

CHAPTER- I

INTRODUCTION

Livestock marketing system plays a dual role in economic development in countries whose resources are primarily agricultural. Increasing demand for money with which to purchase other goods leads to increasing producers & specialization in the cultivation of those products on which the returns are the greatest subject to socio-cultural, ecological & economic constraints. Agribusiness is the sum of all operations involved in the manufacture and distribution of farm supplies. Production activities on farm & the storage processing and distribution of farm commodities & items made from them (Davis and Goldberg, 1957). Livestock products, Egg & poultry marketing standards (2011). Agriculture is an important sector of Bangladesh. Livestock is a growing sub-sector. Its share of Agricultural GDP represented by livestock in Bangladesh raised from 7.6% in 1974-75 to 12.9% in 1998-99 mainly due to growth of poultry subsector & to a less extent the dairy sub sector & has been estimated as nearly 16% in 2004. Bangladesh is a country of serious malnutrition where about 48 per cent of the population live below the poverty line (Bangladesh Bureau of Statistics 1998). Protein deficiency has been taken as the major contributory factor in malnutrition. The per capita consumption of animal protein in Bangladesh is only 11.8 g per day (Bangladesh Bureau of Statistics 2001) whereas the standard requirement of 36 g is recommended by UNO. The poultry sub-sector is considered an important avenue to reduce poverty and malnutrition as well as unemployment problems of Bangladesh (Huque, 1996).

Although commercial poultry started in 1980, until now only 14% of the meat comes from commercial farming systems (Alam, 1995). The major portion of total poultry meat supply comes from traditional farming (Hussain *et al.*, 1990). Through contractual arrangements, agro-industry can assist farmers in developing countries to shift from subsistence or traditional agriculture to commercial or modern agriculture. Contract farming has recently been introduced in Bangladesh in 1994 by a big company, named ABFL (Aftab Bahumukhi [multipurpose] Farm Ltd). Livestock is an integral component of the agricultural economy of Bangladesh performing a central role in the livelihoods of poor people more than 75% rely on livestock to some degree

for their livelihood. An efficient marketing system can play an important role in improving poultry industry in our Bangladesh. At the same time, the market and production context of poultry production has been changing rapidly over the last two decades. Rapid economic growth and urbanization in developing countries has resulted in fast expansion of industrial large scale, vertically integrated, poultry production units, specially in Asia. Opportunities have also expanded for small scale poultry enterprises due to improved market access infrastructure and a preference structure that might still favour free range birds and eggs (Conroy *et al.*, 2005). As a result, there has been increased market orientation even among small scale poultry enterprises. These changes have brought large and small production systems in overlapping competitive space which has created both challenges and opportunities.

Contribution of poultry:

As a source of income, from the economic point of view poultry is very significant with a view to popularizing poultry farming on commercial basis and to meet the increasing demand for eggs & meat a good no of educated unemployed youth have already come toward to initiate poultry production & marketing (Islam, 2003). The participants who are involved in agribusiness sector of poultry & poultry meat products are poultry hatchery, poultry farm owner, poultry traders, hotel & restaurant owner & fast food traders. So numbers of people are employed in this sector as a source of food. Poultry meat specially chicken meat is the most desirable animal protein & accepted to most of the people of Bangladesh. The amount of protein energy & fat in chicken meat are 23.4 gm, 117.00 kcal, and 1.90 gm respectively.

Justification of the study:

The present study will be helpful for the poultry farmers, middleman, consumer and policy maker to get appropriate market information timely. It is a matter of fact that marketing is vital for supplying poultry & poultry meat products to consumer in good condition and right time. Consumer will also be mostly benefited.

Objectives of the study:

The overall objective of this research programme was to investigate various aspects of poultry & poultry meat marketing in selected areas. The following are the specific objectives of the study:

- To examine the existing marketing system of poultry & poultry meat traders.
- To identify the marketing channel of poultry & poultry meat products.
- To estimate marketing cost & market margin of poultry.
- To identify the problem of poultry production & marketing and suggested measures for improvement of market.

CHAPTER- II

METHODOLOGY

Importance of methodology in conducting any research can hardly be over emphasized. Methodology should be such that it would enable the researcher to collect valid and reliable information and to analyze those data to arrive at correct decision. The following methodology was used for this study:

3.1 Selection of the study area

It was a bare necessity to select the areas which would provide minimum information regarding commercially produced egg marketing. The selection of the study area depends on the objectives of the research. On the basis of available information, very good transportation facilities of the selected areas, poultry farm owners were selected from Pachlish, Doublemuring & Potia thana at chittagong districts. These three thanas have the maximum potentiality for poultry production.

3.2 Period of data collection

For this study, data were collected from December 2017 to February 2018; several visits were made during the period to collect necessary data from poultry farm owners.

3.3 Preparation of the survey schedule

For this study survey method was followed to collect data. It is very important in any survey to prepare an interview schedule. After consulting the available literature on poultry & poultry products marketing and keeping the objectives of the study in view to sets of close- cum open type interview schedules. The interview schedules pretested and then prepared for survey. The schedule was prepared maintaining with the objectives of the study.

3.4 Selection of sample

In total 15 farms were selected randomly for this study in which 3 from Potia, 2 from Pachlish & 10 from Doublemuring in Chittagong district.

3.5 Analytical techniques

After collecting, the data were put on the MS Excel Spreadsheet 2010 and were arranged in tabular form. Simple statistical measures were used in this study.

Marketing margin= Price paid by consumer - Price paid by farmer.

Net profit = Marketing margin - Marketing cost

CHAPTER- III
RESULT & DISCUSSION

Marketing channel are the alternative routes of product flow from producers to consumers (Kohls & Ukl, 1980). It involves a number of important activities at different stages by a serves of intermediaries linking the producers with the consumers. Other farm owners sell their poultry to the wholesaler cum retailer or retailer. They have direct contact to the hotel & restaurant and fast food traders. Sometimes the poultry are also sold by hawker in the city

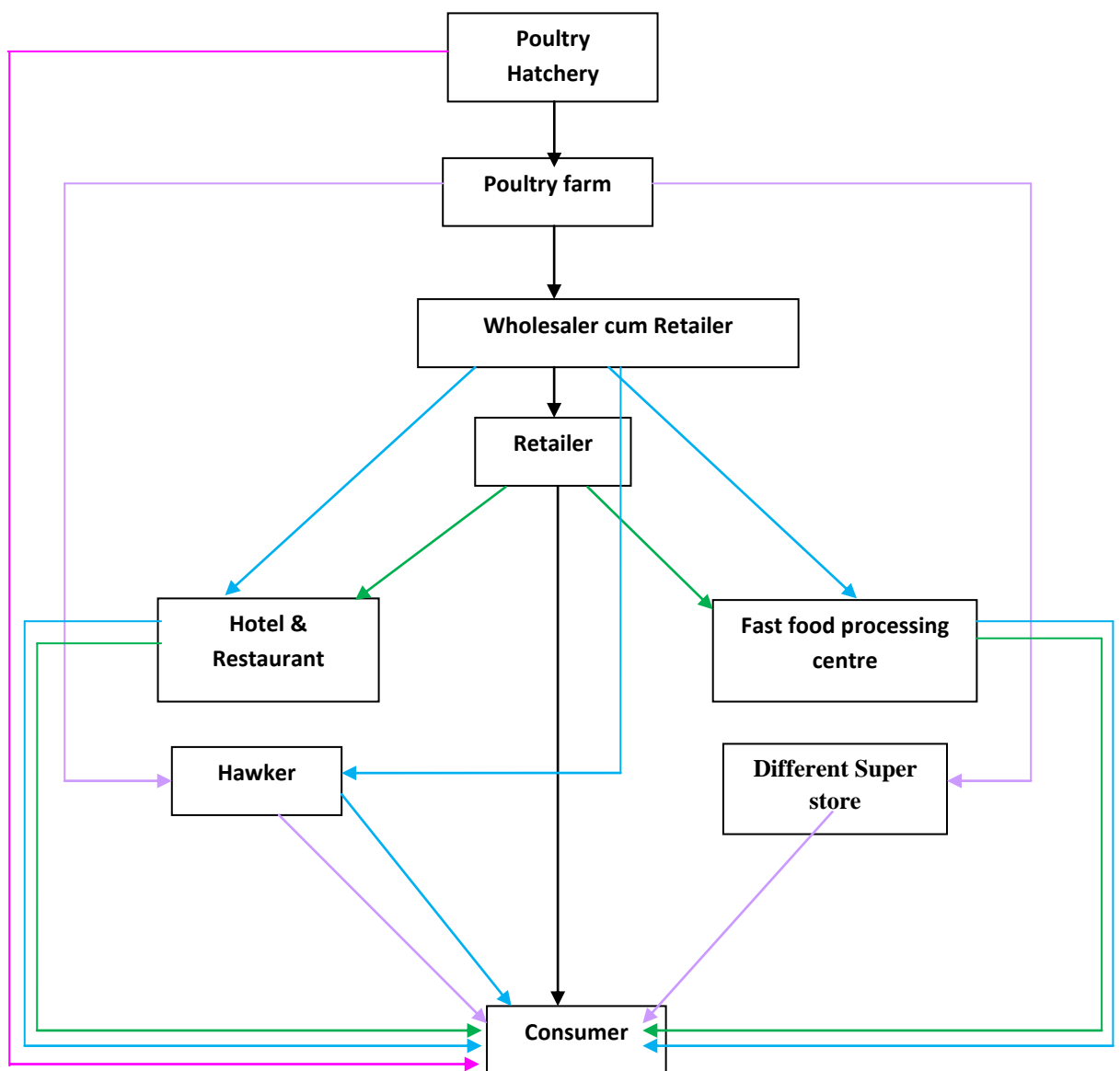


Figure.1: The marketing channel of poultry & poultry meat products

Direct marketing channel:

Farm/ poultry farm → consumer.

Indirect marketing channel:

Other farm owners sell their poultry to the wholesaler cum retailer or retailer. They have direct contact to the hotel & restaurant and fast food traders. Sometimes the poultry are also sold by hawker in the city.

Channel 1: Poultry hatchery → Poultry farm → Wholesaler Cum Retailer → Retailer → consumer.

Channel 2: Poultry farm → Wholesaler cum retailer → Hotel & Restaurant → Farm → Consumer.

Channel 3: Poultry farm → Wholesaler cum retailer → Fast food processing centre → Consumer.

Channel 4: Poultry farm → Retailer → Hotel & Restaurant → Consumer.

Channel 5: Poultry farm → Retailer → Fast food processing centre → Consumer

Channel 6: Poultry farm → Wholesaler cum retailer → Hawker → Consumer

Channel 7: Poultry farm → Hawker → Consumer.

Channel 8: Poultry farm → Different Super store → consumer

4.1 Market Participants

In case of poultry & poultry meat products market participants involved are-

- 1. Poultry hatchery:** Poultry hatchery is engaged in production and supply of day old chicks by artificial incubation. They sell their day old chicks to their own sales centre or poultry farm owner collect their DOC from farm by their own demand. The transportation cost of poultry mainly carried by hatchery owners.

- 2. Poultry farm owner:** The marketing channels of poultry start from collection of day old chicks by commercial farm owner from hatchery. Most of the farm owners sell their poultry to the wholesaler cum retailers and small portion of local consumer.

- 3. Wholesaler cum retailer:** They are professional poultry traders who have fixed establishment in the city. They purchase poultry from poultry farm in a large number and sell to the retailer, hotel & restaurants owner, fast food traders. They sell in large quantity to the retailers at cheaper prices.

4. Retailers: They are the last link in the poultry marketing. They purchase poultry from wholesalers cum retailers & sell at their retail shops to the consumers, hotel & restaurants owner & fast food traders.

5. Hotel & restaurant owners: This is a place where poultry meat is cooked with other products for selling. The hotel owners/managers purchase poultry (live or dressed) from farm retailers and wholesaler cum retailers for cooking in hotel.

6. Fast food traders: Here fast food items are stored and displayed for selling. After buying poultry or poultry meat from poultry traders (retailer and wholesaler cum retailer), the fast food trader brings those at the processing plant. In processing plant fast food is prepared from poultry meat.

7. Hawker: The hawkers are part time traders. They purchase poultry from retailer and sell to the consumer in city.

8. Super store traders: They purchase the poultry from farm owner. Then they sell their products to consumers.

4.2 Marketing functions:

A. Exchange functions

Pricing- 1. Buying 2. selling.

i) Pricing: In case of poultry marketing, farm owners fix price on the basis of production. All poultry traders follow the open bargaining method for fixing the price at the time of buying & selling.

A. Physical functions

i) Storage & packaging: Poultry are marketed alive in Chittagong like other parts of the country. Now a days dressed broiler are sold. A kind of iron & bamboo made case is used for temporary storage. The traders can store live bird maximum for three days. Refrigerator is used in hotel & restaurants for storage poultry meat.

ii) Transportation: Mainly bus, truck & pick-up vans are used for transporting poultry from farm to city area. Hotel owners and fast food traders transporting poultry from the poultry traders by rickshaw and van.

iii) Processing: Every poultry trader has a dressing centre where the poultry are dressed. In hotel business, after bringing live or dressed poultry from the poultry traders it is cut into some pieces of optimum size. In fast food trade various fast food items are prepared from poultry meat.

B. Facilitating functions:

i) Grading & standardization: In poultry marketing, poultry traders normally grade poultry on size & weights.

ii) Financing: Small portions of the farm owner in the study area are self financed. Most farm owner and traders are run their business with institutional credit.

iii) Risk bearing: In case of poultry & poultry meat marketing physical and market risk are occurred. Physical risks occur from theft, death, loss of weight. Market risk arise from the changes in market price.

iv) Market information: In the present study poultry traders collected information from fellow traders by observing present marketing trend, from leaflet & newspaper.

In case of direct market the average price per kg broiler is Tk 145 and in case of indirect market the average direct price per kg broiler is Tk 151.58 which is Tk 6.58 higher than direct market (Table 1).

Table 1. Price difference in direct and indirect market.

Market Channel	Av. price/ kg poultry
Direct	145
Indirect	151.58
Difference	6.58

In the study areas 3(20%) farm owners out of 15 followed direct marketing channel and rest (80%) were followed indirect marketing channel, which has been shown in figure-2

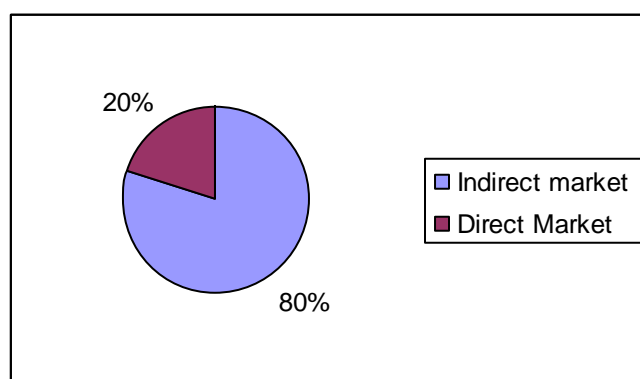


Fig-2: Followers of market.

4.3 Marketing cost & Marketing Margin:

The cost of marketing includes the cost of all business activities necessary to ascertain the needs & wants of market plan product availability effect transfer to ownership of products provide for the physical distribution & facilitate the entire marketing process (Haque, 1996). The various cost items are rent shop, transportation wages & salaries, storage, electricity & telephone bill, tools & equipment wastage market tools market security, personnel expense etc.

Rent a shop:

The selected sample farms sell poultry by rent a shop or to a Arats from at own sale centre. Table-2 shows that the majority (73.33%) of sample farm owners sold poultry from their rent shop and (26.67%) farm owner sold poultry from their own sale centre & average marketing cost per kg poultry is 20.94% for farms of Doublemuring area, 22.16% for farms of Pachlish area, 17.21% for farms of Potia area. (Table-4)

Table-2: Distribution of farm owners by place of sale

Place of sale	No of farm owners	Percent
Rent shop	11	73.33
Own sale centre	4	26.67
Total	15	100%

Transportation cost:

Transportation creates place utility and facilities availability of goods at the proper place by the movements of products between places. In the study area pick up and rickshaw –van are used as transports .Table 3. Reveals that about 40% of sample farm owner used pick up and rest 60% used rickshaw- van for transporting poultry from farms to middleman and consumer. The average transportation cost per kg poultry was Tk 0.80, Tk 0.90. & Tk 1.45 per kg poultry which represents 13.96%, 15.96%, & 24.96% of total cost for farms of Doublemuring, Pachlish, Potia area. (Table 4).

Table-3. Distribution of farm owners by mode of transport

Mode of transport	No of farm owners	Percent
Rickshaw van	9	60
pick up	6	40
Total	15	100

Wages and salaries:

Farm owners generally employ some labour on monthly salary daily wage basis for performing various function at farm. Wages and salaries cost were Tk 1.3, Tk 1.2, Tk 1.0 per kg poultry which represent 22.69%, 21.28%, 17.21% of total cost for farms of Doublemuring, Pachlish and Potia area. (Table-4).

Table 4: Cost item of poultry & poultry product marketing

Cost item	Farms of Doble muring area		Farms of Pachlish area		Farms of Potia area	
	Cost/kg poultry (Tk.)	Percent	Cost/kg poultry (Tk.)	Percent	Cost/kg poultry (Tk.)	Percent
Rent a shop	1.2	20.94	1.25	22.16	1.00	17.21
Transportation	0.8	13.96	0.90	15.96	1.45	24.96
Wages & salaries	1.3	22.69	1.2	21.28	1.00	17.21
Storage	0.30	5.24	0.36	6.39	0.42	7.23
Electricity charge	0.18	3.14	0.20	3.55	0.19	3.27
Tools & equipment	0.25	4.36	0.25	4.43	0.26	4.48
Wastage	0.80	13.96	0.70	12.41	0.73	12.57
Market tools	0.05	0.87	0.03	0.53	0.04	0.69
Market security	0.25	4.36	0.23	4.08	0.23	3.96
Telephone bill	0.20	3.49	0.17	3.01	0.20	3.44
Personnel expenses	0.25	4.36	0.23	4.08	0.19	3.27
Miscellaneous	0.15	2.62	0.12	2.13	0.10	1.72
Total cost	Total=5.73	%=100	Total=5.64	%=100	Total=5.81	%=100

Storage cost: In case of distant, storage was needed for poultry about 2-3 days. Average storage cost was Tk 0.30, Tk 0.36, Tk 0.42 per kg poultry which is 5.24%, 6.39%, 7.23% of total cost for farms of Doublemuring, Pachlish, Potia area. (Table-4).

Electricity charge:

Electricity charge was estimated Tk 0.18, Tk 0.20, Tk 0.19/ kg poultry which contributed 3.14%, 3.55%, 3.27% of total marketing cost for farms of Doublemuring, Pachlish, Potia area (Table-4).

Tools equipment:

This charge was estimated Tk 0.25, Tk 0.25 Tk 0.26 for per kg poultry which contributed 4.36%, 4.43%, 4.48% of total cost for farms of Doublemuring, Pachlish, Potia area (Table-4).

Wastage:

Wastage charge was estimated for per kg poultry were estimated Tk 0.80, Tk 0.70, Tk 0.73/kg poultry which contributed 13.96%, 12.41%, 12.57% of total cost for farms of Doublemuring, Pachlish and Potia area (Table-4).Wastage are mainly occurred when death & and any deformities are show.

Market tools:

Now a days market tools is very important thing. Belong of this activities the marketing system improved and grow a association. The cost of market tools is Tk 0.05, Tk 0.03, Tk 0.04/kg poultry which represents 0.87%, 0.53%, 0.69% of total cost for farms of Doublemuring, Pachlish, Potia area (Table-4).

Market security:

Market security charge was estimated Tk 0.25, Tk 0.23, Tk 0.23 for per kg poultry which contributed 4.36%, 4.08% 3.96% of total marketing cost for farms of Doublemuring, Pachlish, Potia area (Table-4).

Telephone bill:

Telephone bill is an important instrument of business. The average cost telephone bill were Tk 0.20, Tk 0.17, Tk 0.20/kg poultry which contributed 3.49%, 3.01%, 3.44% of total marketing cost for farms of Doublemuring, Pachlish, Potia area (Table-4).

Personnel expenses:

Personel expenses for selling purpose in shop were Tk 0.25, Tk 0.23, Tk 0.19/kg poultry which contributed 4.36%, 4.08%, 3.27% of total cost for farms of Doublemuring, Pachlish, Potia area (Table-4).

Marketing margin

The portion of consumer's price that goes to market intermediaries is referred to as the marketing margin. According to Kholi & Uki (1980) marketing margin may be defined as the difference between what is paid by the consumers and what is received by the producer.

In this section both gross & net marketing margin of poultry are calculated. Gross margin was calculated by subtracting the value of purchase of poultry from their value of sales proceeds and net margin (profit) was calculated by subtracting the total marketing cost of poultry from the gross margin.

Table-5 Marketing margin per farm per kg poultry.

Name of the farm/ Direct market	Farm price/ kg poultry	Consumer price/kg poultry	Marketing margin
Jahan poultry farm, Pachlish	142	142	0
Jashimuddin poultry, Doublernuring	145	145	0
Amin poultry farm, Doublemuring	148	148	0
Average	145	145	0

In direct market farm owner sell their poultry directly to the consumer. So their marketing margin is zero. Their marketing cost is included with farm poultry price.

Table-6 Net marketing margin of per farm per kg poultry

Name of the farm / Indirect market	Farm price/ kg poultry	Consumer price/ kg poultry	Marketing margin	Cost	Net marketing margin
Sadeque poultry farm, Doublemuring.	145	155	10	5.73	4.27
Hanif poultry farm, Doublemuring .	138	150	12		6.27
Saroar poultry farm, Doublemuring	142	150	8		2.27
Suria poultry farm, Doublemuring	142	150	8		2.27
Fajlul poutry farm ,Doublemuring	138	147	9		3.27
Rahman poultry farm, Double muring	145	155	10		4.27
S.M. Poultry farm, Double muring	143	152	9		3.27
Salma poultry farm, Pachlish	140	150	10		5.64
Azhar poultry farm , Pachlish	142	152	10	4.36	
Ashraf Ali Poultry farm, Potia	144	153	9	5.81	3.19
Potia poultry farm, Complex Potia	140	152	12		6.19
Hazrat torabia poultry farm, Potia	142	153	11		5.19
Average	141.75	151.58	9.83		5.73

The marketing margin for indirect market shown in tabel-6. The margin ranges from Tk 8 to 12. Average marketing margin was Tk 9.83/kg poultry in case of indirect market. But there is no marketing margin in case of direct market which was also found by Emam, 2010; Masad *et al.*, 2010; Maqbool *et al.*, 2005.

CHAPTER- IV

PROBLEMS & RECOMMENDATION

5.1 Problems associated with farm:

In the existing socio-economic condition of Bangladesh, there are so many marketing problems for poultry farm owner. From the field survey, it was known that poultry farm owner face some problems at the time of poultry marketing are presented in table -7.

Table -7 Problem faced by farmer

Problems	No of respondent	Percent (%)
High demand of deshi birds	3	20.00
Fluctuation of price	3	20.00
Inadequate supply of poultry in proper time	2	13.33
High transportation cost	2	13.33
Lack of capital	1	6.67
Lack of market space	1	6.67
Hartal, strike, natural calamities & disease outbreak	2	13.33
Load shedding	1	6.67
Total	15	100

High demand of deshi bird

In the study area about 20% of respondents reported that the demand for deshi bird was higher than broiler (Table-7). They also reported that the consumers considered the meat form indigenous bird are tastier than of farm produced broiler and people are habituated to have meats of native bird.

Fluctuation of price

About 20% farm owner reported that price fluctuation affected them seriously. They reported that when price increased, then consumers are less interested to buy poultry at higher price (Table-7).

Inadequate supply of poultry in proper time:

Chick is the main input for broiler farming. When avian influenza or other disease outbreak is higher then the day old chick production decrease ultimately. About 13.33% poultry farm owner reported that inadequate supply of poultry in proper time is another major problem for them (Table-7).

High transportation cost

When middleman buys poultry, they needed to transport poultry or when farm owner sell to different super store they need to transport poultry. This time transportation cost is added to the net income. About 13.33% farm owner claimed it (Table-7).

Lack of capital

When an owner starts a farm, he needs sufficient cash capital. They had to take loan from bank and borrowed money with high interest. About 6.67% respondent claimed it (Table-7).

Lack of market space

6.67% respondents complained that the space in the market was inadequate for poultry trade. It is extremely difficult for a new comer to enter the market because of the lack of space.

Hartal, srike natural calamities & disease outbreak

All of the respondents opinion that hartal, srike, natural calamities caused problems for the smooth transportation system and the delay in transportation. Other side disease outbreak is the another cause of hampering poultry business. About 13.33% respondent complained for that (Table-7).

Load shedding

About 6.67% respondents mentioned that, load shedding was the most important problem (Table-7). Sometimes they use generator which is costly and increase marketing cost.

5.2 Measures suggested to farm owners:

- Legal price of poultry should be ensured.
- Proper market information should be ensured.
- Price fluctuation should be controlled.
- Establishment of hatchery.
- Regularity in electricity supply should be ensured.
- Development of disease diagnostic facilities.
- Increase supply of Day-Old Chicks.
- Availability of credit on easy term.
- Supply Poultry feed at cheaper price.
- Provision of adequate supply of medicine.
- Provision of adequate supply of vaccine.
- Provision of effective extension service about the nutrition of broiler meat.
- Improvement of transportation system.

CHAPTER - V

CONCLUSION

Bangladesh is one of the developing country in the world. Its economy is overwhelmingly agricultural. More than 50% poultry meat is one of the most important protein source can solve malnutrition problem of the people .Most of the people of any religion of Bangladesh eat poultry and poultry meat products. So poultry meat is treated as important agribusiness products in Bangladesh. From the above study we found, direct & indirect poultry marketing channel. The marketing cost is higher in indirect market than direct market. Because of, middleman costs add with the marketing cost. Increase the cost of middleman is also called marketing margin. In direct marketing system farm owner sell their poultry directly to the consumer. So they save their marketing margin. So if we are able to minimize the cost of middleman activities, than both farmer and consumer will be benefited. Then poultry and poultry products will be available to the general consumer at a reasonable price. The average price per kg of poultry was Tk 151.58 in case of indirect market & in case of direct market the average price per kg poultry was Tk 145.The average marketing cost per kg poultry was Tk.5.73. The net margin per kg poultry was Tk 4.09 in indirect market. Finally the study also indentified some problems for example price fluctuation, high demand of native bird, inadequate supply of poultry in proper time ,high transportation cost ,hartal, strike ,natural calamities & disease out break etc with marketing poultry. The study also suggested some remedial measures for improving the existing marketing system. The study recommended that the expansion of poultry farming and marketing are necessary for creation of employment both in rural & urban areas.

CHAPTER- VI

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BIOGRAPHY

Md. Moktadir Billah Reza was born 29th March 1995 in Naogaon, Bangladesh. He had completed his Secondary School Certificate (SSC) examination at 2010 with GPA-5 from K.D Govt. High School, Naogaon Sadar, Naogaon and Higher Secondary Certificate (HSC) examination at 2012 with GPA 5.00 from Bogra Cantonment Public School & Collage, Bogra. Currently he have been doing his internship programme which is the compulsory of DVM programme under the Faculty of Veterinary Medicine, Chittagong Veterinary and Animal Sciences University. He finished his clinical training at Tamil Nadu Veterinary & Animal Sciences University, India and University of Putra Malaysia, Malaysia for one month at each university. His favorite hobby is making people happy. His research interest is molecular epidemiology of zoonotic diseases and one health. He feel much interest in exploring & spreading new techniques for contributing in development of veterinary field in Bangladesh.