

PRODUCTION AND MARKETING OF BANANA IN SOME SELECTED AREAS OF NARSINGDI DISTRICT

Major Professor and Supervisor: Dr. Md. Kamruzzaman

Author Name: Sanjukta Bardhan

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ABSTRACT

The main focus of the study was production and marketing of banana in Narsingdi district. Thirty farmers were selected randomly. Among the Thirty selected farmers, 26 were small, 2 were medium and 2 were under large category. Among the three categories of farm size, large farmer used labor, fertilizer and other variable inputs more than the other two categories farmers. But the gross return was the highest for small farm. Because small farmers supervise the cultivation process personally and give more effort than the large farmers and they also used the inputs properly and on the other hand the large farmers depends mostly on the hired labor. For this reason the gross return was highest for the small farmers. The per hectare total cost of banana production was highest for large farms Tk. 78710 and lowest for small farms Tk. 63214. Because the large farmers used more hired labor and variable cost was higher than the small and medium farms. Per hectare gross margin of banana cultivation under small, medium and large farms were Tk. 172379, Tk. 162924 and Tk. 136309 respectively. The net return of banana per hectare was Tk. 142540, Tk. 131878 and Tk. 103948 respectively for small, medium and large farms. The benefit cost ratio of small, medium and large farmers were 3.25, 2.91 and 1.32 respectively. The benefit cost ratio was higher for small farms because total return was higher for small farm and on the other hand total cost was lower for small farms. The local marketing channel consisted of producers, different intermediaries and consumers. Among the forty intermediaries ten represents from each of the item of Producer, Petty trader, Wholesaler and Retailer. The net marketing margin was higher for the Retailer 32.47 tk then 27.53 tk. for the Wholesaler, 15.94 tk. for the Petty trader and 14.08 for the Aratdar. The difference between Producers selling price and Consumer's purchasing price was huge in different channel involved in the marketing system of Narasingdi district which was not enough for efficient marketing. The condition of efficient marketing was lower price spread and producers share in consumer's price should be at least above eighty percent. So the banana marketing system hi Narasingdi district was not efficient. By using the data of production and marketing the researchers can do further different research work on production and marketing in Narasingdi district.