ANNEXURE I

“Market Survey of Micro Irrigation in Jamnagar District”
(Dealer’s Questionnaire)

QUESTIONS TO DEALER

<table>
<thead>
<tr>
<th>Name</th>
<th></th>
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<tbody>
<tr>
<td>Contact No.</td>
<td></td>
</tr>
<tr>
<td>Shop Name</td>
<td></td>
</tr>
<tr>
<td>Address</td>
<td></td>
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</tbody>
</table>

1. According to your point of view which promotional activity is best?

<table>
<thead>
<tr>
<th>Promotional activity</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Farmer meeting</td>
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<tr>
<td>Field demonstration</td>
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</tr>
<tr>
<td>Fair and exhibition</td>
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<tr>
<td>Wall painting/ Poster/Banner</td>
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<tr>
<td>Television advertisement</td>
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<tr>
<td>Newspapers</td>
<td></td>
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<tr>
<td>Others (Demo van, etc)</td>
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</tbody>
</table>

2. Expectation from company?

<table>
<thead>
<tr>
<th>Expectation</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>More subsidy</td>
<td></td>
</tr>
<tr>
<td>Margin</td>
<td></td>
</tr>
<tr>
<td>Good quality</td>
<td></td>
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<tr>
<td>Price</td>
<td></td>
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<tr>
<td>Promotional scheme</td>
<td></td>
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<tr>
<td>Service</td>
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</tbody>
</table>

Your valuable suggestions

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Signature ...............................................

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