



**District Metrics (DM)** is a digital, map-based analytics platform that provides granular, district-level data on demographics, economic activity, household purchasing power, vehicle registrations, and foreign direct investment (FDI) equity inflows across 766 districts in India. The data is drawn from official sources and enhanced by proprietary estimations.

**Content**

DM integrates five major district-level datasets:

1. **Demographics** – Census 2011 and Aspirational Districts classification from NITI Aayog.
2. **Household Purchasing Power** – Akara’s proprietary estimates based on RBI data releases on Deposits & Credit.
3. **Indices of Economic Activity** – Akara’s proprietary indicators derived from RBI data releases on Credit by Occupation, reflecting key income-generating sectors in each district.
4. **Vehicle Registrations** – Sourced from the Ministry of Road Transport and Highways (MoRTH).
5. **FDI Equity Inflows** – Sourced from DPIIT.

Together, these datasets provide a powerful foundation for informed decision-making in marketing, research and policy.

| S.No | Type of Datasets                                       | Data Granularity   | Time Series                          |
|------|--|--|--------------------------------------|
| 1    | Demographics   | 640 Census Districts & 112 Aspirational Districts                        | 2011                                 |
| 2    | Estimated Households & Household Purchasing Power (PP) | 782 Districts with rural and urban break up & 112 Aspirational Districts | FY (2010-11) to FY (2023-24)         |
| 3    | Indices of Economic Activities                         | 766 Districts & 112 Aspirational Districts                               | FY (2010-11) to FY (2023-24)         |
| 4    | Vehicle Registration                                   | 753 Districts & 112 Aspirational Districts                               | FY (2015-16) to FY (2023-24)         |
| 5    | Foreign Direct Equity Investments Inflows (FDI Equity) | 753 Districts & 112 Aspirational Districts                               | FY (2019-20) (Q3) to FY 2024-25 (Q2) |



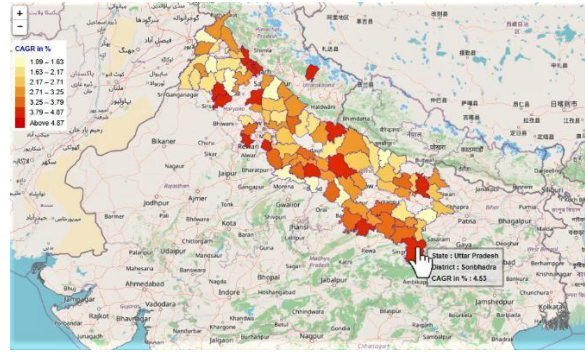
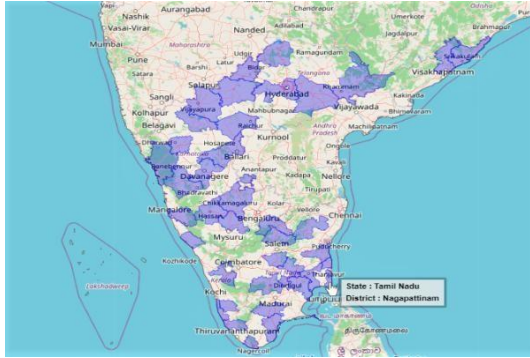
## Key Features of District Metrics

- **Intuitive User Interface:** Clean, user-friendly design ensuring a seamless experience.
- **Custom Filters & Queries:** Flexible tools to slice, dice, and analyze data.
- **Geo-Visualization:** Interactive map view to visualize district-wise data.
- **Geo-Visual Analytics:** Overlay multiple datasets for deeper insights.
- **User Data Integration:** Import and overlay your own data onto the platform for comparative analysis.
- **Standard Reports:** Standardized reports for quick view of the data
- **Export Options:** Download datasets in spreadsheet (.xls) format for offline use.

## User Support & Training

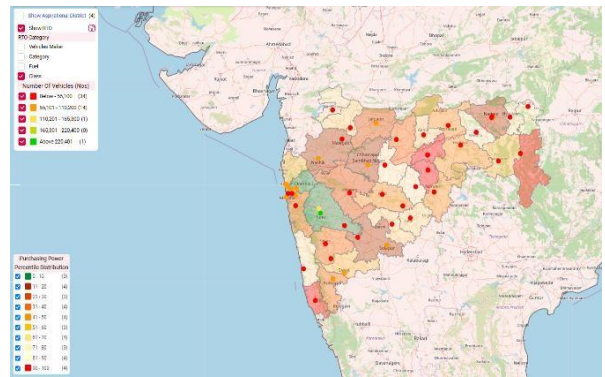
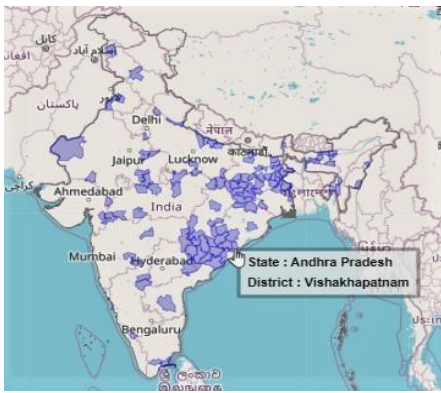
- **Online Training:** Training to help users – Students & faculty, navigate the platform and utilize its features effectively.
- **Customer Support:** Users can reach out via the online portal or through an email .

**DM: Sample outputs based on Geo-visual analytics**



**Districts with high Purchasing power (PP) of Households**

**Fastest Growing Purchasing Power (PP) of Districts across some states**



**Aspirational districts in terms of Purchasing Power**

**Distribution of vehicle class & PP across districts of Maharashtra**

## Listing of Indicators & data series

| <b>Sr No</b> | <b>Indicator</b>  | <b>Geographical Granularity</b> | <b>Source</b>                                | <b>Frequency</b>            |
|--------------|---|---------------------------------|--|-----------------------------|
| 1            | Total Population  | District, AD                    | Census 2011                                  | Decadal                     |
| 2            | Population by Gender  | District, AD                    | Census 2011                                  | Decadal                     |
| 3            | Population in the age group (0-6)   | District, AD                    | Census 2011                                  | Decadal                     |
| 4            | Literates   | District, AD                    | Census 2011                                  | Decadal                     |
| 5            | Literacy Rate   | District, AD                    | Census 2011                                  | Decadal                     |
| 6            | Child Gender Ratio  | District, AD                    | Census 2011                                  | Decadal                     |
| 7            | Family Size   | District, Ward, AD              | Census 2011                                  | Decadal                     |
| 8            | Number of Households  | District, Ward, AD              | Census 2011                                  | Decadal                     |
| 9            | Urbanisation Rate   | District, Aspirational District | Census 2011                                  | Decadal                     |
| 10           | Home Ownership Status   | Ward                            | Census 2011                                  | Decadal                     |
| 11           | Availability of Assets  | Ward                            | Census 2011                                  | Decadal                     |
| 12           | Estimated Households  | District, Aspirational District | Census 2011                                  | Decadal                     |
| 13           | Purchasing Power of Households  | District, Aspirational District | Proprietary Estimation<br>(Data source RBI)  | Annual<br>(2011-12 onwards) |
| 14           | Rural Purchasing Power  | District, Aspirational District | Proprietary Estimation                       | Annual                      |
| 15           | Urban Purchasing Power  | District                        | Proprietary Estimation                       | Annual                      |
| 16           | Per-household Purchasing Power  | District                        | Proprietary Estimation                       | Annual                      |
| 17           | Index of Economic Activity (IEA)<br>- <i>Mining &amp; Quarrying</i><br>- <i>Manufacturing &amp; Processing</i><br>- <i>Electricity, Gas &amp; Water</i><br>- <i>Construction</i><br>- <i>Transport Operators</i><br>- <i>Professional and Other Services</i><br>- <i>Loans for Housing</i><br>- <i>Loans for Purchase of Consumer Durables</i><br>- <i>Rest of the Personal Loans</i><br>- <i>Wholesale Trade</i><br>- <i>Retail Trade</i><br>- <i>Finance</i><br>- <i>Others</i><br>- <i>Composite</i> | District                        | Proprietary Estimation<br>(Data Source: RBI) | Annual<br>(2011-12 onwards) |
| 18           | Vehicle Registration by Vehicle class & category  | District                        | MoRTH  | Yearly & Monthly            |

| <b>Sr No</b> | <b>Indicator</b>                                     | <b>Geographical Granularity</b> | <b>Source</b> | <b>Frequency</b>            |
|--------------|--|---------------------------------|---------------|-----------------------------|
|              |  |                                 |               | (2016-17 onwards)           |
| 19           | Foreign Direct Investment (FDI) – FDI Equity inflows | District                        | DPIIT         | Quarterly (2019-20 onwards) |

**For any queries, Contact:**



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