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

**Schedule for Consumer Response – (Rural Consumers)**

**Name of respondent:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **District** |  | **Mandal** |  | **Village/landing centres** |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **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 Socio-demographic characteristics**

|  |  |  |
| --- | --- | --- |
| 1.1 | Are you head of household? | ❑ Yes ❑ No |
|  |  |  |
|  |  |  |
|  |  |  |
| 1.2 | Gender | ❑ Female ❑ Pregnant women❑ Male |
| 1.3 | Age (in years) |  |
| 1.4 | Marital status | Married/un married |
| 1.5 | House hold details | Total number of households: |
| Older than 65 years: |
| Younger than 5 years: |
| 1.6 | Education | * Illiterate |
| * Primary and secondary schooling |
| * Practical Education |
| * Bachelor’s degree |
| * Master’s degree |
| * Others: |
|  |  |  |
| 1.7 | Employment status | Unemployed / Employed/ Self-Employed (Mention: \_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Retired/ Others: |
| 1.8 | Occupation | Agriculture/ Business/ Trading/ Salaried/ Others |
| 1.10 | No. of working members |  |
| 1.11 | Household income per month | * BPL |
| * Rs. <50,000/ Rs. 50,000-1 lakh/ Rs. 1-5 lakh/ Rs. > 5 lakh |

* + 1. Family Expenditure on food/ month : Rs.----------------------------

1.1.3 If Non-vegetarian: preference a) meat b) fish c)both

**2.0 Consumer’s consumption pattern**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Fish species | Quantity  Consumed by family in kgs (Per capita  Per time) | Frequency in eating  Daily (1); 2-3 times a week (2); once a week (3); once a month (4); once in several months (5) | | | | | Quantity (in Kg) in accordance to frequency |
|  |  | 1 | 2 | 3 | 4 | 5 |  |
| * Catla |  |  |  |  |  |  |  |
| * Rohu |  |  |  |  |  |  |  |
| * Mrigal |  |  |  |  |  |  |  |
| * Common crap |  |  |  |  |  |  |  |
| * Grass crap |  |  |  |  |  |  |  |
| * Sliver carp |  |  |  |  |  |  |  |
| * Murrels |  |  |  |  |  |  |  |
| * Catfishes |  |  |  |  |  |  |  |
| * Pangasius |  |  |  |  |  |  |  |
| * Tilapia |  |  |  |  |  |  |  |
| * Others (specify) |  |  |  |  |  |  |  |
| **Total** |  |  |  |  |  |  |  |

2.1 What are the fish variety wise preferences? List in the order of priority

2.2 What are the reasons for these priorities?

* Easy availability in the local market
* Traditionally branded fish for consumption
* Special Taste
* Low cost/ kg
* Available in fresh conditions
* Locally produced from the rural water bodies
* Any others ( specify)------

2.3 What is the preference for the banned species of freshwater fishes?

2.4 Why the demand for these varieties is comparatively lesser than carp fishes

2.5 Can you quantify your household consumption per month Yes/ No

If yes, please give trends in consumption (monthly)

|  |  |  |  |
| --- | --- | --- | --- |
| **Quantity** | **5 years ago** | **now** | **increase/decrease** |
| 1. 20 kgs |  |  |  |
| 1. 30 kgs |  |  |  |
| 1. 40 kgs |  |  |  |
| 1. >40 kgs |  |  |  |

**3.0 Consumer’s perceptions/ beliefs**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **Strongly agree** | **Strongly disagree** |
| * Fish is nutritious |  |  |
| * Fish is healthy |  |  |
| * Fish is tasty |  |  |
| * Fish available at lower price |  |  |
| * Any others (specify) |  |  |

**3.1 Source from where fish is bought:**

1. Local Market
2. Purchased from itinerant vendors
3. From wholesale market
4. Others(specify)

**3.2 Trends in consumption (quantity) in the last five years)**

1. Increased by 25%/ 50%/ doubled
2. Decreased by 25% / 50%
3. Neither increased nor reduced

**3.2.1 If increased, reasons for the same**

1. Improved income and better propensity to consume
2. Reduced price for fish
3. Preference of households
4. Growing children
5. Others (specify)

**3.2.2 If reduced, reasons for the same**

1. Household earnings reduced
2. Increase in prices of fish
3. Consumption habits changed towards Vegetarian food
4. Others ( specify)

**3.3 Common barriers for consumption of fish**

1. High /unaffordable price
2. Smell/ bones/ bad taste
3. Unavailability of preferred fish variety/products
4. Preparation difficulties
5. Conservation (means risk of depleting fish stock)
6. Preparation difficulties
7. Short shelf (storage) life
8. Difficulties in assessing the quality
9. Religious reasons

|  |  |  |
| --- | --- | --- |
|  | **Scoring 1-5 scale** | |
| * Price of the products |  |  |
| * Smell |  |  |
| * Bones |  |  |
| * Bad taste |  |  |
| * Unavailability of preferred fish variety/products |  |  |
| * Preparation difficulties |  |  |
| * Preparation time |  |  |
| * Conservation (means risk of depleting fish stock Preparation difficulties) |  |  |
| * Freshness (means short shelf (storage) life) |  |  |
| * Difficulties in evaluating the quality |  |  |

**“No barrier” (1) “very big barrier” (5)**

3.4 What are your expectations on the market players in support of selling quality fish at competitive prices?

3.5 What are your expectations on the Department of Fisheries and other supportive institutions in enhancing fish consumption, hygienic marketing, product development and marketing etc.?

3.6 What are your suggestions to overcome the above consumer barriers at local levels?

3.7 Do you get desired species of fish locally? Yes / No

If no, do you buy your preferred fish from outside the village

3.8 Do you feel that the fish trade needs to be regulated to ensure fair price Yes/No