

SUMMARY REPORT OF THE PRE-TESTING

(16th October 2015 to 30th October 2015)

Objective:

NITI Aayog and IDFC Institute conducted pre testing of the draft survey instrument in order to prepare the final instrument that will be administered to the manufacturing firms. The objective of the exercise was to estimate the time that will be taken to administer the survey to firms, and whether the instrument covers the important regulatory obstacles that affect manufacturing firms.

Coverage:

Pretesting was conducted in 3 cities in different states. The first round of pretesting was held in Ghaziabad on 16th October, 2015. The second round of pretesting was held in Bhubaneswar on 21st October, 2015, and the final round was held in Bangalore on 30th October, 2015. After each round, the instrument was revised based on the responses to the questions and general feedback received from firms.

Observation:

The pretesting exercise was very useful in understanding what aspects of the instruments were important, which questions needed to be simplified and reworded, and which questions could be removed.

Outcome:

The draft survey instrument has undergone 3 rounds of iterations based on the pretesting and is now much shorter and more precise in terms of the information it seeks to collect.

SUMMARY REPORT ON THE PILOT PROJECTS

(29th February 2016 to 5th March 2016)

NITI Aayog, IDFC Institute and IMRB conducted pilots of the draft survey instrument. The pilots were conducted using handheld devices. The objective of the exercise was to check if there were any routing problems, any software issues, whether respondents were able to understand questions, and whether there were any significant omissions.

Coverage:

The pilots were conducted in Delhi from 29th February to 3rd March and in Mumbai on 5th March. In all the pilots covered 2 industry associations, 1 expert, and 8 enterprises including manufacturing start-ups.

Observation:

The pilots were useful in understanding the shortcomings of the instruments and the problems in the software.

Outcome:

Based on the experience with the pilots, the survey instruments were revised.