

***Market Survey Toolkit***

# Market Survey:

Market survey is imperative to understanding your target market, increasing sales, and spearheading business growth. Conducting market survey on a regular basis is important to keep up with current market trends and maintain their competitive edge. Because today’s market trends are constantly shifting and changing. Market survey also helps businesses create offerings that either fill a void or provide better value than those already available. Potential products and services can be evaluated against current market offerings, as well as tested before a full-scale market launch. This will help the FPO’s manage their valuable resources, saving their time and money for only those offerings best suited to favourable outcomes. It is important to visit the shortlisted blocks and engage with various stakeholders to gather primary insights and information.

**Objective:**

* To check the feasibility of the market for sales of produce produced by FPO’s
* To identify the prospective buyers/vendors and to create a database of the same.
* To gather and analyze the list of requirements & eligibility criteria’s for availing the market facility.
* Help to understand **Trading practices & price variations of respective produce**
* **Support to create business plan of FPO’s as per requirement of market demand.**

**Frequency of market survey:**

* Once in 3yrs in-depth survey will be conducted.

**Output:**

* Enabling FPO’s to create business plan keeping in mind the market demand and supply trends.
* Exploring opportunities of trading in local market/APMC Mandis

**Categories of market:**

* Local market (Retail seller & Trader)
* Regional market (APMC Mandi’s)
* Value Chain Enablers

# Process Checklists & Templates

### Checklist for engagement with Local Markets

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| S. No | Questionnaire | Response | | |
| A | **For Retail seller** |  | | |
| 1 | Name of block |  | | |
| 2 | Name of Haat |  | | |
| 3 | Day |  | | |
| 4 | Frequency in a week |  | | |
| 5 | What major crop do you sell? |  | | |
| 6 | **Season** | **Quantity** | **Rate of sell** | |
| 6.1 | **Kharif** | | | |
|  | Crop 01 |  |  | |
|  | Crop 02 |  |  | |
|  | Crop 03 |  |  | |
|  | Crop 04 |  |  | |
|  | Crop 05 |  |  | |
| 6.2 | **Rabi** | | | |
|  | Crop 01 |  |  | |
|  | Crop 02 |  |  | |
|  | Crop 03 |  |  | |
|  | Crop 04 |  |  | |
|  | Crop 05 |  |  | |
| 6.3 | **Summer** | | | |
|  | Crop 01 |  |  | |
|  | Crop 02 |  |  | |
|  | Crop 03 |  |  | |
|  | Crop 04 |  |  | |
|  | Crop 05 |  |  | |
| 7 | Which crop/vegetables is sold readily in this market and in which month | Vegetable/crop 01 | Vegetable/crop 02 | Vegetable/crop 03 |
|  | Month |  |  |  |
| 8 | Which crop/ vegetable has the highest demand in this market and in which month | Vegetable/crop 01 | Vegetable/crop 02 | Vegetable/crop 03 |
|  | Month |  |  |  |
| 9 | Which crop/vegetable is coming from the outside market (outside block) and from how far? | Vegetable/crop 01 | Vegetable/crop 02 | Vegetable/crop 03 |
|  | Distance (km) |  |  |  |
|  | How do you bring your produce to the market? |  |  |  |
|  | Cost of transportation for bringing vegetable in the market |  |  |  |
|  | Is the produce from your own field or purchased from other farmer/trader? |  |  |  |
| B | **For Trader** |  |  |  |
| 1 | Name of block |  |  |  |
| 2 | Name of Haat |  |  |  |
| 3 | Day |  |  |  |
| 4 | Frequency in a week |  |  |  |
| 5 | What major crop do you procure? |  |  |  |
| 6 | **Season** | **Quantity** | **Rate of procurement** | |
| 6.1 | **Kharif** | | | |
|  | Crop 01 |  |  | |
|  | Crop 02 |  |  | |
|  | Crop 03 |  |  | |
|  | Crop 04 |  |  | |
|  | Crop 05 |  |  | |
| 6.2 | **Rabi** | | | |
|  | Crop 01 |  |  | |
|  | Crop 02 |  |  | |
|  | Crop 03 |  |  | |
|  | Crop 04 |  |  | |
|  | Crop 05 |  |  | |
| 6.3 | **Summer** | | | |
|  | Crop 01 |  |  | |
|  | Crop 02 |  |  | |
|  | Crop 03 |  |  | |
|  | Crop 04 |  |  | |
|  | Crop 05 |  |  | |
| 7 | Which crop/vegetable is sold readily in this market and in which month | Vegetable/crop 01 | Vegetable/crop 02 | Vegetable/crop 03 |
|  | Month |  |  |  |
| 8 | Which crop/vegetable has the highest demand in this market and in which month | Vegetable/crop 01 | Vegetable/crop 02 | Vegetable/crop 03 |
|  | Month |  |  |  |
| 9 | Which crop/vegetable is coming from the outside market (outside block) and from how far? | Vegetable/crop 01 | Vegetable/crop 02 | Vegetable/crop 03 |
|  | Distance (km) |  |  |  |
| 10 | Which crop/vegetable do you procure from this market? | Vegetable/crop 01 | Vegetable/crop 02 | Vegetable/crop 03 |
|  | Month |  |  |  |
| 11 | Where do you sell this crop/vegetable? | Vegetable/crop 01 | Vegetable/crop 02 | Vegetable/crop 03 |
|  | Name of market and Km |  |  |  |
| 12 | How do you take crop/vegetable to the market? |  |  |  |
| 13 | Cost of transportation for taking crop/vegetable in the market |  |  |  |
| 14 | What crop/vegetable has highest potential in the block and quantity? | Vegetable/crop 01 | Vegetable/crop 02 | Vegetable/crop 03 |
|  | Quantity in MT |  |  |  |
| 15 | No of trader in the market |  |  |  |

### Checklist for Engagement with Regional Market

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| S. No | Questionnaire | Response | | | | |
| 1 | Name of the market |  | | | | |
|  | District |  | | | | |
|  | State |  | | | | |
|  | Is it a daily /weekly market? |  |  |  |  |  |
| 2 | Distance |  | | | | |
| 3 | No of commission agent (Gaddi) in the market |  | | | | |
| 4 | Vegetable/crops which are sold in the market |  | | | | |
| 5 | Name of the place from where the vegetables are coming |  | | | | |
| 6 | Who is selling the produce? Farmer, commission agent or trader |  | | | | |
| 7 | What is the estimate of produce being sold | **Quantity (MT)** | | | | |
|  | Crop 01 |  | | | | |
|  | Crop 02 |  | | | | |
|  | Crop 03 |  | | | | |
|  | Crop 04 |  | | | | |
|  | Crop 05 |  | | | | |
| 8 | Does the market has following infrastructure? (Yes/ No) | | | | | |
|  | Sorting and grading space |  | | | | |
|  | Staying facility in night |  | | | | |
|  | Electronic weighing balance |  | | | | |
|  | Toilets and bathrooms |  | | | | |
| 9 | When does the market open ie timing of market say 6-8 am |  | | | | |
| 10 | Pls specify any regulation in the market if any |  | | | | |
| 11 | **Interview- commission agent** | | | | | |
| 11.1 | What vegetable/crops does he sells from his gaddi? | **Quantity (MT)** | **Which month** | **Coming from which place** | **Distance in KM** | **which market it will go or will be consume locally** |
|  | Crop 01 |  |  |  |  |  |
|  | Crop 02 |  |  |  |  |  |
|  | Crop 03 |  |  |  |  |  |
|  | Crop 04 |  |  |  |  |  |
|  | Crop 05 |  |  |  |  |  |
| 11.2 | What is the payment modality? Cash or transfer |  |  |  |  |  |
|  |  |  |  |  |  |  |
| 13 | **Interview - buyer** | | | | | |
| 13.1 | What crop/vegetable does she/he purchase in this market? | **Quantity (MT)** | **Which month** | **where he will sale (locally or take it to other market** | **Distance in KM if other market** |  |
|  | Crop 01 |  |  |  |  |  |
|  | Crop 02 |  |  |  |  |  |
|  | Crop 03 |  |  |  |  |  |
|  | Crop 04 |  |  |  |  |  |
|  | Crop 05 |  |  |  |  |  |

## Market Survey Tool for Value Chain Enablers / AE’s

**GENERAL** MARKET INFORMATION

1. **Market identification:**
2. Name:
3. Exact location of market:
4. Street:
5. District:
6. **Responsible agencies**
7. Name of the agency or body (e.g. municipality, local government, etc.):
8. Immediately responsible for management of the market:
9. If more than one agency is involved in different aspects of market operations the name should be given of each agency and its responsibilities:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Sl. No. | ownership | supervision | taxation | management | operation |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

1. **Frequency of operation:**
2. Whether the market opens daily: Yes/No
3. Twice a week: Yes/No
4. Once a week: Yes/No
5. **Catchment area**
   * 1. District Served (Source of Agricultural Produce):
     2. Districts Served (Destination of Agricultural Produce):
     3. Distance covered in Kms (Source of Agricultural Produce):
     4. Distance covered in Kms (Destination of Agricultural Produce):
6. **Market fees and other charges**

a. What is the mechanism for the collection of market fees and other charges/ceases, including rents:

* who pays - buyer or seller?
* on what basis - per head, per shop, by unit weight or by value?
* how much is it in value (per head, per unit weight, etc.)?
* how is it collected - at the gate, by the collector in the market yard, or at the time of settling the account?
* who collects it market staff, traders contracted collectors?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Fees** | **Who pays?** | **On what basis?** | **How much?** | **How is it collected?** | **Who collects it?** |
| Market fee |  |  |  |  |  |
| Grading fee |  |  |  |  |  |
| Weighing fee |  |  |  |  |  |
| Storage fee, etc. |  |  |  |  |  |

**DESCRIPTION OF SELLING PROCESS @ MARKET**

| Question | Response |
| --- | --- |
| How do they arrive at the mandi? |  |
| What is the process to sell? | 1. Auction 2. Based on Weight 3. Truck Load 4. Commissioning |
| Who are they sold to? | 1. Institutional Buyers: 2. Wholesale Buyers: 3. Retail Buyers: |
| Who are the main actors? Roughly how many are there of each type? | 1. COMMISSION AGENT: 2. BROKER: 3. TRADER: |
| What services are provided at the mandi? *(Answer Yes / No)* | 1. LOADING 2. UNLOADING 3. PACAKAGING 4. STORAGE 5. GRADING OF PRODUCE 6. OTHERS: |
| What is the cost associated with access to above mentioned services? | 1. LOADING 2. UNLOADING 3. PACAKAGING 4. STORAGE 5. GRADING OF PRODUCE 6. OTHERS |
| What are the costs/charges to sell here? | 1. Commission Agent Charges: 2. APMC Tax: 3. Any other formal / informal tax / commission: |
| What are the different payment mechanisms that exist in the Mandi? | 1. Cash:    1. Full    2. Partial 2. Credit    1. Number of Days of Credit 3. Bank Account Transfer    1. Number of Days |
| Any other regulations that impact market? | 1. TIMING OF MARKET:    1. START TIME:    2. END TIME: 2. RESTRICTIONS TO SPECIFIC PRODUCE / COMMODITIES: 3. VOLUME RESTRICTIONS IF ANY: |

**OVERVIEW OF MARKET INFRASTRUCTURE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Question | Response | | | |
| *What infrastructure is available?* | *Yes / No* | *Existing Condition* | *Who is able to access?* | *Cost of access?* |
| 1. Covered yard |  |  | * *Buyer Only* * *Seller Only* * *Buyer + Seller* |  |
| 1. Temporary Storage Facility |  |  | * *Buyer Only* * *Seller Only* * *Buyer + Seller* |  |
| 1. Grading & Sorting Arrangement |  |  | * *Buyer Only* * *Seller Only* * *Buyer + Seller* |  |
| 1. Overnight Stay Facilities |  |  | * *Buyer Only* * *Seller Only* * *Buyer + Seller* |  |
| 1. Weighing Arrangements |  |  | * *Buyer Only* * *Seller Only* * *Buyer + Seller* |  |
| 1. Washroom Access |  |  | * *Buyer Only* * *Seller Only* * *Buyer + Seller* |  |
| 1. Price Display @ Mandi |  |  |  |  |

**MARKET CONTACTS**

|  |  |  |  |
| --- | --- | --- | --- |
| TYPE | Contact Person | Phone Number | Expertise / Partnership Opportunity |
| Commission agent |  |  |  |
| Trader |  |  |  |
| Transport agent |  |  |  |
| Labour provider |  |  |  |
| Others |  |  |  |

1. **Trading practices:** Details of trading practices:
   1. price-setting: how is the price set for the major commodities traded at the market (closed or open bidding, individual bargaining, etc.)?

|  |  |  |
| --- | --- | --- |
| ****Fees**** | ****Average day**** | ****Peak day**** |
| Market fee |  |  |
| Grading fee |  |  |
| Weighing fee |  |  |
| Storage fee, etc. |  |  |

1. weighing and measurement: how is weighing and measurement done and by whom (buyer, seller, market staff, or paid weighing man on a fee basis, etc.)?
2. payment procedures: how is payment for the commodities sold made (on-the-spot in cash, cash through the market office, coupon to be cashed later, etc.)?
3. **Price Variations**

The purpose of collecting information on prices is to provide information for the financial analysis of a project. Questions on price variations should be limited to one or two selected major commodities. The prices on the same day or at least in the same week should be compared, specifying the quality of the produce and the unit used. Preferably a day in the peak season should be selected.

a. seasonal price variation: monthly price variation of the selected major commodities sold at the market:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Month | Paddy/Hybrid Paddy | Maize/Hybrid Maize | Wheat | Gram | Others |
| Jan |  |  |  |  |  |
| Feb |  |  |  |  |  |
| March |  |  |  |  |  |
| April |  |  |  |  |  |
| May |  |  |  |  |  |
| June |  |  |  |  |  |
| July |  |  |  |  |  |
| August |  |  |  |  |  |
| September |  |  |  |  |  |
| October |  |  |  |  |  |
| November |  |  |  |  |  |
| December |  |  |  |  |  |

1. price variations between neighboring markets: compare the prices at the surveyed "base market" with two or three similar neighboring markets:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Distance in KM | Paddy Per/KG | Maize Per/KG | Wheat Per/KG | Gram Per/KG |
| Base Market |  |  |  |  |  |
| Market-A |  |  |  |  |  |
| Market-B |  |  |  |  |  |
| Market-C |  |  |  |  |  |

1. price margins: a rural or urban retail market is linked with a larger secondary (assembly or wholesale) market. Compare the prices at the "base market" with the connecting secondary market:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Paddy Per/KG | Maize Per/KG | Wheat Per/KG | Gram Per/KG |
| Price at the base market |  |  |  |  |
| Name of the secondary market |  |  |  |  |
| Price at the secondary market |  |  |  |  |
| Distance in km. from the base market |  |  |  |  |

1. Is there any facilities for FPO for trading: Yes/No (Put tick mark Ѵ)
2. If Yes, what are the requirements & facilities available: list down
3. Requirement:
4. Facilities:

**CROP SPECIFIC QUESTIONS**

| CROP NAME | Grades (based on Quality/Rates) | A | B | C |
| --- | --- | --- | --- | --- |
| Crop-1: | Grade description |  |  |  |
| Buying rate(Rs/kg); Base month \_\_\_ |  |  |  |
| Crop-2: | Grade description |  |  |  |
| Buying rate(Rs/kg); Base month \_\_\_ |  |  |  |
| Crop-3: | Grade description |  |  |  |
| Buying rate(Rs/kg); Base month \_\_\_ |  |  |  |
| Crop-4: | Grade description |  |  |  |
| Buying rate(Rs/kg); Base month \_\_\_ |  |  |  |
| Crop-5: | Grade description |  |  |  |
| Buying rate(Rs/kg); Base month \_\_\_ |  |  |  |
| Crop-6: | Grade description |  |  |  |
| Buying rate(Rs/kg); Base month \_\_\_ |  |  |  |
| Crop-7: | Grade description |  |  |  |
| Buying rate(Rs/kg); Base month \_\_\_ |  |  |  |
| Crop-8: | Grade description |  |  |  |
| Buying rate(Rs/kg); Base month \_\_\_ |  |  |  |
| Crop-9: | Grade description |  |  |  |
| Buying rate(Rs/kg); Base month \_\_\_ |  |  |  |
| Crop-10: | Grade description |  |  |  |
| Buying rate(Rs/kg); Base month \_\_\_ |  |  |  |

**MONTHLY CROP DETAIL (Optional)**

| **Month** | **Major Crops** | **Total Monthly Volume (MT)** | **[[1]](#footnote-1)Locally produced[[2]](#footnote-2) (MT)** | **Names of lot major local production areas** | **Imported from outside Local Catchment area(MT)** | **Prevailing Wholesale Price** | **To which markets?** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **January** |  |  |  |  |  |  |  |
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| **February** |  |  |  |  |  |  |  |
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| **May** |  |  |  |  |  |  |  |
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| **August** |  |  |  |  |  |  |  |
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| **September** |  |  |  |  |  |  |  |
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| **October** |  |  |  |  |  |  |  |
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| **November** |  |  |  |  |  |  |  |
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| **December** |  |  |  |  |  |  |  |
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1. [↑](#footnote-ref-1)
2. LOCALLY PRODUCED: PRODUCED & SOURCED FROM WITHIN 200KMS OF THE MARKET [↑](#footnote-ref-2)