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Interview Schedule for Tea Cultivators

I. Personal Information

1.1. Name: ____________________
1.2. Address: ____________________
1.3. Age: ____________________
1.4. Sex: ____________________
1.5. Marital Status: ____________________
1.6. Educational Qualification: ____________________
1.7. Number of family members: ____________________

II. Tea Cultivation Land Profile

2.1. Number of family members engaging in tea cultivation: ____________________

2.2. Tea cultivation land profile

<table>
<thead>
<tr>
<th>Total Area (acre)</th>
<th>Value (Rs.)</th>
<th>Tea Cultivation Area (Acre)</th>
<th>Value of Tea Cultivation Area (Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tr>
</tbody>
</table>

III. Types of Intercrops

3.1. State the types of intercrops: ____________________

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<table>
<thead>
<tr>
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<td></td>
<td></td>
</tr>
</tbody>
</table>
IV. Area, Production and Productivity

<table>
<thead>
<tr>
<th>Year</th>
<th>Area (He.)</th>
<th>Production</th>
<th>Yield (P/H)</th>
<th>Total Cost</th>
<th>Sales</th>
<th>Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001-02</td>
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<td>2002-03</td>
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<td>2003-04</td>
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<td>2005-06</td>
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<td>2006-07</td>
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<td>2007-08</td>
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<td>2009-10</td>
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<td>2010-11</td>
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</tbody>
</table>

V. Nature of Marketing

5.1. State the nature of marketing of tea leaf : _______________

 VI. Problems in Tea Cultivation

6.1. State the problems in Tea Cultivation (give rank)

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Problems</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Price Fluxivation</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>High Labour Cost</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Inadequate Finance</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Lack of Information from Tea Board</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Labour Shortage</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>High Cost of Production</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Disease</td>
<td></td>
</tr>
</tbody>
</table>

VII. Role of Tea Board

7.1. State the types of assistance getting from Tea Board

<table>
<thead>
<tr>
<th>YEAR</th>
<th>TYPES OF SCHEME</th>
<th>AMOUNT</th>
<th>AREA</th>
<th>PRODUCTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006-07</td>
<td></td>
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<td>2007-08</td>
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<td>2009-10</td>
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<td>2010-11</td>
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</tbody>
</table>
7.2. Opinion about tea development schemes provided by Tea Board (Rank)

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Schemes</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tea Plantation Development Scheme</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Human Resource Development Scheme</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Quality upgradation and Product diversification Scheme</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Market Development and Export Promotion Scheme</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Special Grant Reserch Scheme</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Special Purpose Tea Fund Scheme</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Orthodox Tea Production subsidy Scheme</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Research and Development Scheme</td>
<td></td>
</tr>
</tbody>
</table>

7.3. Are you satisfied with the assistance provided by Tea Board? Yes/No

7.4. If “Yes” mention the level of satisfaction

(a) Excellent  (b) High  (c) Medium  (d) Low

7.5. Your opinion about scope of tea cultivation in future

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

X. Suggestions

9.1. Give your suggestions to the improvement of the performance of Tea Board and Tea Industry.

________________________________________________________________________
________________________________________________________________________
Interview Schedule for Tea Manufacturers

I. Personal Information

1.1. Name : ____________________

1.2. Address : ____________________

1.3. Age : ____________________

1.4. Sex : ____________________

1.5. Marital Status : ____________________

1.6. Educational Qualification : ____________________

1.7. Number of family members : ____________________

II. Types of Tea Manufactured

2.1. Which types of tea do you manufactured : ____________________

III. Year of Experience:

3.1. State the year of experience : ____________________

IV. Production, Cost, Sales and Profit

<table>
<thead>
<tr>
<th>Year</th>
<th>Production</th>
<th>Total Cost</th>
<th>Sales</th>
<th>Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001-02</td>
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<td>2010-11</td>
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</tbody>
</table>

V. Nature of Marketing

5.1. State the nature of marketing of tea : ____________________

__________________
VI. Problems in the Marketing of Tea : ____________
________________
________________

VII. Types of Tea Export
7.1. State the types of tea exported : ____________
________________
________________

VII. Role of Tea Board
7.1. State the types of assistance getting from Tea Board
________________
________________
________________

7.2. Opinion about tea development schemes provided by Tea Board (Rank)

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Types of Assistance</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Market Development &amp; Export Promotion Scheme</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Orthodox Tea Production Scheme</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Quality Upgradation &amp; Product Diversification Scheme</td>
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</tr>
<tr>
<td>4</td>
<td>Promotional Scheme for Packed Tea</td>
<td></td>
</tr>
</tbody>
</table>

VIII. Level of Satisfaction
8.1. Are you satisfied with the assistance provided by Tea Board? Yes/No

8.2. If “Yes” mention the level of satisfaction
   (a) Excellent   (b) High   (c) Medium   (d) Low

8.3. Your opinion about scope of tea manufacturing business in future
________________
________________
________________
IX. Suggestions

9.1. Give your suggestions to the improvement of the performance of Tea Board and Tea Industry.

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________