

**COMMUNITY SERVICE PROJECT  
ON  
A STUDY ON VEGETABLES MARKETING**

**Submitted by**

**KODA KAMALA**

**ID NO : 120130803086**

**Under the supervision of**

**Smt. Sri Lakshmi**

**Assistant professor**



**DEPARTMENT OF COMMERCE  
MRS. A. V. N. DEGREE COLLEGE VISAKHAPATNAM  
FULFILMENT FOR B.COM DEGREE BATCH (2020-2023)**

Model Program Book  
**COMMUNITY  
SERVICE  
PROJECT**



Designed & Developed by



**ANDHRA PRADESH  
STATE COUNCIL OF HIGHER EDUCATION**

(A STATUTORY BODY OF GOVERNMENT OF ANDHRA PRADESH)

Program Book  
for  
Community Service Project

Name of the Student: KODA KAMALA

Name of the College: MRS. A.V.N. collage

Registration Number: 120130803086

Period of CSP: 2 months From: 19/9/22 To: 22/11/22

Name & Address of the Community/Habitation: Rellineedhi, Visakhapatnam,  
Andhra Pradesh, India

D. NO : 20-119-1/4

**Certificate from Official of the Community**

This is to certify that ...K. Kamala..... (Name of the Community Service Volunteer) Reg. No. 2.01300203086 of ....M.V.S. A.V.N. Name of the College) underwent community service in ...Pooja market.. (Name of the Community) from Pooja market to ....Visakhapatnam

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

 22/11/22

Authorized Signatory with Date and Seal

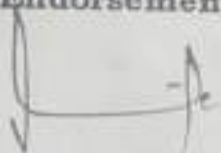
VENOTRAPETA-01  
SACHIVALAYAM  
21086186  
VISAKHAPATNAM

### Student's Declaration

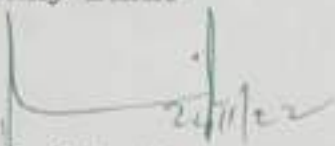
I, ... K. Kamala student of C.S.P. Program, Reg. No. 12.013.08.0202 of the Department of ~~Omaya~~ Mrs. A.V.N. College do hereby declare that I have completed the mandatory community service from 19/9/20 to 22/10/22 in ..... (Name of the Community/Habitation) under the Faculty Guideship of ~~Sri~~ <sup>Sri</sup> ~~Lakshmi~~ (Name of the Faculty Guide), Department of ~~Law~~ in ..... Mrs. A.V.N. College

*K. Kamala*  
(Signature and Date)

#### Endorsements



Faculty Guide



Head of the Department



Principal

PRINCIPAL  
Mrs. A.V.N. COLLEGE  
VISAKHAPATNAM

## ACKNOWLEDGEMENTS

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 course of the project.

We are thankful to the sanctum MRS. A.V.N. DEGREE COLLEGE, VISAKHAPATNAM for giving us the opportunity to fulfill our aspirations we are take principal Mr. Simhadri Naidu for their kind support in doing this project.

We are privileged to express my sincere honorable gratitude to Mr. M. I. Peranna Kumar, Head of the department, Dept. of Bachelor of Commerce for giving our endeavors.

We are privilege to express my sincere gratitude to Smt. Sri Lakshmi, lecturer in Commerce & for giving his continuous support and guidance in our project.

KODA KAMALA  
B. Com 2 year 4<sup>th</sup> semester  
(Regd. No: 120/30803086)

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## 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 :-

Seethammadhara is a neighbourhood in the city of Visakhapatnam. The neighbourhood is considered as the major residential area of the city. It is located within the jurisdiction of the Greater Visakhapatnam Municipal Corporation.

### Summary of the activities done :-

Seethammadhara is covered under community service project and the neighbourhood vegetable shops have been visited and was questioned about their history, way of living, facing competition, facts about their survival, increased transportation, increased raw material costs. A survey report has been prepared in the area of Seethammadhara regarding vegetable marketing, the advantage they get and the disadvantages they face. The role of government has played an important role by this community.

### Learning Objectives and Outcomes :-

Role of Government in the phase of vegetable marketing  
the role of whole sellers in the phase of vegetable marketing



## 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.

Seethammadhara is a neighborhood in the city of Visakhapatnam. The neighborhood is considered as the major residential area in the district. It is located in the jurisdiction of the Greater Visakhapatnam Municipal Corporation, which is responsible for the Greater Visakhapatnam railway station. It lies to the north-west of Visakhapatnam city and is basely bordered by Maddilapalem to the south and MVP to the east, Gopalapatnam to the west, Maharanipeta to the south east. Seethammadhara is well connected to most locations of the city by the State owned bus service.

APSRTC Routes :- via Seethammadhara.

20A → HB Colony — Old Head Post Office

69 → Arilava Colony ← Railway Station.

Historical Profile of the Community:-

Visakhapatnam history goes back to the sixth century BC. Its name can be found in Hindu and Buddhist text that date back to ancient times. Seethammadhara has been an important word in ancient times. It embarks the place of peace and harmony which will stand as a pillar in the lives of the people.

### chapter 3: community service part

Activities undertaken in the community during Service Project:

Ground work verified: -

AS a part of the community service project all the vegetable shops have been identified and were visited for the purpose of the enquiry. The vegetable shops have been classified on the basis of area of establishment, the size of their operations and the amount of volumeness they operate.

Name of the business	Volume of customers daily	Volume of kgs sold	Earnings Per day
KR vegetable Market	100 customers	60 kgs	₹ 5000
Chaitu vegetables	50 customers	50 kgs	₹ 2000
MR Hypermarket	200 customers	100 kgs	₹ 8000
KC Savaare	20 customers	5 kgs	₹ 1000
Raju fruits and vegetables	300 customers	80 kgs	₹ 7000
Shipping hands fruits	25 customers	10 kgs	₹ 600
Jeevanam kurugayali	100 customers	30 kgs	₹ 1600

## WEEKLY REPORT

WEEK - 1 (From Dt. 1/10/22 to Dt. 8/10/22)

Objective of the Activity Done: To find out the vegetable market

Detailed Report: As part of community Service Project the local markets and the part time vegetable vendors have been enquired. At the start of this project the local vegetable shops have been identified. Found their ways and means of doing business. And then prepared a checklist and a questionnaire to check whether all the facilities are being sort out. Then visited the first vegetable shop KR vegetables shop enquired the owners about how they face customers, how they get vegetables.

the time of storing them, the business strategies they followed how they face the competition in the market. The vegetable markets are visited by the customers at the time of visit. The second and third shop were also problems and 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 as part of community service	Analysed the detailed report	K. Anu
Day-2	Visited the fourth shop and surveyed as per the questionnaire Kc Saurav	The drawbacks they are facing due to low customers	V. Kithu
Day-3	Analysis of the first four shops and comparing the prices and costs	An overview of the locality vegetable market	R. Lucky
Day-4	Visited the fifth shop and surveyed the as per questionnaire. Rajiv fruits and vegetable	They again a lot of customer morale due to implementation	M. Jhansi
Day-5	Visited the sixth shop in the locality and surveyed as per question Helping hands vegetables	The draw back due to low sales and the survival	M. Devi
Day-6	Preparation of detailed report of week 2 as part of community service.	Analysed the detailed report	L. Dharmu

## WEEKLY REPORT

WEEK - 2 (From Dt. 9/10/22 to Dt. 10/10/22)

Objective of the Activity Done: Visited the market and enquired

Detailed Report: AS the week 2 is completed for analyzing and enquires, the starting of the week is began with the preparation of a detailed report for the first week. AS a part of detailed report the tactics of business are known and understand. the way we need to deal with customers to gain goodwill in the increased competition.

then visited the fourth shop and enquired as per the questionnaire. then analysed the first 4 shops and indentified the difference between them. the plus they have and the minus they get. then visited the fifth and the minus they get. Shop as part of the community service project. then prepared of the community service project. they have the ability to do their business well smarter and better.

### ACTIVITY LOG FOR THE THIRD WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	Found out more vegetable shops in the locality for the survey	Imarting the communication skills	S. Laxmi
Day -2	Imported the local market people with the importance of vegetable marketing	Finding out the skills in ourself and the ethical values.	K.venu
Day -3	visited the seventh shop and survey as per the questionnaire Jeevanam koragayalu	A medium business shop with continuous in flow	K. Karala
Day -4	visited the eight shop and surveyed as per the questionnaire Amrutha vegetable	A shop which taught regular to business	P. Durga
Day -5	visited the ninth shop and surveyed as per the questionnaire pck fresh vegetables	A high end shop which introduced low rate will gain customers	M. S. S. S.
Day -6	preparation of detailed report for week 3 as part of community service project	Analysed the detailed report	A. Shams.

## WEEKLY REPORT

WEEK - 3 (From Dt. 16.10.22 to Dt. 21.10.22)

Objective of the Activity Done: Importance of vegetable marketing

Detailed Report: AS part of the community service project the importance and use of vegetable marketing has been introduced into the local markets. The local vegetable shops have been taught the use of vegetable marketing. The way they need to preserve their vegetables and the way they sell, advertise their shops and how to gain customer satisfaction. These points have been main course of introduction in this week to establish a healthy competition.

then in the week the eight shop has been visited. This is located to the bazaar and asked them about their business. The ninth and the seventh shops are also visited in this week. Then at the end of the week the detailed report has been prepared as part of the community service project. The detailed report enjoying and the business they get in the locality.

ACTIVITY LOG FOR THE FORTH 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	Saijya
Day -2	Educated the local market people with the advantages of vegetable marketing	Advantages of vegetable marketing	Chintu
Day -3	Imparted the skills of corporate business with the local shop to gain business	Corporate style of doing business	Satya
Day -4	Prepared a report regarding the short term and long term goals of the market	Short term and long term goals of the market	Jainulha
Day -5	visited the fifth shop and survey as per the questionnaire Krk vegetables	A decent business with medium revenue.	Kumari
Day -6	visited the eleventh shop and surveyed as per the questionnaire. Ram vegetable wholesale	A high orange customers with wholesale ideas	Madhav



WEEKLY REPORT  
WEEK - 4 (From Dt. 23.02.22 to Dt. 29.02.22)

Objective of the Activity Done: Introduced 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 wholesalers. The purchase from the farmers is modified and moderated by the government. The government enables the measures to take strict and stringent rules to safeguard the interest of 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 shop to ask them as per question. The response is noted down and has been compared with the previous week report. The importance and establishment of the local markets in Seethammadhara are well established as they were in good position and were service with the customers.

ACTIVITY LOG FOR THE FIFTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Preparation of detailed report of week 4 as part of the community service project.	Analysed the detailed report	S. Prasad
Day - 2	Implemented the basics of vegetable marketing and showed AC improvements	Advantages of vegetable marketing	M. Radha
Day - 3	Prepared an overview got through the implementation of community service project	Report prepared and implemented	V. Prasad
Day - 4	visited the Sweeth Shop and surveyed as per the questionnaire Jay Raw vegetables	shop which taught the importance of customers	Sathish
Day - 5	Preparation of detailed report of week 5 as part of the community service project.	Preparation of detailed report	A. Senthil
Day - 6	Completed the whole report and prepared a detailed report as required for the community service project	Completed the whole report and informed the role of government	B. Krishna

## WEEKLY REPORT

WEEK - 5 (From Dt. 3/11/22 to Dt. 10/11/22)

Objective of the Activity Done: conclusion of the Activity

Detailed Report: AS part of the community service project the detailed report for the week 4 has been prepared and also the detailed report has been compared with the previous reports. The answers for the questionnaire in week four are compared with the previous weeks. The report includes all the advantages and disadvantages enjoyed by the local markets.

The taweth Shop has been visited as part of the community service project and has been covered as per the questionnaire. The questionnaire the answers they gave have been formed part of the mini project. The role of myself service project. The role of government has been taught to local markets, the corporate style of business have been taught to the local business to play parties, its 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 Seethamadhara have been enquired and the culture, ethics, values of the locality have been upkd. The local markets said about their disadvantages they face, the support they needed and the role of the government in their daily business.

Questionnaire 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 treat the perishable goods?
- 5) How they deal with rippen vegetables?
- 6) How government aid them with facilities?
- 7) How they fix the margin?
- 8) How to deal with customers?
- 9) How they safe guard their business?
- 10) How they treat slack days?
- 11) How they service in the heavy competition?
- 12) How they face their 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 seethammara. Although it is well established there are many problems that the community is facing with. Those includes the increased competition among the business people. The area has been developing and at the same time there have been more and more business rising in the locality. Due to increased business competitors the sales has been reducing gradually with low profits. On the other hand the prices are also decreasing as they are in a stage of perfect competition. The increased competition has begun the introduction of corporate style of business into practice. 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 as the Rythu Bazar is government aided and is supplying the vegetables at a low price.

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 :-

1. The outlist the existing business and to regulate the new and upcoming business in the same locality.

\* To eliminate the middlemen so as to get the vegetables at low cost so that they can gain

2. The government need to take action plan to reach the wholesalers at a given path to eliminate corruption.

\* There should be implementation of awareness among the customers 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 program on vegetable marketing so as to educate both the farmers and the consumers to give them better and healthy seeds.

3. The government has to implement the process of high rate taxation for unhealthy 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 and innovative step taken to impart communication skill within a student, which is very important for their growth. The problems are known as we imparted with this, and there are solutions for their problems.

The community awareness program brought out the problems the locality is facing due to lack of proper rules and unregulated market bring out the solution to the problems that are being faced by the community. The outcomes are independent of the problems faced by the community, and the problem has to be individually. The only solution that can bring a major change is to be taken by the government to take stringent measures facilities for the storage of vegetables. The vegetables are grown once a year but the demand for the vegetables will be for the whole year. Hence, 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 8-10 pages.*

Vegetable marketing plays a vital role in the new market arena as the demand for vegetables are there for the whole year where as the crop is grown only once. The demand for the whole year hence proper vegetable marketing techniques have to be implemented so as to safe guard the interests of the consumers. As part of the program a community service project has been undertaken and has been used as a weapon to introduce the concept of vegetable marketing.

As part of the community service program the locality of Seethamadhara has been chosen to take the role of inducing the importance of vegetable marketing and to know their problems and to prepare a report to the government, so as to induce with the difficulties faced by the locality. And as part of the community service project various shops in the locality have been visited and were asked about their difficulties they face and the advantage they gain over the others. A questionnaire has been prepared and were asked to fill the questionnaire and the problems were outlined.



## MR vegetable market :-

MR vegetable market has been an old and well established market in the locality of Seethamma Thara. It has a prominent place in the locality as its presence is known for years. The question has been answered as below

\* The price is fixed on the purchase price they get.

\* They use the perishable goods as a wastage and will use to treat organic farming.

\* The government has to take proper care of the improved competition and has to provide subsidy so as to help them.

\* vegetable marketing will be an outsource to implement the techniques.

## Charitu vegetables :-

Charitu vegetables has been a new business shop in prominent place and has been intended with the corporate business with a view to entrust safety and enriched food.

\* The dealing with customer plays an important role as it is the most and prominent way of doing business.

\* The price is fixed by the margin of 5% on the purchase price as they will be at the part of Charitu.

\* The vegetable marketing has been part of their business rapidly as the impact of corporate intent has been established.

## Analysis of local area :-

As part of community service project the local market and the local vegetable shops have been visited as part of the community service project. All the vegetable shops in the area have been visited and questioned as part of CSP. All the answers and questions were noted down and all the answers were informed about the problems. A report has to be set in area has been verified and the advantages and disadvantages they face are taken into concern as part of community service project.

Technically we learnt to do a business which has been a difficult phase to lead in life working under a person has been differentiated from owning a business. The people have to work themselves in order to gain customers and improve their business. Hence, the values and ethics count through the community service project and technical skills implanted by the community service project would be an advanced for here to the students to teach their goals in the future.

## Community diversity, tradition, ethics and values:

It's our values system and the principles that drive the people of the community. Seethamadhara has been embarked by the empowerment of women, self respect and ethical behaviour of the citizens in the area. Seethamadhara intends to be a respectful corporate area, with a high degree of integrity, and fairness with exceptional performance in whatever we do.

## Socio-economic conditions of the community:

The people of Seethamadhara are economically stable and are represented by greater business man of the other part there were citizens who work on the basis of daily wage, which made their life an obstacle to live. The vegetable seller from part of the Socio-economic conditions of the community are never stable due to the rich being classified to one side and on the other hand the poor getting degraded due to high exploitation. The vegetable markets are facing a lot of competition and facing comes due to rotten vegetables and lack of storage facilities.

## EVALUATION

Page No:



Vishakhapatnam, Andhra Pradesh, India  
P74X+M5V, Opp. Poorna  
Market, Jagadamba Junction,  
Vishakhapatnam, Andhra Pradesh  
530001, India



Vishakhapatnam, Andhra Pradesh, India  
Near Kalya Bhawan Complex, 25-1-43,  
Telen Kalya Na, Pandurajula Sandhu,  
Purna Market, Jagadamba Junction,  
Vishakhapatnam, Andhra Pradesh 530001,  
India



Vishakhapatnam, Andhra Pradesh, India  
Near Complex Complex, P74X+M5A,  
Pandurajula Sandhu, Jagadamba  
Junction, Vishakhapatnam, Andhra  
Pradesh 530001, India



Vishakhapatnam, Andhra Pradesh, India  
Shop No. A, 2B, Opp. Poorna  
Market, Purna Market, Jagadamba  
Junction, Vishakhapatnam, Andhra  
Pradesh 530001, India



Vishakhapatnam, Andhra Pradesh, India  
P74X+Q4V, Pandurajula Sandhu,  
Purna Market, Jagadamba  
Junction, Vishakhapatnam, Andhra  
Pradesh 530001, India



Vishakhapatnam, Andhra Pradesh, India  
P74X+M5H, near Complex Complex,  
Pandurajula Sandhu, Jagadamba  
Junction, Vishakhapatnam, Andhra  
Pradesh 530001, India



Vishakhapatnam, Andhra Pradesh, India  
Kalya Bhawan Complex, 25-1-43,  
Telen Kalya Na, Pandurajula Sandhu,  
Purna Market, Jagadamba Junction,  
Vishakhapatnam, Andhra Pradesh 530001,  
India



Vishakhapatnam, Andhra Pradesh, India  
Shop no B-11 inside, Pandurajula  
Sandhu, Purna Market, Jagadamba  
Junction, Vishakhapatnam, Andhra  
Pradesh 530001, India