

Annexure 2.7- Stratified Sample Terminologies to be explained

The facilitator will have to explain the following to the data collectors/CRPs-EP before conducting the Stratified Sample Survey

- a. Sales details: The sales of the business month-wise described in terms of normal and high. The number of months for which the business has normal and peak sales. Total sales of the business and the bifurcation in cash and credit sales.
- b. Expenses details: The expenses incurred by the entrepreneur for running the business such as raw material cost, transportation, electricity, promotion, etc. The frequency of purchase of raw materials and wastage in a month is accounted for in this section.
- c. Working Capital Requirement of the business, number of people involved in the business, number of operational days of the business, and details of loan taken for the business should be explained by the facilitator to the CRPs-EP.