APPENDIX - I
A LONITUDINAL STUDY ON THE CURRENT TRENDS IN MARKETING
OF HANDLOOM SILK PRODUCTS IN THANJAVUR DISTRICT
(Questionnaire for Co-op. Silk Societies)

1. **Name of the Society**

2. **ORGANISATION**
   a. Date of Registration
   b. Number of Members as on 30.06.08
   c. Date of commencement of operation
   d. Number of looms held by members

3. **PURCHASE OF MATERIALS**:
   a. Silk yarn (kora) -- Ready Cash
   b. Zari -- Credit
   c. Dyes -- Loans
   d. Chemicals & Other materials

4. **Varieties Produced**
   a. Sarees
   b. Dhoties
   c. Skirt bits
   d. Other goods

5. **Cost of Production per Unit/Piece in Rupees**

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<th>Sl. No</th>
<th>Particulars</th>
<th>Below Rs. 10000</th>
<th>10,000 to 15,000</th>
<th>15,000 to 20000</th>
<th>20000 and above</th>
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<td>Zari</td>
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<td>3</td>
<td>Chemicals</td>
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<td>4</td>
<td>Wage</td>
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<td>5</td>
<td>Other expenses</td>
<td>Total cost of production</td>
<td>% of margin added</td>
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<td>6</td>
<td>Price</td>
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6 Annual Turn Over (Rupees in lakhs) by the Society

| Below 50 lakhs | Rs 51 - 100 | Rs 101 - 150 | Rs 151 - 200 | Rs 201 - 250 | Rs 251 - 300 | Rs 301 - 350 | Rs 351 - 400 | 400 and above |

7. Total No. of members in the society : Members :

8. Total No. of Staff in the society :

9. No. of looms owned

| below 100 | 100 – 200 | 201 - 300 | 301 – 400 | 401 – 500 | 501 and above |

10. Time of the purchase of Raw materials

| a. Whenever required | b. Well in advance | c. When price comes down | d. No particular time. |
11. Which design (Costwise) of saree is much liked and purchased by consumers
   1. Rs. 2000 to 3000
   2. Rs. 3001 to 4000
   3. Rs. 4001 to 5000
   4. Rs. 5001 to 6000
   5. Rs. 6001 and above

12. Which type of saree remains unsold for a longer period and state the reason
   a) Costly products.
   b) Old designs.
   c) Faded products.
   d) Low cost varieties.

13. Extent of capacity of Utilisation of looms by members
   1. below 40 %
   2. 41% to 50%
   3. 51% to 60%
   4. 61% to 70%
   5. 71% and above

14. If below 40% state the reasons
   a. Laborious job
   b. Non Supply of materials by society
   c. Poor procurement of Raw materials by manufacturers
   d. Delay in payment to members
   e. Other reasons if any - specify
15. Opinion regarding purchase of raw material

a. Quality of Raw materials

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<tr>
<th>Highly Satisfied</th>
<th>Satisfied</th>
<th>Moderate</th>
<th>Dissatisfied</th>
<th>Highly Dissatisfied</th>
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b. Mode of delivery and supply time to customers by the society

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c. Price level of Raw materials (Opinion of the society)

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<th>Highly Satisfied</th>
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16. Have you appointed any specialist for creating new design?  Yes / No

17. Do you introduce any new design?  If yes, state the frequency
   a. every year
   b. once in 2 years
   c. based on buyer behavior

18. Level of satisfaction regarding new design

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19. Is there any credit facilities available for the purchase of Raw material?

☐ Yes  ☐ No

20. If yes, state the availability of credit period
   a. Below one month
   b. 1 to 2 months
   c. 2 to 3 months
   d. 3 Months and above

21. How are sales made?

   a. Direct Sale
   b. Sales through Exhibitions
   c. Sales through Commission Agents
   d. Sales through Co-optex.
   e. Other sources.
### 22. Sales made through various sources

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<td>4. Sales through Co-optex</td>
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23. Type of sales to customer
   Cash / Credit

24. If credit sales – How many months are given? To whom?
   a. Below one month
   b. 1 to 2 months
   c. 2 to 3 months
   e. 3 Months and above
   f. Credit sales is allowed only to co-optex

25. Is there any sizeable increase in credit sale?
   □ Yes □ No

26. If yes, whether the increase is
   a. low
   b. high
   c. very high

27. Is there any bad debts due to credit sales?
   □ Yes □ No

28. If yes, what is the % of bad debts to total sales?
   a. below 5%
   b. 6% to 10%
   c. More than 10%

29. Are you exporting your product?
   □ Yes □ No

30. If yes, to which countries?
    a.
    b.
    c.
31. Opinion about value of exports
   a. satisfied
   b. highly satisfied
   c. Moderate
   d. Not satisfied

32. Competition from other societies and private manufacturers:
   a. Very high
   b. High
   c. Average
   d. Very low

33. Measures taken to face the competition threats from power looms
   a. reduction in cost of production
   b. Increase in advertisement
   c. Other measures (specify)
   d. Amendments from Govt., already protects the handloom industry

34. Problems faced and remedial measures suggested
   1. Mobilizing Finance
   2. Purchase of materials
   3. Controlling Cost
   4. Periodical increase of member weavers
   5. Marketing the Products
   6. Delayed Issue of Raw Materials to weavers
   7. Grievances redressal of workers
   8. Expanding the market.
   9. Periodical increase in selling cost.
   10. Bad debts.
   11. Outstanding Liabilities
   12. Re-imbursement of rebate by state Government
13. Other problems
   a. 
   b. 

35. Are there possibilities for increasing the productivity of members?
   Yes / No / No idea
   If yes please specify

36. Are there possibilities for increasing sales?
   Yes / No / No idea
   If yes please specify

37. Measures popularizing the product
   a. Media
   b. Newspaper Add
   c. Other measures

38. Which media is more effective?
   a. TV
   b. Side film
   c. Radio

39. Quantum for advertising purpose

40. Type of media followed for advertising
   Radio / T.V. / Newspaper / other

41. Rank the following
   Reasons for the delayed issue of Raw materials to weavers.
   a. High stock
   b. Low sales
42. If High stock is the reason furnish the stock held at the end of the years (Rs. In Lakhs)

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43. State the measures by Government of Tamilnadu to boost the sale of silk products of co-op silk societies.
   a. rebate
   b. loans for working capital
   c. loans for opening show rooms at different centers
   d. stalls in exhibitions

44. Opinion about government measures to promote sales:

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45. Suggestions & Recommendations & Remarks
APPENDIX - II
A LONGITUDINAL STUDY ON THE CURRENT TRENDS IN MARKETING
OF
HANDLOOM SILK PRODUCTS IN THANJAVUR DISTRICT
(Questionnaire for Private Silk Manufacturers)

1. Name of the Business Centre : 
2. Date of establishment : 

3. Form of Organisation
   a. Sole proprietor
   b. Partnership
   c. Other forms

Producer     □    □
Trader

4. Nature of Business : Make and sell / buy and sell

5. No. of looms owned, hired and operated :

6. Capital invested at the beginning :

7. Purchase Of Materials : SOURCE
   a. Silk yarn (kora) -- Ready cash
   b. Zari -- Credit
   c. Dyes -- Loans
   d. Chemicals & Other materials

8. Varieties Produced
   a. Sarees
   b. Dhoties
   c. Skirt bits
   d. Other goods

9. Cost of Production per Unit/Piece in Rupees

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<td>Price</td>
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10. Sources of Marketing

- a. Direct sale to consumers
- b. Sales to retailers
- c. Other sources (Please specify)

11. Value of Sales (in Rs.)

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<td>2. Through retailers</td>
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<td>4. Middlemen</td>
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Rank the following

12. Problems faced and Remedial Measures Suggested
1. Finance Mobilization

2. Purchase of materials

3. Cost Control

4. Labour

5. Marketing

6. Average time gap between production and sales

7. Other problems if any specify?

13. Is there possibility for increasing the productivity?

☐ Yes    ☐ No

14. Suggestions & Recommendations for increasing sales & Remarks
APPENDIX – III
A LONGITUDINAL STUDY ON THE CURRENT TREND IN MARKETING OF HANDLOOM SILK PRODUCTS IN THANJAVUR DISTRICT.
CONSUMERS OPTION SURVEY – SCHEDULE

Questionnaire to assess the demand for Silk Sarees

Date:

1. Name of the respondent : Miss / Mrs.
2. Age : 
3. Marital status : Married / Unmarried
4. Educational Qualification: Below +2 / Graduate / Technical / Proportional / Others
5. Occupation : 
6. Annual income : ( Self, Husband, Father)

QUESTIONNAIRE

7. Do you like Silk Sarees?:

8. Do you have Silk Sarees?:
   If yes, how many?: Two / Three / Five / more than Five

9. When do you buy Silk Sarees?: Religious festival / Domestic function / other occasions

10. If married, at the time of wedding, What kind of silk sarees did you buy?: Thirubhuvanam / Ami / Kancheepuram / others

11. What is the price range?:
   upto 10,000
   Rs. 10,001 to 20,000
   Rs. 20,001 to 30,000
   Rs. 30,001 and above
12. Buyer’s interest in the selection of particular society’s saree
   a. Thirubuvanam Silk Handloom Society
   b. Thirubuvanam Cholan Handloom Silk Society
   c. Thiruvalluvar Silk Handloom Society
   d. Peraringar Anna Silk Handloom Society
   e. Others

13. How can you get information about the quality of silk sarees?
   a. Neighbors and Friends
   b. Family members
   c. Dealers aids
   d. Add

14. Which range of price of silk saree do you prefer?
   a. Below 5000  b. 5001 – 10,000  c. 10,001 – 15,000  
   d. 15,001 – 20,000  e. 20,001 and above

15. Which type of saree do you prefer?
   a. Add  b. Better weaving  c. Less maintenance  
   d. warranty  e. Less price  f. Latest design  
   g. Image of the brand

16. What is the time-gap between the purchase of one silk saree and another?
   a. One year  
   b. Two years  
   c. Rarely

17. Reason for preferring silk saree  
   : Durability / Status / Habit / Other reasons
18. What is your opinion about the price of silk sarees? Low / High / Moderate / Very High

19. Do you think that the increase in price of the silk sarees will reduce the demand? Yes / No

20. Suggestions if any (Regarding cost, use etc.)

*****