

Government Republic of Bangladesh
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Department of Agricultural Extension
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**Proceedings of Market Linkage Workshop 2025 on Improvement of Rural Agricultural
Technology Extension System in Asia (RATES) Project**

Chairperson : Mohammad Ali Jinnah
Additional Director
Planning, Project Implementation & ICT Wing, DAE
Time & Date : 9:30 AM, 24 May 2025
Venue : Conference Room, Upazila Parishad, Ghatail, Tangail.
Participants : Annex-1

A market linkage workshop was organized for different stakeholders under “Improvement of the Rural Agricultural Technology Extension System in Asia (RATES)” Project on May 24, 2025 at the Upazila Parishad Conference Room, Ghatail Upazila, Tangail District. This workshop was organized by DAE part of the AFACI-RATES project. Different layers of stakeholders from implementing two upazilas including farmers, dealers, NGO professional, private company field officers, Sub Assistant Agricultural Officers and as designated officers from BARC, BARI, and DAE attended the workshop. The workshop held at the project location marked a pivotal step toward enhancing agricultural development in rural areas taking marketing aspect in concern. It brought together key stakeholders—including farmers, extension officers, local authorities, and market actors—to collaboratively address the critical challenges of agricultural technology dissemination and market access. By facilitating dialogue, knowledge exchange, and real time problem sharing, the workshop served as a platform of discussion, bonding establishment, and explore strategies for integrating smallholder farmers into more efficient and inclusive market systems. This initiative will not only strengthened the network of local extension services but also laid the groundwork for building sustainable value chains by influencing market actors. The participation of experts and diverse field stakeholders emphasized the critical importance of collaboration in advancing agricultural technology and provided valuable insights for the future.

The workshop commenced with a recitation from the Holy Quran, followed by the introduction of the participants. Mohammad Ali Jinnah, Additional Director, Planning, Project Implementation & ICT Wing, DAE presided over the workshop. Ms. Rezwana Rahman, Co-PI, AFACI-RATES Project and Upazila Agriculture Officer, DAE, delivered the welcome address.



Md. Rafizul Islam Mondal, Sector Value Chain Specialist (Horticulture), Palli Karma-Sahayak Foundation (PKSF) was the keynote presenter. He has delivered in brief on Value Chain and Market Linkage for spices and pulse crops. In a concise manner, he highlighted Overview of Bangladesh economy, success stories of agriculture sector, action behind success, fertilizer and pesticide use scenario, conventional farming and hidden cost. Furthermore, he prioritized the value chain approach in farming, market ecosystem, market mapping for pulse and oil crops, and economics, as well as linkage establishment. Mr. Rafizul has also covered constraints analysis in horticultural value chains, demand supply paradox, value addition, market strategy and use of smart technologies to accelerate whole process. His comprehensive presentation provided valuable insights into strengthening agricultural value chains and enhancing market access for smallholders. By emphasizing innovation and strategic linkage, he paved the way for more inclusive and sustainable agricultural development in Bangladesh.

Dr. Suraya Parvin, Principal Investigator of the RATES Project and Director (In-Charge), participated as a special guest and shared the project's goals, objectives, and past initiatives. She emphasized the importance of continuing the demonstrated and learned technologies throughout the project duration. Dr. Parvin also compared agricultural extension systems in other countries and highlighted the need for designing farmer-centric, need-based solutions. She stressed the sustainability of project-formed groups and the importance of a coordinated approach from crop planning to marketing. Furthermore, she discussed profitability, analyzed yield gaps compared to research trials, and encouraged knowledge sharing to maximize productive and profitable outcomes.

Md. Ashek Parvez, Deputy Director, Tangail District, DAE extended his remarks as another special guest, acknowledging the valuable opinions shared by the participants. Mr. Parvez thanked the AFACI-RATES project for its coordinated initiatives and highlighted the importance of market actors' participation and information sharing. He expressed that the high-value spice crop market is more challenging than that of vegetables, and proper market identification is therefore essential. Dr. Parvez further emphasized that this market linkage workshop served as a crucial platform for stakeholders to connect, communicate, and collaborate to ensure smooth supply chains and fair pricing. He also encouraged continued dialogue among producers, processors, and buyers to build trust and long-term partnerships within the agricultural market system. He urged that future initiatives should integrate with follow-up support to sustain the momentum generated by the project.

Mohammad Dulal Uddin, District Training Officer, has shared his reflections from a field-level capacity development perspective. He highlighted the importance of strengthening the skills of extension agents and farmers to effectively adopt value chain approaches in spice and pulse crop cultivation. Mr. Uddin noted that hands-on training, continuous mentorship, and locally tailored knowledge dissemination are key to ensuring technology adoption at the grassroots level. He appreciated the workshop for creating a space where practical insights from the field could align with market realities, ultimately helping to bridge the gap between production and profitable marketing.

An open discussion session was held during the workshop, where participants from various stakeholder levels actively engaged, shared their experiences, and provided valuable feedback. One of the key concerns raised by farmers was the need for timely availability of newly released, research-based varietal seeds to enhance productivity and resilience.

Mohammad Ali Jinnah, Additional Director, Planning, Project Implementation & ICT Wing, DAE as Chairperson, highlighted extension service delivery process at the field level and crop varietal selection by farmers. He has given light on seasonal planning and market analysis before cultivation. He emphasized that the effectiveness and resilience of the entire food system fundamentally depend on a combination of critical enablers—chief among them being strong and sustained policy-level commitment from the government, the integration of context-specific technological innovations, and the implementation of targeted, evidence-based extension interventions. Additionally, he underscored the indispensable role of a functional and inclusive agricultural infrastructure—spanning input delivery, advisory services, post-harvest management, and market access—as a foundation for ensuring food security, farmer profitability, and systemic sustainability.

However, after in brief discussion, the lists of recommendations/suggestions are short listed:

- Timely and accessible availability of newly released, research-based varietal seeds for spices, pulses, and oil crops should be ensured through enhanced coordination
- Market linkages by mapping crop-specific value chains, identifying viable markets, and facilitating multi-stakeholder platforms should be strengthen.
- Capacity building should be emphasized through targeted training for farmers, field extension personnel and market actors on value chain development, market literacy, and smart farming technologies.
- Integrate market analysis into seasonal crop planning to align production with demand, avoid gluts, and ensure better price realization for farmers.
- Institutionalize and strengthen project-formed farmer groups for sustainability by linking them with credit, input support, and market actors.
- Establish a follow-up and monitoring mechanism at the Upazila level to track progress, document lessons learned, and support continued stakeholder engagement.

The workshop was concluded with the Chair expressing gratitude to the participants through a vote of thanks.


30.05.2025

Mohammad Ali Jinnah
Additional Director
Planning, Project Implementation &
ICT Wing, DAE

List of Participants:

Serial No.	Name & Designation	Organization	Position
01	Mohammad Ali Jinnah Additional Director	PPI& ICTW, DAE	Expert Panel
02	Dr. Suraya Parvin Principal Investigator of the RATES Project and Director (In charge)	TTMU, BARC	Expert Panel
03	Md. Ashek Parvez Deputy Director	DD office Tangail, DAE	Expert Panel
04	Mohammad Dulal Uddin District Training Officer	DD office Tangail, DAE	Expert Panel
05	Dr. Md. Robiul Alam Co-PI, RATES & Principal Scientific Officer	OFRD, BARI	Expert Panel
06	Rezwana Rahman Co-PI, RATES & UAO (L.R.)	PPI& ICTW, DAE	Expert Panel
07	Md. Ashiqur Rahman Senior Scientific Officer	OFRD Tangail, BARI	Expert Panel
08	Md. Rafizul Islam Mondal, Sector Value Chain Specialist (Horticulture)	Palli Karma- Sahayak Foundation (PKSF)	Key Note Speaker
09	Dilshad Jahan Upazila Agriculture Officer	Ghatail Tangail	Upazila Expert
10	Masudur Rahman Upazila Agriculture Officer	Dhonbari Tangail	Upazila Expert
11	Md. Enamul Haque Additional Agriculture Officer	Ghatail Tangail	Upazila Expert
12	Md. Mazedul Islam Agriculture Extension Officer	Dhonbari Tangail	Upazila Expert
13	Field Officers (Sub Assistant Agriculture Officer	From both Ghatail & Dhonabri Upazila	No. of presence-8
14	Farmers (Small, Medium & Large)	From both Ghatail & Dhonabri Upazila	No. of presence-20

15	Dealer (Retailer, Whole Seller & Processor)	From both Ghatail & Dhonabri Upazila	No. of presence-10
16	Representative from Private Company (Fertilizer, Pesticide, Seed etc.)	From both Ghatail & Dhonabri Upazila	No. of presence-4
17	NGO Representative	From both Ghatail & Dhonabri Upazila	No. of presence-2