Appendix
A STUDY ON SAGO INDUSTRIES IN SALEM DISTRICT

INTERVIEW SCHEDULE

1. Name

2. Year of Existence
   a. 0 – 10 years
   b. 10 years to 15 years
   c. 15 years to 20 years
   d. More than 20 years

3. Educational Qualification
   a. ESSLIC
   b. SSLIC
   c. Higher Secondary
   d. Degree
   e. Post Graduate

4. Form of Organization
   a. Sale Proprietor
   b. Partnership

5. Nature of production
   a. Sago Production
   b. Starch Production
   c. Both sago and starch
6. Details of tapioca cultivation
   a. Cultivation on own land
   b. Cultivation on leased land
   c. Tuber cultivation only
   d. Mixed cultivation

7. Background of establishment of the business
   a. Newly started without any background
   b. Newly started with background
   c. Inherited with ancestors

8. Did you use your own fund in your business?
   a. Yes
   b. No

9. If no, mention the sources of finance
   a. Banks
   b. Finance Companies
   c. Money Lenders
   d. Friends and Relatives

10. Amount of capital employed
    a. Fixed capital

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<tr>
<th>Years</th>
<th>Fixed Capital</th>
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<td>2002 – 03</td>
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<td>2004 – 05</td>
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<td>2007 – 08</td>
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<td>2008 – 09</td>
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b. Working capital

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<tr>
<th>Years</th>
<th>Working Capital</th>
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<td>2002 – 03</td>
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<td>2007 – 08</td>
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<td>2008 – 09</td>
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11. Do you face any problem in getting finance?
   a. Yes
   b. No

12. If yes, mention the problems
   a. Timely not available
   b. Not sufficient amount
   c. High interest rate
   d. Many formalities

13. Types of tapioca raising
   a. Mulluvadi
   b. Rose

14. Details of purchase of raw materials
   a. From seller
   b. From Own source
   c. Both the above

15. Mode of payment for the raw materials
   a. Ready cash
   b. Credit
   c. Both ready cash and credit
16. Mention the annual production of your unit
   a. Below 500 tn
   b. 500 – 600 tn
   c. 600 – 750 tn
   d. More than 750 tn

17. Availability of orders
   a. Upto 30 days
   b. From 30 to 40 days
   c. From 40 to 60 days
   d. More than 60 days

18. Sources of fuel
   a. Electricity
   b. Diesel
   c. Gas

19. Availability of transport services
   a. Own vehicle
   b. Hired vehicle
   c. Both own and hired vehicles

20. Nature of work methods
   a. Hourly basis
   b. Shift basis
      (i) Day shift
      (ii) Night shift
   c. Both day and night shifts
21. Do you give any bonus to your workers?
   a. Yes
   b. No

22. If yes, mention the mode of payment
   a. Annually
   b. Bi-annually
   c. Quarterly
   d. Whenever there is profit
   d. No Bonuses

23. Methods of marketing
   a. Through personal
   b. Through executives
   c. Through association
   d. Advertisement
   e. Miscellaneous

24. Methods of sales
   a. Direct sales
   b. Agents
   c. Associations
   d. Open market
   e. On contracts
25. Sales performance

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<tr>
<th>Years</th>
<th>Sales Performance</th>
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<td>2008 – 09</td>
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26. Factors influencing the direct sales
   a. Fair price
   b. High price
   c. Season
   d. For immediate money
   e. Demand

27. Opinion about the direct sales price
   a. High price
   b. Low price
   c. Equal price
   d. NO Opinion

28. Nature of storage facilities
   a. Owned storage facilities
      (i) For raw materials
      (ii) For finished products
   b. Hired Storage Facilities
      (i) For raw materials
      (ii) For finished products
29. Types of insurance you have taken
   a. Fire
   b. Theft
   c. Marine

30. Do you avail any financial assistance from the government?
   a. Yes
   b. No

31. If yes, mention the form of assistance
   a. Marketing assistance
   b. Technical assistance
   c. Financial assistance
   d. Consultancy
   e. Transport
   f. Supply
   g. Storage
   h. Any other facilities

32. Factors affecting the overall operation of the units
   a. Availability of raw materials
   b. Profitability
   c. Tradition

33. Determinants of profit (Rank the following)
   a. Cost of labour
   b. Timely delivery
   c. Labour productivity
   d. Technology
   e. Brand name
   f. Packaging
34. Give weightage to the difficulties you are facing

<table>
<thead>
<tr>
<th>Factors</th>
<th>Most Important</th>
<th>Important</th>
<th>Neither Important nor not important</th>
<th>Somewhat Important</th>
<th>Not Important</th>
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<tbody>
<tr>
<td>Availability of raw materials</td>
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<td>Prompt delivery</td>
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<td>Lack of infrastructures</td>
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<td>Govt.’s intervention</td>
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<td>Pollution</td>
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<td>Water Problems</td>
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<td>Old Equipments</td>
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<td>Inadequate machinery</td>
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<td>Other problems</td>
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35. Suggestions, if any

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