INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT



A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories

Ulrich's Periodicals Directory @, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.

as well as in Open J-Gage, India [link of the same is duly available at Inflibnet of Uni

Registered & Listed at: Index Copernicus Publishers Panel, Poland

Circulated all over the world & Google has verified that scholars of more than 1500 Cities in 141 countries/territories are visiting our journal on regular basis.

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	THE EFFECTS OF THE STOCKS PERFORMANCE RELATIVE TO THE INDEX PERFORMANCE, ON TRADERS' BEHAVIOR IN NYSE MOHSEN BAHRAMGIRI, SAIJAD NEAMATI, ASHKAN M. GHASHGHAEE & MOHAMMAD H. MUSAVI	1
2.	MEASURING PRICE INSTABILITY OF PULSES IN BANGLADESH M. MONIRUZZAMAN	12
3.	A COMPARATIVE ECONOMIC STUDY OF BRRI DHAN51 AND BR11 RICE PRODUCTION IN A SELECTED AREA OF RANGPUR DISTRICT IN BANGLADESH MD. SAIDUR RAHMAN & MD. KAMRUZZAMAN	23
4.	THE IMPACT OF CORPORATE GOVERNANCE MECHANISMS ON EARNINGS MANAGEMENT: EVIDENCE FROM BANKS IN ETHIOPIA OBSA TEFERI ERENA & TILAHUN AEMIRO TEHULU	27
5.	EDUCATION EXPENDITURE AND ECONOMIC GROWTH IN NIGERIA: CO-INTEGRATION AND ERROR CORRECTION TECHNIQUE AHEMD HALLIRU MALUMFASHI	34
6.	THE EFFECTS OF BUSINESS PLANNING ON SERVICING OF LOANS BY SMALL AND MEDIUM ENTERPRISES: A CASE STUDY OF HAIR SALON ENTERPRISES IN ELDORET TOWN NANDWA J.MUSAMBAYI	38
7.	THE POLITICAL ECONOMY OF POVERTY IN NIGERIA MARTINS IYOBOYI	45
8.	MICRO, SMALL AND MEDIUM ENTERPRISES IN INDIA- AN ANALYSIS DR. S. KALIYAMOORTHY & S. PARITHI	49
9.	SCOPE OF NEEM (AZADIRACHTA INDICA) PESTICIDES IN AGRICULTURE – A STUDY IN WEST BENGAL DR. A. K. NANDI, DR. JAYANTA DUTTA & DR. B. K. BERA	53
10.	MOOD STATE AND CUSTOMER ORIENTATION DR. ANANT GWAL, RAJESHWARI GWAL & DR. SANJEEVNI GANGWANI	58
11.	PERFORMANCE EVALUATION OF MUTUAL FUNDS IN RECESSION IN INDIA: AN EMPIRICAL STUDY SUBRATA ROY & SHANTANU KUMAR GHOSH	63
12.	PERSONALITY AS A MODERATOR OF QUALITY OF WORK LIFE AND JOB ATTITUDE SUSAN, V. & JAYAN, C.	74
13.	ROLE OF EDUCATION IN PROMOTING SOCIAL INCLUSION: AN ANALYSIS OF THE WORKING OF MID DAY MEAL S. K. PANT & MUKESH PANDEY	78
14.	DR. MOOL CHAND & DR. RAJ PAL SINGH	84
15.	AN EMPIRICAL STUDY ON RURAL CONSUMERS' PERCEPTION TOWARDS TRADE FAIR AS A MARKETING TOOL BHAUTIK A. PATEL & DR. RAJU M. RATHOD	89
16.	BUYING DECISIONS OF RURAL CONSUMERS WITH REFERENCE TO FAST MOVING CONSUMER GOODS R. MOHAMED NASRUDEEN & DR. L. P. RAMALINGAM	97
17.	A STUDY OF BENEFICIARIES AVAILING CONSUMER LOAN IN NATIONALIZED BANKS VILLAVARAYER LATHA & DR. K. KAMALAKANNAN	104
18.	CRUDE OIL PRICES VARIATIONS' ENCROACHMENT ON INDIAN STOCK MARKET [AN EMPIRICAL STUDY OF BSE] DR. NIDHI SHARMA & KIRTI KHANNA	108
19.	THE SPREAD OF SELF HELP GROUPS – BANK LINKAGE PROGRAMME IN INDIA DR. V.DHEENADHAYALAN	111
20.	SUSTAINABLE DEVELOPMENT IN NORTHEAST INDIA DR. RAJESHWAR SINGH	116
21.	COMPOSITION OF NON-PERFORMING ASSETS: A COMPARATIVE STUDY OF NATIONALISED BANKS AND SBI AND ITS ASSOCIATES MANISH B. RAVAL	124
22.	A CRITICAL EVALUATION OF PERFORMANCE OF MNREGA DR. TUSHAR CHAUDHARI	127
23.	WEAK-FORM OF EFFICIENCY IN CHINESE STOCK MARKET N. ANURADHA	131
24.	CHALLENGES AND PROSPECTUS OF SUCCESSFUL WOMEN ENTREPRENEURS (A CASE STUDY IN DAVANGERE CITY) VENKATESH BABU .S	135
25.	EVALUATING THE MICRO-CREDIT MODEL AND SUCCESS STORY OF GRAMEEN BANK, BANGLADESH DR. RICHA SINHA	139
26.	COMMON PROPERTY RESOURCES-AVAILABILITY AND DEPENDENCY PATTERN (A CASE STUDY OF BOLUVAMPATTI PANCHAYATH - TAMIL NADU) K. BABY & R. REMA	145
27.	HOUSING PROPERTY INVESTMENT PREFERENCESIN POST RECESSIONARY BANGALORE ECONOMY - A CONSUMER PERSPECTIVE ANALYSIS PRADEEPA.M & VIDYA.R	153
28.	VALUES FOR CORPORATE DEVELOPMENT	158
29.	DR. ANUVIYAN & SARISHA BHARUCHA CHILD LABOUR IN INDIA: CAUSES, PERSPECTIVE & GOVERNMENTAL POLICIES IMPERATIVES RATNA BINODINI AMIYA PRIYADARSHINI DAS & APARAJITA BISWAL	164
30.	IMPACT OF FOREIGN DIRECT INVESTMENT (FDI) ON INDIAN ECONOMY: A SECTORAL ANALYSIS IRAM KHAN	171
	REQUEST FOR FEEDBACK	178

CHIEF PATRON

PROF. K. K. AGGARWAL

Chancellor, Lingaya's University, Delhi Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

PATRON

SH. RAM BHAJAN AGGARWAL

Ex.State Minister for Home & Tourism, Government of Haryana Vice-President, Dadri Education Society, Charkhi Dadri President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR

DR. BHAVET

Faculty, M. M. Institute of Management, MaharishiMarkandeshwarUniversity, Mullana, Ambala, Haryana

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., HaryanaCollege of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), MaharajaAgrasenCollege, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

DR. SAMBHAV GARG

Faculty, M. M. Institute of Management, MaharishiMarkandeshwarUniversity, Mullana, Ambala, Haryana

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SIKANDER KUMAR

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

PROF. SANJIV MITTAL

UniversitySchool of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. S. P. TIWARI

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

DR. ANIL CHANDHOK

Professor, Faculty of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

DR. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, KurukshetraUniversity, Kurukshetra

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N.GovernmentCollege, Faridabad

DR. VIVEK CHAWLA

Associate Professor, Kurukshetra University, Kurukshetra

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

ASSOCIATE EDITORS

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PARVEEN KHURANA

Associate Professor, MukandLalNationalCollege, Yamuna Nagar

SHASHI KHURANA

Associate Professor, S.M.S.KhalsaLubanaGirlsCollege, Barara, Ambala

SUNIL KUMAR KARWASRA

Principal, AakashCollege of Education, ChanderKalan, Tohana, Fatehabad

DR. VIKAS CHOUDHARY

Asst. Professor, N.I.T. (University), Kurukshetra

TECHNICAL ADVISORS

MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadhola, Yamunanagar

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

Weinvite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Management Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic and Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email address: infoijrcm@gmail.com.

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

	DATED:
E EDITOR CM	
bject: SUBMISSION OF MANUSCRIPT IN THE AREA OF.	
.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law,	Computer/IT/Engineering/Mathematics/other, please specify)
AR SIR/MADAM	
ease find my submission of manuscript entitled '	for possible publication in your journals.
ereby affirm that the contents of this manuscript are original. Furthermore, it has der review for publication elsewhere.	s neither been published elsewhere in any language fully or partly, nor is i
ffirm that all the author (s) have seen and agreed to the submitted version of the n	nanuscript and their inclusion of name (s) as co-author (s).
so, if my/our manuscript is accepted, I/We agree to comply with the formalitientribution in any of your journals.	es as given on the website of the journal & you are free to publish ou
AME OF CORRESPONDING AUTHOR:	
INE OF CORRESPONDING AUTHOR.	
signation:	
signation: iliation with full address, contact numbers & Pin Code:	
signation: iliation with full address, contact numbers & Pin Code: sidential address with Pin Code:	
signation: iliation with full address, contact numbers & Pin Code: sidential address with Pin Code: obile Number (s):	
signation: iliation with full address, contact numbers & Pin Code: sidential address with Pin Code:	TY2m

- b) The sender is required to mention the following in the SUBJECT COLUMN of the mail: New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.

Engineering/Mathematics/other, please specify)

- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.
- 2. MANUSCRIPT TITLE: The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.
- 3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation** (s), **address, mobile/landline numbers,** and **email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.
- 4. **ABSTRACT**: Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

- 5. **KEYWORDS**: Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
- 6. MANUSCRIPT: Manuscript must be in <u>BRITISH ENGLISH</u> prepared on a standard A4 size <u>PORTRAIT SETTING PAPER</u>. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
- 7. **HEADINGS**: All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
- 8. SUB-HEADINGS: All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
- 9. MAIN TEXT: The main text should follow the following sequence:

INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

SCOPE FOR FURTHER RESEARCH

ACKNOWLEDGMENTS

REFERENCES

APPENDIX/ANNEXURE

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed 5000 WORDS.

- 10. **FIGURES &TABLES**: These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure**. **Sources of data should be mentioned below the table/figure**. It should be ensured that the tables/figures are referred to from the main text.
- 11. **EQUATIONS**: These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
- 12. **REFERENCES**: The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
- Use (ed.) for one editor, and (ed.s) for multiple editors.
- When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
- Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
- The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
- For titles in a language other than English, provide an English translation in parentheses.
- The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

• Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

 Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

A COMPARATIVE ECONOMIC STUDY OF BRRI DHAN51 AND BR11 RICE PRODUCTION IN A SELECTED AREA OF RANGPUR DISTRICT IN BANGLADESH

MD. SAIDUR RAHMAN
ASSOCIATE PROFESSOR
DEPARTMENT OF AGRICULTURAL ECONOMICS
BANGLADESH AGRICULTURAL UNIVERSITY
BANGLADESH

MD. KAMRUZZAMAN
EX. STUDENT

DEPARTMENT OF AGRICULTURAL ECONOMICS
BANGLADESH AGRICULTURAL UNIVERSITY
BANGLADESH

ABSTRACT

This study is designed to determine relative profitability of an early variety BRRI Dhan51 and BR11 in greater Rangpur region. In total 60 farmers were selected purposively from one village of Sadar Upazila of Rangpur District; out of which 30 farmers are producing BRRI Dhan51 and 30 farmers producing BR11. Tabular and statistical analyses were done to achieve the objectives of the study. It was revealed that the cultivation of both BRRI Dhan51 and BR11 were profitable from the view point of farmers. Per hectare gross cost of production of BRRI Dhan51 and BR11 were Tk. 55105.21 and Tk. 56185.79 respectively and the corresponding gross returns were Tk. 143488.27 and Tk. 63648.676. The per hectare net returns of producing of BRRI Dhan51 and BR11 were Tk. 88383.06 and Tk. 7462.89 respectively. The results indicated that BRRI Dhan51was much more profitable than that of BR11. It was observed that most of the variables included in Cobb-Douglas production function had significant impact on BRRI Dhan51 and BR11 rice production. All the five variables included in the model had positive impact on returns from both BRRI Dhan51 and BR11 rice production. The study also identified some problems faced by the producers in producing BRRI Dhan51 and BR11 rice.

KEYWORDS

Comparative study, profitability, adoption, BRRI Dhan51, BR11.

INTRODUCTION

angladesh is predominantly an agricultural country. Agriculture is the prominent sector in the economy of Bangladesh and a vital determinant of economic growth and livelihood improvement of the rural farmers. The agricultural sector comprises crops, forests, fisheries and livestock. This sector contributes 19.95 percent to the Gross Domestic Product (GDP) of which crop sector alone contributes 11.15 percent (BBS, 2009). Economic development largely depends on the agricultural development which is possible only through distribution and utilization of modem technology, such as, hybrid seeds, power tiller, chemical fertilizers, pesticides, irrigation, etc. A comprehensive study incorporating impact of technological change on farmer's income and poverty alleviation is important. A rapid and substantial increase in agricultural productivity is essential to meet the growing demand for food grain emerging from high population growth. About three-forth of the total cropped area is allocated to rice sector and hence, rice has exclusively led the growth of crop agriculture. Rice is the most important food crop in the developing countries. About 90% of the population in Bangladesh depends on rice as a major food. By the year 2020; Bangladesh will require 35.5 million tons of rice to meet the food demand of its population which is expected to increase to 173 million (IRRI, 2006). To attain this production target, average yield will have to increase up to 3.4 ton/ha (BRRI, 1997). In this context, flood tolerant rice technology seems to open a window of opportunity for increasing rice production.

In Bangladesh, 20 percent of the rice land is flood prone and the country typically suffers several major floods each year. As water inundates rice field, BRRI Dhan51 helps rice plant remain metabolically inert for up to two to three weeks. BRRI Dhan51 can survive up to 10 days to complete submergence at vegetative stage. It matures within 130-134 days and grows as high as 75-85cm. It requires less fertilizer than other varieties, has bigger stem heavier when threshed and contains good quality in terms of taste. The experiment will be conducted to use the flood prone rice land as well as to increase the yield of rice production. The conventional varieties of rice in Bangladesh are comparatively lower-yielding and it seems impossible to change this yield with reachable resources under the prevailing situation. At this stage, hybrid varieties of rice may be a breakthrough, which could overcome perpetual yield stagnancy. To feed ever increasing hungry millions of Bangladesh, flood tolerant variety like BRRI Dhan51 will be one of the best options.

The rates of expansion of BRRI Dhan51 and BR11 varieties of aman rice acreage and production depend on the profitability of their production. The researchers reviewed Chowdhury, 1999; Dey et al., 2001; Jabbar et al., 1993; Khan et al., 1999 and Mustafi et al., 2005; but no one conducted the comparison of BRRI Dhan51 and BR11. In this regard, the structures of costs and returns of BRRI Dhan51 and BR11 rice cultivation are important for investigation. Accordingly, the overall objective of the present study was to assess the relative profitability of growing BRRI Dhan51 and BR11 rice. The present study had the following specific objectives:

- 1. To assess the socio-economic characteristics of the BRRI Dhan51 and BR11 producers;
- 2. To compare relative profitability of producing BRRI Dhan51 and BR11;
- 3. To explore the factors affecting adoption of BRRI Dhan51;
- 4. To formulate suggestions for future guidelines.

METHODOLOGY

Due to limitation of time and resources, a small area with uniform topographical and ecological characteristics was considered. Keeping in view the objectives, the present study was conducted in one village, Dhorsana in Rangpur sadar upazila under Rangpur district. Survey method was applied to collect primary data for the study. For sampling, at first, a list of 60 respondents who produced BRRI Dhan51 and BR11 rice were prepared. Then from the list, 30 farmers of BRRI Dhan51 and 30 farmers of BR11 were selected randomly. The data were collected by the researcher himself during August to November, 2011. After that, data were analyzed by using tabular and econometric techniques. Farm business analytical techniques, such as enterprise costing and gross margin analysis were used for analysis of profitability; and finally, Cobb-Douglas production function (Gujarati, 1995) was used to examine the effects of the explanatory variables on the dependent variables, in the production of BRRI Dhan51 and BR11 rice.

RESULTS AND DISCUSSION

It is evident form Table 1 that 23 per cent of BRRI Dhan51 farmers are illiterate, 20 per cent has primary education, 15 per cent has up to secondary education and only 2 per cent has above secondary level education. On the other hand, these percentages for BRI1 growing farmers are 18, 32, 45 and 5 respectively. It was found that the percentage of illiterate farmers in the case of BRRI Dhan51 growers was higher than that of BRI1 growers.

TABLE 1: EDUCATIONAL STATUS OF THE RESPONDENTS

TABLE 1: EDGGATIONAL STATE ALSO STABLETS						
	BRRI Dhan51 farmers		BR11 farmers		All farmers	
Categories	No.	%	No.	%	No.	%
Illiterate	7	23	4	13	11	18
Primary level	6	20	13	43	19	32
Secondary level	15	15	12	40	27	45
Above secondary level	2	2	1	4	3	5
Total	30	30	30	100	60	100

Source: Field Survey, 2010

Table 2 shows that, in the case of BRRI Dhan51 growers, 84 per cent farmers are engaged in agriculture, 3 per cent in business and 13 per cent in service as their main occupation. In the case of BR11 growers, 67 per cent farmers are engaged in agriculture, 23 per cent in business and 10 percent engaged in service as their main occupation. The percentage of agriculture in the case of BR11 growers is less than that of BRRI Dhan51 growers. It is observed that there is no major difference in occupational status of BRRI Dhan51 growers and BR 11 growers.

TABLE 2: OCCUPATIONAL STATUS OF SAMPLE FARMERS

		BRRI Dhan51 farmers		BR11 farmers		All farmers	
	Occupation	Main	Subsidiary	Main	Subsidiary	Main	Subsidiary
	Agriculture	25	5	20	7	45	12
	Business	1	6	7	4	7	10
	Service	4	2	3	2	7	4
Ī	Total	30	13	30	13	59	26

Source: Field Survey, 2010

The analysis of cost and return revealed that human labor was an important element for producing both types of rice production. On an average, per hectare human labor requirement was 145.04 man-days for BRRI Dhan51 rice and in the case of BR11 rice cultivation, it was 143.67 man-days.

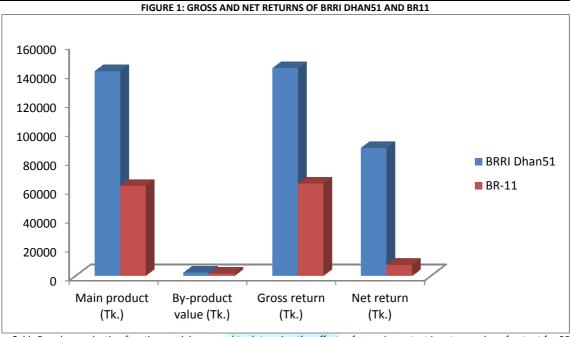
Total cost of labor was Tk. 37003.52 and Tk. 32201.24 for BRRI Dhan51 and BR11 rice respectively. Power tiller was used for tillage operation and most farmers in the study area used this mechanical method and the costs were Tk. 6036.87 and Tk. 5742.29 for BRRI Dhan51 and BR11 rice cultivation respectively. Per hectare total material input costs in producing BRRI Dhan51 and BR11 rice were Tk. 51860.05 and Tk. 53741.64 respectively. The material inputs included costs of human labor, tillage operation, seeds/seedling, fertilizers and irrigation.

TABLE 3: PER HECTARE PRODUCTION COSTS AND RETURNS OF BRRI DHAN51 AND BR11

Items	Value (Tk.) for BRRI Dhan51	Value (Tk.) for BR11	
A. Gross Return	143488.27	63648.676	
B. Variable cost			
Human labor	37003.52	32201.24	
Power tiller	6036.87	5742.29	
Irrigation	4814.01	4105.23	
Seed	653.49	2084.3	
Urea	2502.16	3298.21	
TSP	-	4208.82	
MP	-	1475.95	
Miscellaneous cost	850.00	625.00	
Total variable cost	51860.05	53741.64	
C. Fixed cost			
Interest on operating capital	1152.16	915.15	
Land rental cost	2093.00	1529.00	
Total Fixed cost	3245.16	2444.15	
D. Gross cost (B+C)	55105.21	56185.79	
E. Gross margin (A-B)	91628.22	9907.036	
F. Net Return (A-D)	88383.06	7462.89	
G. Benefit Cost Ratio (A/D) (undiscounted)	2.60	1.13	
Carren	Field survey 2010		

Source: Field survey, 2010

Per hectare irrigation cost in the study area were Tk. 4814.01 and Tk. 4105.23 for BRRI Dhan51 and BR11 rice respectively. The findings of the study showed that the average yields of BRRI Dhan51 and BR11 rice amounted to 5004.44 kg and 3235.53 kg per hectare respectively. In monetary terms, the respective values were Tk. 141425.47 and Tk. 62122.176. Thus the yield as well as the value of output per hectare for BRRI Dhan51 was found substantially higher than that of BR11 rice. The gross return (including by-product) from BRRI Dhan51 and BR11 rice was estimated at Tk. 143488.27 and Tk. 63648.676 respectively. The average net returns per hectare were found to be Tk. 88383.05 and Tk. 7462.89.



In this study, the Cobb-Douglas production function model was used to determine the effects of some important inputs on value of output for BRRI Dhan51 and BR11 rice. The chosen explanatory variables were human labor, power tiller, seed, fertilizer, and irrigation. Findings from the log-log specification are measured in Table 4.

TABLE 4: COEFFICIENT AND RELATED STATISTICS OF C-D PRODUCTION FUNCTION OF BRRI DHAN51

Explanatory variable	BRRI Dhan51			BR11		
	Estimated co- efficient	Standard errors	T- value	Estimated co- efficient	Standard errors	T- value
Constant	3.285	0.621	5.282	1.480	0.724	2.044
Human labor cost (X 1)	0.110**	0.052**	2.11	0.107**	0.043**	2.494
Seed cost (X 2)	0.350**	0.150**	2.341	0.220**	0.086**	2.572
Fertilizer cost (X ₃)	0.202**	0.080**	2.541	0.103**	0.047**	2.173
Irrigation cost (X 4)	0.040**	0.012**	3.152	0.028**	0.013**	2.052
Hiring of power tiller (X 5)	0.215**	0.098**	2.207	0.173**	0.080**	2.14
R ²	0.75			0.65		
Adjusted R ²	0.65			0.50		
F-value	6.961			4.472		
Return to scale	0.92			0.63		

Source: Field Survey, 2010

Note: * Significant at 1 percent level, ** Significant at 5 percent level and *** Significant at 10 percent level

The estimated Cobb-Douglas production function for BRRI Dhan51 was:

 $lnY_1 = 3.285 + 0.110 lnX_1$, $+ 0.350 lnX_2 + 0.202 lnX_3 + 0.043 lnX_4 + 0.215 lnX_5$

Again the estimated production function for BR11 was:

 $InY_2 = 1.480 + 0.107 InX_1$, $+ 0.220 InX_2 + 0.103 InX_3 + 0.028 InX_4 + 0.173 InX_5$

Estimated values of the relevant co-efficient revealed that among the included variables costs of human labor, seed, fertilizer and irrigation had significant impact on the output of both BRRI Dhan51and BR11 rice production. The summation of the estimated coefficients was 0.92 and 0.63 respectively for BRRI Dhan51 and BR11, which implies diminishing returns to scale. The study also identified the problems and constraints in BRRI Dhan51 and BR11 rice production. Some major problems faced by the farmers were impure seed, seed collection, low germination rate, high price of seed, high price of fertilizer and insecticides, attack by insect, lack of marketing facilities and market information and dominance of intermediaries.

FACTORS AFFECTING ADOPTION OF BRRI DHAN51

There are many factors whose are adopted in the cultivation of aman rice in the month of September to December. Those factors that influencing the adoption BRRI Dhan51 are discussed below:

SUBMERGENCE-RESISTANT VARIETY

It is the tremendous invention of BRRI for the people of Bangladesh because about 20 percent of the rice land is flood prone and the country typically suffers several major floods each year. As water inundates rice field, BRRI Dhan51 helps rice plant remain metabolically inert for up to two to three weeks. BRRI Dhan51 can survive up to 10 days to complete submergence at vegetative stage. It matures within 130-134 days and grows as high as 75-85cm. To ensure food security amid threats of climate change, the submergence-tolerant varieties are a breakthrough.

EARLY VARIETY

Early variety is another factor for adopting BRRI Dhan51. As if the production of this variety is not hampered by the flood water and this is why, farmers preferred this variety. Before it's invention, farmers used to plant different aman varieties of rice at the end of the month of September-October. Now the situation is completely changed, because farmers were planting this early aman variety in the beginning of September and October.

HIGHER YIELD

It is a new variety. Its annual yield is much higher than that of any variety of aman seasons. For this reason farmers showed interest especially in the middle and eastern region of Bangladesh. It's per hectare yield is 4.5 to 5 ton per year.

LESS FERTILIZER AND INSECTICIDES

To cultivate this type of variety, the costs of fertilizer and insecticides are less than any other aman rice varieties.

UTILIZATION OF LAND

Before the release of flood tolerant variety BRRI Dhan51, most of the flood affected land of that area was become fallow. For this reason, it was quite difficult to cultivate more than two crops in a year. But after the coming of this variety, it is possible to cultivate three crops in the same land in different times. By using this rice variety it can be ensured proper utilization of land.

WEED RESISTANCE

The consequence of weed in this variety is comparatively less than that of any aman varieties and the consequence is lower cost of production and higher output.

VARIETALS TRACKING

To examine the varietals tracking system of BRRI Dhan51 and BR11 growing farmers, the varietals tracking system of the sample farmers was divided in to four categories. These are (i) (0 - 1) km (ii) (1.5-2.5) km (iii) (3-4.5) km and 5 km and above.

TABLE 5: VARIETALS TRACKING OF BRRI DHAN51 AND BR11

	BRRI Dhan51 farmers		BR11 farmers		All farmers	
Distance	No.	%	No.	%	No.	%
(0 - 1) km	2	6.67	5	16.67	7	11.67
(1.5- 2.5) km	5	16.67	7	23.33	12	20
(3- 4.5) km	7	23.33	15	50	22	36.67
5 km and above	16	53.33	3	10	19	31.67
Total	30	100	30	100	60	100

Source: Field survey, 2010

Table 5 shows that in the study area, 53.33 percent BRRI Dhan51 rice producers got their seed from that place for whom distance was 5 km and above from their house. About Twenty three percent farmers got seed from distance of (3- 4.5) km, 16.67 percent got seed from distances of (1.5- 2.5) km, and 6.67 percent from distances of (0 - 1) km. On the other hand these percentages for BR11 growing farmers are 11.67, 20, 36.67 and 31.67 respectively. Farmers are very much interested to receive this BRRI Dhan51 seed to grow in their land. They collected seed from long distance and with very high price. So it is clear that BRRI Dhan51 is rapidly spreading in the study region.

CONCLUSION AND RECOMMENDATIONS

From the results of the present study, it could be concluded that during flood time in the study area, farmers did not get expected returns as well as profit from the cultivation cost. Farmers usually used to produce BR11 as commonly named MUKTA rice which production was good but did not have flood tolerance. On the other hand, BRRI Dhan51 has brought a new era to the rice producers in the study area which had the capability to survive from flood water. After submerging even 10-15 days, its production did not fluctuate. Farmers got their expected results, could utilize their land property and the risk is comparatively lower than any other *aman* varieties. In the study area, BRRI Dhan51 rice variety is much popular and it should spread all over the country which will increase our national production in *aman* season as well as ensure our food security. Bangladesh is a small country with a large population, so to feed the huge population and to ensure proper utilization of land, producing BRRI Dhan51 rice could be the best option in *aman* season.

It could be noticed from the result that BRRI Dhan51 was found more profitable than BR11 variety with respect to yield, net return, gross return and time factor. The following recommendations are made on the basis of the present study:

- (i) Government and non-government research institutions should strengthen their human resources for BRRI Dhan51 rice research and seed production.
- (ii) In the production of BRRI Dhan51, seed costs should be decreased and the supply of seeds should be increased. So that farmers will be capable to produce BRRI Dhan51 rice.
- (iii) The price of fertilizer and pesticides should be regulated strictly by the government.
- (iv) Government may provide short term training programme on production system of BRRI Dhan51.

ACKNOWLEDGMENT

This research work is partly supported by the STRASA phase-2 Project of IRRI, Philippines and implemented through the Bureau of Socioeconomic Research and Training of Bangladesh Agricultural University, Mymensingh, Bangladesh

REFERENCES

- 1. BBS (2009). Statistical Year Book of Bangladesh, Bangladesh Bureau of Statistics, Ministry in Planning, Government of the Peoples Republic of Bangladesh, Dhaka.
- 2. BRRI (1997. Bangladesh Rice Research Institute Serving The Nation, Publication No.119, Bangladesh Rice Research Institute, Joydebpur, Gazipur, Bangladesh.
- 3. Chowdhury, M. R. I. (1997). Agronomic Parameters of some selected Rice varieties/mutants as Affected by method of Transplanting in Boro season. An M.S. Thesis submitted to the Department of Agronomy, Bangladesh Agricultural University, Mymensingh.
- 4. Dey, P. K and Mustafi, B. A. A (2001). Economic returns to investment on BR 11 variety of rice in T.Aman season, Agricultural Economics Division, Bangladesh Rice Research Institute, Gazipur, Bangladesh.
- 5. Dey, P. K and Mustafi, B. A. A (2001). Economic returns to investment on BR11 variety of rice in T.Aman season. Agricultural Economics Division, Bangladesh Rice Research Institute, Gazipur, Bangladesh.
- 6. Gujarati, D.N. (1995) Basic Econometrics, 3rd edn. McGraw Hill Inc, New York.
- 7. IRRI Rice Almanac. (2006). Published by International Rice Research Institute, Manila. Philippine.
- 8. Jabbar, M. A. and Alam, M. S. (1993). Adoption of modern Rice varieties in Bangladesh. Bangladesh Journal of Agril. Econ. 16(2), p. 77-95
- 9. Khan, K.; Islam, M. N. and Rahman, M. M. (1999). Study on yield performance of some newly released Boro rice varities under farmers condition at FSRD site, Palima of Tangail districts. BRRI, Joydebpur, Gazipur.
- 10. Mustafi, B. A. A. and Jabber A. M (2005). Scenario of Modern Rice Cultivation in Bangladesh. Agricultural Economics Division, Bangladesh Rice Research Institute, Gazipur, Bangladesh.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, Economics and Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail info@ijrcm.org.in for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active cooperation of like-minded scholars, we shall be able to serve the society with our humble efforts.



