

GOVERNMENT DEGREE COLLEGE (MEN)

SRIKAKULAM

(Dr.B.R.Ambedkar University)



Department of commerce

COMMUNITY SERVICE PROJECT

On

AGRICULTURAL MARKETING

By

Alavelli.Srinivasarao

1st BBA

2nd semester

Roll No. 09

Under the guidance of

N.BALAKRISHNA

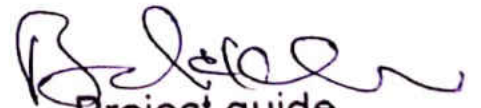
CERTIFICATE

This is certify that the project report entitled agricultural marketing in Hanumanthapuram Srikakulam is being submitted by Alavelli srinivasarao of -2022-2025 batch with Reg no 2222001829012 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.

A. Srinivasa rao

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.

A. Srinivasa Rao
Alavelli srinivasarao
Reg No 2222001829009

PART – A

About the village

I had done my community service project by the guidance of our mentor in Hanumanthapuram. I have done 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.

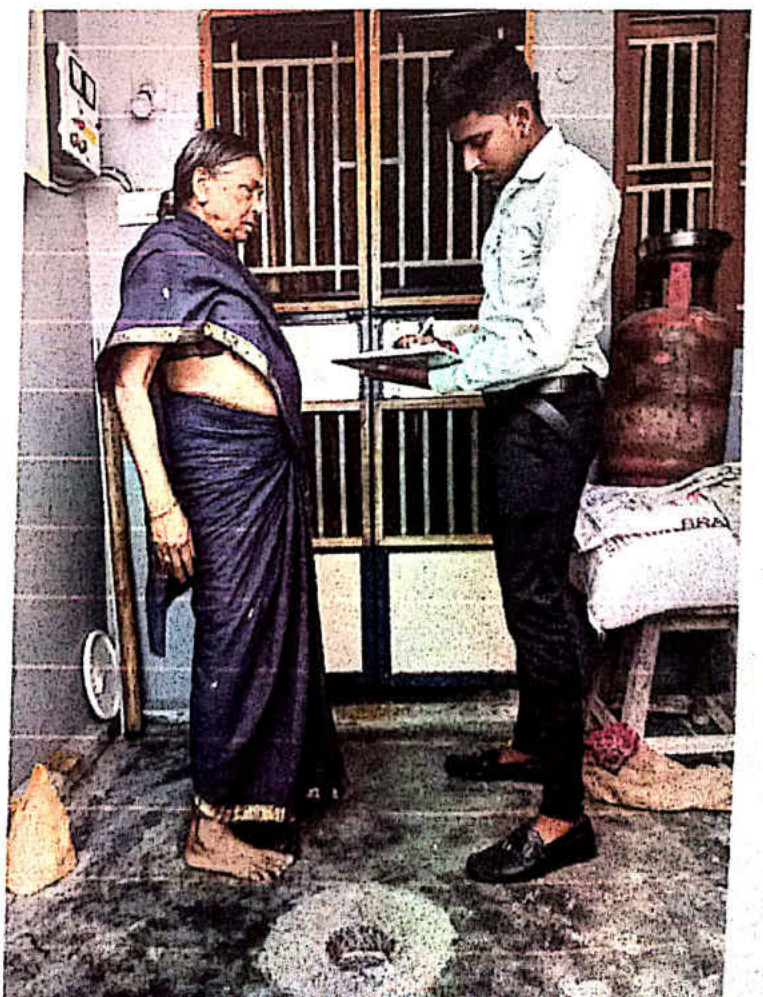
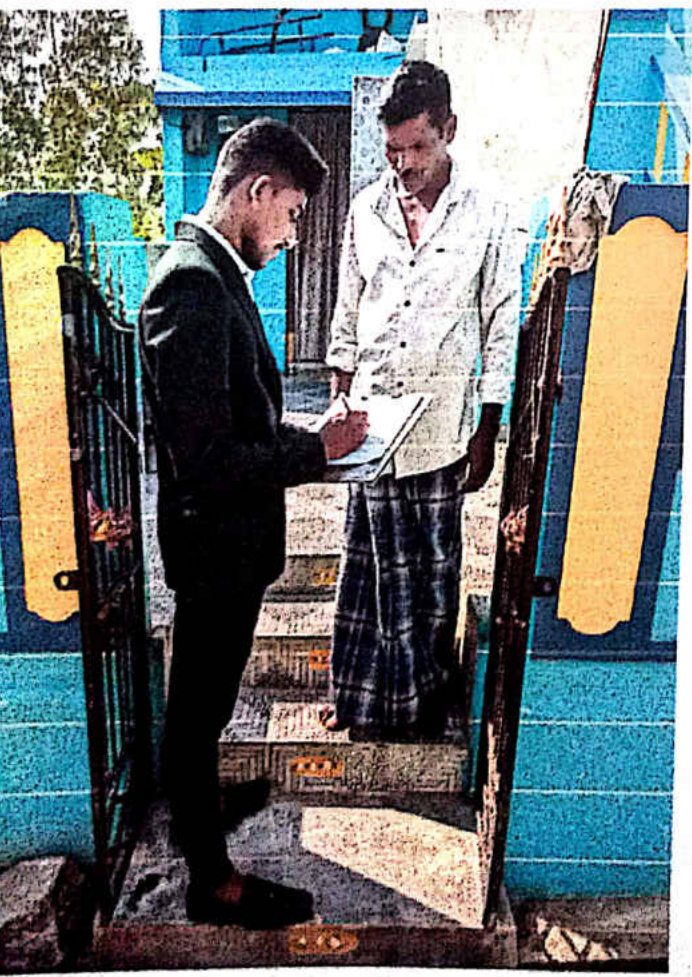
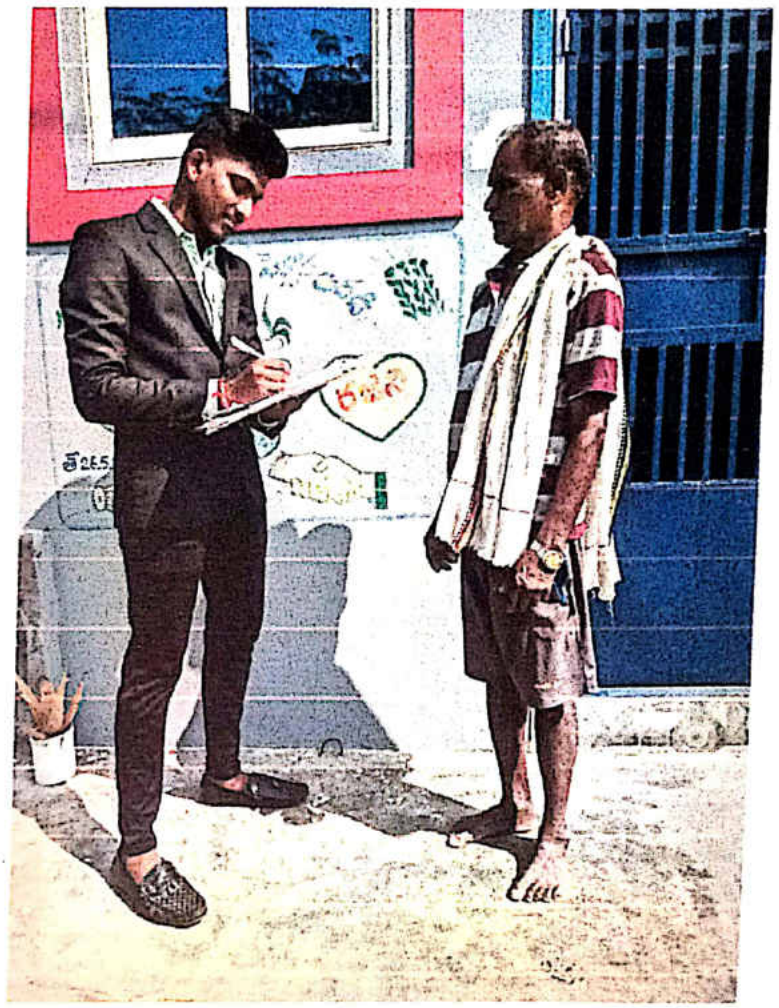
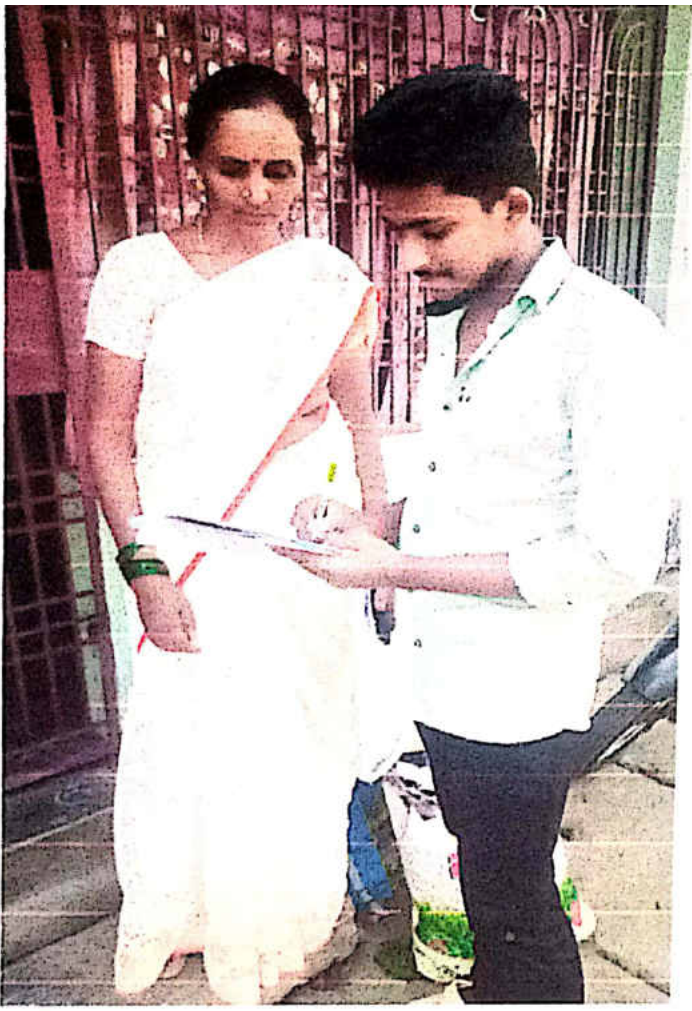
Scope of community service project

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.

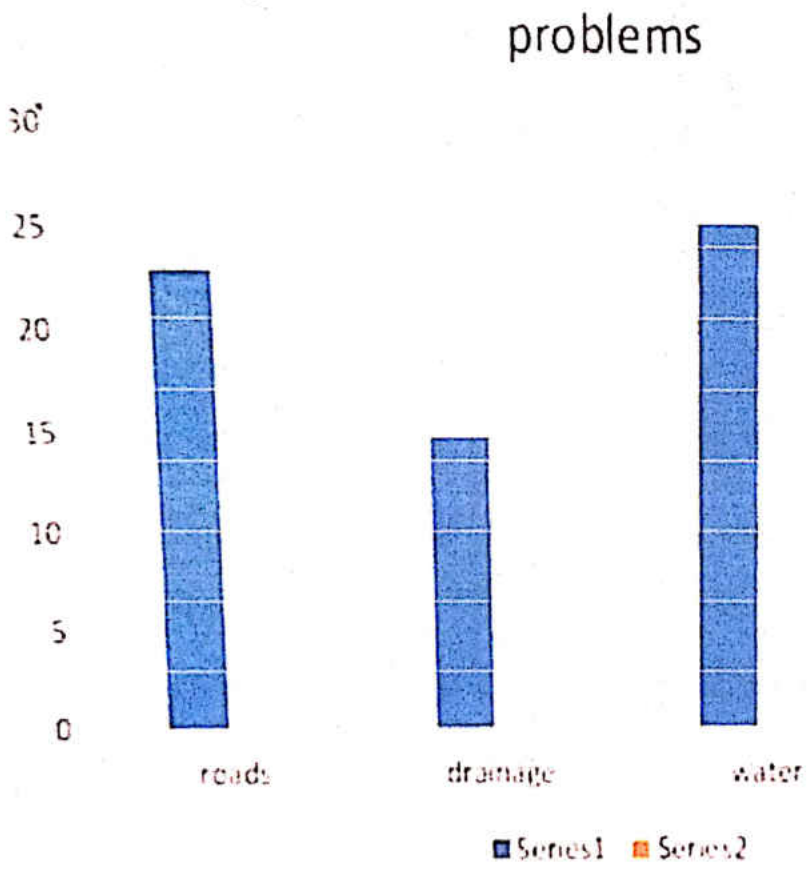
Problems identified

I had my survey in Hanumanthapuram. 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.

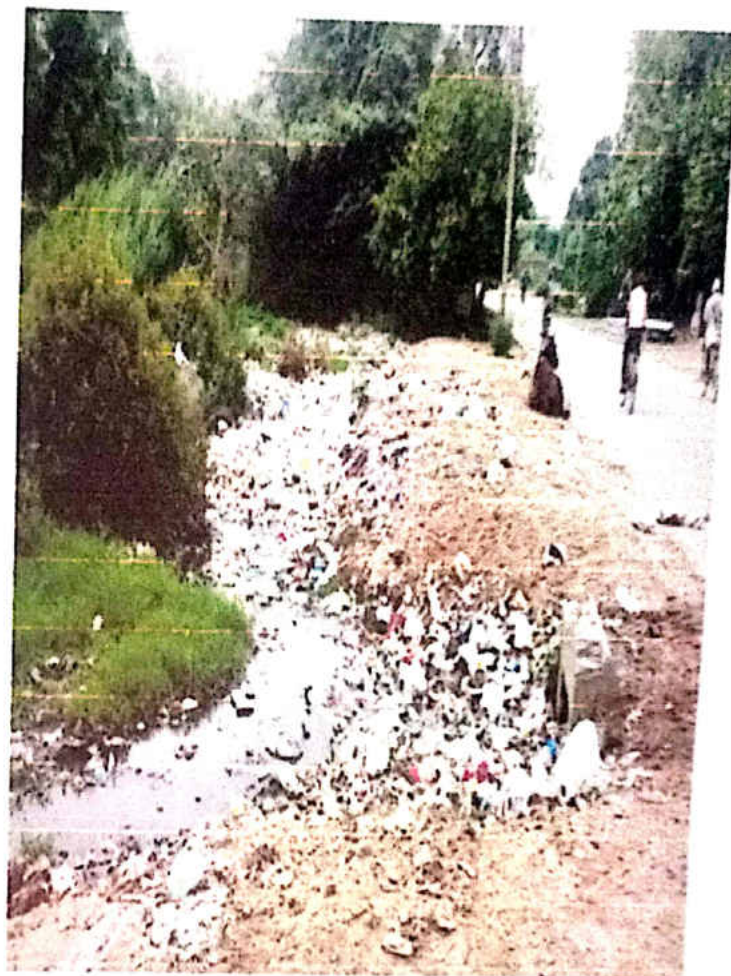




Problems identified in the area listed below in graphical representation



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



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.

2. Economic status of the sample households

Category of House	
Hut	: 0
Pucca	: 30
Own houses	: 30
Source of drinking water	
Government tap	: 0
Wells	: 5
Own taps	: 15
Agriculture holding families	: 25
Families have own toilet	: 26
Cooking fuels LPG	: 23
No of ration card holders	: 15
No of families having vehicles	: 13
Two wheelers	: 11
Four wheelers	: 2
Auto	: 2

Abstract of Socio - Economic Survey

30 families are surveyed in Socio - Economic Survey
Hanumanthapuram, srikakulam

1. Status of their families details (30 families)

Caste: BC:30 SC:0 ST:0

srikakulam

No of males	: 50
No of females	: 42
No of literates above 10th	: 48
No of literates below 10th	: 16
No of illiterates	: 27
No of graduates	: 13
No of pH people	: 0
No of employees	: 1



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

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.

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..



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.AgriMarket.com)
www.wikipedia.com

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**

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.

GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM

Name of the Student : A. Srinivasarao Registration No: 222200829009

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

Name of the Guide/Mentor: N. Bala Krishna

Community Social Service Project :: Socio-Economic Survey

1. a) Address of the Family : 3-1918 b) Name of Head of the Family: A. Bhasikarao

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
1)	<u>A. vasantha</u>	<u>F</u>	<u>30</u>	<u>Dinter</u>	<u>Housewife</u>
2)	<u>A. Mohan</u>	<u>M</u>	<u>17</u>		
3)	<u>A. Manohar</u>	<u>M</u>	<u>15</u>		

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

4. Economic Status details:

(i) Type of House Building: Own/ Rental

(ii) Availability of Agricultural land: Yes/ No, If Yes 1.5 acres

(iii) Names of crops: paddy

(iv) Details of live stock Cattle: ___ Cows 5 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 tractor

(viii) Source of Income Agriculture

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 25 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 Policy

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: Hanumanthee Puram

Date: 5-5-2023 Signature of the Mentor

A. Srinivasarao
Signature of the Student

GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM
DEPARTMENT OF COMMERCE

FORMET-III Community Service Project (CSP) - Student Daily progress Report

1. Name of the Student : ALAVELLI . SRINIVASA RAO
2. Registered Number : 9676743021
3. Year : 2022 - 2025
4. Programme Studying : B.BA
5. Programme Combination :
6. Name of the Mentor : N. Bala Krishna
7. Name of the CSP : Agricultural marketing
8. Place of the CSP Execution : Hanumantha puram

S.No	Date	Work Done	No.of Hours Spent
1)	5-5-2023	Agricultural marketing	5 hours
2)	7-5-2023	Agricultural marketing	3 hours
3)	9-5-2023	Socio Economic survey	6 hours
4)	11-5-2023	Socio Economic survey	5 hours
5)	13-5-2023	Socio Economic survey	2 hours
6)	15-5-2023	problems and agricultural marketing	3 hours

GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM

Name of the Student : A. Soorivasa Rao Registration No: 2222001829009

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 : 3-1713 b) Name of Head of the Family: T. Ramarao

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
1)	T. Neelaveni	F	29	10th	House wife
2)	T. Ramu	M	10		

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

4. Economic Status details:

(i) Type of House Building: Own/ Rental

(ii) Availability of Agricultural land: Yes/No, If Yes _____ 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 cardriver

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 _____

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: Hanumantha palem

Date: 5-5-2023 Signature of the Mentor

A. Soorivasa Rao
Signature of the Student

GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM

Name of the Student : A. Sainivasa Rao Registration No: 2222001829009

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

Name of the Guide/Mentor: N. Bala Krishna

Community Social Service Project :: Socio-Economic Survey

1. a) Address of the Family : 3-1819 b) Name of Head of the Family: A. Suryanarayana

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
1.	<u>A. Radha</u>	<u>F</u>	<u>34</u>	<u>8th</u>	<u>House wife</u>
2	<u>A. veera</u>	<u>M</u>	<u>19.</u>	<u>ITI</u>	

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

4. Economic Status details:

- (i) Type of House Building: Own/Rental
- (ii) Availability of Agricultural land: Yes/No, If Yes 1-2 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 Agriculture

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 30 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

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: Hanumanthu Putam.

Date: 5-5-2023 Signature of the Mentor

A. Sainivasa Rao
Signature of the Student

GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM

Name of the Student : A. Srinivasu Rao Registration No: 2222100001829009

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

Name of the Guide/Mentor: N. Bala Krishna

Community Social Service Project :: Socio-Economic Survey

1. a) Address of the Family : 3-1518 b) Name of Head of the Family: G. Raju

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
1)	<u>G. Radha</u>	<u>F</u>	<u>29</u>		<u>Housewife</u>
2)	<u>G. Hasi</u>	<u>M</u>	<u>10</u>		

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

4. Economic Status details:

- (i) Type of House Building: Own/Rental
- (ii) Availability of Agricultural land: Yes/No, If Yes _____ 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 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 30 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 _____

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: Hanumanthe puram

Date: 5-5-2023 Signature of the Mentor [Signature]

A. Srinivasu Rao
Signature of the Student

GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM

Name of the Student : A. Soinivasarao Registration No: 2222001829009

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: 3-1718 b) Name of Head of the Family: A. Hindumathi

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
1)	<u>A. RAHUL</u>	<u>M</u>	<u>14</u>	<u>8th</u>	
2)	<u>A. Kavya</u>	<u>F</u>	<u>10</u>	<u>6th</u>	

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

4. Economic Status details:

- (i) Type of House Building: Own / Rental
- (ii) Availability of Agricultural land: Yes/No, If Yes 1.6 acres
- (iii) Names of crops: Paddy
- (iv) Details of live stock Cattle: 0 Cows 01 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 Agriculture

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 2016 only

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 _____

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: Hanumanthee Puram

Date: 5-5-2023 Signature of the Mentor

A. Soinivasarao
Signature of the Student

GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM

Name of the Student : A. Srinivasarao Registration No: 2222001829009

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 : 5-1713 b) Name of Head of the Family: R. Kishore

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
1-	<u>R. Ramya</u>	<u>F</u>	<u>25</u>	<u>Dinter</u>	<u>Housewife</u>
2-	<u>R. Ganesh</u>	<u>M</u>	<u>5</u>		

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

4. Economic Status details:

- (i) Type of House Building: Own/ Rental
- (ii) Availability of Agricultural land: Yes/No, If Yes _____ 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 van
- (viii) Source of Income van 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 20 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 Policy

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: Hanumanthe param

Date: 5-5-2023 Signature of the Mentor [Signature]

A. Srinivasarao
Signature of the Student

GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM

Name of the Student : A. Srinivasa Rao Registration No: 2222001829009

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 : 5-1713 b) Name of Head of the Family: G. APPARAO

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
1)	<u>G. padma</u>	<u>F</u>	<u>50</u>		<u>House wife</u>
2)	<u>G. Raju</u>	<u>M</u>	<u>32</u>	<u>D.T.D</u>	<u>Labour</u>

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

4. Economic Status details:

(i) Type of House Building: Own/ Rental

(ii) Availability of Agricultural land: Yes/No, If Yes 3.2 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 _____

(viii) Source of Income Agriculture

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 35 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. Policy

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: Hanumanthapuram
Date: 7-5-2023 Signature of the Mentor

A. Srinivasa Rao
Signature of the Student

GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM

Name of the Student : A. Sainivasarao Registration No: 2222001829009

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: 3-1817 b) Name of Head of the Family: A. Appanna

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
1)	A. Krishnaveni	F 32	32	10th	House wife
2)	A. Venkatesh	M 17	17	Inter	
3)	A. Divya	F 16	16	9th	

3. Social Status details: (i) Caste: BC-D (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 _____ 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 Tractor

(viii) Source of Income Tractor 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 30 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 policy

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: Hanumanthu puram

Date: 5-5-2023 Signature of the Mentor

A. Sainivasarao
Signature of the Student

GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM

Name of the Student : A. Srinivasarao Registration No: 2222001829009

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 : 3-1919 b) Name of Head of the Family: A. Nanthik

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
1)	<u>A. Ramya.</u>	<u>F</u>	<u>22</u>	<u>Dinter</u>	<u>House wife</u>

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

4. Economic Status details:

- (i) Type of House Building: Own/ Rental
- (ii) Availability of Agricultural land: Yes/ No, If Yes _____ 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 car 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 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 _____

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: Hanumantha puram
Date: 7-5-2023 Signature of the Mentor [Signature]

A. Srinivasarao
Signature of the Student

GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM

Name of the Student : A. Soinivasa Rao Registration No: 2222001329009

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 : 5-1811

b) Name of Head of the Family: R. Ramana

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
1.	<u>R. Devi</u>	<u>F</u>	<u>30</u>		<u>House wife</u>
2)	<u>R. Raju</u>	<u>M</u>	<u>19</u>	<u>Pti</u>	
3)	<u>R. Padma</u>	<u>F</u>	<u>23</u>	<u>Degree</u>	

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

4. Economic Status details:

(i) Type of House Building: Own/Rental

(ii) Availability of Agricultural land: Yes/No, If Yes _____ 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 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 25 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. Policy

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: Hanumanthapuram

Date: 7-5-2023 Signature of the Mentor

A. Soinivasa Rao
Signature of the Student



GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM

Name of the Student : A. Solinivasarao Registration No: 2222001829009

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

Name of the Guide/Mentor: N. Bala Krishna

Community Social Service Project :: Socio-Economic Survey

1. a) Address of the Family : 5-1718 b) Name of Head of the Family: D. Sai

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
1.	<u>D Nandini</u>	<u>F</u>	<u>19</u>	<u>Dn-er</u>	<u>House wife</u>

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

4. Economic Status details:

(i) Type of House Building: Own/Rental

(ii) Availability of Agricultural land: Yes/No, If Yes _____ 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 yield

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 _____

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: Road damaged.

Place: Hanumanthapuram.

Date: 7-5-2023 Signature of the Mentor

A. Solinivasarao
Signature of the Student

GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM

Name of the Student : A. Srinivasa Rao Registration No: 2222001829009

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 : 3-1512 b) Name of Head of the Family: N. Sri. Ramulu

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
1.	<u>N. ADILAXMI</u>	<u>F</u>	<u>50</u>		
2.	<u>N. Koushna</u>	<u>M</u>	<u>30</u>	<u>Inter</u>	<u>Railway</u>
3.	<u>N. Kailash.</u>	<u>M</u>	<u>28</u>	<u>Degree</u>	<u>Army</u>

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

4. Economic Status details:

- (i) Type of House Building: Own/Rental
- (ii) Availability of Agricultural land: Yes/No, If Yes _____ 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 ₹07000 House worker

5. Health Details:

- (i) Health issues in family: NO
- (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 20 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 LTC

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 DAMAGE

Place:

R

A. Srinivasa Rao
Student

GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM

Name of the Student : A. Srinivasa Rao Registration No: 2202001829009

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

Name of the Guide/Mentor: N. Bala Krishna

Community Social Service Project :: Socio-Economic Survey

1. a) Address of the Family : 4-1715 b) Name of Head of the Family: G. Suresh

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
1.	G. Suresh	F	23	Inter	Housewife

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

4. Economic Status details:

(i) Type of House Building: Own/Rental

(ii) Availability of Agricultural land: Yes/No, If Yes _____ 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 Yelder

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 _____

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 damage

Place: Hanumanthapuram

Date: 9-5-2023 Signature of the Mentor

A. Srinivasa Rao
Signature of the Student

GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM

Name of the Student : A. Srinivasarao Registration No: 2222001829009

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

Name of the Guide/Mentor: nt. Balakrishna

Community Social Service Project :: Socio-Economic Survey

1. a) Address of the Family : 2-1317 b) Name of Head of the Family: D. Ganesh

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
1-	<u>D. Dhama</u>	<u>F</u>	<u>23</u>	<u>10th</u>	<u>House wife</u>
2-	<u>D. Potiya</u>	<u>F</u>	<u>1</u>		

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

4. Economic Status details:

- (i) Type of House Building: Own/Rental
- (ii) Availability of Agricultural land: Yes/No, If Yes _____ 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 wood worker

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 Yes banking / Mobile Banking / other banking Services?

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

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 damaged.

Place: Hanumantha Puram

Date: 0-5-2023 Signature of the Mentor

A. Srinivasarao
Signature of the Student

GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM

Name of the Student : A. Srinivasa Rao Registration No: 2222001829009

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

Name of the Guide/Mentor: N. Bala Krishna

Community Social Service Project :: Socio-Economic Survey

1. a) Address of the Family : 4-1714 b) Name of Head of the Family: P. Raju

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
1.	<u>P. Kalyani</u>	<u>F</u>	<u>30</u>		<u>Dialy worker</u>
2.	<u>P. Santhosh</u>	<u>M</u>	<u>16</u>	<u>Dnter</u>	

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

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: 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 Agriculture

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

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 Policy

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: Hanumanthu puram. Road damage

Place: Hanumanthu puram

Date: 9-5-2023 Signature of the Mentor

A. Srinivasaram
Signature of the Student

GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM

Name of the Student : A. Sainivasa Rao Registration No: 2222001829009

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

Name of the Guide/Mentor: N. Bala Krishna

Community Social Service Project :: Socio-Economic Survey

1. a) Address of the Family : 4-1713 b) Name of Head of the Family: A APPANNA

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
1.	<u>A. Nedaveni</u>	<u>F</u>	<u>40</u>		<u>House wife</u>
2)	<u>A. Rohit</u>	<u>M.</u>	<u>13</u>	<u>9th</u>	

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

4. Economic Status details:

- (i) Type of House Building: Own/Rental ✓
(ii) Availability of Agricultural land: Yes/No, If Yes 1.5 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 _____ ✓
(viii) Source of Income Agriculture

5. Health Details:

- (i) Health issues in family: NO ✓
(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 LTC

11. Name of the Govt. Schemes received:

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

12. Any three problems faced in the village:

Place: HANUMANTHA PURAM

Date: 9-5-2023 Signature of the Mentor

A. Sainivasa Rao
Signature of the Student

GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM

Name of the Student : A. Sainivasa Rao Registration No: 2222001829009

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

Name of the Guide/Mentor: N. Bala Krishna

Community Social Service Project :: Socio-Economic Survey

1. a) Address of the Family : 5-1713 b) Name of Head of the Family: A. Suryam

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
1.	<u>A. Swapna</u>	<u>F</u>	<u>38</u>		<u>Dialy worker</u>
2.	<u>A. Kalpana</u>	<u>F</u>	<u>18</u>	<u>Nursing</u>	

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

4. Economic Status details:

- (i) Type of House Building: Own/Rental
- (ii) Availability of Agricultural land: Yes/No, If Yes 1.5 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 NO
- (viii) Source of Income Agriculture

5. Health Details:

- (i) Health issues in family: Yes
- (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 25 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 _____

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: Road damaged

Place: Hanumantha puram

Signature of the Mentor

A. Sainivasa Rao
Signature of the Student

GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM

Name of the Student : A. Srinivasa Rao Registration No: 2222001829009

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

Name of the Guide/Mentor: N Bala Krishna

Community Social Service Project ::Socio-Economic Survey

1. a) Address of the Family : 2-16/3 b) Name of Head of the Family: G. APPLA MAJU

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
1.	<u>Gr. SAIYAVATHI</u>	<u>F</u>	<u>40</u>	<u>Degree</u>	<u>House wife</u>
2.	<u>Gr. MANI</u>	<u>M</u>	<u>19</u>	<u>ITI</u>	<u>Electrician</u>
3.)	<u>Gr. HARI</u>	<u>M</u>	<u>22</u>		

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

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: RICE plant, Green Gram, 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 50,000 Agriculture

5. Health Details:

(i) Health issues in family: NO

(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 Rice, Green Gram, Black Gram.

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 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 _____

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 damage

Place: Hanumanthapuram.

Date: 11-5-2023 Signature of the Mentor

A. Srinivasa Rao
Signature of the Student

GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM

Name of the Student : A. Srinivasa Rao Registration No: 22 22 001829009

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

Name of the Guide/Mentor: N. Bala Krishna

Community Social Service Project :: Socio-Economic Survey

1. a) Address of the Family : 3-1412

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

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
1.	<u>D. DHANA Laxmi</u>	<u>F</u>	<u>32</u>	<u>8th</u>	<u>House wife.</u>
2.	<u>D. BHARGAV.</u>	<u>M</u>	<u>16</u>	<u>10th</u>	

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

(iii) Religion: HINDUS

4. Economic Status details:

(i) Type of House Building: Own/Rental

(ii) Availability of Agricultural land: Yes/No, If Yes _____ 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 wood worker

5. Health Details:

(i) Health issues in family: NO

(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 20 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: Road uncomfart. bul.

Place: Hanumanthu Puram

Date: 11-5-2023 Signature of the Mentor

A. Srinivasa Rao
Signature of the Student

GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM

Name of the Student : A. Srinivasa Rao Registration No: 2222001829009

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

Name of the Guide/Mentor: N. Bala Krishna

Community Social Service Project :: Socio-Economic Survey

1. a) Address of the Family : 3-14/3 b) Name of Head of the Family: A. Rambabu

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
<u>1</u>	<u>A. Laxmi</u>	<u>F</u>	<u>30</u>	<u>10th</u>	<u>Teacher</u>
<u>2</u>	<u>A. Chandee</u>	<u>M</u>	<u>12</u>	<u>7th</u>	

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

4. Economic Status details:

- (i) Type of House Building: Own/ Rental
- (ii) Availability of Agricultural land: Yes/No , If Yes _____ 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 Teacher

5. Health Details:

- (i) Health issues in family: NO
- (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 18 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 Policy

11. Name of the Govt. Schemes received:

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

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

Place: Hanumantha puram

A. Srinivasa Rao
Signature of the Student

GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM

Name of the Student : A. Srinivasa Rao Registration No: 2222001829009

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

Name of the Guide/Mentor: N. Bala Krishna

Community Social Service Project :: Socio-Economic Survey

1. a) Address of the Family : 3-1811

b) Name of Head of the Family: A. Ramulu

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
1.	<u>A. Annapurna</u>	<u>F</u>	<u>50</u>		<u>Dialy worker</u>

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

4. Economic Status details:

(i) Type of House Building: Own/Rental

(ii) Availability of Agricultural land: Yes/No, If Yes _____ 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 Pension

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 30 years

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

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

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: Hanumantha puram

2023 Signature of the Mentor

A. Srinivasa Rao
Signature of the Student

GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM

Name of the Student : A. Srinivasa Rao Registration No: 2222001829009

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: 4-17/3 b) Name of Head of the Family: A. Krishna

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
1.	A. Laxmi	F	45		Dialy worker
2.	A. womila	M	20	Nursing	
3.	A. Mani	M	17	ITI	

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

4. Economic Status details:

- (i) Type of House Building: Own/Rental 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 Yes No
- (vi) Type of Cooking fuel used: LPG / Kerosene / Electricity / Wood / others specify Wood
- (vii) Do you have vehicle: Two wheeler / Auto / Car / Any other vehicle _____
- (viii) Source of Income Agriculture

5. Health Details:

- (i) Health issues in family: _____
- (ii) Do you have Arogyasri Card: Yes/No 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 30 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 Policy

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: Hanumantha Puram

Date: 11-5-2023 Signature of the Mentor

A. Srinivasa Rao
Signature of the Student

GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM

Name of the Student : A. Srinivasarao Registration No: 2222001829009

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

Name of the Guide/Mentor: N. Bala Krishna

Community Social Service Project :: Socio-Economic Survey

1. a) Address of the Family: 4-1811 b) Name of Head of the Family: Gr. Mallesh

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
1.	Gr. Laxmi	F	45		Ho. Dially worker
2.	Gr. Ramana	M	29	9th	Labour
3.	Gr. Gyothi	F	25	10th	House wife

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

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: 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 Agriculture

5. Health Details:

- (i) Health issues in family: yes ✓ Sugar.
- (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 30 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 Policy

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: Hanumanthe param.

Date: 11-5-2023 Signature of the Mentor

A. Srinivasarao
Signature of the Student

GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM

Name of the Student : A. Srinivasarao Registration No: 2222 001829009

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

Name of the Guide/Mentor: N. Bala Krishna

Community Social Service Project :: Socio-Economic Survey

1. a) Address of the Family : 2-1718 b) Name of Head of the Family: P. Ramesh

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
1.	<u>P. Usha</u>	<u>F</u>	<u>30</u>		<u>House wife</u>
2.	<u>P. Prasad.</u>	<u>M</u>	<u>6</u>	<u>1st</u>	

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

4. Economic Status details:

(i) Type of House Building: Own/Rental

(ii) Availability of Agricultural land: Yes/No, If Yes _____ 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 Kirana shop

5. Health Details:

(i) Health issues in family: NO

(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 _____

11. Name of the Govt. Schemes received:

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

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

Place: HANUMANTHA PURAM

Date: 13-5-2023 Signature of the Mentor

A. Srinivasarao
Signature of the Student

GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM

Name of the Student : A. Srinivasarao Registration No: 2222001829009

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 : 3-813

b) Name of Head of the Family: G. Appa Naidu

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
1)	<u>G. Santamma</u>	<u>F</u>	<u>51</u>		<u>Housewife</u>

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

(iii) Religion: Hindus

4. Economic Status details:

(i) Type of House Building: Own/Rental

(ii) Availability of Agricultural land: Yes/No, If Yes 1.5 acres

(iii) Names of crops: paddy

(iv) Details of live stock Cattle: 0 Cows 1 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 Agriculture

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 35 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 policy

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: Hanumanthe puram

Date: 13-5-2023 Signature of the Mentor

A. Srinivasarao
Signature of the Student

GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM

Name of the Student : A. Sainivasa Rao Registration No: 2222001829009

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

Name of the Guide/Mentor: N. Bala Krishna

Community Social Service Project :: Socio-Economic Survey

1. a) Address of the Family :

b) Name of Head of the Family: A. Shanmuka

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
	<u>A. Saji Devi</u>	<u>F.M</u>	<u>30</u>	<u>Inter</u>	<u>House wife</u>
	<u>A. Kushi</u>	<u>F</u>	<u>6</u>	<u>L.KG</u>	

3. Social Status details: (i) Caste: BCD. (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 _____ 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 Agri.

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 _____

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 _____

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:

Date: 13-5-2023

N. Bala Krishna
Signature of the Mentor

Signature of the Student

GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM

Name of the Student

: A. Sainivasa Rao Registration No: 2222001829009

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: 3-15/9

b) Name of Head of the Family: A. Tharudee

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
1)	A. Jaya laxmi	F	48	10th	House wife
2)	A. Kishore	M.	32	Diploma	election

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

(iii) Religion: Hindus

4. Economic Status details:

(i) Type of House Building: Own/Rental

(ii) Availability of Agricultural land: Yes/No, If Yes 2-5 acres

(iii) Names of crops:

(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 Agriculture

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 40 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 Policy

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: Hanumantha puram

Date: 13-5-2023 Signature of the Mentor

A. Sainivasa Rao
Signature of the Student

GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM

Name of the Student

: A. Srinivasa Rao

Registration No: 2222001829009

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

Name of the Guide/Mentor: N. Bala Krishna

Community Social Service Project :: Socio-Economic Survey

1. a) Address of the Family: 2-15-8

b) Name of Head of the Family: K. Shaker

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
1.	K. Ranja	F	23	Degree	House wife

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

(iii) Religion: HINDUIS

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:

(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 Agriculture

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 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

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:

Bala

Date: 13-5-2023 Signature of the Mentor

Signature of the Student

GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM

Name of the Student

: A. Srinivasa Rao Registration No: 2222001829009

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 : 2-1313

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

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
1.	G. Aditya	F	53		Dialy worker

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

(iii) Religion: Hindus

4. Economic Status details:

(i) Type of House Building: Own/Rental

(ii) Availability of Agricultural land: Yes/No, If Yes 2.3 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 _____

(viii) Source of Income Agriculture

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 40 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 Policy

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: Hanumanthe puram

Date: 15-5-2023 Signature of the Mentor

A. Srinivasa Rao
Signature of the Student

agri-business chain.(1 × 5 = 5)

4.2 Suggest FOUR other ways to streamline and improve the agri-business chain. (4 × 1 = 4)

5. Choose the best answer to each question. Write only the answer number (i-iv) next to the question number (1.1-1.5).

5.1 Demand is affected by _____

1. weather conditions.
2. the price of the product.
3. the stability of the product.
4. the state of technology

5.2 Free-marketing is a form of marketing in which the farmer markets his/her products _____

1. as directed by control boards.
2. as he pleases.
3. with the aid of agents.
4. as per agreement by members of the society.

5.3 The form of marketing where a small segment of the market is targeted is called _____

multi-segment marketing.

mass marketing.

niche marketing.

eco-labelling.

5.4 The channel of marketing in which a municipality builds a market and rents it out is called _____

fresh produce markets.

farm gate sales.



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

GOVERNMENT DEGREE COLLEGE (MEN), SRIKAKULAM

Name of the Student

: A. Soinivasa Rao Registration No: 2222001829009

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: 4-1513

b) Name of Head of the Family: K. Venkatarao

2. Family Details: (Dependents)

S.N	Name of the person	Gender	Age	Education	Profession
1.	K. Laxmi	F	33		Dialy worker
2.	K. Govinda	M	18	10th	

3. Social Status details: (i)Caste:

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

(iii)Religion:

4. Economic Status details:

(i) Type of House Building: Own/Rental

(ii) Availability of Agricultural land: Yes/No, If Yes 3.5 acres

(iii) Names of crops: Padley

(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 Agriculture

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 30 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 Policy

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: Hanumantha puram

Date: 15-5-2023 Signature of the Mentor

A. Soinivasa Rao
Signature of the Student



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

7.4 The marketing act that protects consumers from exploitation

7.5 The form of market in which refurbished and reconditioned goods are sold. (5 × 1 = 5)

The following statements are false. Replace the underlined words to make the statements correct.

8.1 Packaging involves covering and labelling the product so that it appeals to the marketer.

8.2 The marketing chain starts after the product has been harvested and ends when the product reaches the producer.

8.3 Grading, packaging, cleaning and processing are part of the agri-business chain.

8.4 The standardisation of products means the sorting of products in terms of quality.

8.5 The Marketing of Agricultural Product Act of 2001 increased the access to markets for all farmers. (5 × 1 = 5)

Define each term below. Then, for each term, outline FOUR factors that affect it.

9.1 Supply (2 + 4 × 2 = 10)

9.2 Demand (2 + 4 × 2 = 10)

Read the passage below and the answer questions that follow.

wanted to establish a co-operative society. She made copies of the identity documents of her relatives and registered the co-operative society under the name Siyakhisana. This society would concentrate on vegetable production and processing.

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.

COLUMN A	COLUMN 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

- 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)
- :

- 2.3 Involves the sorting of produce according to quality criteria. (3 × 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 × 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 × 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 × 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 × 2 = 10)
6. Match the items:
- 6.1 E
- 6.2 D
- 6.3 B
- 6.4 C
- 6.5 A (5 × 2 = 10)
7. One word or phrase for the following:
- 7.1 Supply

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).