

Producers Case Studies: Interview Guide

(A Checklist of questions to Guide Discussion with Mirt Producers, First Draft)

1. Identification:

- 1.1. Name of Producer: _____
- 1.2. Address:
 - 1.2.1. Region/Zone/Town: _____
 - 1.2.2. Kebele/House No. _____
 - 1.2.3. Telephone: _____

2. Background Information:

- 2.1. Family Size: _____
- 2.2. Marital Status: _____
- 2.3. Level of Education: _____
- 2.4. Case Study Category: (to be determined based on existing Producers' Database)
 - 2.4.1. Category (A1): /_____/ (Male, old, high sales volume)
 - 2.4.2. Category (A2): /_____/ (Female, old, high sales volume)
 - 2.4.3. Category (B1): /_____/ (Male/female, new, high sales volume)
 - 2.4.4. Category (B2): /_____/ (Any high sales volume & employees)
 - 2.4.5. Category (C1): /_____/ (Old, male/female with poor performance)
 - 2.4.6. Category (C2): /_____/ (New male/female with poor performance)

3. Situation Before Starting Mirt Stoves Business:

- 3.1. What was your major source(s) of livelihood?
- 3.2. What was your average monthly income?
- 3.3. Access to Basic Necessities:
 - 3.3.1. Food (Quality and Quantity)
 - 3.3.2. Shelter (Own, Rented, Family house, Friends)
 - 3.3.3. Clothing (source of finance, adequacy and others)
- 3.4. Access to Infrastructure and amenities:
 - 3.4.1. Do you have electricity in your house and for what purpose?
 - 3.4.2. Do you have access to potable water?
 - 3.4.3. Have you had access to telephone (landline, Mobile)?
- 3.5. Access to social facilities and institutions:
 - 3.5.1. Access to education by producer and producer's family
 - 3.5.2. Access to health facilities (producer and family)
 - 3.5.3. Membership in community based institutions (Iddir, Senbete, ...etc)
- 3.6. Access to Financial Institutions:
 - 3.6.1. Access to formal financial institutions (banks, mfis, saccos)
 - 3.6.2. Access to informal financial intermediaries (money lenders)

- 3.7. Employment, Income and Skills:
 - 3.7.1. What skills have you had before Mirt?
 - 3.7.2. What was your employment status before Mirt?
 - 3.7.3. What was your average monthly income before Mirt?
- 3.8. Please tell me all major assets/property (house, land, furniture, vehicles, ...etc) owned by you before Mirt

4. Conditions During Setting Up Mirt Business:

- 4.1. How did you learn the Mirt stove business
- 4.2. Where did you get your start up capital from
- 4.3. How did you start stove business
- 4.4. Major problems during and right after setting up your Mirt business.
- 4.5. How did you overcome the problems encountered, if any, during setting up
- 4.6. Do you know anyone who has quit Mirt production after setting up the business?
- 4.7. What are the main reasons that lead some producers to quit Mirt business?

5. Conditions After Setting Up (and Take-off/Failure) Mirt Stove Business:

- 5.1. What was your major source(s) of livelihood?
- 5.2. What was your average monthly income?
- 5.3. Access to Basic Necessities:
 - 5.3.1. Food (Quality and Quantity)
 - 5.3.2. Shelter (Own, Rented, Family house, Friends)
 - 5.3.3. Clothing (source of finance, adequacy and others)
- 5.4. Access to Infrastructure and amenities:
 - 5.4.1. Do you have electricity in your house and for what purpose?
 - 5.4.2. Do you have access to potable water?
 - 5.4.3. Have you had access to telephone (landline, Mobile)?
- 5.5. Access to social facilities and institutions:
 - 5.5.1. Access to education by producer and producer's family
 - 5.5.2. Access to health facilities (producer and family)
 - 5.5.3. Membership in community based institutions (Iddir, Senbete, ...etc)
- 5.6. Access to Financial Institutions:
 - 5.6.1. Access to formal financial institutions (banks, mfis, sacco)
 - 5.6.2. Access to informal financial intermediaries (money lenders)
- 5.7. Employment, Income and Skills:
 - 5.7.1. What skills have you had after Mirt?
 - 5.7.2. What was your employment status after Mirt?
 - 5.7.3. What was your average monthly income after Mirt?
- 5.8. Please tell me all major assets/property (house, land, furniture, vehicles, ...etc) owned by you after Mirt
- 5.9. Please explain to me how the Mirt business has helped you, if at all, transform your life and that of your family

5.10. Please tell me the top three promotional tools that you think have helped you most in:

5.10.1. Raising awareness among consumers and the general public

5.10.2. Convincing consumers to purchase your Mirt stoves

6. Sustainability and Related Issues:

6.1. What other non-monetary benefits have you obtained from stove business

6.2. Have you encountered fluctuation of demand for Mirt? Please explain

6.3. What were your responses, strategies to fluctuation in demand

6.4. How is the Mirt market now

6.5. Do you think the Mirt business will continue to grow without external support?

6.6. If no, what do you think needs to be done to improve the sustainability of the business

6.7. What do you think are the main reasons for consumers to purchase and use Mirt

6.8. Do you and your customers think/feel the Mirt stoves actually save fuel