Questionnaire
QUESTIONNAIRE

WOMEN EMPOWERMENT THROUGH ENTREPRENEURSHIP -  
A CASE STUDY OF MICRO-ENTERPRISES OF TIRUPATI REGION 
IN CHITTOOR DISTRICT

SCHEDULE

I am trying to study some aspects of WOMEN EMPOWERMENT 
THROUGH ENTREPRENEURSHIP: A CASE STUDY OF 
MICRO-ENTERPRISES OF TIRUPATI REGION IN CHITTOOR 
DISTRICT. For this purpose, I solicit co-operation of people like you. 
I request you to feel, frank and liberal in furnishing all the information 
required. The information which you give will be kept strictly confidential and 
will be used for study only. Your co-operation will be acknowledged 
appropriately.

SECTION - A

I. Particulars Relating to Women Entrepreneur

1) Name
2) Address
3) Place of Birth  
   a) Village / Town  
   b) District  
   c) State
4) Are you Native of District  
   Yes/No
5) If migrated, place from where migrated and year of migration
6) Marital Status  
   Married / Un-married/Widow
7) Age  
   Below 25/ 26-40/ Above 40
8) Religion  
   Hindu/Muslim/Christian/Others
9) Education  
   Illiterate/1-5 std. /6-12std. /  
   Diploma / Graduate / P.G.
10) Family size  
   Nuclear / joint
11) Monthly Income  
   a) Upto Rs.2000/-  
   b) Rs. 2001 to Rs. 2500  
   c) Rs.2501 to Rs.3000  
   d) Rs. 3001 above

II. Particulars about the Micro-Enterprises

1) Are you running a Micro-Enterprises  
   a) Yes  
   b) No

2) What is the type of Micro-Enterprises:  
   a) Manufacturing  
   b) Trading  
   c) Services

3) Address of the Micro-Enterprise  

4) Category of the Micro-Enterprise  

5) Ownership pattern :  
   a) Sole trader  
   b) Family ownership  
   c) Partnership  
   d) Other

6) Location of the unit : Rural / Urban area

7) What is your monthly turnover :  

8) How did you ultimately identified the Micro-Enterprise opportunity:  
   a) Knowledge of Technology  
   b) Market Demand  
   c) Followed by others  
   d) Others (mention)

9) What are the reasons for successful of Micro-Enterprise:  
   a) Self-Confidence  
   b) Full involvement  
   c) Team work among member  
   d) Clarity about marketing

10) Factors which helped to become a Micro-Entrepreneur.  
   a) Education  
   b) Training/Experience  
   c) Technical Knowledge  
   d) Professional Experience  
   e) Govt. Policy  
   f) Trade information  
   g) Capital  
   h) Help from other entrepreneurs

11) How did you manage the problems while running the Micro-Enterprise(  
   a) Own experience  
   b) Through training  
   c) Group discussion  
   d) Approach of business consultant
SECTION-B

Particulars of Financial Structure

1) Where did you get your financial assistance to start the Micro-Enterprise (   )
   a) Own investment  b) Bank loan
   c) Self-help group loan   d) others (mention)

2) How much amount did you get from the bank. (   )
   a) Rs.10,000-50,000  b) Rs. 50,000-1,00,000
   c) Rs. 1,00,000-2,00,000  d) Above Rs.2,00,000

3) Whether the money obtained from the bank is sufficient (   )
   a) Yes  b) No

4) Who was instrumental in getting the loan (   )
   a) Bank Managers  b) SHG member
   c) Account holder  d) NGO’s approach
   e) Others (mentions)

5) From the following, which do you think is useful to you (   )
   a) Bank loan  b) SHG loan  c) Both

6) Mention the name of the bank assistance: _______________________

SECTION-C

Motivating Factors

1) Factors motivation to start the Micro-Enterprise: (   )
   a) Unemployment  b) To lead independent life
   c) To achieve something  d) To gain social status
   e) To fulfill the desires of parents family  f) To earn money

2) Factors which influenced to start the Micro-Enterprise: (   )
   a) Success stories of entrepreneurs
   b) Previous knowledge of the enterprise
   c) Sufficient money in hand
   d) Encouragement of relatives and friends
   e) Training undergone
   f) Idea from banks/financial institutions.
3) Get idea about the Micro-Enterprise:
   a) From family members / relatives
   b) Idea from friends
   c) Idea from books/ magazines/ news papers
   d) Advise from Govt. officials
   e) Some one running a similar enterprise
   f) Experience in a similar job
   g) Education background

4) Reasons for selecting this line of activity:
   a) Easy to enter
   b) Higher profit margin
   c) No/low competition
   d) Related to profession
   e) Advice of family members

SECTION-D

Particulars about marketing

1) How did you market your products?
   a) Local shop
   b) Village market
   c) Direct selling
   d) Wholesale market
   e) Own shop
   f) Govt. Co-operative Store

2) What importance you attach to the following factors in devising marketing strategy:
   a) Price
   b) Quality/Place technology
   c) Customer
   d) Competitor
   e) Information seeking
   f) Group discussion

3) Type of product selected:
   a) New product
   b) Improved version of the product with is already in the market.
   c) Imitation (manufacturing the existing product)
4) How did you get the product idea initially?
   a) Through industrial intensive campaign organized by the EDP Institutions
   b) Through consultancy firms
   c) Newspapers/periodicals/trade journal etc.
   d) Friends / relatives
   e) Others

5) Have you faced any problem in product selection?
   a) Yes  b) No

6) Are you satisfied with the product you have selected
   a) Yes  b) No

7) If No, please specify the reasons
   a) Bad selection of product  b) Declining market demand
   c) Increasing competition  d) Decreasing profit margin
   e) Others (specify)

8) Whether any of the products manufactured by you require packaging?
   a) Yes  b) No

9) If yes, what is the basic packaging material?
   a) Metal container  b) Plastics
   c) Paper  d) other (specify)

10) Does your product have a brand names?
    a) Yes  b) No

11) If yes, please state main factors in branding the products?
    a) Common practice in the industry
    b) To create image for the product
    c) Better quality standards vis-à-vis competitors
    d) Lack of branding among the competitors
    e) Others (specify)
12) Do you think that branding is effective in making the sale of the product? (  )
   a) Yes  b) No
13) Do you have any method of product pricing? (  )
   a) Yes  b) No
14) If yes, indicate the pricing method? (  )
   a) Cost-plus-pricing  b) Going rate pricing
   c) Price control by the distributors  d) Market situation
   e) Other (specify)
15) What are the distribution channels of your products? (  )
   a) Direct selling to customers
   b) Distribution through retailers/dealers
   c) Distribution through whole-salers, dealers and retailers
   d) All the channels mentioned above.
16) Do you distribute the products through middlemen? (  )
   a) Yes  b) No
17) Are you satisfied with present channels of distribution? (  )
   a) Yes  b) No
18) If not satisfied (specify) –
19) What are the main problems being faced by you in distribution of products? (  )
   a) Retailers not conforming to the customer price list.
   b) Higher margins/commission asked by the channel members.
   c) Delay in payments for more than 45 days.
   d) Dealers not showing much interest in your products
   e) Other (specify)
20) Do you have marketing staff? Viz salesman / sales representatives etc., to promote your product. (  )
   a) Yes  b) No
21) How do you undertake personal selling? ( )
   a) Through own salesman.  
   b) Through own sales girls. 
   c) Through dealers salesmen:  
   d) Through dealers sales girls 
   e) Other (specify) 

SECTION - E

Status of the Women Micro-Entrepreneurs

1) When did you start saving: ( )
   a) Before joined the group  
   b) After joined the group 
   c) Experiencing the poverty  
   d) Seeking help from others

2) Are you satisfied with the banker’s contribution for your Development of Micro-Enterprise ( )
   a) Yes  
   b) No: State the reason

3) After starting the Micro-enterprise whether your status improved ( )
   a) Yes  
   b) No

4) Whether your social status improved: Yes/No ( )
   If Yes, in what ways:
   a) Recognition among family members
   b) Recognition among relatives.
   c) Recognition among neighbours
   d) Others (mention)

5) What improvement did you get after joining the Self-Help Group ( )
   a) Family economic status.  
   b) Higher ambition. 
   c) Self-help Group improvement.  
   d) Social improvement 
   e) Improvement of village women
### SECTION-F
**Impact of Success about Your Micro-Enterprise**

<table>
<thead>
<tr>
<th></th>
<th><strong>Before</strong></th>
<th><strong>After</strong></th>
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<tbody>
<tr>
<td>1</td>
<td>Status of your house?</td>
<td>Own house</td>
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<tr>
<td></td>
<td>Own house</td>
<td>Rental house</td>
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<td>2</td>
<td>What are the changes you have</td>
<td>Thatched house</td>
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<td></td>
<td>Thatched house</td>
<td>Tiled house</td>
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<td></td>
<td>Kacha house</td>
<td>Kacha house</td>
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<td>Pucca houses</td>
<td>Pucca houses</td>
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<tr>
<td>3</td>
<td>Involvement in Education</td>
<td>Positive thinking</td>
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<td></td>
<td>Yes</td>
<td>Yes</td>
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<td></td>
<td>No</td>
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<tr>
<td>4</td>
<td>Health talks among your family members</td>
<td>Yes</td>
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<td>Yes</td>
<td>Yes</td>
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<td>No</td>
<td>No</td>
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<tr>
<td>5</td>
<td>The habit of sending children to school</td>
<td>Yes</td>
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<td>Yes</td>
<td>Yes</td>
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<td>No</td>
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<td>6</td>
<td>What kind of entertainment equipments you have</td>
<td>Radio</td>
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<td>Radio</td>
<td>Television</td>
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<td>7</td>
<td>What kind of fuel you use for cooking?</td>
<td>Fire wood</td>
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<td></td>
<td>Fire wood</td>
<td>Kerosene stove</td>
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<td></td>
<td>Kerosene stove</td>
<td>Gas stove</td>
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<td></td>
<td>Gas stove</td>
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<td>8</td>
<td>How do you manage when you feel sick?</td>
<td>Taking rest</td>
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<td></td>
<td>Taking rest</td>
<td>Home treatment</td>
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<td></td>
<td>Getting medicine from medical shop</td>
<td>Approaching the Doctor</td>
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<tr>
<td></td>
<td>Getting medicine from medical shop</td>
<td>Approaching the Doctor</td>
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<td></td>
<td>Approaching the Doctor</td>
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<tr>
<td>9</td>
<td>To get the additional income, did you send your children to work?</td>
<td>Yes</td>
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<td>Yes</td>
<td>No</td>
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10 Did you feel girl children are burden to you?

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<td>Yes</td>
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11 Did you have self-confident in your life?

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<td>Yes</td>
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SECTION -G

Problems

1) Raw materials
   a) Scarcity
   b) High cost
   c) Low quality
   d) Transport

2) Marketing
   a) Competition from other units
   b) Slackness in demand
   c) Price control
   d) Distribution control
   e) Problems of transport

3) Finance
   a) Shortage of working capital
   b) Shortage of fixed assets
   c) High rates of interest

4) Government policies
   a) License
   b) Location
   c) Subsidies
   d) Training and development