Know Your Survey: A User Guide to ASUSE

Prelims: *Current events of national and international importance | Economy*

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”