



Tutorial for MICA Indian Marketing Intelligence (MIMI)

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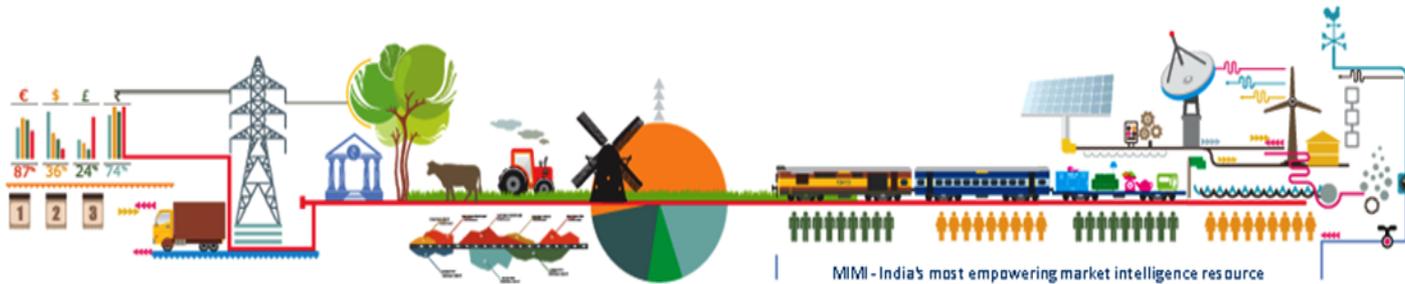
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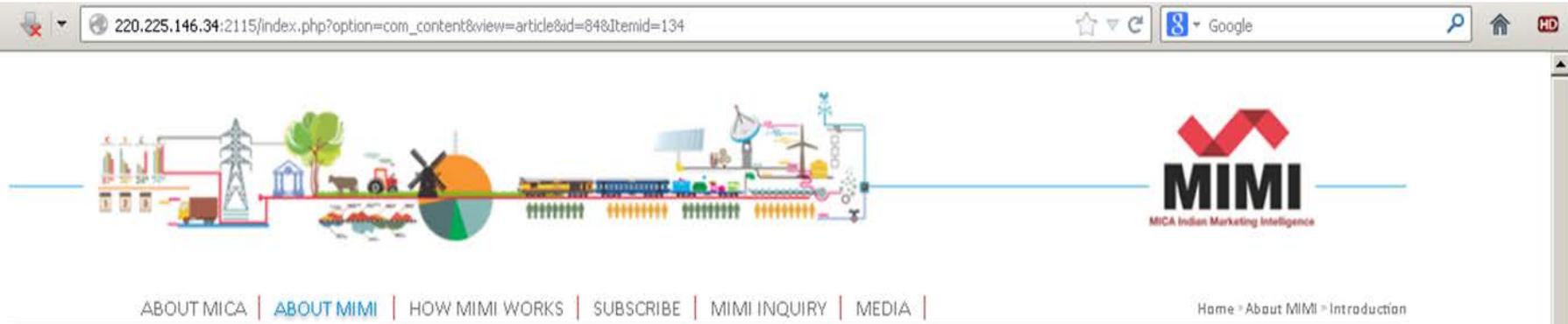
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Introduction of MIMI (MICA Indian Market Intelligence)



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- [Methodology](#)
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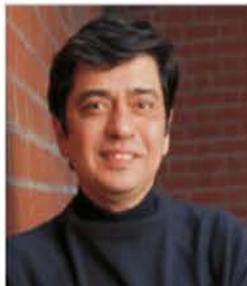
Introduction

In accordance with MICA's mission to provide applied research to serve the need of marketing and communication industry, MICA comes out every ten years with the product called urban and rural market ratings based on Census of India and other authentic government publications.

MICA Indian Marketing Intelligence (MIMI) is third in the series and it provides the secondary data for socio-economic variables and market intelligence up to district level for all the States and Union Territories of India. It also provides Market Potential Index (MPI) and other data separately for rural, urban and total Indian market for more than 630 districts from States and UTs.

For this, data is collated and analysed from various sources such as Census of India, Ministry of Agriculture, Fertilizer Association of India, Reserve Bank of India, Audit Bureau of Circulations, Planning Commission etc. Market Potential Index for Urban Agglomeration is also an additional feature of MIMI.

Quotes



"The Indian consumption is changing dramatically and the assumptions of yesterday are becoming rapidly outdated. Getting meaningful, cross-sectoral information in an accessible way is essential for anyone interested in making sense of the consumer market today. This is where MIMI fills a crucial gap by putting together a comprehensive database that will provide immense value to business and research alike..."

Santosh Desai
MD & CEO, Future Brands Ltd.

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Explore Data-base(District level/Urban Agglomeration)

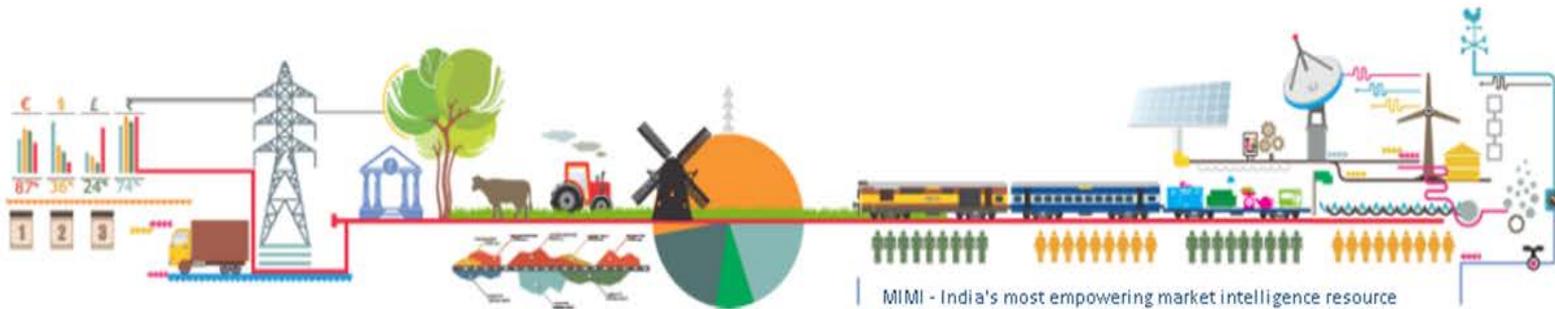


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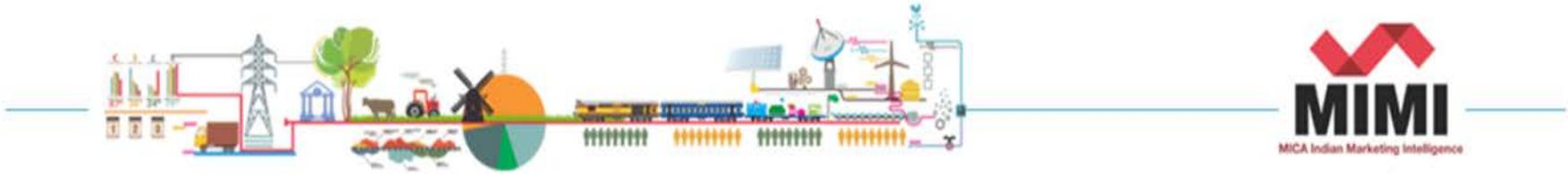
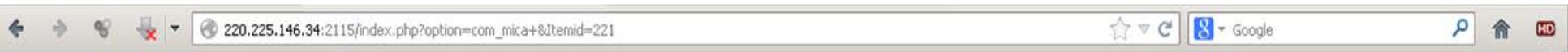
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Explore District Database by clicking here.



[District](#) | [Urban Agglomeration](#)

Explore the Database as per your requirement.



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[Home](#) > [Explore Data](#) > [District](#)

Explore Data

Select State	<input type="text" value="Select options"/>
Select District	<input type="text" value="Select options"/>
Type	<input type="text" value="Select options"/>
Variable	<input type="text" value="Select Variable"/>
Mkt Potential Index	<input type="text" value="All"/>
Composite Score	<input type="text" value="Composite Score"/>

- Step 1 : Select State
- Step 2 : Select District of selected State
- Step 3 : Select Urban or Rural or Total (Multiple selection allowed)
- Step 4 : Select the Variables you want to view. (Multiple selection allowed)
- Step 5 : Select MPI (Multiple selection allowed)
- Step 6 : Select sector wise composite score. (Multiple selection allowed)

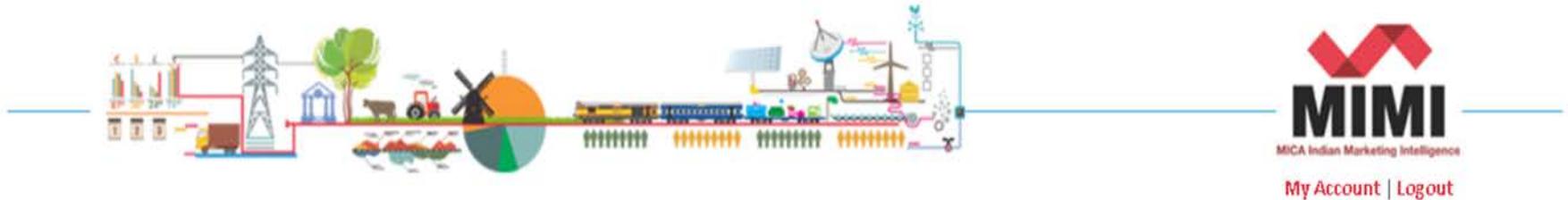
A Sample Case Study: Branch Expansion in Rural Bihar

A leading Bank would like to expand its rural branch network in the state of Bihar. How can they prioritize five districts with the help of MIMI?

For this, You may please select following variables from Explore Data Screen :

- 1) Rural MPI
- 2) Rural Population
- 3) Rural Value of Crop Production
- 4) Rural Value of Crop Production Agriculture
- 5) Rural Value of Crop Production Horticulture
- 6) Rural Amount Deposit
- 7) Rural Shop or Offices

Exploring the database for Case Study



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[Home](#) > [Explore Data](#) > [District](#)

Explore Data

Select State

Bihar

Select District

38 selected

Type

Rural

Variable

Select Variable

Mkt Potential Index

All

Composite Score

Composite Score

Step 1 : Select State

Step 2 : Select District of selected State

Step 3 : Select Urban or Rural or Total (Multiple selection allowed)

Step 4 : Select the Variables you want to view. (Multiple selection allowed)

Step 5 : Select MPI (Multiple selection allowed)

Step 6 : Select sector wise composite score. (Multiple selection allowed)

[Click Here to Explore Data](#)



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Check Your Explored Database in Various Formats



Your Query :State(Bihar) > District(Compare) >

Selection Summary Modify

Data Table Graph GIS Quartiles Potentio Meter Modify

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District Name	Mkt Potential Index	Composite Score	Demographics	Agricultural	Financial Services			Cor
	MPI	Financial Services	Population	Value of Crop Production	Amount Deposit	No of Accounts	No of Bank Offices	Shop or Of
	Rural	Rural	Rural	Rural	Rural	Rural	Rural	Rural
Pashchim Champaran-Bihar	356	9	1207197	3443046850100	105817	471091	169	36045
Purba Champaran-Bihar	367	9	116643	9493473661431	172408	206713	173	54240
Sheohar-Bihar	766	2	3166015	12604928812554	251961	1033477	158	35074
Sitamarhi-Bihar	494	5	5860704	4681448075699	181143	1267607	190	84747
Madhubani-Bihar	795	7	5286964	907843676729	400714	1581896	11	62824
Supaul-Bihar	537	3	1596385	11498354731191	162592	1926011	57	11794
Araria-Bihar	64	5	4576557	6181199178259	156516	619681	223	86484
Kishanganj-Bihar	81	4	6004774	8602104760158	45695	1870198	28	22342
Purnia-Bihar	616	5	3842045	7345714151764	218983	478011	217	24882
Katihar-Bihar	397	4	4151264	2190146360402	446724	561234	187	60309
Madhepura-Bihar	160	5	633969	4522984224799	119496	1881425	125	81537

Please Click here to view your Selected Variables

Click here to Export your Selected Database

Downloaded data in '.xls' file format

Microsoft Excel non-commercial use

Home Insert Page Layout Formulas Data Review View Acrobat

Clipboard Font Alignment Number Styles Cells Editing

Calibri 11

General

Conditional Formatting Format Cell Styles

Insert Delete Format

AutoSum Fill Clear Sort & Filter Find & Select

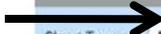
A1 Data of State-> District

	A	B	C	D	E	F	G	H	I
1	Data of State-> District								
2		Score	Mkt Potential Index	Demographics	Agricultural	Financial Services			Commercial Use of Premises
3		Financial Services	MPI	Population	Value of Crop Production	Amount Deposit	No of Accounts	No of Bank Offices	Shop or Offices
4		Rural	Rural	Rural	Rural	Rural	Rural	Rural	Rural
5	Pashchim Champaran-Bihar	9	356	1207197	3.44305E+12	105817	471091	169	36045
6	Purba Champaran-Bihar	9	367	116643	9.49347E+12	172408	206713	173	54240
7	Sheohar-Bihar	2	766	3166015	1.26049E+13	251961	1033477	158	35074
8	Sitamarhi-Bihar	5	494	5860704	4.68145E+12	181143	1267607	190	84747
9	Madhubani-Bihar	7	795	5286964	9.07844E+11	400714	1581896	11	62824
10	Supaul-Bihar	3	537	1596385	1.14984E+13	162592	1926011	57	11794
11	Araria-Bihar	5	64	4576557	6.1812E+12	156516	619681	223	86484
12	Kishanganj-Bihar	4	81	6004774	8.6021E+12	45695	1870198	28	22342
13	Purnia-Bihar	5	616	3842045	7.34571E+12	218983	478011	217	24882
14	Katihar-Bihar	4	397	4151264	2.19015E+12	446724	561234	187	60309
15	Madhepura-Bihar	5	160	633969	4.52298E+12	119496	1881425	125	81537
16	Saharsa-Bihar	4	602	4476705	6.83806E+11	262171	1741831	186	30401
17	Darbhanga-Bihar	1	703	522201	6.39038E+12	452037	1544638	219	28503
18	Muzaffarpur-Bihar	7	126	5667731	7.22448E+12	447050	1684242	104	33731
19	Gopalganj-Bihar	10	331	2413634	7.6435E+12	46344	855842	166	52417
20	Siwan-Bihar	10	163	1919157	7.02268E+12	157531	1374723	204	21990
21	Saran-Bihar	9	75	5004016	5.22089E+12	337312	540964	38	49319
22	Vaishali-Bihar	5	606	2899217	3.60529E+12	43803	423908	55	5369
23	Khagaria-Bihar	6	227	4817375	6.89479E+11	162113	565271	192	72044
24	Bhagalpur-Bihar	9	456	5258939	1.17167E+13	285062	1734944	37	707
25	Banka-Bihar	1	140	1098217	4.06488E+12	250236	733802	84	14800
26	Munger-Bihar	5	808	587215	1.83391E+12	46372	1745598	193	80092
27	Lakhisarai-Bihar	10	721	3007744	9.11403E+12	156967	1501808	97	71065

Ready 100%

You can easily represent your selected data in graphical mode by using three different types of Graphs

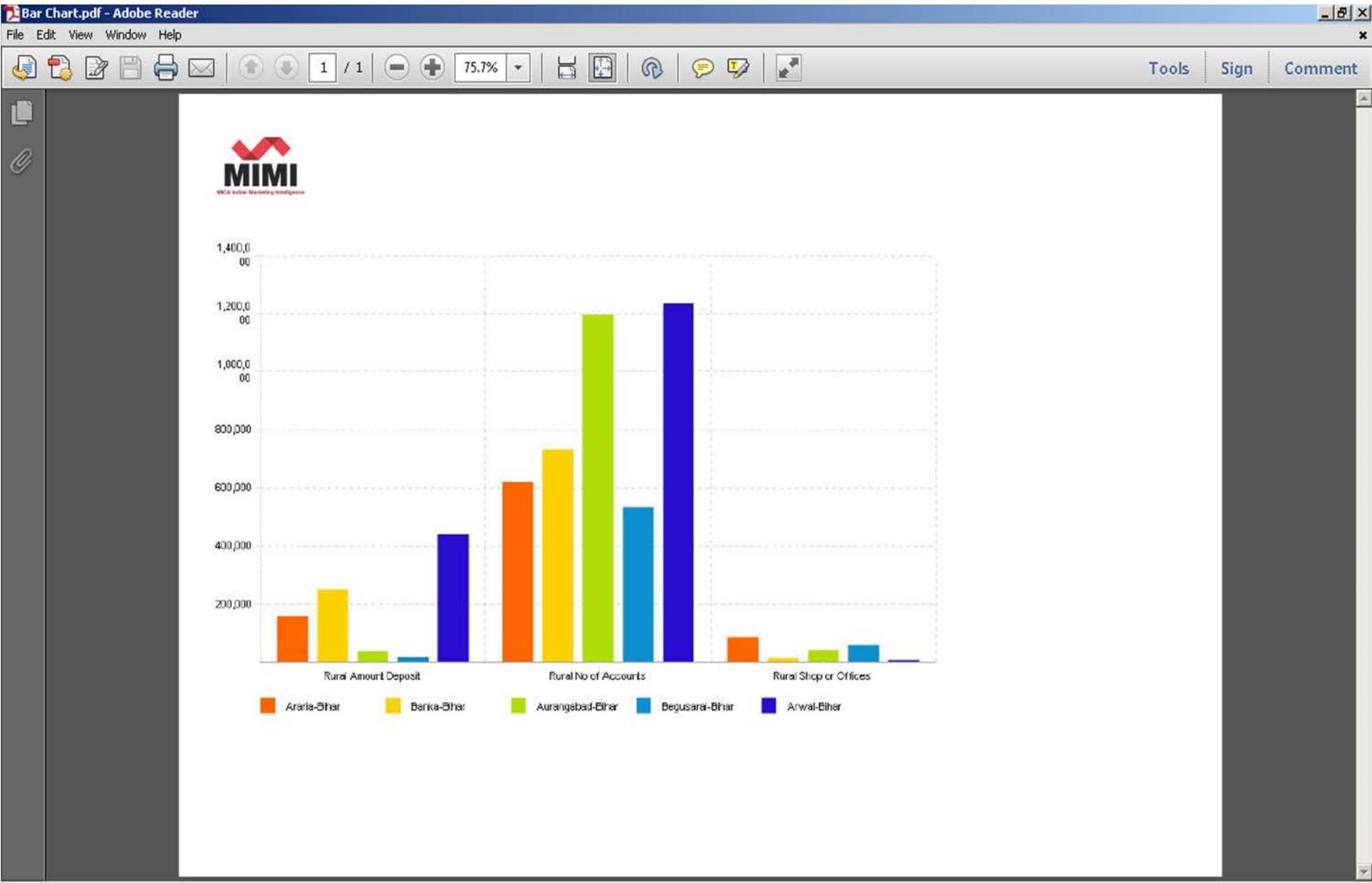
Please Select /Change type of Graph



Please Click here to Export Graph for selected Data in 'PDF'

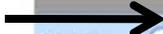


Downloaded Bar Chart in 'PDF' file format



Line Chart

Please Select /Change type of Graph



Your Query :State(Bihar) > District(Compare) >

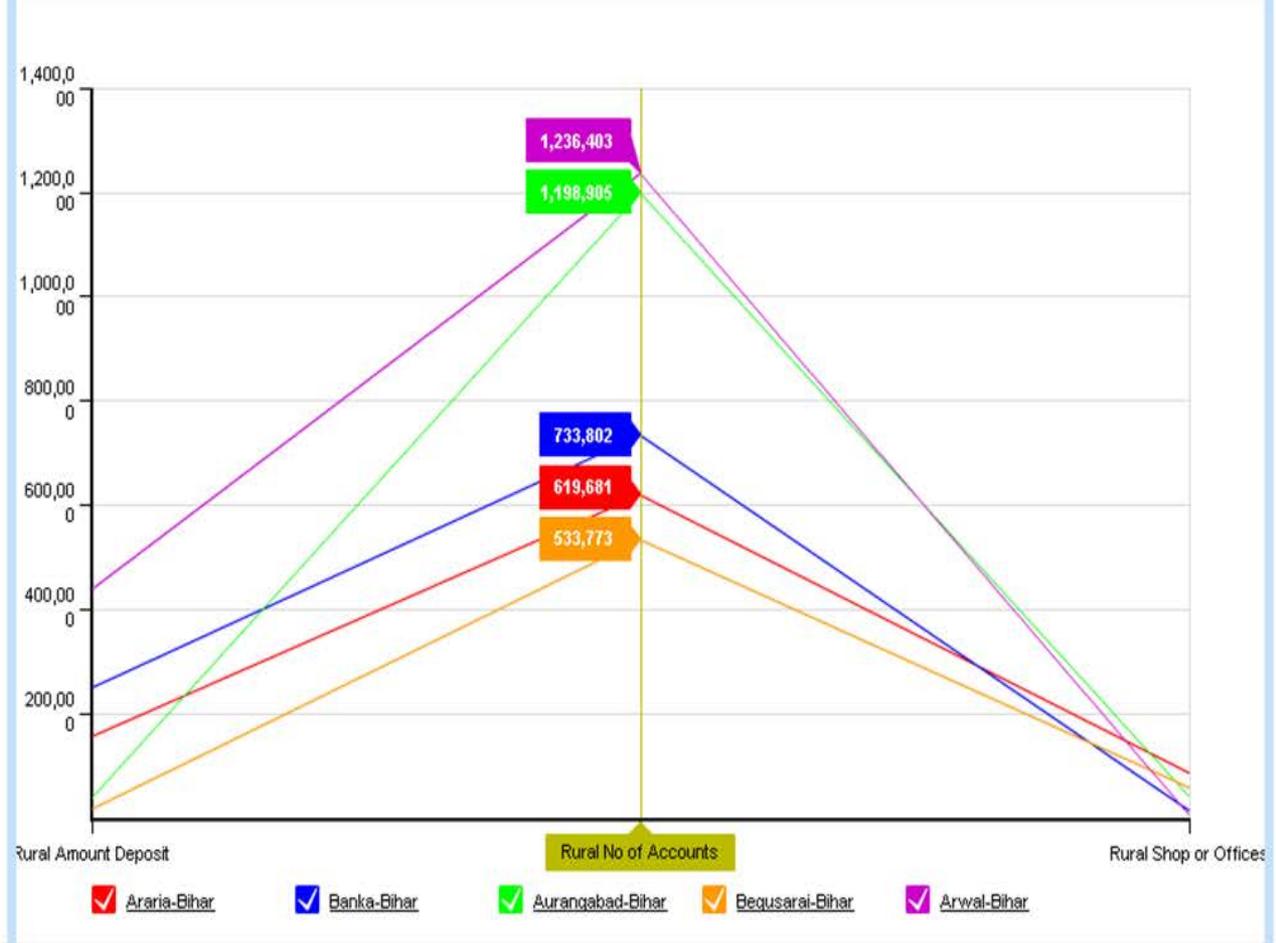
Selection Summary Modify

Data Table **Graph** GIS Quartiles Potential Meter Modify

Chart Type: **line Chart** Select District Select Variable Show Chart Export

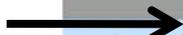
Show Legend

Please Click here to Export Graph for selected Data in 'PDF'



Radar Chart

Please Select /Change type of Graph



Your Query :State(Bihar) > District(Compare) >

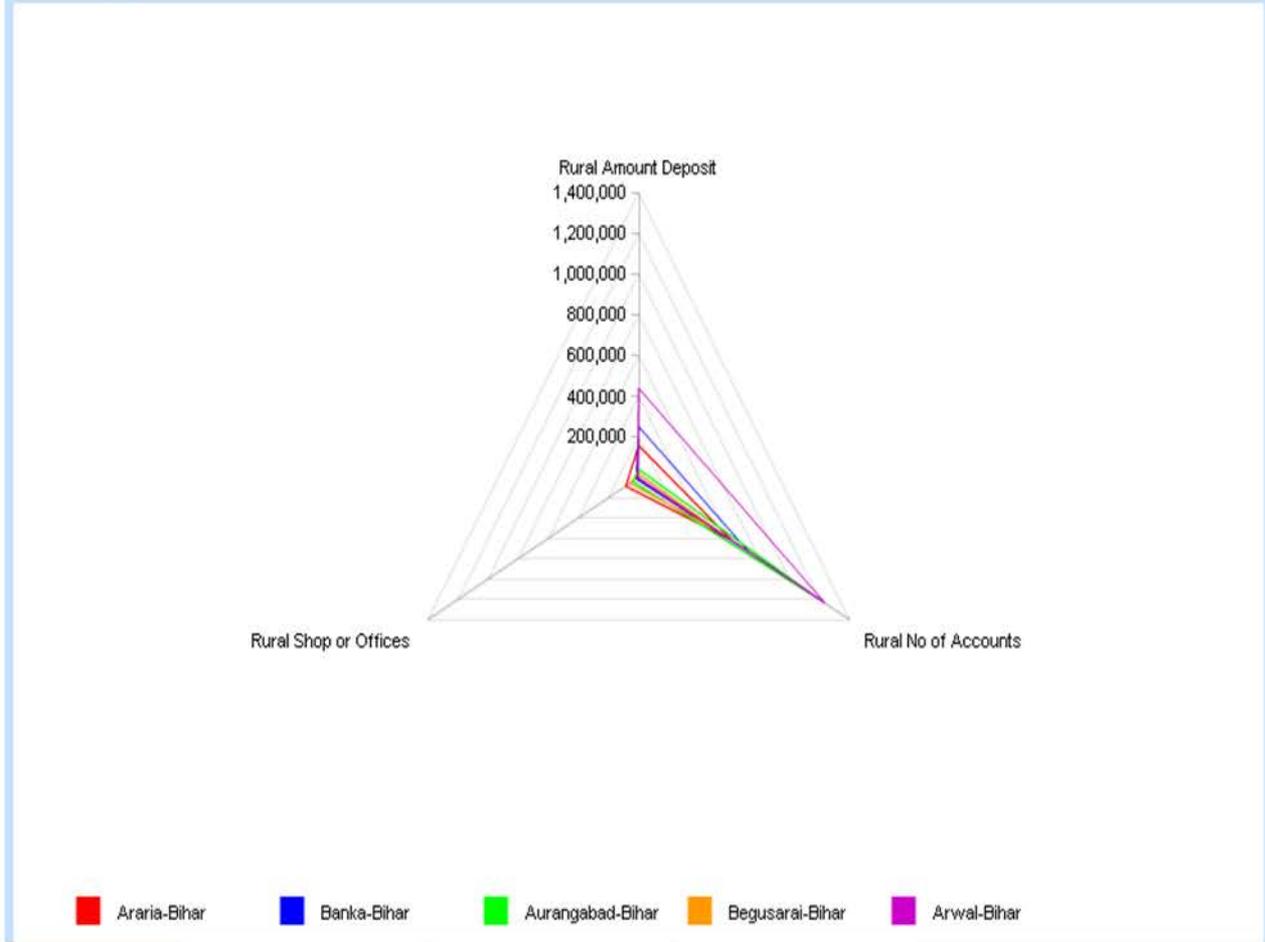
Selection Summary Modify

Data Table **Graph** GIS Quartiles Potentio Meter Modify

Chart Type : **Radar Chart** Select District Select Variable Show Chart Export

Show Legend

Please Click here to Export Graph for selected Data in 'PDF'



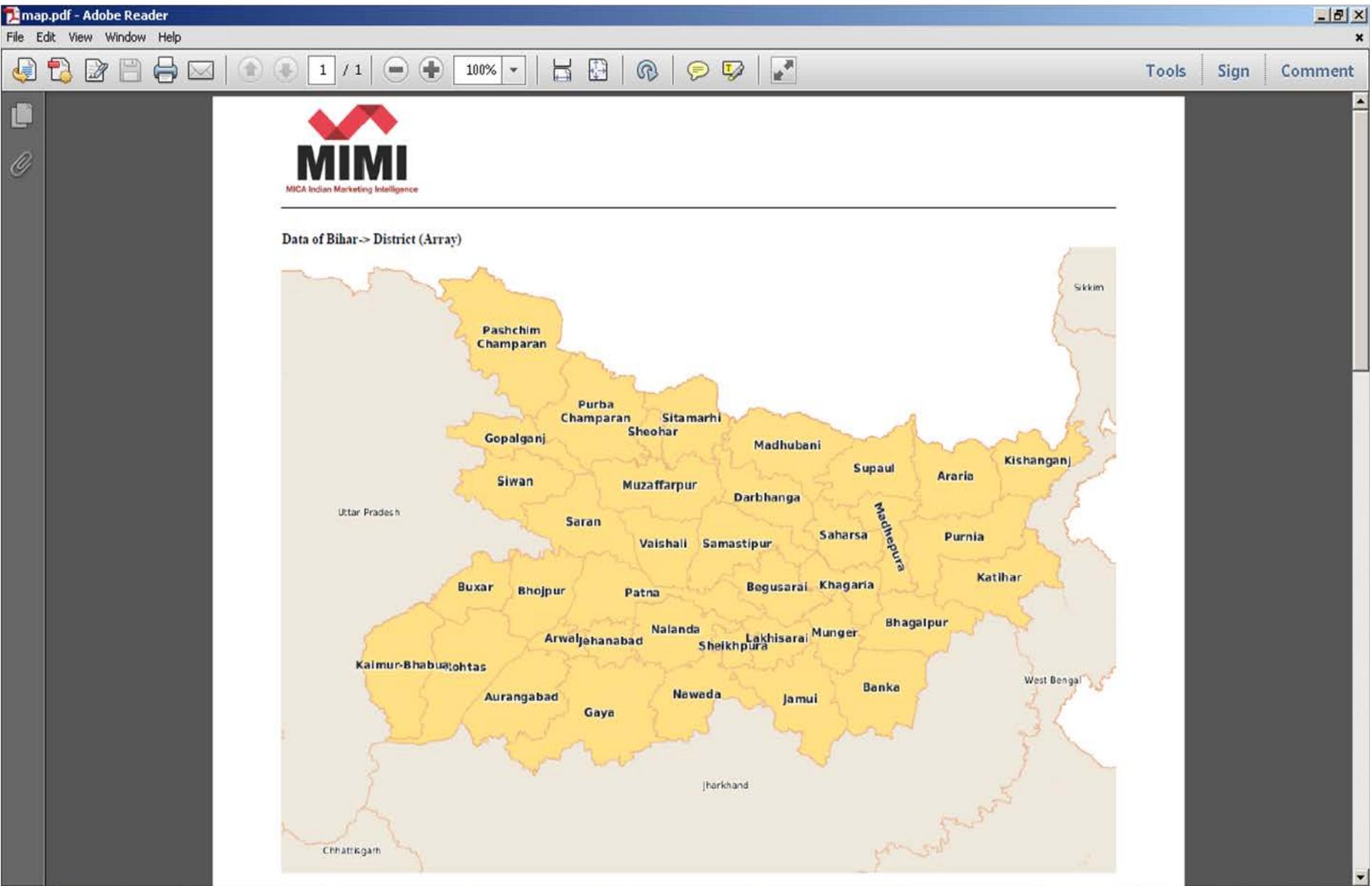
G.I.S.(Geographic Information System) Application

The screenshot shows a web-based GIS application interface. At the top, there is a browser address bar with the URL '220.225.146.34:2115/index.php?option=com_mica&view=showresults&Itemid=108'. Below the browser, the application header displays 'Your Query :State(Bihar) > District(Compare) >'. A 'Selection Summary' bar is visible with a '+', 'Modify' button, and a 'Data Table' tab. Below this are tabs for 'Data Table', 'Graph', 'GIS' (highlighted in red), 'Quartiles', and 'Potential Meter'. On the left side, there is an 'Export' button with an arrow pointing to it from a green callout box. On the right side, there are two 'Modify' buttons with arrows pointing to them from a green callout box, and a 'Full Screen' button with an arrow pointing to it from another green callout box. The main area is a map of Bihar districts, with 'Kishanganj' highlighted in yellow. A data pop-up window is open over Kishanganj, showing the following data:

name	Kishanganj-Bihar
Rural MPI	81
Rural Population	6004774
Rural Value of Crop Production	8602104760158
Rural Amount Deposit	45695
Rural No of Accounts	1870198
Rural No of Bank Offices	28

At the bottom left of the map, there is a navigation toolbar with a compass and a zoom slider. A green callout box with an arrow points to the 'Export' button, containing the text 'Click here to Export Map in 'PDF''. Another green callout box with an arrow points to the 'Modify' buttons, containing the text 'Click here to modify your selections'. A third green callout box with an arrow points to the 'Full Screen' button, containing the text 'Click here for full-screen display'. A fourth green callout box with an arrow points to the Kishanganj district on the map, containing the text 'Click here to view selected data for that particular District'.

G.I.S. Application in PDF File Format



Thematic Query (With One Variable)



Your Query : State(Bihar) > District(Campare) >

Selection Summary Modify

Data Table Graph GIS Quartiles Potentio Meter Modify

Select Parameter for Query **Thematic Query**

Variable: **Rural Population** Select Your Preferred Variable

MIN:13080
MAX:6004774

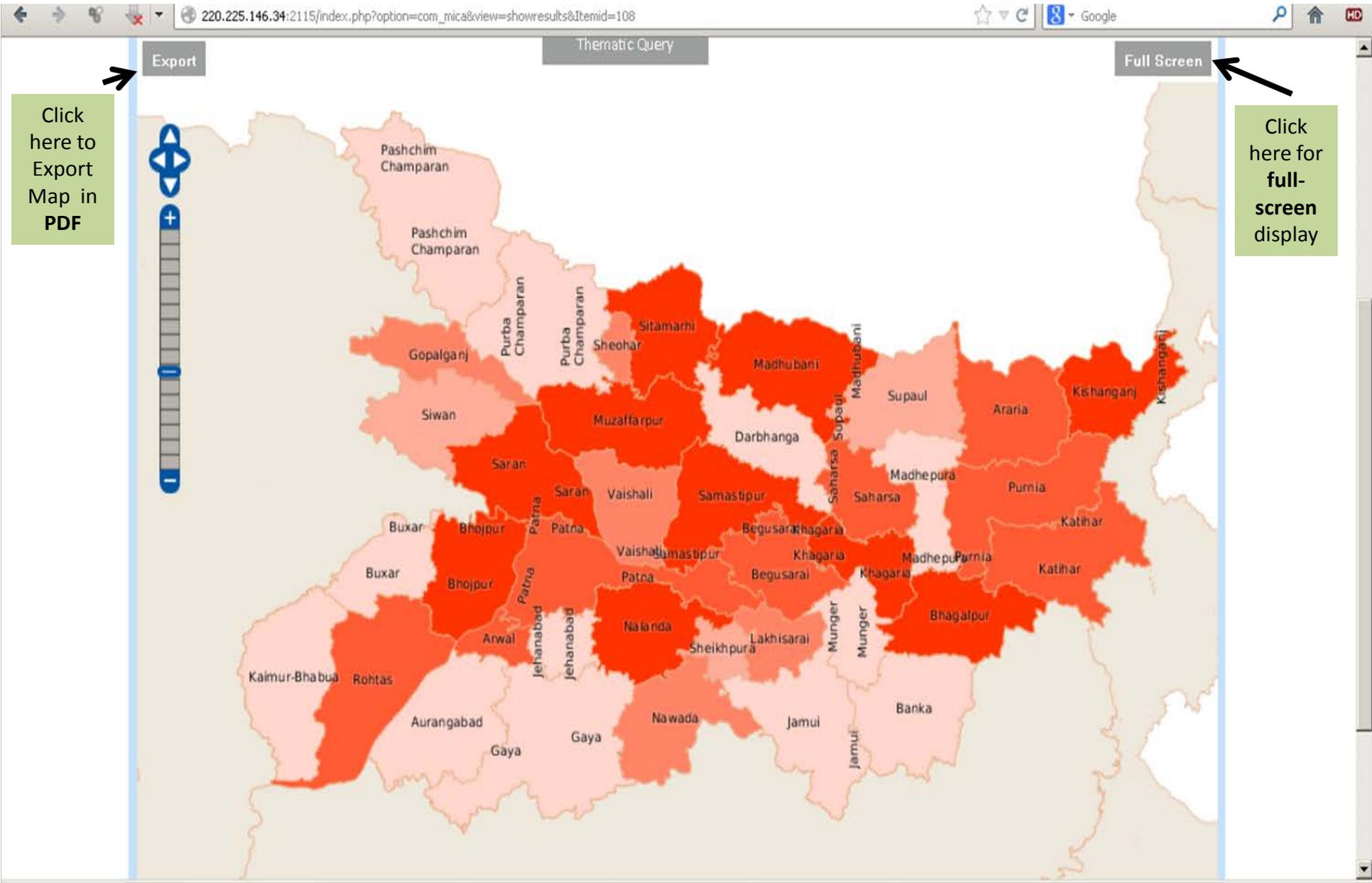
No of Interval: **5** Up to '5' Groups

Select Color:

From	To	Color
13080	1211418.80	
1211418.80	2409757.60	
2409757.60	3608096.40	
3608096.40	4806435.20	
4806435.20	6004774.00	

OK Cancel

Out put of Thematic Query (With One Variable)



Thematic Query (With Two Variables)

220.225.146.34:2115/index.php?option=com_mica&view=showresults&Itemid=108

Home - map

Your Query :State(Bihar) > District(Compare) >

+ Selection Summary [Modify](#)

Data Table Graph GIS Quartiles Potentio Meter [Modify](#)

Rural_Population [+](#) [-](#) Select Pamameter for Query

13080.00 - 1211418.80
1211418.80 - 2409757.60
2409757.60 - 3608096.40
3608096.40 - 4806435.20
4806435.20 - 6004774.00

Variable **Rural No of Bank Offices** [Select Your Preferred Variable](#)

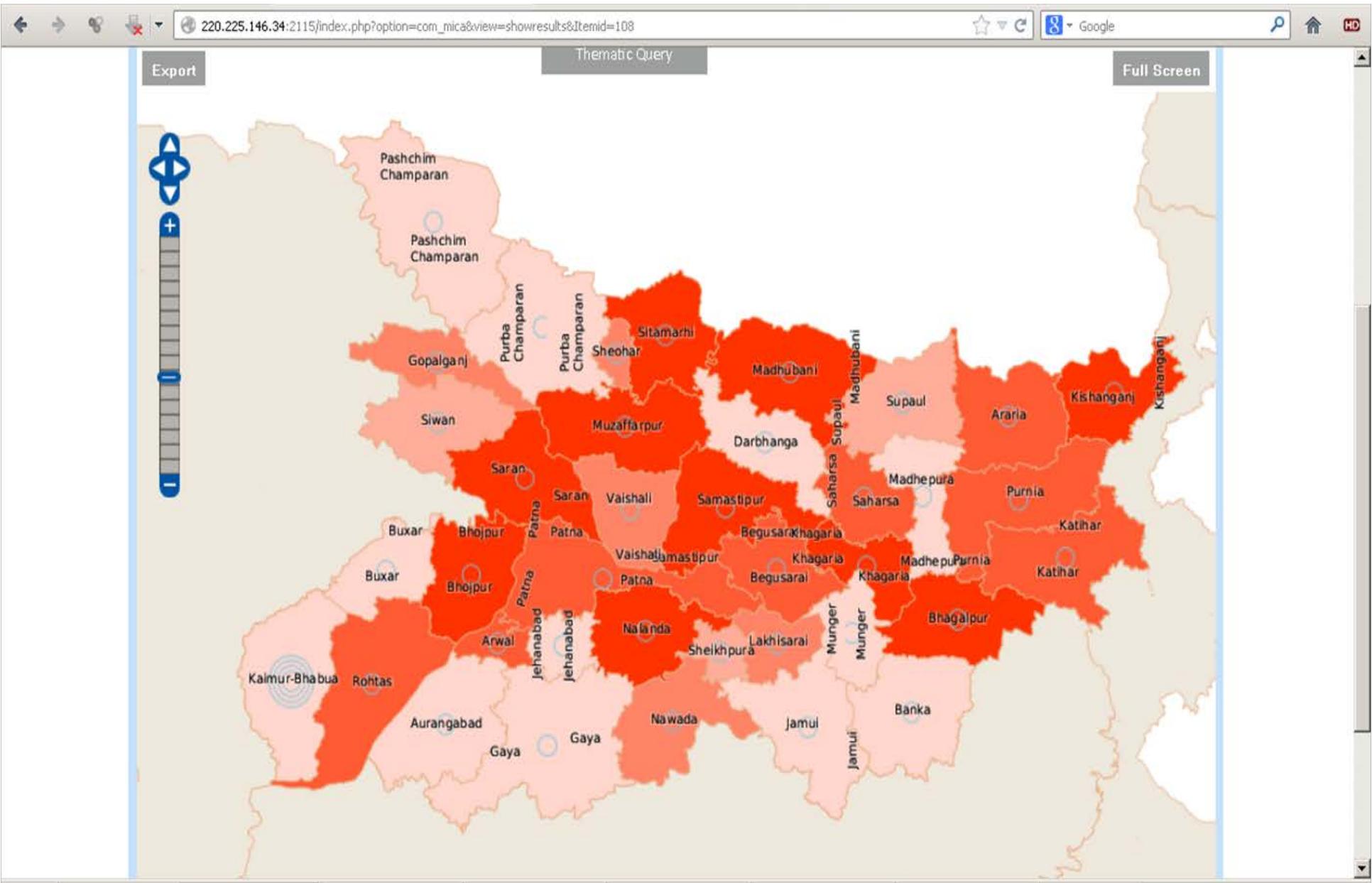
MIN :11
MAX :33036

No of Interval [Up to '5' Groups](#)

From	To	Pin
<input type="text" value="11"/>	<input type="text" value="8267.25"/>	<input type="radio"/>
<input type="text" value="8267.25"/>	<input type="text" value="16523.50"/>	<input type="radio"/>
<input type="text" value="16523.50"/>	<input type="text" value="24779.75"/>	<input type="radio"/>
<input type="text" value="24779.75"/>	<input type="text" value="33036.00"/>	<input type="radio"/>

[OK](#) [Cancel](#)

Out put of Thematic Query (With Two Variables)



Thematic Query (With Three Variables)

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Your Query :State(Bihar) > District(Compare) >

+ Selection Summary Modify

Data Table Graph GIS Quartiles Potentio Meter Modify

Rural_Population **Rural_No_of_Bank_Offices** **Select Parameter for Query**

13080.00 - 1211418.80 11.00 - 8267.25

1211418.80 - 2409757.60

2409757.60 - 3608096.40 8267.25 - 16523.50

3608096.40 - 4806435.20

4806435.20 - 6004774.00 16523.50 - 24779.75

24779.75 - 33036.00

Variable: Rural Amount Deposit

MIN :14385

MAX :508136

No of Interval: 5

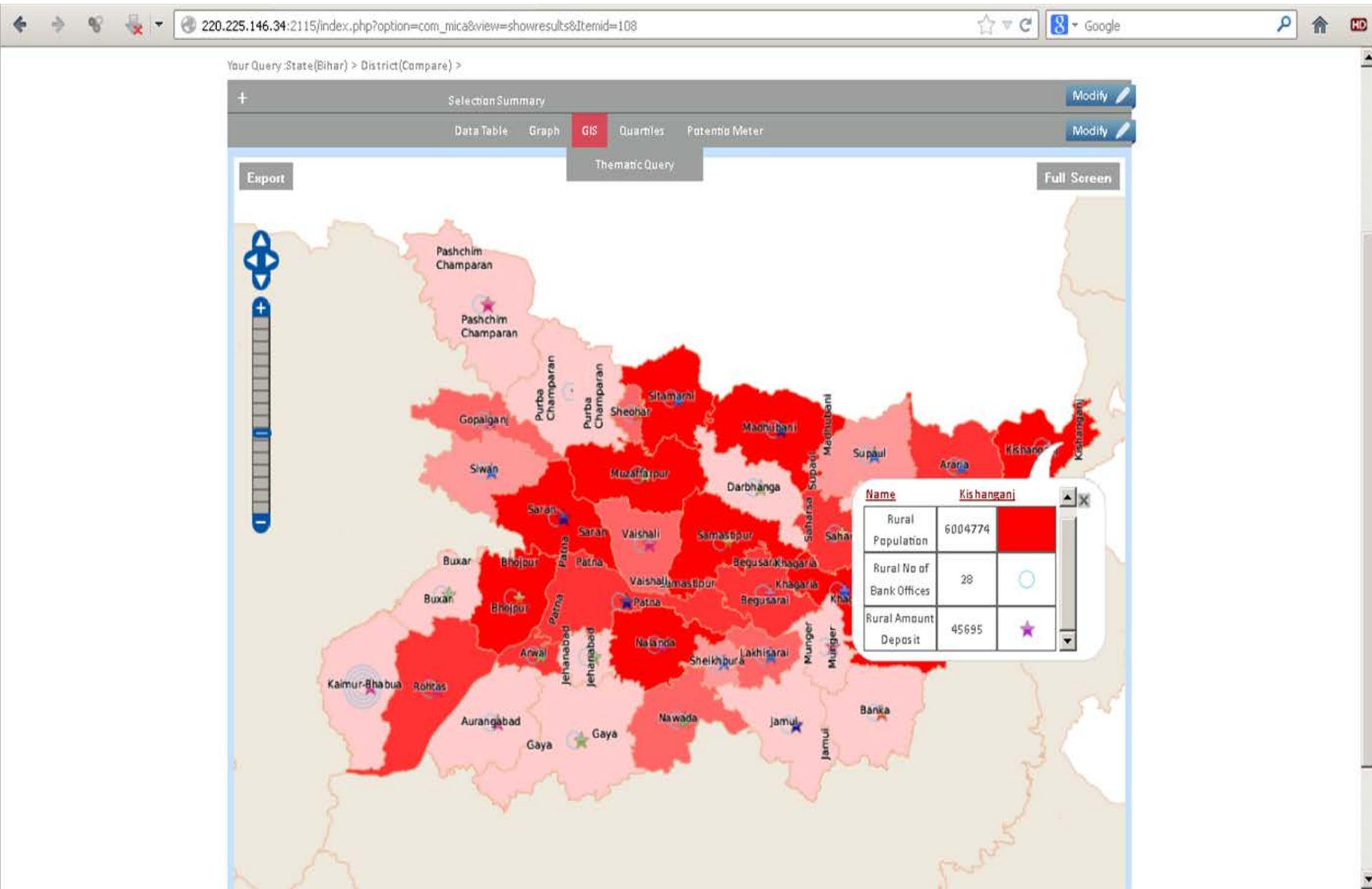
From	To	Pin
14385	113135.20	★
113135.20	211885.40	★
211885.40	310635.60	★
310635.60	409385.80	★
409385.80	508136.00	★

OK Cancel

Select Your Preferred Variable

Up to '5' Groups

Out put of Thematic Query (With Three Variables)



Quartiles (Color-Based Representation of Your Selected Database)

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Your Query : State(Bihar) > District(Compare) >

Selection Summary Modify

Data Table Graph GIS **Quartiles** Potentio Meter Modify

Legends	Variable Name	Rural MPI	Rural Popu	Rural Valu	Rural Amou	Rural No o	Rural No o	Rural S
Low	Pashchim Champanan-Bihar	Green	Green	Green	Green	Green	Green	Green
Medium	Purba Champanan-Bihar	Green	Yellow	Red	Red	Red	Red	Red
High	Sheohar-Bihar	Red	Red	Red	Red	Red	Red	Red
Very High	Sitamarhi-Bihar	Green	Green	Green	Green	Green	Green	Green
	Madhubani-Bihar	Red	Red	Yellow	Yellow	Yellow	Yellow	Yellow
	Supaul-Bihar	Blue	Blue	Blue	Blue	Blue	Blue	Blue
	Araria-Bihar	Yellow	Yellow	Blue	Blue	Blue	Blue	Blue
	Kishanganj-Bihar	Yellow	Yellow	Red	Green	Green	Green	Green
	Durnia-Bihar	Blue	Blue	Blue	Blue	Blue	Blue	Blue

Download Full Screen

↑ Click here to Export the 'Quartile' in 'PDF'

↑ Click here for full-screen display

Full Screen Display of 'Quartiles'

220.225.146.34:2115/index.php?option=com_mica&view=showresults&Itemid=108

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Your Query : S

+

Modify

Modify

Legends	Variable Name	Rural MPI	Rural Popu	Rural Valu	Rural Amou	Rural
Low	Pashchim Champaran-Bihar					
Medium	Purba Champaran-Bihar					
High	Sheohar-Bihar					
Very High	Sitamarhi-Bihar					
Download	Full Screen	Madhubani-Bihar				
		Supaul-Bihar				
		Araria-Bihar				
		Kishanganj-Bihar				
		Purnia-Bihar				
		Katihar-Bihar				
		Madhepura-Bihar				

Click here to Export the 'Quartile' in 'PDF'

Exported 'Quartiles' in '.xls' file format

Microsoft Excel non-commercial use interface showing a spreadsheet with data categorized by quartiles. The spreadsheet is titled 'datasheet-1.xls [Read-Only]' and displays data for various districts in Bihar, India, categorized into four quartiles: Low, Medium, High, and Very High. The columns represent different variables: Variable Name, Rural MPI, Rural Population, Rural Value of Crop Production, Rural Amount Deposit, Rural No of Accounts, Rural No of Bank Offices, and Rural Shop or Offices.

Legends	Variable Name	Rural MPI	Rural Population	Rural Value of Crop Production	Rural Amount Deposit	Rural No of Accounts	Rural No of Bank Offices	Rural Shop or Offices
Low	Pashchim Champaran-Bihar							
Medium	Purba Champaran-Bihar							
High	Sheohar-Bihar							
Very High	Sitamarhi-Bihar							
	Madhubani-Bihar							
	Supaul-Bihar							
	Araria-Bihar							
	Kishanganj-Bihar							
	Purnia-Bihar							
	Katihar-Bihar							
	Madhepura-Bihar							
	Saharsa-Bihar							
	Darbhanga-Bihar							
	Muzaffarpur-Bihar							
	Gopalganj-Bihar							
	Siwan-Bihar							
	Saran-Bihar							
	Vaishali-Bihar							
	Khagaria-Bihar							
	Bhagalpur-Bihar							
	Banka-Bihar							
	Munger-Bihar							
	Lakhisarai-Bihar							
	Sheikhpura-Bihar							
	Nalanda-Bihar							

Compare Potentiality of Districts With 'Potential Meter'



Your Query :State(Bihar) > District(Compare) >

+	Selection Summary	Modify
	Data Table Graph GIS Quartiles Potentio Meter	Modify
Filter By	<input type="radio"/> Layer <input type="radio"/> Variable	Select District / Variable

Compare Potentiality of Districts With 'Potential Meter'

220.225.146.34:2115/index.php?option=com_mica&view=showresults&Itemid=108

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Your Query :State(Bihar) > District(Compare) >

Selection Summary Modify

Data Table Graph GIS Quartiles **Potentio Meter** Modify

Filter By Layer Variable

Rural Population

Pashchim Champaran-Bihar ×

Katihar-Bihar ×

Muzaffarpur-Bihar ×

Create

District	Potentiality Level
Katihar	High
Muzaffarpur	Medium-High
Pashchim Champaran	Low-Medium

Selection Summary



Your Query :State(Bihar) > District(Compare) >

+ Selection Summary Modify

Data Table Graph GIS Quartiles Potentio Meter Modify

Download Excel

	MPI	Population	Value of Crop Production	Amount Deposit	No of Accounts	No of Bank Offices	Shop or Offices
	Rural	Rural	Rural	Rural	Rural	Rural	Rural
Pashchim Champaran-Bihar	356	1207197	3443046850100	105817	471091	169	36045
Purba Champaran-Bihar	367	116643	9493473661431	172408	206713	173	54240
Sheohar-Bihar	766	3166015	12604928812554	251961	1033477	158	35074
Sitamarhi-Bihar	494	5860704	4681448075699	181143	1267607	190	84747
Madhubani-Bihar	795	5286964	907843676729	400714	1581896	11	62824

Please Click '+' to Open 'Selection Summary' Menu



Selection Summary Page

220.225.146.34:2115/index.php?option=com_mica&view=showresults&Itemid=108

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Your Query : State(Bihar) > District(Compare) >

Selection Summary Modify

Variable Groups	Custom Variable	Add New	Workspace	New Workspace
Financial Services (3 / 5)			Rohit Bihar Test 1	Select
Agricultural (1 / 7)			RT 2	Select
HH Light and Fuel (0 / 7)				<input type="text"/> Create
HH Basic Amenities (0 / 3)				
HH Size and Usage (0 / 5)				
Demographics (1 / 9)				
Score (0 / 7)				
Media Ownership (0 / 8)				
Mkt Potential Index (1 / 1)				
Commercial Use of Premises (1 / 4)				
Social Use of Premises (0 / 2)				
Miscellaneous (0 / 2)				
Vehicle Ownership (0 / 3)				

Data Table | Graph | GIS | Quartiles | Potentiometer Modify

List of Your Selected Variables

Selection Summary Page

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Your Query : State(Bihar) > District(Compare) >

Selection Summary Modify

Variable Groups	Custom Variable	Workspace	New Workspace
<ul style="list-style-type: none">Financial Services (3 / 5)Agricultural (1 / 7)HH Light and Fuel (0 / 7)HH Basic Amenities (0 / 3)HH Size and Usage (0 / 5)Demographics (1 / 9)Score (0 / 7)Media Ownership (0 / 8)Mkt Potential Index (1 / 1)Commercial Use of Premises (1 / 4)Social Use of Premises (0 / 2)Miscellaneous (0 / 2)Vehicle Ownership (0 / 3)	Add New ↑ Customize new Variable	Rohit Bihar Test 1 RT 2	Select Select <input type="text"/> Create

Data Table | Graph | GIS | Quartiles | Potentiometer Modify

Add new variable by using some Mathematical Operations

The screenshot shows a web browser window with a URL `220.225.146.34:2115/index.php?option=com_mica&view=showresults&Itemid=108`. The page header includes 'MCA Indian Marketing Institutions', 'MyAccount | Logout', and a navigation menu with items like 'ABOUT MICA', 'ABOUT MIMI', 'HOW MIMI WORKS', 'SUBSCRIBE', 'EXPLORE DATA', 'MIMI INQUIRY', and 'MEDIA'. The main content area shows a 'Your Query' section for 'State(Bihar) > District(') and a 'Variable Groups' list on the left. A 'Modify' button is visible on the right. A modal window titled 'Add New' is open in the center, containing a 'Name:' input field, an 'Available Attribute' dropdown, a 'Select an Option' dropdown, a mathematical keypad with buttons for '+', '-', '*', '/', '%', 'sin', 'cos', 'tan', 'log', 'log10', 'sqrt', 'exp', '^', 'ln', 'pi', '(', and ')', and 'Save' and 'Clear' buttons. A tooltip 'Move Right' is visible over the 'cos' button. An 'Add Value' button is also present next to the 'Available Attribute' dropdown.

Customize new variable by using simple Mathematical Operations

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Home - map

Your Query : State(Bihar) > District

Variable Groups

- Financial Services (3 / 5)
- Agricultural (1 / 7)
- HH Light and Fuel (0 / 7)
- HH Basic Amenities (0 / 3)
- HH Size and Usage (0 / 5)
- Demographics (1 / 9)
- Score (0 / 7)
- Media Ownership (0 / 8)
- Mkt Potential Index (1 / 1)
- Commercial Use of Premises (0 / 2)
- Social Use of Premises (0 / 2)
- Miscellaneous (0 / 2)
- Vehicle Ownership (0 / 3)

Add New

Name: RuralMPI*100

Available Attribute: Rural MPI

100

Add Value

NUMERIC_VALUE_LABEL

Rural_MPI *100

>>				
+	-	*	/	%
sin	cos	tan	log	log10
sqrt	exp	^	ln	pi
()			

Save Clear

Data Table | Graph | GIS | Quartiles | Potentiometer

Modify

Out-Put of Newly created Variable in 'Data Table'

Your Query :State(Bihar) > District(Compare) >

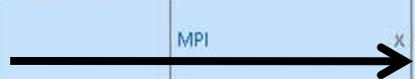
Selection Summary Modify

Data Table Graph GIS Quartiles Potentio Meter Modify

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District Name	Mkt Potential Index	Custom Variable	Demographics	Agricultural	Financial Services			Commerc
	MPI	RuralMPI*100	Population	Value of Crop Production	Amount Deposit	No of Accounts	No of Bank Offices	Shop or Offices
	Rural	RuralMPI*100	Rural	Rural	Rural	Rural	Rural	Rural
Pashchim Champaran-Bihar	356	35600	1207197	3443046850100	105817	471091	169	36045
Purba Champaran-Bihar	367	36700	116643	9493473661431	172408	206713	173	54240
Sheohar-Bihar	766	76600	3166015	12604928812554	251961	1033477	158	35074
Sitamarhi-Bihar	494	49400	5860704	4681448075699	181143	1267607	190	84747
Madhubani-Bihar	795	79500	5286964	907843676729	400714	1581896	11	62824
Supaul-Bihar	537	53700	1596385	11498364731191	162592	1926011	57	11794
Araria-Bihar	64	6400	4576557	6181199178259	156516	619681	223	86484
Kishanganj-Bihar	81	8100	6004774	8602104760158	45695	1870198	28	22342
Purnia-Bihar	616	61600	3842045	7345714151764	218983	478011	217	24882
Katihar-Bihar	397	39700	4151264	2190146360402	446724	561234	187	60309
Madhepura-Bihar	160	16000	633969	4522984224799	119496	1881425	125	81537

Newly created variable



Modify Newly Created Variable by Using 'Manage'

220.225.146.34:2115/index.php?option=com_mica&view=showresults&Itemid=108

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Home > map

Your Query : State(Bihar) > District(Compare) >

Selection Summary Modify

Variable Groups	Custom Variable	Add New	Workspace	New Workspace
Financial Services (3 / 5)	RuralMPI*100	Select	Rohit Bihar Test1 RT 2	RuralBiharBank Create

Manage

You can Edit Newly created variable as per your requirement

Data Table | Graph | GIS | Quartiles | Potentio Meter Modify

Download Excel

District Name	Mkt Potential Index	Demographics	Agricultural	Financial Services	Commercial Use of Premises
---------------	---------------------	--------------	--------------	--------------------	----------------------------

Save your present Selection as Workspace for future use

220.225.146.34:2115/index.php?option=com_mica&view=showresults&Itemid=108

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Home > map

Your Query : State(Bihar) > District(Compare) >

Selection Summary Modify

Variable Groups	Custom Variable	Add New	Workspace	New Workspace
Financial Services (3 / 5)	RuralMPI*100	Select	Rohit Bihar Test1 RT 2	RuralBiharBank Create
Agricultural (1 / 7)	Manage			
HH Light and Fuel (0 / 7)				
HH Basic Amenities (0 / 3)				
HH Size and Usage (0 / 5)				
Demographics (1 / 9)				
Score (0 / 7)				
Media Ownership (0 / 8)				
Mkt Potential Index (1 / 1)				
Commercial Use of Premises (1 / 4)				
Social Use of Premises (0 / 2)				
Miscellaneous (0 / 2)				
Vehicle Ownership (0 / 3)				

Data Table Graph GIS Quartiles Potential Meter Modify

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District Name	Mkt Potential Index	Demographics	Agricultural	Financial Services	Commercial Use of Premises

Edit or delete your workspace within the portal

The screenshot shows a web browser window with the URL `220.225.146.34:2115/index.php?option=com_mica&view=showresults&Itemid=108&msg=0`. The page title is "WorkSpace Created". Below the title, the query path is "Your Query :State(Bihar) > District(Compare) >".

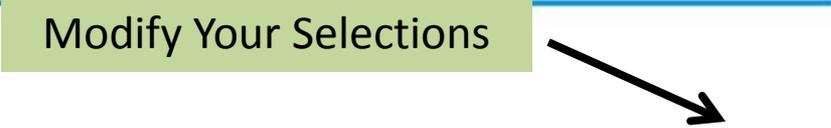
The main interface is divided into several sections:

- Selection Summary**: A header bar with a "Modify" button.
- Variable Groups**: A list of categories on the left, including Financial Services (3 / 5), Agricultural (1 / 7), HH Light and Fuel (0 / 7), HH Basic Amenities (0 / 3), HH Size and Usage (0 / 5), Demographics (1 / 9), Score (0 / 7), Media Ownership (0 / 8), Mkt Potential Index (1 / 1), Commercial Use of Premises (1 / 4), Social Use of Premises (0 / 2), Miscellaneous (0 / 2), and Vehicle Ownership (0 / 3).
- Custom Variable**: A section for adding new variables.
- Workspace**: A list of existing workspaces: Rohit Bihar Test 1, RT 2, and RuralBiharBank. The "RuralBiharBank" workspace has three action buttons: "Select", "Select", and "Edit/Delete". A black arrow points to the "Edit/Delete" button.
- New Workspace**: A section for creating a new workspace, currently showing "RuralBiharBank" with a "Create" button.

A green callout box with the text "You can edit/delete Workspace" is positioned over the "Edit/Delete" button. At the bottom of the interface, there are tabs for "Data Table", "Graph", "GIS", "Quartiles", and "Potenti'o Meter", along with a "Modify" button and a "Download Excel" link.

Modify Your Selections as per Your Requirement

Modify Your Selections



Your Query : State(Bihar) > District(Compare) >

Selection Summary Active Workspace : RuralBiharBank [Modify](#)

Data Table [Graph](#) [GIS](#) [Quartiles](#) [Potentio Meter](#) [Modify](#)

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District Name	Mkt Potential Index	Demographics	Agricultural	Financial Services			Commercial Use of Premises
	MPI	Population	Value of Crop Production	Amount Deposit	No of Accounts	No of Bank Offices	Shop or Offices
	Rural	Rural	Rural	Rural	Rural	Rural	Rural
Pashchim Champaran-Bihar	356	1207197	3443046850100	105817	471091	169	36045
Purba Champaran-Bihar	367	116643	9493473661431	172408	206713	173	54240
Sheohar-Bihar	766	3166015	12604928812554	251961	1033477	158	35074
Sitamarhi-Bihar	494	5860704	4681448075699	181143	1267607	190	84747
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Supaul-Bihar	537	1596385	11498354731191	162592	1926011	57	11794
Araria-Bihar	64	4576557	6181199178259	156516	619681	223	86484

Explore Data of Urban Agglomeration

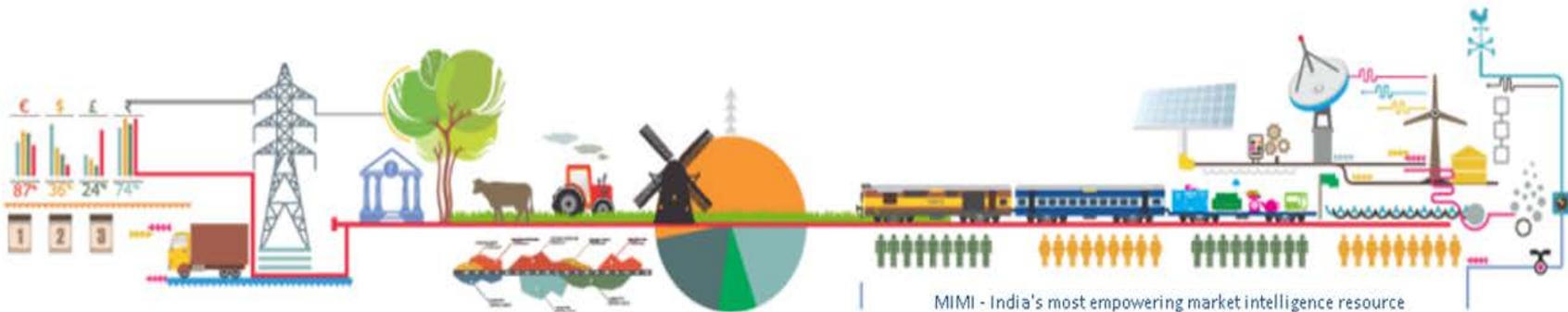


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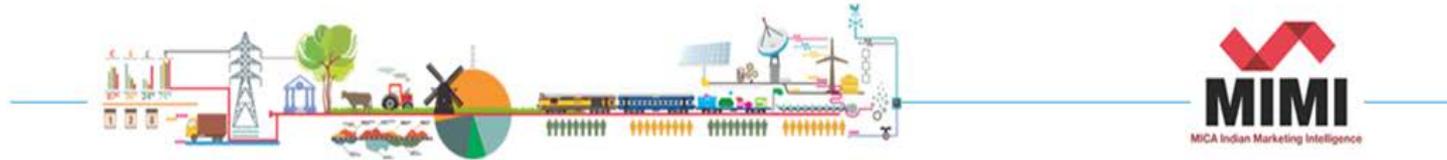
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Explore Urban Agglomeration Database by clicking here.

Urban Agglomeration Database



Urban Agglomeration

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State code	State	District code	Name of Urban Agglomeration/City	Level	Total population	Male Population	Female Population	Total Population in Age Group 0 to 6	Male Population in Age Group 0 to 6	Female Population in Age Group 0 to 6	Total Literate Population	Male Literate Population
01	Jammu & Kashmir	99	Srinagar UA	UA	1,273,312	677,260	596,052	157,100	84,110	72,990	797,481	464,086
01	Jammu & Kashmir	21	Jammu UA	UA	651,826	350,035	301,791	58,424	31,979	26,445	528,017	294,652
01	Jammu & Kashmir	99	Anantnag UA	UA	158,785	82,023	76,762	26,001	14,013	11,988	101,256	56,988
02	Himachal Pradesh	11	Shimla UA	UA	171,817	94,797	77,020	13,784	7,291	6,493	148,775	83,045
03	Punjab	07	Ludhiana (M Corp.)	City	1,613,878	874,773	739,105	173,021	92,492	80,529	1,230,218	691,161
03	Punjab	15	Amritsar UA	UA	1,183,705	630,114	553,591	115,368	63,238	52,130	904,190	495,804
03	Punjab	03	Jalandhar UA	UA	873,725	463,975	409,750	84,886	45,459	39,427	674,166	368,174
03	Punjab	14	Patiala UA	UA	445,196	236,238	208,958	42,458	22,865	19,593	348,891	191,651

My Account



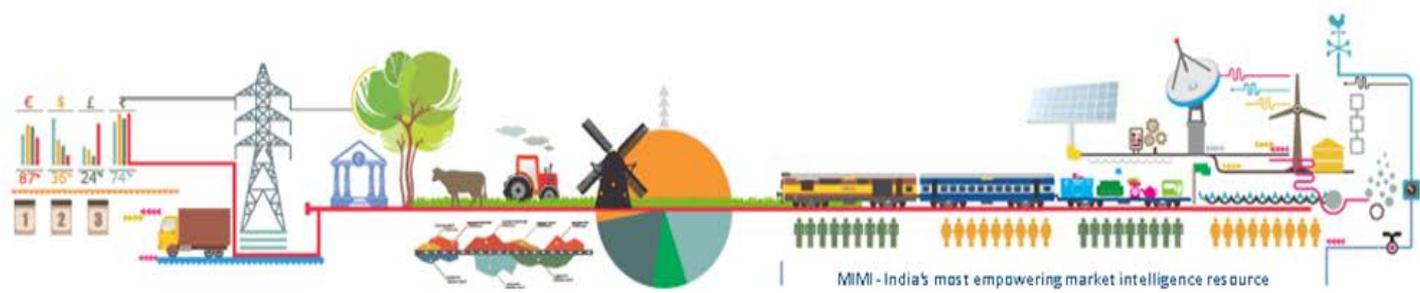
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My Account Information



My Workspace	
Name	Last Modify
Rohit Bihar Test 1	30-Jan-13
RT2	11-Feb-13
RuralBiharBank	12-Feb-13
Explore Data	

My Account	
Username	demotest@aa.com
Email	demotest@aa.com
Company	Tailored Solutions
Address	demotest
Contact	2147483647
Mobile	2147483647
Payment Detail	DD 654213

My Subscription	
Subscribed Plan	Corporate
Subscription Date	28-Jan-13
Last Payment	28-Jan-13
Subscription Expiration	28-Jan-15
Total Users Added	(9/10)

Way to change Password

The screenshot shows the MICA MIMI dashboard. The browser address bar displays www.mica-mimi.in/index.php?option=com_mica&view=dashboard. The page header includes navigation links: ABOUT MICA | ABOUT MIMI | HOW MIMI WORKS | SUBSCRIBE | EXPLORE DATA | MIMI INQUIRY | MEDIA. The main content area is divided into three sections: My Workspace, My Account, and My Subscription.

My Workspace

Name	Last Modify
Rohit Bihar Test 1	30-Jan-13
RT 2	11-Feb-13

[Explore Data](#)

My Account

Username	demotest@aa.com
Email	demotest@aa.com
Company	Tailored Solutions
Address	demotest
Contact	2147483647
Mobile	2147483647
Payment Detail	DD 654213

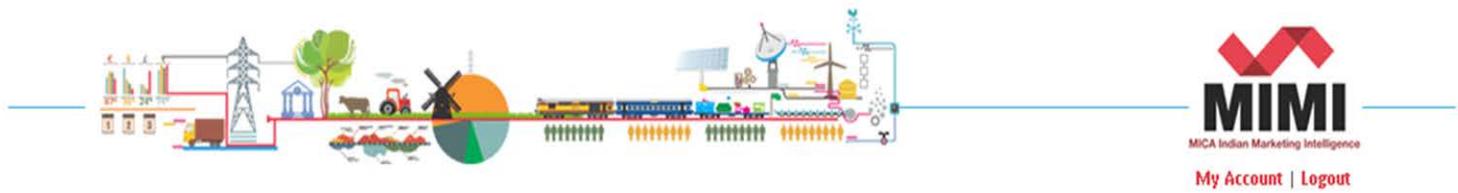
My Subscription

Subscribed Plan	Corporate
Subscription Date	28-Jan-13
Last Payment	28-Jan-13
Subscription Expiration	28-Jan-15
Total Users Added	(10/10)

Click here to change password

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Choose Your Password



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Edit Sub Users

Name	Email	Password	Verify Password
Vina Vani	vina@micamail.in	<input type="password"/>	<input type="password"/>
Vaneet Chhibber	vaneet@micamail.in	<input type="password"/>	<input type="password"/>
tester.tasol	tester.tasol@gmail.com	<input type="password"/>	<input type="password"/>
Shailesh Yagnik	shailesh@micamail.in	<input type="password"/>	<input type="password"/>
Rooshabh	roos.397@gmail.com	<input type="password"/>	<input type="password"/>
Pradeep Mudra	pradeep.ramakrishnan@ddb mudragroup.com	<input type="password"/>	<input type="password"/>
Mrunal	mrunal@tasolglobal.com	<input type="password"/>	<input type="password"/>
Khyati Jagani	khyati@micamail.in	<input type="password"/>	<input type="password"/>
Kamlesh	kamlesh@tasolglobal.com	<input type="password"/>	<input type="password"/>
Himanshu Patel	hpatel@micamail.in	<input type="password"/>	<input type="password"/>



Thanks a lot....

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