

Chapter 1

Prologue

Agriculture is a very ancient, worthwhile and important occupation for the economic development as well as employment generation in India. Almost all the Puranas have made references of fruit like mango, banana, citrus etc. Among these, mango is one of the choicest and ancient fruits known to mankind. Being a useful and delicious fruits it is called as the king of the fruits. Due to this, consumption of mango is also increased day to day. It is generally stated that standard of living of people of the country can be judged by its production and consumption of fruits per capita.

Mango is the symbol of Indian culture and it is not just a fruit, it generates nutritive value with elegance of taste and delicacy for millions in India and beyond, of course mainstay for livelihoods to far more millions.

Mango (*Mangifera indica*) has got both botanical as well as ecological values. While the other dimension of this unique orchard crop has been its ability to cope up with the brunt of climate change and global warming.

The unique farm ecology in which the plantation crop is grown, nurtured and sustained has itself offered a unique opportunity for ecological study. The productive behaviour of mango orchard in terms of yield, marketability and so on are been studied in terms of a

score of socio ecological variables, be called the independent variables.

The ecological as well as economic function is interwoven for any crop whenever these are relocated to the livelihoods and marketability characters.

Mango is the traditional crop vis-a-vis enterprise of district Malda, West Bengal which is both nationally, internationally recognised for unique but qualitative production of this fruit. Three cultivars of mango crop have been already assigned Geographical Indications status by dint of their unique locational as well as geographical properties. Over centuries mango orchards in Malda have been representing and disposing of various economic and cultural outcomes along with economic and managerial terms.

Development of economy of any nation depends primarily on the important role played by entrepreneurs. Farmers who are progressive cannot be identified as agricultural entrepreneurs, but those of them who are entrepreneurs, are essentially progressive farmers. The term "Entrepreneur" can be defined as creative and innovative response to the environment. The entrepreneur is an economic man, who strives to maximize his profits by adopting innovations. They are men with a will to act, to assume risk and to bring about a change through organization of human efforts.

Entrepreneurs play pivotal role in catalysing economic growth as they are by nature job creators. The definition of entrepreneurship has never been differentiate on the basis of enterprises and hence could be extended to agricultural entrepreneurs without any restriction.

1.1 Rationale of the study:

Notwithstanding a spectacular success achieved by Indian agriculture in the decades of 70s, the present day Indian agriculture is suffering from some ecological and as well as institutional constrains and these are most of the field crop varieties are genetically fatigued, the natural resource base supporting

agricultural production function has been degraded alarmingly , the resilience of ecological functions has already been jeopardized and the brunt of climate change has refrained the present factor production from performing to a desired level. With this backdrop, the orchard crops have got some edge on field crops because they can behave in a more adaptive manner and maybe in an apparently non resilient ecosystem.

1.2 Need for study:

There is a need to study this traditional orchard enterprise alongside it's element of technological modernity so that a system approach can well be dovetailed to estimate its ecological and economic deliverables.

Very few researches have been conducted in India on agricultural entrepreneurs and particularly on entrepreneurial behaviour of mango growers in a systematic way. Hence, there is an urgent need to study the production function and entrepreneurial behaviour of mango grower as a factor influencing their adoption of farm technology.

The present day mango entrepreneurs of Malda are suffering from market slag, faulty supply chains, and deteriorating brands, aging of most of the orchards leading to poor productivity and quality as well.

Besides this factors revisiting of same disease pest problems and occurrences of its competency level with the brunt of climate change scenario have offer some concern with this background of the following objectives have been framed up.

1.3 Objectives of the study:

The overall objective of this investigation was to study the mango cultivation in Malda district of West Bengal: The functions of productivity and entrepreneurship.

Following were the specific objectives of the investigation.

1. To delineate the general aspects of mango cultivation in terms of area, production and marketability in Malda district and West Bengal as well.
2. To isolate and elucidate the predictor and predicted variables as operating and characterising the productive and entrepreneurial function of mango in Malda.
3. To estimate the inter and intra level relationship between and amongst the predicted variables related to productive perceptual and entrepreneurial function with a score of agro ecological and socio economic predictors.
4. To generate micro level policy implications based on the empirical studies.

1.4 Limitations of the study:

Limitation of time and resources available with the investigator had set up a limitation for research work. Following were the major limitations.

1. The area of the study was restricted to only one districts; Malda.
2. There is dearth of comparative analysis between mango vs. other orchard crop grown in the similar farm ecology.
3. The number of variables could have been elevated to cover the wider spectrum of mango enterprise in both ecological and managerial terms.
4. The R^2 value could have been elevated, had there been more number of variables with higher relevant values.
5. A profile analysis over a protractile period could have generated a vertical vision, also along with chronological variability, for the present and upcoming researchers.
6. The Total Quality Management (TQM) aspect of this enterprise has not been taken care of to the extent as desirable. Simply because for any enterprise quality is the prime driver for fetching better remuneration and brand as well.