APPENDIX – I
QUESTIONNAIRE
SCHEDULE FOR GROWERS OF HORTICULTURAL CROPS
I] GENERAL INFORMATION
1.1 Name of the Grower :
1.2 Village :
1.3 Taluk :
1.4 Age :
1.5 Education Qualification :
1.6 Annual Income :
1.7 Land Holding (In Acre)

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<thead>
<tr>
<th>Total</th>
<th>Irrigation Land</th>
<th>Non irrigated</th>
<th>Land for horticultural crops</th>
<th>Land for other crops</th>
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1.8 Sources of irrigation.
   a) Canal     b) River
   c) Openwell  d) Borewell  e) Any others

1.9 Types of horticulture Products do you Produce?
   a) Mango     b) Banana
   c) Sapota    d) Vegetables – (1) Potato
                   (2) Tomato
                   (3) Brinjal
                   (4) Onion
                   (5) Green Chilli
                   (6) Other Vegetables.

II] Problems faced by the Growers in Marketing of Horticulture Products
   A) Finance Problems

2.1 Which Source of finance have you chosen?
   (a) Owned fund
   (b) Commercial Banks/ Grameen Banks
   (c) Money Lenders
   (d) Village Traders and Commission Agents
   (e) Friends and Relatives
   (f) Co-operative Banks
   (g) Any others
2.2 If borrowed,  
   a) How much Rs .......... 
   b) What is the rate of Interest .......... 

2.3 How do you repay the loan? 
   a) in cash    (b) in kind    (c) both 

2.4 What problems do you face in marketing finance? 
   a) Lack of owned funds 
   b) Non-timely sanctions and disbursement by bankers. 
   c) Lack of financial support from Dalals. 
   d) Any others .......... 

B) Sales and Distribution 

2.5 Please provide sales for the last five years. 

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<tbody>
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<td>1</td>
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<td>Banana</td>
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<td>3</td>
<td>Sapota</td>
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<td>4</td>
<td>Vegetables</td>
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<td>a)</td>
<td>Potato</td>
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<td>Other Veg</td>
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2.6 Where do you sell your produce? 
   (a) At the farm itself 
   (b) Private shop 
   (c) Local Markets 
   (d) APMC, Belgaum 
   (e) Fruits/Vegetable Markets Belgaum. 
   (f) Exports Outstation Market 
   (g) Co-operative Society 
   (h) Any others
2.7 Mention the channel followed by you
   a) Direct Sales
   b) Through Commission Agent
   c) Through Traders
   d) Through private agency
   e) Through Co-operative society
   f) Any others

2.8 Are you satisfied with the fee, the Commission agents charges? Yes/No

2.9 Do you think that middlemen role is superfluous? Yes/No

2.10 If 'Yes' in what respect?
   a) Number of middlemen
   b) High rate of commission
   c) Black sale
   d) Any other

2.11 Are you forced to sell your produce locally? Yes/No

2.12 If 'Yes' by whom you are forced to sell?
   a) Village merchants
   b) Private agents
   c) Money lender
   d) Commission agents
   e) Any others

2.13 What type of market charges do you pay?
   a) Market fees
   b) Loading & Unloading
   c) Local tax
   d) Grading and Packing
   e) Weighing
   f) Any others

2.14 Do you really think that market charges are very high? Yes/No
2.15 What problems normally do you face in sale of fruits and vegetables?
   a) Lack of facility for display
   b) Lack of storage facility
   c) Uncertain demand
   d) Unhygienic condition
   e) Lack of Transportation.
   f) Lack of Cold Storage
   g) Any others

C. Pricing

2.16 How is price of your fruits and vegetables decided?
   a) Tender System
   b) Auction pricing
   c) Any others

2.17 Do you think that the price offered is fair? Yes/No

2.18 Who fixes the price?
   a) Self  b) Govt.  c) Commission agent
   d) Buyer  e) Market Forces  f) Any others.

2.19 Are you aware of prices of your produce in other markets? Yes/No

2.20 If 'Yes' how do you come to know prices at other markets?
   a) Radio  b) TV  c) News Paper
   d) Friends  e) Agents  f) Others

D Storage & Warehousing

2.21 Did you store your produce? Yes/No.

2.22 If 'No' what is the reason?
   a) Lack of godown
   b) No facilities from Government
   c) Lack of cluster development
   d) Any others

2.23 What do you feel about the storage facilities in your area?
   a) Adequate  b) Inadequate  c) Poor
2.24 What do you feel about the storage charges?
   a) High  b) Normal  c) Cheap

2.25 Would you prefer to store in cold storage? Yes/No

2.26 Do you face any other problem with regard to storage? Yes/No
   If 'Yes' specify them?
   a) Storage costs are too high
   b) Spoilages are high in storage
   c) Urgent need of cash
   d) Lack of storage facility
   e) Any others

E Transportation

2.27 State the mode of transport used
   a) Own means of transport
   b) Hired transport
   c) Transport arranged by buyers

2.28 How do you transport your produce to the market?
   a) By Trucks  b) By Tractors  c) By Bus
   d) By Train  e) By Carts  f) Any others

2.29 Who bears the transport cost?
   a) Self  b) Wholesale Commission agent
   c) Retailer  d) Buyer

2.30 What do you feel about the transport cost?
   a) High  b) Normal  c) Cheap

2.31 Do you face any other problems with regard to transport? Yes/No
   If 'Yes' specify them?
   a) Bad road  b) Sufficient means of transport
   c) Not available in time  d) Costly affair  e) Any others
F. Standardization, Grading and Packing

2.32 Do you grade your produce? Yes/No.

2.33 If 'Yes' mention the basis
   a) Size  b) Quality  c) Colour  d) Any others

2.34 If 'No' give reasons
   a) Not possible  b) costly affair  
   c) No need  
   d) Any others

2.35 Are you aware of AGMARK standard? Yes/No

2.36 If 'Yes' do you use that AGMARK? Yes/No.

2.37 Do you pack your produce? Yes/No.

2.38 If 'Yes' what material used in packing?
   a) Gunny Bag  
   b) Plastic Bang  
   c) Wooden Boxes  
   d) Cartons  
   e) Any others

2.39 If 'No' why packing is not done for your produce?
   a) Unsuitability  
   b) No need for packing  
   c) Any others

G. Marketing Costs

2.40 In your opinion, how much of Rs.100 goes for
   a) Storage  Rs. ........
   b) Transportation  Rs. ........
   c) Grading and packing  Rs. ........
   d) Weighing  Rs. ........
   e) Commission  Rs. ........
   f) Market Fee  Rs. ........
   g) Local taxes  Rs. ........
   h) Loading and unloading  Rs. ........
   i) Any others  Rs. ........

   Total  Rs. ........
[III] Future prospects

3.1 Do you think horticulture is better than agriculture? Yes/ No

3.2 If 'Yes' which aspect is encouraging for the future growth of horticulture produce?
   a) Good demand for the products
   b) Government policies
   c) Good return on investment
   d) Any others

3.3 What suggestions would you offer for the future prospects for the horticulture produce?
   a) Subsidies on loan       b) Govt. interference in marketing
   c) Any others

3.4 Do you propose to increase the area of cultivation of horticulture products? Yes/ No.
   If 'Yes' by how many acres?

3.5 If 'No' give reasons
   a) Inadequate Demand
   b) Shortage of land
   c) Shortage of irrigation
   d) Any others

3.6 Suggestions and Additional Information.