Questionnaire II

Fisheries Co-operative Societies
(Questionnaire Schedule)

I) Name of the Society: 
Place: 
Year of establishment: 
No of Members: 

Capital Resources of the Society

1) Share Capital(In Rs.)
2)
3)
4)

II) Investment in infrastructure

i) Cold Storage and Warehouses
ii) Electronic Weighing Machine
iii) Vehicles (Nos. .........)
iv) Processing Equipment
v) Grading Equipment
vi) Packaging Machine
vii) Fishing Boats etc.
viii) Buildings
ix) Communication Equipment
x) Other Equipments
xi) Other Infrastructure

Value In Rs

III) Facilities for Fisheries Marketing

1) Storage 2) Grading 3) Weighing 4) Transport 5) Processing
6) Packaging 7) Market information 8) Credit facility 9) Others

IV) Market Functions

1. Assembling
   a) Where do you assemble your fisheries?
   b) What method of assembling do you follow?
   c) What is the annual cost of assembling? Rs......

2. Storage
   a) Do you have cold storage? Yes ( ) No ( )
   b) If 'yes' what is the capacity of cold storage? .......... tonnes
   c) Do you get adequate fish to use fully the capacity your cold storage? Yes ( ) No ( )
   d) If ‘No’ how much capacity of the cold storage remain unutilized? -------
   e) Do you provide cold storage facility to others on rental basis? Yes ( ) No ( )
   f) If 'Yes' What is the Annual income from this source? Rs......
   g)
3) Grading
   a) Do you grade the fisheries after before or after buying the same?  
      Yes( ) No( )
   b) If 'yes' what is the method of grading?
   c) Do you have qualified graders?  
      Yes ( ) No ( )
   d) If 'No' do you hire the services of qualified graders? 
      Yes( ) No( )
   e) Do you think grading helps your fish trading?
   f) If 'Yes' what are the benefits of grading?
   g) What is the Annual cost of grading? Rs....... 
4) Packaging
   a) Do you use special Packaging material? Yes ( ) No ( )
   b) If "Yes" what material do you use?
      i) Wooden box ii) Polythene box iii) Other
   c) Do you use special material technology of packaging for export of fisheries as
      specified by Export Promotion Councils? Yes ( ) No ( )
   d) What is the annual cost of packaging?
5) Sales Organisation and Channels of Distribution
   a) Do you have a separate Sales Department? 
   b) If "Yes" do you have trained salesmen? Yes ( ) No ( )
   c) Do you have separate export sales department? Yes ( ) No ( )
   d) If "Yes" give details
   e) Do you have sales depots in other places? Yes ( ) No ( )
   f) If 'yes' mention the places
      1. 2. 3
   g) What are the markets for your sales?
      i) Local------percent
      ii) Taluka ------- percent
      iii) District ------- percent
      iv) Outside District ------- percent
      v) Outside state ------- percent
      vi) Exports ------- percent
   h) What is the Annual sales and Purchase of Fisheries?
      | Year         | Purchase | Sales |
      |--------------|----------|-------|
      |              | Quantity | Value | Quantity | Value  |
      |              | 1 Prawns | 2 Squid | 3 Mackrel | 1999-2000 |
      |              | 1 Prawns | 2 Squid | 3 Mackrel |
2000-2001
1 Prawns
2 Squid
3 Mackrel
2001-2002
1 Prawns
2 Squid
3 Mackrel

i) From whom do you purchase fisheries?

<table>
<thead>
<tr>
<th>Source</th>
<th>Percent to total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Fishermen</td>
<td></td>
</tr>
<tr>
<td>2) Commission Agents</td>
<td></td>
</tr>
<tr>
<td>3) Wholesale Merchants</td>
<td></td>
</tr>
<tr>
<td>4) Others</td>
<td></td>
</tr>
<tr>
<td>5) Total 100=00</td>
<td></td>
</tr>
</tbody>
</table>

j) What is your channel of Distribution and Sale?

<table>
<thead>
<tr>
<th>Channel</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Commission Agents</td>
<td></td>
</tr>
<tr>
<td>2) Wholesale Merchants</td>
<td></td>
</tr>
<tr>
<td>3) Retail Merchants</td>
<td></td>
</tr>
<tr>
<td>4) Hotels</td>
<td></td>
</tr>
<tr>
<td>5) Exporters</td>
<td></td>
</tr>
<tr>
<td>6) Individual Consumers</td>
<td></td>
</tr>
<tr>
<td>7) Others</td>
<td></td>
</tr>
<tr>
<td>Total 100=00</td>
<td></td>
</tr>
</tbody>
</table>

k) Do you export fisheries? Yes ( ) No ( )
l) If 'yes' give details of exports

<table>
<thead>
<tr>
<th>Year</th>
<th>Exports</th>
<th>Quantity</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1997-98</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Prawns</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 Squid</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 Mackrel</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1998-99</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Prawns</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 Squid</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 Mackrel</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1999-2000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Prawns</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 Squid</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 Mackrel</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2000-2001</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Prawns</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 Squid</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 Mackrel</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
2001-2002
1 Prawns
2 Squid
3 Mackrel

m) Through whom do you export your fisheries?
   i) Directly ii) Through export merchants

n) To which countries do you sell your fisheries?
   1. ___________  2. ___________  3. ___________  4. ___________

o) Does your society face unsold stock? Yes ( ) No ( )
p) If ‘yes’ what part of the total stock remained unsold per year?
   10 pc, 20 pc, 25 pc, more than 25 pc

q) What were the reasons for unsold stock?
   i) Lack of demand ii) Excess supply iii) Low Price iv) Others
r) What did you do with unsold stock?
   1. ___________  2. ___________  3. ___________  4. ___________

6) Credit Sales
   a) Do you sell fish on credit? Yes ( ) No ( )
   b) If ‘Yes’ give reasons
      i) To dispose off excess stock
      ii) To avoid storage cost
      iii) To avoid quality deterioration
      iv) To avoid downward price fluctuation in future
      v) To increase sales
      vi) To face competitors sales strategy
      vii) Others
   c) What is the duration of credit sales?
      i) One month ii) Two months iii) Three months iv) More than Three months
   d) What is the percentage of credit sales to your total sales?
      10 pc, 20 pc, 30 pc, More than 30 pc

7) Channel of Distribution
   a) What are the advantages of the channel distribution preferred by you?
      i) More sales ii) Quick Payment iii) Advance Payment iv) Better price v) other
   b) Do you sell fish through more than one channel? Yes ( ) No ( )
   c) If ‘Yes’ specify
   d) Do you experience any difficulty with your present channel of distribution?
      Yes ( ) No ( )
   e) If ‘Yes’ specify 1. ___________  2. ___________

8) Market Information
   a) Where do you obtain information about market for your fish sales?
      vi) Salesmen vii) others
   b) Do you take decisions on marketing your fish on the basis of market information?
      Yes ( ) No ( )
   c) Do you incur any expenditure in obtaining market information?
      Yes ( ) No ( )
9) Insurance
   a) Do you insure your stock of fish? Yes ( ) No ( )
   b) If 'Yes' what is the annual cost of insurance? Rs......
   c) Do you think that insuring the fish stock before sales is beneficial? Yes ( ) No ( )
   d) If 'yes' specify the benefits I) ----------- ii) ------------ iii) -------------
   e) Do you get insurance facility in your trade. Yes ( ) No ( )

10) Pricing
   a) How are prices fixed for your fish?
      i) Market supply and demand
      ii) Negotiations with the buyers
      iii) Others
   b) What is the role of your society in fixing the price?
      i) Accept the prevailing price
      ii) Exercise the power of oligopoly
      iii) Accept the negotiated price
      iv) Others.
   c) What factors are considered while fixing the price of fish?
      i) Cost and demand
      ii) Influence of intermediaries
      iii) Influence of export prices
      iv) Others
   d) What is the average price of fish last 5 years?

<table>
<thead>
<tr>
<th>Year</th>
<th>1 Prawn</th>
<th>2 Squid</th>
<th>3 Mackrel</th>
</tr>
</thead>
<tbody>
<tr>
<td>1997-98</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1998-99</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1999-2000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2000-2001</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2001-2002</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

11) Marketing Finance
   a) What are the purposes for which you require marketing finance?
      i) To meet assembling cost ii) To meet storing cost iii) To meet grading cost
      iv) To meet processing cost v) To meet the cost of transporting
      vi) To meet cost of packaging vii) To meet cost of insurance
      viii) To meet wages and salaries of salesmen ix) To pay taxes
      x) To pay the commission to commission agent xi) Others
   b) What is the total amount of finance needed to meet your market operations per year? Rs......
   c) What are the sources of finance for your marketing operations?
      **Sources** | **Percent**
      Banks and federation | 
      Own funds | 

d) Do you get adequate finance for your market operations? Yes ( ) No ( )

12) Marketing Cost
   a) What are the marketing costs incurred by you?
      Cost | Amount | Percentage
   i) Cost of Assembling
   ii) Cost of Processing
   iii) Cost of Transporting
   iv) Cost of Grading
   v) Cost of Packing
   vi) Cost of Insurance
   vii) Payment of taxes, fees etc.
   viii) Other costs
   ix) Total Marketing Costs

b) What is the average annual cost of marketing over the last five years?

<table>
<thead>
<tr>
<th>Year</th>
<th>Marketing cost per year (Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1997-98</td>
<td></td>
</tr>
<tr>
<td>1998-99</td>
<td></td>
</tr>
<tr>
<td>1999-2000</td>
<td></td>
</tr>
<tr>
<td>2000-2001</td>
<td></td>
</tr>
<tr>
<td>2001-2002</td>
<td></td>
</tr>
</tbody>
</table>

13) Help to Member fishermen/merchants
   a) Do you give percentage member fishermen/merchants in buying fish and providing marketing facilities? Yes ( ) No ( )
   b) Do you provide financial assistance to member fishermen/merchants in their operations? Yes ( ) No ( )
   c) What are the other areas you help member fishermen/merchants in their operations?
      i) Cold storage facility ii) Processing facility iii) Grading facility
      iv) Weighing facility v) Transport facility vi) Transport facility vii) Others

14) Marketing Problems
   a) What are the major marketing problems?
      i) Price fluctuations ii) Slack in demand and unsold stock
      iii) Tax burden iv) Flaws in Govt. Policy.