Questionnaire

Section – I
The objective of Section –I is to collect information about the structure of the firms located in the cluster.

Part I - Basic Information

1. Name of unit (Optional)
   _________________________________________________

2. Year of Establishment
   _________________________________________________

3. Type of Ownership
   o Sole proprietorship
   o Partnership Firm
   o Hindu Undivided Family
   o Public limited company
   o Private limited company

4. Products manufactured by the firm
   1. _________________________________________________
   2. _________________________________________________
   3. _________________________________________________
   4. _________________________________________________
   5. _________________________________________________

5. Do you feel any kind of barriers to entry in industry?
   o Yes
   o No

6. If yes, what kind of barrier? (please rank )
   o Legal restriction / legal formalities
   o Large sunk cost
   o Requirement of license
   o Requirement of technical knowledge
   o Control of scarce resources or input
   o No/ little scope for new brand
   o Any other (please specify)
   _________________________________________________

Part II - Investment
7. Investment in plant and machinery
   - Below 25 lacs
   - 25 lacs-5 crore
   - 5 crore-10 crore
   - Above 10 crore

8. Source of Technology used for production

<table>
<thead>
<tr>
<th>Percentage of technology used</th>
<th>Indian technology</th>
<th>Foreign technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Source</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

9. How much percentage of installed capacity is utilized by your organization?

<table>
<thead>
<tr>
<th>Options</th>
<th>Capacity utilization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 50 per cent</td>
<td></td>
</tr>
<tr>
<td>50 per cent-75 per cent</td>
<td></td>
</tr>
<tr>
<td>75 per cent-99 per cent</td>
<td></td>
</tr>
<tr>
<td>100 per cent</td>
<td></td>
</tr>
</tbody>
</table>

10. Reasons for underutilization of installed capacity (Please tick)

<table>
<thead>
<tr>
<th>Reasons</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of demand</td>
<td></td>
</tr>
<tr>
<td>Problem of finance</td>
<td></td>
</tr>
<tr>
<td>Shortage of raw material</td>
<td></td>
</tr>
<tr>
<td>Shortage of skilled labour</td>
<td></td>
</tr>
<tr>
<td>Heavy competition</td>
<td></td>
</tr>
<tr>
<td>Power problem</td>
<td></td>
</tr>
<tr>
<td>Poor technology</td>
<td></td>
</tr>
</tbody>
</table>
11. Following is the list of standards to be used by the firms producing sports items. Out of these standards, which standards are followed by your firm?
   - ISO 9000
   - ISO 14001
   - OSHAS 18001
   - SA 8000
   - REACH
   - No standard is followed

12. Does the quality of raw material is tested by the firm in order to ensure better quality of finished goods?
   - Yes
   - No

13. If yes, who has provided the facility for quality testing?
   - In house
   - Government
   - Industry Association
   - Private agency (pls mention)
   - Any other (pls specify)

Part III – Finance

14. Specify the source(s) of finance used by your firm.

<table>
<thead>
<tr>
<th>Sources of Finance</th>
<th>Percent of funds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own capital</td>
<td></td>
</tr>
<tr>
<td>Borrowed from banks</td>
<td></td>
</tr>
<tr>
<td>Borrowed from financial institution</td>
<td></td>
</tr>
<tr>
<td>Borrowed from friends/ relatives</td>
<td></td>
</tr>
<tr>
<td>Capital market</td>
<td></td>
</tr>
<tr>
<td>Foreign Investment</td>
<td></td>
</tr>
</tbody>
</table>
Part IV – Marketing

15. What is the amount of sales for different products in the following markets?

<table>
<thead>
<tr>
<th></th>
<th>Domestic market</th>
<th>International market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales (in units)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sales (in monetary terms)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

16. Whether you are producing for

- Own brand
- Others brand (pls mention brand name ______________________________

- Both

17. Which distribution channels are adopted by your firm?(pls rank)

<table>
<thead>
<tr>
<th></th>
<th>Domestic Market</th>
<th>Foreign market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agent</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wholesalers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retailers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Directly to consumers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tenders</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

18. On what basis the pricing policy of the firm is framed?

<table>
<thead>
<tr>
<th>Basis</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prevailing market price</td>
<td></td>
</tr>
<tr>
<td>Cost plus profit margin</td>
<td></td>
</tr>
<tr>
<td>Negotiated</td>
<td></td>
</tr>
<tr>
<td>Demand based pricing</td>
<td></td>
</tr>
<tr>
<td>Relationship with customers</td>
<td></td>
</tr>
</tbody>
</table>
19. Which promotion(s) method your firm uses?
   o Advertising.
   o Sales promotion
   o Buyers visiting the organization
   o Business tours by the entrepreneurs
   o Any other (pls specify) ________________________________

20. In case advertising is used, which media form is generally used?
   o Newspaper
   o Sponsorship in various games
   o Magazines related to sports
   o Television
   o Radio
   o Posters
   o Catalogues
   o Pamphlets
   o Trade fairs and exhibitions
   o Internet
   o Other (specify) ________________________________

Part – V- Human Resource

21. Labour structure

<table>
<thead>
<tr>
<th>Nature of Employment</th>
<th>Permanent</th>
<th>Temporary/Contract</th>
<th>Outsourced</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of skilled workers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No. of unskilled workers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No. of Supervisor</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Managerial staff</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

22. Does your firm use the following facilities? Please mention the level of work for which the facility is used.

<table>
<thead>
<tr>
<th>Kind of work for which facility is availed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subcontractor</td>
</tr>
<tr>
<td>Household workers</td>
</tr>
<tr>
<td>Job workers</td>
</tr>
</tbody>
</table>
23. Is there any shortage of labour of various categories? (Please tick)
   - Skilled
   - Semi skilled
   - Unskilled

24. Where did employee receive their basic training?
   - Training within the organization
   - Training through various training institutes located in the cluster
   - No Training

25. Is there any labour union in your firm?
   - Yes
   - No

26. What kind of impact the existence of labour union has on the functioning of your firm?

<table>
<thead>
<tr>
<th>Impact on product structure</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Impact on wages</td>
<td></td>
</tr>
<tr>
<td>Impact on shifts of working</td>
<td></td>
</tr>
<tr>
<td>No Impact</td>
<td></td>
</tr>
</tbody>
</table>

**Part VI – Networking**

27. Do the people from your organization share information with the people from other organizations present in the cluster?
   - Yes
   - No
   - No and not even intention to share
   - No and never thought about it
   - No but we may do it in the future
   - No, however, there is intention but no time and opportunity was there

28. When people from your organization meet with other people to discuss about inter firm collaboration, it is
   - Mainly at informal, social level
   - Mainly at formal, business level
   - At both formal and informal
29. What kind of cooperation do you render to other firms located in the cluster?
   o Sharing of machines
   o Collective marketing
   o Collective purchase of raw material
   o Development of new product
   o Training of Workers
   o Sales promotion through trade fairs / exhibitions
   o Share latest information about industry
   o Up gradation of technology
   o No cooperation

30. Are you member of any association?
   o Yes
   o No
   If yes, name of association __________________________________________

31. What benefits do you get from the membership?
   o Information about new technology
   o Information about identity and location of new customers/ suppliers
   o Information about trustworthiness of customers/ suppliers
   o Information about new government policies and schemes
   o Information about innovation
   o Information about sales promotion measures
   o Any other benefits (pls mention)
   _________________________________________________________________

**Part VII – Innovation, Research and Development**

32. Is a research and development capability at a specialized public and private research centers or from expert individual researchers available and accessible to the firms in the cluster to understand and solve any problem?
   o Yes
   o No
   If yes please specify
   _________________________________________________________________
33. Approximately, what share (per cent) of your current sales revenue come from products or service that were:

<table>
<thead>
<tr>
<th>Per cent of total sales</th>
<th>Introduced within the last year</th>
<th>Introduced between within two years</th>
<th>Introduced between within three years</th>
<th>Introduced between within four years</th>
<th>Introduced between within five years</th>
<th>Introduced more than five years ago</th>
</tr>
</thead>
</table>

34. From where do you get information about new technical development(s) or new product(s)?

- In house research and development group
- Other internal sources
- Research and Development institution or university
- New employees
- Suppliers
- Customers
- Industry Associations
- Professional publications or Journal or Industry Magazines
- Discussions at conferences and trade shows
- Competitors products
- Internet
35. Approximately what percentage of your firm’s turnover was spent on research and development?
During last financial year (per cent)
________________________________________
Average annual during last five years (Rs.) _________________________________

36. Does your firm conduct research and development?
   o Yes
   o No

37. If yes, what is the mode of conducting research and development?
   o In house
   o In partnership with other firm’s located in the cluster
   o In partnership with universities / research institutes
   o Contracted out to other firms
   o Contracted out to universities/ research institutes
   o No research is conducted

**Part VII – Government Policies and Support**

38. Do any of the following Government providing any support to the firms located in the cluster?
   o Central Government (pls specify) _________________________________
   o State Government (pls specify) _________________________________
   o No support is provided
39. How far the following Government policies have helped the growth of firm?

<table>
<thead>
<tr>
<th>Policies</th>
<th>+ ve impact</th>
<th>- ve impact</th>
<th>No impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dereservation of sports goods</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Market Development Assistance</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Market Access Initiative Scheme</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Duty Free Import Scheme</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Focus Product Scheme</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Focus Market Scheme</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Duty Drawback Scheme</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Duty Entitlement Passbook Scheme</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Capital Subsidy Scheme</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Part VIII- Problems and Suggestions**

1. Being a part of cluster, what are various problems which are being faced by your organization?

____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________

2. In order to solve above problems and improve the competitiveness of the cluster, do you want to give any suggestions?

____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
## Section – II

The growth of a cluster depends upon a number of factors. How much do you agree or disagree with the following statements regarding factors affecting the growth of cluster. Please mark your response on five point scale ranging from strongly disagree to strongly agree.

Mark 1 for Strongly Disagree (SD)
Mark 2 for Disagree (D)
Mark 3 for Neutral (N)
Mark 4 for Agree (A)
Mark 5 for Strongly Agree (SA)

<table>
<thead>
<tr>
<th>Statement</th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Location of firm in cluster provides a number of benefits.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>2. Any change in location can reduce the sales.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>3. Setting up of special economic zone can enhance the competitiveness of the cluster.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>4. Adequate bank finance helps is adopting new technologies and enhance competitiveness.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>5. Special benefits given by the banks to the firms located in the cluster affects the growth of the cluster.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>6. Availability of skilled labour enhance the growth of the cluster</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>7. Various training programmes organized by the government and other agencies helps in improving the competitiveness of the cluster.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>8. Sources of raw material located within the cluster helps in the growth of cluster.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>9. Regular availability of raw material is essential for the growth of cluster.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
10. Location of suppliers of machines and tools within the cluster helps in accelerating the growth. 1 2 3 4 5
11. Availability of test houses within the cluster is conducive to the growth of cluster. 1 2 3 4 5
12. Location of various specialized public sector services such as technology extension services or technology centers or export assistance centers helps in the growth of cluster. 1 2 3 4 5
13. Availability of research institutes or universities accelerate the growth of cluster. 1 2 3 4 5
14. Active rivalry in the cluster motivates the firm to perform better. 1 2 3 4 5
15. Planning and sharing of goals within the cluster is must for the growth of cluster. 1 2 3 4 5
16. Presences of leader firms in the cluster help to maintain collectiveness as well as competitiveness and keep all the firms together in the cluster. 1 2 3 4 5
17. Availability of industry associations helps the cluster to upgrade. 1 2 3 4 5
18. Various trade fairs organized by the associations helps to increase sales and hence growth. 1 2 3 4 5
19. Various buyer seller meet organized by the associations helps to increase sales and hence growth. 1 2 3 4 5
20. Equal incentives should be given by the government to sports cluster with regard to other clusters located in India. 1 2 3 4 5
21. Awards given by the Government/ other agencies induces the cluster to perform better. 1 2 3 4 5
22. Favourable government policies affect the growth of cluster.

23. Government should take fast action for cluster development.

24. There must be revaluation of export policies.

25. There must be change in subsidy rate.

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>22</td>
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<tr>
<td>23</td>
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<td>25</td>
<td></td>
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</tr>
</tbody>
</table>

Any other information

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

THANK YOU FOR YOUR COOPERATION
List of Firms

1. A.C. Sports
2. A.G. Enterprises
3. A.N. Mistry and Sons
4. Ajay Sports
5. Akay International
6. Akshay Sporting Industries
7. Amar Nath Mahajan and Sons
8. Amrit Shuttlecock House
9. Anand International
10. Anand Sales Corporation
11. Anandco Sporting Corporation
12. Apex Sporting Industries
13. Archie International
14. Arcus Industries
15. Asial Shuttlecocks
16. AVM Sports
17. B.K. Sports Co.
18. B.K. Sports Industry
19. B.K.M Sporting Goods
20. B.L. Tuli and Sons
21. Beat All Sports
22. Bhagat Net
23. Bhagat Sports
25. Bihari Lal and Sons
26. Bipan Sports Industries
27. Cameo Sports (Worldwide)
28. Ceela International
29. Cricket Topper
31. Delta Leg guard Works
32. Dhir Enterprises
33. Dhir Sporting Corporation
34. Dixon Industries
35. Eastern Shuttlecock House
36. Em Cee Cee Sports Agencies Pvt. Ltd.
37. Emm Key Sports
38. F.C.Sondhi and co.
39. Fenta Sports
40. Fiero International
41. Freewill Sports Pvt. Ltd.
42. Golden Sports and Games
43. Golden Star Sports
44. Gulshan Sports
45. Gurdas Gymnastic Works
46. Gurjeet Brothers
47. H.K.L.Hockey Makers
48. H.L and Sons
49. Hans Raj Mahajan and Sons
50. Hans Raj Mahajan Worldwide
51. Harish Brothers
52. Hemant Enterprises
53 Highway Sports
54. Imperial Sports Industry
55. International Leg guard Works
56. Ishar Das Mahajan and Sons
57. Jagson India
58. Jaipal Sports Manufacturing
59. Jaspo Industries
60. Jatin Brothers
61. Jonty Sports
62. K.S. Ball Makers
63. Kamal Brothers
64. Kay Gee Sports
65. Keshav Sports
66. Kingsway International
67. Kohli Enterprises
68. Krishna Sports Industries
69. L.K. Brothers
70. Lalit Sports
71. Legend International
72. Leisure Export Worldwide
73. Lucky Sport Works
74. M. Shankar Das and Brothers
75. M/s B.K. Enterprises
76. Magestic Leg guard Works
77. Mahajan Gymnastic Works
78. Mahajan International
79. Mahajan Sports Centre
80. Manni Sports
81. Marshall Enterprises
82. Marshall Exports
83. Masand International
84. Mayor and co.
85. Narang and co.
86. National Sports World
87. Naveen Sports
88. New India Sports works
89. P. Sawhney Sports
90. P.Ram Chand and co.
91. P.S. Enterprises
92. Pandey Sports
93. Paramount Sports
94. Paul Traders
95. Philips International
96. Pilot Sports
98. Pooja Enterprises
99. Prem Leather Store
100. Prime Sports
101. R.K. Cricket House
102. R.K. Mahajan Exports
104. Rajendra Sports International
105. Rama Krishna Sports
106. Ranson Sports Industries
107. Rattan Brothers
108. Rattan Gymnastic Equipments
109. Robin Exports Pvt. Ltd.
110. Robinson Sports
111. S.P. Adbo Guard Makers
112. Sachin Sports
113. Sahni Sports
114. Sajjan Sports
115. Sakay Traders
116. Sammer International
117. Sandeep Sports and Sawmill
118. Sharma Exports
119. Sigma Sports
120. Silver Sports
121. Singh Son Sports Industries
122. Sneha Sports
123. Soccer International
124. Soni Sports
125. Spectrum Sports
126. Spectrum Sports
127. Sporting Syndicate Pvt. Ltd.
128. Suarn Sports
129. Sunder Kumar Mahajan and Co.
130. Supreme Sports Industries
131. Swasrik Sports Industry
132. Swift Sports
133. Swiss Land Sports
134. Tarsem Lal Glove Makers
135. Taurus Corporation
136. Teranga International
137. Uma International
138. Uniform Agencies
139. United Sports
140. Vandana Plastic Industries
141. Variety International
142. Vijay Leg guard Works
143. Vir Brothers
144. Vishal Exports
145. Vishal Leg guard Works
146. Wasan Exports
147. Winmark Worldwide
148. Wintex Exports
149. Worldwide Cricket co. Pvt. Ltd.
150. Y.S. Trading co.