



# MONTHLY JOURNAL

Volume-12 | December 2022



**INNOVATION**  
**BUSINESS**  
**PEOPLE**

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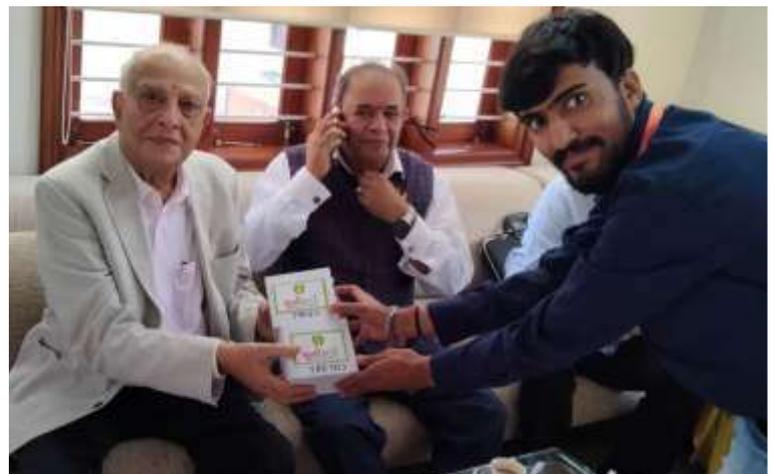
### **Business**

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Crop Kit Solutions





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# Innovation

West  
Region

## Groundnut Digger Introduced at Gujarat

On 27th, Sept 2022, Unimart introduced the Groundnut Digger at Paliyad Unimart, Gujarat. Service started with 4 franchisee partners.

- Served 800 acres
- Covered 283 farmers
- 

### Benefits

- Decreasing costs by 30%
- Saving 5% on groundnut losses.



Parameter	Unimart Digger	Local Harvester
Cost	INR 1300 Per arce	INR 2000 Per arce
Capacity	15 Acres Per day	3 Acres Per day
Labour	0	7-8

### Advantage

Groundnut pods are free from Soil

# CROP KITS

## Onion, Potato & Gram

Unimart Introduced Onion, Potato & Gram crop Kits for the farmers at Gujarat.



6300 Kits



42 Kits



1820 Kits

Onion Kits Distributed with Drone Service.



# Insights

## Unimart Participated in **Fasal Kranti Kisan Mela** in Baraut, Baghpat Uttar Pradesh

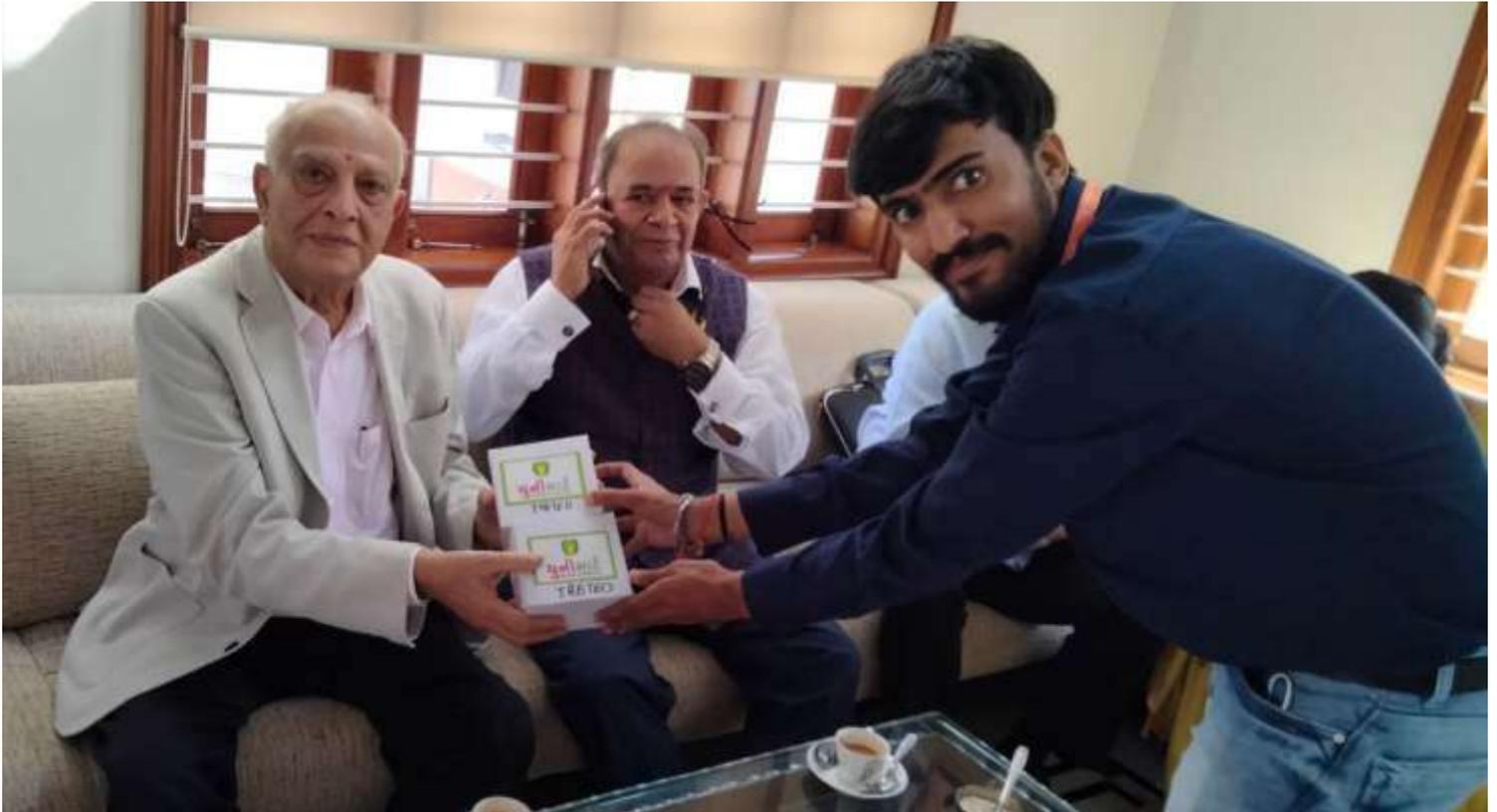


Unimart Team Participated in Fasal Kranti Kisan Mela in Baraut, Baghpat, Uttar Pradesh along with Advanta and AF team. Mr. Malik (MP) is a retired IPS visited the Unimart stall as well. He was very impressed with Unimart's services. Farmers were also given mustard seeds as part of a lucky draw offered by Unimart.



# Groundnuts from Unimart Solutions presented to Mr. Rajnikant Shroff

(founder of UPL Limited)



Groundnut from Unimart treated fields gifted to Mr. Rajnikant Shroff (founder and chairman of UPL Limited) by Mr. Abhishek Rajyaguru ( Area Manager Unimart).



## Gujarat to Qatar



**FIFA WORLD CUP  
Qatar 2022**

# Unimart Participated in **Kisan Mela Morena** in Madhya Pradesh

Unimart participated in Kisan Mela at Morena, Madhya Pradesh. Honourable Chief Minister Mr. Shivraj Singh and Central Agriculture Minister Mr. Narendra Singh Tomar and other government Officers visited Unimart Stall. More than 300 farmers were step into the Unimart stall and the Unimart



team explained Unimart's services to the farmers. Drone demos were specially arranged for the farmers by the Unimart team.



# Unimart Team Interaction with Former Chief Minister Kamal Nath



Unimart Team in lead of Mr.Tushar Trivedi ( Head Unimart & NBD) & Mr.Ashish Upadhyay, Mr.Anil Prashar (ZSM UPL-AF) & Mr.N.K Singh ( RSM-Advanta FC) Interacted on various current and upcoming projects.



# Business

West  
Region

- No. of Unimarts-232
- Focus Crops for the Month of December : Bengalgram, Wheat, Onion, Potato, Grapes, Sugarcane, Cumin, Orange & Pomegranate

## Top Activity

- Drone Spraying service
- Gujarat : Potato & Onion
- Madhya Pradesh : Bengal gram
- Maharashtra : Sugarcane, Chilli & Maize

## Market Trends

Potato Crop stage- 45 days in Madhya Pradesh & 15 days in Gujarat.

Sucking Pest & Early Blight symptoms found in Gujarat on Potato.

Bengal Gram Crop stage-30-55 days old in West Region.

Wilt & Pod borer insect attacked on Bengal gram.

Wheat Crop 45 days & Post emergent Herbicide Spray done on wheat crop.

## Field Activities

One to one farmer meetings.

Potato/Onion/Bengal Gram Kit Distribution in Gujarat

Sugarcane spraying is going on for Herbicides and for sucking pest.

Orange crop first spray is going on.

# Business Expansion

Outlets Opened in Month of November	Active Outlets	Planned for December Month
22	232	26



Unimart outlet launched at Chhindwara, Madhya Pradesh on 15 November, 2022. more than 100 farmers attended the Inauguration Ceremony.



Unimart outlet launched at Mahuva, Gujarat on 10 October, 2022. Outlet Inaugurated by Mr R.c.Makwana Minister of social justice Gujarat, Narayan kachadiya MLA, Apmc chairman. more than 200 farmers were attended the Inauguration Ceremony.

# Business

North  
Region

- **No. of Outlets: 140**
- **Focus Crops for the month of December: Mustard, Wheat, Potato & Cumin**

## Top Activity

- Drone Spray service initiated on potato at Karora, Khuraja, Uttar Pradesh.
- Under Asset Light Model, Two Boom Spray Machines were delivered to Franchisee Partners at Patiala & Naya gaon.

## Market Trends

Wheat Stage 30-35 days old in North.

The first irrigation of the wheat crop has been completed.

Potato Crop Stage 40-45 days.

Late Blight symptoms in Potato found in some areas of Uttar Pradesh.

Mustard Crop Stage 30-45 days.

## Field Activities

One to one farmer meeting and Promoted UPL Products

Advt. van and other campaign conduct for Cumin crop

# Business Expansion

Outlets Opened in Month of November	Active Outlets	Planned for December Month
11	140	20



Unimart outlet launched at Sudamapur, Raebareli, Uttar Pradesh on 7 November, 2022. More than 100 farmers attended the inauguration ceremony. The farmers were excited for complete crop solution package. Boom spray machine was also the centre point of attraction.



Unimart outlet launched at Arkha, Raebareli, Uttar Pradesh on 10, November 2022. More than 300 farmers were presented at the inauguration ceremony. Live demonstration of Boom sprayer and seed treatment machine was the point of attraction for all.

# Business

South  
Region

- No. of Unimarts- 128
- Focus Crops for the Month of December : Bengalgram, Chilly, Sugarcane, Wheat and Maize

## Top Activity

- Drone service deployment with 25 franchisee partners.

## Market Trends

Chilli Stage 80-100 days.

Black thrips population is increasing.

Paddy and Cotton harvesting started.

Sowing of pulse crop started.

Orange crop first spray is going on.

## Field Activities

One to one farmer meeting to solve crop related problems and promote unimart's focussed products.

Group farmers meetings.

# Business Expansion

Outlets Opened in Month of November	Active Outlets	Planned for December Month
14	128	25



Unimart outlet launched at Kannur , Hanamkonda, Telangana. More than 40 farmers attended the inauguration ceremony. Unimart team explained about objective and various services like Drone & Boom sprayers.



# Farmers Corner



**Vinod Tyagi**  
Agra, Uttar Pradesh  
Crop: Potato

**“My association with Unimart has revolutionized potato cultivation for me.”**

I am associated with Unimart from 2022. With Upl products my yield is increase as compare to previous years. I got 15% more yield and Quality of the potato was so good that I got highest price in the market.

The services Unimart offers, such as soil testing, farm advisory, UPL products, and new technology, have proven to be a boon to farmers.

Thanks to UPL and Unimart for guiding me and for providing such kind of fantastic products.



**Akshay  
Dhar,  
Madhya Pradesh  
Crop: Onion & Chilli**

**“ I am very impressed with the services and new technology introduced by Unimart”**

I am associated with Unimart from 2021. I take guidance from Unimart and used products accordingly. I got more yield and better quality in crops since I am associated with Unimart. with help of Unimart Advisory service I am timely treat crop with right product. Thanks to Unimart for guiding me and for wonderful support.

It is my sincere request to all farmers to be a part of Unimart family. As a result, your yield will increase and your input costs will decrease.

# Agronomy

## Disease

### Late Blight *Phytophthora infestans*



**Most destructive disease of Potato, causing more than 50% yield loss.**

**Primary Infection:**

Infected tubers or oospores in debris/soil

**Secondary Infection:**

conidia dispersed by Wind and Water

**Favourable Condition:**

>90% Humidity with 12-24 C temp

**Usually, infection starts in 6 weeks old plants**



- Initially starts from leaf tips or margins and spread inward
- Small faded green patches on upper surface of leaf which turn into brown spots
- Downy growth of the pathogen on subsequent lower surface
- Purplish brown spots appear on skin of tubers
- On cutting, the affected tubers show rusty brown necrosis
- Spreading from surface to the center.
- Decay of plant parts under favourable weather which emits foul smell

### Recommendation:

Ranman/Tashan



+

Cuprofix/Devona

Thane M-45/Stargem-45



Or



# Training



Drone Pilot Training Program Organised at Himatnagar, Gujarat on 22 November, 2022 .



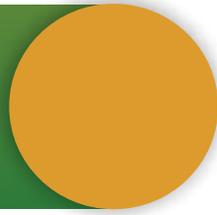


Employee orientation on Rabi season readiness Organised at Aurangabad, Maharashtra on 5 November, 2022. Session Conducted by Mr. Kanhaiyya Kondekar ( Regional head west), Mr. Nirav Patel (Regional Agronomist west) & Mr. Shivam Singh (Category Manager -Farm



Employee orientation on Rabi season readiness conducted by Mr. Tushar Trivedi and Mr. Ravi Kishore at Hisar, Haryana 24 November, 2022.

# People



## ★ Star Performer of the Month

### West Region



**Sanjay Dholu**  
Extension Manager  
Gujarat  
Sales Revenue:33.77



**Mayank Khare**  
Extension Manager  
Madhya Pradesh  
Sales Revenue: 20.49



**Tejas pawar**  
Extension manager  
Maharashtra  
Sales Revenue: 25.78

# ★ Star Performer of the Month

## North Region



**Ravinder Singh**  
Extension Manager  
Rajasthan  
Sales Revenue:42.13



**Manish Verma**  
Extension Manager  
Uttar Pradesh  
Sales Revenue:27.64



**Jagnandan Singh**  
Extension Manager  
Rajasthan  
Sales Revenue:24.01

## South Region



**Badisa Ayyappa**  
Extension Manager  
Andhra Pradesh  
Sales Revenue:100



**Shankar Gouda**  
Extension Manager  
karnataka  
Sales Revenue:6

# Congratulation to Satish Bhamre for Completing 10 years with us!



Satish has shown exceptional dedication to his role, with his knowledge and hardwork. we thanks Satish for his contribution in Unimart success.

in the 10 years with Unimart satish has grown from Retail Officer to Extenson Manager to Area head.

**Cheers to many more years ,Satish !**

# Welcome to the **Team**



**Debdatta Chowdhuri**  
Area In-charge  
Northern Gujarat  
West Region



**Manisha Seal**  
Sales Co Ordinator  
West Bengal  
East Region



**Amrendra**  
State In-charge  
Telangana  
South Region



**Girish SS**  
Area In-charge  
Northern Karnataka  
South Region



**Bal sudharshan**  
Area In-charge  
Bihar  
East Region



**Bappaditya sen**  
Area In-charge  
West Bengal  
East Region

# Kisan Diwas

23 December, 2022



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