

# MONTH OF JANUARY

## Market Survey and field Visit

### 1. Industrial Visit and Survey on Organic foods in Kottayam (03/01/2022)

DATE

PAGE

### INTRODUCTION

Industrial visits are arranged by colleges to students with an objective of providing students functional opportunity in different sectors like, IT, Manufacturing and services, finance and marketing. Industrial visit helps to combine theoretical knowledge with industrial knowledge. Main aim of industrial visit is to provide an exposure to students about practical working environment. They also provide students a good opportunity to gain full awareness about industrial practices.

Market survey is the survey research and analysis of the market for a particular product/service which includes the investigation into customer inclinations. Market survey core tools to directly collect feedback from the target audience to understand their characteristics, expectations and requirements.

Organic food is food produced by methods complying with the standards of organic farming. Standards vary worldwide, but organic farming features practices that cycle resources, promote ecological balance and conserve biodiversity.

Organic food crops must be grown without the use of synthetic herbicides, pesticides and fertilizers or bioengineered genes (GMOs).

Organic livestock raised for meat, eggs and dairy products must be raised in living conditions accommodating their natural behaviours and fed organic feed and forage. They may not be given antibiotics, growth hormones, or any animal by products.

Organic food often have more beneficial nutrients, such as antioxidants, than their conventionally-grown counterparts and people with allergies to foods, chemicals, or preservatives may find their symptoms lessen or go away, they eat only organic foods.

Benefits of Organic food include,

- Organic produce contains fewer pesticides.
- Organic food is often fresher because it doesn't contain preservatives that make it last longer.
- Organic farming tends to be better for the environment.
- Organically raised animals are not given antibiotics, growth hormones or fed animal by products.
- Organic meat and milk can be richer in certain nutrients.

India is bestowed with lot of potential to produce all varieties of organic products due to its various agro climatic conditions. In several parts of the country, the inherited tradition of organic farming is an added advantage. This holds promise for growing steadily in the domestic and export sector for organic producers.

India produced around 3496000.34 MT (2020-21) of certified organic products around which includes all varieties of food products namely oil seeds, fibre, sugar cane, cereals and millets, cotton, pulses, aromatic and medicinal plants, tea, coffee, fruits, spices, dry fruits, vegetables, processed food etc. The production is not limited due to the edible sector but also produces organic cotton, fiber, functional food products etc.

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## REPORT

As part of the curriculum of O.S.C. Family and Community Science, V<sup>th</sup> semester, we the students conducted a market survey on the topic "Organic food". We visited some shops in Kottayam for this survey on 04/01/2022 at 02:00 PM to 03:30 PM.

Market survey research involves analyzing a given market in order to gain insight into the buying potential and attributes of the target audience for a product or service. The main goal and objective of a market survey is to collect data surrounding a target market such as competitor analysis, pricing trends, and customer expectations. For the survey the students were divided into four groups and we visited four shops. Such shops have same organic stuff with different variety.

"Well gate organic shop" which is located in the town area of Kottayam, is a private shop dealing with the selling of organic foods. The shop owner, Mr. Abraham introduced us about the selling of organic food in the shop. Organic foods like pulses, cereals, wheat etc. are government affiliated. The price of organic food is high compared to other because it is very pure and good in quality and the consumers are very attracted because of the satisfaction provided by the product which is free from pesticides and other chemicals. In the shop, pulses like small pea, urad, bengal gram and cereals like wheat, ragi etc. and brown sugar [sulphur free] are more preferred by the consumer and the sales is high in these products. The shop also has vegetables which is cultivated in homes and is grown using bio-

pesticides and also by natural method of farming. It is more healthier and we get chemical free food stuff through the shop.

The next visited organic shop is "T.P Vegetables" in Kottayam. There were so many vegetables like carrot, onion, bitter guard, ladies finger, beans, mango, chilly, spinach, ginger, potato, pumpkin, cucumber etc. Many organic vegetables like ivy guard, snake guard, cucumber, chilly etc. were also available. The consumer acceptance of these vegetables are great because of its high quality. They answered for some of our questions clearly. Broad beans, bitter guard are most selling vegetables in a day. The vegetables are taken from meenadam, pampady and cherthala. The suppliers were Thankachan and Raju.

"A.R. Coconut" was the next shop that was visited. We asked our questions and they clarified it very clearly. Organic products available there was coconut and organic oil. When we checked the oil, the manufacturing date was 18/12/2021 and expiry date is 22/03/2022. The consumer acceptance of this product was peak due to its quality. It is manufactured in Trissur and supplier is Mr. Paul Raju.

"Joy Mart" is a grocery shop in Kottayam. It contains a separate part for organic products. The shop contains so many vegetable, organic food products etc. Shop included organic products like black pepper, whole dhalada. A brand named 'Pure and Suse' has products like rice flours, sugars, chia seeds, quinoa, coconut oil, jaggedy powder, flax seeds, tulsi green tea, lemon ginger tea etc.

The organic products available there have a quality. Other organic products were chia seeds which was manufactured on 27/03/2021 and best before 12 months from manufacturing. The most selling brand is '24 Mantra' and second one is 'Organic India'. Most selling products are organic flour such as rice flour, wheat flour etc. Other products available there are organic pulses, ghee, green tea leaves, himalayan pink salt etc. '24 Mantra' brand products are sugar, masala powders like turmeric, fenugreek etc. Poha, flax seeds are also included.

The owners and staffs in each shops fully co-operated for the survey. We finished our Industrial visit by 3:30 PM. It was very informative for our studies.





DATE     PAGE 

Sl No	Store Name	Items	Price	Most sold items
1.	Mall of Joy [Joy Mart]	• Organic Black Pepper whole	Rs: 160	
		• Organic Rice Flour	Rs: 90	Rice Flour
		• 24 Mantra Sugar	Rs: 70	Sugar
		• Organic Chia seeds	Rs: 160	Ghee
		• Organic Quinoa	Rs: 295	Chia seeds
		• Organic coconut oil	Rs: 315	
		• Organic Jaggedy powder	Rs: 85	
2.	Wellgate Organic Shoppe	• Koovapodi	Rs: 310	
		• Henry's Rock Salt Crystal	Rs: 130	
		• Organic Tattara Organic wheat	Rs: 55	

		• Pronature		
		Organic Broken Wheat	Rs: 56	
		• Organic	Rs: 120	
		Red rice		Koovapodi
		• Pokkali kuthiri	Rs: 130	Red rice
		• Full Bran Raw	Rs: 50	Pokkali kuthiri
		Rice		Full bran
		• Home made cow	Rs: 460	Raw rice
		ghee		Ghee
		• Organic moong	Rs: 130	Moong
		• Organic chick pea	Rs: 225	
		• Oyster mushrooms	Rs: 80	
		• Henry's sugar	Rs: 70	
		• Sesame ball	Rs: 50	
3.	T.P	Carrot	Rs: 100	
	Vegetables	Onion	Rs: 50	
		Bitter guard	Rs: 70	
		Ladies finger	Rs: 60	
		Beans	Rs: 90	





## CONCLUSION

Organic foods are produced through farming practices that only use natural substances. Organic food have both environmental and nutritional benefits.

The organic food industry is a huge trend right now. In the last decade there has been an increase in awareness among people about the positive effects of organic foods like fitness, health, well being, harmful effects of pesticides, have need less energy to be processed, they have high nutritional value. This awareness among consumers is further giving a boost to the organic market and are willing to pay for them. The cost of organic products are comparatively higher than the same products available in the market.

The common organic products that are chosen by consumers are rice flour, wheat, sugar, ghee, chia seeds and certain vegetables.

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## 2. Industrial Visit and Survey on Textiles in Kottayam (05/01/2022)

### INTRODUCTION

Industrial visits are arranged by colleges to students with an objective of providing students functional opportunity in different sectors like IT, manufacturing and services, finance and marketing. Industrial visits help to combine theoretical knowledge with industrial knowledge. main aim of industrial visit is to provide an exposure to students about practical working environment. They also provide an exposure to students about a good opportunity to gain full awareness about industrial practices.

Market survey is the survey research and analysis of the market for a particular product/service which includes the investigation into customer orientations. Market survey are tools to directly collect feedback from the target audience to understand their characteristics expectations and requirements.

A textile is a flexible material made by creating an interlocking network of yarns or threads, which are produced by spinning raw fibre into long and twisted lengths. Textile are then formed by weaving, knitting, crocheting,

Knotting, darning, felting, banding or braiding these join together. The related word fabric and cloth and material are often used as textile assembly trade as synonymous for textile.

Textile industry is providing one of the basic needs of people and helps in maintaining sustained growth for improving quality of life. It has a unique position as a self-reliant industry, from the production of raw materials to the delivery of finished products with substantial value-addition at each stage of processing. It is a major contribution to the country's economy. India is rich in sources of raw material for the textile industry. It is one of the largest producers of cotton in the world and is also rich in resources of fibre like polyester silk, etc. An important aspect that has received increasing concern in textile is the release of environment-friendly from fibre & fabric process industries.

A textile visit gives an understanding about the identification of weaves and why certain fabrics are more durable. Complete knowledge of clothing and textile will facilitate an intelligent appraisal of standards and benefits of merchandise and will develop the ability to distinguish quality in fabrics and in turn to appreciate the proper use for the different qualities.

## INDUSTRIAL VISIT

As a part of 3<sup>rd</sup> year curriculum, the final year students of Bsc. family and community science, underwent a textile shops visit. For the market survey we mainly look at Kottayam district on 4<sup>th</sup> January 2021 at 2:00pm to 3:30pm.

We choose varieties of materials for the market survey for the market survey. Students are divided into three groups and visited seven shops totally. And each shop have some materials with different variety.

For this survey we ask them to certain questions such as - name of different materials, its cost, items, brand and woven or knitted. The owners and staff of all shops are fully co-operated with us. They shared the informations they knew. It is helpful to our study. They give the details about the different materials used, most solded items, and its cost etc. we visit textile shops such as Narmada, Jolly silks, Varikatt textiles, Maharajas, A-one fashions, Seemati textiles and vijaya silks. The cotton, silk, linen, wool, polyester, and nylon are common in all shops.

"Narmada" is a textile shop which have different floors or different sections like ladies and gents etc. there are many collections of



There are many collection of materials. The most selling material such as polyester, chiffon, cotton silk etc. They collected materials from Bombay, Surat, Hyderabad and Bangalore. The silk materials are collected from Bangalore and Benares. Linen from Adithya Birla group. They collected the handloom cotton from Erode and Pochampalli. The cost of the material in this shop ranges from 100 to 10000 and above.

"Jolly Silks" is another textile shop we visited. They have wide varieties of materials and collections. They collect materials from, Varanasi, Bombay, Kanchipuram, Surat, Kolkata, Jaipur, Chennai and Delhi. The most valued material is silk. The price ranges start from 199 to one lakh.

"Varikatt" is another textile shop we visited. It is a small shop but have large varieties of materials. The most selling materials are cotton, polyester, rayon, Bangalore silk, spun silk, cotton silk, chiffon, tussar silk and handloom cotton. They collected handloom cotton from Chirale at 85 rupees. They have a good collection of silk sarees and other materials.

"Maharaja" and "A-one fashion's" are another two textile shops we visited. Cotton, Jute, Semi jute, silk rayon etc are common in the most shops. Maharaja is a small shop

but have different collections. In Kanata, saree sections, chiffon and demi are there. In the price ranges in these shops are from and above 1000.

"Saemati" textile was opened in 1987. At first it was a small venture. This store offer all kinds of fabric for men and women and children. where all kinds of fabrics are available. The most widely used fabric here is chiffon. The lowest selling fabric is polyester. The ready made fabrics are sourced from Bangalore, Karnataka, Tamil Nadu etc. Ready made garments of cotton, rayon, georgette etc are available here. Fabrics and ready made garments made from weaves such as plain weave, twill weave, Jacquard weaves. are available. People's demand is also changing according to the trends and also with climate. Chiffon is currently the best selling fabric in this shop.

"Vijaya Silks" established in 1968. Ready made fabrics and roll fabrics are available here. A wide variety of fabrics are available. They have a stitching unit. They have a large collection of Khadi, cotton, rayon, chiffon, Georgette, velvet etc. Cotton fabrics are most saleable and that the Khadi fabrics are in high demand now. The fabrics are mainly sourced directly from Tamil Nadu, Gujarat, Karnataka, Kerala etc.

Sl No.	SHOP Name	material	Item	Size	Knitted / Woven.
1.	Narmada textile	cotton	saree	—	woven
			Thooth	—	woven
			Sheet	L, XL, XXL, XXXL	knitted
			Dothi	—	—
			chudidar	L, XL, XXL, XXXL	woven
		cotton silk	kurti top	L, XL, XXL	ready made material.
			Blouse piece	—	—
			saree	—	woven
		Rayon	kurti	L, XL, XXL, XXXL	ready made.
		polyester	saree	—	woven
			Sheet	L, XL, XXL	Ready made.
			chudidar	L, XL, XXL	woven.
		Crepe satin linen	saree.	—	woven
			lining	—	woven
			sheet	L, XL, XXL, XXXL	ready made. woven.
		Georgette	kurti top	L, XL, XXL, XXXL	ready made. woven.
		chiffon.	saree	—	woven.
2.	Vazikkatt textile	cotton	saree	—	woven
			lining piece	—	knitted
			chudidar material	—	woven.

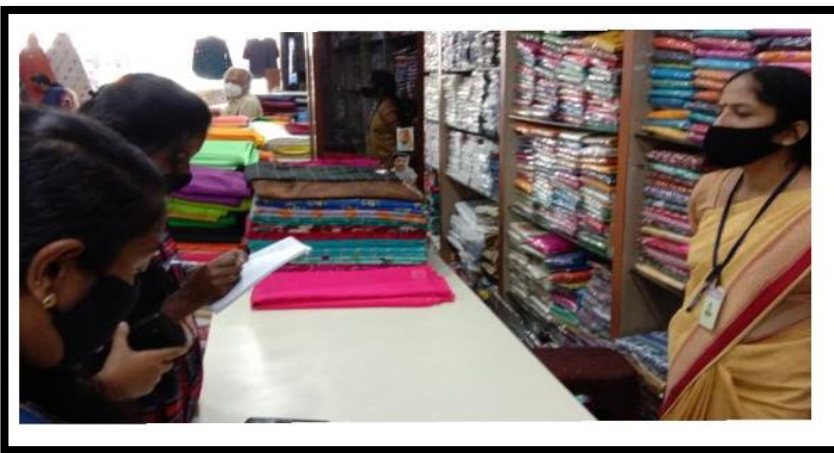
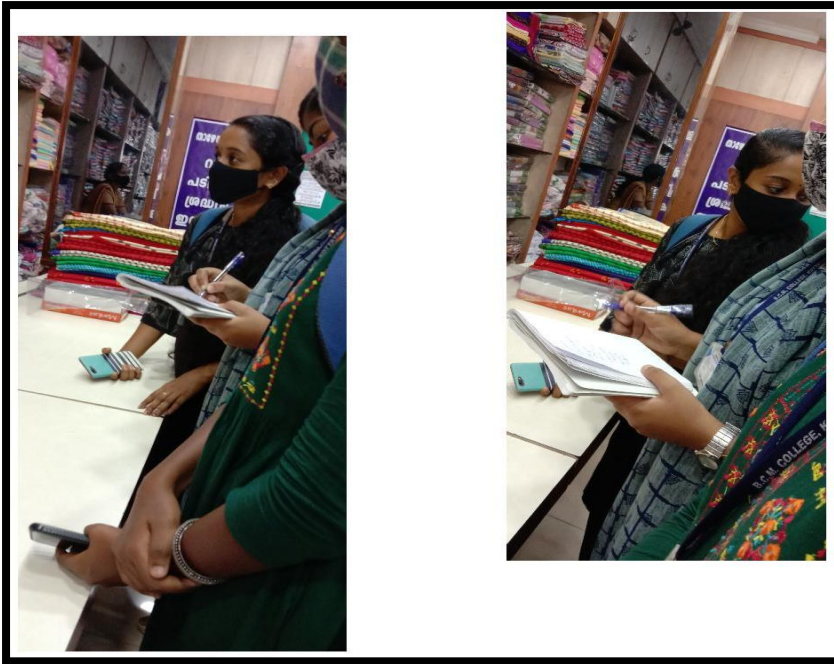


3.	Jolly silks	polyester	shirt	XL, XXL, XXXL	knitted
			churidar	L, XL, XXL, XXXL	Ready made
		Georget	saree	—	women
			kurta	L, XXL, XL, XXXL	Ready made
		Rayon	kurta, top	L, XL, XXL, XXXL	Ready made
		chiffon	saree	—	women
		Real silk	saree	—	women
		Spun silk	linen material	—	knitted
		cotton silk	Blouse piece	—	Knitted
			saree	—	women
		Russa silk	saree	—	women
		cotton	saree	—	women
			sock	L, XL, XXL, XXXL	
			churidar material	L, XL, XXL, XXXL	
		Real side	saree	—	women
		cotton silk	saree	—	women
		Rayon	kurta	L, XL, XXL, XXXL	
		Linen	saree	—	women
			shirt	L, XL, XXL, XXXL	knitted

4. Maha-Rajas		Jute	Saree	—	women
			chudidhar	L, XL, XXL, XXXL	knitted.
		Cotton	Phorkh	—	women
			Mund	—	women
			Blouse piece	—	
			chudidhar	L, XL, XXL, XXXL	
			kurthi top	L, XL, XXL, XXXL	
			Saree	—	women
		cotton silk	Blouse piece		
		Rayon	kurthi top	L, XL, XXL, XXXL	
5. A-one Fashions		polyester	Blouse piece		
			Chudidhar	L, XL, XXL, XXXL	
		Crepe	Blouse piece		
		Satin	Lining piece		
		Georgette	kurthi top	L, XL, XXL, XXXL	
		Rayon	kurthi top	L, XL, XXL, XXXL	
		cotton	kurthi top	L, XL, XXL, XXXL	
			Palazzo pant		
		cotton	shawl kurthi top		
		cotton silk	Blouse piece		
		Satin	Lining		

6. Sreemati Textile	cotton	saree	—	women
		kurta	M, L	knitted
		kurta suits	XL, XXL	knitted
		short	XL, XXL L, M, S	women
		frocks	S, M, L	women & knitted
	Rayon	Gown	M, L, XL	Ready made
		kurthi	M, L, XL, XXL	Ready made
	net	saree	—	
		frack	M, L, XL	Ready made
7. Vijaya Silk	cotton	saree	—	women
		short piece		
		frack	M, L, XL	
		mini skirt	M, L, XL	
	Silk	saree	—	women.
		materials		
	velvet			
	Rayon	salwar suit kurthi	M, L, XL	Ready made
	Denim	Jeans		Ready made





## Nutrition Awareness Program for Young Girl

Dr. Sr, Remya M J invited as a resource person in a program organized by NSS of BCM College and handled a session on nutritional awareness named 'Nutriture- Hopes and Barriers' on 10/01/2021.



## Parents meetings

Parents meetings were conducted on 16/01/2022 and 21/01/2022 respectively for 3<sup>rd</sup> UG and PGs in order to discuss the academic progress. Meeting was on virtual platform.

### Agenda

1. Discussed about offline classes
2. Conversed regarding the academic progress of the students as final years.
3. Deliberated the ideas regarding parents influence on the academic performance of the kids.
4. Discussed about the Residence course for 3<sup>rd</sup> UG.

Meeting id: [meet.google.com/hjj-pvqo-ois](https://meet.google.com/hjj-pvqo-ois)