

## 学位論文要旨 Dissertation Abstract

氏名 : Shahriar Mustafiz  
Name

Title of Dissertation Research on vegetable and fruit seed marketing  
-Empirical analysis of seed growers and distributors in Bangladesh-

学位論文題目 : (野菜・果実種子のマーケティングに関する研究  
-バンングラデシュの種子生産者と流通業者の実証分析-)

学位論文要旨 :  
Dissertation Abstract

Bangladesh is a fertile country with a lot of potential for productivity growth, but it isn't occurring. One of the factors is the seed problem. Good variations must be developed and disseminated. To achieve so, an environment conducive to domestic production and distribution must be created.

The research has divided into two parts where first part focused on existing practice and perception of vegetable seed farmers and sellers. This research attempts to determine the cause of those problems and to determine ways to mitigate the problems and find the result to make a sustainable marketing system. A descriptive research method was applied, based on a survey conducted in Bangladesh in three major seed producing divisions namely Dhaka, Chittagong, and Mymensingh. A survey of 40 retailers and 40 peasants revealed the current status of seed distribution and its problems. The current situation is concerning the actual infrastructure and distribution channels. The objective of the study is to analyze marketing practices of vegetable and fruit seeds, the problems of vegetable and fruit seed distribution, and to propose a method for the sustainable distribution of vegetable and fruit seeds. The results showed a lack of genuine and timely market information, poor institutions and arrangements, poor marketing infrastructures. These findings are indicative of poor marketing efficiency and thereby suboptimal operation of the seed marketing system. Hence, the results found in this study should help to institute appropriate measures for production, market

infrastructure, arrangements, and institutions to improve the inefficient functioning of the seed marketing system.

The second part of the research based on the practice and behavioral inclinations of vegetable seed sellers and farmers. This research was based on a survey conducted in Bangladesh in three major seed-producing divisions, viz., Dhaka, Mymensingh, and Chittagong. Following the analysis of the current situation in section 2, and in order to examine the direction of solutions to the problem, a survey of 100 retailers and 100 peasants was conducted to get a closer look at the problem by interviewing retailers and farmers about their specific transactions and attitudes toward the seed sales and seed production stages. The objective of the study was to analyze the marketing tendencies of vegetable seed farmers and sellers. The results showed a lack of market information, poor institutions and arrangements, poor marketing infrastructures, transportation system, and high and unfair profit margin distribution among the value chain actors with little share to the farmers in the vegetable seed market. These findings are indicators of poor marketing efficiency and thereby suboptimal operation of the seed marketing system. The determinants of demand for vegetable seeds—family size, purchase frequency, the average current price, income level, average expenditure on food and purchasing, profit or loss of vegetable seed farming—were found to be significant in the study.

According to the findings of this report, the vegetable seed sector in Bangladesh needs more government support, especially in terms of marketing policies in order to improve the current state of vegetable seed farming. Vegetable seed farming was not profitable due to a lack of technology and knowledge, as well as a lack of funding. With the existing status of infrastructure, the presence of middlemen is unavoidable. As a result, farmers have no alternative but to follow the orders of the middlemen, resulting in seed quality problems. Hence, the results are indicative of the measures that should be taken for production, market infrastructure, arrangements, and institutions to improve the functioning of the seed marketing system. It also proposes a vegetable seed distribution channel through which a cooperative community would serve as a collecting hub for a more efficient marketing scheme.