



Research Article

# A study about land use pattern and farming system regarding diversification of agriculture to promote rural entrepreneurship

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**SUMMARY :** The study determined farmers cropping pattern, farming system and land use planning to be an entrepreneurs through adoption of improved agricultural technologies disseminated via Uttar Pradesh diversified support project (UPDASP) in state of Uttar Pradesh India. To get more profit, by farming it is necessary to use the land by adopting various innovative activities to be an entrepreneur. There is need to commercialise and diversify the agriculture so as to achieve more gain per unit of land for income and employment generation and convert agriculture to agri-business. There is also a need to develop entrepreneurship among the farmers in particular and rural masses in general. To convert a farm into an enterprise to business, the identity of the person managing it must change from a farmer to that of farm business operator or an entrepreneur. Covering all aspect of farming system a study was conducted in western Uttar Pradesh. An interview schedule was used to collect data from a sample of 200 farmers. Out of 200 farmers 100 were adopters and other 100 were non-adopters. Results show that 18 per cent adopters and twenty three per cent non- adopters adopt crop sowing with dairying. 10 per cent adopters and 25 per cent non- adopters grew only crops. 1 per cent adopter and none of the non-adopters did crop with poultry. 4 per cent adopters and 1 per cent non- adopters like cereal crop with fruit crop. 12 per cent adopters and 19 per cent non- adopters grew only sugar cane crop. 4 per cent adopters and none of the non-adopters adpled other type of farming viz., bee keepin fisheries, etc.

**KEY WORDS :**

Cropping pattern,  
Farming system,  
Diversification,  
Entrepreneureship

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