

APPENDIX - II
INTERVIEW SCHEDULE
(Entrepreneur)

A. DEMOGRAPHIC DETAILS

1. Name:
2. Age:
3. Gender: Male / Female
4. Location: Rural / Urban
5. Religion:
6. Caste:
7. Marital Status: Unmarried / Married / Widow / Widower / Separated
8. Nationality:
9. Birth Place:
10. Languages you know:

Language	Speak	Read	Write
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11. Type of family: Joint / Nuclear
12. Size of the family:
13. Number of earning members in the family:

B. SOCIAL FACTORS

1. What is your educational qualification?
2. Is your Business a Proprietorship / Partnership?
3. Who started this Karkhana (unit) and when was it established?
4. At what age did you venture into this business?
5. Do you know this embroidery? Yes / No
 If yes, who taught you?
6. Do you embroider along with the Karigars / employees Yes / No

C. ECONOMIC FACTORS:

1. What is the total investment done to set up the Karkhana?
2. Have you ever taken financial help for any reason from Family / Relative / Private Institution / Bank / Government Agency / Any other (specify)? Yes / No
If yes, give details
3. How much do you invest in the purchase of the Raw material / month?
3. What was last month's production?
Articles Average cost of the article Number of pieces produced
4. What is the total strength of the Karigars you employ for a days work?
5. How many working days are there in a year and what are the working hours of a karigar?
6. Do your Karigars work only for you? Yes / No
7. Do your Karigars take job work from other entrepreneurs? Yes / No
8. What method of payment do you follow? Piece rate / Linear yard / on weight of raw material used / Daily wages / Monthly wages
9. Are the karigars paid for the holidays also? Yes/ No

D. PRODUCTION

1. Is the raw material locally purchased? Yes / No
If yes, through retailer / wholesaler / any other (specify)
2. Which are the other places if raw materials needed is not available locally?
3. Is there any difference in the variety and quality of material sourced from different places today and earlier? Give details Yes / No
4. How much raw material do you store at a given time?
Embroidery material
 Thread
 Fabrics

5. What are the tools and Equipments you possess / own?

Tools and Equipments	Number	Place of purchase	Price of purchase	Year of purchase
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6. What are the terms and conditions followed when making a purchase from various places?

7. What are the guiding factors in making purchases of a specific raw material?

10. How often do you get orders? Regularly / Periodically / Rarely

11. What is your production pattern at a given time?

12. Is it possible to maintain the quality of a product made by karigars? Yes / No

13. What is the time duration granted to fulfill an order?

14. Who are your customers?

Customers	Age	Gender
Individuals		
Agents		
Boutiques		
Exporters		
Any other		

15. How do you learn about the ongoing trends and consumer preferences?

16. Where do you source your designs from?

17. Is there any rejection of finished goods supplied by you? If yes, what do you do? Yes / No

18. Is there any new technology introduced in the entire production process? Yes / No

19. If given an option will you accept to use machines for the production of this embroidery? Yes / No

E. MARKET AND MARKETING FACILITIES

1. Do you cater to Domestic market / Export market?
2. Which are your markets at present and what are their product requirements?

Market Space	Product requirements	Time of the year
Local		
Regional		
International		
3. Do you receive orders directly or through an agent?
4. The embroidered goods are created...

On Order	Yes / No
In anticipation of demand	Yes / No
5. What are the practices followed to promote your business activities?
6. Do you wish to Expand your business? Yes / No
7. Have you participated in a Local / Regional / International fair? Yes / No
10. Has there been an involvement of Co-operative / Government / Non- Government Agency in marketing of your products? Yes / No
11. How do you transport your goods to your client?
12. What are the markets that you have visited within and outside India?
13. What is the percentage of profit?