Appendices
**QUESTIONNAIRE**

Name and Designation____________________

Academic Qualifications__________________

Indicate name of district office/processing unit/
marketing society/rail head agency/wholesale depot,
in which you are working _________________________

**NOTE:** Please find below a list of questions with multiple choice. You are requested to tick-mark (✓) the choice you consider as most appropriate.

1. Were you in employment before joining the federation? [Yes/No]

2. In case, you were in employment, indicate about your previous employment.

   a) Government Department
   b) Public Sector Organisation
   c) Private Organisation
   d) Co-operative Organisation
   e) Self-employed

3. Through which source(s) you joined your present assignment?

   a) Employment Exchange
   b) Newspaper Advertisement
   c) Friends and Relatives
   d) Deputation

4. Please indicate if recruitment/selection in your organisation is made on the basis of merit.

   a) Always by Merit
   b) Usually by Merit
   c) Merit is sometimes ignored
   d) Merit is mostly ignored

5. Please indicate the reasons for joining the present service.

   a) More Job Security
   b) More Salary
   c) Better Working Conditions
   d) Desire to serve Co-operatives
   e) Any other (Please specify)

6. What are your views with regard to deputation of personnel to the co-operative organisations?

   a) Appointments on extraneous reasons [Yes/No]
   b) Efficiency of the deputationists [Yes/No]
   c) Block chances of promotion avenues of co-operative employees [Yes/No]
   d) Class consciousness of superiority [Yes/No]
   e) Inter-personal relationships [Yes/No]
   f) Absorption of deputationists in co-operative cadre [Yes/No]
   g) Chief executive to be on deputation [Yes/No]
   h) Recall of deputationists to parent department [Yes/No]
| 7. What are your views about promotion policies in your organisation? | a) Ideal opportunities  
b) Reasonably good opportunities  
c) Absence of opportunities |
|---|---|
| 8. What counts for promotion in your organisation? | a) Merit  
b) Seniority  
c) Political influence  
d) Personal favour of officers  
e) Influence of union leaders  
f) Any other (Please specify) |
| 9. What are your views about the training of employees in your organisation? | a) Put to rigorous training  
b) Not adequately trained  
c) Only trained in theory  
d) Expected to learn job while doing  
e) No training is given |
| 10. How far you are satisfied with your present salary? | a) High  
b) Moderate  
c) Low |
| 11. Are you a member of Employees' Union of your organisation? | Yes/No |
| 12. Why did you join the Union? | a) To get more salary  
b) More Bonus  
c) To safeguard against victimisation  
d) For better welfare programmes  
e) To get help after possible retrenchment  
f) For getting help during strikes/lock-outs  
g) To solve individual grievances  
h) For cordial relations between management and employees  
i) Any other (Please specify) |
| 13. How far is your Union helpful to the employees? | a) Very useful  
b) Moderately useful  
c) Just useful  
d) Not at all |
OPINION SURVEY
(Hafed Cattle Feed)

1. Name the brand of cattle feed that you generally use:
   a)
   b)
   c)
   d)
   e)
   f)
   g)
   h)

2. Following are some brands of cattle feed:
   (1) Hind Lever, (2) Heera/Hafed, (3) Harnarit, (4) Tata,
   (5) Nandi, (6) Others.
   Please rank them in order of your preference and state
   the reasons thereof by writing Yes/No in each column
   against each brand:

<table>
<thead>
<tr>
<th>No.</th>
<th>Brand</th>
<th>Readily Available</th>
<th>Cheap</th>
<th>Good</th>
<th>Better</th>
<th>Other Reasons</th>
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<tbody>
<tr>
<td>1.</td>
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<td>Yes/No</td>
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3. From where do you purchase the cattle feed?
   a) Private dealers
   b) Mini Bank
   c) Co-operative Societies
   d) Manufacturers

4. (Only for those who do not use Heera/Hafed Cattle Feed):
   Why do you not prefer Heera/Hafed Feed:
   a) not aware of this brand
   b) not readily available
   c) price is very high
   d) quality is sub-standard
   e) no field demonstration about the quality of the brand
   f) never seen any other client using it

   Yes/No
OPINION SURVEY
( Hafed Bread )

1. Name the brand of bread that you generally use:
   a) 
   b) 
   c) 
   d) 
   e) 
   f) 
   g) 

2. Following are some brands of bread:
   (1) Britannia, (2) Modern, (3) Dalma, (4) Heera/Hafed,
   (5) Local ones.

   Please rank them in order of your preference and state
   the reasons thereof by writing Yes/No in each column
   against each brand:

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Brand</th>
<th>Readily Available</th>
<th>Cheap Price</th>
<th>Good Packing</th>
<th>Better Quality</th>
<th>Other Reasons</th>
</tr>
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<tbody>
<tr>
<td>1.</td>
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<td>Yes/No</td>
<td>Yes/No</td>
<td>Yes/No</td>
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3. From where do you purchase bread:
   a) from bakery shop
   b) from the grocery shop
   c) from the vendor
   d) from the manufacturers

4. (Only for those who do not use Heera/Hafed Bread):
   Why do not you prefer Heera/Hafed Bread:
   a) not aware of this brand
   b) not readily available
   c) price is very high
   d) quality is sub-standard
   e) no field demonstration about the quality of the brand
   f) never seen any other client using it

   Yes/No
OPINION SURVEY
(Hafed Poultry Feeds)

1. Name the brand of poultry feed that you generally use:
   a)
   b)
   c)
   d)
   e)
   f)
   g)
   h)

2. Following are some brands of poultry feed:
   (1) Hind Lever, (2) Kafco, (3) Tata, (4) Prestige,
   Please rank them in order of your preference and state
   the reasons thereof by writing Yes/No in each column
   against each brand:

   Sr. No. | Brand   | Readily Available | Cheap | Good | Better | Other Reasons
   -------|---------|------------------|-------|------|--------|------------------
   1      |         | Yes/No           | Yes/No| Yes/No| Yes/No  | Yes/No
   2      |         |                  |       |      |        |                  
   3      |         |                  |       |      |        |                  
   4      |         |                  |       |      |        |                  
   5      |         |                  |       |      |        |                  
   6      |         |                  |       |      |        |                  
   7      |         |                  |       |      |        |                  

3. From where do you purchase the poultry feed?
   a) Private dealers
   b) Mini Banks
   c) Co-operative Societies
   d) Manufacturers

4. (Only for those who do not use Hafed Poultry Feed):
   Why do not you prefer Hafed Poultry Feed?
   a) not aware of this brand Yes/No
   b) not readily available Yes/No
   c) price is very high Yes/No
   d) quality is sub-standard Yes/No
   e) no field demonstration about the quality of the brand Yes/No
   f) never seen any other client using it Yes/No