

Title: **Role of Mobile Telecommunication in Efficient Marketing System and Economic Development: A Study on Fishing Community in Bangladesh**

Authors: Tunazzina Sultana, Chittagong University (Bangladesh)
Mohammed Uddin, Chittagong University (Bangladesh)

Abstract: Fishery is one of the sub-sectors of agri-cultural sector which plays a significant role in the economy of Bangladesh. However, fishermen are deprived from getting reasonable prices of their catches due to a large price spread between the price paid by the ultimate consumers or users and price received by the coastal fisherman. With the vision of building Digital Bangladesh of present government, the application of Information and Communication Technologies (ICTs) have become an extremely vital for reducing poverty, illiteracy and overall structural inefficiencies in Bangladesh. At the time of booming of information communication technology in the country, mobile communication is playing a fundamental role by coordinating supply and demand of the catches, providing free flow of price information to the fishermen in the remote areas. Under the above circumstances, the main objective of the research is to find out the role of mobile phone in fish marketing system that ultimately enhance the economic condition of which originates in coastal fishing communities of Bangladesh. This study includes exhaustive literature review; secondary data analysis, and interviews with 200 individuals having connection with fisheries from four coastal areas of Bangladesh. This article has provided evidence of the value of mobile phones in having an efficient marketing system and economic uplift in case of transaction cost reduction, increased income, increased income, risk reduction, increased bargaining power, and increased market efficiency.