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## Producers' and Consumers' Perspectives on Constraints and Suggestions in Fruit and Vegetable Marketing Organizations of Bengaluru District

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### ABSTRACT

*The study was conducted to assess the constraints faced and suggestions offered by producers and consumers associated with HOPCOMS and Raithara Santhe in Bengaluru Rural and Urban districts of Karnataka. A total of 120 respondents were selected, comprising 60 producers (30 from HOPCOMS and 30 from Raithara Santhe) and 60 consumers (30 each from both markets). Ex post facto research design was employed and Simple random sampling Technique was used. Data were collected through a pre-tested structured schedule and analysed using frequency, percentage and mean ranking. HOPCOMS producers faced major constraints such as limited procurement capacity, rejection of produce due to stringent grading standards and delayed payments. Raithara Santhe producers reported congestion in the market yard, inability to sell large quantities and non-allotment of desired stalls as key issues. Among consumers, the major constraints in HOPCOMS included lack of door delivery and credit card facilities, reduction in number of retail outlets and improper store ambience. Raithara Santhe consumers faced price variability across stalls, lack of shelter and insufficient parking areas. Producers suggested larger procurement, timely payment and cold storage facilities for HOPCOMS. Raithara Santhe producers recommended shifting market locations to other places and improving infrastructure. Consumers emphasized increasing retail outlets in HOPCOMS and ensuring uniform pricing in Raithara Santhe. The study concludes with policy recommendations to strengthen infrastructure, enhance procurement systems, improve consumer services and modernize market operations.*


**Keywords:** HOPCOMS, Raithara Santhe, Constraints, Suggestions, Producers, Consumers, Fruits and Vegetables, Bengaluru

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## Introduction

India is one of the leading producers of fruits and vegetables globally. India's diverse climatic conditions allow the cultivation of a broad range of fruits and vegetables year-round. India produced 112.62 million metric tonnes of fruits and 204.96 million metric tonnes of vegetables (Anonymous, 2022). This has placed India in the second rank in term of fruits and vegetables production, just behind China. Among all the states in India, Karnataka is the third largest producer of fruit crops, with an area about 3.76 lakh hectares and 71.38 lakh tonnes of production, with an average productivity of 18.98 tonnes/ha. A similar pattern can be seen in the case of vegetable production, where Karnataka ranks fifth, with an area of 4.47 lakh hectares and 93.96 lakh tonnes of production with 20.98 tonnes of productivity per hectare (Anonymous, 2023). Fruits and vegetables being perishable in nature, require a special type of marketing. They must be harvested at the right time and made available to the consumers as quickly as possible to prevent spoilage losses. Apart from this, it is very important to supply fruits and vegetables to consumers regularly at a reasonable price.

HOPCOMS (Horticultural Producers' Cooperative Marketing and Processing Society) is intended to provide assured procurement and stable prices for farmers. However, producers often face challenges such as delayed payments, limited procurement capacity, strict grading standards and insufficient infrastructure. The organization handles approximately 40 metric tonnes of fruits and vegetables per day, thereby ensuring a consistent supply of fresh produce while promoting fair returns to farmers through a cooperative marketing framework.

In contrast, Raithara Santhe were set up to promote a direct-to-consumer, an effective fruit and vegetable marketing strategy. In March 2002, the first farmers' market was set up in Yelahanka, a Karnataka state suburb of Bengaluru (Vishnupriya et al. 2019). Currently, roughly 30 metric tonnes of fruits and vegetables are handled daily at Raithara Santhe. Consumers in both systems also experience challenges. HOPCOMS consumers face limited outlets, poor store ambience, absence of digital payment options and irregular supply. Raithara Santhe consumers encounter price variability, inadequate shelter, parking issues and inconsistent quality. Understanding these constraints is essential for designing effective policies, improving market efficiency and enhancing both producer and consumer welfare.

This study examines the constraints and suggestions of producers and consumers associated with HOPCOMS and Raithara Santhe in Bengaluru Rural and Urban districts. The findings aim to support policymakers and market agencies in improving the efficiency, transparency and sustainability of horticultural marketing systems.

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## Methodology

The study was conducted in Bengaluru Rural and Bengaluru Urban districts of Karnataka during the year 2024–2025, where horticultural marketing is well established. Two major marketing systems operating in these districts were selected: (i) the co-operative marketing system represented by HOPCOMS and (ii) the direct farmer-to-consumer marketing system represented by Raithara Santhe. These systems were purposively selected based on the quantum of horticultural produce handled and their popularity among producers and consumers. The study employed an ex post facto research design with a descriptive approach to analyse the constraints and suggestions of producers and consumers associated with the selected marketing systems.

The respondents consisted of two categories: producers supplying fruits and vegetables to these organizations and consumers purchasing from them. A simple random sampling technique was used to select the respondents. The total sample size was 120, comprising 60 producers (30 from HOPCOMS and 30 from Raithara Santhe) and 60 consumers (30 from each market system). After reviewing relevant literature, a set of key constraints were identified and incorporated into the survey schedule. Farmers were asked to rate each constraint using a three-point scale based on the extent to which it affected their marketing activities: greater extent (score 2), lesser extent (score 1) and not at all a problem (score 0). Similarly, suggestions were obtained from both producers and consumers and their responses were categorized as 'Yes' or 'No', with corresponding scores of 1 and 0 assigned respectively. The total scores obtained for each statement were used to rank the constraints and suggestions, where the statement with the highest score was assigned the highest rank and the statement with the lowest score was assigned the least rank. This ranking method helped in identifying the most significant constraints and suggestions perceived by the respondents.

## Results and Discussion

The results in Table 1 show that limited procurement capacity was the most severe constraint faced by HOPCOMS producers (mean 1.87), indicating restricted handling ability due to limited manpower, inadequate procurement centres and weak operational infrastructure, especially during peak seasons. The rejection of produce due to strict quality and grading standards ranked second (mean 1.60), mainly because of stringent quality protocols and farmers' inadequate post-harvest handling and grading knowledge. Delayed payments were the third major constraint (mean 1.47), likely resulting from procedural delays, centralized accounting systems and cash flow issues within HOPCOMS. The lack of cold storage facilities and irregular or non-prior indents ranked

fourth and fifth (mean 0.93 each), reflecting limited investment in cold chain infrastructure and weak communication or inaccurate demand forecasting. High transportation cost (rank VI; mean 0.87). The lack of market information (rank VII; mean 0.73) was due to inadequate dissemination of daily procurement details and poor digital communication. Similarly, the lack of transportation facilities (rank VIII; mean 0.67) highlighted logistical issues, especially in remote areas. Low procurement prices (Rank IX; mean score 0.50) indicate that producers feel the prices offered by HOPCOMS are relatively low. In addition, inadequate infrastructure facilities (mean score 0.43) reflect the poor condition of procurement centres, including insufficient facilities for weighing, grading, storage and other essential amenities required for efficient marketing by producers.

**Table 1: Constraints faced by producers in marketing of fruits and vegetables to HOPCOMS** (n<sub>1</sub> =30)

Sl. No	Constraints	Response						Mean Score	Rank
		Greater Extent		Lesser Extent		Not at all			
		f	%	f	%	f	%		
1	Limited Procurement capacity	26	86.67	4	13.33	00	0.00	1.87	I
2	Low Procurement price	01	03.34	13	43.33	16	53.33	0.50	IX
3	Delayed payments for the produce	16	53.33	12	40.00	02	06.67	1.47	III
4	High cost of transportation	06	20.00	14	46.67	10	33.33	0.87	VI
5	Lack of transportation facilities	02	06.67	16	53.33	12	40.00	0.67	VIII
6	Lack of market information	04	13.33	14	46.67	12	40.00	0.73	VII
7	Irregular and not prior indents	8	26.67	12	40.00	10	33.33	0.93	V
8	Inadequate infrastructure facilities	02	06.67	09	30.00	19	63.33	0.43	X

9	Lack of cold storage facilities	06	20.00	19	63.33	05	16.67	0.93	IV
10	Rejection of produce due to strict quality and grading standards	19	63.33	10	33.33	01	03.34	1.60	II

f=frequency, %=Percentage

It is depicted from Table 2 that, major constraints faced by producers were congested of market yard ranked first with a mean score of 1.67, followed by the large quantity cannot be sold ranked second with a mean score of 1.53, the non-allocation of desired shops or stalls (Rank III, 1.47), lack of market reach (Rank IV, 1.30). Lack of market information (Rank V, 1.23), non-availability of parking area (Rank VI, 1.17), inadequate storage and godown facilities (Rank VII, 1.13), lack of adequate hygiene in market premises (1.07, Rank VIII), bargaining by the consumers (0.77, Rank IX), more waste of the produce (Rank X, 0.53), inadequate transportation facilities ( Rank XI, 0.40) and high transportation costs ( Rank XII, 0.27) were some of the lower ranked constraint faced by the producers. The findings are in line with study conducted by Srikanth (2016).

Probable reasons for congestion in the market yard might be narrow pathways, limited stall space and inadequate market infrastructure, which make it difficult for producers to display their produce properly and restrict the movement of both producers and consumers. The inability to sell large quantities may be due to the predominance of retail consumers in the market, absence of bulk buyers and limited storage facilities that restrict producers from holding produce for longer periods. Non-allotment of desired shops or stalls affects the visibility and accessibility of producers, as stalls located in less crowded or interior areas attract fewer customers. This situation may arise due to high demand for limited stalls, irregular allocation procedures or rotational allotment systems.

Similarly, lack of market reach may be due to limited promotion of the market and insufficient awareness among consumers about the availability of produce. Inadequate market information may prevent producers from understanding price trends, consumer preferences and demand conditions. Lack of parking space and poor hygiene conditions in the market premises may reduce consumer convenience and discourage larger customer turnout. In addition, inadequate storage and transportation facilities can lead to higher wastage of perishable produce and increased marketing costs for producers. These factors collectively influence the efficiency of marketing activities and the overall income realized by producers.

**Table 2: Constraints faced by producers in marketing of fruits and vegetables to Raithara Santhe (n1b = 30)**

Sl. No	Constraints	Response						Mean Score	Rank
		Greater Extent		Lesser Extent		Not at all			
		f	%	f	%	f	%		
1	High cost of transportation	00	0.00	08	26.67	22	73.33	0.27	XII
2	Non availability of parking area	11	36.67	13	43.33	06	20.00	1.17	VI
3	Insufficient storage and godown facilities	09	30.00	16	53.33	05	16.67	1.13	VII
4	Limited market reach	12	40.00	15	50.00	03	10.00	1.30	IV
5	Lack of market information	12	40.00	13	43.33	05	16.67	1.23	V
6	Large quantities cannot be sold	18	60.00	10	33.33	02	06.67	1.53	II
7	Congested of market yard	21	70.00	8	26.67	01	03.33	1.67	I
8	More wastage of the produce	01	01.33	14	46.67	15	50.00	0.53	X
9	Bargaining by consumers	02	06.67	19	63.33	9	30.00	0.77	IX
10	Non-allotment of desired shop/stall	16	53.33	12	40.00	02	06.67	1.47	III
11	Lack of adequate hygiene in market premises	08	26.67	16	53.33	06	20.00	1.07	VIII
12	Inadequate transport facilities	02	6.67	09	30.00	19	63.33	0.40	XI

The results in Table 3 indicate that lack of door delivery and credit card facility was the major constraint faced by consumers, ranking first with a mean score of 1.33. This suggests that consumers expect convenient payment options and home

delivery services, which are currently inadequate in HOPCOMS outlets. The increasing use of digital payments and online purchasing habits, especially in urban areas such as Bengaluru Urban district, has raised consumer expectations for facilities like card payments, UPI and doorstep delivery. The absence of these services reduces convenience for working consumers and elderly customers.

The reduction in the number of retail outlets ranked second (mean 1.27), which may limit consumer access and convenience. Fewer outlets can lead to overcrowding in existing stores and may require consumers to travel longer distances to purchase fruits and vegetables. Improper store ambience or retail space ranked third (mean 1.20), reflecting dissatisfaction with factors such as poor lighting, limited display space and lack of cleanliness, which affect the overall shopping experience.

Inconvenient store location ranked fourth (mean 1.13), indicating that some outlets may not be easily accessible to consumers. High prices of fruits and vegetables ranked fifth (mean 0.97), suggesting that consumers perceive prices to be relatively higher compared to nearby vendors or local markets, possibly due to operational and transportation costs. The irregular supply of required fruits and vegetables (Rank VI; mean 0.83) indicates inconsistency in product availability, which may arise from fluctuations in procurement and seasonal production. Improper handling of produce by retail outlets (Rank VII; mean 0.77) suggests inadequate handling and storage practices that may affect quality. Finally, the non-availability of a wide range of fruits and vegetables ranked eighth (mean 0.57), indicating limited variety available to consumers. Overall, these constraints highlight the need for improved consumer services, better infrastructure and more efficient supply management to enhance consumer satisfaction.

**Table 3: Constraints faced by consumers in purchasing of fruits and vegetables from HOPCOMS (n2a = 30)**

Sl. No	Constraints	Response						Mean Score	Rank
		Greater Extent		Lesser Extent		Not at all			
		f	%	f	%	f	%		
1	Higher price for fruits and vegetables	07	23.33	15	50.00	08	26.67	0.97	V
2	Non-availability of wide range of fruits and vegetables	02	6.67	13	43.33	15	50.00	0.57	VIII

3	Irregular supply of required fruits and vegetables	04	13.33	17	56.67	09	30.00	0.83	VI
4	Improper store ambience/retail space	10	33.33	16	53.34	04	13.33	1.20	III
5	Lack of door delivery facility and credit card facility	13	43.33	14	46.67	03	10.00	1.33	I
6	Inconvenient store location	10	33.33	14	46.67	06	20.00	1.13	IV
7	Reduction in number of retail outlets	12	40.00	14	46.67	04	13.33	1.27	II
8	Improper produce handling by the retail outlets	04	13.33	15	50.00	11	36.67	0.77	VII

The results in Table 4 show that price variability across stalls was the major constraint faced by consumers in Raithara Santhe, ranking first with a mean score of 1.47, indicating inconsistency in prices for the same produce within the market. This variation may occur because different producers sell similar commodities at different prices depending on quality, quantity brought to the market and individual pricing decisions. The lack of shelter during uneven weather conditions ranked second (mean score 1.40), highlighting the absence of proper protection from sun and rain. Since Raithara Santhe markets are mostly open markets, consumers may face inconvenience during adverse weather conditions. Insufficient parking area was the third major constraint (mean score 1.37), reflecting inadequate space for vehicle movement and parking, which may discourage consumers from visiting the market regularly.

The non-availability of a wide range of fruits and vegetables ranked fourth (mean 1.23), suggesting limited product diversity, which may occur due to seasonal availability or limited number of producers bringing different commodities. The availability of fruits and vegetables not being displayed on boards (Rank V; mean 1.17) indicates poor information display, making it difficult for consumers to easily identify the products available in the market. Lack of adequate hygiene in market premises ranked sixth (mean 0.97), indicating sanitation and cleanliness issues that may affect the overall shopping environment. Inadequate quality of produce (Rank VII; mean 0.73) reflects consumer dissatisfaction with freshness or grading of produce, while poor handling of produce ranked eighth (mean 0.67), showing that improper storage and handling practices by vendors may affect product quality. Overall, these constraints highlight the need for

improved infrastructure, better hygiene management, and standardized pricing practices to enhance consumer convenience in Raithara Santhe markets.

**Table 4: Constraints faced by consumers in purchasing of fruits and vegetables from Raithara Santhe (n2b = 30)**

Sl. No	Constraints	Response						Mean Score	Rank
		Greater Extent		Lesser Extent		Not at all			
		f	%	f	%	f	%		
1	Price variability across stalls	16	53.33	12	40.00	02	06.67	1.47	I
2	Non-availability of wide range of fruits and vegetables	11	36.67	15	50.00	04	13.33	1.23	IV
3	Lack of shelter during uneven weather conditions	15	50.00	12	40.00	03	10.00	1.40	II
4	Availability of fruits and vegetables are not displayed on boards	11	36.67	13	43.33	06	20.00	1.17	V
5	Insufficient parking area	16	56.67	09	30.00	05	16.67	1.37	III
6	Lack of adequate hygiene in market premises	06	20.00	17	56.67	07	23.33	0.97	VI
7	Poor handling of produce	02	06.67	16	53.33	12	40.00	0.67	VIII
8	Inadequate quality of produce	02	06.67	18	60.00	10	33.33	0.73	VII

Table 5 shows the suggestions given by producers in marketing fruits and vegetables to HOPCOMS. The major suggestions given by the majority (93.33 %) of producers was that HOPCOMS should procure larger quantities of produce, followed by ensuring timely payment (80.00 %). About 66.67 per cent suggested providing training on grading and packaging to minimize rejection, while 60.00 per cent suggested providing cold storage facilities. Further, 56.67 per cent of producers suggested giving regular and prior indents and 53.33 per cent stressed the need for timely market information. Half of the producers (50.00 %) felt that

transportation facilities should be provided. The least preferred suggestion was ensuring remunerative prices for the produce (30.00 %). The results are in line with Gurjar et al. (2017).

The results indicate that producers mainly expect improvements in procurement and operational support. The higher preference for larger procurement quantities and timely payments reflects the producers' need for assured market access and quicker financial returns. Suggestions such as training on grading and packaging, cold storage facilities and transportation support highlight the post-harvest and logistical difficulties faced by producers. In addition, the demand for prior indents and timely market information indicates the need for better coordination and planning between producers and HOPCOMS to facilitate smooth marketing of fruits and vegetables.

**Table 5: Suggestions expressed by producers in marketing of fruits and vegetables to HOPCOMS (n1a = 30)**

Sl.No.	Suggestions	Response		
		Frequency	Percentage	Rank
1	Procure larger quantities of produce	28	93.33	I
2	Ensure in time payment	24	80.00	II
3	Provide transportation facilities	15	50.00	VI
4	Ensure availability of market information	16	53.33	VII
5	Giving regular and prior indents	17	56.67	IV
6	Provide cold storage facilities	18	60.00	V
7	Provide farmers training on grading and packaging to prevent rejection of the produce	20	66.67	III
8	Ensure remunerative prices for the produce	09	30.00	VIII

Table 6 presents the suggestions expressed by producers in marketing fruits and vegetables to Raithara Santhe. The majority (86.67 %) of producers suggested shifting the market yard to another location, which ranked first. This indicates their dissatisfaction with the present location, possibly due to congestion, limited

accessibility and inadequate infrastructure facilities. The second most suggested aspect was improving market infrastructure and establishing linkages with institutional buyers (80.00 %), reflecting producers' need for better facilities and more organized marketing channels to reduce unsold produce. The allotment of desired stalls (70.00 %) ranked third, followed by ensuring easy access to the market and availability of market-related information (63.33 %), which ranked fourth. These suggestions highlight the importance of transparent stall allocation and timely information to support producers' marketing activities.

Further, the availability of parking areas (60.00 %) and storage and godown facilities (56.67 %) were also considered important by producers, indicating the need for improvements in basic infrastructure. Moderate importance was given to maintaining hygiene in market premises (46.67 %) and arranging proper waste disposal (43.33 %), which ranked seventh and eighth respectively, showing concern for better market management and cleanliness. The least suggested aspect was the provision of transportation facilities (33.33 %), ranking ninth, which may indicate that many producers already arrange their own transport or depend on nearby markets. The results are in line with the findings of Bhavitha and Reddy (2024).

**Table 6: Suggestions expressed by producers in marketing of fruits and vegetables to Raithara Santhe (n1b=30)**

Sl.No.	Suggestions	Response		
		Frequency	Percentage	Rank
1	Provide transportation facilities	10	33.33	IX
2	Ensure availability of parking area	18	60.00	V
3	Shift market yard to other places	26	86.67	I
4	Provide storage & godown facilities	17	56.67	VI
5	Allotment of desired stalls	21	70.0	III
6	Ensure easy access to the market and market information, such as prices, mobile apps, etc.	19	63.33	IV

7	Improving market infrastructure and linkages with institutional buyers to enhance farmers marketing efficiency and reduce unsold produce	24	80.00	II
8	Arrange proper waste disposal	13	43.33	VIII
9	Maintain hygiene in market premises	14	46.67	VII

Table 7 presents the suggestions given by consumers in purchasing fruits and vegetables from HOPCOMS. The majority (76.67 %) of consumers suggested increasing the number of retail outlets, ranking first, which indicates the need for better accessibility and availability of outlets in different locations. This was followed by ensuring door delivery and credit card facilities (70.00 %), reflecting consumers' growing preference for convenient services and digital payment options. Maintaining proper store ambience and adequate retail space (60.00 %) ranked third, showing that consumers prefer a clean, organized and comfortable shopping environment.

Further, 53.33 per cent of consumers emphasized the need for reasonable prices, while 46.67 per cent suggested ensuring a regular supply of fruits and vegetables. Half of the respondents (50.00 %) also felt that better handling of produce at retail outlets is necessary to maintain freshness and quality. The least suggested aspect was ensuring a wide range of fruits and vegetables (36.67 %), indicating that consumers are comparatively more concerned about accessibility, convenience and service quality than product variety.

**Table 7: Suggestions expressed by consumers in purchasing fruits and vegetables from HOPCOMS (n2a= 30)**

Sl.No.	Suggestions	Response		
		Frequency	Percentage	Rank
1	Availability of fruits and vegetables at reasonable price	16	53.33	IV
2	Ensure wide range of fruits and vegetables	11	36.67	VII
3	Ensure regular supply of required fruits and vegetables	14	46.67	V

4	Maintain proper store ambiance/retail space	18	60.00	III
5	Ensure door delivery facility and credit card facility	21	70.00	II
6	Proper produce handled by retail outlets	15	50.00	VI
7	Increase the number of retail outlets	23	76.67	I

From Table 8, it is evident that the suggestions expressed by consumers in purchasing fruits and vegetables from Raithara Santhe indicate several areas for improvement. The majority (76.67 %) of consumers suggested ensuring uniform pricing at each stall based on the grade of produce, which ranked first. This indicates that price consistency and fairness are the foremost expectations of consumers while purchasing from the market. The second most emphasized suggestion was to ensure shelter during uneven weather conditions (66.67 %), followed by the provision of an adequate parking area (63.33 %), which ranked third. These suggestions highlight the importance of improving basic infrastructure to make the market more convenient and accessible for consumers.

A considerable proportion (56.67 %) of consumers expressed the need to ensure the availability of a wide range of fruits and vegetables, while maintenance of hygiene and cleanliness (53.33 %) and setting up display boards indicating available produce at each stall (50.00 %) were also considered important improvements to enhance consumer convenience. Furthermore, grading and sorting of produce before sale (46.67 %) was viewed as a necessary measure to improve quality perception among buyers. The least suggested aspect was proper handling of the produce (40.00 %), which ranked eighth, indicating that although important, it was perceived as a relatively less pressing concern compared to price and infrastructure-related aspects. Overall, these suggestions emphasize the need for better market management, improved infrastructure and transparent pricing practices to enhance consumer satisfaction in Raithara Santhe markets.

**Table 8: Suggestions expressed by consumers in purchasing of fruits and vegetables Raithara Santhe (n2b=30)**

Sl.No.	Suggestions	Response		
		Frequency	Percentage	Rank
1	Ensure uniform pricing at each stall based on the grade of produce	23	76.67	I

2	Ensure availability of wide range of fruits and vegetables	17	56.67	IV
3	Ensure shelter to consumers during uneven weather conditions	20	66.67	II
4	Set up display boards indicating which fruits and vegetables are available at which stalls/counter	15	50.00	VI
5	Provide an adequate parking area	19	63.33	III
6	Maintenance of hygiene and cleanliness at Raithara santhe	16	53.33	V
7	proper handling of the produce	12	40.00	VIII
8	Ensure produce is properly graded and sorted before sale	14	46.67	VII

### Implication

- Raithara Santhe markets may be shifted to suitable peripheral areas of the city to ensure smooth traffic flow, reduce overcrowding and improve the overall functioning of the marketplace. In addition, uniform pricing based on the grading of produce should be ensured, as price variations among sellers are observed. The APMC authorities should implement strict monitoring and regulatory mechanisms to maintain price transparency and consistency across stalls.
- To strengthen competitiveness with modern retail chains, HOPCOMS should adopt order-based supply mechanisms and home delivery services as part of its market expansion strategy.
- Proper store ambiance can enhance consumer accessibility. Ensuring freshness, correct weight and standardized pricing, along with awareness campaigns, can improve consumer satisfaction and confidence in organized markets.

### Conclusion

The study highlights critical issues affecting both producers and consumers in Bengaluru's horticultural markets. HOPCOMS suffers from operational inefficiencies such as limited procurement and delayed payments, while

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Raithara Santhe faces infrastructural constraints and lack of organized market management. Consumers from both systems experience convenience-related and hygiene-related issues.

Producers and consumers collectively suggested stronger procurement systems, better infrastructure, modernized retail practices, transparent pricing and improved hygiene. Addressing these challenges is essential to create an efficient, accessible and transparent marketing ecosystem that benefits producers and consumers alike.

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