

THE STRUCTURE AND PERFORMANCE OF POULTRY MARKETING IN SOME SELECTED AREAS OF DHAKA CITY

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Reg. No.: 94-05-261

Defense Term: Autumn, 1997

ABSTRACT

The study was undertaken to analyze the structure and performance of poultry marketing in the study area (Dhaka city). Attempts were also made to identify the problems faced by the intermediaries to run their poultry business. This study was based on a sample survey of 84 poultry traders from four markets named Kaptan Bazar, Kaoran Bazar, New Market and Shah Ali Market. Among the total sample, 32 were Beparis, 20 Aratdars and 32 were retailers who were selected randomly. Tabular technique was used for analyzing data in the thesis. As regards the organization and channels of poultry marketing of the Dhaka city, the finding of the study indicated that the intermediaries usually found to move along the marketing channels were Beparis, Aratdars and Retailers. The first link in the chain was the growers or farmers who sold his poultry to the local consumers or to the intermediaries in the rural market. Beparis then purchased poultry from rural market and sold to the retailers through Aratdars and finally to the ultimate or targeted consumers. All over Bangladesh the marketing of poultry approximately follow the above mentioned stage with a negligible variability. The findings of the study also revealed that the marketing cost of Beparis, Aratdars and retailers were Tk. 851.34, Tk.202.18 and Tk.221.91 respectively per hundred birds. Thus the total cost of poultry marketing was estimated to be Tk. 1275.25. Of this total cost 66.75percent, 15.85 per cent and 17.40 per cent were incurred by the Beparis, Aratdars and retailers, respectively. The marketing margin of the Beparis was Tk. 1032.80 which included marketing cost of Tk. 851.34 and profit accounting to Tk. 181.46. The marketing margin of the retailers was Tk.509.00 which included marketing cost of Tk.221.91 and profit of Tk.287.09. The total marketing margin of the intermediaries was amounted to Tk. 1541.80 of which 66.99 per cent and 33.01 per cent was incurred by Beparis and retailers, respectively. The marketing margin of the Beparis included margin of the Aratdars as the commission received from the Beparis by the Aratdars and may be considered as their marketing margin. The present study also identified some problems of poultry marketing in the Dhaka city. Price fluctuation, high transport cost, lack of social security, inadequate capital, inferiority in the society, lack of communication system, lack of market information, inadequate storage facilities, lack of standardization and grading facilities and absence of proper marketing places were addressed as problems by the different intermediaries. However, to overcome the difficulties of poultry marketing and to make the poultry business more profitable in the study area, improvement should be made in case of price fluctuation, transportation system, social security, credit facilities, standardization and grading facilities, storage facilities, availability of market information and proper market places for which Government and Non-government supports are needed.