ANNEXURE - I

HANDICRAFTS INDUSTRY IN ANDHRA PRADESH
(A Study with special reference to Marketing)

SCHEDULE FOR ARTISANS

SOCIO-ECONOMIC BACKGROUND:

1. Age:  
   a) 21-30 years  
   b) 31-40 years  
   c) 41-50 years  
   d) 51-60 years  
   e) Above 60 years

2. Religion:  
   a) Hindu  
   b) Muslim  
   c) Christian

3. Caste:  
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4. Education:  
   a) Illiterate  
   b) Primary to SSC  
   c) Intermediate  
   d) Graduation

5. Marital Status:  
   a) Married  
   b) Unmarried  
   c) Separated/Divorced  
   d) Widower

6. Previous Occupation:  
   a) Agriculture  
   b) Business,  
   c) Handloom  
   d) Carpentry

7. Annual Income:  
   a) Rs. 6,000 and below  
   b) Rs. 6,001 - Rs. 8,000  
   c) Rs. 8,001 - Rs. 10,000  
   d) Rs. 10,001 - Rs. 12,000  
   e) Rs. 12,001 and above

8. Value of the Property:  
   a) Rs. 6,000 and below  
   b) Rs. 6,001 - Rs. 8,000  
   c) Rs. 8,001 - Rs. 10,000  
   d) Rs. 10,001 - Rs. 12,000  
   e) Rs. 12,001 and above

10. Number of dependents:

11. Amount of debts:
   a) ₹. 1,000 and below  b) ₹. 2,001 - ₹. 3,000  
   c) ₹. 3,001 - ₹. 4,000  d) ₹. 4,001 - ₹. 5,000  
   e) ₹. 5,001 and above

12. Do you want to keep your children in the craft?  
   Yes/No

ORGANISATION AND HUMAN RESOURCE:

13. Form of organisation:
   a) Sole proprietorship  b) Joint family  
   c) Partnership

14. State the person/institution working for:
   a) Self  b) Mastercraftsman  c) Dealer  
   d) Co-operative society

15. State the problems with mastercraftsman:
   a) Irregular orders  b) Irregular supply of raw materials  
   c) Irregular payments  d) Rejection of orders.

16. Mention the problems with dealers:
   a) Irregular orders  b) Irregular supply of raw materials  
   c) Irregular payments  d) Rejection of orders.

17. Problems with co-operative society:
   a) Irregular orders  b) Irregular supply of raw materials  
   c) Irregular payments  d) Rejection of orders

18. State the size of human resources in your unit:
   a) Family members: ________
   b) Hired workers: ________
19. How many hours do you work in a day: 

20. How many days do you remain idle in a month: 

21. Number of working days lost during 1989-90: 

22. What amount is paid to hired workers by way of monthly wages.
   a) Rs. 300 and below  b) Rs. 301 - Rs. 400 
   c) Rs. 401 - Rs. 500  d) Rs. 501 - Rs. 600 
   e) Rs. 601 and above

23. State the basis of wages paid to hired workers.
   a) Time-rate   b) Piece-rate

24. Mention the benefits provided to the hired workers.
   a) Lunch/Tea/Cinema  b) Clothes
   c) Financing children education  d) Medical

25. To what extent in your opinion human resource in your unit is utilized.
   a) To a great extent  b) To a moderate extent
   c) To a little extent

FINANCE:

26. State the amount of fixed capital.
   a) Rs. 2,000 and below  b) Rs. 2,001 - Rs. 4,000 
   c) Rs. 4,001 - Rs. 6,000  d) Rs. 6,001 - Rs. 8,000 
   e) Rs. 8,001 and above

27. Mention your amount of working capital.
   a) Rs. 1,000 and below  b) Rs. 1,001 - Rs. 2,000 
   c) Rs. 2,001 - Rs. 3,000  d) Rs. 3,001 - Rs. 4,000 
   e) Rs. 4,001 and above

28. Give your source of loans and advances.
   a) Mastercraftsmen  b) Dealer 
   c) Co-operative society  d) Commercial Banks 
   e) Money lender  f) Friends/relatives
29. State the amount of loans and advances taken. ( )
   a) Rs. 2,000 and below  b) Rs. 2,001 - 4,000
   c) Rs. 4,001 - 6,000  d) Rs. 6,001 and above

30. Purpose of loans and advances. ( )
   a) To buy raw materials   b) To buy tools and equipment
   c) Miscellaneous

31. Mention the problems in raising loans and advances.
   a) Inability to provide security ( )
   b) High interest rates   c) Exploitation
   d) Inadequate loan amount
   f) Negligent attitude of bank employees.

32. Give suggestions to overcome the problems of loan raising:

PRODUCTION:

33. Location of the unit: ( )
   a) Urban   b) Rural

34. Specify the reasons for the selection of the location.
   a) Availability of raw materials, b) Native Place
   c) Availability of skilled workers ( )
   d) Proximity to market

34. Mention the tools and equipments used:

35. Give source of raw materials. ( )
   a) Supplier/local retail outlet
   b) Mastercraftsman   c) Dealer   d) Co-operative Society

36. Frequency of raw materials purchase. ( )
   a) Daily   b) Weekly   c) Fortnightly   d) Monthly
37. How do you purchase raw materials?
   a) For cash   b) On credit
   c) Partly cash and partly credit
   d) In exchange of finished goods

38. Are you facing problems in obtaining raw materials?
   a) Irregular supply,   b) Scarcity
   c) High cost   d) Low quality

39. Value of raw materials consumed during 1989-90:

40. Value of production during 1989-90:

MARKETING PRACTICES:

41. State the products produced:

42. Number of products added to the product line during 1984-85 to 1989-90:

43. Number of products deleted from the product line during 1984-85 to 1989-90:

44. State the types of designs used:
   a) Conventional   b) Modern   c) Conventional and modern

45. Do you undertake product planning and development?
   Yes/No

46. If yes, state the frequency.
   a) Very frequently,   b) Frequently,   c) Occasionally

47. Are you planning to undertake the expansion of your unit?
   Yes/No

48. If yes, state the nature of expansion:
   a) Mechanisation of process
   b) Enhancing the installed capacity
   c) Increasing manpower.
49. What is the estimation of amount required for expansion.
   a) Rs. 2,000 - 4,000  
   b) Rs. 4,001 - 6,000  
   c) Rs. 6,001 - 8,000  
   d) Rs. 8,001 - 10,000  
   e) Rs. 10,001 - 12,000.

50. State the person/institution fixing the price of your articles.
   a) Self  
   b) Mastercraftsmen  
   c) Dealer  
   d) Co-operative Society.

51. Mention your customer mix:
   a) Consumers  
   b) Mastercraftsman  
   c) Dealer  
   d) Retail outlets  
   e) Co-operative Society  
   f) Andhra Pradesh Handicrafts Development Corporation

52. Give your sales during 1989-90:

53. What are the terms of sales?
   a) For cash  
   b) On credit  
   c) Partly cash and partly credit  
   d) in exchange of raw materials.

54. What is the time lag between production and selling.
   a) Less than a week  
   b) Week  
   c) Fortnight  
   d) Month  
   e) above one month

55. Do you undertake sales promotion: Yes/No

56. If yes, what are the efforts made to promote sales.
   a) Improving artistic value  
   b) Improving functional value  
   c) reducing price  
   d) Publicity

57. Do you face any marketing problems: Yes/No

58. If yes, state the problems:
   a) Rapid changes in consumer preferences and tastes  
   b) Inadequate advertising and publicity  
   c) Unremunerative pricing  
   d) Exploitation by middlemen.
ANNEXURE II

HANDICRAFTS INDUSTRY IN ANDHRA PRADESH
(A Study with special reference to Marketing)

SCHEDULE FOR CONSUMERS

SOCIO-ECONOMIC BACKGROUND :

1. Education :
   a) S.S.C./Matric   b) Intermediate   c) Technical Education
   d) Graduation     e) Post-Graduation

2. Occupation :
   a) Employment    b) Business     c) Profession
   d) Agriculture

3. Marital Status :
   a) Married       b) Unmarried    c) Separated
   d) Divorced      e) Widower/Widow

4. Annual Income :
   a) Rs. 30,000 and below   b) Rs. 30,001 - 40,000
   c) Rs. 40,001 - 50,000   d) Rs. 50,001 and above

5. State the source of idea for buying handicrafts. ( )
   a) Handicrafts in friend's house
   b) Handicrafts in office and other places
   c) Handicrafts exhibitions
   d) Handicrafts sales emporia
   e) T.V. Programmes on Handicrafts.

6. From where do you get the information about the availability/retail outlets of Handicrafts? ( )
   a) Published sources (News Papers, Magazines etc.)
   b) Family members
   c) Friends or reference group
   d) Relatives
7. Who influences buying decisions for handicrafts? (   )
   a) Self   b) Spouse   c) Parents
   d) Children e) Other family members

8. State the person who takes buying decision for handicrafts: (   )
   a) Self   b) Spouse   c) Parents   d) Other family members

9. To what extent the reference group influences your buying decision? (   )
   a) To a large extent   b) To some extent   c) Not at all

10. State your motives in buying handicrafts? (   )
    a) For luxury   b) For prestige and status
    c) For utility   d) For artistic and aesthetics

11. How do you perceive handicrafts? (   )
    a) Household decoration
    b) The decoration of commercial establishments
    c) Office/Institute decoration
    d) Presentation/Gift

12. Which State handicrafts do you like? (   )
    a) Andhra Pradesh   b) Karnataka
    c) Tamil Nadu   d) Uttar Pradesh

13. State the reasons which handicrafts designs do you like? (   )
    a) Conventional   b) Modern   c) Conventional and Modern

14. Which aspect in handicrafts impresses you? (   )
    a) Religious depictions   b) Decorability
    c) Craftsmanship and   d) Utilitarian aesthetics

15. State the degree of your satisfaction with product-rang, and product mix of Lepakshi sales emporia. (   )
    a) To a large extent   b) To some extent   c) Not at all

16. State your problems in buying handicrafts. (   )
    a) Indifference of sales persons
    b) Non-availability of required article/design
    c) Quality of articles   d) Imposition of sales tax.