APPENDIX-B

A. Questionnaire for Milk Producer

1. Name of Milk Producer: .................................................................
   Age: .........................................................................................
   A) Address: ................................................................................
      a) Mob. No.................................................................
      b) Phone No..............................................................

2. Education: ....................................................................................

3. Sex: ................................................................................................
   1. Male: .............................................................
   2. Female: ..........................................................

4. How many members in family?
   ........................................................................................................

5. How many Acers agriculture land?
   ........................................................................................................

6. Yearly Income: 1) Total Income.........................................................
   2) Income from Dairy Business.........................................................

7. How many liters milk Domestic use?
   ........................................................................................................

8. How many numbers of Animals?
   1) Cross Breed Cow…………………..  2) Indigenous Cow…………………..
   3) Buffalo…………………..  4) Goat/sheep…………………..

9. How much milk production per day?
   ........................................................................................................

10. Which is milk Quality?
    1) FAT…………………..  2) SNF…………………..  3) DEGREE …………………

11. Which is type your cow shed?
    1) Modern…………………..  2) Traditional…………………..

12. Are you used following Instrument in Dairy?
    1. Milking Machine ……………………..
    2) Grass Cutter…………………..
3) Bucket - A) Stainless steel…. B) Plastic……. C) Aluminum……. D) Steel………

13. How much yearly per animal expenses to you?

14. Are you provide veterinary services from society?

16. Are you used cattle feed? Society provides cattle feed to you?

15. Are you available animal insurance scheme from Dairy Co-operative Society?

16. Do you taken advanced from Dairy Co-operative Society?

17. How much Loan taken from the bank?

18. Please given in the brief the highlight of your co-operative Dairy society and Dudh Sangh?

The researcher is grateful to you

Signature of Respondent
APPENDIX-A

B. Questionnaire for Customers

1. Name of Customer: ………………………………………………………………………………………………………
   Age: ……………………………………………………………………………………………………………………………
   A) Address: …………………………………………………………………………………………………………………
   Mob. No…………………………………………………………………………………………………………………………

2. Occupation:
   1. Farmer: …………………………………………………………………………………………………………………
   2. Businessman: ……………………………………………………………………………………………………………
   3. Serviceman: ……………………………………………………………………………………………………………
   4. Other: …………………………………………………………………………………………………………………

3. Education: …………………………………………………………………………………………………………………

4. Sex:
   1. Male: ……………
   2. Female: ………

5. Residential Status:
   1. Rural: …………
   2. Urban: ………...

6. Marital status:
   1. Married: ………
   2. Un Married: …

7. Annual Income………………………………………………………………………………………………………………

8. How many members in your family?
   ………………………………………………………………………………………………………………………………………

9. Which is milk and milk product brand purchase?
   ………………………………………………………………………………………………………………………………………

10. How many liters daily milk purchase?
    ………………………………………………………………………………………………………………………………………

11. Why are you choosing this milk brand?
    ………………………………………………………………………………………………………………………………………

12. Is it milk Brand available every day with in time to you?
    ………………………………………………………………………………………………………………………………………

13. Any suggestion about this milk brand?
    ………………………………………………………………………………………………………………………………………
14. Any compliant about the milk brand?

15. If not available this brand, that time which is brand are you preferred?

16. Which is product of Mahanand very good for test, quality and price?

17. What are you purchased milk and milk product price?

18. Please given in the brief the highlight of about you purchased milk brand?

The researcher grateful to you!

Signature of Respondent
C. Interview Schedule for Milk Distributor Agents

1. Name of Agent .................................................................
   Age: .................
   A) Address: .................................................................
   Mob. No..............

2. Education: ....................

3. Sex:  
   1. Male:..............
   2. Female:..............

4. Annual Income.................................................................

5. Which is Mahanands milk product demand good in market?
   .................................................................

6. Why are you taking a Mahanands milk agency?
   .................................................................

7. How many liters daily milk sale and daily sale turnover?
   .................................................................

8. How do you milk and milk product transporting? And in which type van used for transporting?
   .................................................................

9. Sales Area/Location.................................................................

10. Are you any complaint and suggestion about Mahanand services?
   .................................................................

11. Which is milk and milk product sale through your agency?
   .................................................................

12. Please given in the brief the highlight of about Mahanand marketing and milk product services?
   .................................................................
   .................................................................
   .................................................................

The researcher grateful to you!

Signature of Respondent
APPENDIX-A

D. Interview Schedule for Employees of Mahanand Ex Dairy Shop

1. Name of Respondent: .................................................................

   Age: .................

2. Education: .........................

3. Sex:  
   1. Male: .............
   2. Female: .............

4. How Many numbers of employees in your shop?
   ........................................................................................................

5. How many daily customers in your Shop?
   ........................................................................................................

6. How much milk and milk product sale turn over in day?
   ........................................................................................................

7. Are you daily milk and milk product delivery within time through the Mahanand?
   ........................................................................................................

8. How many times shop clean in Day?
   ........................................................................................................

9. Which is milk and milk product sale?
   ........................................................................................................

10. How are you order to Mahanand Dairy?

11. Shop Opening and Closing time............................

12. How many time Mahanand officers visit to shop in month?
   ........................................................................................................

13. Are you any complaint and suggestion about Mahanand services?
   ........................................................................................................

14. Please given in the brief the highlight of about customers and Mahanand services?
   ........................................................................................................

The researcher grateful to you!

Signature of Respondent
APPENDIX-A

E. Interview Schedule for Staff/ Employees of Mahanand

1. Name of the Employee:  
   Age:  
   A) Address:  

   Mob. No.  

2. Sex;  
   1. Male:  
   2. Female:  

3. Designation:  
   Department:  

4. Residential Status:  
   1. Rural:  
   2. Urban:  

5. Education:  

6. Date of Appointment:  

7. Monthly Income (Pay Scale):  

8. Nature of Work:  

9. Nature of Job:  

10. Who Appoint Staff/Employees?  
    1. Senior Officer  
    2. Agency  
    3. Other  

11. Is you given any kind of training by company?  

12. Who bears the Training Cost?  
   a) Mahanand  
   b) Employee  
   c) Union  
   d) Any other
13. Is employee given any kind of incentives/ Allowances?
   A) Medical
   B) Residential
   C) Canteen
   D) Petrol
   E) Target Allowance
   F) Wash/ Laundry/ Allowance
   G) Fixed Allowance (Extra work)
   H) Education
   I) Other

14. Please given in the brief the highlights of your Mahanand

The researcher is grateful to you.

Signature of Respondent
APPENDIX-A

F. Interview Schedule for Chairman Managing Directors and General Manager of Mahanands Members Dudh Sangh

1. Name of the Respondent: .................................................................
   Name of Dudh Sangh: .................................................................
   Dudh Sangh Established Date: ...........................................................
   A) Address: ..................................................................................
      Mob. No.................................................................

2. Sex;  
   1. Male: ......................
      2. Female: ......................

3. Designation: ..........................

4. Education:..........................

5. Date of Appointment: ......................

6. A) Milk Collection Per day............  B) Plant milk processing Capacity............

7. Numbers of staff in Dudh Sangh...........................................................

8. How many Directors in your Dudh Sangh?

...................................................................................................................

9. Mahanand Dairy paid every year dividend to you?

...................................................................................................................

10. Mahanand Dairy your milk accepted in shortage and excess period continues?

...................................................................................................................

11. Are you daily milk supply to Mahanand Dairy? If not milk supply to Mahanand Why are not milk supply to Mahanand Dairy?

...................................................................................................................

12. Milk Sale, Literss and per liters rate
A) Mahanand...........  B) Government Dairy.........  C) Private Dairy...........
    D) Self retail marketing...........  E) Other Co-operative Dudh Sangh....  F) Other...........

13. Which is milk product produce in your Dudh Sangh and which brand name?

...................................................................................................................

14. What is bulk milk quality of milk procurement and milk sale?

...................................................................................................................
15. Are you provide any kind of facilities provided to Members Primary Co-operative Dairy Societies?
   A) Ultra Modern Computerized milk collection system
   B) Garber Machine
   C) Dudh Sangh Supervisor
   D) Training to chairman secretary and employee of DCS
   E) Cattle Feed
   F) Veterinary services
   G) Advanced amount against milk payment
   H) Loan through the Bank

15. How many time visited your Dudh Sangh of Mahanand officers in year?

16. Which are facilities provided Mahanand Dairy to your Dudh Sangh?

17. Please given the brief highlight of your Dudh Sangh?

18. Please given the brief the highlight of your apex the milk federation of Mahanand?

The researcher is grateful to you.

Signature of Respondent