QUESTIONNAIRE

Mahatma Gandhiji’s Perspective on the Development of Rural Women through Entrepreneurship - With Special Reference to Mysore District

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UNIVERSITY OF MYSORE - Ph. D. PROGRAMME

Preliminary Information

1.1 NAME OF THE ENTREPRENEUR :

1.2 NAME OF THE BUSINESS :

1.3 QUALIFICATION:

<table>
<thead>
<tr>
<th>a. SSLC</th>
<th>b. PUC</th>
</tr>
</thead>
<tbody>
<tr>
<td>c. ITI/Diploma</td>
<td>d. Graduate</td>
</tr>
<tr>
<td>e. Others (specify)</td>
<td>f. Post Graduate</td>
</tr>
</tbody>
</table>

1.4 Experience in business

a) 10 years
b) 10-20 year’s
c) 20-30 Years
d) 30-40 years
e) 40 years and above

1.5 Did you undergo any specific training or education to start/scale up this business?

a. Professional Training 1
b. Short Computer Course 2
c. Short Management Course 3
d. Small Business Course 4
e. Technical Training (specify) 5
f. Certificate course (specify) 6
g. Diploma (specify) 7
h. Other (specify) 8
i. None
1.6 Entrepreneurship Experience in the same business
   a. 0-10 years
   b. 10-20 years
   c. 20-30 Years
   d. 30-40 years
   e. 40 years and above

1.7 In which age did you become the owner of this business?
   a) 20-30
   b) 30.40
   c) 40.50
   d) 50.60

1.8 The different castes concerned to the entrepreneurs in the business in Mysore district.
   a) Backward
   b) OBC
   c) SC
   d) ST
   e) Minorities
   f) GM

1.9 What is the source of finance to start the business?
   a. Personal
   b. Bank loan
   c. Loan from relatives
   d. Both relatives and bank

1.10 Regularity in payment of loan premium to banks by the women owners

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Most regular</th>
<th>Regular</th>
<th>Not regular</th>
<th>Total=n=samples</th>
</tr>
</thead>
</table>

1.11 The link between regularity of payment and amount of installment:

<table>
<thead>
<tr>
<th>EMI</th>
<th>Regular payment</th>
<th>Irregular payment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 2000 Installment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>above 2000 Installment</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
1.12 What are the problems you have faced in marketing the products till date?
   a. Family problems
   b. Natural problems
   c. Middleman problems
   d. Other problems

1.13 Prompt payers of loan installments irrespective of the size of the business:

<table>
<thead>
<tr>
<th>size</th>
<th>Regular payment</th>
<th>Irregular payment</th>
</tr>
</thead>
<tbody>
<tr>
<td>small</td>
<td></td>
<td></td>
</tr>
<tr>
<td>big</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1.14 What is the budget of the business?
   a. Less than 10,000
   b. 10,000 – 40,000
   c. 40,000 – 1,00,000
   d. More than 1,00,000

1.15 Is your business based in your home (as opposed to a separate office location)?

1.16 What percentage of your profit is reinvested in this business? (Read out, single response)
   a. None
   b. Up to 25%
   c. Up to 50%
   d. More than 50%

1.17 Standard of living after starting the business…1…2…3…4….. 5…

1.18 The Contribution of women entrepreneurs in developing the district

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Particulars</th>
<th>Number of units</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>agriculture production</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>progress of industry</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Progress of Trade related</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Other services</td>
<td></td>
</tr>
</tbody>
</table>
1.19 The motivation to start the entrepreneurship by the women entrepreneurs in Mysore district

<table>
<thead>
<tr>
<th>Reasons</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial reason</td>
<td></td>
</tr>
<tr>
<td>Heritage</td>
<td></td>
</tr>
<tr>
<td>Quarrel</td>
<td></td>
</tr>
<tr>
<td>Got loan</td>
<td></td>
</tr>
<tr>
<td>Self esteem</td>
<td></td>
</tr>
</tbody>
</table>

1.20 How many employees employed in the firm?
   a. Less than 10    b. 10 – 20
   c. 20 – 40         d. More than 50
   e. Specify…………

1.21 What is the motivating factors influencing in your business?
   1. Worst …5. Best

<table>
<thead>
<tr>
<th>Items</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demand For The Product</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Availability Of Raw- Materials</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Source Of Finance</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transportation Facility</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Availability Of Labor</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Satisfaction The Most</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

1.22 From where you are getting raw-materials
   a. manufacturer    b. wholesaler
   c. Retailer        d. self production

1.23 Which kinds of promotional techniques used in the business?
   a. Personal selling    b. Retail outlets
   c. Direct selling
### 1.24 Rate of Women Entrepreneurship in the Mysore District

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Year</th>
<th>Primary Sector</th>
<th>Secondary Sector</th>
<th>Tertiary Sector</th>
<th>Total %</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Urban%</td>
<td>Rural%</td>
<td>Urban%</td>
<td>Rural%</td>
</tr>
<tr>
<td>1</td>
<td>2001</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>2002</td>
<td></td>
<td></td>
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<tr>
<td>3</td>
<td>2003</td>
<td></td>
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<tr>
<td>4</td>
<td>2004</td>
<td></td>
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<td>5</td>
<td>2005</td>
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<td>6</td>
<td>2006</td>
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<td>7</td>
<td>2007</td>
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<td>8</td>
<td>2008</td>
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<tr>
<td>9</td>
<td>2009</td>
<td></td>
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<td></td>
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<tr>
<td>10</td>
<td>2010</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

### 1.25 Which method of packing used for the product?
- a. Paper cover
- b. Plastic cover
- c. Container
- a. Other

### 1.26 What is the budget of the business?
- a. Less than 10,000
- b. 10,000 – 40,000
- c. 40,000 – 1,00,000
- d. More than 1,00,000

### 1.27 What is the total cost of the product?

### 1.28 AGE:

### 1.29 Which kind of business you are operating?
- a. Based on agriculture
- b. Secondary sector
- c. Transport related
- d. Service related
- e. Trade related

### 1.30 What is the highest level of education completed by your father?
- Postgraduate ………… 1
- Graduate/Vocational…. 2
- Secondary/Primary ….. 3
- Just Literate ………….. 4
- No formal education … 5
1.31 What are the ages of your children?
   Girl(s)   Boy(s)
   1.
   2.
   3.
   4.

1.32 What kind of family structure are you living in? (Please explain the terms to the entrepreneur)
   Nuclear family
   Extended Family
   Alone
   Other (specify)

1.33 What were you doing immediately before starting this business? (Get a single response)
   1) Student
   2) Unemployed
   3) Employed
   4) House wife
   5) Another business (specify)
   6) Other (Specify)

1.34 Did you have any prior work experience relating to this business? (Please explain)
   1) Yes-Substantial
   2) Very little
   3) No-Started from scratch

1.35 Who established this business?
   1) Already established by family (If yes-specify father, mother etc.)
   2) Myself
   3) I and my family (If yes-ask which person in the family)
   4) Myself and my friends
   5) Somebody else (specify) (If yes — go to 1.19)

1.36 Business Structure
   1) What is the structure of this business?
   2) Sole proprietorship
   3) Partnership
   4) Joint venture
   5) Corporation
1.37 Do you belong to any organizations that assist you in the operation of your business?
   1) Did you: Start the business yourself?
   2) Did you: Buy the business from someone else?
   3) Did you: Started this business with partner/partners?
   4) Did you: Inherit the business?
   5) Other (please specify)

1.38 Do you have a personal bank account?
   Yes / No

MARKETING PLAN:

2.1 What is your product?

2.2 For which segment the product is produced?
   a) Poor
   b) Rich
   c) Middle class

2.3 What is the trend analysis of the product?
   a) When do you have low sale
   b) When do you have high sale
   c) When do you have medium sale

2.4 Who are the target customers of your business?
   a. Aged people
   b. Youth
   c. Children
   d. All the segments

2.5 Which method of service you are providing to your customer?
   a. Before selling service
   b. Present selling service
   c. After sale service

2.6 What are the pricing techniques used in the business?
   a. Penetration pricing
   b. Skimming pricing
   c. Psychological pricing
   d. Cost plus pricing
2.7 What are the advertising modes used in the business?
   a. Outdoor  
   b. TV  
   c. Newspaper  
   d. No advertisement

2.8 Which is the distribution modes used in the business?
   a) Whole sale  
   b) Retail  
   c) Petty shop  
   d) Vending

2.9 Which method of packing used for the product?
   a) Paper cover  
   b) Plastic cover  
   c) Container  
   d) Other

2.10 Which kind of labeling used for the product?
   a) Writing  
   b) Printing  
   c) Computerized

2.11 Who is your brand ambassador?
   a) Corporater  
   b) Film actor  
   c) Nobody

2.12 Whether you’re giving cash / credit facility?  Yes / No

FINANCIAL PLAN:

3.1 What is the Size of enterprises?
   a. Small  
   b. Medium  
   c. Large  
   d. no response

3.2 How many partners excluding yourself?  .................

3.3 How many partners are men?  .................
3.4 How many partners are women? ..................

3.5 What percentage of the business do you own?

3.6 When you started this business, did you have difficulties obtaining financial capital?

3.7 Where did you get your funds?
   a) Loan from Family and Friends—
   b) Credit card/personal loan—
   c) Bank Loan--Partners—
   d) Some other source-

3.8 Approximately, how much money did you start your business with?

3.9 Whether you are taking NPV OR PVI?

3.10 Whether you are using accepts / rejects criteria?

3.11 What is the breakeven point of the business?

3.12 What is the total cost of the product?

3.13 What is the approximate net profit or net revenue from your business for the past year?

3.14 What was your approximate personal income from your business for the past year?

3.15 Is your business based in your home (as opposed to a separate office location)?

3.16 What type of business do you operate?

3.17 What is the approximate total sales/revenue from your business for the past year?

Signature of the Interviewer