The modern cultivated strawberry (Fragaria × ananassa Duch.) is one of the most delicious, refreshing and nutritious soft fruit of the world. Increasing need for enhanced crop productivity due to ever increasing population necessitates adequate amount of plant nutrition. Integrated Nutrient Management involves judicious use of organic, inorganic and microbial sources in such a way that it sustains optimum yield, improves and maintains the soil physical, chemical and biological properties, which can bring about an equilibrium between degenerative and restorative activates in the soil environment. A field experiment was carried out during 2013-14 and 2014-15 to see the effect of INM on growth, yield and quality of strawberry cv. Sweet Charley with 21 treatments with different combinations of organic and microbial sources of nutrients (Compost, Poultry manure, Vermicompost, FYM, Azotobacter and PSB) replicated thrice with 18 plants per replication in Randomized Block Design. Observations were recorded for vegetative growth, fruit yield, quality and chemical properties of soil. In different combinations (organic manure+ biofertilizers and organic manure) the treatment T15 (Vermicompost (5 tonnes) + Poultry manure (2.5 tonnes) + PSB+ Azotobacter) recorded highest plant height, plant spread, number of leaves and leaf area and T17 (FYM (5 tonnes) + Vermicompost (2.5 tonnes) + PSB+ Azotobacter) recorded highest petiole length. Plant supplied with T15 (Vermicompost (5 tonnes) + Poultry manure (2.5 tonnes)+ PSB+ Azotobacter) registered earliest flowering and T17 (FYM (5 tonnes)+ Vermicompost (2.5 tonnes)+ PSB+ Azotobacter) highest number of flowers per plant. The maximum fruit weight, number of fruits per plant and yield were recorded with plants treated with a T15 (Vermicompost (5 tonnes)+ Poultry manure (2.5 tonnes)+PSB +Azotobacter) followed by T18 (Poultry manure (2.5 tonnes/ha)+ FYM (5 tonnes/ha)+ PSB +Azotobacter) and T17 (FYM (5 tonnes/ha)+ Vermicompost (2.5 tonnes/ha) + PSB+ Azotobacter) treatment. The application of T15 (Vermicompost (5 tonnes/ha) + Poultry manure (2.5 tonnes/ha) +PSB + Azotobacter) was found to more effective in decreasing the Electrical conductivity and pH of soil. The maximum residual organic carbon, available nitrogen, phosphorus and potassium was found in T15 (Vermicompost (5 tonnes/ha) + Poultry manure (2.5 tonnes/ha) +PSB + Azotobacter). However, the maximum Benefit: Cost ratio (3.62:1) was recorded in the T17 (FYM (5 tonnes/ha) + Vermicompost (2.5 tonnes/ha) + PSB+ Azotobacter) than T15 (Vermicompost (5 tonnes/ha) + poultry manure (2.5 tonnes/ha) +PSB + Azotobacter) due to its lower cost of production. The highest yield and best quality fruit were recorded in the combination of T15 (Vermicompost (5 tonnes/ha) + Poultry manure (2.5 tonnes/ha) + PSB+ Azotobacter).

Key words: strawberry, organic manure, biofertilizers, vegetative growth, soil properties.