

Chapter-3

Research Setting

A Biswas, S Das, G C Mishra and S K Acharya

Research setting refers to the detailed information of an area, where the study was conducted. The study area generally comprises of a particular geographical area viz. a state, district, block or gram panchayat area selected according to the convenience of the investigator who possess adequate knowledge regarding the location, communication facility etc. of the locality so that he can easily approach each and every corner of the area for data collection. Besides, the investigator must also have the basic knowledge about the socio-demographic background of the people so as to have an easy understanding of their knowledge, attitude and behavior. Thus, a study on Enterprise Ecology in Agribusiness certainly demands a local unique with natural set up, demography, crop ecology, institutional set up and other socio-cultural milieus.

The present study was taken up at Dadpur villages of Balagarh Block in Nadia district of west Bengal. A brief description of the state and 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 in eastern India has a unique social, cultural and ecological background, which influence the living standard and behavioral patterns of the people in many ways. The area of investigation belongs to the Balagarh block of Hooghly district. The area of the study is village Dadpur under Dumurdaha-Nityanandapur - I GP.

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, DakshinDinajpur, Malda, Murshidabad, Hoogly, Howrah, Nadia, Birbhum, Burdwan, Bankura, Purulia, 24 Pargana(N), 24 Pargana(S), PurbaMidnapur, PashimMidnapur and Kolkata. There are more

than 341 Community Development blocks 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.

Table 1: 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/ km ²
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.



Map 1: District Map of West Bengal

Profile of Hooghly District

Hooghly is a district of the state of West Bengal, in the north east of India. It borders with Nadia, North 24 Parganas to the east and Howrah districts to the south, East Medinipur district to the west, and Burdwan district to the north.

Location

Table 2: Geographical Location of Hooghly Dist

Name of the District	Latitude		Longitude	
	North	South	East	West
Hooghly	23 0 01' 20"N	22 0 39' 32"N	88 0 30' 20"E	87 0 30' 15"N

Hooghly is situated in between 23°01'53" and 22°39'11" north latitude and 88°30'09" and 87°30'48" east longitude and about 3,149 km² (1,216 sq mi.) in area. This District is linear in shape with orientation of East- West. The District is Approximately 46 ft. above the mean sea level.

Geographical & Physical features

The soil of the district is composed of recent alluvial 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.

Table 3: Soil of Hooghly District

Major Soils	Area ('000 ha)	Percent (%) of total
1. Clayey	64.84	29
2. Clayey Loam	80.50	36
3. Loamy	76.26	35

Climate

Hooghly has a tropical savanna climate. The annual mean temperature is 26.8°C, although monthly mean temperatures range from 16°C to 33°C and maximum temperatures in Hooghly often exceed 38°C. The main seasonal influence upon the climate is the monsoon. Maximum rainfall occurs during the monsoon in August and the average annual total is above 1,500mm. Moderate northwesterly to northeasterly winds prevails for most of the year with a high frequency of calms. Summer is dominated by strong southwesterly monsoon winds. Winters are comfortable with temperatures lying between 11 to 17°C.

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 Alluvial Zone is the biggest Zone with highest cropping intensity and crop diversity covering the western parts of Malda and DakshinDinajpur, Southern parts of Uttar Dinajpur, eastern part of Murshidabad, Hoogly, Burdwan, Howrah, entire Nadia and northern part of North and South 24 Parganas Climate of this zone is tropical moist sub-humid with rainfall 1427.4 mm, air temperature maximum 35.0 ° C and minimum 15.6 ° (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 loamy, neutral in reaction, with high base saturation and CEC and medium to medium low NPK. Rice is the main crop cultivated in this zone over different land terrains and seasons.

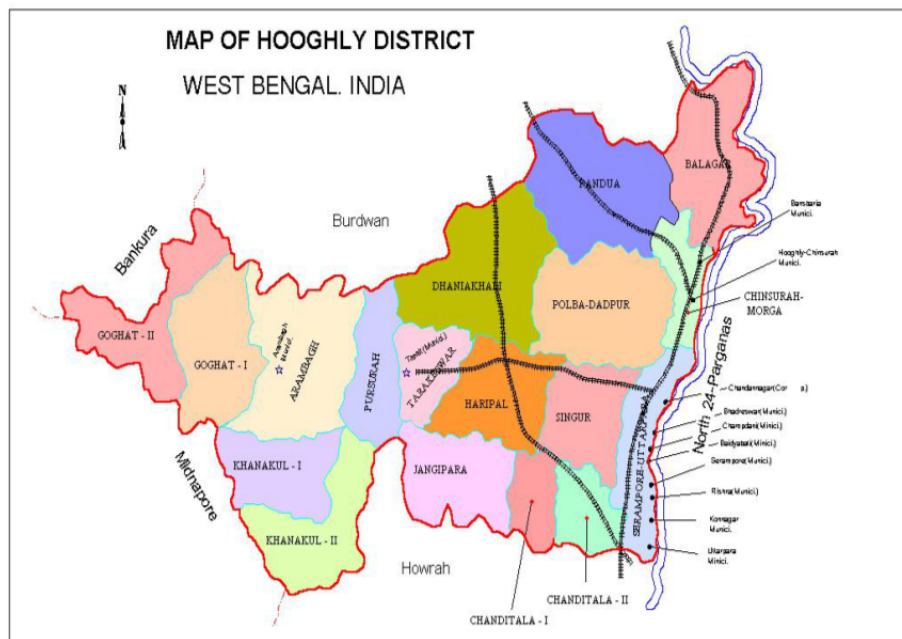
Table 4: DISTRICT PROFILE OF HOOGHLY (GENERAL)

Area	3149 Sq .Km.
Head Quarter	Chinsurah
District Language	Bengali
No. of Sub-Division	4
No. of Blocks	18
No. of Municipality	12
No. of Municipal Corporation	1
No. of Police Stations	23
No. of Village	1886
No. of Gram Panchayat	207
No. of Mouza	1999
No. of Gram Sansad	2364
No. of Municipality ward	292

Table 5: Hooghly District: Census 2011 data

Description	201201	2001
Actual Population	5,519,145	5,041,976
Male	2,814,653	2,589,625
Female	2,704,492	2,452,351
Population Growth	9.46%	15.77%
Area Sq. Km	3,149	3,149
Density/km2	1,753	1,601
Proportion to West Bengal Population	6.05%	6.29%
Sex Ratio (Per 1000)	961	947
Child Sex Ratio (0-6 Age)	952	951
Average Literacy	81.80	75.11
Male Literacy	87.03	82.59

Female Literacy	76.36	67.21
Total Child Population (0-6 Age)	533,210	603,258
Male Population (0-6 Age)	273,116	309,141
Female Population (0-6 Age)	260,094	294,117
Literates	4,078,388	3,333,988
Male Literates	2,211,777	1,883,474
Female Literates	1,866,611	1,450,514
Child Proportion (0-6 Age)	9.66%	11.96%
Boys Proportion (0-6 Age)	9.70%	11.94%
Girls Proportion (0-6 Age)	9.62%	11.99%



Map 2: Block wise Map of Hooghly District

Profile of Balagarh block

Balagarh is a town in Chinsurah subdivision of Hooghly District in the Indian state of West Bengal.

Geography

Balagarh is located at 23°06'34"N 88°27'37"E. Balagarh community development block has an area of 204.34 km².

Gram panchayats

Gram panchayatsof Balagarh block/ panchayatsamiti are: **Jirat**(Sadar), Charkrishnabati, Dumrdaha-Nityanandapur I, Dumurdaha-Nityanandapur II, Ektarpur, **Guptipara I**, Guptipara II, Bakulia-Dhobapara, Mohipalpur, Siza-Kamalpur, Somra I, Somra II and Sripur-Balagarh.

Economy

Balagarh was selected the site for power station by Calcutta Electric Supply Corporation but the project was shelved. According to C.E.S.C.Web Journal of 16th April, 2010 it will be revived by them. Balagarh's economy specially depends on building of country boats and manufacture of tiles which is famous all over India.

Table 6: General information of Balagarh Block

Block area	204.34 sq km
No. of Gram Panchayats	13
No. of Gram Sansads	183
No. of Mouza	183
No of police station	1

Population

Population	214,784
Male	110,242
Female	104,542
% 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

Rural and Urban Population

S.No	Total / Rural / Urban	No of Households	Persons	Males	Females
1.	Total	46,022	214,784	110,242	104,542
2.	Rural	45,019	210,065	107,828	102,237
3.	Urban	1,003	4,719	2,414	2,305



Map 3: Map of Balagarh Blok

Dumurdaha- Nityanandapur I gram panchayat at a glance

Dumurdaha- Nityanandapur I is the one of the gram panchayat of Balagarh block/ panchayatsamiti. The gram panchayat is bounded on the north by Sija- Kamalpur GP and in the south by the Chinsurah- Mogra block and the east by the Hooghly River and Chinsurah- Mogra block in west.

Table 7: General information of Dumurdaha- Nityanandapur I Gram Panchayat

Total area	27.685km ²
Total population	28895
Total male	14960
Total female	13935
Total Mouza	11
Total Gram Samsad	12
High School	3
Primary school	19
Health Subcentre	4
Shishushiksha Kendra	3

Table 8: Dadpur village at a glance

Total Population	1700
Male	840
Female	860
Total agricultural area (Bigha)	692
ShisuSiksha Kendra	1
No. of Primary School	1