**ABSTRACT**

The study examined the prospects and challenges of rabbit production in Mutagachha, Mymensingh, with a view to determining among other things the profitability of rabbit farming, level of acceptability of rabbit meat as well as the constraints hampering rabbit production in the study area. The study revealed that 60% of the respondents are female, 40% of the respondents are 25-35 years old, 50% are literate with primary educational qualification, 60% are housewife and 30% are agriculture, 90% are received the training and 30% are 5-6 years experience. 30 household was involved in this experiment. The breed of rabbit was New Zealand white.Total cost of the rabbit rearing is 2000tk/year. Total return of the rabbit rearing is 6000tk/year and Net return is 4000tk/year. Benefit Cost Ratio is 3. So, the household rabbit rearing is profitable and financially efficient.

**Keywords:** Status, Production, Profitability, Rabbit, Socio-economic.

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Author

**CONTENT**

|  |  |  |
| --- | --- | --- |
| **Chapter** | **Titles** | **Page no** |
| 1 | INTRODUCTION  1.1 Background  1.2 Overview of the rabbit rearing  1.3 Objectives of the study | 1  1  3 |
| 2 | MATERIALS AND METHODS  2.1 Study area  2.2 Population size  2.3 Occupation  2.4 Training  2.5 Rearing purpose  2.6 Preparation of questionnaire  2.7 Methods of data collection  2.8 Analytical techniques  Problem faced during the period of data collection | 4  4  5  5  5  5  5  6 |
| 3 | RESULTS AND DISCUSSIONS  3.1 Gender distribution of the household Rabbit Farmer  3.2 Age distribution of the household Rabbit Farmer  3.3 Educational level of the household Rabbit Farmers  3.4 Distribution of the respondents according to the training receivers  3.5 Occupational status of the Household Rabbit Farmer  3.6 Distribution of Respondents According to Years of Experience  3.7 Profitability analysis  3.7.1 Total Costs  3.7.2 Return  3.7.3 Gross return  3.7.4 Net return  3.7.5 Benefit cost ratio | 7  7  8  9  9  9  10  10  12  12  12  13 |
| 4 | CONCLUSION AND RECOMMENDATION | 15 |
| 5 | REFERANCES | 16-17 |

|  |  |  |
| --- | --- | --- |
| **Table no** | **Content of the table** | **Page no** |
| 3.1 | Gender distribution of the respondents | 7 |
| 3.2 | Age distribution of the household rabbit farmers | 8 |
| 3.3 | Educational level of the household rabbit farmers | 8 |
| 3.4 | Distribution of the respondents according to the training receiver | 9 |
| 3.5 | Distribution of the Farmer according to the occupation | 9 |
| 3.6 | Distribution of Respondents According to Years of Experience | 10 |
| 3.7 | Cost and Return of the Household rabbit rearing | 12 |
| 3.8 | Average gross return, total costs and net return of per farm family | 13 |

|  |  |  |
| --- | --- | --- |
| **Figure no** | **Content of the Figure** | **Page no** |
| 2.1 | Map of the study and the neighboring areas | 4 |
| 3.1 | Gender distribution of the respondents | 7 |
| 3.2 | Age distribution of the household rabbit farmer | 8 |
| 3.3 | Age distribution of the household rabbit farmer | 8 |
| 3.4 | Educational level of the household rabbit farmer | 9 |
| 3.5 | Distribution of the training receiver | 9 |
| 3.8 | Gross return, total costs and net return of per farm family | 13 |