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Abstract

The Bangladesh Economic Review 2022 states that 4.03 percent of the overall budget is spent on agriculture, food security, fisheries, and livestock. Total subsidies for farmers amount to Tk 9,500 crore, while incentives for using new machinery amount to Tk 3,220 crore. The government of Bangladesh has also taken other measures to help the farmers. However, farmers are not actually in a particularly prosperous position. As a nation built on agriculture, improving a lot of farmers is essential to Bangladesh's economic health. The research aims to assess whether farmers can successfully implement a different approach to selling. One hundred twenty key opinion leaders of an 8-10 person farmers' organization were surveyed to provide evidence for the elements that affect direct sales. Age, money, knowledge, and technical literacy were determined to be demographic parameters that have an impact on the effectiveness of agricultural digitalization in general. To meet the minimum requirements for selling their goods to consumers in their homes, farmers must meet certain conditions. Four hypotheses have been developed to discover the linkage between farmers' direct market participation and support in financial, technological, supply chain management, and marketing mix support. The reliability test, correlation test, descriptive statistics, and regression analysis have been performed. The findings show that technical support has more positive relationships with farmers' direct marketing, whereas other independent variables exhibit weaker positive relationships with the dependent variable. In addition, farmers believe they deserve financial compensation for their time and effort in responding to the survey.

Sustainable Development Goal(s) (SDG)

Goal 9: Industry, Innovation and Infrastructure
