

**POPUP: When selecting respondent, POP-UP to confirm respondent, UID, phone number is correct.  
DISPLAY THE STUDY RESPONDENT'S NAME ON EVERY SCREEN OF THE SURVEY.**

## INTRODUCTION AND CONSENT

Hello, my name is \_\_\_\_\_. I am calling from Ahmedabad CMF. We are calling you because **RESPONDENT'S NAME**, your friend, listed your name and number as a top agricultural contact. We have been surveying your friends on the phone about their agriculture for two months. Now, we wanted to reach out to you to get some information on your agricultural practices. We would like this information as part of a study with DSC, Sajjata Sangh, Awaaz De and AKRSP.

We anticipate that this phone call will take approximately 10 minutes. We will recharge you 20 Rs after the completion of the phone call for your participation. Your participation in this study is purely voluntary, and you may withdraw your participation or data at any time without any penalty. You may decline to answer any question.

Your data will be kept completely confidential. An electronic version of the data will be stored at Harvard Business School, without any personally identifiable information, and may be made available to other researchers.

We will be recording this call for the purpose of improving upon our survey. The recording and your information will be kept completely confidential. If you do not wish to have this call recorded, please let us know.

Do you have any questions about the study? You can also contact Niharika Singh (email [niharika.singh@ifmr.ac.in](mailto:niharika.singh@ifmr.ac.in)) or Shahid Vaziralli (email [Shahid.Vaziralli@ifmr.ac.in](mailto:Shahid.Vaziralli@ifmr.ac.in)) at +91 79 4007 3682/3 at the Ahmedabad Office of Centre for Microfinance. You can also contact Toni Wegner, Coordinator, Protection of Research Participants by phone +1 617 496-9952, email [twegner@hbs.edu](mailto:twegner@hbs.edu) at Harvard Business School.

Do you agree to participate in this and any further calls, and do you understand that you may withdraw your participation at any time?

Yes.....1 → SURVEY  
No.....2 → END

**INTERVIEWER CHECKPOINT: Ask the following questions of all respondents before starting the survey.**

**0.1 Is this a convenient time for this survey (it should take about 10 minutes) or should we call back?**

Convenient.....1 → 0.2

Call back.....2 → RECORD TIME TO CALL BACK \_\_\_\_\_ → END

**0.2 Do you agree to have this call recorded?**

Yes.....1 → PROCEED WITH SURVEY

No.....2 → DO NOT RECORD ; PROCEED WITH SURVEY

**0.3 Is the respondent answering the survey?**

YES.....1 → SURVEY

NO.....2 → 0.4

**0.4 What is the relationship of the person answering the survey to the respondent?**

Wife.....2

Son or Daughter.....3

Brother.....4

Other relative.....5


## SECTION V. HOUSEHOLD INFORMATION

v1	Do you or does your household take part in agriculture?	Yes.....1 No.....2 Don't know.....999	→END →END
v2	What is your age?	Age: Age Range: Don't know.....999	
v3	Are you the head of the household?	Yes.....1 No.....2	
v4	Who makes all of the agricultural decisions in the household?	Self.....1 Father/Mother.....2 Son/Daughter.....3 Wife.....4 Other family.....5 Other.....888	
v5	How many years/months have you been using a mobile phone?	Years..... Months.....	
v6	What is the highest degree of education you have completed? (ONLY ONE ANSWER)	CLASS 1 CLASS 2 CLASS 3 CLASS 4 CLASS 5 CLASS 6 CLASS 7 CLASS 8 CLASS 9 CLASS 10 CLASS 11 CLASS 12 GRADUATE AND ABOVE OTHER DIPLOMA DID NOT COMPLETE CLASS 1 NEVER ATTENDED SCHOOL	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16
v7	What is your main occupation? (ONLY ONE ANSWER)	OWN FARM ACTIVITIES (inc. MILK SALES) AGRICULTURAL LABORER CASUAL LABOUR, NONAGRICULTURE SALARIED EMPLOYMENT PETTY BUSINESS/TRADE/MANF UNEMPLOYED STUDENT DOMESTIC DUTIES ONLY RETIRED/TOO OLD DISABLED/HANDICAPPED NOT WORKING / TOO YOUNG OTHER (Specify)	1 2 3 4 5 6 7 8 9 10 11 888

## SECTION W. Plot Information

w0	At the start of Kharif 2011, how much land did you own?	a / b / g	
w1	At the start of Kharif 2011, how much agricultural land did you own?	a / b / g	
w2	Did you plant cumin in this Rabi season?	Yes.....1 No.....2	> w4
w3	How much cumin did you plant including own land, sharecropped, rented in, pawned in land?	a/b/g	
w4	Did you plant wheat in this Rabi season?	Yes.....1 No.....2	> section E
w5	How much wheat did you plant including own land, sharecropped, rented in, pawned in land?	a/b/g	


SECTION E. AG KNOWLEDGE

<b>e1</b>	Monocrotophos pesticide is primarily intended to control which pests:	Ball worms - Heliothis/Spottel Ball worm	1	
		Sucking pest - Whitefly/Molo/Aphid/Jassid/Thrips	2	
		All pest and diseases	3	
		Don't know	999	
<b>e2</b>	Have you heard of Imida/confidor/tatamida/imidagold?	YES	1	→ E4
		NO	2	
<b>e3</b>	Imidacloprid/Confidor/Tatamida/Imidagold pesticide is primarily intended to control which pests:	Sucking pest - Whitefly/Molo/Aphid/Jassid/Thrips	1	
		Ball worms - Heliothis/Spottel Ball worm	2	
		All pest and diseases	3	
		Don't know	999	
<b>e4</b>	Have you heard of Acetamapride/Pride?	YES	1	→ E6
		NO	2	
<b>e5</b>	Acetamapride/Pride pesticide is primarily intended to control which pests:	Sucking pest - Whitefly/Molo/Aphid/Jassid/Thrips	1	
		Ball worms - Heliothis/Spottel Ball worm	2	
		All pest and diseases	3	
		Don't know	999	
<b>e6</b>	Acephate pesticide is primarily intended to control which pests:	Sucking pest - Whitefly/Molo/Aphid/Jassid/Thrips	1	
		Ball worms - Heliothis/Spottel Ball worm	2	
		All pests and diseases	3	
		Don't know	999	
<b>E7</b>	If there was no difference in price and it was readily available in the market, and if you could use any amount of it, which of the two pesticides, Profenophos or Monocrotophos, would be more effective in controlling MEALYBUG in cotton? 	Profenophos	1	
		Monocrotophos	2	
		Chlorpyrifos/Triazophos/Hostathion	3	
		Other (Specify)	888	
		Don't Know	999	
<b>E8</b>	If there was no difference in price and it was readily available in the market, and if you could use any amount of it, which of the two pesticides, Pride or Monocrotophos, would be more effective in controlling WHITE FLY in cotton?	Pride/Tata Manik	1	
		Monocrotophos	2	

		Triazophos/Hostathion	3
		Other (specify)	888
		Don't Know	999
<b>E9</b>	If there was no difference in price and it was readily available in the market, and if you could use any amount of it, which of the two pesticides, Imida or Monocrotophos, would be more effective in controlling APHID/LEAF CURL in cotton?		
		Imida/Tatamida/Confidor/Jumbo	1
		Monocrotophos	2
		Acephat/Pride/Ektara	3
		Other (specify)	888
		Don't Know	999
<b>E10</b>	If there was no difference in price and it was readily available in the market, and if you could use any amount of it, which of these two, Dithan 45 or Monocrotophos, would be more effective in controlling WILT DISEASE for your cotton crop?		
		Dithan 45/Mancozeb	1
		Monocrotophos	2
		Bavistin/Copper OxyChloride/ Carbendazim	3
		Other (Specify)	888
		Don't Know	999

**SECTION B: NETWORKS AND INFORMATION SOURCES****INTERVIEWER NOTE: Do not mention Avaaj Otalo by name in these sections as an option.**

<b>B1. Information Sharing and Networks</b>			
<b>B1.0</b>	Would you call RESPONDENT_SUR a top agricultural contact from whom you receive important info and with whom you discuss agricultural matters?	Yes	1
		No	2
		DON'T KNOW	999
<b>B1.1</b>	Have you given any agricultural information to RESPONDENT_SUR since September?	YES	1
		NO	2 → B1.5
		DON'T KNOW	999 → B1.5
<b>B1.3</b>	If yes, on what topics? (3 options max)	Crop decision	1
		Field/soil preparation	2
		Seeds	3
		Fertilizers	4
		Pests and pesticides	5
		Irrigation	6
		Weather	7
		Harvesting	8
		Other (specify)	888
<b>B1.5</b>	Have you received any agricultural information from your RESPONDENT_SUR since September?	YES	1
		NO	2 → B1.8
		DON'T KNOW	999 → B1.8
<b>B1.7</b>	If yes, on what topics? (3 options max)	Crop decision	1
		Field/soil preparation	2
		Seeds	3
		Fertilizers	4
		Pests and pesticides	5
		Irrigation	6
		Weather	7
		Harvesting	8
		Other (specify)	888
<b>B1.8</b>	Did you learn any new information about agriculture from observing the field of RESPONDENT_SUR?	YES	1
		NO	2 → B1.10
		DON'T KNOW	999 → B1.10
<b>B1.9</b>	If yes, what did you observe? (3 options max)	Crop decision	1
		Field/soil preparation	2
		Seeds	3
		Fertilizers	4
		Pests and pesticides	5
		Irrigation	6
		Other (specify)	888
		<b>B1.10</b>	Where do you normally meet the RESPONDENT_SUR to discuss agricultural information?
RESPONDENT_SUR'S HOUSE	2		
YOUR FARM PLOT	3		
RESPONDENT_SUR'S FARM PLOT	4		
VILLAGE CENTRAL LOCATION	5		
OTHER	888		
<b>B1.11</b>	How frequently did you meet the RESPONDENT_SUR during Kharif 2011 to discuss agricultural information?		
		TWICE A WEEK	2
		MORE THAN TWICE A WEEK	3

		ONCE A MONTH	4
		TWICE A MONTH	5
		MORE THAN TWICE A MONTH	6
		LESS THAN ONCE A MONTH	7
		ONCE A SEASON	8
		NEVER - DID NOT MEET	9
<b>B1.12</b>	Have you gone to the RESPONDENT_SUR'S house or farm specifically to discuss agricultural topics?	YES	1
		NO	2
<b>B1.13</b>	Have the RESPONDENT_SUR come to YOUR house or farm specifically to discuss agricultural topics?	YES	1
		NO	2
<b>B1.14</b>	How would you rate your friend's agricultural knowledge? 	Very Low	1
		Low	2
		Average	3
		High	4
		Very High	5
<b>B1.15</b>	How would you rate your friend's knowledge about pesticides and pest and pest management?	Very Low	1
		Low	2
		Average	3
		High	4
		Very High	5
<b>B1.16</b>	Do you know of any services that delivers agricultural information for farmers on their mobile phones?	YES	1
		NO	2 > C1.1
<b>B1.17</b>	If yes, what is the name of the service?	AVAAJ OTALO (AO)	1
		OTHER (SPECIFY)	888
		DON'T KNOW	999
<b>B1.18</b>	Have you used this service on the mobile at any time since September?	YES	1
		NO	2



**SECTION C: AGRICULTURAL PRACTICES**

**INTERVIEWER NOTE:** Do not mention Avaaj Otalo by name in these sections as an option.

**INTERVIEWER READOUT:** Now we will ask you about your practices related to cotton.

**S. SEEDS AND PLANTING**

<b>C1.1</b>	R1: Did you plant cotton this Kharif 2011?	YES	1
		NO	2
<b>C1.2</b>	What was the total area you have planted, including your own land, and land that you rented in, sharecropped or pawned in?		a/b/g
<b>C1.20</b>	Did you experience any crop loss for cotton DUE TO PESTS at any time during the Kharif season?	YES.....1, NO.....2	
<b>C1.21</b>	What was the area or percentage of crop loss due to pests?	PERCENT:	
		AREA:	a/b/g

**F1. Fertilizers**

**NOW WE WILL ASK YOU QUESTIONS ABOUT YOUR FERTILIZER USAGE. Remember these questions only pertain to your cotton crop.**

<b>F1.71</b>  <b>f1_71_1</b> <b>f1_71_2</b> <b>f1_71_3</b>	What were your top three information sources for cotton fertilizers? INTERVIEWER: Use for the given sources. It is alright if the respondent can only give one or two. <b>FIRST:</b> <b>SECOND:</b> <b>THIRD:</b>	Past Experience	1
		TV Program	2
		Name _____	
		Cell phone based information	3
		Name _____	
		Newspaper / magazines	4
		Name _____	
		Government Extension worker	5
NGO	6		
Name _____			
Respondent who listed him as a friend	7		

HOUSEHOLD

DISTRICT Num: [ ] VILLAGE JL Num: [ ][ ][ ] HH ID: [ ][ ] AGINFO

		Other Farmers from same village	8
		Other farmers from different villag	9
		Agro Shop	10
		Trader / Commission Agent	11
		Other	888
<b>F1.81</b>	Out of the given top sources, what was your most important source for cotton fertilizers information?		

**P1. Pesticides and Diseases**

**NOW, WE WILL ASK YOU SIMILAR QUESTIONS REGARDING YOUR PESTICIDE USAGE.**

<b>P1.2</b>	Did you purchase pesticides for cotton in Kharif 2011?	Yes.....1, No.....2, Don't know....999	If 2, 999 >P1.4																											
<b>P1.3</b>	For cotton in Kharif 2011 , did you purchase any of these pesticides?	<table border="1"> <thead> <tr> <th>Purchase</th> <th>Qty.</th> <th>Unit</th> <th>Cost/ unit</th> <th>Total cost</th> </tr> </thead> <tbody> <tr> <td>3. Monocrotophos</td> <td>1 2</td> <td></td> <td></td> <td></td> </tr> <tr> <td>9. Imidachloprid</td> <td>1 2</td> <td></td> <td></td> <td></td> </tr> <tr> <td>10. Acetamaprid</td> <td>1 2</td> <td></td> <td></td> <td></td> </tr> <tr> <td>11. Acephat</td> <td>1 2</td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	Purchase	Qty.	Unit	Cost/ unit	Total cost	3. Monocrotophos	1 2				9. Imidachloprid	1 2				10. Acetamaprid	1 2				11. Acephat	1 2						
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10. Acetamaprid	1 2																													
11. Acephat	1 2																													
<b>P1.4</b>	Have you used any pesticides for cotton in Kharif 2011 season?	YES NO DON'T KNOW	1 2 999	Skip to P1.8 Skip to P1.8																										
<b>P1.5</b>	Which pesticides did you use for cotton in Kharif?	Used	Total amount used	Area of application																										
	3. Monocrotophos	1 2																												
	9. Imidachloprid	1 2																												
	10. Acetamaprid	1 2																												
	11. Acephat	1 2																												
<b>P1.8</b>	What were your top three information sources for cotton pesticides?	Past Experience	1																											
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		Respondent who listed him as a friend	7																											
		Other Farmer from same village	8																											
		Other farmers from different village	9																											

		Agro Shop	10
		Trader / Commission Agent	11
		Other	888
P1.9	Out of the given top sources, what was your most important source for cotton pesticides information?		
P1.10	Do you plan to purchase any of the following pesticides for cotton in K'2012?		
		Purchase	
	3. Monocrotophos	1	2
	9. Imidachloprid	1	2
	10. Acetamaprid	1	2
	11. Acephat	1	2

INTERVIEWER: Thank respondent for his time! And recharge!

**At the end of survey,**

**POPUP** Survey is COMPLETE.....1 or INCOMPLETE.....2

**POPUP** If COMPLETE, rate the respondent's participation: GOOD.....1, OK.....2, BAD.....3

**FOR INTERVIEWER:**

### After End of Survey

**POP-UP**

<b>Scrutiny:</b>	<b>COMPLETE.....1</b>
	<b>INCOMPLETE.....2</b>

**IF COMPLETE, THEN**

**POP-UP** Did you listen to the recording for this call? Yes.....1  
No.....2

**POP-UP** Did you call this respondent during scrutiny? Yes.....1  
No.....2