

COMMUNITY SERVICE PROJECT

ON

A STUDY ON VEGETABLES MARKETING

Submitted by

MANGALAGIRI SRINIVASA SARMA

ID NO : 120130803099

Under the supervision of

Mr.B. N. Murthy

Assistant professor



DEPARTMENT OF COMMERCE

MRS. A. V. N. DEGREE COLLEGE VISAKHAPATNAM

SEPTEMBER 2022

**MRS. A. V. N. DEGREE COLLEGE
VISA KHAPATNAM
DEPARTMENT OF COMMERCE**



DECLARATION

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

M. SRINIVASA SARMA
3rd B. Com (EM)
Signature of the student

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

DEPARTMENT OF COMMERCE



CERTIFICATE

This is to certify that the community service project entitled **Vegetables Marketing** a confide record of project work done by **MANGALAGIRI SRINIVASA SARMA (Id NO.120130803099)**

In the department of commerce, **MRS. A. V. N. DEGREE COLLEGE ,**
Visakhapatnam 530001.

Project Mentor,
MR. B. N. Murthy
Assistant professor,
MRS. A. V. N. DEGREE COLLEGE
Visakhapatnam 530001



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: Mangalajūi. Saurivasa Saaha

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

Registration Number: 120130803099

Period of CSP: 2 months From: 1-10-22 To: 10-11-2022.

Name & Address of the Community/Habitation: Plot No: 26, MVP Double Rd,
Sector 8, (Rythu Bazar),
MVP Colony, Visakhapatnam,
Andhra Pradesh. 530017.

Community Service Project Report

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

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

Department: Commerce.

Name of the Faculty Guide: MY. B.N. Murthy.

Duration of the CSP: From 11/10/22 To 12/11/22.

Name of the Student: Margalagudi: Srinivasa Sarna

Programme of Study (B.Com) — vegetable marketing

Year of Study: 2020-2023.

Register Number: 120130803099.

Date of Submission: 15-11-2022.

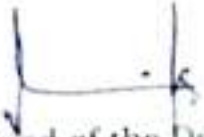
Student's Declaration


I, M. Sainivasa ^{Sainivasa} student of CSP..Program, Reg. No. 12013080301 of the Department of ~~BA~~ ^{BA} ~~MA~~ ^{MA} ~~AVN~~ ^{AVN} College do hereby declare that I have completed the mandatory community service from ~~10/10/22~~ to ~~10/10/22~~ in ~~MVP + R/Itam~~ ^{hertan} (Name of the Community/Habitation) under the Faculty Guidship of ~~B.N. Murthy~~ ^{B.N. Murthy} (Name of the Faculty Guide), Department of ~~Commerce~~ in ~~Mrs. A.V.N.~~ ^{Mrs. A.V.N.} College

M. Sainivasa Sainivasa
(Signature and Date)

Endorsements

B. N. murthy
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 Mangalagiri: Sauri Vasa (Name of the Community Service Volunteer) Reg. No 120130903019 of MYS.A.V.N.College (Name of the College) underwent community service in Rythm Bazar (MYP) (Name of the Community) from 01.10.22 to 30.11.2022.

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

Santosh Kumar
Authorized Signatory Date and Seal
09/01/2023


ACKNOWLEDGEMENTS

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

I sincerely Acknowledge thanks to MVS. Suktadai Naidu Principal of Mrs. 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. murthy for Motivating me.

I would like to acknowledge my Sincere thanks to my mentor Sri B.N. murthy 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:

Rythue Bazar is a Neighbourhood in the City of Virakhapetnam. The Neighbourhood is considered as the major residential area of the city. It is located with in the NVP Double Road Junction, Virakhapetnam, which is responsible for the closed for the NVP Colony.

Summary of the activities done:

Rythue Bazar is Covered under Community Service Project. The Neighbourhood vegetable Shop have been visited and questioned about their history, way of selling, facing facts about their Survival. A Survey report has been. The area of Rythue Bazar, regarding vegetable marketing, the Advantage & dis-advantages they face.

Learning Objectives and Outcomes:

- * Role of government in the phase of vegetable marketing.
- * The Role of whole Sales in the in phase of vegetable marketing.
- * The Advantage & disadvantages by the local vegetable Vendors and the outcomes they face.
- * 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 Visakhapatnam. This Bazar has been considered as the major residential area in the district. It is located in the MVP Colony, of the Greater Visakhapatnam Municipal Corporation, which is responsible for the Rythu Bazar and it is located about 14.7 KM from Visakhapatnam airport and about 6 KM from Railway station. It lies to the North-west of Visakhapatnam City and is loosely bordered by Maddilapatam to the South and MVP to the East. Gopalapatnam to the west, of the MVP, South East. Rythu Bazar is well connected to most locations of the City by the state owned bus Service.

APSRTC Routes : Via MVP Colony (Rythu Bazar).

900 T → RTC Complex → Waltair → MVP Colony.

900 → Maddilapatam → MVP Colony.

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. Visakhapatnam history proves that MVP Colony, (Rythu Bazar) has been a part since then in the City of Visakhapatnam.

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 of the enquiry.
- The vegetable shops have been classified on the basis of area of establishment, the size 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 volume of customer daily. The Community Service Project has been known strategies.

Name of the business.	Volume of Customer daily	Volume of Kgs Sold.	Earnings per daily (Revenue)
KR Vegetable Market	100 Customers	60 kgs.	₹ = 5,000.
Chaitu. Vegetables.	50 Customers.	50 kgs.	₹ = ₹,000.
MR. hyper Market	300 Customers	100 kgs	₹ = 8,000.
K.C. Square	20 Customers.	5 kgs	₹ = 1,000
Raju fruits & vegetable	300 Customers	80 kgs.	₹ = 7,000
Pek fresh vegetables.	400 Customers	120 kgs	₹ = 6,200
Rani vegetables.	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 markets in the Community as part of Community Service Project.	Identification of the vegetable market.	
Day - 2	Analyzed the local market and the facilities they are having.	Knowing the facilities of the local market.	
Day - 3	Prepared a questionnaire for survey the vegetable market in Repha betan.	Questionary prepared with a view to implement the survey.	Y. Poveri
Day - 4	visited the first shop and surveyed as per the questionnaire KR vegetable market.	The advantages they face due to improved business.	
Day - 5	visited the second shop & surveyed as per the questionnaire Chaitu vegetables.	The advantages the customers get due to fresh vegetables.	R. Hemabha
Day - 6	visited the third shop and surveyed as per the questionnaire Mr. hyper market.	The Community being the dominate hyper market.	

WEEKLY REPORT

WEEK - 1 (From Dt...1.10.22.. to Dt...8.10.22.)

Objective of the Activity Done:

To find out - the Vegetable




Detailed Report:

Market, - As part of Community Service project, the local Market and the part time vegetable vendors, have been Enquired, at the start of this project, the local vegetable shop have been identified found, their ways and means for doing business and then prepared a check list and a questionnaire to check whether all the facilities are being set out. Then visited the first vegetable shop KR Vegetables Shop Enquired the owner about how they face customer, how they get vegetables.

The time of staying there, the business strategies they followed, how they face the Competition in the market. The vegetables market are run by the Customers.

at the time of visit - The second one and third shop owners were also Enquired in the same week and prepared a booklet 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 as part of Community Service	Analyzed the detailed report.	
Day - 2	Visited the ^{fourth} first shop and surveyed as per the questionnaire, KC Square	The drawback they are facing due to low customers.	Malika
Day - 3	Analysis of the first four shops and comparing the pros & cons.	An overview of the locality vegetable marketing	Ashok
Day - 4	Visited the fifth shop & surveyed them as per questionnaire. Raju fruits & vegetables.	They gain a lot of customers relate due to implementation.	
Day - 5	Visited the sixth shop in the locality and surveyed as per questionnaire.	The drawback due to low sale and the survival.	Lakshmi
Day - 6	Preparation of detailed report of week 2 as part of Community Service	Analyzed the detailed report.	

WEEKLY REPORT

WEEK - 2 (From Dt. 1/10/22.. to Dt. 16/10/22.)

Objective of the Activity Done:

Visited the Market & Enquired.
Detailed Report:
As the week 1 is completed for analyzing the enquiry, the starting of the week is begun with the preparation of a detailed report for the first week. As a part of detailed Report, the qualities of business are known and understood. The way we need to behave with customers to gain good result in the increased competition.

Then visited the fourth shop & Enquired, as per the questionnaire, then analyzed the first 4 shops and identified the differences between them 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 them. 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 even smoother and better.

ACTIVITY LOG FOR THE THIRD 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.	Chinnu
Day - 2	Educated the local market people with the advantages of vegetable marketing.	Advantages of vegetable marketing.	Nikhil
Day - 3	Imported the skills of Corporate business with the local shops to gain business.	Corporate style of doing business.	Pranav
Day - 4	Prepared a report regarding the short term and long term goals the market.	Short term & long term goals of the market.	Ratnam
Day - 5	visited the fourth shop & surveyed as per the questionnaire.	A decent business with medium revenue.	Sagar
Day - 6	visited the Eleventh shop and surveyed as per the questionnaire.	A high range. Customers with wholesale ideas.	Vinay

WEEKLY REPORT

WEEK - 3 (From Dt. 16/10/22. to Dt. 22/10/22.)

Objective of the Activity Done:




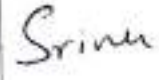
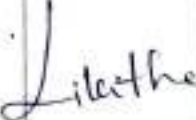

Production - the role of govt. in

Detailed Report:

The role of government in vegetable marketing has been introduced. The government plays a vital role in the buying pattern by the vendor from the farmer is modified & moderated by the government, enables the measures to take strict and stringent, rules to safeguard the interest of both the farmer and the customer.

The importance of the government and the role the government plays has been taught to the local market then visited the length and breadth shops to ask them as per questionnaire. The response is noted down and has been compared with the previous week report. The report has been prepared and understood. The importance & Establishment of the local market as part of our ecosystem. The local market in Pedra market as well established as they were in good position & were same with the customer.

ACTIVITY LOG FOR THE FOURTH WEEK

DAY & DATE	BRIEF DESCRIPTION OF THE DAILY ACTIVITY	LEARNING OUTCOME	Person In-charge Signature
Day - 1	Preparation of detail report of week 4 as part of the Community Service Project.	Analyzed the detailed report	
Day - 2	Implemented the basis of vegetable marketing and showed the importance.	advantage of vegetable marketing.	
Day - 3	Prepared an insight got through the implementation of Community Service Project	Report prepared and implemented	
Day - 4	visited the other shops and surveyed as per the questionnaire.	A shop which taught the importance Customer	
Day - 5	Preparation of detailed report of week 5 as part of the Community Service Project.	Preparation of detailed report.	
Day - 6	Community the prepared a detailed report as required fourth Community Service Project.	Completed the whole report & inferred the role of government.	

WEEKLY REPORT

WEEK - 4 (From Dt. 23/10/22. to Dt. 29/10/22.)

Objective of the Activity Done:

Conclusion of the Activity

Detailed Report:

As part of the Community Service project the detailed report for the week 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 week the report includes also the advantages and disadvantages enjoyed by the local markets.

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 found part of the main project, the role of myself played vital and learnt a lot of the Community Service project the role of government has been taught to be taught to the local business to play tactics, 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 panna market have been Enquired & the Customer, Ethics, values of the locality have been up kept. The local Market said about their disadvantages they face, the Support, they needed and the scale of 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 surplus vegetables?
- ⑤ How they treat the perishable goods?
- ⑥ how government aid them with facilities?
- ⑦ How they fix the marketing?
- ⑧ How to 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 facing with - these includes - the increased Competition among the business people - 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 sale 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 - the Corporate style of business into Kerala - the government has not been able to control - the increased Competition as it is an unregulated market, the a Problem of Survival is affecting heavily - the locality as the Rythu Bazar is government aided & is supplying the vegetable at a low price, - the individual due to Lack of investment, are not able to Come up with 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 collist the existing business and to regulate 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 maximum.
- * The government need to take actions plan to the wholesaler at a given path to eliminate corruption.
- * There should be proper measures to take off the rotten vegetable & 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 middleman so as to curb them.
- * The government has to conduct awareness programme on vegetable marketing so as to educate both the farmers & the customers.
- * The government has to provide subsidy to the farmers to give them better & healthy seed.
- * The government has to implement the process 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 & development. One knows as we imparted with this, and these can be solution for their problems.

The Community awareness programme brought out the problems - the locality is facing due to lack of proper roads 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 shop has an individual problem and the only solution that can bring a major change is to be taken by the government to take stringent measures in the existence of middle men and to provide proper cold storage 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 measures 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 a vital role in the New Market area as the demand for vegetables come 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 - As 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.

CHAPTER 6: RECOMMENDATIONS AND CONCLUSIONS OF THE MINI PROJECT

Through this Community Service Project we imparted the Skills of Community with the local people. we imparted to provide understanding as the basic goal as we need to visit the local area and need to visit different kind of people. Communicate Skills played a vital role in the process of CSP-I Cause to know how to deal with different kinds of people & how to face customers who have different mindsets.

Technically we learnt to do a business which has been a difficult phase to lead in life making under a person has been differentiated from running a business. The people have to mould themselves in order to gain customers & impress their buyers hence the values & ethics learnt through the Community Service project & technical skills imparted by the Community Service project would be an advanced feature to the students to reach their goals in the future.

Student Self-Evaluation for the Community Service Project

Student Name: Mangalagiri. Srinivasa Sasula

Registration No: 120130803099

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: MVP Colony, Rithu Bazar, Vinuchapet,

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

M. Srinivasa Sasula

Signature of the Student

Date: 23/10/22

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

Student Name: Mangalagiri Srinivas Sasana

Registration No: 120130803099

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

Date of Evaluation: 11/11/22

Name of the Person in-charge: S. Tarak Kumar

Address with mobile number: MVP Colony, Rythu Bazar, Watekhopadram

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
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


Signature of the Supervisor



Visakhapatnam, Andhra Pradesh, India

Plot No. 26, MVP Double Rd, Sector 8, MVP Colony,
Visakhapatnam, Andhra Pradesh 530017, India
Lat 17.74073°
Long 83.335632°
26/08/22 12:13 PM

MVP CDL

Google

134



Visakhapatnam, Andhra Pradesh, India

P8RP+J77, Sector 7, MVP Colony, Visakhapatnam, Andhra
Pradesh 530017, India

Lat 17.741609°
Long 83.335638°
26/08/22 12:21 PM

MVP COLONY

Google

MVP
Raja
MVP



