STUDY ON THE **MARKETING SYSTEM OF COMMERCIALLY PRODUCED EGGS IN SOME SELECTED AREAS OF CHITTAGONG DISTRICT**

# Veterinary Logo

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**Khulshi, Chittagong - 4225.**

 STUDY ON THE **MARKETING SYSTEM OF COMMERCIALLY PRODUCED EGGS IN SOME SELECTED AREAS OF CHITTAGONG DISTRICT**

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**A Production Report Submitted as per Approved Style and Content**

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**PLAGIARISM CERTIFICATE**

I, MD Ridoan Pasha, would like to strongly assure that I have performed all the works furnished here in this report. The Information has been collected from books, national and international journals, websites and other references. All references have been acknowledged duly.

Therefore, I hold entire responsibility of collection, compilation, preservation and publication of all data accumulation here in this report.

…………………….

The Author

December, 2016

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 **List of Abbreviations**

|  |  |
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| **Abbreviations** | **Elaborations** |
| DLS | Directorate of Livestock Service |
| GDP | Gross Domestic Product |
| MOFL | Ministry of Fisheries and Livestock |
| TK | Taka |
| NOS. | Number |
| BBS | Bangladesh Breau of Statistics |
| BLRI | Bangladesh Livestock and Research Institute |

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**ABSTRACT**

The study was under taken to analyze the existing egg marketing system of Commercially produced eggs in some selected areas of Chittagong District to estimate cost and margin of egg traders and to identify problems and suggested measures to improve the existing marketing system of eggs. Total sample was 70 where farmers were 22 and rest were egg traders. Farmers were selected conveniently while traders were selected both randomly and purposively. The study identified five different channels in present egg marketing system. The average gross return of Aratdars-cum-wholesaler, retailers and suppliers for 100 eggs are found TK. 42.50, TK.42.50 and TK.43.75respectively.The average cost of Aratders-cum-wholesaler, retailers and suppliers for 100 eggs were found TK.9.41, TK.7.51 and TK.10.74 respectively. The net margin of 100 eggs were calculated and found tk. 33.09, tk. 34.99 and tk. 33.01 respectively for Aratdars-cum-wholesaler, retailers and suppliers. So development of this enterprise is helpful in employment generation and poverty alleviation. Finally, the study also identified some problems associated with marketing of commercially produced eggs and there remedial measures for improving the existing marketing system.

**Key words:** commercial eggs, farm owners, aratdars–cum-wholesaler, retailers, suppliers, consumers.

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