ANNEXURES
I DEMOGRAPHIC DETAILS

1Q. Name of weaver:

2Q. Address: 

3Q. Age in years
   a. \( \leq 30 \)
   b. 31-50
   c. \( \geq 51 \)

4Q. Gender
   a. Male
   b. Female

5Q. You belong to which community?
   a. Non-Weaving
   b. Padmasali
   c. Thogata
   d. Kurnisali
   e. Pattusali
   f. Devangas
   g. Others

6Q. What is your educational qualification?
   a. Illiterate
   b. Primary School.
   c. Higher Secondary
   d. Intermediate
   e. Graduate
   f. Diploma in Handloom Technology

7Q. What is your main occupation?
   a. Independent
   b. Weaver for master weaver
   c. Weaver working for Coopertive Society
   d. Weaver working for KVIC
   e. MasterWeaver (Self)
   f. Any Other

8Q. Are native of the place?
   a. Native
   b. Migrated
II FAMILY DETAILS

9Q. Type of family
   a. Joint
   b. Nuclear

10Q. Total number of family members?
   a. Two
   b. Three
   c. Four
   d. Five
   e. Six
   f. Seven
   g. Eight
   h. Nine
   i. Ten

11Q. Total number of female members in the family?
   a. one
   b. two
   c. three
   d. four
   e. five
   f. six
   g. seven

12Q. Education of male members in the family?
   a. Illiterate
   b. Primary School.
   c. Higher Secondary
   d. Intermediate
   e. Graduate
   f. Diploma in Handloom Technology

13Q. Occupation of male members of the family?
   a. Preparatory Processes - full time
   b. Preparatory - Part Time
   c. Weaving - Full Time
   d. Weaving - Part Time
   e. Non-Weaving
   f. Non-Working

14Q. Education of female members in the family?
   a. Illiterate
   b. Primary School.
   c. Higher Secondary
   d. Intermediate
   e. Graduate
   f. Diploma in Handloom Technology
15Q. Occupation of female members of the family?
   a. Preparatory Processes -full time
   b. Preparatory -Part Time
   c. Weaving -Full Time
   d. Weaving-Part Time
   e. Non-Weaving
   f. Non-Working

16Q. Age of children helping/learning weaving in the family?
   a. Male (<14 years)
   b. Female (<14 years)

17Q. What is your total family income per annum approximately?
   a. <20,000
   b. 20,001-50,000
   c. 50,001-1,00,000
   d. >1,00,000

18Q. Type of house/shelter possessed by the weaver?
   a. Kaccha House
   b. Semi-Pacca House
   c. Pacca House
   d. Rented House

19Q. Location of loom
   a. Inside the house
   b. Separate Workshed

20Q. How many generations involved in weaving?
   a. Hereditary
   b. First generation
   c. Second generation

III PRODUCTION

21Q. How many looms you own?
   a. One
   b. Two
   c. Three and above

22Q. Do you have any special looms/tools?
   a. Jacquard loom
   b. Asu machine
   c. Dobby attachment
   d. New reeds

23Q. How many number of looms are working now?
   a. One
   b. Two
   c. Three & Above
24Q. Is any preparatory process mechanized?
   a. Spinning (6 spindle charkha)
   b. winding
   c. warping
   d. all
25Q. What type of unit articles you weave?
   a. Sarees
   b. Dhotis & Lungis
   c. Towels
   d. Dressmaterial
   e. Furnishings
26Q. How many unit articles you weave per month?
   a. 8 unit articles
   b. 7 unit articles
   c. 6 unit articles
27Q. How many days you work in a week?
   a. 7 days
   b. 6 days
   c. 5 days
28Q. How many hours you work per day?
   a. 10-12 hours
   b. 8-10 hours
   c. 6-8 hours
29Q. How much wages you receive per month?
   a. Rs. 1800 per 8 sarees
   b. Rs. 1000 per 8 sarees
   c. Rs. 12 per meter
   d. Fixed salary

IV INDEBTEDNESS OF WEavers

30Q. Duration of the loan taken?
    < year
    1-3 years
    >3 years
31Q. Sources from which loan was taken?
   a. Master Weaver
   b. Money Lender
   c. Scheduled Bank

32Q. Problems related to institutional finances?
   a. Not Aware of It
   b. No Security to Show
   c. No Guidance
33Q. Reasons for taking loan?
   a. Household Expenses
   b. Improvement of Work Facilities
   c. Development of Business

V  DESIGNS AND COLOURS

34Q. How many number of designs you weave/ specialize?
   a. One
   b. Two
   c. Three or More

35Q. Who supplies the designs?
   a. Self
   b. Master Weaver
   c. Order Based
   d. Standard Traditional Designs

36Q. Who gives you the colour specifications?
   a. Master Weaver
   b. Customer
   c. Co-Op Society
   d. KVIC
   e. N.G.O.

37Q. Have you received training from any of the professional bodies?
   a. Prayogasamithi-KVIC
   b. Weaver's Service Center
   c. N.G.O
   d. N.I.F.T.
   e. N.I.D.

38Q. How frequently you change the traditional designs?
   a. Seasonal
   b. Yearly
   c. Rarely

39Q. How many number of new designs you adopted in the past one year?
   a. One
   b. Two

VI  QUALITY CONTROL

40Q. What type of quality measures are taken while weaving?
   a. Count and quality
   b. Fineness of the yarn
   c. Uniformity and fineness of colours
   d. Matching of colours and designs
VII  PROBLEMS FACED BY THE WEAVER IN PROFESSION
40Q. What type of problems you faced in your profession?
   a. Procurement of Yarn
   b. Processing
   c. No Problem

VII  FUTURE PLANS OF THE WEAVER
41Q. Are you willing to change to better source of income like
   a. Garment Industry
   b. Knitting Industry
42Q. What type of assistance you expect from Government?
   a. Financial Assistance Yes/No
   b. Rawmaterial for Subsideised Rates Yes/No
   c. Purchasing the Finished Products Yes/No
   d. Improved Marketing Facilitied Yes/No
   e. Training in New Designs and Processes Yes/No
   f. Old-Age Pension Yes/No
   g. No Idea
   h. Any Other
   i. All support from Government
43Q. Ambitions for future?
   a. Bright Future
   b. Same As Now
   c. Stable/Steady Future
INTERVIEW SCHEDULE FOR THE RETAILER / WHOLESALER
KHADI: GOVERNMENT/PRIVATE
HANDLOOM: GOVERNMENT/PRIVATE

I. DEMOGRAPHIC DETAILS

1Q NAME OF THE RETAILER / WHOLESALER: ____________________________
ADDRESS: ____________________________

2Q. Age in Years
   a. Upto 30
   b. 31-50
   c. 51 Years and Above

3Q. Gender
   a. Male
   b. Female

4Q. What are you Educational Qualifications?
   a. Illiterate
   b. Primary School
   c. High School
   d. Intermediate
   e. Graduate
   f. Diploma in Handloom Technology/NIFT Diploma/P.G./NID Diploma

II BUSINESS PARTICULARS

5Q. What is the Nature of unit/ nature of Business?
   a. Wholesale
   b. Retail
   c. Both

6Q. Type of Ownership
   a. Govt.Khadi Bandar’s Employee
   b. Cooperative Society
   c. Private-Sole Proprietor
   d. Private-Partnership
   e. Non Government Organisation

7Q. What is your income per annum approximately?
   a. <1,00,000
   b. 1,00,000-5,00,000
   c. 5,00,001-10,00,000
   d. >10,00,000
8Q. What is the approximate investment of this shop?
   a. Thousands
   b. Lakhs
   c. Crores

9Q. Have you availed any of the following financial support?
   a. 75% From Kvic And 25% From Banks
   b. Scheduled Banks
   c. Private Finance
   d. Self Financed

10Q. What is your sales turnover per annum approximately?
    a. Thousands
    b. Lakhs
    c. Crores

11Q. What is your percentage profit range approximately?
    a. 40% And Above
    b. 30%-40%
    c. 20% - 30%
    d. 10% - 20%

12Q. What is the ratio of Marketing Officer : Sales Persons?
    a. 1:1
    b. 1:2
    c. 1:3
    d. 1:4
    e. 1:5

III PRODUCTS-DESIGNS AND COLOURS

13Q. What type of product lines and product mix you stock?
    a. Saree Cotton /Silk
    b. Dress Material yardages
    c. Dhotis/Lungis
    d. Towels/Kanduva/Angavastra/Hand Kerchiefs
    e. Bed Sheets/Furnishings/Durries
    f. Decorative Items
    g. Ready To Wear for Kids
    h. Khadi Kurtas/Khadi Shirts
    i. Spurious Handloom Goods

14Q. Have you stocked latest designs stocked?
    a. Modern Niche Designs
    b. High Grade Designs
    c. Moderate Designs
    d. Traditional Designs
    e. Poor Designs

15Q. What type of colours you stock?
    a. Natural/Virgin colours of Khadi
    b. Bright colours
    c. Subdued coloured
    d. Colours of natural dyes
    e. Pure white
    f. Any Other
IV QUALITY

16Q. Do you give guarantee of durability and colourfastness?
   a. Guaranteed
   b. Not Guaranteed

17Q. Do you get the following complaints from the Consumers?
   a. Colour Bleeding
   b. Patterns And Designs
   c. Product Range
   d. Size And Measurements
   e. Fabric Defects Like Holes/Tears/Slubs Etc.
   f. Any Other

18Q. How do you managing consumer complaints?
   a. Rectify
   b. Replace
   c. Refund

19Q. What measures you take for pursuading more consumers towards Khadi and Handloom fabric?
   a. New Designs
   b. Improved Quality
   c. Swadeshi/Patriotic Sentiment
   d. Encouragement To Traditional Artisans
   e. Eco-Friendly/Comfort Fabrics
   f. Any Other

V MARKETING STRATEGIES

20Q. What kind of retail network you have?
   a. Local Private Retailers
   b. District Level Retailers
   c. State Level Retailers
   d. Other State Retail Outlets
   e. Exporters
   f. Interactive Internet Business B To B
   g. Interactive Internet Business B To C

21Q. What are you present marketing strategies?
   a. Wide Product Range of Indian Traditional Products
   b. Availability of Wider Product Mix(combination of variety of products)
   c. Reasonable Price Range
   d. Visual Merchandising-Lighting Arrangements, Attractive Interiors, Attractive Product Display, Attractive Banners/Show Cases
   e. Friendly Courteous Sales Persons and hospitality
   f. Acceptance of Credit Cards
   g. Attractive Packing And Dispatch
   h. Parking Place For 2 Wheeler/4 Wheeler
   i. Home Delivery Facility
   j. Any other
22Q. What type of promotional marketing strategies you use to attract the consumers?
   a. Discount Sales/Rebate Sales
   b. Festival Incentives (Free Gift Offers, Lottery Vouchers)
   c. Clearance Sales (like Buy One Get One Free Type of Offers)
   d. Off-Season Reduction Sales
   e. Exhibitions/Melas
   f. Any other

VI PUBLICITY AND ADVERTISEMENTS

23Q. What type media is used for publicity/Advertisements?
   a. Daily News Papers
   b. Weekly Magazines
   c. Pamphlets along with News Papers
   d. Television Ads
   e. Radio Announcements
   f. Slide Show In Cinema Theatres
   g. Banners At Public Places
   h. Window Displays At Public places

24Q. Do you have or were there any request for a separate counter for Non Resident Indian?
   a. Yes
   b. No

25Q. What kind of incentives/assistance you expect from Government?
   a. Buyer-Seller Meets
   b. Participation In International Fairs/Exhibitions
   c. Encouraging Exports
INTERVIEW SCHEDULE FOR THE KHADI / HANDLOOM CONSUMER

I. DEMOGRAPHIC DETAILS

1Q. Name of the consumer:

Address: ____________________________________________

2Q. Age in years
   a. Below 14 Years
   b. Teenager (14-19 years)
   c. 20-30 Years
   d. 31-50 Years
   e. 51 Years And Above

3Q. Gender
   a. Male
   b. Female

4Q. You belong to which community?
   a. Hindu
   b. Muslim
   c. Christian
   d. Any Other

5Q. What is your educational qualification?
   a. Illiterate
   b. Primary School,
   c. Higher Secondary
   d. Intermediate
   e. Graduate
   f. Post-Graduate

II. FAMILY DETAILS

6Q. Specify the Type of family?
   a. Joint
   b. Nuclear

7Q. Size of the family/Total number of family members?
   a. Small
   b. Medium
   c. Large

8Q. What is your Occupation?
   a. House Wife
   b. Student
   c. Business
   d. Service
   e. Design Professionals
   f. Any Other
9Q. What is your total family income per annum approximately?
   a. <1,00,000
   b. 1,00,001-2,00,000
   c. 2,00,001-3,00,000
   d. >3,00,001

III AWARENESS ABOUT KHADI AND HANDLOOM FABRICS

10Q. Are you aware of Khadi/Handloom fabrics?
   a. Hand spun fabrics
   b. Hand woven fabrics
   c. Both handspun and hand woven fabrics
   d. No idea

11Q. Why do you like Khadi / handloom fabrics?
   a. Comfort
   b. Swadeshi sentiment
   c. Elegance/dignified appearance
   d. Affordable prices
   e. Eco-friendly fabrics
   f. Valuable possessions for special occasions like marriages and Pujas
   g. Traditional look

IV SHOPPING AND CONSUMPTION PATTERNS

12Q. When was your last visit to Khadi / Handloom showroom?
   a. One Month
   b. Six Months
   c. One Year

13Q. How Frequently you purchase Khadi/ Handloom fabrics?
   d. Now and Then
   e. Rarely
   f. Frequently
   g. Always

14Q. Which showroom you visited?
   a. Khadi Bandar
   b. Retail Outlet of Co-operative Society
   c. Master Weaver's Retail Outlet
   d. Private Showroom
   e. Any Other

15Q. What were the items you purchased in the previous year?
   a. Saree Cotton /Silk
   b. Dress Material yardages
   c. Dhotis/Lungis
   d. Towels/Kanduva/Angavastra/Hand Kerchiefs
   e. Bed Sheets/Furnishings/Durries
   f. Decorative Items
   g. Ready To Wear for Kids
   h. Khadi Kurta's/Khadi Shirts
   i. Spurious Handloom Goods
16Q. What was your preference among the following graded Latest Designs Stocked?
   a. Modern Niche Designs
   b. High Grade Designs
   c. Moderate Designs
   d. Traditional/Age old Designs
   e. Not sure

17Q. What were the preferred/purchased colours?
   a. Natural/Virgin colours of Khadi
   b. Bright colours
   c. Subdued coloured
   d. Colours of natural dyes
   e. Pure white
   f. Any Other

18Q. What was the price range of your last Purchase?
   a. <Rs.250
   b. Rs.251-500
   c. Rs.501-1000
   d. Rs.1001 & ABOVE

19Q. What type of shopping you prefer for buying Khadi/Handloom fabrics?
   a. Traditional shopping by visiting the showroom
   b. Interactive Internet Business Business to Business
   c. Interactive Internet Business Business to Consumer

V MARKETING STRATEGIES/INCENTIVES

20Q. Have you availed any Discount / Rebate? Specify.
   a. 10%
   b. 15%
   c. 20%
   d. 25%
   e. 30%
   f. Any Other

21Q. What are the Reasons for visiting that particular retail outlet?
   a. Wide Product Range of Indian Traditional Products
   b. Availability of Wider Product Mix(combination of variety of products)
   c. Reasonable Price Range
   d. Visual Merchandising-Lighting Arrangements, Attractive Interiors, Attractive Product Display, Attractive Banners/Show Cases
   e. Friendly Courteous Sales Persons and hospitality
   f. Acceptance of Credit Cards
   g. Attractive Packing And Dispatch
   h. Parking Place For 2 Wheeler/4 Wheeler
   i. Home Delivery Facility
   j. Any other
22Q. Which of the following promotional marketing strategies of Khadi/Handloom showrooms attract you?
   a. Discount Sales/Rebate Sales
   b. Festival Incentives (Free Gift Offers, Lottery Vouchers)
   c. Clearance Sales (like Buy One Get One Free Type of Offers)
   d. Off-Season Reduction Sales
   e. Exhibitions/Melas
   f. Any other

VI  PUBLICITY AND ADVERTISEMENTS

23Q. Through which media you came to know about Khadi and handloom textile sales
   a. Daily News Papers
   b. Weekly Magazines
   c. Pamphlets along with News Papers
   d. Television Ads
   e. Radio Announcements
   f. Slide Show In Cinema Theatres
   g. Banners At Public Places
   h. Window Displays At Public places

VII  QUALITY CONTROL MEASURES THAT ATTRACTION YOU

24Q. Quality consciousness
   a. No Slubs
   b. No Design Mismatch
   c. No Shade Difference
   d. No Fuzziness
   e. Tightly Woven
   f. All the Above Qualities

25Q. What is your opinion about the durability of these fabrics?
   a. Long Durability
   b. Average/Medium Durability
   c. Poor Durability

VIII  COMPLAINTS AND GENERAL OPINIONS

26Q. Have you felt/expressed Complaints regarding Khadi/Handloom fabrics?
   a. Colour Bleeding
   b. Patterns And Designs
   c. Product Range and Product Mix
   d. Fabric Quality
   e. Size And Measurements Of Ready-To-Wear
   f. Fabric Faults
   g. Any Specific Complaint/Dislikes
27Q. How can more people be persuaded to purchase Khadi / Handloom fabrics?
   a. Cutting Down the Cost
   b. Cutting Down the Cost of Maintenance
   c. Improving Quality / Improving Designs
   d. Value Addition
   e. Attractive Visual Merchandising
   f. Friendly Salesmanship
   g. Wider Range
   h. Any Other

28Q. Steps to improve sales strategies of Khadi/ Handloom fabrics?
   a. Attractive Brand names
   b. Color Appeal And Compelling Designs
   c. Good Visual Merchandising
   d. Active/Friendly Sales Persons
   e. Courteous Explanations
   f. All The Above

29Q. Do you like separate counter for NRI
   a. Yes
   b. No

30Q. Do you have any suggestions for the Betterment of the Khadi/Handloom Industry?
   a. Training To Weavers
   b. Competent Quality/Color/Design Blending
   c. Training For The Sales Persons To Catch The Customers
   d. Traditional Clothes Mixed With Latest Modern Blends
   e. Attractive Finishing For Cotton Fabrics Before Marketing
   f. All The Above