

SGA GOVERNMENT DEGREE COLLEGE YELLAMANCHILI

DEPARTMENT OF ECONOMICS AND RI

REPORT OF FIELD TRIP

On

**Study the Employment and Income generation in popular pilgrim
places**

At TALUPULAMMA LOVA

NEAR TUNI, EAST GODAVARI DISTRICT

ANDHRA PRADESH

CONDUCTED ON 06-03-2022

Resource persons and guides:

1. Venkata Ramana MA, BEd.,
Lecturer in Economics Department of Economics
2. B. Lakshmi Narsamma M.A., APSET.,
Lecturer In Economics and RI
3. G. Kiran Kumar M.A. Ph.D
Lecturer in History
4. V. A. Satyanarayana M.A,
Lecturer in Telugu

List of students who participated in Field Trip from III BA students

S.No.	Name of the student
1	G.Manasa
2	D.Bharati
3	G.Naga jyothi
4	T.Lakshmi
5	G.Durga Prasad
6	L.GTrinadh
7	G.Naveen
9.	P.Urmila
10.	J.Ramu
11.	K.Indhumati
12.	K.Lavanya
13.	Y.Glory
14.	P.Sravani
15.	G.Lavanaya
16.	M.Kamakshi devei
17.	B.Durga Prasad
18.	M.Teja
19.	A.Lov raju

On 16 th March 2022, the Department of **Economics and Rural Industrialization** together with History and Telugu went to” Talupulamma **Lova” near to Tuni.** Just it is 7 km. away from Tuni in East Godavari District. It is a great pilgrimage Centre and the deity **Talupulamma** temple is there, which is famous in entire Andhra Pradesh state and known well all over India. The people who rush over there all believe in the deity and sacrifice ‘cocks’ ‘hens’” goats’ sheep’s etc., Since it is a wonderful place of joy and peace not only devotees but also tourists also visit. Due to heavy tourists and pilgrims, the income also increased for the temple. So that the government of Andhra Pradesh under the ministry of dhevadaya and dharmadaya has taken over the temple and presently it has been run by it.

Objectives of field trip:

Field trips are part of the curriculum by which students can understand many things by having firsthand experience by visiting popular pilgrim places like., Talupulamma lova.

1. To see and study the income generated at the temple by visiting popular pilgrim places i.e.

Talupulamma Lova

2. To see and understand the employment opportunities at popular tourist places.

A Brief Report:

Our students of economics keenly observed various ways of business and employment. Employment does not mean and confine to shops and malls situated in cities. The students learned that it is an attitude that makes employment and business with joy and happiness without cheating or any mall practice. In a genuine way, anyone can trade and develop their marketing and managerial skills as well as life skills to lead life happily. Of course, the end means of every human being is happiness. The modern economists, changed their thought of GNI on the parameters of happiness (GNH) instead of Economy (GNI).

Students interacted with businesspeople like hoteliers, vendors, automotive field, travelers, tourist guides water suppliers, of various utensils, tent houses, cooking vessels, etc. then there met businessmen from for-away, learned from them, the way in which they flourished in their business with small investments.

The temple vicinity seems, every day just like “Jatara” flooded with people. It is a big business center with the following:

1. Coconut sellers and banana sellers
2. Goods and livestock sellers
3. Cooking staff particularly nonvegetarian

4. Suppliers cooking vessels tent house or etc.
5. Pujadravya or offerings to goddess kumkum etc.
6. Garlands
7. Automobiles of two four six and more wheelers
8. Cloth shops.

At last, our students learned the following aspects:

- a) Small investments make good profits
- b) Anyone can do business even without proper education
- c) Goodwill could be earned through business which is one type of capital
- d) Customer relation makes good business
- e) Good communication, makes good business deals
- f) Without moving from their own shop / business center they can transport/receive goods through e- marketing.
- g) All the business starts with a single man and the capital of the business is nations, confidence, trust, sincerity and good commerce, etc.

Field visit at “Talupulamma Lova” a Popular pilgrim place in Andhra Pradesh

