RRDS GOVERNMENT DEGREE COLLEGE.

BHIMAVARAM

COMMUNITY SERVICE PROJECT

ON

Utilization of online Shopping -

IN

BONDADA Kalla

W.G.Dt

BY

----------------------v mercy----------------------

II B-COM (CA)

Under the guidance of

Mrs. G. UMAMAHESWARI

Lecturer in   Commerce

Declaration

IherebydeclarethattheCommunity Service Project work with main Projectentitled *"Utilization of Online Shopping"*is based on the original work carried out by me at **R.R.D.S Government Degree College, Bhimavaram, W.G.Dt, A.P** under the supervision of **G, UmaMaheswari, Lecturer in Commerce.** I also affirm that this work is original and has not been submitted in part or full, for any other purpose to any other institution.

V. Mercy.
Signatgure

223128200019
Regd.No.

CERTIFICATE

Thisistocertifythatthe Community Service Project - Socio Economic Survey and main project entitled "Utilization of Online Shopping" was submitted byV.mercy with Regd. No...22312800019.... to RRDS Government Degree College, Bhimavaram, W.G.Dt., A.P. 534202. This work is original and hasn't been submitted in part or full for any other purpose to any other institution.

G. v-mahes

PROJECT MENTOR

S. Judill

HOD/Principal

RRDS Govt. Degree College
BHIMAVARAM-534 202.

Acknowledgement

I/We owe a deep debt of gratitude to G. UmaMaheswari, Lecturer in Commerce, RRDS Government Degree College, Bhimavaram for suggesting us this particular Study Project and helping us in carrying out this task.

We are thankful to Dr. V K J Prasuna, Principal, RRDS Government Degree College, Bhimavaram for giving us permission for this Study Project and also for her valuable suggestions to complete this task.

We are thankful to all our faculty members for their guidance and help in completing this field visit successfully.

V. Meray.
Student Signature

223128200019
Rege. No.

COMMUNITY SERVICE PROJECT

ON

ONLINE SHOPPING BONDADA OF KALLA UNDI.MANDAL. W.G.Dt

BY

V . mercy

II B.COM (CA)

Under the guidance of

Mrs. G.UmaMaheswari

Lecturer in Commerce

PART-A

AREA OF THE STUDY

PART-A

About the Village

Bondada village in the mandal of Kalla in the West Godavari District of Andhra Pradesh, In bondada village , harishchandrapuram bondada , Goddess Mavullammajatara is held grandly in this village every year. This village has all facility and many educated people. People tradition is highly valued inbondada village. This ward has 70 families in area bondada in code is 534237 and postal head office is bondada . Kalla (5km), popular (1km) are the near by village to bondada

The Population 39,174 families residing in the bondada . The **total population of 146,961** out of which 72,441 are males and 74,520 are female population **1,029**.kalla is nearest town to bondada for all major economic activities. which is approximately 3 km away.

Abstract of Socio-economic Survey

RRDS GOVERNMENT DEGREE COLLEGE, BHIMAVARAM

COMMUNITY SERVICE PROJECT

Abstract of Socio-economic Survey

Name of the Students   :V.mercy

Group   : B.Com (CA)

Registration Number   : 223128200019

Habitat	1 ward	Panchayat	Bondada	Pin code	534237
Post office	Bondada	Mandal	Kalla	District	w.G

> No. of Families surveyed :70

1. **Social Status of families details:**
   > (i)Caste: SC-20 ST-00   BC-A-00   BC-B-10   BC-C-30   BC-D- 00   OC-10
   > Religion : Hindus-20 Cristian's: 50
   > Number of males - 90 Females- 105
   > Number of literates_10 Number of illiterates- 65
   > Number of graduates- 25
   > Number of Job holders_5

   > Number of PH People- 00

2.Economic Status of the sample households

- Category. ofHouses:Hut- 00SemiPucca- 50Pucc- 20 Apartment- 00 Bungalow-00
- Own houses- 45Rentd-25
- Source of Drinking Water Govt taps - 70 own taps_00
- Agricultural holding families -00
- Major crops grown in the habitat – 15
- Houses have own toilet -56
- Cooking fuels LPG-53
- No of DWACRA groups in the habitat-60
- NO of Ration Card holders - 70
- Number of houses having vehicles   Two wheelers- 55   Auto-1
- Average monthly earnings of the household   Rs. 10,000/-
- No.of families having banking transactions Govt Banks - 54   Private banks-26

- No.offamilies take loans from : Govt.bank- 30Pvt.bank- 10indigenous bankers-00

- No.of Persons covered under insurance -10

- No.of persons having driving licences- 25

3.Health Details of the sample households

- Common health problems in the habitat -sugar and BP
- Number of families suffering from diseases: 00
- Source of treatment :
  Govt. Hospital- 20 Private Hospital—50Traditional Medicine-22
- Families having Aarogya Sree Cards:68

4. Other details

- No. of Families have TV -48
- No. of Families having Mobile- 60
- No. of Families have Laptop/computers-5
- No. of Families have internet; 55   (Mobile data)

5.Name of the Govt. Schemes received

- Jagananna Vidhya Deevena -20
- JaganannaVasathiDeevena-25
- Rythu Bharosa -00
- Others- Ammavodi, pension

Major problems faced in the village

> ➤ **Road problems**
> ➤ **Drinking Water**
> ➤ **Driainege problem**

Place: Bhimavaram   Signature of the Mentor   Signature of the Student

Date: 4|8|23

WEEKLY REPORT

Week-1 (From Dt 4-5-2023 to Dt 9-5-2023)

Objective of the Activity Done: Socio Economic Survey

Detailed Report: I am V.mercy, studying in II B.com (CA).Iam a part of community service project in bondada village. I survey successfully 70 houses this week. With in this weekI visited 70 houses of the mentioned families in previous page. They interacted very positively with me. I was able to survey them and able to collect all the required data from them.

Most of the members of the family are not building are mostly pucca and kutcha houses.

Entire village is with drinking water tap connections provided by Government

In the first week I conducted on these families

WEEKLY REPORT

Week-2 (From Dt 17-5-2023 to Dt 22-5-2023)

Objective of the Activity Done: Socio economic survey

Detailed Report: I amV.mercy, studying in II B.com (CA) In this second week,continued surveying the houses in kodavalli village. In this week I have mainlyconcentratedon the following issues.

We organized 10 people in a group in our village and made them all aware about drinking water.

1. Water should not be wasted

2. Do not put any waste material in drinking water

3. Drainage pits should be constructed so as not to waste rain water

4. Natural fertilizers should be used for crops, because the use of chemical fertilizers pollutes water. This causes harm not only to humans but also to animals

5. Contaminated water should not be discharged into the drains. Due to this skin diseases are prevalent.

WEEKLY REPORT

Week-3 (From Dt 15-7-2023 to Dt 20-7-2023)

Objective of the Activity Done: surveying and collecting online shoppingquestionnaire

Detailed Report: : I am V mercy, studying in II B.com (CA) In this Third week, continued surveying the houses in bondada village. In this week surveying and collecting online shopping

In our city people from 16 years old to 60 years old are using android cell phones. These cell phones are mostly used for online shopping. Most of them are young people. After surveying them, it is known that online shopping saves time and money said.

Problems in our community

1. The roads are not proper
2. Farmer are using more and more chemical fertilizers and pesticides
3. There is no proper sanitization and cleaning of streets in our community
4. There are no proper signals for
5.
6. different types of mobile networks

Solutions to the problems

1.R&B should work with local authorities to develop comprehensive infrastructure development plans that outline short-term and long-term goals for road development. These plans should guide decision making and resource allocation.

2. The government should provide training and resources to farmers about the negative effects of excessive chemical use. They should be shown alternative methods that are equally effective and less harmful.

3. Interact with local government officials and sanitation departments to discuss the problem and potential solutions.

* Resources should be increased and funded for street cleaning and sanitation programs

4. Local government should be involved with authorities for better mobile network infrastructure as a key component of community development.

Obtain support in obtaining permits and approvals for new cell towers or equipment installations.

COMMUNITY AWARENESS PROGRAM CONDUCTED OUT COMES

Community awareness program conducted on various topics to bring awareness among the people to leave quality life.

THE TOPICS COVERED

1. WOMEN EMPOWERMENT
2. HEALTH AND HYDIENE
3. IMPORTANCE OF EDUCATION
4. GREEN VILLAGE
5. AWARENESS ON SUPERSTITIONS RURAL DIGITALIZATION

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COMMUNITY SERVICE PROJECT

1ST WEEK socio economic survey

1. # PART-B

A STUDY ON

UTILIZATION OFONLINE SHOPPING IN KODAVALLI

INTRODUCTION

I have done community service project by the guidance of our mentor and I have chosen topic is "Online Shopping". To do survey near our community area.

The reason of why to find problems and solutions in online transactions in society. By doing this project. I have gained knowledge about online shopping and its effect on mental health. Due to parents, society etc., and all over India literacy effect also on online shopping among all the states.

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or service from a seller over the internet using a web...

Methods of payment

- Cash on delivery
- Credit card
- Debit card
- Internet banking

HISTORY OF ONLINE SHOPPING

- English entrepreneur MICHAEN ALDRICH invented online shopping in 1979
- During the 1980s he designed, manufactured sold, installed, maintained and supported many shopping systems, using video text technology.
- The first world wide web server and browser, created by TIME BERNERS-LEE in 1990 opened for commercial use in 1991
- Immediate after, Amazon.com launched its online shopping site in 1995 and eBay was also produced in 1995.
  FINDINGS
  The respondents are preferred flipkart and meeshow android app for online shopping. Which were trusted apps a CSP area
- Direct Delivery
- Cheap rate
- Good quality
    The above factors are influencing the respondents to buy online products
  SUGGESTIONS:
  By analysing and identification of some problems. I have plan short term and long-term plan for solutions to problems on online shopping.

- Short term; we have to analyse the product prices in various apps while purchasing any product through online
- Long term; learn about consumer rights and forums. If any damaged product if you received. Then how you will react & where you will file complaint about the online service.
- While purchasing Medicines through online portals must we have to check expiry dates and manufacturing pharma company details. Becausedue to heavy discount on medicines in online shopping some citizens are not focusing expiry dates on madisons

OBJECTIVES OF THE CSP

1. To know the leaving conditions of the people.

2. To realize stark realities of the society to develop social consciousness responsibility and accountability.

3. To develop inner strength and invent solutions to social problems.

4. To develop a holistic life perspective.

5. To study the financial literacy among the people.

SCOPE OF THE STUDY

Present social and economy status of people

Identification of problems of society

Utilization of govt scheme

Utilization of financial services offered by bank

Internet banking facility

Major problems faced by the people in the habited

Details of the project area:

Village surveyed :Bondada

Mandal : Kalla

 District : WEST GODAVARI

Latitude and longitude Lat:16.539° , 81.537°

 Village population:1,20,476 .

Number of families   :400

Methodology followed:Simple random sampling

Main topic of the project   : online shopping in vissakoderu

UTILIZATION ONLINE SHOPPING QUESTIONNAIRE

Name of the student: V.mercy

Regd.No.: 223128200019

Year: 2023

Group: 2" B.COM

Program: ONLINE SHOPPING SURVEY QUESTIONNAIRE

Name of the mentor: G. UMAMAHESWARI, LECTURER IN COMMERCE

Program combination: COMMUNITY SERVICE PROJECT

Name of the CSP: Socio-Economic Survey

Place of the CSP Execution:

1. No. of Family survived :55

2. Above 18 years people :40

3. No of people with minimum educational qualification :20

4. How many people shop online often?

- Daily

- Weekly:60

- Monthly

- Rarely

- Never

5. How many peoples which types of products buy online?50

- Clothing and Fashion

- Electronics

- Books and Media

- Home and Kitchen

- Beauty and Personal Care

- Groceries

- Other (please specify)

6. What factors influence how many people shop online?30

  - Convenience

  - Price

  - Variety of Products

  - Reviews and Ratings

  - Discounts and Promotions

  - Previous Positive Experience

  - Other (please specify)

7. How many people prefer to shop from a particular online marketplace or from individual online stores? Why

   50 - TIME SAVE AND PRODUCT QUALITY AND LOW PRICE

8. How many people often shop using mobile apps?FLIPKART, AMAZONE, MEESHOW, A JIO

9. How many people consider which features are important in a mobile shopping app?

   - User-Friendly Interface

   - Fast Loading Times   -   39

   - Secure Payment Options   -   17

   - Wishlist and Save for Later

   - Personalized Recommendations

   - In-App Chat/Support

   - Other (please specify)

10. How many people have contacted customer service regarding an online shopping issue?40

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COMMUNICATION SERVICE PROJECT
2ND WEAK awareness campaign

PART-C

RECOMMENDATIONS AND CONCLUSION

I strongly recommend that to follow online shopping. During COVID-19 online shopping are reached every where in community service project area

In exchange online shopping as opened up doors to many small retailers that would never be in business if they had to incur the high cost of owning abrick.

Technology has made significant progress over the years to provide consumers a better online shopping experience and will continue to do so for years to come.

With the rapid growth of products and brands. People have speculated that online shopping will overtake in store shopping.
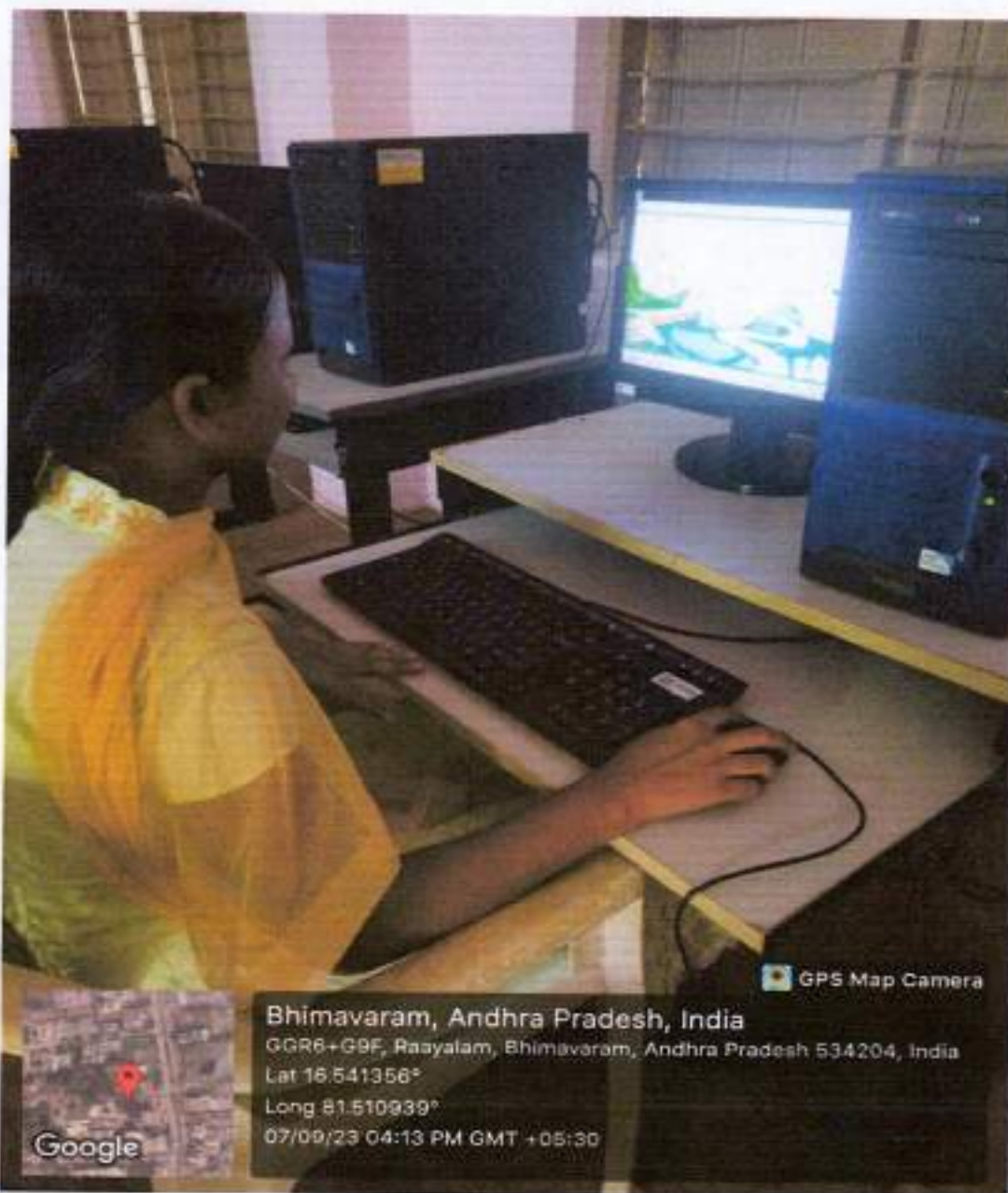
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COMMUNICATION SERVICE PROJECT
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