APPENDIX

QUESTIONNAIRE

MARKETING CONDITIONS OF HANDLOOM PRODUCTS IN KANYAKUMARI DISTRICT

Schedule prepared to interview the Handloom Sellers

I. PERSONAL PARTICULARS

1. Name of the Respondent :
2. Village :
3. Taluk :
4. District :
5. Caste :
6. Religion :
7. Age :
8. Sex :
9. Marital Status : Married/ Unmarried

II. FAMILY CONDITION

1. Nature of the family : Joint/ Nuclear
2. Size of the family : Below 4/ 4-8/ above 8
3. Number of dependents : Below 4/ 4-6/ above 6
III. EDUCATIONAL LEVEL

Primary/ Secondary/ Diploma/
Degree/ Professional :

IV. OCCUPATIONAL PARTICULARS

1. Primary Occupation :
2. Secondary Occupation :
3. Type of Trading : Wholesaler/ Retailer/
Commission agent
4. Years of Experience :

V. INCOME AND SAVINGS PARTICULARS

1. Income (per month) :
   less than 1000/ 1000-3000/
   3000-5000/ above 5000
2. Type of land holding :
   a. Below 25 cents
   b. Between 25 cents and 1 acre
3. Any other source of Income:
4. Sources of savings :
   a. Small saving
   b. Bank saving
   c. LIC
   d. Chit Fund
   e. Savings with friends and relatives

VI. EXPENDITURE PATTERN (per month)

Expenditure on (in Rs.)

a. Food :

b. Cloth :

c. Medical :
d. Education : 

e. Home Rent : 

f. Bank Loan : 

g. Entertainment : 

h. Electricity : 

i. Water : 

j. Transport : 

k. Religious Ceremonies : 

VII. DEBT PARTICULARS (per year)

1. Borrowings from 
a. Nationalised banks
b. Private banks
c. Private parties
d. Money-lenders
e. Any other sources

2. Debt paid : 

3. Debt dues : 

VIII. WORKING CONDITIONS

1. Do you weave the cloth by your self : Yes/ No

2. Nature of purchase 
a. From Co-optex
b. From the society
c. From the hawkers
d. From the weavers

3. Nature of Work : Full time/ Part time

4. Number of working hours : 8 hours/ Below 8 hours/ Above 8 hours
IX. PRICE FIXATION

1. Method of price fixation : a. By the market forces (demand and supply) 
b. According to unforeseen conditions 
c. Season-wise

2. Do you feel price of handloom product is : a. High b. Moderate c. Low

X. MARKETING INFORMATION

1. Place of market :

b. Wholesale system 
c. Retail system 
d. Through middle-man

b. Houses and Institutions 
c. District market 
d. Showrooms 
e. Outside the state

b. Monthly marketing 
c. As and when

5. State the distance from the production place to the market place :

XI. TYPES OF CLOTH YOU SELL

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Types</th>
<th>Purchasing Price in Rs.</th>
<th>Selling Price in Rs.</th>
<th>Profit/ Loss in Rs.</th>
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1. Are you satisfied in selling handloom cloth : Yes/ No

If Yes, what are the reasons : 
   a. 
   b. 
   c. 

If No, what are the reasons : 
   a. 
   b. 
   c. 

XII. PROBLEMS OF MARKETING ON HANDLOOM PRODUCTS

1. Lack of demand 
2. Inefficiency of labour 
3. Hike in transport charges 
4. Difficulty in getting loans 
5. Lack of publicity and advertisement 
6. Insufficient supply of yarn 
7. Others 

XIII. INFRASTRUCTURE FACILITIES FOR SELLING HANDLOOM PRODUCTS

1. Storage facilities : Owned/ Hired 
2. Transport facilities : Owned/ Hired 
3. State the mode of Transport you adapted : 
4. Packaging facilities : Owned/ Hired 
5. Commission : Yes/ No 

XIV. PROFIT AND LOSS PARTICULARS

1. Do you think handloom marketing is profitable : Yes/ No
2. If answer is no, give reason : a. Traditional Technology  
b. Hike in price  
c. Lack of proper marketing facilities  
d. High transport charges  
e. Damages occur in packaging  
f. High labour cost  
g. Inferior quality

XV. ANY OTHER MATTER YOU WANT TO SAY

Place :

Date : Signature of the Enumerator