**Baseline study for Fisheries Development in Telangana State**

**Questionnaire for Wholesalers**

**Name of the wholesale market: ……………………………………………………….**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Geo code** |  | **Latitude** |  | **Longitude** |  |

* **Field survey team**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Name** | **Signature** | **Place** | **Date\*** |
| * **Enumerator** |  |  |  |  |
| * **Team Leader** |  |  |  |  |
| * **Expert** |  |  |  |  |

**\*Enumerator to record the date of collection of the data and team leader / expert to indicate the date of checking / validation of the questionnaire**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1.0** | **District** |  | **Town/ city** |  | | | Location |  |
| **2.0** | **Name of the wholesaler** | | | |  |  | | |
| **3.0** | **Whether sole trader** | | | |  |  | | |
| **4.0** | **Partnership firm** | | | |  |  | | |
| **5.0** | **Other(specify)** | | | |  |  | | |

**4. Since how long in the Fish Trade?**

1. **<5 years……………… b)5-10 years ………………. c)>10 years …………………….**

**5. Do you have an integrated fish sale unit along with live- stock and other produce? If yes, what produce/ products you sell apart from Fish? Yes/ No.**

**If yes, pl. provide details**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Type** | **Turnover/year** | | **Share in the total** | |
| **Quantity** | **Value** | **Quantity** | **Value** |
| 1. | River/cultured/reservoir fish |  |  |  |  |
| 2. | Marine Fish |  |  |  |  |
| 3. | Meat and poultry |  |  |  |  |
| 4. | Others (Specify) |  |  |  |  |

**6 From where do you procure fish?**

**Aggregators / reservoir Societies/ Tank Fishermen societies/ outside the area/ neighboring**

**state/s/ Others (specify):----------------------**

**7 Average quantity of fish procured (in Kgs):**

1. In a week :-------------- c.) In a fortnight :-----------------------
2. In a month: ----------- d.) annually: -----------------------

**8 Major fish species procured by you (order of volume)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Fish Species** | **Procurement price Rs./kg** | **Transportation cost** | **Total cost**  **(in Rs.)** | **Remarks** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

**9. According to you what are the fish species of demand in the order of priority**

**1.**

**2.**

**3.**

**4.**

**10. What is the share of banned exotic fish species in the market arrivals and sale?**

|  |  |  |  |
| --- | --- | --- | --- |
| **Name of banned exotic fish species** | **Quantity of arrivals:** | **Market retail prices/kg:** | **Total business value** |
| African cat fish |  |  |  |
| Pacu |  |  |  |
| Others (specify) |  |  |  |

**11. What are your comments on the demand for these fish species?**

**12. Number of days of trading in a year**

1. About 300 days
2. 270 days
3. 240 days
4. 180 days
5. others (specify)

**13. Average sale of fish by you (species wise volume with price/kg)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Fish species** | **Weekly sale** | | **Monthly sale** | | **Quarterly sale** | | **Annual sale** | |
| **Volume** | **value** | **Volume** | **value** | **Volume** | **value** | **Volume** | **value** |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |

**14. Methods in the procurement of fish from the fishers/ suppliers**

1. Lining credit (stocking advances) to societies/fisher-groups/leased in contractor /aggregators
2. Offering/contracting on a assured/fixed price to the supplier
3. Traditional contacts
4. Directly participating in the tender/auctioning system
5. Open market buying from the society/fisher groups

**15. What is average cost of procurement and sale /day/ week/month**

1. Cost of equipments and consumables such as :

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Cost particulars** | **Total cost/day/week** | **Remarks** |
| 1 | Procurement/grading and loading and unloading |  |  |
| 2 | Transportation and storage |  |  |
| 3 | Marketing charges (cess paid to the municipal council/GP /commission paid |  |  |
| 4 | Rent/electricity/water and others |  |  |
| 5 | Total |  |  |

1. **Number of Labour for unloading, loading, sale counter management, cash transaction, and other misc. Labour**

**c. Fixed overheads such as**

1. Rent for market premises :
2. Watch and ward:
3. Water and power:
4. Fixed overhead expenses(salaries and wages to regular workers)
5. Commissions :
6. Taxes and other statutory charges:
7. Interest on borrowed capital:
8. Any others (specify):

**16. Your average level of turnover**

Per day Rs.:

Quantity (in tons):

Value :

**17. Do you find any change in consumer preference in recent years in terms of Quality/price range/cleanliness of place of sale/ market**

If yes, what in your opinion needs to be done by the Government to cater to the changing demand

1

2

3

**18. Do you find that the consumers are gradually moving from cost-based consumption to quality based consumption Yes/ No**

If yes, what are the driving factors?

1

2

3

**19. Do you maintain details of your main clients: retailers/ mobile vendors/retail shops/ shops in the mall/super markets Yes/ No**

If yes, how you coordinate

If no why?

**20. Facilities available in your unit for trading in fish and other produce**

* Cold storage (number and capacity):
* Ice plant( number and capacity):
* Storage/ Go-downs ( number and area) :
* Vehicles (including cold chain)for procurement(Number and capacity):
* Other equipments like weighing scales etc:
* Other equipments such as

|  |  |  |  |
| --- | --- | --- | --- |
| **Sl.No.** | **Resources** | **Number** | **Cost/year(Rs.)** |
| i. | Baskets/boxes |  |  |
| ii. | Tarpaulin |  |  |
| iii. | Icingbox |  |  |
| iv. | Woodenbox |  |  |
| V | Display unit |  |  |
| Vi | Others(specify) |  |  |

**21.In case your market is located in any rented premises, Who owns the fish market in which you are selling the fish and how it is administered?**

* 1. Local Municipal council:
  2. Gram Panchyat:
  3. Private company:
  4. Self owned building :

1. **Use of technology**

Type of communication technology you normally use for contacting your suppliers and buyers? Mobile phone/whatsapp messages/others

1. **Do you think the adoption of mobile technology has led to\_\_\_\_\_\_\_\_\_\_**

**(Rank in the order of importance)**

1. Better/competitive price to farmers
2. Reduced the cost of marketing services
3. Reduction in retail price
4. Quick payment of sale value
5. Regular supply of fish to the consumer

**24. Are you aware of any fish markets where fish is a notified commodity like agricultural products? If yes please state\_\_\_\_\_\_\_\_\_\_\_**

**25. Do you find there is significant increase in demand for specific variety of fish ? yes/No. if yes, please elaborate**

**26. Do you face problems of shortage or glut in the market Yes/ No**

If yes, what are your problems in relation to?

1. Shortage of fish (seasonal) :
2. Glut in market (seasonal):

**27. Do you get desired support from the Government/ Statutory Bodies yes/No**

If yes, please elaborate:

**28. Do you feel that the Government should provide support and regulate fish trade yes/No. If yes, please elaborate**

**29. What is your feedback on existing infrastructure in the wholesale market? What are the lacunae and constraints?**

**29. What are your suggestions to improve the fish markets?**

* 1. Bring fish within the purview of regulated market legislation
  2. Develop guidelines for the management of fish markets by the wholesalers/retailers
  3. Construction of modern fish markets to be managed by the retailers
  4. Any Others (specify): \_\_\_\_\_