

ANNEXURE

Annexure – I

AVINASHILINGAM UNIVERSITY FOR WOMEN

Coimbatore – 43.

**AN INTERVIEW SCHEDULE TO ELUCIDATE DETAILS ON THE PERFORMANCE OF
WOMEN ENTREPRENEURS IN COIMBATORE DISTRICT**

I. FAMILY BACKGROUND

1. Name of the interviewee :
2. Residential Address :
3. Community (Tick) : FC BC SC ST (others specify)
4. Religion :
5. Type of Family (Tick) : Nuclear Joint
6. Back ground (Tick) : Rural Urban
7. Marital Status (Tick) : Married Unmarried
Widow Divorcee Separated
8. Family Details :

S. No.	Name of the member	Sex	Relationship with the interviewee	Age	Educational qualification	Occupation	Monthly income (Rs.)

(Should include the interviewee)

9. Family Expenditure (monthly)

S. No.	Items	Amount Spent (Rs.)
1.	Food	
2.	Non – food	
Total		

II. DETAILS ON THE WOMEN ENTREPRENEURS AT THE TIME OF ENTERING INTO THE BUSINESS:

10. Age of the women entrepreneur :
11. Marital status :
12. No. of children below 5 years of age :

III. ENTERPRISE:

13. (i) Name of the enterprise :
(ii) Address :
14. Type of the enterprise: (i) Manufacturing
(ii) Trading
(iii) Service
15. Location of the enterprise : Rural Urban
16. Year of establishment :
17. Form of enterprise: Sole proprietorship
Partnership
18. Nature of work?
Regular Seasonal Casual

IV. PRODUCT PROFILE:

19. What product do you produce?
20. What is the manner of producing the goods (Tick).
(i) Mass production
(ii) Job order
(iii) Others
21. Do you check the quality of the product? Yes No
22. If Yes, how do you check for the quality of the product
(i) Each item is inspected
(ii) On sampling basis
(iii) Automatic quality control

V. PROJECT FORMULATION :

23. What were the feasibility factors to start the project? If Yes, tick the appropriate.

- (i) Market feasibility
- (ii) Technical feasibility
- (iii) Financial feasibility

24. Did you face any problem during project formulation period?

Yes No

25. If, Yes specify the problem faced. tick the appropriate.

- (i) Selection of business
- (ii) Means of finance
- (iii) Technical know-how
- (iv) Others

26. Did you face any problem during the time of implementation of the project.

Yes No

27. If Yes, specify.

- (i) Arranging for finance
- (ii) Procuring raw materials
- (iii) Availing license
- (iv) Selecting the location
- (v) Employing labourers
- (vi) Installation of machinery
- (vii) Finding job orders

VI. MOTIVATIONAL ASPECTS:

28. Who motivated you to undertake this job? (Tick)

Self motivation Parents Husband Relatives
Friends Government

29. State the factors that motivated you to take up this job?

S. No.	Factors	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
	Compelling factors					
1.	Un Employment					
2.	Dis-satisfying job					
3.	Financial constraints at home					
4.	Desire to earn extra income					
5.	To support the family					
6.	Sole earner					
7.	Un employed husband					
	Facilitating factors					
8.	Use of idle funds					
9.	Use of technical skills					
10.	Leisure time on hand					
11.	To be economically independent					
12.	Family motivation					

VII. SWOT ANALYSIS:

30. Rank in respect of each strength:

S. No.	Items of strength	Rank
1.	Commitment and dedication	
2.	Family support	
3.	Systematic planning	
4.	Contacts	
5.	More qualitative	
6.	Grace and charm	
7.	Intuition	
8.	Thrifty	
9.	Employee attitude	
10.	Easy loans	

31. Rank in respect of each weakness:

S. No.	Items of weakness	Rank
1.	Less idea generation	
2.	Considerate and not firm	
3.	No calculated risks	
4.	Second place to home	
5.	Cannot handle crisis well	
6.	Conscious of societies attitude	
7.	Lack of mobility	
8.	Lending names	
9.	No idea of business	
10.	Lack of in depth knowledge	

32. Rank in respect of each opportunity:

S. No.	Items of opportunity	Rank
1.	Skill in potential field	
2.	Conducive atmosphere	
3.	Assured captive market	
4.	Entrepreneurial development agencies	
5.	Interaction with other entrepreneurs	
6.	Help of family members	
7.	Liberal views	
8.	Good education	
9.	Well to do family	
10.	Urban area	

33. Rank in respect of each threat:

S. No.	Items of threat	Rank
1.	Big units' competition	
2.	Shortage of capital	
3.	Obsolescence of product technology	
4.	Small units' competition	
5.	Lack of zeal and enthusiasm	
6.	Community non acceptance of Women	
7.	Government non acceptance	
8.	Non acceptance of managerial abilities	
9.	Giving up due to family obligation	
10.	Shifting the place	

VIII. RESOURCE USE:

34. Have you borrowed for financing your occupational unit?

Yes No

35. If Yes, state the source of borrowing:

S. No.	Items	Amount Borrowed	Rate of Interest
1.	Banks		
2.	Relatives		
3.	Friends		
4.	Money lenders		
5.	Welfare schemes		
6.	Any other (Specify)		

36. Amount of own capital invested:

37. Amount of initial investment (Rs.):

38. Amount of increase in the capital at the time of survey:

39. Number of employees: Male Female

40. How many hours do you spend at your work spot per day?

IX. COST:

41. Details about cost of Production:

S. No.	Items	Cost incurrent per month (in Rs.)
1.	Raw material	
2.	Labour	
3.	Maintenance	
4.	Rent	
5.	Transport	
6.	Marketing	
7.	Total	

42. Do you find any difficulty in marketing your products? Yes No

If Yes, specify, Mark any one

- (i) Finding orders
- (ii) Reaching market place
- (iii) Fluctuating price
- (iv) Seasonal variation
- (v) Problem from rivals
- (vi) Tough competition
- (vii) Any others

43. Amount of total sales per month:

44. Value of total output produced per month:

X. LEVEL OF SATISFACTION

45. Indicate your level of satisfaction by ticking in the proper column.

S. No.	Items	Satisfied		Neutral	Dis-satisfied	
		Fully	Partly		Fully	Partly
1.	Are you satisfied with your training					
2.	Are you satisfied with your work					
3.	Are you satisfied with your earnings					
4.	Are you satisfied with your educational qualifications					
5.	Do you feel that your work is well appreciated in your field					
6.	Do you feel that your work is appreciated at home					

46. Do you think that you could work more and produce better results, if better opportunities are given? Yes No

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