NEWS | SOIL HEALTH

# PepsiCo India champions soil health through Project Mitti Didi in West Bengal

Lay’s has introduced Mitti Ki Chitthi, a lyrical film that gives voice to the soil, celebrating the deep and often unspoken bond between farmers and the land they tend

By **Sanjiv Das** | June 20, 2025




Soil health

> WordPress post #36368

*Lay’s has introduced Mitti Ki Chitthi, a lyrical film that gives voice to the soil, celebrating the deep and often unspoken bond between farmers and the land they tend*

PepsiCo India has launched 10 Mitti Jaanch Kendras in West Bengal to promote scientific soil testing and support smart farming practices.

Alongside this initiative, Lay’s has introduced Mitti Ki Chitthi, a lyrical film that gives voice to the soil, celebrating the deep and often unspoken bond between farmers and the land they tend with care and devotion.

Reaffirming its commitment to regenerative agriculture and environmental stewardship, PepsiCo India announced 10 Mitti Jaanch Kendras (soil testing centres) now operating in West Bengal. These specialised soil testing centres, run by trained women (popularly known as Mitti Didi) provide farmers with faster, more accessible insights into soil health, supporting them to care for their land more effectively.

The launch of soil testing centres was inspired by the need to provide farmers with precise and actionable insights into their soil health. By understanding the nutrient composition, pH levels, and other critical parameters of their soil, farmers can make informed decisions about crop management, fertiliser application, and soil amendments. This targeted approach enhances crop yields.

To bring this thought to life emotionally, PepsiCo India’s Lay’s has also unveiled Mitti Ki Chitthi, a lyrical letter from Mother Earth to the farmer, celebrating the silent, steadfast bond between the soil and those who nurture. As a mother would write to her daughter, the Earth lovingly expresses gratitude, offers wisdom, and gently reminds her of the balance, care, and attention she needs to thrive. Told through evocative visuals and a poetic narrative, the film brings to life the deep, unspoken bond between farmers and the land they nurture — reinforcing that when we care for the Earth, it cares for us in return.

Anukool Joshi, Director Agro, PepsiCo India, added, “Soil is the starting point of everything we do in agriculture, and understanding it well is key to growing quality crops sustainably. With the

Mitti Jaanch Kendras, we aim to provide farmers with access to scientific, data-backed insights that help them make better decisions — whether it's choosing the right nutrients or managing resources efficiently. This initiative is a step forward in our ongoing commitment to supporting farmers with the right tools and knowledge, and Mitti Ki Chitthi beautifully captures the spirit of that relationship between the farmer and the land."

"I've been part of PepsiCo's farming programme for ten years now," said Tapasi Paul, a farmer from Balitha village in Bankura district. She further added, "This year, I got my soil tested through the 'Mitti Didi' project and received the report on time. I applied the recommended fertiliser dosage in my field. As a result, my cultivation costs went down, and soil health improved. On my 4 katha (0.08 acres) of land where I followed the recommendations as per the report, I harvested 27 bags of chip-grade potatoes. In comparison, on the land where I used traditional methods, I got only 5 bags per katha (0.02 acres). I'm thankful to PepsiCo for bringing soil testing to us."

This spirit of care runs deep in PepsiCo India's agricultural vision. As an agri-company at heart, PepsiCo works directly and indirectly with over 27,000 farmers across 14 states, championing innovations like Mitti Didi, and Lay's Smart Farm. From empowering farmers with accessible soil testing to using predictive technology for better yields, every initiative strengthens PepsiCo's commitment to regenerative agriculture, sustainable sourcing, and better farming practices, ensuring that every packet of Lay's chips begins with the highest quality potatoes.

---

Read online: https://nuffoodsspectrum.in/news/38/22483/pepsico-india-champions-soil-health-through-project-mitti-didi-in-west-bengal.html
© 2026 NUFFOODS Spectrum. All rights reserved.