

# **PRODUCTION AND MARKETING CHANNELS OF TUBEROSE IN SOME SELECTED AREAS OF JESSORE DISTRICT**

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## **ABSTRACT**

The main focus of the study was production and marketing of tuberose in Jhikorgacha upazilla under Jessore district. The farmers were interviewed at their village homes from February to March, 2010 when they were generally in leisure. Among the randomly selected thirty farmers, 21 were small, 6 were medium and 3 were under large farm category. Large farm used more human labour, animal power and mechanical power and fertilizers than the other two categories of farms. But small farmers used more family labour and home supplied bulb compared to other two categories. Gross return and net return was the highest for small farm category. Because small farmers directly supervise the cultivation process combined with hired labour and give more effort than the large farmers and they also used the inputs properly. The large farmers depends mostly on the hired labour and were not directly involved with the cultivation process. Per hectare total cost of tuberose production was highest for large farms (Tk. 208420) and lowest for small farms (Tk. 179347). Large farmers used more variable cost which is higher than the small and medium farms. Per hectare gross margin of tuberose cultivation under small, medium and large farms was Tk. 236391, Tk. 159093 and Tk. 163350 respectively. The net return of tuberose was Tk. 178059, Tk. 101586 and Tk. 114630 per haectare respectively for small, medium and large farms. The benefit cost ratio of small, medium and large farms was 1.99, 1.50 and 1.55 respectively. The benefit cost ratio is higher for small farms because net return is higher for small farm and on the other hand total cost was lower for small farms. The marketing channel consisted of producers, different intermediaries and consumers. The intermediaries were interviewed on the schedule market at same time. Forty intermediaries were selected randomly. Among the intermediaries eleven were petty traders, eight were aratder, nine were wholesaler and twelve were retailers. The net marketing margin was higher for the retailers (Tk. 146.39) compared to the wholesalers (Tk. 22.02), aratders (Tk. 17.35) and the petty traders (Tk. 8.61). The producer per unit selling price in the harvesting period was Tk.0.52 and consumer's purchasing price was Tk. 0.74. On the other hand in the post harvesting period producer per unit selling price was Tk.2.49 and consumer's purchase price was Tk. 2.63.