



Know Your Survey: A User Guide to ASUSE

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News: MoSPI released "Know Your Survey," a reader-friendly guide for the **Annual Survey of Unincorporated Sector Enterprises (ASUSE)** to improve data transparency and trust.

Statistical & Economic Importance:

- **What is ASUSE?** It is the largest survey targeting the **unincorporated non-agricultural sector** (manufacturing, trade, and services). It excludes construction and plantation.
- **Why it matters:** The informal sector employs nearly **90% of India's workforce**. Without ASUSE, GDP calculations for this sector rely on "proxies" which can be inaccurate.
- **The "Know Your Survey" Initiative:**
- **Simplification:** Translates complex sampling methods into "non-technical" language for journalists and researchers.
- **Data Democracy:** Aims to reduce the "trust deficit" in government data by explaining how data is validated and anonymized.
- **Quarterly Insights:** The guide introduces **QBUSE** (Quarterly Bulletin), providing high-frequency data on the informal economy.
- **Mains Value-Add:** Use this when discussing "**Evidence-based Policymaking**" and the "**Formalization of the Economy**."