MARKETING INFRASTRUCTURE OF BROILER DEVELOPMENT IN K.V. KUPPAM

Schedule issued to the Growers of Broiler

I. Growers background:

1. What is your name?

2. Name your Village and address?

3. For how long you have been in the field of growing broiler?

4. State the main reasons for taking to broiler?

II. Hatcheries

5. Mention the place from where you get chicks?
   a. Chittoor
   b. Bangalore
   c. Madras
   d. Others

6. Mention the hatchery from where you get chicks?
   a. Balaji Hatcheries, Chittoor
   b. Deejay Hatcheries, Bangalore
   c. M/s. Southern Farm, Madras
   d. Others
7. What is the normal price per chick obtained from different hatcheries?

8. Whether there is stability in the price of chicks?
   Yes ☐ No ☐
   a. If yes, for how long the stability maintained?
   b. If there is no stability, mention the normal variations in the fluctuations of prices?

9. What variety of chicks do you usually buy (tick the variety?)
   a. Vencob ☐ b. Tap ☐ c. Others ☐

10. Mention the important reason for your selection of above type of buying.
    a. The particular variety is only available.
    b. The price of the chicks is comparatively low.
    c. The hatchery supplying chicks has long customer.
    d. The growth in the particular variety is comparatively quicker.

11. How often do you purchase chicks?
    a. Once in a month ☐
    b. Once in a quarter ☐
    c. Once in two months ☐
    d. any other - specify ☐
12. Can you decrease the period of purchase? Yes ☐ No ☐
   a. If yes, why are you not able to do?
   b. If no, what is the reason?

III. Feeds

13. Which brand of the feed are you using?

14. Mention the place/source from where feeds are purchased.

15. Do you purchase for cash or on credit?

16. Are you very particular about a particular brand of feed?
   a. If yes, what are the reasons?
   b. If No, what are the reasons?

17. Are you very particular of a specific dealer/source of feed?
   a. If yes, what are the reasons?
   b. If No, what are the reasons?

18. Do you purchase in loose/full package?
   a. If the full package, is there any comment regarding the method of packing/package/packing materials?
   b. If in loose, what is the reason?

19. How do you transport the feeds to your shed?

20. What is the average consumption of broiler-starter and broiler-finisher?
21. Who are the other suppliers/dealers of feeds?

22. Why can't you prepare feed of your own?

23. Is there any other problem in feeds?

IV. Equipments

24. Mention the names of the equipments you usually use.
   a. Feeders
   b. Waterers
   c. Electric Bulbs
   d. Electric Fans
   e. Broader
   f. Iron nets
   g. Guarder

25. Mention the brand names of equipments you use.

26. Name the place and source of purchase of the equipments.

27. What are the reasons for choosing particular brand?

28. Is there any intermediaries/transport agents to transport the equipments?

29. What is the nature of the shed?
   a. Mangalore tiles
   b. Zinc Sheets
   c. Thatched shed

30. What is the nature of litter?
   a. Paddy husk
   b. Groundnut husk
   c. Sugarcane waste
   d. Others
31. What is the nature of flooring?
   a. Cement.  
   b. Stone.  
   c. Mud.  

32. What kind of feeder do you use?
   a. Iron  
   b. Rubber  
   c. Plastic  
   d. Others  

33. In buying equipments whether you give importance to:
   a. Price  
   b. Quality  
   c. Brand name  
   d. Dimensions  

V. Veterinary Coverage

34. Whom do you approach for veterinary services?
   a. RUHSA Doctor  
   b. Doctor from B.D.O's Office.  
   c. V.V.G.  
   d. Self-Service  
   e. Govt. Veterinary doctor  

35. Mention the nature of veterinary service you received.
   a. On payment ☐  b. Free ☐  c. Voluntary ☐

36. Are you trained in giving first aid service?

37. Mention the types of treatment, the veterinary service made available?
   a. Medicines ☐
   b. Vaccines. ☐
   c. Post-mortem service ☐
   d. Consultation ☐

38. Do you have insurance facilities?

39. Mention the source of getting the veterinary information.
   a. Radio ☐
   b. News papers and periodicals. ☐
   c. Field-workers ☐
   d. Others. ☐

40. Any other problems in getting veterinary care?
VI. Finance

41. Whether you started your business with:
   a. Owned Capital  
   b. Borrowed Capital  

42. If borrowed, mention the source.
   a. Bank  
   b. Money lender  
   c. Friends & Relatives  
   d. Others  

43. Mention the nature of borrowing.
   a. Short-term loan  
   b. Medium-term loan  
   c. Long term loan  
   d. Any other type  

44. Mention the rate of interest payable on the borrowed Capital.

45. Whether the borrowing secured? Yes  No  
   a. If secured, mention the nature of security offered?
46. Whether the loan is given in cash or in kinds?
47. Mention the basis of fixing the amount required?
48. What is the mode of repayment?
49. Is there any subsidiary? Yes / No /
   a. If yes, what is the extent %.

VII. Sales

50. Mention the methods of selling the birds?

51. What are the different types of sales?
   a. Wholesale
   b. Retail
   c. Counter-sales
   d. Door delivery
   e. Through intermediaries.

52. How the sale price is determined?
   a. Fixed / b. Fluctuating /

53. What are the modes of determining the disposable price?
54. Is there any basis for classifying the varieties?

55. Who are the intermediaries in selling the birds?

56. Is there any regulated market?

57. How do you transport the birds to the market place?

58. Is there any problem in transport?

VIII. Drinking Water.

59. What is the source of Water?

   a. Channel. [ ]  b. Bore-Well. [ ]  c. Pump-Set [ ]

60. Is there any specific quality of the water?

IX. Packaging, Grading and Standardising.

61. What is the usual method of packaging?

62. Is there any standard for classifying the variety of broilers?

63. What are the standards?

64. Is there any grading system in existence?

   Yes [ ]  No [ ]

   If yes, what system do you follow?
X. Storage Facilities

65. Do you have any storage facilities for the following:
   a. Feed.
   b. Water
   c. Litter material
   d. Birds.
   e. Processed birds

   If No, what are the reasons?

66. Are you receiving storage facilities from any other institution or organisation?

   a. If yes, from whom?

XI. Associations and other Organisations

67. Do you have any associations or union?

68. Whether it is registered with the Government?

69. What are the purpose of the union?

XII. Training and Educational Schemes

70. Did you receive any training for managing the Scheme?

   Yes ☐   No ☐

   a. If yes, from where?
   b. What is the nature of training?
   c. What is the duration of the training?