

CHAPTER-1

Introduction

From biological production to value added marketable product, and exactly this is the phase, Indian agriculture is passing through with pace and character. The present level of entrepreneurship in Indian agriculture is much dominant in vegetable crops rather than in field crops. The transformation process from subsistence farming to agri-preneurship, needs befitting farmers' perception, performing market support, and, to be followed by comprehensive socialization. This socialization is essential because entrepreneurship is basically behavioural trait, not just an adoption of some farm technology . It goes beyond adaptation as well. In technology adaptation, compliances and acclimatization are the essential ingredients, while socialization assimilates the portion of adaptation in the form of socialized behavioural pattern of the individual and social community.

The perception implies analytical knowledge earned by someone through empiricism that is practical application.

In the present study farmers' acquired knowledge and calibrated experiences have been accepted as the perceptual acumen over vegetable enterprise and its subsequent socialization. This perception on vegetable enterprise has been calibrated through a set of variables both qualitative and quantitative in order to estimate the level of entrepreneurship from a score of agro-ecological and socio economic variables.

Objective

1. To generate the basic concept on the status and perception of vegetable cultivation in India.
2. Estimation of level of entrepreneurship, resultant to interaction of seven sub layer predicted variables in terms of a score of agro ecological and socio economic variables.
3. To estimate the nature and direction of interactive relationship between criterionvariables($y_a, y_b, y_c, y_d, y_e, y_f, y_g$) and system variables($x_1, x_2, x_3, x_4, x_5, x_6, \dots, x_{15a}, x_{15b}$).
4. To generate policy implication based on the empirical research impacting on the level of vegetable entrepreneurship and its socialization.