

Conducting Studies & Surveys on Existing Markets of 18 Upazilas out of 30 Upazilas

Package No. SD/Hortex-NATP2/17(2nd Part, 18 Upazilas)

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Acronyms

CCMC	: Commodity Collection and Marketing Centre
CIG	: Common Interest Group
CP	: Collection Point
DAM	: Department of Agricultural Marketing
DAE	: Department of Agricultural Extension
DPP	: Development Project Plan
FGD	: Focus Group Discussion
GAP	: Good Agricultural Practice
GDP	: Gross Domestic Product
GoB	: Government of Bangladesh
IDA	: International Development Agency
IFAD	: International Fund for Agricultural Development
Kg	: Kilogram
KII	: Key Informants Interview
LBF	: Local Business Facilitator
MMC	: Market Management Committee
MOA	: Ministry of Agriculture
MT	: Metric Ton
NATP	: National Agricultural Technology Program
PHM	: Post Harvest Management
PIU	: Project Implementation Unit
PO	: Producer Organization
SAAO	: Sub-Assistant Agriculture Officer
Tk.	: Taka
UAO	: Upazila Agriculture Officer
UNO	: Upazila Nirbahi Officer
%	: Percentage

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Consultant

Executive Summary

Hortex Foundation as a Strategic Partner of DAE has been implementing Development of Value Chain in Crop/Horticulture which is a five-year initiative under NATP-2 with the development objective of increasing the agricultural productivity of smallholder farms and improves smallholders' access to markets in selected districts. The present study is undertaken to conduct market study on existing markets in 18 Upazilas out of 30 Upazilas. The specific objectives of the study are (i) identification of target markets accessing by CIGs farmers and to assess infrastructure in that target markets of 18 Upazilas, (ii) identification of potential existing collection points using by reputed traders and CIGs in targeted existing markets or production zones of selected commodities under vertical expansion and horizontal expansion, including relevant trade flows, procedures and regulations (iii) identification of potential niche markets, (iv) assess the feasibility of establishment of rental CCMC on privately owned physical facilities in existing markets, (v) explore consumer preference, price pattern, potential traders, marketing channels and waste management in existing target markets. The study covered 18 selected Upazilas under 13 districts. Primary data were collected through conducting FGD, KII, face to face interview and also observation. The participants were members of CIGs and executive committee of POs, LBFs and SAAOs and traders. The consultant also discussed with all the UAOs, most of SAAOs, all the LBFs, president and secretary of 18 POs, and a few traders. The study identified three potential target markets for each of the clusters with infrastructure for each of the six commodities, identified 52 potential collection points, volume of trade per day along with procedures and regulations. Eighteen niche markets were also identified. Feasibility of the establishment of rental CCMC on privately owned physical facilities was assessed along with infrasturctue conditions and approximate amount of commodities assembled per day in niche markets. The main theme of formation of CCMC was appreciated from all corners of the society. There is consensus that farmers are being exploited by intermediaries and the present marketing system. As **CCMC** is run under a project so rental of physical facilities is more rational than fixed establishment. But Some of them opined that it would not be feasible to continue the CCMC for long on rental basis as it is expensive. Secondly there is lack of confidence on rental building or establishment. However, positive arguments were also noted, where service charges for providing different services such as sorting, grading, washing, packing, weighing, developing linkage with potential traders would be a probable source of revenue to maintain the cost of CCMC. Location of some CCMCs may be rearranged for its better performance. It is emerged from the discussion with UAO, MMC- PO, traders, market committee that renovation/improvement of the physical structure of the Niche Market through project aid will be acceptable to all sections of the stakeholders. A small survey on 41 consumers was conducted to explore the current consumer preferences in terms of the price quality mix This study provides some useful information about frequency of consumption of vegetables, fruit and Aromatic rice among consumers, and problems related to quality of commodities. It is important to note that most of the consumers are aware about the product quality but not ready to pay higher price for quality product .This may be due to

factors like -- ignorance about quality and cost relation, prevailing retail price of concerned product is already high and inability of the consumers to pay higher price. Price pattern of selected commodities at different time of marketing season revealed that 5 to 15% of vegetables are harvested early and sold at better price, and another 15 % are supplied during lean period while 50 to 70% of the produce received low price during peak harvest season. For improvement of marketing system potential traders for the selected six commodities are identified. Marketing channels of six commodities in selected areas were also prepared and included in the report. The channels show the different intermediaries' involvement in marketing of each of the commodities. Regarding waste management, it is revealed that there is no evidence of waste management. The sweepers simply collect the various garbage and throw it at some road side places. The report provides a list of markets of 18 Upazilas and a list of participants (farmer and traders) by commodity clusters.

A few recommendations are made for consideration by the project authority. Those are highlighted below:

- Most of the participants opined that the project may support the CIGs/POs by providing facilities like construction of sheds, and Supply of van, crates, sorting mat, weigh balance etc at collection points which are available at CCMC.
- Infrastructural development of Niche Market will generate benefits for both the traders and ultimate consumers of farm produce.
- Development of linkage between members of CIGs and Input suppliers may help to supply quality inputs at reasonable price at proper time which leads to high yield and thereby help to reduce per unit production cost.
- Develop linkage between members of CIGs and Farm produce trader- buyers. It will provide ensured market for farm produce.
- Provision of institutional credit may help farmers to maintain their production and marketing activities efficiently. Farmers' total operational cost may be reduced due to low rate of interest of institutional credit.
- Training Programmes should be arranged on organization, production technology, GAP, PHM, and marketing for members of the CIGs. The LBF, SAAO and UAO should have clear understanding about the project and marketing operation of perishable commodities.
- Transportation cost is one of the major costs of marketing but there is scope to reduce the transportation cost. So, considering the feasibility of owning truck, van the Project may provide it to POs on cost share basis.
- Motivational drive for members of CIGs and non-members by the DAE personnel would be effective for strengthening the activities of CCMC.
- A thorough study on selection of vertical crops of different areas, selection of CCMC location along with final selection of collection points under each CCMC should be made and special emphasis should be given on needs of the particular area.
- Further studies are needed to examine vegetables and fruit consumers' behaviour in selected markets

I. Introduction

The share of agriculture in Bangladesh's GDP has been declining for the past four decades. There has been a declining trend in agricultural employment along with rising wages; almost half of the national workforce continues to be employed directly or indirectly in the agriculture sector. For achieving further economically, socially and environmentally sustainable economic growth and poverty reduction will require policies and investments conducive to lasting transformational changes in rural areas—including through technological innovation in agriculture. Agriculture provides not only food for the people but generates income and employment for the majority of rural people and also provides raw material to industry and contributes to country's export earnings and thereby the economic growth of the country. Production of almost all commodities particularly rice, jute, vegetables and fruits have been increasing in the country. At present the country is self-sufficient in cereal production, occupies fourth position in vegetable production in the world. The yield of commodities has been increasing due to adoption of quality seed, fertilizers, irrigation, insecticides and appropriate technology. Along with increased production the post-harvest loss of farm produce ranges from 22-40 percent. Consequently, farmers are not getting reasonable price while consumers are paying higher price not for quality commodities.

In this context, to increase productivity of high value crops like vegetables, fruits and aromatic rice, supply of safer food and ensure reasonable price for the farmers are important challenges to overcome.

1.1 Background of the project

The project title is National Agricultural Technology Program: Phase-II Project (NATP2).

Out of 5 components of NATP-2, Component-2 (Supporting Crop Development) is being implemented by PIU-DAE, MOA where Hortex Foundation is a Strategic Partner of DAE as per Financing Agreement Signed (May 24, 2016) between the Government of the People's Republic of Bangladesh and the International Development Association (IDA). NATP is supporting Hortex Foundation for providing technical assistance to PIU-NATP2-DAE in carrying out value chain development, marketing and crop development activities in 30 cluster Upazilas with 600 CIGs (15000 farmers).

Strategic Partnership Agreement between DAE and Hortex Foundation was signed on 10th January 2017 for Value Chain Development and Market Linkage Activities in NATP-2

In NATP-2 objective of value chain development are to demonstrate the best practices for horizontal and vertical expansion of high value crop, post-harvest management (PHM), Value chain management, value addition, enterprises development and marketing to improve the small holder farmer access to the markets in selected 30 cluster upazilas. As a strategic Partner of DAE, Hortex's role can be categorized broadly into seven to assist CIGs, POs and Entrepreneurs.

Strategic Partner will do the followings.

- (i) conduct studies, surveys and value chain analysis to identify appropriate individual upazila cluster based production and marketing chains ,
- (ii) organize contract farming, production planning with GAP for ensuring safe food
- (iii) establish CCMC and Collection Points and ensure PHM facilities for domestic market linkage development and export promotion of high value horticulture crops.

1.2 Rationale of the study

Development of Value chain in Crop/Horticulture is a five-year initiative under NATP-2 funded by the IDA-World Bank, IFAD and GOB, and implemented by partnership between DAE and Hortex Foundation with the development objective is to increase the agricultural productivity of smallholder farms and improve smallholder farmers' access to markets in selected districts. As

per DPP for NATP-2, Hortex Foundation would like to organize market study on existing markets in 18 upazilas through recruiting a short term consultant.

1.3 Objectives

The specific objectives of this assignment are the following:

1. To identify target markets accessing by CIGs farmers and to assess the infrastructure in that target markets of 18 Upazilas and policy support from the Upazila Market Management Committee(MMC), market leaseholder for selection and renovation of niche markets/collection points for postharvest management and improvement of marketing of horticultural produces, aromatic rice.
2. To identify potential existing collection points using by reputed traders and CIGs in targeted existing markets or production zones of selected commodities under vertical expansion and horizontal expansion, including relevant trade flows, procedures and regulations.
3. To identify potential niche markets (**Specific market shed where vegetables, fruits are trading**) within the targeted existing **government markets** of the CIGs, including relevant trade flows, procedures and regulations.
4. To assess the feasibility of the establishment of rental CCMC on privately owned physical facilities in existing markets accessing by CIGs farmers.
5. To explore the current consumer preferences in terms of the price-quality mix, and to gather information on volume sold, price pattern, potential traders, marketing channel, waste management in existing target markets.

1.4 Outline of the report

The report is organized as follows: In section 2 methodology of the study is discussed briefly. In section 3 , results of field study about selection of target market, infrastructure collection points, niche market along with trade flows, procedure and regulations are discussed for the selected six commodities one by one. In section 4 , feasibility of the establishment of rental CCMC on privately owned physical facilities is examined. Consumer preferences towards price- quality are presented in section 5. In section 6 price patterns of commodities, potential trader, marketing channels of selected commodities, and waste management in target markets are discussed. In section 7 a few recommendations are included.

2. Methodology

2.1 Study Area

The present survey and study was conducted in 18 Upazila under 13 districts which are shown in Table 2.1.

Table 2.1: **Selected 18 Upazilas along with selected commodities (vertical expansion)**

Brinjal-3 clusters	Bitter Gourd-3 clusters	Tomato-5 clusters		Sweet Gourd-2 clusters	Banana-3 clusters	Aromatic Rice-2 clusters
		Winter	Summer			
1.Sadar, Jashore	1.Kaligonj, Jhenaidha	1.South Surma, Sylhet	4.Bagherpara, Jashore	1.Sadar, Bogra	1.Shibganj, Bogra	1.Birganj, Dinajpur
2.Sreemongal, Moulvibazar	2.Sadar, Naogaon	2.Mirsorai, Chattogram	5.Jhikorgacha, Jashore	2.Baraigram, Natore	2.PalashBari, Gaibanda	2.Chiribondar, Dinajpur
3.Parbatipur, Dinajpur	3.Mithapukur, Rangpur	3.Godagari, Rajshahi			3.Sadar, Khagrachari	

Source: ToR, Hortex Foundation

2.2 Sampling

Purposive sampling technique was followed for selection of the respondents/ participants from members of CIGs, members of the executive committee of the POs, non-member farmers, and traders. In addition LBF, UAO, SAAO, UNO were considered as the most knowledgeable persons for the project.

2.3 Data collection period

Required data for this study was collected from the project areas during the month of April and May 2019.

2.4 Preparation of data collection tools

One survey schedule for consumers' survey and four sets of checklists were designed to collect information for the study (**Appendix –C**). One set of checklists was developed to conduct FGD, one set for KII (UAO/SAAO/others), third one for Eazaradar, trader/PO the fourth one for LBF. The tools were checked by the concerned personnel of Hortex Foundation.

2.5 Collection of Data

Data for this study were collected from both the primary and secondary sources. The primary data were collected through Focused Group Discussions (FGD), Key Informant Interview (KII) and face to face interview from the selected respondents. Data were collected by the four experienced and trained data collectors. The consultant has tried to verify the collected data and also collected additional data from the respondents over cell phone. He has made contact with all the UOA, most of the SAAOs, all the presidents and secretaries of the POs, farmers, traders and all the LBF in 18 Upazila during the month of May and June 2019. Consumer survey was done through face to face interview and through internet. Secondary data were collected by the consultant from different documents of Hortex Foundation, GoB and journals.

2.6 Processing and Analyses of Data

After collecting data, the filled up schedules and other records were scrutinized and checked to avoid irrelevant information. The data were then coded and tabulated according to objectives. Data were presented in the form of table and figures. Tabulated data were analysed according to objectives of this study.

Concepts frequently used in this study

Target market

The relatively homogeneous group of consumers whose unmet needs the firm hopes to fill efficiently, effectively and profitably. This market can be small or large. However, it should be homogeneous as possible. By zeroing in on a homogeneous target or market segment, the firm can get competitive edge over other firms by doing a better job of satisfying the needs of the group, and thus increase its sales and long-run profits. (Beierlein and Woolverton, 1991p.55) .

Though farmers have started commercial production of various vegetables but not so active in marketing their produce. So, in this study target market is defined a bit differently from that of marketing literature. Target market is referred to the market where the farmers use to sell the primary farm produce. Considering the location of CIGs, volume of production and location of markets the target markets were identified on the basis of consensus of different actors like producers (both CIGs and non-CIGs members), MMC and SAAO/UAO. Presence of wholesale buyers, market demand, transportation facility, distance of the markets and market day were considered by the farmers in harvesting and selling to markets.

Collection point

It is a sort of assembling place where producers bring their commodity to a particular place for further shipment to desired /target markets. It may be located in production area or close to market depending on the potential benefits of the farmers.

Niche market A niche market is a subset of a larger market with its own particular needs or preferences, which may be different from the larger market. Here **a niche market is the subset of the market on which a specific product is focused**. There are various ways of defining niche market, in this study Niche market is defined on the basis of Geographic location (i.e. specific market shed where vegetables and fruits are trading).

Infrastructure

Infrastructure refers to shed, loading-unloading facilities, washing facilities, weighing, storage, waste management, trading/auction, packaging, utility services, and drainage system. It also includes road, transportation, communication, sewage, and electric system etc.

III. Findings of the field study

Focus group discussions, face to face interview, key informant interviews were conducted in each of the 18 Upazilas. The participants (members of GIGs, members of the executive committee of the POs) were involved in the process of identification of Target markets, Collection points and Niche markets. The factors like concentration of production of concerned crops, location of CIGs, area coverage by the designated markets, accessibility to markets, etc were considered critically during the discussion to identify the target market, potential Collection points and Niche market. Traders participated in the discussion and their contributions were very useful to take decisions. After that the decisions were shared with and supported by the LBF, SAAOs and Upazila Agricultural Officer. The results of the field study are presented below according to product clusters such as Brinjal clusters, Bitter gourd clusters, Tomato clusters, Sweet gourd clusters, Banana clusters and Aromatic Rice clusters.

3.1 Brinjal clusters

Identification of target market

The identified target markets of brinjal for three Upazilas - Jashore Sadar, Sreemongal under Moulvibazar and Parbatipur under Dinajpur District along with the respective Union councils/pourosava are shown in Table 3.1.

Table 3.1.1 Target markets of brinjal in three Upazilas

Upazila & District	Target markets		
Sadar, Jashore	Churamonkathi	Jhaodia	Ambottala
Union Council	Churamonkathi	Churamonkathi	Churamonkathi
Sreemongal, Moulvibazar	Pouro natun Bazar	Satgaon Station Bazar	Sindhur Khan Bazar
Union Council/Pourosava	Pourosava, Sreemongal	Vunbir	Sindhur Khan
Parbatipur, Dinajpur	Khairpukur	Uttrar Bazar	Dangar haat
Union Council	No.10 Harirampur	No.10 Harirampur	4 No. Palahbari

Identification of collection points

Table 3.1.2 presents the collection points, Union councils, number of CIGs, concentration of targeted crop and type of owner of proposed collection points.

Table 3.1.2 Proposed collection points for brinjal

Particulars	Target market								
	Khairpukur Haat (Parbatipur)			Churamonkathi (Jashore)			Natun Bazar, Pouro (Sreemongol)		
Place of collection points (CP)	Uttra Bazar	Madhya Para	Dhagar haat	Abdul pur	Hoibotpur	Kashimpur	Bonobir Choumohona	Uttor Bharaowara	Tikria choumohona
Union council	No.10 Harirampur	No.10 Harirampur	4 No. Palashbari	Churamonkathi	Haibatpur	Kashimpur	Bonobir Choumohona	Uttor Bharaowara	Tikria choumohona
No. of CIGs covered	5	2	6	7	7	6	8	5	7
Production concentration (%)	50	20	30	40	40	20	30	25	45
Land owner of collection point	Khas	Khas	Khas	Khas	Khas	Khas	Khas	Private	Private

On an average 2500 kg of brinjal are brought by farmers per day at collection point under Parbatipur followed by Sreemongal (1560 kg) and Churamonkathi (1500 kg).

On the basis of findings of the field study the potential Niche markets in the existing markets are identified and shown below in Table 3.1..3.

Table 3.1.3 Proposed Niche market for brinjal

Upazila and District	Niche market
Parbatipur, Dinajpur	Parbatipur Natun Bazar
Jashore sadar, Jashore	Kutcha Bazar,(Churamonkathi)
Sreemangal, Moulvibazar	Natun Bazar, Pouro

3.2 Bitter gourd Clusters

Identification of Target markets

The identified target markets of Bitter gourd for three Upazilas - Kaliganj, Jinaidah, Naogaon Sadar, and Mithapukur, Rangpur along with the respective Union councils/pourosava are shown in Table3.2.1.

3.2.1 Target markets of bitter gourd in three target markets

Upazila & District	Target markets		
	Kaliganj, Jinaidah	Kutcha Bazar(60%)	Barobazar (20)
Union council	Pourosava	Barobazar	Kola
Sadar, Naogaon	Tatulia Hat (40%)	Kirtipur(35%)	Hapania (25%)
Union council	Kirtipur	Kirtipur	Hapania
Mithapukur, Rangpur	Boldipukur (60%)	Jaygir(20%)	Ranipukur(20%)
Union council	3No. Pairabond	2No. Ranipukur	2No. Ranipukur

Figures within parentheses indicate sales in percentages of total production

Table 3.2.2 presents the proposed collection points along with name of Union councils, number of CIGs, concentration of targeted crop and ownership pattern of land for proposed collection points under the target markets of College Road Kutcha Bazar, Kaliganj, Tatulia Hat under Naogaon Sadar and Boldipukur under Mithapukur. At Kaliganj two collection points namely Laotola Bazar and Nagar Chaprail Bazar were identified, while Paharpur, Kirtipur and Hapania were considered as collection points for Tatulia Hat under Naogaon Sadar and Rani Pukur, Kamar ganj for Boldipukur Bazar.

3.2.2 Identification of collection points

Particulars	Target market								
	College Road Kutcha Bazar, Kaliganj			Tatulia Hat, Sadar, Naogaon			Boldipukur, Mithapukur		
Place of CP	Laotola Bazar	Nagar Chaprail Bazar	Gazi kalar Bazar	Paharpur	Kirtipur	Hapania	Rani Pukur	Kamar ganj	Dhakhin Tajpur + Balar haat
Union council	Shankarpur-Durgapur	Niamotpur		Boktarpur	Kirtipur	Hapania	Rani Pukur	6No Kamorganj	2No. Ranipukur
No. of CIGs covered	4	5	3	6	7	7	7	7	6
Production concentration%	25	25	25	20	20	60	70	10	20
Land owner of collection point	Khas	Khas	Khas	Khas	Khas	Khas	Private	Khas	Khas

Generally, farmers brought bitter gourd at collection point. Average arrival of bitter gourd per day varied from both area to area and time to time. The highest amount was 1500 kg at CP under Naogaon and lowest was at Kaliganj (400 kg) while 750 kg at CP under Mithapukur upazila.

The Niche markets in Kaliganj, Naogaon Sadar and Mithapukur Upazila are shown in Table 3.2.3.

Table 3.2.3 Identification of potential Niche market of Bitter gourd

Upazila and district	Niche market
Kaliganj, Jhenaidha	College Road Kutcha Bazar
Sadar Naogaon	Tatulia Haat
Mithapukur, Rangpur	Boldipukur

3.3 Tomato-5 Clusters

Tomatoes are grown in both winter and summer seasons. During winter three clusters are selected. Three target markets from each of the three Upazilas are identified which are shown in Table 3.3.1

Table 3.3.1 Target markets of winter Tomato in three Upazilas

Upazila & District	Target markets		
Dakkhin Surma, Sylhet	Rakhalganj Bazar(40)	Kamal Bazar(30)	Sobhani Ghat vegetable market(30)
Union council	Daudpur	10 no. Kamal Bazar	Sylhet City corporation
Mirsharai, Chattragram	Baroeyar Haat (60)	Mikha Chhara Bazar(25)	Jorarganj Bazar(15)
Union council	Baroeyar Poursava	1 No. Mirsharai	3 No. Jorarganj
Godagari, Rajshahi	Bidirpur –Haat (15%)	Gopal pur (15%)	Kadipur (15%)
Union council	Matikata	Matikata	Matikata

Figures within parentheses indicate sales in percentages of total production

Table 3.3.2 shows the proposed collection points along with concentration of production and number of CIGs covered.

Table 3.3.2 Proposed collection points for winter tomato

Target market Particulars	Rakhalganj Bazar, Dakkhin Surma		BaroeyarHaat, Mirsharai			Bashali tala, Godagari		
	Rakhalganj Bazar	Kamal Bazar	Kal Ghar	Haji Sarail	Kha iach hara	Hali pad	Bama naval	Kadi pur
Place of CP	Rakhalganj Bazar	Kamal Bazar	Kal Ghar	Haji Sarail	Kha iach hara	Hali pad	Bama naval	Kadi pur
No. of CIGs covered	2	3	3	8	5	3	1	2
Concentration of Production (%)	20	40	20	30	20	50	20	30
Land owner of collection point	Private	Private	Private	Private	Private	Private	Private	Private

The average size of total arrival of tomato at hat day was reported 3000 Kg, 2400 Kg and 500 Kg at Rakhalganj Bazar, Kal Ghar and Hali pad respectively. Farmers brought tomato at Halipad while both farmers and traders brought tomato at Rakhalganj Bazar, Kal Ghar hat.

Identification of Niche market

Lala bazar, Karer Haat and Daily Bazar were identified as Niche market in Dakkhin Surma, Mirsharai and Godagari Upazilas respectively (Table 3.3.3).

Table 3.3.3 Niche market of winter Tomato by Upazilas

Upazila and district	Niche market
Dakshin Surma, Sylhet	Lala Bazar
Mirsharai	Karer Haat
Godagari, Rajshahi	Daily Bazar, Godagari

Summer tomatoes are grown in Bagharpara and Jhikargachha Upazilas under Jashore District. Target markets of both the Upazilas along with other related information are shown in Table 3.3.4.

Table 3.3.4 Target markets of Summer Tomato in three Upazilas

Upazila & District	Target markets		
Bagharpara, Jashore	Dadpur Bazar (80)	Chara Vita Bazar(5)	Rostumpur(15)
Union Council	Darajhaat	Basuari	Basuari
Jhikargachha, Jashore	Barbakpur Bazar (30)	Jhikargachha(50)	Baniali (20)
Union Council	Jhikargachha	Jhikargachha	Gadhkhali

Note : Figures within parentheses indicate sales in percentages of total production

The proposed three collection points for each Upazila along with number of CIGs and the share of production are presented in Table 3.3.5.

Table 3.3.5 Collection points for Summer Tomato

Target market Particulars	Dadpur Bazar, Bagharpara			Barbakpur Bazar, Jhikargachha		
	Place of CP	Dadpur	Vita bollya	Rostumpur	Mohini kathi	Sreerampur
Union Council	Darajhaat	Jamdia	Bauari	Shankarpur	Jhikargachha 6 No.	Gadhkhali
No. of CIGs covered	6	7	3	4	3	4
Concentration of Production (%)	50	15	35	5	10	20
Land owner of collection point	Khas	Khas	Khas	Khas	Khas	Khas

On an average 750 kg of Summer Tomato are brought by farmers per day at collection point under Dadpur Bazar and only 240 Kg at Collection point under Barbakpur Bazar.

Table 3.3.6 presents the Niche markets at Bagharpara and Jhikargachha Upazilas.
Table 3.6 Niche market of Summer Tomato

Upazila and district	Niche market
Bagharpara, Jashore	Satiantala Bazar
Jhikargachha,	Jhikargachha

3.4 Sweet Gourd Clusters

Three target markets in each of two upazilas are identified on the basis of share of their sales which are placed in Table 3.4.1.

Table 3.4.1 Target markets of Sweet Gourd in two Upazilas

Upazila & District	Target markets		
Sadar Bogura	Palli Mangal Haat(70%)	Sabgram(20%)	Board Bazar(10%)
Union council	Shakharia	Sabgram	Shakharia
Baraigram, Natore	BonparaBazar (50%)	Ahmedpur Bazar (30%)	Baraigram Bazar(20%)
Union council	Bonpara sadar Pourosova	Baraigram	Baraigram

Figures within parentheses indicate sales in percentages of total production

Three Collection Points are proposed considering the number of CIGs to be served. Table 3.4.2 also shows the concentration of production of Sweet Gourd in concerned areas. Only Manikpur is proposed as collection point in Bonpara Bazar as production of sweet gourd has been declining in the area.

Table 3.4.2 Proposed Collection points for Sweet Gourd

Particulars	Target market			
	Palli Mangal Haat, Bogura			BonparaBazar, Natore
Place of CP	Shaker kola	Dhaokola	Madhu Majhira	Manikpur
Union council	Shakharia	Gokul	Nahiri para	Baraigram
No. of CIGs covered	10	3	3	5
Concentration of Production (%)	70	20	10	32
Land owner of collection point	Khas	Khas	Khas	Khas

Generally farmers could sell **Sweet Gourd** on an average 1400 Kg at collection point at Bogura and 1200 Kg at collection point under Natore.

Identification of Niche market

Palli Mangal Haat of Bogura sadar and Rajapur Haat under Boraigran Upazila may be considered as Niche market for sweet gourd in the project area.

3.5 Banana Clusters

Two target markets for banana are named as Chandihara and Mohasthan in Shibganj Upazila, three target markets each for Palashbari and Khagrachhari Upazila are identified (Table 3.5.1).

Table 3.5.1 Target markets of Banana in three Upazilas

Upazila & District	Target markets		
Shibganj, Bogura	Chandihara(70%)	Mohasthan(30%)	-
Union council	Raynagar	Raynagar	-
Palashbari, Gaibandha	Palashbari(40%)	Kasia Bari(30%)	Baragobindapur(30%)
Union council	Palashbari	Hosenpur	Betkapa
Sadar, Khagrachhari	Khagrachhari sadar (60%)	Matiranga(30%)	Guimara(10%)
Union council	Pourosova	Pourosova	Pourosova

Note: Figures within parentheses indicate percentage of banana production transacted in the markets

The proposed collection points of banana under three target markets at Bogura, Palashbari and Khagrachhari are shown in Table 3.5.2.

Table 3.5.2 Proposed collection points of Banana

Particulars	Target market								
	Chandihara, Bogura			Palashbari, BRAC Bazar			Khagrachhari		
Place of CP	Mokam tala	Amtali	Chandihara	Katuli	Kasia Bari	Boro Gobindapur	Bhaibon Chhara	12No. Bazar	Shibmondir bazar
Union council	Mokam tala	Shibganj	Ray nagar	Kishoregari	Betkapa	Betkapa	Bhaibon Chhara	Bhaibon Chhara	Bhaibon Chhara
No. of CIGs covered	11	6	3	5	6	9	5	6	8
Concentration of production, %	50	30	20	40	30	30	40	30	30
Land owner of collection point	Khas	Khas		Khas	Khas	Khas	private	private	private

On an average farmers would bring about 60 ton, 31 ton and 148 ton banana to collection points at Mokam tala, Katuli and Bhaibon Chhara respectively.

Mohastan Bazar, BRAC Bazar and Khagrachhari Pouro Bazar are identified as Niche markets from the three selected Upazilas (Table 3.5.3).

Table 3.5.3 Niche markets in three Upazilas

Upazila and district	Location of Niche Markets	No. of shed	Area (sq.ft)
Shibganj, Bogura	Mohastan	1	1200
Palashbari, Gaibandha	BRAC Bazar	1	4500
Sadar, Khagrachhari	Khagrachhari	1	2000

3.6 Aromatic Rice Clusters

Based on the arrival of aromatic paddy, Birganj Haat Kholo, Golapganj, Kabiraj Haat and Jharbari are considered as target markets in Birganj Upazila while Chirirbandar Hatkhola, Binyakuri haat, Santibazar and Bekipul are the target markets in Chirirbandar Upazila (Table 3.6.1)

Table 3.6.1 Target markets of Aromatic Rice in two Upazilas

Upazila & District	Target markets			
Birganj, Dinajpur	Birganj Hatkhola, (60%)	Golapganj (20%)	Kabiraj Hat (10-12%)	Jharbari (10-8%)
Union council	Pourosava	Maricha	Bhognagar	3 No. Satogram
No. of CIGs	9+ 2 (partly)	4	3+1 (partly)	2
Chirir bandar, Dinajpur	Chirirbandar Hatkhola (40%)	Binyakuri hat (30%)	Santibazar (10%)	Bekipul (20%)
Union council	Abdulpur	Esubpur	Amarpur	Awaliapukur
No. of CIGs	8	4	3	5

Note: Figures within parentheses indicate sales in percentage of total production of Aromatic Rice transacted in the markets

Table 3.6.2 presents three collection points at two target markets in Birganj and Chirir bandar Upazilas .

Table 3. 6.2 Collection points of Aromatic Rice/ vegetables

Particulars	Target market					
	Birganj Hatkhola Bazar			Chirirbandar Hatkhola		
Place of CP	Golapganj	Jharbari Hat	Kabiraj Hat	Binny kuri	Shanti Bazar	Bekipul
No. of CIGs covered	4	2	4	5	3	5
Union council	Maricha	3No. Satogram	Bhognagar	Esubpur	Amarpur	Awaliapukur
Concentration of production, %	20	10-8	10-12	40	30	30
Land owner of collection point	Khas	Khas	Khas	Khas	Khas	Khas

Generally paddy farmers brought Aromatic paddy for sale at markets. The volume of sale of Aromatic paddy per Haat day varied from 70 -88 bags at collection point under Chirirbandar and 77-82 bags at collection point under Birganj Upazila

Potential production zones of high value vegetables and fruits and aromatic rice

The potential production zones of high value vegetables could be represented by the availability of profitable crops which are shown below

Commodity clusters	Profitable crops in the area
Brinjal-3 clusters	
Parbatipur, Dinajpur	Bitter gourd, Brinjal, Palwal, Sweet gourd, Potato, Tomato
Sadar Jashore	Bitter gourd, Brinjal, Tomato, Sweet gourd, Ladies finger, Bottle-gourd, Bean, Palwal
Sreemongol, Moulvibazar	Cauliflower, Bottle gourd, Bitter gourd, <i>Mukhi Kachu</i> , String bean, Summer bean, Summer tomato, Ribbed gourd,
Bitter gourd-3 clusters	
Kaliganj, Jinaidah	Bitter gourd, Brinjal, Tomato, Sweet gourd, Ladies finger, Bottle-gourd, Bean, Palwal
Sadar, Naogaon,	Bean, Sweet gourd, Palwal, Brinjal, Cauliflower, Cabbage, Bitter gourd.
Mithapukur, Rangpur	Bitter gourd, Spinny gourd, Brinjal, Cucumber, Cauliflower, Ladies finger, String bean, Palwal
Tomato-winter-3 clusters	
Dakkhin Surma, Sylhet	Bean, Sweet gourd, Tomato
Mirsharai, Chattra gram	Tomato, Brinjal, Bottle-gourd, Bitter gourd, Snake gourd, Ribbed gourd, String bean, Bean
Godagari, Rajshahi	Brinjal, Cabbage, Sweet gourd, Bottle gourd, Bean
Tomato-Summer-2 clusters	
Bagharpara, Jashore	Watermelon, Brinjal, Bottle gourd, Sweet gourd.
Jhikargachha, Jashore	Brinjal, Tomato, Palwal, Bitter gourd, Cauliflower
Sweet gourd-2 clusters	

Sadar,,Bogura,	Carrot, Cauliflower, Cabbage, Bitter gourd, Tomato
Baraigram, Natore	Brinjal, Tomato, Bean, Bitter gourd, Sweet gourd, Bottle gourd
Banana-3 clusters	
Shibganj, Bogura	Bitter gourd, Tomato, Cauliflower, Radish
Palashbari,Gaibandha	Wax gourd, Bitter gourd, Cauliflower, Cabbage,
Khagrachhari,Sadar	Zinger, Turmeric,
Aromatic Rice-2 clusters	
Birganj, Dinajpur	Tomato, Bottle gourd, Bean, String bean
Chirirbandar, Dinajpur	Bitter gourd, Tomato, Brinjal, Bottle gourd, String bean

Potential traders at assemble points under target markets

The potential buyers of different commodities at newly established collection points under target markets will not be totally different from the existing trader-buyers.

Generally the Paikar and itinerant traders of the concerned area will be the potential buyers of brinjal, bitter gourd, tomatoes and Sweet gourd at the collection points. At Godagari area the potential buyers of green tomatoes will be a trader group who undertakes a process for artificial repining of tomatoes for sale. For banana different types of buyers were identified in three different districts,for example, outside large Paikar will be attracted to buy banana from the collection point at Chandihara ,Bogra, and at Palash bari the potential buyers will be local Paikar while Faria will be the buyers at Khagrachhari. Paikar will be the potential buyers for purchasing aromatic rice from the collection points at Birganj Hatkhola and Chirir bandar Hatkhola under Dinajpur district.

Identification of Niche market

Birganj Hatkhola Bazar under Birganj Upazila and **Station Bazar** under Chirir bandar were considered as Niche market in respective Upazila

Photographs of proposed collection points and the Niche markets in existing 18 markets of selected Upazilas are presented in Appendix-G. Most of the Collection Points are located beside the high road and at local haat/Bazar or near to it. About 50 % proposed sites for collection points are owned by individuals. Appendix-G shows most of them are as open space.

3.7 Infrastructure

Infrastructure refers to shed, loading-unloading facilities, washing facilities, weighing, storage, waste management, trading/auction, packaging, utility services, and drainage system. It also includes road, transportation, communication, sewage, and electric system etc.

Shed: The number and size of sheds varied from market to market. Generally the sheds are characterized with tin roof, pucca floor and no wall. Most of the collection points sit in open sky. But at Niche market shops are under common shed or they themselves build either tin/**Tripol**roof with no wall stall.

Electricity: There is no use of electricity by the farmers but all of the marketplaces are connected with electricity supply.

Availability of water: In all the marketplaces water is available mainly for drinking purpose. Generally, neither the farmers nor the wholesale buyers wash any of the selected farm produce at wholesale level in marketplace. **The sellers at Nich market use to sprinkle water on their commodity to keep those fresh.**

Drainage facility: There is no permanent drainage facility in most of the marketplaces as well as in Niche market.

Weighing system: There is no common weigh balance in the market; everybody possesses his own weighing device. Most of the vegetables and aromatic rice is sold by weight and the unit of measurement is kg. Some cases forty Kg is considered as one maund.

Storage system: Generally there is no storage facility in any of the markets. Farmers bring their commodities to market either in sack or bamboo baskets/without any packing (for example sweet gourd). At wholesale level products are kept on mat/polethin sheet or on ground marketplace for few hours for packing and loading truck and other vehicles. Bamboo baskets and synthetic bags are used for packing vegetables. For Aromatic rice gunny bags are commonly used. The retailers generally do not store perishable commodities. Commodities are displayed keeping in baskets, on mat or plastic karate for sale in the stall. The unsold amount is kept on same containers in traditional way for the next day. Bamboo baskets and synthetic bags are used for keeping vegetables. For Aromatic rice gunny bags are commonly used.

Support services such as transportation facilities and labour are available but the hiring rate is not fixed, it varies from market to market and situation to situation. Generally, the retailers use labour or van to carry commodities from the purchasing points to own stall in niche market. As the market sits beside the roads, so there is no problem of loading and unloading truck and other vehicles. Sometimes the transport owners use the road for their convenience which causes problems to others.

Communication system: Communication system has been developing over time. Now all the stakeholders of the farm produce markets have their personal cell phone. Traders use cell phone for commercial purpose but its use among the producers is rare. The sellers at Niche markets use cell phone for trading purpose.

Waste management: Most of the Niche markets are cleaned every day before starting the transactions. Organic wastes are collected and disposed of in low –lying nearby areas by the designated cleaners.

3.8 Procedures of sales & regulations

Procedures of sales cover various aspects including mode of selling, price setting, weighing system, and mode of payment. Procedures vary from market to market and commodity to commodity. However, some common practices are discussed briefly.

Mode of selling farm produce

The field study revealed that the farmers sold their produce individually in all the markets though they faced a very organized, knowledgeable and solvent group of trader-buyers. It seemed there was no competition between farmers and trader-buyers rather the farmers involved in competition among them to sell their produce.

Price setting

Regarding the process of price setting of produce, most farmers consider the demand as the main factor for price determination. Here, the farmers are simply price takers which are mainly set by trader-buyers.

Weighing System

With few exception most of the produce at most market are sold by weight. At wholesale level the farmers do not carry their weigh balance. The trader-buyers have their own balance. Sometimes common weigh balance is used for specific commodity.

Payment mode

Generally transaction at wholesale level between farmers and traders was completed with cash payment, but both cash and credit system is also not uncommon. The Aratdar pay the full payment on behalf of the wholesaler and the Aratdar collect credit amount from the traders.

Market regulations

Market regulation is considered in relation to market fees, packing facility, existence of quarantine system, sanitary and phytosanitary measures in the market. In real life, the market fees vary from market to market. The sweeper also claims tips in terms of product that may varies from 0.5 to 1.0 kg of farmer's product. Measures such as quarantine, sanitary and phytosanitary standard and traceability system are not known to the growers and traders. Packing facilities are available on cost basis.

3.9 Concurrence about establishment of Collection Points and renovation /improvement of Niche Market

Renovation of markets and niche markets will create benefits for all the stakeholders of the markets including traders and consumers.

Field study reveals that there is no formal Collection Point under any CCMC. But there are some places which are used as collection point both by farmers and traders. These are simply open places having no facilities other than ground under open sky. There is difference in opinion regarding selection of area for Collection Point. Despite the difference in opinion a few of the GIGs members expressed willingness to donate 2-3 decimal land to establish collection point for the greater interest of the farmer's community. Access to existing government market place to build Collection Point is also possible if farmers are well organized and committed to production and marketing of farm produce through CIG. It is well known that Bangladesh has been working to achieve the United Nations "Sustainable Development Goals (SDGs)" by 2030. In accordance to the very essence of SDGs, to 'Leave No One Behind', inclusive growth strategy has been adopted to achieve the SDGs. In this context, all the concerned stakeholders have positive attitudes towards the activities of the CIGs. Being a development program led by DAE will certainly get necessary assistance from the administration.

Regarding improvement of identified Niche Market in the selected areas, all sorts of cooperation will be extended by the concerned stakeholders. It is emerged from the discussion with UAO, MMC- PO, traders, market business committee that renovation/improvement of the physical structure of the Niche Market through project aid will be acceptable to all the sections of the stakeholders. At present local administration is keenly interested and ready to extend cooperation if arises in developing Niche Market. There is no conflict of interests in renovation /development of Niche Market. Everybody of the society will be benefited. In fact, undertaking of any renovation works for the Niche market will be appreciated as there is a condition that a certain percent of market revenue should be invested for development of market facilities but which is not followed commonly.

IV. Assessment of the feasibility of the establishment of rental CCMC

It is learnt that the project has successfully established CCMC at all the 30 Upazilas. Of which this study is concerned with CCMC of 18 Upazilas. The CCMCs are established on rented house/land except the CCMC of Parbatipur. It was constructed by the previous project. Feasibility of establishment of rental CCMC would be judged by considering various aspects such as accessibility, size/space area, type of infrastructure, Owner views regarding renting, rental charge, and Renovation opportunity (Appendix-A).

In response to questions about the reasons for adoption of CCMC the stakeholders possess positive attitudes towards some issues such as its proximity to market, farmers' accessibility, availability of marketing services comparatively low cost, increase in bargain power, reduction in wastage of farm produce, enhance farmer's sales price and possibility to maintain CCMC out of its own funds. The feasibility of the establishment of rental CCMC on privately owned physical facilities in existing markets depends on certain conditions. Since the CCMC are established recently, it is not time to assess its performance which could be good indicator for assessment.

However, following points were emerged through the FGD, and interview about the feasibility of the establishment of rental CCMC on privately owned physical facilities in existing markets.

- The main theme of formation of CCMC was appreciated from all corners of the society. There is consensus that farmers are being exploited by intermediaries and the present marketing system.
- As **CCMC** is run under a project so rental of physical facilities is more rational than fixed establishment. But Some of them opined that it would not be feasible to continue the CCMC for long on rental basis as it is expensive. Secondly there is lack of confidence on rental building or establishment.
- Opposite arguments were also noted, where service charges for providing different services such as sorting, grading, washing, packing, weighing, developing linkage with potential traders would be a probable source of revenue to maintain the cost of CCMC.
- In spite of the importance of CCMC, in some cases there are reluctance among the farmers and traders to use the newly formed structure in new location

Feasibility of CCMC depends on performance of the CCMC which will depend on management committee. Honesty, commitment, transparency and accountability are the driving force of the management committee. The farmers should be market oriented, organized, trained, motivated, committed to GAP, and post-harvest management practices.

CCMC should develop business linkage with potential exporters, Institutional buyers and customers. It may go for arranging contract farming with the potential buyers. Location of some CCMCs may need be rearranged for its better performance.

The farmers have trust on CCMC as it is backed by Hortex Foundation. Hortex Foundation should create necessary environment so that this trust on CCMC will sustain after end of the project. CCMC should be made both technically and economically competitive.

V. Consumers' preferences towards quality product

The study is based on primary data, collected from 41 respondents over different districts. They were selected based on convenience sampling technique. The collected data are analysed by using simple statistical techniques like tabular analysis, percentages etc. A few socioeconomic characteristics of the sampled respondents are briefly discussed.

Family size: About 59% of the respondents have a family size of four members and 10% respondents have large family with 9 and more members.

Income: It is seen that about 61% of respondents 'income is less than Tk. 20,000 per month. About 15% respondents' income is in the range of Tk. 20 to 40 thousand and 12% have income is in the range of Tk.40 to 60 thousand .There were 7.2% respondents whose income was more than Tk. 80,000 per month

Education: About 29% respondents were illiterate. Five to ten year schooling was attained by 16.43% respondents. About 20% passed ssc and 17% passed HSC examinations. Twelve respondents were masters degree holders and another respondent was Ph.D(Figure 1.3 of Appendix B).

Consumption pattern of commodities

It is revealed from table that the highest form of consumption of various vegetables was at least twice a week. This was supported by about 75% of respondents for consumption of brinjal, and

bitter gourd. Summer tomato is consumed at least twice per week by about 71% respondents. Banana, winter tomato and sweet gourd is consumed at least twice per week by more than 50% of the respondents (Table 5.1). Aromatic rice is consumed rarely by about 93% of the respondents. Sweet gourd is also rarely used by 29.3% respondents followed by use of summer tomato (12.2%). Winter tomato and banana was consumed three times or more per week by 39% and 32% respondents respectively. Small percentages of respondents consumed all the commodities atleast once in a day.

Table 5.1. Consumption pattern of commodities

Nature of consumption	Brinjal		Bitter gourd		Winter tomato		Summer tomato		Sweet gourd		Banana		Aromatic rice	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
At least once a day	5	12.2	1	2.4	2	4.9	2	4.9	1	2.4	4	9.8	1	2.4
At least 3 times or more in a week	3	7.3	6	14.6	16	39.0	5	12.2	8	19.5	13	31.7	1	2.4
At least twice a week	31	75.6	31	75.6	22	53.7	29	70.7	20	48.8	24	58.5	1	2.4
Rarely	2	4.9	3	7.3	1	2.4	5	12.2	12	29.3	00	00	38	92.7

Note: Freq. = Frequency, % = Percentage

Sources: Field Survey Data 2019

It is revealed from Figures 1.5 to 1.11 (may be seen in **Appendix-B**) that 29% to 71% respondents are willing to pay higher price upto 5% and the percentages of respondents decline to 15-32% with the increase in price upto 10%. Further increase in price of vegetables by 11-25% leads to reduce the positive responses by about 5-20%. In response to increase in prices of commodities by 50%, 7% respondents expressed their willingness to continue their banana purchase as before followed by only about 5% respondents' purchase of bitter gourd, winter tomato, and sweet gourd. Purchase of brinjal will be unchanged as reported by only 2% respondents. Although consumers value good quality vegetables and generally willing to pay higher price, but increasing the price by 10% appears to represent a maximum threshold beyond which most consumers raise question about the economic value of quality improvement. It is therefore conceivable that at this point, most consumers may opt for lower quality vegetables that are sold at a price that they can afford.

Conclusion

This study provides some useful information about frequency of consumption of vegetables, fruit and Aromatic rice among consumers, problems related to quality of commodities. It is important to note that most of the consumers are aware about the product quality but not ready to pay higher price for quality product. This may happen due to factors like -- ignorance about quality and cost relation, prevailing retail price of concerned product is already high and inability of the consumers to pay higher price. However, further studies are needed to determine the actual amount of consumption of selected commodities to assess the adequacy of consumption of various commodities for balanced diet, and to know the consumption influencing factors.

VI. Price Pattern of selected commodities at different places

To have an idea about the variation of prices of farm produce at different times of marketing, an attempt was made to divide the marketing period into three stages such as early harvest, peak time and lean time. The fluctuations in prices of selected six crops are presented. It is revealed from field data that 5 to 15% of vegetables are harvest early and sold at better price, and another 15 % are supplied during lean period while 50 to 70% of the produce received low price during peak harvest season. Aromatic paddy is available for a short period of time.

6.1 Potential traders of commodities

Potential traders of selected six commodities are identified and presented commodity wise.

(i) Potential traders of Brinjal

If safer brinjal is grown, then the most important traders will be exporter, supermarket, selected itinerant traders who will sell safer brinjal to richer section of the society.

(ii) Potential traders of Bitter gourd

The potential traders will be Supermarket, and Established traders particularly who are currently handling bitter gourd. Market promotion is needed to create both traders and customers.

(iii) Potential traders of tomato

The potential traders of tomato are Supermarket, traders and customer groups who want safe vegetables. Processing companies will not be interested now as its price will be higher.

(iii) Potential traders of Sweet gourd

In our society sweet gourd is mainly used as vegetables at family level, hotel and restaurants. Good linkage with current traders and market promotion may help to increase market demand among the current users. So, potential traders will be food processing firms and vegetable traders who are currently not handling sweet gourd. Sweet gourd can be processed into more valuable products both at factory and household level.

(iv) Potential traders for banana

For banana, potential buyers should be searched from domestic market due to our present poor capacity to meet the requirements for quality of foreign markets. Following market actors and institutional buyers may be contacted through regular supply of quality and safe banana.

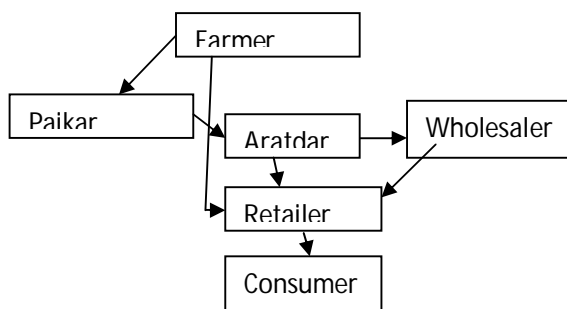
- i. Supermarkets, ii. Institutional buyers, iii. Processing firms, iv. Own Sales Centre in cities/towns

(v) Potential traders for Aromatic rice: The potential traders of aromatic paddy are Concerned Rice Mill owners, Aratdar and Big Paikar and Private Food Companies.

6.2 Marketing channels of commodities

Generally the marketing channel of agricultural commodity varies from area to area, commodity to commodity and even from producer to producer of a particular area. Based on field information marketing channels of six commodities are shown in this section. Figure 1 shows typical marketing channels for brinjal.

Figure 1 Typical Marketing channels of brinjal



Marketing channels of bitter gourd at Kaliganj, Naogaon and Mithapukur are shown in Figure 2

At Kaliganj

- 1. Farmer -----> Consumer
- 2. Farmer---->Paikar----->Aratdar----->Retailer ----->Consumer
- 3. Farmer-----> Paikar-----> Aratdar----->Trader-----> Aratdar---->Retailer--->Consumer

At Naogaon

- 1. Farmer-----> Paikar-----> Aratdar-----> Small Trader ---->Retailer--->Consumer

2. Farmer---->Paikar ----->Retailer ----->Consumer
3. Farmer---->CCMC ----->Paikar ----->Retailer ----->Consumer

At Mithapukur

1. Farmer---->Paikar---->Aratdar-----> Paikar---> Aratdar--->Retailer ----->Consumer
2. Farmer---->CCMC----->Paiker ----->Aratdar-----> Retailer----->Consumer

Figure 2: Marketing Channels of bitter gourd

Marketing channels of Tomato (winter)

Marketing channels of winter tomato are shown for three areas i.e. Dakshin Surma, Mirsharai, and Godagari (Figure 3).

At Dakshin Surma

1. Farmer -----> CCMC ----->Paikar----->Aratdar----->Retailer----->Consumer
2. Farmer---->Faria----->Aratdar----->Paikar ----->Retailer ----->Consumer
3. . Farmer----->Retailer----> Consumer

At Mirsharai

1. Farmer -----> CCMC ----->Paikar ----->Retailer----->Consumer
2. Farmer---->Faria----->Aratdar----->Paikar ----->Retailer ----->Consumer
3. Farmer ----> Consumer

At Godagari

1. Farmer----> Trader (Ripener) ----->Trader ----->Aratdar----->Retailer----->Consumer
2. Farmer----> Trader-----> Aratdar----->Retailer-----> Consumer

Figure 3: Marketing channels of tomato of Dakshin Surma, Mirsharai, and Godagari

Figure 4 presents typical Marketing channels of winter tomato

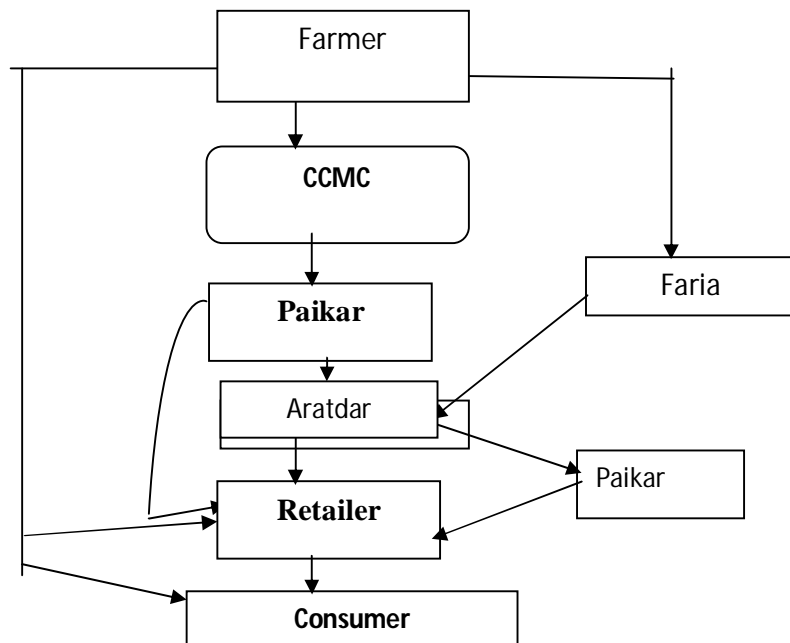


Fig 4: Typical marketing channels of winter tomato

**Marketing channels of Summer Tomato are presented in Figure 5
Bagharpara:**

1. Farmer----->Faria----->Aratdar----->Paiker----->Retailer----->Consumer
2. Farmer ----->CCMC----->Paiker---->Retailer-----> Consumer

Jhikargachha:

1. Farmer---->Paiker---->Retailer----> Consumer

Figure 5: Marketing channels of Summer tomato of Bagharpara and Jhikargachha

Marketing channels of sweet gourd are shown in Figure 6

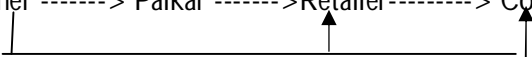
1. Farmer ----->CCMC-----> Paikar----->Aratdar----->Retailer-----> Consumer
 2. Farmer -----> Paikar----->Aratdar----->Retailer-----> Consumer
 3. Farmer -----> Paikar ----->Retailer-----> Consumer
- 

Figure 6: Marketing channels of sweet gourd

Marketing channels of Banana at different places are shown in Figure 7:

1. Shibganj:

- Farmer----->Large Paiker----->Aratdar-----> small Paiker----->Retailer----->C
Farmer----->CCMC----->Large Paiker----->Aratdar-----> Wholesaler----->Retailer-----
>Consumer

2. Palashbari:

- Farmer----->CCMC----->Paiker(Local)----->Local small trader -----> Consumer
Consumer
Paiker (Outsider) --- > Aratdar--->Wholesaler--->Retailer---->

3.Khagrachhari: Farmer----->CCMC----->Paiker----->Retailer ----->Consumer

- Farmer----->Faia----->Aratdar ----->Paiker----->Retailer -----> Consumer
Farmer-----> Retailer -----> Consumer

Figure 7: Marketing channels of banana of three areas (Shibganj, Palashbari & Khagrachhari)

Typical channels for banana are found in Figure 8.

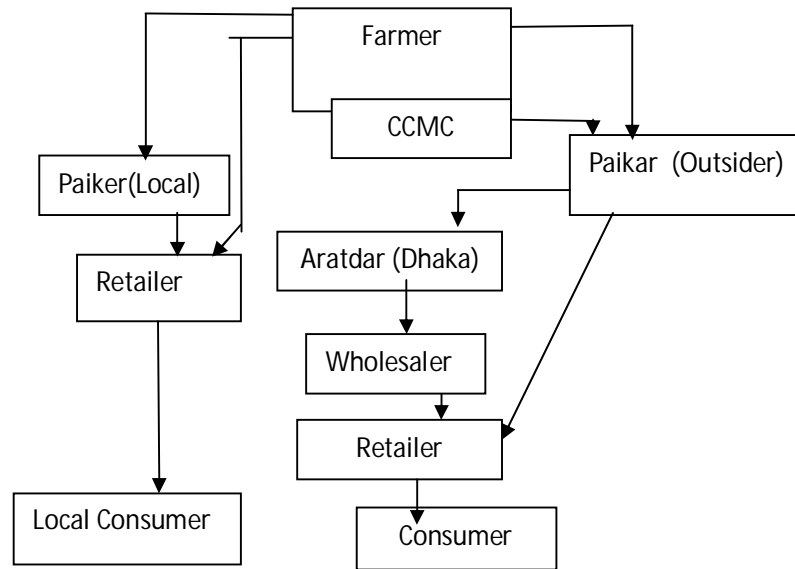


Fig.8: Typical marketing channels of Banana

Marketing channels of Aromatic rice (Figure 9).

At Chirirbandar

1. Farmer----->Paikar---. > Aratdar----->Exporter----->Paikar----->Retailer----->Consumer

2. Farmer---->CCMC--->Large traders -->Mills---->Aratdar (Rice)---> Wholesaler-cum-Retailer-->Retailer-->Retailer----> Consumer

At Birganj

1. Farmer----->Paikar---.>Aratdar----->Miller ----->wholesaler-----> Retailer----->Consumer

2. Farmer---->CCMC----->Large traders ---->Miller---->Aratdar (Rice)----> Wholesaler-cum-Retailer-->Retailer----> Consumer

Figure9: Marketing channels of Aromatic paddy/ rice

6.3 Waste management in existing target markets

The waste management condition is almost same in all the markets particularly in rural and semi-urban markets. It is very harsh to mention that we are not really concern about waste management. The waste management is concerned with collection, transportation, disposal and treatment of solid waste. Market generates organic wastes consist of rotten farm produce, discarded packaging and packing materials. It is revealed from the field study that most of the market participants i.e. traders and buyers were almost indifferent to waste management. The lessee arranged person to clean the market on every market day. Organic wastes are collected from the market place and are directly disposed of in low-lying areas. Disposal sites are selected on the basis of their closeness to the collection places. There are cleaners who are paid Tk. 200 per market day in each marketplace. Niche market is cleaned every day by the sweepers.

VII. Recommendations

Based on the findings of the field study followings recommendations are forwarded to the project authority for consideration.

Develop Linkage between members of CIGs and Input suppliers:

Most of the inputs for vegetables production are purchased from the markets at high prices, but there is no guarantee about quality of the inputs. The project may help to establish linkages between POs and the input suppliers to ensure supply of quality inputs at reasonable price of requisite amount at right time at farmers' place.

Develop Linkage between members of CIGs and Farm produce trader- buyers:

Farmers expect to sell their perishable goods immediately after harvest at remunerative price. In this context development of linkages among the members of CIGs and the wholesalers, retail institutions, and exporters are prerequisite for sustainable success of this program and thereby the farming community.

Provision of institutional credit:

Availability of capital is a problem for the farmers in conducting farming and non-farming activities.. To meet emergency needs farmers sometimes borrow both in cash and kind from Aratdar/Mohajan with the condition that crops will be sold to him after harvest. In this case farmers have no choice to select buyers other than the lender-trader. In some cases, they are not allowed to sell at CCMC. To overcome this problem, arrangement for bank loan is the best solution. At upazila level a simple lobby by the project authority at banks may solve the problem.

Arrangement of Training Programme:

There is lack of knowledge about the production practices, organizational aspects, and marketing, group marketing, safe and quality issues etc. The project should arrange training programmes on organization, production technology, GAP, PHM, and marketing for members of the CIGs.

Training programme should also be arranged for the concerned officers including UAO, SAAO and LBF. It appears they need further training on marketing and group activities.

Improvement of transportation facility:

Transportation is one of the important facilitating functions of marketing. The project has been experiencing the impact of providing van at CCMC. The use of hired truck has some negative points. First, it may not be available on demand. Secondly, the service provider does not keep to his time. Thirdly, the truck loading system is very unscientific which leads to damage of perishable vegetables. There is scope to reduce the transportation cost. So, considering the feasibility of owning truck, the Project may provide it to POs on cost share basis.

Motivational drive:

Motivational drive for members of CIGs and non-members by the DAE personnel would be effective for strengthening the activities of CCMC. Because, they have the authority to exercise some power to influence commercial farming in the rural area. Farmers should be organized and encouraged for group marketing instead of independent marketing system.

Niche Market development:

Infrastructural development of Niche Market will generate benefits for both the traders and ultimate consumers of farm produce.

A thorough study on selection of vertical crops of different areas, selection of CCMC location along with final selection of collection points under each CCMC should be made and special emphasis should be given on needs of the particular area. Secondly, further studies are needed to examine the consumers' behaviour regarding preferences, actual amount of consumption of selected commodities and to assess the adequacy of consumption of various commodities for balanced diet, and to know the consumption influencing factors.

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Appendix- A

Information on established CCMCs and perception of stakeholders about CCMC

(i) CCMCs for Brinjal clusters Information on established CCMCs

Particulars	Upazila		
	Parbotipur	Jashore Sadar	Sreemongal
Location of CCMC	Khairpukur Haat	Churamonkathi	Natun bazar
No. of CIGs included	12	10	12
Ownership pattern of land	Khas	Individual	Individual
Accessibility	easy	easy	easy
Size/ area, sq.ft	1904	1000	600
Type of establishment: Floor wall roof	pucca pucca Pucca	pucca pucca tin	pucca Tin tin

Perception of members of CIGs and PO, LBF , traders about CCMC

Reasons for adoption of CCMC	Location of CCMC					
	Khairpukur Haat Parbotipur		Churamonkathi Jashore Sadar		Natun Bazar, Pouro, Sreemongal	
	Agree	Don't agree	Agree	Don't agree	Agree	Don't agree
Proximity to market	Agree	-	Agree		Agree	
Relatively easy access to CCMC	Agree		Agree		Agree	
Availability of marketing service	Agree		Agree		Agree	
Low cost compared to market	Agree		Agree		Agree	
Increase in bargaining power	Agree		Agree		Agree	
Reduce in rate of wastage of farm produce	Agree		Agree		Agree	
Enhance farmers' sales price	Agree		Agree		Agree	
Possibility to maintain cost out of income from CCMC	-	Don't agree	Agree	Don't agree	Agree	

(ii) CCMCs for Bitter gourd clusters

Information on established CCMC

Upazila Particulars	Kaliganj	Naogaon Sadar	Mithapukur
Location of CCMC	College Road Kutcha Bazar	Tatulia Haat	Boldipukur
No. of CIGs included	8	10-12	7
Ownership pattern of land	Individual	Individual	Individual
Accessibility	easy	easy	easy
Size/ area, sq.ft	1200	2400	2400
Type of establishment : Floor wall roof	pucca pucca Pucca	pucca pucca tin	pucca Tin tin

Perception of members of CIGs and PO, LBF , traders about CCMC

Reasons for adoption of CCMC	Location of CCMC					
	College Road Kutcha Bazar		Tatuliar Haat		Boldipukur	
	Agree	Don't agree	Agree	Don't agree	Agree	Don't agree
Proximity to market	Agree	-	Agree		Agree	
Relatively easy access to CCMC	Agree		Agree		Agree	
Availability of marketing services	Agree		Agree		Agree	
Low cost compared to market	Agree		Agree		Agree	
Increase in bargaining power	Agree		Agree		Agree	
Reduce in rate of wastage of farm produce	Agree		Agree		Agree	
Enhance farmers' sales price	Agree		Agree		Agree	
Possibility to maintain cost out of income from CCMC	Agree		Don't agree		-	Don't agree

(iii) CCMCs for Tomato clusters (Winter)

Information on established CCMC

Upazila Particulars	Dakkhin Surma	Mirsharai	Godagari
Location of CCMC	Lala Bazar	Bhanga Dokan Bazar	Bashali tala
No. of CIGs included	10	5	6
Ownership pattern of land	Individual	Individual	Individual
Accessibility	easy	easy	easy
Size/ area, sq.ft	1000	1000	2400
Type of establishment: Floor wall roof	pucca pucca c.l sheet	pucca c.l sheet c.l sheet	pucca pucca pucca

Perception of members of CIGs, PO, LBF , and traders about CCMC

Reasons for adoption of CCMC	Location of CCMC					
	Lala Bazar		Bhanga Dokan Bazar		Bashali tala	
	Agree	Don't agree	Agree	Don't agree	Agree	Don't agree
Proximity to market	Agree	-	Agree		Agree	
Relatively easy access to CCMC	Agree		Agree		Agree	
Availability of marketing services		Don't agree	Agree		Agree	
Low cost compared to market		Don't agree	Agree		Agree	
Increase in bargaining power	Agree		Agree		Agree	
Reduce in rate of wastage of farm produce	Agree		Agree		Agree	
Enhance farmers' sales price		Don't agree	Agree		Agree	
Possibility to maintain cost out of income from CCMC	Agree		Agree			Don't agree

**(iv) CMC for tomato Cluster(Summer)
Information on established CCMC**

Upazila	Bagharpar	Jhikorgachha
Particulars		
Location of CCMC	Dadpur Bazar	Barbakpur
No. of CIGs supply	6	6
Ownership pattern of land	Individual	Individual
Accessibility	easy	easy
Size/ area, sq.ft	544	432
Type of establishment: Floor wall roof	pucca pucca c.l sheet	pucca pucca pucca

Perception of members of CIGs and PO, LBF , traders about CCMC

Reasons for adoption of CCMC	Location of CCMC			
	Dadpur		Jhikorgachha	
	Agree	Don't agree	Agree	Don't agree
Proximity to market	Agree	-	Agree	
Relatively easy access to CCMC	Agree		Agree	
Availability of marketing services		Don't agree	Agree	
Low cost compared to market		Don't agree	Agree	
Increase in bargaining power	Agree		Agree	
Reduce in rate of wastage of farm produce	Agree		Agree	
Enhance farmers' sales price		Don't agree	Agree	
Possibility to maintain cost out of income from CCMC		Don't agree		Don't agree

(v) **CCMCs for Sweet gourd cluster**
Information on established CCMC

Upazila Particulars	Sadar ,Bogura	Baraigram, Natore
Location of CCMC	Palli Mangal Haat	Bonpara Bazar
No. of CIGs supply	12	10
Ownership pattern of land	Individual	Individual
Accessibility	easy	easy
Size/ area, sq.ft	600	1040
type of establishment: Floor wall roof	pucca pucca pucca	- - c.l sheet

Perception of members of CIGs and PO, LBF , traders about CCMC

Reasons for adoption of CCMC	Location of CCMC			
	Palli Mangal Haat , Bogura		Bonpara Bazar Natore	
	Agree	Don't agree	Agree	Don't agree
Proximity to market	Agree	-	Agree	
Relatively easy access to CCMC	Agree		Agree	
Availability of marketing services	Agree		Agree	
Low cost compared to market		Don't agree	Agree	
Increase in bargaining power	Agree		Agree	
Reduce in rate of wastage of farm produce	Agree		Agree	
Enhance farmers' sales price	Agree		Agree	
Possibility to maintain cost out of income from CCMC		Don't agree		Don't agree

(vi) **CCMCs for Banana Cluster**

Information on established CCMC

Upazila Particulars	Shibgonj, Bogura	Palashbari, Gaibandha	Sadar, Khagrachhari
Location of CCMC	Chandihara Bazar	BRAC Bazar	Shibmondir Bazar
No. of CIGs supply	8- 10	12	18
Ownership pattern	Individual	Individual	Individual
Accessibility	easy	easy	easy
size/ area Sq.ft	2600	1200	1000
Type of establishment: Floor wall roof	pucca pucca Pucca	pucca pucca tin	pucca bamboo tin

Perception of members of CIGs and PO, LBF , traders about CCMC

Reasons for adoption of CCMC	Location of CCMC					
	Chandihara Bazar		BRAC Bazar		Shibmondir Bazar	
	Agree	Don't agree	Agree	Don't agree	Agree	Don't agree
Proximity to market	Agree	-	Agree		-	Don't agree
Relatively easy access to CCMC	Agree		Agree		-	Don't agree
Availability of marketing services	Agree		Agree		Agree	
Low cost compared to market		Don't agree	Agree		Agree	
Increase in bargaining power	Agree		Agree		Agree	
Reduce in rate of wastage of farm produce	Agree		Agree		Agree	
Enhance farmers' sales price	Agree		Agree		Agree	
Possibility to maintain cost out of income from CCMC	Agree		Agree		Agree	

**(vii) CCMC for Aromatic rice
Information on established CCMC**

Upazila	Birganj	Chirirbandar
Particulars		
Location of CCMC	Birganj Hutkhola	Chirirbandar Hatkhola
No. of CIGs included	9	12
Ownership pattern of land	Individual	Individual
Accessibility	easy	easy
Size/Area, sq.ft	1400	1200
Type of establishment:		
Floor	pucca	pucca
wall	pucca	pucca
roof	tin	tin

Perception of members of CIGs, PO, LBF , and traders about CCMC

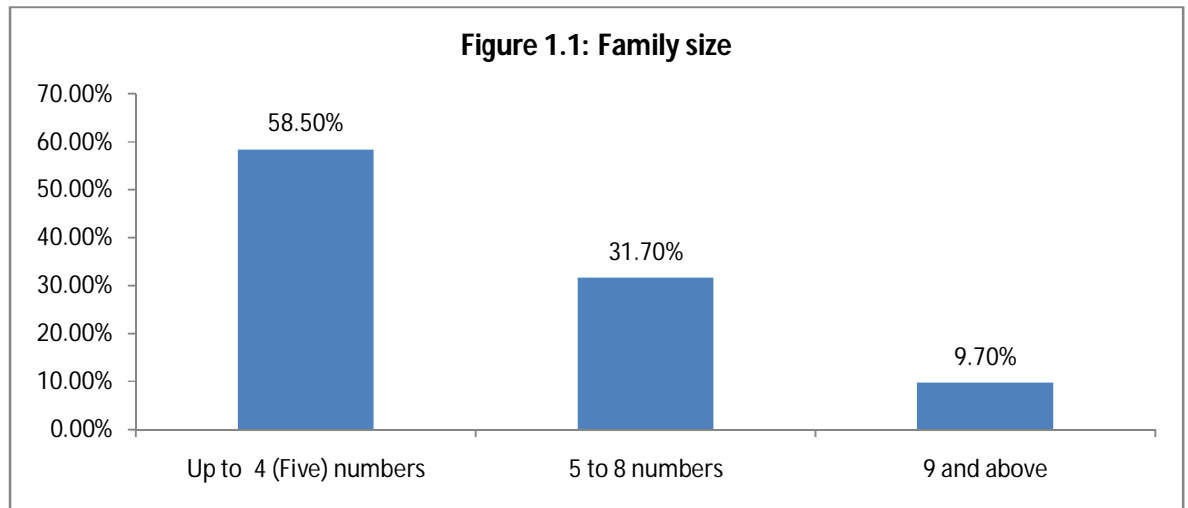
Reasons for adoption of CCMC	Location of CCMC			
	Birganj Hutkhola		Chirirbandar Hatkhola	
	Agree	Don't agree	Agree	Don't agree
Proximity to market	Agree	-	Agree	-
Relatively easy access to CCMC	Agree		Agree	
Availability of marketing services	Agree		Agree	
Low cost compared to market	Agree		Agree	
Increase in bargaining power	Agree		Agree	
Reduce in rate of wastage of farm produce	Agree		Agree	
Enhance farmers' sales price	Agree		Agree	
Possibility to maintain cost out of income from CCMC	Agree		Agree	

Appendix B

Consumers' preferences towards quality product

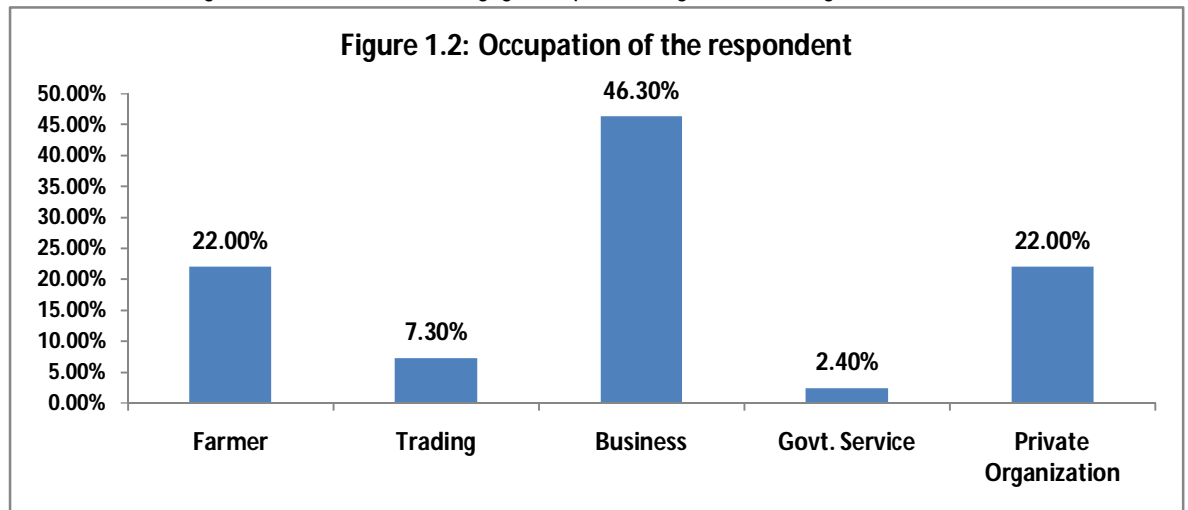
The study is based on primary data, collected from 41 respondents over different districts. They were selected based on convenience sampling technique. The collected data are analysed by using simple statistical techniques like tabular analysis, percentages etc. A few socioeconomic characteristics of the sampled respondents are briefly discussed.

Family size: About 59% of the respondents have a family size of four members and 10% respondents have large family with 9 and more members (Figure 1.1).

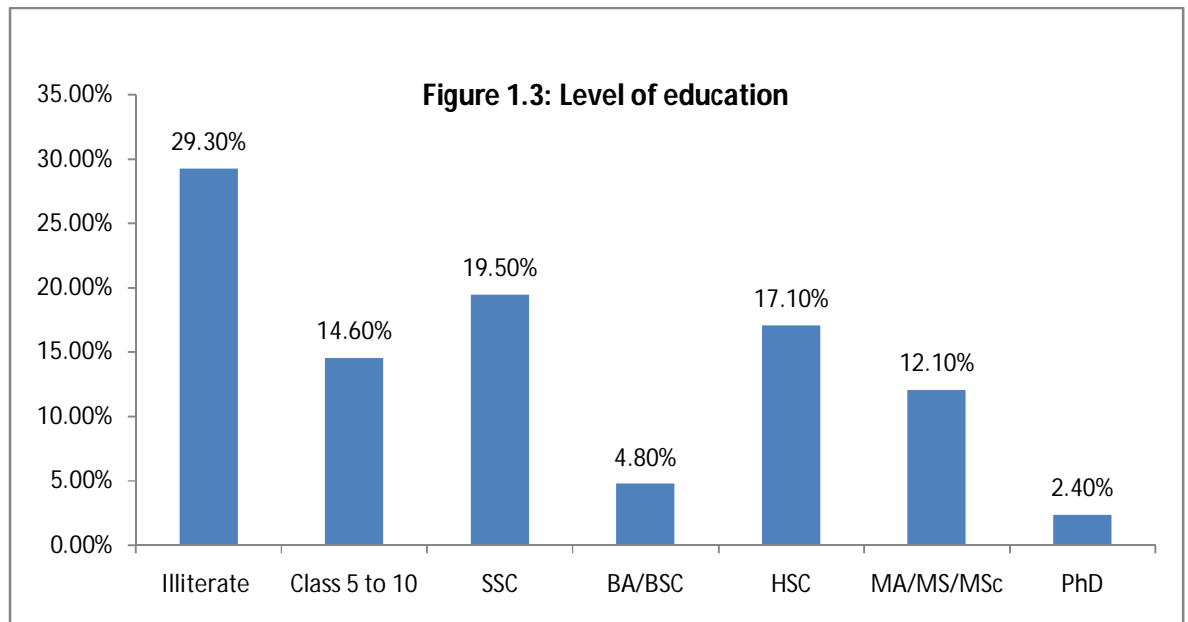


Sources: Field Survey Data 2019

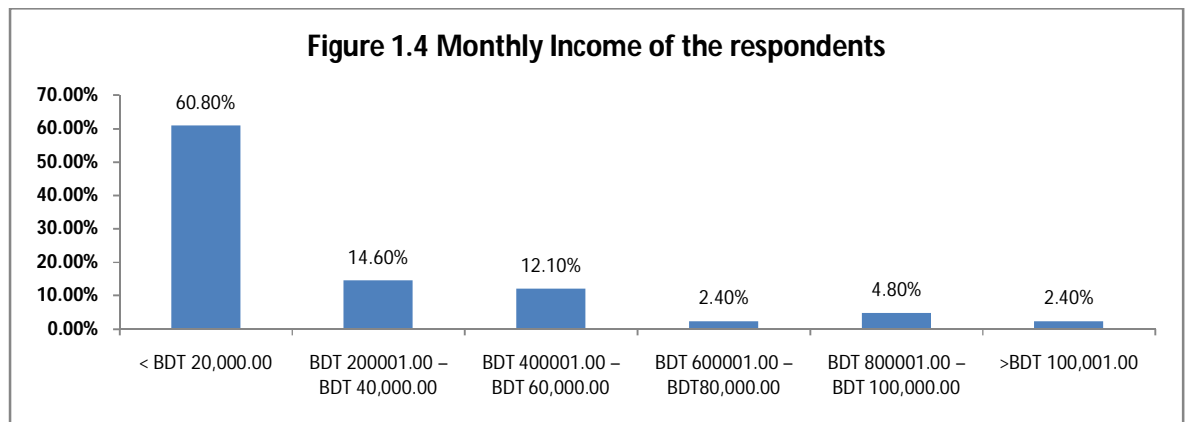
Occupation: About 54 % respondents' occupation is business and 22% respondents are involved in farming and another 22% are engaged in private organization (Figure 1.2).



Education: About 29% respondents were illiterate. Five to ten year schooling was attained by 16.43% respondents. About 20% passed ssc and 17% passed HSC examinations. Twelve respondents were masters degree holders and another respondent was Ph.D(Figure 1.3).



Income: It is seen that about 61% of respondents' income is less than Tk. 20,000 per month. About 15% respondents' income is in the range of Tk. 20 to 40 thousand and 12% have income in the range of Tk.40 to 60 thousand. There were 7.2% respondents whose income was more than Tk. 80,000 per month ((Figure 1.4).



Attributes of commodities

The responses of the respondents to the question " which attributes are considered during buying the selected farm commodities?" are presented in Table 1. The degree of consideration of various attributes are identified by using a value/score from 10 points. The intensity and value of score move in opposite direction (1= most important, 10= least important). Results are evaluated by using mean score, the attribute which gains lowest score is more important than the attribute

with higher score. For convenience we may consider the attributes with mean score less than 5 as more important than those with score above 5.

All the attributes received score below 5 points except one in case of brinjal. In bitter gourd buying consumers put more emphasis on all the aspects except two attributes namely ripening stage (5.31) and colour(5.00). All the attributes are considered more important for winter tomato except ripening stage (5.22). In the case of summer tomato the scores range from 2.53 to 4.51. All the attributes got less than 4 point except color (4.17) and chemical free (5.81) for buying sweet gourd. The score varies from 2.72 to 3.84 in the case of banana buying. In case of buying aromatic rice the buyers put more emphasize on five attributes and less importance on three.

Table 1. Attributes consider by consumers during purchasing commodities

Attribute		Brinjal	Bitter gourd	Winter tomato	Summer tomato	Sweet gourd	Banana	Aromatic Rice
Repining Stage	No.	16	17	36	38	39	37	15
	Mean score	5.31	5.00	5.22	3.53	3.41	3.59	5.53
Size and Shape	No.	33	41	39	37	39	36	26
	Mean score	3.42	3.05	3.26	2.81	2.87	3.06	3.54
Free from Disease	No.	41	39	38	37	34	35	30
	Mean score	4.51'	4.13	3.24	3.32	3.74	3.14	3/77
Fresh	No.	38	40	37	36	28	39	21
	Mean score	2.74	2.65	2.86	2.53	3.29	2.72	3.71
Colour	No.	27	17	27	28	30	34	14
	Mean score	3.33	5.06	3.37	3.07	4.17	3.03	5.64
Free from Chemicals	No.	33	22	26	22	16	31	18
	Mean score	3.85	4.64	4.23	3.00	5.81	3.84	5.50
Clean	No.	26	39	36	34	30	35	38
	Mean score	3.38	3.03	2.81	2.71	3.73	3.09	3.79
Variety	No.	28	38	36	38	33	35	36
	Mean score	2.96	2.68	2.56	4.45	3.12	2.91	4.50

Note: No.= No. of respondents

Source: Field survey 2019

Consumption pattern of commodities

It is revealed from table that the highest form of consumption of various vegetables was at least twice a week. This was supported by about 75% of respondents for consumption of brinjal, and bitter gourd. Summer tomato is consumed at least twice per week by about 71% respondents. Banana, winter tomato and sweet gourd are consumed at least twice per week by more than 50% of the respondents (Table 2). Aromatic rice is consumed rarely by about 93% of the respondents. Sweet gourd is also rarely used by 29.3% respondents followed by use of summer tomato (12.2%). Winter tomato and banana was consumed three times or more per week by 39% and 32% respondents respectively. Small percentages of respondents consumed all the commodities at least once in a day.

Table 2. Consumption pattern of commodities

Nature of consumption	Brinjal		Bitter gourd		Winter tomato		Summer tomato		Sweet gourd		Banana		Aromatic rice	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
At least once a day	5	12.2	1	2.4	2	4.9	2	4.9	1	2.4	4	9.8	1	2.4
At least 3 times or more in a week	3	7.3	6	14.6	16	39.0	5	12.2	8	19.5	13	31.7	1	2.4
At least twice a week	31	75.6	31	75.6	22	53.7	29	70.7	20	48.8	24	58.5	1	2.4
Rarely	2	4.9	3	7.3	1	2.4	5	12.2	12	29.3	00	00	38	92.7

Note: Freq. = Frequency, % = Percentage

Sources: Field Survey Data 2019

Buyers' knowledge about problems

It is seen from Table 3 that out of 11 problems five problems are among the first three problems as noticed by the buyers during buying commodities. Among the first three problems two problems (rot/damage, and infected/decay) are common to all the commodities, one problem (immaturity) is common to four commodities and , fourth one (variety) is common to three commodities.

Table 3: Buyer's knowledge about the common problems related to quality of commodities

Problems	Brinjal	Bitter gourd	Winter tomato	Summer tomato	Sweet gourd	Banana	Aromatic Rice
Immaturity	36.6%	17.1%	68.3%	58.5%	58.5%	75.6%	9.8%
Bruising /Skin damage	51.2%	53.7%	63.4%	53.7%	19.5%	31.7%	00.0%
Infected/diseased	80.5%	80.5%	73.2%	70.7%	61.0%	58.5%	29.3%
Bad colour	22.0%	17.1%	53.7%	51.2%	26.8%	51.2%	31.7%
Bad test	22.0%	24.4%	24.4%	31.7%	29.3%	53.7%	22.0%
variety	63.4%	53.7%	46.3%	46.3%	53.7%	61.0%	58.5%
Size	41.5%	58.5%	41.5%	43.9%	65.9%	48.8%	24.4%
Over mature	12.2%	22.0%	36.6%	46.3%	56.1%	51.2%	9.8%
Rot and Damage	90.2%	73.2%	85.4%	82.9%	46.3%	70.7%	17.1%
Not fresh	24.4%	29.3%	26.8%	24.4%	19.5%	12.2%	4.9%
Information of production technology	36.6%	2.4%	14.6%	14.6%	22.0%	12.2%	9.8%

Consumers' responses to increase in price

Consumer's reactions to increase in prices of commodities are presented in Figures 1.5 to 1.11

The results are shown and explained based on commodity one after another.

A. Brinjal

Assuming with the increase in price of brinjal by upto 5% due to better quality about 73% respondents will continue its purchase unchanged but only 9.7% will increase their purchase but about 17% will decrease purchase.

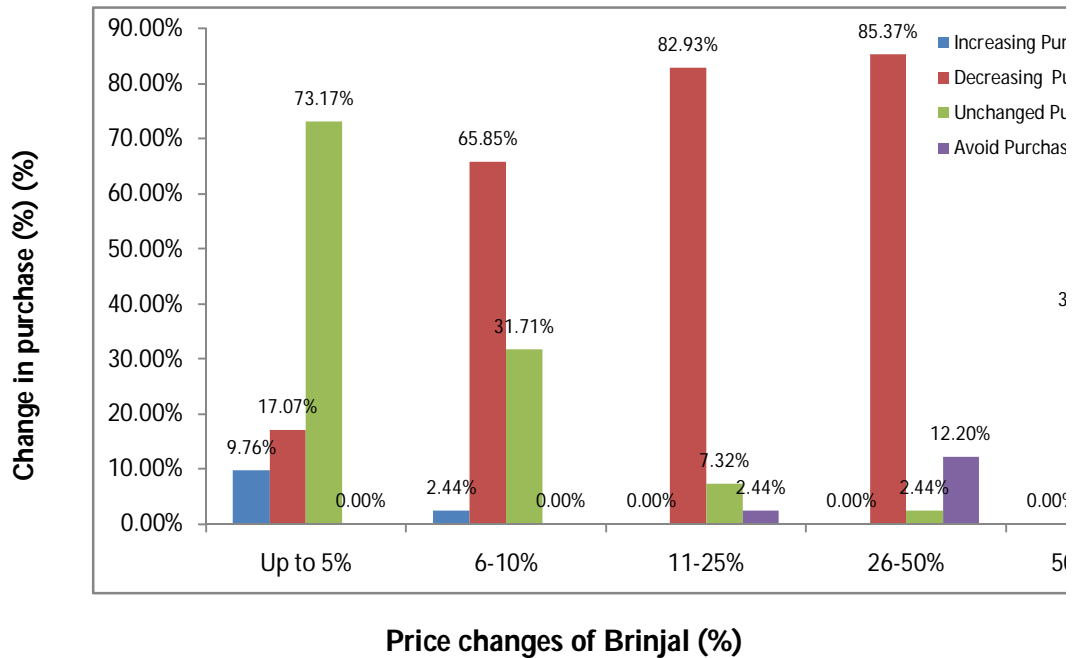


Figure 1.5 Change in purchase when prices rise for high quality of Brinjal

If the price increase by 6 to 10%, about 66% respondents will decrease purchase, 32 % respondents will keep purchase unchanged and only 2.44% expect to increase purchase. So it seems there is little scope to increase brinjal's price above 5%.

B. Bitter gourd

With the increase in prices of Bitter gourd *by upto 5%* 4.9% will avoid purchase, purchases will be increased by 12% of respondents, and purchase will be reduced by 12% of respondents. But 71% respondents will keep the purchase unchanged. There will be no increase in purchase if prices increase by more than 25% (Fig 1.6).

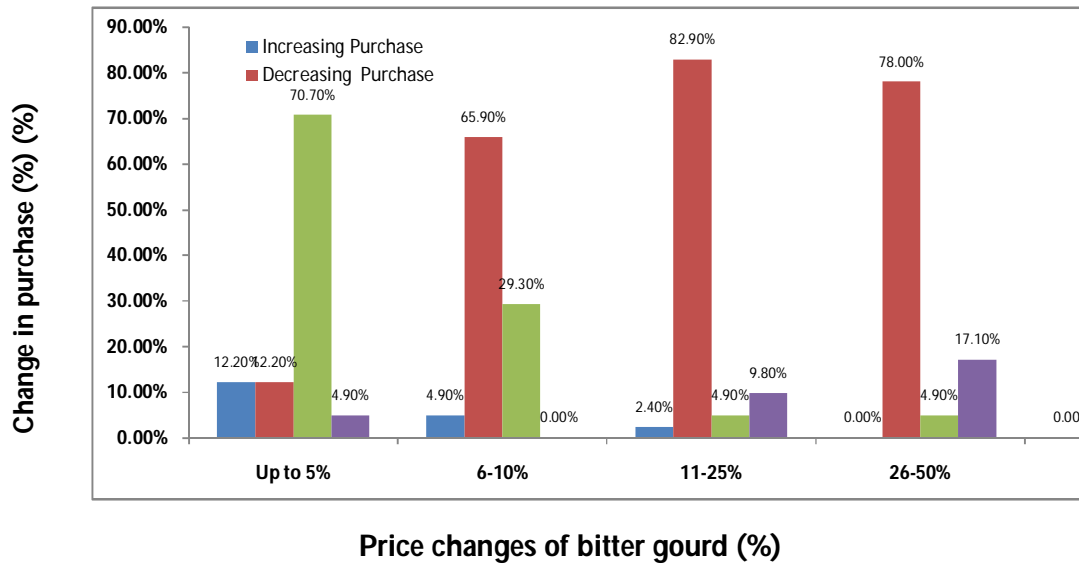


Figure 1.6 Change in purchase when prices rise for high quality of bitter gourd

C. Winter tomato:

With the increase in prices of winter tomato by 5% only about 10% will increase buying and about 66% will remain unchanged in buying while 24% respondents will decrease purchase. About 15% respondents will avoid purchasing of winter tomato when prices will increase upto 25%. At this stage only about 20% respondents will keep their purchase unchanged. Purchases will be decreased by 63.40% respondents and only 2.4% respondents will increase amount of purchase (Figure 1.7).

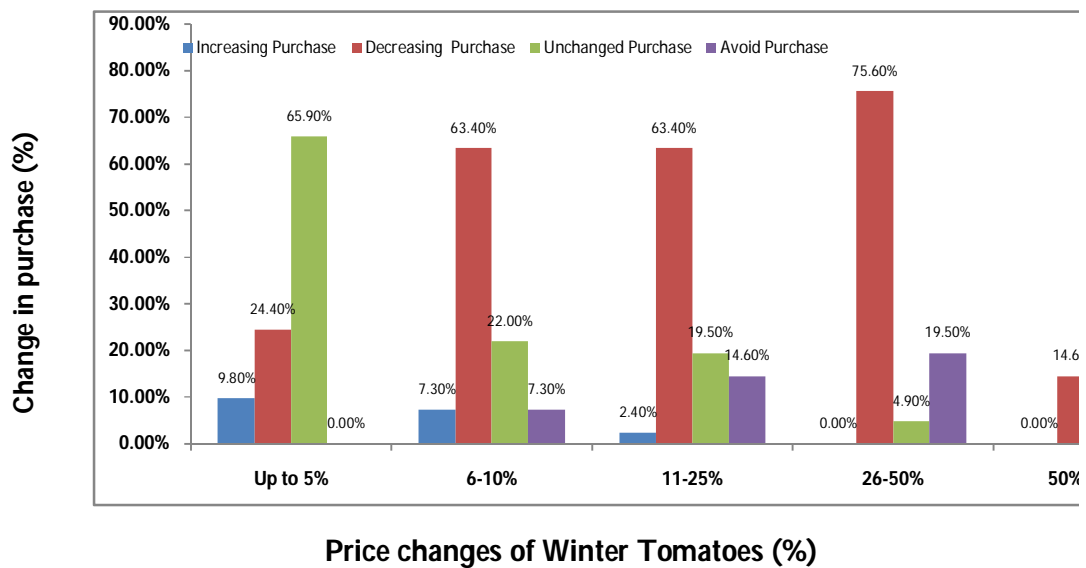


Figure 1.7 Change in purchase when prices rise for high quality of Winter

Tomatoes

D. Summer tomato

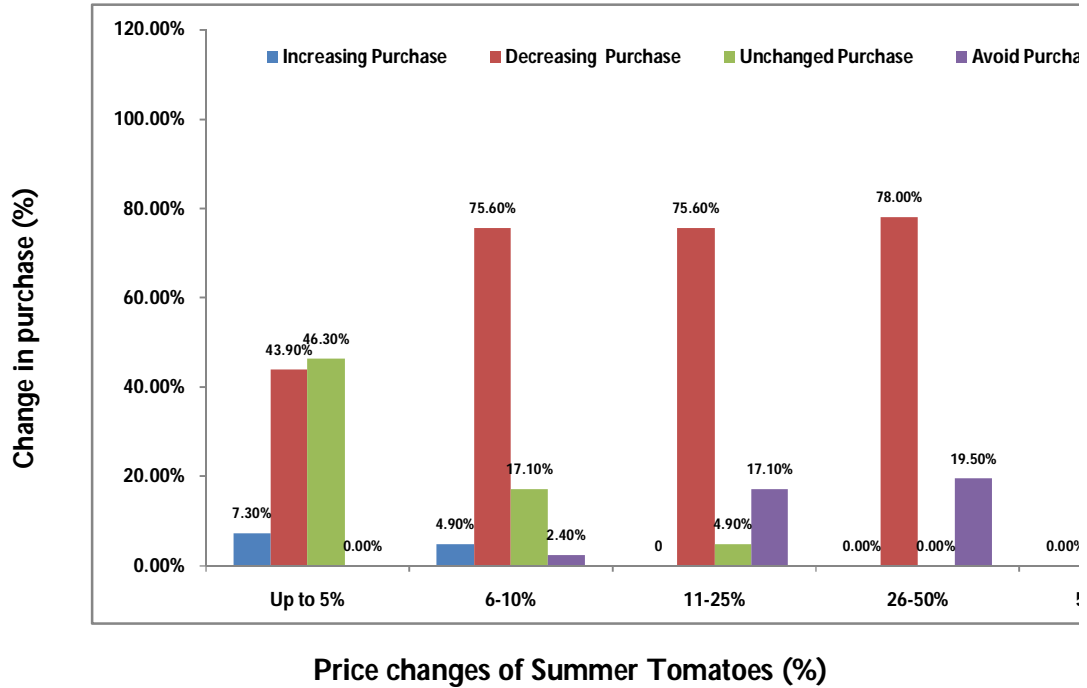


Figure 1.8 Consumption change when prices rise for high quality of Summer Tomatoes

Fig1.8 shows that about 44% respondents will decrease purchase of summer tomato if its price increases by 5%. Purchases will remain unchanged by about 46% of the respondents but 7.3% respondent will increase purchase.

E. Sweet gourd:

If price increases by upto 5%, 46% respondents will decrease purchase, about 2% avoid purchase, 10 % respondents will increase volume of purchase while 39% respondents will not change their purchased amount. Purchase will increase by 2.40% respondents, decrease by 83% respondents and only about 15% respondents' will keep the purchase unchanged with the increase in price by upto 11 -25 %.

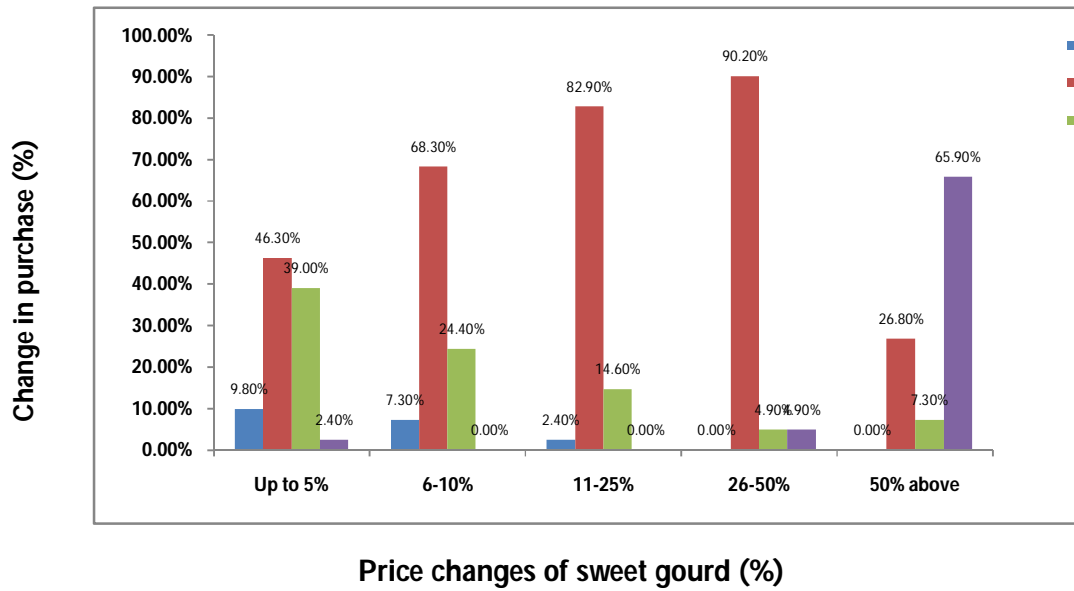
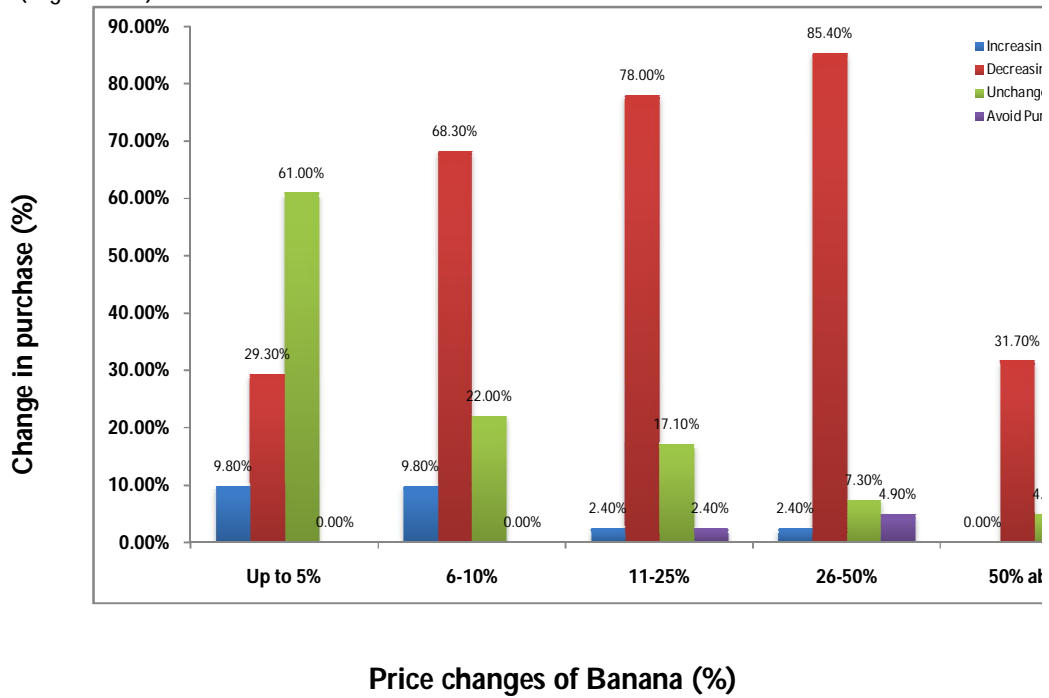


Figure 1.9 Change in purchase when prices rise for high quality of sweet gourd

F. Banana

A little increase in purchase is evidenced with the increase in price upto 50%. At this stage about 85% respondents will decrease purchase, 7.3% respondents keep purchase unchanged and 2.4% will increase its purchase. But if prices increase by more than 50%, then only 4.9% respondents will keep its purchase unchanged while about 32% will decrease purchase (Figure 1.10).



G. Aromatic rice

Fig.1.11 shows that 9.8 % respondents will increase purchase if price rises by upto 5%. The increase in purchase will continue upto increase in price by 26-50%. Above 50% increase in price will not attract to buy any more. About 63% respondents avoid purchase when the price increases by 50% and above.

It is revealed from Figures 1.5 to 1.11 that 29% to 71% respondents are willing to pay higher price upto 5% and the percentages of respondents decline to 15-32% with the increase in price upto 10%. Further increase in price of vegetables by 11-25% leads to reduce the positive responses by about 5-20%. In response to increase in prices of commodities by 50%, 7% respondents expressed their willingness to continue their banana purchase as before followed by only about 5% respondents' purchase of bitter gourd, winter tomato, and sweet gourd. Purchase of brinjal will be unchanged as reported by only 2% respondents. Although consumers value good quality vegetables and generally willing to pay higher price, but increasing the price by 10% appears to represent a maximum threshold beyond which most consumers raise question about the economic value of quality improvement. It is therefore conceivable that at this point, most consumers may opt for lower quality vegetables that are sold at a price that they can afford.

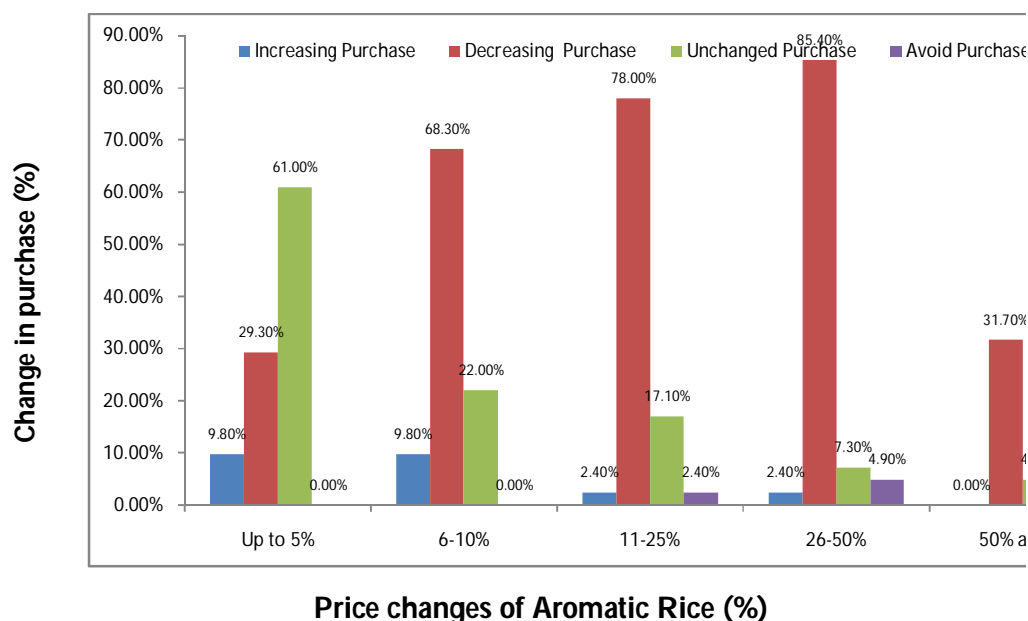


Figure 1.11 Change in purchase when prices rise for high quality of Aromatic Rice

Conclusion

This study provides some useful information about frequency of consumption of vegetables, fruit and Aromatic rice among consumers, problems related to quality of commodities. It is important to note that most of the consumers are aware about the product quality but not ready to pay higher price for quality product. This may happen due to factors like -- ignorance about quality and cost relation, prevailing retail price of concerned product is already high and inability of the consumers to pay higher price. However, further studies are needed to Examine the consumers' behaviour regarding preferences, actual amount of consumption of selected commodities and to assess the adequacy of consumption of various commodities for balanced diet, and to know the consumption influencing factors.

Appendix- C

Tools of data collection

Market Study

National Agricultural Technology Program – Phase II Project (NATP-2)
Hortex Foundation, Bangladesh

Respondent: UAO/ SAAO

Contact No.....

Upazila:

Checklist for KII (UAO/ SAAO)

1. *Avcbvi GjvKvq jvFRbK meRx vK vK? Drcv` b Guoqv? ve` tti m`tebv*
2. *Kxfvte meRx I dtj i gvb Dbqtb Ges vbi v` vbiDZ Kiv hvq ?*
3. *bP gvKq (Niche Market) tmev Dbqtb i Rb` vK vK mjhm-mjav cDqvRb? Kxfvte tm, tjvi e`v ntZ cvti?*
4. *KIiKi Rb` dmtj i jvFRbK gj` ejtZ Kx tevSvbn nt`Q?*
5. *tfv`vi Rb` cvYi hv`hv/WK/b`vqmsMZ `vg ejtZ Kx tevSvbn nt`Q?*
6. *Kxfvte KIiKi Drcv` Z cvYi jvFRbK gj` vbiDZ Kiv hvq? Ges hv`hv `vtg gvb m`vZ cv` tfv`v` i KvQ tcv`vbn hvq?*
7. *cvYi gvb Dbqtb Drcv` b cv`qvq I dmj KZ`bi cieZ`KvR m`v`vbiKvZ Kx cvgk`v`teb?*
8. *Avcbvi gtZ kvK-mevR I dj Drcv` b I vevYb Dbqtb i Rb` vmmGgvm, GgGgvm, KvTjKkb cvqUv Gi Kv`ejx hv`hv?*
9. *vmmGgvm, KvTjKkb cvqUv Gi `vb vbe`v, KvZZ; m`v`v`K`Avcbvi AvfGZ I cvgk`v` b*
10. *tKvb tKvb dj/mevR/m`v`v` Pvj Drcv` b GjvKvq KvTjKkb cvqUv Gi `vb vbe`v Kiv hv`hv?*
11. *vAvBvR KIiKi Uv`Mv gvKv tKvbUv?*

Market Study

National Agricultural Technology Program – Phase II Project (NATP-2) Hortex Foundation, Bangladesh

Respondent:
No.....

Contact

Upazila:

Checklist for KII: Ezaradar /Trader /PO /LBF

ৱে`গুব মি ক্বি উরুথ ৱিৱি মঃৱে` ৱিP গুৎকথ (Niche Market) মৱ³কি Y

1.ৱে`গুব ৱিৱি মঃৱে` ৱিP গুৎকথ (Niche Market) AeKvWtgv

ৱেইY*	ৱিৱি-1	ৱিৱি-2	ৱিৱি-3
তমল msL`v			
AvKvi (j`f, PI ov D`PZv			
aiY : Pj			
ত` I qj/teov			
তগS			

*ৱিৱি i ৱিg ৱি Lj

2(K) ক³i Drm: ৱে`jy -----%, e`Uwi ----- %, tKti umb tZj -----%, tKubUvB ৱi-----%

(L) ৱিbi ৱিc`Zv: ৱিৱi Rj, ৱি³vi Kivi Rb` , cY` taSl qvi I tRtvi Rb`

ৱেইY	ৱিৱি-1		ৱিৱি-2		ৱিৱি-3	
	AvQ	ৱiB	AvQ	ৱiB	AvQ	ৱiB
ৱিb Kiv						
ৱি ³ vi-ৱি ³ Ob						
cY` taSl qv I ৱিb tRtvi						

(M) ৱিq:ৱi³vi e`e`v? AvQ/ৱiB

(N) ৱিৱি cY` I Rti e`e`r: ৱiR-ৱiR / mKtji Rb` tK`iq fite

(O) ৱি³Yi mgav? AvQ/ৱiB [ৱiK ৱi b] ৱি³ ৱiK Zv ntj ৱiPi Z` , ৱi AbYi Kti ejly

ৱি³Yi ygZv -----, tKub ৱiYi Rb` Dc`thMx -----, mgqKvj ----- ৱi b

(P) ৱি³Yi ৱি³ e`enaii ৱi -----%, PwR@-----UwKv GKK Ges mgq -----

(Q) ৱি³Yi ৱি³ e`enaii ৱi -----%

	AvQ	ৱiB	PwR ³ ৱi (UwKvGKK)	PwR ³ ৱi	ৱi ৱi
ৱি ³ Yi					
ৱি ³ enb					
ৱি ³ Yi					

(R) ৱি³Yi ৱি³ e`enaii ৱi -----%

cY` ৱি³Yi (Fvb/UwK) ৱিP ৱি³Yi tCStZ ৱি³Yi / ৱি³Yi ৱি

ৱিP ৱি³Yi (Niche Market) tKiv Mrox (Fvb/UwK) cY` ৱি³Yi Kiv mঃe / mঃe ৱi

(S) ৱি³Yi ৱি³ e`enaii ৱi -----%

AvQ / ৱiB

3. **emVR` cõm, evRti AskMõYKvi, I e`emvi AvKvi**

	bXP gvtKØ (Niche Market)		
	1	2	3
bXP gvtKØ (Niche Market) e`emvxi aiY I mSL`v:			
Avor`vi			
cVBKvix e`emvxi			
LØiv e`emvxi			
`vjvj			
cY`mieivtni Drmt			
KIK mSL`v I cwi gvY			
e`emvxi mSL`v I cwi gvY			
bXP gvtKØ vevpi aiY:			
`ibxq evRvi (%)			
*`ieZPevRvi (%)			

- AbMõ Kti `jeZPevRvi D`j L Kib-----, -----, -----

4. **Kvh`v`vjx [cõh`i D`ti ctk wK w b] mAvBvR m`m`icI m`m`e, / e`emvxi e, / Kul .KgRZ@,`**

cY` vevpi aiY: GKK fite/ Mõ: vfiEK

gj` ibaM`Y c`vZ: tK Ktib, Kxfite Ktib? -----

I Rb c`vZ: Kv`jKkb c`qbU _vKte/ e`emvxi - vBR`^ KI`Ki vBR`^

gj` cui`tkv`ai c`vZ: bM` , evKx, `yfvteB (AbMõ Kti vbi Ø Kib) bM` ----- %, evKx-----%

5. **ibqS`Y e`e`v:**
 gv`KØ vclm/LvRbv
 Kvgkb
 c`v`KvRs m`vav
 tKvq`i bUvBb e`e`v
 m`v`bUvi I d`v`Uv m`v`bUvi gv`b
 cY` Ab`yiY`thvM` c`vZ/e`e`v
 cØ`vgK vPvKrmv
 cwi`vi KiY
 bXP gvtKØ (Niche Market) cly: MV`bi m`jhm

6. **Kxfite cõZ Kg@ etmi AveRØv I c`Y`i bó Ask cwi`vi ev AcvviY Kiv nte? LiP KZ nte?**

L. Lpiv chiq wep q I gj- [msukw cY + 1ubtZ nte]

cY	AvMig KZB		Fiv tgsmg		tgsmgi tkliw tK	
	cY'i cwi gvY, %	gj-, UvKv/GKK	cY'i cwi gvY, %	gj-, UvKv/GKK	cY'i cwi gvY, %	gj-, UvKv/GKK

M. umwRAvB m`m` chiq wep q I gj- [msukw cY + 1ubtZ nte]

cY	AvMig KZB		Fiv tgsmg		tgsmgi tkliw tK	
	cY'i cwi gvY, %	gj-, UvKv/GKK	cY'i cwi gvY, %	gj-, UvKv/GKK	cY'i cwi gvY, %	gj-, UvKv/GKK

7. Krfite cWZ Kg@ etmi AveR@v I cY'i bo Ask cwi@vi ev AcwviY Kiv nq? LiP KZ nq?

8. tKSkj intmte fivtZ umwGgum cwi Pvj bv Kiv m@e`Zv /mva`vqEj Ae`v KZUv ?
Avcvri Reitei cY` KviY, tji AvMhceR` ej b|

9. mviYxi Abgwb , tji vi mt_ Avcub GKgZ? AbYh Kti mW/K Reite wK w b

	n`u	bv
evRtii `bKU`		
umwGgum tZ c@ek Kiv Zjbvqj-K fite mnR		
wecYb tmev cvlqv huq		
evRtii Zjbvq LiP Kg		
`iKivKvli kv@ evto		
cY'i AcPtqi nvi Ktg		
KltKi wep gj- ewk cvq		
umwGgum Avq t`tKLip tgvvbtv m@e		

10. cY'i wecYb Pivtbj ?

Market Study

National Agricultural Technology Program – Phase II Project (NATP-2) Hortex Foundation, Bangladesh

FGD with CCMC Member/PO

Upazila:.....

1. **উদ্ভিদ গৃহস্থি বিগ:** (K) (L) (M)

2. **এর বিবেচ্য কবি:**

3. **আব্রি ----- দম্জ নেপু কিঃ কপু এর বি হব? 1/2/3 [মব্র I bb মব্র - KIKt`i Rb'] [উক ir` b] Gevi brtPi cktj vi Reve ir` b Abmth Kti**

মের /dj	এর বি নেপু বি গY %		
	নিউ-1	নিউ-2	নিউ-3.....
1			
2			

4. **এর বি AskMhYKvix, I e`emvi AvKvi**

এর বি AskMhYKvix,	msL`v		e`emvi বি গY GKK -----	
	iqx	tgsmgx	iqx	tgsmgx
মাব্র m`m				
Lÿ-e`emvix-ueþZv				
বিBKvix ueþZv				
Avor`vi				
Lþiv þZv				
বিBKvix þZv (eivþi i)				
`vjvj				

ne`gvb এর বি উদ্ভিদ গৃহস্থি AeKvhtgv

neeY*	এর বি-1	এর বি-2	এর বি-3
þmWth msL`v			
AvKvi (j`PI ov D`PZv)			
aiY : Pvj			
þ`I qj/teov			
tgþS			

*এর বি i বিg ij Lÿ

2(K) kw³i Drm: we`y -----%, e`Uui ----- %, tKtiumb tZj-----%, tKvbUvB bv-----%
%

(L) cubi ctc`Zv: cubxq Rj, cui^{vi} Kivi Rb` , cY` faSI qv I tFRvbvi Rb`

weeiY	evRvi-1		evRvi-2		evRvi-3	
	AvtQ	bvB	AvtQ	bvB	AvtQ	bvB
cub Kiv						
cui ^{vi} -cui`Ob						
cY` faSI qv I cub tQvrbv						

(M) ctqr:ub^{vi}ktbi e`e`v? AvtQ/bvB

(N) evRvi cY` I Rti e`e`r: ubR-ubR / mKtji Rb` tK`iq fite

(O) msiy`Yi mgav? AvtQ/bvB [uK w b] hwi`_vtK Zv ntj ubtPi Z`_`_`ij AbYh Kti ejly
msiy`Yi ygZv-----, tKub ctY`i Rb` Dc`thMx-----, mgqKvj-----w b

(P) msiy`Yi e`emv`i nvi -----%, PvR^{vi}-----UvKv GKK Ges mgq-----

(Q) mnvqK tmevi ctc`Zv:

	AvtQ	bvB	PvR ^{vi} nvi (UvKvGKK)	PvR ^{vi} f	w`f bv
tmev					
cui`enb					
ktjK					

(R) tIvMthM e`e`r:

cY`evnx Mvox (F`vb/UvK) UvM^{vi} gv`KtU tcsQvZ cvti / cvti bv

UvM^{vi} gv`KtU tKvb Mvox (F`vb/UvK) cY` tevSiv Kiv mae / mae bq

3.evR` ccm, evRvi AskMvYKvi, I e`emvi AvKvi

	UvM ^{vi} gv`KtU		
	1	2	3
UvM ^{vi} gv`KtU e`emvxi aiY I msL`v:			
Avor`vi			
cvBKvix e`emvqx			
Lpiv e`emvqx			
`vjvj			
cY` mieiv`ni Drmt			
KIK msL`v I cwi gvY			
e`emvqx msL`v I cwi gvY			
UvM ^{vi} gv`KtU mep`vi aiY:			
`vbxq evRvi (%)			
*`ieZ ^{vi} evRvi (%)			

- AbYh Kti `jeZ^{vi}evRvi Dvj L Kiab-----, -----, -----

4.bvPgv`KtU (Niche Market) ubePb Ges Kutj Kkb ctqU uba`tY, GgGg m Ges evRvi

BRviv`vi t`_tK Kx ai`Yi bMvZMv mrvh` `i Kvi?

Kvtj Kkb ctqU `vb wPmZKiY

5. KquU Kvtj Kkb ctqU `vcb Kiv `i Kvi? 1/2/3/4 wUK w`b

weeiY			
m`te` Kvtj Kkb ctqU`Ui `vb	wmic-1.....	wmic-.....	wmic-3.....
ASli fZ` wAvBwR -i msL`v			
Drcv`b GjiKv (ASli fZ` Dwc-i msL`v)			
Drcv`tbi tK`tfZKiY (%)			
Kvtj Kkb ctqU i figi gwij Kvbvi aiY'			
cwi enb m`pav'			
cwi enb LiP dvg`UzKvtj Kkb ctqU			
Kvtj Kkb ctqU --- gw`KØ			

UwKvt 1. figi gwij Kvb----, Lvm Rwg/cEb tbi qv/AwcZ m`umE
 2 cwi enb m`pav: 1= Lø fvj, 2=fvj, 3=`g`

6. ewwR` cõin

mieivni Drm, cwigvY I mieivKvixi msL`v, ctYi MSe`vb, cwigvY I tµZvi msL`v

cY`	msMõ			weZiY		
	mieivni Drm	cwigvY	mieivKvixi msL`v	MSe`vb	cwigvY	tµZvi msL`v

7. Kvh`Uvj x[cQt`i DEti i cutk wUK w`b] [wAvBwR m`m`wcl KgRZE,` / e`emvq e,` / KulKgRZE,`]

K. cY` wepui aiY: GKK fite/ Mõc wfiEK

L. gj` wba`Y c`wZ: tK Ki`eb Krfite Ki`eb? -----

M. IRb c`wZ: gw`ci hSjKvtj Kkb ctqU `vKte/tµZvi wBR`^ KI`Ki wBR`^

N. gj` cwitkvtai c`wZ: bM` , eikx, `yfiteB (AbMõ Kti wbi Ø Kily) bM` ----- %, eikx-----%

8. eivri bwZ:

gw`KØ - wclm, Kwjkb

c`vtKivS m`pav

tKvq`i bUbb e`e`v

m`v`bUwi I d`BtUv m`v`bUwi gw`b

cY` AbyriYthMl` c`wZ/e`e`v

9. MZ tgšmtg imAvBwR m`m` chf@q weμq I gj` [msukó cY` + 1wbtZ nte]

cY`	AvMtg KZ@		fir tgšmg		tgšmtgi tkIw`tk	
	cY`i cwi gvY, %	gj`, UvKv/GKK	cY`i cwi gvY, %	gj`, UvKv/GKK	cY`i cwi gvY, %	gj`, UvKv/GKK

10. Krfite cŁZ Kg@ etmi AveR@v I cY`i bó Ask cwi @vi ev Acwvi Y Kiv nte? LiP KZ nte?

imimGgum m`úKf@

1. KqU imAvBwR t`tk cY` Avtm? -----
2. figi gwj Kvbvi aiY: e`v@/Lum Rng/vj R tbi qv/cwi Z`v@
3. c@ekthM`Zv
4. `tcvvi aiY: AvqZb-----
 tgs-----
 t`qj-----
 Qv`/Pvj-----
 D`PZv-----

uK uK miAvq Avq-----,-----,
 -----,
 gwj tkI AwfgZ fiov c@vb m`útk@-----

fiov-P@i kZ`tjv-----

Štcvvi Dbq@bi m`hM I m`@ebv

5. imimGgum AskM@YKvi@, I e`emvi AvKvi

imimGgum t`Z AskM@YKvi@,`	msL`v		e`emvi cwi gvY GKK -----	
	`vqx	tgsmgx	`vqx	tgsmgx
imAvBwR m`m`				
imAvBwR m`m`-bb				
y`y`-e`emvqx-@etμZv				
L@iv tμZv				
civBKvix tμZv (evBti i)				
`vjvj				

6. Երբ առաջին անգամ կ'ընդունվի [Gj և Gd, Gg Ggim, e' emvq]

K. Ընդունված առաջին անգամ [msik0 cY' + 1ubtZ nte]

cY'	Արժույթ KZԹ		Բնական		Գնումներ և վաճառքներ	
	Հիմնական արժույթ, %	ԳՄ, Արժ/ԳԿԿ	Հիմնական արժույթ, %	ԳՄ, Արժ/ԳԿԿ	Հիմնական արժույթ, %	ԳՄ, Արժ/ԳԿԿ

L. Ընդունված առաջին անգամ [msik0 cY' + 1ubtZ nte]

cY'	Արժույթ KZԹ		Բնական		Գնումներ և վաճառքներ	
	Հիմնական արժույթ, %	ԳՄ, Արժ/ԳԿԿ	Հիմնական արժույթ, %	ԳՄ, Արժ/ԳԿԿ	Հիմնական արժույթ, %	ԳՄ, Արժ/ԳԿԿ

M. Ընդունված առաջին անգամ [msik0 cY' + 1ubtZ nte]

cY'	Արժույթ KZԹ		Բնական		Գնումներ և վաճառքներ	
	Հիմնական արժույթ, %	ԳՄ, Արժ/ԳԿԿ	Հիմնական արժույթ, %	ԳՄ, Արժ/ԳԿԿ	Հիմնական արժույթ, %	ԳՄ, Արժ/ԳԿԿ

7. Ինչպե՞ս կ'ընդունվի Արժույթը [Հիմնական բնական և Գնումներ և վաճառքներ] և Կճ և Կճ և Կճ?

8. Ընդունված առաջին անգամ [msik0 cY' + 1ubtZ nte]

	ԳՄ	ԳՄ
Ընդունված առաջին անգամ		
Ընդունված առաջին անգամ		
Ընդունված առաջին անգամ		
Ընդունված առաջին անգամ		
Ընդունված առաջին անգամ		
Ընդունված առաջին անգամ		
Ընդունված առաջին անգամ		
Ընդունված առաջին անգամ		

9. Ինչպե՞ս կ'ընդունվի Արժույթը [Հիմնական բնական և Գնումներ և վաճառքներ] և Կճ և Կճ և Կճ?

Ընդունված առաջին անգամ

10. Ընդունված առաջին անգամ [msik0 cY' + 1ubtZ nte]

eRvi Rñc

DctRj r:

ZwiL:

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Appendix- D
List of participants by commodity cluster

BRINJAL-3 CLUSTERS

District : Moulvibazar Upazila: Sreemangal		District : Jashore Upazila: Sada	
Name of participants Members	Telephone No.	Name of participants Farmer	Telephone No.
Md. Sirazul Islam	10755746084	Md. Jafar Ahmed	01741 131670
Md. Abdul Hye	01719216148	Md. Anamul Huq	01920 280677
Abdul Aziz	01766810757	Md. Golam Mustafa	01703 573713
Md. Ali Hossain	01725409281	Md. Sirajul Islam	01716 698153
Md. Abdul Ali	0174291347	Md. Yunus Ali	01743 646599
Md. Hanif	01907528954	Md .Moniruzzaman	01739 555099
Bimal Chasha	01931687006	Md.Shafikul Islam	01773 677860
Naresh Chasha	01783337144	MdAnwar Hosain	01954 147550
Siraj Mia	-		
Monju Chasha	01981541427	Traders	
Dullu Chasha	01956552178	Md. Akhtaruzzaman	0171642996
Rina Begum	01732075027	Md. Azaz Ahmed	01911583702
Saleha Begum	-	Md. Anamul Huq	01920280677
Bilkis Begum	01867673183	Md. Shahinur Rahman	-
		Shanti Biswas	01954147550
		Md. Anwar Hosain	01304912787

District: Dinajpur		Upazila: Parbatipur	
Name of participants Members	Telephone No.	Name of participants Trader	Telephone No.
Md. Mosharaf Hosain	01710 190448	Md. Ohid Ali	01307 325027
Md. Golam Mustafa	01717 27737	Md. Obaidul Huq	01756 724513
Md. Aziur Rahman	01740 489797	Md. Tofsir Ali	01785 377505
Md. Aminul Islam	01719 021115	Md. Shahidul Islam	01762 311867
Md. Jahangir Alam	01713 826170	Md. Nuruzzaman Mis	01788 490635
Md. Nur Bukt Shah	01751 038401	Md. Morshed Ali	01788 935234
Md. Akhtarul Islam	01739 450426	Md. A. Bari	01764 761528
Md. Rustom Ali	01737 632986	Md. Mehurul Huq	01797 127540
Md.Obaidul Islam	01756 724513	Md. Hafizur Rahman	01787 926098
Md. Shajahan Mia	01761 556532	Md. Rupchan Ali	01792 791675
Md. Motiur Rahman	01773 126643	Md. Sekander Ali	01722 488256
		Md. Saheb Ali	01770 904307

BITTER GOURD-3 CLUSTERS

District : Rangpur Upazila:Mithapukur		District : Jhinaidah Upazila: Kaliganj	
Name of participants Members	Telephone No.	Name of participants Farmer	Telephone No.
Md Al Maamun	01767-339922	Md. Nur Islam	01731 965226
Md. Anwar Hosain	01750 673330	Md. Abdul Hamid	01723 718913
Md. Guljar Hosain	01713708547	Md. Rabiul Islam	01720 459278
Md. Golam Mustofa	01767 512387	Md.Kamal Hosain	01990 267794
Md. Abdul Jalil Mia	01725 343635	Sree Gobindra Kumar Biswas	01756 396126
Ma. Ranjan Ali	01737 457930	Md. Majadul Islam	01906 211473
Md. Rejaul Karim	01858 304577	Md. Billal Hosain	01777 542514
Md Abu Taher	01913 065964	Md. Nur Islam	01718 552002
Md. Sonam Mandal	01767 512087		
Md. Milton	017121 031286		

District : Naogaon		Upazila: Sadar	
Name of participants Members	Telephone No.	Name of participants Traders	Telephone No.
Most. Piar Khatun	01768 618459	Md. Bellal Hosain	01740 841840
Most. Binna Begum	01744 949360	Md. Samsul	01718007855
Shrabani Akhtar	01789 928009	Md. Ajudur Rahman	01734 654120
S.M. Nazrul Islam	01727 712113	Alamul	01770 266933
Md. Jahidur Rahman	01739 900923	Md. Hamid	01740383336
Md. Harunur Rashid	01746 721700	Md. Belal	01740 848410
Md. Rashadul Islam	01757969033	Sridhartha	01913 065964
Md. Bayajid Hosain	01750 332971		
Md. Moyful Islam	01740868898		
Most. Piar Khatun	01768 618459		

TOMATO -5 CLUSTERS

Winter TOMATO

District : Chattragram		Upazila: Mirsharai		District : Sylhet		Upazila: Dakkhin Surma	
Name of participants Members	Telephone No.	Name of participants Farmer	Telephone No.	Name of participants Traders	Telephone No.	Name of participants Traders	Telephone No.
Md. Ismai Hosain	01814 783935	Md. Fazor Ali	01727362481	Md. Abdul Karim	01758 115147	Md. Khoad Ali	01712 523801
Nepal Chandra Das	01830 030857	Md. Akhtar Ali	01737943237	Md. Tajul Islam	01782 355858	Md. Khonor Ali	01706 844435
Monir Ahmed	01824922115	Md. Helal Uddin	01788 983225	Md. Alal Hosain	01711 345130	Md. Joy Hosain	01741 937159
Ahmed Hosain Nizam	01813 265820	Md. Mourash Ali	01724 755875	Md. Faruq Mia	01747 069041	Md. Morosh Ali	01781 427145
Nur Alam	-						
Mohammad Mostafa	01837582148						
Saidul Islam	01834004884						
Abdur Rob	01827411243						
Kamal Uddin	01857 206316						
Md. Mainuddin	01854609478						
Md. Faruk	01814982213						
Md. Abdul Aziz	-						
Md. Mannan	-						
Md. Enamul Huq	01882360030						
Md. Ismai Hosain	01814 783935						

District : **Rajshahi**

Upazila: **Godagari**

Name of participants Members	Telephone No.	Name of participants Traders	Telephone No.
Md. S. Kabir	01711 386652	Md. Abul Kalam	01759 607157
Md. Moniruzzaman Monir	01798 582312	Md. Golam Mustofa	01774 882901
Md. Abdul Rakib	01767 158893	Md. Shahdat Hosain	01731080047
Md. Shahdat Hosain	01731 080047	Md. Salam	01713 728539
Md. Selim Reza	01725 345797		
Md. Samsul Alam	01703 085422		
Md. ---- Hosain	01954 8890558		

Summer TOMATO

District : Jashore		Upazila: Jhikorgachha		District : Jashore		Upazila: Bagharpara	
Name of participants Members	Telephone No.	Name of participants Farmers	Telephone No.	Name of participants Traders	Telephone No.	Name of participants Traders	Telephone No.
Md. Monirul Islam	01754233439	Md. Jalal Uddin	01719 730201				

Md. Rashed	01731191534	Md. Rakibul Hosain	01937 388142
Md. Palash Hosain	01739218332	Md. Imran Hosain	01838 757053
Md. Ali Hosain	01911159761	Sree Bikash Chandra Ghosh	01725 226313
Md. Khondakar Aslam	01735080353	Md. Atrab Ali	01926 781187
		Md. Nazrul Islam	01917 797517
		Md. Saharab Hosain	01914 578567
		Md. Rafikul Islam	01922 479270
		Md. Ismail Hosain	01948 145195
		Md. Maruf Hosain	0192 336291
		Md. Faruk Hosain	01934 266305
		Md. Abul Kalam	01935 650061

SWEET GOURD-2 CLUSTERS

District : Bogura Upazila: Sadar		District : Natore Upazila: Baraigram	
Name of participants Farmer	Telephone No.	Name of participants Farmer	Telephone No.
Swapan Kumar	01725245384	Md. Abdul Kadir	01740 631952
Md. Shafikul Islam	01795912712	Md. Abubakkar Siddik	01774155004
Md. Mobarak Ali	01764 717760	Md. Aslam Ali	01760330451
Md. Abdur Rouf	01719539884	Md. Zakir Hosain	01723195919
Md. Yusuf Ali	01766858108	Md. Azim Khan	01710063118
Md. Azizar Rahman	01720 617093	Md. Habidul Islam	01714258463
Md. Abul Kalam Azad	01735 519577	Most. Minara Khatun	01783120462
Md. Mizanur Rahman	01757 810877	Minoti Roy	01793773512
Md. Sajadur Rahman	01719 736990		
Md. Abubakar	01717 057530		

BANANA -3 CLUSTERS

: Khagrachhari - SadarUpazila		Bogura Upazila: Shibganj	
Name of participants Farmer	Telephone No.	Name of participants Farmer	Telephone No.
Dhanomani Chakma	01833742337	Md. Harunor Rashid	01740 960537
Shib Charan Chakma	01535 194960	Md. Hafizur Rahman	01740 985090
Kalin Chakma	01553703646	Jahedur Rahman	01717 627559
Sonadhan Chakma	01846 436271	Md. Matiar Rahman	01719 707956
Sudhakar Chakma	01553 010771	Md. Belal uddin(Bachhed)	01729 119243
Sunil Jiban Chakma	-	Md. A. Razzak	01719 538864
Lakshmi Bikash Chakma	01846 340856	Md. Nazrul Islam	01741 528379
Nantu Chakma	01553762393	Md. Mostafizur Rahman	01790 803831
Provat Moni Chakma	01852159040	Md. Mainul Islam	01932 757261
Birkon Chakma	01554 466173	Traders	
Sohag Chakma	01517 113481	Md. Alamgir Hosain	01710 453529
Anayan Chakma	01559 676373	Sree Sushanta Kumar	01719 944085
Sohel Chakma	01533 315159	Md. Zahirul Islam	01712 580135
Tokin Chakma	01645 951174	Md. Khorshed	01740 803626
		Md. Belal Hosain	01727 599424
		Md. Jahidul Islam	01711 242054
		Md. Sabuj	01718 184382
		Md. Kamruzzaman	01794 601894
		Md. Jabu	01722 182324
Gaibandha- Palashbari			
Name of participants Farmer	Telephone No.	Name of participants Trader	Telephone No.
Md. Abdullah Mia	01743 228618	Md. Abdur Rouf	01759747321
Md. Abubakkar Mia	01723 356682	Md. Ansar Ali	017971405882
Md. Abdul Wahed	01750 418811	Md. Asfar Ali	01722694401
Md. Ajhar Ali	01797 145882	Md. Abdul Hamid	01728 425698
Md. Abdur Rouf	01759 747321	Md. Badsha Mia	01704213267
Md. Shawon Mia	01932145734	Md. Nurul Islam	01735331832

Md. Shafikul Mia	01705 970813	Md. Rafikul Islam	01794597341
Md. Afsar Ali	01304219600	Md. Asad Mia	01913 065964
Md. Anarul Mia	01746 313672	Md. Shawon Mia	01932 145734
Md. Nuruzzaman	01790410801	Md. Abdul Wahed	01000418811
Md. ManjuMia	01785276694		
Md. Abdul hamid	01728425698		
Md. Rafikul Islam	01794597341		
Md. Nurul Islam	01735331832		
Md. Askar Ali	01722694401		
Md. Haruor Rashid	01728925847		

AROMATIC RICE -2 CLUSTERS

District: Dinajpur		Upazila:Chirirbandar	
Name of participants Farmer	Telephone No.	Name of participants Trader	Telephone No.
Md. Nur Islam	01761 595681	Md. Salim Sarkar	01715650685
Profulla Chandra Roy	01750644323	Md. Nowsar Ali	01713 708097
Md. Delwar Hosain	01755353577	Md Kafil Uddin	01722446319
Md. Akhtaruzzaman	01852628028	Md. Wajed Ali	01761 595681
Md. Wajed Ali	01761595681	Md. Abu sadek	01738 037123
Md. Lokman Hakim	01739770955	Md. Ajar Sha	01728 377785
Haridas	01734060103	Md. Jahir Uddin	01716 872906
Md. Easin Ali	01916 023241	Md. Abu Taher Sarkar	01753822500
Sree Dijendra Nath	01744909691	Md. Mokbul Hosain	-
Md. Abdul Matin	01717950933	Md. Tajjul Islam	-
Md. Raj Ahamed	01758038909	Md.Belal Hosain	-
Md. Anarul Islam	01721 885225	Md. Juel Rana	01753817712
Md. Ariful Islam	01742 699890	Md. Kaisar Ali	-
Md. Shahin Alam	01744923187	Md. Motaleb Sarkar	-
		Md. Motiur Rahman	-
		Md. Shajahan Ali	-
District: Dinajpur		Upazila: Birganj	
Md. Aminul	01750 874813	Md. Nabirul Islam	01718 704405
Md. Saidul Islam	01737 049496	Tusar Kumar Saha	01722 105055
Md. Muazam Hosain	01722 742179	Md. Elias	01724 858227
Md. Absar Ali	01786357710Md.	Md. Samiul	01728 865803
Md.Asgar ali	01728 503770	Md. Golam Mostafa	01751 187211
Md. Nazrul Islam	01761 09951	Md. Azizul Islam	01735 073914
Md. Aminul Islam	01738 753757	Md. Abdul Kader	01727 374147
Md. Nasir Uddin	01744863038	Md. Taibul Alam	01725 676392
Sree Suvash Chandra Ghosh	01710 86769	Md. Imam Hosain	01733 159600
Sree Narayan Chandra Sen	01740 265006	Md. Rezaul Islam	01733 159726
Kamal Chandra Roay	01725 930984	Md. Aminur Islam	01725 012506
Md. Mojibar Rahman	01722 938693	Md. Ataur rahman	01762 199567
Md. Inal Huq	01733182444	Liton Sarkar	01719 795115
Md. Aminul	01750 874813		
Md. Saidul Islam	01737 049496		
Md. Muazam Hosain	01722 742179		
Md. Absar Ali	01786357710		
Md.Asgar ali	01728 503770		

Appendix-E

List of markets in selected Upazila

Markets under Sadar Upazila, Jashore

Serial #	Name of market and location	Serial #	Name of market and location
1	Rupdia Haat, Narendrapur	10	Faridpur Hat, Dayara
2	Fuada Haat, Ramnagar	11	Taghoria Haat, Dayara
3	Satighata Haat, Ramnagar	12	Tatulia Haat, Chachra
4	Chuaramonkathi Haat, Chuaramonkathi	13	Goaldah Haat, Chachra
5	Barinagar Sadharon Haat, Hoibotpur	14	Sarapol Haat, Chachra
6	BarinagAar animal Haat, Hoibotpur	15	Balia Bhacutia Haat, Arabpur
7	Natuapara Haat, Hoibotpur	16	Alpha Mil Moor Haat, Basundia
8	Monohorpur Haat, Eschhali	17	RajarHaat, Ramnagar
9	Hashimpur Haat, Eschhali		

Markets under Sreemongal Upazila

Serial #	Name of market and location	Serial #	Name of market and location
1	Dhobar Haat Bazar, Mirzapur	12	Matiganj Bazar, Ashidron
2	Mirzapur Bazar, Mirzapur	13	Mohoniganj Bazar, Bhunbeer
3	Boilashir Bazar, Mirzapur	14	Jibanganj Bazar, Bhunbeer
4	Gopendraganj Bazar, Bhunbeer	15	Amrail Bazar, Satgaon
5	Satgaon Station Bazar Bhunbeer	16	Rajghat Bazar, Rajghat
6	Shaji Bazar, Sreemongal	17	Satgaon Bazar, Satgaon
7	Bhairobganj Bazar, Kalapur	18	Makrichhara Bazar, Satgaon
8	Baruna Bazar, Kalapur	19	Janaura Bazar, Sindurkhan
9	Thakurar Bazar, Kalapur	20	Kjajurichhara Bazar, Rajghat
10	Sindurkhan Bazar, Sindurkhan	21	Paikpara Bazar, Ashidron
11	Kakia Bazar, Kalapur	22	Jagchhara Bazar, Kalighat

Markets under Parbotipur Upazila

Serial #	Name of market and location	Serial #	Name of market and location
1	Banir Haat, 1No. Balaichandi	13	Chakla Bazar, 2 No. Monmothpur
2	Gopalganj Haat, 1No. Balaichandi	14	Deyonir Bzar Haat, 2 No. Monmothpur
3	Chaklar Haat, 1No. Balaichandi	15	Antarar Bazar Haat, 2 No. Monmothpur
4	Jakerganj Haat, , 1No. Balaichandi	16	Jamirer Haat, 3 No. Rampur
5	Sundorpir Haat, 1No. Balaichandi	17	Fakirer Haat, 3 No. Rampur
6	Deldola Haat, 1No. Balaichandi	18	Singimari Haat, 3 No. Rampur
7	Balaichandi Bus stand, 1No. Balaichandi	19	Dangar Haat, 4 No. Palash bari
8	Kanaler Haat, 1No. Balaichandi	20	Chak Bazar, 4 No. Palash bari
9	Daglaganj Haat, 2 No. Monmothpur	21	Board Bazar, 4 No. Palash bari

10	Charakdanja Haat, 2 No. Monmothpur	22	Durgapur Bazar, 4 No. Palash bari
11	Misson Bazar Haat, 2 No. Monmothpur	23	Noya Bazar, 4 No. Palash bari
12	Baniapara moor Bazar, 2 No. Monmothpur	24	Bachhir Bania Haat, 5 No. Chandipur
25	Current Haat, 5 No. Chandipur	38	Ram Chandrapur Haat, 8 No.Habra
26	Jashai Haat, 6 No. Mominpur	39	Sherpur Shahid Haat, 8 No.Habra
27	Bhaber Bazar Haat, 6 No. Mominpur	40	Jhenaikuri Haat, 8 No.Habra
28	Jurai Bazar, 6 No. Mominpur	41	Fuler ghat Haat, 8 No.Habra
29	Jashai Moor Bazar, 6 No. Mominpur	42	Shialkot Haat, 8 No.Habra
30	Ambari Haat, 7No. Mostafur	43	ChoupotiHaat, 8 No.Habra
31	Kalir Haat, 7No. Mostafur	44	Dharer Haat, 9 No. Hamidpur
32	Chopar Haat, 7No. Mostafur	45	Dhula Udal Haat, 9 No. Hamidpur
33	baro Ram Chandrapur Haat, 7No. Mostafur	46	Baigram Haat, 9 No. Hamidpur
34	Faridpur Bazar, 7No. Mostafur	47	Ananda Bazar, 10 No. Harirampur
35	Habra Haat Bazar, 8 No.Habra	48	Bhaduri Haat, 10 No. Harirampur
36	Bhabanipur Haat, 8 No.Habra	49	Jhayerpukur Haat, 10 No. Harirampur
37	Bhabanipur Bazar, 8 No.Habra	50	Moulvir Danga Haat, 10 No. Harirampur

Markets under Kaliganj Upazila

Serial #	Name of market and location	Serial #	Name of market and location
1	Kadir kol, Sundarpur-Durgapur	17	Singi, Raigram
2	Basudevpur, Jamal	18	Dulalmondia, Raigram
3	Natopara, Jamal	19	Bathuli, Maliat
4	Ramchandrapur, Kola	20	Khorar Bazar, Maliat
5	Damodarpur, Kola	21	Bhitakhola, Maliat
6	Kala, Kola	22	Dighirpara, Maliat
7	Kola, Kola	23	Tathipur, Maliat
8	Chaprail, Niamotpur	24	Barabazar, Barabazar
9	Balarpur, Niamotpur	25	Mangal poitha, Barabazar
10	Bara Shimla, Shimla Rokonpur	26	Subarna sara, Barabazar
11	Baliadanga, Trilochonpur	27	Kashtadanga, Kashtadanga
12	Jhunuria, Trilochonpur	28	Shako Bazar, Kashtadanga
13	Kalukhali, Trilochonpur	29	Bagargachhi, Rakjalgachhi
14	Trilochonpur, Trilochonpur	30	kulyapara, Rakjalgachhi
15	Chhoto ghighati, Trilochonpur	31	Mandarbaria, Rakjalgachhi
16	Aktapur, Raigram		

Markets under Sadar Upazila, Naogaon

Serial #	Name of market and location	Serial #	Name of market and location
1	Kirtipur Haat-Bazar,	11	DubolHati Haat-Bazar, DubolHati
2	Tatulia Haat, Kirtipur	12	Matasagar Haat, DubolHati
3	Hapania Haat-Bazar ,Hapania	13	Balihar Haat, Balihar
4	Lakhajani Haat, Hapania	14	Poina Haat, Balihar
5	Sombari Haat, Barshail	15	Bottali Haat, Balihar
6	Anantapur Haat, Barshail	16	Goali Haat, Shikarpur
7	Paharpur Haat-Bazar,Boctarpur	17	Katkhoir Haat,Hasaigari
8	Sahapur Haat, Boctarpur	18	Bhimpur Haat, Hasaigari
9	Tilokpur Haat, Tilokpur	19	Mathor Mulla Haat-Bazar, Chandipur
10	Fatepur Haat, Tilokpur		

Markets under Mithapukur Upazila

Serial #	Name of market and location	Serial #	Name of market and location
1	Padaganj Haat Bazar	13	Peerer Haat-Bazar
2	Rupashi Haat Bazar	14	Taltala Balua Haat
3	Ranipukur Haat Bazaar	15	Marahati Haat-Bazar
4	Bairagiganj Haat-Bazar	16	Dhaper Haat-Bazar
5	Pairabanda Haat-Bazar	17	Chilakhali Haat-Bazar
6	Shalmara Haat-Bazar	18	Jaker sarkarer Haat
7	Baldipukur bus stand Haat	19	Mirjapur Adarsha Bazar
8	Bhangni Haat-Bazar	20	Shib Bazar
9	Thakurbari Haat-Bazar	21	Padma Pukur Haat-Bazar
10	Jamalganj Haat-Bazar	22	Tatulia Haat-Bazar
11	Abdullapur Haat-Bazar	23	Rahmatpur Haat Bazar
12	Kadamtala Haat-Bazar	24	Faridpur Haat-Bazar

Markets under Dkkhin Surma Upazila

Serial #	Name of market and location	Serial #	Name of market and location
1	Alkumganj Bazar, Kuchai	14	Bibidhol Bazar, Lala Bazar
2	Hazir bazar, Kuchai	15	Jamalpur Bazar, Jalalpur
3	Saheber Bazar, Kuchai	16	Bairagi Bazar, Jalalpur
4	Kamal Bazar, Kamal Bazar	17	Anilganj Bazar, Jalalpur
5	Noa Bazar, Silam	18	Mogla Bazar, Mogla Bazar
6	Nishan Chakar Bazar, Silam	19	Rangha hasta---- Bazar, Mogla Bazar
7	Pargana Bazar, Lala Bazar	20	Bhatar Bazar, Mogla Bazar
8	Gaibir Bazar, Kuchai	21	khulmukh Bazar, Mogla Bazar
9	Nazir Bazar, Lala Bazar	22	Choudhury Bazar, Daudpur
10	Lala Bazar, Lala Bazar	23	Ashuganj Bazar, Daudpur
11	Rustompur Bazar, Lala Bazar	24	Elaganj Bazar, Daudpur
12	Babur Bazar, Lala Bazar	25	Rakhalganj Bazar, Daudpur
13	Eidga Bazar, Lala Bazar		

Markets under Godagari Upazila ,Rajshahi

Serial #	Name of market and location	Serial #	Name of market and location
1	Suemgate, Basudev pur	7	Rajbari, Dayopara
2	Kamar para, Basudev pur	8	Biswanathpur, Mohonpur
3	Baliaghat, Basudev pur	9	Kajipara, Mohonpur
4	Bidirpur Haat, Matikata	10	Kakon Haat, Kakon Pourosabha
5	Gogram Haat, Gogram	11	Godagari Haat, Godagari Pourosabha
6	Kaqdam shahor, Dayopara		

Markets under Mirsarai Upazila

Serial #	Name of market and location	Serial #	Name of market and location
1	Mitachhara Bazar	17	Bharadaj Choudhury Haat
2	Jorarganj Bazar	18	ChaoitanyarHaat
3	Karar haat Bazar	19	Maghadiar Sadhur Bazar
4	Abur Haat Bazar	20	Kamar Ali Bazar
5	Bamansundor daroga Haat	21	Sarkar Haat
6	Abutorab Bazar	22	Chho kamaldah Bazar
7	Koilashganj Bazar	23	Saharkhali bhorar Bazar
8	Barotakia Bazar	24	Mithanala Board office Bazar
9	Koila Bazar	25	Mithanala bhorar Bazar
10	Hadi fakir Haat	26	Sufia Bazar
11	Choudhury Haat	27	Gajaria Bazar
12	Ajampur Bazar	28	Dakghar Bazar
13	Madbar Haat	29	Thakur Haat
14	Jhulonpol Bazar	30	Samityr Haat
15	Echhak driver Haat	31	Thakur Dighir Bazar
16	Takar Haat		

Markets under Bagharpara Upazila , Jashore

Serial #	Name of market and location	Serial #	Name of market and location
1	Tailkup Haat	10	Aagra
2	Batalpara Haat	11	Dhalgram Haat
3	Khajura Haat	12	Baharampur aat
4	Bandabila Haat	13	Baliadanga Haat
5	Barinagar Haat	14	Chhatiantala Haat
6	Pular Haat	15	Sadharan Haat
7	Raypur Haat	16	Charabhita go Haat
8	Narikalbaria Haat	17	Aaladipur Haat
9	Khanpur Haat	18	Dashura Haat

Markets under Jhekoregachha Upazila

Serial #	Name of market and location	Serial #	Name of market and location
1	Kaemkola Sadaran Haat	12	Borni Haat
2	Kaemkola poshu Haat	13	Baysa Haat
3	Mishreedayara Haat	14	Panchpota Haat
4	Magura Jamalpur Kheya Ghat	15	Bada Navaron Haat
5	Bangdah haat	16	Shiorda Haat
6	Chhutipur Sadaran Haat	17	Bolla Haat
7	Chhutipur poshu Haat	18	Kulla Haat
8	Shimulia Haat	19	Matikumra Haat
9	Palla Haat	20	Noayra Haat
10	Gadkhali Haat	21	Bakra Sadaran Haat
11	Bodhkhana Haat	22	Bakra poshu Haat

Markets under Baraigram Upazila, Natore

Serial #	Name of market and location	Serial #	Name of market and location
1	Banpara, Banpara Pourosabha	14	Bahimali, Majgaion
2	Moukhara, Baraigram Pourosabha	15	Tirail, Majgaion
3	Ahamedpur, Joary	16	Parkol, Majgaion
4	Zonail, Zonail	17	Garmathi, Gopalpur
5	Rajapur Hat, Gopalpur	18	Narayanpur, Gopalpur
6	Lashikol, Baraigram Pourosabha	19	Dhanaidah, Nagar
7	Royna Bharot, Baraigram	20	Merigachha, Nagar
8	Jalshuka, Baraigram	21	Sahab Bazar, Nagar
9	Joary, Joary	22	Nagar Haat, Nagar
10	Ramagari, Joary	23	Baghat, Nagar
11	Chandai, Chandai	24	Ranir Haat, Zonail
12	Diargarpha, Chandai	25	Bhitkazipur, Zonail
13	Dasgram, Chandai		

Markets under Sadar Upazila, Bogura

Serial #	Name of market and location	Serial #	Name of market and location
1	Mirjapur Bazar, Sabgram	11	Chandmuha Haat, Gokul
2	Baghopara Bazar, Gokul	12	Merhaat, Gokul
3	Sabgram Haat, Sabgram	13	Namuza Haat, Namuza
4	Pirgachha Haat, Lahiripara	14	Boardar Bazar, Shakar kola
5	Jorgachha Haat, Rajapur	15	Arulia Haat, Arulia
6	Pally Mangal Haat, Shakharia	16	Bandighi Haat, Sabgram
7	Panchbaria Haat, Chalitabari Shakharia	17	Pirgachha Haat, Lahiripara
8	Ulipur Haat, Shakharia	18	Jorgachha Haat, Rajapur
9	Nangra Bazar, Nishindra	19	Raja Bazar, Pourosabha
10	Ghoradhap Haat, Nungola	20	Godarpara Bazar, Pourosabha

Markets under Shibganj Upazila, Bogura

Serial #	Name of market and location	Serial #	Name of market and location
1	Mahastangar, Raynagar	11	Gujia, Shibganj
2	Bilhamla, Buriganj	12	Baria, Saidpur
3	Kichok, Kichok	13	Chalunja kalitala, Majhihatta
4	Daridah,, Maidanhata	14	Atmul, Atmul
5	Mokamtala, Mokamtala	15	Aliar, Atmul
6	Jamur, Buriganj	16	Ganjnagar, Daoly
7	Chandihara, Raynagar	17	Rahbal, Daoly
8	Bhaiyerpukur, Atmul	18	Chakkanu, Atmul
9	Sihali, Pirab	19	
10	UTHLI, Shibganj		

Markets under Palashbari Upazila, Gaibandha

Serial #	Name of market and location	Serial #	Name of market and location
1	Kashiabari Haat, Kishoregari	8	Fakir Haat, pabnapur
2	Baro shimul tala Haat, Kishoregari	9	Samitir Haat, pabnapur
3	Merir Haat, Hossainpur	10	Charar Haat, pabnapur
4	Kalibari Haat, Palashbari	11	Kumedpur Bazar, Monohorpur
5	Offfiser Haat, Palashbari	12	Godown Bazar, Monohorpur
6	Amlagachhi Haat, Barishal	13	Kazir Bazar, Monohorpur
7	Mather Haat, Betkapa	14	Talukjamira Haat, Harinathpur

Markets under SadarUpazila, Khagrachhari

Serial #	Name of market and location	Serial #	Name of market and location
1	Bhai bon Chhara	8	Dharmaghar Bazar
2	17 No. Monigram Bazar	9	Modhupur Bazar
3	Shibmondir Bazr	10	Natun Bazar
4	12 No. Bazar	11	Gujrachhari
5	2No. Bazar	12	Bijitala
6	Swanirvor Bazar	13	Battali Bazar
7	Khajrachhi Sadar Bazar	14	Aapar para chhara

Markets under Birganj Upazila , Dinajpur

Serial #	Name of market and location	Serial #	Name of market and location
1	Barolia Haat, Shibarampur	19	Kaqbiraj Haat, 8 No. Bhognagar
2	Rath Bazar Haat, Shibarampur	20	Kaqbiraj Haat dainik Bazar, 8 No. Bhognagar
3	Madati Haat, Shibarampur	21	Chakmohonpur Haat, 8 No. Bhognagar
4	Bhabanipur Dangar Haat, 2 NO. Palashbari	22	Battali Haat, Satair
5	Bahadur Bazar Haat, 2 NO. Palashbari	23	Dalua Haat, Satair
6	Palashbari school Haat, 2 NO. Palashbari	24	Zindapir Haat, Satair
7	Jharbari Haat, 3No. Shatagram	25	25 Mile Haat, 9 No. , Satair
8	Jharbari Bazar, 3No. Shatagram	26	Latar Haat
9	Karimpur pul Haat, 3No. Shatagram	27	Choudhury Haat, 10 No. Mohanpur
10	Arjunahar Haat, 3No. Shatagram	28	Bhullir Haat, 10 No. Mohanpur
11	Sanka Haat, Paltapur	29	Baladangir Haat, 10 No. Mohanpur
12	Burir Haat, Paltapur	30	Sahebganj Haat, 10 No. Mohanpur
13	Kuritakia Haat, Paltapur	31	Golapganj Haat, 11No. Moricha
14	Jagdal Haat, Birganj Porasobha	32	Golapganj Bazar, 11No. Moricha
15	Kalyani Haat, Nizpara	33	Burabarolia Haat, 11No. Moricha
16	Khalshi Haat, Nizpara	34	Nagrisagri Haat, 11No. Moricha
17	Hablu Haat, Nizpara	35	Choddohat Kalir Haat, 11No. Moricha
18	Mahanpur Haat, 7 No. Mohammadpur	36	Kholakuti Haat, 11No. Moricha

Markets under Chirir Bandar Upazila , Dinajpur

Serial #	Name of market and location	Serial #	Name of market and location
1	Ranirbandar Haat	15	Kutubdanga Haat
2	Binnykuri Haat	16	Karakha tali Haat
3	Chirirbandar current Haat	17	Pirganj Haat
4	Tarakshahar Haat	18	Madarganj Haat
5	Ghantaghar Haat	19	Gukrabari Haat
6	Satnala Model Haat	20	Kalitala haat
7	Champatali Haat	21	Charakdanga Haat
8	Choudhury Haat	22	Durgadanga Haat
9	Dangar Haat	23	Kharkati Haat
10	Bara Hashimpur Haat	24	Joypur Haat
11	Debiganj Haat	25	Kacharidighi Haat
12	Thakurar Haat	26	AmtaliHaat
13	Beltali Bazar	27	Bhusirbandar Haat
14	Sukhipir Haat	28	Krishtahari Haat

Appendix F

Photographs of CCMC from where data were collected

<p>CCMC at Sadar Jashore</p>	<p>Interview with UAO, Sreemongal</p>	<p>CCMC at Prbatipur</p>
<p>CCMC at Kaliganj</p>	<p>CCMC at Sadar Naogaon</p>	<p>CCMC at Mithapukur</p>
<p>Interview with Chairman, PO, Dakshin Surma</p>	<p>Farmers are assembling tomato at CCMC, Mirsharai</p>	<p>CCMC at Godagari</p>

<p>CCMC at Bhagharpara</p>		<p>CCMC at Jhikorgachha</p>
<p>CCMC at Sadar Bogura</p>		<p>CCMC at Baraigram, Natore</p>
<p>CCMC at Shibganj Bogura</p>		<p>CCMC at Palashbari</p>
<p>CCMC at Sadar, Khagrachhari</p>	<p>CCMC at Birganj</p>	<p>CCMC at Chirir Bandar</p>

Appendix- G

Pictorial View of Proposed Collection points and Niche markets in Study Area

Brinjal Cluster3	
	
<p>Location of collection point at Abdulpur Bazar</p>	<p>Location of Niche market at Churamonkathi</p>
	
<p>CP at Vunabir, Sreemangol</p>	<p>Niche market at Pouro market Sreemongal</p>



CP at Ultra Bazar, Parbatipur



Niche market, Parbatipur natun Bazar

Bitter gourd Cluster-3



Collection point at Baro pakia, Kaliganj



Niche market at Kaliganj Kutcha Bazar



Collection point (Closed one) at Barshail, Naogaon



Niche market at Hapania, Naogaon



Collection point at Kamarganj Mithapukur
Tomato -5 clusters- Winter Tomato



Niche market, Bildipukur, Mithapukur



Collection point nearby Rakhalganj Bazar



Niche Market at Mogla Bazar



Collection point at near Halipad, Godagari



Niche Market at Daily Bazar, Godagari



Collection point at Karer Haat, Mirshari



Niche market, Mirshari

Summer tomato



Collection Point at Rostum pur Bazar, Bagharpara



Niche market at Satiantala Bazar



Collection Point at Sreerampur, Jhikargachha

Niche market at Jhikargachha

Sweet gourd 2 clusters



Collection point at Shaikhar kola, sadar Bogura

Niche market at Palli mangal Hiat



Collection point at Manikpur

Niche market at Bonpara

Banana - 3 clusters



Collection point at Mokamtala, Shibganj,



Niche market at Mohastan, Bogra



Location of CP at Baro Gabindapur, Palashbai



Niche market at Palalashabri



CP at 12 no. Banana market, Khagrachhari



Niche market at Khagrachhari

Aromatic Rice- 2 clusters



Collection Point, Golapganj, Birganj Upazila



Niche Market at Birganj Haat khola



Collection Point at Bekipul Bazar, Chirir Bandar



Niche Market at Station Bazar

Appendix- H

A brief description of Niche markets

Commodity	Location of niche market	Size(Length& width)/stall	No. of stall	Quantity of produce assembled/day (Kg)
Brinjal	Parbatipur Natun Bazar	7x5 Feet	7	140- 150
	Kutchha Bazar, Churamonkathi)	7.5x6 Feet	15	300- 450
	Natun Bazar, Pouro,Sreemangal, Moulvibazar	7.5x6 Feet	20	500- 550
Bitter gourd	College Road Kutchha Bazar, Kaliganj, Jhenaidha	7x5Feet	20	115-140
	Tatulia Haat, Sadar Naogaon	7x5Feet	30	350-400
Tomato-winter	Lala Bazar,Sylhet	7x5 Feet	14	560 - 650
	Karer Haat, Mirsharai	7x5Feet	27	1000-1200
	Daily Bazar, Godagari	8x7Feet	20	900-1000
Tomato-summer	Satiantala Bazar, Jashore	7x5Feet	5	200-250
	Jhikargachha	7x5Feet	8	280- 300
Sweet gourd	Palli Mangal Haat of Bogura sadar	7x5 feet	10	400-500
	Rajapur Haat under Boraigran Upazila,Natore	7x5 feet	15	700-750
Banana	Mohastan Bogura	7x5 feet	25	200-250
	BRAC Bazar Gaibandha	7x5 feet	22	150-160
	Khagrachhari Sadar,	7x5 feet	18	100-150
Aromatic Rice	Birganj Hatkhola Bazar	8x5 Feet	20	
	Station Bazar Chirirbandar	8x5 Feet	25	