

COMMUNITY SERVICE PROJECT

ON

A STUDY ON VEGETABLES MARKETING

Submitted by

MOOGI DHANARAJU

ID NO : 120130803108

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. Dhan Raju

MOOGI DHANARAJU

2nd B. Com (EM)

Signature of the student

M. Dhan Raju

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 **MOOGI DHANARAJU**
(Id NO.120130803108)
In the department of commerce, **MRS. A. V. N. DEGREE COLLEGE .**
Visakhapatnam 530001.

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



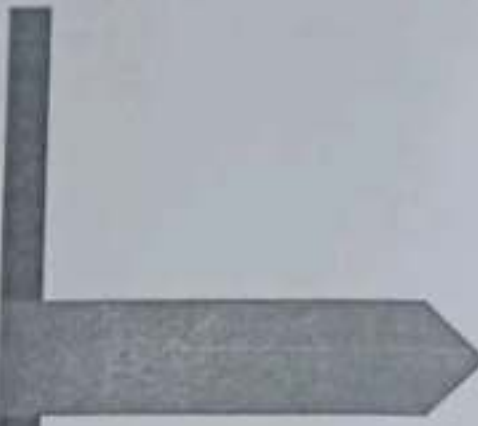
Program Book

Community Service Project




**AP STATE COUNCIL OF HIGHER
EDUCATION**

(A STATUTORY BODY OF GOVERNMENT OF ANDHRA PRADESH)



Program Book

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. Dhanaraju

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

Registration Number: 120130803108

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

Name & Address of the Community/Habitation: DNO:-20-16-18 Relliveedhi
Andhra Pradesh VSP pin code:-
530001

Community Service Project Report

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

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

Department: B.COM (General)

Name of the Faculty Guide: B.M. Hurthy

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

Name of the Student: M. Dhona Raju

Programme of Study :- Community Project on Vegetable Marketing

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

Register Number: 120130803108

Date of Submission:

Student's Declaration

I, M. Dhana Raju student of CSP Program, Reg. No. 120130803108 of the Department of Q&A, MIS: A.V.N. College do hereby declare that I have completed the mandatory community service from 09/10/20 to 19/11/22 in Relliyach (Name of the Community/Habitation) under the Faculty Guidship of D.H. Murthy (Name of the Faculty Guide), Department of in MYS: A.V.N. College

(Signature and Date)

Endorsements

D.H. Murthy

Faculty Guide

[Signature]

Head of the Department

[Signature]

Principal

PRINCIPAL
MYS. A.V.N. COLLEGE
VISAHAPATNAM

Certificate from Official of the Community

This is to certify that M. Dhana Raju (Name of the Community Service Volunteer) Reg. No. 22030503108 of MPS: A.V.N. Girls (Name of the College) underwent community service in Renuvadhri (Name of the Community) from Renuvadhri 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 thanfull acknowledgements to the APSCHE for giving this wonderful opportunity to us and I'm also thanfull to the Andhra University.

I Stincerely acknowledge thanks to Mrs. Simhadri 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 thank Mr. M. E. Prasanna kumar for motivating me.

I would like to acknowledge my Stience 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 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 :-

Purna 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 civic amenities in Purna market.

Summary of the activities done:-

Purna 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 areas of Purna 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 wholesaler 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 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 :-

Poona market is a neighbourhood in the city 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 Poona market 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 is loosely bordered by Maddilapalem to the south and MVP to the east. Gopalapatnam to the west and Maharamipeta to the south east. Poona market is well connected to most locations of the city by the state owned bus service.

APSRTC Routes: Via Poona market.

45A → Jagadamba - old head post office.

98K → Guruswara - RK beach

Historical Profile of the Community :-

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

Visakhapatnam history proves that Poona market has been a joint 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 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 shop 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 categorise on the basis of years of experience. The enquiry has been done about the facilities they operate, the volume of customers daily the community service project and has been know strategies.

Name of the Business	Volume of customer daily	Volume of kg's sold	Earnings daily (Revenue)
KR vegetable market	100 customer	60 kgs	₹ 5000
Chaitu vegetable	50 customer	50 kgs	₹ 2000
MR Hyper market	200 customer	100 kgs	₹ 8000
KC square	20 customer	5 kgs	₹ 1000
Reju fruits and vegetable	300 customer	20 kgs	₹ 7000
Jeevanam karagayale	1000 customer	30 kgs	₹ 1300
KK Fresh vegetables	400 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 market in the community part of community service project	Identification of the vegetable market	<i>Hess</i>
Day - 2	Analysed the local market and the facilities they are having	knowing the facilities of the local market	<i>Yellayi</i>
Day - 3	Prepared a questionnaire to survey the vegetable market in pobna market	Questionnaire prepared with a view to implement the survey.	<i>Monalisa</i>
Day - 4	visited the first shop and surveyed as per the questionnaire KR vegetable market	the advantages they fall due to improved business.	<i>Rishi</i>
Day - 5	visited the second shop and surveyed as per the questionnaire re chaikta vegetables	the advantages the customers get due to fresh vegetables	<i>Yash</i>
Day - 6	visited the third shop and surveyed as per the questionnaire - r. mri. hyper market,	the community being the dominant hyper market	<i>Ravi</i>

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 part time 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 then prepared a check list and a questionnaire to check whether all the facilities are being left out then visited the first vegetable shop KR vegetable shop enquired the owner 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 vegetables market are pushed 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 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	Preparation of detailed report of week 1 as part of community service	Analyzed the detailed report	Rame
Day - 2	Visited the fourth shop and surveyed as per the questionnaire, KC square	The drawbacks they are facing due to low customers	Ram
Day - 3	Analysis of the first four shops and comparing the pros and cons	An overview of the locality vegetable market	Ram
Day - 4	Visited the fifth shop and surveyed them as per questionnaire. Raise fruits and vegetable.	They gain a lot of customer moral due to implementation	Akhil
Day - 5	Visited the sixth shop in the locality and surveyed as per questionnaire	The draw back due to low sales and the service	Ram
Day - 6	Preparation of detailed report of week 2 as part of community service	Analyzed the detailed report	Ram

WEEKLY REPORT

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

Objective of the Activity Done:

Detailed Report: Visited the market and 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 one need to behave with customers to gain 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 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 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 vegetables shops in the locality for the survey	Emailing the communication skills	Rishi
Day - 2	Imparted the local market people with the importance of vegetable marketing	Finding out the skills in myself and the ethical value	Sudha
Day - 3	Visited the seventh shop and surveyed as per the questionnaire Jeevam karyagyal	A shop which thought regular to business	Kanna
Day - 4	Visited the eighth shop and surveyed as per the questionnaire	A shop which thought regular to business	Anand
Day - 5	Visited the ninth shop and surveyed as per the questionnaire PKK fresh vegetable	A high end shop which introduced low rate will gain customers	yogi
Day - 6	preparation of detailed report for week's as part of community service project	Analysed the detailed report.	Bhane

WEEKLY REPORT

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

Objective of the Activity Done:

Detailed Report: Visited the market and 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 detailed report the facilities of Business are known and understand. The way we need to behave with customers to gain 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 plus they more 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 smoothly 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>Piya</i>
Day - 2	Educated the local market people with the advantages of vegetable marketing	Advantages of vegetable marketing.	<i>Kanwar</i>
Day - 3	Empowered the skills of corporate Business with the local shops to gain Business	Corporate style of doing Business	<i>Pharadi</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>Piya</i>
Day - 5	visited the tenth shop and surveyed as per the questionnaire	A decent Business with medium revenue.	<i>gopal</i>
Day - 6	visited the eleventh shop and surveyed as per the questionnaire	A large range customer with wholesale ideas.	<i>neraha</i>

WEEKLY REPORT

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

Objective of the Activity Done:

Detailed Report:

Introduced the role of government in agriculture 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. We visited the tenth and eleventh 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 prepared and understand the importance and establishment of the local market as part of any economic system. The local market in panna 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	Nani Kaur
Day - 2	Implemented the basics of vegetable marketing and showed the improvements	Advantage of vegetable marketing	Nasir
Day - 3	Prepared and result out through the implementation of community service project	Report prepared and implemented	Pooja
Day - 4	visited the other shops and surveyed as per the questionnaire	A shop which thought the importance customer	Abhil
Day - 5	Preparation of detailed report of week 5 as part of the community service project	Preparation of detailed report	Abhil
Day - 6	community the prepared a detailed report as required for the community service project	completed the whole report and infused the role of government	Hani

WEEKLY REPORT

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

Objective of the Activity Done:

Detailed Report:

Conclusion of the Activity

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 all the advantages and disadvantages enjoyed by the local market.

The object shops has 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 mini project. The role of myself played played vible and learnt a lot of information and gained knowledge as part of the community service project. The role of government has been thought to been thought to the local Business to play facilities, its to deal with customers.

ACTIVITY LOG FOR THE FIFTH WEEK

DAY & DATE	BRIEF DESCRIPTION OF THE DAILY ACTIVITY	LEARNING OUTCOME	Person In-charge Signature
Day - 1			
Day - 2			
Day - 3			
Day - 4			
Day - 5			
Day - 6			

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 said about their disadvantages they face, the support they needed and the role of the government in their daily business.

Questionnaire prepared for the surveys-

- * the price of the vegetables how they fix?
- * the advantages they get from vegetable marketing?
- * how they manage their life?
- * how they deal with rippen vegetables?
- * how they treat 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 safeguard their business?
- * how they survive in the local competition?
- * how they face daily need 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 poona market. Although it is well established there are many problems that the community is facing with these include the increased competition among the business people. The area has been developing and at the same time there have been more and more business visiting in the locality.

Due to increased business competition the rate has been sinking 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 Bhopal style of business into 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 Bhopal style government is aided and is supplying the vegetable at a low price. The individuals due to lack of investment are not able to counteract in respectable 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 recommendations-

- * the ~~the~~ ~~the~~ existing Business and to regulate the new and opening Business in the same locality,
- * to eliminate the middlemen so as to get the vegetables at you cost so that they can give marketing.
- * the government need to take actions plan to the wholesalers at a given rate to eliminate corruptions
- * there should be proper measures to take off the rotten vegetable, and to market proper use of it
- * the customer should be implementation of awareness among the customers about the healthy food.

long term action plan recommendations-

- * The government has to regularly check the activities of the middlemen so as to restrict them.
- * the government has to conduct awareness programmes 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 policy of high scale 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 innovation step taken to impart communication skill within a student which is very important. At their growth the problems are known as we impaled with this, and there can solution for their problems.

The community awareness program 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 out the found by the community. The outcomes are independent of the problems faced by the community. At the individual shop has an individual problem and the problem has to be deal individually. The only solution that can bring a major change is to be taken by the government to take stringent measure in the existence of middlemen 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 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 arena 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 safe guard the interest of the consumer. 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.

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

Student Name: M. Dhana Raju

Registration No: 120130803103

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

Date of Evaluation:

Name of the Person in-charge:

Address with mobile number: D/N# - 20-16-18 Steethi Veedhi USP. A.P. Pin Code: 530001
PH: - 9652630054

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

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 understandability 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 in life working under a person has been differentiated. Forming a business the people have to build themselves in orders to gain customers and ethics learnt through the community service project and technical skills implanted 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: M Dhana Raju

Registration No: 220130803108

Period of CSP: From: 07/10/22 To: 19/11/22

Date of Evaluation:

Name of the Person in-charge: Dada:- 20-16-8 Jelli Veedhi VSRAP Pin

Address with mobile number: Code:- 530001 Ph:- 9652630054

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:

Signature of the Student

SURVEY REPORT



 GPS Map Camera
Visakhapatnam, Andhra Pradesh, India
 6, MVP Double Rd, near Pythu Bazaar, MVP Sector 7, Sector 7, MVP Colony, Visakhapatnam, Andhra Pradesh 530012, India
 Lat 17.748417°
 Long 83.335344°
 26/08/22 12:25 PM



 GPS Map Camera
Visakhapatnam, Andhra Pradesh, India
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 GPS Map Camera
Visakhapatnam, Andhra Pradesh, India
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 Long 83.335397°
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 GPS Map Camera
Visakhapatnam, Andhra Pradesh, India
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 28/08/22 11:53 AM