



BEST PRACTICE-1

(NAAC format)

1. Title of The Practice

“FRUIT & VEGETABLE MARKET ANALYSIS”

2. Goals

A) Aims & Objectives

- ♣ To make students aware of small scale agric marketing strategies.
- ♣ To generate interest in marketing and enhance knowledge on aspects like purchase, sales with profits etc.

B) Principles or Concepts

- To make students practically learn marketing skills and also analyze the importance of Quality in fresh fruit and vegetable marketing.

3. The Context

Majority of the students are from rural background where in some of the families are dependent only on agriculture. Studying and understanding the local agric market would give them a firsthand experience to understand the marketing strategies, importantly the concept of product quality and fluctuating market rates of fresh fruits and vegetables.. This exposure will make the students confident in handling small scale business which can be later on extended to large scale ones.

4. The Practice

In this practice students were going to the nearby fruit and vegetable markets and gathering information from the vendor. Data regarding purchasing the products, selling prices, fluctuations in rates, profit and loss etc., are gathered and documented. After the fieldwork students are encouraged to prepare a Balance sheet of the vendor and analyze the data.

Constraints & Limitations:

Some students were timid and reserved to interact with vendors in the field and few others had a fear of the subject.

5. Evidence of Success

- Students developed their skill and knowledge to design their own business ideas.

- This exercise helped the students to be interactive and learn the subject practically.

6. Problems Encountered & Resources Required

- ♣ Initially there was unwillingness to accept this practice as they were shy to be seen out in the markets interacting with vendors. However, they developed interest slowly.

ACTIVITY-I Date: 19-4-2022

D. DAYAMANI studying I BCOM (VOC) visited the fruit and vegetable market in the village of NIDAMARRU. She took information a vendor's investment, expenses, and his gains for preparing a BALANCE SHEET of his Business.



Detail of the VENDOR:

Name: V.KALI VARAPRASAD

Village: Nidamarru

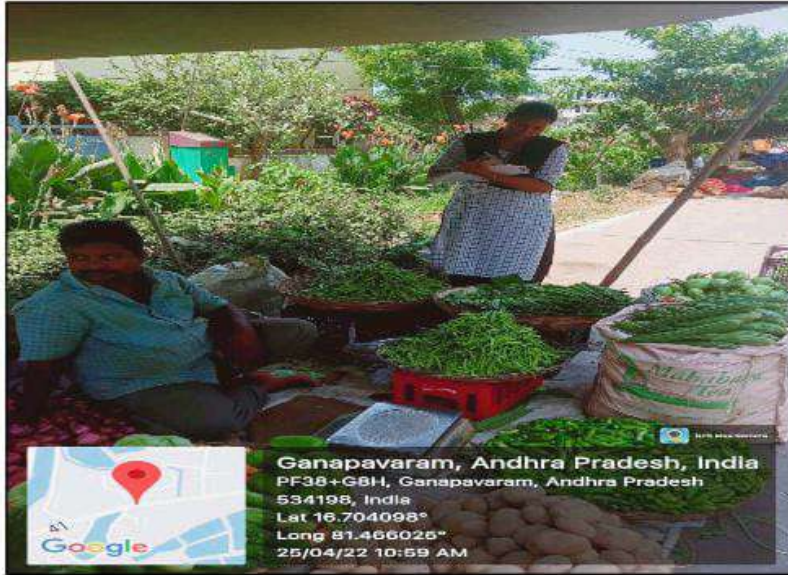
Dist: west Godavari

Type of Business: Vegetables

Date of starting business: 1.4.2020

ACTIVITY-II Date: 25-4-2022

K. Pallavi studying I BCOM (VOC) visited the fruit and vegetable market in the village of NIDAMARRU. She took information a vendor's investment, expenses, and his gains for preparing a BALANCE SHEET of his Business.



Detail of the VENDOR:

Name: V.SRINU

Village: Nidamaru

Dist: west Godavari

Type of Business: Vegetables

Date of starting business: 1.5.2019

Sl. No.	Date of the Activity	Names of the students	Class	Names of the vendors	Name of the Market town
1	19-4-2022	D.DAYAMANI	IB.COM (VOC)	V.KALI VARA PRASAD	NIDAMARU
2	25-04-22	K.PALLVI	IB.COM (VOC)	V.SRINU	NIDAMARU
3	28-06-22	R.ADARSH, B. AJAY BABU , D.SELVARAJ.	IIB.COM (VOC)	V.RAMA RAO	PIPARA
4	30-07-22	P.SAI KUMAR,BNV JAYARAJU,B.ANIJIBABU, D.SELVARAJ	IIB.COM (VOC)	T.BABU RAO	PIPARA
5	19-08-22	R.ADARSH	IIB.COM (VOC)	N.RAVISANKAR	ADAVIKOLANU
6	4-10-22	P.SAI	IIB.COM (VOC)	T.KRISHANA PRASAD	GANAPAVARAM
7	10-12-22	B.AJAY	IIB.COM (VOC)	B.SAI RAJU	GANAPAVARAM

Balance sheet of the vendor V. Kali Vara Prasad is attached herewith:

V.KALI VARA PRASAD

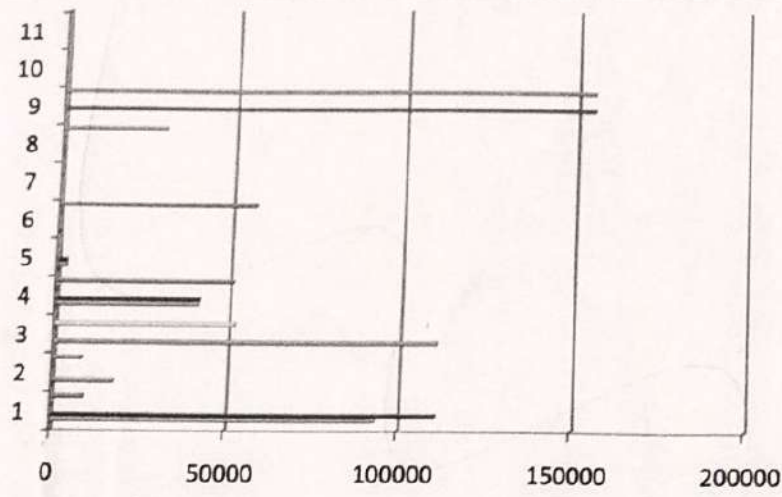
1-2-10/5, Meraka Veedhi , Nidamaru, W.G. Dist-534198

Profit & Loss account for the year ended 31-04-2022

Particulars	Amount Rs.	TOTAL	Particulars	Amount Rs.	TOTAL
To OPENING STOCK		25,000.00	By SALES		1,30,500.00
Purchases		7450	BY CLOSING STOCK		30,000.00
Labour Charges		1500.00			
TO GROSS PROFIT		58,000.00			
		1,60,500.00			1,60,500.00
TO TRAVELLING EXPENCES		2,100.00	BY GROSS PROFIT		58,000.00
TO VEGETANLE EXPENCES		24500.00	BY BED DEBTS		400.00
TO WEIGHTING MECHINE EXPENCES		5,500.00			
TO IRON TABLE EXPENSES		1,300.00			
TO WEISTAGE VEGETABLES		7,500.00			
to net profit		17,500.00			
		<u>58,400.00</u>			<u>58,400.00</u>

Balance Sheet as on 31st March,2018

Liabilities	Amount Rs.	Assets	Amount Rs.
Capital A/c	93,500.00	iron table	9,000.00
Add: Net Profit	17,500.00	cash	8,000.00
	<u>1,11,000.00</u>	debtors	52,000.00
adavance	41,500.00	bad debts	800.00
Income tax	2500		
out standi		Investments	57,000.00
		iron trays	100.00
		stock	30000
	<u>1,55,300.00</u>		<u>1,55,300.00</u>



■ V.KALI VARA PRASAD 1-2-10/5, Meraka
 Veedhi , Nidamaru, W.G. Dist-534198
 Profit & Loss account for the year ended
 31-04-2022 TOTAL 1,30,500.00 30,000.00
 1500.00 58,000.00 1,60,500.00
 58,000.00 400.00 5,500.00 1,300.00
 7,500.00 17,500.0

B. K. ...
 Department of Commerce
 S. Ch. ... College
 ... College
 ...-534198



BEST PRACTICE-2

1. Title of The Practice

“AWARENESS ON CONSUMER RIGHTS AMONG SCHOOL CHILDREN”

2. Goals

A) Aims & Objectives

- ♣ To provide Awareness on Consumer Rights to 9th and 10th standard school children of nearby Govt. School
- ♣ To motivate children to pursue commerce in future.

B) Principles or Concepts

- To provide extension services to nearby Government schools.
- To share knowledge and information about buying products.

3. The Context

School children are one of the primary targets of all the commercial product advertisements. Due to the internet of things and certain limits of freedom given by the Parents, the higher class school children are doing online shopping too. Majority of them may not be aware of consumer rights and laws pertaining to protection of consumer rights. One of the reasons could be due to rural background and more importantly commerce as a subject is not yet introduced at school level. In this context it is very apt to make the higher class children aware of the subject, especially consumer rights.

4. The Practice

Some fundamental topics in Commerce with a special focus on Consumer rights will be taught by the undergraduate students to 9th and 10th class school children. Our students are encouraged to use different teaching aids and methods. Selected topics are scheduled for the students to present twice in a month as convenient with the school timings.

Constraints & Limitations: NIL.

5. Evidence of Success

- Many students are motivated to opt teaching as a future profession.

- Teaching skills of the students are improved and also this helped them to revise all fundamental concepts.

6. Problems Encountered & Resources Required

Initially we faced a problem in setting a schedule convenient with school timings.



★ WHO IS A CONSUMER on 19.04.2022

Topic selected for discussion is **WHO IS A CONSUMER ?** A Consumer is one who is the decision maker whether or not to buy an item at the store or someone who is influenced by advertising and marketing. According to the Consumer Protection Act 2019, a Consumer is **a person who buys any goods or avails any services for a consideration.** Students from II B.com spoke about what was explained to the 10 th class students, the basic information about consumers and consumer protection Act in the session.



★ CONSUMER PROTECTION ACT 2019 on 13.06.2022

The Consumer Protection Act, implemented in 1986, gives easy and fast compensation to consumer grievances. It safeguards and encourages consumers to speak against insufficiency and flaws in goods and services. If they struggle to buy products at low rates then they get caliber material, need to face deceptive advertisements etc. Students from II B.com spoke about what was explained to the 10 th class students, what rights we have .



★ CONSUMER AWARENESS AND RIGHTS on 29.07.2022

III BCOM Students are explaining CONSUMER AWARENESS AND RIGHTS to 10 th class students in ZPH School, Ganapavaram. School students are very interested to listening to subject buyer rights are the rights given to a customer to ensure him/her from being tricked by a sales representative, students told some important consumer rights to school childrens Right to Safety ,Right to Information, Right to Heard Right to Seek Redressal, Right to Consumer Education



★ CONSUMER RIGHTS AND RESPONSIBILITIES on 16.08.2022

II BCOM Students are explaining CONSUMER RIGHTS AND RESPONSIBILITIES to 9 th class students in ZPH School, Ganapavaram. School students are very interested in listening. Consumer Awareness is an act of making sure the buyer or consumer is aware of the information about products, goods, services, and consumers rights. Consumer awareness is important so that buyers can make the right decision and make the right choice. Consumers have the right to information, the right to choose, and the right to safety. Let us learn more about Consumer rights, responsibilities and consumer awareness in detail.



P. Balasubrahmanyam

Signature of the lecturer