APPENDIX A.1

Economic Analysis of entrepreneurship development in the field of Ayurvedic medicines in Thane District in post-reform period

Questionnaire

SECTION-I : Personal information
Name
Caste
Religion
Age
Educational level
Marital status
Type of family
a) Joint □
b) Nuclear □

SECTION-II : Socio-economic profile
1. Family background
   a) Business □
   b) Service/employment□
   c) How many years in the current enterprise/ business□

2. Income (per month)
   a) At the time of establishment –
      Less than 10,000
      10,000-20,000
      Above 20,000
   b) At present-
      Less than 20,000
      20,000-40,000
      40,000-60,000
1) Why did you enter the business?
   a) To achieve something
   b) To make money
   c) To gain social status
   d) To continue family business
   e) Unemployment
   f) Dissatisfaction with previous job

2) Who encouraged you to enter the business?
   a) Family members
   b) Relatives
   c) Friends

3) How far your spouse co-operate you in your business administration?

4) Have you got any previous experience in the similar line?

5) Is your educational qualification suitable to your business?

6) Can you give the details of the assets owned by you? Land, building, vehicles, FDs, property

SECTION- III: About the business
7) Please specify the type of your unit.
   a) Large
   b) Medium
   c) Small

8) What is the year of establishment of your manufacturing unit?

9) Who established the unit?
a) Yourself  
b) Inherited from father  
c) Taken over sick/working unit

10) Specify the location of your unit  
a) Owned premises  
b) Rented  
c) In industrial estate

11) Specify the form of organization of your business  
a) Sole proprietorship  
b) Partnership  
c) Any other

12) Have you received any entrepreneurial training at any part of time?

13) Where did you get the initial finance?  
a) Used personal finance  
b) Borrowed from family members  
c) Borrowed from relatives  
d) Borrowed from bank/private financial institution

14) What was the size of investment?  
i) At the time of establishment of the unit  
ii) At present

15) What was the size of employment?  
i) At the time of establishment  
ii) At present

16) Is ESI scheme applicable to you?
17) What facilities are you providing to your workers?

18) What is the proportion of skilled labour to unskilled labour?

19) What are the products manufactured by you?

20) From where you get the raw material for your production?

21) Do you perform the tests on raw material and finished products for quality medicine?

22) Do you face the shortage of raw material today due to depletion of medicinal plants compared to earlier?

23) Do you use genetically modified herbs for your Ayurvedic production?

24) How do you check the quality of raw material?

25) Have you experienced the adulteration in the raw material supplied to you?

26) Do you use organically grown herbs as raw material?

27) Do you use water in your preparation?
   If yes, is it purified through water treatment system?

28) Have you brought standardization in your Ayurvedic formulations?

29) If the medicinal plant used in the medicine is very rarely available then how can you manage to use its required proportion?
30) There was lot of controversy over the use of Ayurvedic medicines due to the safety issue (lead poisoning issue) Do you use lead?
   If yes, in what proportion?
   If no, what substitute of lead do you use as preservative?

31) How do you standardize the use of additives, preservatives and flavours in your Ayurvedic medicines?

32) Do you follow the code of conduct laid down by GMP?

33) Have you received GMP certificate?

34) Have you done research to develop the new products not mentioned in classical Ayurvedic texts?

35) Are your prices competitive?

36) Are these prices higher than the prices of modern medicines?

37) What is the % of your profit?
38) Does increasing cost of medicinal plants affect your profit margin?

39) Mention the type of market in which you are selling your product
   i) Local market
   ii) State-wide market
   iii) National market
   iv) International market

40) What is your marketing strategy?
   i) Sale through medical representatives, agents, dealers or wholesalers
ii) Any other

41) How do you advertise your product?

42) Do you feel that media play an important role in increasing demand for Ayurvedic products?

43) Which section of the society prefers Ayurvedic medicines to allopathic medicines?
   i) Educated
   ii) Uneducated
   iii) Both

44) What is the unique feature of your product?

45) Do you accept job work?

SECTION-IV: Performance of Entrepreneur

46) What is your annual turnover?

47) Have you introduced innovations in the business?
   If yes, in what form?
   i) Addition of new product
   ii) Improvement in the existing product
   iii) Expansion of unit
   iv) Installation of new/modern machinery
   v) Establishment of new unit
   vi) Any other
   vii) No change
48) How much return do you get on your investment?
   Specify range of average annual profit
   i) 5-10%
   ii) 11-16%
   iii) More than 16%

49) Do you reinvest profit?
   If yes, what is the approximate percentage?
   If no, how do you use profit?
   i) For personal use
   ii) To repay loans
   iii) Any other

SECTION – V : Problems faced by entrepreneurs

50) Have you taken help of any technical consultancy to undergo some special training required for your business?

51) Do you face the problems in getting raw material?

52) What problems did you face in getting the initial finance?

53) Are you still facing the problems related to fixed and working capital?

54) Do you know the special schemes of finance / any other schemes related to your business, introduced by banks and government?

55) Have you received the benefits from these schemes?

56) Did you face any problems from government, DIC and various other central and state government agencies at any time?
57) Do you face the problem of getting skilled labour?

58) Are you aware of the special incentives provided by the government to promote the growth of SSI?

59) If yes, to what extent you were benefited by these?

60) Do you face any problem in marketing your products?

61) Do you face any problem while receiving the payments in time?

62) Have you faced stress in the business? If yes what are the reasons? How do you cope up with the stress?

63) Specify the legal problems if any, faced at the time of establishment of your unit.

64) Are you in the field of exports? If yes, have you observed any impact of globalization on your exports?

65) What are the major constraints faced by you while exporting your products?

66) What are your expectations from the Government of Maharashtra?

67) What are your future plans?

68) What are your suggestions for emerging entrepreneurs in this field?