A field experiment was carried out during the Kharif season of two consecutive years 2014 and 2015 at Instructional Farm, Jaguli, Bidhan Chandra Krishi Viswavidyalaya, Nadia, West Bengal with the focal objective to improve the jute seed yield in white (Capsularis) jute by adoption of agrotechniques like dates of sowing and topping. The Capsularis variety JRC-698 was sown in three different dates (1st-15th June, 2nd-15th July and 3rd-15th August) with 4 topping (clipping of apical portion) operations performed at 30, 45 and 60 days after sowing (DAS) and no topping as control. Significant variations were observed on the performance of the crop under the different treatment combinations except in case of test weight. Results showed that among all the three dates of sowing, 15th June sown crop recorded maximum seed yield of 295.02 kg ha\(^{-1}\) and 333.67 kg ha\(^{-1}\) leading to higher gross return (Rs. 73926.75 ha\(^{-1}\) and Rs. 83457.25 ha\(^{-1}\)), higher net return (Rs. 46776.75 ha\(^{-1}\) and Rs. 54957.25 ha\(^{-1}\) ) and high B:C ratio of 2.72 and 2.93 in 2014 and 2015, respectively. Topping at 45 DAS exhibited superior performance with regard to all the yield parameters and gave higher seed yield (319.63 kg ha\(^{-1}\) and 358.1 kg ha\(^{-1}\) ) over other topping treatments which resulted in higher B: C ratio of 2.33 and 2.58 in 2014 and 2015, respectively. Among the treatment combinations, the best treatment observed was the first date of sowing (15th June) and topping at 45 days (30th July) which resulted in the highest seed yield of 353.76 kg ha\(^{-1}\) and 394.10 kg ha\(^{-1}\) leading to highest gross return of Rs. 84963.20 ha\(^{-1}\) and Rs. 95587.00 ha\(^{-1}\), highest net return of Rs. 52963.20 ha\(^{-1}\) and Rs. 62087.00 ha\(^{-1}\) and best B:C ratio of 2.66 and 2.85, respectively in both the years.