1. Name of the Unit:
   Place:
   Year of Establishment:
   Type of the unit: Manufacturing: Service:

2. Type of Organisation:
   Sole Proprietorship: ( )
   Partnership: ( )
   Joint family Concerned: ( )
   Pvt.Limited Company: ( )
   Public Ltd. Company: ( )
   Co-op society: ( )

3. Is your unit ancillary to a large unit?
   Yes ( )
   No ( )

4. If yes give details.
II Finance And Investment

1. Capital Investment in Plant and Machinery Amount Rs..................

2. Nature of Acquisition:
   Purchased: ( )
   Purchase Price Rs. ( )
   Hired: ( )
   Monthly Rent: ( )
   Leased: ( )

3. Sources of Finance for Plant and Machinery:
   Banks ( )
   KSFC ( )
   Term lending Institutions ( )
   Private Finance Co's ( )
   Private Money lenders ( )
   Friends & Relatives ( )
   Own Funds ( )

4. (a) Cost of Loan Finance:
   Rate of Interest ( )
   No of Installment ( )
   No of Installments paid ( )

   (b) What is the total interest cost on your loans? Rs..............

5. What inconveniences/ problems did you face in obtaining finance?
   High Interest Cost ( )
   Inconvenient No of Installments ( )
   Rigid Repayment conditions ( )
   Inadequate Amount of Loan ( )
   Others ( )
6. Did you get subsidy on loans?

Yes ( )
No ( )

7. If 'Yes' what is the amount of subsidy:

5% to 9% ( )
10% to 14% ( )
15% to 19% ( )
Above 20% ( )

8. Which agency gave you subsidy?

State Govt ( )
KSFC ( )
KSSIDC ( )
Other fin Institutions Others ( )

9. Are you aware of incentives and subsidy schemes for small industries?

Yes ( )
No ( )

10. Did you take full use of available incentives and subsidy?

Yes ( )
No ( )

11. Do you get adequate working capital?

Yes ( )
No ( )

12. What are the sources of your working capital?

Own Funds ( )
Banks ( )
Fin Co's ( )
Money lenders ( )
Others ( )
13. What part of your working capital requirement are met by: Percent

Banks ..........................

Fin Co's ..........................

Money lenders ..........................

Others ..........................

14. What problems do you face in getting adequate working capital:

High Interest Rate ( )

Stringer Credit ( )

Policy of Banks ( )

Inconvenient repayment conditions ( )

Others ( )

15. Is your unit handicapped by inadequate working capital?

Yes ( )

No ( )

III Production

1. What raw materials do you use for your product?

1. ( )

2. ( )

3. ( )

2. Where do you obtain your raw materials?

Locally ( )

Outside the city ( )

Outside the State ( )

3. Do you get adequate raw materials for your units?

Yes ( )

No ( )
4. If "No" specify the quantity of raw material shortage experienced by you during a month/year:

5. Do you get any help from Government agencies in obtaining raw material?
   Yes (  )
   No (  )

6. If yes specify the agencies:
   KSFC (  )
   DIC (  )
   KSSIDC (  )
   Others (  )

7. Do you find their help adequate?
   Yes (  )
   No (  )

8. (a) What is the total requirement of raw materials per year? Specify
   (b) What is the annual average cost of raw material of your unit? Rs...........

9. What is the amount of actual quantity of raw materials obtained during a year? Specify

10. How much of your production is lost due to shortage of raw materials during a year? Specify


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<td>Quantity</td>
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<td>Value in Rs</td>
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12. What are the cost of production of unit of your product?

13. What is the total per unit cost of production of your product? Rs.

14. Has the per unit cost of production of your product gone up?

15. If 'Yes' by how much? Give reasons for the same.

16. Production is
   - continuous ( )
   - seasonal ( )

17. The production is
   - Increasing ( )
   - Decreasing ( )
   - Constant ( )

during the last 5 years.

18. Decrease in production is due to
   - Shortage of raw materials ( )
   - Decline in Demand ( )
   - Severe Competition ( )
   - Labour Strikes ( )
   - Power Shortage ( )
   - Transport difficulty ( )
   - Financial shortage ( )
   - Others ( )

19. What is the percentage of capacity utilized in your unit during the last 5 years?
IV Product Design

1. How are your products designed?
   through technical personal (  )  as specified by large buyers (  )
   as per competitors design (  )  others (  )

2. Do you consider consumer preferences and their likes and dislikes while designing your products?
   yes (  )
   no (  )

3. Do you think that your sales are affected due to faulty product designing?
   yes (  )
   no (  )

V Product Mix

1. How many products do you manufacture?
   one (  )  two (  )  three (  )  more than three (  )

2. Do you plan to introduce new products?
   yes (  )
   no (  )

VI Product Modification

1. Do you think there is need for modification of your product?
   yes (  )
   no (  )
2. If 'Yes' give reasons

i. Technological change ( )
ii. Competitors policies ( )
iii. Customers reactions ( )
iv. Original design was found wrong ( )

VII Pricing & Marketing

1. How do you price your product?

1) Based on costs plus profits ( )
2) Based on competitors prices ( )
3) Based on agreement with buyers ( )
4) On Adhoc basis ( )
5) Based on demand and supply factors ( )

2. (a) Do you maintain proper cost data?

Yes ( )
No ( )

(b) What is the current average price per unit of your product? Rs.............,

(c) Indicate the average price per unit of your product

Price Per Unit of Output

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<td>Price (Rs)</td>
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3. Annual Sales

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<td>Quantity per year</td>
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<td>Value in Rs</td>
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4. Who are the buyers of your product?
4. Who are the buyers of your product?
   - Government ( )
   - Private Industries ( )
   - Wholesalers ( )
   - Retailers ( )
   - Exporters ( )
   - Locally ( )
   - Outside City ( )
   - Outside State ( )

5. Where do you sell?
   - Locally ( )
   - Outside City ( )
   - Outside State ( )

6. Do you sell on Credit basis?
   - Yes ( )
   - No ( )

7. If 'Yes' what percentage of sales do you sell on credit basis?
   - 1 p.c to 4 p.c ( )
   - 5 p.c to 9 p.c ( )
   - 10 p.c to 14 p.c ( )
   - 15 p.c to 19 p.c ( )

8. Do you resort to credit sales because of competition?
   - Yes ( )
   - No ( )

9. What are the other reasons for credit sales?
   - 1 2
   - 3 4
10. Who are your competitors?

SSI Units ( )
Big Units ( )
Local ( )
Outside City Units ( )
Outside State Units ( )

11. Did you conduct market survey before starting production?

Yes ( )
No ( )

12. Do you have adequate market for your product?

Yes ( )
No ( )

13. What are the usual marketing problems faced by you?

Competition ( )
Improper Distribution Channel ( )
Inadequate Transport facilities ( )
Lack of Storage Facilities ( )
Ineffective Salesmen ( )
Absence of Brand name ( )

14. What are the areas of competition faced by you in selling your product?

1. Price Competition ( )
2. Quality ( )
3. Advertisement ( )
4. Credit sales by competitors ( )
5. Others ( )
VIII Insurance

1. Do you insure your products before they are sold?

2. If yes, what is the annual cost of insurance? Rs................

IX Marketing Costs

1. What are the marketing costs of your units? Costs in Rs
   i. Cost of packing
   ii. Cost of salary and wages of salesmen
   iii. Cost of transporting
   iv. Cost of insurance
   v. Cost of advertising
   vi. Cost of storage
   vii. Other costs (specify)

2. Is there a substantial increase in your marketing costs?
   If 'Yes' please specify ............... Percent.

3. Mention the reasons for increase in marketing costs.

X Taxation

1. What taxes do you pay for your products? Specify

2. Do you experience loss of sales due to tax burden? If 'Yes' how much sales do you lose yearly for tax burden? ............... percent.
XI Transport

1. What transport facilities do you make use of for your unit?
   - Lorry ( )
   - Train ( )
   - Tractors ( )
   - Tempo ( )
   - Others ( )

2. Do you have own Vehicles?
   - Yes ( )
   - No ( )

3. If 'Yes' specify the type and No of Vehicles owned by you:

4. Do you find difficulty in obtaining adequate transport facilities?
   - Yes ( )
   - No ( )

5. If 'Yes' specify the nature of difficulty experienced by you:

6. Do you incur loss of sales due to transport difficulties?

7. If 'Yes' how much sales do you loose due to transport difficulties?

XII Advertisement

1. Do you advertise your products? If yes specify the mode of advertisement?

2. What is the annual cost of advertising your product? Rs.............
XIII Power

1. What is the source of power supply for your unit?
   - KEB
   - Own Diesel
   - Generator
   - Other

2. Do you get regular supply of power?
   - Yes
   - No

3. If 'No' what amount of shortage of power do you experience?
   1. 10 p.c
   2. 11 to 20 p.c
   3. 21 to 40 p.c
   4. More than 40 p.c

4. What amount of production loss is experienced due to power shortage?
   1. 10 p.c
   2. 20 p.c
   3. More than 20 p.c

XIV Storage

1. Where do you store your products?
   - Own Store room
   - Rented premises
   - Govt Warehouses

2. What is the annual cost of storage of your products? Rs.................
XV Branding

1. Do you use any brand name for your products?
   - Yes
   - No

2. If 'Yes' please specify
3. If 'No' give reasons.

XVI Packaging

1. What material do you use for packaging your products?
2. What is the annual cost of packaging? Rs.............

XVII Grading

1. Do you grade your products?
   - Yes
   - No

2. If 'Yes' what is the annual cost of grading? Rs.............

XVIII Labour & Management

1. What is the total number of employees in your units?
   - Skilled
   - Unskilled
   - Total
   - Technically Qualified
   - Non Technical Employees

2. How do you recruit workers for your units?
   1. Through Advertisement ( )
   2. Through Personal Contact ( )
   3. Through Training Institutes like ITI, etc ( )

3. Do you give training to your employees? Specify
   Yes ( )
   No ( )

4. Do you give incentives to your employees? Specify
   Yes ( )
   No ( )

5. Do you experience frequent labour turnover?
   Yes ( )
   No ( )

6. If Yes’ what are the reasons?
   1. Better Salary elsewhere ( )
   2. Lack of Job satisfaction ( )
   3. For Better Incentives ( )
   4. Others ( )

7. Do your unit experience labour strikes often?
   Yes ( )
   No ( )

8. If Yes’ what is the incidence? What are the causes? Explain

9. Are your employees affiliated to labour union?
   Yes ( )
   No ( )
4. Do you propose to increase the production in your unit?
   Yes ( )
   No ( )

5. If 'Yes' by how much?
   1. 5-10 p.c ( )
   2. 11-20 p.c ( )
   3. More than 20 p.c ( )

6. If 'No' give reasons
   1. Inadequate Demand ( )
   2. Shortage of Raw materials ( )
   3. Shortage of Electricity ( )
   4. Others (Specify) ( )

7. Do you feel that small scale industries have no future due to liberalization and entry of multinational firms in the small scale sector?
   Yes ( )
   No ( )

8. If 'Yes' specify the factors faced by the SSI units.

   XX Government Policies Towards SSI Units

1. Are you aware of marketing incentives given by the Government?
   Yes ( )
   No ( )

2. If 'Yes' please specify the various marketing incentives given by the Government
   i. Purchase preference
   ii. Price preference
   iii. Others
10 Management

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<tr>
<th>Education</th>
<th>Age</th>
<th>Business Experience</th>
<th>Training in Management</th>
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<tr>
<td>Partners/Members of Board of Directors/Proprietor</td>
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<tr>
<td>Manager/Chief Executive/Accountant</td>
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11. What is the total annual cost of labour of your unit? Rs............

**XIX Future Prospects**

1. Do you consider that the future prospects of your unit are
   1. Encouraging ( )
   2. Very encouraging ( )
   3. Not encouraging ( )
   4. No prospects for improving ( )

2. Which aspect is encouraging for the future growth of SSI units
   1. Govt Policies in General ( )
   2. Incentive Schemes ( )
   3. Good Demand for the products ( )
   4. Nil ( )

3. What suggestions would you offer for the future prospects for SSI units?
   1. Liberal Credit Supply ( )
   2. Lower Tax burden ( )
   3. More Subsidies in loan financing ( )
   4. Greater preference in Government purchases ( )
   5. Any other ( )
3. Have you obtained the above marketing incentives?
   Yes ( )
   No ( )

XXI Marketing Problems

I Rank the following marketing problems in terms of their severity
   1. Poor quality of products
   2. Uneconomic price
   3. Transport difficulties
   4. Faulty grading
   5. Inadequate storage
   6. Inadequate Assembling
   7. Faulty Advertisement
   8. Inadequate standardization
   9. Inadequate Incentives
   10. Lack of trained salesmen
   11. Inadequate support from government and financial Institution
   12. Faulty Organisation and planning
   13. Uncertainty of demand due to consumers behaviour
   14. Faulty Government tax and other policies
   15. Faulty Packagings
   16. Others

II Which of the following measures will overcome marketing problems?
   1. Modification of product design
   2. Change in packaging
   3. Advertisement
   4. Choosing new market
   5. Improving quality