

Microentrepreneur Quanti. survey

Definitions, Sampling & Content

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Agenda

- Context
- Definitions
- Field Sites
- Sampling
- Size & Quotas
- Content of the questionnaire

Context

- Use of ICTs in CR while delivering telecom services
- What about in electricity?
 - Any other govt. services?
- Lessons from telecom to egov for BoP through Urban Microenterprises!
- Quanti is part of a BIG study!
 - Desky, Quali, & Big data

Definitions

- Urban as per country stats.
- BoP: SEC D & E ~ USD 2 / day (2005 PPP)
 - Daily income
 - Twice the poverty line of the country?
 - Maximum USD 3 / day
 - New middle class USD 4-10 (Birdsall, 2010)
- 0-9 Hired workers
 - Only people who are paid
 - Piecemeal workers, if present physically

Field sites

- Two contrasting cities from each country
- To capture the variations in Elec services & egov
- Assume mobiles / ICTs are equal!
- A city with better elec access & gov services vis-à-vis a city with poor elec access & gov services
 - Ahmedabad Vs Patna in India?

Sampling..1

- Country / city → Last list-able Location (LLL) → list streets → one street corner as starting point
- If exhausted, move to next odd numbered street
- If exhausted, move to next even numbered LLL
- All lists are alphabetical
- Keep on moving till we reach the goal!

Sampling..2

- Country / city → Last list-able Location (LLL) → list streets → one street corner as starting point
- ME census in LLL
- Random selection of MEs.
- If exhausted, move to next odd numbered.
- Repeat the census and random selection
- Listing of LLL is alphabetical / ascending order
- Keep on moving till we reach the goal!
(personal vote for 1)

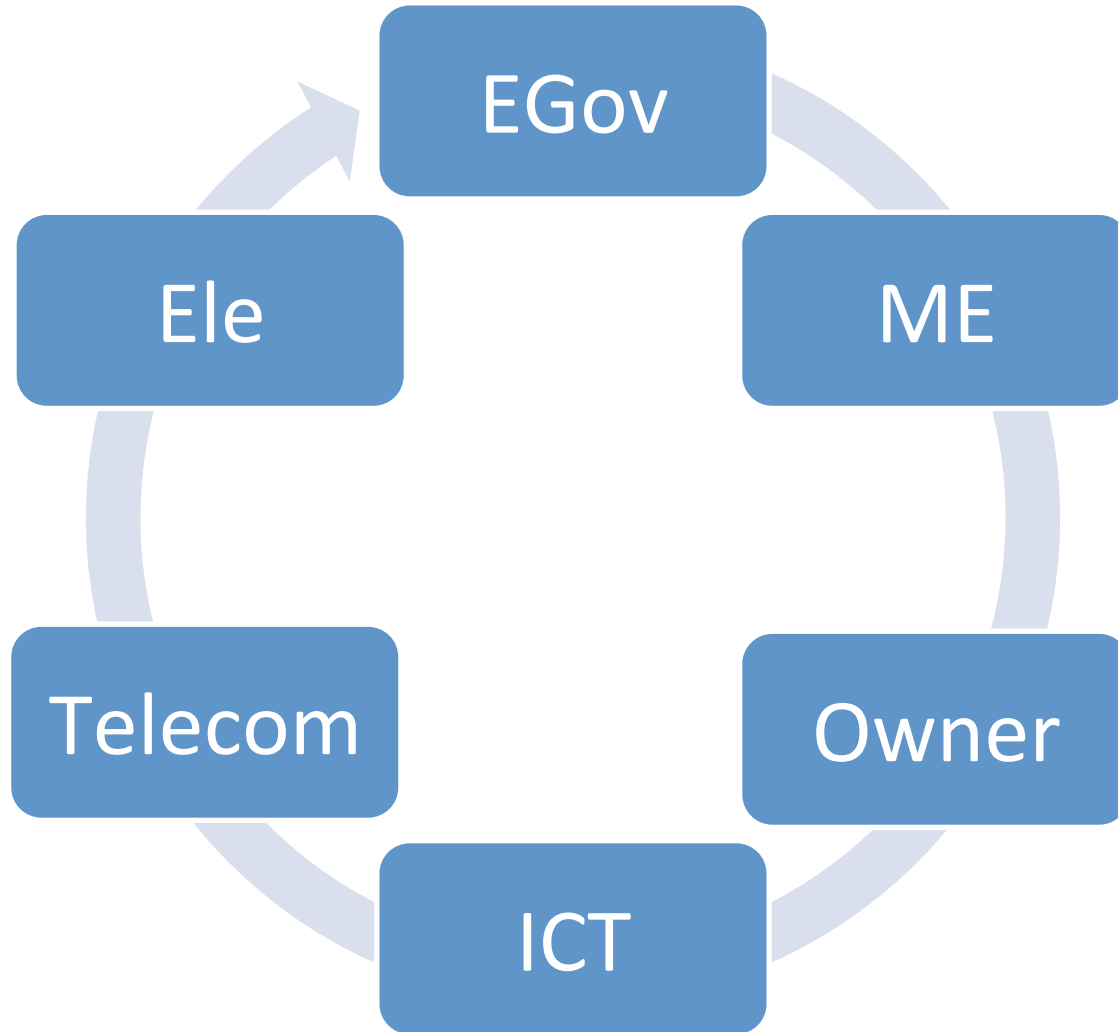
Size

- Anything above 120 in each city~ stats
- 600 per city is impactful!
- Sample size calculation can be brought in!
 - Economists...please!

Quotas

- Gender, hired workers, business domain
- How do we get them?
 - Apply national statistics proportions
 - Email opinion from policy makers
 - Academic research paper
 - Trade association
 - Trade press
 - Newspaper
- Following order is IMPORTANT!

Content of Que..1



Content of Que..2

- Inputs needed from Desky & Quali
 - Background info on field sites
 - Details on Elec & egov in field sites
 - Info on Mes & ICT use
 - Demographic details of the sites

Que content from Workshop

- Four Gps to give us concrete pointers
 - Telecom
 - Ele
 - eGov
 - Generic

ICT use

Customer relationship

Inclusion

We are at your service!

Thank you!

Sample size

- $n = t^2 \times p(1-p) / m^2$
- *Description:*
- **n** = required sample size
t = confidence level at 95% (standard value of 1.96)
p = estimated prevalence of occurrence of event
 - MEs cover 30% of the population
- **m** = margin of error at 5% (standard value of 0.05)