

# **COMMUNITY SERVICE PROJECT**

**ON**

## **A STUDY ON ONLINE PURCHASES**

**Submitted By**

**VASUPILLI NEELIMA**

**ID NO : 119130803163**

**Under the Supervision Of**

**Sri.B. PATRICK. PRADEEP KUMAR**

**Lecturer in COMMERCE**



**DEPARTMENT OF COMMERCE  
MRS . A . V . N . COLLEGE, VISAKHAPATNAM**



# Program Book

## Community Service Project

AP STATE COUNCIL OF HIGHER  
EDUCATION

(A STATUTORY BODY OF GOVERNMENT OF ANDHRA PRADESH)

# Program Book for Community Service Project

Name of the Student: *Varupilli Neelima*

Name of the College: *Mrs A.V.N COLLEGE*

Registration Number: *119130803163*

Period of CSP: *2 Months* From: *11/11/22* To: *13/1/22*

Name & Address of the Community/Habitation: *D.No : 32+25-59 S.V.P Nagar*

*Kobbarukota*

*Visakhapatnam 530016*

# Community Service Project Report

Submitted in accordance with the requirement for the degree of B.Com

Name of the College: M.S.A.V.N COLLEGE

Department: B.COM COMMERCE

Name of the Faculty Guide: B.P. PRADEEP KUMAR

Duration of the CSP: From 1-10-22 To 10-11-22

Name of the Student: Vadupilli Neelima

Programme of Study Community Service project on online purchase

Year of Study: 1<sup>st</sup> year 5<sup>th</sup> sem (2019-2022)

Register Number: 119130803163

Date of Submission: 22/10/22

## Student's Declaration

I, Vadupilli Neelima student of C.S.P..Program, Reg. No. 119130803163 of the Department of B.Com Mrs. A.V.N. College do hereby declare that I have completed the mandatory community service from 19/9/22 to 22/10/22 in Delharambura (Name of the Community/Habitation) under the Faculty Guideship of Mrs. V. Neelima (Name of the Faculty Guide), Department of Commerce in Mrs. A.V.N. College

V. Neelima  
(Signature and Date)

### Endorsements

M. P. Reddy Kumar

Faculty Guide

[Signature]  
21/11/22

Head of the Department

[Signature]

Principal  
PRINCIPAL  
MRS. A.V.N. COLLEGE  
VISA KHAPATNAM

### Certificate from Official of the Community

This is to certify that Geethika Sree (Name of the Community Service Volunteer) Reg. No. 119.130803163 of M.S. A.V.N. College (Name of the College) underwent community service in Kobbari (Name of the Community) from S.V. P. Day to 14.....

The overall performance of the Community Service Volunteer during his/her community service is found to be good..... (Satisfactory/Good).

N. R. Reddy 3/11/22  
Authorized Signatory Date and Seal  
Ward 10 Registration and Data Processing Secretary.  
Ward 10  
REGISTRATION AND DATA PROCESSING SECRETARY  
W-III GURU

## ACKNOWLEDGEMENTS

I am glad to render my thankful acknowledgments to the APSCHC for giving this wonderful opportunity to us and I am also thankful to the Andhra University

I sincerely acknowledge thanks to Mrs. Simhadri Naidu, principal of Mrs. A.V.N. COLLEGE for giving me an opportunity to work on this project. My hearty thanks to our community members who have helped me in this survey project and I would like to thank Mr. M.E. Prasanna Kumar for motivating me.

I would like to acknowledge my sincere thanks to my mentor Sri B. PATRICK. PREDEEP Kumar for the inspired guidance and suggestions during the progress of my project. Finally, I would like to thank my team member and my parents for extended co-operation, unconditional support and encouragement.

Varupilli Neelima

119130803163

## CHAPTER 1: EXECUTIVE SUMMARY

The community service report shall have only a one-page executive summary. It shall include a brief description of the Community and summary of all the activities done by the student in CSP and five or more learning objectives and outcomes.

Community Programs can expand the opportunities for youth to acquire personal and social assets and the experience the broad range of settings of positive development settings

The activities I performed in the Community Service are that I had made a small survey in our community and I have selected the topic of

"online purchases" so the different types of behaviour of consumer in online shopping were noticed

- Some people were interested in quality of the commodities
- And some people were interested in price more than quality of the commodity
- There were some people, who want the best price and also the best quality of the commodity
- Most of the people were choosing online shopping very frequently, because of easy payment, time saving good deals in online etc, are the reasons of online purchases



## CHAPTER 2: OVERVIEW OF THE COMMUNITY

- About the Community/Village/Habitation including historical profile of the community/habitation, community diversity, traditions, ethics and values.
- Brief note on Socio-Economic conditions of the Community/Habitation.

The place where I done my project is in AVN College <sup>at</sup> Behind <sup>of</sup> the people in this area were middle-class living families and also some are rich and families. So in my survey on the topic of online purchases I had noticed the behaviours consumers, each person is differed from another persons.

In my community, most of the middle-class families were living. These online purchase are taken by the middle-class families and also rich families but whereas, poor people were not using the online transactions (a) online shoppings due to unaware of technology and no financial support.

So most of the time I spend to my survey because, when I visited poor people, houses there are no answers for my questions. But the only answers for is that they are unaware of technology (b) no financial support to enter into online shopping.

### CHAPTER 3: COMMUNITY SERVICE PART

Description of the Activities undertaken in the Community during the Community Service Project. This part could end by reflecting on what kind of values, life skills, and technical skills the student acquired.

In my Community Service part most of the people preferred to quality commodities. And few were preferred to price of the commodities. And than the quality of the commodity. And the people who are choosing prices of commodities are most of the middle-class families. And the people who are choosing the quality as first priority than the price of the commodities are most of the rich families. And comparing to middle-class families. rich families were shopping on online very frequently. due to office works as being employees and other professional works. coming to middle-class families. they were choosing online shopping service for once (or) twice in a month. Also more commodities were being purchased by rich families comparing to middle-class families.

### ACTIVITY LOG FOR THE FIRST WEEK

DAY & DATE	BRIEF DESCRIPTION OF THE DAILY ACTIVITY	LEARNING OUTCOME	Person In-charge Signature
Day - 1	I visited to my area for Community Service project and the people I visited responded greatly	I learned interaction and communicating with others	
Day - 2	Some of the people didn't responded due to their office work but few people were responded better	I learned the skills of preparation of documentation	
Day - 3	Today one of the family member asked me about CSP very briefly and then he answered	I learned the way of explanation about a topic clearly	
Day - 4	People rejected for ans- wering to my survey so I visited to another house and responded.	I learned to be with patience	
Day - 5	Today I visited another colony in A.V.N college Road behind K.G.H and a family responded to CSP very fairly	I learned to speak fairly with others	
Day - 6	Two houses were rejected by surveyor and the 3rd house responded to me somewhat better	I learned to be strong when I get rejections	

## WEEKLY REPORT

WEEK - 1 (From Dt. 11/11/22.. to Dt. 17/11/22....)

Objective of the Activity Done: Price Equality on online purchases

Detailed Report:

I visited to my area for Community Service project and the people I visited responded greatly

Some of the people didn't respond due to their office work. but few people were responded better

Today one of the family members asked me about CSP very briefly and then he answered to my questions

People rejected for answering to my survey questions. So I visited to another house and responded.

Also I visited another colony in Seetamohari, and a family responded

to Community Service Project very fairly

Two houses were rejected my survey as the 3rd house responded to me

Some what better and finally I had completed my first week survey project

**ACTIVITY LOG FOR THE SECOND WEEK**

DAY & DATE	BRIEF DESCRIPTION OF THE DAILY ACTIVITY	LEARNING OUTCOME	Person In-charge Signature
Day - 1	Today one of the family member asked me about CSP very briefly and then he responded	I learnt to give proper explanation to others	
Day - 2	So many houses rejected for answering to my survey and finally one house responded	I learnt to be loyal from the responded house	
Day - 3	I visited more than 10 members in a family to get the accurate answers	I brought the large number to ask the data	
Day - 4	Many of families 10 members in a family to get the accurate answers	I come to know the problems very clearly	
Day - 5	They were not into retail in online shopping and interested in offline shopping	More usage of technology is demand	
Day - 6	Today one of family has responded with great loyalty	I learned the skills of convincing others	

## WEEKLY REPORT

WEEK - 2 (From Dt. 24/11/22 to Dt. 30/11/22)

Objective of the Activity Done:

Community Satisfaction and Happiness

Detailed Report:

Today one of the family members asked me about Community Service project very briefly and then he responded.

So, many hours rejected for answering to my survey and finally one hour responded. I visited more than 4 members in a family last but not the least one was responded.

And few families were not interested in offline shopping and only interested in online shopping due to its benefits. And one of family has responded with great loyalty and answered very fairly on each and every question on my Community Service project. on the topic of online purchase of common behaviours while doing online shopping.

Some more families were not interested in online shopping the reason was they can see the they only interested in offline shopping the reason was they can

see the product physically and can get satisfied their offline purchases.

These are the activities done in my second week survey.

ACTIVITY LOG FOR THE SECOND WEEK

DAY & DATE	BRIEF DESCRIPTION OF THE DAILY ACTIVITY	LEARNING OUTCOME	Person In-charge Signature
Day - 1	I visited more than 5 members in a family to get accurate answers	Trying hard you're getting accurate answers	
Day - 2	They were interested only in online shopping and not interested in offline shopping	I learned the benefits of facilities provided by the technology	
Day - 3	Today one of the family has responded to me with great care.	I learned the loyalty given by their family	
Day - 4	Not of the have doesn't responded, but finally one has responded with great honors.	Showing my gratitude towards them for showing their care	
Day - 5	Today only one member had responded that to without interest for answering to me.	Thanking to him, for responding even without interest	
Day - 6	I visited to a new colony again in <del>AP</del> Selhambhatl one of the family responded well.	I liked their concern showing to me and to my husband	

## WEEKLY REPORT

WEEK - 3 (From Dt..... to Dt.....)

Objective of the Activity Done:

REASONS FOR ONLINE SHOPPING.

Detailed Report:

In this 2<sup>nd</sup> week, I visited more than 5 members in a family, in a house to get more accurate answers for my community service project survey on the topic of consumer's behavior on online purchases. And one of the family is only interested in on-line shopping and not interested in offline shopping. One of the family has responded with great attention and care. Most of the houses doesn't respond, but finally one house has responded, but finally one house has responded with great honour.

And in this 3<sup>rd</sup> week, on the day 5, only one member has responded, that too without interest for answering to me. And that person's behaviour is somewhat different, and he is moving very slowly for counting emergency. In that emergency situation also, he answers to me, so I was satisfied for his attention towards me.

And finally, on day 8, I visited a new colony and in that colony most of the houses were responded well.



### ACTIVITY LOG FOR THE FOURTH WEEK

DAY & DATE	BRIEF DESCRIPTION OF THE DAILY ACTIVITY	LEARNING OUTCOME	Person In-charge Signature
Day - 1	They were interested only in online shopping and not interested in offline shopping.	I learnt the benefits of facilities provided by the technology	
Day - 2	Today only one member responded that too without interest for answering to my questions	Thanking to him for showing concern towards me.	
Day - 3	Many of families rejected, but finally one house has great respond.	I came to know the problems very clearly	
Day - 4	They were not interested in online shopping and interest in offline.	Use usage of technology is danger.	
Day - 5	Today, one of family asked briefly about CSP, and then responded to my questions.	I learnt the way of explanation about a topic clearly	
Day - 6	3 houses were rejected my survey and finally one house has a great respond towards me.	I learnt to be strong, when I got rejections	

## WEEKLY REPORT

WEEK - 4 (From Dt..... to Dt.....)

Objective of the Activity Done:

Frequent Purchase on online

Detailed Report:

In this week - 4, I had prepared a few questions on online purchases which are related to online purchases, such as the number of times that people are doing online shopping.

So, after my completion of asking my actual questions which are there in my questionnaire then I had asked about the frequent purchase on online.

In this week - 4, on day 1, they were interested only in online shopping and not interested in offline shopping.

On day 2, only one member had responded finally one family has a great response.

On day 4, they were not interested in online shopping and only interested in offline shopping.

On day 8 and 6 some are not responded and some are briefly asked about "CSP" and they had a great response.

### ACTIVITY LOG FOR THE FIFTH WEEK

DAY & DATE	BRIEF DESCRIPTION OF THE DAILY ACTIVITY	LEARNING OUTCOME	Person In-charge Signature
Day - 1	Some people in a family didn't respond due to office work and one has responded greatly.	I understood the urgency of their work.	
Day - 2	Today, I visited another news agency in my area and every one has responded greatly.	I'm honoured to their loyalty to work me.	
Day - 3	I visited more than 30 members in a family for accurate answers.	I brought the boys matter to ask the date.	
Day - 4	Today, every one in a family has responded with great care.	I learnt the loyalty given by their family.	
Day - 5	Everyone in a family answered me very urgently because they were going outside.	I shared my gratitude towards them for their attention.	
Day - 6	Today, no one in a family was using online shopping.	I learnt to avoid business for visiting shops outside.	

## WEEKLY REPORT

WEEK - 5 (From Dt..... to Dt.....)

Objective of the Activity Done:

more quality products on online

Detailed Report:

In this week 5, I had created some more questions on the topic of this, I had completed my actual survey. quality products on online. but before this I had completed my actual survey question in community service project.

on day 1 some people in a family didn't responded due to office work and one had responded greatly.

on day 2, I visited another colony in my community area, and everyone had responded greatly with answering fairly.

on day 3, I visited more than 4 members in a family, for getting accurate answers.

on day 4, every one in a family has responded with great loyalty and care and gave fair answers.

on day 5 everyone in a family answered me very urgently because they were going out side

And final day of the survey on day 6 they answered me that no one in their family was using online shopping but they were educated family only.

## CHAPTER 5: OUTCOMES DESCRIPTION

Details of the Socio-Economic Survey of the Village/Habitation. Attach the questionnaire prepared for the survey.

My Survey was done on each and every house for project purpose. Some are to lower in their earnings and some are to rich and well-settled and some are middle-class families.

Some families are not having the Admissions also.

They are too poor, and can't live like everyone - In fact, they are not having sufficient food and money to survive like others.

So, these kind of families didn't answered to my questions for Community Service project.

Because, they don't even know how to use mobile phones also, and my topic is on online purchases.

don't know about this particular topic.

There are the details, which I was noticed in my area, when I went for Community Service project.

Describe the problems you have identified in the community

I faced to many problems in my surrounding areas.

I faced how to develop and make to develop my ideology.

Meeting with people and knowing their poor financial status.

Meeting all the senior citizens in my community area, to know the accurate problems that they were facing and

I too faced many problems, because many of the citizens were not answering to my questions.

Meeting with all the individuals that too personally, made me to face lot of troubles in my area.

High television problems in community and habitation in the problem in my area were facing.

They are asking money to service. \$31 atleast maintenance.

They can't able to purchase minimum electronic gadgets. So, these are the problems the people are having in my area and to know these all I too faced many problems and struggled.

Short-term and long term action plan for possible solutions for the problems identified and that could be recommended to the concerned authorities for implementation.

### SHORT-Term Action plans:-

- (1) Every family should be provided awareness on benefits of online shopping.
- (2) every family should change their ideology and behaviour on the product receiving through online.
- (3) every family should be facilitated with the source of online transactions and online shoppings frequently.
- (4) There were many uneducated families in my community area. So they must be educated. Then they will automatically come to know about the benefits of online shopping and online transactions and also they will come to know about the usage of online shopping.

### long-Term Action Plans:-

- (1) there should be separate course on life skills.
- (2) there should be separate course on personality development.
- (3) every family should have to be involved in small-scale industries, and they must be aware of it.

Description of the Community awareness programme/s conducted w.r.t the problems and their outcomes.

I learned to many classes in the program if Community Service conducted by my college management.

I learned to give proper explanation on Particular topic to others

I learned the way of Interacting with others and communicating and get to know the problems they were facing.

I learned the way of preparation of documentation on the problems of people.

I learned to stay with patience, when others are not answering to my community service project questions

I learned to speak straight - forward and fairly with other people.

I learned to be stay strong, when I got rejections to answer for my community service project questions

I got the feedback from my community are people, that usage of more Technology is the changes and not at all good, and also it makes the people becoming laziness



# Student Self-Evaluation for the Community Service Project

Student Name: Vakupilli Neelima

Registration No: \_\_\_\_\_

Period of CSP: From \_\_\_\_\_ To \_\_\_\_\_

Date of Evaluation: \_\_\_\_\_

Name of the Person in-charge: \_\_\_\_\_

Address with mobile number: \_\_\_\_\_

Please rate your performance in the following areas:

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) Proactiveness	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: \_\_\_\_\_

V. Neelima  
Signature of the Student

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

Student Name:

Registration No:

Period of CSP: From:                      To:

Date of Evaluation:

Name of the Person in-charge:

Address with mobile number:

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

*V. Nishitha*  
Signature of the Supervisor

Date:



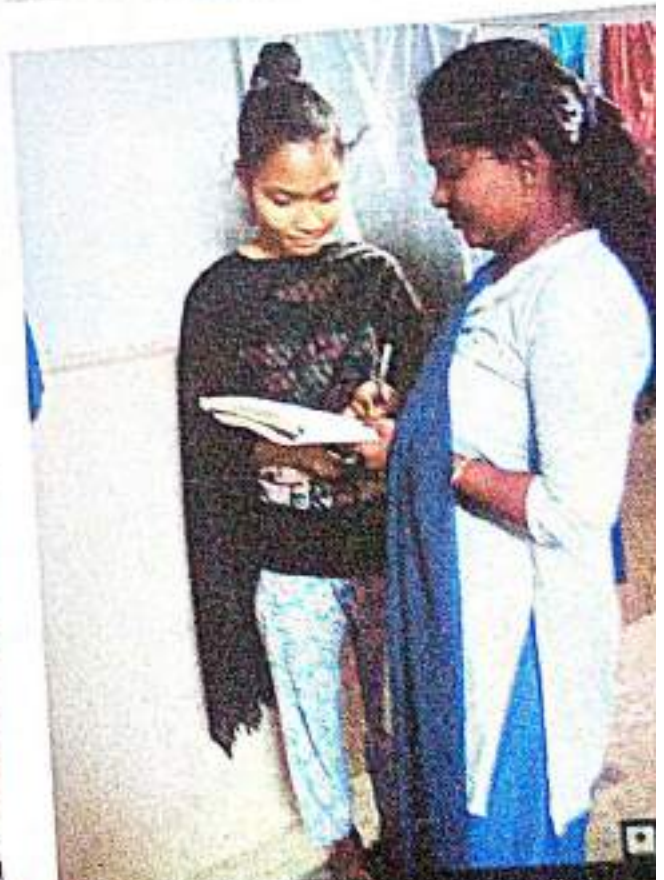
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