Tuijin Jishu/Journal of Propulsion Technology
ISSN: 1001-4055
Vol. 45 No. 4 (2024)

"Agricultural Marketing in Transition an Empirical Investigation of Bangalore's Rmcs"

G. Santhi Kumari[1], Prof. M. V. Rama Prasad[2]

Research scholar[1] Gitam School of Business-Bengaluru (GSBB), Gitam (Deemed to be University), Bangalore Campus, Nagadenahalli, Doddaballapur taluk Bengaluru-562 163

Professor[2] Gitam School of Business-Bengaluru (GSBB), Gitam (Deemed to be University), Bangalore Campus, Nagadenahalli, Doddaballapur taluk Bengaluru-562 163

Abstract

Study aims to shed light on the evolving nature of agricultural marketing in Bangalore Rural District. Regulated Market Committees (RMCs) are integral components of the agricultural marketing framework. This report concludes that the decline in output has been an inherent aspect of market reform, emphasizing that the primary objective of agricultural policy during the transition phase in the investigation of Bangalore's RMCs is not merely to elevate output levels but to enhance the productivity of input utilization. The individual was able to produce an excess of food, which led to the start of the exchange of his products with others. Consequently, the marketing of agricultural commodities developed. The transition from production for consumption to production for exchange occurred gradually. Farmers used to utilise the majority of their produce approximately one hundred years ago; however, they now exchange most of their produce for other necessities. This tendency has led to an overall development of the market mechanism, as it has increased their reliance on marketing. The present study delineates the current and historical landscape of agriculture marketing in Bangalore's RMCs, as well as the challenges and prospective recommendations that are associated with it. Additionally, marketers need to make sure that the opportunities presented by agriculture marketing are effectively tapped.

Keyword - *Agricultural Marketing, Marketing Transition, Bangalore's RMCs*

I. Introduction

Agricultural marketing is critical to a region's economic success since it connects producers and consumers. Agricultural marketing dynamics have changed dramatically over the world as a result of technology breakthroughs, market liberalisation, and shifting customer tastes(Roest et al., 2017). In Bangalore, India's flourishing metropolitan centre, Regional Marketing Committees (RMCs) are critical nodes in the agricultural supply chain. This empirical inquiry aims to provide light on the transitional period of agricultural marketing in Bangalore, with a particular emphasis on the operation and influence of Regional Marketing Committees. Bangalore, recognised for its fast urbanisation and diversified agricultural terrain, is a unique case study for understanding the problems and possibilities encountered by RMCs in responding to the changing agricultural marketing environment. As we go through this inquiry, it becomes necessary to examine the historical context of agricultural marketing in Bangalore, specifically how traditional methods have developed in response to urbanisation, globalisation, and technological improvements(Cvijanović et al., 2013). Furthermore, understanding the function of RMCs during this transitional time is critical, since these committees serve as major middlemen between farmers and urban customers, influencing the landscape of agricultural trade and commerce. The study intends to give empirical insights into the operation of RMCs by investigating issues such as market integration, efficiency, and the influence on farmers' lives. The research will also look at how technology, regulatory actions, and market factors have shaped the present status of agricultural marketing in Bangalore. We hope that this research will contribute to the broader discussion of agricultural marketing in transitional economies, providing

useful insights for policymakers, researchers, and stakeholders involved in shaping the future of agricultural trade and commerce in rapidly changing urban landscapes such as Bangalore.

Background of the study

The Bangalore Rural District, situated in the southern part of India, has long been recognized for its agricultural richness and diverse farming practices. With a significant portion of the population engaged in agriculture, the region plays a crucial role in the nation's agrarian landscape. Over the years, the dynamics of agricultural marketing in this district have undergone a transformative shift, presenting a need for in-depth investigation and analysis. The agricultural sector in Bangalore Rural District serves as a backbone for the local economy, contributing substantially to both employment and income generation. As the region evolves and experiences transitions in farming practices, technology adoption, and market structures, understanding the intricacies of agricultural marketing becomes imperative. This study aims to shed light on the evolving nature of agricultural marketing in Bangalore Rural District and, more specifically, on the role played by Regulated Market Committees (RMCs) in facilitating this transition.

Overview of the selected RMCs and their role in agricultural marketing. Regulated Market Committees (RMCs), integral components of the agricultural marketing framework, serve as intermediaries connecting farmers to consumers. These committees operate as regulated marketplaces, providing a platform for farmers to sell their produce and buyers to procure agricultural goods. The selected RMCs in Bangalore Rural District serve as focal points for the exchange of agricultural commodities, influencing price determination and market dynamics. Understanding the functioning, structure, and effectiveness of these RMCs is essential for comprehending the broader agricultural marketing scenario. The roles played by RMCs extend beyond mere transaction facilitation; they also contribute to market regulation, quality control, and the dissemination of market information to farmers.

Statement of the problem.

Despite the pivotal role of RMCs in agricultural marketing, there exists a gap in empirical research addressing the specific challenges and opportunities faced by these committees in the evolving agricultural landscape of Bangalore Rural District. Rapid urbanization, technological advancements, and changing consumer preferences have introduced complexities that necessitate a closer examination. Issues such as market access, pricing mechanisms, infrastructure development, and the integration of technology in agricultural marketing pose challenges that demand immediate attention. This study seeks to identify and analyze these challenges, providing insights into the functioning of RMCs and their adaptation strategies in the face of a transforming agricultural marketing environment.

II. Literature Review

In this section, we will endeavor to evaluate the various studies that pertain to green marketing and purchase intention, as well as to engage in a discussion of the most significant theoretical advancements in this field.

Figure. 1 Conceptual Framework

A study conducted by **M.Vadivel, S.Vimal in year (2022)** this investigation Agriculture serves as the foundation of our nation. At present, India is the second-largest producer of a variety of fruits and vegetables in the globe. An agricultural marketing information monitor is a critical input for enhancing agricultural development in rural areas. The majority of the population in India has continued to rely on agriculture for their subsistence, either directly or indirectly. As other sectors of production are dependent on India, it has been a culture that is a valuable instrument for economic development. Cooperatives appear to be in a favorable position to facilitate product differentiation at the agricultural level and to integrate into value-added refining activities (Vadivel, 2022). While **Uma Shankar Singh conducted study in the year (2015**) In this investigation, they concentrated on The marketing infrastructure encompasses all the facilities and amenities that are necessary for the efficient operation of marketing in the economy. The objective of this paper is to investigate the current condition of various agricultural marketing infrastructures, their geographical distribution across the various states of India, and the policy measures that have been implemented to enhance these infrastructural facilities. The infrastructural facilities that are currently under development are as essential as the foundations of a building. The transmission of appropriate price signals, which leads to enhanced marketing efficiency, is a critical component of the performance of various marketing functions and the expansion of markets. The existence of an adequate marketing infrastructure is essential for these purposes. The adoption of technology, the cost of transportation, the production of a potent impetus to produce, and the distribution of income in favour of small and marginal farmers by increasing their access to the market are all influenced by the availability of various infrastructures. Heavy investment is required in the agriculture sector to establish the fundamental infrastructures that are essential for the overall economic growth. In a developing nation such as India, marketing infrastructures are essential for the promotion and maintenance of economic and pastoral development. Better performance in agriculture is as dependent on marketing as it is on cultivation. Although infrastructure serves as the foundation of any development initiative, its crucial position in marketing and distribution is paramount(Singh, 2015). **Vishnu Kant Verma et.al they was conducted study in year 2020** In that investigation, they stated The country's economic development is contingent upon the development of its rural population, which is directly or indirectly reliant on agriculture. Consequently, the rural economy's overall development is contingent upon the development of agricultural production and marketing activities. Rural development is predominantly associated with primary activities, it is important to acknowledge. At present, urban marketing is exceedingly costly and is confronted with saturation. Therefore, marketers should concentrate on the rural market, and in order to fully leverage the potential of the rural market, marketers should encourage agricultural marketing. They should allocate resources to infrastructure and other facilities that are crucial for agricultural marketing. As a result of the timely and effective marketing of agricultural produce, farmers, artisans, merchants, and other individuals involved in rural affairs will have a greater amount of disposable income. For marketers, an increase in disposable income is indicative of marketing success and growth. It is imperative to enhance the marketing of agricultural produce in order to ensure that farmers receive the greatest possible proportion of the consumer market. Therefore, they make a valuable contribution to the advancement of rural India (Verma, 2020). As per the Author **Awanish Kumar they have conducted study in year (2024)** In short, the path of agricultural development in Bihar demands a holistic transformation of the existing agricultural framework. The emphasis must be expanded to encompass the intricate socio-economic dynamics that regulate the distribution of benefits within the agricultural sector, in addition to technological advancements and production figures. Bihar can only expect to unleash the true potential of its agricultural efforts and improve the livelihoods of its agrarian communities through such fundamental restructuring(Kumar, 2024). A study conducted by **Anchal Jaiswal in (2021)** The conveyance of agricultural products is fraught with numerous challenges and impediments. In the event that transportation services are scarce, farmers who are either inexpensive or expensive will encounter difficulties when they attempt to sell their harvests. The cost of farm gates (the price a farmer receives for selling his product) will typically decrease as a consequence of the expensive service. Losses may result from occasional roadblocks, sluggish and irregular transportation services, and inadequate storag (Jaiswal, 2021). A study conducted by **Bassey J. Bassey in year (2018)** The economic development of all agricultural sectors, as well as other sectors, is significantly influenced by

transportation. Transport is a conduit that facilitates the effortless transfer of products from the production to the consumption regions. The respondents in the investigation were surveyed using a questionnaire. The questionnaire encompasses a variety of topics, such as the character of cultivation, the methods of transportation, the influence of transportation to the market, and the means of transport. According to 50.0% of the respondents, farming is the most prevalent occupation in the studied area, and it is conducted on a commercial basis. According to 50.0% of respondents, motor cycles are the predominant mode of transportation in the region, with motor vehicles following at 32.5%. The farmer is also burdened with a high cost of transportation to the market, as evidenced by the 52.8% response. The data also suggest that this indicates a high cost of products that are brought to the market. The majority of the products are sold in the market, as evidenced by 37.5% and 32.5% on the roadside. Therefore, the marketing and production of agricultural produce in Yakurr are genuinely being influenced by the nature/types of road transport modes. Therefore, it is preferred that the government prioritize the construction of a road that is accessible from the residences to the farm and from the farm to the market(Yakurr & Bassey, 2018). **Abdulraheem M.I conducted study in Year (2024)** A questionnaire was developed for the farmers as the method of investigation. The causes and effects of a poor road network were emphasized, including the high cost of transportation from the farm to the markets, floods during the rainy season, and the lack of provision for road maintenance. Consequently, the quality of goods available in the markets and the income of farmers were reduced. The data collected revealed certain effects that impeded the effective and productive practice of agriculture in the study area. Nevertheless, certain suggestions were provided to aid in the resolution of the issues(MI, 2021).

Research gaps

The existing literature on agricultural marketing in Bangalore highlights crucial factors such as infrastructure, transportation, and economic development. However, a research gap exists regarding the specific challenges and opportunities faced by Regulated Marketing Committees (RMCs) in Bangalore. Our study focused investigation into the effectiveness of RMCs, their integration of technology, the impact of transportation infrastructure, and the influence of socio-economic dynamics. Furthermore, there is a need to identify and recommend policy measures to strengthen RMCs in Bangalore. Addressing these gaps would provide practical insights for enhancing the functionality and effectiveness of RMCs in the region.

III. Methodology

Research methodology is a methodical and scientific approach to resolving research issues. The research methodology examines the rationale behind research methods. In total, the research methodology of the study encompasses the framework of analysis, data acquisition, research design, sampling framework, and limits.

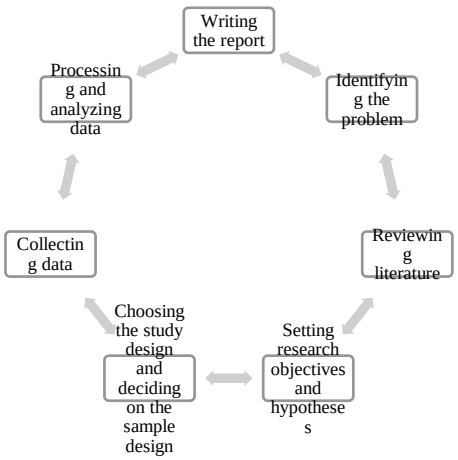

Figure.2 Research Plan

Source: https://www.iedunote.com/research-process

Data Collection

The information retrieval technique utilized in this study is essential information, which pertains to research data that is directly obtained from the primary source (respondents). Questionnaires are employed to explicitly collect essential information. This process entails the distribution of questionnaires that contain pertinent queries or statements that are pertinent to the exploration. The researcher intends to obtain valid and representative data by disseminating the questionnaires through online platforms, which is a primary data collection method.

Sampling technique

According to (Yakurr & Bassey, 2018), Sampling techniques are employed to select or ascertain the samples that will be used in research. The sampling technique is employed to ensure that samples are obtained that are genuinely appropriate and by considering the distribution and characteristics of the population in order to obtain a representative sample. This investigation implements a nonprobability sampling methodology. There are numerous non-probability sampling techniques; purposive sampling is the specific technique employed in this investigation. In order to obtain the appropriate outcome, we are employing a sample size of 100.

Objective of the study

Objective 1 - To study agricultural marketing methods of selected RMCs in Bangalore rural area.

Objective 2 - To investigate the availability of logistics and infrastructure facilities in the selected RMCs in Bangalore Rural District.

Table No .1 Veriable indicator

Variable types and measurement indicators	
Variable	Source
Perception of transportation facilities.	(Yakurr & Bassey, 2018)
Agriculture marketing	(Ajiboye, 2014)
Perception of marketing channels utilized.	(Verma, 2020)

IV. Analysis and Findings

In this part, we give a full analysis of the obtained data, presenting crucial insights that provide light on the demographics and dynamics of the chosen region.

Demographic Analysis

Demographic analysis is a crucial component of understanding the composition and characteristics of a population. By examining various demographic factors such as age, education, researchers gain valuable insights into the social and economic dynamics of a given area.

Table No. 2 Age of the respondent

Valid	**Frequency**	**Percent**
Below 30 Years	9	9%
31 to 45 Years	35	35%
Above 45 Years	56	56%
Total	100	100%

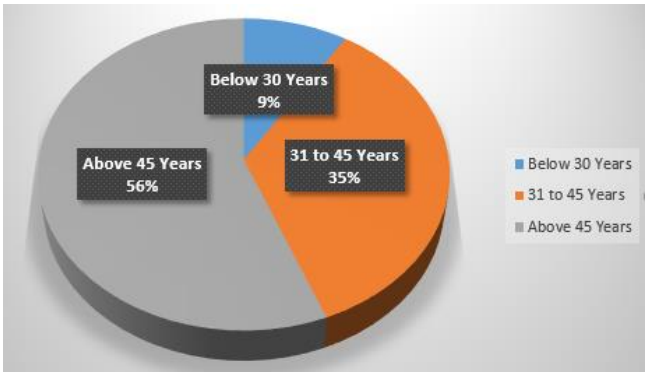

Figure No. 3 Age of the respondent

The demographic analysis of the respondents reveals a diverse distribution in terms of age groups. The majority of respondents, comprising 56%, fall into the category of individuals above 45 years old. This indicates a significant representation of the older population in the sample. Meanwhile, 35% of respondents fall within the age range of 31 to 45 years, suggesting a substantial presence of middle-aged participants. On the other hand, the youngest age group, below 30 years, accounts for 9% of the total respondents. This distribution underscores a broad spectrum of age diversity in the sample, providing a comprehensive perspective on various age brackets. The findings highlight the importance of considering generational differences when interpreting the survey results, as responses may vary based on the life experiences and perspectives associated with different age groups.

When assessing respondents' qualifications, the data shows a wide distribution with various educational degrees. A significant fraction falls into the category of 'less than the Secondary School Certificate', demonstrating a common trend in educational attainment across the studied population. The purpose of this research is to determine the consequences of such credentials for larger socioeconomic elements in the investigated area. are mentioned in the above table number 3.

Table No.3 Qualification of the respondent

Valid	Frequency	Percent
Illiterate	24	24
Less than SSLC	52	52.0
Less than SSLC	17	17.0
Less than SSLC	7	7.0
Total	100	100.0

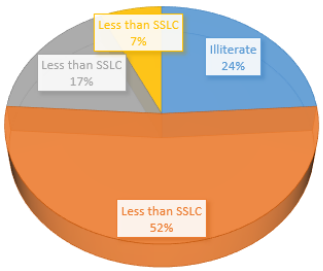

Figure No. 4 Qualification of the respondent

The analysis of respondents' qualifications sheds light on the educational diversity within the surveyed population, a key aspect in our empirical investigation of "AGRICULTURAL MARKETING IN TRANSITION: AN EMPIRICAL INVESTIGATION OF BANGALORE'S RMCS." Significantly, 52% of respondents possess qualifications below the Secondary School Leaving Certificate (SSLC), underscoring a prevalent trend of limited formal education. The inclusion of 24% illiterate respondents highlights a noteworthy segment lacking basic literacy skills. Additionally, 17% fall between illiteracy and SSLC, while 7% have qualifications below the SSLC level. This nuanced distribution underscores the varied educational landscape among respondents, offering crucial insights into the potential influences of educational backgrounds on perceptions and responses. Understanding this diversity is paramount for interpreting survey results, as it provides a contextual lens through which to explore the intricate dynamics of agricultural marketing in transition within Bangalore's Rural Marketing Centers (RMCs).

Table No.4 Reliability Statistics

Cronbach's Alpha	N of Items
.859	62

The reliability statistics, as indicated by Cronbach's Alpha coefficient of 0.859, suggest a high level of internal consistency among the items in the surveyed instrument. Cronbach's Alpha is a measure of the reliability or consistency of a set of items within a questionnaire or test. In this context, the calculated value of 0.859 surpasses the commonly accepted threshold of 0.70, indicating strong internal reliability. With 62 items in the survey instrument, the high Cronbach's Alpha suggests that the items are closely related and consistently measure the construct or constructs under investigation. This reliability coefficient instills confidence in the accuracy and dependability of the survey data, implying that the responses collected are likely to be consistent and reliable in capturing the intended constructs or variables. Researchers and analysts can rely on this strong internal consistency to draw meaningful and dependable conclusions from the survey results.

Hypotheses:

Agricultural marketing is critical to regional economic growth because it ensures that agricultural goods move smoothly from farmers to consumers. Rural Marketing Centres (RMCs) play a critical role in the Bangalore rural area. These centres play a significant role in the agricultural supply chain, linking farmers to the market and impacting the entire economic environment.

H01: There is less agricultural marketing growth and importance of selected RMCs in Bangalore rural district.

H11: There is more agricultural marketing growth and importance of selected RMCs in Bangalore rural district.

This hypothesis proposes that the expansion and relevance of agricultural marketing, notably via selected Rural Marketing Centres (RMCs), are comparatively low in the Bangalore rural region. Inadequate infrastructure, restricted market access, and insufficient government backing are all possible contributing elements to this predicament. If proved correct, resolving these obstacles becomes critical to realising the full potential of agricultural marketing in the area. In contrast, this hypothesis proposes that agricultural marketing, especially via chosen RMCs, is expanding and becoming more important in Bangalore's rural region. This might be due to breakthroughs in infrastructure, greater connection, or effective government programmes. If this hypothesis is correct, it highlights the upward trajectory of agricultural marketing in the area, emphasising the need to investigate and replicate good approaches.

Explanation:

The significance of agricultural marketing in rural regions such as Bangalore goes beyond simple economic concerns. It has a direct influence on farmers' livelihoods, helps to ensure food security, and promotes overall

regional development. The chosen RMCs serve as intermediates, bridging the gap between farmers and customers, and their effectiveness reflects the overall health of the agricultural marketing ecosystem. The purpose of this research is to look at the expansion and significance of agricultural marketing in Bangalore's rural region, with a focus on the chosen RMCs. Understanding these dynamics, difficulties, and possibilities is critical for developing effective policies and initiatives to improve the agricultural marketing environment. The offered hypotheses provide a framework for study, leading the research towards discovering insights that may guide decision-making and contribute to the sustainable development of the agricultural sector in Bangalore rural area.

Chi-Square Tests

Chi-square tests are a collection of statistical tests that are employed to ascertain whether there is a substantial correlation between two categorical variables. These tests are predicated on the chi-square statistic, which quantifies the discrepancy between the anticipated and actual frequencies in a contingency table.

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

Where:

- χ^2 is the chi-square statistic.
- O_i is the observed frequency for each category.
- E_i is the expected frequency for each category.

The chi-square statistic that results is subsequently compared to a critical value from the chi-square distribution with a specific degree of freedom to ascertain whether the observed differences are statistically significant. It's important to note that the chi-square test has some assumptions, including the independence of observations, and it is not suitable for small sample sizes. Additionally, it is sensitive to sample size, and large samples can lead to statistically significant results even for small differences.

Table No.5 Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	28.360[a]	16	.029
Likelihood Ratio	29.943	16	.018
Linear-by-Linear Association	4.955	1	.026
N of Valid Cases	100		
a. 18 cells (72.0%) have expected count less than 5. The minimum expected count is .30.			

The Pearson Chi-Square, Likelihood Ratio, and Linear-by-Linear Association tests all yield p-values that are less than the conventional significance level of 0.05. Consequently, there is sufficient evidence to deny the null hypothesis (H01) in favor of the alternative hypothesis (H11). The findings indicate a statistically significant correlation between the significance of specific RMCs in the Bangalore rural district and the development of agricultural marketing. Nevertheless, it is crucial to take into account the cautionary note regarding anticipated

counts. The reliability of the results may be influenced by the presence of cells with expected counts below 5, necessitating additional investigation.

Hypothesis

Efficient storage and transportation facilities are essential components of any agricultural marketing system, guaranteeing the safe and punctual transportation of agricultural products from farms to markets. The efficacy and effectiveness of the agricultural supply chain are significantly influenced by the accessibility and adequacy of transportation and storage infrastructure in the context of rural Marketing Centers (RMCs) in Bangalore district.

Hypothesis H02: There is less availability of transportation and storage facilities in the selected rural RMCs district in Bangalore.

Hypothesis H21: There is more availability of transportation and storage facilities in the selected rural RMCs district in Bangalore.

This hypothesis suggests that the rural RMCs in Bangalore district face challenges in terms of inadequate transportation and storage facilities. Insufficient infrastructure in these key areas can lead to delays, losses, and increased costs in the transportation of agricultural products. If proven true, this hypothesis emphasizes the need for targeted interventions to improve the availability and quality of transportation and storage facilities in the selected rural RMCs. Conversely, this hypothesis posits that the selected rural RMCs in Bangalore district benefit from an enhanced availability of transportation and storage facilities. This scenario could be a result of strategic investments, infrastructural development, or effective policies aimed at bolstering the agricultural supply chain. This hypothesis, if confirmed, would emphasize the favorable circumstances that facilitate efficient transportation and storage, thereby strengthening the agricultural marketing system in the region.

Explanation:

Transportation and storage are pivotal elements in the agricultural marketing process, impacting the freshness and quality of products reaching the market. In the context of rural RMCs in Bangalore district, understanding the state of transportation and storage facilities is essential for comprehending the challenges faced by farmers and other stakeholders. It also sheds light on the region's preparedness to handle the increasing demands of a growing agricultural sector. The purpose of this investigation is to investigate the accessibility of transport and storage facilities in the select rural RMCs of the Bangalore district. The hypotheses provided guide the investigation by framing the anticipated conditions in these critical aspects of the agricultural supply chain. By examining these hypotheses, the research aims to contribute valuable insights that can inform policies and initiatives to address infrastructure gaps and enhance the efficiency of transportation and storage facilities in the selected rural RMCs in Bangalore.

Table No.6Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	28.282[a]	16	.029
Likelihood Ratio	28.218	16	.030
Linear-by-Linear Association	9.189	1	.002
N of Valid Cases	100		
a. 16 cells (64.0%) have expected count less than 5. The minimum expected count is .35.			

The statistically significant association between the availability of transport and storage facilities and the selected rural RMCs district in Bangalore is indicated by the p-value of.029, which is less than the commonly used

significance level of 0.05. The p-value of.002 is also less than 0.05, suggesting a statistically significant linear association between the availability of transport and storage facilities in the designated rural RMCs district in Bangalore.

V. Discussion

Based on the demographic information provided regarding the age and qualifications of the respondents, several key findings emerge. Firstly, the majority of the surveyed individuals are above the age of 45, comprising 56% of the total sample. This suggests that the survey captures a significant representation of the older demographic, potentially reflecting their unique perspectives and experiences in the responses. Secondly, the educational qualifications of the respondents reveal a noteworthy proportion with limited formal education. More than half of the participants (52%) have educational qualifications below the SSLC level, indicating a substantial presence of individuals with basic or no formal schooling. Additionally, 24% of respondents are categorized as illiterate, emphasizing the importance of considering varying levels of literacy within the surveyed population. These findings collectively highlight the diversity in both age and educational backgrounds among the respondents. When interpreting the survey results, it's crucial to acknowledge the potential impact of these demographic factors on the perspectives and responses provided. The insights gained from this demographic analysis contribute to a more nuanced understanding of the surveyed population and aid in contextualizing the survey findings within the broader demographic context. The results of the chi-square tests provide evidence to reject the null hypothesis (H01) in favor of the alternative hypothesis (H11). Therefore, based on the statistical analysis, the hypothesis that there is more agricultural marketing growth and importance of selected Rural Marketing Centers (RMCs) in Bangalore rural district (H11) is accepted. The findings suggest a significant relationship between agricultural marketing growth and the selected RMCs in the specified district. If the significance level (α) is 0.05, which is a common choice, we compare each p-value to this threshold. The null hypothesis is rejected if any p-value is less than 0.05. 0.029, 0.030, and 0.002 are all p-values that are less than 0.05 in our results. Consequently, the null hypothesis is rejected. This implies that there is evidence to support the alternative hypothesis (H21): The designated rural RMCs district in Bangalore has a greater availability of transportation and storage facilities.

VI. Conclusions and Recommendations

The literature review has uncovered crucial insights into the agricultural marketing landscape in the selected Regulated Marketing Committees (RMCs) in Bangalore. The studies emphasize the centrality of agricultural activities to India's economy, particularly in providing livelihoods for a significant portion of the population. Infrastructure, including marketing facilities and transportation, plays a pivotal role in shaping the efficiency of agricultural marketing. Co-operatives are identified as potential agents for coordinating product differentiation and adding value through processing activities. Additionally, the socio-economic dynamics, technological integration, and policy measures are highlighted as influential factors. The empirical investigations conducted in the literature reveal challenges faced by RMCs, ranging from transportation issues and high marketing costs to the need for holistic transformations in agricultural structures. Farmers' incomes are directly affected by factors such as road conditions, flooding during the rainy season, and the lack of provision for maintenance. Overall, the findings emphasize the critical need for strategic interventions to enhance the efficiency of agricultural marketing in the selected RMCs.

VII. Recommendations for improving marketing strategies, channels, and infrastructure.

Improve marketing efficiency by integrating modern technologies for real-time information and streamlined processes in selected RMCs. Enhance accessibility and reduce costs by prioritizing well-maintained road construction, connecting farms to markets for efficient transportation of agricultural products. Strengthen co-operatives to facilitate better coordination, product differentiation, and value addition in processing activities at the farm level. Implement supportive policies addressing challenges in RMCs, focusing on the development of marketing infrastructure, technological integration, and efficient transportation.

VIII. Suggestions for future research.

In conclusion, future research endeavors should delve into the specific intricacies of RMCs, technological advancements, and policy frameworks to enhance the overall effectiveness of agricultural marketing in the selected region.

References

[1] Roest, K., Ferrari, P., & Knickel, K. (2017). Specialisation and economies of scale or diversification and economies of scope? Assessing different agricultural development pathways. Journal of Rural Studies, 59, 222–231. https://doi.org/10.1016/J.JRURSTUD.2017.04.013

[2] Cvijanović, D., Trandafilović, S., & Imamović, N. (2013). MARKETING CONCEPT IN TERMS OF AGRICULTURAL ENTERPRISES DEVELOPMENT IN TRANSITIONAL COUNTRIES. 60, 113–122. https://doi.org/10.22004/AG.ECON.146742

[3] Vadivel, M., & Vimal, S. (2022). A Study on Agricultural Marketing in India. 4(5), 2797–2800. https://doi.org/10.35629/5252-040527972800

[4] Singh, U. S. (2015). Marketing Agricultural Produces : A Literature Study of India. 2000, 102–107.

[5] Verma, V. K. (2020). *Agricultural Marketing as a sparkplug for Development of Rural India*. *7*(2), 521–527.

[6] Kumar, A. (2024). SustainableAgriculturalDevelopmentinBihar-ProblemProspects.

[7] Jaiswal, A., & Singh, S. (2021). *Impact of Rural Transport on Agricultural Development 1,2,3*. *8*(2), 392–399.

[8] Yakurr, L. G. A., & Bassey, B. J. (2018). Influence of Transportation on Agricultural Productivity in.

[9] MI, A. (2021). "Impact of Transportation on Agricultural Practices and Production in Rural Areas: Implication for Sustainable Food Security." Biomedical Journal of Scientific & Technical Research, 35(2). https://doi.org/10.26717/bjstr.2021.35.005671

[10] Ajiboye, A. O. (2014). *The impact of transportation on agricultural production in a developing country : a case of kolanut production in Nigeria*. *May*.

[11] Iderawumi, A. M., Adefare, T., Mubarakat, I., & Oyetoro, B. (2021). *Impact of Transportation on Agricultural Practices and Production in Rural Impact of Transportation on Agricultural Practices and Production in Rural Areas : Implication for Sustainable Food Security*. *May*. https://doi.org/10.26717/BJSTR.2021.35.005671