

MARKETING SYSTEM OF LOCAL AMAN PADDY IN SOME SELECTED AREAS OF BOGRA DISTRICT

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Abstract

The marketing system of local Aman paddy in Sherpur and Nandigram thana under Bogra district was studied. However Mohakhali and Kaoran Bazar rice market at Dhaka was also investigated. Because rice marketing system of Sherpur and Nandigram extended up to Mohakhali and Kaoran Bazar. This study included marketable surplus, marketing channel of local Aman paddy, marketing costs, margins and price spreads as well as marketing problems. Production and marketable surplus of local Aman paddy was positively associated with the farm size. The average marketable surplus was 13.70 quintals. Major proportion of small income farmers sold their paddy immediately after harvest at the farm gate and in the nearest market consequently they received low price. On the other hand, they had to purchase paddy with higher price during off harvest period. Farias, Beparis, Kutials, Millers, Aratdars, and Retailers, were involved in local Aman paddy marketing and created a complex marketing channel in the study area. The total marketing cost of local Aman paddy incurred by local Farias, Beparis, Kutials, Millers and Retailers were Taka 17.66, 68.07, 65.17, 68.26 and 29.75 per quintal, respectively. The marketing cost incurred by the distant traders like Beparis, Millers and Retailers were Taka 147.87, 148.24 and 70.71 per quintal, respectively. The total marketing cost was the highest for the Millers followed by Farias, Beparis and Retailers. The marketing margins of local Farias, Beparis, Kutials, Millers and Retailers were Taka 28.68, 101.13, 104.14, 102.25 and 55.70 per quintal, respectively. The marketing margin for distant Beparis, Millers and Retailers were Taka 206.27, 206.77 and 106.19, per quintal respectively. On the whole, Millers received the highest profit (Tk.58.53/qn.) and Farias obtained the lowest profit (Tk. 11.02/qn.). Most serious problem faced by the intermediaries was inadequate capital, followed by credit related problem, poor communication and transportation facilities, price instability, high marketing tolls, high transport cost, lack of market information and lack of adequate storage facilities. Undoubtedly these problems created hindrance to increase the efficiency of local Aman paddy marketing. By and large, if farmers do not get adequate prices for their paddy, they will never be encouraged to expand their cultivable area. Even they may discontinue cultivation of local Aman paddy production. Adequate prices of paddy for farmers can be ensured through an efficient system of marketing. And this will encourage them to accept modern technology for more production.