ANNEXURE - III.1

PERFORMANCE APPRAISAL OF THE RYTHU BAZAAR SCHEME OF ANDHRA PRADESH
(A Case Study of Select Government sponsored Direct Markets for Farm Fresh produce in Urban Areas)

FARMER-SELLER SCHEDULE

AUTHORISATION

Name of the Investigator : S. Ramesh Purpose: Academic
Authorisation : Chief Executive Officer, Rythu Bazaars, Hyderabad
Document Reference : N/113/2005 dated 24-3-2005
Enumerator's Name :
Date :
Time:

IDENTIFICATION

Name of the Customer :
Sex : Male □ Female □
Town / City : Code □□
Region: Code □□

VII. I. PROFILE

(Tick appropriate choice)

1. Age:
   a) Below 30 years □ b) 30-50 years □ c) Above 50 years □

2. Marital Status:
   a) Married □ b) Bachelor/Spinster □

3. Family Size (number of Members.):
   a) Less than 4 □ b) 4-6 members □ c) Above 6 members □

4. Annual family income:
   a) Less than Rs. 24,000 □ b) Rs. 24,000-60,000 □ c) Above Rs. 60,000 □

5. Extent of land holding:
   a) Less than 2 acres □ b) 2-5 acres □ c) Above 5 acres □
6. Nature of land holding:
   a) Own land  □  b) Share cropping  □  c) Leasehold land □

7. Channel primarily relied on earlier for sale of produce:
   a) Sale to agents/brokers □  b) Sale at village level market □
   c) Sale at city wholesale market □  d) Sale at city retail market □

8. Profit margin on sale that you presently earn: (according to your estimate)?
   a) Less than 25% □  b) 25-50% □  c) Above 50% □

9. Whether a member of a SHG/Co-operative?:
   a) Yes  □  b) No □

VII. ATTITUDES AND BEHAVIOURS

1. Nature and extent of reliance on Rythu Bazaar for disposal of produce:
   a) Total and exclusive reliance □  b) Primary reliance on RBs; supplemented by sale in other channels □
   c) Primary reliance on other channels; supplemented by sale at Rythu Bazaars □

2. Your opinion on procedure for allotment of stalls:
   a) Very fair □  b) Reasonably fair □  c) Biased and unfair □

2a. If answer to Q.2 is c, write reasons:

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3. Your opinion on prices fixed at Rythu Bazaars:
   a) Reasonable □  b) Substantially low □  c) Marginally low □  c) Higher than warranted □

4. Extent of your involvement in the purchase process:
   a) Help only when specifically requested □  b) Help customers in case they exhibit a willingness to heed suggestions □
   c) Never attempt to help customers □

5. Your willingness to allow customers “pick and choose” from produce available at the counter:
   a) Allow only visual inspection of produce □  b) Pick and choose on behalf of consumers based on his/her description □
   c) Allow customer to choose the lot □
6. Your attitude towards bargain attempts by customers:
   a) Never allow consumer bargaining □
   b) Allow marginal bargain □
   c) Allow bargain in case of large volume buyers □
   d) Allow only indirect bargain attempts □

6a. In case answer to question 6 is d, specify nature of concessions allowed:

7. Your opinion on transportation facilities available for movement of produce to Rythu Bazars:
   a) Adequate and economic □
   b) Adequate but uneconomic □
   c) Inadequate and uneconomic □

8. Do you feel comfortable directly dealing with customers at the Rythu Bazars?:
   a) Quite comfortable □
   b) Reasonably comfortable □
   c) Uneasy □

8a. If answer to question is 8 is c, state the nature of your difficulties/reservations:

9. Do you believe that maintaining good relations with customers provides you with an advantage in the market?
   a) Provides substantial advantage □
   b) Provides marginal advantage □
   c) Provides no advantage □

10. Do you make use of storage facilities available at the Rythu Bazars?
    a) Available and making use □
    b) Available but not suitable for use □
    c) Not available □

11. Are you satisfied with support facilities provided by officials at the Rythu Bazaar?
    a) Very much satisfied □
    b) Reasonably satisfied □
    c) Marginally dissatisfied □
    d) Extremely dissatisfied □

12. Do you procure inputs needed for farming from the outlets at the Rythu Bazars?
    a) Available & being purchased □
    b) Available & being purchased occasionally □
    c) Available but not being purchased □
    d) Not available □
13. Do you rely on the advice of Executive Officer and Horticultural Officer at the Rythu Bazaar?
   a) Generally follow advice □  b) Follow advice to some extent □
   c) Do not rely on such advice □

14. Your opinion on the attitude of the Executive Officer and Horticultural Officer:
   a) Very cooperative □  b) Cooperative to a certain extent □
   c) Uninterested attitude □

15. Your opinion on infiltration by traders in the guise of farmers:
   a) Not a problem in this Bazaar □  b) Prevalent to some extent □
   c) Prevalent on a wide scale □

16. Your assessment of the impact of vendors operating outside/adjacent to the Rythu Bazaar on your business:
   a) No impact whatsoever □  b) Marginal negative impact □
   c) Substantial negative impact □

17. Your opinion on the nature and extent of farmer participation in the administration of the Rythu Bazaar:
   a) Prominent role □  b) Nominal role □  c) No role whatsoever □

18. Your assessment of daily sales turnover achieved by you at the market:
   a) Satisfactory throughout the year □  b) Satisfactory during the season □
   c) Adequate □  d) Unsatisfactory □

18a. If answer to question 18 is b, state the number of months when sales is satisfactory: ........................................ months

18b. If answer to question 18 is d, state the reasons for low sale:

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19. Has participation in the Rythu Bazaar scheme made you more conversant with marketing trends and practices?
   a) To a significant extent □  b) To a marginal extent □
   c) No positive impact □
20. Your assessment of the overall impact of Rythu Bazaar participation on your income from farming:
   a) Income has increased by more than 50% □   b) Income has increased by 25-50% □
   c) Income has increased by less than 25% □   d) No positive impact on income □

21. Your evaluation of the effectiveness of training programmes held under the scheme:
   a) Very useful □   b) Useful to some extent □   c) No real use □

22. Your assessment of the overall impact of Rythu Bazaars on the urban marketing system for vegetables and fruits:
   a) Substantial positive impact □   b) Marginal positive impact □
   c) No impact whatsoever □

23. Any other comments you wish to make:

THANK YOU
OBSERVATIONS OF THE ENUMERATOR

1. Use of standards weights and measures by the farmer-seller.

2. Arrangement of the counter and cleanliness.

3. Personal hygiene and appropriateness of dress:

4. Courtesy extended by the farmer to customers:
ANNEXURE - III.2

PERFORMANCE APPRAISAL OF THE RYTHU BAZAAR SCHEME
OF ANDHRA PRADESH
(A Case Study of Select Government sponsored Direct Markets for Farm
Fresh produce in Urban Areas)

CUSTOMER SCHEDULE

AUTHORISATION

Name of the Investigator : S. Ramesh Purpose: Academic
Authorisation : Chief Executive Officer, Rythu Bazaars, Hyderabad.
Enumerator's Name :
Date: : Time:

IDENTIFICATION

Name of the Customer:
Sex: Male □ Female □
Town / City: Code □□
Region: Code □□

VIII. I. PROFILE

(Tick appropriate choice)
1. Age:
   a) Below 30 years □ b) 30-50 years □ c) Above 50 years □
2. Marital Status:
   a) Married □ b) Bachelor/Spinster □
3. Profession:
   a) Agriculture and allied activities. □ b) Employment □
   c) Profession/Business. □ d) Housewife □
4. Family size (number of members):
   a) Below 4. □ b) 4-6. □ c) More than 6 members. □
5. Frequency of visits to Rythu Bazaar:
   a) Once a week or more than a week □   b) Twice a week □
   c) More than twice a week □

6. Mode of commuting to the market:
   a) Personal vehicle □   b) Hired vehicle □   c) Public transportation □
   d) Other modes of transportation □

6a. If answer to question 6 is d, give details:

7. Ownership of LPG stove and Refrigerator:
   a) Both □   b) Only LPG stove □   c) Only refrigerator □
   d) None of the two □

VIII. II ATTITUDES AND BEHAVIOURS

1. Nature and extent of reliance on Rythu Bazaars:
   a) Exclusive reliance □   b) Primary reliance along with supplementary purchase
      from other channels □   c) Primary reliance on other channels along with
      supplementary reliance on Rythu Bazaars □

2. Your opinion on the location of the Rythu Bazaar:
   a) Very convenient □   b) Reasonably convenient □   c) Inconvenient □

2a. If answer to question 2 is c, specify reasons:

3. Product line/s which you buy at Rythu Bazaar regularly:
   a) Vegetables only □   b) Vegetables and fruits □   c) Vegetables, fruits and
      processed foods □

4. Your opinion on extent of choice available at Rythu Bazaars in terms of variety of
   produce:
   a) Generally sufficient to meet requirements □
   b) Sufficient only during the season □   c) Generally insufficient □

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5. Factor that primarily determines your choice of farmer-seller for making the purchase:
   a) Previous dealings with the farmer-seller □
   b) Visual appraisal of produce □
   c) Convenience of location □

6. Extent to which you rely on the farmer-seller in choosing the produce:
   a) No reliance □
   b) Occasional reliance □
   c) General reliance □

7. Extent to which you attempt and succeed in bargaining:
   a) Attempt bargaining with frequent success □
   b) Attempt bargaining with occasional success □
   c) Attempt bargaining without any success □
   d) Never attempt bargain □

8. Pattern of interaction with other buyers for guidance in purchases:
   a) Never consult other buyers □
   b) Occasionally consult other buyers □
   c) Generally consult other buyers □

9. Extent to which you attempt and succeed in ‘picking and choosing’ the produce at the Bazaar:
   a) Insist and get away with the demand generally □
   b) Insist and get away with the demand often □
   c) Insist and get away with the demand occasionally □
   d) Do not attempt to pick and choose □

10. Your opinion on prices at Rythu Bazaars compared to prices in other channels:
    a) Substantially lower □
    b) Marginally lower □
    c) Insignificant variance □

11. Your opinion on quality of produce sold at Rythu Bazaars compared to produce in other channels:
    a) Higher than in other channels □
    b) Equal in terms of quality □
    c) Marginally lower in quality □
    d) Substantially poor □

12. Your evaluation of produce offered at Rythu Bazaars vis-a-vis offer in other channels (taking into consideration price-quality trade-off):
    a) Substantially better than in other channels □
    b) Marginally better than in other channels □
    c) Equally good offer □
    d) Substantially poor offer □

13. Your opinion on weighment of produce at Rythu Bazaar:
    a) Fair weighment □
    b) Marginal underweight □
    c) Substantial underweighment □
    d) Cannot say □

14. Your opinion on courtesy extended by farmer-sellers:
    a) Very courteous □
    b) Reasonably courteous □
    c) Indifferent attitude □
    d) Discourteous □
14a. If answer to question 14 is c or d, state the specific behaviours/attitude patterns leading to dissatisfaction:


15. Your evaluation of courtesy extended by women-sellers vis-a-vis men sellers at the Rythu Bazaars:
a) More courteous than men-farmers □ b) No noticeable difference □
c) Less courteous than men-farmers □ d) Cannot say □

16. Your evaluation of grading practices at the Bazaars:
a) Grading not in vogue □
b) Grading is unscientific & unreliable □
c) Grading is scientific and reliable □

17. Your evaluation of cleanliness at the Rythu Bazaars vis-a-vis cleanliness in other channels:
a) Very good □ b) Reasonably good □ c) Poor □ d) Very poor □

18. Your overall level of satisfaction with Rythu Bazaars vis-a-vis other channels:
a) Extremely satisfied □ b) Reasonably satisfied □
c) Indifferent □ d) Dissatisfied □

19. Your assessment of the overall impact of the introduction and functioning of Rythu Bazaars:
a) Substantially beneficial for consumers □ b) Marginally beneficial for consumers □ c) No impact on consumer welfare □

20. Your willingness to recommend purchase at the Rythu Bazaar when consulted by acquaintances:
a) Recommend purchase at the Rythu Bazaar □ b) Recommend purchase of specific produce only □ c) Not willing to commend purchase □

21. Any other comments/observations you wish to make:


THANK YOU

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