STUDY ON THE **MARKETING SYSTEM OF COMMERCILLY PRODUCED EGGS IN SOME SELECTED AREAS OF NARSINGDI DISTRICT**

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**Chittagong Veterinary and Animal Sciences University**

**Khulshi, Chittagong - 4225.**

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**List of Abbreviations**

|  |  |
| --- | --- |
| **Abbreviations** | **Elaborations** |
| DLS | Directorate of Livestock Service |
| GDP | Gross Domestic Product |
| MOFL | Ministry of Livestock and Fisheries |
| TK | Taka |
| NOS. | Number |
| BBS | Bangladesh Bureau of Statistics |
| BLRI  CVASU  GMM  GMC  NM  WCR  R  SR  RP  PP  PS  SP  % | Bangladesh Livestock and Research Institute  Chittagong veterinary and animal sciences University  Gross marketing margin  Gross marketing cost  Net marketing margin  Whole-cum- Retailer  Retailer  Supplier  Retailer price  Producers net price  Price Spread  Share of Producer  Percentage |
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***The Author***

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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 Narsingdi 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 48 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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