Research Topic
Comparative study of fruit processing industry between India and Brazil: a case study of mango

Interview schedule
For mango cultivators

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INTERVIEW SCHEDULE

I. General / Introductory Information

a. Name of the farmer : 

b. Address : 

c. Total land holding : 

d. Proprietary status : 

e. Area under different permanent crops : 

f. Area under field crops : 

g. Irrigation status : Irrigated / non irrigated

II. Specific Information

a. Area under Mango crop : 

b. Total number of Mango plants : 

Mango age group wise : 

1-2 years : 
2-5 years : 
5-10 years : 
10 and above : 

c. Varieties cultivated : Number of Plants

i. Alphonso : 

ii. Mallika : 

iii. Neelam : 

iv. Totapuri : 

v. Others : 

d. Details about the purchase of seedlings / saplings

Purchased from : 
Certified or not : Yes/No
If yes, by which authority:

e. Variety-wise annual yield: Kgs / per plant
   i. Alphonso:
   ii. Mallika:
   iii. Neelam:
   iv. Totapuri:
   v. Others:

f. Application of fertilizers (Qty per acre):

g. Frequency of application of fertilizers (No. of times per year):
   a)
   b)
   c)
   d)

h. Application of plant protection chemicals/growth regulators/pesticides (Qty per acre):

i. Frequency of application of the above:
   Time of application
   a)
   b)
   c)
   d)

j. Major diseases encountered: Severity on a scale of 1 to 10
   (1: Negligible, 10: Most severe)
   a)
   b)
   c)
   d)

k. Major pest attack: Time severity frequency
Severity on a scale of 1 to 10
(1: Negligible, 10: Most severe)
a) 
b) 
c) 
d) 
l. General time of harvest : 
m. Method of harvesting : 
a) 
b) 
n. Grading process followed based on
   Variety : Yes/No
   Size : Yes/No
   Colour : Yes/No
   Taste : Yes/No
   Diseased Fruits : Yes/No
   Other advanced mechanism specify :
o. Packing process followed :
   no packing : Yes/No
   bulk packing : Yes/No
   crates (cartons) : Yes/No
   any other specify :
p. Availability of storage facilities at farm : Yes/No
q. Details of storage facility :
r. If using any other storage facility specify :

s. Marketing of the produce:
   In local market : Yes/No
   Through middlemen : Yes/No
   In main / terminal markets : Yes/No
   Through wholesalers : Yes/No
   Through exporters : Yes/No
   Any other (specify) :

III. Collaborative Information
a. Are you a member of any co-operative society/ NGO/ any other group etc?
   Yes/No

If yes, answer b to l

b. Since when :

c. Name of the organization :

d. Is the organization is registered : Yes/No

If yes, when was it registered :

e. Type of organization :

f. Total number of members in the above organization :

g. Key activities undertaken by the above organization :

h. Type of support extended to you by that organization :

i. How much is the membership fee :

j. Is the organization run in a professional manner : Yes/No

k. Have you ever availed any facilities/support from the above organization : Yes/No

l. If yes, specify what type of facilities / support :

m. Have you ever availed any facility/ support from a government nodal body like NHB, APEDA, CFTRI, Agriculture universities, Horticulture Department, HOPCOMS etc
n. Type of facility/support availed:

o. Frequency of availment:

p. Has any official/consultant from the above nodal agency/institution ever visited your farm or consulted you in person: Yes/No
   If yes,:
      Why:
      When:
      Outcome:

q. Have you consulted the officials from the above government nodal bodies/institutions: Yes/No
   If yes,:
      Why:
      When:
      With whom:
      Outcome:

**IV. Concluding Information**

i) Is this farming activity profitable or not?: Yes/No
   If yes how much is the annual net profit:
   If no how much is the loss incurred:

ii) Do you treat your orchard as a profit making center/cost center/simply an asset:

iii) How much amount did you invest in the farm in last five years?

iv) How would you prefer to deal with this venture in future?
   a) Continue as it is with no further tangible investments:
b) Lease it or sit quite

\[ \text{c) Sell it} \]

\[ \text{d) Develop the farm by investing more funds} \]

v) Important problems/suggestions/remarks pertaining to following

1. Availability of certified quality saplings/seedlings:

2. During production /cultivation

3. During harvesting

4. During post harvesting
   a) grading
   b) storing
   c) packing
   d) marketing

5. Support from the Govt. nodal agencies/ institutions :