

ALL POVERTY IS NOT CREATED EQUAL

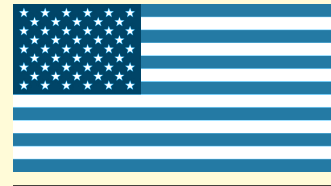
In our work at Design Impact, we get a lot of questions about why we chose to work in India. Often these questions are followed by more pointed questions about the need for work in our own communities. This generally sounds something like,

"I don't see why you have to go all the way to India to find poor people. Poor people are right here too." While we don't disagree that a lot needs to be done in our own communities, we generally point out that poverty in places like rural India is different

than poverty in say, the Westend of Cincinnati. In fact, poverty in India is significantly more extreme—both in scope and degree. Take a look at some of these comparisons to see what we mean.

A COMPARISON

INDIA



US

Area (sq. miles)¹
1.3 MILLION



DID YOU NOTICE?
India is a little less than 1/3 the size of the US with almost 4X the population!

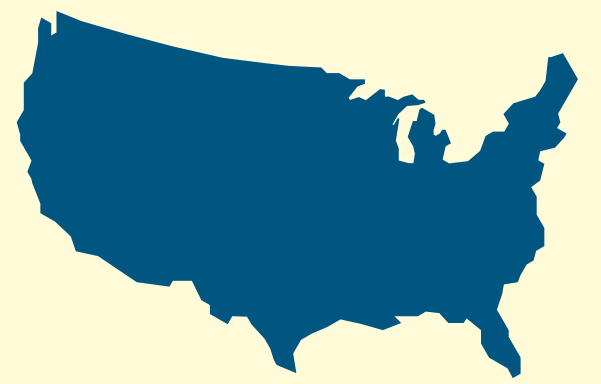
Population Above Poverty²
781 MILLION



Population Above Poverty³
267 MILLION



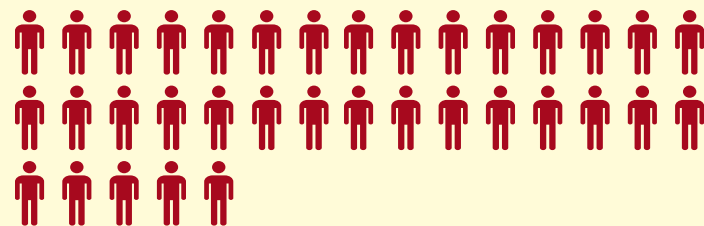
Area (Sq. Miles)¹
3.7 MILLION



Poverty Line (Daily)²
\$01.25



Population Below Poverty²
408 MILLION



Below Poverty³
46 MILLION



DID YOU NOTICE?
There are more people living below the poverty line in India than there are living in the entire United States!

Poverty Line (Daily)⁴
\$29.85

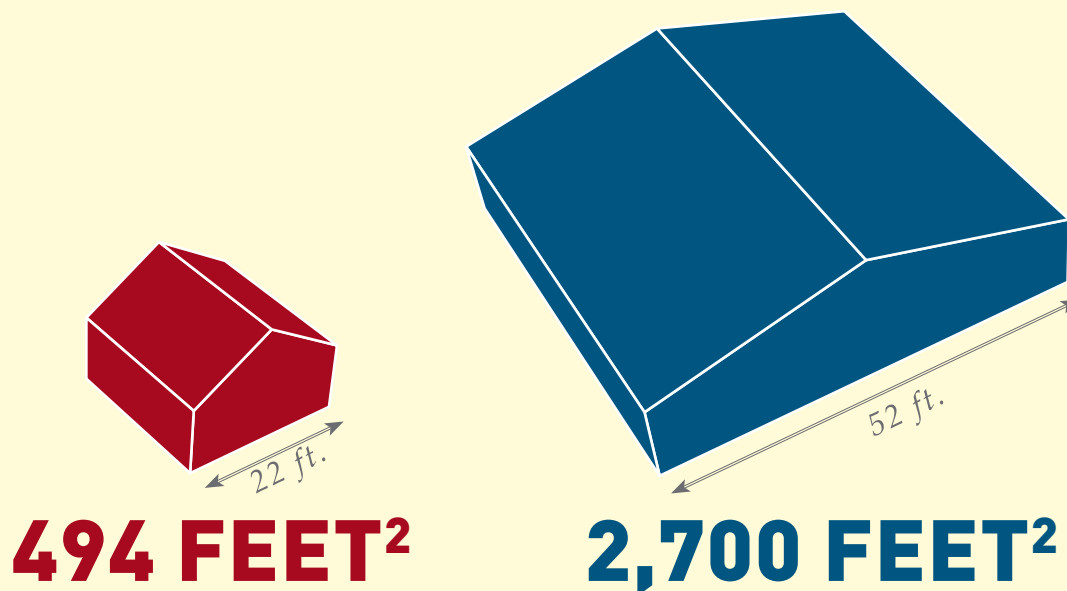


RELEVANT SOCIAL FACTORS

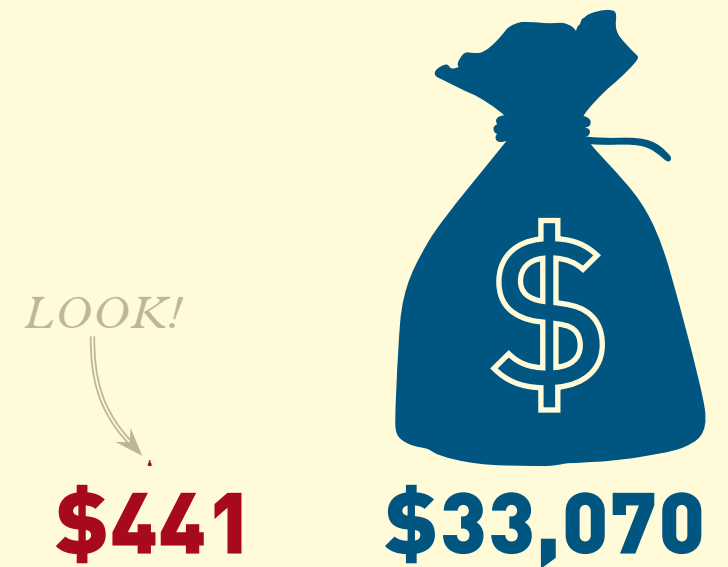
Malnutrition in Children Under 5⁵



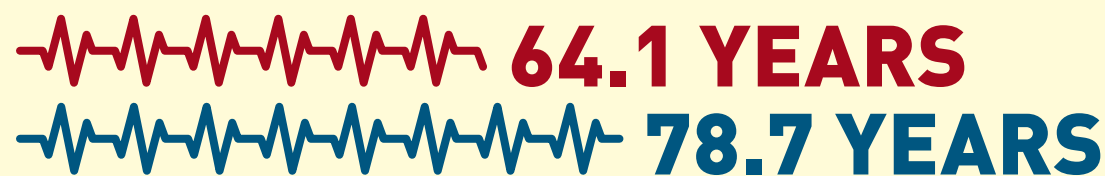
Average Square Footage of a Home⁶



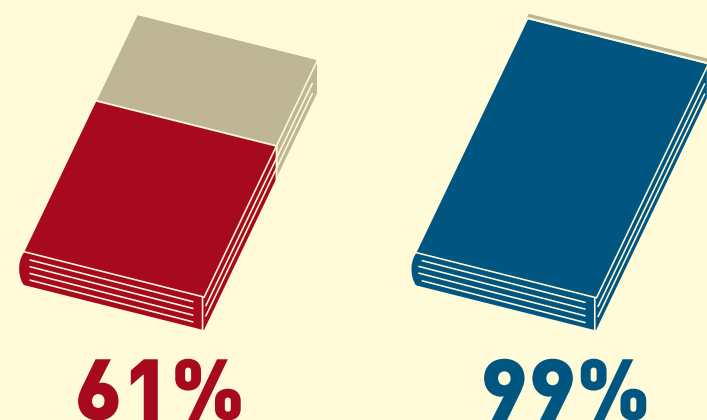
Per Capita Income (as GDP)¹



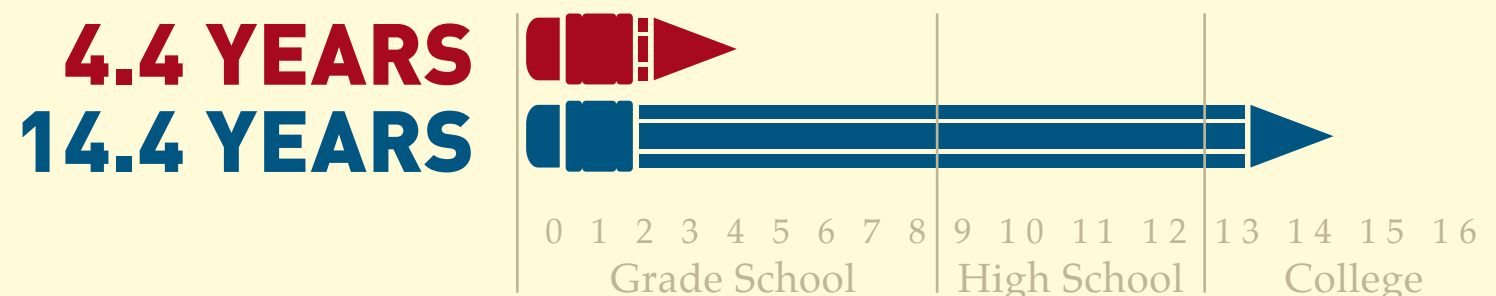
Life Expectancy⁶



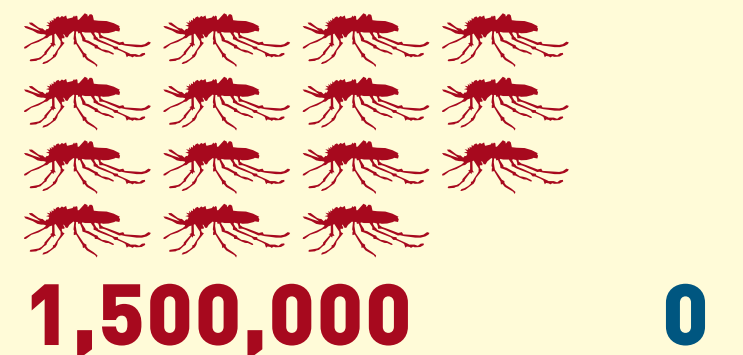
Literacy Rate⁷



Average Years Of Schooling⁸



Reported Cases of Malaria⁹



1. CIA World Fact Book, 2011
2. World Bank, 2005
3. US Census Bureau, 2011
4. Based on 2009 HHS poverty guidelines

5. World Bank, World Development Indicators (2006)
6. India (NY Times, 2008), US (National Association of Home Builders, 2009)
7. India (UNICEF, 2008), US (UNESCO, 2007)

8. World Bank, 2005
9. World Malaria Report, WHO 2009

