

Service: Easy availability of good quality vegetable seeds in the market

Sub-sector: vegetables

Date:

QUESTIONNAIRE FOR SUPPLY SIDE ASSESSMENT

Name of interviewee:

Address:

Telephone No:

Type of business:

Years in business:

No of employees: skilled unskilled

Name of interviewer:

Introduction: We at IDE and Katalyst are jointly conducting a study. After carrying out extensive research in large areas of Rangpur, people have informed us about the shortage of quality seeds in the market. We would like to explore this issue in greater depth by understanding the specifics of the problem and investigate possible solutions. We trust you will participate in our discussion.

Constraints:

1 (a) What kind of obstacles are you facing with regards to supplying good quality seeds (local/hybrid) to farmers and dealers? (early, seasonal, late, off-season, promotion, investment, storage, credit facilities, communication network, pricing and package sizes, etc).

2 (a) What are you doing to solve this problem at present? What else should be done?

3 (a) How do you procure your supply of seeds from farmers/dealers? (Distribution network, initiatives, credit facilities, dealers come and deliver, how transport costs are borne, middleman).

4)

(a) How do you procure/buy your seeds? (cash, cash + credit, credit, embedded charges, from whom?)

(b) How do you purchase your seeds (cash, cash + credit, credit, embedded charges, others)?

5)

(a) What types of seeds do you buy/procure (farmer/trader, others)

Vegetable	Variety	Local/Hybrid	Quantity	Time of Purchase	Farmer/Dealer
Bitter Gourd					
Cauliflower					
Cabbage					
Tomato					
Pointed Gourd					
Total					

(b) Information on package (ingredients, expiry-date, date of manufacture, user guidelines, dosage, storage guidelines, etc).

(c) In what form do you buy your seeds (loose capacity, sealed packaging)?

6) What kind of support services do you provide your customers (information, transport, credit facilities, after-sales services, guarantee and others)?

7) How many seed dealers are there apart from you (provide detailed addresses)? Of these, who are the sellers of good quality seeds? Which dealer sells which variety? Has the total number of dealers increased or decreased in the past three years? Why?

User Trends:

8)

a) What is the average land size of the farmers who buy your seeds (marginal: <50 decimals; small: 50 decimals – 1 acre; medium: 1 acre – 3.5 acre)?

b) How many customers (farmers/dealers) do you have in total?

c) What is the quantity of seeds (local/hybrid) you sell in a year and what is their total value (according to variety and total selling price in Taka over a three-year period)? Do you feel the demand for seeds (local/hybrid) is gradually increasing?

Vegetable	2002		2001		2000	
	Quantity	Price	Quantity	Price	Quantity	Price
Bitter Gourd						
Cauliflower						
Cabbage						
Tomato						
Pointed Gourd						
Total						

d) What types of seed (local/hybrid/variety) record the highest demand in the market?

9) How many farmers in your working area are able to procure good quality seeds (according to variety)? In what quantity?

10) How do you know about the nature (quality, variety, quantity) of customer demand?

11) How do buyers know that you sell/supply seeds?

12) Generally, what types of complaint do you receive about seeds from farmers?

13) What are your business plans for the future?

