**CHAPTER-3**

**METHODOLOGY OF THE STUDY**

For any type of investigation, the investigator or researcher has to follow appropriate guideline i.e. the method, which somehow differs, from one investigation to another. This method is set in such a way that it must satisfy the objective of the investigation/research project. However, in any type of investigation, emphasis is given on the survey method to collecting primary data. Direct observation and informal discussions with the concerned persons and the farmers supplement this primary data.

The steps followed in the present study are discussed below:

**3.1.1**  **Selection of the study Area**

Selection of the study area is an important step in a study. Keeping objectives of the study in mind, the present study was conducted in Shibgonj Upazilla of Bogra district.

The main considerations in selecting the study area were as follows:

i. Availability of large number of commercial poultry farms in the study

area for  being one of the highest poultry belt areas of Bangladesh

ii. Good communication facilities. Since the researcher resides in the Shibgonj,

the conduct of study was less expensive as well as les time consuming.

iii. The author expected high co-operation from the owners of poultry farms.

iv No study of this type was done previously in this area.

**Fig: Location of the study area**

**3.1.2 Selection of Sample Size and period of survey**

About 60 poultry farms were selected randomly from the Shibgonj Upazilla in Bogra district of Bangladesh for collecting primary data through survey method. Limited time, costs and resources compelled the researcher to study only from a large population between which 30 commercial broiler and 30 Sonali farms. The data were collected during the period of 10.07.2012 to 10.12.2012.

**3.1.3 Preparation of questionnaire/interview Schedule**

The requisite primary data for this study were collected through survey method. For collecting the necessary data, questionnaire/interview schedule was prepared in the light to the objectives of the proposed project. The questionnaire was pre-tested and then finalized. The information to each of the items of the questionnaire/ interview schedule was assured for correct recording. If any item overlooked and miss understood or found contradictory, these was corrected through re-inter viewing on the spot. Any further recommendation/comments were also recorded at the end part of the questionnaire/ interview schedule. The schedules contained both the open and close-ended questions.

**3.1.4 Collection of Data**

Collection of reasonable and reliable data and other necessary information from the field survey is not an easy task. The success of survey depends on the reliability of data and therefore, data all possible care to establish rapport with the respondents so that the respondents did furnish correct data. While interviewing, the aims and objectives of the study were explained to each owner of the poultry farms. They were convinced that the study was purely an academic one and was not likely to have an adverse effect on their business. Thus the primary data were collected. The secondary data were collected from different published documents such as Survey reports, Five Year Plans and Statistical Yearbooks. Further, various publications of national and international organizations like NGO forums, DANIDA, DFID, WB, FAO etc were collected.

**3.1.5 Problems Faced in Collecting Data**

In conducting the field survey a number of problems were faced by the author. Some of them are mentioned below:

1. Most of the owner of poultry farms thought that the investigator was an agent of the government authority and therefore, they initially did not want to co-operate with the researcher. In fact they heisted to answer some questions relating to income and asset, because they were afraid of tax imposition or tax increase.
2. Most of the owners of poultry farms still were in fear about the surveillance program of previous outbreak of Bird Flu.
3. Another important limitation of survey was the researcher had to depend solely on the memory of the farm owners for collecting necessary information because they do not keep written records.
4. The owners were not available for interview and therefore several visits were needed to collect relevant information which was often very time-consuming for the researcher.
5. Literacy of the respondents was great hindrance of data collection. They could not sometimes answer to question accurately and to the point.

**3.1.6 Analytical technique**

In the progress of analysis of collected data various statistical tools like weighted averages, percentages, tables, graphs and diagrams were applied in order to make the study worthy, informative and useful for the purposes. Benefit-Cost Analysis also estimated to find out the profitability of the farm owner.

**3.1.7 Feed Intake**

The framer supplied average 130 bags and 78 bags feed in average 2257 Broiler and 2057 Sonali respectively. Each bag contains 50 kg feed. There are no exact information of residue feed to the farmer & most probably it is very small amount according to farmer. So the feed intake of Commercial Broiler and Sonali are 2890±414.442 gm and 1911.905±102.841 gm respectively at 30-35 days and 60-70 days. But feed consumption in per kg Broiler and Sonali was 1738.470221.222 and 2775.66769.432 respectively. Here per bird feed consumption in Broiler is highest but lowest in per kg weight gain than Sonali.