



unimart

Farm Advisory & Solution Centre

UNISIGHTS

Volume-1 | January Edition 2023

FIRST EDITION



Objective

“To provide sustainable farm solutions and services, aiming for better productivity, thereby making **input cost as Zero**”

Mission



“Our Mission is to increase farmer income by enhancing the farm productivity through complete crop advisory, effective crop solutions, and modern farm services”

Vision



“Our Vision is to impact 1 million farmers and treat 4 million acres through 5,000 franchisees across India by 2025.”

 TruePOS

100% farmer billing through TruePOS

Message from Business Head

Happy New Year!

Each new year typically brings change, and agriculture is no different than other industries. There are always new technologies, new policies and new challenges facing growers. On behalf of Unimart, I want to personally thank you all franchisee owners for your dedication.

we started our journey in 2009 at Manchar, Pune, Maharashtra. We focused on crop advisory services and supported only 300 farmers back then. now we have 500+ Unimart outlets in all four regions of India. serving to more than 1 lakh farmers with coverage of 3.5 acres of lands.



Year 2022 was remarkable for us. Initiated Asset light model for Franchisee Owners in beginning of the year. we deployed 16 Boom sprayer machines Under the Asset light model. Initiated Drone spraying services in three regions of India(North, South & West). with help of Drones and Boom spraying machines we had served at 32500 acres. in the end of year 2022 we introduced Drone based advisory serviced for the farmers at Gujarat.

We are very delighted to bring out the maiden issue Unimart's Magazine.

We thank you for your support over the years and we truly appreciate our continued partnership. Please let me know if there is anything I can do for you.

Tushar Trivedi
Business Head Unimart

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Uni-Gyan





Crop Stages

January Focus

Wheat is at 55 to 60 days. Due to heavy cold wave, wheat growth is little slower than normal and weed growth is picking up.

Macarena 250 ml per acre to overcome abiotic stress and Avancer glow for Fungal diseases.

Mustard is more than 85 days crop and incidence of both sucking pests and fungal diseases were observed.

Lancer Gold 500 gm and Tafuna 500 gm per acre

Potato is at 75 days and incidence of late blight was observed.

Ranman at 80 ml and Uthane Advance at 400 gm after 1 week of Ranman spray.

Bengalgram is more than 45 days and severe incidence of wilt and Pod borers were observed.

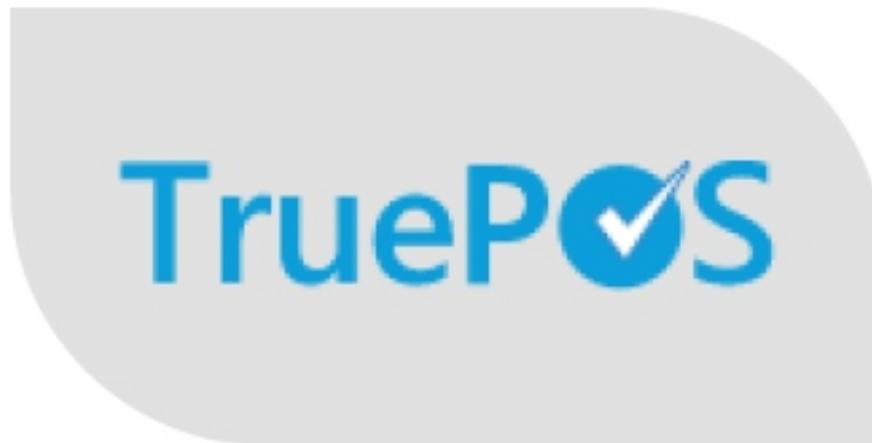
Shenzi at 60 ml per acre for pod borers. Cuprofix 500 gm per acre and Winero 500 ml for managing wilt.

Onion is at 35 to 50 days and attack of Purple blotch and Thrips were observed.

Avancer glow 600gm , Tinto 500ml and Macarena 250 ml per acre is recommended.

Chilli crossed 90 days stage, Severe infection of Black thrips and fruit rot are observed.

Apache 160 gm, Tezing 500gm and Brique 500 ml per acre

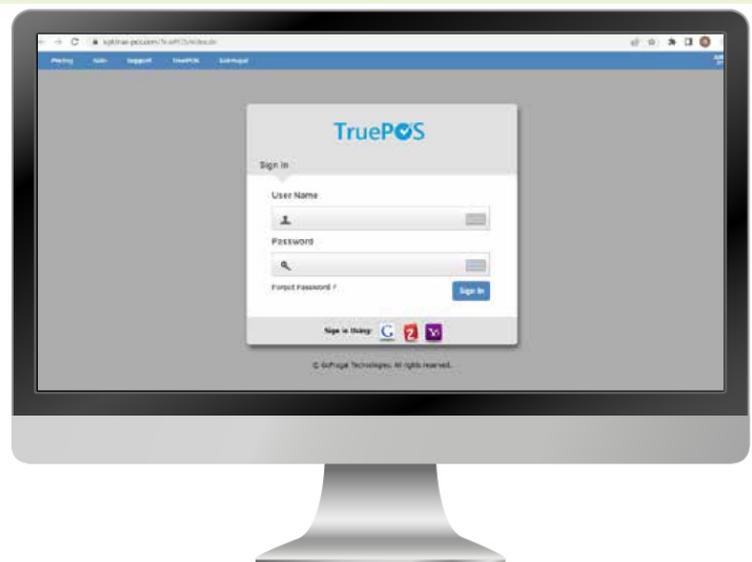


True-POS is an ERP (Enterprise resource`planning) software Unimart providing to Franchise Owners.

- Authorized person (Retail Officer/ Franchise Owner) can raise purchase orders, Manage Inventory, Farmer Billing, File GST Return & Get Profitability of Business.

Major activities performed in TruePOS

- Raise Purchase Order(PO)
- Farmer Billing
- Inventory Management
- File GST Returns
- Profitability Analysis.



Benefits

- **All Farmers schemes are based on TruePOS billing Only**

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.



New Franchisees



National Hardware ,Unimart outlet launched at Kanauj,Uttar Pradesh on 3 December, 2022.approximately 100 farmers attended the Inauguration.



Shree balaji agro traders, Unimart outlet launched at Edwa, Nagaur,Rajasthan on 4 December, 2022. . approximately 200 farmers attended the Inauguration.



Varalaxmi Fertilisers Pesticides and Seeds ,Unimart outlet launched at Kannur, Hanamkonda, Telangana on 15 December ,2022. approximately 40 farmers attended the inauguration.



Varalaxmi Fertilisers Pesticides seeds and general stores, Unimart outlet launched at E Bayyaram mandal, Bhadradi Kothagudem, Telangana on 28 December 2022. approximately 50 farmers attended the inauguration .

CROP KITS

Onion, Potato & Gram

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



6300 Kits



42 Kits



1820 Kits

Onion Kits Distributed with Drone Service.



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

ASSET LIGHT MODEL

The asset-light model is a unique business proposition where investment is done by franchisee partners to purchase Farm spraying machinery introduced by UPL Limited, the machine is operationally managed by UPL for providing services to Unimart farmers.

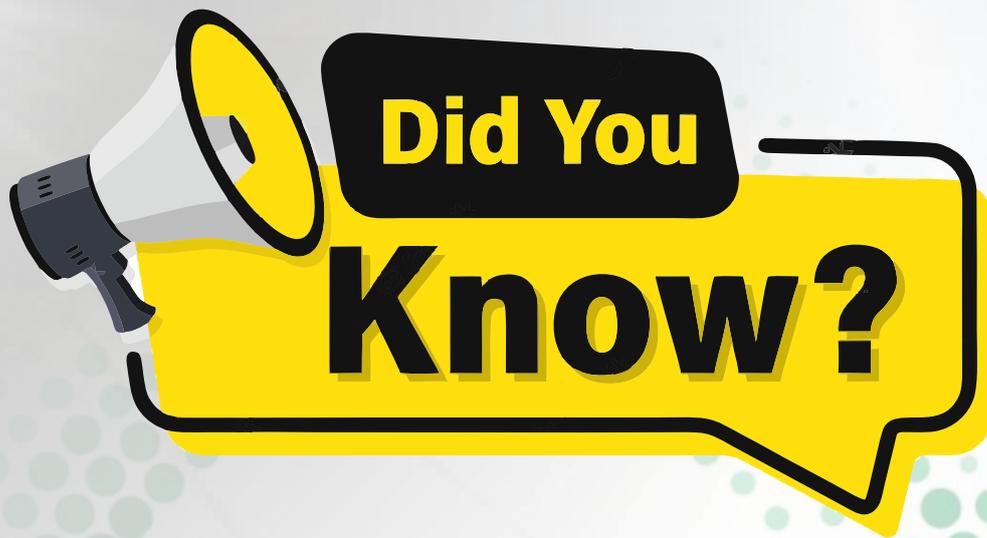
More business opportunity and sustainability for our franchise partner and more brand visibility for UPL Unimart.

Procedure

- Asset Light Model Agreement will be shared by UPL to Franchisee Partner
- Agreement Signing Authority Franchisee and sent to HO.
- Agreement will be Signed by Nurture.
- Machine will be recommended by UPL.
- Machine will be purchased by Franchisee Partner through Cash/Loan
- Performa Invoice/Quotation will be Provided by UPL to Franchisee Partner
- Vendor Account details will be shared by UPL to Franchisee Partner
- After Depositing the payment UPL will share the transportation and Insurance cost to Franchisee Partner.
- Franchisee Partner will deposit the same to the shared account number.
- Machine will be delivered by UPL
- Machine Installation will be done by UPL
- Machine Lease process will be done by UPL
- Franchisee Partner onboarding will be done by UPL
- Lease invoice format will be shared by UPL to Franchisee Partner
- Franchisee Partner will submit the lease invoice as per the given format, every month before 5th



**Advancing agriculture,
Prospering farmers**



The well-known potato products manufacturers and Marketers are using potatoes grown with UPL's sustainable solutions.



Meet with **Franchisee Partners**



Akashdeep Singh
Mall, Uttar Pradesh

Namaste to all of you, My Name is Akashdeep Singh. I have started Unimart FOFO in January 2021. I am very happy to be a part of Unimart FOFO partner, because for which objective I have started Unimart, Unimart Team working delicately for that same objective, giving Advisory farmers door to door, increasing the farmers Crop yield, making their life prosperous. I have plan to do 1.5 crore business this financial year.

Thanks to Unimart Team for giving this concept service for farmers community. Wishing to Unimart Team for their Good & Healthy future & Expecting same support for future.



Radhe Shayam Maheshwari Manpur Madhya Pradesh

I am Radhe shayam Maheshwari, franchisee partner of Unimart, Manpur District Indore, Madhya Pradesh. I have 22 years experience in Agriculture field. I started my journey with unimart recently in June 2022, I am serving 12 villages and connected with 500 to 700 farmers. Serving the farmers with Right Solutions and Services with Help of Unimart. I have achieved 15 Lacs Sales till now.

With Unimart I am able to provide new technology to farming community like Boom Sprayer. Recently I had received boom Spray machine under the Asset light model from Unimart. Targeting to serve 200 more farmers with help of Boom spray machine.

I am Glad to be part of the Unimart Family and I Like the Concept of Unimart Crop Kit, Advisory, Latest Technology and Improving the farmer Income.”

I am glad to be a member of Unimart franchisee family. I liked the concept of Unimart advisory and latest technology.

Meet with **Our Prestigious Farmers**



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.



Sustainable Crop Solutions

What are Sustainable crop solutions?

Sustainable crop solutions are developed with an objective to make farmer resilience by addressing current and future constraints of Agriculture like Climate change, Shortage of Water and decarbonization.

At Unimart, Sustainability means Profitable farming, Conserving the natural resources through the environment friendly solutions.

Sustainable crop solutions include technological products like Zeba, Copio, Neoroot, Pilatus, Macarena, Opteine etc.

In this edition we will know the contribution of Zeba for Sustainable Agriculture and one of the key products for sustainability.



S No	Features	Sustainable benefits
1	Made from natural starch	Easily decomposable in Soil, preserving Soil Health
2	Absorbs water and nutrients, 400 times of its body weight	Water and nutrient conservation
3	Releases water and nutrients when plants are under moisture stress	Quality yields
4	Soil become porous after Zeba application	Improved aeration for better root growth

To promote Sustainable solutions, Zeba is now available at INR 1600 per acre (5 kg).

Promote Zeba and join Unimart's objective of promoting sustainable Agriculture and Farmer resilience.

Quiz

1. What is the objective of Sustainable Agriculture Solutions?

- A. Profitable farming
- B. Conserving natural resources
- C. Environmentally friendly
- D. All the above

2. Zeba is made from _____

- A. Natural Starch
- B. Seaweed extract
- C. Natural Protein
- D. Amino acids

3. Identify which of the following Sustainable solutions are related to Zeba

- A. Water and nutrient conservation
- B. Preserving Soil health
- C. Environmentally friendly
- D. All the above

4. Dosage of Zeba per acre is _____

- A. 5 kg
- B. 4 kg
- C. 3 kg
- D. 2 kg

5. How many tons of Zeba is to be placed for 1000 acres

- A. 1 ton
- B. 3 ton
- C. 5 ton
- D. 7 ton



Wishing you a Wonderful New Year!



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