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Agricultural Markets and Their Structures Directory under Sylhet District, Bangladesh

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Abstract—*An exploratory survey was conducted to assessment of the total market situation of locally available agricultural commodities at 13 upazilas in Sylhet district during the period of January-December 2017. For development of marker policies, most of the important characters are accumulated by this survey. A total of 325 hats and bazars from 13 upazillas under Sylhet district markets were interviewed to document different markets structures and market situation. Study identified 11% primary cum retail, 1% wholesale, 23% wholesale cum retail and the remaining 64% were retail in nature. About 22% of the total hats and bazars do not have any sheds. Out of the markets having sheds, 41 % have only one shed and the remaining 30% have two and 26% have three or more sheds. About 71% of the total hats and bazars have sheds from up to 1000 sq. ft and due categories shed from 1001-2000 sq.ft. Structures in the form of stalls about 10% of the hats and bazars have up to 50 agricultural, non-agricultural or both types of stalls/shops, 29% have from 51 to 100 shops and stalls, 31% have from 101 to 200 shops and stalls and the remaining 31% are accommodated more than 200 shops and stalls. Conglomeration of buyers and sellers in the range of up to 1000 is seen with about 28% of the total hats and bazars, 51% are visited by 1001-5000, 15% are visited by 5001-10000 and in remaining 5% hats and bazars were visited by more than 10000 buyers and sellers every day. About 70% hats and bazars were leased out in 2016 with value of the highest Tk 100000. The commodity destination areas are district market and Dhaka terminal area for these products where products carrying vehicles are van, truck, boat and rail remarkably these are available for carrying the products in most hats and bazars. The lowest distance from head quarters of Sylhet district is 0 km (Sadar) and the highest distance from head quarters is 126 km (Zakiganj). It was observed that, the market condition, marketing channel and market facilitation was varied among different markets. The person of buyers and sellers, sources of products and problems regarding local hats and bazars were also found variation at different markets. The study focused the technical and financial supports, and proper policy interventions to improve the prevailing market situation.*

Keywords: *Agricultural market, market structure, primary market, wholesale market, retail market.*

1. Introduction

Marketing of agricultural produce is considered as an integral part of agriculture, since it is encouraged to make more investment and to increase production. But it is not enough to produce a crop or animal product; it must be marketed as well. Shifts in consumer demand, technological change in production and marketing, and retail consolidation have altered the traditional market relationships between producers, wholesalers, and retailers. Consumers are eating more fresh produce, purchasing a wider variety year-round, and demanding more convenience products. Information technology has introduced efficiencies throughout the supply chain, reducing production and marketing costs. Retail consolidation has occurred rapidly as large supermarket firms have merged or been acquired. Mass merchandisers and warehouse club retailers are selling an increasing volume of food products with low-price strategies. A good marketing system is one, where the farmer are assured of a fair price for their produces and this can happen only when the following conditions are prevailed, the number of intermediaries between the farmer and the consumer should be less; the farmer has proper storing facilities so that he is not compelled to indulge in distress sales, efficient transport facilities are available, the malpractices of middlemen are regulated, fanners are freed from the clutches of village money lenders and regular market information is provided to the farmer. Agricultural marketing involves in its simplest form the buying and selling of agricultural produce. This definition of agricultural marketing may be accepted in olden days, when the village economy was more or less self sufficient, when the marketing of agricultural produce presented no difficulty, as the farmer sold his produce directly to the consumer on a cash or barter basis. But, in modem times, marketing of agricultural produces are different from that of olden days. In modem marketing, agricultural produces has to undergo a series of transfers or exchanges from one hand to another before it finally reaches the consumer. It is viewed as a process encompassing all the steps involved from the producers to the consumers including pre and post harvest operations. Such operation adds value to the produce in terms of time, place and farm utilities. Agricultural marketing has assumed increased importance after launching of new economic policy and consequent opening up of market to world market. There has been great concern in the recent years regarding the efficiency of marketing of agriculture produces in Bangladesh. It is believed that poor linkages in the marketing channels and poor marketing infrastructure are leading to high and fluctuating consumer prices, and to only a small proportion of the consumer price reaching the farmers. There is also substantial wastage, deterioration in quality, and frequent mis-match between demand and supply spatially and over time. In agricultural marketing where it starts with a decision to produce a saleable farm commodity and it involves all aspects of market structure of system, both functional and institutional, based on technical and economic considerations and includes pre and post- harvest operations, assembling, grading, storage, transportation and distribution. The term sustainable development means different things to different people. But, in essence, it is concerned with meeting the needs of people today without compromising the ability of future generations to meet their own needs. The overall agricultural development in Bangladesh conceals considerable regional differences because of farming practices, techniques, availability of irrigation facilities, attitude of the farmer, marketing system and marketing chanel, etc. The differences in agricultural productivity among the regions to some natural phenomena, such as, rainfall, temperature, humidity and some other agro-ecological features which are relatively less favorable in the lagging regions.Regional variations in agricultural development show that there is scope to boost up the pace of agricultural development and thereby that of economic development in the country with area specific agricultural development programs and policies (Singh, 1990). Agriculturalmarket helps to reach agricultural products, inputs and services to target groups, including producers, consumers and intermediaries. A huge number of people are engaged in the marketing of agricultural products like rice, jute, vegetables, fruits, cattle, milk, poultry, eggs and fish, etc. The institutional network to deal with marketing of even major commodities such as rice, jute, cotton, sugarcane and tea is not adequate in the country. Geographically the area is formed mostly by plain land and wetlands with a numerous number of hillocks, locally called tilla. The Sylhet district falls under Eastern Surma-Kushyara Floodplain (AEZ 20), Sylhet Basin (AEZ 21), and Northern and Eastern Piedmont Plains (AEZ 22). The land consists of plain, *haors* and hills which reflect a beautiful landscape. Average annual rainfall is 4435 mm; one of the highest rate recorded in the country. The climate is characterized by extreme humidity. There are 105 *haors* in Sylhet which area is very difficult to reach the markets by the farmers. To improve the marketing systems, it is necessary to know and document the present directory with their structures and facilities. The present work was undertaken to document the markets with their present facilities in Sylhet district.

2. Methodology

The study was conducted through a systematic exploratory survey in Sylhet district over a period of one year from January to December, 2017 with a view to accumulate market information for policy strategies. A semi-structured questionnaire was developed as the data gathering instrument based on the objectives of the study. The questionnaire contains both open and closed form of questions. The questions in the schedule were simple, direct and easily understandable. The questionnaire was discussed and validated in a workshop in presence of District Marketing Officer, Marketing Officer, Deputy Director Marketing, Project Director, and Academia from university. List of all areas, population, number of hats and bazars, the category of hats and bazars such primary cum retail, wholesale, wholesale cum retail, retail, number of shade, shade area in square feet, number of stalls, number of buyers and sellers of the selected hats and bazars were added into the questionnaire. Pre-testing was done before going to collect details market information. The fully constructed questionnaire was applied in the study area in the actual market situation. Data collection was performed with different stakeholders related to all agricultural markets and marketing systems, hats and bazar and others selling places under study areas. Data collection from 13 upazilas for market directory was done by the help of District Marketing Officer of Sylhet district. The collected data were classified, tabulated and analyzed in accordance. Simple tabular techniques of analysis were followed. In order to interpret the findings, descriptive statistics were used. As a whole, both tabular technique and statistical techniques were used.

3. Results AndDiscussion

The area and population under Sylhet district 3490.40 square kilometer and 3951.00 thousands, respectively (Bangladesh National Portal, 2017). The total respondents surveyed in 325 different hats and bazars located both in urban and rural areas of 13 upazilas under Sylhet district (Table 1).

Of the total hats and bazars, about 37 (11%) are primary cum retail, 4 (1%) wholesale, 76 (23%) wholesale cum retail and the remaining 208 (64%) are retail in nature (Table 2).

There are 71 (22%) of the total hats and bazars in Sylhet district do not have any sheds and 254 (78%) have sheds. Out of the markets having sheds, 103 (41%) have only one shed, 76 (30%) have two and remaining 75 (30%) have three or more sheds. About 108 (71%) of the total hats and bazars have sheds from up to 1000 sq.ft, 10 (4%) sheds from 1001-1500 sq.ft, 34 (13%) sheds from 1501-2000 sq.ft, and remaining 30 (12%) of the total hats and bazars have sheds above 2000 sq.ft.

Structures in the form of stalls are present in all hats and bazars of 13 upazilas in Sylhet district (Table 3).

It was noted that 31 (10%) of the hats and bazars have upto 50 agricultural, non-agricultural or both types of stalls/shops, 93(29%) have from 51 to 100 shops and stalls, 100 (31%) have from 101 to 200 shops and stalls and the remaining hats and bazars 101 (31%) are accommodated more than 200 shops and stalls (Table 4). Type of infrastructural facilities available in a market is another important issue. Out of major facilities, it has been reported that the hats and bazars have post offices, banking facilities, phone links, electricity, godown facilities, drainage facilities, tube wells and toilet facilities. Besides, the total hats and bazars are adjacent to schools/ colleges/madrashas and have permanent prayer structures like mosques/temples, etc. Different types of communication linkage are available in this areas such aspucca road, semi-pucca road, earthen road, waterway, highway which help to consumer and producer very closely link with other hats and bazars.

One of the most important parameters to measure the size and importance of the markets is the total number of buyers and sellers assembled in the markets. Conglomeration of buyers and sellers in the range of up to 1000 was seen with about 92 (28%) of the total hats and bazars, 167 (51%) hats and bazars are visited by 1001-5000, 50 (15%) are visited by 5001-10000 and in remaining 16 (5%) are visited by more than 10000 buyers and sellers every day (Table 5).All types of consumer goods are available in these markets. However, the major agri-produces assembled in different markets included rice, vegetable, fish, meat, fruits, cattle, paddy, battle nut, battle leaf, dry fish, poultry, etc. Farmers and traders are important stakeholders in every hats and bazars.

Izara or leasing system is another important issue in agricultural marketing systems. Lease value of a market may give an idea about the size and the volume of transaction in the market. This is to note that in Sylhet district, 99 (30%) of the hats and Bazars are not under leased out. In the year 2016, more than 83 (37%) of the hats and bazars under lease were reported to have a lease value up to Tk.10000; 52 (23%) lease value range of up to Tk. 30000, 15 (7%) lease value range of up to Tk. 50000, 14 (6%) lease value range of up to Tk. 100000 and the remaining 62 (27%) had a lease value over Taka 100000 (Table 6). When agricultural products are available and surplus, it needs to dispose for marketing. The destination areas of agricultural produces are surrounding area of upazilas, district market and Dhaka terminal area. Every products need to transport from farmers field to traders area. In Sylhet, products carrying vehicles are van, truck, boat and rail remarkably these are available for carrying the products in most hats and bazars.Distance is very much important for every hats and bazars from headquarters. The lowest distance from head quarter of Sylhet district is 0 km (Sadar) and the highest distance from headquarters is 126 km (Zakiganj). The transportation costs are higher from remote area to district headquarters which is the cause of increasing price at consumer level.

4. Conclusion

The study revealed that most of the agricultural markets are not well structured. The communication from district headquarters are difficult due to remote area. The government may initiate to create the infrastructural improvement of markets and transport network to get fare price by the producers.

5. Acknowledgement

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6. References

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Table 1: Area, population and number of hats and bazars in Sylhet district

Sl. no.	Name of upazila	Total area in square kilometer*	Population(number)	No. of hats and bazars-2017
1	Balaganj	375.92	320227	13
2	Beanibazar	251.22	253370	36
3	Bishwanath	213.16	241467	34
4	Companiganj	296.60	174029	15
5	Fenchuganj	114.48	138881	13
6	Golabgonj	274.00	31614	27
7	Gowainghat	488.70	241837	34
8	Jaintiapur	263.00	161744	9

9	Kanaighat	412.25	215260	20
10	Osmaninagar	198.70	904303	28
11	Sylhet Sadar	323.17	493784	43
12	DakshinSurma	195.40	253388	28
13	Zakiganj	267.00	242561	25
	Total	3490.40	3951000	**325**

*Bangladesh National Portal, 2017; Field survey for Market Directory 2017, DAM, Dhaka

Table 2: Upazila-wise category of hats and bazars in Sylhet district

Sl. no.	Name of upazila	Primary cum retail	Wholesale	Wholesale cum retail	Retail	Total
1	Balaganj	-	-	3	10	13
2	Beanibazar	3	-	5	28	36
3	Bishwanath	2	-	22	10	34
4	Companiganj	-	-	1	14	15
5	Fenchuganj	6	-	3	4	13
6	Golabgonj	-	-	4	23	27
7	Gowainghat	12	-	4	18	34
8	Jaintiapur	-	-	3	6	9
9	Kanaighat	-	-	2	18	20
10	Osmaninagar	12	-	4	12	28
11	Sylhet Sadar	2	4	8	29	43
12	DakshinSurma	-	-	12	16	28
13	Zakiganj	-	-	5	20	25
	Total	37	4	76	208	**325**
	Percentage of Total	11	1	23	64	**100**

Table 3: Upazila-wise number of sheds and shed area of hats and bazars in Sylhet district

Sl. no.	Name of upazila	No. of sheds				Shed area in sft.				
		Nil	1	2	3 and above	Up to 1000	1001-1500	1501-2000	Above 2000	Total
1	Balaganj	4	3	5	1	8	-	-	1	13
2	Beanibazar	3	10	14	9	25	-	4	4	36
3	Bishwanath	8	5	9	12	15	1	7	3	34
4	Companiganj	4	6	3	2	9	-	1	1	15
5	Fenchuganj	2	9	1	1	9	1	-	1	13
6	Golabgonj	2	14	9	2	22	1	2	-	27
7	Gowainghat	10	12	5	7	17	1	3	3	34
8	Jaintiapur	5	1	-	3	1	-	3	-	9
9	Kanaighat	3	12	1	4	14	1	2	-	20
10	Osmaninagar	6	8	9	5	16	1	2	3	28
11	Sylhet Sadar	11	18	6	8	23	1	3	5	43
12	DakshinSurma	6	2	8	12	13	1	3	5	28
13	Zakiganj	7	3	6	9	8	2	4	4	25
	Total	71	103	76	75	180	10	34	30	**325**
	Percentage of Total	22	41	30	3	71	4	13	12	**100**

Table 4: Upazila-wise number of stall of hats and bazars in Sylhet district

Sl. no.	Name of upazila	Up to 50	51-100	101-200	Above 200	Total
1	Balaganj	3	3	2	5	13
2	Beanibazar	1	2	17	16	36
3	Bishwanath	2	5	15	12	34
4	Companiganj	-	6	3	6	15
5	Fenchuganj	1	6	3	3	13
6	Golabgonj	6	13	4	4	27
7	Gowainghat	2	15	9	8	34
8	Jaintiapur	2	2	1	4	9

9	Kanaighat	1	6	8	5	20
10	Osmaninagar	1	10	7	10	28
11	Sylhet Sadar	5	15	14	9	43
12	DakshinSurma	4	4	6	14	28
13	Zakiganj	3	6	11	5	25
	Total	31	93	100	101	**325**
	Percentage of Total	10	29	31	31	**100**

Table 5: Upazila-wise number of buyers and sellers of hats and bazars in Sylhet district

Sl. no.	Name of upazila	Up to 1000	1001-5000	5001-10000	Above 10000	Total
1	Balaganj	10	3	-	-	13
2	Beanibazar	5	26	5	-	36
3	Bishwanath	3	21	7	3	34
4	Companiganj	5	9	1	-	15
5	Fenchuganj	9	3	1	-	13
6	Golabgonj	12	13	2	-	27
7	Gowainghat	11	19	4	-	34
8	Jaintiapur	5	3	1	-	9
9	Kanaighat	9	9	2	-	20
10	Osmaninagar	7	17	2	2	28
11	Sylhet Sadar	10	18	8	7	43
12	DakshinSurma	4	10	10	4	28
13	Zakiganj	2	16	7	-	25
	Total	92	167	50	16	**325**
	Percentage of Total	28	51	15	5	

Table 6: Upazila-wise lease value (in taka) of hats and bazars in Sylhet district

Sl. no.	Name of upazila	No lease	Up to 10,000		10,001-30,000		30,001-50,000		50,001-1,00,000		Above 1,00,000	
			2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
1	Balaganj	7	3	3	-	-	-	-	2	3	1	-
2	Beanibazar	11	13	11	6	8	-	-	1	-	5	6
3	Bishwanath	1	9	8	10	9	1	3	7	7	6	6
4	Companiganj	1	4	4	3	2	-	1	-	1	7	6
5	Fenchuganj	6	1	-	3	4	2	1	-	1	1	1
6	Golabgonj	4	12	13	7	6	-	-	-	-	4	4
7	Gowainghat	5	17	16	5	6	2	2	1	1	4	4
8	Jaintiapur	5	-	-	1	1	-	-	-	-	4	3
9	Kanaighat	3	8	6	1	3	3	3	1	-	4	5
10	Osmaninagar	13	6	7	3	3	2	2	1	-	3	3
11	Sylhet Sadar	35	1	1	2	2	1	1	1	-	3	4
12	DakshinSurma	6	8	8	2	2	1	1	-	-	11	11
13	Zakiganj	2	7	6	4	6	2	1	1	1	9	9
	Total	99	89	83	47	52	14	15	15	14	61	62
	Percentage of Total	30		37		23		7		6		27