**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

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