

Socio-Economic Impact and Profitability of Litchi Cultivation in Bangladesh: Challenges, Opportunities, and Policy Recommendations

Bijoy Mulla¹, Rozina Yeasmin², Babor Ahmad¹

¹Department of Economics, Faculty of Arts and Social Sciences, Dhaka International University, Dhaka, Bangladesh

²Department of Economics, Faculty of Social Science and Humanities, Hajee Mohammad Danesh Science & Technology University, Dinajpur, Bangladesh

Abstract

Litchi cultivation in Bangladesh, particularly concentrated in regions like Dinajpur, contributes significantly to the agricultural sector and rural economy. This study explores the socio-economic impact of litchi cultivation, focusing on its role in income generation, employment creation, and community development. Litchi, a prized subtropical fruit, faces challenges such as limited market access, post-harvest losses, and inadequate storage facilities. Despite these challenges, litchi remains a profitable venture for small-scale farmers, as evidenced by its high demand and market value. Using primary data collected from 120 respondents in Dinajpur district, this research employs descriptive and econometric analyses to assess the profitability and socio-economic conditions of litchi farmers. Results indicate that litchi cultivation offers substantial economic returns, with a net profit estimated at Tk. 379,747 per acre per season. Moreover, the study identifies key factors influencing litchi farming, including land tenure, access to credit, and participation in cooperatives. The findings underscore the need for strategic interventions to enhance litchi production and marketing. Policy recommendations include investments in infrastructure development, such as modern storage facilities and improved transportation networks, to minimize post-harvest losses and ensure fair market prices. Furthermore, promoting diversification into value-added litchi products and strengthening farmer cooperatives can enhance market stability and profitability. This study contributes valuable insights into the socio-economic dynamics of litchi cultivation in Bangladesh, providing a basis for policy formulation and strategic planning to sustainably enhance the sector's contribution to rural livelihoods and national economic growth.

Keywords: Litchi, litchi production, profitability, socio-economic conditions, Bangladesh

