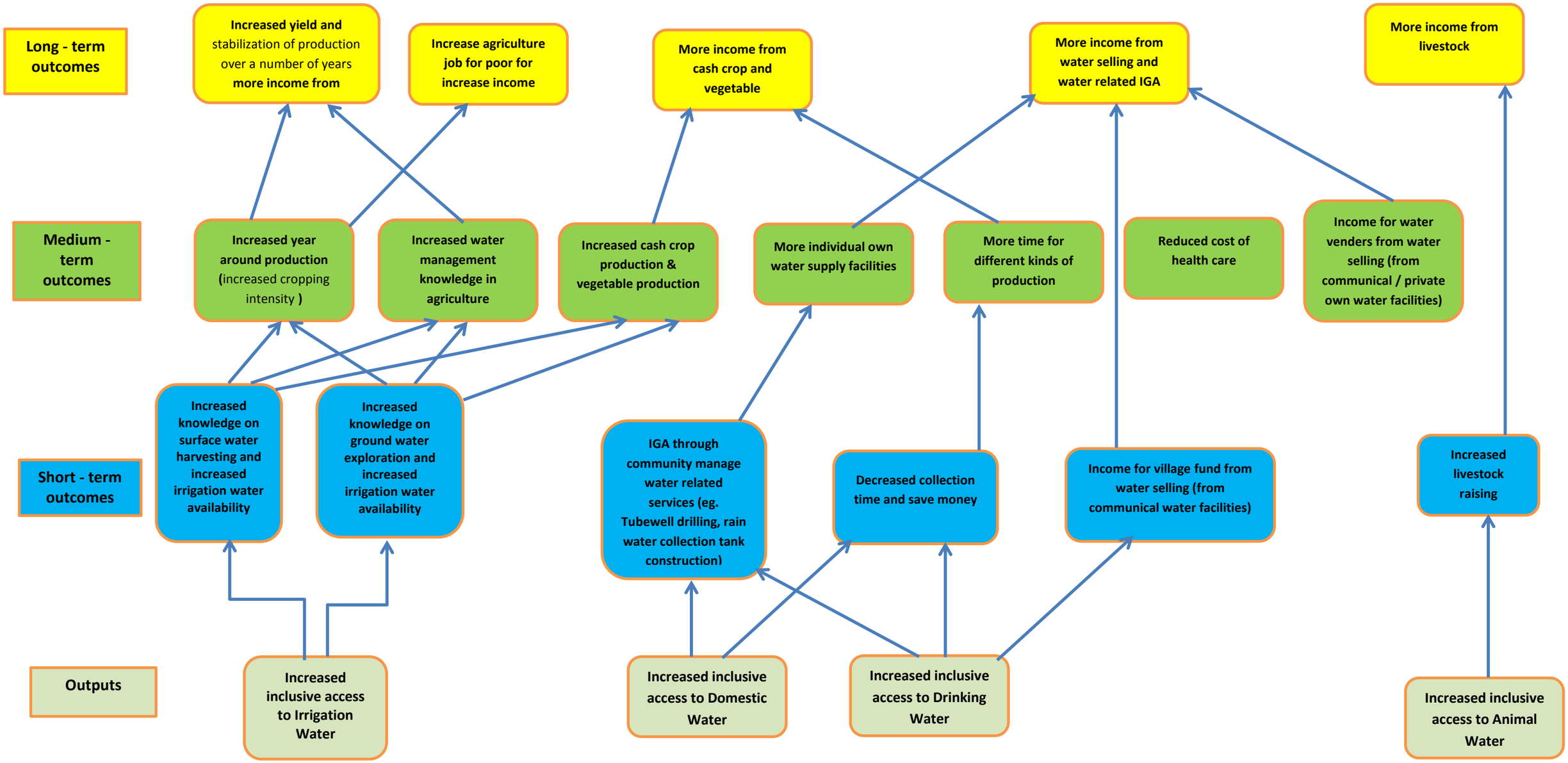INCREASE INCOME FOR RURAL HOUSEHOLD