areas as compared to urban. In rural India, the distribution of households across ownership status of their houses as estimated from ICE 360° Survey has been observed to be very similar to what was observed in 2011-12 as per NSS survey. However, in urban India it is observed that there has been a rise of around 8 percentage points in proportion of households staying in owned houses and a similar decline in the share staying in rented houses between 2011-12 and 2015-16.

Estimates of Sampling Error: To check the data reliability, a variety of methods are used. The most common amongst them are evaluation of sampling and non-sampling errors. Sampling errors are measurable within the framework of the sample design and are also controllable by varying the size of the sample. For instance, the average per capita

income is ₹42,635 and the coefficient of variation of the estimated per capita household income for various income quintiles is consistent and within permissible limits. This generates a fair degree of confidence in the ICE 360° survey estimates.

Another important source of error, which can vitiate the estimates, is the non-response rate. In the case of this survey, it was around 3 per cent and largely due to unanticipated reasons such as the psychology of the respondent. Non-sampling errors arise mainly from three sources. **One**, respondents refuse to cooperate and deny information; they supply partial information that may not be usable; or they deliberately provide false information. **Two**, the interviewers are also prone to have some preconceived notions whereby some biases creep into the schedules. **Three**, respondents may not remember all the relevant numbers sought by the interviewers. And this tends to considerably increase the margin of error in the collected data. There is no satisfactory procedure for a precise measurement of non-sampling errors. A team of trained interviewers (200), supervisors (52) and PRICE professionals (10) from different language groups were engaged for about eight months to undertake the task of primary data collection. The field team was thoroughly trained through all the phases of the surveys. Every care was taken to implement maximum possible quality control in recording of the answers of the respondents.

Estimates of standard errors

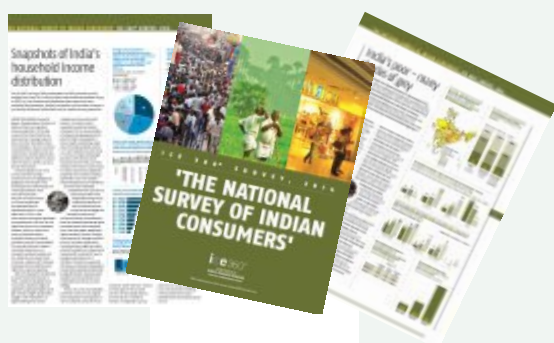
Per capita income quintile	% share in households	% share in total income	Per capita income (Rs. Per annum)	Coefficient of variation (%)
Q1– (Bottom 20%)	15.2	7.0	14,850	46.6
Q2	17.5	10.8	23,128	42.7
Q3	20.1	15.2	32,373	44.6
Q4	21.9	22.1	47,123	45.0
Q5 – (Top 20%)	25.4	44.9	95,694	71.5
Total	100.0	100.0	42,635	85.1

Outputs



44 newspaper articles and counting

Data views of relevance to Indian policy making has been regularly published in leading English dailies and are available for free download from



The National Survey of Indian Consumers Policy Briefs

This is a collection of 18 policy and business briefs created from in-depth analysis of the 2014 survey data. This is also available for free download from our website.



Infographics

A series of Infographics sheets have been created using data views from the 2014 survey and can be viewed by visiting our website

National Survey of Indian Consumers (ICE 360° Survey, 2014)

ICE 360° Survey, 2014 was the first household level primary survey conducted by PRICE covering an all-India representative sample of 20,195 households with earners selected from a listing of 1,01,534 households. The survey primarily focussed on providing household level, insightful and relevant information on economic and social well-being of Indian households including social inclusion, especially access to public goods and infrastructure, for the public domain to aid in advocacy and evaluation of the effectiveness and appropriateness of economic and public policy. Some of the key themes of the Indian consumer economy, captured by the survey, included household level income, expenditure, saving patterns, social inclusion, and financial optimism and life style indicators. One of the key focus areas of the survey was to provide a better and sharper, understanding of **'Middle India'** by defining it and profiling it; and assessing the impact it can potentially have in boosting India's future prospects, as a successful and stable country, as a growing economy, as a preferred destination for future developmental interventions such as FDI etc. The survey had two other riders as two additional modules; the first on **'Gold purchase and investment behaviour of Indian households'** and the second on **'Two-wheeler ownership and future purchase intention of Indian households'**.



PRICE in Media

- 1. India's richest 20% account for 45% of income**
MINT | December 01, 2016
- 2. 7th pay commission report: who will be the loser?**
The Financial Express | July 08, 2016
- 3. Here's what stops agriculture sector from being revived**
The Financial Express | June 24, 2016
- 4. Looking at both side of coin**
The Financial Express | June 10, 2016
- 5. Bridging the connectivity gap**
The Financial Express | May 27, 2016
- 6. The wheels of household well-being**
The Financial Express | May 13, 2016
- 7. Measuring household well-being**
The Financial Express | April 29, 2016
- 8. North India's potential stymied by laggard states**
The Financial Express | April 15, 2016
- 9. Financial inclusion eludes female-headed households**
The Financial Express | April 1, 2016
- 10. Riding up the growth path**
The Financial Express | March 18, 2016
- 11. Putting rural economy back on track**
The Financial Express | March 04, 2016
- 12. Towards more equitable economic growth of districts**
The Financial Express | February 19, 2016
- 13. Impact of GDP growth on income inequality**
The Financial Express | February 05, 2016
- 14. The long journey towards inclusive growth**
The Financial Express | January 22, 2016
- 15. Strengthen household saving data for effective policy-making**
The Financial Express | January 08, 2016-

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- 16. Unleashing our growth potential**
The Financial Express | January 01, 2016
 - 17. Growth in household spending fuels education market**
The Financial Express | December 25, 2015
 - 18. Tackling the demographic challenge**
The Financial Express | December 18, 2015
 - 19. Tracking income growth of Indian households**
The Financial Express | December 11, 2015
 - 20. Declining per capita protein intake spells trouble**
The Financial Express | December 04, 2015
 - 21. Higher disposable income leads to a protein-rich diet**
The Financial Express | November 27, 2015
 - 22. The changing dynamics of India's consumer economy**
The Financial Express | November 20, 2015
 - 23. Financial inclusion: Focus on Middle India**
The Financial Express | November 13, 2015
 - 24. Rich vs poor consumption story: A study of contrasts**
The Financial Express | November 06, 2015
 - 25. Working towards better life satisfaction**
The Financial Express | October 30, 2015
 - 26. Financial inclusion only when service providers raise awareness**
The Financial Express | October 23, 2015
 - 27. Education is a marker of household and societal well-being**
The Financial Express | October 16, 2015
 - 28. Financial risk continues to dog Indian households**
The Financial Express | October 9, 2015
 - 29. Linking work-related mobility with well-being**
The Financial Express | October 2, 2015
 - 30. Transitioning to a cashless economy not a walkover**
The Financial Express | September 25, 2015
 - 31. Rural development: Shrinking Bharat needs a new approach**
The Financial Express | September 18, 2015

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- 32. Revitalising rural economy**
The Financial Express | September 11, 2015
 - 33. Pulses can restore India's nutrition needs**
The Financial Express | September 04, 2015
 - 34. Healthcare spend pushing households below poverty line**
The Financial Express | August 28, 2015
 - 35. Caste is an irreverent marker of the state of well-being**
The Financial Express | August 21, 2015
 - 36. Rural India, a reality check**
The Financial Express | August 14, 2015
 - 37. Rural India's dark underbelly**
The Financial Express | August 13, 2015
 - 38. Rural-urban continuum and the lessons for India**
The Financial Express | August 12, 2015
 - 39. Well-being: The path towards inclusive growth**
The Financial Express | August 11, 2015
 - 40. The real acche din: Why development mantra should be about improving the lives of those in rural India**
The Economic Times | New Delhi | August 09, 2015
 - 41. Rural ICE**
Business Standard | July 2, 2015
 - 42. Milking ICE**
Business Standard | June 24, 2015
 - 43. Sitting on a gold mine**
The Financial Express | New Delhi | May 26, 2015 11:33 pm
 - 44. Marketers must revise their rural marketing formula based on hard facts, say consultants**
The Economic Times | New Delhi | March 18, 2015
 - 45. Gold monetisation: Make your metal work for you and the economy**
The Indian Express | New Delhi | March 16, 2015
 - 46. The consumer is ready; are companies?**
The Mint | February 24, 2015
 - 47. Bridging the income gap**
Business Today | January 04, 2015



ABOUT PEOPLE RESEARCH ON INDIA'S CONSUMER ECONOMY

About PRICE

- ◆ People Research in India's Consumer Economy (PRICE) is an independent, not-for-profit research centre, a 'think tank' and 'facts tank' engaged in building and disseminating seminal knowledge and insights about India's Macro Consumer Economy and Citizen's Environment, for use in formulating public policy and in shaping business strategy.
- ◆ The core of PRICE's work focuses on "how India, earns, spends, saves, lives, thinks, accesses public goods and amenities".
- ◆ PRICE is committed to generating longitudinal data that will allow for realistic projections of India's household incomes, consumption expenditures and savings for the coming decade.
- ◆ PRICE's work also aims at enriching policy targeting via insights on key socio-economic, state of nation' and 'inclusion' indicators.

Our MISSION

Our Mission is to build and disseminate high quality, inter-connected, reliable and up-to-date data to capture the ground realities of Indian households. By providing insights through relevant and rigorous analysis we aim at enabling evidence-led policy formulation, regulatory response and business decisions.

Our GOALS

- ◆ Undertake high scholarship macro-consumer research on a regular basis to provide an

objective understanding of Indian consumers and 'Consumer India'.

- ◆ Encourage and enable all stakeholders (policy makers, global scholars, academicians, and regulators, market analysts and corporations) engaged in the development of public policy and business strategy, to bring greater consumer and citizen-centricity to their work.
- ◆ Fill existing gaps so that data users can sharply focus on the new realities of India and discard old assumptions.

Our VALUES

- ◆ Remain an independent not-for-profit entity with no allegiances.
- ◆ Maintain absolute integrity by reporting truthfully and transparently.
- ◆ Be an open source by putting data and information in the public domain as much as possible
- ◆ Utilise grants and fees with utmost prudence and care and maintain due diligence through independent supervision.

Oversight

PRICE operates under oversight from its own supervisory board and technical advisory council. Members are drawn from the worlds of business, academia, policy think tanks, and various branches of the government.



Activities of PRICE



Pan India surveys (Panel data)

PRICE is committed to creating the ICE 360° data platform to capture how India earns, spends, saves, lives, accesses infrastructure and thinks about the future. It involves running representative pan-India surveys at periodic intervals. A truncated 'mini version' of ICE 360° has already been completed in December 2014 and the data views are available in the public domain. ICE 360° Survey 2016 has been completed in August 2016.



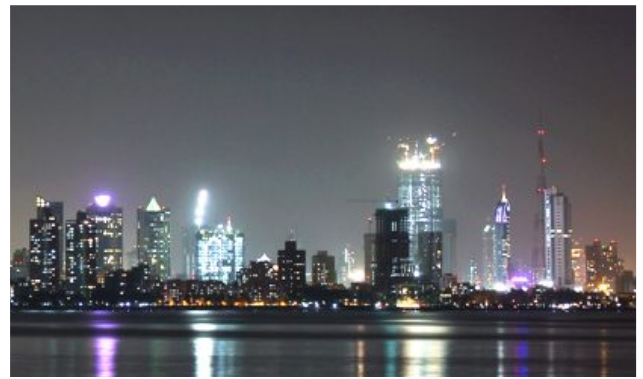
Thin round surveys on key sectors and emerging issues

Based on a research theme (sponsored) every year, thin-round surveys will be conducted on sub-samples from the pan-India panel of households every alternate year. Specific panel surveys across stratified geographies (region, state, town class, consumer segments) are to be conducted based on needs of individual clients/ industry verticals/GOI.



Customised projects, data integration and analytics

Selective bespoke projects are done primarily for the government (policy research), specific industry associations or large corporations to look more closely at specific aspects of the economy



Collaborative research projects and exchange program

International collaboration primarily with research facilities and renowned consulting firms. Collaborators mobilise research grants with PRICE as the Indian partner and have access to our facilities, resources and time series data.



Policy advocacy, seminars, conferences and media interactions

The "ICE 360° Survey" provides Indian policy makers, manufacturers and distributors of goods and services with a disaggregated demand side view of consumer behaviour to enable informed business strategy development, regulatory response and policy formulation. Dissemination to be done through seminars and conferences and via extensive collaboration with leading dailies and publications.



Publications

Survey based reports, mass market publications, and sectoral reports are available off-the-shelf and written by industry experts using "ICE 360° Survey" as the research secretariat. Business briefs, occasional papers and periodicals are produced in-house and made available online for subscription.

Engaging with Clients

PRICE has multiple ways in which it engages with its clients – through annual membership, research grants, and by offering off-the-shelf or customised analytics and products.

Membership fees

We are inviting you to become one of an exclusive group of Round 1 members against a payment commitment of INR 3,000,000 per year for a period of three years. The annual payment will be required to be made in one instalment at the beginning of the financial year, in return for which patrons will get the following benefits:

- ◆ Access to unit level data of upcoming ICE 360° 2016 Survey and all other surveys conducted till 2018, as well as access to a proprietary data mining software (Pathfinder) at a subsidised cost.
- ◆ Free access to all publications and research papers and presentations (except those that are proprietary to sponsors of select research) resulting from this survey.
- ◆ Access to India's best data source and analytics capability on India's consumer economy - to run proprietary analytics and modelling based on ICE 360° data on a subsidised fee.
- ◆ 3 rider questions to be built into the listing or main survey questionnaire of all subsequent pan-India surveys till 2018 (for ICE 360° 2016 survey, riders can be accepted no later than February 2016) and have the option to include 3 additional rider questions for a nominal fee, provided there is synergy with what is being investigated – all analytics involving cross-tab with the core segments of the survey to be provided by PRICE free of charge.
- ◆ Invitations to all seminars, conferences, discussion forums and networking forums organised by PRICE, giving you an opportunity to share a platform with government policy makers and decision makers.
- ◆ Branding, signage and acknowledgement in all publications, conferences and events organised by PRICE for dissemination of the ICE 360° survey findings.

- ◆ Membership in Academic and Technical Advisory Committee of PRICE to shape research in your sector.

Research Grants

Grants can be of three forms, viz.

1. Tied funds earmarked for executing selective bespoke projects done primarily for the government (policy research), INGOS or corporates, to look more closely at specific aspects of the economy a particular thematic or area of work identified by the patron. The proprietary outputs that will be generated will be specific to the patron's requirements but the IPR will belong to PRICE.
2. Collaboration projects funded by fellow research and academic institutions for joint research into India's consumer economy using PRICE's proprietary databases, pan-India field networks (for generating high quality primary data), and our analytics capabilities.
3. Untied funds or a non-specific grant to further the objectives of the institution and which will be utilised as part funding for upcoming surveys, developing products for open source access, and to meet overhead and manpower costs of PRICE. **We are seeking research grants** from select individuals and/or institutions with the highest standards of thought leadership, integrity, vision and who wish to strengthen Indian institutions of knowledge and excellence.

All grants received by PRICE are governed by very strict norms, and adhere to principles of specific accountability and progress report agreements.

Sale of analytics and off-the-shelf products

- ◆ These are one time sales of survey reports (hard and soft copy) and analyses (e.g. modelling forecasting) generated by PRICE.
- ◆ Customised requests for analytics of databases already available.



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