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   (iv) May - 1999 Vol. - LXIII . No. 5
(v) June - 1999 Vol. - LXIII No. 6
(vi) July - 1999 Vol. - LXIII No. 7
(vii) August - 1999 Vol. - LXIII No. 8
(viii) November - 1999 Vol. - LXIII No. 11
(x) March - 2000 Vol. - LXV No. 3
(xi) May - 2000 Vol. - LXIV No. 5
(xii) June-July - 2000 Vol. - LXIV No. 6 & 7

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(ii) September - 1998 - Vol. 93 - No. 9
(iii) October - 1998 - Vol. 94 - No. 10
(iv) November - 1998 - Vol. 94 - No. 11
(v) December - 1998 - Vol. 94 - No. 12
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1. QUESTIONNAIRE FOR RETAILERS

1. Name : ..............................................................

2. Address : ..............................................................

3. How much is your turn over per day? ..............................................................

4. Was there any change in your turnover during the last 10 years? Yes / No?

5. If so, can you say the reasons for that change? ..............................................................

6. Do you find any change in the Consumption of Coffee during the last 10 years? Yes / No?

7. If so can you say the reason for the change? ..............................................................

8. Are you happy to be a retailer? Yes / No? if no state the reason?

9. What is your opinion to the activities of the Coffee Board?
2. QUESTIONNAIRE FOR COFFEE PLANTERS

1. Name : .................................................................

2. Occupation : ............................................................

3. Address : .................................................................

4. How long have you been growing coffee?

5. How much area is cultivated?

6. Do you seek financial assistance for production? Yes/No?

7. If yes mention the name of the Institutions?

8. Do you get the loan in time? Yes/No?

9. If not whether it affects your production?

10. What are your hardships in getting loan?
11. Are you cultivating any other crops in your land? Yes/No?

12. If yes mention the name of the crop and why?

13. How does the coffee Board help in production / Marketing of your produce?

14. How much incurred to produce coffee per hectare?

15. Are you satisfied with the return? Yes/No?
   If no state the reason

16. What are the difficulties faced by you in production?

17. Do you have to suffer any loss due to natural Calamities?
18. Has the volume of production of coffee increased / decreased this year than the last year? State reason.

19. Are you producing coffee throughout the year? Yes/No?

20. What is your recommendation to increase production, productivity and to strengthen the marketing of coffee?
3-4. QUESTIONNAIRE FOR RESTAURANTS / HOTELS / OUTLETS

1. Name of the proprietor : .................................................................

2. Name of the Hotel/Restaurant : ......................................................

3. Village / Panchayat : .....................................................................

4. How many Kg of coffee is used/sold by your hotel/outlet per month?

5. Do you have regular customers for coffee? Yes/No?

6. What is their economic and social status?
   a) Literate / illiterate
   b) employed / unemployed
   c) Caste

7. If price rise affects your turnover? Yes/No?

8. What is your recommendations to increase the domestic consumption of coffee?
   ........................................................................................................
   ........................................................................................................
   ........................................................................................................
   ........................................................................................................
5. QUESTIONNAIRE FOR COFFEE CONSUMERS

1. Name : ......................................................
2. Age : .............................................
3. Educational Qualification : ......................
4. Occupation : ...........................................
5. Monthly salary : ........................................
6. Total Annual Income : ....................................
7. Caste : ................................................
8. Religion : ..............................................

Family Details:

<table>
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<tr>
<th>SI No</th>
<th>Name</th>
<th>Rel. to HOF</th>
<th>Age</th>
<th>Edu. Qln.</th>
<th>Occup.</th>
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Coffee Consumption

A. Preference:

1. How many members of your family consume coffee?

2. How many members of your family consume tea or other beverages?

3. What was the preference of your ancestors?

4. What is the daily consumption of coffee by your family?

5. How much money is spent towards coffee consumption?

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<tr>
<th>Sl. No.</th>
<th>Name</th>
<th>Age</th>
<th>Sex</th>
<th>Edl. Qln.</th>
<th>No. of cups Consumed</th>
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B. Quality

1. Do you prefer black coffee or mixed one?
2. Which brand do you prefer?
3. Do you prefer processed coffee powder or roasted coffee?
4. Which type of coffee seed do you prefer coffee?
5. Why do you prefer coffee?
   1. Flavour
   2. Stimulant
   3. Medicinal value
   4. Energy
   5. Social status
6. Was there any change in the consumption pattern in your family during the last 10 years?
   Yes/No?
6.1 If so why? ......................................................................................................................
..............................................................................................................................
7. What is your reaction to consumption when coffee price increases?
8. What beverage will you prefer in such situation?
..............................................................................................................................
9. Do you feel that the price of coffee is high?
..............................................................................................................................
10. Will you increase consumption of coffee if the price falls?

11. When you feel like consuming coffee?

1. Bed coffee
2. After work
3. During work
4. To relax
5. During stress or depression
6. QUESTIONNAIRE FOR FINANCIAL INSTITUTIONS

Name of the Institution: ..............................................................................................................

Address: ......................................................................................................................................

....................................................................................................................................................

1. What are the policy guidelines towards financing coffee sector?
....................................................................................................................................................
....................................................................................................................................................

2. What types of loans are extended by your Bank to coffee sector?
....................................................................................................................................................
....................................................................................................................................................

3. How much loan was distributed to Coffee growers during the last 5 years
Category - wise break - up
a) ........................................................................................................................................

b) ........................................................................................................................................

c) ........................................................................................................................................

d) ........................................................................................................................................

e) ........................................................................................................................................

f) ........................................................................................................................................
g) ........................................................................................................................................
4. What are the problems you face in advancing credit to this sector?

5. Do you experience problems in recovery?

6. How long have you been granting loans to coffee producers?

7. Do all producers in your area apply for loan?
   Yes/No
   If no please state the reason.

8. Are you granting loan to every applicant?
   Yes/No
   If no please state the reason.

9. Do you demand any security to grant loan?
7. QUESTIONNAIRE FOR COFFEE BOARD OFFICIALS

1. Name: ........................................................................................................

2. Designation: .................................................................................................

3. Are you satisfied with the function of the Coffee Board? ....................... 

4. What is the role played by the Coffee Board to increase Production, 
   Productivity, marketing etc. ............................................................................

5. On what basis the price of Coffee is fixed? ..............................................

6. How is payment made to the coffee growers for their products ..............

7. How is the Coffee Board responsible to the price volatility of Coffee?  
   .................................................................................................................
8. Has the Collapse of ICA any effect on the Coffee Board at its functional Level? .................................................................

If so, how?

.........................................................................................................................................................

9. Does it have any impact on the policy Guidelines of the Coffee Board?
Yes/No.

10. If so, how?

.........................................................................................................................................................

11. Do you have any problem in procuring Coffee?

.........................................................................................................................................................

12. How does Coffee Board enable the small growers get timely finance?

.........................................................................................................................................................

13. Do the banks oblige the guidelines of the Coffee Board to extend credit to small growers?

.........................................................................................................................................................

14. What are the strategies the C.B has formulated, in the context of globalisation and ACPC, to increase production and consumption?

.........................................................................................................................................................

.........................................................................................................................................................

.........................................................................................................................................................
15. What is the target set by CB to increase consumption for the next 5 years?

16. What steps are to be taken to achieve it?
8. QUESTIONNAIRE FOR COFFEE EXPORTERS

1. Name: ...........................................................................................................

2. Address: ......................................................................................................

3. How much Coffee are you exporting per year?

4. How long you have been exporting coffee?

5. Has there any change from 1996 if so state the reason?

6. Modes of procurement of coffee?

7. Does the pricing policy of the govt affect the export? If so how?

8. In what way does the Coffee Board help in your venture?
9. Please Specify your major exporting countries?


10. How far do the govt. policies facilitate your trade?


11. Do you face any other problems in exporting?


12. State your Suggestions and Recommendations towards a better Coffee Export?


