



Green Perfect Plant

Tissue Culture Lab





About Company

Green Perfect Plant (GPP) was established in 2020 by a consortium of family businesses, including traders, gas stations, dairy farms, poultry farms, and agriculture farming enterprises. The primary focus of GPP's Tissue Culture Laboratory is to produce disease-free Seed Potato. Organization is also working on Banana, Philodendron and Gerbera plants.

GPP is dedicated to offering healthy planting stocks to potato farmers by utilizing advanced tissue culture techniques. Additionally, GPP has formed a partnership with "Sarp" a renowned British seed potato company, to locally multiply and produce their diverse range of seed potato varieties.



Our Vision

Our vision is to provide food security to the people and produce exportable surplus for earning foreign exchange and alleviate poverty through increased farm income and employment opportunities. Production of pre-basic virus-free seeds of potatoes of the approved & public (free from breeder rights) potato varieties will enhance the average yield of potatoes by the dissemination of high-quality seeds to the farming community at an affordable rate.

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The Problem



Potato is the third major cash crop in Pakistan, cultivated across approximately 300,000 hectares. However, due to the poor quality of domestic seeds, the country relies on imports of 15,000 to 20,000 tons of potato seeds annually, primarily from Europe. The associated monetary value of these imports is approximately Rs.2,823 million (equivalent to approximately 11 million USD).

The importation of these goods can exert detrimental effects on our economy, leading to an escalation in seed prices that poses affordability challenges for small-scale farmers. This situation arises due to heightened market competition and dollar rates. Consequently, small farmers, who heavily rely on reasonably priced inputs, find it increasingly arduous to meet these elevated costs. Furthermore, an excessive dependence on imports can undermine the development of self-sufficiency and resilience within our domestic agricultural sector, impeding its growth and stability

Our Business

Solution And Benefits

- This transformative project will have significant benefits for the potato core area, positively impacting over 10 million people. It addresses the crucial issue of quality seed potatoes, benefiting both farmers and consumers.
- The project aims to increase potato production by introducing innovative techniques, promoting best practices, and providing technical support. This will meet the growing demand for potatoes and enhance productivity.
- The project aims to reduce production costs by implementing efficient practices, optimizing resources, and promoting sustainable farming techniques. This will enhance farmers' profitability and long-term success.
- The project seeks to enhance the export of ware potatoes by ensuring high-quality seeds and meeting stringent quality standards. This will open up new export opportunities, leading to economic growth and improving the country's position in global agricultural trade.
- The project aims to reduce reliance on seed imports by promoting local production and distribution of high-quality seed potatoes. This strengthens the agricultural sector, enhances food security, and fosters sustainable growth.
- In summary, this project positively impacts the potato core area by addressing seed potato quality, increasing production, reducing costs, promoting exports, and decreasing import reliance. It benefits farmers, consumers, and the region's economic well-being while ensuring the growth and sustainability of the potato industry.



Business Model

GPP aims to produce high-quality, disease-free seed potatoes specifically targeting small landholding farmers. The focus is on providing quality seeds at a lower price, which is cost-efficient and plays a crucial role in potato production.

In the initial phase, GPP plans to utilize modern techniques, potentially including an Aeroponic system in the near future. This indicates the organization's commitment to adopting advanced agricultural methods to enhance seed potato production.

By offering disease-free, high-quality seeds at an affordable price, GPP aims to contribute to the improvement of potato cultivation and ultimately benefit small-scale farmers. It indicates a focus on ensuring accessibility to quality seeds, which can have a positive impact on overall potato production in the targeted region or area of operation.





Multiplication Procedure

The multiplication of potato varieties is an ongoing process that involves rigorous testing (Virus Free) and selection. Performance of ELISA test and tagging of healthy plants of the seed potato varieties Meristem collection from healthy plants of the seed potato varieties . After cultivating a plant in a controlled environment such as a greenhouse, the resulting seeds(tubers) are obtained. Tubers are then harvested from these plants and propagated vegetatively from one tuber to another. Through a meticulous six-step process of propagation and testing conducted annually, only the highest-quality tubers are retained as superior seed. These selected tubers are subsequently transferred to the farmers for cultivation.





Future Goals

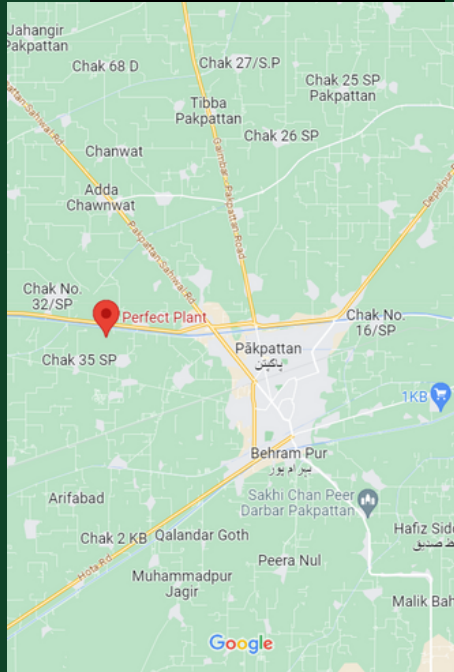
GPP demonstrates a strong commitment and clear vision to collaborate with its stakeholders, recognizing the importance of exchanging expertise and providing training opportunities to farmers. The organization aims to achieve this by organizing training workshops, demonstrations, and similar activities.

By actively engaging with stakeholders, GPP intends to foster knowledge sharing and capacity building among farmers. This approach emphasizes the organization's dedication to empowering farmers with the necessary skills and knowledge to enhance their agricultural practices.


Furthermore, GPP extends an invitation to other enterprises, welcoming them to join forces in generating opportunities that can contribute to improving the economic situation of the country. The organization recognizes the importance of collective efforts and partnerships to address challenges and create a positive impact in Pakistan.

GPP's ultimate goal is to ensure food security for the people of Pakistan. By working together with stakeholders, exchanging expertise, and creating collaborative opportunities, GPP aims to contribute to the overall welfare of the country and support initiatives that promote a sustainable and secure food supply for its population.






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