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## Effect of plant growth regulators on flower yield, vase life and economics of dutch rose (*Rosa hybrida* Linn.) cv. 'PASSION' under polyhouse condition

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**ABSTRACT :** The experiment was carried out at Hi-Tech Horticulture Park, Department of Horticulture, College of Agriculture, Junagadh Agricultural University, Junagadh during 2008-09. The experiment was laid out in a Randomized Block Design (RBD) with three replications and nine treatments comprising of four levels each of GA<sub>3</sub> (50, 100, 150 and 200 ppm) and CCC (1000, 2000, 3000 and 4000 ppm) along with control (Water spray) in protected condition. Among all treatments, an application of GA<sub>3</sub> 200 ppm is most effective treatment for increasing number of Flowers per plant, number of flowers per square meter, number of flower per hectare and vase life of rose flowers. From Economic point of view, GA<sub>3</sub> 200 ppm was found beneficial as compared to rest of the treatments. The highest net returns and CBR were obtained with GA<sub>3</sub> 200 ppm.

**KEY WORDS :** Rose, Plant growth regulators, Yield, Vase life, Economics

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