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Effect of gibberellic acid (GA_3) and cycocel (CCC) on plant growth and yield of strawberry (*Fragaria* × *ananassa* Duch.) cv. Chandler

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ABSTRACT : The present studies made to improve the growth and yield of strawberry production in sub-tropical areas with the use of plant growth regulators (PGRs). Two PGRs namely GA3 (50, 75, 125, 150 and 200ppm) and cycocel or CCC (250, 500, 750, 1000, 1250 and 1500ppm) were tested during the course of investigation. The various treatments, 200ppm GA3 proved best in respect of plant height (45.27 cm), number of leaves per plant (14.00), plant spread (28.23cm), petiole length (13.49cm), Number of runners per plant (5.27), the highest values for Number of flowers per plant (7.73), number of fruits (6.87), fruit yield (358.80g/plant) were recorded with the use of 500ppm cycocel. Strawberry plants treated with highest concentration of cycocel i.e. 1500ppm took least number of days to produce first flower (52.73 days) and fruit bud development (58.33 days) after planting.

Key Words: Strawberry, Gibberellic acid, Cycocel, Yield, Fruit quality.