



MR. JITESH PATEL
(PROGRESSIVE FARMER)
KNOWN AS POTATO KING



The Gujarat Potato Revolution: A Story of Two Breakthroughs

How a community of farmers turned crisis into opportunity, twice.

2003: A Crisis in the Fields

Before drip irrigation, farming in the region was a high-stakes gamble against nature. Scanty rains and reliance on inefficient flood irrigation led to a critical situation.

50%

Land Fallow

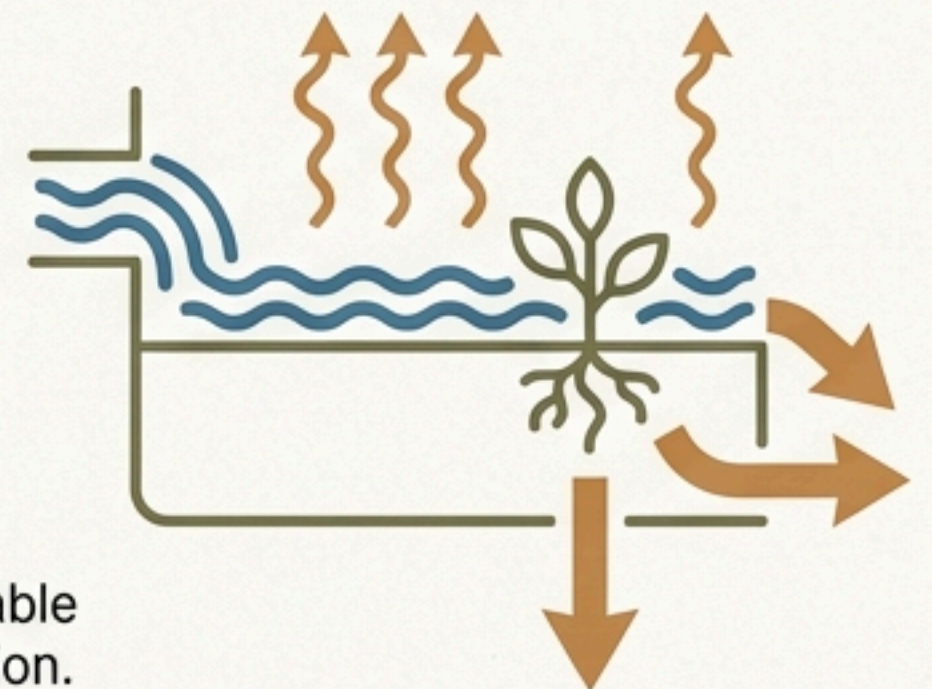


Half of all productive land was left uncultivated due to water scarcity—a total loss.

30

MT/Hectare

The maximum yield achievable with traditional flood irrigation.



The First Leap of Faith: Choosing Advisory Over Credit

In 2002, we faced a critical choice. Jain Irrigation offered systems on credit. Netafim asked for advance payment but promised comprehensive agronomical support and a new inline drip system.

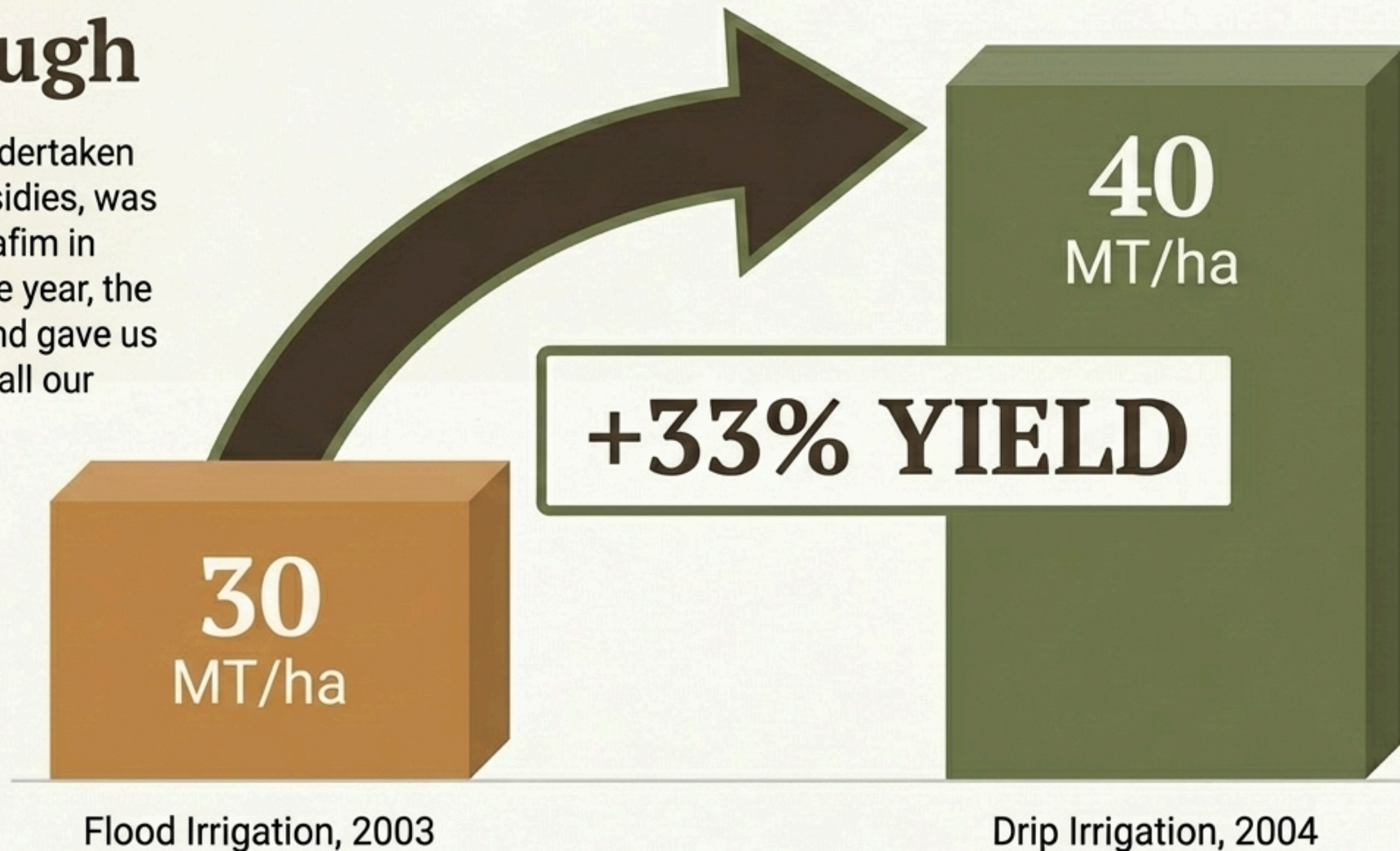
We made a pure **business decision to invest in knowledge.**



“We choose advisory.”

The 10-Tonne Breakthrough

The 80-hectare project, undertaken without any grants or subsidies, was the first of its kind for Netafim in Indian potatoes. In just one year, the results were undeniable and gave us the confidence to convert all our land to drip irrigation.



A 45-Minute Meeting that Shaped State Policy

In 2004, our success attracted the attention of then-Chief Minister Narendra Modi. In a one-on-one meeting, we shared our business ROI and a 30-point list of farmers' pain points. This conversation directly influenced the creation of the Gujarat Green Revolution Company (GGRC) in 2005, which institutionalized support for farmer funding and banking linkages.

2004



Meeting with CM
Narendra Modi

Input: 30 Farmer Pain Points & ROI Data

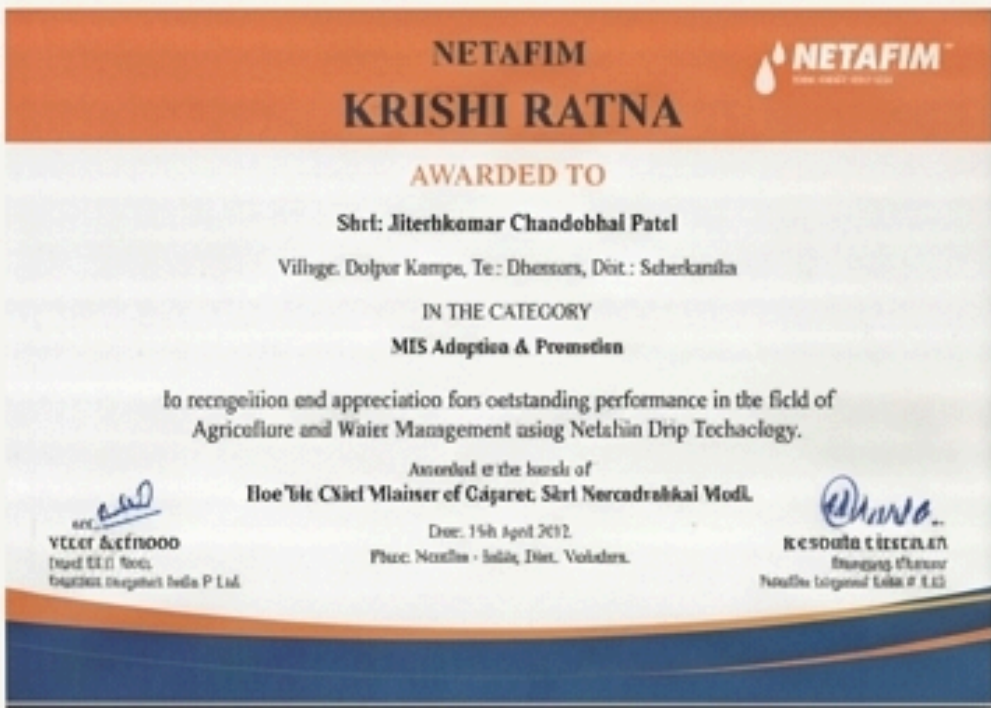
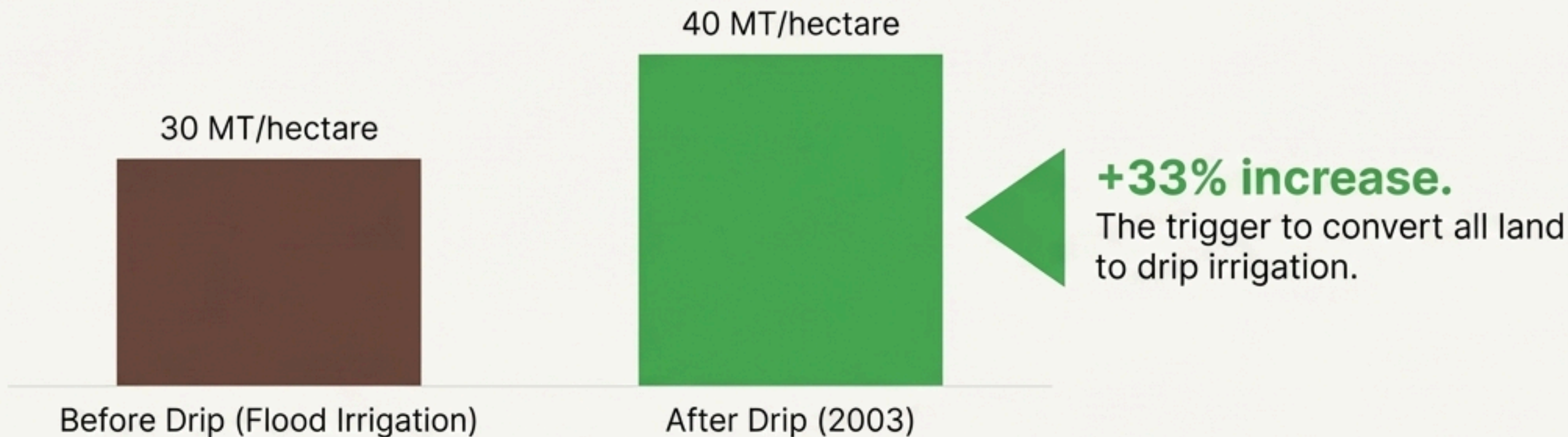
2005



Gujarat Green Revolution
Company (GGRC) Established

State-wide Farmer Support
Institutionalized

Immediate Impact: From 30 to 40 Metric Tonnes per Hectare



Netafim Krishi Ratna

Awarded on 15th April 2012 by then-**Chief Minister of Gujarat, Shri Narendra Modi**, for outstanding performance in Agriculture and Water Management using Netafim Drip Technology.





Jitesh Patel felicitated by the Hon'ble Chief Minister of Gujarat

A Legacy of Leadership: Industry-Wide Recognition



Global Potato Conclave 2020: Best Farmer Award

For excellence in potato farming
and enhancing productivity.



Global Potato Conclave 2020: Potato Achievers Award

For outstanding contributions in
Production of processing potatoes.



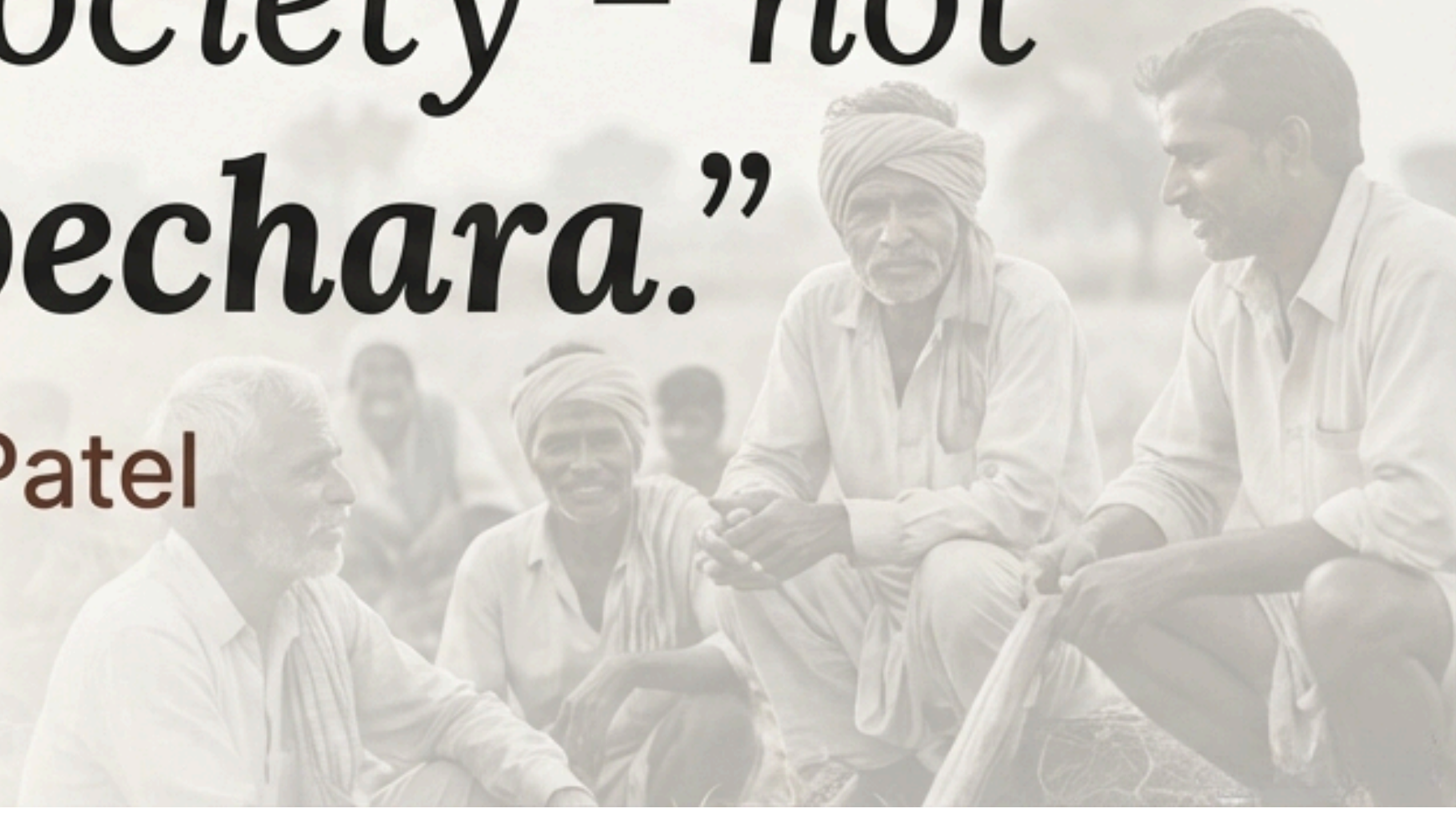
Aspee Farmer of The Year Award 2015

For efficient management of land,
water, finance and manpower.

A Mission Beyond Yields: Restoring Dignity to Farming

“I want to make every farmer respectful in society – not treated as bechara.”

— Jitesh Patel



A Decade of Growth and Refinement

The following decade was marked by continuous improvement. Fine-tuning our agronomy, adopting high-value processing varieties for contract farming (2006), and using Technico G3 seeds (2007) pushed our yields even higher.

Yield Progression (2004-2015)



The New Crisis: When More Wasn't Better

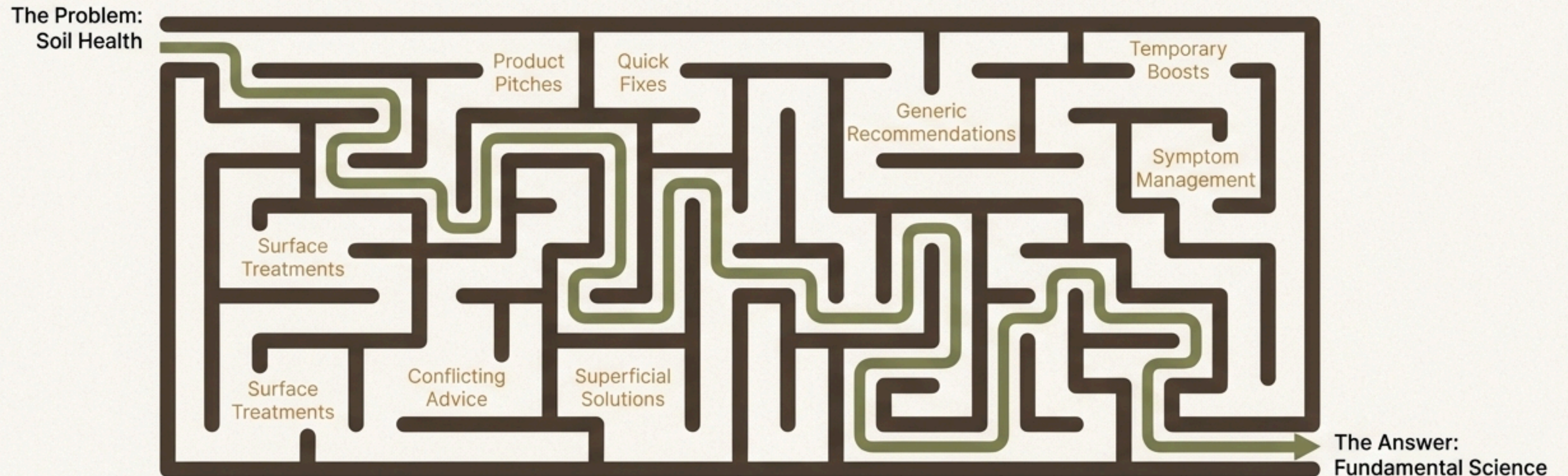
Around 2012, a new set of challenges emerged. Despite reaching peak production and even investing in our own cold storage in 2015, we suffered huge losses. The quality, disease resistance, and shelf life of our potatoes were declining. Our successful model had hit a wall.

- New Diseases
- Declining Quality
- Reduced Storage Shelf Life



In Search of a Deeper Solution

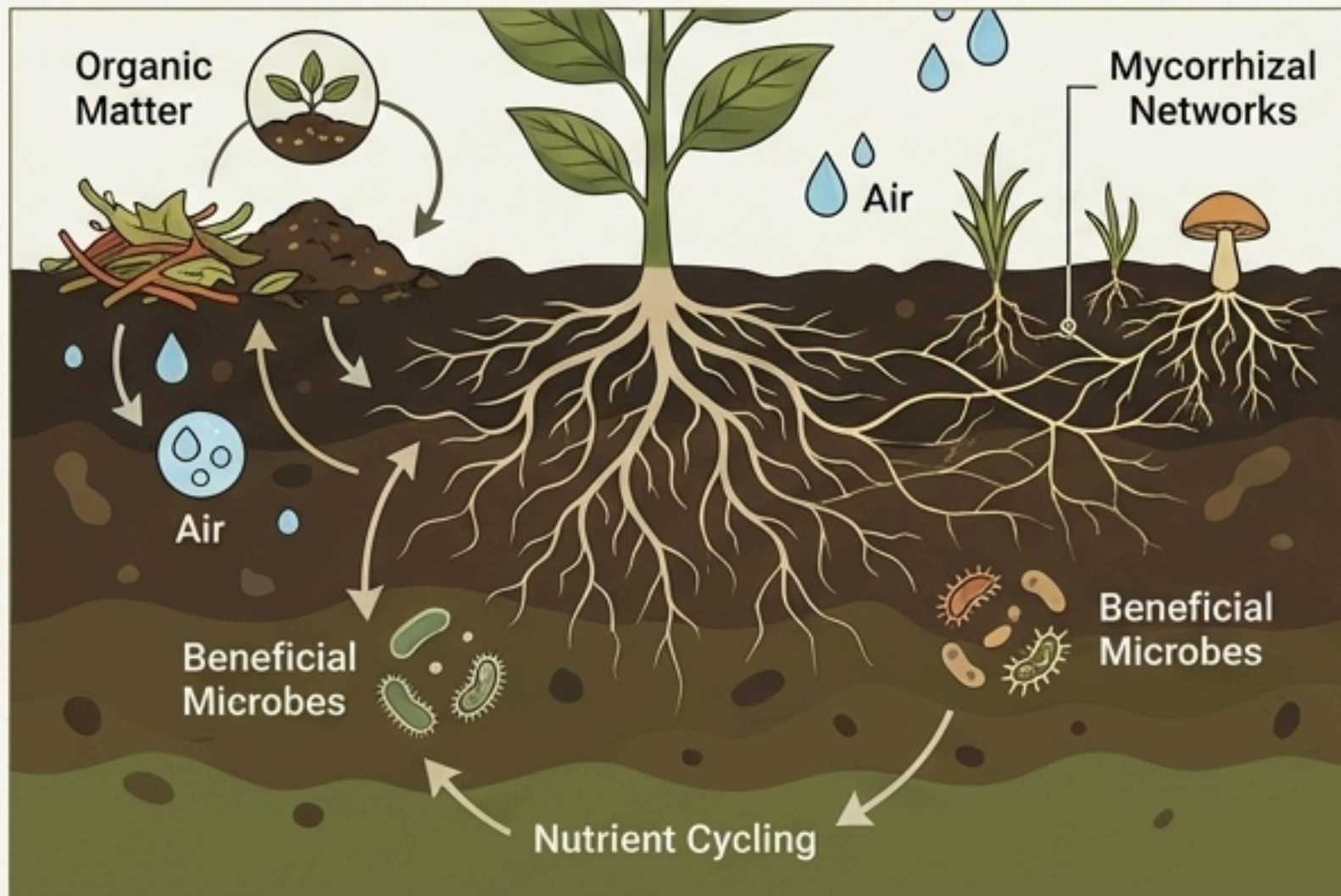
The problem wasn't a lack of options. We tried products and advice from over 100 companies, but all were in vain. The solutions offered were superficial. We realized we needed a partner with a core research background who understood the fundamental science of the soil.



"Huntin Organics is the only company who dares to share the real science and logic which no single company even know today."

The Second Leap: Betting on Soil Science and Automation

We partnered with Huntin, who took on the challenge of improving our soil health based on scientific principles and practical, on-farm validation. In parallel, we made another “pure businessman” plunge: becoming the first in India to import a Grimme automatic harvester from Germany, tying soil improvement diprovement directly to operational efficiency.



The Soil Revolution: More Yield, Less Input

The focus on soil health fundamentally changed our business model. By rebuilding the soil, we not only surpassed our previous yields but did so more efficiently and sustainably.



-15-20%

Reduction in Fertilizer



>50 MT/ha

Current Yield

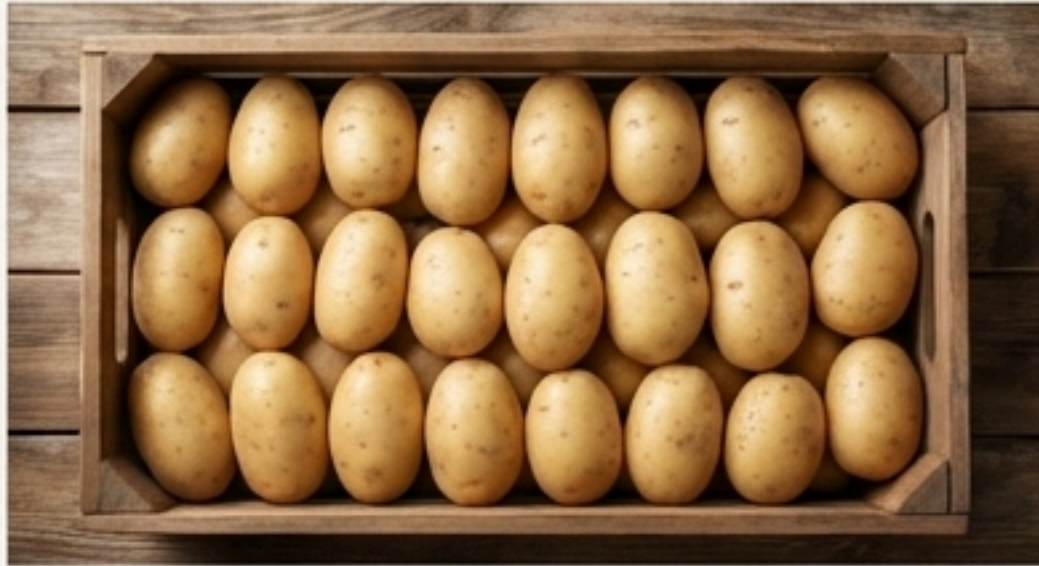


Improved

Soil Quality &
Water Retention

The True Measure of Success is Quality

The most significant gains have been in the quality and marketability of our produce. These improvements have a direct impact on profitability and long-term sustainability.



More uniform size and shape



Highest storage shelf life



Zero damage during harvest



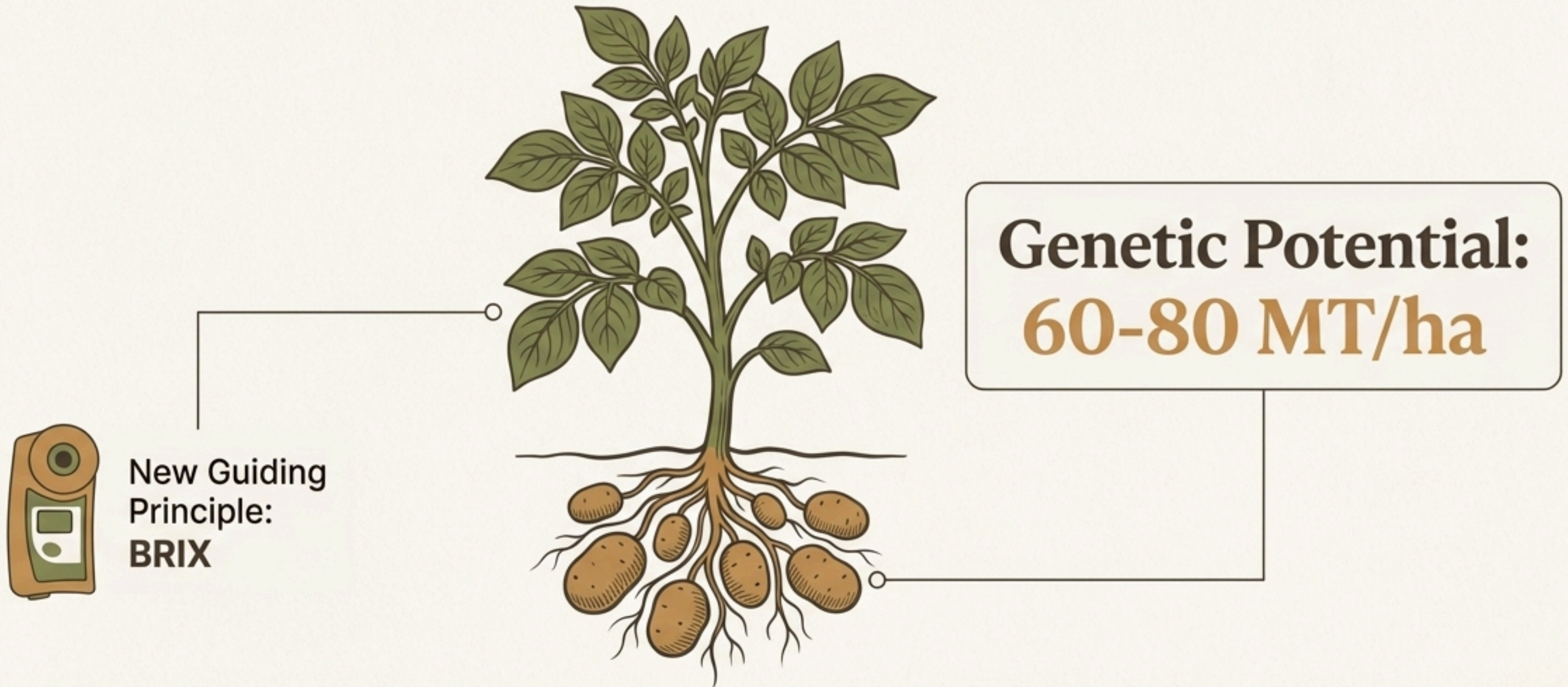
Higher TSS (Total Soluble Solids)

with **Huntin** team Brix science

- Highest storage shelf life
- More uniform size and shape
- Zero damage during harvest
- Less irrigation required
- Higher TSS (Total Soluble Solids)

The New Frontier: The 80-Tonne Horizon

Our work with soil science revealed a startling fact: every plant has a genetic potential to produce a yield of 60-80 MT/ha. This is our new target. We are now working in small, deliberate steps to unlock this potential, using **brix** (a measure of plant health and quality) as our guiding principle.



A group of approximately ten Indian farmers, including men and women of various ages, are standing in a vast, lush green agricultural field. They are dressed in traditional Indian attire, such as saris and kurta. The field is filled with rows of young green plants, and the background shows a clear sky and distant trees. The overall atmosphere is one of pride and success in farming.

A Mission for Indian Agriculture

This journey has been about more than our own success. It has created a proven model for profitable, sustainable, and high-tech farming in India.

“As a Human Being and A real farmer friend - I wish I can help every Indian Farmer to take advantage of our learnings and take Indian Farmers to new heights by making Maximum Profits.”



Our Foundation for the Future

We are building a legacy that goes beyond yield, focusing on what we leave behind for the next generation.

1. Zero Residues and Soil Wealth
for the Next Generation.

2. Our Slogan: **Zero Chemical Fungicide
in Soil and Seed Treatment forever.**