

**Annexure I: Interview Schedule**  
**Growth Pattern of Rural Micro-enterprises in Assam: An Analytical Study on the Determinants of Growth**  
**(Unit/Micro Enterprise level Information Format)**

District: \_\_\_\_\_ Block: \_\_\_\_\_ Date \_\_\_\_\_

**A. BACKGROUND OF THE UNIT:**

**A1.** Name of the unit: \_\_\_\_\_

**A2.** Year of Establishment: \_\_\_\_\_

**A3.** Entrepreneur's Name \_\_\_\_\_

**A4.** Activity of the unit: \_\_\_\_\_

**A5.** Is the enterprise; (*please tick*)

**i)** New [ ]      **ii)** Inherited [ ]      **iii)** Taken over [ ]

**iv)** Any other (Specify) \_\_\_\_\_

If **New**, mention previous family occupation: \_\_\_\_\_

Reason for shifting: \_\_\_\_\_

**A6.** Nature of activity of the enterprise:

**i)** Seasonal [ ]      **ii)** Regular [ ]

If Seasonal, mention operational months: (*please tick*)

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
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If regular, mention the peak months: (*please tick*)

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
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**A7. Address:** Village \_\_\_\_\_

Post Office \_\_\_\_\_ PIN \_\_\_\_\_

District \_\_\_\_\_ Tel \_\_\_\_\_

**A8.** Social Category of the entrepreneur: (*please tick*)

ST       SC       OBC       GEN

**A9.** Gender of the entrepreneur: (*please tick*)

Male       Female

**A10.** Marital Status of the entrepreneur: (*please tick*)

Married       Unmarried

**A11.** Nature of involvement of the entrepreneur:

**i)** Part Time [ ]      **ii)** Full Time [ ]

If answer is 'Part Time', what are your other activities

\_\_\_\_\_

**A12. Family particulars of the entrepreneur**

Name of the family member of the entrepreneur	Relationship	Age	Education	Current Occupation	Monthly Income	Nature of involvement in the Unit (Active/Passive/New involvement)	Remarks
	Self						

**A13. Information about key person (s) involved in the unit: (Other than Family Members)**

Name	Age	Gender	Education	Nature of involvement	Previous Experience

## B. PRODUCTION DETAILS

### B1. Production Information (monthly)

Product Name	Operational Cost per Unit of output (in Rs.)	Output (in unit)	Quantity sold (in unit)	Price received (In Rs.)	Return Accruing per unit of output (in Rs.)	Employed workers		Raw materials required					Other expense (All Indirect Cost) monthly (in Rs.)	Marketing Channel (Please use codes)
						Hired	Family	Raw material detail	Price of raw material (in Rs.)	(Please use codes)				
										Availability detail	Source of raw materials	Distance		

**Availability of raw materials** (1= available adequately any time, 2= available adequately seasonally, , 3= Scarce)

**Source of raw materials** (1 = locally/ within village, 2= Nearby Market/ Village, 3= Distant Market Places)

**Mode** (1= Directly to the consumer, 2= Indirectly through distribution channel, 3= Both)

**Marketing channel** (1= By self in open market, 2= By self through retail outlet, 3= through marketing agents/ hawker,4= to wholesalers,5= to institutional buyers (government), 6= to institutional buyers (private))

**B2. Wage details of Employed workers:**

Type of Worker	Number of workers		No. of working days (for FY 2013-14)	Wage rate per day (in Rs.) ( for FY 2013-14)
	FY 2010-11	FY 2013-14		
Low Skilled/Unskilled				
Semi-skilled				
Skilled				

**B3. Details of diversified product manufactured in last 5 years:**

Name of the product added	Reasons for change	Year of Introducing

Reasons for change: 1=Demand 2=Higher Price 3=Customer feedback

**B4. Have you developed any product with new design in last 5 years:** i) Yes [  ] ii) No [  ]

If yes, Please name the products: 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

**C. INVESTMENT DETAILS****C1. Investment details:**

Particular	Investment amount (During FY 2010-11 )	Investment amount (FY 2013-14 )	Sources of funds for investment (FY 2013-14 )					
			Own fund Amount	Other source				
				Institutional		Non institutional		Subsidy
			Name	Amount	Name	Amount		
Structures/Tools & Machinery								
Land/Building/ Work shed								
Transport/Infrastructure								
Logistic/Godowns/Storage/Warehouse								
Any other								

## D. MARKETING DETAILS

### D1. Marketing information

Sl. No.	Name of the product	Present market		Mode of selling	Involvement of middlemen
		Local	Outside		

**Codes for Mode of Selling:** 1 = Directly, 2 = Indirectly (through middlemen), 3 = Government Agencies, 4 = Private Agencies

### D2. Sales proceeds information

Sl. No.	Products	Sales Proceed (During FY 2010-11 )	Sales Proceed (FY 2013-14 )

### D3. Exhibition participation details: (in last 5 years)

Sl. No.	Name of exhibition	Place	Year	Product sold (in amount)

**D4. Have you ever taken any feedback from the customers:** YES [ ] NO [ ]

If yes, please specify major complaints/appreciations: \_\_\_\_\_

**E. TRAINING PROGRAMME DETAILS:**

**E1. Name of the training programme attended**

Sl. No.	Name of the training programme	Type (Put code)	Year	Duration

Codes: [1] Design related [2] Awareness related [3] Skill related [4] Management related [5] Technology related [6] Marketing related [7] Others

**F. OTHER INFORMATION**

**F1. Developmental schemes/ Govt. programs/ other support received**

<i>Sl. No</i>	<i>Programmes/Scheme</i>	<i>Benefits derived</i>	<i>Implementing agency/ department</i>	<i>Remark</i>

**F2. What is the management system of your enterprise?**

Management aspect	Marketing.	Material	Finance & Accounts	Production	Maintenance	Quality.	Others such as Administration., HR
Proprietor							
Spouse of Proprietor							
Children of Proprietor							
Other family members of Proprietor							
Appointed staff							

## G. PROBLEMS

Items	Problems	Suggestion of the respondent	Suggested Government intervention
Production			
Marketing			
Technology			
Design and Diversifying			
Finance			
Raw materials supply			
Energy			

## H. Value Chain Analysis

Sl. No.	Primary Activities	Support Activities				Total cost	Percentage
		Infrastructure	Human Resource	Technology	Procurement		
1	Inbound Logistic						
2	Operation						
3	Outbound Logistic						
4	Marketing						
A.	Total						
	Percentage						
B.	Profit						
C.	Sale Proceeds (A+B)						