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**LIST OF ABBREVIATION**

|  |  |
| --- | --- |
| **Abbreviation and Symbol** | **Elaboration** |
| % | Percent |
| *et al.* | And his associate |
| CVASU | Chittagong Veterinary and Animal Sciences University |
| NGO | Non-governmental organization |
| BRAC | Bangladesh Rural Advancement Committee |
| SLDP | Smallholder Livestock Development Project |
| DLS | Department of Livestock Services |

**ABSTRACT**

The study was conducted to identify the common management and marketing practice of poultry farm (broiler and layer) in Chittagong district, Bangladesh. Total 40 poultry farms (20 broiler and 20 layer) were selected from Banshkhali upazila under Chittagong district. The poultry houses in the Chittagong district are mainly made of concrete (75% of the broiler and 80% of the layer houses) and remaining are made of mud (25% of broiler and 20% of layer houses). Almost 100% of cases broilers are reared on the floor while 35% of the layer farmers rear their bird on floor. About 75% of the broiler farmer use rice husk, 15% use saw dust and 10% use wood shavings as litter materials. However, 15% of the broiler farmers use self prepared and readymade mash feed and remaining 70% use readymade pellet feed. In layer none of the farmer use readymade pellet but, 60% use readymade mash and remaining 40% use self prepared feed. In case of 40% of broiler and 30% of layer farms supply water manually while 60% of broiler and 70% of layer farm use pump. In terms of waste management there were found 15% of the broiler and 25% of the layer farmer dispose waste material (droppings and litter) to open air, 20% of broiler and 25% of layer farmer dispose to a pit, 25% of broiler and 15% of layer farmer used the litter in biogas plant, 5% of the broiler and 10% of the layer farmer sell to the market, 10% of the both broiler and layer farmer use as fish feed and 25% of broiler and 15% of layer farmer use to crop production. In broiler farms there is no enclosure found, footbath present only in 10% of the farm, disinfectant spray is used in only 25% of the farm, in about 35% of the farm the visitors are allowed, 90% of the farm have no isolation facilities and about 35% of the farms have chance to entry of migrating bird. In broiler farms there is no enclosure found, footbath present only in 10% of the farm, disinfectant spray use only 25% of the farm, in about 35% of the farm the visitors are allowed, 90% of the farm have no isolation facilities and about 35% of the farms have chance to entry of migrating bird. If the farmers follow proper management system, poultry farming would be really very helpful for income generation, women empowerment, and fill up nutritional gap for the rural family.

**Keywords:** Poultry farming, Management, Marketing system, Poultry products.

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Author

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**Biography**

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This is Priya Ghosh, elder daughter of Dilip Kumar Ghosh and Rina dutta. My home district is Chittagong, Bangladesh. I was born in Banshkhali upazilla under Chittagong district. I have completed SSC from Chittagong education board with GPA 5.00 out of 5.oo and HSC from the same board with also GPA 5.00 out of 5.00. At present, I am studying my undergraduate degree on Doctor of Veterinary Medicine (DVM) in Chittagong Veterinary and animal Sciences University (CVASU). My dream is to be a researcher and I am very keen to work on different pathogens associated with various infectious and zoonotic diseases of animals.