QUESTIONNAIRE TO FARMERS

I. General profile:
1. Name:
2. Age:
   - [ ] Below 18
   - [ ] 18 - 25
   - [ ] 25 - 40
   - [ ] 40 - 60
   - [ ] Above 60
3. Religion:
   - [ ] Hindu
   - [ ] Christian
   - [ ] Muslim
4. Sex:
   - [ ] Male
   - [ ] Female
5. Occupation:
   - [ ] Farmer
   - [ ] Business
   - [ ] Govt. Organization
6. Marital status:
   - [ ] Married
   - [ ] Unmarried
7. Educational Qualification:
   - [ ] Illiterate
   - [ ] Schooling
   - [ ] Collegiate
   - [ ] Technical
   - [ ] Professional
8. Land holding in size (in acre):
   - [ ] Below 1
   - [ ] 1 - 2
   - [ ] 2 - 3
   - [ ] 3 - 4
   - [ ] Above 4
9. Nature of ownership:
   - [ ] Owned
   - [ ] Lease
   - [ ] Both
10. Nature of Land:
    - [ ] Wet land
    - [ ] Dry land
11. Cultivation area (in acre):
    - [ ] Below 1
    - [ ] 1 - 2
    - [ ] 2 - 3
    - [ ] 3 - 4
    - [ ] Above 4
12. Cultivated crops:
    - [ ] Paddy
    - [ ] Sugarcane
    - [ ] Fruits
13. Vegetable produced area (in acre):
    - [ ] Below half acre
    - [ ] ½ to 1
    - [ ] 1 ½
    - [ ] Above 1 ½
14. Name of the vegetables produced:
    - [ ] Tomato
    - [ ] Onion
    - [ ] Brinjal

II. Financing and Pre-cultivation Functions:
1. Sources of Finance:
   - [ ] Commercial banks
   - [ ] Indigenous banks
   - [ ] Local money lenders
   - [ ] Friends/Relatives
   - [ ] Own sources
   - [ ] Advanced received from commission agent
2. Rate of interest on debt (in%):
   - [ ] Below 10%
   - [ ] 10 - 15
   - [ ] 15 - 20
   - [ ] 20 - 25
   - [ ] Above 25
3. Cost of preparing the Land (Rs.) (per acre):
   - [ ] Below 500
   - [ ] 500 - 750
   - [ ] 750 - 1000
   - [ ] 1000 - 1250
   - [ ] Above 1250

x
4. How do you get the seeds:
   : From your own produce □
   : From Commission agents □
   : From seed shop □
   : From agricultural dept., □

5. Cost of seeds (per acre) (Rs.):
   □ Below 500 □ 500-750 □ 750-1000
   □ 1000-1250 □ Above 1250

6. Cost of manure (per acre) (Rs.):
   □ Below 250 □ 250-500 □ 500-750
   □ 750-1000 □ Above 1000

7. How do you irrigate your field:
   □ Canal river □ Well □ Bore
   □ Rain water

8. Cost of irrigation (per acre) (Rs.):
   □ Below 250 □ 250-500 □ 500-750
   □ 750-1000 □ Above 1000

9. Cost of fertilizer (per acre) (Rs.):
   □ Below 500 □ 500-750 □ 750-1000
   □ 1000-1250 □ Above 1250

10. Rate your overall Pre-cultivation & Financing Function:
    □ V.Good □ Good □ Neutral □ Bad □ Worst

III. Problems in financing & pre-cultivation function:

1. Procurement of Finance is:
   □ Very high □ High □ Average □ Low □ Very low

2. Rate of interest paid is:
   □ Very high □ High □ Average □ Low □ Very low

3. Rate of return on investment is:
   □ Very high □ High □ Average □ Low □ Very low

4. Cost of preparing the land is:
   □ Very high □ High □ Average □ Low □ Very low

5. Cost of seeds is low:
   □ Very high □ High □ Average □ Low □ Very low

6. Cost of manure is:
   □ Very high □ High □ Average □ Low □ Very low

7. Cost of irrigation is:
   □ Very high □ High □ Average □ Low □ Very low

8. Cost of fertilizer is low:
   □ Very high □ High □ Average □ Low □ Very low
IV. Cultivation function:

1. Cost of Human labour
   (Per acre) (Rs.)
   | Below 500 | 500-1000 | 1000-1500 | 500-2000 | Above 2000 |
   | □          | □        | □         | □        | □          |

2. Cost of Plant protection
   (Per acre) (Rs.)
   | Below 250  | 250-500  | 500-750   | 750-1000  | Above 1000 |
   | □          | □        | □         | □         | □          |

3. Pesticide cost
   (Per acre)
   | Below 250  | 250-500  | 500-750   | 750-1000  | Above 1000 |
   | □          | □        | □         | □         | □          |

4. Cost of picking
   (Per acre)
   | Below 250  | 250-500  | 500-750   | 750-1000  | Above 1000 |
   | □          | □        | □         | □         | □          |

5. Maintenance cost
   (Per acre)
   | Below 250  | 250-500  | 500-750   | 750-1000  | Above 1000 |
   | □          | □        | □         | □         | □          |

6. Total cultivation cost
   (Per acre)
   | Below 250  | 250-500  | 500-750   | 750-1000  | Above 1000 |
   | □          | □        | □         | □         | □          |

7. Expected total yield
   (Per acre)
   | Below 250  | 250-500  | 500-750   | 750-1000  | Above 1000 |
   | □          | □        | □         | □         | □          |

8. Do you get assistance from Village extension officer:
   |                     | Yes | No |

9. Are you aware of the recent Hybrid variety seeds:
   |                     | Yes | No |

10. Rate your overall cultivation Function in your business:
    | Very high | High | Average |
    | Low | Very low |

V. Problems in Cultivation function:

1. Human labour cost is
   | Very high | High | Average |
   | Low | Very low |

2. Cost of plant protection is
   | Very high | High | Average |
   | Low | Very low |

3. Pesticide cost is
   | Very high | High | Average |
   | Low | Very low |

4. Cost of picking is
   | Very high | High | Average |
   | Low | Very low |

5. Maintenance cost is
   | Very high | High | Average |
   | Low | Very low |

6. Total cultivation cost is
   | Very high | High | Average |
   | Low | Very low |

7. Total yield is
   | Very high | High | Average |
   | Low | Very low |
8. Village extension officer
   Information is
   : [ ] Highly useful [ ] Useful [ ] Neutral
   [ ] Useless [ ] Highly useless

9. Village of the hybrid
   Variety seeds is
   : [ ] Very high [ ] High [ ] Average
   [ ] Low [ ] Very low

VI. Selling function:

1. Do you grade the produce
   at the farm level
   : [ ] Yes [ ] No

2. Cost of grading
   (Per acre)
   : [ ] Below 100 [ ] 100-200 [ ] 200-300
   [ ] 300-400 [ ] Above 400

3. Packing cost
   (Per acre)
   : [ ] Below 100 [ ] 100-200 [ ] 200-300
   [ ] 300-400 [ ] Above 400

4. Loading & unloading
   cost (Per acre)
   : [ ] Below 100 [ ] 100-200 [ ] 200-300
   [ ] 300-400 [ ] Above 400

5. To whom the vegetables are
   Sold
   : [ ] Commission agent
   [ ] Pre-harvest contractor
   [ ] Direct to retailer
   [ ] Direct to consumer

6. Mode of transport
   : [ ] Lorry [ ] Bus [ ] Two wheeler
   [ ] Head load [ ] Four wheeler

7. Transport cost
   (Per acre)
   : [ ] Below 100 [ ] 100-200 [ ] 200-300
   [ ] 300-400 [ ] Above 400

8. Mode of sales
   : [ ] For cash [ ] Credit

9. Storage cost
   : [ ] For adjustment against advance money received
   : [ ] 100-200 [ ] 200-300 [ ] 300-400
   [ ] Below 100 [ ] Above 400

10. Total sales (per acre) (Rs.)
    : [ ] Below 2000 [ ] 2000-400 [ ] 4000-6000
    [ ] 6000-8000 [ ] Above 800

11. How do you know the
    Prevailing market rate
    : [ ] Through News papers
    [ ] Through co-farmers visit the market
    [ ] Only on visiting the market
    [ ] Through radio, and TV

12. Commission cost
    : [ ] Below 200 [ ] 200-300 [ ] 300-400 [ ] 400-500
    [ ] Above 500
13. Rate your selling
Function In your
Business

VII. Problems in Selling function:

1. Grading cost is:

2. Packing cost is:

3. Loading & unloading cost is:

4. Transport cost is:

5. Storage cost is:

6. Commission cost is:

7. Degree satisfaction:

8. Satisfactory level of weighment System at the commission Agent shop

VIII. General problems:

1. Changing weather condition:

2. Non availability of fertilizer:

3. Shortage of storage facilities:

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4. Shortage of transport facilities: □ Strongly agree □ Agree □ Neutral □ Disagree □ Strongly disagree
5. Insufficient rain: □ Strongly agree □ Agree □ Neutral □ Disagree □ Strongly disagree
6. Absence of regulated market: □ Strongly agree □ Agree □ Neutral □ Disagree □ Strongly disagree
7. Problem of pest: □ Strongly agree □ Agree □ Neutral □ Disagree □ Strongly disagree
8. Low price due to seasonal glut: □ Strongly agree □ Agree □ Neutral □ Disagree □ Strongly disagree
9. Lack of assistance from agricultural Dept: □ Strongly agree □ Agree □ Neutral □ Disagree □ Strongly disagree

IX. Rate your overall performance: □ Excellent □ Good □ Fair □ Bad □ Worst

X. Suggestions if any for the improvement of marketing of agricultural commodities:
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
QUESTIONNAIRE TO MIDDLEMEN

I. General profile :
1. Name :
2. Age :
   □ Below 18 □ 18-25 □ 25-40 □ 40-60 □ Above 60
3. Religion :
   □ Hindu □ Christian □ Muslim
4. Sex :
   □ Male □ Female
5. Marital status :
   □ Married □ Un married
6. Educational qualification :
   □ Illiterate □ Schooling □ Collegiate
   □ Technical □ Professional
7. Native District :

II. Profile of Business :
1. Nature of business :
   □ Commission □ Agency □ Retailing
2. Whether the business is inherited from father :
   □ Yes □ No
3. Year of establishment :
4. From of Business :
   □ Sole- trader □ Partnership
5. Working time :
   □ Early morning □ Morning □ Half day
   □ Evening □ Full day
6. Experience ( in years) :
   □ Below 10 □ 10-20 □ 20-30
   □ 30-40 □ Above 40
7. Performance of the Business :
   □ Excellent □ Good □ Fair □ Bad □ Worst

III. Exchange and physical functions :
1. From whom vegetables purchased :
   □ Farmer □ Pre-harvest contractor
   □ Commission agent
2. Nature of purchase :
   □ Cash □ Credit □ Both
3. Quantum of purchase :
   □ Large scale □ Small scale
4. To whom vegetables are sold :
   □ Retailers □ Hotels □ Hostels
   □ Street vendors □ Consumers
5. Factors deciding the sales price :
   - Total arrivals
   - Previous day price
   - Price in the other major market
   - Readiness of the retailer/consumer
   - Marriage/ Festival season

6. Sales price fixation :
   - By auction
   - Determined price

7. Sales per month (in Rs.) :
   - Below 2000
   - 2000-4000
   - 4000-8000
   - 8000-12000
   - Above 12000

8. Godown facilities :
   - Owned
   - Rented
   - Leased
   - All

9. Grading of vegetables done by:
   - Farmer
   - Commission
   - Agent
   - Retailer

10. Bases of grading :
    - Colour
    - Size
    - Freshness
    - Others

11. Do you allow customers to pick and choose :
    - Yes
    - No

12. Packing materials used :
    - Gunny bag
    - Bamboo
    - Basket
    - Wooden basket
    - Empty fertilizer bag
    - Others

13. Expenses on packing Materials (in Rs.) :
    - Below 50
    - 0-100
    - 100-150
    - 150-200

14. Transport expenses (in Rs.) :
    - Below 50
    - 50-100
    - 100-150
    - 150-200

15. Loading & unloading charges (in Rs.) :
    - Below 50
    - 50-100
    - 100-150
    - 150-200

16. Commission paid per month (in Rs.) :
    - Below 2000
    - 2000-4000
    - 4000-6000
    - Above 6000

17. Estimated quantum of Wastages per day (in Rs.) :
    - Below 100
    - 100-200
    - 200-300
    - 300-400
    - Above 400

18. Rate of your overall physical & exchange function :
    - Excellent
    - Good
    - Fair
    - Bad
    - Worst
IV. Problems in Exchange and physical function:

1. Godown rent is:
   - Very high
   - High
   - Average
   - Low
   - Very low

2. Degree of expenses:
   - Very high
   - High
   - Average
   - Low
   - Very low

   On packing materials

3. Degree of transport expenses:
   - Very high
   - High
   - Average
   - Low
   - Very low

4. Degree of loading:
   - Very high
   - High
   - Average
   - Low
   - Very low

5. Unloading charges:
   - Very high
   - High
   - Average
   - Low
   - Very low

6. Degree of commission:
   - Very high
   - High
   - Average
   - Low
   - Very low

7. Degree of wastages:
   - Very high
   - High
   - Average
   - Low
   - Very low

V. Facilitative Functions:

1. Mode of arrival:
   - By Mini van
   - Lorry Bus
   - Head load
   - Others

2. Time of arrival:
   - Early morning
   - Morning
   - Afternoon
   - Evening
   - Night

3. Shop rent per month:
   - 100-200
   - 200-300
   - 300-400
   - 400-500
   - Above 500

4. Salary to staff per month:
   - Below 500
   - 500-750
   - 750-1000
   - 1000-1250
   - Above 1250

5. Sources of capital:
   - Owned funds
   - Borrowed funds
   - Both

6. Rate of interest paid on borrowed funds (%):
   - Below 10%
   - 10-15
   - 15-20
   - 20-25
   - 20-25
   - Above 25%

7. Administration expenses, p.m:
   - Below 500
   - 500-750
   - 750-1000
   - 1000-1250
   - Above 1250

8. No. of Employees in your shop:

9. Do you have a small saving habit:
   - Yes
   - No

10. Will you allow your ward in this business:
    - Yes
    - No

11. Rate your overall
12. Facilitative function

VI. Problems in Facilitating Function:

1. Degree of shop rent
   - Very high
   - High
   - Average
   - Low
   - Very low

2. Degree of staff salary
   - Very high
   - High
   - Average
   - Low
   - Very low

3. Degree of rate of int paid on borrowed funds
   - Very high
   - High
   - Average
   - Low
   - Very low

4. Degree of Adm. expns
   - Very high
   - High
   - Average
   - Low
   - Very low

5. Degree of donation To Political parties
   - Very high
   - High
   - Average
   - Low
   - Very low

6. Degree of miscellaneous expenses
   - Very high
   - High
   - Average
   - Low
   - Very low

7. Degree of profitability
   - Very high
   - High
   - Average
   - Low
   - Very low

VII. General problems:

1. Perishability
   - Very high
   - High
   - Average
   - Low
   - Very low

2. Uncertainly
   - Very high
   - High
   - Average
   - Low
   - Very low

3. Problem in Forecasting the demand
   - Very high
   - High
   - Average
   - Low
   - Very low
4. Climatic conditions: □ Very high □ High
□ Average □ Low
□ Very low

5. Risk: □ Very high □ High
□ Average □ Low
□ Very low

VIII. Rate your overall performance:

: □ Excellent □ Good
□ Fair □ Bad
□ Worst

IX. Suggestions if any for the improvement of marketing of agricultural commodities:

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
QUESTIONNAIRE TO CONSUMERS

I. PERSONAL AND DEMOGRAPHIC FACTORS
1. Name : 
2. Age : ☐ Below 20 ☐ 20-40 ☐ 40-60 ☐ Above 60
3. Occupation : ☐ Govt. dept ☐ Private sector ☐ Business
   ☐ Farmer ☐ Housewife
4. Sex : ☐ Male ☐ Female
5. Marital status : ☐ Married ☐ Un married
6. Educational qualification : ☐ Illiterat ☐ Schooling ☐ Collegiate
   ☐ Professional ☐ Technical
7. Types of family : ☐ Joint family ☐ Nuclear family
8. No. of family members : ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ Above 5
9. Monthly income of the family : ☐ Below 3000 ☐ 3000-4000
   ☐ 4000-5000 ☐ 5000-6000
   ☐ Above 6000

II. RATIONAL FACTORS
1. Monthly expenditure for food : ☐ Below 500 ☐ 500-1000 ☐ 1000-1500
   ☐ 1500-2000 ☐ Above 2000
   ☐ 750-1000 ☐ Above 1000
3. Are you aware of the importance of nutrition in vegetables : ☐ Yes ☐ No
4. Frequency of visiting the vegetable market : ☐ Daily ☐ Weekly once
   ☐ Weekly twice ☐ Monthly once ☐ Monthly twice
5. How do you reach the market : ☐ Bus ☐ Two wheeler ☐ Car
   ☐ Walk
6. How much of vegetables : ☐ Below 50 ☐ 50-100 ☐ 100-150
   Purchased by you in every visit (in Kgs) ☐ 150-200 ☐ Above 200
7. When do you visit the market : ☐ Early morning ☐ Morning
   ☐ Afternoon ☐ Evening
   ☐ Night
8. Do you purchase on any specific Day please specify the day: ☐ Sun ☐ Mon ☐ Tue
   ☐ Wed ☐ Thu ☐ Fri
   ☐ Sat
   ☐ xxi
9. Where you have made
   Your purchase : □ Farmer □ Street venders
                  □ Middlemen in the market

10. How do you know about
    The market prices : □ Radio □ Newspapers
                         □ Neighbours □ Public

11. What is opinion with
    Regard to middlemen’s Profit margin : □ Below 25% □ 25-50
                  □ 50-75 □ 75-100
                     □ Above 100

12. Do you own a refrigerator : □ Yes □ No

13. Are you allowed to pick
    And choose : □ Yes □ No
                  □ at times □ At some shops

14. How do you purchase the vegetables to your requirement : □ One shop □ Two shops
                                                                 □ Three shops □ Many shops

15. Do you bargain while
    Making purchase : □ Yes □ No

16. Do you feel the customer Protection be applicable to
    Vegetable also : □ Yes □ No

III. SALESMEN BEHAVIOUR :

1. With smiling face/ Co-operative : □ Strongly agree □ Agree □ Neutral □ Disagree
                                             □ Strongly disagree

2. Courteous : □ Strongly agree □ Agree □ Neutral □ Disagree
                     □ Strongly disagree

3. Attractive speech : □ Strongly agree □ Agree □ Neutral □ Disagree
                               □ Strongly disagree

4. Careless : □ Strongly agree □ Agree □ Neutral □ Disagree
                        □ Strongly disagree

5. Discourteous Non-cooperation : □ Strongly agree □ Agree □ Neutral □ Disagree
                               □ Strongly disagree
IV. CONSUMER PREFERENCE FACTORS:

1. Acceptable price: □ Strongly agree □ Agree □ Neutral □ Disagree □ Strongly disagree
2. Good quality: □ Strongly agree □ Agree □ Neutral □ Disagree □ Strongly disagree
3. Fresh vegetables: □ Strongly agree □ Agree □ Neutral □ Disagree □ Strongly disagree
4. No bargain: □ Strongly agree □ Agree □ Neutral □ Disagree □ Strongly disagree
5. All vegetables one roof: □ Strongly agree □ Agree □ Neutral □ Disagree □ Strongly disagree
6. More shops to select: □ Strongly agree □ Agree □ Neutral □ Disagree □ Strongly disagree
7. Time Saving: □ Strongly agree □ Agree □ Neutral □ Disagree □ Strongly disagree
8. Big size: □ Strongly agree □ Agree □ Neutral □ Disagree □ Strongly disagree
9. Natural colour: □ Strongly agree □ Agree □ Neutral □ Disagree □ Strongly disagree
10. Freshness: □ Strongly agree □ Agree □ Neutral □ Disagree □ Strongly disagree
11. Rate the performance of vegetables market: □ Strongly agree □ Agree □ Neutral □ Disagree □ Strongly disagree

GENERAL PROBLEMS:

1. Incorrect weight: □ Strongly agree □ Agree □ Neutral □ Disagree □ Strongly disagree
2. Price of vegetables is high: □ Strongly agree □ Agree □ Neutral □ Disagree □ Strongly disagree
3. Vegetable freshness: □ Strongly agree □ Agree □ Neutral □ Disagree □ Strongly disagree
4. Unclean vegetables: □ Strongly agree □ Agree □ Neutral □ Disagree □ Strongly disagree
5. No parking place: □ Strongly agree □ agree □ neutral □ disagree □ Strongly disagree
   □ Strongly disagree

6. Congested shops: □ Strongly agree □ agree □ neutral □ disagree □ Strongly disagree
   □ Strongly disagree

7. Drinking water shortage: □ Strongly agree □ agree □ neutral □ disagree □ Strongly disagree
   □ Strongly disagree

8. No toilet facilities: □ Strongly agree □ agree □ neutral □ disagree □ Strongly disagree
   □ Strongly disagree

9. No restaurant facilities: □ Strongly agree □ agree □ neutral □ disagree □ Strongly disagree
   □ Strongly disagree

10. Suggestions if any for the improvement of marketing of agricultural commodities:
    __________________________________________________________
    __________________________________________________________
    __________________________________________________________