

Appendix - B

QUESTIONNAIRE

TITLE : Growth of Fishing Industry in Gujarat
(For the award of Ph.D. degree)
M.S.UNIVERSITY OF BARODA

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Section – I : GENERAL INFORMATION

1.01 Name of the Enterprise

1.02 Address

1.03 Contact No.

1.04 Name of Respondent

1.05 Year of Inception

1.06 Ownership: Own..... Hired..... Partnership.....
Private Limited..... Public Limited.....

1.07 Average Annual Turnover Rs.

1.08 a Capacity Utilization

Installed Capacity	Capacity utilized
a. Processing/day.....MT	
b. Freezing / Day i. IQF.....MT ii. Plate.....MT iii. Blast.....MT	
c. Cold Storage.....MT	

Do you want to increase your plant capacity?

b Yes..... No.....

If YES,

c Processing.....MT

Freezing.....MT

Storage.....MT

1.09 Product Range : (Name)

(a) Fin Fishes

(b) Shrimp

(c) Cephalopods

(d) Other

1.10 Total Number of Employees :

Particulars	Categories wise	Average Wage rate Rs.
Labour		
Technician		
Managerial		
Any other (Specify)		

1.11 No. of working days in year

1.12 Average purchase raw fishes / year in MT

1.13 Average processed / year in MT (Yield)

1.14

a Average wastage / day in MT or Kg.

b Waste Utilization or by products

Whether wastage reprocessed?

Yes..... No.....

c

If YES, Uses of wastage

Name of By products	Total Income	Total Cost
1.		
2.		
3.		

d If NO, how do you dispose this wastage and its income?

OPERATING EXPENSES (2006-07) [Rs. In Lakh]

1. Purchasing of raw fishes & Crustaceans (raw material cost).....
2. Labour wages (labour cost).....
3. Vehicle Expenses (Fuel + Maintenance)
4. Ice (storage cost).....
5. Repairs/Maintenance of Machineries & plant
6. Packing Material Cost
7. Baskets , insulated boxes & others
8. Electricity Bill (electricity cost).....
9. Water Charges
10. Printing & Stationery Expense.....
11. Pre-Processing Charges
12. Processing Cost (Chemical etc)
13. Laboratory & Chemical
14. Bank Charges.....
15. Insurance on goods
16. Government cess.....
17. Duties (Various).....
18. Diesel Generator (Fuel & Maintenance)
19. Staff Welfare Expenses.....
20. Factory & Office Expenses.....
21. CA fees
22. Incidental Expenses
23. Miscellaneous Expenses
24. Any Other (Specify)

MARKETING COST (2006-07) [Rs. In Lakh]

25. Clearing, Forwarding Charges
26. EIA Inspection & Testing Fees.....
27. Telephone bill
28. Internet Charges / Websites Charges
29. Fish Container loading and Uploading cost.....
30. Fish container rent on port.....
31. Advertisement Cost.....
32. Freight Cost
33. Sales commission

TOTAL OPERATING COST

INCOME (2006-07) [Rs. In Lakh]

1. Income by Sale of fish
2. DEPB Income
3. Any other (By-products etc)

1.17 **FIXED COST** (2006-07) [Rs. In Lakh]

1. Salaries (administration cost)
2. License Fees
3. Depreciation.....
4. Interest on past borrowings / capital
5. Insurance Premium
6. Effluent Treatment plant cost.....
7. Municipal Tax.....
8. Company Rent
9. Any other (Specify)

1.18 Gross Profit/Loss.....

1.19 Taxes

1.20 Net Profit/Loss

1.21 Growth

	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07
Qty (Mt)							
Total Income							
Total Cost							

1.22 Ownership of Processing equipments / Facilities

Name of Item	Tick
1. Processing Equipment	
2. Freezing Equipment	
3. Storage Equipment	
4. Transport Equipment	
5 Water Tank	
6. Fishing Boat	
7. Packing Equipment	
8. Generator set	
9. Ice Plant	
10. Computer/laptop	
11. Others (Specify)	

1.23 Item wise (2006-07)

Type of Fishes	Qty (in MT)	Price (in Rs.)	Total Sales (in Rs.)	Total Cost (in Rs.)
1.Frozon Shrimp				
2.Frozon Lob/Lob Tails				
3.Fr.Cuttle/Fillets				
4.Frozon squid				
5.Fresh Frozen fish				
6.Surmi				
7.Live Items				
8.Chilled items				
9. Other items				
TOTAL				

1.24 Item wise - Cost classify (2006-07)

Type of Fishes	Purchase cost of 1 kg.	Labour cost of 1 kg.	Cleaning cost of 1 kg.	Freezing cost of 1 kg.	Packing cost of 1 kg.	Transport cost of 1 kg.	Other cost of 1 kg.	Marketing (Selling) cost of 1 kg.	Total Cost 1 kg.
1.Frozon Shrimp									
2.Frozon Lob/Lob Tails									
3.Fr.Cuttle/Fillets									
4.Frozon squid									
5.Fresh Frozen fish									
6.Surmi									
7.Live Items									
8.Chilled items									
9. Other items									

1.25 **FINANCE**

a Do you face any problems in getting loan? (Difficulty in availing)

(i) Yes (b) No

b If YES, of what kind?

c Do you need finance for anything?

Yes..... No.....

d If YES,

(i) How much?.....

(ii) For What?.....

e Did you take any type of loan for your firm?

Yes..... No.....

f If YES,

Year	Source	Purpose of taking loan	Rate of Interest	Repaid Yes/No

g Total Investment (Rs. in lakhs)

(a)	Investment on Land	Rs.
(b)	Building & Construction	Rs.
(c)	Machineries	Rs.
(d)	Vehicles	Rs.
(e)	Others	Rs.
(f)	Working Capital	Rs.....
	TOTAL	RS.

h Capital and Sources (Rs. in lakhs)

Type of Capital	Own	Share Capital	Family	Friend	Bank	Credit Soc.	Any other (Specify)
Rate of Interest							

Section – II PRODUCTS & PRICES

2.01 a Do you have value added product (VAP) ?

Yes..... No.....

b How many VAP you have?

(i) 2 (ii) 4 (iii) 6 (iv) More than 6

c Names of your VAP :

d Price

Price of Ordinary fish.....

Price of VAP of that same fish.....

Cost.....

e What is the amount of investment for the development of VAP?

f Who inspired to make VAP?

- g Have your sale (Export) increased due to VAP?
Yes..... No.....
- h If YES , then % rises due to VAP?
- | | |
|---------------------|--------------------------|
| (i) Up to 10% | (iv) 30-40% |
| (ii) 10-20% | (v) 40-50% |
| (iii) 20-30% | (vi) More than 50% |
- i What problems have you been facing in the development of VAP?
- | |
|---|
| (i) No knowledge about demand of VAP |
| (ii) No idea about design of VAP |
| (iii) No knowledge about VAP technology |
| (iv) Not skilled labour to implement it |
| (v) Costs of machineries (technologies) are very high |
| (vi) Lack of Finance |
| (vii) It will not give better price than its cost |
| (viii) It is risky to invest VAP |
| (ix) Any other (specify) |
- j What will be your steps for product development?

2.02 **PACKAGING**

- A Do you believe that attractive packing give better price?
Yes..... No.....
- b Change in Price due to improved packing design
- | |
|---|
| Price of Ordinary packing design..... |
| Price of improved packing design of that same fish..... |
| Cost..... |
- c Do you think that you should improve your packing design?
Yes..... No.....
- d What problems have you been facing in the development of packing?
- | |
|---|
| (i) No idea about design of packing |
| (ii) No knowledge about packing technology |
| (iii) No skilled labour to implement it |
| (iv) Lack of Finance |
| (v) Costs of machineries (technologies) are very high |
| (vi) It will not give better price. |
| (vii) It is risky to invest in packing |
| (viii) Any other (Specify) |

QUALITY STANDARD**A E.U.**

a Which quality standard do you follow?

E.U. Non E.U.

b How much have you invested for this?

c Change in Price due to the adoption of quality standard.

Price of Ordinary fish.....

Price of improved quality of that same fish.....

d Do you think that your sales have improved with better quality standard?

Yes..... No.....

If YES, % increase in sales

e Does labour encounter difficulty due to the adoption of quality standard?

Yes..... No.....

If YES, then nature of confrontation?

f Has there ever been any rejection of your shipment for any reason?

Yes..... No.....

g If YES, then

(i) Reason for rejection?

(ii) What measures were adopted by you to correct it?

(iii) Measures adopted for the use of rejected products?

h What problems have you been facing in implementing quality standard?

(i) It increases cost

(ii) It is risky work

(iii) Quality standard makes processing complex

(iv) Any other (specify)

B NON E.U.

a Has there ever been any rejection of your shipment for any reason?

Yes..... No.....

b If YES,

(i) Reason for rejection

(ii) What measures were adopted by you to correct it?

(iii) Measures adopted for the use of rejected products?

- c Do you wish to convert your plant into E.U.?
 Yes..... No.....
- d If YES, (i) To get more market share
 (ii) To get higher price
 (iii) Any other (Specify)
- e If NO, (i) Not needed
 (ii) Lack of Finance
 (iii) It increases costs
 (iv) Quality standard makes processing complex
 (v) It is risky
 (vi) Any other (Specify)

2.04

PRICE REALISATION

- a Who decides the price?
 (i) Importer (ii) Exporter (iii) Market
 (iv) Government (v) Any other (Specify).....
- b Do you get the price of your products as per your expectation?
 Yes..... No.....
- c If NO, Why?
 (i) Due to competition
 (ii) Lower demand in buyer's market
 (iii) Not good taste
 (iv) We do not follow quality standard.
 (v) Unattractive packing
 (vi) Ultimate consumers do not like to pay more prices
 (vii) Variation in the value of rupee
 (viii) Any other (Specify)

2.05

RAW MATERIAL

- a Do you get raw material at reasonable price?
 Yes No
- b If NO,
 Why?.....

- c Sources of Raw materials
 (i) Local Market (ii) State Market (iii) National Market
 (iv) Import from other countries (v) Any other (Specify)

d Where do you buy fish from?

Supplier	% of raw material purchased
Fishermen	
Commission Agent (Supplier)	
Co-operatives	
Others	

e Do you collect raw fish from the nearby fish landing centres?

Yes..... No.....

f If YES,

(i) What are the places from where you buy the raw material?

(ii) What are the advantages from buying the material this way?

g

Do you face any problems in getting the raw materials? (Fishes & Packing Material Etc.)

i (a) Yes (b) No

If YES, of what kind?

Fishes :

Packaging Material :

j

How do you build your chain of raw material supplier?

- (i) Through company personnel
- (ii) Through Friends & relatives
- (iii) Through existing supplier
- (iv) Convincing the competitors' suppliers
- (v) Any other (Specify)

k

How do you maintain relations with fish (raw material) suppliers?

- (i) By offering advance payments
- (ii) By quick payment
- (iii) By offering competitive price
- (iv) Any other (Specify)

l Do you get enough raw fish?

Yes..... No.....

m

If NO, then what do you think is the reason for it?

n

Do you have your own boats for fishing (raw material)?

Yes..... No.....

o

If YES, How many

p

If NO, do you have any plans of buying in future?

Yes..... No.....

- q How do you buy the raw material?
- (i) In bulk (ii) As per requirement (iii) Any other
- r Source of Primary Product :
- (i) MARINE..... (ii) INLAND..... (iii) AQUACULTURE.....
- s Why don't you take inland fish for export?
- (a) No demand at abroad
 (b) Not enough supply of inland fish
 (c) Demand but at lower price
 (d) Any other (Specify)

Section – III MARKETING

- 3.01 a Who are your customers?
- (i) Consumers directly (v) Co-operatives Societies
 (ii) Retailers (vi) Fish Processors
 (iii) Wholesalers (vii) Govt. Agency
 (iv) Agents (viii) Any other (Specify)
- b Mode of Selling
- (i) Immediately after processing (ii) In 2-3 days
 (iii) In Week (vi) Any other not included above
- c Mode of Payment
- (i) Immediately after selling (ii) Within a week (iii) Within a fortnight.....
 (iv) Within a month (v) Any other (Advance etc.)
- d Did you lose your payment anytime?
- Yes No
- e Source of Market Information (Buyer contact)
- (i) By company personnel (v) Competitors/Co-exporters
 (ii) MPEDA (vi) Agents / Brokers
 (iii) Trade journals (vii) Buyer contacts you for the order
 (iv) Association (viii) Any other (Specify)
- f Negotiation
- (i) Very Tough (ii) Tough (iii) General (iv) No Negotiation
- g In which aspect mainly do the negotiations take place?
- (i) Price (ii) Quality (iii) Packing (iv) Any other (Specify)

- h How do you maintain relation with existing customers?
- (i) Assured Quality (v) Maintaining Personal Relations
- (ii) Assured Supply (vi) Responding positively to the changes suggested by customers
- (iii) Timely Response (vii) Any other (Specify)
- (iv) Price Benefit

- i Market Channel (Give Order)

	Order	Price of Pomfret
Fishermen		
Commission Agent (Supplier)		
Processor		
Consumers		
Wholesaler		
Retailer		
Any other (Specify)		

- j Do you have plans to increase your sales in future?
- Yes No
- If YES, then how
- k (i) By Advertising plan (ii) Sales Promotional Plan
- (ii) Personal selling plan (iv) Any other (Specify)
- l Do you have any plans to process other type of fishes which you do not process presently?
- Yes No
- m If YES, please explain your plans in detail

3.02 **OVERSEAS MARKETS**

- a Do you have information about the price of different markets of the world?
- Yes..... No.....
- b If YES , Source of Information
- c Do you have information of demand of different markets of the world?
- Yes..... No.....
- d If YES, Source of Information

e Magnitude & Direction of Export (2006-07)

(What type of fishes do you export and where)

Name of place	Type of fish	Qty. in MT.	Average price Rs/US \$	Freight Rate/Per Container
S.E.A.				
E.U.				
JAPAN				
U.S.A.				
M.E.				
CHINA				
DOMESTIC				
ANY OTHER				

TYPE OF FISH : 1.Frozon Shrimp 2.Frozon Lob./Lob. Tails 3.Fr. Cuttle / Fillets 4.Frozen Squid
5. Fresh Frozen Fish 6.Surmi 7.Live Items 8.Chilled Items 9.Others Item

f Why have you selected particular country as market for your product?

g Do you face problem in selling your fish in overseas market?

Yes No

h If yes, What kind of

Section – IV INFRASTRUCTURE FACILITIES

4.01 • ELECTRICITY

a1 Are you satisfied with electricity service?

Yes..... No.....

If NO,

a2 (i) Why?

a3 (ii) Do you think that it has any financial implications for your firm?

Yes..... No.....

a4 If YES, then what kind of?

• WATER

b1 How much water do you need daily?

b2 Do you get sufficient water for fish processing timely?

Yes.....No.....

b3 If NO, then what problems do you face due to non availability / insufficient water?

b4 Do you have your own arrangement for water?

Yes.....No.....

b5 Have you invested for water resources?

Yes.....No.....

b6 If YES, amount of investment (Rs.).....

• TRANSPORTATION

c1 Who bears? Buyer..... Seller.....

c2 Means of Transportation?

(i) By Ship (ii) By Air (iii) By Rail

c3 Time Spent (in days).....

c4 Do you face problem of delay in shipment?

Yes..... No.....

c5 If YES, then reasons for delay and financial burden due to delay? (For the last financial year)

c6 Do you face any other problem(specify)

c7 What measures do you adopt to reduce your transportation cost?

• BANKING

d1 Do you face any problem in banking procedure?

Yes..... No.....

d2 If YES, What kind of...

d3 Do you feel that bank charges or bank interest are high?

Yes..... No.....

d4 If YES, What kind of...

• OTHERS

e1 Do you confront problems related to any other infrastructures facility?

(i) Insurance (ii) Training (iii) No MPEDA office
(iv) No Direct shipment facility (v) Any other (Specify).....

e2 Do you have qualified & experienced personnel required for maintenance & repair of fish processing unit?

Yes..... No.....

Section – V GOVERNMENT AND INDUSTRY

5.01 a What kind of help do you expect from government organizations?

- (i) For development of value added products
- (ii) Easy availability of raw fish
- (iii) Advertisement in foreign market
- (iv) To find out export market
- (v) To get better price of same product
- (vi) Provide infrastructure facility
- (vii) Adoption of advanced technology
- (viii) To make legal procedures easy
- (ix) Financial support
- (x) Simplicity rules for international market /
Reduction of tariff & non tariff barriers
- (xi) Any other (Specify)

b Have you received any financial or technical help from government?

Yes No

c If YES, please give details, nature of help

d Do you export under duty exception scheme (DEPB)?

Yes..... No.....

e If NO, Why?

f Did you receive benefit given by government due to rupee appreciation?

Yes..... No.....

g If YES, please give details

h Payment to Government from fish processors. (Yearly)

- (i) Taxes Rs.....
- (ii) License Fees Rs.....
- (iii) Registration Fees Rs.....
- (iv) Penalties Rs.....
- (v) Any other (Specify) Rs.....

Taxes means all type of taxes, such as Income Tax, Excise Duty, CST, VAT, Prof. Tax, Govt. Cess, Services Tax, Municipal Tax etc.

i Are there any government welfare schemes for fish processing industry?

Yes..... No.....

If YES, then which are these schemes

j Have you received any financial incentives / subsidies?

Yes..... No.....

k If YES,

Year	Source	Amount Rs.

l Do you feel government should introduce any other welfare scheme for fish processing industry?

Yes..... No.....

m If YES, Please specify

Section – VI PROBLEMS AND CHALLENGES

6.01 What are the biggest problems facing fish processing industry today?

(Rank 1 to 13 in order of Magnitude)

Inadequate Value Added Products	
Strict Quality Standards	
Inadequate Supply of Raw material (Fish)	
Low Price Realization	
Trade Barrier (Tariff & Non Tariff)	
Inadequate Infrastructure Facilities (Transport,Communication,Electricity,Training Institutes etc)	
Inadequate Finance & Welfare Measures	
Tough Competition	
No Information about Foreign Market	
Strict Legal procedures	
High Operational Cost	
Poor Government Support	
Any Other (Specify) (such as Rupee Appreciation etc.)	

COMPETITION

- a Do you face competition?
- (i) Yes (ii) No (iii) Too less
(iv) Neither too much nor too less (v) Very High
- b During the last 10 years, has the competition in your business
- (1) Increased..... (2) Decreased..... (3) Remained same.....

c

Who are your Competitors	Local	Within the State	Within the Country	
			Domestic	Multinational
1. Large Scale Producers				
2. Small Scale Producers				

- d Do you feel that your competitors' products are superior?
- Yes..... No.....

e If YES, in what way

	Items			Items	
i.	Low raw-material cost		v	Labour efficiency	
ii	Better quality of products		vi	Selling and Marketing Organization	
Iii	More advanced machinery		vii	Cheap banking and Credit Facility	
Iv	Lower transportation cost		viii	Any other (Specify)	

- f Has this competition in any way affected your market share?
- Yes..... No.....

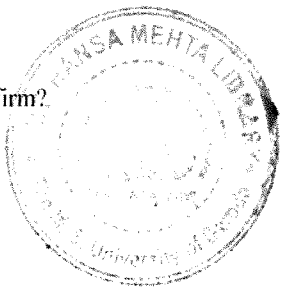
g If YES, then extent of market affected

- (i) Less than 10%
(ii) Less than 25% but more than 10%
(iii) 25-50%
(iv) 50-70%
(v) More than 70%

- h What efforts have been made by you to meet the competition?

6.03 **LEGAL PRODUCERES**

- a Do you face any problems due to legal procedures related to your firm?
 Yes..... No.....
- b If YES, What kind of...
- c Have you ever incurred financial loss due to legal procedures?
 Yes..... No.....
 If YES, please give details



6.04 **TARIFF & NON TARIFF BARIERS**

- a Are there any tariff and tariff barriers?
 Yes..... No.....
- b If YES, please give details
- c Do you face Any problems due to tariff & non tariff barriers?
 Yes..... No.....
- d If YES, give details

6.05 **FUTURE**

- a What potentialities do you foresee for your products?
 (1) Increase..... (2) Decrease..... (3) Remain same.....
- b What are the problems you feel you are likely to face in future?
 (i) Scarcity of raw material (ii) Low price realization
 (iii) Increase competition (iv) Any other (Specify)
- c Why?
- d How do you think the problems can be solved?
- e Any other Comments :

Place

Date

Researcher’s Signature