Wiratchaya Charucharitra 2010: Studies on Potentiality of Ankarb-Doi (*Strobilanthes glaucescens* Nees) for Dried Flower Crop Production. Master of Science (Agriculture), Major Field: Horticulture, Department of Horticulture. Thesis Advisor: Associate Professor M.L. Charuphant Thongtham, M.Sc. 115 pages.

Studies on potentiality of Ankarb-Doi (*Strobilanthes glaucescens* Nees) as a raw material for dried flower production. A study on the levels of consumer satisfaction as dried ornamental production was done by sending of questionnaires with the total of 232 samples. Ankarb-Doi obtained received the most satisfaction because of the novelty of the new product. In addition, the botanical characteristics, life-cycle and growth to increased productivity were investigated at Pangda Royal Station, Amphoe Samoeng, Chiang Mai and Kasetsart University, Bangkok during 2008-2010.

The objective of this work aims to determine the effects of planting date (15 Sep, 15 Oct and 15 Nov) as a main plot and chemical fertilizer level (0 (no fertilizer), 10, 20 and 30 g/plant) as a sub plot. The results showed that planting date significantly affected plant height, canopy width, total yield and quality of inflorescent. Early planting date (15 Sept.) produced highest dried weights of inflorescent per plant on the 1^{st} and 2^{nd} harvested and gradually decreased in the later planting date. Considering the influence of the chemical fertilizer level, it was found that the chemical fertilizer at different level did not affect the plant growth either height, canopy width, yield and quality of inflorescent. From this investigation, it can conclude that the planting date is the most important factor for the growth and yield components of this wild plant species under the cultivation at 700 meters of Chiang Mai province for dried flower crop production.

Student's signature

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