

Know Your Survey: A User Guide to ASUSE

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Why in News?

Recently, the Ministry of Statistics and Program Implementation has released the Know Your Survey: A User Guide to the Annual Survey of Unincorporated Sector Enterprises (ASUSE).

- **Aim** - It is a ***first-of-its-kind user guide*** designed specifically for data users to facilitate a better understanding of ASUSE in non-technical language.
- **Published by** - National Statistics Office (NSO).
- **Ministry** - Ministry of Statistics and Program Implementation.
- **Key features** -
 - Enables citizens to verify the authenticity of survey enumerators/functionaries visiting households.
 - Provides details such as the name, designation, survey type, and official identity of the survey personnel.
 - Helps prevent impersonation, fraud, and misuse of personal data.
 - Strengthens public confidence and participation in government surveys.
- **Beneficiaries** - The guide is designed to help data users, including policymakers, researchers, and the general public, understand the complexities of official statistical surveys.
- **Respondent Confidence** - The document includes a ***dedicated section*** to address common queries, concerns, and doubts during field surveys.
- **Transparency** - Its preparation is aligned with global best practices; follows globally accepted standards, ensuring clear communication of survey methods, procedures, and outputs.

Unincorporated sector enterprises

- Small businesses, such as sole proprietorships or partnerships that are **not legally separate from their owners**.
- The owner and business are the same entity, so debts or legal issues fall directly on the owner.
- Eg: Tailors, domestic workers, fishermen, midwives, street vendors.
- It significantly contributes to jobs, livelihoods, and overall economic output.
- The sector also serves as an important link in the domestic value chains supporting the incorporated (formal) sector.

Reference

[PIB | Release of “Know Your Survey: A User Guide to ASUSE”](#)

