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Success factors of BKB and BRDB poverty reduction poultry development program - A case study

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Abstract

The study was conducted to measure improvement in socio-economic indicators along with factors of ten successful poultry entreprenuring households with the help of credit and training provided by BKB and BRDB at Gazipur and Mymensingh districts. Of these cases 4 farms (40%) were under BKB and 6 farms (60%) under BRDB. The study revealed that annual income per layer and broiler farming households under BKB increased from Tk.81900/- to Tk.94750/- and Tk.47850/- to Tk.52500/-. Annual income per layer and broiler farming households under BRDB increased from Tk.102550/- to Tk.115000/- and from Tk.56550/- to Tk.73755/- along with increase of substantial amount of savings. Each household under BKB and BRDB possessed productive assets worth Tk.19150/- and Tk.26166/- respectively. Each household under BKB and BRDB possessed non productive assets worth Tk.34500/- and Tk.26075/-. Several economic, physical, human, social and geographical and environmental factors contributed to the success of the households. Some factors were highly advantageous and some were moderately advantageous for the success. Availability of institutional credit was highly advantageous for about 67% layer farming households and 71% broiler farming households. Profitable enterprise was highly advantageous for all the households. Marketing facilities of eggs and culled birds were highly advantageous for all layer farms and supply of chick and feed and marketing facilities of broiler birds were highly advantageous for 71%, 71% and cent percent broiler farms respectively. Nearness to locations of hatchery, road side, and market and capital city played an important role for their success too. Government institutions with sufficiently increased capital and training supports could be a way of poverty reduction strategy for Bangladesh.

Keywords: Poultry entrepreneurship, Economic success, Productive asset building, Success factors

Introduction

The profile of human deprivation for the year 2000 revealed that about 36% people were under poverty line, 33.7% under lower poverty line and 49% of upper poverty line of cost of basic needs (MoF, 2004). In order to combat the situation, programs on poultry development not only add to the food need but also add to the employment opportunity, income and investment of rural poor people. This sub sector has been included in Poverty Reduction Strategic Plan (PRSP) to be implemented within the year 2015. In conformity with the plan BKB and BRDB have launched programs on poverty alleviation. In last 10-12 years BRDB alone distributed more than 11 hundred crores of taka for this purpose.

The objective of the programs was to create employment opportunities for poor either in groups or individuals so as to provide them income to raise their economic and social wellbeing. The institutions took special programs for rural poor, especially, women with credit and training for poultry entrepreneurship. The occupation of poultry agribusiness graduated them from below poverty line up to a substantial level of development. For policy perspective, this is perhaps a knowledge gap. Therefore, pathways of poultry farms having sustained development with factors contributing to it would suggest for effective policies and programs helping in self-employment and income earning opportunities for poverty alleviation of millions of people of Bangladesh.

Material and Methods

This paper is based on a study conducted by Mia (2006) on BAURES sponsored project entitled, "Impact of poultry development programs (Government aided) on poverty alleviation – A socio-economic analysis" of 200 sample broiler farms operating at Mymensingh, Gazipur, Dhaka and Narayanganj districts. In the study ten farms were found successful in their agribusiness. These farms were selected for the present study consisting of 4 farms under BKB and 6 under BRDB. The farms were successful in attaining economic and material wellbeing including an attractive net income for saving and investment and making assets by using credit and training received from BKB and BRDB. The successful poultry farms are located at Shreepur *upazila* under Gazipur district and at Mymensingh *sadar upazila*. Ten in-depth and intensive case studies were made for knowing the extent of development and factors of success for making guidelines for poverty reduction policy formulation measures implementing through institutional support.

A well designed questionnaire was administered among the ten individual successful farms through several face to face interviews with them for base line data. A tape recorder was used for conceptualizing the data collected through Key Informants' Interview, Group Discussion and Transact Walk for ensuring the participation of the responding farm families. In order to assess the achievement pathways, ten individual case reports were made first. The success factors were conceptualized by using identities like 'highly advantageous', 'moderately advantageous', 'less advantageous' and 'not advantageous'. They consisted of sub-factors classified on the basis of individual households' opinions. All the factors were brought under five common factors, viz., economic, physical, human, social and geographic factors. For investment, availability of institutional credit and training, availability of additional credit from non-institutional sources and profitable enterprise were included in economic factor. Supply of chick, feed, medical facilities and facilities of marketing birds, eggs, communication and energy were brought under physical factor. Six sub-factors like skill, endeavor, motivation, sincerity, patience and courage & confidence were considered as human factor. Social relationship and network in getting membership loan, medical service, technical knowledge and financial support were included under social factor. For the poor entrepreneur nearness to locations of hatchery, feed mill, medicine and treatment facilities, road connection and market and nearness to capital city market were included in geographical and environmental factors. All these factors were considered contributing to success and pathways of improving household income poverty and asset building over a few years of poultry enterpreneurship. Simple statistical tools like average and percentage were used after converting the data directing towards the aims and objectives of the study.

Results and Discussion

Production cost and profit

Both production cost and profit varied from batch to batch and year to year for quick increase of prices of day old chicks, feed and produced birds and eggs. The net profit from sold eggs and culled birds was about Tk.199461/- of rearing 500 layer birds for about 18 months. The profit was about Tk.4610/- for 500 broiler birds for about 32 days (Table 1). For layer farms both cost and profit were almost stable. Profitability, especially, profitability of broiler agribusiness was affected due to fluctuations of price of day old chick, feed and birds.

Table 1. Per batch (500 birds) production cost and profit of poultry under two institutions in the year 2006

Type of farm	Institutions	Production cost			Gross return			Net profit
		Fixed cost	Variable cost	Total production cost	Sale of eggs	Sale of Culled/ broiler birds	Total gross return	
Layer	BKB	25000/-	275875/-	300875/-	433836/-	66500/-	50036/-	199461/-
Broiler	BRDB	3124/-	42250/-	45374/-	-	49984/-	49984/-	4610/-

Calculated after deducting the mortality rate of poultry 10 percent per batch

Changes in income

Increase of household income indicates the reduction of their income poverty. In the year 2003 for layer farmers, per household annual income was Tk.81900/- which increased to Tk.94750/- in the year 2006. The increasing rate of annual income was 5.23%. In the year 2003 for broiler farmer, per household annual income was Tk.47850/- increased to Tk.52500/- in the year 2006. The increasing rate was 3.24% (Table 2a).

Table 2a. Changes of annual income of broiler and layer farmers under BKB

Sources of income	Layer farm's income in Tk.			Broiler farm's income in Tk.		
	In 2003	In 2006	Increasing rate (%)	In 2003	In 2006	Increasing rate (%)
Poultry farming	56400/-	64750/-	4.93	43350/-	47500/-	3.19
Agriculture	-	-	-	4500/-	5000/-	3.70
Service	25500/-	30000/-	5.88	-	-	-
Total	81900/-	94750/-	5.23	47850/-	52500/-	3.24

In the year 2003 for layer farmers, per household annual income was Tk.102550/- which increased to Tk.115000/- in 2006. The increasing rate was 4.05%. In the year 2003 for broiler farmer, per household annual income was Tk.56550/- which increased to Tk.73755/- in the year 2006. The increasing rate was 10.14% (Table 2b). Adopting the poultry as agribusiness, it became a main source of income of eight households of BKB and BRDB. Remittance became the main source of income of rest of two broiler-farming households under BRDB as one member from each of two households went abroad.

Table 2b. Changes in annual income of broiler and layer farms under BRDB

Sources of income	Layer farm's income in Tk.			Broiler farm's income in Tk.		
	In 2003 (Tk)	In 2006 (Tk)	Increasing rate (%)	In 2003 (Tk)	In 2006 (Tk)	Increasing rate (%)
Poultry farming	56150/-	65000/-	5.25	29540/-	33850/-	4.86
Agriculture	-	-	-	1745/-	2155/-	7.83
Service	14400/-	20000/-	12.96	4250/-	5200/-	7.45
Petty business	-	-	-	4115/-	4750/-	5.14
Wage laboring	-	-	-	3000/-	1800/-	-13.33
Van pulling	24000/-	15000/-	-12.5	-	-	-
Cow rearing	8000/-	15000/-	29.17	1900/-	2000/-	1.75
Remittance	-	-	-	12000/-	24000/-	33.33
Total	102550/-	115000/-	4.05	56550/-	73755/-	10.14

Improvement in savings

The BKB and BRDB supported households saved some amount of money in cash, at bank account and at NGO account. Per household average savings in the year 2003 of BKB participants were Tk.8850/- which reached to Tk.11625/- in the year 2006. The increasing rate of savings per household was 10.45%. Per household average savings in the year 2003 of BRDB participants were Tk.5586/- which reached to Tk.7258/- in the year 2006. The increasing rate of saving per household was 29.93% (Table 3).

Table 3. Changes per household savings under two institutions in 2006

Saved at	BKB			BRDB		
	In 2003 (Tk)	In 2006 (Tk)	Increasing rate (%)	In 2003 (Tk)	In 2006 (Tk)	Increasing rate (%)
As Cash	2150/-	3000/-	13.18	1983/-	2341/-	6.00
Bank a/c	4635/-	6250/-	11.61	1247/-	1767/-	13.90
NGO a/c	2065/-	2375/-	5.00	2356/-	3150/-	11.25
Total	8850/-	11625/-	10.45	5586/-	7258/-	29.93

Improvement in landholding

For a poor household it is not easy to purchase a small plot of land under Shreepur upazila and Mymensingh sadar upazila where the price is too high. No change occurred in possession of land of farmers under BKB. The farmers under BRDB purchased both homestead and arable land within the year 2003 and 2006. Their average gain was seven decimals of land (Table 4). For them it was possible to manage to purchase *khush* land at low prices.

Table 4. per household landholding gains under two institutions in 2006

Type of land	BKB			BRDB		
	In 2003 (decimal)	In 2006 (decimal)	Overall gain (decimal)	In 2003 (decimal)	In 2006 (decimal)	Overall gain (decimal)
Homestead	19	19	00	8	12	7
Arable land	40	40		-	03	
Total	59	59		8	15	

Asset building

Productive assets of households generated further income. Average value of productive assets per household of BKB in the year 2003 was Tk.12597/- which increased to Tk.19150/- in the year 2006. The increasing rate of productive assets was 17.34%. Average value of productive assets per household of BRDB in the year 2003 was Tk.6333/- which increased to Tk.26166/- in the year 2006. The increasing rate was 104.39% (Table 5a). The rate of gaining of productive assets under BRDB households was high as they started rearing milch cow after the year 2003.

Table 5a. Per household average value of productive assets under two institutions

Household asset	BKB			BRDB		
	In 2003 (Tk)	In 2006 (Tk)	Increasing rate (%)	In 2003 (Tk)	In 2006 (Tk)	Increasing rate (%)
Van	-	-		500/-	833/-	22.2
Goat	625/-	1250/-	33.28	2500/-	1167/-	-17.77
Cow	8472/-	11300/-	11.13	2500/-	23333/-	277.76
Machinery equipment	3500/-	6600/-	29.52	833/-	833/-	-
Total	12597/-	19150/-	17.34	6333/-	26166/-	104.39

Non-productive assets helped increasing the capacity of crisis coping of households. TV, VCD, furniture, jewelry, bi-cycle and crockery etc. were considered as non-productive assets. Per household average value of non-productive assets under BKB in the year, 2003 was Tk.25177/- which increased to Tk.34500/- in the year 2006. The increasing rate of non-productive assets was 12.34%. Per household average value of non-productive assets under BRDB in the year, 2003 was Tk.18066/- which increased to Tk.26075/- in the year 2006. The increasing rate was 14.78% (Table 5b). Productive and non-productive assets of broiler and layer farmers increased significantly within the year 2003 and 2006.

Table 5b. per household value of non-productive assets under two institutions

Name of household assets	BKB			BRDB		
	In 2003 (Tk)	In 2006 (Tk)	Per year increase (%)	In 2003 (Tk)	In 2006 (Tk)	Per year increase (%)
TV	5250/-	7500/-	14.29	3000/-	4758/-	19.53
VCD	2000/-	2325/-	5.42	2000/-	3000/-	16.67
Furniture	7452/-	12163/-	21.07	3624/-	5542/-	17.64
Jewelry	6750/-	7438/-	3.40	7025/-	9783/-	13.09
Bi-cycle	1500/-	1763/-	5.84	1167/-	1400/-	6.66
Crockery	2225/-	3311/-	16.27	1250/-	1592/-	9.12
Total	25177/-	34500/-	12.34	18066/-	26075/-	14.78

Factors of success

A number of factors contributed to the successful achievements of poverty reducing poultry farming households. They are discussed below.

Economic factors

Economic factors contributed in ensuring access of poor households in poultry farming activity. They consisted of several sub-factors which helped them towards strengthening financial position by increasing their income and asset building. Availability of institutional credit was highly advantageous for 66.7% layer farms and 71.4% broiler farms (Table 6). Without it no farm could start and continue their farming operations. Availability of non-institutional credit was also highly advantageous for 33.3% layer farms and 28.6% broiler farms, as it did not cover their total need. It was moderately advantageous for 66.7% layer farms and 71.4% broiler farms as their access to institutional credit sources was higher. Institutional credit played an important role for most farms in continuing poultry farming by which they could increase their income and reduce income poverty gradually. Poultry farming as a profitable enterprise was highly advantageous for cent percent households. Primarily, secured and quick earned profit from layer and broiler farming made them growing their interest on it.

Table 6. Economic factors contributing to success in poultry entrepreuneuring

Contributing factors	Layer farm		Broiler farm	
	Highly advantageous	Moderately advantageous	Highly advantageous	Moderately advantageous
Availability of institutional credit for investment	2 (66.7)	1 (33.3)	5 (71.4)	2 (28.6)
Availability of non institutional credit for investment	1 (33.3)	2 (66.7)	2 (28.6)	5 (71.4)
Profitable enterprise	3 (100)	-	7 (100)	-

Note: No. of layer and broiler farms were 3 and 7 under the study, Figures in the parentheses indicate percentages of total

Physical factors

Some physical factors contributed to the success in layer and broiler farming business of the case households (Table 7). Day old chick supplied by traders on full credit was not highly advantageous for layer farms. They bought chicks on cash payment. This was highly advantageous for about 71% broiler farms as they could buy chicks on full credit from traders and they could repay their dues after selling their products at the end of production period. If households did not get this opportunity broiler farming was almost impossible for them. Supply of chicks was moderately advantageous for about 33% layer farms and 29% broiler farms as they could buy day old chicks from traders on partial credit. Broiler farming was less advantageous for about 67% as getting day old chicks on full or partial credit basis was almost absent in Mymensingh sadar area though such facilities were fully provided by the input supplying traders in Shreepur upazila areas.

Table 7. Physical factors contributing to success in poultry farming

Physical factors	Layer farm			Broiler farm	
	Highly advantageous	Moderately advantageous	Less advantageous	Highly advantageous	Moderately advantageous
Supply of chick	-	1 (33.3)	2 (66.7)	5 (71.4)	2 (28.6)
Supply of feed	1 (33.3)	1 (33.3)	1 (33.3)	5 (71.4)	2 (28.6)
Medical treatment and supply of medical facilities	2 (66.7)	-	1 (33.3)	5 (71.4)	2 (28.6)
Marketing facilities for eggs	3 (100)	-	-	-	-
Marketing facilities for culled birds	3 (100)	-	-	-	-
Marketing facilities for broiler	-	-	-	7 (100)	-
Communication	1 (33.3)	1 (33.3)	1 (33.3)	-	7 (100)
Energy supply	-	3 (100)	-	-	7 (100)

Figures in the parentheses indicate percentages of total

The producers were required to repay prices of feed after selling eggs and broiler birds. It was moderately advantageous for 33% layer farms and 29% broiler farms operated in Mymensingh sadar areas where the facility of getting feed from traders on credit was almost absent.

Medical treatment and supply of medicine facilities for poultry was highly advantageous for 66.7% layer farms and 71.4% broiler farms because all these farms in Shreepur upazila, except for one layer farm in Mymensingh sadar. They got medicine from traders on credit. Layer farmers at Mymensingh sadar could make a good relationship with a veterinary doctor and a medicine trader. The farm was situated within the vicinity of Mymensingh town and Bangladesh Agricultural University, Mymensingh. Availing such facility was less advantageous for about 33% layer farms which were situated at distant rural area in Mymensingh sadar.

Marketing facilities for eggs and culled birds were highly advantageous for cent percent layer farms as buyers for them came at farm gate. The farmers had not had to reduce the prices of eggs or culled birds. They required going only to nearby markets to compare existing market prices and inform the buyers called *Bepari*. *Beparies* would come at farm gate, buy eggs, and birds, and pay prices. Marketing facility was also highly advantageous for cent percent farms as they could sell broiler birds at farm gates. The relevant traders used to send buyers to farm gates. The buyers weighed broiler birds, made sellers to know the total weight of birds for paying total prices through traders. The traders realized their loan from the amount repayable by sellers. They received rest amount found surplus after repaying all debts to traders.

Transportation and communication facilities were highly advantageous for about 33% layer farms as the farms were situated at town areas very close to highway. This was moderately advantageous for about 33% farms and less advantageous for other 33% farms as they were situated at remote areas of *kutchra* road communication. Energy supply system was moderately advantageous for cent percent layer and broiler farms. They never got stable energy supply although it was a prerequisite for rearing a highly sensitive creature – broiler and layer bird.

Human factors

Skill of family members was highly advantageous for 66.7% layer farms and 42.9% broiler farms as they were very sincere and highly motivated to work for such a profitable business. Endeavoring family members was also highly advantageous as it helped them becoming skill and efficient in rearing poultry birds. The family members always thought that they must earn income and repay the price of chicks, feed and medicine received on credit. They had no alternatives but to depend on them as all the farms were fully or mostly resource less. Therefore, skill of family members developed significantly in earning a significant amount of income. The factor was moderately advantageous for 33.3% layer farms and 42.9% broiler farms (Table 8). Patience in odd situations of rearing poultry and courage and confidence played an important role for their success. The factors were highly and moderately advantageous for most farmers. The combined effects of explored human factors helped running layer and broiler farms successfully.

Table 8. Human factors contributing to success in poultry farming

Human factors	Layer farm		Broiler farm		
	Highly advantageous	Moderately advantageous	Highly advantageous	Moderately advantageous	Less advantageous
Skill of family members	2 (66.7)	1 (33.3)	3 (42.9)	3 (42.9)	1 (14.2)
Endeavoring of family members	2 (66.7)	1 (33.3)	3 (42.9)	2 (28.6)	2 (28.6)
Motivational level of family member	2 (66.7)	1 (33.3)	3 (42.9)	3 (42.9)	1 (14.2)
Sincerity of family members	2 (66.7)	1 (33.3)	3 (42.9)	4 (57.1)	-
Patience in odd time rearing poultry	2 (66.7)	1 (33.3)	3 (42.9)	4 (57.1)	-
Courage & confidence	2 (66.7)	1 (33.3)	4 (57.1)	3 (42.9)	-

Figures in the parentheses indicate percentages of total

Social factors

Social relationship and network with different levels of people and organizations for getting facilities mainly helped the households. Social relationship and network for becoming membership in and getting loan from BKB and BRDB were highly advantageous for 100% poultry farmers (Table 9). They could not get membership of BKB and BRDB without the help of good relationship with neighboring people and known persons. They received BKB loan on recommendation of their relatives and good neighboring people. They could not operate farms without loan without it they could not reach out such a stage of development.

Table 9. Social factors contributing to success in poultry farming

Social factors	Layer farm		Broiler farm	
	Highly advantageous	Not advantageous	Highly advantageous	Moderately advantageous
Social relationship and network for getting membership and loan	3 (100)	-	7 (100)	-
Social relationship and network for getting medical service	2 (66.7)	1 (33.3)	7 (100)	-
Social relationship and network for getting technical knowledge	2 (66.7)	1 (33.3)	7 (100)	-
Social relationship and network for getting financial support	3 (100)	-	2 (28.6)	5 (71.4)

Figures in the parentheses indicate percentages of total

Social relationship and social network for getting medical services were advantageous for 66.7% layer farms and 100% broiler farm as they got good services from their neighbors and traders, as they were more experienced on it. However, the factors were not advantageous for other 33.3% layer farms.

Social relationship and network for getting technical knowledge from neighboring farms were highly advantageous for 66.7% layer farms and 100% broiler farms as they got them initially free of cost. The farmers' did not have technical knowledge of rearing poultry initially. Technical knowledge received from them helped farmers significantly for taking prompt decision for their poultry farming business activities.

Social relationship and networking for getting financial support was highly advantageous for 100% layer farms and 28.6% broiler farms as they got it from their relatives and neighbors. This helped farm operators fulfilling the demand for initial capital. This was moderately advantageous for about 71% broiler farmers for getting loan from relatives and neighbors too.

Geographical and environmental factors

Getting an established chick hatchery within the vicinity was highly advantageous for 33.3% layer farms and 71.4% broiler farms as the farms were located within its 2-5 kilometers radius. Farms got chicks easily, compared to farms located Mymensingh sadar. The factors were not advantageous for 66.7% layer farms and 28.6% broiler farms because the farms were far away from hatchery location with no additional opportunity in collecting chicks from it. They needed much time to collect chicks at reasonable prices. Therefore, they collect chicks through local agents but at higher prices. For chicks, they had to wait for long time even after making advance payments. Location of feed mill was highly advantageous for 33.3% layer farms and 71.4% broiler farms as they got feed in lower prices compared with the farms located far from this area. Poultry farms located at Mymensingh sadar did not get this facility. The farms at Gazipur district, especially at Shreepur upazila got feed on credit from traders. Location of feed mill was moderately advantageous and less advantageous for equal percentage (33%) of farms. About 29% broiler farms did not get any benefit from location of feed mill.

Table 10. Geographical and environmental factors contributing to success in poultry entrepreneurship

Influential environmental and geographical factor	Layer farm				Broiler farm		
	Highly advantageous	Moderately advantageous	Less advantageous	Not advantageous	Highly advantageous	Less advantageous	Not advantageous
Location of hatchery	1 (33.3)	-	-	2 (66.7)	5 (71.4)	-	2 (28.6)
Location of feed industry	1 (33.3)	1 (33.3)	1 (33.3)	-	5 (71.4)	-	2 (28.6)
Road side location	1 (33.3)	1 (33.3)	1 (33.3)	-	-	4 (57.1)	3 (42.9))
Nearness to market	-	2 (66.7)	1 (33.3)	-	5 (71.4)	2 (28.6)	-
Nearness to capital city	1 (33.3)	-	-	2 (66.7)	5 (71.4)	-	2 (28.6)

Figures in the parentheses indicate percentages of total

Location to roadside was highly, moderately and less advantageous for an equal percentage (about 33%) of layer farms as they got better communication advantage for bringing chicks, feed and other inputs and selling outputs. All the broiler farms were located far from main road. Location was less advantageous for 57% and not advantageous for about 43% of the broiler farms. The farms under study were of small size and the input supplying and marketing agents used to come at their doors and hence they did not need to move for their supply and marketing of products.

Nearness to market of farms was moderately advantageous for about 67% and less advantageous for about 33% layer farms as the farms were situated 3 to 4 kilometers far from market. Location of market was highly advantageous for about 57% and not advantageous for about 43% broiler farms. The factor was highly advantageous because the farms were located nearby market and their input carrying cost and output marketing cost were very low.

Recommendations

In this country poverty reduction has always been a priority consideration and concerned government and non government organizations addressed the problem. As a result significant positive results were gained. The study revealed that the poverty reduction poultry entrepreneurship under study attained a substantial achievement in income, savings and asset building. Certain economic, physical, social, human and location factors contributed to this attainment. Various problems impeded differently at their different stages of development. It is recommended that poverty reduction of rural unskilled, unemployed masses through poultry (broiler and layer) entrepreneurship could be a model of PRSP but with sufficient input and training increased facilities and reducing problems pertinent to this entrepreneurship. The volume of micro credit of BKB and BRDB engaged in poverty reduction should be increased up to one *lakh* taka at least for a project of 500 birds. A secured supply of other facilities like feed, medicine, and training at reasonable low costs should be provided with the entrepreneurs. Failure of all these major factors would lead to a failure of poverty reduction programs of the rural development institutions.

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