Title: Role of Mobile Phone in Distribution Channel: A Study on Fishing Sector in Bangladesh

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Abstract: Bangladesh is crisscrossed with rivers. The majority of people living in coastal communities make their living from fishing, and unlike inland fishing communities they almost totally depend on fishing. Fisheries in Bangladesh, and in particular marine and brackish water fisheries are faced with a dilemma. Fisheries provide the people of Bangladesh with protein at a reasonable price; it generates employment, income and foreign exchange. However, fishermen are deprived of getting reasonable price for their catches due to improper structure of distribution channel. This paper highlights the opportunity of emerging mobile phone to develop the structure of distribution channel in fishery sector in Bangladesh. In the above context, this paper also investigates the factors affecting distribution channel due to innovation of mobile telephone. Both primary and secondary data are collected for the purpose of the study. Data are collected from 100 samples to make the study informative. For secondary data, supporting and relevant research materials are collected in order to present the fact in a logical order. The paper reveals that a variety of factors affect the distribution channel of fish market. It suggests for availability of mobile services for better management of distribution channel in fishing sector. This study is limited to only three districts (Chittagong, Cox's Bazar and Laxmipur) of Bangladesh out of total 64 districts, which gives an opportunity for conducting extensive research in future.