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MARKETING MARGIN OF ONION MARKETER'S IN SOME SELECTED AREAS OF PABNA DISTRICT

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ABSTRACT

Onion (Allium cepa L.) is one of the most important and widely used vegetable and spice crops in Bangladesh as well as in many countries of the world. During winter, onion is widely cultivated all over Bangladesh. A large number of people are involved in the production and marketing of the onion. The imbalance in the supply-demand in onion is increasing every year due to low production coupled with an increased population. Realizing the increasing importance of onion as spice, the present study was undertaken. Farmers in Pabna have achieved remarkable success in onion cultivation, officials said. Preliminary survey was conducted in Sujanagar upazila of Pabna district. The total sample size was 30, which include producer, farias, beparis, arathdar, wholesaler, retailer, consumer was selected purposively from different markets of Sujanagar Upazila. The total marketing cost was estimated at Tk. 275 per Mound of onion. Among all intermediaries Beparis cost were highest and the lowest for arathdar's. The net marketing margin of per Mound onion of farias, beparis, arathdars, wholesalers and retailers were Tk. 152.86, 33.14, 15.6, 79.2, 54.2, and 68 respectively. The value addition of onion in marketing chain for farmers, farias, beparis, arathdars, wholesalers and retailers were 24.52, 8.06, 7.81, 9.05, 8.08, and 8.23 for per Mound of onion. The entire farmers and the intermediaries in the study areas faced many problems in the marketing of onion. The major problems faced by them included in the study & measures suggested by the reporting farmers and intermediaries for solving the problem.

KEYWORDS

net marketing margin, spice crop, intermediaries; value addition; marketing cost.

1. INTRODUCTION

Onion (*Allium cepa L.*) is one of the most important and widely used vegetable and spice crops in Bangladesh as well as in many countries of the world. It ranks first in production (889000 MT) and second in area (125101 ha) among the spices (BBS, 2008). It covers almost 36% of the total areas under spices.

During winter, onion is widely cultivated all over Bangladesh. Farmers generally follow traditional method for cultivating onion in Bangladesh. Area and production of onion in Bangladesh during the last five years are given below; Although production of onion is increasing day by day, but in a land hungry country like Bangladesh it may not be possible to meet the domestic demand due to increase in population. There is an acute shortage of onion in relation to its requirement. Every year, Bangladesh has to import a big amount of onion from neighboring and other countries to meet up its demand. Total import of onion stood at 55499 metric tons in 2005 (BBS, 2007).

The imbalance in the supply-demand in onion is increasing every year due to low production coupled with an increased population. Onion suffers from many diseases, such as leaf blight, downy mildew, purple blotch, white rot, neck rot and Fusarium basal rot among which leaf purple blotch caused by *Alternaria porri* (Ellis) Cif. is a major one. This disease caused substantial loss of both bulb and seed yield of onion in most onion growing countries including Bangladesh.

It is, thus, a serious bottleneck in the cultivation of onion. The extent of yield loss incurred by the diseases was not well documented; there were evidences of complete damage of a number of onion yields every year. Although water is regarded as the life blood for plants, it is generally believed that onion plants become susceptible to diseases when produced under irrigation.

So, many farmers do not apply irrigation to onion. Some farmers irrigate this crop, but with a lower amount and number of irrigation than required. However, proper irrigation practices and disease control measures may be the key components of the strategy to offset the imbalance in the supply-demand in onion.

Onion is grown extensively during winter season in Bangladesh, occupying the first position both in area (291000 acre) and production (872000 m tons) (BBS, 2010). It is grown in more or less in all the districts of the country. It is grown in all the district of the Bangladesh and its cultivation on commercial scale is found to be concentrated in greater district of Faridpur, Dhaka, Rajshahi, Comilla, Rangpur and Pabna. There is an acute shortage of onion in relation to be requirement. This necessitates an improvement of per hectare yield, which is possible through adoption of high yielding varieties and judicious application of fertilizer. The mean yield of onion in Bangladesh is very low (2.96t/acre) compared to world average of 6.99 t/acre (FAO, 1999).

2. OBJECTIVES OF THE STUDY

The specific objectives of the study are as follows:

- To estimate marketing cost, margin and price at various stage.
- To identify problems and recommendation for solving such problems.

3. JUSTIFICATION OF THE STUDY

Agriculture sector contains to play a very important role in the economy of Bangladesh. Agriculture sector attained modest growth and experienced slow transition during the two decades since independence. The goal of the sector was to replace the traditional and vulnerable agriculture by modern agriculture capable of sustained growth.

The study would be justified on the following issue-

- The research would be helpful for the government research, planning and the policy making.
- It would provide information to farmers, intermediaries and consumer in providing their efficiency in onion marketing in the country.
- It would provide information about the marketing channel, value addition about the onion market in Bangladesh.
- It would add new knowledge in the field of onion market and build a foundation for further research in this respect.

4. REVIEW OF LITERATURE

The aim of the present chapter is to review empirical studies related to this price of research work. Many research and studies were conducted on Onion production and marketing is abroad. But in Bangladesh there are very few studies on onion marketing and value chain. Some important studies on onion production, which have been conducted in the recent past, are discussed below:

Rashid et al. (2002) conducted a study on an economics of Onion cultivation at Foridpur region in Bangladesh. They conducted that the profitability of the input utilization patterns in and the constraints to onion cultivation in Foridpur, Bangladesh were examined. Data for the crop year 1999-2000 were obtained from a sample of 100 onion farmers. Onion cultivated was profitable in study area. Excessive use of insecticides and fertilizers, lack of quality seeds and high cost of seedlings were some major production constraints of Onion production.

Farmers in Pabna have achieved remarkable success in onion cultivation, officials said. Although a majority of the onions produced in the country come from Pabna, the farmers in the district are more frustrated over poor market prices. According to the Department of Agricultural Extension (DAE) in the district, a total of 36,040 hectares of land in 9 upazilas in the district were brought under onion cultivation this year although the target was 33,100 hectares. Each hectare produced at least 10 to 10.5 tons of onions, while the amount was 8.5 tons last year, officials said.

Chanda (1990) conducted a study on onion and garlic in India. Area of production of onion garlic in the world and India, exports from other countries and factor limiting production and productivity in India are described. The research infrastructure, varietal improvement and productivity in India are described.

Mahmood (1995) examined the relative profitability of selected spices, compared with their competing crops. Among all competing crops onion was the most profitable crop with net profit of Tk. 26673, which was followed by potato (Tk 25875), lentil (Tk.20652.1) and garlic (Tk 16755.49) in respect of net return per hectare.

Singh (2005) conducted an economic study on production and marketing of vegetable in Bangladesh. He used data collected for the year 1997-98. The study analyzed the data on tomato, onion, arvia, okra, brinjal, and potato. He examined production costs and returns; marketable and marketed surplus; marketing cost; channels, margins and efficiency.

Hossain (1974) conducted a short analysis of consumer demand for onion in Maymshing town. The elasticity of onion has been estimated to be from 0.38-0.94 which indicated that one percent increase in consumer's aggregate expenditure would bring less than one percent increase in the quantity of onion demanded. The computed elasticity with respect to aggregated expenditure indicated that onion has an inelastic demand with per capita daily consumption of onion was estimated to be 0.93 seers during its peak supply period. The income elasticity of onion for the urban panel consumers was estimated to be 0.38-0.94, which indicated that onion was a normal good and not a luxury food item of urban consumers. Price elasticity's of onions ranged from (-0.56 to -1.26) for low income people, and it ranges from -0.61 to -0.95 for high income people. The analysis or cross price elasticity of onion with respect to potato, bean and cauliflower and cabbage provided pervasive results with unexpected signs.

Rahman (2004) studied effect of growth regulators on growth and yield of three varieties of onion growth from set. Three varieties of onion viz; Taherpuri, Zhitka, kalashnagar and four different growth regulators, namely IAA (200ppm), GA3 (100 ppm), NAA (200 ppm), CCC (500ppm) and control were used. The Taherpuri produced the highest, number of leaves per plant, bulb diameter, mean bulb weight, and bulb yield compared to control plants of onion.

From the above discussion, it is clear that several studies have been conducted on onion production and marketing in Bangladesh. The present study was, therefore undertaken to determine the profitability of onion and marketing of onion. Findings of the review would help conceptualization on the important aspects of the onion marketing system in general and understanding functions of the market actors in onion marketing in the selective areas in particular.

5. METHODOLOGY OF THE STUDY

Farm management research depends on the proper methodology of the study. Proper methodology is a prerequisite of a good research. It's also Involves collection of primary data from the farmers. The type of primary data to be collected however depends upon the nature of the study and its aims and objectives. It's also depends on availability of necessary resources, materials and time.

5.1 Selection of the study area: Selection of the study area is an important step for the farm management research. "The area in which a farm business survey is to be carried out depends on the survey and the possible cooperation from the farmers" (Yang 1965). Such a study usually requires selection of an area for collecting data in accordance with the objectives set for the study.

The researcher himself conducted a preliminary survey in Sujanagar upazila of Pabna district to achieve the objectives of the study. Keeping this mind, five villages namely, Sadlapur, Vitbila, Raipur, khetupara, Bonkola under Sujanagar Upozilla in the district of Pabna were selected purposively because a large number of farmers grow onion in these areas.

The main considerations behind the selection of above Upazilas as study area are as follows:

1. The Upazilas were found to be good onion growing areas.
 2. There was high expectation to get cooperation from the farmers and intermediaries.
 3. Easy accessibility and good communication in the Upazilas.
- 1.2 Period of study:** Since farming is seasonal one, a farm business survey should cover a whole crop year in order to have a complete sequence of crops. The researcher must determine to what extent the information for a particular year represents normal or average condition, particularly for crop yields, annual production and price level. Farmers generally plant onion from mid-December to January and harvest after three or four months. The data collection period, therefore pertained this period of 2012.
- 1.3 Selection of sample and sampling technique:** It is not possible to make a farm business survey covering all farms. For this reason, sampling was done to select representative farms to minimize time and cost of the study. Producers were selected from different villages under the Upazilas. Farias, Beparis, Arathdars, Wholesalers, and Retailers were selected from different markets. A total number of 30 farmers and intermediaries who cultivated and traded onion where selected purposively from different villages and markets of the sujanagar Upazilas of Pabna.
- 1.4 Preparation of survey schedule:** Preparation of survey schedule is an important part of the study. A comprehensive survey schedules were set to collect necessary information from the farmers in such a way that all factors in the production of onion could be included in conformity with the objectives of the study. Before finalizing the schedule, it was pre-tested for judging its suitability with respondents.
- 1.5 Collection of Data:** Obviously, both technical and socioeconomic data are needed in the relevant research. The researcher himself collected the data by interviewing the selected respondents. It was very difficult to collect accurate data since farmers did not keep any written records of their farm activities. To overcome this problem, all possible efforts were made by the researcher to ensure the collection of reasonably accurate information from the field. At first, the objectives of the present study were explained to the farmers and were requested to provide correct information so far as they could remember.

5.6 METHOD OF DATA COLLECTION

5.6.1 PRIMARY DATA COLLECTION: Primary data were collected from primary producers, Bepari, Faria, wholesaler, and Retailer. Selected respondents were interviewed personally with the help of pre-tested questionnaires. Farmers' fields were also visited in order to get clear understanding, observations and perceptions about the production and marketing systems in the study area. Primary, secondary and terminal markets were also visited for primary data collection and, field perception and observation.

5.6.2 SECONDARY DATA: The secondary sources include govt. publications; annual reports, seminar papers, journals, published and unpublished thesis, and topic relected various books, BBS, web site etc.

5.7 PROCESSING OF DATA

The collected data were manually edited and coded. Then all the collected data summarized and scrutinized carefully. Data were processed to transfer to master sheets to facilitating tabulation in order to meet the objectives of the study. It may be noted here that information was collected initially in local units.

6. RESULTS AND DISCUSSION

In this chapter, an attempt has been made to analyze the marketing cost, margins and price spread of different market participants in the marketing of onion in the study area.

6.1 MARKETING COSTS

Marketing costs are composed of the total costs incurred on marketing of produce by each agency. One way of defining costs is as all the expenses incurred in organizing and carrying out the marketing process. Another definition is as the charges which are paid for any marketing activity such as, assembling, transportation, storage, grading processing, wholesaling and retailing. The most important factors, which influence marketing costs, are distance between production and consumption markets, conditions of the roads, seasonality, perish ability, packaging, storage and processing (Smith, 1992). In the present chapter, marketing cost for different items at farmer's level as well as intermediaries level have been work out.

6.1.1 MARKETING COSTS OF FARMER

Major items of marketing cost farmers all of the groups are transportation, market toll, grading, storage and wastage. Data on the marketing costs of onion have been presented in table.

TABLE 1: MARKETING COST OF FARMER

Cost items	Cost(Tk./ Mound)
Transportation	14
Marker toll	6
Personal expense	8
Storage	10
Wastage	16
Grading	4
Total	58

Source: Field survey (2012)

The marketing cost of farmers has been calculated per Mound basis. Total marketing of farmers of the study area was Tk.58 per Mound. Table shows that the highest cost item of farmers of the study area was wastage and Transportation.

6.2.2 MARKETING COST OF FARIAS

Major items of marketing cost farias all of the groups are Transportation, Loading and unloading, Grading, Wastage, Market toll, Personal expense. Data on the marketing costs of onion have been presented in table.

TABLE 2: MARKETING COST OF FARIAS

Cost items	Cost(Tk./Mound)
Transportation	8
Loading and unloading	3.8
Grading	2.8
Wastage	10.4
Market toll	4
Personal expense	14
Total	43

Source: Field survey (2012)

The marketing cost of farmers has been calculated per Mound basis. Total marketing of farmers of the study area was Tk.43 per Mound. Table shows that the highest cost item of farmers of the study area was Personal expense.

6.2.3 MARKETING COST OF BEPARI

Major items of marketing cost Bepari all of the groups are Transportation, Loading and unloading, Wastage, Salary and wages, Packaging, Market toll, Personal expense, Arathdari commission, Tips and donation. Data on the marketing costs of onion have been presented in table.

TABLE 3: MARKETING COST OF BEPARIS

Cost item	Cost(Tk./ Mound)
Transportation	16
Loading and unloading	6.8
Wastage	6
Salary and wages	5
Packaging	3.6
Market toll	4
Personal expense	7
Arathdari commission	14
Tips and donation	4
Total	66.4

Source: Field survey (2012)

The marketing cost of farmers has been calculated per Mound basis. Total marketing of farmers of the study area was Tk.66.4 per Mound. Table shows that the highest cost item of farmers of the study area was Transportation cost.

6.2.4 MARKETING COST OF ARATHDAR

Major items of marketing cost Arathdar all of the groups are Salary and Wages, Personal expense, Rent, Tax, and Miscellaneous. Data on the marketing costs of onion have been presented in table.

TABLE 4: MARKETING COST OF ARATHDARS

Cost items	Cost(Tk./Mound)
Salary and Wages	4.8
Personal expense	5.6
Rent	4.8
Tax	1.6
Miscellaneous	6
Total	22.8

Source: Field survey (2012)

The marketing cost of farmers has been calculated per Mound basis. Total marketing of farmers of the study area was Tk.22.8 per Mound. Table shows that the highest cost item of farmers of the study area was Miscellaneous.

6.2.5 MARKETING COST OF WHOLESALER

Major items of marketing cost Wholesaler all of the groups are Transportation, Loading and unloading, Packaging, Grading, Salary and Wages, Market toll, Tips and donation, Storage, Wastage, Personal expense, Tax etc. Data on the marketing costs of onion have been presented in table.

TABLE 5: MARKETING COST OF WHOLESALER

Cost item	Cost(Tk/Mound)
Transportation	6
Loading and unloading	4
Packaging	3.2
Grading	2.4
Salary and Wages	4
Market toll	3.2
Tips and donation	2
Storage	4
Wastage	4.8
Personal expense	8
Tax	3.2
Total	44.8

Source: Field survey (2012)

The marketing cost of farmers has been calculated per Mound basis. Total marketing of farmers of the study area was Tk.44.8 per Mound. Table shows that the highest cost item of farmers of the study area was Transportation.

6.2.6 MARKETING COST OF RETAILER

Major items of marketing cost Wholesaler all of the groups are Transportation, Grading, Market toll, Wastage, Personal expense, Tax, Entertainment, Tips and Donation. Data on the marketing costs of onion have been presented in table.

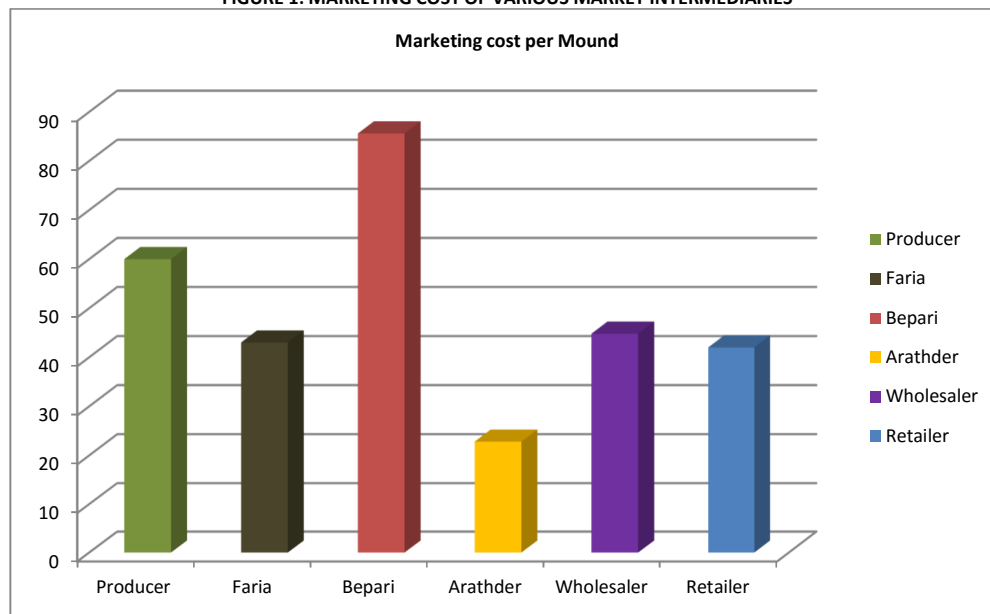
TABLE 6: MARKETING COST OF RETAILERS

Cost items	Cost(Tk/ Mound)
Transportation	4
Grading	2.4
Market toll	3.6
Wastage	10
Personal expense	8
Tax	6
Entertainment	4
Tips and Donation	4
Total	42

Source: Field survey (2012)

The marketing cost of farmers has been calculated per Mound basis. Total marketing of farmers of the study area was Tk.42 per Mound. Table shows that the highest cost item of farmers of the study area was Wastage.

FIGURE 1: MARKETING COST OF VARIOUS MARKET INTERMEDIARIES



From the following Diagram we may see that the highest Marketing cost of the intermediaries is Bepari because of the fact that they incurred higher transportation cost as they took onion from primary market to the long distant urban market and the lowest marketing cost of the intermediaries is Arathdar.

6.3 MARKETING MARGIN OF ONION

Marketing margin at a particular stage of product flow may be defined as the difference between purchase and sale price of a commodity. Marketing margin is defined as the difference between what is paid by the consumers and what is received by the producers.

Gross marketing Margin = selling price – Buying price

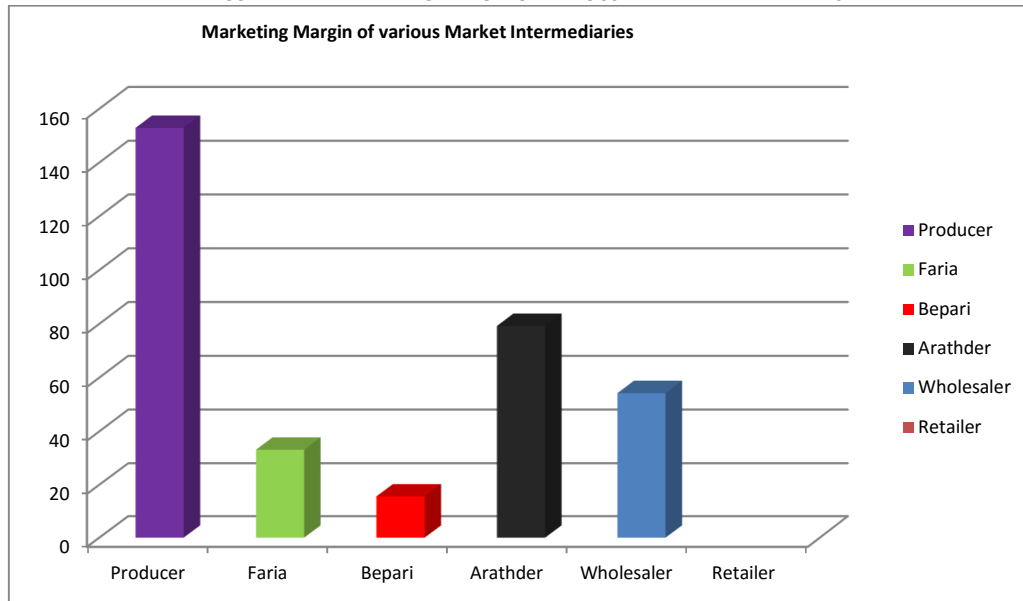
Net Marketing margin = Marketing Margin – Marketing cost

TABLE 7: MARKETING MARGIN (TK/MOUND) OF ONION FOR VARIOUS INTERMEDIARIES

Intermediaries	Purchase price (Tk/mound)	Sales price(Tk /mound)	Gross marketing margin (Tk /mound)	Marketing cost (Tk /mound)	Net marketing margin (Tk /mound)
Producer	655	867.86	212.86	60	152.86
Faria	867.86	944	76.14	43	33.14
Bapari	944	1024	80	64.4	15.6
Arathder	1024	1126	102	22.8	79.2
Wholesaler	1126	1225	99	44.8	54.2
Retailer	1225	1335	110	42	68

Source: Field survey (2012)

FIGURE 2: NET MARKETING MARGIN OF VARIOUS MARKET INTERMEDIARIES



Net marketing margin for the various market intermediaries are different. The heights net marketing margin is of Producer and the lowest net marketing margin is of bepari. The Net marketing margin of farmers, Farias, beparis, arathdars, Wholesalers and Retailers were respectively of 152.86, 33.14, 15.6, 79.2, 54.2, and 68 of all the participants.

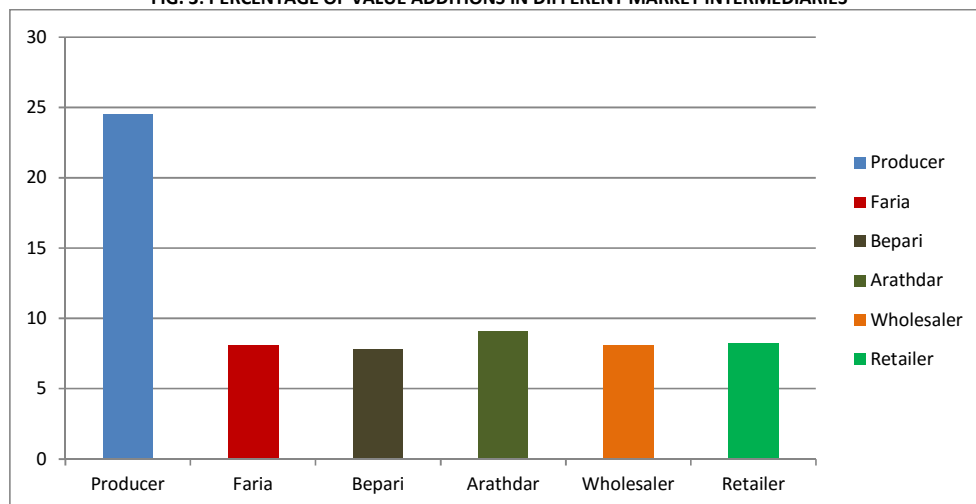
6.4 VALUE ADDITION OF ONION IN SUPPLY CHAIN

Value chain analysis is the profit and cost effectiveness analysis of an enterprise. Profit is the difference between the total value of product and total cost of performing the activities. The profit and cost effectiveness of enterprise are assessed by the tool known as Generic Value chain analysis suggested by porter (1985).

TABLE 8: VALUE ADDITIONS (TK/MOUND) OF ONION IN SUPPLY CHAIN

Intermediaries	Purchase price (Tk/mound)	Sales price (Tk/mound)	Value Addition (Tk/mound)	% of Value Addition (Tk/mound)
Producer	655	867.86	212.86	24.52
Faria	867.86	944	76.14	8.06
Bapari	944	1024	80	7.81
Arathder	1024	1126	102	9.05
Wholesaler	1126	1225	99	8.08
Retailer	1225	1335	110	8.23

FIG. 3: PERCENTAGE OF VALUE ADDITIONS IN DIFFERENT MARKET INTERMEDIARIES



Percentage of Value addition for the various market intermediaries is different. The heights Percentage of Value addition is of Producer and the lowest Percentage of Value addition is of bepari. The Net marketing margin of farmers, Farias, beparis, arathdars, Wholesalers and Retailers were respectively of 24.52, 8.06, 7.81, 9.05, 8.08, and 8.23of all the participants.

7. CONSTRAINS AND SOLUTIONS

Farmers faced a lot of problems in producing of onion. The problem is social and cultural, financial and technical. This chapter aims at represent some socioeconomic constrains and solution of producing onion. The problems and constrains faced by the respondent farmers and intermediaries in marketing of onion and solutions to those problems as suggested by them are discussed.

7.1 PROBLEMS AND CONSTRAINS FACED BY THE FARMER AND SOLUTIONS OF THESE PROBLEMS

TABLE 9: PROBLEM FACED BY THE FARMER AND MEASURE SOLUTION

PROBLEMS AND CONSTRAINS FACED BY THE FARMER	MEASURE SOLUTIONS BY THE FARMER
Lack of market facilities In the study area of Pabna district, the farmers faced the problem of protecting their onion from rain or sun due to lack of adequate market facilities.	Development of market facilities The market facilities should be improved such as pucca floor, good shed, water and electricity supply etc. should be arranged to facilitate proper marketing of onion.
Lack of scientific knowledge of farmer Although modern agricultural technologies have been using in the study area; a large number of farmers have no adequate knowledge of right does and method of using modern inputs and technologies of producing their enterprise.	Improvement of technical knowledge of farmer Modern technologies use by the farmer and give their training about the new technology and scientific knowledge can solve this problem.
Dominance of intermediaries Onion traders in the markets were small in number and they were found well organized. On the other hand, farmers were scattered and large in number. So, intermediaries always dominated the marketing system and they were in better position in determining price than the farmers.	More market power for Farmer Government should ensure the more market power for the farmer. Large market share can ensure the farmer or producer market power. Market information can also help the farmer to get the more market power.
Low market price at harvest period Low price of onion, particularly at harvesting time, caused disincentive to the farmers to produce the crop.	Provision of institutional credit Institutional credit facilities that are loan should be made available to the farmers to fulfill their cash need.
Lack of transportation & communication Due to poor transportation and communication facilities, the farmers were bound to sell their products in local markets at a low price.	Improvement of transportation facilities Local Government administration may develop transportation facilities and reduce the farmer loss.
Lack of market information Market information played an important role in onion marketing. There was lack of adequate market information in onion business in the study areas.	Available of market information By dissemination of market information, the farmers should be helped in getting fair price of their products.
Lack of farmer community Farmer is not organized at all like the other market intermediaries.	Formation of farmers' organization This might improve bargaining power of the farmers, enabling them to face the intermediaries and ensuring them better return from onion production.

7.2 PROBLEMS AND CONSTRAINS FACED BY THE INTERMEDIARIES AND SOLUTION OF THESE PROBLEM

TABLE 10: PROBLEM FACED BY THE INTERMEDIARIES AND SUGGEST BY THE INTERMEDIARIES

Problem and constrains faced by the intermediaries	Measure suggest by the intermediaries
Price instability Price instability was a major problem as reported by Farias, Beparis, wholesalers and retailers faced this problem.	Ensure price stability by Govt. The marketing system should be improved to avoid the risk of price instability and weight loss and damage of onion.
Lack of transportation facilities All intermediaries complained poor communication and lack of adequate transportation facilities as a marketing problem.	Develop Transport Facilities by Govt. Government should take the initiative to increase the transport facilities and the transport medium. Their specific suggestions were to improve the transportation system.
Lack of adequate market information The intermediaries did not get proper market information in the study area.	Available Marker information Further suggested that market information should be supplied to the functionaries at right time. Government may ensure stable price by intervening the market in different ways.
Lack of market facilities The intermediaries about 17 percent reported that lack of marketing facilities was a problem. Among the intermediaries, 100 percent Farias, 67 percent of Beparis, 40 percent of wholesalers and 11 percent of retailers faced this problem.	Physical facilities of Market Physical facilities like proper supply of electricity and improvement of market facilities such as pucca floor, tinshed, supply of drinking water on the market would greatly facilitate the trading of onion.
Lack of capital The traders in the study reported that they were severely affected by the lack of capital.	Government and NGOs loan The intermediaries need much more cash for conducting their business. They suggested provision should be made for adequate and easy loans from institutional sources.
Lack of storage facilities The intermediaries about 14 percent reported that lack of storage facilities was a problem.	Government storage facilities The government should set up godowns for storing onion. They suggested that the improved storage facility would increase marketing efficiency.
Weight loss and damage Weight loss and damage were a problem mentioned by all types of intermediaries except Farias and Arathdars	Government intervention for weight loss and Damage The marketing system should be improved to avoid the risk of weight loss and damage of onion
Problem of strike & political unrest Frequent strike and hartal often posed as a problem reported by intermediaries faced this problem and it is affected their trade.	Government help and political stability Political stability and the government willingness can solve the problem of business and positively affect the trade.

8. CONCLUSION

Onion is extensively cultivated species in sujanagar upazilla of pabna district. However, onion production was more profitable than any other spices production. The management practice of onion enterprise in the study area was not found efficient enough. The marketing channel of onion is so long. The farmers don't get the highest margin. Long marketing channel increase the product damage.

The well planned management training and the marketing practice in accordance to with their problems, need, goals, and resource base can lead to viable marketing practice and sustainable income from the onion production.

9. LIMITATION OF THE STUDY

1. The study was restricted to one upazilla where onion production was concentrated. The study might be meaningful results if it covered a number of upazilla producing potatoes.
2. Due to shortage of time the study could not cover wide side areas for collecting necessary information.
3. Some written records were maintained by the literate respondents, but maximum respondents had no written document. Therefore, the researcher had to depend solely on the memory of the respondents.
4. Respondents were very busy. A study that encloses interview of 30 samples cannot conclude anything accurately and as such, it was based on miss information.

10. RECOMMENDATIONS

The following suggestions are put forward with a view to improve the onion production as well as the existing marketing system of onion in the study areas.

- Operating capital is a problem for the resource poor farmers of the study area. Institutional credit program should be launched aiming at particularly the small and medium farmers. The commercial bank should be encouraged to provide loans at a low interest rate to enable farmers to operate their farming on commercial basis.
- Crop incurrence is new to Bangladesh. It was not experienced in study area. Farmers opined that if crop insurance could be executed they could be relieved from heavy loss due to natural climates.
- To avoid price fluctuation, support price should be ensured to the farmers.
- Market cost is high because of inadequate information, infrastructure, high price risk etc.
- So steps should be taken to ensure – fair price, quality of product, floor price, and the stability of production.
- Storage facilities and suitable market infrastructure should be improved at primary and secondary markets by establishing public and private go-downs and warehouse.
- Development of transportation system is essential for the improvement of trading and reducing cost of onion.

Moreover, a large number of people were involved in the production and marketing of onion. So, the farmers and intermediaries could be more benefited financially if production and marketing of onion were well expanded.

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