

 **Unizine**  
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International Yoga Day  
Celebrations at Unimart

● Innovations   ● Business   ● People





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## Meet with our Team



**Prabhakar Tripathi**  
Commercial-Lead

Namaste all, I am Prabhakar Tripathi, Commercial – Lead I Unimart. First of all, I want to congratulate everyone on the team for achieving a 35% growth over the prior year in Quarter 1.

In This financial year we will explore new areas to strengthen our Unimart commercials and to bring in business hygiene. Our goal for this year is to bring in

#### **Business hygiene through -**

- Ensuring 100% OD collection
- Updating on falling OD
- Inventory management
- Addressing compliances issue

#### **Business improvement through**

- Supporting in new code creation
- Ensuring 100% GoFrugal implementation
- Sharing information of high margin products and category
- Providing store level P&L

By considering past experiences, we strongly believe that we can improve the Unimart business through business hygiene. As a team we will work together and contribute to the success of Unimart.

**One team one focus!**



**Abhishek Rajyaguru**  
State head Gujarat

I am Gujarat Unimart State Head Abhishek Rajyaguru. I am in charge of Gujarat's business and operations.

Our team's vision is to launch a number of cutting-edge services in 2023–2024 for farmers and franchisee partners alike, including traceability, crop packages, drone services, the CHC model, insurance services, and more. These services will help our franchisee partners' businesses grow sustainably, as well as our Unimart farmers' production and productivity levels.

Second, we will concentrate on the Government PPP Groundnut and Cotton Project. We will provide this project to 24000 acre unimart farmers, and we will enhance production by 25% while reducing cultivation costs by 15%. Government drone initiative covered 50,000 acres and cut the cost of spraying by 50%.

In FY 2024, Unimart will be ready to become the largest retail chain in India.

# International Yoga Day Celebration

With farmers, students, and employees from across India, Unimart celebrated International Yoga Day. The Unimart team organised yoga camps in Madhya Pradesh and Marathwada at local mandis, schools, and villages. The Gujarat team participated in various events with farmers in the villages to commemorate Yoga Day. They also gave plants to female farmers and explained the advantages of yoga to them in FPOs.



In Uttar Pradesh, organised Yoga camp at park for farmers to promote Zeba.



At Marathwada, Unimart team conducted morning yoga sessions in schools close to the Unimart franchisee and also identified farmers who took part in this activity and provided them zeba demonstrations.



Plants distributed to the female farmers at Gujarat.





## On Yoga Day, the Unimart team drive the Zeba campaign.



On Yoga Day, the Unimart HR team initiated to promote Zeba. Internally, Unimart celebrated Yoga Day as a Zeba day. Zeba was promoted at camps and stores by the Unimart team together with Yoga courses. All regions took part in this campaign.



### Zeba campaign impact

Total Liquidation	16,17,283
North	35 Kg Copio
South	5 Kg Zeba, 2Kg Neoroot
West	71 Kg Zeba

## West Region

Direct Liquidation-Zeba	
State Area	Sum of Billed Quantity/Kg
Bhopal	10
Jabalpur	20
Khandesh	40
Marathwada	175
North Gujarat	150
Saurashtra	570
Vidharbha	8

## South Region

Direct Liquidation-Neoroot	
State/Area	Sum of Billed Quantity
Bijapur	432
Central	1008
Gulbarga	648
Guntur Area	180
Rajamandri	156
Grand Total	2424

## North Region

State/Area	Copio-Sum of Billed Quantity
Bikaner	39
HARYANA	66
Sri Ganganagar	222
UP	180
Grand Total	507
State/Area	NeoRoot-Sum of Billed Quantity
Bikaner	28
HARYANA	50
UP	8
Grand Total	86
State/Area	Zeba-Sum of Billed Quantity
Bikaner	15
Sri Ganganagar	5
Uttar Pradesh	45
Grand Total	65



## Business Activities



Seed treatment services started at Sourashtra

At Sourashtra Unimart team started Seed treatment activities from beginning of June month. Gujarat team liquidate:-

**Reno 900 Ltr 3600 acre**  
**Provax -480 Ltr 4580 acre**  
**Electron -80 Ltr 160 Acre**



## Mega Farmer Meet at Khandesh



At Nandurbar, Khandesh, Maharashtra, on June 9, 2023, the Unimart Team conducted the Mega Farmer Meet. The meeting's objectives were to assist farmers in enhancing their farming methods and raise awareness of the services offered by Unimart and Zeba. The conference was attended by about 100 farmers. Unimart concentrated on the cotton and maize crops here.





## Mega Farmer Meet at Rajkot



At Kishidhan PFC in Jetpur, Rajkot, the Gujarat team organises a Mega Farmer Meeting on 5th, - July 2023. The meeting was attended by about 280 farmers and FPC members. Agriculture officer from Tashil talked about the Unimart services and the groundnut and cotton crop package.



**ANOTHER MILESTONE  
IN UNIMART'S HISTORY!**

**WE ARE PLEASED TO  
ANNOUNCE THAT  
WE HAVE RECEIVED  
A THIRD YEAR IN ROW  
GROUNDNUT PROJECT  
&  
A FIRST-TIME  
COTTON PROJECT  
IN GUJARAT**





# Business

## West Region

Number of Outlets - 319

Focus crop in month of July – Cotton, Soyabean, Groundnut & Maize

Focused Product for June– Electron, Reno, Provax, Neoroot, Zeba, Amicus, Alito, Dost Super.

Focus Products for July – Electron, Reno, Provax, Alito, Amicus, Iris, Neoroot, Ulala.

### Business Summary

- Achieved 6 MT Ulala Booking from West Region.
- 90% of MTD and 90% of YTD Budget Achieved till June Month.
- 13 FOFOs have crossed NNRV business of 25 Lac
- Achieved total placement of 10KL for ST products

### Activities of the June

- Seed Treatment Awareness Campaign with Bora Demo, Glass Demos.
- Farmer Meetings for Information about Unimart & Coming crop season.
- Farmer Connect
- Start of UniFarms.



# Expansion

Target for June Month	Outlet Lanuched in June	July Month Target
24	26	16



Unimart opened a new location on June 21st, 2023 at Nalkheda, Shajapur, Madhya Pradesh. A store where entire crop solutions and services are accessible to farmers was welcomed by the more than 100 farmers who attended the opening meeting.

A new Unimart location opened in Sardhar, Gujarat, on June 21st, 2023. More than 150 farmers attended the inauguration programme, and the Unimart team exhibited a live demonstration of the zeba.



In Aaron Guna, Madhya Pradesh, a new Unimart outlet opened on June 24th, 2023. MLA Jaivardhan Singh attended the induction event as the main guest. Attended the inaugural ceremony were approximately 100 farmers.



# Business

## North Region

Number of Outlets - 198

Focus crop in month of July – Cotton, Paddy, Groundnut, Maize & Sugarcane.

Focused Product for June– Ulala, Wuxal, Gainexa, Macarena, Tekon, Neoroot, Copio, Avencer glow, cuprofix .

Focus Products for July – Saaf, Viraat, Novacarb, Ulala, Wuxal, Gainexa, Macarena, Tekon, Neoroot, Copio, Avencer glow, cuprofix

### Business Summary

- Only Uttar Pradesh exceeded its budget by more than 100% in the first quarter. and YTD success as well.
- Uttar Pradesh placed highest Neoroot/Teckon (20 metric tonnes) in first quarter.
- The highest NPP and Gold, A-Category product value for the Uttar Pradesh is 70% in June month.
- Haryana placed 1.5 Metric tonne Ulala in June.

### Activities of the June

- Zeba Demonstration started.
- Farmers meeting.
- UniFarms started in Punjab and Haryana.



# Expansion

Target for June Month	Outlet Lanuched in June	July Month Target
21	17	15



In Baraut, Baghat, Uttar Pradesh, Unnat Bio energy Farmer Producer Company Limited opened a new location as of June 7th, 2023. The gathering was attended by over 100 farmers. Dr. Satpal Singh (MP Baghat) and Dr. Prashant (DAO agriculture) were the chief guests.

The new Unimart location opened on June 8th, 2023 in Ajeetpura, Hanumangarh, Rajasthan. at the inaugural meeting, more than 350 Farmers were present, and they were pleased to see a store where they could get entire agricultural solutions and services.



On June 17, 2023, Unimart opened a new store Amaze Farmer Producer Company Limited in Ghanaur, Patiala, Punjab. 250 farmers attended the inaugural meeting and were pleased to see a store where they could get entire crop solutions and services. At the inaugural ceremony, Mr. Tushar Trivedi, the head of Unimart Business, was the chief guest.



# Business

## South Region

Number of Outlets - 206

Focus crop in month of July – Cotton, Paddy, Redgram & Maize

Focused Product for June– Ulala, Wuxal, Gainexa, Macarena, Tekon, Neoroot, Copio, Avencer glow, cuprofix .

Focus Products for July – Dost super, Neoroot, Amicus, Newgein, Ulala, Kevaka, Macarena, Tinto, Shenzi GR, Saaf

### Business Summary

- Due to a lack of rain in the south, the season is delayed.
- Cotton crop sowing is started.
- Paddy is in nursery stage.
- Red gram & Maize sowing started.

## Expansion

Target for June Month	Outlet Lanuched in June	July Month Target
58	19	21



On June 29, 2023, Unimart opened a new location in Gandasi Hassan, Karnataka. Attended the inaugural ceremony were about 100 farmers.

# Business

## East Region

Number of Outlets - 36

Focus crop in month of July – Paddy

Focused Product for June– Saathi, Tekon, Neoroot, Copio

Focus Products for July – Saathi, Lancer Gold, Neoroot, Saaf, Atabron

### Business Summary

- Completed the first quarter with a 100% expansion goal.
- In June, 1 franchise store started business with Tea Garden.
- Paddy is in nursery stage. 20% paddy is 20% paddy transplanted.
- Brinjal, Pointed guard, bitter gourd sowing started in Bihar.

### Activities of the June

- One to farmer meetings.
- Zeba Demonstrations.

## Expansion

Target for June Month	Outlet Lanuched in June	July Month Target
18	18	10





# Agronomy

## West Region

### Cotton

- Current crop stage 10 to 25 days.
- July crop stages: Vegetative – Square formation – flowering 45 to 50 days.
- Forecasted pests: Whitefly, Jassids, Thrips, Pink bollworm.

Zeba



Live Jar Demo

Neoroot /Tekon



Live Glass Demo

Ulala/Panama



UGRC

Gunther -Viraat



Gunther-Viraat-Gunther

### Groundnut

- Current crop stage 10 to 15 days.
- July crop stages: Vegetative – flowering – peg initiation 35 to 45 days.
- Forecasted problems: Due to rains, germination problems, white grub and stem rot.

Neoroot /Tekon



Live Glass Demo

Reno



Saaf/Turf



### Soyabean

- Current crop stage Seed treatment to Sowing.
- July crop stages: Vegetative – flowering 20 to 25 days.
- Forecasted problems: Stem fly and girdle beetle.

Stem fly



Girdle beetle



### Maize

- Current crop stage Seed treatment and Sowing.
- July crop stages: Vegetative 20 days
- Forecasted problems: Germination problems, Fall army worm.

Fall army worm





# Agronomy

North Region

## Cotton

- Crop stage: 60 to 80 days.
- July crop stages: flowering commences.
- Forecasted pests: Whitefly, Jassids, hopper burn.

White fly



Jassids



## Groundnut

- Current crop stage 20 to 30 days.
- July crop stages: Vegetative – flowering – peg initiation to 55 days.

Reno



Avencer glow/Delma



# ULALA

Novel solution for sucking pest management with unique mode of action

1. Complete control of Whitefly, Jassids & Aphids



2. Gives longer duration of control for 15 days



3. Healthy crop and new growth





# People

## Saksham Program

8 Extension Managers were chosen for this promotion programme to become Area Managers or Area Incharges. All of these have made outstanding achievements in their prior roles in recent years.



Linganagouda.B.Patil



Yallesh Nimbalkar



Patnaikuni Charan Teja



Pankaj Yadav



Vaibhav Pandey



Malaviya Bansibhai



Rajnikant Shukla



Mayank Khare

# Success Story



**Shatrabhuj Farmer Producer Company Limited**

Namaste, My name is Ramji Bhai Patoliya, and my company already operates an FPC in the district of Junagadh's Bhesan area. We have a farmer base of roughly 500–600 farmers, and we had planned to open a new store for pesticides and fungicides when we saw on social media that Upl Limited is running a concept called Unimart (Farm Advisory and Solution Centre), and we received complete information from the Unimart team, On November 20, 2022, we launched the first Unimart as an FPC in Gujarat.

Following our affiliation with Unimart, we provided a variety of services to our farmers, including soil testing, soil analysis, plant analysis, groundnut digger, harvester, and spraying equipment, agronomist services, and crop packages. Due to this concept and crop package, advisory farmers told us that their production grow by 10-15% compared to last year and that their costs decrease. In just 6-7 months, we covered 15 villages and achieved 60 lacks business.

Financial difficulties are yet another major source of pain for farmers, but thanks to Unimart, we now offer farmer financing at a low rate of interest. It's like giving farmers a blessing.

**I want to express my gratitude to the Unimart team for developing one-stop solutions for farmers.**



# मैं मेरा भविष्यकार



भविष्य अनुकूल  
समाधान



जल्द असर



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