

**APPENDIX I****Ward wise number of respondents to be covered**

<b>Ward No.</b>	<b>Ward Name</b>	<b>Total Population</b>	<b>Total 0-6 yrs</b>	<b>Pop &gt; 6 yrs</b>	<b>No. of resp</b>
1	Aundh ITI, Aundh	22980	2665	20315	10
2	Aundh Village, Aundh	18220	1795	16425	8
3	Anandnagar, Bopodi, Aundh	16500	1695	14805	8
4	Bopodi, Gaothan, Aunch	16266	1810	14456	7
5	Vir Bhagat singh Vidyalaya, Aundh	3081	524	2557	1
6	Dapodi, Aundh	10722	1433	9289	5
7	CME, Bopodi, aundh	9216	1138	8078	4
8	Siddharth Hospital, Yeroda	13127	1507	11620	6
9	Hisainshah Babanagar, Yeroda	19315	2576	16739	9
10	Phulenagar, Yeroda	15326	1509	13817	7
11	Don Bosco High School, Yeroda	21572	2486	19086	10
12	Maharashtra Housing Board, Yeroda	19022	1975	17047	9
13	Prism Express, Yeroda	22280	2552	19728	10
14	Lohgaon Air Port, Yeroda	21941	3039	18902	10
15	Kasturba Smaraka, Yeroda	11784	1225	10559	5
16	Koregaon Park, Dhole Patil	15474	1678	13796	7
17	Mundhva, Hadapsar	14164	1782	12382	6
18	Vikas Nagar, Dhole Patil Road	17164	2093	15071	8
19	Magarpatta, Hadapsar	21478	2900	18578	10
20	Sadhna Vidyalaya, Hadapsar	21845	2781	19064	10
21	Hadapsar Gaon	20580	2474	18106	9
22	Vaiduwadi, Hadapsar	21877	3363	18514	10
23	Ramtekadi, Hadapsar	20007	2822	17185	9
24	Vanawari, Gaon	16304	1755	14549	7
25	Mahadji Shinde Chhatri, Hadapsar	21087	2485	18602	10
26	Kondhwa, Bibwevadi	28953	3386	25567	13
27	DAD Colony, Kondhwa	16116	1685	14431	7
28	Market Yard, Bibwevadi	22212	3233	18979	10
29	Bibwevadi, Gaothan	15820	1888	13932	7

Ward No.	Ward Name	Total Population	Total 0-6 yrs	Pop > 6 yrs	No. of resp
30	Vishwakarma Institute, Bibwevadi	36004	4697	31307	16
31	Katraj Park, Bibwevadi	17590	2623	14967	8
32	Shankar Maharaj Math, Bibwevadi	18172	1986	16186	8
33	Padmavati Mandir, Sahakar Nagar	9858	847	9011	5
34	Chavhan Nagar, Dhankawdi	19465	2273	17192	9
35	V S Khandekar Vidyalaya, Sahakar Nagar	12802	1840	10962	6
36	Parvati Industrial Estate, Sahakar Nagar	14924	1381	13543	7
37	Gandhi Training College, Sahakar Nagar	13759	1092	12667	7
38	Laxmi Nagar, Parvati	12785	1263	11522	6
39	Janata Vasahat, Parvati	26879	4689	22190	11
40	Parvati Jal Kendra, Tilak Road	15495	2127	13368	7
41	Dandekar Bridge, Tilak Road	12724	1557	11167	6
42	Jaydeo Nagar, Parvati	16178	1696	14482	7
43	Erandvana Gaothan, Karve Road	15417	1219	14198	7
44	SNDT Karve Road	11763	832	10931	6
45	More Vidyalaya, Karve Road	17103	2078	15025	8
46	Shila Vihar colony, Karve Road	12092	764	11328	6
47	Dindayal Upadhyay Vidyalaya, Karve Road	16636	1322	15314	8
48	Nav Sahyadri Society, Hingne, Karve Road	22195	2225	19970	10
49	Hingne Stri Shikshan Sanstha, Karve Road	26479	2802	23677	12
50	Hingne Gaothan Karve Road	20189	2888	17301	9
51	Kothrud Gaothan, Karve Road	27687	3325	24362	13
52	Gandhi Bhavan, Kothrud, Karve Road	18512	2200	16312	8
53	Thorat Udyan, Kothrud, Karve Nagar	18068	1721	16347	8

Ward No.	Ward Name	Total Population	Total 0-6 yrs	Pop > 6 yrs	No. of resp
54	Jai Bhavani Nagar, Kothrud, Karve Road	32421	4092	28329	15
55	Gurujan Society, Karve Road	20346	2019	18327	9
56	Sutar vadi, Pashan	23993	3320	20673	11
57	National Chemical Lab, Aundh	18425	2397	16028	8
58	Rajbhavan, Aundh	9704	833	8871	5
59	Janvadi, Ghole Road	17531	2115	15416	8
60	Govt. Polytechnic, Ghole Road	12440	1053	11387	6
61	Agriculture College, Ghole Road	13643	1251	12392	6
62	Govt. Dairy, Ghole Road	15430	2013	13417	7
63	Deccan College, Yeroda	13502	1682	11820	6
64	Guru Dwar, Yeroda	14371	2151	12220	6
65	Parna Kuti Yeroda	15994	2194	13800	7
66	Ganesh agar, Yeroda	13066	1529	11537	6
67	Netaji Subhash chandra Bose Vidya Mandir	13800	1694	12106	6
68	Gunjan Cinema, Yeroda	8469	1011	7458	4
69	Mahatma Gandhi Udyan, Dhole Patil Rd	15756	1896	13860	7
70	Vadia College, Dhole Patil	14848	1653	13195	7
71	Dr. Naidu Hospital, Kasba	15016	2001	13015	7
72	Sasoon Hospital, Kasba	11754	1334	10420	5
73	Dr. Ambedkar Udyan, Kasba	11208	820	10388	5
74	KEM Hospital, Bhavani Peth	12671	1032	11639	6
75	Rasta Peth Power House, Bhavani Peth	10916	1025	9891	5
76	Parsi Agiyari, Bhavani Peth	11155	1118	10037	5
77	Rajevadi, Bhavanipeth	11822	1481	10341	5
78	Laxmi Bazaar, Bhavani Peth	10816	1184	9632	5
79	Bhavani Mata Mandir, Bhavani Peth	9911	830	9081	5
80	General ArunKumar Vaidya St.,	12743	1313	11430	6

Ward No.	Ward Name	Total Population	Total 0-6 yrs	Pop > 6 yrs	No. of resp
	Bhavani Peth				
81	Timber Market Bhavani Peth	12365	1707	10658	5
82	Ekbote Colony Bhavani Peth	11838	1401	10437	5
83	Sonawane Hospital, Bhavani Peth	8099	1160	6939	4
84	Guru Nanak Nagar, Bhavani Peth	18337	2547	15790	8
85	Mira Housing society, Bibwevadi	15045	1794	13251	7
86	Municipal Vehicle Depot, Bibwevadi	17510	2263	15247	8
87	Adinath Society, Sahakar Nagar	11719	1040	10679	6
88	Mitra Mandal colony, Sahakar Nagar	11564	1260	10304	5
89	Parvati Gaothan	10842	1092	9750	5
90	Swar Gate Police Line, Tilak Road	9393	956	8437	4
91	Saras Bag, Tilak road	12149	976	11173	6
92	Bharat Natya Mandir, Visheram Bag Vada	12449	820	11629	6
93	S P college, Tilak road	12879	1038	11841	6
94	Rajendra Nagar, Tilak road	13562	1324	12238	6
95	Deccan Jimkhana,	14675	1008	13667	7
96	Patrkar nagar, Ghole Road	13414	1449	11965	6
97	BMCC	13889	1204	12685	7
98	Vadar Vadi, Ghole Road	9837	1339	8498	4
99	Model Colony, Ghole Road	16920	1866	15054	8
100	JM Road	11375	812	10563	5
101	Engineering College, Ghole Road	14243	1742	12501	6
102	Shivaji Stadium, Kasba	14278	1914	12364	6
103	Kasba Pumping Station, Kasaba	12586	1419	11167	6
104	Kamala Nehru Hospital, Kasba	10809	946	9863	5
105	Gavkos Maruti, Kasba	9845	834	9011	5
106	Ganesh Peth, Guru dwar Kasaba	10623	1023	9600	5
107	Someshwar Mandir, Kasaba	11032	1222	9810	5
108	Burud Bridge, Bhavani Peth	10159	1045	9114	5
109	Samta Bhumi, Bhavani Peth	11689	1449	10240	5

Ward No.	Ward Name	Total Population	Total 0-6 yrs	Pop > 6 yrs	No. of resp
110	Mahatma Gandhi Vidyalaya, Tilak Road	13334	1515	11819	6
111	Panch Haud Mission, Tilak Road	12700	1393	11307	6
112	Shivaji Maratha High School	11631	1086	10545	5
113	Jain Manadir, Vishram Bag Vada	10261	946	9315	5
114	Dr. Kotnis Davakhana, Vishram Bag Vada	10567	988	9579	5
115	Raja Kelkar Musium, Vishram Bag Vada	13516	977	12539	6
116	Visharam Bag Vada, Vishram Bag Vada	10536	680	9856	5
117	Kesari Vada, Vishram Bag Vada	10957	682	10275	5
118	Dnyan Prabodhini, Vishram Bag Vada	9961	661	9300	5
119	Bal Gandharva Rang Mandir, Ghole Road	11249	835	10414	5
120	Shanivar Vada, Vishram Bag Vada	13178	894	12284	6
121	Kasaba Ganpati, Kasaba Peth	10460	741	9719	5
122	Sonya Maruti Mandir, Kasaba Peth	8350	589	7761	4
123	City Post, Kasaba Peth	9799	843	8956	5
124	Mt. Phule Mandai, Vishram Bag Vada	9534	686	8848	5
125	Kalas, Yeroda	12962	1488	11474	6
126	Dhanori Yeroda	25364	3341	22023	11
127	Lohgaon, Yeroda	15428	2224	13204	7
128	Kharadi, Yeroda	39348	6407	32941	17
129	Vadgaon Shri, Yeroda	52803	7018	45785	24
130	Mundhwa - Keshvnagar	14934	2285	12649	7
131	Sasane Nagar, Sade Satra Nali, Hasdapsar	36875	5751	31124	16
132	Vitthal Nagar, Hadapsar	25807	2974	22833	12

Ward No.	Ward Name	Total Population	Total 0-6 yrs	Pop > 6 yrs	No. of resp
133	Manjri Budruk, Hadapsar	24509	3309	21200	11
134	Mahmad Vadi, Hadapsar	8140	1270	6870	4
135	Pisoli, Bibvevadi	2744	407	2337	1
136	Undri, Bibvevadi	2478	398	2080	1
137	Kondhwa Khurd, Bibwevadi	23746	3852	19894	10
138	Kondhwa Budruk, Bibwevadi	16646	2778	13868	7
139	Katraj, Sahakar Nagar	27440	4004	23436	12
140	Dhankawadi, Sahakar Nagar	84496	10249	74247	38
141	Ambegaon Khurd, Sahakar Nagar	17989	2860	15129	8
142	Ambegaon Budruk, Sahakar Nagar	2701	477	2224	1
143	Narke	3859	679	3180	2
144	Vadgaon Khurd	2116	330	1786	1
145	Dhayari	18611	2593	16018	8
146	Nanded	5839	879	4960	3
147	Kirkatvadi	4334	597	3737	2
148	Khadak Vasala	7056	966	6090	3
149	Vadgaon Budruk	44946	6254	38692	20
150	Hingne Khurd	24829	3094	21735	11
151	Varje	43700	6660	37040	19
152	Shivne	6661	880	5781	3
153	Uttam Nagar	6476	817	5659	3
154	New Kopre, Karve Nagar	2976	401	2575	1
155	Kondhve-Dhawade	4675	581	4094	2
156	Kothrud	21037	2493	18544	10
157	Bavdhan Budruk	5624	981	4643	2
158	Bavdhan Khurd	6025	898	5127	3
159	Sus	2929	427	2502	1
160	Mhalunge	3629	542	3087	2
161	Balewadi	4069	624	3445	2
162	Baner	16554	2264	14290	7
	<b>Total</b>	<b>2538473</b>	<b>302960</b>	<b>2235513</b>	<b>1152</b>

## APPENDIX II

### Area wise number of respondents to be covered

Ward No.	Ward Name	Total Population	Total 0-6 yrs	Pop > 6 yrs	No. of resp
1	Aundh ITI, Aundh	22980	2665	20315	10
2	Aundh Village, Aundh	18220	1795	16425	8
56	Sutar vadi, Pashan	23993	3320	20673	11
57	National Chemical Lab, Aundh	18425	2397	16028	8
58	Rajbhavan, Aundh	9704	833	8871	5
<b>Area 1</b>	<b>AUNDH TOTAL</b>	<b>93322</b>	<b>11010</b>	<b>82312</b>	<b>42</b>
3	Anandnagar, Bopodi,	16500	1695	14805	8
4	Bopodi, Gaothan,	16266	1810	14456	7
5	Vir Bhagat singh Vidyalaya, Aundh	3081	524	2557	1
6	Dapodi,	10722	1433	9289	5
7	CME, Bopodi,	9216	1138	8078	4
<b>Area 2</b>	<b>BOPODI-DAPODI TOTAL</b>	<b>55785</b>	<b>6600</b>	<b>49185</b>	<b>25</b>
8	Siddharth Hospital, Yeroda	13127	1507	11620	6
9	Hisainshah Babanagar, Yeroda	19315	2576	16739	9
10	Phulenagar, Yeroda	15326	1509	13817	7
11	Don Bosco High School, Yeroda	21572	2486	19086	10
12	Maharashtra Housing Board, Yeroda	19022	1975	17047	9
13	Prism Express, Yeroda	22280	2552	19728	10
14	Lohgaon Air Port, Yeroda	21941	3039	18902	10
15	Kasturba Smaraka, Yeroda	11784	1225	10559	5
63	Deccan College, Yeroda	13502	1682	11820	6
64	Guru Dwar, Yeroda	14371	2151	12220	6
65	Parna Kuti Yeroda	15994	2194	13800	7
66	Ganesh agar, Yeroda	13066	1529	11537	6
67	Netaji Subhash chandra Bose Vidya Mandir	13800	1694	12106	6
68	Gunjan Cinema, Yeroda	8469	1011	7458	4
125	Kalas, Yeroda	12962	1488	11474	6

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126	Dhanori Yeroda	25364	3341	22023	11
127	Lohgaon, Yeroda	15428	2224	13204	7
128	Kharadi, Yeroda	39348	6407	32941	17
129	Vadgaon Shri, Yeroda	52803	7018	45785	24
130	Mundhwa - Keshvnagar	14934	2285	12649	7
<b>Area 3</b>	<b>YERODA TOTAL</b>	<b>384408</b>	<b>49893</b>	<b>334515</b>	<b>172</b>
16	Koregaon Park, Dhole Patil	15474	1678	13796	7
17	Mundhva, Hadapsar	14164	1782	12382	6
18	Vikas Nagar, Dhole Patil Road	17164	2093	15071	8
69	Mahatma Gandhi Udyan, Dhole Patil Rd	15756	1896	13860	7
70	Vadia College, Dhole Patil	14848	1653	13195	7
<b>Area 4</b>	<b>DHOLE PATIL ROAD TOTAL</b>	<b>77406</b>	<b>9102</b>	<b>68304</b>	<b>35</b>
19	Magarpatta, Hadapsar	21478	2900	18578	10
20	Sadhna Vidyalaya, Hadapsar	21845	2781	19064	10
21	Hadapsar Gaon	20580	2474	18106	9
22	Vaiduwadi, Hadapsar	21877	3363	18514	10
23	Ramtekadi, Hadapsar	20007	2822	17185	9
24	Vanawari, Gaon	16304	1755	14549	7
25	Mahadji Shinde Chhatri, Hadapsar	21087	2485	18602	10
131	Sasane Nagar, Sade Satra Nali, Hasdapsar	36875	5751	31124	16
132	Vitthal Nagar, Hadapsar	25807	2974	22833	12
133	Manjri Budruk, Hadapsar	24509	3309	21200	11
134	Mahmad Vadi, Hadapsar	8140	1270	6870	4
<b>Area 5</b>	<b>HADAPSAR TOTAL</b>	<b>238509</b>	<b>31884</b>	<b>206625</b>	<b>106</b>
26	Kondhwa, Bibwevadi	28953	3386	25567	13
27	DAD Colony, Kondhwa	16116	1685	14431	7
28	Market Yard, Bibwevadi	22212	3233	18979	10
29	Bibwevadi, Gaothan	15820	1888	13932	7
30	Vishwakarma Institute, Bibwevadi	36004	4697	31307	16



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31	Katraj Park, Bibwevadi	17590	2623	14967	8
32	Shankar Maharaj Math, Bibwevadi	18172	1986	16186	8
85	Mira Housing society, Bibwevadi	15045	1794	13251	7
86	Municipal Vehicle Depot, Bibwevadi	17510	2263	15247	8
135	Pisoli, Bibvevadi	2744	407	2337	1
136	Undri, Bibvevadi	2478	398	2080	1
137	Kondhwa Khurd, Bibwevadi	23746	3852	19894	10
138	Kondhwa Budruk, Bibwevadi	16646	2778	13868	7
<b>Area 6</b>	<b>BIBVEWADI-KONDHWA TOTAL</b>	<b>233036</b>	<b>30990</b>	<b>202046</b>	<b>104</b>
33	Padmavati Mandir, Sahakar Nagar	9858	847	9011	5
34	Chavhan Nagar, Dhankawdi	19465	2273	17192	9
35	V S Khandekar Vidyalaya, Sahakar Nagar	12802	1840	10962	6
36	Parvati Industrial Estate, Sahakar Nagar	14924	1381	13543	7
37	Gandhi Training College, Sahakar Nagar	13759	1092	12667	7
87	Adinath Society, Sahakar Nagar	11719	1040	10679	6
88	Mitra Mandal colony, Sahakar Nagar	11564	1260	10304	5
139	Katraj, Sahakar Nagar	27440	4004	23436	12
140	Dhankawadi, Sahakar Nagar	84496	10249	74247	38
141	Ambegaon Khurd, Sahakar Nagar	17989	2860	15129	8
142	Ambegaon Budruk, Sahakar Nagar	2701	477	2224	1
<b>Area 7</b>	<b>SAHAKAR NAGAR TOTAL</b>	<b>226717</b>	<b>27323</b>	<b>199394</b>	<b>103</b>
38	Laxmi Nagar, Parvati	12785	1263	11522	6
39	Janata Vasahat, Parvati	26879	4689	22190	11
42	Jaydeo Nagar, Parvati	16178	1696	14482	7
89	Parvati Gaothan	10842	1092	9750	5
<b>Area 8</b>	<b>PARVATI TOTAL</b>	<b>66684</b>	<b>8740</b>	<b>57944</b>	<b>30</b>
43	Erandvana Gaothan, Karve Road	15417	1219	14198	7
44	SNDT Karve Road	11763	832	10931	6

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45	More Vidyalaya, Karve Road	17103	2078	15025	8
46	Shila Vihar colony, Karve Road	12092	764	11328	6
47	Dindayal Upadhyay Vidyalaya, Karve Road	16636	1322	15314	8
48	Nav Sahyadri Society, Hingne, Karve Road	22195	2225	19970	10
49	Hingne Stri Shikshan Sanstha, Karve Road	26479	2802	23677	12
50	Hingne Gaothan Karve Road	20189	2888	17301	9
51	Kothrud Gaothan, Karve Road	27687	3325	24362	13
52	Gandhi Bhavan, Kothrud, Karve Road	18512	2200	16312	8
53	Thorat Udyan, Kothrud, Karve Nagar	18068	1721	16347	8
54	Jai Bhavani Nagar, Kothrud, Karve Road	32421	4092	28329	15
55	Gurujan Society, Karve Road	20346	2019	18327	9
<b>Area 9</b>	<b>KOTHRUD-KARVE ROAD TOTAL</b>	<b>258908</b>	<b>27487</b>	<b>231421</b>	<b>119</b>
59	Janvadi, Ghole Road	17531	2115	15416	8
60	Govt. Polytechnic, Ghole Road	12440	1053	11387	6
61	Agriculture College, Ghole Road	13643	1251	12392	6
62	Govt. Dairy, Ghole Road	15430	2013	13417	7
95	Deccan Jimkhana,	14675	1008	13667	7
96	Patrkar nagar, Ghole Road	13414	1449	11965	6
97	BMCC	13889	1204	12685	7
98	Vadar Vadi, Ghole Road	9837	1339	8498	4
99	Model Colony, Ghole Road	16920	1866	15054	8
100	JM Road	11375	812	10563	5
101	Engineering College, Ghole Road	14243	1742	12501	6
<b>Area 10</b>	<b>GHOLE ROAD-JM ROAD TOTAL</b>	<b>153397</b>	<b>15852</b>	<b>137545</b>	<b>71</b>
71	Dr. Naidu Hospital, Kasba	15016	2001	13015	7
72	Sasoon Hospital, Kasba	11754	1334	10420	5

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73	Dr. Ambedkar Udyan, Kasba	11208	820	10388	5
102	Shivaji Stadium, Kasba	14278	1914	12364	6
103	Kasba Pumping Station, Kasaba	12586	1419	11167	6
104	Kamala Nehru Hospital, Kasba	10809	946	9863	5
105	Gavkos Maruti, Kasba	9845	834	9011	5
106	Ganesh Peth, Guru dwar Kasaba	10623	1023	9600	5
107	Someshwar Mandir, Kasaba	11032	1222	9810	5
121	Kasaba Ganpati, Kasaba Peth	10460	741	9719	5
122	Sonya Maruti Mandir, Kasaba Peth	8350	589	7761	4
123	City Post, Kasaba Peth	9799	843	8956	5
<b>Area 11</b>	<b>KASABA TOTAL</b>	<b>135760</b>	<b>13686</b>	<b>122074</b>	<b>63</b>
74	KEM Hospital, Bhavani Peth	12671	1032	11639	6
75	Rasta Peth Power House, Bhavani Peth	10916	1025	9891	5
76	Parsi Agiyari, Bhavani Peth	11155	1118	10037	5
77	Rajevadi, Bhavanipeth	11822	1481	10341	5
78	Laxmi Bazaar, Bhavani Peth	10816	1184	9632	5
79	Bhavani Mata Mandir, Bhavani Peth	9911	830	9081	5
80	General ArunKumar Vaidya St., Bhavani Peth	12743	1313	11430	6
81	Timber Market Bhavani Peth	12365	1707	10658	5
82	Ekbote Colony Bhavani Peth	11838	1401	10437	5
83	Sonawane Hospital, Bhavani Peth	8099	1160	6939	4
84	Guru Nanak Nagar, Bhavani Peth	18337	2547	15790	8
108	Burud Bridge, Bhavani Peth	10159	1045	9114	5
109	Samta Bhumi, Bhavani Peth	11689	1449	10240	5
<b>Area 12</b>	<b>BHAVANI PETH TOTAL</b>	<b>152521</b>	<b>17292</b>	<b>135229</b>	<b>70</b>
40	Parvati Jal Kendra, Tilak Road	15495	2127	13368	7
41	Dandekar Bridge, Tilak Road	12724	1557	11167	6
90	Swar Gate Police Line, Tilak Road	9393	956	8437	4
91	Saras Bag, Tilak road	12149	976	11173	6
92	Bharat Natya Mandir, Visheram Bag	12449	820	11629	6

Ward No.	Ward Name	Total Population	Total 0-6 yrs	Pop > 6 yrs	No. of resp
	Vada				
93	S P college, Tilak road	12879	1038	11841	6
94	Rajendra Nagar, Tilak road	13562	1324	12238	6
110	Mahatma Gandhi Vidyalaya, Tilak Road	13334	1515	11819	6
111	Panch Haud Mission, Tilak Road	12700	1393	11307	6
112	Shivaji Maratha High School	11631	1086	10545	5
<b>Area 13</b>	<b>TILAK ROAD TOTAL</b>	<b>126316</b>	<b>12792</b>	<b>113524</b>	<b>59</b>
113	Jain Manadir, Vishram Bag Vada	10261	946	9315	5
114	Dr. Kotnis Davakhana, Vishram Bag Vada	10567	988	9579	5
115	Raja Kelkar Musium, Vishram Bag Vada	13516	977	12539	6
116	Visharam Bag Vada, Vishram Bag Vada	10536	680	9856	5
117	Kesari Vada, Vishram Bag Vada	10957	682	10275	5
118	Dnyan Prabodhini, Vishram Bag Vada	9961	661	9300	5
119	Bal Gandharva Rang Mandir, Ghole Road	11249	835	10414	5
120	Shanivar Vada, Vishram Bag Vada	13178	894	12284	6
124	Mt. Phule Mandai, Vishram Bag Vada	9534	686	8848	5
<b>Area 14</b>	<b>VISHRAM BAG VADA</b>	<b>99759</b>	<b>7349</b>	<b>92410</b>	<b>48</b>
146	Nanded	5839	879	4960	3
147	Kirkatvadi	4334	597	3737	2
148	Khadak Vasala	7056	966	6090	3
149	Vadgaon Budruk	44946	6254	38692	20
150	Hingne Khurd	24829	3094	21735	11
151	Varje	43700	6660	37040	19
152	Shivne	6661	880	5781	3
153	Uttam Nagar	6476	817	5659	3
154	New Kopre, Karve Nagar	2976	401	2575	1

<b>Ward No.</b>	<b>Ward Name</b>	<b>Total Population</b>	<b>Total 0-6 yrs</b>	<b>Pop &gt; 6 yrs</b>	<b>No. of resp</b>
155	Kondhve-Dhawade	4675	581	4094	2
156	Kothrud	21037	2493	18544	10
157	Bavdhan Budruk	5624	981	4643	2
158	Bavdhan Khurd	6025	898	5127	3
159	Sus	2929	427	2502	1
160	Mhalunge	3629	542	3087	2
161	Balewadi	4069	624	3445	2
162	Baner	16554	2264	14290	6
<b>Area 15</b>	<b>Bangalore Highway outskirts</b>			<b>4247057</b>	<b>93</b>

### APPENDIX III

#### Questionnaire for consumer

Dear Respondent, I, Pandit Mali, am doing my Ph.D research on “Consumer Preferences of Icecream”. I will be grateful to you if you could spend your 10 minutes in filling up this questionnaire. The details provided by you will be used for academic purpose only.

Q.1 Do you eat ice-cream?

- Yes  No

If Yes, continue. If No, discontinue

Q.2 What brands of ice-cream are you aware of?

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Q.3 Which brand / brands of ice-cream do you eat?

- Kwality Walls  Amul  Vadilal  Dinshaws  
 Natural  Baskin Robbins  Any other (pls. specify)

Q.4 What is your favorite brand?

- Kwality Walls  Amul  Vadilal  Dinshaws  
 Natural  Baskin Robbins  Any other (pls. specify)

Q.5 What is your favorite flavour?

- Vanilla  Straw berry  Butter scotch  Kaju drak  
 Pista  Mango  Raj bhog  Orange  
 Roasted almond  Pine apple  Rose  Chocolate

Q.6 What new flavors do you think should be introduced?

---

Q.7 Rank the following parameters for ice-cream (from 1 to 11) as per the importance for you. (Where 1- is most important and 11 - is least important)

- |            |       |           |       |
|------------|-------|-----------|-------|
| Taste      | ----- | Hygiene   | ----- |
| Creaminess | ----- | Packaging | ----- |
| Hardness   | ----- | Sweetness | ----- |
| Price      | ----- | Offers    | ----- |
| Colour     | ----- | Flavor    | ----- |
| Toppings   | ----- |           |       |

Q.8 How frequently do you eat ice-cream?

- Daily  Alternate day  Weekly  
 Fortnightly  Once in a month  Occasionally

Q.9 What is your average consumption quantity per occasion?

- 50-100 ml  100 - 150ml  150-200 ml  
 150-200 ml  200-300ml

Q.10 Which packing do you normally buy when at home?

- Cone  Stick  Cup  Family pack  
 Party pack  scoop

- Q.11 Which packing do you normally buy while outside home?  
 Cone                     Stick       Cup       Family pack  
 Party pack             Scoop
- Q.12 What is the approximate ratio (percentage) of your consumption in home and outside home?  
 In Home ----- Outside home -----
- Q.13 Who decides the brand and flavour?  
 Self       Mother       Father       Brother       Sister  
 Friend       Spouse       Any Other (pls. specify)
- Q.14 How much distance do you walk/drive from home to buy ice-cream?  
 100m       200m       300m       500m       1km  > 1 km
- Q.15 My ice-cream purchase is ---  
 Mostly pre-planned       Mostly impulse
- Q.16 I eat ice-cream ---  
 Mostly in company of somebody  Mostly alone
- Q.17 If not alone, Why
- 
- Q.18 What do you do when you do not get your desired brand of ice-cream?  
 Go to other shop             Buy any other brand  
 Buy some other item       Drop the purchase
- Q.19 What do you do when you do not get your desired flavor of ice-cream?  
 Go to other shop             Buy any other flavour       Drop the purchase
- Q.20. Do you store ice-cream at home  
 Yes       No
- Q.21 Which of the following occasions will you prefer to eat ice-cream over other sweets?  
 Marriage             Birthday             Outing for dinner  
 Kitty parties       None             Any other (Pls. specify)
- Q.22 Do you know what frozen dessert is?  
 Yes       No
- Q.23 If yes, explain
- 
- Q.24 I eat ice-cream because:  
 I feel it is healthy to eat ice-cream  
 to appease hunger  
 it is cooling  
 to maintain status  
 its taste  
 it is easy to eat  
 Any other (pls. specify)
- Q.25 Do you eat less ice-cream in winter?  
 Yes       No

- Q.26 If yes, because:
- I fear I will get cold.
  - It gives pain in teeth.
  - I fear it will infect my throat
  - My doctor advises not to eat
  - It gives chilled feeling
  - Any other (pls. specify)
- Q.27 What is your favorite time for eating ice-cream?
- Morning     Afternoon     Evening     Night
- Q.28 Do you eat less ice-cream in rainy season?
- Yes     No
- Q.29 If yes, because:
- I fear I will get cold.
  - I fear it will infect my throat.
  - My doctor advises not to eat
  - it gives chilled feeling.
  - I cannot go out of home because of heavy rains.
  - Any other (pls. specify)
- Q 30 Which of the following food items, do you feel are most closely associated with ice- cream?
- Cold drink     Milk     Dessert     Chocolate     Juice
- Q.31 Which of the following locations/events do you feel are most closely associated with ice-cream?
- Home     Party     Office     Evening walk     Outing
- Q.32 Which of the following words do you feel are most closely associated with ice-cream?
- Love     Treat     Food     Status     Cold
- Q.33 Are you fully satisfied with your favorite brand?
- Fully satisfied     Moderately satisfied     Not satisfied
- Q.34 Did you change the brand of ice-cream in last 3 years?
- Yes     No
- Q.35 If yes, which brand you used to buy before your current favorite brand?
- Kwality Walls     Amul     Vadilal     Dinshaws
- Natural     Baskin Robbins     Any other (pls. specify)
- Q.36 If yes, why did you change the brand?
- Unavailability of the brand
  - Change in taste
  - Increase in price
  - Rude behaviour of retailer
  - Poor response from company
  - Poor quality
  - Any other (pls. specify)
- 0..37 Apart from lowering price, what will make you eat more ice-cream?



Q.38. Any suggestion you would like to make to the marketers of ice-cream?

---

Name:-- \_\_\_\_\_ Sex -  Male  Female

Profession:  Service  Business  Self - Employed  Student  
 Any other (pls. specify)

Age: \_\_\_\_\_ years Marital status:  Married  Unmarried

Total income (Rs.):  Upto10000  10001-20000  20001 - 30000  
 30001 - 40000  40001 – 50000  >50000

Address: \_\_\_\_\_

Ph.No: \_\_\_\_\_ E-mail ID: \_\_\_\_\_

## APPENDIX IV

### Check list for Wholesaler's interview

1. Availability of stocks as per market demand
2. Availability of flavors as per market demand
3. Availability of packs as per market demand
4. Timeliness of deliveries from company
5. Frequency of deliveries
6. Temperature of ice cream when delivered
7. Promotional support, training to salesmen and staff
8. Customer service during complaints
9. Margins
10. Investments and Return on Investment
11. Three strong positives and three strong negatives

Name of the wholesaler:

Brand of ice cream handled:

Turn over: (Rs. Lacs/annum): (Liters):

No. of outlets serviced:

No. of salesmen:

No. of delivery vehicles:

Cold room capacity: CFT/liters of ice cream

## **APPENDIX V**

### **Check list for Industry Expert's interview**

1. Company's perception about growth rate of ice cream industry
2. Company's perception about reasons for low consumption
3. Promotional efforts of company to increase consumption
4. Promotional efforts of company at trade level
5. Efforts for building cold chain
6. New products launches
7. Company's perception about customer profile for ice cream
8. Problems faced by company in the market
9. Efforts in consumer research

Name of the officer:

Company:

Designation: