The information collected in this schedule is meant for an academic purpose and will be kept strictly confidential.

### SCHEDULE : MARKETING

1. **Date of survey**: 

2. **Place of survey**: 

3. **Name of the Respondent**: 

4. **Type of Respondent**: Wholesaler/Commission Agent/Retailer/Vendor

5. **Family Particulars**
   - (a) **Nature of Family**: Joint family/Nuclear Family
   - (b) **Religion**: Hindu/Muslim/Christian
   - (c) **Household Characteristics**: 

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Name</th>
<th>Sex</th>
<th>Relationship</th>
<th>Age</th>
<th>Education</th>
<th>Monthly income</th>
<th>Remarks</th>
</tr>
</thead>
</table>

6. **Housing**: Owned or rented
   - **Type of house**: Terraced/Tiled/Thatched
   - **Other amenities**: Electricity/Water facility/Latrine facility

6. **Particulars of immovable and movable properties**:

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Name of the Assets</th>
<th>Value of Assets (in Rs.)</th>
</tr>
</thead>
</table>

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Appendix - I
7. Details of Fresh/Dry fish purchase:

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Fish Variety</th>
<th>Quantity purchased (Kgs)</th>
<th>Value (Rs.)</th>
<th>*From where purchased</th>
<th>**From whom purchased</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Peak</td>
<td>Normal</td>
<td>Lean</td>
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</tbody>
</table>

* Place of Purchase: (1) Sea shore  ** Persons from whom purchased
(2) Market Place (1) Fishermen: [(a) Catamaran Holders, (b) Mechanised Boat owners]
(3) Others (2) Auctioner, (3) Wholesaler, (4) Others

8.0 TRANSPORT OF FISH

8.1 Name of the nearest fish market:

8.2 Distance from the landing centre:

8.3 What is the mode of transportation to the marketing centre?:
   (a)
   (b)
   (c)
   (d) others please specify

8.4 Does the Government provide transport facilities?: Yes/No

8.5 Do you make use of such facilities?: Yes/No

8.6 If yes, What is the reason?:

8.7 If no, What is the reason?:

8.8 State whether the Govt. transport facility is adequate?: Yes/No

9.0 DETAILS OF SALE OF FISH

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Fish Variety</th>
<th>To whom sold*</th>
<th>Quantity sold (in Kg)</th>
<th>Selling price (in Rs.)</th>
<th>How much fish remain unsold</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
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<td>4.</td>
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<td>5.</td>
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</tbody>
</table>

* (a) in a local market to the consumer  (b) Street vendor  (c) Retailer
   (d) Commission agent  (e) Wholesaler  (f) Export agency

9.1 What kind of market situation you face in the market?
   (a) Competitive market (large No. of sellers and large No. of buyers)
   (b) Monopoly market (one seller and many buyers)

9.2 How the price of fish is determined: (in)
9.3 Which variety of fish is in great demand normally? specify two names in each category:

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Variety</th>
<th>Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
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<td>2.</td>
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<tr>
<td>3.</td>
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<tr>
<td>4.</td>
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<td>5.</td>
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</tbody>
</table>

9.4 What do you do with the unsold fish?

(a) Sell it at a reduced price  
(b) Preserve it for next day  
(c) Go for dry fish curing  
(d) any other specify

10.0 PRESERVATION & QUALITY MAINTENANCE

10.1 What is the type of preservation do you adopt?  
(a) Iced  
(b) Cold storage  
(c) Dry fish curing

10.2 What is the period of preservation?  
(a) 6 hours  
(b) Overnight  
(c) One day  
(d) Two days

10.3 Do you have any ice plant for preserving fishes?  
Yes/No

10.4 If yes, how much is the value and capacity  
(a) value Rs.  
(b) Capacity (tonne)

10.5 Do you use the storage facility of others and if how much rent you pay per day?  

10.6 Has the Government provided any storage facilities?  
Yes/No

10.7 Do you make use of it?  
Yes/No

10.8 If yes, state the reason  

10.9 If No, state the reason  

10.10 Whether the storage facilities provided by the Govt. is adequate?  
Yes/No

10.11 Whether fish drying yard facility is available at the landing centre?  
Yes/No

10.12 If yes, whether it is adequate?  
Yes/No

10.13 If no, whether it is required/useful?  
Yes/No

10.14 Whether sufficient salt for curing is available locally?  
Yes/No

10.15 If yes, quantity and cost of salt purchased per unit weight  

10.16 If no, place of purchase, cost per unit weight and transport expense  

...
11.0 INVESTMENT ON MARKETING ASPECT

11.1 Have you given loans to fishermen (boat owner/catamaran fishermen) with an understanding that they will supply fish to you? : Yes/No

11.2 If yes what are the terms and conditions of such an understanding?
   (a) Amount of loan given
   (b) Period of loan given
   (c) Receiving interest/or not
   (d) Other conditions

11.3 How much of investment you have made on the following items per day?
   (a) Margin money or working capital
   (b) Packing materials
   (c) Investment on transport
   (d) Storage expenses
   (e) Any other

11.4 Variable Expenses

11.4.1 What are the various marketing expenses?
   (a) Auction charges/commission
   (b) Loading and unloading charges
   (c) Transport charges
   (d) Cost of ice
   (e) Market fee
   (f) Salary for the workers employed in the marketing
   (g) Tea and refreshment charges
   (h) Interest paid on the principal amount borrowed
   (i) Rent for the godown/building if any
   (j) Any other specify

12.0 FINANCING OF INVESTMENT

12.1 How do you finance your investment?
   (1) Source for the own capital
      a. Savings
      b. any other
   (2) Borrowed capital

12.2 If borrowed, give the following details:

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Sources of borrowing</th>
<th>Amount of borrowing (Rs.)</th>
<th>Period</th>
<th>Rate of interest</th>
<th>Amount repaid (Rs.)</th>
<th>Amount outstanding (Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Co-operative society</td>
<td></td>
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<tr>
<td>2.</td>
<td>Dept. of Fisheries</td>
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<tr>
<td>3.</td>
<td>Commercial Bank</td>
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<tr>
<td>4.</td>
<td>Money lenders</td>
<td></td>
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<tr>
<td>5.</td>
<td>Relatives and Friends</td>
<td></td>
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<tr>
<td>6.</td>
<td>Others specify</td>
<td></td>
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</tbody>
</table>
13. Is Marketing of fish profitable always or sometimes?

14. In which season you get more income?
   (a) Peak  (b) Normal  (c) Lean season

15.0 What are the problems in buying of fish?

15.1 PROCUREMENT:
   15.1.1 Over exploitation by middle men
   15.1.2 Advance to be given to fishermen
   15.1.3 Competition in buying the fishes
   15.1.4 Buyers from neighboring states
   15.1.5 Others, specify

16.0 TRANSPORT:
   (a) No good approach road to landing centre
   (b) Inadequate transport facility
   (c) High cost of transport
   (d) Inadequate buying capacity for Aluminum containers and plastic crates.
   (e) Others specify

17.0 PROBLEMS IN SALES:
   (a) Over exploitation by middlemen
   (b) Fluctuations in price
   (c) Inadequate demand
   (d) Low price offered by the buyer
   (e) Delay in payment
   (f) Others if any

18.0 PRESERVATION:
   (a) Inadequate storage facility
   (b) High charge of storing
   (c) Curing facility is not available or inadequate
   (d) Any other specify

19.0 FINANCIAL ASSISTANCE:
   (a) Delayed payment
   (b) Cumbersome legal formalities
   (c) High rate of interest
   (d) Insistence on collateral security
   (e) A Non-friendly attitude of the financial institutions

20.0 What are your general suggestions to improve the overall marketing situation of fish?