Annexure 1

(i)

QUESTIONNAIRE
(Entrepreneur Survey)

A. BIODATA (PERSONAL INFORMATION)
   1. Name of the entrepreneur:
   2. Age and sex: Years M/F
   4. Address:

B. INFORMATION ABOUT THE FIRM.
   1. Name of the Firm:
   2. Address:
   3. Year of Registration:
   4. Registration Number:
   5. No of employees employed:
   6. Name of the trade mark:
   7. Products manufactured:
      (Fruits and vegetable based)
   8. Mode of Constitution: Sole Proprietorship/ Partnership/ Company
      Co-operative.

C. PRODUCTION.
   1. Is the raw materials used by you easily available?
      Yes/No
2. From where do you procure your raw materials?
   Directly from the Farmers/ Local markets / Vendors/ outside the State

3. What is your opinion about the raw materials procured by you?
   Satisfactory / Unsatisfactory?

4. What is your opinion about the price of raw materials?
   High/ Moderate / Low

5. Do you use any machinery for production? Yes / No.

6. What is the rate of production?
   Monthly
   Yearly

7. Have you taken any step for Quality improvement Yes / No.

8. Have you obtained any Govt. approved quality standard? Yes/ No.

9. Where do you carry your production?
   Own shed/ Hired Shed

10. Have you been allotted any shed from the Govt. to carry your production? Yes/ No.

11. Is the space sufficient enough to carry production? Yes / No

12. What is your opinion about the supply of power for carrying production? Sufficient / Insufficient.

D MARKETING :-

13. Is there a ready market for your product? Yes / No.

14. What is the area of your market?
   Within the District / throughout the state/ outside the state

15. What type of products do the consumers prefer?
Locally available products/ products from outside the state.

16. Do you think the products from outside the state have an advantage over the local products. Yes/No

17. What kind of advantage do you think they have?
   in terms of price / in terms of quality / in terms of packing & outside appearance.

18. What type of sale do you prefer the most?
   Institutional / Individual consumers.

19. Whether any Govt. and semi govt. institutions have helped you to promote your sale. Yes/no.

20. What is your opinion about the sale through govt. institutions like NERAMAC?
    Profitable / Not Profitable.

21. What is the demand of the local products among the consumers?
    High / average / Low.

22. Have you taken any step for advertising your products?
    Yes/No.

23. What type of media have you adopted for advertising your products?
    TV / Newspaper / Magazines / Posters / Sign boards.

24. Do you think that advertisement helps in promoting the sales?
    Yes/No.

25. Have you ever participated in any national or international trade fair? Yes/No.
    National Trade fair Place Year.
26. What is the rate of demand of the product at such trade fairs? High/Moderate/low.

27. Have you taken any step for market research of your products? Yes/No.

28. What type of response have you found from the consumers? Positive/Negative

29. Whether the consumers are aware of your products. Yes/No.

30. What type of market do your products have? Monopoly market/Competitive market.

31. What type of pricing policy do you adopt? Competitive pricing/Target pricing/Cost plus pricing.

32. Do you give any credit facility to the retailers? Yes/No.

33. What is the maximum credit period that you give to the retailers? 1 week/15 days/1 month.

34. What kind of channel of distribution do you recourse to? Producer-Distributor-Wholesaler-Retailer-Customer
Producer-Wholesaler-Retailer-Customer
Producer-Retailer-Customer
Producer-Customer

35. Have you employed any person for promoting sales by house to house campaigning? Yes/No.

36. What type of selling is more profitable? House to house campaign/Through retailers/Own retail outlet.
37. What is your rate of sale?
   Monthly
   Yearly

38. Do you have any competitor from outside the state?
   Yes/No.

39. Do you have any competitors from any neighbouring countries? Yes/No.

E  INFRASTUCTURAL.

40. What methods of preservation do you adopt?
    Physical method/ Chemical method.

41. Have you received any facilities from the Govt. for preservation of your products? Yes/No.

42. What type of preservation facilities have you received from Govt?
    Chemical/Physical

43. Do you have any cold storage?
    Yes/No

44. Opinion about preservation of your products.
    Adequate/ In adequate

45. What is your opinion about the Govt. assistance with regard to preservation? Sufficient/Insufficient.

46. Opinion about the cost of preservation.
    High/ moderate/Low

47. Opinion about the availability of space for storing of the finished products Sufficient/Insufficient.

48. What type of packaging material do you use?
    Flexible/Rigid

49. Is the material used by you easily available?
    Yes/No
50. From where do you procure the packaging material? Within the District / Outside the State.

51. Has the Govt. provided any assistance with regard to the procure of packaging material. Yes / No

52. Name of the Govt and semi govt institutions that provided help in this regard.

53. Is it really beneficial? Yes / No.

54. Have you obtained F.P.O. licence? Yes / No.

55. Where is the labelling of your products done. Locally/ outside the states.

56. What type of labelling do you used? Ordinary Labels/ Offset printing.

57. Do you find any difficulty in labelling your products. Yes / No.

58. What is your opinion in terms of quality of the labels printed within the state as compared to those printed outside? Adequate/ In adequate.

59. Have you taken any step for exporting the products outside the country? Yes/ No.

60. Has the Govt. helped you in this regard? Yes / No

61. Opinion about Govt's assistance in this regards. Sufficient / Insufficient.

62. Have you already exported any of your products? Yes / No.

63. Countries of export-

64. What is the demand of your products in those countries? High/ Moderate/ Low.
65. Have you faced any problem with the transportation system? Yes/No.

66. What is your opinion about the cost of transportation? High/Moderate/Low

67. Have you taken any training before or after establishing your firm? Yes/No.

68. From what type of institutions have you taken your training? International/National/Local.

69. Please mention the name -

70. Your opinion about the training Satisfactory/Unsatisfactory.

71. Have you received any added advantage from such training in obtaining any Govt Loans, orders etc. Yes/No

72. What type of labourers and employees are been employed by you? Skilled/Semi-skilled/Unskilled

73. Have you found any labour problems? Yes/No.

74. Do you have any facilities for imparting training to your employees? Yes/No.

75. In what way do you pay your wages? Monthly fixed salary/Daily wages/More work more pay basis

76. Do you think the infrastructural facilities provided by the govt. of India to the fruits and vegetables industries during the 8th & 9th plan really beneficial? Yes/No.

F. FINANCIAL :-

77. Have you obtained any financial assistance from any govt. or semi govt institutions? Yes/No.

78. What type of financial help have you received?
Short term loan/ long term loan/ subsidies / Grants.

79. What is your opinion about the financial assistance received from the govt? Satisfactory/ Unsatisfactory

80. What is the impact of taxation? High / Moderate / Low

81. Have you received any tax concession? Yes / No

82. What type of tax concession have you received?