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APPENDIX - 1

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H A D R A K.

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he _____,

ub: Research study on the problems and prospects of Export Promotion in Orissa.

ear Sir or Madam

have the pleasure to introduce myself as a research scholar in the field as mentioned above. My study covers the item produced and exported from Orissa. In the context, I congratulate you for your sincere efforts as an exporter in boosting exports from the state and thereby contributing a lot in the industrialisation program.

As you are aware, Orissa is a poor state though it has a rich resource-base. So far, the export culture and export consciousness in the state are at infancy notwithstanding the fact that we had a rich and prosperous tradition as a sea-faring state in the past.

The contradiction of rich potentiality and poor performance of Orissa in export front fascinated me to take up this study. I hope, your co-operation and valuable suggestions would be of immense help to go deep into the problem and analyse different aspects of it to evolve a future strategy for the state.

A questionnaire has been prepared for the purpose and I hope, your good office would make the paid in filling it up for the greater interest of the state. In this regard, I would be upon you to kindly assist me by extending all support and co-operation, when I visit your unit for a detailed discussion on the problem.

I would like to assure you that the information supplied by you, would be kept confidential, if you need so.

Thanking you.

Yours faithfully,

(R. Routray)
Research Scholar

QUESTIONNAIRE.

A. GENERAL PROFILE OF THE FIRM:

1. NAME OF THE FIRM.

2. DETAILED ADDRESS OF THE UNIT AND HEAD OFFICE.

3. YEAR OF ESTABLISHMENT.

4. YEAR OF COMMENCEMENT OF EXPORT.

5. SIZE AND STATUS OF BUSINESS - (Tick your answer)
 - i) Cottage
 - ii) Small Scale
 - iii) Medium Scale
 - iv) Large Scale
 - i) Export Oriented Unit
 - ii) 100% Export Oriented Unit

6. MAIN PRODUCTS MANUFACTURED FOR EXPORT

7. RAW MATERIALS USED
 - i) Indigenous
 - ii) Imported
 - iii) Both

8. PERCENTAGE OF IMPORTED RAW MATERIAL TO INDIGENOUS RAW MATERIAL:

9. TYPE OF ENERGY USED:
 - i) Coal
 - ii) Electricity
 - iii) Oil
 - iv) Any other

10. NAME THE ANCILLIARY INDUSTRY (IF ANY) THAT USES YOUR BY-PRODUCTS AS RAW MATERIAL:
 - i)
 - ii)
 - iii)

11. SCOPE FOR SETTING UP ANCILLIARY UNITS BY USING YOUR BY-PRODUCT:
 - i)
 - ii)
 - iii)

12. CHANNEL OF EXPORT:

- i) Direct
- ii) Through agent
- iii) Any other

13. COUNTRIES TO WHICH YOU EXPORT:

- i)
- ii)
- iii)
- iv)
- v)

14. MAIN COMPETITORS IN THE FOREIGN MARKET:

- i)
- ii)
- iii)

15. NATURE OF BUSINESS:

- i) Seasonal
- ii) Regular
- iii) Committed to world market

B. EXPORT ACTIVITIES:

1. What promoted you to enter into Export (Tick any four important reasons)

- i) Hereditary
- ii) Circumstantial reasons
- iii) Government's facilities
- iv) Foreign exchange earning
- v) Uncertain/Limited domestic demand
- vi) Capacity utilisation
- vii) Any other.

2. Factors responsible for your continuance in export trade.
(Tick any four important reasons).

- i) Product is suited to market needs.
- ii) Competitive price
- iii) Timely delivery
- iv) Good advertisement & Adoption to changes
- v) Personal contact with foreign buyers
- vi) Resourceful distribution/agents
- vii) Attractive packing
- viii) Good quality of your product
- ix) Incentives from Government policies
- x) Any other

3. Year Production Profile:

| <u>YEAR</u> | <u>Domestic Sale (In Rs.)</u> | <u>Export (In Rs.)</u> | <u>Net foreign exchange earning (Total value of Exports-Total Value of Imports)</u> |
|-------------|-----------------------------------|----------------------------|---|
| 1985-86 | | | |
| 1986-87 | | | |
| 1987-88 | | | |
| 1988-89 | | | |
| 1989-90 | | | |
| 1990-91 | | | |
| 1991-92 | | | |
| 1992-93 | | | |
| 1994-95 | | | |
| 1995-96 | | | |

4. Do you face problems in production for (Tick your answers)

- i) Raw material shortage
- ii) Power supply
- iii) Infrastructure
- iv) Labour
- v) Technology
- vi) Demand
- vii) Credit
- viii) Working Capital
- ix) Any other

5. Do you face problems in capacity utilisation for (Tick your answers)

- i) Finance
- ii) Raw material supply
- iii) Power supply
- iv) Marketing
- v) Demand
- vi) Any other

6. Major problems in Exportation (Tick any five important reasons)

- i) Poor image of Indian goods abroad
- ii) Un-competitive price
- iii) Fluctuating foreign demand
- iv) Your failure to supply in time
- v) Your quality and packing is inferior
- vi) Bottlenecks in imports to improve upon your product
- vii) Inadequate marketing services
- viii) Government policies & procedures clumsy
- ix) Cost disadvantage due to inadequate infrastructural facilities
- x) Product of your competitors better
- xi) Any other

7. What initiatives you have taken in recent years to export more.

Considerably/some what negligible

- i) Imported raw materials and Other necessities
- ii) Improved your method of operation
- iii) Improved the quality and packing
- iv) Upgraded the technology
- v) Introduced a new product
- vi) Entered in to a new market
- vii) Increased the utilisation capacity
- viii) Any other

8. In your opinion what are the reasons for which exports of other countries are doing better.

- i)
- ii)
- iii)
- iv)

9. Your opinion on Government facilities:

Good

Marginal

Bad

- i) Cash incentives
- ii) Credit facilities
- iii) Training Programme
- iv) Trade fair & exhibitions abroad
- v) Supply of foreign exchange for import
- vi) Assistance from (EPM) and Other Government Agencies
- vii) Infrastructural facilities
- viii) Market information supplied by trade agencies
- ix) Tax & Other benefits

(EPM - Directorate of Export Promotion & Marketing)

10. What incentives are you getting for promoting export from the state:

- i) Tax concession
- ii) Excise duty concession
- iii) Export credit to lower rate of interest
- iv) Any subsidy
- v) Imported raw materials at concessional rate
- vi) Cash compensatory support
- vii) Any other specific benefit(Please mention)

11. In your opinion, now the changes in the government policies have been helpful for boosting export (Give your specific comments on the following few lines)

- i) New Import - Export Policy 1991 and 1992 - 1997
- ii) New Industrial Policy of the Central Govt. 1991
- iii) Industrial policy of Orissa 1992

12. What specific priorities have been provided by the State Govt. in the Industrial Policy 1992 for the growth of Export-Oriented industries (Please specify the kind of rebate, concession, exemption or subsidy you received from any account. Kindly highlight on other priorities (if any) you are getting as a result of the new industrial policy of Orissa 1992)

13. What do you suggest to boost exports from Orissa (Please give concrete suggestions in few lines)

14. Prospects of your export in the coming year

- | | <u>Good</u> | <u>Marginal</u> | <u>Bad</u> |
|---|-------------|-----------------|------------|
| i) Position of your product in the foreign market at present. | | | |
| ii) Your performance in the year over last year | | | |
| iii) Prospects of your product in the coming year | | | |
| iv) Prospects of other products of Orissa in future | | | |

15. In your opinion, what for exports from Orissa are lagging behind

- i)
- ii)
- iii)

16. Which you think, are the potential sector in Orissa that need immediate attention to boost export from the state.

- i)
 - ii)
 - iii)
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