

RESEARCH ARTICLE :

Entrepreneurship development in Ladakh (J&K) under DST programme

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ARTICLE CHRONICLE :

Received :

11.07.2017;

Accepted :

25.08.2017

SUMMARY : The agro-climatic condition of the Ladakh is suitable for bulb production and it is rising day by day to meet the domestic demand as well as the demand of the entrepreneurs of the state. Now floriculture is absolutely meant for commercial purpose where small and medium entrepreneurs depend on this farming activity. Ladakh region has a rich potentiality for flower farming and marketing. Floriculture is a fast emerging and highly competitive industry in the Ladakh region. With the continuous introduction of new cultivars and new crops, cultural techniques are changing and hence new products are developing. The government of Jammu and Kashmir has also made some policy for floriculture under the Department of Floriculture. Floriculture provides ample opportunity not only for farming benefit but also vast employment to the people of the Ladakh. Flowers like liliun, tulip, gladiolus, rose and marigold are some of the flowers which have a large demand over the years and now it has been meant for export purpose.

KEY WORDS :

Entrepreneurship,
DST, bulb production,
liliun, protected
cultivation, Ladakh

How to cite this article : Bhat, Z.A., Sheikh, M.Q., Baba, Z.A., Hamid, Burhan and Bhat, R.A. (2017). Entrepreneurship development in Ladakh (J&K) under DST programme. *Agric. Update*, **12** (TECHSEAR-10) : 2823-2829.

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