



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: KANDELLI PAVANKUMAR

Name of the College: MFS - A.V.N College.

Registration Number: 120130803074

Period of CSP: 2 Months From: 1-10-2022 To: 10-11-2022

Name & Address of the Community/Habitation: Plot - No = 24-72-6
Kotta needla, Ferry road, telal post
office, Visakhapatnam 530001

Community Service Project Report

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

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

Department: Commerce.

Name of the Faculty Guide:

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

Name of the Student: KANDELLI. PAVAN KUMAR

Programme of Study (B.Com) — Vegetable Marketing

Year of Study: 2020 - 2023

Register Number: 120130803074

Date of Submission: 15-11-2022

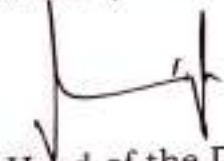
Student's Declaration

I, K. Pavan Kumar a student of C.S.P. Program, Reg. No. 120130803074 of the Department of B.Com Mrs. A.V.N. College do hereby declare that I have completed the mandatory community service from 10.11 to 10.11.22 in (Name of the Community/Habitation) under the Faculty Guidship of....., (Name of the Faculty Guide), Department of Commerce in Mrs. A.V.N. College

K. Pavan Kumar
(Signature and Date)

Endorsements

Faculty Guide



Head of the Department



Principal

PRINCIPAL
Mrs. A.V.N. COLLEGE
VISAKHAPATNAM

Certificate from Official of the Community

This is to certify that KANDELLI-FUNK (Name of the Community Service Volunteer) Reg. No. 12030803074 of Mrs. A.V. N... (Name of the College) underwent community service in (Name of the Community) from 01-10-22 to 10-11-2023...

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

[Handwritten Signature]
24/11/23

Authorized Signatory with Date and Seal



ACKNOWLEDGEMENTS

I am glad to render my thankful Acknowledgement to the APSCHE for giving this wonderful opportunity to us. I'm also thankful to the Andhra University.

I Sincerely Acknowledge thanks to HVS. 'Simhadri Naidu' principal of H.S. A.V.N. College for giving me an opportunity to work on this project.

I take this opportunity to express my hearty thanks to our Community members who have helped me in this survey project and I would like to thank Mr. B.N. Hurthy for motivating me.

I would like to acknowledge my sincere thanks to my Sri B.N. Hurthy for have inspired guidance and suggestions during the progress of my project finally I would like to my project to thank my team members, and my parents for Extended Co-operation, unconditional support and Encouragement.

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.

- Brief Description of the community :

Rythu Bazar is a Neighbourhood in the city of Vilakhapatnam. The Neighbourhood is considered as the major residential area of the city. It is located within the MVP Double Road Junction, Vilakhapatnam which is responsible for the clost to the MVP colony.

- Summary of the activities done :

Rythu Bazar is covered under community service project. The Neighbourhood Vegetable Shop have been visited and questioned about their history, way of living, falling facts about their survival. A Survey report has been the area of Rythu Bazar regarding vegetable marketing, the Advantage & disadvantages they give.

- Learning Objectives and Outcomes :

- * Role of government in the phase of vegetable Marketing.
- * The Role of whole Sale in phase of vegetable Marketing.
- * The advantage & disadvantage by the local vegetable vendors and the outcomes they give.
- * The important in the locality that has to be made and the recognition of minute outcomes of vegetable.

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.

About the Community :

Rythu Bazar is a Neighbourhood in the City of Vilakhatnam. This Bazar has been considered as the Major residential area in the district. It is located in the HVP Colony of Greater Vilakhatnam Municipal Corporation, which is responsible for the Rythu Bazar and it is located about 14.7 KM from Vilakhatnam Airport and about 6KM from Railway Station. It lies to the North-West of Vilakhatnam City and is closely bordered Maddilapalem to the South and HVP to the East. Biopalapatnam to the West, of the HVP South East. Rythu Bazar is well connected to most locations of the City by the State owned bus service.

APSRTC Route : Via HVP Colony (Rythu Bazar).

900 T → RIC complex → Waltair → HVP Colony.

900 → Maddilapalem → HVP Colony.

Historical profile of the Community :

Vilakhatnam history goes back to the Sixth Century B.C. Its name can be found in Hindu and Buddhist texts that date back to ancient times. Vilakhatnam history proves that HVP Colony (Rythu Bazar) has been a front line area in the City of Vilakhatnam.

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.

Activities undertaken in the Community during the Community Service project.

Ground Verified :

As a part of the Community Service project all the vegetable shops have been identified and were visited for the purpose at the Enquiry. The vegetable shops have been classified on the basis of area of establishment, the sign of their operation and the amount of volunteers they operate. The shops were also categorized on the basis of years of experience. The enquiry has been done about the facilities they operate, the value of customer daily. The Community Service project and has been known strategies.

Name of the business	value of customer daily	value of kg's sold	Earnings per daily (Revenue)
K.R. Vegetable Market	100 Customers	60 kgs	₹ = 5,000
Chaitu. Vegetable	50 Customers	50 kgs	₹ = 2,000
H.R. Hyper Market	200 Customers	100 kgs	₹ = 8,000
K.C. Square	20 customers	5 kgs	₹ = 1,000
Raju-fruits & vegetable	300 Customers	80 kgs	₹ = 7,000
P.R. fresh vegetables	400 Customers	120 kgs	₹ = 6,200
Ranil vegetable	190 Customers	38 kgs	₹ = 9,500

ACTIVITY LOG FOR THE FIRST WEEK

DAY & DATE	BRIEF DESCRIPTION OF THE DAILY ACTIVITY	LEARNING OUTCOME	Person In-charge Signature
Day - 1	Identified the vegetable market in the community as part of Community Service project	Identification of the vegetable Market	Shirazi
Day - 2	Analyzed the local market and the facilities they are having.	Knowing the facilities of the local market	nimra
Day - 3	prepared a questionnaire to survey the vegetable market in Rythe Bazar	Questionary prepared with a view to implement the Survey.	Sathish
Day - 4	visited the first Shop and Surveyed as per the questionnaire KR vegetable market.	The Advantages they give due to improved business	Rishi
Day - 5	visited the Second Shop & Surveyed as per the questionnaire chaita vegetable.	the advantages the customers get due to fresh vegetable.	G. Yelaji
Day - 6	visited the third Shop and Surveyed as per the questionnaire Mr. hyper market.	They community being the dominated hyper market.	A. Dastgir

WEEKLY REPORT

WEEK - 1 (From Dt...1.1.1992 to Dt 8.10.1992..)

Objective of the Activity Done:

To find out the vegetable

Detailed Report:

Market, AS part of Community Survive Project, the local market and the part time. Vegetables, vendors, have been enquired at the start at this project. the local vegetable shop have been identified. found. this way and means for at doing business and then prepared a check list and a questionnaire to check whether at the facilities are being sold out. then visited the first vegetable shop KR vegetables shop enquired. the owner about how they have take customer how they get vegetables.

The time of storing them, the business strategies they followed, how they face the competition in the market. the vegetable market are owned by the customer.

at the time of visit the second one and third shop owners were also enquired in the same book and prepared a narration on the problems & advantages they face in the market.

ACTIVITY LOG FOR THE SECOND WEEK

DAY & DATE	BRIEF DESCRIPTION OF THE DAILY ACTIVITY	LEARNING OUTCOME	Person In-charge Signature
Day - 1	preparation of detailed report of week 1 at part of Community Service.	Analyzed the detailed report.	P. Ram
Day - 2	visited the fourth shop and surveyed as per the questionnaire, K C Square	The drawbacks they are facing due to low customer.	Kalyan
Day - 3	Analyzed at the first four shops and comparing the & ops	An overview of the locality vegetable Market -ing.	V. Palitaji
Day - 4	visited the fifth shop & surveyed them as per questionnaire. Raju fruit & vegetable.	They gain a lot of customer migrate due to implementation	P. Ram
Day - 5	visited the Sixth shop in the locality and surveyed as per questionnaire.	The draw back due to low sale and the survival	P. Ram
Day - 6	preparation at detailed report of week 2 at part of Community Service.	Analyzed the detailed report.	T. Ramana

WEEKLY REPORT

WEEK - 2 (From Dt.. 9/10/2022. to Dt.. 16/10/2022.)

Objective of the Activity Done:

Detailed Report: visited the market & Enquired

At the week 1 it completed for analysing the enquiry, the standing at the week it began the first week as a part of detailed report the factors of business are known and understand the way we need to behave with customer to gain good will in the increased competition.

Then visited the fourth shop & Enquired as per the questionnaire. then analysed the first 4 shops and identified the differences between these the plus they have and the minus they get then visited the fifth and sixth vegetable shop as part of the community service project evaluated the importance of vegetable marketing to these. then prepared a detailed report for the week 2 as part of the community service project the importance of vegetable marketing has been taught to all the vendors, so that they have the ability to do their business smoother and better.

ACTIVITY LOG FOR THE SECOND WEEK

DAY & DATE	BRIEF DESCRIPTION OF THE DAILY ACTIVITY	LEARNING OUTCOME	Person In-charge Signature
Day - 1	Educated the local market with the importance of role of government.	Importance of the Government.	K. S. Up
Day - 2	Educated the local market people with the advantage at vegetable marketing	Advantage of vegetable marketing	B. Dew
Day - 3	Imported the skills of corporated business with the local shops to gain business	Corporate style of doing business	B. Yamuna
Day - 4	prepared a report regarding the short term and long term goals the market.	Short terms & long term goals at the market.	M. Priya
Day - 5	visited the tenth shop & surveyed as per the questionnaire.	A decent business with medium revenue.	B. Gulabi
Day - 6	visited the tenth shop and surveyed as per the questionnaire.	A high range customers with wholesale ideal.	Lawi

WEEKLY REPORT

WEEK - 3 (From Dt. 14/10/22... to Dt. 20/10/22)

Objective of the Activity Done:




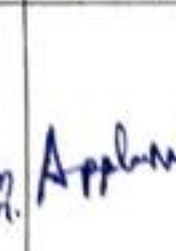
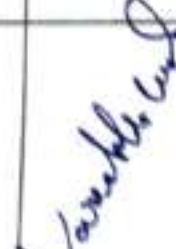
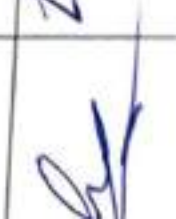
Introduction the role of government.

Detailed Report:

The role of government in vegetable marketing has been introduced. The government plays a vital role in the buying patterns by the vendors from the farmers it modified & moderated by the government, enabled the measures to take strict and stringent rules to safeguard the interest at both the farmers and the customers.

The importance of the government and the role the government plays has been taught to the local markets then visited the tenth and eleventh shops to ask their opinion on the response it noted down and had been. Compared with the previous week report the report has been prepared and understand the importance & establishment of the local market as part of our ecosystem. The local market in poor market as well established as they were in good position & were service with the customers.

ACTIVITY LOG FOR THE THIRD WEEK

DAY & DATE	BRIEF DESCRIPTION OF THE DAILY ACTIVITY	LEARNING OUTCOME	Person In-charge Signature
Day - 1	preparation at detail report at week 4 at part at the Community Service project	Analyzed the detailed report	
Day - 2	Implemented the habit at vegetable marketing and showed the improvements	Advantage of vegetable Marketing	
Day - 3	prepared on result got through the implementation at Community Service project	Report prepared and implemented	
Day - 4	visited the other shops and surveyed as per the Questionary.	A Shop which taught the importance Custom-er.	
Day - 5	preparation of detailed report at week 5 at part at the Community Service project.	preparation of detailed report.	
Day - 6	Community - the prepared a detailed report at required - launch community service	Computed the where report & increased the rate	

WEEKLY REPORT

WEEK - 4 (From Dt. 3.2/10/22 to Dt. 3/11/22...)

Objective of the Activity Done:

Conclusion at the Activity

Detailed Report:

As part of the Community Service project the detailed report for the week has been prepared and also the detailed report has been compared with the previous week. Four are compared with the previous week the reports included are the advantages and disadvantages enjoyed by the local market.

The other shops has been visited as part of the Community Service project & has been enquired as per the questionnaire, the questionnaire has been answered by the visited shops in all the weeks the answers they gave have been formed part of the main project, the I.D of myself played intal and learnt a lot of the community service project the role of government has been taught to be local business to play location, it to deal with customers.

CHAPTER 5: OUTCOMES DESCRIPTION

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

The Survey has been implemented Successfully and the local markets in patna market have been enquired by the Culture, Ethical Values at the locality have been up kept, the local market said about their disadvantages they face, the Support they needed and the issue at the government in their daily business.

Questionary prepared for the Survey:

- ① The price of the vegetables how they fix?
- ② The Advantages they get from vegetable Marketing?
- ③ How they manage their life?
- ④ How they deal with rippen vegetables?
- ⑤ How they treat the perishable goods?
- ⑥ How government did them with facilities?
- ⑦ How they fix the marketing?
- ⑧ How do deal with customers?
- ⑨ How they treat Slack days?
- ⑩ How they Safeguard their business?
- ⑪ How they Survive in the heavy competition?
- ⑫ How they face daily needs of the business?

Describe the problems you have identified in the community

The community has been well established and is well managed by the citizens of Rythu Bazar, although it is well established there are many problems that the community is going through. These include the area has been developing and at the same time there have been more & more business visiting in the locality.

Due to increased business competition the scale has been reducing gradually with profits on the other hand the prices are also decreasing as they are in a stage of profit competition. The increased competition has begun the introduction of the corporate style at business. The government has not been able to control the increased competition as it is an unregulated market. The problem of survival is affecting heavily the locality at the Rythu Bazar if government aided & is supplying the vegetable at a low price. The individuals due to a game of investment are not able to come of investment are not able to concentrate on vegetable marketing which is an advantage for the corporate aided business.

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 plan recommendation:

- * The outlitt the existing business and to recognize the new and upcoming business in the same locality.
- * To eliminate the middleman so as to get the vegetable at low cost, so that they can gain.
- * The government need to take action plan to the wholesaler at a given path to eliminated corporation.
- * There should be proper measures to take off the rotten vegetables & to market proper use of it.
- * There should be implementation of awareness among the customer about the healthy food.

Long term Action plan recommendation:

- * The government has to regularly check the activities of the middlemen so as to restrict them.
- * The government has to conduct awareness programme on vegetable marketing so as to educate both the farmer & the customer.
- * The government has to implement the present of high rate taxation for un-healthy food to avoid cancer.

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

The Community awareness programme has been an important & innovative step taken to impart Communication Skills within a student which is very important for their growth. The problems are known as we imported with this, and there can be solutions for their problems.

The Community awareness programme brought out the problem the locality is facing due to lack of proper rules and unregulated market. There can be both short term and long term goals to bring out the solution to the problem that are being found by the community. The outcomes are independent of the problem found by the community, at the individual shop has an individual problem and the only sometimes that can bring a major change into taken by the government to take strength measured in the existence of middle men and to provide proper cold storage facilities for the storage of vegetable. The grower one a year but the demand for the vegetable will be for the whole year. Never the demand can only be met when there are proper resources of using the vegetables.

Report of the mini-project work done in the related subject w.r.t the habitation/village.

A mini-project work in the related subject w.r.t the habitation/village. (For ex., a student of Botany may do a project on Organic Farming or Horticulture or usage of biofertilizers or biopesticides or effect of the inorganic pesticides, etc. A student of Zoology may do a project on Aquaculture practices or animal husbandry or poultry or health and hygiene or Blood group analysis or survey on the Hypertension or survey on the prevalence of diabetes, etc.

The Report shall be limited to 6 pages.

Vegetable marketing plays vital role in the New market area as the demand for vegetables are there for the whole year where as the crop is grown once but it has to be supplied for the whole year hence proper vegetable marketing techniques have to be implemented so as to safe guard the interest of the consumers the part of the program a Community Service project has been undertaken and has been used as a weapon to introduce the impact of vegetable marketing.

Student Self-Evaluation for the Community Service Project

Student Name: **KANDELLI PAVAN KUMAR**

Registration No: **112013080 3074**

Period of CSP: From: **7/10/22** To: **10/11/22**

Date of Evaluation: **11/11/22**

Name of the Person in-charge:

Address with mobile number:

**Kantha Kandelhi, 8th post office, Visakhapatnam
NO. 8297922353**

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:

23/10/2022

Signature of the Student

K. Pavan Kumar

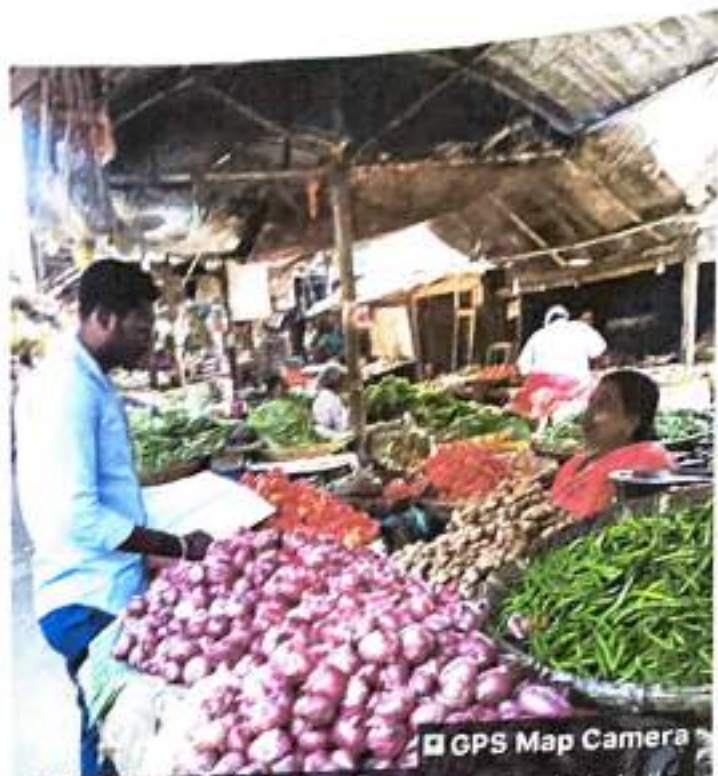


GPS Map Camera

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