ANNEXURE
INTERVIEW SCHEDULE
(FOR FARMERS)

PART I
I) Profile of Farmers
1. Name
2. Place Taluk: Dist:
3. Age :
4. Education :
5. Family composition : Male.....Female.....Children......
6. Occupation : Agri/Business/Service
7. Location of the farm :
8. i) Size of the farm.........ii) Type of Soil.........iii) Irrigated......iv) Non-irrigated........
9. Name of the Company sponsoring the Seed farm

II) Seed farm details
1. Name of the seeds grown 1. 2. 3.
2. No of crops grown per year 1. 2. 3.

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Seeds</th>
<th>Crops</th>
<th>Per Year</th>
<th>Yield per Acre Kgs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Cotton</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Tomato</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4. Type of Seeds grown
1. High yielding variety ........ 2. Hybrid variety ........

5. Sources of Seeds supply to the farm:
6. Price of seeds purchased (per Kgs.) 1........ 2........ 3........ 4........
7. Type of ownership of the farm: fully owned ---- hired -----

III) Employment:
1. No. of family members working on the farm
2. Duration of employment :
3. No of days worked in week :
4. No of days worked in the year :
5. Hired workers

<table>
<thead>
<tr>
<th>Permanent workers</th>
<th>Seasonal workers</th>
<th>Casual workers</th>
<th>Total</th>
</tr>
</thead>
</table>
i) Managerial workers ............
ii) Skilled workers .............
iii) Unskilled workers ...........
iv) Total .....................
v) Salary per month for permanent workers ............
vi) Wages for seasonal & Casual workers per day .......
   Total wages per year ____  Total salary per year ____

vii) Do you get adequate workers?  Yes [ ] No [ ]

viii) From where do you obtain the workers?

   Local [ ] Near by Village [ ] Within the Taluk [ ]
   From outside the Taluk [ ] Outside the District [ ]

ix) Do you experience shortage of workers?

   Yes .... No.....

IV) Investment in Fixed Assets

   i) Land size (Acres)............. Type............ Value Rs............
   ii) Building Type Size Value in Rs
       a) Farm house
       b) Store house
       c) Other
   iii) Machineries Type Nos Value in Rs
       a) Tractor
       b) Cart
       c) Tilling equipments
       d) Sowing equipments
       e) Harvesting Machineries
       f) Pumpsets
       g) Vehicles
       h) Others
   iv) Live stock Nos Value in Rs

V) Initiation into seeds farming

   i) When did you start your seed farm? Year ----- Acres ------
   ii) What factors helped you in starting the seed farm?

       Assured market  Better price
       Lower cost of cultivation  Less requirement of labour
       Less financial investment  More profitable than other crops
       Financial help from seeds supplying company
       Technical help from seeds supplying co.

   a) Who initiated you to seed farming?
      Own decision  Seed company  Neighbours
b) What advantages did you have for starting seed farming?
- Good soil/suitable soil
- Water facility
- Suitable climate
- Knowledge of seed farming
- Cheap labour
- Technical knowledge

VI) Sources of Seeds Supply
1. Seeds company □
   □ Govt. □ Agri Dept/University □

   Private seeds research units □
   □ Own farm seed □

   Seeds from other farmers □

2. If seeds are obtained from seeds company mention the name of company

VII) Financial Assistance
1. Do you get financial help from the seeds company? Yes □ No □
2. If yes give details
<table>
<thead>
<tr>
<th>Purpose</th>
<th>Amount (per year)</th>
<th>Interest cost per year (if any)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase of seeds</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Purchase of fertilizers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Purchase of Pesticides</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. To meet cost of power</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. For Transport cost</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Storage cost</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. For grading cost</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Other current costs</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3. Do you get all the finance you need from the seeds company for running your seed farm? Yes □ No □
3. If ‘No’ how do you meet the storage of funds?

<table>
<thead>
<tr>
<th>Sources</th>
<th>Rate of interest</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Own funds</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Borrowing from banks</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Borrowing from finance corporation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Borrowing from Money lenders</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. From friends/relatives</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

5. Has seed company financed your fixed assets? Yes □ No □
6. If yes what percentage of the required amount is financed by the seed company

<table>
<thead>
<tr>
<th>Assets</th>
<th>Amount finance by the company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building</td>
<td></td>
</tr>
<tr>
<td>Storage room</td>
<td></td>
</tr>
<tr>
<td>Pumpsets</td>
<td></td>
</tr>
<tr>
<td>Tilling implements</td>
<td></td>
</tr>
<tr>
<td>Harvesting machine</td>
<td></td>
</tr>
<tr>
<td>Tractor</td>
<td></td>
</tr>
<tr>
<td>Sowing machines</td>
<td></td>
</tr>
<tr>
<td>Other facilities</td>
<td></td>
</tr>
</tbody>
</table>
VII) i) Do you take advance money from the seed company before selling your seeds.
   ii) If yes what is the rate of interest ..........% 
   iii) Do you get prompt payment from the seeds company for the sale of your seeds?
   iv) If ‘No’ what is the average waiting period for receiving the money ......months ..........years.

VIII) Training in seeds farming

1. Have you remember of your family undergone training in seed farming?
   Yes No
2. If yes give details
   Training in seeds farming
   No of family members  Duration of training
   Place of training  Name of the institution providing training
   Aspects covered by training course
   Cost of training (fee & others if any)
   Has the training benefitted your farming?  Yes No
   If ‘Yes’ specify
   Better management of resources  Better farming method
   Avoiding of wastes of seeds  Economy in labour requirement
   Better yield  Lower cost of farming
   Better quality of product

   iii) Have you get your workers trained in seed farm management? Yes No
   iv) If ‘Yes’ specify
   No of workers trained  Duration  Cost of training  Benefits
   1..............  2........  3........  4........

IX) Have you received technical assistance from the seed company?
   If ‘Yes’ specify
   1. Nature of technical assistance
   2. No of visitors of technical persons to your farm
   3. Cost of technical assistance borne by you
   4. Area of technical assistance,
      i) Sowing ii) Tilling iii) Cropping iv) Crop cutting v) Harvesting
      vi) Manuring vii) Use of pesticides viii) Storing ix) Others

X) PRODUCTION

1. Area of land used for production
   Name of seeds crops  Area in Acres
2. Duration of crops for seeds production
   Name of the seed crop  Duration in months
3. Amount of seeds sown per acre
   Name of the seed  Amount of seed per acre
4. Amount of seeds sown per acre
   Name of the seed  Amount of seed per acre
5. Season of the seeds crops grown
   Name of the seed crop  Seasons
   ______________________________From To
6. Average area under seeds production of the farmer

|----------|---------|---------|---------|---------|-----------|


<table>
<thead>
<tr>
<th>Seeds</th>
<th>Year(Production in Kg/quintal)</th>
<th>Value Rs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q - V</td>
<td>Q - V</td>
<td>Q - V</td>
</tr>
</tbody>
</table>

8. Acreage under seed production of the farmer

|-----------|---------|---------|---------|---------|-----------|

9. Input per one acre seed farm

<table>
<thead>
<tr>
<th>Input</th>
<th>Quantity</th>
<th>Cost in Rs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seeds</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fertilizers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pesticide</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Water</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Labour</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Production of Hybrid seeds and ordinary seeds per acre

<table>
<thead>
<tr>
<th>Hybrid seeds per acre</th>
<th>Ordinary seeds per acre</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Cotton(in Kg) Q</td>
<td>1. Cotton(in Kg) Q</td>
</tr>
<tr>
<td>2. Tomato</td>
<td>2. Tomato</td>
</tr>
</tbody>
</table>

9. Production cost per quintal/kg of seeds

<table>
<thead>
<tr>
<th>Name of seed</th>
<th>Cost of Item</th>
<th>Cost in Rs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cotton</td>
<td>Tilling of land</td>
<td></td>
</tr>
<tr>
<td>Tomato</td>
<td>Seeds needed for sowing</td>
<td></td>
</tr>
<tr>
<td>Tomato</td>
<td>Sowing cost</td>
<td></td>
</tr>
<tr>
<td>Tomato</td>
<td>Water cost</td>
<td></td>
</tr>
<tr>
<td>Tomato</td>
<td>Fertilizers cost</td>
<td></td>
</tr>
<tr>
<td>Tomato</td>
<td>Pesticides cost</td>
<td></td>
</tr>
<tr>
<td>Tomato</td>
<td>Clearing and supervising cost</td>
<td></td>
</tr>
<tr>
<td>Tomato</td>
<td>Crop cutting and harvesting cost</td>
<td></td>
</tr>
<tr>
<td>Tomato</td>
<td>Other labour charges</td>
<td></td>
</tr>
<tr>
<td>Tomato</td>
<td>Other production cost</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total production cost per quintal/kg.</td>
<td></td>
</tr>
</tbody>
</table>

10. Total cost of production of different seeds (per kg/quintal)

<table>
<thead>
<tr>
<th>Seeds</th>
<th>Total cost per kg/quintal</th>
</tr>
</thead>
</table>

10.A) Crop insurance
Do you insure your seeds crop? Yes........No........
If yes what is the annual insurance cost Rs..........
Does the seeds company cover the insurance cost of your crops?
Yes........No........

11. Incentive and Assistance from Govt.
1. Do you get any incentives for growing farm seeds? Yes.....No.....
2. If ‘Yes’ specify
   1. Credit facility from Govt. Banks
   2. Loan subsidy from the govt.
   3. Fertilizers subsidy from govt
   4. Electricity for pumpsets at subsidy rates
   5. Support price for seeds

3. Do you feel any difficulties in obtaining incentives and assistance from
govt? Yes........No........
4. If ‘Yes’ specify the difficulties.

XII) What are your grievances with seeds company?
1. Delay in payment for sale of seeds
2. Large amount of rejection of low grade seeds

Part II
MARKETING

I) Assembling and Storing
1. Where do you assemble your product?
   - Farm sheds
   - Warehouse
   - Seed Co premises
2. Do your seeds need cold storage facilities? Yes .... No....
3. If ‘Yes’ i) Do you have cold storage facilities Yes....No,.....
   ii) Does the seeds co provide cold storage facilities? Yes....No.....
4. If your seeds don’t need cold storage do you store the seeds in specially
   built storage godowns? Yes..... No.....
5. Do the seeds company provide storage facilities Yes...... No.......
6. Do you incur cost of storage Yes..... No.....
7. If yes what is the annual cost of storage? Rs........

II) Grading
1. Do you grade your seeds? Yes...... No....... 
2. If yes who does the grading?
   i) Certified trained graders of APMC/Govt.
   ii) The trained grader of the seeds company.
3. What are the different grades assigned to seeds?
   Seeds(Name) Grades
4. Is grading of your seeds necessary as per your agreement with the seeds
   company? Yes......... No........
5. If yes where dose the grading of the seeds take place? On the farm........ at
   the store house ........... at the seed co., ...... Premises.......... 
6. Who bear the cost of grading ? Seed farmer .......... Seed co........
7. What is the cost of grading borne by you per year? Rs........
8. Do you consider that grading of your seeds is beneficial to you?
   Yes...... No......
9. If yes give the benefits of grading
   i) Better price ii) Quality production is encouraged iii) Seed farms reputation goes up iv) Better earning v) Others
10. If No give reasons
    i) The seeds company buys only better grade seeds
    ii) Lower grade seeds are rejected by the seed company
    iii) Lower grade seeds fetch lower price in the market
    iv) Over all earnings are lower
11. Where do you sell lower grade seeds rejected by seed company?
    Farmers....... Merchants....... Agents........ Otheres....... 
12. What percentage of your seeds are graded low and rejected by the seed company? p.c. ........

III) Branding
1. What brands of seeds to you produce?
   Name them
   1............ 2............ 3............
2. Who gives the brand name to your seeds?
   i) Seed Company ii) Govt iii) Agmark iv) v)
3. Does branding help you sales? Yes...... No......
   If ‘Yes’ mention the benefits
   1. 2. 3. 4.

IV) Weighing
1. Where do you weigh your seeds before selling it?
   On the farms....... at the Seeds Co., Premises........... Others........
2. Are you satisfied with the weighing of the seeds company premises?
   Yes...... No......
3. If ‘No’ what difficulties do you face?
   Under weighing............... wrong use of weighing machine........ Other.....

V) Sales
1. Do you sell all your seeds to seeds company? Yes..... No......
2. If ‘No’ what part of your seeds do the seeds company purchase from you?

<table>
<thead>
<tr>
<th></th>
<th>50%</th>
<th>51-75%</th>
<th>76-100%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3. What is the basis of their rejection of a part of your seeds?
   i)........ ii)........ iii).......... 
4. Where do you sell the rest of the seeds

<table>
<thead>
<tr>
<th>Buyers</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Private buyers</td>
<td></td>
</tr>
<tr>
<td>2. Agents</td>
<td></td>
</tr>
<tr>
<td>3. Wholesalers</td>
<td></td>
</tr>
</tbody>
</table>
4. Retailers
5. Co-op. societies
6. Govt. agencies
7. Others

5. What is the total annual sale of seeds from your farm

<table>
<thead>
<tr>
<th>Company</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Q-V</td>
</tr>
</tbody>
</table>

1. Seeds Co.,
2. Other buyers

Total

6. Who are the private buyers of your seeds
Local........ within the Taluk........ within the district....... Outside the district........... Outside the state..............

7. Do you get adequate demand for the seeds which are rejected by the seeds Co.,? Yes........ No........

8. If ‘No’ how do you sell the excess seeds?
1. Sell to local farmers at lower price
2. Sell to others
3. Use for consumption purpose

VI) 1. Do you get market information about the sales of your seeds unsold to seeds co.,? Yes...... No........

2. Who provides you the information?
   1. Farmers association
   2. APMC
   3. Agri Co-op. societies
   4. Grain merchants
   5. Govt. offices

VII) Packing of Seeds
1. Do you use standardised packing material for your seeds? Yes...... No....

2. i) If ‘Yes’ who provides you packing materials
       Own material Seed company material

ii) Does seeds co., specifies standard methods of packing for your seeds? Yes...... No........

3. Who bears the cost of packing your seeds?
   Own cost........ Seed Co., cost........

4. If you are bearing the cost of the packing what is the annual cost of packing of your seeds Rs..............

5. Do you pack the seeds rejected by the seed co.,?

6. If ‘Yes’ what type of packing material do you use?
   Paper packing........ Polythin bag........ Synthetic bag........ Gunny bag........ Other materials........
7. What is the annual cost of packing of seeds sold by you to others?
   (other than seeds co.,) Rs........
8. What is the standard size of packing of seeds sold by you and seed co.,?
   Packing of the farmer(Kgs) Packing for the seed co.,(Kgs)

VIII) Pricing
1. Who fixes the price of your seeds?
   Seeds Co.,...... Govt..... Market S&D...... Farm owner..... Other......
2. What is your role in fixing the price of your seeds sold to seed co.,?
   i) Accept the price quoted by the co., ii) Bargaining with the seeds co.,
3. When is the price fixed for the seeds sold to seed co.,?
   At the time of sowing Before crop cutting
   After crop cutting After grading and sale negotiation
4. Is the price changed every season/year? Yes...... No......
5. If ‘No’ what is the duration for which the price is fixed by the seed co.?
   One year Two years Three years More than three years
6. What factors are considered in fixing the price by seed co.,
   Cost...... Market demand.......... Govt. policies Others......
7. Is the price of seeds sold by you to seed co., higher than the price of seeds sold in the market? Yes...... No......
8. If yes by how much?
   i) 10 PC ii) 20 PC iii) 30 PC iv) More than 30 PC
9. What price is paid by the seed co., for your seeds during the last 5 years?

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Price per kg</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

10. Are you satisfied with the price paid to you by the seed co.,?
    Yes.... No........
11. If ‘No’ give reasons
12. At what price do you sell your seeds which are rejected by the seeds co., Rs......... per kg.
13. At what price do the seeds co., sell your seeds after buying the same from you? Rs......... per 4 kg.
14. Do you demand better price for your seeds from the seed co.,?
    Yes...... No.....
15. If yes what is the response?

IX) Transport
1. Do you have own vehicle? Yes...... No.....
2. If ‘Yes’ mention the types of vehicle used for the marketing your produce
   i) Cart ii) Tractor iii) Tempo iv) Truck
3. Do you use hired vehicles to carry your seeds to place of marketing your seeds? Yes...... No.....
4. If ‘Yes’ mentioned the vehicle used by you
   i) Tempo ii) Tractor iii) Truck iv) Cart v) Railway
5. Does the seeds co., arrange for lifting the seeds from your farm/place? Yes........ No........
6. If ‘Yes’ do they charge transport cost?
7. If ‘Yes’ what is the annual transport cost incurred by you for marketing your seeds? Rs........
8. Do you use your transport for selling your excess seeds to other buyers? Yes...... No........
9. If ‘Yes’ what is the transport cost you incurred per year? Rs....... 
10. Do you find any difficulties in getting transport facilities for the marketing of your seeds? Yes....... No.........
11. If ‘Yes’ specify
   1.......................... 2.......................... 3..........................

X) Advertisements
1. Do you advertise your seeds to be sold to other buyers? Yes.... No....
2. If ‘Yes’ what is the method of advertisement used? Newspapers, Radio, Wall posters, others
3. What is the annual cost of advertisement? Rs........

XI) Channels of distribution
1. Do you sell your seeds to seed co., directly? Yes.... No....
2. If ‘No’ do you use any channel of distribution? Yes.... No....
3. If ‘Yes’ specify the channel
   i) Agent ii) Wholesaler iii) Co-op. Society iv) Others
4. Which channel of distribution do you use for selling your seeds to other buyers(other than seed co.,)?
   i) Agent ii) Wholesaler iii) Co-op. Society iv) Govt. agencies v) Retailers vi) Others
5. Do you experience any difficulties in dealing with a channel of distribution if any? Explain 1........... 2.............. 3.............

XII) Marketing Finance
1. What are the purpose for which you require finance for marketing your seeds?

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Selling to Seeds co.,</th>
<th>Selling to private buyers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assembling</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Storing seeds</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grading seeds</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transporting seeds</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Payment to salesman</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Packing</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
2. What are the sources through which you get marketing finance?
   Source                  | Percentage
   Own funds               |                         |
   Banking                 |                         |
   Private finance         |                         |
   From Money lenders      |                         |
   Friends                 |                         |
Relatives
3. Do you adequate finance from marketing your seeds? Yes.... No.....
4. Does the seeds co., help you in meeting your marketing finance?
   Yes....... No....... 
5. If 'Yes' how much does it help

<table>
<thead>
<tr>
<th>Percentage</th>
<th>10-20 PC</th>
<th>21-40 PC</th>
<th>41-50 PC</th>
<th>51-100 PC</th>
</tr>
</thead>
</table>
| XIX) Marketing Costs
1. What are the costs incurred by you in marketing your seeds to seeds co., and to other buyers?

<table>
<thead>
<tr>
<th>Costs</th>
<th>To Seeds Co.,</th>
<th>To other buyers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assembling &amp; Storing</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Packing of seeds</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Grading of seeds</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Salary, wages to salesman</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Transporting seeds to sales</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Cost of insurance</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Other costs</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>(Like getting market information)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Others</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

XIV) Credit Sales
1. Do you sell your seed on credit? Yes..... No....
2. If 'Yes' what is the duration
   One month, Two months, Three months, More than three months
3. Why do you sell on credit?
   i) To dispose of the stock.....
   ii) To meet competition
   iii) Others
4. What is the percentage of credit sales to your total sales
   10-20%....... 21-30%....... 31-50%........ more than 51%........
5. Do you recover dues in time? Yes....... No........
6. If 'No' what are the difficulties? Explain
   1.......... 2.......... 3........

XV) Marketing Problems
1. Rank the following marketing problem (if any) in order of their seriousness

<table>
<thead>
<tr>
<th>Marketing Problems</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. All the seeds grown are not bought by seed co., due to grading as per co., rules.</td>
<td></td>
</tr>
</tbody>
</table>
# Production and Marketing of seeds in Haveri – district

## A Questionnaire for the seeds companies

### I Profile of the seeds company

- **Name of the company:**
- **Nature of the organization:** Public Ltd Co/ Private Ltd /
- **Year of Establishment:**
- **Indian/ Multinational:**
- **Location of the Company:**
- **Head office**
- **Branches**
  1. 
  2. 
  3. 

### Investment in Fixed Assets

<table>
<thead>
<tr>
<th>Buildings</th>
<th>Location</th>
<th>Value in Rs</th>
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</table>

### III Machinery (Including Vehicles) Value in Rs

1. Grading Machine
2. Packing Machine
3. Stitching Machine
4. Vehicles (1) (2) (3) (4)

### IV Furnitures and Fixtures

<table>
<thead>
<tr>
<th>Value in Rs</th>
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</table>

Total values in Rs.

### V Employment

1. **Office Staff**
   - **No**
   - **Total Salary Per Year (in Rs.)**

2. **Field Staff**
   - **No**
   - **Total Salary Per Year**

3. **Casual/ Temporary Workers**
   - **No**
   - **Annual Wages (in Rs.)**

4. **Mechanical workers**
   - **No**
   - **Annual Wages (in Rs)**
     1. Mechanics
     2. Vehicle Drivers
     3. Other

5. **Other workers in Employment of the company**
   - **Nos**
   - **Total Annual Payment (in Rs)**

### III What are the areas in which you help the farmers in the production of seeds?

- **Supply of seeds for sowing**
- **Supply of technical know how in seed farming**
- **Provision of training to seed farmers**
- **Provision of fertilizers**
- **Provision of pesticides**
- **Provision of finance for working capital of farmers**
- **Financial help in digging bore wells**

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
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<td>Yes</td>
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<td>Yes</td>
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IV

(i) Have the above measures helped the seed farmers in improving their productivity? Yes No
(ii) If ‘Yes’ what is the impact?

Achievement(Percent)
1. Reduction of waste
2. Reduction of costs
3. Raising of yield per acre
4. Getting better quality of seeds

V. Do you charge the seed farmers for the following? Yes No
If ‘Yes’ Specify

<table>
<thead>
<tr>
<th>Items</th>
<th>Cost(Rs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Technical Supervision of the seed farms</td>
<td></td>
</tr>
<tr>
<td>2 Training of farmers or farmer’s workers</td>
<td></td>
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<tr>
<td>3 Supply of fertilizers</td>
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<tr>
<td>4 Supply of pesticides</td>
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<tr>
<td>5 Provision of working capital</td>
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<tr>
<td>6 Transporting of seeds from farms</td>
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<tr>
<td>7 Insurance of seed crops</td>
<td></td>
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</tbody>
</table>

VI

(i) Do you get full cooperation from your seed farmers in complying with your technical and other requirements of seed farming? Yes No
(ii) If ‘No’ Specify the areas of their non cooperation in seed farming.
1. 
2. 
3. 

VII

(i) What were the advantages for starting your seed production in this area?
1. Climate
2. Rain fall/ water facilities
3. Good soil
4. Cheap labour
(ii) Is there a decline in production of seeds of your company in recent years?
Yes No
(iii) If ‘Yes’ provide the reasons
1. Lack of adequate demand
2. Competition from other seeds companies
3. Lower exports due to restriction on imports in other countries

Marketing

I Assembling and Storing

1. Where do you assemble the seeds you procure from the seed farmers sponsored by you?
   (i) Co’s premises
   (ii) Godowns
   (iii) Store Rooms

2. How do you store the seeds?
   (i) Store them in scientifically prepared store rooms
   (ii) In cold Storages
   (iii)
3. When do you store the seeds?
   (i) After processing
   (ii) After grading
4. How long you store the seeds before selling the same?
   (1) ___ days (2) ___ months
5. Do your seeds need cold storage? Yes No
   If ‘Yes’ do you have cold storage facilities? Yes No
6. What is the annual cost of storing of your seeds? Rs. ___

II Processing
1. Have you got processing facilities in your premises? Yes No
2. If ‘Yes’ what is the annual cost of processing?
3. What percent of seeds get discarded due to processing? ___ percent
4. Does processing of seeds result in value addition? Yes No

III Grading
1. Do you grade the seeds purchased from the seed frames? Yes No
2. If yes how is grading done?
   (i) Manually by trained grades
   (ii) Grading is done by machine
3. How many grades of seeds do you make?
   i) One – A ii) Two – B iii) Three C
   Do you follow standards in grading of seeds? Yes No
4. Who set the standards?
   (i) The seed Co itself
   (ii) Government
   (iii) Federation or Association of seeds companies
5. What is the percentage of rejection of farmers seeds on grads of poor grades?
   (i) 1-5 percent (i) 6-10 percent
   (i) 11-20 percent (i) More than 20 percent
6. Are the seed farmers happy with your grading procedure? Yes No
7. If ‘No’ do they lodge complaints against your grading? Yes No
8. If ‘Yes’ does your company consider their complaints and give relief? Yes No
9. Do you do the grading in the presence of the seeds growers? Yes No
10. How does grading help seeds production or marketing?
    (i) Better quality of seeds
    (ii) Better price for seeds farmers
    (iii) Better image of the seeds
    (iv) Better price for the company in the export market

IV Standardization and Quality Control
1. Do you follow standards in production of seeds? Yes No
2. If ‘Yes’ do you prescribe the norms of stand and production of seeds to farmers? Yes No
3. Do you obtain ‘Agmarks’ or ‘ISO’ for your seeds? Yes No

4. How are your seeds compared with the seeds of other companies?
   (i) Considered as equally good
   (ii) Better than seeds of other Companies

5. What measures do you take to produce standard quality seeds?
   (i) Technical guidance through field officers
   (ii) Supplying high quality seeds for sowing to farmers
   (iii) Frequent visits of the company experts to seed farms
   (iv) Training of farmers in the techniques of scientific farming
   (v) Supply of inputs like fertilizers, pesticides etc.

V Branding
1. Do you use brand names for your seeds? Yes No
2. If ‘Yes’ specify

3. Has branding and use of trademark helped you in marketing of your seeds? Yes No

4. If ‘Yes’ specify.
   i. Good Demand for the Company’s seeds
   ii. Good Image of the Company among the buyers
   iii. Greater sales of the seeds in the country and in export market.

VI Advertising
1. Do you advertise your seeds? Yes No
2. If ‘Yes’ which media do you use for advertising?
   News Papers and Magazines  Radio  TV
   Printed leaflets  Personal visits by salesmen
   Participation in fairs and exhibitions

3. Is advertising useful in promoting sales of your seeds? Yes No
4. If ‘Yes’ by how much have your sales gone up due to advertisement?
   10 pc  15 pc  20 pc  More than 20 pc.

5. What is the annual cost of advertising your seeds? Rs. ________

VII Sales Organization
1. Do you have a well organized sales department? Yes No
2. If ‘Yes’ specify
   No of Salesmen in the District : 
   No of Sales Officers in the District : 
   No of Sales Depot in the District :

3. Do you send your salesmen to farmers for the sale of seeds? Yes No
4. Do you give training in sales management to your salesmen? Yes No

VIII Channels of Distribution
1. Which channel of distribution do you use for selling your seeds?
   Own Depots  Agents  Wholesales  Retailers
   Directly through Salesmen  Through government agencies.

2. Do you get full cooperation from your channel of distribution? Yes No
   If ‘No’ please mention the problem areas.
IX Credit Sales
1. Do you sell your seeds on credit basis? Yes No
2. If 'Yes' what is average duration of credit sales?
   i) One week ii) One month iii) More than one month
3. What reasons compel you to sell your seeds on credit?
   i. To dispose of old stock
   ii. To prevent deterioration in quality
   iii. To maintain customers good will.
   iv. To avoid loss due to anticipated all in price.

X Export Sales
1. Do you export your seeds? Yes No
2. If ‘Yes ‘ mention the countries to which you export
3. What part of your total sales do you export?
   10 pc 20 to 25 pc 26 to 35 pc 36 to 50 pc More than 50 pc
4. Do you get a better price for exports of your seeds than the domestic price?
   Yes No
5. If ‘yes’ what is the higher percent of price over the domestic price
   10 pc 11-20 pc 21-25 pc More than 25 pc
6. What is the extent of competition from foreign exporters in the foreign market?
   i) Severe ii) Moderate iii) Negligible
7. Give the export figures of your seeds for the last 5 years

XI Pricing
1. What price do you pay for the purchase of seeds from the farmers?
   Rs...................... per kg.
2. What price do you charge for the seeds supplied by you to the farmers?
   Rs...................... per kg
3. How do you fix the price?
   i. Total cost plus margin of profit
   ii. (Total cost of procuring and distribution and selling costs)
   iii. At competitor’s price.
   iv. Demand and supply to determined price
   v. Price determined by association of sellers of seeds
   vi. Through bargaining with seed farmers and distributors of seeds.
4. Do you change your buying and selling prices often? Yes No
5. If ‘yes’ how frequently do you change the price?
   i) Every 3 months ii) Half yearly
   iii) Yearly iv) Once in two years
6. Do you involve or take into confidence the seed farmers while fixing the prices paid to their seeds? Yes No
7. Do the seed farmers demand for an increase in the price for their seeds sold to you? Yes No
8. If ‘Yes’ do you respond positively to their demand? Yes No
9. Do you provide price incentives to buyers of your seeds? Yes No
10. If ‘Yes’ what incentives do you provide?
   Seasonal reduction in prices
   Discount sales
11. Is there price leadership and oligopoly market situation in the seeds business in which you are involved? Yes No
12. If ‘Yes’ who is the price leader for your seeds marketing?
13. Is there price competition from the rival companies? Yes No
14. If ‘Yes’ what is the extent?
   Intense
   Cutthroat
   Severe
   Moderate
   How do you face the competition?
   (i) Through price variations
   (ii) Through quality improvement
   (iii) Through aggressive advertisement
   (iv) Through better marketing strategy like timely delivery, good packing, through building brand loyalty etc.
15. Give details of price trends during the last five years

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<tbody>
<tr>
<td>Purchase price</td>
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<td>Sale Price</td>
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16. Do you get any price support from the State/ Central Government? Yes No

XII Marketing Finance
1. What are requirements of marketing finance for your companies?
   Assembling
   Grading
   Packing
   Storing
   Processing
   Transporting
   Sales promotion and advertisement
   Commission to sales agents
   Credit sales
   Market research
2. How do you finance the above marketing functions?
   (i) Company’s funds
   (ii) Bank borrowings
   (iii) Private money lenders
   (iv) Finance companies
3. What is annual interest cost of marketing of finance? Rs. .......... 
4. Do you get adequate working capital advance from banks for financing your marketing operations? Yes No
5. If ‘No’ how do you finance the shortage of funds?
6. Is their any government assistance for providing finance to your company? Yes No
7. If ‘Yes’ give details
XIII Market Research and Market Information
1. Do you conduct market research for your sales operation? Yes No
2. What aspects of marketing do you cover in your market research?
   (i) Competition from rival companies
   (ii) Brand loyalty and its impact
   (iii) Domestic and Export Demand for seeds.
3. What are the source of your market information?
   The distributors Audio/Television News papers
   Seed farmers Government agencies
4. How do you make use of market information?
   (i) In formulating sales strategies
   (ii) In understanding competition and Demand
   (iii) In formulating price strategies
   (iv) In formulating production planning
5. Do you have marketing experts in your company to assist you in organizing
   market research and market information? Yes No
6. If ‘No’ do you hire consultants in this direction? Yes No
7. What is the annual cost incurred for market research and market
   information? Rs......................

XIV Transport
1. Do you pick up the seeds from the seed farms by your own transport
   facilities? Yes No
2. If ‘Yes’ who bears the transport cost?
   The seed producer/farmer The seed company
3. What are the other purposes for which the company uses transport
   facilities?
   (i) To dispatch seeds to buyers destinations
   (ii) To carry fertilizers/pesticides etc to seed farms
4. What is the annual cost of transporting in the marketing of seeds? Rs.
5. Do you experience any transport difficulties in your marketing of seeds?
   Yes No
6. What type of transport vehicles do your company runs?
   Tempo Truck Tractor

XV Marketing Problems
Rank the marketing problems in order of their severity

<table>
<thead>
<tr>
<th>Problems</th>
<th>Rank</th>
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<tbody>
<tr>
<td>i Inadequate Demand due to entry of new seeds companies</td>
<td></td>
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<tr>
<td>ii Price competition from rival seeds companies</td>
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</tr>
<tr>
<td>iii Aggressive advertisement from rival seeds companies</td>
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<tr>
<td>iv Superior quality seeds of rival companies</td>
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<tr>
<td>v High packaging costs to keep pace with rival companies</td>
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<tr>
<td>Vi Severe competition in export market</td>
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<tr>
<td>vii Large quantity of unsold seeds</td>
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<tr>
<td>viii Shortage of qualified technical staff</td>
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<tr>
<td>ix Power storage for processing and other purposes</td>
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</tbody>
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How do you manage to overcome the above marketing problems?
## Classification Of Seeds Companies Operated In Haveri District

### National Seed Companies

**I) Domestic Oriented**

1. A.G.Sun Seeds Pvt Ltd
2. Ankur Seeds Pvt Ltd
3. Casmo Plantation Pvt Ltd
4. Century Seeds Pvt Ltd
5. E C L biotech Seeds Company
6. J.K. Seeds Company Pvt Ltd
7. Kanchan - Ganga Seeds Company Pvt Ltd
8. Kantech Agro Pvt Ltd
9. Laxmi Seeds Company Pvt Ltd
10. Mahendra Hybrid Seeds Company Pvt Ltd
11. Paras Seeds Company Pvt Ltd
12. Zuari Seeds Company Pvt Ltd

### Multinational Seeds Companies

1. E.I.D Parry Seeds Company
2. I.T.C Advanta Seeds Company
3. Mansonta Seeds Company
4. Pioneer Overseas Corporation Ltd
5. Pure Seeds genetic International Pvt Ltd
6. Semanis Vegetable Seeds Ltd
7. SPIC-PHI Seeds Company Ltd
8. Nunhems Seeds Pvt Ltd
9. Syngenta (Sandoz) Seeds Company Ltd

### Govt Seed Companies

1. Karnatak State Seeds Corporations
2. Maharastra State Seeds Corporations
3. National Seeds Corporations

### Co-operative Seed Company

**Domestic Oriented**

1. Karnataka Oil Federations

### Local Seed Companies

**Domestic Oriented**

1. Ashwini Seeds
2. Bharni Seeds
3. Dhawalath Seeds
4. Ganga Seeds
5. Laxmi Seeds
6. Math Seeds
7. Nirama Seeds
8. Quality Seeds
9. Tunga Seeds
10. Varsha Seeds