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**INTERVIEW SCHEDULE**

**A) Entrepreneur / Household Profile:**

1) Name of the Entrepreneur .....

And address of the Entrepreneur .....

2) Marital Status:       Single       Married

3) No. of Children: .....

4) Castes:       General       SC       ST       OBC

5) Religion:       Hindu       Muslim       Christian       Others

6) Educational Qualification:

PG       UG       +2       Matric       Under Matric  
 Illiterate

7) Husband's Qualification: .....

8) How many hours do you spend in the market?

9) How long have you been in this profession?

10) What was your age when you come to this profession?

11) Do you have any secondary occupation? If Yes name it:

12) Family backgrounds:

***Parental family***

***Husband's family***

Joint

Joint

Nuclear

Nuclear

***Occupation:***

***Occupation:***

Business

Business

Service

Service

Agriculture

Agriculture

Others

Others

13) Who inspires you to do this business? (Family's inspiration)

14) Why have you chosen this business?

15) Any family member has been doing this business?

16) Any training received so far to start this entrepreneurship? If yes, who has given the training and where? From where you got the information about the Training?

17) Do you have enough capital for your profession / business? Yes / No

18) How much can you earn in a day? : Min (in Rs); Max (in Rs); Avg (in Rs)

19) In which month of the year do you earn maximum?

.....  
.....

20) In which festival you earn the maximum?

.....

21) What is your income per month through this profession? In Rs./- per month .....

22) What is your expected profit from this business?

23) Are you satisfied with your income? If no, why are you still continuing with this business? .....

24) Are you satisfied with your earning / profit with respect to the labour, time and investment made in this business?

**B) Pull and Push factors associated:**

25) From where did you get the information about this particular market where women are involved in their respective business?

26) How far is your house from the market place?

27) How do you come from your house to the market?

: Walking / Rickshaw / Auto / Jeep / Bus

28) At what time you leave the market place?

29) How much money do you spend for coming and going back home? Rs.....

30) Why have you chosen to start your business here only in the Ima Market and not other market, any specific reason?

.....

31) What were you doing before you came to this profession?

: A Govt. employee / housewife / engaged to some other profession

32) What do you sell? .....

33) What is the total income of your family from all sources?

34) Do you know what percentage of additional income your are adding to the family?

35) What are the common customers' reactions you normally face?

.....  
.....

36) Are you managing the enterprise on your own?

Yes / No

If No, who among the following is helping you?

Husband

Father

Brother

Any one else, please mention.

37) Were you being pressurized (Pushed) by any of the following circumstances to start / join your present venture?

Yes / No, If yes,

A. Financial pressure due to:

i) Loss of father and / or husband

ii) Their incapability of earning / business failure

iii) Fired from the job, any other? .....

B. Social pressure:

i) Divorce

ii) Boredom in case of:

a) Nuclear family: Children have grown up

b) Joint family: turned into nucleus

C. Natural calamity

D. Any other (Please mention) .....

38) What pulled you towards this particular activity?

A) Individual initiative manifested in the form of urge to do something Independent

B) Favorable Economic Environment in the market:

I. High profit margins in the activity

II. Existence of sufficient demand for the product / service

III. Availability of finance assistance from the non-government service.

C) Favorable Economic Environment created by the state:

I. Government's attitude / policy towards this activity.

II. Subsidized financial assistance from institutional sources

III. Allotment of industrial sheds

IV. Availability of machinery on hire purchase by Government sponsored institutions

D) Any other (Please mention)

39) In addition to this activity, are you managing any similar or non-similar activity in this city or outside? Yes / No. If yes, please specify .....

40) Do you promote your sales by joining various social activity groups? Yes / No. If Yes, with whom? .....

**C) Mechanism of handling the dual role:**

41) What do you do when you get tired in the market? .....

42) How do you find the dual role you are playing with – managing as a housewife as well as an entrepreneur? .....

43) What is the response of your in-laws with your present occupation? .....

44) Does your family member give supports to you? If yes, how? .....

45) Who looks after your family and children when you are in the market? .....

**D) Government support and schemes:**

46) Do you have any idea about Government support available for your development? If yes, name some... ..

47) Does any Government Officials visit the market for investigation to see the status of the Imas (Women Vendors)? Yes/No.

48) Has anyone among the Imas spoke / approach about the development of the market to the Municipality Council? Yes/No,

49) Whether any Govt. / Non Govt. Organization control / run the administration of the Market? OR Any other, please specify.

.....

50) What is the Municipality's role in controlling the market (Share views...)? .....

51) Who has taken care for providing Sanitation and water facilities within the market like providing bathrooms, toilets etc.?

.....

52) Any other support received from any organization with respect to financial aid apart from Govt. department? Please Mention

.....

53) What is your satisfactory level of all the Organization?

- 1.
- 2.
- 3.