

CHAPTER-1

Introduction

INTRODUCTION

From biological production to value added marketable product and exactly this is the phase, Indian agriculture is passing through. The present level of entrepreneurship in Indian agriculture is much dominant in vegetable crops rather than field crops. The transformation process, from subsistence peasantry into an agriprenurship, needs itself a befitting farmers' perception, and to be followed by comprehensive socialization process as well. This socialization is essential because entrepreneurship is basically behavioral trait, not just adoption of some farm technology prescribed by the expert professionals. . 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 behavioral 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.

The new age agricultural science in India needs a blend of production, productivity and stewardship. This is to be done not just to ensure food security for millions but also to conserve the basics of agricultural production, the soil; water and bio-diversity. Pulse is a crop which can combine the properties of productivity as well as ecological resilience. The crop needs least of investment to ensure an optimum income of the farmer. As an intercrop, pulse has got unique penetration into the existing crop geometry, becoming non intrusive as well as integrative. The Government of India has already initiated a massive pulse popularization programme through ISOPOM which has generated huge participation of the farming Diaspora. With the change in crop geometry, the change in motivation and farmers' psyche is well discernible.

The present research would be organized on a farmer's comparative perception and analytical texts between rice and pulse enterprises on the planks of net return, soil health, bio-diversity conservation, water retention

and so on. When two crop enterprises are matched and compared, the benefits are well discernible and socializing.

The operating social ecology of this study area is expected to support this entrepreneurial innovation with both skill and perception of performing communities. The participation and performance of farmers in the process of production and surplus generation depends on the kind of perceived benefits they are going to accrue. So, we need to have a plethora of functional variables so that they can respond to a new volume of social, economic and ecological interaction.

While, rice in this area has developed a profile of modernization since late seventy's, it has a clear dent of of marketability and profitability in its entrepreneurial evolution, pulse on the other hand, having a renewed entry into the transforming agro-ecosystem of Bengal. Besides, they have got distinctively different phonological growth stages and ecological resilience. Sometimes, pulse is grown as a mixed crop, in other cases it is grown as an alternative to summer rice, a crop which depletes huge volume of ground water, consumes lots of nutrient and investment as well. These stark differences, grown on same land and compete for space, nutrient and affordability, have drawn the attention of the scholastic minds to organize this inquiry.

The objectives of this empirical study have been:

- i) General description and unique features of pulse crop and enterprise.
- ii) A comparative analysis based on selected variables and empirical tools between these two crops

- iii) To isolate different causal factors serendipitously influencing a series of criterion variables.
- iv) To explore the domains wherein micro-level policy can be formulated based on the outcome of this empirical study.