



Approved By:

**Format for Customer Feed
back form**

**Doc No:F/Mktg/06/01
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Feed back from user Farmer

(Please furnish feedback in the format given below)

1. Name & Address of Farmer :
2. Phone No. :
3. Holding Size
4. Type & variety of seed Purchased :
5. Source of Purchase : Dealer/Sale counter/Other (Pl. specify)

S.No	Feedback Parameter	Excellent	Very Good	Good	Average	Needs Improvement
I	Facilities & ambience at the sale point					
II	Availability of staff/official					
III	Competency & Time-liness of official executing the work					
IV	Behavior of the dealing officials					
V	Method of dissemination of information about the availability of seeds and accuracy of the same					
VI	System for delivering the seed at the sale point					
VII	Quality of seed supplied i.e. packaging , Labeling, weighment, validity etc.					
VIII	Pricing of the Seed					
IX	Quality of Product Literature					
X	Training, Field day, meeting etc.					

6. Suggestions (if any) :

(Signature of Farmer)

Date:



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Feed back from Seed Grower

(Please furnish feedback in the format given below)

1. Name & Address of Grower :
2. Phone No. :
3. Holding Size
4. Type & variety of seed Purchased:
5. Source of Purchase : Dealer/Sale counter/Other (Pl. specify)

S.No	Feedback Parameter	Excellent	Very Good	Good	Average	Needs Improvement
.						
I	Timely Availability of Seed					
II	Quality of seed supplied i.e. packaging , Labeling, Weighment, validity etc.					
III	Pricing of the Seed					
IV	Guidance on Package of practices and other varietal details					
V	Timeliness and adequacy of field inspections					
VI	Competence of the officer/staff conducting the field inspection					
VII	Timeliness of processing					
VIII	Comment on processing and Return of reject material					
IX	Timeliness of Payment against supply of seed					
X	Training, Field day, meeting etc.					

6. Suggestions (if any) :

(Signature of Grower)

Date



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Feed back from Dealer

(Please furnish feedback in the format given below)

1. Name & Address of Dealer :
2. Phone No. :
3. Total annual Turnover (NSC Seeds):
4. Source of Supply :

S.No	Feedback Parameter	Excellent	Very Good	Good	Average	Needs Improvement
.						
I	Timely Availability of seed material					
II	Quality of seed					
III	Quantity of seed in the packet					
IV	Quality of Packaging,/Product information					
V	Pricing of the Seed					
VI	Availability and Quality of Product Literature					
VII	Publicity and extension services					
VIII	Behaviour of official involved in seed supply.					
IX	Release of dealer's commission/ APD etc.					
X	Comment on conduct of dealers workshop , dealer's meeting and training					

5. Suggestions (if any) :

(Signature of Dealer)

Date