Research Setting

In any social science research, it is hardly possible to conceptualize and perceive the data and interpret the data more accurately until and unless a clear understanding of the characteristics in the area and attitude or behaviour of people is at commend of the interpreter who intends to unveil an understanding of the implications and behavioural complexes of the individuals who live in the area under reference and from a representative part of the larger community. The socio demographic background of the local people in a rural setting has been critically administered in this chapter. A research setting is a surrounding in which inputs and elements of research are contextually imbibed, interactive and mutually contributive to the system performance. Research setting is immensely important in the sense because it is characterizing and influencing the interplays of different factors and components. Thus, a study on Perception of Farmer about the issues of Persuasive certainly demands a local unique with natural set up,

demography, crop ecology, institutional set up and other socio cultural milieus. It comprises of two types of research setting viz. Macro research setting and Micro research setting.

Macro research setting encompasses the state as a whole, whereas micro research setting starts off from the boundaries of the chosen districts to the block or village periphery. The notion behind this form of presentation is to internalize the study environment in terms of broader perspectives with state as reference frame and district, block profile as units for in-depth study.

The present study was taken up at the Saupara village, at Haringhata Block in Nadia district of west Bengal. A brief description of the Nadia district in general and the block and village in particular is given below.

Area of study

The area of investigation of this study is situated in the state of West Bengal located in the eastern part of India. The state of West Bengal has a unique social, cultural and ecological background, which influences the living standard and behavioural patterns of the people in many ways. The area of investigation belongs to Fatepur Panchayat of Haringhata block Nadia district. The study was conducted in Saupara village.

Profile of the State West Bengal

West Bengal was created as a one of the constituent state of the Indian union among the 29th states in India on 15th August, 1947 as the result of partition of the undivided British Indian province of Bengal into West Bengal. West Bengal is situated in the northeastern part of India and lies between 21°37'-27°10' north latitude and 85°51'- 89°53' east longitude.

It is flanked by the Bay of Bengal on the South, Sikkim on the north, Assam on the east and Bihar, Jharkhand and Orissa on the west. It also has common borders with the three neighbouring countries viz. Nepal and Bhutan in the north and Bangladesh in the east. The tropic of cancer runs across the middle of the state and passes through four districts viz. Bankura, Burdwan, Nadia and Purulia. The state has a total geographical area of 88,752 sq. km. representing only 2.7% of the total area of India. It is territorially divided into 19 districts like Coochbehar, Darjeeling, Jalpaiguri, Uttar Dinajpur, Dakshin Dinajpur, Malda, Murshidabad, Hoogly, Howrah, Nadia, Birbhum, Burdwan, Bankura, Purulia, 24 Pargana(N), 24 Pargana(S), Purba Midnapur, Pashim Midnapur and Kolkata. There are more than 341 Community Development bocks in West Bengal. There are 3354 Gram Panchayats and more than 42000 villages in West Bengal.

In 1947, when India became independent Bengal was partitioned between India and Pakistan. India's share came to be known as West Bengal and Pakistan's share was called East Pakistan. Later, the state of Cooch Behar, French enclave of Chandranagore and some parts of Bihar were added to West Bengal. Bengal represents the lands that possess a distinct culture with its indigenous art and crafts and make it an important part of the Indian Union.

General Information of West Bengal

Total population	91,347,736
Male	46,927,389
Female	44,420,347
Population growth	13.93%

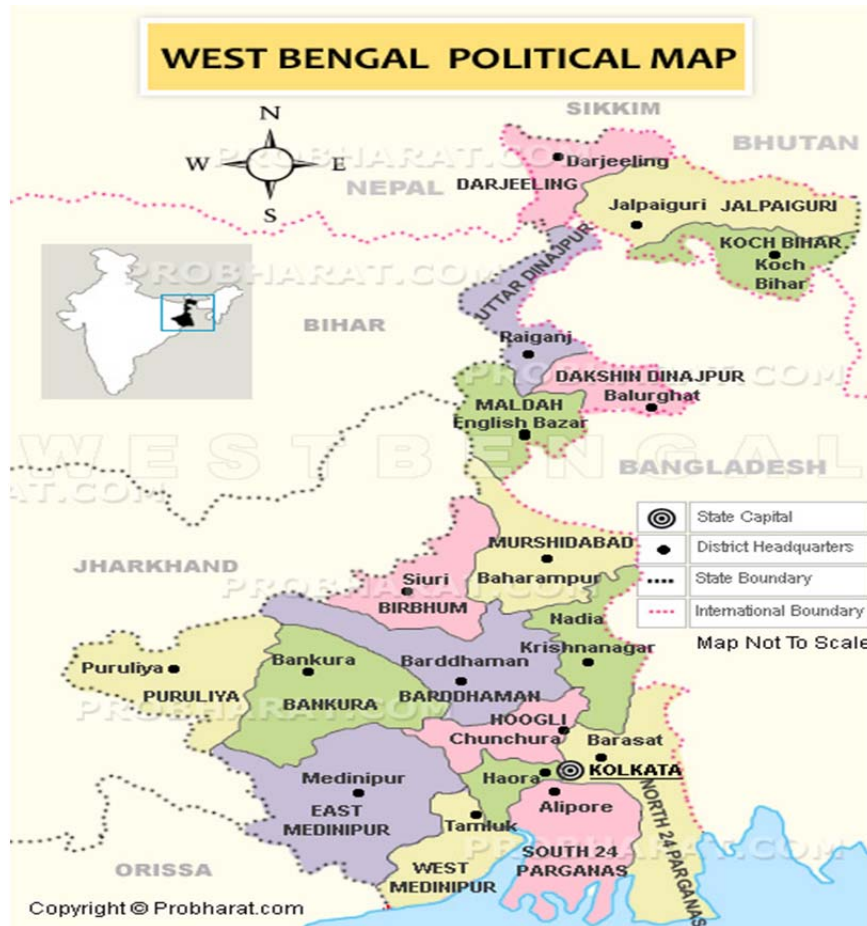|	
Sex ratio	947
Population density	1029/ km²
Literacy rate	77.08%
Male	82.67%
Female	71.16%
No. of Sub divisions	66
No of Blocks	341
No of Gram Panchayats	3354
Inhabited Villages	37945
Area (Sq. Km.)	88752
% of Electrified Villages	83.6

Climate of the state:

In terms of the standard climate types, tropical climate viz. humid, sub humid, semi arid and arid occurs over different regions of the state. Its climate is very much influenced by monsoon rains which, in turn are of two types (I) South-West monsoon during the rainy season and (II) North-East monsoon during the winter season. Rainfall in West Bengal averages about 1750 mm, ranging from 2500 to 3500 mm in Dooars and Tarai regions to 1200 to 1800 mm in the plains. The maximum and minimum temperatures recorded during March to October are 30-40°C and 16-26°C respectively in the plains while in the hills these are 15-20°C.

Land holding status in West Bengal

According to 1991 census the total number of farmers is 65.47 lakh, out of which 76.42 per cent is marginal former, 16.81 per cent is small former and 0.02 per cent is big former. The per capita land is 0.13 ha and average holding size is 0.90 ha.

Land use pattern in West Bengal

Geographical area (million hectare)	8.86
Net cropped area (million hectare)	5.46
Gross cropped area (million hectare)	9.23
Cropping, intensity (%)	165.34
Forest area (%)	13.72
Non agricultural use (%)	18.66
Barren and Uncultivable (%)	0.35
Fallow land (%)	0.3

Map 1: District Map of West Bengal

Profile of Nadia District

Nadia district is a district of the state of West Bengal, in the north east of India. It borders with Bangladesh to the east, North 24 Parganas and Hooghly districts to the south, Bardhaman district to the west, and Murshidabad district to the north.

Most districts in West Bengal take their name from the headquarters station of the district, but Nadia district takes its name not from Krishnagar, the headquarter but from Nadia or Nabadwip hallowed by the memory of Lord Shri Chaitanya Mahaprabhu who was born here on 18th February, 1486.

Location

Nadia is situated between 22°53" and 24°11" North latitude and 88°09" and 88°48" East longitude and about 3927 Sq. Km. in Area, this District is linear in shape with orientation of North-South. The District is Approximately 46 ft. above the mean sea level. The Tropic of cancer divides the district in two parts.

Boundary

The geographical boundary of Nadia district comprises Bangladesh in the East, Bardhaman and Hugli district on the West, Murshidabad dfctrict on the North and North West and North 24 Parganas towards South and South East Situated on the main rail route connecting Howrah/Kolkata and New Jalpaiguri (NJP) including parts of North Eastern states, the Nadia district can easily be accessed by raiL The major railway stations are Nabadwip Dham, Ranaghat and others with regular trains to KoDcata/ Howrah/ NJP/ Guwahati. The proposed International Rail Link connecting India and

Bangladesh will pass through Nadia District with Gende as the last railway station at Indian Border. Bifurcated by National Highway-34 on the North and East, the district can also be accessed by road from other parts of the country.

Geographical & Physical features

The soil of the district is composed of recent alluvium and the surface consists of sandy clay and sand along the course of the rivers and fine silt consolidating into clay in the flatter portions of the plains, such as in Kalantar tract between the Bhagirathi and the Jalangi. The soil varies but little over the district except in this tract and a portion of Ranaghat sub-division. It is almost universally a light sandy loam with low fertility status and incapable of retaining adequate moisture.

Climate

Based on Climate, Soil and Physiographic the South Asia Project Department, World Bank(1997) reported six agro climatic Zones of West Bengal Among them New Alluvium Zone is the biggest Zone with highest cropping intensity and crop diversity covering the western parts of Malda and Dakshin Dinajpur, Southern parts ofUttar Dinajpur, eastern part of Murshidabad, Hoogly, Burdwanand Howrah, entire Nadia and northern part of North and South 24 Parganas Climate of this zone was tropical moist sub-humid with rainfall 1427.4 mm, air temperature maximum 35.0 $^\circ C$ and minimum 15.6 $^\circ$ (annual normal) Soils of this zone are derived from recent alluvial deposits brought down by the river Ganga, and its tributaries hence called inceptisoL Soils are deep, well drained, texturally fine foamy, neutral

in reaction, with high base saturation and CEC and medium to medium tow NPK Rice is the main crop cultivated in this zone over different land terrains and seasons. Aus, Sesame and Moong in pre-kharif or early wet season; jute and aman rice in kharif or wet season and wheat, different oilseeds & pulses, potato etc. are mainly grown in this zone. Boro or summer rice and sugarcane are also important crops commonly cultivated by the formers Zonal adaptive Research Station (New Alluvium Zone) (ZARS) started functioning in the month of October 1978 with its headquarter at Krishnagar (88°3* N 23°24' E and 15 AMSL) to look after the agricultural problems and to adopt new agro techniques in this zone.

Table 10: General Information

Area	3,927 km^2
Total population	5,168,488
Male	2,655,056
Female	2,513,432
Sex Ratio	947
Population density	1,316/km^2
Population growth rate	12.24%
Average literacy rate	75.58%
Male literacy	79.58%
Female literacy	71.35%
Geographical Area	3927 Km2
Sub-Divisions	4
Police Stations	21
CD. Blocks	17
Panchayat Samities	17
Gram Panchayats	187
Gram Samsads	2639
Municipalities	8

Educational Facilities

No. of Primary School	2515
No. of High Madrasah	231
Junior High & Madrasah	98
No. of Higher Secondary School	135
No. of Degree College	15(1 Women + 14 Co-ed)
Professional &Technical College	12
No. of University	2
No. of Agriculture University	1
Public Library	110
Rural Library	113
Child Education centre	117

Public Health

District Hospital	3
Sub-Divisional Hospital	2
State General Hospital	3
Rural Hospital	7
Block Primary Health Centre	6
New Primary Health Centre	5
Sanatorium	2
Chest Hospital	1
Health Sub-centre	394

Profile of Haringhata Block

Haringhata is a town in Kalyani subdivision of Nadia District in the Indian state of West Bengal.

Geography

Haringhata is located at 22.95 °N 88.57°E. It has an average elevation of 10 meters (33 feet). Haringhata community development block has an area of 168.59 km^2.
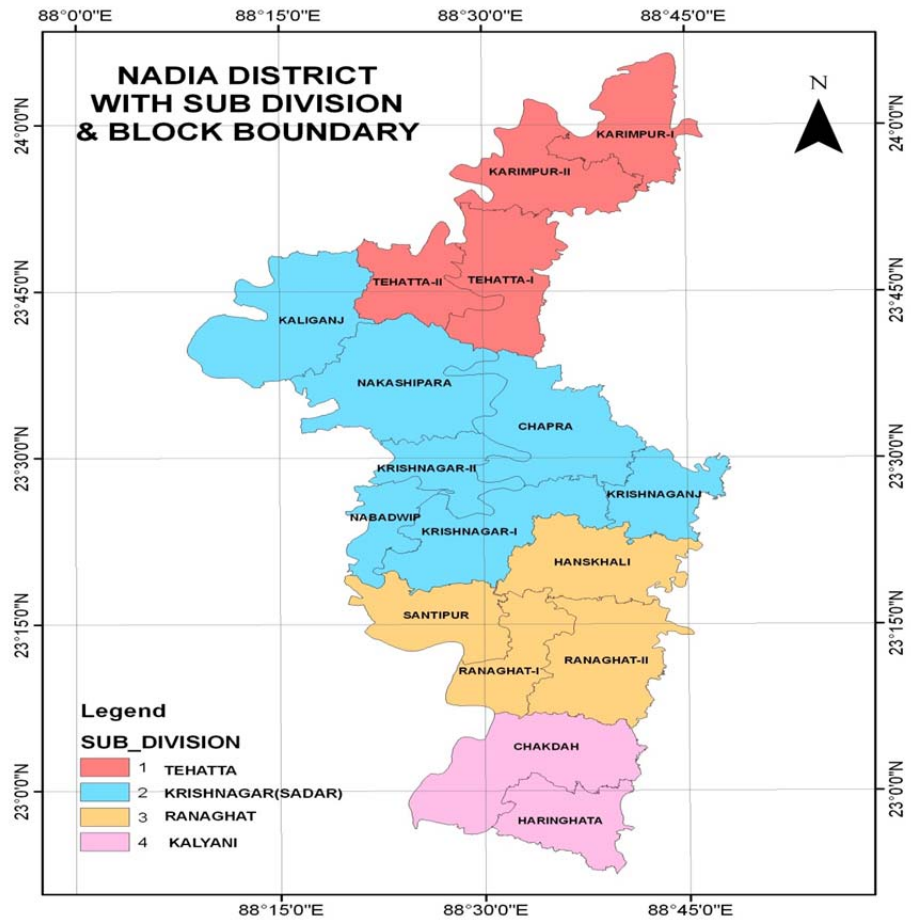
Gram Panchayats

Gram panchayats of Haringhata block/ panchayat samiti are: Birohi 1, Birohi 2, Fatepur, Haringhata 1, Harinhgata 2, Kastodanga 1, Kastodanga 2, Mollabelia, Nagarukhra 1 and Nagarukhra2.

Economy

The Reliance groups have evinced interest in the Haringhata Dairy. They have plans to enter the food business. Consultants have recommended that four government dairies be placed in the joint sector. There are enough opportunities for fresh water aqua culture and lately new entrepreneurs are footing forward with the scope of fisher.

General information

Block area	170.32 sq. km
No. of Gram Panchayats	10
No. of Gram Sansads	129
No. of Mouza	87
No of police station	1

Population

Population	2, 29,826
Male	1,11,733
Female	1,18,093
% of literacy	74.92%
% of male literacy	79.50%
% of female literacy	70.08%

Educational facilities and health facilities

No. of Primary School	120
No. of Secondary School	8
No. of Higher Secondary School	10
No. of Colleges	1
No. of Child Education Centre	34
No. of Library	2
Govt Hospital	1
Govt Health Centre	3
Govt. Clinic	30
Dispensaries	4
.Family welfare centre	30

Fatepur Gram Panchayat at a glance

Fatepur is the one of the gram panchayat of Haringhata block/ panchayat samiti The gram panchayat is bounded on the north by MoUabeila g.p and in the south by the North 24 parganas district and the east by the Nagarukhra GP and Haringhata 1 and 2 in west.

General information on Fatepur Gram Panchayat

Total area	27.685 km2
Total population	28895
Total male	14960
Total female	13935
Pucca road	5 km
Kaccha road	15
Deep tube well	9
Shallow tube well	124
Temple	10
Masjid	14
Total Mouja	17
Total Gram Samsad	18
Total Gram Unnayan Samity	18

High School	3
Primary School	19
Anganwari Centre	42
Health Sub Centre	4
Sishu Shiksha Kendra	3