

Questionnaire for Retailers selling Liquid Nano Urea

1. Name of Retailer : MAKSUDHAN TIWARI

Date : 2024-10-05

2. Retail Shop Name : MAKSUDHAN TIWARI

3. Mobile Number : 7033012388

4. Location :

a. Village : SANGRAMPUR

b. Block : Sangrampur

c. District : PURBI CHAMPARAN

d. State : Bihar

5. Gender : Male

6. Education Level: (Please tick (✓) the correct option)

a. No formal education	
b. Primary (up to 5th)	
c. Secondary education (Matriculation)	
d. Higher secondary education (10+2)	✓
e. Graduation	
f. Post Graduation	

7. Location of retailer shop: (Please tick (✓) the correct option)

a. Rural	✓
b. Urban	
c. Semi-urban	

8. Your primary retail business type: (Please tick (✓) the correct option)

a. Sells fertilizer only	
b. Sells agricultural inputs along with fertilizer	
c. Sells seeds and fertilizers	✓
d. Other	

9. Number of years of business experience in selling LNU: (Please tick (✓) all the options that apply)

a. Less than 1 year	
b. 1-2 years	
c. 2-3 years	
d. More than 3 years	✓

10. What is the volume of sale of urea during the given period below

Year	Conventional Urea		LNU	
	Quantity (Kg)	Amount (Rs.)	Quantity (Litre)	Amount (Rs.)
2021-22	50	270	1	2250
2022-23	50	270	1	2250
2023-24	45	242	1	2250

11. Month wise sale of Conventional Urea and nano urea**Year 2023_2024**

Month	Conventional Urea		LNU	
	Quantity (Kg)	Amount (Rs.)	Quantity (Litre)	Amount (Rs.)
January	350	1879	1	0
February	300	1611	2	0
March	900	4833	1	0
April	500	2685	1	0
May	450	2420	3	0
June	500	2690	4	0
July	350	1880	3	0
August	950	5020	2	0
September	450	2420	2	0
October	350	1880	2	0
November	200	850	4	0
December	250	880	2	0

Year 2022_2023

Month	Conventional Urea		LNU	
	Quantity (Kg)	Amount (Rs.)	Quantity (Litre)	Amount (Rs.)
January	0	0	0	0
February	0	0	0	0
March	0	0	0	0
April	0	0	0	0
May	0	0	0	0
June	0	0	0	0
July	0	0	0	0
August	0	0	0	0
September	0	0	0	0

Year 2022_2023

Month	Conventional Urea		LNU	
	Quantity (Kg)	Amount (Rs.)	Quantity (Litre)	Amount (Rs.)
October	0	0	0	0
November	0	0	0	0
December	0	0	0	0

Year 2021_2022

Month	Conventional Urea		LNU	
	Quantity (Kg)	Amount (Rs.)	Quantity (Litre)	Amount (Rs.)
January	350	1879	1	0
February	300	1620	1	0
March	1000	5370	3	0
April	800	4300	2	0
May	300	1620	3	0
June	350	1880	2	0
July	450	2420	3	0
August	500	2690	6	0
September	800	4300	5	0
October	1000	5370	3	0
November	300	1620	4	0
December	350	1880	2	0

12. Whether your retail shop is converted into Pradhan Mantri Kisan Samriddhi Kendra (PMKSK)? Please give details.

Yes

13. What kind of support services do you provide as per provisions made under PMKSK? (Please tick (✓) all the apply.)

a. Agri inputs	✓
b. Testing facilities	
c. Advisory Services	
d. Organizing programmes for the farmers	
e. Dissemination of updated information on advancement in agriculture inputs, package of practices of crops, new innovative agricultural technologies, weather forecasting, crop pest infestation warning, Mandi Rates etc.	
f. All of the above	

14. Briefly describe problems you face in your retail business of LNU.

NOTHING

15. LNU sale is maximum in which season and for which crop?

SEASON - RABI CROP -WHEAT

16. LNU sale is minimum in which season and for which crop?

RABI / WHEAT

17. Do you face any problem in getting a consistent supply of LNU from distributors?

a. Yes	
b. No	✓

18. If yes, what are the main problems you face regarding LNU supply (select all that apply)?

a. Limited distributor availability	
b. Fluctuations in stock levels	
c. Unreliable delivery timelines	
d. High minimum order quantities	
e. Other	✓

19. In your opinion what are the opportunities available in retail business of LNU?

NOTHING

20. What information or resources would be helpful to you in promoting sell of LNU?

NOTHING

21. Have you ever used LNU in your crop? If yes, what is your feedback of using LNU as compared to conventional urea?

NOTHING

22. Are you aware of method of application of LNU? If yes, are you sharing method of application of LNU to the farmers?

23. For which of the following crops, farmers primarily purchase LNU

Season	Crop Name
ravi	WHEAT

24. Do you find the current price of LNU to be competitive compared to conventional urea? Please comment

YES

25. Would a lower price compared to conventional urea will encourage more farmers to adopt LNU? please comment.

YES

26. What are the methods you adopt to promote usage of LNU, (Please tick)?

a. In-store displays	✓
b. Brochures and leaflets	
c. Farmer meetings and workshops	
d. Field demonstrations	
e. Social media and online marketing	
f. Others	

27. Whether LNU manufacturer/ distributors provide any marketing material/ brochures to promote usage of LNU. Please comment.

YES FLAX

28. What are the biggest obstacles you face in promoting LNU to farmers in your region?

nothing

29. Have you observed any changes in farmers' attitudes or perceptions towards LNU over time?

FARMERS ARE HAPPY AFTER USE LNU

30. Please give specific examples of successful LNU adoption among farmers in your region. What factors contributed to their success?

EASYLY AVILEVEL FOR STORE

31. What is the seasonal variation in the sale of LNU?

NOTHING

32. What are the most common questions farmers ask before purchase of LNU (Please tick)?

a. Increased yield potential	✓
b. Cost compared to conventional urea	
c. Ease of application and handling	
d. Environmental benefits	
e. Long-term soil health improvement	
f. Other	

33. What are the main concerns or challenges farmers raise regarding LNU use (select all that apply)?

a. Availability and access to LNU	
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b. Cost comparison with conventional urea	✓
c. Lack of knowledge about proper application methods	
d. Lack of effectiveness on crops	
e. Concerns about safety and proper disposal of empty containers	
f. Other	

34. What are the views of farmers regarding yield improvement with LNU as compared to conventional urea? Please comment.

HIGH YIELD

35. In your experience, what are the most common misconceptions or concerns farmers have about LNU?

DIFRENT OF CONVENTIONAL UREA

36. Have you observed any changes in farmers' practices or behaviours after adopting LNU? If so, what were the most significant changes?

NO

37. In your opinion, what are the main factors influencing LNU adoption among farmers in your area (select all that apply)?

a. Evidence of consistent yield benefits and economic viability	✓
b. Competitive pricing compared to conventional urea	
c. Government promotion and awareness campaigns	
d. Positive experiences and recommendations from other farmers	
e. Availability of training and technical support on LNU use	
f. Safety and proper disposal of LNU containers being addressed	
g. Other	

38. In your opinion, list out actions that are required to encourage wider LNU adoption among farmers?

NOTHING

39. What type of Govt. support/initiatives can be helpful in promoting LNU usage among the retailers?

MIITING

40. Do you believe LNU has the potential to replace conventional urea? Please comment.

NO

41. Do you get any incentives for selling LNU.

42. What are the further improvements required in existing LNU?

NO

43. Have you obtained any training on LNU usage? If yes, please give details.

NO

44. Are there any government regulations that are required to be complied with by retailers for handling and storage of LNU? Please describe.

YES

45. Please suggest important measures required for promotion and adoption of nano urea by farmers in your region.

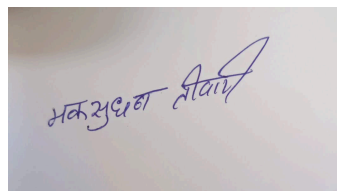
TO PROMOTE

Signature of Retailer

Signature of NPC Official

Name :

Date :



Name : MAKSUDHAN TIWARI

Date : 2024-10-05