

**COMMUNITY SERVICE PROJECT**

**ON**

**A STUDY ON VEGETABLES MARKETING**

**Submitted by**

**MARUPILLI RAMU**

**ID NO : 120130803104**

**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  
VISAKHAPATNAM  
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. Ramu*  
**MARUPILLI RAMU**  
2nd 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 **MARUPILLI RAMU**  
(Id NO.120130803104)

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

*B. Narasimha murthy*

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: *M. Ramu*

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

Registration Number: *120130803104*

Period of CSP: *1 month* From: *09/10/22* To: *19/11/22*

Name & Address of the Community/Habitation: *D NO:- 20-99-34 Jabbari Thota,  
Near A.V.N College, Kotha Relli,  
Veedhi: Andhra pradesh, VSP  
P.N code:- 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: B.COM (General)

Name of the Faculty Guide: S. MURTHY. D.M

Duration of the CSP: From 09/10/22 To 19/11/22

Name of the Student: M. Ramu

Programme of Study :- Community Project on Vegetable Marketing

Year of Study: IIIrd Year B.COM (General) (2020-2023)

Register Number: 12030803004

Date of Submission:

### Student's Declaration

I, M. Praveen, a student of CSP Program, Reg. No. 1201302031046 of the Department of D. Coe Mrs. A.V.N. College do hereby declare that I have completed the mandatory community service from 09/10/22 to 19/11/22 in Jakkur Asha (Name of the Community/Habitation) under the Faculty Guideship of B.N. Murthy (Name of the Faculty Guide), Department of ..... in Mrs. A.V.N. College

(Signature and Date)

### Endorsements

B.N. Murthy  
Faculty Guide

[Signature]  
Head of the Department

[Signature]  
Principal  
PRINCIPAL  
MRS. A.V.N. COLLEGE  
VISAKHAPATNAM

**Certificate from Official of the Community**

This is to certify that Mr. Ramu (Name of the Community Service Volunteer) Reg. No. 123456789 of St. A.V.M. College (Name of the College) underwent community service in Tobbar, theta (Name of the Community) from Tobbar to Collector's Office

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



## ACKNOWLEDGEMENTS

I am glad to render my thankfull acknowledgement to the APSCHC for giving this wonderful opportunity to us and I'm also thankfull to the Andhra university

I sincerely acknowledge thanks to Mr. Simhadri raide principal of Mrs. Anu 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. M. J. prasanna Kumar for motivating me.

I would like to acknowledge my Sincere thanks to my mentor Sri B. patrick pradeep Kumar for have inspired guidance and Suggestions during the progress of my project finally I would like to my project to thank my team member 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:-

Purma market 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, which is responsible for the activities, civic amenities in Purma Market.

### Summary of the activities done:-

Purma market is covered under community service project. The neighbourhood vegetable shops have been visited and questioned about their history, way of living, facing facts about their survival. A survey report has been the area of Purma market regarding vegetable marketing, the advantages and disadvantages they face.

### Learning objectives and outcomes:-

- \* Role of government in the phase of vegetable marketing
- \* The role of whole sales in the phase of vegetable marketing
- \* The advantages and disadvantages by the local vegetable vendors and the outcomes they face.
- \* The improvement in the locality that has to be made and the recognition of minute

## 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:

Poorna Market is a neighbourhood in the city of Visakhapatnam. The neighbourhood 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 civic amenities in Poornamarket and is located about 11 km from Visakhapatnam Airport and about 6 km from Visakhapatnam Railway Station. It lies to the north-west of Visakhapatnam city and MVP to the east, Gopalapatnam to the west, Mahanavipeta to the south-east. Poorna market is well connected to most location of the city by the state owned bus service APSRTC Routes: Via Poornamarket, 45A → Jagadamba - Old head post office, 25K → Gharadwara - RK beach.

### Historical Profile of the Community:-

Visakhapatnam history goes back to the sixth century BC. It's name can be found in Hindu and Buddhist texts that date back to ancient times.

Visakhapatnam History notes that Poorna market has been a first line area 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 visited :-

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 shop have been classified on the basis of area of establishment the size of their operation and the amount of volunteers they employ. The shops were also categorize on the basis of years of experience. The Enquiry has been done about the facilities the operate the volume of customer daily the community service project and how they know strategies.

Name of the Business	Volume of Customer daily	Volume of kg's sold	Earnings daily (Revenue)
KR vegetable market	100 customers	60 kgs	₹ 5000
Chaitu vegetable	50 customers	50 kgs	₹ 2000
MR Hyper market	200 customers	100 kgs	₹ 8000
KL Square	20 customers	5 kgs	₹ 1000
Raju fruits and vegetables	30 customers	20 kgs	₹ 7000
Jeeraram karyayala	1000 customer	30 kgs	₹ 1300
P.K. Fresh vegetables	100 customer	180 kgs	₹ 6200
KRK vegetables	80 customer	70 kgs	₹ 3000
Ram's vegetables wholesaler	190 customer	38 kgs	₹ 9500

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 communities 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	Prepared a questionnaire to survey the vegetable market in podina market	Questionnaire prepared with a view to implement the survey.	
Day - 4	Visited the first shop and surveyed as per the questionnaire KR vegetable market	the Advantages they fall due to improved Business	
Day - 5	Visited the second shop and surveyed as per the questionnaire Chaitu vegetables	The advantages the customer get due to fresh vegetables	
Day - 6	Visited the third shop and surveyed as per the questionnaire. mt. Hyper market.	The community being the dominant hyper market	



## WEEKLY REPORT

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

### Objective of the Activity Done:

To find out the vegetable market

### Detailed Report:

As part of community service project, the local market and the past times vegetable vendors, have been enquired. At the start of this project the local vegetable shops has been identified, found their ways and means for of doing business. And check whether all the facilities are being spot out them visited the first vegetable shop K.R Vegetable shop quired. The owner about how they face customer how they get vegetables

The time of storing them. the business strategies they followed, how they face the competition in the market the vegetables market were asked by the customers.

at the time of visit, the second one and third shop owners were also enquired in the same way and prepared a ballation on the problem 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	Analyzed the detailed report	Nandini
Day - 2	Visited the fourth shop and surveyed as per the questionnaire, i.e. sugar	The draw backs they are facing due to low customers	Ariob
Day - 3	Analysis of the first four shops and comparing the pros and cons	An overview of the local vegetable market	Raj
Day - 4	Visited the sixth shop in the fifth shop and surveyed from as per questionnaire. Raju fruits and vegetable.	They gain a lot of customer mobil due to implementation	Jasraj
Day - 5	Visited the sixth shop in locality and surveyed as per questionnaire	The draw back due to low sales and the survival	Pranika
Day - 6	Preparation of detailed report of week 2 as part of community service	Analyzed the detailed report	Akhil



## WEEKLY REPORT

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

Objective of the Activity Done:

visited the market and

Detailed Report:

enquired

As the week-1 is completed for analysing 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 facilities of business are known and understood the way we need to behave with customers to give good will in the increased competition.

Then visited the fourth shop and enquired as per the questionnaire then analysed the first 4 shops and identified the difference between them. the price they have and the margin 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 thought to all the vendors so that they have the ability to do their business even 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	Found out more vegetable shops in the locality for the survey	Emarking the communication skills	<i>[Signature]</i>
Day - 2	Imparted the local market people with the importance of vegetable marketing	Finding out the skills in oneself and the ethical value	<i>[Signature]</i>
Day - 3	visited the seventh shop and surveyed as per the questionnaire Jeevam karyogal	A shop which thought regular to Business.	<i>[Signature]</i>
Day - 4	visited the eighth shop and surveyed as per the questionnaire	A shop which thought regular to Business	<i>[Signature]</i>
Day - 5	visited the ninth shop and surveyed as per the questionnaire Pk fresh vegetable	A high end shop which introduced low rate will gain customers.	<i>[Signature]</i>
Day - 6	Preparation of detailed report for week's as part of community service project	Analyse the detailed report.	<i>[Signature]</i>



## WEEKLY REPORT

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

Objective of the Activity Done:

visited the market and

Detailed Report:

enquired

As the week-1 is completed for analysing the enquiry, the starting of the week is begun with the preparation of a detailed report the first week. As a part of detailed report the detailed report the facilities of Business are known and understood. The way we need to behave with customers to gain good will in the increased competition.

The visited the fourth shop and enquired as per the questionnaire then analysed the first 4 shops and identified the difference between them. The plus they make and the minus they get. Then visited the fifth and sixth vegetable shop, as part of the Community Service project. Evalued 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 thought 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	<i>Abigami</i>
Day - 2	Educated the local market people with the Advantages of vegetable marketing	Advantages of vegetable marketing	<i>Karthika</i>
Day - 3	Imparted the skills of corporate Business with the local shops to gain business	Corporate style of doing Business	<i>Venupriya</i>
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	<i>Anjamma</i>
Day - 5	Visited the tenth shop and surveyed as per the questionnaire	A decent Business with medium revenue.	<i>Nataraman</i>
Day - 6	Visited the eleventh shop and surveyed as per the questionnaire	A high range customer with wholesale ideas	<i>Leelini</i>

## WEEKLY REPORT

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

### 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 purchases 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 thought to the local markets. The visited the youth and parent shop to ask them as per questionnaire. The report is noted down and has been compared with the previous week report. The report has been prepared and understood. The importance and establishment of the local market as part of our co-op system. The local market and market are well established as they were in good position and well service with the customers.



**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	Bhusker
Day - 2	Implemented the basis of vegetable marketing and showed the improvement	Advantage of vegetable marketing	Pradhum
Day - 3	Prepared and result out thought the implementation of community service project	Report prepared and implemented	Somya J. Pan
Day - 4	visited the other shops and surveyed as per the questionnaire	A shop which thought the importance customer	Amit Kumar
Day - 5	Preparation of detailed report of week 5 as part of the community service project	Preparation of detailed report	Poojitha
Day - 6	Community the prepared a detailed report as required for the community service project	completed the whole report and infered the role of government	Lankar

## WEEKLY REPORT

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

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 work form are compared with the previous week. The report includes all the advantages and disadvantages enjoyed by the local market.

The other shops been visited as part of the community service project and 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 role of myself played while and learnt a lot of information and gathered knowledge as part of the community service project. The role of government has been thought to be thought to the local business to play facilitator, it is 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 and the culture, ethics, values of the locality have been up kept, the local market told about their disadvantages they face, the support they needed and the role of the government in their daily Business.

Questionnaire prepared for the survey:

- \* The price of the vegetables how they fix?
- \* The advantages they get from vegetable marketing?
- \* How they manage their life?
- \* How they deal with slippery vegetables?
- \* How they deal the perishable goods?
- \* How government aid them with facilities?
- \* How they fix the marketing?
- \* How to deal with customers?
- \* How they treat stock days?
- \* How they \* manage their Business?
- \* How they survive in the heavy competition?
- \* 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 village of potters market. All though it is well established there are many problem that the community is facing with those included the increased competition among the Business people. The areas that been developing and at the same time there have been more and more Business visiting in the locality.

Due to increased Business competition the sale has been ending 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 began the introduction of cutthroat style of Business in to practice 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 Potters Market is government aided and is supplying the vegetable at a low price, the individuals due to course of investment are not able to concentrate on vegetable marketing which is an advantage for the cutthroat 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:-

- \* out side 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 fair cost so that they can gain marketing.
- \* the government need to take actions plan to the wholesaler at a given path to eliminate ~~comple~~
- \* there should be proper measures to take up the rotten vegetable and to market properly
- \* the customer 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 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 campaign to eat healthy food so as to give food.
- \* The government has to implement the process of high crate taxation for unhealthy food to avoid ~~card~~



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 improve communication skill within a student which is very important for their growth the problems are known as we suffered with this, and there can Education for their problems.

The community awareness program brought out the problems the locality is facing due back 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 out the found by the community. The outcomes are independent of the problems faced by the community, as the individual shop has an individual problem and the problem has to be dealt individually. The only solution that can bring a major change is to be taken by the government to take stringent measures in the existence of unregulated and to provide proper cold storage facilities for the storage of vegetables the vegetables are grown once a year but the demand for the vegetable will be for the whole year. Hence the demand can only be met when there are proper resources of using our 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 scenario as the demand for vegetables are there for the whole year whereas 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 safeguard the interest of the consumers. A 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 implemented the skills of community to communicate with the local people we imparted to provide sustainability as the basic goal as we need to visit different kinds of people. Communication skills played a vital role in the process of CSP. I came to know how to deal with different kinds of people and how to face customers who have different mindsets.

Technically we learnt to do a business which has been a difficult phase to lead while working under a person has been differentiated from doing a business the people have to work themselves in order to gain customers and ethics and learnt through the community service project and technical skills imparted by the community service project will be an advanced feature to the students to reach their goals in the future.



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

Student Name: M. KAMU

Registration No: 12030803104

Period of CSP: From: 09/10/2020 to: 19/11/22

Date of Evaluation:

Name of the Person in-charge:

Address with mobile number: Jabbay Thota DND: 20-99-34 AP, VSP  
Pin No: - 530001 PH: - 9014221074

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:

Signature of the Supervisor

## Student Self-Evaluation for the Community Service Project

Student Name: M. Ramu

Registration No: 120130803604

Period of CSP: From 09/10/22 to 19/11/22

Date of Evaluation:

Name of the Person in-charge:

Address with mobile number: DAIR- 20-99-34 Jabbar Hota, VSP, A.P  
PINORIO - 530001 PH: 9014721074

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:

M. Ramu  
Signature of the Student

# SURVEY REPORT





  
**Visakhapatnam, Andhra Pradesh, India**  
 989P+Q25, Sector 7, MVP Colony, Visakhapatnam,  
 Andhra Pradesh 530017, India  
 Lat 17.741578°  
 Long 83.335271°  
 26/08/22 12:18 PM





  
**Visakhapatnam, Andhra Pradesh, India**  
 1-11-32, A.P.O. Colony, MVP Colony, Visakhapatnam, Andhra  
 Pradesh 530013, India  
 Lat 17.739338°  
 Long 83.327479°  
 26/08/22 11:56 AM




  
**Visakhapatnam, Andhra Pradesh, India**




  
**Visakhapatnam, Andhra Pradesh, India**  
 6, MVP Doute Rd, near Rythu Bazaar, MVP Sector 7, Sector 7,  
 MVP Colony, Visakhapatnam, Andhra Pradesh 530017, India  
 Lat 17.741368°  
 Long 83.336413°  
 26/08/22 12:16 PM