

**GOVERNMENT DEGREE COLLEGE (MEN)**

**SRIKAKULAM**

**(Dr.B.R.Ambedkar University)**



**Department of commerce**

**COMMUNITY SERVICE PROJECT**

**On**

**AGRICULTURAL MARKETING**

**By**

**YAJJALA DINESH**

**1st BBA**

**2nd semester**

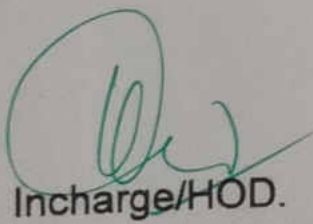
**Roll No.08**

**Under the guidance of**

**N.BALAKRISHNA**

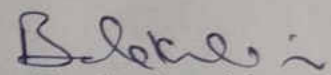
## CERTIFICATE

This is certify that the project report entitled agricultural marketing in RAJULAGUMADA,VANGARA,VIZIANAGARAM is being submitted by YAJJALA DINESH of 2022-2025 batch with Reg no 2222001829017 in fulfilment for the award of the degree Bachelor of Business Administration is a record of bonafide work carried out by them under the guidance and supervision.This result embodied in the project have not been submitted to any other University or Institute for the award of any other degree.



Incharge/HOD.

Sri.H.Laxmipathi,M.com,M.phil.



Project guide  
N.Balakrishna

## Acknowledgement

I am extremely thankful to my beloved teacher, head of the commerce department of government degree college Lakshmipathi sir, for supporting me a lot in this project.

And also extremely grateful to my mentor. N.Balakrishna for giving guidance in this project and for project orientation.

I would like to say my sincere thanks to P.Surekha madam, principal of the Government Degree College Srikakulam, for encouraging me to do this project successfully.

*signature of the student*

*Y. dinesh.*

## Declaration

I here by declare that the project report entitled community service project (agricultural marketing) submitted by me to in partial fulfilment for the requirement of the award for the degree Bachelor of Business Administration under the guidance of N.Balakrishna.I further declare that the work reported in the project has not been and will not been submitted either in part for in full for the award of any other degree in the institute or any other university.

*Y. Dinesh*

YAJJALA DINESH  
Reg no 2222001829017

## PART – A

### About the village

I had done my community service project by the guidance of our mentor in Hanumayyapeta. I have done that survey in my village and I ask questions to the people who are living there and I ask what are the problems with their suffering in that certain area.

### INTRODUCTION

In every family there are some problems they suffer from the problems in that certain area and I approached them in a polite manner and I asked some questions about their family and family members and health problems and the things which they used like banking services and insurance policies etc. In a polite manner I asked the questions and I received a good response from them.

## Scope of community service project

Engaging community service project provide students with the opportunity to becoming active member in their community has a lasting. Positive impact on society at large community service or volunteering enables students to acquire life skills and knowledge as well as provide a service those who most need it. By getting involved in community service project a younger age students a lot of development like increasing social responsibility a global view of society and hearing back and helping others it provides an opportunity to apply academic learning to real life.

## Problems identified

I had my survey in Hanumayyapeta. I ask them what the problems they faced in their most of the people in that area told that they have mostly lack of water facility for agriculture, drainage problem and the road problems and they don't have proper sanitation.

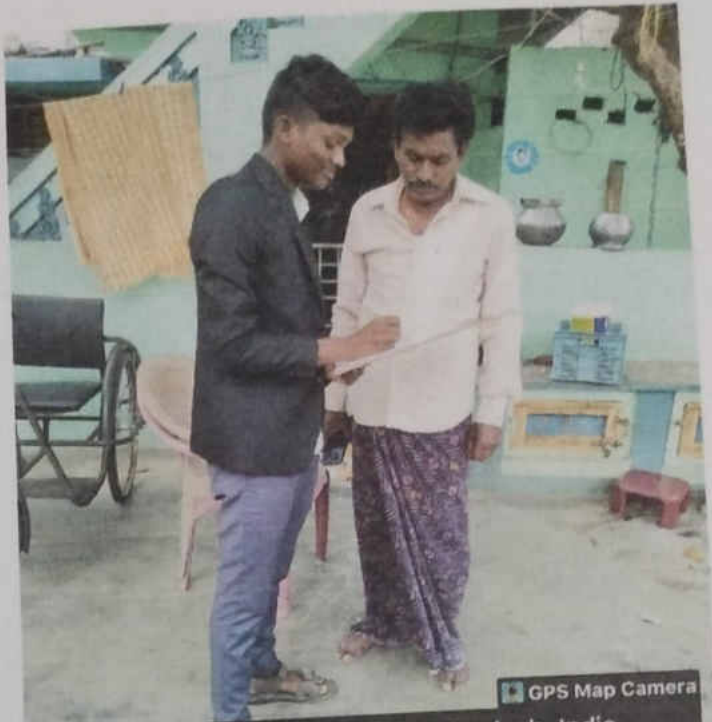


GPS Map Camera



**Srikakulam, Andhra Pradesh, India**  
1-4/6-19, Kbt Hudco Colony Pk Rd, Shanti Nagar Colony,  
Balaga, Srikakulam, Andhra Pradesh 532001, India  
Lat 18.310651°  
Long 83.888957°  
07/11/23 02:57 PM GMT +05:30

Google



GPS Map Camera

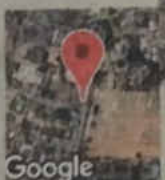


**Srikakulam, Andhra Pradesh, India**  
1-44-68/1A, Shanti Nagar Colony, Balaga, Srikakulam,  
Andhra Pradesh 532001, India  
Lat 18.310713°  
Long 83.889015°  
07/11/23 02:55 PM GMT +05:30

Google



GPS Map Camera



**Srikakulam, Andhra Pradesh, India**  
8V6Q+CJF, Shanti Nagar Colony, Balaga, Srikakulam,  
Andhra Pradesh 532001, India  
Lat 18.310953°  
Long 83.889139°  
07/11/23 02:49 PM GMT +05:30

Google



GPS Map Camera



**Srikakulam, Andhra Pradesh, India**  
8V6Q+CJF, Shanti Nagar Colony, Balaga, Srikakulam,  
Andhra Pradesh 532001, India  
Lat 18.310953°  
Long 83.889139°  
07/11/23 02:49 PM GMT +05:30

Google



GPS Map Camera

**Srikakulam, Andhra Pradesh, India**

1-44-78, Government Jr College Rd, Shanti Nagar Colony,  
Balaga, Srikakulam, Andhra Pradesh 532001, India

Lat 18.310952°

Long 83.888829°

07/11/23 02:47 PM GMT +05:30

Google



GPS Map Camera

**Srikakulam, Andhra Pradesh, India**

BVBQ+CJF Dady Helping Foundation, Shanti Nagar Colony,  
Balaga, Srikakulam, Andhra Pradesh 532001, India

Lat 18.310937°

Long 83.889254°

07/11/23 02:52 PM GMT +05:30

Google



GPS Map Camera

**Srikakulam, Andhra Pradesh, India**

1-44-78, Government Jr College Rd, Shanti Nagar Colony,  
Balaga, Srikakulam, Andhra Pradesh 532001, India

Lat 18.31096°

Long 83.888956°

07/11/23 02:48 PM GMT +05:30

Google



GPS Map Camera

**Srikakulam, Andhra Pradesh, India**

1-44-78, Government Jr College Rd, Shanti Nagar Colony,  
Balaga, Srikakulam, Andhra Pradesh 532001, India

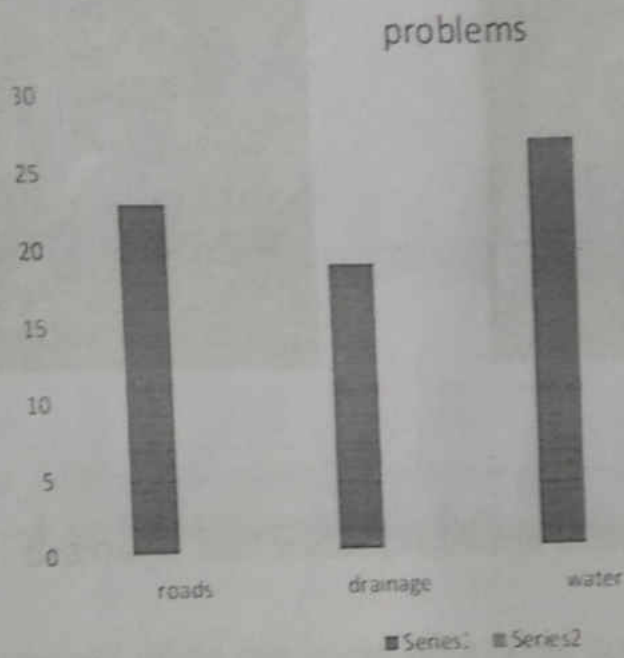
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07/11/23 02:47 PM GMT +05:30

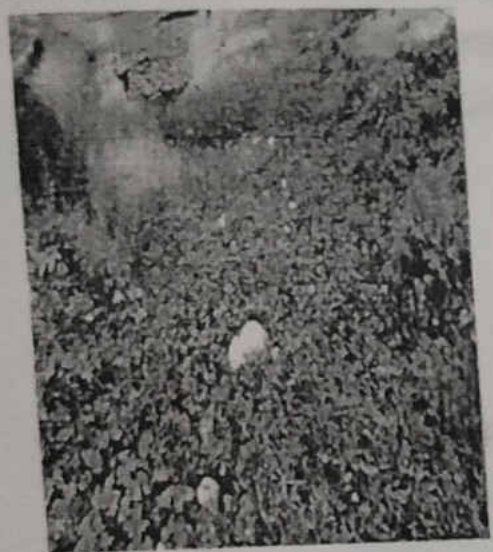
Google

Problems identified in the area listed below in graphical representation



The above graph shows roads, drainage, water facility problems in the certain area.

Field photo



Road , drainage and water problems identified in the certain area where I done my socio economic survey.

## **Action plan**

I have found short term and long term plans to solve the problems which I had analysed in my survey. Firstly I identify the problems in the area and list them out then give a complaint to the municipal corporation.

## **Community Awareness programmes conducted**

Awareness on different problems identified during the survey has been created among the respondent's of the households during the meeting through discussions and their outcomes are discussed and communicated to the sample respondents.

## Abstract of Socio - Economic Survey

30 families are surveyed in Socio - Economic Survey

RAJULAGUMADA, VANGARA, VIZIANAGARAM

### 1. Status of their families details ( 30 families )

Caste: BC:0 SC:30 ST:0

No of males	: 44
No of females	: 48
No of literates above 10th	: 49
No of literates below 10th	: 15
No of illiterates	: 27
No of graduates	: 13
No of pH people	: 0
No of employees	: 02

## 2. Economic status of the sample households

### Category of House

Hut	: 03
Pucca	: 27
Own houses	: 27

### Source of drinking water

Government tap	: 0
Wells	: 04
Own taps	: 10
Agriculture holding families	: 30
Families have own toilet	: 23
Cooking fuels LPG	: 13
No of ration card holders	: 30
No of families having vehicles	: 08
Two wheelers	: 08
Four wheelers	: 00
Auto	: 00

## **PART – B**

### **About Agricultural Marketing**

Agricultural Marketing covers the services involved in moving agricultural products from the farm to the consumer. These services involve planning, organising, directing, and handling of products in such a way as to satisfy farmers, intermediaries and consumers. Agricultural marketing is a process that involves assembling, storage, processing, transportation, packaging, grading, and distribution of different agricultural commodities across the country. The agricultural marketing system is a link between the farm and the non-farm sectors.



I find the above image in nearby market to the rural area.

These are some activities in agricultural marketing such activities are like assembling, grading, processing, transportation, storage, and packaging.



I asked a question " which products are mostly taken in the market " they said that mostly vegetables like bitter gourd , bottle gourd and fruits and so on. As I mentioned in the image.

When I asked some questions about agricultural marketing in rural areas, people told me about their problems in agricultural marketing.

## **Problems faced in agricultural marketing**

- Lack of credit facilities
- Lack of storage facilities
- Lack of transportation facilities
- Lack of labours
- Poor quality of product
- Inconsiderate revenue collection
- Lack of market information
- Long chain of middle men

## **Career in Agricultural Marketing**

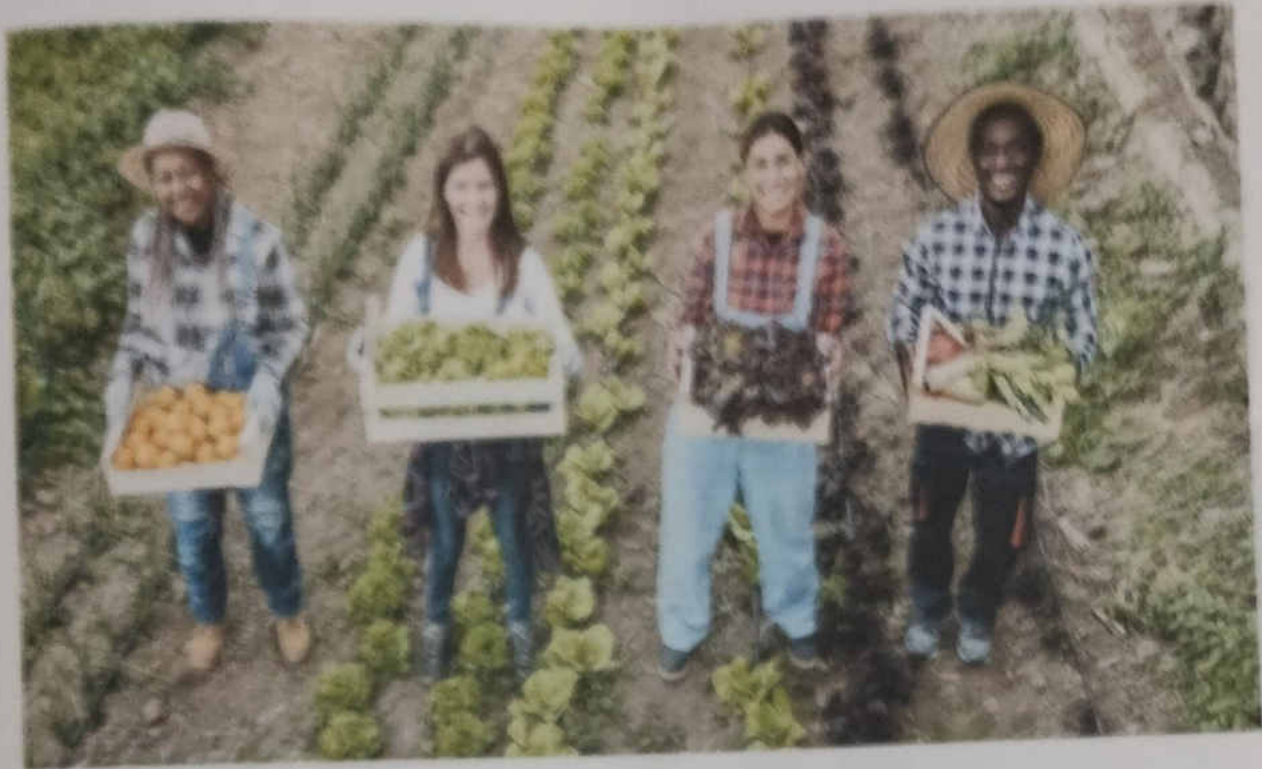
I found some opportunities in agricultural marketing sectors for the students. Who completed their graduation in agricultural marketing with a bachelor's or master's degree in agriculture, students can secure high paid jobs in both government and private sectors. They can be appointed as agricultural research scientists, agricultural officers, production managers and farm managers and so on..

## **Scope of agricultural marketing**

Agricultural marketing scope can provides you with multiple employment opportunities.. Agriculture graduates can work in various public and private institutions. Research centers and other companies engaged in agriculture, diary farming, horticulture and other sector. The scope of agricultural marketing is not only limited with the final agricultural produce. It also focuses supply of agricultural inputs (factors) to the farmers.

## **Agricultural marketing in rural areas**

When I started seeing agricultural marketing in rural areas I observed that Rural Marketing refers to marketing of goods and agricultural marketing refers to goods and services from rural to urban. Rural marketing incorporates the marketing of agricultural products, rural industries products and services of such kind. The trade channels like private, cooperative, processors, regulated markets and state agencies are available in rural areas.



I find the above mentioned image from rural areas. Which are related to agricultural marketing. These image related to marketing in rural areas.

## **Benefits to the farmers**

- Increases in farming income
- Widens the market
- Increases the production and output
- Growth of agro based industries
- Employment creation
- Price signals
- Creation utility
- Additional to national income
- Better standard of living
- Place utility
- Time utility
- Increase in the market surplus and income of farmers
- Farmers will keep their produce for self-consumption

## PART – C

### **Suggestions**

- Need to improve transport facilities
- Need to improve awareness among farmers
- Help to the farmers who were economically weak
- When the damages or loss occurred to the farmer the government will help to them in that critical situation
- Affordable prices to the consumers
- Need to decreasing the middlemen
- Regular implementation of some schemes like raithu bharosa and etc...

### **Conclusion**

I recommend them to follow both farmers and marketers to find out the problems and necessities of the farmers and clear them.

### **Reference**

By internet  
[www.Agri Market.com](http://www.Agri Market.com)  
[www.wikipedia.com](http://www.wikipedia.com)



GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM

Name of the Student

: Yajjala. Divresh

Registration No: 222200 1829017

Semester / Year/ Course/Group: Semester - II Sem BBA / 2022-23/ E.M

Name of the Guide/Mentor: N. Balakrishna.

Community Social Service Project :: Socio-Economic Survey

1. a) Address of the Family : 1-00

b) Name of Head of the Family: S. Ramayya.

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
1	S. pakeer	M	25	Btech	Engineer.
2	S. sharmila	F	47	10th class	House wife.

3. Social Status details: (i)Caste: SC

(SC/ ST/BA-A-B-C-D/OC)

(iii)Religion: Hindu

4. Economic Status details:

(i) Type of House Building: Own/Rental

(ii) Availability of Agricultural land: Yes/No  , If Yes 2 acres

(iii) Names of crops: Black Gram.

(iv) Details of live stock Cattle:  Cows  Ox  Buffaloes  Sheep  Goats  Others

(v) Do you have own toilet: Yes/No

(vi) Type of Cooking fuel used: LPG / Kerosene/ Electricity/ Wood/ others specify \_\_\_\_\_

(vii) Do you have vehicle: Two wheeler/ Auto/ Car/ Any other vehicle \_\_\_\_\_

(viii) Source of Income Employee.

5. Health Details:

(i) Health issues in family:

(ii) Do you have Arogyasri Card: Yes/No

6. Are you engaging in any agricultural activities Yes/No if yes how you are marketing your

Agricultural products \_\_\_\_\_

7. Are you a member of any self help group Yes/No if yes name the activities of SHG -----

8. Do have a bank account Yes/No if yes how long you have been maintaining 2 years

9. Are you using internet banking / Mobile Banking / other banking Services?

10. Do have you any insurance Yes/No if yes specify the name of the insurance policy LIC

11. Name of the Govt. Schemes received:

Jagananna Vidhya Deevena / Jagananna Vasathi Deevena/ Raithu Bharosa / Any other :

12. Any three problems faced in the village: Roads.

Place: Rajulogumada.

Date: 19-05-2023 Signature of the Mentor

Y. Divresh.  
Signature of the Student

**GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM**

Name of the Student

: Yasirala. Dinesh

Registration No: 2222001829017

Semester / Year/ Course/Group: Semester - II Sem BBA / 2022-23/ E.M

Name of the Guide/Mentor:

N. Balakrishna

**Community Social Service Project :: Socio-Economic Survey**

1. a) Address of the Family: 1-20

b) Name of Head of the Family: Y. Veeramma

**2. Family Details: (Dependents)**

S.N	Name of the person	Gender	Age	Education	Profession
1.	<u>N. Ramu</u>	<u>M</u>	<u>20</u>	<u>degree.</u>	<u>student-</u>
2.	<u>Y. Veeramma</u>	<u>F</u>	<u>60</u>		<u>Housewife</u>

3. Social Status details: (i)Caste: SC

(SC/ ST/BA-A-B-C-D/OC)

(iii)Religion: Hindu.

**4. Economic Status details:**

(i) Type of House Building: Own/Rental

(ii) Availability of Agricultural land: Yes/No, If Yes 0 acres

(iii) Names of crops: Jowar.

(iv) Details of live stock Cattle: Cows Ox Buffaloes Sheep Goats Others

(v) Do you have own toilet: Yes/No

(vi) Type of Cooking fuel used: LPG / Kerosene/ Electricity/ Wood/ others specify \_\_\_\_\_

(vii) Do you have vehicle: Two wheeler/ Auto/ Car/ Any other vehicle cycle.

(viii) Source of Income Labour.

**5. Health Details:**

(i) Health issues in family:

(ii) Do you have Arogyasri Card: Yes/No

6. Are you engaging in any agricultural activities Yes/No if yes how you are marketing your

Agricultural products \_\_\_\_\_

7. Are you a member of any self help group Yes/No if yes name the activities of SHG \_\_\_\_\_

8. Do have a bank account Yes/No if yes how long you have been maintaining since 10 years.

9. Are you using internet banking / Mobile Banking / other banking Services?

10. Do have you any insurance Yes/No if yes specify the name of the insurance policy L.I.C

11. Name of the Govt. Schemes received:

Jagananna Vidhya Deevana / Jagananna Vasathi Deevana/ Raithu Bharosa / Any other :

12. Any three problems faced in the village: water

Place: Rajubagumade

Date: 19-5-2022 Signature of the Mentor

Y. dinesh.  
Signature of the Student

**GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM**

Name of the Student : Yajjala Dinesh Registration No: 2222001929017

Semester / Year/ Course/Group: Semester – II Sem BBA / 2022-23/ E.M

Name of the Guide/Mentor: A. Balakrishna

**Community Social Service Project :: Socio-Economic Survey**

1. a) Address of the Family : 2-31 b) Name of Head of the Family: D. Bhavani

**2. Family Details: (Dependents)**

S.N	Name of the person	Gender	Age	Education	Profession
1.	<u>D. Bhavani</u>	<u>M</u>	<u>48</u>		<u>Housewife.</u>
2.	<u>D. Charanya</u>	<u>M</u>	<u>12</u>	<u>Student</u>	

3. Social Status details: (i)Caste: SC (SC/ ST/BA-A-B-C-D/OC) (iii)Religion: Hindu

**4. Economic Status details:**

- (i) Type of House Building: Own/Rental
- (ii) Availability of Agricultural land: Yes/No , If Yes 2 acres
- (iii) Names of crops: Paddy
- (iv) Details of live stock Cattle:    Cows    Ox    Buffaloes    Sheep    Goats    Others
- (v) Do you have own toilet: Yes/No
- (vi) Type of Cooking fuel used: LPG / Kerosene/ Electricity/ Wood/ others specify
- (vii) Do you have vehicle: Two wheeler/ Auto/ Car/ Any other vehicle motor cycle
- (viii) Source of Income Daily Labour

**5. Health Details:**

- (i) Health issues in family:
- (ii) Do you have Arogyasri Card: Yes/No

6. Are you engaging in any agricultural activities Yes/No if yes how you are marketing your Agricultural products   

7. Are you a member of any self help group Yes/No if yes name the activities of SHG -----

8. Do have a bank account Yes/No if yes how long you have been maintaining Since 9 years

9. Are you using internet banking / Mobile Banking / other banking Services?

10. Do have you any insurance Yes/No if yes specify the name of the insurance policy L.I.C

11. Name of the Govt. Schemes received:

Jagananna Vidhya Deevana / Jagananna Vasathi Deevana/ Raithu Bharosa / Any other :

12. Any three problems faced in the village: Road

Place: Rasulagumada

Date: 19-05-2023 Signature of the Mentor

Y. dinesh  
Signature of the Student

**GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM**

Name of the Student

: Yajjala dinesh.

Registration No: 2222001829017

Semester / Year/ Course/Group: Semester - II Sem BBA / 2022-23/ E.M

Name of the Guide/Mentor:

M. Balakrishna.

Community Social Service Project :: Socio-Economic Survey

1. a) Address of the Family: 1-33

b) Name of Head of the Family: G. Srinu.

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
1.	G. Srinu	M	50	10th class	driver.
2.	G. Lavanya.	F	35	Inter	Housewife.
3.	G. Jaswanth	M	18	8th class	Student -

3. Social Status details: (i) Caste: SC

(SC/ ST/BA-A-B-C-D/OC)

(iii) Religion: Hindu

4. Economic Status details:

(i) Type of House Building: Own/Rental

(ii) Availability of Agricultural land: Yes/No  , If Yes 3 acres

(iii) Names of crops: Jowar.

(iv) Details of live stock Cattle:  Cows  Ox  Buffaloes  Sheep  Goats  Others

(v) Do you have own toilet: Yes/No

(vi) Type of Cooking fuel used: LPG / Kerosene/ Electricity/ Wood/ others specify \_\_\_\_\_

(vii) Do you have vehicle: Two wheeler/ Auto/ Car/ Any other vehicle \_\_\_\_\_

(viii) Source of Income Auto driver.

5. Health Details:

(i) Health issues in family:

(ii) Do you have Arogyasri Card: Yes/No

6. Are you engaging in any agricultural activities Yes/No if yes how you are marketing your

Agricultural products \_\_\_\_\_

7. Are you a member of any self help group Yes/No if yes name the activities of SHG ----

8. Do have a bank account Yes/No if yes how long you have been maintaining Since 11 years.

9. Are you using internet banking / Mobile Banking / other banking Services?

10. Do have you any insurance Yes/No if yes specify the name of the insurance policy L.I.C

11. Name of the Govt. Schemes received:

Jagananna Vidhya Deevana / Jagananna Vasathi Deevana/ Raithu Bharosa / Any other :

12. Any three problems faced in the village: water, Roads.

Place: Rajulagumada.

Date: 19/5/2023

Signature of the Mentor

Signature of the Student Y. dinesh.

**GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM**

Name of the Student : Yajjala. Dinesh Registration No: 2222001829017

Semester / Year/ Course/Group: Semester – II Sem BBA / 2022-23/ E.M

Name of the Guide/Mentor: N. Balakrishna

Community Social Service Project :: Socio-Economic Survey

1. a) Address of the Family : 00-00 b) Name of Head of the Family: Y. Sujatha.

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
1	Y. Appayya.	M	54	4 <sup>th</sup> class	mason
2	Y. Sujatha	F	40	5 <sup>th</sup> class	Housewife.
3	Y. Kishor	M	20	Intermediate	Indian Army

3. Social Status details: (i) Caste: SC (SC/ ST/BA-A-B-C-D/OC) (iii) Religion: Hindu

4. Economic Status details:

- (i) Type of House Building: Own/Rental
- (ii) Availability of Agricultural land: Yes/No, If Yes 2 acres
- (iii) Names of crops: Blackgram, Paddy.
- (iv) Details of live stock Cattle: ✓ Cows ✓ Ox ✓ Buffaloes ✓ Sheep ✓ Goats ✓ Others
- (v) Do you have own toilet: Yes/No
- (vi) Type of Cooking fuel used: ✓ LPG / Kerosene/ Electricity/ Wood/ others specify \_\_\_\_\_
- (vii) Do you have vehicle: Two wheeler/ Auto/ Car/ Any other vehicle \_\_\_\_\_
- (viii) Source of Income Employee

5. Health Details:

- (i) Health issues in family:
- (ii) Do you have Arogyasri Card: Yes/No

6. Are you engaging in any agricultural activities Yes/No if yes how you are marketing your Agricultural products \_\_\_\_\_

7. Are you a member of any self help group Yes/No if yes name the activities of SHG -----

8. Do have a bank account Yes/No if yes how long you have been maintaining Since 15 years.

9. Are you using internet banking / Mobile Banking / other banking Services?

10. Do have you any insurance Yes/No if yes specify the name of the insurance policy L.I.C

11. Name of the Govt. Schemes received:

✓ Jagananna Vidhya Deevana / ✓ Jagananna Vasathi Deevana/ ✓ Raithu Bharosa / Any other :

12. Any three problems faced in the village:

Place:

Date: 19/5/2023 Signature of the Mentor [Signature]

Signature of the Student

**GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM**

Name of the Student : Yadala Divesh Registration No: 2222 001829017

Semester / Year/ Course/Group: Semester – II Sem BBA / 2022-23/ E.M

Name of the Guide/Mentor: N. Balakrishna

Community Social Service Project :: Socio-Economic Survey

1. a) Address of the Family : [ - ]

b) Name of Head of the Family: D. Dhanunjay

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
1.	D. Dhanunjay	M	48	Inter	Private Job
2.	D. Geeta	F	20	Inter	House wife
3.	D. Sataik	M	2		

3. Social Status details: (i) Caste: SC (SC/ST/BA-A-B-C-D/OC) (iii) Religion: Hindu

4. Economic Status details:

(i) Type of House Building:  Own/ Rental

(ii) Availability of Agricultural land: Yes/No, If Yes 1 acres

(iii) Names of crops: Joar, Paddy, Black gram

(iv) Details of live stock Cattle:    Cows    Ox    Buffaloes    Sheep    Goats    Others

(v) Do you have own toilet:  Yes/ No

(vi) Type of Cooking fuel used:  LPG/ Kerosene/ Electricity/ Wood/ others specify   

(vii) Do you have vehicle:  Two wheeler/ Auto/ Car/ Any other vehicle   

(viii) Source of Income Employee

5. Health Details:

(i) Health issues in family:

(ii) Do you have Arogyasri Card:  Yes/ No

6. Are you engaging in any agricultural activities Yes/No If yes how you are marketing your

Agricultural products   

7. Are you a member of any self help group Yes/No if yes name the activities of SHG   

8. Do have a bank account Yes/No if yes how long you have been maintaining since 7 years

9. Are you using internet banking / Mobile Banking / other banking Services?

10. Do have you any insurance Yes/No if yes specify the name of the insurance policy LIC

11. Name of the Govt. Schemes received:

   Jagananna Vidhya Deevena / Jagananna Vasathi Deevena/ Raithu Bharosa / Any other :

12. Any three problems faced in the village: scarcity of water

Place: Rajulagumada

Date: 19/5/2023 Signature of the Mentor

Y. Divesh  
Signature of the Student

**GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM**

Name of the Student

Yasujala Dinesh

Registration No: 2222001829017

Semester / Year / Course/Group: Semester - II Sem BBA / 2022-23 / E.M

Name of the Guide/Mentor:

N. Balakrishna

Community Social Service Project :: Socio-Economic Survey

1. a) Address of the Family :

01-3

b) Name of Head of the Family:

D. Maviyamma

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
1.	<u>D. Maviyamma</u>	<u>F</u>	<u>50</u>		<u>Housewife</u>
2)	<u>D. NUKARAJU</u>	<u>M</u>	<u>56</u>		<u>Daily Labour</u>

3. Social Status details: (i)Caste:

SC

(SC/ ST/BA-A-B-C-D/OC)

(iii)Religion: Hindu

4. Economic Status details:

(i) Type of House Building: Own/Rental

(ii) Availability of Agricultural land: Yes/No , If Yes 2 acres

(iii) Names of crops: wheat, Jowar

(iv) Details of live stock Cattle: ✓ Cows ✓ Ox ✓ Buffaloes ✓ Sheep ✓ Goats ✓ Others

(v) Do you have own toilet: Yes/No

(vi) Type of Cooking fuel used: LPG / Kerosene/ Electricity/ Wood/ others specify \_\_\_\_\_

(vii) Do you have vehicle: Two wheeler/ Auto/ Car/ Any other vehicle cycle

(viii) Source of Income daily labour

5. Health Details:

(i) Health issues in family:

(ii) Do you have Arogyasri Card: Yes/No

6. Are you engaging in any agricultural activities Yes/No if yes how you are marketing your

Agricultural products \_\_\_\_\_

7. Are you a member of any self help group Yes/No if yes name the activities of SHG \_\_\_\_\_

8. Do have a bank account Yes/No if yes how long you have been maintaining since 12 years.

9. Are you using internet banking / Mobile Banking / other banking Services?

10. Do have you any insurance Yes/No if yes specify the name of the insurance policy L.I.C

11. Name of the Govt. Schemes received:

Jagananna Vidhya Deevana / Jagananna Vasathi Deevana/ Raithu Bharosa / Any other :

12. Any three problems faced in the village: Road problems

Place: Rajulagumada

Date: 19/5/2023

Signature of the Mentor

Signature of the Student

**GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM**

Name of the Student

: Yajjala. dinesh

Registration No: 2222001829017

Semester / Year/ Course/Group: Semester - II Sem BBA / 2022-23/ E.M

Name of the Guide/Mentor: N. Babakrishna

Community Social Service Project :: Socio-Economic Survey

1. a) Address of the Family : 1-23

b) Name of Head of the Family: Y. prasad

**2. Family Details: (Dependents)**

S.N	Name of the person	Gender	Age	Education	Profession
1	Y. prasad	M	55	5th class	Labour.
2	Y. Laxmi	F	40		Housewife
3	Y. praveen	M	23	polytechnic	

3. Social Status details: (i) Caste: SC

(SC/ST/BA-A-B-C-D/OC)

(iii) Religion: Hindu

**4. Economic Status details:**

(i) Type of House Building: Own/Rental

(ii) Availability of Agricultural land: Yes/No , If Yes 1 acres

(iii) Names of crops: Jowar

(iv) Details of live stock Cattle: Cows Ox Buffaloes Sheep Goats Others

(v) Do you have own toilet: Yes/No

(vi) Type of Cooking fuel used: LPG / Kerosene/ Electricity/ Wood/ others specify

(vii) Do you have vehicle: Two wheeler/ Auto/ Car/ Any other vehicle

(viii) Source of Income daily Labour.

**5. Health Details:**

(i) Health issues in family:

(ii) Do you have Arogyasri Card: Yes/No

6. Are you engaging in any agricultural activities Yes/No if yes how you are marketing your

Agricultural products

7. Are you a member of any self help group Yes/No if yes name the activities of SHG ----

8. Do have a bank account Yes/No if yes how long you have been maintaining single 11 years

9. Are you using internet banking / Mobile Banking / other banking Services?

10. Do have you any insurance Yes/No if yes specify the name of the insurance policy LIC. postal

11. Name of the Govt. Schemes received:

Jagananna Vidhya Deevana / Jagananna Vasathi Deevana/ Raithu Bharosa / Any other :

12. Any three problems faced in the village: scarcity of drinking water.

Place: Rajulagumada

Date: 19/5/2023 Signature of the Mentor

Signature of the Student Y. dinesh

**GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM**

Name of the Student : Yadala dinesh Registration No: 2222001829017

Semester / Year/ Course/Group: Semester - II Sem BBA / 2022-23/ E.M

Name of the Guide/Mentor: N. Balakrishna

Community Social Service Project :: Socio-Economic Survey

1. a) Address of the Family : 1-17 b) Name of Head of the Family: G. Gumpaswamy

**2. Family Details: (Dependents)**

S.N	Name of the person	Gender	Age	Education	Profession
1.	G. Gumpaswamy	M	51		Housewife
2.	G. Swatha	F	48	degree	private job
3.	G. daveed	M	25		

3. Social Status details: (i)Caste: se (SC/ ST/BA-A-B-C-D/OC) (iii)Religion: Hindu

**4. Economic Status details:**

- (i) Type of House Building: Own/Rental
- (ii) Availability of Agricultural land: Yes/No , If Yes 2 acres
- (iii) Names of crops: wheat, Blackgram
- (iv) Details of live stock Cattle:  Cows  Ox  Buffaloes  Sheep  Goats  Others
- (v) Do you have own toilet: Yes/No
- (vi) Type of Cooking fuel used: LPG / Kerosene/ Electricity/ Wood/ others specify \_\_\_\_\_
- (vii) Do you have vehicle: Two wheeler/ Auto/ Car/ Any other vehicle \_\_\_\_\_
- (viii) Source of Income daily Labour

**5. Health Details:**

- (i) Health issues in family:
- (ii) Do you have Arogyasri Card: Yes/No

6. Are you engaging in any agricultural activities Yes/No if yes how you are marketing your Agricultural products \_\_\_\_\_

7. Are you a member of any self help group Yes/No if yes name the activities of SHG ----

8. Do have a bank account Yes/No if yes how long you have been maintaining since 3 years

9. Are you using internet banking / Mobile Banking / other banking Services?

10. Do have you any insurance Yes/No if yes specify the name of the insurance policy LIC

11. Name of the Govt. Schemes received:

Jagananna Vidhya Deevana / Jagananna Vasathi Deevana/ Raithu Bharosa / Any other :

12. Any three problems faced in the village:

Place: Rajulagunada

Date: 19/5/2023 Signature of the Mentor [Signature]

Signature of the Student Y. dinesh

**GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM**

Name of the Student

: Yajjala dinesh

Registration No: 2222.00 1829017

Semester / Year/ Course/Group: Semester - II Sem BBA / 2022-23/ E.M

Name of the Guide/Mentor:

a. Balakrishna

Community Social Service Project :: Socio-Economic Survey

1. a) Address of the Family :

1-19

b) Name of Head of the Family:

D. Gangulu

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
1.	D. Gangulu.	(M)	55		
2.	D. meri	F	85	Inter	private job.

3. Social Status details: (i)Caste:

SC

(SC/ST/BA-A-B-C-D/OC)

(iii)Religion: Hindu.

4. Economic Status details:

(i) Type of House Building: Own/Rental

(ii) Availability of Agricultural land: Yes/No , If Yes 2 acres

(iii) Names of crops: Wheat, Jowar, Blackgram

(iv) Details of live stock Cattle: ✓ Cows ✓ Ox ✓ Buffaloes ✓ Sheep ✓ Goats ✓ Others

(v) Do you have own toilet: Yes/No

(vi) Type of Cooking fuel used: LPG / Kerosene/ Electricity/ Wood/ others specify \_\_\_\_\_

(vii) Do you have vehicle: Two wheeler/ Auto/ Car/ Any other vehicle \_\_\_\_\_

(viii) Source of Income daily labour.

5. Health Details:

(i) Health issues in family:

(ii) Do you have Arogyasri Card: Yes/No

6. Are you engaging in any agricultural activities Yes/No if yes how you are marketing your Agricultural products \_\_\_\_\_

7. Are you a member of any self help group Yes/No if yes name the activities of SHG -----

8. Do have a bank account Yes/No if yes how long you have been maintaining since 12 years

9. Are you using internet banking / Mobile Banking / other banking Services?

10. Do have you any insurance Yes/No if yes specify the name of the insurance policy postal.

11. Name of the Govt. Schemes received:

Jagananna Vidhya Deevana / Jagananna Vasathi Deevana/ Raithu Bharosa / Any other : ✓

12. Any three problems faced in the village:

Place: Rajilagamada

Date: 19/5/2023 Signature of the Mentor

Signature of the Student  
y. dinesh.

**GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM**

Name of the Student

: Yajjala dinesh

Registration No: 2222001829013

Semester / Year/ Course/Group: Semester - II Sem BBA / 2022-23/ E.M

Name of the Guide/Mentor:

N. Balakrishna.

**Community Social Service Project :: Socio-Economic Survey**

1. a) Address of the Family : 1-25

b) Name of Head of the Family: D. Sriram

**2. Family Details: (Dependents)**

S.N	Name of the person	Gender	Age	Education	Profession
1.	D. Sriram	M	50	degree	Teacher private
2.	D. Arudra	F	40	degree	ayyambadi teacher

3. Social Status details: (i) Caste: se

(SC/ ST/BA-A-B-C-D/OC)

(iii) Religion: Hindu.

**4. Economic Status details:**

(i) Type of House Building: Own/Rental

(ii) Availability of Agricultural land: Yes/No, If Yes 2 acres

(iii) Names of crops: wheat

(iv) Details of live stock Cattle: ✓ Cows ✓ Ox ✓ Buffaloes ✓ Sheep ✓ Goats ✓ Others

(v) Do you have own toilet: Yes/No

(vi) Type of Cooking fuel used: LPG / Kerosene/ Electricity/ Wood/ others specify \_\_\_\_\_

(vii) Do you have vehicle: Two wheeler/ Auto/ Car/ Any other vehicle \_\_\_\_\_

(viii) Source of Income Employee

**5. Health Details:**

(i) Health issues in family: ✓

(ii) Do you have Arogyasri Card: Yes/No ✓

6. Are you engaging in any agricultural activities Yes/No if yes how you are marketing your Agricultural products \_\_\_\_\_

7. Are you a member of any self help group Yes/No if yes name the activities of SHG \_\_\_\_\_

8. Do have a bank account Yes/No if yes how long you have been maintaining Since 4 years

9. Are you using internet banking / Mobile Banking / other banking Services?

10. Do have you any insurance Yes/No if yes specify the name of the insurance policy LIC

11. Name of the Govt. Schemes received:

Jagananna Vidhya Deevana / Jagananna Vasathi Deevana/ Raithu Bharosa / Any other : ✓

12. Any three problems faced in the village:

Place: Rajulagumada.

Date: 19/5/2023 Signature of the Mentor

Y. dinesh.  
Signature of the Student



**GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM**

Name of the Student : Yadavala dinesh Registration No: 2222001829017

Semester / Year/ Course/Group: Semester - II Sem BBA / 2022-23/ E.M

Name of the Guide/Mentor: A. Balakrishna

Community Social Service Project :: Socio-Economic Survey

1. a) Address of the Family : G 1-26 b) Name of Head of the Family: G. Teja

**2. Family Details: (Dependents)**

S.N	Name of the person	Gender	Age	Education	Profession
1.	G. Teja	(M)	45	Btech	software
2.	G. moni	(F)	36	Inter	housewife
3.	S. Naveen	M	12	7th class	Student

3. Social Status details: (i)Caste: SC (SC/ ST/BA-A-B-C-D/OC) (iii)Religion: Hindu

**4. Economic Status details:**

- (i) Type of House Building: Own/Rental
- (ii) Availability of Agricultural land: Yes/No  , If Yes 2 acres
- (iii) Names of crops: Wheat
- (iv) Details of live stock Cattle:  Cows  Ox  Buffaloes  Sheep  Goats  Others
- (v) Do you have own toilet: Yes/No
- (vi) Type of Cooking fuel used: LPG / Kerosene/ Electricity/ Wood/ others specify \_\_\_\_\_
- (vii) Do you have vehicle: Two wheeler/ Auto/ Car/ Any other vehicle \_\_\_\_\_
- (viii) Source of Income Employee

**5. Health Details:**

- (i) Health issues in family:
- (ii) Do you have Arogyasri Card: Yes/No

6. Are you engaging in any agricultural activities Yes/No if yes how you are marketing your Agricultural products \_\_\_\_\_

7. Are you a member of any self help group Yes/No if yes name the activities of SHG -----

8. Do have a bank account Yes/No if yes how long you have been maintaining since 13 years

9. Are you using internet banking / Mobile Banking / other banking Services?

10. Do have you any insurance Yes/No if yes specify the name of the insurance policy LIC

11. Name of the Govt. Schemes received:

Jagananna Vidhya Deevana / Jagananna Vasathi Deevana/ Raithu Bharosa / Any other :

12. Any three problems faced in the village:

Place: Rajulaganada  
 Date: 15/5/2023 Signature of the Mentor

y. dinesh  
 Signature of the Student

**GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM**

Name of the Student : Patilala. dinesh Registration No: 2222001829017

Semester / Year/ Course/Group: Semester - II Sem BBA / 2022-23/ E.M

Name of the Guide/Mentor: N. Balakrishna

Community Social Service Project :: Socio-Economic Survey

1. a) Address of the Family: 1-33 b) Name of Head of the Family: G. Veeramma

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
1.	<u>G. Veeramma</u>	<u>F</u>	<u>59</u>		
2.	<u>G. Patrayak</u>	<u>m</u>	<u>37</u>	<u>10th class</u>	<u>dealer</u>

3. Social Status details: (i) Caste: SC (SC/ST/BA-A-B-C-D/OC) (ii) Religion: Hindu

4. Economic Status details:

- (i) Type of House Building:  Own /  Rental
- (ii) Availability of Agricultural land: Yes/No, if Yes 2 acres
- (iii) Names of crops: wheat
- (iv) Details of live stock Cattle:  Cows  Ox  Buffaloes  Sheep  Goats  Others
- (v) Do you have own toilet: Yes/No
- (vi) Type of Cooking fuel used:  LPG /  Kerosene /  Electricity /  Wood / others specify \_\_\_\_\_
- (vii) Do you have vehicle: Two wheeler/ Auto/ Car/ Any other vehicle \_\_\_\_\_
- (viii) Source of Income Employee

5. Health Details:

- (i) Health issues in family:
- (ii) Do you have Arogyasri Card: Yes/No

6. Are you engaging in any agricultural activities Yes/No if yes how you are marketing your Agricultural products \_\_\_\_\_

7. Are you a member of any self help group Yes/No if yes name the activities of SHG \_\_\_\_\_

8. Do have a bank account Yes/No if yes how long you have been maintaining Since 2 years

9. Are you using internet banking / Mobile Banking / other banking Services?

10. Do have you any insurance Yes/No if yes specify the name of the insurance policy LIC

11. Name of the Govt. Schemes received:

Jagananna Vidhya Deevana / Jagananna Vasathi Deevana/ Raithu Bharosa / Any other :

12. Any three problems faced in the village:

Place: Rajulaganada

Date: 15/5/2023 Signature of the Mentor

y dinesh  
Signature of the Student

**GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM**

Name of the Student

: Yajjala - dinesh

Registration No: 2222001829013

Semester / Year/ Course/Group: Semester - II Sem BBA / 2022-23/ E.M

Name of the Guide/Mentor:

N. Balakrishna

Community Social Service Project :: Socio-Economic Survey

1. a) Address of the Family: 1-39

b) Name of Head of the Family: B. parvati.

**2. Family Details: (Dependents)**

S.N	Name of the person	Gender	Age	Education	Profession
1.	B. Simhachalam	(M)	70		daily labour
2.	B. parvati	F	68		housewife.
3.	B. nirmala	F	25	degree	Bank employee.

3. Social Status details: (i)Caste:

SC

(SC/ ST/BA-A-B-C-D/OC)

(iii)Religion:

Hindu

**4. Economic Status details:**

(i) Type of House Building: Own/Rental

(ii) Availability of Agricultural land: Yes/No, If Yes 2 acres

(iii) Names of crops: Wheat, Black gram

(iv) Details of live stock Cattle:    Cows    Ox    Buffaloes    Sheep    Goats    Others

(v) Do you have own toilet: Yes/No

(vi) Type of Cooking fuel used: LPG / Kerosene/ Electricity/ Wood/ others specify   

(vii) Do you have vehicle: Two wheeler/ Auto/ Car/ Any other vehicle   

(viii) Source of Income Employee

**5. Health Details:**

(i) Health issues in family:

(ii) Do you have Arogyasri Card: Yes/No

6. Are you engaging in any agricultural activities Yes/No if yes how you are marketing your Agricultural products   

7. Are you a member of any self help group Yes/No if yes name the activities of SHG   

8. Do have a bank account Yes/No if yes how long you have been maintaining since 3 years

9. Are you using internet banking / Mobile Banking / other banking Services?

10. Do have you any insurance Yes/No if yes specify the name of the insurance policy postal

11. Name of the Govt. Schemes received:

Jagananna Vidhya Deevana / Jagananna Vasathi Deevana/ Raithu Bharosa / Any other :

12. Any three problems faced in the village:

Place:

Rajilagumade

Date:

19/5/2023

Signature of the Mentor

Signature of the Student

Y. Dinesh

**GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM**

Name of the Student : Yajjala dinesh Registration No: 2222001829017

Semester / Year/ Course/Group: Semester – II Sem BBA / 2022-23/ E.M

Name of the Guide/Mentor: N. Balakrishna

**Community Social Service Project :: Socio-Economic Survey**

1. a) Address of the Family : 1-37 b) Name of Head of the Family: G. Simhachalam

**2. Family Details: (Dependents)**

S.N	Name of the person	Gender	Age	Education	Profession
1.	<u>G. Simhachalam</u>	<u>50</u>			<u>daily labour</u>
2.	<u>G. Jayamma</u>	<u>48</u>			<u>Housewife</u>

3. Social Status details: (i)Caste: SC (SC/ ST/BA-A-B-C-D/OC) (iii)Religion: Hindu

**4. Economic Status details:**

- (i) Type of House Building: Own/Rental
- (ii) Availability of Agricultural land: Yes/No , If Yes 1 acres
- (iii) Names of crops:
- (iv) Details of live stock Cattle: ✓ Cows ✓ Ox ✓ Buffaloes ✓ Sheep ✓ Goats ✓ Others
- (v) Do you have own toilet: Yes/No
- (vi) Type of Cooking fuel used: LPG / Kerosene/ Electricity/ Wood/ others specify \_\_\_\_\_
- (vii) Do you have vehicle: Two wheeler/ Auto/ Car/ Any other vehicle \_\_\_\_\_
- (viii) Source of Income daily Labour

**5. Health Details:**

- (i) Health issues in family:
- (ii) Do you have Arogyasri Card: Yes/No

6. Are you engaging in any agricultural activities Yes/No if yes how you are marketing your Agricultural products \_\_\_\_\_

7. Are you a member of any self help group Yes/No if yes name the activities of SHG -----

8. Do have a bank account Yes/No if yes how long you have been maintaining since 7 years

9. Are you using internet banking / Mobile Banking / other banking Services?

10. Do have you any insurance Yes/No if yes specify the name of the insurance policy LIC

11. Name of the Govt. Schemes received:

Jagananna Vidhya Deevana / Jagananna Vasathi Deevana/ Raithu Bharosa / Any other :

12. Any three problems faced in the village:

Place: Raṅgulaṅṅurade

Date: 19/5/2023 Signature of the Mentor

Y. dinesh  
Signature of the Student

Name of the Student

Yashoda dinesh

Registration No: 2222001829013

Semester / Year/ Course/Group: Semester - II Sem BBA / 2022-23/ E.M

Name of the Guide/Mentor:

N. Balakrishna

Community Social Service Project :: Socio-Economic Survey

1. a) Address of the Family:

1-39

b) Name of Head of the Family:

M. Prasad

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
1.	M. Prasad	M	85	B.Tech	Secretary
2.	M. Sambhacharan	M	57	degree	Teacher
3.	M. Naveen	M	20		

3. Social Status details: (i) Caste:

SC

(SC/ ST/BA-A-B-C-D/OC)

(iii) Religion: Hindu

4. Economic Status details:

(i) Type of House Building: Own/Rental

(ii) Availability of Agricultural land: Yes/No, If Yes 3 acres

(iii) Names of crops: Wheat

(iv) Details of live stock Cattle: ✓ Cows ✓ Ox ✓ Buffaloes ✓ Sheep ✓ Goats ✓ Others

(v) Do you have own toilet: Yes/No

(vi) Type of Cooking fuel used: LPG / Kerosene/ Electricity/ Wood/ others specify \_\_\_\_\_

(vii) Do you have vehicle: Two wheeler/ Auto/ Car/ Any other vehicle \_\_\_\_\_

(viii) Source of Income Employee

5. Health Details:

(i) Health issues in family: ✓

(ii) Do you have Arogyasri Card: Yes/No

6. Are you engaging in any agricultural activities Yes/No if yes how you are marketing your

Agricultural products \_\_\_\_\_

7. Are you a member of any self help group Yes/No if yes name the activities of SHG -----

8. Do have a bank account Yes/No if yes how long you have been maintaining Since 11 Years

9. Are you using internet banking / Mobile Banking / other banking Services?

10. Do have you any insurance Yes/No if yes specify the name of the insurance policy LIC, postal

11. Name of the Govt. Schemes received:

Jagananna Vidhya Deevana / Jagananna Vasathi Deevana/ Raithu Bharosa / Any other :

12. Any three problems faced in the village:

Place:

Rasulagumada

Date: 20/5/2023

Signature of the Mentor

Signature of the Student

Y. Dinesh

**GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM**

Name of the Student : Yasjala dinesh Registration No: 2222001829017

Semester / Year/ Course/Group: Semester - II Sem BBA / 2022-23/ E.M

Name of the Guide/Mentor: N. Balakrishna

Community Social Service Project :: Socio-Economic Survey

1. a) Address of the Family : 1-49 b) Name of Head of the Family: N. Jayamma

**2. Family Details: (Dependents)**

S.N	Name of the person	Gender	Age	Education	Profession
1.	<u>N. Jayamma</u>	<u>F</u>	<u>60</u>		<u>Housewife</u>
2.	<u>N. Navayana</u>	<u>M</u>	<u>78</u>		<u>Labour</u>
3.	<u>N. Anuvadha</u>	<u>F</u>	<u>25</u>	<u>10th class</u>	<u>Student</u>

3. Social Status details: (i) Caste: SC (SC/ ST/BA-A-B-C-D/OC) (iii) Religion: Hindu

**4. Economic Status details:**

- (i) Type of House Building: Own/Rental
- (ii) Availability of Agricultural land: Yes/No , If Yes 2 acres
- (iii) Names of crops: Blackgram
- (iv) Details of live stock Cattle:    Cows    Ox    Buffaloes    Sheep    Goats    Others
- (v) Do you have own toilet: Yes/No
- (vi) Type of Cooking fuel used: LPG / Kerosene/ Electricity/ Wood/ others specify
- (vii) Do you have vehicle: Two wheeler/ Auto/ Car/ Any other vehicle
- (viii) Source of Income daily Labour

**5. Health Details:**

- (i) Health issues in family:
- (ii) Do you have Arogyasri Card: Yes/No

6. Are you engaging in any agricultural activities Yes/No if yes how you are marketing your Agricultural products \_\_\_\_\_

7. Are you a member of any self help group Yes/No if yes name the activities of SHG ----

8. Do have a bank account Yes/No if yes how long you have been maintaining Since 13 years

9. Are you using internet banking / Mobile Banking / other banking Services?

10. Do have you any insurance Yes/No if yes specify the name of the insurance policy LIC

11. Name of the Govt. Schemes received:

Jagananna Vidhya Deevana / Jagananna Vasathi Deevana/ Raithu Bharosa / Any other :

12. Any three problems faced in the village:

Place: Rajulagumada

Date: 20/5/2023 Signature of the Mentor

Y. dinesh  
Signature of the Student

**GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM**

Name of the Student : Yashala Divesh Registration No: 2222001829017

Semester / Year / Course / Group: Semester - II Sem BBA / 2022-23 / E.M

Name of the Guide/Mentor: N. Balakrishna

Community Social Service Project :: Socio-Economic Survey

1. a) Address of the Family : 1-37 b) Name of Head of the Family: B. Ramalaxmi

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
1.	B. pavan	M	45		daily Labour
2.	B. Ramalaxmi	F	30	10th class	Housewife

3. Social Status details: (i) Caste: SC (SC/ ST/BA-A-B-C-D/OC) (iii) Religion: Hindu

4. Economic Status details:

- (i) Type of House Building:  Own /  Rental
- (ii) Availability of Agricultural land: Yes/No, If Yes 1 acres
- (iii) Names of crops: Wheat, Jowar
- (iv) Details of live stock Cattle:    Cows    Ox    Buffaloes    Sheep    Goats    Others
- (v) Do you have own toilet:  Yes /  No
- (vi) Type of Cooking fuel used:  LPG /  Kerosene /  Electricity /  Wood / others specify
- (vii) Do you have vehicle:  Two wheeler /  Auto /  Car / Any other vehicle
- (viii) Source of Income daily Labour

5. Health Details:

- (i) Health issues in family:
- (ii) Do you have Arogyasri Card:  Yes /  No

6. Are you engaging in any agricultural activities Yes/No if yes how you are marketing your Agricultural products   

7. Are you a member of any self help group Yes/No if yes name the activities of SHG   

8. Do have a bank account Yes/No if yes how long you have been maintaining Single 7 years

9. Are you using internet banking / Mobile Banking / other banking Services?

10. Do have you any insurance Yes/No if yes specify the name of the insurance policy postal savings

11. Name of the Govt. Schemes received:

Jagananna Vidhya Deevana / Jagananna Vasathi Deevana / Raithu Bharosa / Any other :

12. Any three problems faced in the village:

Place: Rajulagumada  
 Date: 15/5/2023 Signature of the Mentor

Y. Divesh  
 Signature of the Student

GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM

Name of the Student

: Yajjala dinesh

Registration No:

2222001829013

Semester / Year/ Course/Group: Semester - II Sem BBA / 2022-23/ E.M

Name of the Guide/Mentor:

A Balakrishna

Community Social Service Project :: Socio-Economic Survey

1. a) Address of the Family :

1-79

b) Name of Head of the Family:

Y Prasad

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
1-	Y. Prasad	M	57	10th class 5	V.R.A
2-	Y. Lakshmi	F	45		Housewife
3	Y. Panadheev	m	2.5	BBA	Job

3. Social Status details: (i) Caste:

SC

(SC/ST/BA-A-B-C-D/OC)

(iii) Religion: Hindu

4. Economic Status details:

(i) Type of House Building: Own/Rental

(ii) Availability of Agricultural land: Yes/No, If Yes 3 acres

(iii) Names of crops: wheat

(iv) Details of live stock Cattle: Cows Ox Buffaloes Sheep Goats Others

(v) Do you have own toilet: Yes/No

(vi) Type of Cooking fuel used: LPG/ Kerosene/ Electricity/ Wood/ others specify

(vii) Do you have vehicle: Two wheeler/ Auto/ Car/ Any other vehicle

(viii) Source of Income Employee

5. Health Details:

(i) Health issues in family:

(ii) Do you have Arogyasri Card: Yes/No

6. Are you engaging in any agricultural activities Yes/No if yes how you are marketing your

Agricultural products

7. Are you a member of any self help group Yes/No if yes name the activities of SHG ----

8. Do have a bank account Yes/No if yes how long you have been maintaining Since 7 years

9. Are you using internet banking / Mobile Banking / other banking Services?

10. Do have you any insurance Yes/No if yes specify the name of the insurance policy LIC

11. Name of the Govt. Schemes received:

Jagananna Vidhya Deevena / Jagananna Vasathi Deevena/ Raithu Bharosa / Any other :

12. Any three problems faced in the village:

Place: Rajulagumade

Date: 20/5/2023 Signature of the Mentor

Signature of the Student Y. dinesh

**GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM**

Name of the Student : Yajjala dinesh Registration No: 2222001829017

Semester / Year/ Course/Group: Semester - II Sem BBA / 2022-23/ E.M

Name of the Guide/Mentor: N. Balakrishna

**Community Social Service Project :: Socio-Economic Survey**

1. a) Address of the Family : 1-88 b) Name of Head of the Family: Y. David

**2. Family Details: (Dependents)**

S.N	Name of the person	Gender	Age	Education	Profession
1.	<u>Y. David</u>	<u>25(M)</u>	<u>25</u>	<u>degree</u>	<u>Teacher</u>
2.	<u>Y. Tejaswini</u>	<u>34(F)</u>	<u>34</u>	<u>btech.</u>	<u>Software</u>

3. Social Status details: (i)Caste: SC (SC/ ST/BA-A-B-C-D/OC) (iii)Religion: Hindu

**4. Economic Status details:**

- (i) Type of House Building: Own/Rental
- (ii) Availability of Agricultural land: Yes/No , If Yes 1 acres
- (iii) Names of crops: wheat
- (iv) Details of live stock Cattle:    Cows    Ox    Buffaloes    Sheep    Goats    Others
- (v) Do you have own toilet: Yes/No
- (vi) Type of Cooking fuel used: LPG /Kerosene/ Electricity/ Wood/ others specify
- (vii) Do you have vehicle: Two wheeler/ Auto/ Car/ Any other vehicle
- (viii) Source of Income Employee

**5. Health Details:**

- (i) Health issues in family:
- (ii) Do you have Arogyasri Card: Yes/No

- 6. Are you engaging in any agricultural activities Yes/No if yes how you are marketing your Agricultural products
- 7. Are you a member of any self help group Yes/No if yes name the activities of SHG
- 8. Do have a bank account Yes/No if yes how long you have been maintaining Since 9 years
- 9. Are you using internet banking / Mobile Banking / other banking Services?
- 10. Do have you any insurance Yes/No if yes specify the name of the insurance policy LIC
- 11. Name of the Govt. Schemes received:     
Jagananna Vidhya Deevena / Jagananna Vasathi Deevena/ Raithu Bharosa / Any other :
- 12. Any three problems faced in the village:

Place: Rajulagumada  
Date: 20/5/2023 Signature of the Mentor [Signature] Signature of the Student Y. dinesh

**GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM**

Name of the Student

: Yajjala dresh

Registration No:

2222001829017

Semester / Year/ Course/Group: Semester - II Sem BBA / 2022-23/ E.M

Name of the Guide/Mentor:

A. Balakrishna

**Community Social Service Project :: Socio-Economic Survey**

1. a) Address of the Family:

1-21

b) Name of Head of the Family: D. Prasad

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
1.	D. Prasad	57	M	8th class	Daily Labour
2.	D. Ramesh	20	M	Inter	Housewife
3.	D. Gowri	38	F	5th class	

3. Social Status details: (i) Caste:

se

(SC/ST/BA-A-B-C-D/OC)

(iii) Religion: Hindu

4. Economic Status details:

(i) Type of House Building: Own/Rental

(ii) Availability of Agricultural land: Yes/No, If Yes 1 acres

(iii) Names of crops: Wheat, Blackgram

(iv) Details of live stock Cattle:  Cows  Ox  Buffaloes  Sheep  Goats  Others

(v) Do you have own toilet: Yes/No

(vi) Type of Cooking fuel used: LPG / Kerosene/ Electricity/ Wood/ others specify \_\_\_\_\_

(vii) Do you have vehicle: Two wheeler/ Auto/ Car/ Any other vehicle \_\_\_\_\_

(viii) Source of Income daily Labour

5. Health Details:

(i) Health issues in family:

(ii) Do you have Arogyasri Card: Yes/No

6. Are you engaging in any agricultural activities Yes/No if yes how you are marketing your

Agricultural products \_\_\_\_\_

7. Are you a member of any self help group Yes/No if yes name the activities of SHG \_\_\_\_\_

8. Do have a bank account Yes/No if yes how long you have been maintaining Since 4 years

9. Are you using internet banking / Mobile Banking / other banking Services?

10. Do have you any insurance Yes/No if yes specify the name of the insurance policy LIC

11. Name of the Govt. Schemes received:

Jagananna Vidhya Devena / Jagananna Vasathi Devena/ Raithu Bharosa / Any other :

12. Any three problems faced in the village:

Place: Rajulagumada

Date: 28/5/2023 Signature of the Mentor

Signature of the Student  
Y. dresh

**GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM**

Name of the Student

: Yajjala. dinesh

Registration No: 2222 001829017

Semester / Year/ Course/Group: Semester - II Sem BBA / 2022-23/ E.M

Name of the Guide/Mentor:

N. Balakrishna

Community Social Service Project :: Socio-Economic Survey

1. a) Address of the Family : 1-97

b) Name of Head of the Family: T. Balu

**2. Family Details: (Dependents)**

S.N	Name of the person	Gender	Age	Education	Profession
1.	T. Balu	57	M	btech	Engineer
2.	T. purnya	45	F	9th class	House wife
3.	T. Gowri naidu	17	M	Inter	Student

3. Social Status details: (i)Caste:

SC

(SC/ ST/BA-A-B-C-D/OC)

(iii)Religion: Hindu

**4. Economic Status details:**

(i) Type of House Building: Own/Rental

(ii) Availability of Agricultural land: Yes/No, If Yes 2 acres

(iii) Names of crops: wheat

(iv) Details of live stock Cattle:  Cows  Ox  Buffaloes  Sheep  Goats  Others

(v) Do you have own toilet: Yes/No

(vi) Type of Cooking fuel used: LPG / Kerosene/ Electricity/ Wood/ others specify \_\_\_\_\_

(vii) Do you have vehicle: Two wheeler/ Auto/ Car/ Any other vehicle \_\_\_\_\_

(viii) Source of Income Employee

**5. Health Details:**

(i) Health issues in family:

(ii) Do you have Arogyasri Card: Yes/No

6. Are you engaging in any agricultural activities Yes/No if yes how you are marketing your

Agricultural products \_\_\_\_\_

7. Are you a member of any self help group Yes/No if yes name the activities of SHG ----

8. Do have a bank account Yes/No if yes how long you have been maintaining Since 6 years

9. Are you using internet banking / Mobile Banking / other banking Services?

10. Do have you any insurance Yes/No if yes specify the name of the insurance policy Postal Savin

11. Name of the Govt. Schemes received:

Jagananna Vidhya Deevana / Jagananna Vasathi Deevana/ Raithu Bharosa / Any other :

12. Any three problems faced in the village:

Place: Rajulagumade

Date: 20/5/2023 Signature of the Mentor

Y. dinesh  
Signature of the Student

**GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM**

Name of the Student

: Yajjala. diresh

Registration No: 299200829017

Semester / Year / Course / Group: Semester - II Sem BBA / 2022-23 / E.M

Name of the Guide/Mentor: ~~Yajjala~~ N. Balakrishna

Community Social Service Project :: Socio-Economic Survey

1. a) Address of the Family: ( - 00

b) Name of Head of the Family: G. durga

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
1.	G. durga	35	M	10th class	Labour
2.	G. Chavanya	23	F	Inter	Postal job

3. Social Status details: (i) Caste: SC (SC/ ST/BA-A-B-C-D/OC)

(iii) Religion: Hindu

4. Economic Status details:

(i) Type of House Building: Own/Rental

(ii) Availability of Agricultural land: Yes/No, If Yes 2 acres

(iii) Names of crops: wheat, Blackgram

(iv) Details of live stock Cattle: Cows Ox Buffaloes Sheep Goats Others

(v) Do you have own toilet: Yes/No

(vi) Type of Cooking fuel used: LPG / Kerosene / Electricity / Wood / others specify

(vii) Do you have vehicle: Two wheeler / Auto / Car / Any other vehicle

(viii) Source of Income Employee

5. Health Details:

(i) Health issues in family:

(ii) Do you have Arogyasri Card: Yes/No

6. Are you engaging in any agricultural activities Yes/No if yes how you are marketing your Agricultural products

7. Are you a member of any self help group Yes/No if yes name the activities of SHG

8. Do have a bank account Yes/No if yes how long you have been maintaining Since 7 years

9. Are you using internet banking / Mobile Banking / other banking Services?

10. Do have you any insurance Yes/No if yes specify the name of the insurance policy LIC

11. Name of the Govt. Schemes received:

Jagananna Vidhya Deevana / Jagananna Vasathi Deevana / Raithu Bharosa / Any other:

12. Any three problems faced in the village:

Place: Rajulagumada

Date: 21/5/2022

Signature of the Mentor

Signature of the Student  
Y. diresh.

**GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM**

Name of the Student

: Yajjala Dinesh

Registration No: 2222001829012

Semester / Year / Course / Group: Semester - II Sem BBA / 2022-23 / E.M

Name of the Guide/Mentor:

N. Balakrishna

Community Social Service Project :: Socio-Economic Survey

1. a) Address of the Family: 1-11

b) Name of Head of the Family: P. Sharmila

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
1	P. Sharmila	F	27	Intermediate	Housewife
2	P. Vasanth	M	30	degree	Teacher
3	P. Nissaka	M	12	7th class	Student

3. Social Status details: (i) Caste:

SC

(SC/ ST/BA-A-B-C-D/OC)

(iii) Religion: Hindu

4. Economic Status details:

(i) Type of House Building: Own/Rental

(ii) Availability of Agricultural land: Yes/No, If Yes 2 acres

(iii) Names of crops: wheat, Jowar

(iv) Details of live stock Cattle:  Cows  Ox  Buffaloes  Sheep  Goats  Others

(v) Do you have own toilet: Yes/No

(vi) Type of Cooking fuel used: LPG / Kerosene / Electricity / Wood / others specify \_\_\_\_\_

(vii) Do you have vehicle: Two wheeler / Auto / Car / Any other vehicle \_\_\_\_\_

(viii) Source of Income Employee

5. Health Details:

(i) Health issues in family:

(ii) Do you have Arogyasri Card: Yes/No

6. Are you engaging in any agricultural activities Yes/No if yes how you are marketing your

Agricultural products \_\_\_\_\_

7. Are you a member of any self help group Yes/No if yes name the activities of SHG -----

8. Do have a bank account Yes/No if yes how long you have been maintaining since 8 1/2 years

9. Are you using internet banking / Mobile Banking / other banking Services?

10. Do have you any insurance Yes/No if yes specify the name of the insurance policy LIC

11. Name of the Govt. Schemes received:

Jagananna Vidhya Deevena / Jagananna Vasathi Deevena / Raithu Bharosa / Any other :

12. Any three problems faced in the village:

Place: Rayulagunade

Date: 21/5/2023

Signature of the Mentor

Signature of the Student  
Y. Dinesh

**GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM**

Name of the Student :

Yashwanth Dresh

Registration No: 2223001829 017

Semester / Year/ Course/Group: Semester - II Sem BBA / 2022-23/ E.M

Name of the Guide/Mentor: N. Balakrishna

Community Social Service Project - Socio-Economic Survey

1. a) Address of the Family: 1-74

b) Name of Head of the Family: S. Madha

2. Family Details: (Dependents)

SN	Name of the person	Gender	Age	Education	Profession
1.	S. Madha	M	54	10th class	Army Teacher
2.	S. Prakash	M	25	degree	Housewife
3.	S. Deeptha	F	47	10th class	

3. Social Status details: (i) Caste: SC (ii) ST/BA-A-B-C-D/OC

(iii) Religion: Hindu

4. Economic Status details:

(i) Type of House Building: Own/Rental

(ii) Availability of Agricultural land: Yes/No, If Yes 1 acres

(iii) Names of crops: Blackgram

(iv) Details of live stock Cattle: 0 Cows 0 Ox 0 Buffaloes 0 Sheep 0 Goats 0 Others

(v) Do you have own toilet: Yes/No

(vi) Type of Cooking fuel used: LPG / Kerosene / Electricity / Wood / others specify \_\_\_\_\_

(vii) Do you have vehicle: Two wheeler / Auto / Car / Any other vehicle \_\_\_\_\_

(viii) Source of income Employee

5. Health Details:

(i) Health issues in family:

(ii) Do you have Arogyasri Card: Yes/No

6. Are you engaging in any agricultural activities Yes/No if yes how you are marketing your Agricultural products \_\_\_\_\_

7. Are you a member of any self help group Yes/No if yes name the activities of SHG \_\_\_\_\_

8. Do have a bank account Yes/No if yes how long you have been maintaining Since 7 years

9. Are you using internet banking / Mobile Banking / other banking Services?

10. Do have you any insurance Yes/No if yes specify the name of the insurance policy LIC, PC

11. Name of the Govt. Schemes received:

Jagananna Vidhya Deevana / Jagananna Vasathi Deevana / Raithu Bharosa / Any other :

12. Any three problems faced in the village:

Place: Rajulaguruda

Date: 9/1/2023

Signature of the Mentor

Y. dresh  
Signature of the Student

**GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM**

Name of the Student

: Yajjala divesh

Registration No: 2222001829012

Semester / Year/ Course/Group: Semester - II Sem BBA / 2022-23/ E.M

Name of the Guide/Mentor:

N. Balakrishna

**Community Social Service Project :: Socio-Economic Survey**

1. a) Address of the Family: 2-11

b) Name of Head of the Family: G. Srinu

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
1.	<u>G. Srinu</u>	<u>M</u>	<u>25</u>	<u>degree</u>	<u>Postal</u>
2.	<u>G. Lakshya</u>	<u>F</u>	<u>20</u>	<u>Inter</u>	<u>housewife</u>
3.	<u>G. Viray</u>	<u>M</u>	<u>45</u>	<u>degree</u>	<u>Teacher</u>

3. Social Status details: (i) Caste: SC

(SC/ ST/BA-A-B-C-D/OC)

(iii) Religion: Hindu

4. Economic Status details:

(i) Type of House Building: Own/Rental

(ii) Availability of Agricultural land: Yes/No, If Yes 1 acres

(iii) Names of crops: wheat, Blackgram

(iv) Details of live stock Cattle:    Cows    Ox    Buffaloes    Sheep    Goats    Others

(v) Do you have own toilet: Yes/No

(vi) Type of Cooking fuel used: LPG / Kerosene/ Electricity/ Wood/ others specify

(vii) Do you have vehicle: Two wheeler/ Auto/ Car/ Any other vehicle   

(viii) Source of Income Employee

5. Health Details:

(i) Health issues in family:   

(ii) Do you have Arogyasri Card: Yes/No

6. Are you engaging in any agricultural activities Yes/No if yes how you are marketing your

Agricultural products   

7. Are you a member of any self help group Yes/No if yes name the activities of SHG   

8. Do have a bank account Yes/No if yes how long you have been maintaining Since 10 years

9. Are you using internet banking / Mobile Banking / other banking Services?

10. Do have you any insurance Yes/No if yes specify the name of the insurance policy LIC

11. Name of the Govt. Schemes received:

   Jagananna Vidhya Deevana / Jagananna Vasathi Deevana/ Raitu Bharosa / Any other :   

12. Any three problems faced in the village:

Place: Rajulagumada

Date: 21/5/2023 Signature of the Mentor   

Y. divesh  
Signature of the Student

# Agricultural marketing

## Questions and Answers

### QUESTIONS

- Answer the questions below. Check your answers afterwards and do corrections.
- Give yourself one hour.
- Marks: 100

1. Match each statement in column A with a statement in column B. (7 × 2 = 14)

COLUMN A	COLUMN B
1.1 Marketing Act of 1996	A. Formation of the National Agricultural Marketing Council
1.2 Advertising Standards	B. Financial markets are fair and transparent
1.3 Consumer Protection Act of 2008	C. Marketing licence from the director of marketing
1.4 Marketing of Agricultural Products Act of 2001	D. Fidelity Funds certificates
1.5 Security Services Act No 36 of 2004	E. Dates and times for contacting clients
1.6 Agricultural Produce Agents Act of 1952	F. Enhanced the jurisdiction of the agents councils
1.7 Agricultural Produce Amendment Act of 2004	G. Set up by the marketing communication industry
	H. Proposed the introduction of inspectors

2. Define the following terms:
- 2.1 marketing chain
  - 2.2 value chain 2.3 grading (3 × 2 = 6)
3. Name THREE factors that complicate the marketing of agricultural products. (3 × 1 = 3)
4. Ongoing improvements to the agri-business chain are vital.
- 4.1 Explain how infrastructure development can improve the

a stock market.  
internet marketing.

5.5 Which one of these is not an advantage of free-marketing?

Sales are for cash

No middlemen

Farmers receive payments immediately

Farmers are motivated to work harder (5 × 2 = 10)

Match the items in column A with those in column B. Write only the correct numbers and letters. (5 × 2 = 10)

6.

<b>COLUMN A</b>	<b>COLUMN B</b>
6.1 Advertising	A. Farmers Weekly
6.2 Personal selling	B. Discounts
6.3 Sales promotion	C. PRO
6.4 Publicity	D. Talking to customers
6.5 Print media	E. Radio and television
	F. Labelling

Give one word or phrase for each of the following:

7.1 A quantity of goods offered for sale at a particular price at a particular moment

7.2 A situation in which the demand for a product is affected by price change.

7.3 A number of activities that a product goes through after production until it reaches the consumer

She used all her money to finance the activities. Unfortunately, the business failed.

10.1 Give two reasons for the failure of Siyakhisana Co-operative Society. (2 × 1 = 2)

10.2 Suggest and discuss three principles that should be applied in the functioning of a co-operative. (3 × 2 = 6)

10.3 Describe how directors of a co-operative society are selected. (1 × 1 = 1)

10.4 Give the term used to describe working together and sharing among co-operative society members. (1 × 2 = 2)

Compare the following:

11.1 Primary and tertiary co-operative (2 × 1 = 2)

11.2 Co-operative and controlled marketing (2 × 1 = 2)

List three disadvantages of free-marketing. (3 × 1 = 3)

## ANSWERS

1. Match each statement in column A with a statement in column B.

1.1 A

1.2 G

1.3 E

1.4 C

1.5 B

1.6 D

1.7 F (7 × 2 = 14)

2. Define the terms:

2.1 The sequence/processes the product goes through from harvesting to consumer

2.2 An alliance of agricultural enterprises working together at different stages in production, processing and marketing

- 2.3 Involves the sorting of produce according to quality criteria. ( $3 \times 2 = 6$ )
3. Seasonal fluctuation; perishability, as well as factors like (any one): standardisation; ineffective control over production; low value in relation to volume (bulkiness); long-term production; wide product distribution; locality restricted production; intermediaries (middlemen) are required for marketing ( $3 \times 1 = 3$ )
4. Improvements to the agri-business chain:
- 4.1 Infrastructure will ensure that there is enough space and shelter for storage and processing. Additional roads will make it easier to transport agricultural goods from the production site to the markets. Suitable shelters for storage must be built that will enable products to last longer. These aspects work together to make the agri-business chain more effective. ( $1 \times 5 = 5$ )
- 4.2 participatory market chain approach; vertical co-ordination; adequate infrastructure; business linkages and value chains; vertical integration; creation of market organisations to assist producers and processors; government involvement; specialisation; diversification; hedging. ( $4 \times 1 = 4$ )
5. Choose the best answer:
- 5.1 the price of the product (ii).
- 5.2 as he pleases (ii)
- 5.3 niche marketing (iii)
- 5.4 fresh produce markets (i)
- 5.5 They are all advantages. ( $5 \times 2 = 10$ )
6. Match the items:
- 6.1 E
- 6.2 D
- 6.3 B
- 6.4 C
- 6.5 A ( $5 \times 2 = 10$ )
7. One word or phrase for the following:
- 7.1 Supply

- 7.2 Price elasticity
- 7.3 Marketing chain
- 7.4 Consumer Protection Act
- 7.5 Green market. (5 × 1 = 5)
- 8. Correct the statements:
  - 8.1 Consumer
  - 8.2 Retailer
  - 8.3 Agri-marketing chain
  - 8.4 Grading
  - 8.5 Marketing Act of 1996 (5 × 1 = 5)
- 9. Define the terms:
  - 9.1 Supply is the quantity of goods on the market at a particular price at a particular time. It is affected by seasonal production; weather conditions; the profit margin of the product; specialised scientific knowledge; the ability to increase supply; expected future prices; the state of technology (any four) (2 + 4 × 2 = 10)
  - 9.2 demand is the quantity of goods bought at a particular price at a particular moment. It is affected by the price of the product; usefulness of the product; quality of the product; the price of competitive goods; number of consumers; preferences of consumers; the buying (purchasing) power of consumers; tradition and religions of consumers; size of households (any four) (2 + 4 × 2 = 10)
- 10. Read the passage below and the answer questions that follow
  - 10.1 Not a broad enough membership base; poor cash flow management. (2 × 1 = 2)
  - 10.2 Democratic member control; Autonomy and
  - 10.3 Independence; Distribution based on the value of a business; Economic participation/financing of co-operatives; Concern for the community; Co- operation among members. (3 × 2 = 6)
  - 10.4 Democratic vote. (1 × 1 = 1)
  - 10.5 Pool system. (1 × 2 = 2)

:

11. Compare the following

11.1 Primary is the first level with members directly represented; two or more secondary make up a tertiary, which represents interests of members of primary and secondary to government. (2 × 1 = 2)

1. 11.2 Co-operative marketing is organised according to the members through votes or their constitution, and it can involve marketing according to groups of products; controlled marketing is restricted or regulated marketing that can set limits on supply and determine prices. (2 × 1 = 2)

12.

Farmers may not have all the necessary skills; It is riskier because if natural disaster affects production, the farmer bears all the risk alone; Prices will fluctuate because of the force of supply; A small-scale farmer will have less bargaining power; Production and marketing costs are high; farmers that operate as a one person enterprise will struggle to keep up production and focus on marketing; Some farmers may form cartels to protect themselves from competition and consumers could be exploited; Marketing is now more commercialised and specialised so experts are needed to perform this role (any three).