APPENDIX 1

FILLED-UP QUESTIONNAIRE

1. (a) Shop No.-
   (b) Year of Establishment-
   (c) Area-
   (d) Locality-
   (e) Date of Interview-

2. Nature of ownership-

3. (a) Previous business/occupation of Shop owner.
   (b) Monthly Income-

4. In case of Co-operative
   (a) No.of Members-
   (b) Total paid up share-capital

5. Approximate area of shop-

6. No. of employees-

7. Major categories of items sold
   (a) Rationed items-

B.C.No.10, Nav Gujarat Consumers' Co-operative Society
1958
Juna Wadaj
Mixed. Labour and Slum
Manager/Pharmaceutical Market
Rs.600/-
410
Rs.2595/-
15' X 40'
1 Manager, 1 Weigher, 1 bill clerk
Wheat, Rice, Foodgrains for Food for All, Levy and
(b) Non-rationed items—
Rice, Wheat, Pulses, Soap of Gramodyog.

8. (a) Total No. of cards—
1616 + 110 (Food for All cards)
serviced.

(b) Name of locality—
Wadaj

(c) Population covered—
9127

9. (a) Physical stock maintained on an average
(1) Rationed—
5 quintal Sugar, 5 quintals Wheat, 4 quintals Rice, 3 barrels of Palmolein Oil (192 Kg/barrel).

(2) Non-rationed—
10-15 quintals Rice, 5 quintals Pulse

(b) Amount of monthly-indent for rationed items
100 quintals Wheat, 10 quintals Rice and 38 quintals Sugar

(c) Amount of deposit with-ration authority (licence fee)
Rs.500 (deposit) + Rs. 70

(d) Estimated cost of -furniture and fixtures in the shop.
Rs.20,000 at present market rate.

10. Approximate amount of investment in non-rationed items.
Rs.3000. They can get the articles on credit of 20-25 days.

11. Monthly expenses incurred in Feb. 1988:
(a) Employees' salary—
Rs.1500/-

(b) Rent
Rs.200/-
(c) Storage (apart from shop rent) Nil
(d) Haulage of goods from FCI/Wholesale depots to shops. Rs.1200/-
(e) Other expenses such as:
   (i) Conveyance-
   (ii) Electricity -
   (iii) Insurance-
   (iv) Stationery-
   (v) Loss in transit-
   (vi) Interest-
   Rs. 100 - Petrol allowance for Manager
   Rs.10
   Rs.262/ year premium
   Rs.150
   On an average 74 Kg. for Wheat, 17 Kg. for Sugar and 29 Kilo for Oil per year.
   Nil

12. Sales and Income for Feb. 1988:

   (a) Total Monthly Distribution in (Ql.) Wheat 81 -- 34 41
   (b) Cost/quintal paid to Govt. (Rs.) Rice 211 264.20 506 135.4
   (c) Total sale price/Ql. (Rs.) Sugar 220 -- 510 140.0
   (d) Commission/Ql. (Rs.) Oil 9 -- 4 4.6
   (e) Income from sale/empty bag (Rs.) Wheat Rice Sugar Oil
   profit profit profit profit
   for 32 for 15 for 2
   bags of bags of bags of
   YES

13. Monthly estimated income from non-rationed items (if any) Wheat Rice Pulses

   Rs.4/bag Rs.5/bag Rs.5/bag

PART B

1. In your view, are you providing adequate customer service to cardholders? YES

2. What prevents your offering
better service to your customers?

a) Inadequate commission/return on income

YES

b) Non-availability of stocks in time

Not Much

c) Excessive paper work

No paper work is necessary for a co-operative.

Financial constrains

d) Other factors

3. (a) Are you satisfied with your monthly salary ?
(b) If not, why should you stay on ? What motivates you to continue:

(i) Traditional line of business

NO

(ii) In anticipation of better prospects

NO

(iii) Absence of alternative source of livelihood

NO

(iv) Other factors

As a retired person to serve people.

4. Would you like to deal with a larger range of products than what you are having now ? If so, why ? What steps have you taken to reach the goal, if any ?

(i) Would like to increase the range, but, because of long lines, nobody will like to come and buy goods other than rationed items.

(ii) Have found additional business as distribution centre for Ahmedabad Dairy and Collection centre for Ahmedabad Ele. Co.