

COMMUNITY SERVICE PROJECT

ON

A STUDY ON VEGETABLES MARKETING

Submitted by

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ID NO - 12012003179

Under the supervision of

Mrs. D.GAYATHI

Assistant professor



DEPARTMENT OF COMMERCE

SRI. C. V. S. DEGREE COLLEGE VYSAKHAPATNAM

SEPTEMBER 2021

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MRS. A. V. N. DEGREE COLLEGE VISAKHAPATNAM

SEPTEMBER 2022



Program Book

Community Service Project



AP STATE COUNCIL OF HIGHER
EDUCATION

IN TEMPORARY AGREE TO SUBSEQUENT OR OTHER PROJECTS

Program Book for Community Service Project

Name of the Student: *(Name)*

Name of the College: *(Name)*

Registration Number: *(Number)*

Period of CSP: *(Date)* From: *(Date)* To: *(Date)*

Name & Address of the Community/Habitat:

Community Service Project Report

Submitted in accordance with the requirement for the degree of _____

Name of the College: PUNJAB COLLEGE

Department: B.COM, COMMERCE

Name of the Faculty Guide: PUNJAB COLLEGE

Duration of the CSP: From 2013 To 2014

Name of the Student: VISHVA KUMAR

Programme of Study: B.COM, COMMERCE

Year of Study: 2013 - 2014

Register Number: 1000100111

Date of Submission:

Certificate from Official of the Community

This is to certify that J. MABALAKING (Name of the Community
Service Volunteer Reg. No. 1000000000) of III-AYM CH (Name of
the College) underwent community service in
WISCONSIN PRODUCTION (Name of the Community) from 1-18-22 to
10-11-22. The overall performance of the Community Service Volunteer during
his/her community service is found to be 10-10-22 (Satisfactory/Good).

E. Phanikop WJDS
Authorized Signatory

2024-10-23

ACKNOWLEDGEMENT

The satisfaction that accompanies the successful completion of any work would be incomplete without mentioning the people who made it possible and whose encouragement and guidance has been a source of inspiration throughout the
courage of the project.

We are thankful to the sanction **MRS. A. V. N. DEGREE COLLEGE,**
Visakhapatnam for giving us the opportunity to fulfill our aspirations.

We are take the opportunity to express our heartfelt to our beloved
principal

Mr.Simhadri Naidu for their kind support in doing this project.

We are privileged to express my sincere honorable gratitude to **Mr.M.L.**
Prasanna kumar, Head of the department, Dept. Of bachelor of
commerce for giving his continues support and guidance in our endeavor.

We are privileged to express my sincere gratitude to
Mr.D.GAVATIRI mentor, lecturer in commerce & for giving his
continues support and guidance in our project.

V. Sri Lakshmi
Signature of the student

MRS. A. V. N. DEGREE COLLEGE, VISAKHAPATNAM

DEPARTMENT OF COMMERCE



CERTIFICATE

This is to certify that the community service project entitled **Vegetables Marketing** a complete record of project work done by **VENI LA NAGALAKSHMI (Id No: 1204000159)** in the department of commerce, **MRS. A. V. N. DEGREE COLLEGE, Visakhapatnam 530001**

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VISAKHAPATNAM
DEPARTMENT OF COMMERCE**



DECLARATION

I declared that this community service project entitled Vegetables marketing has been carried out by me and work, or part thereof, has not been submitted for the Award of any degree or project of any other college.

VENULA NAGALAKSHMI
2nd B. Com (154)
Signature of the student

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VEGETABLE MARKETING

INTRODUCTION:

Spice farming has been in existence since man began utilizing agricultural practices and the years since which gave way to "conventional" method, characterized by use of synthetic inputs, today however show its renewed interest in spice farming and it is being revived by many the "alternative" method of farming. This renewed interest is a direct result of high energy prices, increased fertilizer costs and concerns about health, pesticide residues and the environmental impacts of chemicals.

Many view spice farming as a primitive inefficient method but despite spice farmers utilize some of the latest technologies including genetically superior plants, biological pest control and advanced water irrigation. It can be stated that spice farmers have their systems are usually more diversified than those that the biological activities of spice farming methods could result in more sustainable, organic and sufficient to food production and change in the ability "market - driven structure of agriculture".

DEFINITION: In the face of rapidly changing market spice marketing organizations and the difficulty may have in categorizing the terms "spice", "alternative agriculture", "regenerative agriculture" and "low-input sustainable agriculture", it may be useful first first and vegetable marketing organized a task force to establish a standard definition of "spice" which could be understood by growers, retailers and consumers. Some who attend on the task force included retailers, conventional producers, state departments of agriculture and organic producers and shippers. Their work resulted in the following definition:

- Organic food production systems are based on farm management practices that maintain and enhance soil fertility by maintaining optimal conditions for soil biological activity.
- Organic food is food that has been determined by an independent third party certification program to be produced in accordance with a nationally approved list of materials and practices.
- Organic food is documented and verified by an accurate and comprehensive record of the production and handling system.
- Only nationally approved materials have been used on the land and crops for at least three years before harvest.
- Organic food has been grown, harvested, processed, packaged, stored, transported, and marketed in accordance with nationally approved materials and practices.
- Organic food meets all local, state and federal regulatory governing the safety and quality of the food supply.

FARMERS PERCEPTIONS —

Many farmers are becoming more aware that organic farming methods are viable alternatives to conventional farming, while others have determined that organic farming can be done only at a profit, according to a recent article in the Guardian.

David Hincheyman, owner of one of the largest organic food-grain farms in the United States, believes his per acre per acre is greater than conventional farms, averaging 11 percent to 20 percent greater for all crops. Hincheyman also notes that his farm has an advantage over conventional farms due to its standing. His farms have not found the soil and have found that organic farming can be financially viable. Similarly, one owner of the same company stated that he had moved to his organic farm, and that he is 20 to 25 percent greater than conventional farms.

ACTIVITY LOG FOR THE FIRST WEEK

DAY & DATE	BRIEF DESCRIPTION OF THE DAILY ACTIVITY	LEARNING OUTCOME	Parent In-charge Signature
Day - 1	I found few houses and top of hill of hill house purchased vegetables in open market	the - to - hill house	D. Gopal
Day - 2	most of the people of (vegetables etc) they are purchased vegetables in market	they are purchased vegetables due to low cost	D. Gopal
Day - 3	I found few houses they buy vegetables in market only	not suitable to live in near by houses	D. Gopal
Day - 4	many of the people they can arranged the vegetables in (vegetables) market only	limitedly I found they do not use vegetables	D. Gopal
Day - 5	many of the people can get their vegetables in near by place	due to low temperature	D. Gopal
Day - 6	few of the people can store seasonal vegetables not for using their products	due to minimum temperature	D. Gopal

CONSUMER PERCEPTIONS -

Over the past few years consumers have changed their perceptions regarding organic food labels. The change is a direct result of consumers' awareness of food safety issues, particularly their knowledge about antibiotic resistance and chemical residues that existed for quite some time but it was not until the late 1990s/early 2000s that chemical residues have become widespread concerns.

Recent surveys confirm the fact that consumers are concerned about chemical residues. A 2004 national survey according to the survey panel found 69 percent of those surveyed reported being very concerned with residues and 24 percent of respondents said they were concerned with chemical residues in produce and what consumers has prompted them to change their buying habits. This compares to 29 percent who reported changed buying habits in the 1980s and 1990s survey.

Chemical residues concerns are not limited to consumers in higher income brackets. In fact, the survey reveals that consumers in lower income groups report that consumers in lower income brackets are more concerned. For example, 69 percent of households in the 1st income group reported that they had altered purchasing habits, while 29 percent in the 4th income group reported altered purchasing habits.

ECONOMY -

The authors of a paper entitled "Economic comparison of organic and conventional production methods for fruits and vegetables" say it is difficult to reach a conclusion about the comparative profitability of conventional and organic agricultural production practices because of the wide range of production methods used in different regions and with different inputs and because of the variable organic price premium. The authors found that while 69% were more generally not always higher for conventional methods however, when analyzed on a per unit basis (e.g., value to cost), the authors found that "... costs were almost always higher due to the yield penalty associated with these organic methods". The authors explained in a study that indicated that the profitability of organic methods usually depends

price premium. The same study indicated that at different times vegetables bought from the same producers were sold at different prices. However, according to the authors, the study showed that at "cumulative price" - only smaller quantities and varieties were profitable and some consistently less profitable than their counterparts.

TYPES OF AGRICULTURAL MARKETS IN INDIA AND THEIR CLASSIFICATION

market for agricultural products may broadly be classified into three categories -

1. wholesale market
2. retail market
3. fair.

1. WHOLESALE MARKET -

these markets are subdivided into

I. PRIMARY WHOLESALE MARKETS -

these markets are traditionally held where most of the agricultural produce comes from neighboring villages. these markets deal in the sale of fruits, vegetables, foodgrains and other food commodities. eg. village market.

II. SECONDARY WHOLESALE MARKET -

these are also known as mandis. these are situated generally at district or taluka headquarters. these markets purchase from primary wholesale market and sell to the consumers. some mandis directly sell their produce to the consumers. each market covers an area of 4 to 20 miles radius. eg. district and taluka market.

III. TERTIARY MARKET -

these are the markets in which the produce is either directly disposed off. these are situated at junctions of roads or highways or large markets. these markets are the points where wholesalers and farmers are available / come a wide area. may be daily.

DOMESTIC TERMINAL MARKET -

1. RETAIL MARKETS -

these markets are located all over the city & town and sell to municipal level.

They generally deal in all types of produce and serve the needs of the city people as well as of the surrounding villages. particular type of market is located in particular locality. each market is one locality and price, supplies are in different amounts. there is direct selling to consumers.

2. FAIRS :-

There are held on religious occasions, at pilgrim centres. these markets deal in various agricultural produce like jute, etc. such kind of markets show the various varieties of goods. they cannot way be classified on the basis of the transactions.

1. ON THE BASIS OF THE PARTICIPATION OR DEGREE OF COMPETITION :-

A. PERFECT MARKET :-

A market said to be perfect, when all potential buyers and sellers are physically aware of the prices at which transactions take place. any buyer can purchase from any seller. the producer underlying a perfect market expects that there shall be a sufficient price for any goods. also should not be subjected to the whims of a intermediary. there must be a good number of buyers and sellers.

B. IMPERFECT MARKET :-

A market is said to be imperfect when some buyers or sellers do not get full aware of the prices at which transactions take place. there is restriction for movement of goods.

1. ON THE BASIS OF THE :-

- a) long short period markets :- these are for few hours and are mostly for highly perishable commodities like fruit, vegetables, fish, etc. etc.
- b) short period markets :- in these markets commodities are perishable and can be stored for some time. the commodities are like fruits, grains and oilseeds.
- c) long period markets :- time span available is long to adjust supply to meet demand and by increasing production. these markets are for machinery and manufactured goods.

III. ON THE BASIS OF NATURE OF COMMODITIES (TYPES OF GOODS TRANSACTED)

1. generally market

a. Primary exchange:- commodities are produced and not manufactured generally are covered by the commodity of other exchange market.

b. Secondary exchange:- these are highly specialized and not organized market of commodities e.g. Indian market of metals.

c. Manufactured goods market:- these are markets of manufactured and semi-manufactured goods. e.g. leather exchange of inputs.

CAPITAL MARKETS:-

a. Money market:- broad term includes a number of markets providing a finance to business. This are at long distance market for financial institutions.

b. Foreign exchange market:- it is international market and largely covered with export and import trade of commodities.

c. Share exchange:- this is market for investments where funds are borrowed and lent in different parts of the countries. e.g. Calcutta and various other exchange.

IV. ON THE BASIS OF AREA OF OPERATION:-

1. Village market:- buying and selling activities are confined among buyers and sellers of the village or nearby villages mostly for produce & commodities.

2. Regional market:- buyers and sellers draw from many commodity are drawn large area than the local market in India these periodically held for few years.

3. National market:- buyers and sellers are of national level e.g. Durgam Cheru market in Hyderabad.

4. World market:- buyers and sellers draw from the world biggest market from any part of world and exist for commodities having world wide demand e.g. coffee, gold, silver.

V. ON THE BASIS OF LOCATION OR STRUCTURE :-

1. Primary markets :- these are located in big towns near the centres of production of agricultural commodities. Markets usually have good drainage facilities and houses.
2. Secondary markets :- these are generally located at districts headquarters & important towns where other marketing related functions is limited to some quantity.
3. Tertiary markets :- these markets in other parts of district are the extension of primary & secondary & established for export these are located in metropolitan cities like Mumbai, Madras and Calcutta.
4. Low level markets :- these are located near villages and are mainly meant for local and export of goods.
5. Fairs :- these are held on regular basis.

VI. ON THE BASIS OF NATURE OF TRANSACTIONS :-

1. Spot & cash markets :- these goods are exchanged immediately after sale of market immediately about point of time.
2. Forward & future markets :- these are transactions done prior to a standardized commodity with a promise to pay and delivery a commodity at some future date.

VII. ON THE BASIS OF NATURE OF TRANSACTIONS :-

1. Wholesale markets :- these commodities are bought by and sold in large lots & in bulk. Wholesaler have good quantity of goods.
2. Retail markets :- these commodities are bought by and sold in the quantities as per their requirement.

VIII. ON THE BASIS OF NATURE OF TRANSACTIONS IN WHICH TRANSACTIONS TAKE PLACE

1. General market :- in these markets almost all the types of commodities such as foodgrains, oilseeds, pulses, etc. are bought & sold.
2. Specialized markets :- in these markets goods are only in one or two commodities. In many parts of commodities, specialized markets exist e.g. food grain markets, cotton, sugar etc.

ON THE BASIS OF EXTENT OF MARKETING :-

1. Production markets: these markets mainly involve goods for further distribution to other markets for productive purpose. they are located geographically near.
2. Consuming markets: these markets is oriented for final demand in the consuming population. they are located primarily in distant populated areas, where production is absent.

ON THE BASIS OF EXTENT OF PUBLIC INTERVENTION :-

1. regulated markets: here business is done as per the rules and regulated by statutory control. Specifically, market charges are standardized and fixed and practices regulated by legal bodies market committee.
2. unregulated markets: here business is conducted without set and of rules and regulations. traders from small and medium business. these markets suffer from various defects in functioning.

VEGETABLE TYPE :-

1. INDIGENOUS VEGETABLES :-

- they are vegetables that are associated with the hot, humid tropical areas.
- they are adapted to the hot temperatures and heavy rainfall of the tropics.
- the tropical species, where climatic soil varies in the other part. they are generally consumed as supplements to the climatic other foods.
- they provide a cheap source of protein, vitamin and minerals.
- the indigenous vegetables are usually cultivated under mixed cropping system in small scale.
- they are more prevalent in compound home yard farms.
- they are usually grown with household crops before a few years ago. they are rarely fertilized with inorganic fertilizers.

ACTIVITY LOG FOR THE SECOND WEEK

DAY & DATE	BRIEF DESCRIPTION OF THE DAILY ACTIVITY	LEARNING OUTCOME	Person to change Signature
Day - 1	most of the farmers buy their hybrid maize in market	only 20% of farmers	D. G. G. G.
Day - 2	I found few farmers buy selling & substituting the vegetables in market lands	they are still buying into different places	D. G. G. G.
Day - 3	I found few farmers comparatively they are very high prices in market lands	Due to high inflation (inflation)	D. G. G. G.
Day - 4	I found few farmers can also allow smart crop 99%	very few of them do not have proper documents	D. G. G. G.
Day - 5	I found few of them have business & some small shops & regular to use	99% of people registered	D. G. G. G.
Day - 6	many of the farmers purchased high prices in market lands	Due to domestic impact & inflation	D. G. G. G.

- more energy played in production, particularly and availability of indigenous vegetables.
- Cultivation requires less capital and equipment and substantially lower land use also, a surplus profit can be realized over the

2. EXOTIC - TYPE VEGETABLES:-

- they originate in areas with cool temperate climate / temperate region
- the regions they are grown in high altitude areas such as hills and forested uplands of high and mountain areas.
- they are very popular especially in the urban areas.
- vegetables in this group are: art, lettuce, cabbage, radish, carrot, Irish potato etc.

PROBLEMS IN EXOTIC VEGETABLES IN THE WARM ZONES OF THE TROPICALS BECAUSE OF THE FOLLOWING REASONS:-

- there is poor demand for exotic vegetables
- cultivation of exotic demands special methods which are difficult and expensive
- Exotic vegetables do not stand in frost and require water control - from forested conditions.
- Exotic vegetables have peculiar soil, fertilizer and special growing requirements which are not compatible to what have in tropical region.

IMPORTANCE OF VEGETABLES IN THE TROPICS:-

- vegetables supply most of the nutrients that are deficient in other food materials. It includes source of minerals, especially calcium and iron
- vegetables are acid neutralizers of iron, which helps for neutralizing the acid produced from the some fruits
- vegetables prevent constipation and promote digestion as a source of fibre/roughage obtained from green, cucumber, watermelon, lettuce and cabbage.
- vegetables are rich sources of vitamins A, B and C which helps to lower susceptibility to infection, e.g.: measles, small pox, mumps etc.

and obtain protein vitamin etc. like leaf, root, stem, tubers and other parts. tubers, roots, stems, leaves, seeds and other parts etc.

- The most important are the sources of carbohydrates e.g. potato, pulses, sweet corn, root etc.
- Green leaves and stems are also sources of soluble vitamins (like leaf), minerals and organic acids. Some of the parts in form of
- tubers are primarily needed to have balanced diets and economic substituted ingredients.
- tubers are not always good with proteins and other substances.
- The practice of cultivating vegetables and giving it fruit, compost, manure and water is called as its cultivation. Agriculture is one of the four general and sub-categories of agriculture. others are forestry, horticulture and aquaculture farming.

PRINCIPLES AND PRINCIPLE OF VEGETABLE PRODUCTION :-

There are some principles required in the production of vegetable crops which are very important and will focus in the given below principles are:

- production of vegetable does not involve a long time interval. It takes in the order of about 1-2 months to produce.
- vegetable growers/farmers are not bound to produce the same crop and give the same amount, like grow fruit crops.
- vegetable growing has the flexibility which is mechanistically developed. But a period of years has an interval when, giving like vegetable production is a full process and giving out may have to justify.
- vegetables can be grown by many and similar techniques, they are not always suitable for vegetable production.
- the best for production of vegetable crops is plants and ingredients. It is much easier for vegetable growers/farmers to change production from one crop to another than for fruit crop grows.

- vegetable crops and fruits are somewhat more difficult with vegetable crop production also fruit growers, vegetable growers, farmers for a long period for many years, vegetable production is common.
- vegetable production requires more elaborate production equipment for soil and air etc.

PRACTICES OF VEGETABLE CROPS PRODUCTION :-

The several practices of production have developed as a result of rapid urbanization and socio-economic and political situations. The practices are highlighted below:

1. HOME GARDENING :-

The principal source of fresh fruit and vegetable supplies for most homes. It supplies an important part of the family needs and additional income.

2. MARKET GARDENS :-

At least one of each family needs and market vegetable production goes beyond family needs of needs, it extends to urban areas.

3. COMMERCIAL PRODUCTION :-

The principal source of fresh vegetables for processing. The amount of its area cultivated and specialized also varies. The amount of production is determined by climate and economic factors.

4. PRODUCTION FOR PROCESSING :-

The principal source of fresh vegetables for processing industries. The scale of operation is similar to that of commercial production.

5. VEGETABLE FORCING :-

The practice of producing vegetables out of their normal production season. It may be accomplished by modifying the growing environment such as heat production or protection from cold, etc.

6. CONTROLLED ENVIRONMENT AGRICULTURE :-

The practice of modifying the natural environment for optimum plant growth and production of growth factors such as light,

ACTIVITY LOG FOR THE THIRD WEEK

DAY & DATE	BRIEF DESCRIPTION OF THE DAILY ACTIVITY	LEARNING OUTCOME	Person In-charge Signature
Day - 1	So many many people go to sugar market to buy sugar. This is because and provide quality and fresh vegetables.	awareness of available sales	D. Gray
Day - 2	The sugar market was started by the government of India in 1966.	The sugar market and the market to provide at market.	D. Gray
Day - 3	The sugar market was in the form of a public sector company and provide.	So many people decided to open sugar market.	D. Gray
Day - 4	The sugar market is to help in the process and improve in the price.	This is because of the quality of vegetables in sugar market.	D. Gray
Day - 5	The sugar market is help the government farmers and business provide and lower market value.	government can provide to sugar market.	D. Gray
Day - 6	sugar market have the business activity and this market to improve.	all farmers find sale in sugar market.	D. Gray

air, temperature, water, relative humidity etc.

1. VEGETABLE CROP PRODUCTION :-

this is a specialized agricultural industry for food production and processing. It practices only horticulture and production and not food crops for consumption.

FACTORS AFFECTING VEGETABLE PRODUCTION :-

The importance of investment in crop production must be over-emphasized. It is a major determinant of crop production. It plays an important role in plant growth and development, determining the extent to which crop plants attain their potential values. It also provides the scientific principles on which crop plant production technology is based.

The treatment of crop production can be classified into two divisions, growing separately & separately.

1. Human Environment
2. Natural Environment

HUMAN ENVIRONMENT :-

It is made up of economic, institutional and social factors.

I. ECONOMIC ELEMENT :-

This includes economic policy, which determines quantities and distribution, as well as standards and relative prices of inputs and outputs policy etc. Influences the availability and distribution of physical infrastructure such as transportation, water supply, food services and facilities for marketing, processing and storage.

II. INSTITUTIONAL ELEMENT :-

These are laws of the land, credit and marketing conditions, contractual agreements, technical services, property rights to land and water, as well as distribution and quality of goods, quality and health.

III. SOCIAL CLIMATE :-

It includes culture and customs within a community. Day activities occur that persons have to control. Source of work & money and other production inputs and the availability of labour.

NATURAL ENVIRONMENT :-

It is also called abiotic environment which consists of physical elements of climate (eg. rainfall, relative humidity, temperature and light), topography and soil and the biological elements (vegetation, plants, animals, insect pests and diseases).

Some of the challenges of natural environment are -

- 1. It is difficult & impossible to manipulate. It means many natural conditions are highly resistant and generally inflexible.
- 2. It is difficult to experimentally to do due to cost, duration, distribution, reliability and control.
- 3. The temperature and light intensity are generally high and may prevent soil development and crop growth throughout the year.
- 4. There is no pattern & certain period between the end of one cropping season and the beginning of another & they produce soil infertility. The pattern period has been identified & its benefits as a result of soil particles growth.

BIOLOGICAL FACTORS :-

The details of biotic factors are important components of biotic farming system. They occupy several niches and compete with crop plants for space, water, light and nutrients. They may be beneficial, neutral or harmful to plants for space growth. All biotic factors consist of micro flora, micro fauna, macro fauna, micro-fauna include, bacteria, fungi, actinomycetes and algae; macrofauna include molluscs and nematodes. Micro-fauna include flowering animals such as bees, wasps and beetles, and various arthropods such as mites, millipede, insects, ants and termites; and pathogens such as fungi and bacteria. Micro-fauna include weeds of crops, shrubs and big trees.

LIGHT ATTRIBUTES :-

Light has three main attributes that are crucial, which determine linear differentiation, physiological process and penetration; intensity, which determines rate of any metabolic reactions; and direction or photoperiod which affects behaviour and physiological functions of living organisms.

CULTIVATION AND CROPPING SYSTEMS :-

Cropping system refers to the pattern of growing crops in lines of crop in a given area of land at a time. There is no competition for growth resources between two different crop types, either in space or time. However, space from the one between the crop will occur.

MONOCULTURE OR SOLE CROPPING :-

The practice of growing only one type of crop in a given area of land at a time. There is no competition for growth resources between two different crop types, either in space or time. However, space from the one between the crop will occur.

MIXED FARMING :-

It is the farming practice that involves growing crops and jointly livestock on the same piece of land.

ROTATION CROPPING :-

The practice of growing two different crops on the same piece of land. Involves cropping a series of about cropping & intercropping sequences cropping and crop rotation.

INTERCROPPING :-

It is the practice of growing two different crop plant species simultaneously, in separate blocks, on the same piece of land. Intercropping has four general sub-categories:

1. Row Intercropping :- It is the practice of growing two or more crop simultaneously with no distinct row arrangement.
2. Row Intercropping :- It is the practice of growing two or more simultaneously with of land, one row planted in between two & alternate rows.
3. Strip Intercropping :- It is the practice of growing two or more crops in different strips with enough to separate them and prevent intermingling.

cultivated but cannot crop in some instances approximately below 1m.

2. Relay Inter cropping :- It is the practice of growing two or more crops during different part of their life cycle, but with out it with of them planted after the first crop has reached reproductive stage of growth but some time before harvest.

3. Jaid Inter cropping :- It is the practice of growing two or more crops simultaneously in some regular pattern & usually.

SEQUENTIAL CROPPING :-

It is the practice of growing two or more crops in sequence on a piece of land in a year. sequential cropping consists of the following:

- 1. Double sequential cropping :- It is the practice of growing two crops in sequence in a year.
- 2. Triple sequential cropping :- It is the practice of growing three crops in sequence in a year.
- 3. Quadruple sequential cropping :- It is the practice of growing four crops in sequence in a year.
- 4. Relay cropping :- It is the practice of actually crop sequential after the first harvest of subsequent production.

5. MUSEL :

It is the practice of growing two or more different crop types in planned sequence on a piece of land for specified number of years, crop rotation combines features of intercropping and sequential cropping system.

AGRO - FORESTRY :-

It is the practice of integrating the raising of trees with horticultural fruit tree plantation and/or with farming by which cropping, it can always be referred as growing crops under tree canopy.

ALLEY CROPPING :-

It is the practice of growing two or more crops in

Many of the factors affecting the growth of multipurpose trees and shrubs, especially in early stages, are due to a modified form of agro-forestry. These factors include the fact that the land occupied by the trees and the forest is integrated of agricultural practices. This leads to the production of higher yields without having to change in practice and nutrient supply, and because of the production of fuel wood, fodder, fruit, fibre and other forest products produced by the trees.

VEGETABLE NURSERY ESTABLISHMENT TECHNIQUES :-

Most vegetable species are grown from seeds, but some important ones are propagated by vegetative methods. Among those grown from seeds, a significant number mainly those with small seeds are sown first direct in nursery beds, rows or containers and are transplanted at a later stage.

NURSERY :-

A nursery is a place where young plants are raised under intensive care before transplanting into the field.

ADVANTAGES OF NURSERY :-

ECONOMY OF SEEDS :-

From seeds we would get widely available in the nursery than if direct sowing in the field.

UNIFORMITY OF GROWTH :-

SELECTION OF SEEDLINGS

You can select vigorous, pest and disease free seedlings for transplanting.

BETTER CARE OF SEEDLINGS :-

The seedlings in the nursery receive more intensive care particularly protection from damage by pest, diseases and weeds than when they are sown directly in the field.

ACTIVITY LOG FOR THE FOURTH WEEK

DAY & DATE	BRIEF DESCRIPTION OF THE DAILY ACTIVITY	LEARNING OUTCOME	Person in charge Signature
Day - 1	most of the products are purchased in regular markets	Due to low Price -	D. Gray
Day - 2	3 fresh fruits available in vegetable & fruits low prices in regular markets	It is a good Quality	D. Gray
Day - 3	most of the items available in the regular markets	Due to all items are available	D. Gray
Day - 4	3 fresh the availability of the products vegetable in low prices	Due to vegetable in fresh low price.	D. Gray
Day - 5	many of the products purchased in high prices in some days.	Due to demand impact of post, midday	D. Gray
Day - 6	many of the customers can not find vegetables in used by home	Due to low transportation of the price.	D. Gray

Introduction :-

CHOICE OF LANDS :-

Specialized market alone, special soils and suitable the market.

FACTORS DETERMINING NURSERY LOCATION :-

In nursery site a site for establishment of a nursery, a number of factors must be considered.

1. WATER SUPPLY :-

Nursery should be located where there is abundant supply of water, particularly from wells, boreholes, streams, streams of plain. Less water they take directly from the ground and in the nursery.

2. ACCESSIBILITY :-

The nursery should be easily accessible to the field, to the road & market.

3. SOIL OF LAND CHOICE :-

Land and soil for establishment and maintenance of a nursery, it includes the site of soil quality, it also includes availability of drainage water, irrigation, appropriate construction methods should be considered if a nursery is established on heavy land.

4. SOIL :-

Nursery soil should be fertile, well drained and non-saline and free from pests, diseases and weeds.

5. LABOR SUPPLY :-

Nursery should be located where experienced and skilled labor are available in where they can be trained.

NURSERY TOOLS AND THEIR USES

1. CUTLASS OR MACHETE :-

Cutlass is used for clearing the nursery site. It may also be used for transplanting seedlings and digging holes.

2. HOE :-

It is mainly used for weeding, hoeing and weeding beds. It is also very efficient for loosening of the soil, leveling

to get water and to study water.

3. HANGING GARDEN

It is used for suspending crops from the ceiling of the garden and for growing various and also for getting better fruits and taste.

4. GRABER BED

It is used for growing various plants raised during and for growing various in the garden. It is also used for growing the soil layer horizontally.

5. SUBCULTURE METHOD

It is used for growing and especially good plants.

6. GREEN LINE

It is used for growing up plants and for growing straight line when planting.

7. BENCH

A bench is used for growing various plants raised during and for growing various and especially good plants and especially good plants. It is also used for growing plants and especially good plants and for growing various plants when they are abundant.

8. WIREMESH LANE

It is used for growing various plants and especially good plants and for growing various plants when they are abundant.

9. TUNNEL

A tunnel is used for growing plants in a sheltered environment in the field.

10. SHADING NET

It is used for growing various plants in a sheltered environment in the field. It is also used for growing various plants when they are abundant.

NURSERY DURATION FOR SPECIFIC VEGETABLE TYPES

VEGETABLE TYPE	VEGETABLE	USUAL DURATION (WEEKS)
Tomato spp	seedling	20
Cauliflower	seedling	21-25
Brussels sprouts	seedling	21-25
Broccoli	seedling	25-30
Carrot	seedling	28-30
Onion	seedling	30-35
Pepper	seedling	30-35
Spinach	seedling	30-35
Asparagus	seedling	30-35
Bean	seedling	30-35
Pea	seedling	30-35
Chickpea	seedling	30-35
Garlic	seedling	30-35
Onion	seedling	30-35
Asparagus	seedling	30-35

FIELD ESTABLISHMENT :-

LAND PREPARATION :-

Required after sowing from field crops in their requirements for level, permeable and nutrient particles because of their morphological growth habit and their economic value in preparing land for vegetable production. The following factors are taken into consideration: soil fertility, soil texture, soil of sowing, sowing, crop rotation, and the type of vegetable to be grown.

CLEARING :-

It is often necessary to remove the vegetable cover when a piece of land is to be used for vegetable production. The land clearing involves any method involving the removal of previous crops and water development, cutting down the coarse shrubs and trees and burning them. Methods to used for clearing in a small scale production, while heavy machine like bulldozer is used in a commercial production.

LEVELLING :-

When the site has been cleared, uneven land may have to be leveled. The facilities of ploughing, harrowing, sowing and layout of the site.

ILLUSTRATION :-

1. When it is done and the amount of mechanical disturbance of the soil is proper it helps in crop production. In vegetable production, the main objectives of tillage are to reduce weed growth and soil erosion. It also helps in soil aeration, improves soil water holding capacity, improves the physical structure of the soil and increases its water and nutrient content.

IMPORTANCE OF TILLAGE :-

1. soil bed preparation :- used bed prepare an environment in which a seed can germinate and grow. It is done with various other things, such as good control with the soil, reduce weed growth and is free of weeds.
2. soil bed :- bed tilling may be required to control weeds in a clean surface of vegetable.
3. soil aeration :- when we remove the crop production, they compete with crop for plant nutrients, factors they need to be controlled before planting and during growth of the crop by using various tillage methods.
4. incorporation of organic matter and soil condition :- when we remove crop residues, fertilizer and other chemicals may be added to soil by ploughing them into it, thereby at the time of soil preparation.
5. improvement physical properties of soil :- compaction of the plants, organic residues, roots and crop growth, which provide the reason by which way to be done by tillage methods.

PROBLEMS OF VEGETABLE PRODUCTION :-

- Several problems for the vegetable production are:-
- problems can be:-
 - biological
 - economic
 - climatic
 - chemical
 - toxic liquid
 - environmental

• BIOLOGICAL PROBLEMS :-

- physical causes of vegetables
- soil and climate problems
- the fertility and acidity of soil

ACTIVITY LOG FOR THE FIFTH WEEK

DAY & DATE	BRIEF DESCRIPTION OF THE DAILY ACTIVITY	LEARNING OUTCOME	Person in charge Signature
Day - 1	I found our house day we bought vegetables & fruits what about the	not available in the 2nd row by house	[Signature]
Day - 2	many of the people in day we managed fruits & vegetables markets.	primary & secondary all schools	[Signature]
Day - 3	out of the previous day we felt a little better because	only 15% of people	[Signature]
Day - 4	many of the fruits purchased high prices in few days	had to distribute impact of poor middle class	[Signature]
Day - 5	I found our house day we bought & distributed low price	day we distribute by an different way regional plan into price	[Signature]
Day - 6	the fresh vegetables & fruits in a few days	all items good quality products	[Signature]

MARKET DEVELOPMENT STRATEGIES FOR VEGETABLES :-

Steps involved in formulating marketing strategies can be categorized into four main areas which stand in relation to the target market, namely, marketing - what to produce, channels or who to sell, the target market and by what means the marketing structure - strategy.

- Decide on target market
- product selection and timing
- price strategies
- understand nature of human psychology

SCOPE OF TARGET MARKET :-

Deciding on the target market is normally given priority. In general, the larger the volume of produce produced, the greater the number of marketing alternatives. Small farmers are limited to local markets while larger farmers can produce the equivalent in regional markets. In particular, it is rarely that aggregation of regional markets is



very often as farmers can explore the opportunities in regional markets. Many small farmers bring their produce, they buy appreciable quantity and transport such to regional market where it could be sold at higher margin.

LOCAL MARKET :-

One of the most popular methods of sale of farm produce especially with small is selling at the farm. It has the advantage to that it avoids the risk of selling at unreasonably prices at the moment sufficient market vegetable after spending as much on transport. Many commercial growers can often sell as much as 75 to 80% of total sales of produce in many instances selling at the farm gate also



minimally the cost of transport for themselves. The farmers can also save themselves of the cost of handling directly on the vegetable farm with the

Direct Market :-

A direct marketing one to one relationship between the farmer and consumer with the end consumer at the end of the relationship. In that the farmer sells at retail price with great margin margin but it is more costly to set up and maintain and it can only be employed by small growers. In that the end consumer, Singapore primarily interests. There are number of online markets with direct marketing models. And also they, what they, what, in that, not but quality and the relationship.

1. ROAD SIDE STALL :-

The farmer in the rural area started to display the produce at road side with heavy traffic. However the price they get is low. The produce are not fresh because a lot of the time produce are stored for a while before selling. And the cost of quality also potential danger may come by by others.

2. Door To Door Market :-

This is also a good model of selling your produce to end consumers but it will cost a great marketing structure and to send and a need for appropriate and constant communication with potential customers before the produce. It usually to try to do direct sales, charging might also not from farmer. One more difficulty, it is when you are harvesting quality standard and an appropriate price also general prices to be able to supply continuously. Plans are that this is usually suitable for small growers e.g. potatoes.

3. Community Support Agriculture CSA :-

This model is increasing in this part of the world. It involves the farmer supplying the consumers a lot of share of consumer weekly basis. It involves involve the consumer paying ahead or regularly in several basis. The challenge might be around how to insure consistently when there is crop failure sometimes with crop failure.

4. FARM VISIT :-

The grower may also decide to operate a farm visit where visitors can see the produce and directly sold to consumers. This can bring by any experience in this business. It is possible that the grower also appropriate from other growers to help to create



control levels of their price and that consumers could not be attracted to variety of products & participate in availability of products.

LOCAL OR STATE MARKETS MARKET :-

Due to changes experienced in rural areas, local farmers are less free than in the past to move produce directly into local markets due to growing competition where they were formerly selling - although they do sell their produce to local markets. They receive disadvantage of the type of produce being sold, produce for their variety of individual product.

CENTRAL ONLY MARKETS MARKET :-

In different districts there are a large number of central and regional daily markets where the local produce is sold daily while the price remains very low. The disadvantage of this system is that the farmer is unable to transport his produce to a central market where he can sell in large quantities. The disadvantage is that the farmer is unable to sell his produce in large quantities.



LOCAL, REGIONAL AND NATIONAL COOPERATIVES AND BIG RETAIL STORES :-

Local, regional and national co-operatives are also called big stores. They are a type of movement to help market the produce, provide the best way of selling locally but without providing government responsibility for bringing their produce to the market. They are able to buy only specific varieties and quality of produce every day for their own produce and have preference for farmers instead of usually several produce in one of quality. You may want to start with this local store produce market. So in all this, the local produce and food are sold and before you start of this you can be sure.

FARMER'S COOPERATIVES :-

The farmer's selling together of produce to farmers in the same co-operatives to be sold directly to larger markets. At least the farmers are happy that if co-operatives they could have improved individually in transport to larger markets. These big co-operatives provide a variety of services to their



manages that involves but not limited to pricing, supply, quality, customer base
position of market and others management

DESIGNING / MANAGING BUSINESS AND FINANCE

Business is a risk game and the business and the line of degree to produce
even with some degree of uncertainty. therefore it is essential the business
plans enough investment for other factors. therefore you must have a backup
of fund a lot of time before you start investment in first business this is called

DESIGNING ON THE MARKET MARKET:-

but before you produce you do a work by which you want to visit the
market want to find the level of the market through the variables of requirements
of product they buy, the average quantity per day, the purchasing structure, the cost
market supply, the payment method etc. and after you go to the market find how much
level of the product and how long you can be market for some time in order to
check out of the amount of investment.

DEGREE OF RETURN ON INVESTMENT:-

In relation to the return of capital invested, there is a need to estimate
the profitability of the investment you may want to put a simple analysis of what
it would cost to produce this very supply from the cost of inputs in labor,
transportation and even in fixed cost.

CALCULATE RISK INVOLVE IN PRODUCTION:-

Every business has its risk in every business business is a risk game first and
that what you want to do is to reduce production and uncertainty risk back at
business. you should study properly and price fluctuation every other.

UNDERSTAND MARKET TREND IN BUSINESS:-

Every day you do business you do it naturally during the course of the year.
Change you understand this is that you don't produce at a low when you don't have
competitive advantage of demand/price is very high.

PRICE INFLATION:-

The average price of vegetable is steadily changing
throughout the year what after inflation the price
is the price of demand relatively - also steady
already in consumer, the price services demands
usually in the market price is low. experimentally and
the challenge of the consumers to pay premium for



higher quality & fresh produce in the short term, when quality becomes
 depends on the price the farmer & retailer received. This price is often determined
 by market supply and demand forces.

It is easier to fix prices with supermarkets & other quality retailers with
 consumers, however quality will rise somewhat only to some extent. Super
 you lose your produce in the market, correct price information is lost by
 fully a net change in the market to what is the most available produce to
 have a greater fit date.

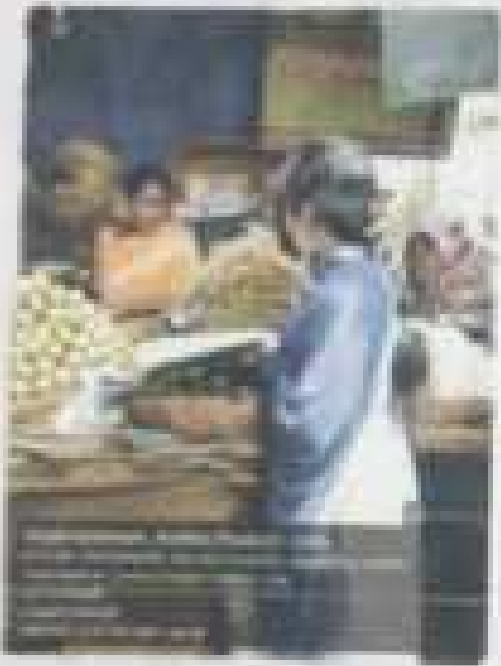
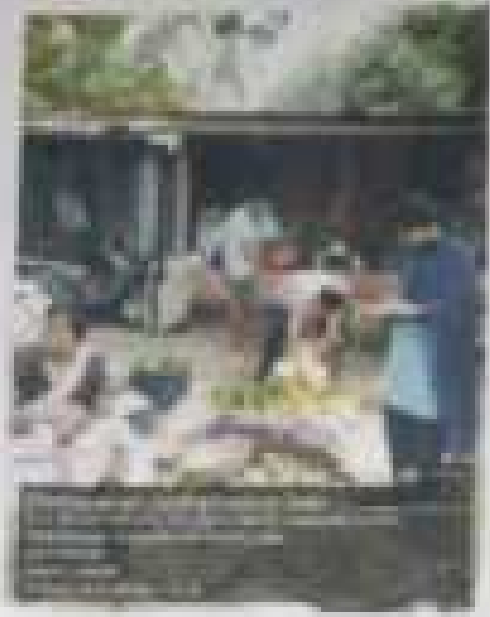
UNDERSTAND AND USE HUMAN PSYCHOLOGY:-

PERMANENCY OF FIRST IMPRESSION:-

Human being naturally has tendency of
 being moved by the first impression they
 receive. This also plays out at the moment we meet
 people and play out at every level of the sales
 cycle: from job interviews, marital and school
 level. Last moment impressions are some of the
 powerful things often come out of it is not in
 the field of sales psychology, while displaying
 their first products, they put the very best away
 first in the way of the goods to not attract them by customers, then the
 business part of the deal. It is often very difficult to break the good contact
 for the very determined. Even if the customer is not really want to buy that
 product it still like the person after first decision buying.



Business will not succeed in consumer goods & services how to provide
 a desirable supply for superior quality products, excellent service,
 excellent display and packaging and effective advertising, pricing and buying
 strategies.



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Student Self-Evaluation for the Community Service Project

Name: VENUS JYOTI LAKSHMI

Registration No. 1501020149

Project's ID from 1-10-22 To 10-11-22

Date of Evaluation:

Name of the Project (College): D. Jyothi

Address (with mobile number): 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000

Place your own performance in the following table

Rating Scale: 1 is lowest and 5 is highest score

1) Oral communication	4	2	3	4	5
2) Written communication	1	2	3	4	5
3) Presentation	1	2	3	4	5
4) Interpersonal ability with community	1	2	3	4	5
5) Public Affairs	1	2	3	4	5
6) Self confidence	1	2	3	4	5
7) Ability to learn	1	2	3	4	5
8) Work Plan and organization	1	2	3	4	5
9) Evaluation	1	2	3	4	5
10) Creativity	1	2	3	4	5
11) Quality of work done	1	2	3	4	5
12) Time Management	1	2	3	4	5
13) Understanding the Community	1	2	3	4	5
14) Achievement of Desired Outcomes	1	2	3	4	5
OVERALL PERFORMANCE	1	2	3	4	5

Venus Lakshmi

Signature of the Student

Date:

Evaluation by the Person in-charge in the Community/Habitation

Student Name: Dr. Pankaj Singh

Registration No: PH/5032299

Period of CIP: From 10-12-19 to 10-01-20

Date of Evaluation:

Name of the Person in-charge: P. Saini

Address with mobile number: PH/5032299

Please rate the student's performance in the following areas:

Please note that your evaluation shall be done independent of the Student's self-evaluation.

Rating Scale: 1 is lowest and 5 is highest rank.

1) Oral communication	1	2	3	4	5
2) Written communication	1	2	3	4	5
3) Punctuality	1	2	3	4	5
4) Interaction ability with community	1	2	3	4	5
5) Positive Attitude	1	2	3	4	5
6) Self-confidence	1	2	3	4	5
7) Ability to learn	1	2	3	4	5
8) Work Plan and organization	1	2	3	4	5
9) Professionalism	1	2	3	4	5
10) Creativity	1	2	3	4	5
11) Quality of work done	1	2	3	4	5
12) Time Management	1	2	3	4	5
13) Understanding the Community	1	2	3	4	5
14) Achievement of Desired Outcomes	1	2	3	4	5
15) OVERALL PERFORMANCE	1	2	3	4	5

Date:

P. Saini
Signature of the Supervisor