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*Research Note*

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## Varietal response of *Bela* on productivity and profitability under climate change

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**ABSTRACT :** The FLD was laidout in cluster on eleven farmers fields during *Zaid* season of 2010 at Kannauj district. The pilot area situated in the catchments area of river *Kali*, having loam soil with low fertility status. The main objective of the study was to pluck higher flowers yield, maximum net return and desired recovery of concrete. The secondary objective was to increase the living standard of farm families reeling below the poverty line. The flowers yield of cv. MOGRA SINGLE of *Bela* was recorded by 76.80 q/ha, which was higher by a margin of 16.00 q/ha or 26.31 per cent than the famioliour indigenous cultivar (60.80 q/ha). The maximum gross return of Rs. 307200/ha, net return of Rs. 249540/ha and BCR of 1:5.32 were found with plucking of marketable flowers from raising of cv. MOGRA SINGLE than the gross return of Rs. 243200/ha, net return of Rs. 191000/ha and BCR of 1:4.65 computed under indigenous variety. Therefore, cv. MOGRA SINGLE can be raised on riverine soil for plucking of fancy flowers and improving livelihood security of small and marginal farmers.

**KEY WORDS :** Aromatic plants, Concrete, Fancy flowers yield, *Mogra Single*, Riverine soil

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