## INTERVIEW SCHEDULE – CONSUMER PROTECTION AND GUIDANCE SOCIETIES

*(The information provided in this questionnaire will be confidential and strictly used for research purpose only)*

(Please tick the appropriate Box)

<table>
<thead>
<tr>
<th>1. Name of the Consumer Protection and Guidance Society.</th>
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<tr>
<th>3. Area of Operation</th>
<th>1. National level</th>
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<tr>
<td></td>
<td>2. State level</td>
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<td>3. District Level</td>
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<td>4. Taluk level</td>
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<td>5. Village level</td>
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<th>4. Nature of accommodation</th>
<th>1. Own building</th>
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<td>2. Hired building</td>
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<td>3. Donated building</td>
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<td>4. Residence of members</td>
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5. Do you Organize Lectures as a part of Consumer Education Programme?  
   Yes ☐  No ☐
6. Do you Organize Seminars as a part of Consumer Education Programme?  
   Yes ☐  No ☐
7. Do you Organize Demonstrations and Workshops as a part of Consumer Education Programme?  
   Yes ☐  No ☐
8. Do you Organize Moot Courts as a part of Consumer Education Programme?  
   Yes ☐  No ☐
9. Do your society gives guidance in the following areas?  
   a) Guidance with regard to Adulteration  
      Yes ☐  No ☐
   b) Guidance with regard to Misbranding  
      Yes ☐  No ☐
   c) Guidance with regard to False Advertisements  
      Yes ☐  No ☐
   d) Guidance with regard to False Weight and Measures  
      Yes ☐  No ☐
   e) Guidance with regard to Hazardous Products  
      Yes ☐  No ☐
10. Do your society organizes following Consumer Protection Programmes?  
    a) Consumer Litigation  
       Yes ☐  No ☐
    b) Out of Court Settlement  
       Yes ☐  No ☐
    c) Sample Testing  
       Yes ☐  No ☐
    d) Establishing Consumer Research Centres  
       Yes ☐  No ☐
    e) Establishing Consumer Stores  
       Yes ☐  No ☐
11. Average number of Consumer complaints received per year  
    Less than 50 ☐  51 to 100 ☐  More than 100 ☐
12. Average number of Consumer complaints settled per year  
    Less than 50 ☐  51 to 100 ☐  More than 100 ☐
13. Do your organizations provided the following services to your members?  
    a) Free legal aid  
       Yes ☐  No ☐
    b) Guidance for filing and pleading  
       Yes ☐  No ☐
    c) Appearing on behalf of them in Consumer Dispute Redressal Agencies  
       Yes ☐  No ☐
    d) Financial Assistance  
       Yes ☐  No ☐
    e) Trying to settle the case by themselves  
       Yes ☐  No ☐
14. Do you have a recognized laboratory?  
    Yes ☐  No ☐
15. Do your Organisation have any regular publication? Yes □ No □

16. Do you have Government Grants? Yes □ No □

17. Do you have of the following financial problems in your organization?
   a) No collection of fees from consumers Yes □ No □
   b) Limited resources to meet recurring expenses Yes □ No □
   c) Expense from the pocket of the activists Yes □ No □
   d) No financial encouragement to activists Yes □ No □

18. Do you have the following administrative problems in your organization?
   a) Absence of sufficient staff Yes □ No □
   b) Insufficient accommodation Yes □ No □
   c) Poor infrastructure Yes □ No □
   d) Poor planning Yes □ No □
   e) Inadequate publicity Yes □ No □

19. Do your organizations face the following problems from the consumers?
   a) Indifference Yes □ No □
   b) Ignorance of consumer rights Yes □ No □
   c) Lack of endurance Yes □ No □
   d) Lack of efforts in securing evidence Yes □ No □
   e) Absenting from appearance in redressal agencies Yes □ No □

20. Do your organizations face the following problems from the Business Community?
   a) Misuse of strength to dilute government effort Yes □ No □
   b) United effort to stop the surge of consumer movement Yes □ No □
   c) Influencing policy makers to bypass consumer guidance Yes □ No □
   d) Influencing Police/Political workers to demoralize the organization Yes □ No □
   e) Frustrating the achievements of consumer societies Yes □ No □
Appendix 11

CONFIDENTIAL

WORKING OF CONSUMER PROTECTION AND GUIDANCE SOCIETIES IN KERALA – AN EVALUATION

Stanly Chazhoor
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Sel. Grade Lecturer, Department of Commerce
Sacred Heart College, Thevara, Cochin – 582 013.

Chazhoor House,
Chembumukku South,
Kakkanad West P.O
Cochin – 682 030. Ph: 2423528

INTERVIEW SCHEDULE -- GOVERNING BODY MEMBERS

(The information provided in this questionnaire will be confidential and strictly used for research purpose only)

<table>
<thead>
<tr>
<th>1. Name of the Consumer protection and Guidance Society</th>
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<tr>
<th>3. Name of Governing Body Member</th>
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<th>4. Position held in Governing Body</th>
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<th>5. Age</th>
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<th>6. a. Male</th>
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<th>b. Female</th>
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<tr>
<th>7. Educational Qualification</th>
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<tbody>
<tr>
<td>1. Below SSLC</td>
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<td>2. SSLC</td>
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<tr>
<td>3. Degree</td>
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<tr>
<td>4. PG</td>
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<td>5. Professional Degree</td>
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<tr>
<th>8. Occupational Status</th>
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<tbody>
<tr>
<td>1. Wage Worker</td>
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<tr>
<td>2. Salaried Employee</td>
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<td>3. Self Employed</td>
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<td>4. Unemployed</td>
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<th>9. Annual Income</th>
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<tr>
<td>1. Below Rs.21000</td>
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<td>2. 21,001-75,000</td>
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<td>3. 75,001-1,50,000</td>
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<td>4. 1,50,001-2,50,000</td>
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<td>5. Above 2,50,000</td>
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<th>9a. Whether a political worker?</th>
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<td>Yes □ No □</td>
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10. Total length of service in the Consumer Protection and Guidance Society as a Member:
   Years □□□

11. Are you a new member in the Governing Body of Consumer Protection and Guidance Society?
   Yes □ No □

11a. Have you acquired basic concepts of consumer protection and guidance?
   Yes □ No □

12. From where did you acquire the knowledge and experience of consumer protection and guidance?
   1. By Training □□□
   2. By Experience from the consumer protection movement □□□

13. Please Tick {✓} in the relevant column.

<table>
<thead>
<tr>
<th></th>
<th>Always</th>
<th>Frequently</th>
<th>Often</th>
<th>Rarely</th>
<th>Never</th>
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<tr>
<td>a. Do you think that the managing committee of consumer protection and guidance society is elected strictly on democratic way?</td>
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<td>b. Do you think that the CEO tries to bring problems to the notice of the Governing Body?</td>
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<td>c. Do you think that the management takes effective care in the running of the Consumer Protection and Guidance Society?</td>
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14. Do you have employees in the Consumer Protection and Guidance Society?
   Yes □ No □

14a. If yes, do the employees of the Consumer Protection and Guidance Society have any problem with the management?
   Always □□□ Frequently □□□ Often □□□ Rarely □□□ Never □□□

15. Are you fully aware of the various schemes of the Consumer Protection and Guidance Society for consumer protection?
   Yes □ No □

16. In the Governing Body meetings of Consumer Protection and Guidance Society do you insist on the implementation of all schemes?
   Yes □ No □
17. If not, why?
   1. Schemes are not viable
   2. Uncertainty about the results
   3. Unawareness of the details of the scheme

18. Do you get periodic reports regarding the implementation of Schemes of the Consumer Protection and Guidance Society?  
   Yes ☐ No ☐

18a. If yes, period of reports
   1. Monthly ☐
   2. Bi-monthly ☐
   3. Quarterly ☐
   4. Half-yearly ☐
   5. Yearly ☐

19. Do you review the performance of schemes implemented regularly?  
   Yes ☐ No ☐

19a. If yes, the period of review
   1. 1 Month ☐
   2. 3 Month ☐
   3. 6 Month ☐
   4. 9 Month ☐
   5. 1 Year ☐

20. Do you face any difficulty on the part of the employees in implementing the decisions?  
   Yes ☐ No ☐

21. What action would be taken if the staff does not implement the decisions?
   1. Disciplinary action ☐
   2. Probing of the situation ☐
   3. Persuasion through enlightenment ☐
   4. Further orders for implementation ☐

22. Does the CEO place before the Governing Body all information for decision-making?  
   Yes ☐ No ☐

22a. If not, Reason
   1. The Secretary's inability
   2. The Governing Body members have prior information
   3. The Governing Body usually does not ask for details

23. Do you actively participate in the discussions of the Governing Body meetings?  
   Yes ☐ No ☐
23a. If not, why?
1. No particular points to arise
2. The president will not allow
3. Not interested
4. Unawareness about the details of the schemes
5. Think that my points would not be supported

24. Do you take any preparation before the Governing Body Meeting?  
   Yes ☐ No ☐

25. Do you consider the suggestions of the General Body meeting in taking policy decision of Consumer Protection and Guidance Society?  
   Yes ☐ No ☐

26. Please give the priority (1, 2, 3, etc.) for the dominating factors in decision-making in the Governing Body Meetings.

<table>
<thead>
<tr>
<th>Factors</th>
<th>Priority</th>
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<tr>
<td>Interest of the Consumer Protection and Guidance Society</td>
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<tr>
<td>Benefit of the Members</td>
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<td>Government Policy</td>
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<td>Development of the community at large</td>
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<tr>
<td>Following collectivity and democratic principles</td>
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27. Do you think that the directives from the Department prevent the Governing body from taking free decisions?  
   Yes ☐ No ☐

28. Whether the principles of society prevent you from taking effective management decisions?  
   Yes ☐ No ☐

29. Did you undergo any training in consumer protection and guidance?  
   Yes ☐ No ☐

29a. If no, Reason:
1. Got no opportunity
2. Not interested
3. Lack of time
4. Not necessary
5. Lack of fund in the society

30. Do you have the opinion that appointment of a professional manager will improve the working of the Consumer Protection and Guidance Society?  
   Yes ☐ No ☐
31. Have you made any effort to attract professionally qualified persons to your organization? Yes ☐ No ☐

32. Do you compare the activities of your Consumer Protection and Guidance Society with similar type of organizations? Yes ☐ No ☐

33. Do you critically examine the Auditor’s Report of your Consumer Protection and Guidance Society? Yes ☐ No ☐

34. Do you examine critically the Balance Sheet of your Consumer Protection and Guidance Society? Yes ☐ No ☐

35. Do you make any consultation with other Consumer Protection and Guidance Societies while preparing plan for your society? Yes ☐ No ☐

36. Any other matter you consider for the effective management of your Consumer Protection and Guidance Society.

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Thank you,
Appendix III

CONFIDENTIAL

WORKING OF CONSUMER PROTECTION AND GUIDANCE SOCIETIES IN KERALA - AN EVALUATION

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Cochin – 682030.
Ph: 0484-2423528

INTERVIEW SCHEDULE – CONSUMERS

(The information provided in this questionnaire will be confidential and strictly used for research purpose only)

1. Name ____________________________

2. Locality _____________________________
   □ Urban
   □ Semi Urban
   □ Rural

3. Shopping where? _____________________________
   □ Margin free market
   □ Other □ Both

4. Which of the following features of a Margin Free Market you consider more convenient?
   □ Self service
   □ Display of merchandise
   □ Low price
   □ Cash & carry
   □ Location & Parking facilities
   □ Other (Specify)

5. Is there any adverse comments about Margin Free Market?
   □ No
   □ Charging High Rates
   □ Low quality goods
   □ Not suitable to our conditions

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6. What is your opinion about the prices charged for products in a Margin Free Market?
   □ Low  □ High  □ Same

7. Have you noticed that there is reduction in prices only for certain fast moving items in a Margin Free Market?
   □ Yes  □ No

8. If that is the condition will you purchase the reduced price items only or others also?
   □ Reduced items  □ Other items  □ Both items

9. Whether you are purchasing the own brands? (products packed, produced or processed)
   □ Yes  □ No  □ Both

10. What is the quality of their brands?
    □ High  □ Low

11. What is the nature of prices for their brands?
    □ High  □ Low

12. Whether variation in the quantity (short quantity) of own brands?
    □ Yes  □ No

13. Will you consider it more convenient if A to Z items and services are there in a Margin Free Market?
    □ Yes  □ No

14. Margin Free Markets normally operate at very low margin. How is it possible in your opinion? (Please rank them in the order of preference from 1 to 5)
    □ By increased turnover  □ Advantages of bulk purchase
    □ Charging high rates for certain items  □ Cost reduction by self service etc.
    □ Other (Specify)

15. If there is high operating expenses for a Margin Free Market how it can be commercially viable?
    □ By increased turnover  □ Charging high rates for certain items
    □ By minimizing expenses  □ Advantages of bulk purchase
    □ Other (Specify)
16. Are you satisfied with the present services offered by Margin Free Market?  
☐ Yes  ☐ No

17. If not, what further services do you expect?  
☐ Help from salesman.  
☐ Free home delivery  
☐ After sales service  
☐ Other (Specify)
(Please rank them in the order of preference from 1 to 4)

18. You willingness to purchase by the method of Margin Free Market  
☐ Willing  ☐ Not willing

19. What is your opinion regarding Margin Free Market?  
☐ Effective  ☐ Not effective

20. Whether you are a customer of Margin Free Market  
☐ Yes  ☐ No

21. Are you satisfied with the services extended to you by this method?  
☐ Yes  ☐ No

22. Whether you intend to be a customer of Margin Free Market  
☐ Yes  ☐ No

23. Do you feel that Margin Free Market is part of direct marketing activities?  
☐ Yes  ☐ No

24. Do you feel that the Margin Free Marketing activities are really a burden?  
☐ Yes  ☐ No

25. What are your suggestions for improving the Margin Free Market System? (Please rank them in the order of preference from 1 to 5)  
☐ Only graded goods to be displayed  
☐ Promptness in displaying the new products  
☐ Display all brands  
☐ Facility to return rejected goods  
☐ Provide credit facilities

26. What are the drawbacks of the system? (Please rank them in the order of preference from 1 to 5)  
☐ Suitable to urban areas  
☐ Less scope of selection  
☐ Low quality goods are supplied  
☐ Inability to meet customer satisfaction  
☐ Other (Specify)
27. What are your suggestions to overcome the drawbacks? (Please rank them in the order of preference from 1 to 5)

- Supply goods of good quality
- Clean the loose goods and pack
- Appoint good sales personnel
- Home delivery shall be provided
- Other (Specify)

28. What are the benefits you expect to achieve from the system?

- Economies in cost
- Less wasting time to get items
- Both

29. Cost economies can be achieved in Margin Free Market system by

- Direct factory purchase
- Consumer card
- Bulk sales

30. Whether you think that the Margin Free Market can increase their sales by selling below MRP

- Yes
- No

31. Will you consider that there is ample scope for new entrants?

- Yes
- No

32. Any other matter you consider for the effective functioning of Margin Free Markets

Thank you