



Program Book

Community Service Project



**AP STATE COUNCIL OF HIGHER
EDUCATION**

(A STATUTORY BODY OF GOVERNMENT OF ANDHRA PRADESH)

COMMUNITY SERVICE PROJECT

ON

A STUDY ON VEGETABLES MARKETING

Submitted by

KORRU.VENU

ID NO : 120130803092

Under the supervision of

Smt. Sri Laxmi

Assistant professor



DEPARTMENT OF COMMERCE

MRS. A. V. N. DEGREE COLLEGE VISAKHAPATNAM

UL ILMENT OR B. COM DEGREE BATCH (2020-2023)

Program Book for Community Service Project

Name of the Student: KORRU VENU

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

Registration Number: 120120803092

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

Name & Address of the Community/Habitation:

poorna market, visakhapatnam

Community Service Project Report

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

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

Department: B.COM

Name of the Faculty Guide:

Duration of the CSP: From 19/9/22 To 22/11/22

Name of the Student: KORRU. VENE

Programme of Study: Vegetable Marketing

Year of Study: 2nd year 4th sem [2020-2023]

Register Number: 120130603096

Date of Submission:

Student's Declaration

I, L. K. Venkatesh, a student of C.S.P. Program, Reg. No. 120130603094 of the Department of Commerce in Mrs. A.V.N. College do hereby declare that I have completed the mandatory community service from 12/12/22 to 22/12/22 in (Name of the Community/Habitation) under the Faculty Guideship of....., (Name of the Faculty Guide), Department of Commerce in Mrs. A.V.N...... College

(Signature and Date)

Endorsements



Faculty Guide



Head of the Department



PRINCIPAL
Mrs. A.V.N. COLLEGE
VISA KHAPATNAM

Certificate from Official of the Community

This is to certify that KAMUN, VERNON..... (Name of the Community Service Volunteer) Reg. No 120130903092 of M.T.S., A.N.D. College Name of the College) underwent community service in POORNA, MADHAKA (KAPATNAG) (Name of the Community) from 19/11/22..... to 10/12/22.....

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

Authorized Signatory with Date and Seal

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

Paramarthal 134 neighbourhood in the city of Visakhapatnam the neighbourhood is considered as the major vegetable market as the neighbourhood is of the city is located within the jurisdiction of the Guntur visakhapatnam municipal corporation which is responsible for the civic amenities of the market. It is located in the administration of Visakhapatnam, Jewer's division and the head office is located at Paramarthal.

summary of the activities done:

Paramarthal is covered under community service project and Paramarthal vegetable shops have been visited and was questioned about their history way of doing farming competition factors about their services increased demand increased raw material costs. A survey report has been prepared in the area of Paramarthal regarding vegetable marketing the advantages they get and the disadvantages they face. The role of government has played an important role by this community service project.

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 (Purnamarket) is a village in the city of Vishakapatnam. The village is considered as the major developmental zone in the district. It is located in the jurisdiction of the Greater Vishakapatnam Municipal Corporation which is responsible for the civic amenities in Purnamarket is located about 15 km from Vishakapatnam Airport and about 3 km from Vishakapatnam Railway station. It lies to the north-west of Vishakapatnam city and only to the east of Vishakapatnam to the west and to the south-east. Purnamarket is well connected to most locations of the city by the State and bus service.

APRTC - Roads - via Purnamarket

20A - HR Colony - old Head Post Office

99 - Ashok Colony - railway station.

Historical profile of the community

Vishakapatnam history goes back to the sixth century BC. Its name can be found in Hindu and Buddhist texts that date back to ancient times. Purnamarket has been important world in ancient times. It embarks the name of place and harmony which will stand as the lives of the people, and it is a well educated area which has been known the but area in Vishakapatnam. Purnamarket has been named after the name of Aditya Setha Jona Raju guru who has been the first teacher.

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.

Observation - visited

As a part of the community service project, all the vegetable shops have been identified and were visited at the purpose of the enquiry. The vegetable shops have been classified on the basis of area of establishment, the size of their operations and amount of volume of produce they produce. The shops were also categorized on the basis of years of experience. The enquiry has been done about the facilities they provide the volume of customers daily.

name of the business	Volume of customers daily	Volume of kgs sold	Earnings per day (approx)
KD vegetable market	10 customers	60 kgs	₹ 5000
Chota vegetable	5 customers	50 kgs	₹ 2000
MR Highmarket	200 customers	100 kgs	₹ 8000
KC Saver	20 customers	5 kgs	₹ 1000
Organic	500 customers	80 kgs	₹ 7000
Highland-budis	25 customers	10 kgs	₹ 600
Jagan vegetable	100 customers	30 kgs	₹ 1000
Amrutha vegetable	150 customers	20 kgs	₹ 2100
PCh Fresh vegetable	400 customers	120 kgs	₹ 6200
KRVC vegetable	80 customers	10 kgs	₹ 300
Purns vegetables	190 customers	88 kgs	₹ 900

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	
Day - 2	Analysed the local market and the facilities they are having.	Knowing the facilities of the local market.	
Day - 3	Interviewed a customer to survey the vegetable market in Quana market	Questionnaire for food with a view to implement the survey.	
Day - 4	Visited the first shop and survey as per the question above for vegetable market.	The advantages they do due to improved business	
Day - 5	Visited the second shop and surveyed as per the questionnaire with vegetables.	The advantages the customer get due to fresh vegetables	
Day - 6	Visited the third shop and survey as per the question above for Hyper Markets	The community being the demand noted hyper market.	

WEEKLY REPORT

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

Objective of the Activity Done:

Detailed Report:

As part of our research project, I visited the local market and the local vegetable vendors have been contacted and the status of their current local vegetable market has been identified. I did their survey and means of doing business, to check weather and then prepared a check list and a questionnaire to check weather all the facilities are being set and then visited the local vegetable shop the vegetable shop inquired the owner about how they take customer how they get vegetables the same of showing them the business strategies they followed how they face the competition in the market the vegetable market are pushed by the consumers at the same of visit the second and third shop were also engaged in the same week and prepared a bulletin on the 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	Identified the vegetable market in the community, to that of community service project	Identified the vegetable market.	
Day - 2	Analyzed the local market and the facilities they are having	Knowing the facilities of the local markets	12/32
Day - 3	Analysis of the local shops and comparing the pros and cons	An overview of the locality vegetable market.	
Day - 4	visited the fish shop and survey the as per questionnaire about fruits and vegetables	They open a lot of customer market due to implementation	
Day - 5	visited the fish, and other in the locality and survey as per questionnaire, helping kinds vegetables	the slow back due to low sales and the source.	
Day - 6	Termination of market detail of week a so that of community service	Analyzing the detailed detail	

WEEKLY REPORT

WEEK - 2 (From Dt..... to Dt.....)

Objective of the Activity Done:

Detailed Report:

visited the market and analysed as the week 2 is completed for analysing and explain the starting of the week is begun with the initiation of a detailed report for the first week as a part of detailed report the duties of business operation and understand. The way we need to follow with consumer to way need gain goodwill in the market competition.

Then visited the food shop and engaged as per the substance. Then analysed the first 4 shops and identified the difference between them. Then visited the first and main they get then visited the life community service project and did the importance of vegetable marketing to the then prepared a detailed report for the week as a 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 with stability and better.

ACTIVITY LOG FOR THE SECOND 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	Improving the communication skills	
Day - 2	Invited the local market people with importance of vegetable marketing	Finding out the skills in district and the ethical values	
Day - 3	Visited the several shop and survey as per the questionnaire 7 adnam tunggalah	A medium business shop with various methods	
Day - 4	visited the right shop and surveyed as per the questionnaire Assult vegetables	A shop which thought individual low cost will gain customers	
Day - 5	visited the milk shop and survey as per the questionnaire Pole Fresh vegetable	A high end shop which makes a low cost will gain customers	
Day - 6	Preparation of detailed report for week 2 of part of community service project.	Analysed the detailed report	

WEEKLY REPORT

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

Objective of the Activity Done:

Importance of vegetable marketing

Detailed Report:

The kind of the community service project to be undertaken and also the importance of vegetable marketing has been introduced into the local market. The local vegetable shops have been visited to see the use of vegetable marketing to see how they come to the service their vegetables and to see how they sell vegetables. The shops and how to give customer satisfaction have been seen. It has been to establish a healthy competition.

Then in the week the right shop has been visited this as located more to right buyers and asked about their business. The market and the small shops are also visited in this week. Then at the end of the week the detailed report has been prepared as per the community service project. The detailed report has included the importance of vegetable marketing and also the importance of the state's price and the competition they are enjoying and the business they get in the locality.

ACTIVITY LOG FOR THE THIRD WEEK

DAY & DATE	BRIEF DESCRIPTION OF THE DAILY ACTIVITY	LEARNING OUTCOME	Person In-charge Signature
Day - 1	Attended the local market with the assistance of Dale of government	Importance of the government	
Day - 2	Educated the local market people with the about ways of vegetable marketing	Advantages of vegetable market	
Day - 3	Improved the skills of various business with the local stores to gain business	casual style of doing business	
Day - 4	Prepared a report regarding the short term and long term goods of the market	short term and long term goods of the market	
Day - 5	visited the think shop and survey as per the questionnaire	A decent business with medium turnover.	
Day - 6	visited the market shop and surveyed as per the questionnaire Rant vegetable wholesale	A high range customer with wholesale ideas	

WEEKLY REPORT

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

Objective of the Activity Done:

Detailed Report:

The role of government in the market has been analyzed. The government has a wide range of roles in the business system. The various forms of intervention to support firms in business is included and explained by the government. The government enables the companies to take quick and strategic steps to safeguard the interest of both the farmers and the consumers.

The independence of the government and the role the government always has been slight to the local market. They visited the bank and closed shop to ask them as per questionnaire.

The response is noted down and has been compared with the previous week report.

The report has been established of the local market as tested our use system. The local market in government is well established as long when in good position and well service with the consumers.

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.	Analyze the detailed report	
Day - 2	Implemented the basics of vegetable marketing and showed the measurement	Advantages of vegetable marketing	
Day - 3	Prepared an overall goal through the implementation of community service project	Report prepared and implemented	
Day - 4	visited the dumb shop and survey as per the community questionnaire Toy Row vegetables	A shop which taught the importance of customers	18/32
Day - 5	Preparation of detailed report of week 5 as part of the community service project	Preparation of detailed report	
Day - 6	completed the whole report and prepared a detailed report as required for the community service project.	Completed the whole report and indicated the date of government	

WEEKLY REPORT

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

Objective of the Activity Done:

Detailed Report:

contribution of the community
the idea of the community service
project the detailed report has been
been considered with the service report
compare with the nationalities in some
report include all the advantages and dis-
advantages enjoyed by the local markets

The -market shop has been visited as part of
the community service project and has been
enjoyed as per the nationalities. The nation-
news has been answered by the open has been
found west part of the main a mini project

The role of myself played well kept a
part of the community service project. The
role of government has been kept to local
markets the correct style of business
has been taught to the local business
-to play a factor also to deal with
costs & 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 3-40000 market has been organized and the culture ethics values of the locality has been a report 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 vegetable how they price
- 2) The advantages they get from vegetable marketing
- 3) How do they manage their sale
- 4) How they deal the nonshales goods
- 5) How they deal with rippen with vegetables
- 6) How government aid them with facilities
- 7) How they fix the margin
- 8) How to deal with customers
- 9) How they segregate their business
- 10) How they deal short 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 subsector of rural market. Although it is well established there are many problems that the community is facing with these includes the increased competition among the business people. The one has been increasing and at the same time there more and more business coming in the locality.

Due to increased business competition the sale has been declining gradually with low profits. On they are in a stage of painful competition. At the increased competition has been the introduction of concrete has not been able to control the increased the competition as it is an unregulated market. The problem of services is affecting having the locality as the Rythu Bazaar is government aided and as supplying the vegetable at a low price are not able to concentrate on vegetable marketing, which is an advantage for the concrete 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 reduce the existing business and to avoid
- the the new and upcoming business in the same locality
+ To eliminate the middlemen so as to get the veg.
- directly at low cost so that they can save money
+ The government need to take action also to reach
the wholesalers at a given job to eliminate corruption.
* There should be various measures to take off
the middlemen and to make market useful
+ 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 Activi-
-ty of the middlemen so as to restrict them
* The middlemen so as to conduct awareness
Program on vegetable marketing so as to educate
both the farmers and the customers
+ The government has to provide subsidy to the
farmers to give them better and healthy seeds
* The government has to give better health campaigns
to eat healthy food so as to give good
* The government has to implement the process
of high rate sanitation for the 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 and innovative step taken. The regular communication started within a student which is very important for the local growth. The problems are known as we intended will, this and there are solution for their problem.

The community awareness programme brought out the problems the locality is facing due lack of proper rules and unregulated market there can be both short term and long term goals to 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 as the individual has a individual problem and the problem has to be deal individually the only solution that can bring a major change is a to be taken by the government to take stringent measures in the existence of middlemen and to provide proper cold storage facilities for the storage of vegetables. The vegetables are grown one a year but the vegetable are grown one a year but the demand for the vegetables will be for the whole year. Proper system of using 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 a vital role in the rural market area as the demand for vegetable are there for the whole year whereas as the crop is grown only for one the demand for the work whole year will be grown one, but it has to be supplied for the whole year. Proper vegetable marketing strategies have to be implemented so as to sale good 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 mind of vegetable marketing.

As part of the community service program the locality of Gramamandal has been chosen marketing role of making the initiative of vegetable marketing and to know their problems of vegetable and for present a report of the government so as to include with the community service project various things 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 as per the questionnaire and the problems were out about.

the vegetable market

the vegetable market has been very old and very much needed in the locality of ...
... place in the locality ...
... is true, ... has been ...

- * The price for direct ...
- * The vegetable marketing helps them to increase and extend their business.
- * The daily sales have been a way for their survival.
- * The use of the vegetable goods as a wastage and will use to treat organic farming.
- * The government has to take greater care of the market condition and has to provide subsidy as a help theme.

Charity marketing

Charity vegetable has been new business plan the government also and has been intended with the computer business with a view to extend safety and healthy food so as to implement the healthy and ...
... as below.

- * The daily with customer days on important sale as is the most and dominant way of doing business.
- * The price is fixed by the margin of 5% on the ...
... price is they will be at the ... as they work to ...
- * The daily sales will be set aside as they wanted to know about their business growth daily.

Amidst the...

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 visited as part of the project. All the aspects and were informed about the problems. A report has been prepared regarding in view the short term and long term possibility that has to be set in order to ensure the community the local area has been visited and the advantages and disadvantages they face are taken into concern as part of community service project.

Through this community service project we implemented the skills of communication to communicate with the local people. We intended to provide understanding as the basic goal good as we need to visit the local area and need to visit different kinds of people communication skills played a vital role in the success of community service project.

Technically we had to do a business which has been a difficult job to lead in life. Working a person has been deterred from owning a business. The people have to be made in order to gain urban and improve their business. Hence the values and technical ethics should be taught the community service project.

Part 1 - quality of life

The more value workers have the more likely it will be people will be in the community. Unemployment benefits are abolished by the government if workers get a job. The likelihood of the migrant in the high wage area is increased if independent is considered as a separate market with a high degree of individuality and differences with a high performance in relation to it as a standard. The standard in every other case being the highest. That is, it is not a steady and vigorous attitude in the community to decrease the quality and the people here have high quality differences which are extremely high standards of quality all across of production are constantly rising and upward for excellence.

Socio-economic conditions of the community:

The people of Pennsylvania are economically stable and are dependent by greater businessmen of any city they well established with high so life one side. On these road there were citizens who work on the basis on the other basis of daily wage which made their life an absolute to live. The vegetable seller from road of the highway area. They will be affected by the entry of computers due to increased super supermarkets, hypermarkets and the entry of discounts sector into the society. The socio-economic conditions of the community are never stable due to the rich rich being clustered to one side and on the other hand the poor getting dispersed due to high exploitation.

Student Self-Evaluation for the Community Service Project

Student Name: KORRU, VENU

Registration No: 120130802092

Period of CSP: From: 1/10/22 To: 10/11/22

Date of Evaluation: 11/11/22

Name of the Person in-charge:

Address with mobile number: posani, market, Rythu Kr. 2-1, Visakhapatnam

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: 23/10/22

K. Venu

Signature of the Student

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

Student Name: ~~MA~~ KORRU. VENU

Registration No: 120120603092

Period of CSP: From: 11/0/22 To: 10/11/22

Date of Evaluation: 11/11/22

Name of the Person in-charge:

Address with mobile number: poornimaabet, Rythu Bazar, Visakhapatnam

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) Proactiveness	1	2	3	4	5
4) Interaction ability with community	1	2	3	4	5
5) Positive Attitude	1	2	3	4	5
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10) Creativity	1	2	3	4	5
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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: 23/10/22

Signature of the Supervisor





