

**A Report On**  
**Dairy Production & Marketing in Selected Rural Areas Of**  
**Anowara Upazilla In Chittagong.**



**BY**

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A Production report presented in partial fulfillment of the requirement  
for the degree of

**DOCTOR OF VETERINARY MEDICINE**

**Faculty of Veterinary Medicine**

**CHITTAGONG VETERINARY AND ANIMAL SCIENCES**  
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**October, 2016**

## TABLE OF CONTENTS

Contents	Page No
LIST OF TABLES.....	IV
ABSTRACT.....	V
Chapter I INTRODUCTION.....	01-02
Chapter II MATERIALS AND METHODS	
MATERIALS	
2.1 Description of study area.....	01-02
2.2 Data collection .....	03-04
2.3 Statistical analysis .....	04
Chapter III RESULTS & DISCUSSION.....	05-10
CONCLUSION.....	11
RECOMMENDATION.....	12
LIMITATION.....	13
REFERENCES.....	14-16
ACKNOWLEDGEMENT .....	17
APPENDIX.....	18-20
BIOGRAPHY.....	21

## LIST OF TABLES

<b>Tables</b>	<b>Title of the Tables</b>	<b>Page No</b>
Table 1	Socio-demographics information.	10
Table 2	Milk marketing system.	10
Table 3	Most common diseases found in study area.	

## ABSTRACT

The study was conducted to explore the experiences of small-scale dairy producers in Anowara, Chittagong, Bangladesh, with the particular focus on the Small-scale dairy farming for livelihoods of rural farmers. The aim of the study was to explore the socio-demographic characteristics of the respondents, to know the status of milk marketing system in the rural areas and to observe the most common diseases of the animal in rural areas. A total of 46 farmers were selected where 34.8% were illiterate, 21.7% were primary educated and 43.5% secondary educated. The average income 12148 taka per month with range 1500 to 50000. Income source was based on agriculture was 76.15% and 23.9% was not agriculture based. Out of 46 respondents about 32 respondents had milking cows. 21.7% cows were Holestien Frisean and 58.7% were local breed. 19.6% person selling milk to goala; 19.6% selling milk at home and 26.1% selling milk to chilling plant. The average milk production 4.94 (SD=2.54) liter with range 2 to 12 liter. 34.8% carrying the milk to market by own self; 30.4% people came home to take milk. 19.6% comment to transportation problem; 23.9% comment not getting good price; 4.3% comment preservation problem; 17.4% comment transportation problem and not getting good price. The most common disease was diarrhea affected 23.91% animals. The report also showed that 19.6% farmers are satisfied with the milk price and 45.7% people are not satisfied. Surveyed reports showed that disease was the most important dilemma followed by unpredictable milk market and high prices of milk. This research is important in relation of house hold level policy and decision making, performance analysis, and resource allocation to small-scale dairy farming.

Key word: small-scale farm, socio-demographic, milk marketing, disease, policy, profit