 

**Study on Post GI Registration Marketing Initiatives**

**Questionnaire**

1. Name
2. Designation
3. Department
4. Which of the registered GI products are handled by your department? Please name these if any.
5. In your opinion, are Producers/ artisans aware of the GI for their products and its benefits?
6. To a large extent
7. Somewhat
8. Not much
9. Not at all
10. In your opinion are Consumers aware of the GI for the corresponding product(s) and its benefits?
    * 1. To a large extent
      2. Somewhat
      3. Not much
      4. Not at all
11. GI products in your state face competition primarily from which geographical region?
12. Does the government help provide access to information on trends and preferences of consumers?
    1. Quite a lot
    2. Somewhat
    3. Very little
    4. None at all

If yes- how?

1. In your view, how is awareness of the GI products created at present in the Indian market.

(can tick more than 1 option)

1. Word of mouth through existing customers
2. Through broker/ traders
3. Advertising
4. Exhibitions/ trade fairs/ craft melas
5. Listing in trade directories -printed
6. Listing in trade directories/ forums- online
7. Personal meetings with buying organizations and institutions
8. Mailers
9. Promotional Events/ shows
10. Marketing tie ups with designers/ other professionals/ NGOs
11. Direct Marketing to big retailers/ designers/ processors
12. Any other (pls specify)
13. In your view, how is awareness of these products and sellers created at present in International markets

(can tick more than 1 option)

* 1. Word of mouth through existing customers
  2. Through brokers/ traders
  3. Advertising
  4. Exhibitions/ trade fairs/ craft melas
  5. Listing in trade directories -printed
  6. Listing in trade directories/ forums- online
  7. Personal meetings with buying organizations and institutions
  8. Mailers
  9. Promotional Events/ shows
  10. Marketing tie ups with designers/ NGOs
  11. Direct Marketing to big retailers/ exporters/ importers
  12. Any other (pls specify)

1. The state government supported participation for how many trade fairs/ exhibitions/ melas in the last two years?
2. In Your own state-
3. In other states of India-
4. Outside India-
5. Have there been any marketing activities undertaken by the state government focused on registered GI products? – Yes/ No

If yes,

1. Please describe these briefly
2. What has been the impact of these initiatives?
3. Is any quality check or inspection being done to ensure that the product being marketed under this GI is the product for which the GI was taken? **Yes / No**
4. If yes, how often is the inspection done?
5. How is the inspection done and by whom?
6. To what extent does the state government provide support for GI products. Please tick the relevant column.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Activity** | **High Support** | **Medium Support** | **Low Support** | **No support** |
| Marketing support |  |  |  |  |
| Training programmes and skill development related to Production |  |  |  |  |
| Training programmes related to Marketing |  |  |  |  |
| Access to new technology and/or equipment |  |  |  |  |
| Setting up quality control processes |  |  |  |  |
| Access to low cost funds |  |  |  |  |

1. What according to you are the three main problems for marketing GI products?
2. In your opinion what steps need to be taken by the state government to support marketing of GI products in India and in International Markets?