

# EFFICIENCY ANALYSIS OF ROSE PRODUCTION IN SOME SELECTED AREAS OF JESSORE DISTRICTS IN BANGLADESH

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## Executive Summary

Bangladesh is an agricultural country and most of the inhabitants are directly or indirectly involved with agricultural activities for their livelihood. The contribution of agricultural sector to GDP is gradually declining which was 14.10% in 2018. The overall objectives of the present study were to examine socio-economic status of the rose producing farmers, to assess profitability and resource use efficiency of rose production. Multistage random sampling technique had been used for collecting data from 100 sample farmers through interview schedule. After analysing the data, per hectare gross return, net return, and gross margin were found to be Tk. 902484.00, Tk. 575465.00 & Tk. 648214.00, respectively. Benefit Cost Ratio (BCR) was found to be 2.76 for rose production. Thus, it was found that, rose production was highly profitable. Production function analysis suggested that, among the variables included in the model, quantity of human labour, number of seedlings, quantity of Urea, quantity of TSP, quantity of MOP, cost of insecticides and cost of irrigation had a positive and significant effect on the gross yield of rose production, except for quantity of organic manure had an insignificant effect on the gross yield of rose cultivation. Efficiency analysis indicated that most of the farmers inefficiently used their inputs except overutilization of insecticides. This study also identified some of the problems associated with rose production. Some recommendations were also provided to overcome the problems that are faced by the farmers which will act as a good policy at the national level.

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