The present study was designed to study the effect of different growing media (formed on volume basis with soil, sand, FYM, vermi compost, coco peat and rice husk) on the vegetative growth, yield and quality of Gerbera cv. Zingaro at Net House, College Nursery, N. M. College of Agriculture, Navsari Agricultural University, Navsari. The results indicated that the different growing media had significant effect on most of the vegetative growth characteristics, flowering and flowering parameters. Maximum number of healthy growing leaves per plant, leaf length and breadth and plant spread were recorded in treatment T₆ [Coco peat : Rice husk : Vermi compost (1:2:1) v/v], it was at par with T₇ [Coco peat : FYM (1:1) v/v]. Minimum days required for bud initiation was recorded in treatment T₉ [Rice husk : FYM (1:1) v/v], it was at par with T₇ [Coco peat : FYM (1:1) v/v]. Days to first flowering were recorded minimum in treatment T₇ [Coco peat: FYM (1:1) v/v]. Maximum number of flowers per plant was recorded in treatment T₈ [Coco peat: Vermi (1:1) v/v] however it was at par with T₆ [Coco peat: Rice husk: Vermi compost (1:2:1) v/v]. Maximum number of flowers per plant was recorded in treatment T₇ [Coco peat: Vermi compost (1:2:1) v/v], it was at par with T₆ [Coco peat: Rice husk: Vermi compost (1:2:1) v/v]. Longevity of flower in situ as well as the vase life were recorded maximum in treatment T₇ [Coco peat: FYM (1:1) v/v]. Economics of different treatments revealed that the maximum benefit cost ratio (1.22:1) was observed in T₅ [Coco peat : Rice husk : FYM (1:2:1) v/v] followed by T₆ [Rice husk : Vermi compost (1:2:1) v/v]. It can be recommended that to produce high quality of gerbera plants for different decorative purposes in landscaping and commercial cut flower production, a mixture of Coco peat : Rice husk : FYM (1:2:1) v/v is most economical.

**Key words:** Gerbera jamesonii, Growing media, Flowering, Coco peat, Rice husk.