The phalsa (Grewia asiatica L.) belongs to the family Tiliaceae that yields delicious fruits of edible quality. India is considered to be the home of phalsa. Phalsa is one of the most popular sub-tropical and tropical fruit crops. It is commercially cultivated in Punjab, Haryana, Uttar Pradesh and Andhra Pradesh. In Gujarat it is grown in some parts of Ahmedabad, Vadodara, Kutch, Valsad and Saurashtra region. Phalsa is the most commonly used vernacular name for these fruits in India where there are several other dialectal names in customary usage for it—phalsa, dhamin and shukri in Hindi, Punjabi and Bengali, respectively. Botanically the fruit is a berry and highly delicious, sour to sweet in taste, with a desired pleasant flavour. It has a cooling effect. Ripe fruits contain 50-60 per cent juice, 10-11 per cent sugar and 2.0-2.5 per cent acid and good source of vitamin A and C. They are also a fair source of phosphorus and iron. The phalsa is usually propagated through seeds. It can also be grown from stem cuttings but they are difficult to root. The best time of planting is February when the seedling can be taken from the nursery beds without the earth ball. Audus (1959) counted three factors responsible for the growth and development of plants. These are nutritional, genetical and hormonal. Crop improvement through genetically change is rather a difficult and time-consuming task while the other two are easy. The use of plant growth regulator like GA$_3$ (Gibberellic acid) has proved effective for increasing the size of berry or fruit and improved quality in crop like grape, citrus, ber etc. In phalsa, GA$_3$ (40 ppm) had been found to increase the fruit size and total yield (Randhawa et al., 1959). As soon as the phalsa fruits are harvested, they should be sent to market immediately for sale for its perishable nature. Sometimes growers do not get satisfactory market price for the production. So it would be desirable to delay or to hasten the maturity of fruits. To serve the above purpose growth promoters or growth retardants are...