

Model Program Book
**COMMUNITY
SERVICE
PROJECT**



Designed & Developed by



**ANDHRA PRADESH
STATE COUNCIL OF HIGHER EDUCATION**

(A STATUTORY BODY OF GOVERNMENT OF ANDHRA PRADESH)

Community Service Project Report

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

Name of the College: *M. Swathi MYS. A.V.N College*

Department: *Commerce*

Name of the Faculty Guide: *Mr. B.N. Murthy*

Duration of the CSP: *From 27-9-22 To 10-10-22*

Name of the Student: *M. Swathi*

Programme of Study: *Vegetables Marketing*

Year of Study: *2022*

Register Number: *120130803109*

Date of Submission: *11-11-22*

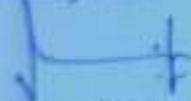
Student's Declaration

I M. Swathi, a student of CSP Program,
Reg. No. W2030903109 of the Department of Commerce
Mrs. A.V.N. College do hereby declare that I have completed
the mandatory community service from 27-9-22 to 11-11-22 in
Vegetable marketing (Name of the Community/Habitation) under the Faculty
Guideship of Mr. B.N. Murthy (Name of the Faculty Guide), Department
of Commerce in AVN College

M. Swathi
(Signature and Date)

Endorsements

B. N. Murthy
Faculty Guide


Head of the Department


Principal
PRINCIPAL
Mrs. A.V.N. COLLEGE
VISAPATNAM

Certificate from Official of the Community

This is to certify that M. Swathi (Name of the Community
Service Volunteer) Reg. No 20130803109 of Mrs. A.V.N (Name of
the College) underwent community service in
Vegetables Marketing (Name of the Community) from 27-09-22 to
10-10-22 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

Acknowledgements

The Satisfaction that accompanies the successful completion of any work would be incomplete without mentioning the People who made it possible and whose encouragement and guidance has been a source of inspiration throughout the course of the Project

We are thankful to the sanction
Mys. A.V.N. Degree college, Visakhapatnam for giving us
the opportunity to fulfill our aspirations
Mr. Simhabri Naidu for their kind support in doing this
Project.

We are privileged to express my
sincere honorable gratitude to Mr. M.J. Prasanna Kumar,
Head of the department, we are privileged to express
my sincere gratitude to Mr. B.N. Murthy mentor,
lecturer in commerce for giving his continuous
support and guidance in our Project

Contents

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CHAPTER 1: EXECUTIVE SUMMARY

The community service report shall have only a one-page executive summary. It shall include a brief description of the Community and summary of all the activities done by the student in CSP and five or more learning objectives and outcomes.

Brief description of the community

Seethammathara Rythu Bazaar 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 Rythu Bazaar. It is located in the central of Visakhapatnam.

Summary of the activities done :-

M.V.P Rythu Bazaar is covered under community service Project and the neighbourhood vegetable shops have been visited and was questioned about their history, way of living, facing competition, facts about their survival, increased raw material costs.

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 role of farmers as a backbone for the phase of vegetable marketing
- * The improvements in the ^{Page No. 11}locality that has to be made and the recognition of minute outcomes of vegetable marketing

CHAPTER 2: OVERVIEW OF THE COMMUNITY

About the Community/Village/Habitation including historical profile of the community/habitation, community diversity, traditions, ethics and values.
Brief note on Socio-Economic conditions of the Community/Habitation.

About the Community :-

Rythu Bazar is a neighborhood in the city of Visakhapatnam. The neighborhood is considered as the major residential area in the district. Seethammadhara is located about 15 km from Visakhapatnam Airport and about 6 km from Visakhapatnam railway station.

APSRTC Routes : Via MVP Colony (Rythu Bazar)

900 T → RTC complex → Waltair → MVP Colony

900 → Maddila Palem → 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 texts that date back to ancient times. It embarks the place of peace and harmony which will standardize the lives of the people. The history proves that Seethammatha has been a front line area in the city of Visakhapatnam. Hence Seethammatha has been named for high profile citizens.

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 work verified:

As a part of the community service project all the vegetable shops have been identified and were visited for the purpose of the enquiry. The enquiry has been done about the facilities they operate, the volume of customers daily. The community service project and has been know their strategies

Name of the business	Volume of Kg's (sold)	Volume of customers daily	Earnings Per day (revenue)
KR vegetable Market	60 kgs	100 customers	₹ 5000
chaitu vegetables	50 kgs	50 customers	₹ 2000
MR Hypermarket	100 kgs	200 customers	₹ 6000
KC Square	5 kgs	20 customers	₹ 1000
Jeevanam Kuzhagayalu	10 kgs	25 customers	₹ 1600
Amyetha Kuzhagayalu	95 kgs	150 customers	₹ 2000
PCK Fresh Vegetables	120 kgs Page No.	80 customers	₹ 6200
KRK vegetables	10 kgs	50 customers	₹ 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 markets in the community as part of community service project	Identification of the vegetable markets	P. Muthy
Day - 2	Analyzed the local market and the facilities they are having	Knowing the facilities of the local markets	N. S. S. S.
Day - 3	Prepared a questionnaire to survey the vegetable markets in M.V.P Rythu Bazar	questionnaire prepared with a view to implement the survey.	G. J. J. J.
Day - 4	Visited the first shop and surveyed as per the questionnaire MR vegetable market	The advantages they have due to improved business	R. P. P. P.
Day - 5	Visited the second shop and surveyed as per the questionnaire Chaitu vegetables	The advantages the customers get due to fresh vegetables	Y. Mahalaxmi
Day - 6	Visited the third shop and surveyed as per the questionnaire MR hyper market	The community being the dominant hypermarket	G. Swathi

WEEKLY REPORT

WEEK - 1 (From Dt. 27.9.22 to Dt. 03.10.22)

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

Detailed Report: AS part of community service project the local markets and the part time vegetable vendors have been enquired. At the start of this project the local vegetable shops have been identified. Found their ways and means of doing business And then prepared a check list and a questionnaire to check whether all the facilities are being sort out.

The time of storing them, the business strategies they follow and how they face the competition in the market. The vegetable markets are crushed by the customers at the time of visit - The second and third shop 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	Analysed the detailed report	P. Duggu
Day - 2	Visited the fourth shop and surveyed as per the questionnaire	The drawbacks they are facing due to low us times	M. Konda
Day - 3	Analysis of the first four shops and comparing the pros and cons	An overview of the locality vegetable market	V. Satya
Day - 4	visited the fifth shop and surveyed the as per questionnaire	They agin a lot of customers morate due to implementation	P. Nandu
Day - 5	visited the sixth shop in the locality and surveyed as per questionnaire	The drawback due to low sales and the survival	K. Rama
Day - 6	Preparation of detailed report of week 2 as part of community service	Analysed the detailed report	Y. Pawan

WEEKLY REPORT

WEEK - 2 (From Dt. 11.12.2020 to Dt. 17.12.2020)

Objective of the Activity Done: Visited the market and enquired

Detailed Report: As the week I am completed for analysing and 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 tactics of business are known and understood. The way we need to deal with customers, 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 shops and identified the differences between them. The plus they have and the minus they get. 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	Found out more vegetable shops in the locality for the survey	Imparting the communication skills	K. Anand
Day -2	Imparted the local market people with the importance of vegetable marketing	Finding out the skills in our self and the ethical values	M. Jagan
Day -3	Visited the seventh shop and survey as per the questionnaire Jeevaram Nagarajulu	A medium business shop with continuous in flow	K. Deen
Day -4	Visited the eight shop and surveyed as per the questionnaire	A shop which taught regular to business	M. Anu
Day -5	Preparation of detailed report for week 3 as part of community service project	Analysed the detailed report	V. Anurag
Day -6	visited the ninth shop and surveyed as per the questionnaire	A high end shop which introduced new estate will attract customers	B. Bahu

WEEKLY REPORT

WEEK - 3 (From Dt. 11.10.2020 to Dt. 18.10.2020)

Objective of the Activity Done: Importance of vegetable marketing

Detailed Report: As part of the community service project the importance and use of vegetable marketing has been introduced into the local market. The local vegetable shops have been taught the use of vegetable marketing. These points have been the main course of introduction in this week to establish a healthy competition

Then in the week the eight shop has been visited This is located near to rythu bazar and asked them about their business. The detailed report has included the importance of vegetable marketing and also the difference the shops face and the competition they are enjoying and the business they get in the locality.

ACTIVITY LOG FOR THE FORTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	Educated the local market with the importance of role of government	Importance of the government	S. Karthik
Day-2	Educated the local market people with the advantages of vegetable marketing	Advantages of vegetable marketing	K. Ramu
Day-3	Imparted the skills of corporate business with the local shops to gain business	Corporate style of doing business	V. Shiva Prakash
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	M. Dhanasekaran
Day -5	Visited the tenth shop and survey as per the questionnaire KKK vegetables	A decent business with medium revenue.	P. Poshini
Day -6	Visited the eleventh shop and surveyed as per the questionnaire.	A high range customers with whole sale ideas	V. Vasanthakumari

WEEKLY REPORT

WEEK - 4 (From Dt. 12.10.2020 to Dt. 18.10.2020)

Objective of the Activity Done:

Introduces the role of government

Detailed Report:

The role of government in vegetable marketing has been introduced. The government plays a vital role in the buying patterns by the vendors from the wholesalers. The purchase from the farmers is modified and moderated by the government.

The importance of the government and the role the government plays has been sought to the local markets. Then visited the tenth and eleventh shop to ask them as per questionnaire. The report has been prepared and understood the importance and establishment of the local market as part of our eco system. The local markets in Seethammadhara are well established as they were in good position and well service with the customers.

ACTIVITY LOG FOR THE FIFTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	Preparation of detailed report of week as part of the community service project.	Analysed the detailed report	Y. Kazi Shana
Day -2	Implemented the basics of vegetable marketing and showed the improvements	Advantages of vegetable marketing	M. Sahish
Day -3	Prepared an output got through the implementation of community service project	Report prepared and implemented	K. Larimi
Day -4	visited the twelfth shop and surveyed as per the questionnaire.	A Shop which taught the importance of customer	S. Dana
Day -5	Preparation of detailed report of week 5 as part of the community project	Preparation of detailed report	U. Razi
Day -6	completed the whole report and prepared a detailed report as required for the CS.P	completed the whole report informed the state of government	R. Ghossein

WEEKLY REPORT

WEEK - 5 (From Dt. 25.10.20 to Dt. 31.10.20)

Objective of the Activity Done:

Conclusion of the Activity

Detailed Report:

As part of the community service project the detailed report for the week 4 has been prepared and also the detailed report has been compared with the previous reports and compared with the previous weeks.

The twelfth Shop has been visited as part of the community service project and has been enquired as per the questionnaire. The role of myself played vital and learnt a lot of information and gained knowledge as part of the community service project. The role of government has been taught to local markets, the corporate style of business have been taught to the local business to play 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 MVP colony have been enquired and the culture, ethics, values of the locality have been upheld. The local market said about their 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 treat the perishable goods?
- * How they deal with rotten vegetables?
- * How government aid them with facilities?
- * How they fix the margin?
- * How to deal with customers?
- * How they safeguard their business?
- * How they treat slack day?
- * How they survive in the heavy competition?
- * How they face their daily needs of the business?

Describe the problems you have identified in the community

The community has been well established and is well managed by the citizens of MVP colony. Although it is well established there are many problems that the community is facing with here includes the increased competition among the business people. The area has been dumping and at the same time there have more and more business arising in the locality.

Due to increased business competitors the sale has been reducing gradually with low profits. The problem of survival is affecting heavily the locality as the Rajthu Bazaar is government aided as is supplying the vegetables at a low price. The individuals due to ~~of~~ 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 outlist the existing business and to regulate the new and upcoming business in the same locality
- * To eliminate the middlemen so as to get the vegetables to low cost so that they can gain margin.
- * There should be proper measures to take off the rotten vegetables and to make proper use of it.

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 provide subsidies to the farmers to give them to better and healthy seeds.
- * The government has to give better health campaign to eat healthy food so as give food
- * The government has to implement the process of high rate taxation for unhealthy food to avoid cancer.

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Description of the Community awareness programme/s conducted w.r.t the problems and their outcomes.

The community awareness programme has been an important and innovative step taken to impart communication skill within a student, which is very important for their growth. The problems are known as we imparted with this, and their solution for their problems.

The community awareness program brought out the problems the locality is facing due lack of proper rules and unregulated market. The cut comes are independent of the problems faced by the community and the problem has to be individually. The only solution that can bring a major change is to be taken by the government to take stringent measures in the existence of middlemen and to provide proper cold storage facilities for the storage of vegetables. Hence, the demand can only be met when there are proper awareness of using the vegetables.

Report of the mini-project work done in the related subject w.r.t the habitation/village.

A mini-project work in the related subject w.r.t the habitation/village. (For ex., a student of Botany may do a project on Organic Farming or Horticulture or usage of biofertilizers or biopesticides or effect of the inorganic pesticides, etc. A student of Zoology may do a project on Aquaculture practices or animal husbandry or poultry or health and hygiene or Blood group analysis or survey on the Hypertension or survey on the prevalence of diabetes, etc.

The Report shall be limited to 8-10 pages.

Vegetable marketing plays a vital role in the new market arena as the demand for vegetables are there for the whole year where as the crop is grown only for once. The demand for the whole year will be grown once, but it has to be supplied for the whole year hence proper vegetable marketing techniques has to be implemented so as to safe guard the interests of the consumers.

As part of the community service program the locality of MVP colony has been chosen to take the role of vegetable marketing. And as part of the community service project various shops in the locality have been visited and were asked about their difficulties they as per the questionnaire and the problems were articulated.

KR Vegetable Market :-

KR Vegetable market has been an old and well established market in the locality of Rythu bazar. It has a prominent place in the locality as its presence is known for years. The questionnaire has been answered as below

- * The Price is fixed on the purchase price they get.
- * The vegetable marketing helps them to improve and expand their business.
- * The price is government has to take proper care of the improved competition and has to provide subsidy so as to help them.

Chaitu Vegetables :-

Chaitu vegetables has been a new business shop in a prominent place and has been intended with the corporate business with a view to entreat softy and healthy food so as to implement the healthy food. The questionnaire has been answered as below.

- * The dealing with customer plays an important role as it is the most fixed prominent way of doing business.
- * The price is fixed by the margin of 5% on the purchase price as they will be at the part of charity.

* The daily sales will be set aside as they wanted to know about their business growth daily.

Analysis of local area ; -

As part of community service project the local market and the local vegetable shops have been visited as part of the community service project. All the vegetable shops in the area have been visited and questioned as part of CSP. Noted down all the answers and were informed about the problems.

The local area has been verified and enhance the community. Through this community service project we implemented the skills of communication to communicate with the local people. we imported to provide understandability as the basic goal as we need to visit the local area and need to visit different kinds of people.

Technically we learnt to do a business which has been a difficult phase to lead in life. working under a person has been differentiated from owning a business. The people have to mould them order to gain and improve their business.

Community diversity, tradition, ethics and values :-

It's our 'values system' and 'The Principles' that drive the People of the community. Seethamadhara has been embarked by the empowerment of women, self respect and ethical behaviour of the citizens in the area. Integrity is the practice in every aspect of our being. We believe that, it imbibes strong and courageous attitude in our approach towards the Society.

The People here have high quality deliverance which sets extremely high standards of quality, all areas of operation are constantly and upgraded for excellence. 'ethics' inseparable from the People to improve both health and quality of life are adherence to ethical principles. Human welfare with quality deliverance is the major advantage of the netizens of Rythu bazar.

Socio-Economic Conditions of the community :-

The people of MVP colony are economically stable and are represented by greater businessmen of the city. They are well established with high-fi life to one side. on the other side there were citizens who work on the basis of daily wage, which made their life an obstacle to live. The vegetable seller from part of the backward area.

They will be affected by the increased competition among themselves. Economic conditions of the community are never stable to the rich being classified to one side and on the other hand the poor getting degraded due to high exploitation. The vegetable markets are facing a lot of competition and facing losses due to rotten vegetables and storage facilities.

Student Self-Evaluation for the Community Service Project

Student Name:	M. Sreedhi
Registration No:	180130903109
Period of CSP: From: To:	27-9-22 TO 1-11-22
Date of Evaluation:	2-11-22

Please rate your performance in the following areas:

Rating Scale: Letter grade of CGPA calculation to be provided

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

M. Sreedhi

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

Student Name:	M. Swathi
Registration No:	20130803109
Period of CSP: From: To:	27-9-22 TO 1-11-22
Date of Evaluation:	2-11-22
Name of the Person in-charge:	Mr. B.N. Muthy
Address with mobile number:	Golla Veedhi, Visakhapatnam, 9640147355

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

Page No: