

ABOUT THE BOOK

In the realm of Agrarian transformation including social, economic and technological parameters into consideration and with an apparent stagnation of productivity of classical field crop in the Indian Agriculture, the role and impact of horticultural enterprise becoming more and more decisive as well as critical. The study showed that the flower enterprise is a profitable venture. In pre-kharif season, cultivation of Dapati (*Impatiens balsamina*) flower has been adopted by farmers. Rose (*Rosa Sp.*) grown in rabi season, Potato and Wheat are also grown in rabi season. Rose cultivation instead of wheat has been adopted for an alternative profitable option for the farmers in rabi season at least in some fragments of land. Those two flowers found to have more profitability than the other crops grown on those seasons. The factors namely Capacity building, Family assets, Cosmopolitanness, Marketing, Family status, Knowledge are most important contributors in flower enterprise. There are some specific areas where women contribution is found to be very significant. Some important constraints have been identified and suggestive measures have also been recommended.

ABOUT THE AUTHORS



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He is an eminent Professor; previously he was in the Department of Agricultural Extension, Bidhan Chandra Krishi Viswavidyalaya, Mohanpur, Nadia, West Bengal. He did his M.sc (Ag) and Ph D in Agricultural Extension from the same University where he has been in teaching, research and extension assignments over 27 years. By becoming an erudite extension professor and thinker, to his credit, there have been more than 50 research papers published in national and international journals. He has got to his credit authorship four and chapter contributions to ten books and successfully guided four Ph D Scholars and nineteen M.sc (Ag.) students.



Mr. Sourav Paria, born on 7th January, 1992, Assistant Director of Agriculture, Nayagram Block, Jhargram, Dept of Agriculture, Govt of West Bengal.

Previously he was a PhD research scholar for 6 months under University Research Fellowship in the aegis of Bidhan Chandra Krishi Viswavidyalaya, Mohanpur Nadia, West Bengal. He did his B.sc (Ag) from Department of Agricultural Extension, Uttarbanga Krishi Viswavidyalaya, Pundibari Coochbehar and M.Sc (Ag) Department of Agricultural Extension, Bidhan Chandra Krishi Viswavidyalaya. He attended one international symposium in this occasion he was highly appreciated.



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