Appendix 1
Farmers’ Questionnaire

Dear Respondent,

Thank you for contributing to this survey about your views on Rythu Bazaar. I sincerely appreciate your kind cooperation and support. Your responses will be extremely valuable for the successful completion of my dissertation (PhD Thesis) on "Supply Chain Model: A study of Rythu Bazaar (Andhra Pradesh)". The information provided by you will be treated confidentially and will be used solely for academic purposes. Please expend a few minutes to fill up the questionnaire, as per the instructions given. I once again express my heartfelt gratitude for your time and effort. Thank you. Subhendu Dey (Doctoral Candidate and Associate Dean, Globysyn Business School, Kolkata)

Part A: Survey on Rythu Bazaar

1. Are you a member of any Rythu Bazaar?
   a. Yes
   b. No

2. If your answer to the previous question is yes, name the Rythu Bazaar of which you are a member?

3. For how long have you been operating at this Rythu Bazaar?
   a. Less than 1 year
   b. 1 - 3 years
   c. 3 - 5 years
   d. More than 5 years

4. Are you a member of any other Rythu Bazaar?
   a. Yes
   b. No
5. If your answer to the previous question is yes, name the Rythu Bazaar/s of which you are a member?

6. How far is your village from the Rythu Bazaar?
   a. Less than 25 km
   b. 25 – 35 km
   c. 35 – 50 km
   d. More than 50 km

7. How do you bring your produce from your village/farm?
   a. APSRTC buses
   b. Trains

8. Are there dedicated/designated buses provided to bring your produce to the Rythu Bazaar?
   a. Yes
   b. No

9. If your answer to the previous question is (a), then how many dedicated buses are provided for bringing your produce to the bazaar? (Please provide details of the frequency of the buses.)

10. Are there dedicated/designated trains provided to bring your produce to the Rythu Bazaar?
    a. Yes
    b. No
11. If your answer to the previous question is (a), then how many dedicated trains are provided for bringing your produce to the bazaar? (Please provide details of the frequency, departure timings etc.)

12. Do you have a stall in the Rythu Bazaar?
   a. Yes
   b. No

13. For how many days in a month do you come to Rythu Bazaar?
   a. All days
   b. 20 – 25 days
   c. 10 – 20 days
   d. Less than 10 days

14. If your answer to the previous question is either (c) or (d), which of the following is the reason for that?
   a. Lack of proper transportation system
   b. Lack of stall facility
   c. Lack of adequate produce
   d. Operating in multiple bazaars
   e. Any other

15. If your answer to the previous questions is (e), please specify the reason.
16. How much do you earn every day?
   a. Less than Rs. 100
   b. Between Rs. 100 and Rs. 200
   c. Between Rs. 200 and Rs. 400
   d. More than Rs. 400

17. How much do you earn every month?
   a. Less than Rs. 1000
   b. Between Rs. 1000 and Rs. 3000
   c. Between Rs. 3000 and Rs. 6000
   d. More than Rs. 6000

18. Has your monthly earnings gone up since operating in Rythu Bazaars?
   a. Yes
   b. No

19. If your answer to the previous question is (a), then by how much has your earnings increased since operating in Rythu Bazaars?

20. Do you get a good rate for your produce at Rythu Bazaar?
   a. Yes
   b. No

21. Do you get a higher rate for your produce at Rythu Bazaar than the other markets?
   a. Yes
   b. No
   c. Can’t Say
22. Do you get a higher rate for your produce at Rythu Bazaar than the wholesale market?
   a. Yes
   b. No
   c. Can’t Say

23. Do you get the same rate for your produce in the evening as you get in the morning?
   a. Always
   b. On most of the days
   c. On half of the days
   d. Never

24. If your answer to the previous question is (d), what can the Rythu Bazaar do to help you?

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25. What according to you has been the greatest benefit of operating in the Rythu Bazaar?

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Part B: Based on your experience of being a member of Rythu Bazaar, please indicate your satisfaction level by putting a tick mark (✓) on the following items on a scale of 1-5 (“1 means Highly Dissatisfied”, “2 means Moderately Dissatisfied”, “3 means Neutral”, “4 means Moderately Satisfied” and “5 means Highly Satisfied”).

1. I am satisfied with the location of the Rythu Bazaar.

   1  2  3  4  5

2. I am satisfied with the transportation system provided to bring my produce to the bazaar.

   1  2  3  4  5

3. I am satisfied with the cost incurred for bringing my produce to the bazaar.

   1  2  3  4  5

4. I am satisfied with the method of allotment of stalls.

   1  2  3  4  5

5. I am satisfied with the stall space.

   1  2  3  4  5

6. I am satisfied with the provision of weighing scales.

   1  2  3  4  5
7. I am satisfied with the provision of power supply.

8. I am satisfied with the provision of bathroom and toilet facility.

9. I am satisfied with the provision of sweeping facility.

10. I am satisfied with the provision of drinking water facility.

11. I am satisfied with the provision of storage facility for pay over produce.

12. I am satisfied with the seed supply at subsidized rates in Rythu Bazaars.

13. I am satisfied with the provision of advisory services provided for all our operational requirements.

14. I am satisfied with the supervisory services provided for checking prices.
15. I am satisfied with the supervisory services provided for curbing malpractices in weighing.

16. I am satisfied with the supervisory services provided for checking the basic facilities of the bazaar.

17. I am satisfied with the supervisory services provided to avoid entry of middlemen.

18. I am satisfied with the overall system of price fixation.

19. I am satisfied with the help extended by the Estate Officer and participating farmers for price fixation.

20. I am satisfied with my current earnings.

21. I receive remunerative prices for my produce.
22. I am satisfied with the immediate cash that I receive after sales.

23. I am satisfied with my business in the absence of middlemen.

24. I am satisfied with the change in my living standards since operating in Rythu Bazaars.

25. I get all the technical know-how from the experts appointed by the bazaar.
Part C: About You

Name : 
Age : 
Gender : 
Village : 
Mandal : 
District : 

1. **How many members are there in your family?**

2. **How many members of your family are working?**

3. **How many working members of your family are involved in agriculture, and who are they?**

4. **Give details about the work that each of your family members do.**

5. **How much area of cultivable land do you have?**
6. Is the land under mortgage?

7. If yes, is it mortgaged with a private money lender? (Give details about the amount, rate of interest, term period, present situation etc.)

8. If your land is mortgaged, is it mortgaged with a bank? (Give details of the bank, amount, rate of interest, term period, present situation etc.)

9. What is your annual household income in Rupees?

10. What is your level of education?

11. What is the level of education in your family?

12. For how many generations are you in farming?
Dear Respondent,

Thank you for contributing to this survey about your views on Rythu Bazaar. I sincerely appreciate your kind cooperation and support. Your responses will be extremely valuable for the successful completion of my dissertation (PhD Thesis) on "Supply Chain Model: A study of Rythu Bazaar (Andhra Pradesh)". The information provided by you will be treated confidentially and will be used solely for academic purposes. Please expend a few minutes to fill up the questionnaire, as per the instructions given.

I once again express my heartfelt gratitude for your time and effort.

Thank you.

Subhendu Dey (Doctoral Candidate and Associate Dean, Globsyn Business School, Kolkata)

Name : ---------------------------------------------------------------
Age : ---------------------------------------------------------------
Gender: ---------------------------------------------------------------
Occupation : -----------------------------------------------------------
Educational Qualification : ---------------------------------------------

1. How many members are there in your family?

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2. Which of the following would be the closest to your annual family income?
   a) Less than Rs. 2,00,000
   b) Rs. 2,00,000 to Rs. 5,00,000
   c) Rs. 5,00,000 – Rs. 10,00,000
   d) More than Rs. 10,00,000

3. How many members of your family are earning members?

4. Which of the following is true regarding the frequency of your visits to Rythu Bazaars?
   a. Daily
   b. Weekly at least once
   c. Fortnightly once
   d. Once every month
   e. Infrequent

5. How much approximate amount do you spend in each of your visits to Rythu Bazaars?
   a. Less than Rs. 100
   b. Rs. 100 to Rs. 200
   c. Rs. 200 to Rs. 400
   d. More than Rs. 400

6. How much approximate time do you spend in each of your visits to Rythu Bazaars?
   a) Less than 15 minutes
   b) Between 15 minutes to 30 minutes
   c) Between 30 minutes to 60 minutes
   d) More than 60 minutes
7. Based on your experience of purchasing vegetables from Rythu Bazaars, please indicate your satisfaction level by giving a rating of 1 to 5 on the following items where “1 means Highly Dissatisfied”, “2 means Moderately Dissatisfied”, “3 means Neutral”, “4 means Moderately Satisfied” and “5 means Highly Satisfied”.

a. Quality of Produce
b. Fresh and Nutritious vegetables
c. Friendly and comfortable atmosphere
d. Convenience of purchasing vegetables
e. Good Price
f. Variety of vegetables
g. Good service
h. Consistency of available products
i. Consistency of rates
j. Supporting the cause of local farmers

8. From the above (and if there are any other) what are the top 3 key attractions for you to come to Rythu Bazaar?

1. 
2. 
3. 

9. Do you also visit Super Markets like Reliance Fresh, Heritage Fresh, More for You etc. for purchasing vegetables?
10. If your answer to the previous question is yes, what is the frequency of such visits?
   a) Daily
   b) Weekly at least once
   c) Fortnightly once
   d) Once every month

11. If your answer to the previous question is no, what could be the reason behind the same? *(Please list down at least 3 reasons)*

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12. What according to you should be done to encourage more purchase of vegetables per consumers from Rythu Bazaars/ attract more consumers to Rythu Bazaars?

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   --------------------------------------------------------------------------------
   
   --------------------------------------------------------------------------------

13. Do you think you have benefited since purchasing vegetables from Rythu Bazaars?
   a. Yes
   b. No
Appendix 3
Estate Officers’ Questionnaire

To,

______________________________

Estate Officer,

______________________________

Rythu Bazaar

Sir,

Thank you for contributing to this survey on Rythu Bazaar. I sincerely appreciate your kind cooperation and support. Your responses will be extremely valuable for the successful completion of my dissertation (PhD Thesis) on "Supply Chain Model: A study of Rythu Bazaar (Andhra Pradesh)". The information provided by you will be treated confidentially and will be used solely for academic purposes. I once again express my heartfelt gratitude for your time and effort.

Thank you.

**Subhendu Dey (Doctoral Candidate and Associate Dean, Globsyn Business School, Kolkata)**

1. **How many Rythu Bazaars have been set up in A.P.?**

   _____________________________________________________________

2. **How many of those are functional?**

   _____________________________________________________________
3. How many of the functional bazaars are also profitable?

4. How much revenues are earned annually from your Rythu Bazaar? What could be the profits, and how is this money utilized?

5. Can a farmer operate from more than one Rythu Bazaar?

6. Please specify the criterions (distance of his/her village from the bazaar, land that the farmer holds etc.) of giving memberships to farmers in a Rythu Bazaar?

7. How do the farmers bring their produce from their village/farm?

8. If there dedicated designated buses or trains provided to bring their produce to the Rythu Bazaar, then how many dedicated buses/trains have been provided for that purpose? (Please provide details of the frequency of the buses.)
9. How many mandals fall under the purview of your bazaar?

10. Is there a restriction on the number of mandals falling under the purview of each bazaar? If so please specify.

11. Do all member farmers have an allotted stall in the Rythu Bazaar? If not, how many farmers have allotted stalls?

12. How many farmers have been given membership (till date) in your Rythu Bazaar?

13. How many farmers currently operate from your Rythu Bazaar?

14. How does a farmer get his membership in a Rythu Bazaar? Please mention the procedure and also the criteria for getting a membership.
15. What kind of support facilities are provided to farmers operating from the Rythu Bazaars? Please provide details in terms of the following:

1. Stall space (area)  
2. Power supply  
3. Drinking water facility  
4. Bathroom and toilet facility  
5. Storage facility for produce  
6. Seed supply at subsidized rates  
7. Advisory services provided for all operational requirements of the farmers  
8. Supervisory services provided for checking prices  
9. Supervisory services provided for curbing malpractices in weighing  
10. Supervisory services provided to avoid entry of middlemen  
11. System of price fixation

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12. Technical know-how from the experts appointed by the bazaar (Please provide details of all such services) ------------------------------------------

13. (Please specify any other that I may have missed out) -----------------

16. Are there middlemen operating from your bazaar?

17. If the answer to the previous question is yes, what steps are being initiated to check this issue?

18. How many customers does the Rythu Bazaar cater to? Please specify the average numbers on week days and weekends. (Please give a sample of the records kept to find that.)

19. What are all the support that the Government provides to the farmers operating from the Rythu Bazars?
20. As per the official records how much on an average does a farmer earn every day?

21. Is there an official data available on the increase in the monthly earnings of the farmers since operating from the Rythu Bazaars? If so, can you please share it?

22. Do the farmers get a good rate for their produce at Rythu Bazaars?

23. Do they get higher rates for their produce at Rythu Bazaar than the other markets?

24. Do they get higher rates for their produce at Rythu Bazaar than the wholesale market?

25. What is the price fixing mechanism followed at all Rythu Bazaars?
26. Is there any price fluctuation between the prices that farmers get in the morning to that they get in the evening for the same vegetable? If so, what according to you could be the reason behind that?

27. How many of the operating farmers are illiterate? How is the counseling done for these farmers?

28. How much area of cultivable land do the farmers have? Please provide the average holding of farmers operating in your bazaar.

29. Are there any records with your office on land mortgaging by the farmers of Rythu Bazaars? If so how many farmers operating from your bazaar have their lands mortgaged, and how many of them would have mortgaged their lands to private money lenders?

30. What according to you has been the greatest benefit for the farmers in operating from the Rythu Bazaars?