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Abstract: Soybean originated in China and was introduced to India centuries ago through the Himalayan routes, and also brought in via Burma (now Myanmar) by traders from Indonesia. As a result, soybean has been traditionally grown on a small scale in Himachal Pradesh, the Kumaon Hills of Uttar Pradesh (now Uttaranchal), eastern Bengal, the Khasi Hills, Manipur, the Naga Hills, and parts of central India covering Madhya Pradesh. Because of its high protein and oil content, and other attributes such as its beneficial effects on soil fertility, several attempts were made in the past to popularize soybean cultivation in India. However, these initiatives were far from successful, mainly because of the inadequate knowledge about its cultivation, lack of high-yielding varieties, lack of marketing, and unfamiliarity with its utilization. An attempt was made to study opportunity of soybean cultivation and prevailing marketing facilities in begusarai blocks, Bihar. Fifty farmers were randomly selected from 10 village in five blocks namely cheriya bariyarpur, dandari, matihani, baliya, khodabandpur. Out of fifty farmers marginal, small, semi medium, medium and large were three, eighteen sixteen, nine, and four respectively. The proportion of irrigated and unirrigated area was 35 and 65 percent respectively on different category of farmers. The average size of holding was around 6.32 acres. Maize was most important crop in cropping pattern on selected farmers. This contributed about 40% in cropped area followed by rice and soybean. The average variable cost of cultivation per acre was rupees 4542 on selected farmers labour and seed cost were major item of expenditure in cost of cultivation of soybean. The average productivity was around 8 quintal and there was no significance difference in the productivity of soybean on selected farmers. The gross and net benefit per acre was estimated to be rupees 15048 and 10506. The benefit per rupees on variable cost was observed to be more than 2 rupees. In the study area there was only one marketing Chanel was prevalent i.e. farmers traders/ middleman for perches of soybean. There was no organized market for soybean produce.

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