

June Edition  
Volume 17



**Unizine**  
Monthly Magazine

● **Innovation**   ● **Business**   ● **People**

**Business Activities**

**Agricultural situation**

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## MEET WITH OUR TEAM

**Ashish Upadhyay**  
Regional Head- East



Namaste team, I am Ashish Upadhyay Regional head east region. I am responsible for business operations of East and Madhya Pradesh.

We are starting a fresh chapter of the Unimart family in East India, covering the following areas for business expansion: West Bengal, Bihar, Jharkhand, Odisha, Chhattisgarh, and the North-East.

By the following next two years, we intend to open 250 stores and 50 CR businesses. We will collaborate closely with all parties involved to reach new milestones and to build a large, strong presence for the Unimart business path in East India.

Overall, I'm anticipating a great journey.

**Today's growth is the road to future success.**

## MEET WITH OUR TEAM

**Chetan Kumar**  
Regional Head- South



Namaste team, I am Chetan Kumar Regional head south region. I am responsible for business operations of South Region.

Our team's goal for FY-2024 is to grow into the largest Agri Retail chain in the regions in which we operate and offer our franchisee partners and farmers the finest services possible.

To achieve our vision, we have targeted a number of important topics. Innovating and providing services that meet the varying needs and preferences of our farmer and franchisee partners is our top priority. As we implement marketing strategies, we carefully consider customer input and consider innovations for our franchise partners.

We are trying very hard to establish a system-driven business. The goal will be to collect all transactional data, assemble the best team in the retail sector, and ensure that the greatest amount of work is done digitally. As a result, even if our aim for the coming year is ambitious, we think it is doable. With the correct focus, work, and financial commitment, we are convinced that we can excel in our community and offer the greatest services to our franchisee partners and farmers.

## Business Activities

North started offering drone spraying services for the kharif season.



Unimart began using drones to spray sugarcane fields in several locations in the North Region. Farmer satisfaction with Unimart Spraying services is high. The Unimart crew completed spraying services on 30 acres at Ramgarh Village, Saharanpur, Uttar Pradesh, on May 21, 2023.



## Seed Treatment Service at Himmatnagar, Gujarat



Unimart Himmatnagar provide seed treatment services for 940 acres at Taghadgadh & demai village & liquidate 235 Ltr Reno & 94 Ltr provax .



for Kharif season, Gujarat team commenced a soil testing service



Gujarat team obtained 450 soil samples, distributed soil reports to approx 400 farmers and offered farm advisory to them.



Star Performer Appreciation event at West Region



Unimart west region team organised an event for appreciate the star performer of the 2022-23 financial year on 8,May 2023 at Hotel Raas Vrindavan,Indore.Entire west region team were presented during the event.



# Business Expansion

## North Region



Unimart launched new outlet Muskan Enterprises, Deeh, Raebareli, Uttar Pradesh. In the Paddy and Vegetable Belt is the store. About 100 farmers showed up for the launch. Farmers are given an explanation of UNIMART services and benefits by the Unimart team. The main guest was Mr. Gajadhar Singh, Raebareli legislator.



One more Unimart location opened in Salon, Raibareli, Uttar Pradesh on 4th, May2023. About 100 farmers showed up for the inaugural meeting and were pleased to find a store offering them entire crop solutions and services. The main crops in this region are mentha, mango, potato, and paddy.



On May 14, 2023, Unimart launched new outlet Royal Pesticides locations in Saidnagli Amroha, Uttar Pradesh. In the Paddy & Mango belt is the store. The launch event was attended by more than 150 farmers. The event's main draw was a live demonstration of a boom sprayer.



Unimart's Avni Traders took flight with a memorable launch event in Nakur, Saharanpur, uttar Pradesh on 16,May2023 . showcasing the cutting-edge technology of boom sprayers and drones. The event delighted over 400 farmers in the heart of Uttar Pradesh's mango and sugarcane belt.

# Business Expansion

## East Region



On 16th, May 2023, The grand inauguration of Unimart's first store at kalimata krishi seva sadan, Ghashua, Hooghly, West Bengal, garnered an overwhelming response from farmers. With approximately 120 farmers in attendance, Unimart team members, passionately showcased the advantages of Unimart, emphasizing its beneficial services and cutting-edge spray machines, leaving the farmers excited and eager to engage with the franchise.



# New at Unimart

## Unimart now offers insurance service

Now Insurance Services are available at Unimart in Synergy with Nurture. Nearly 25 franchisees have onboarded and a total of 250 franchise has shown their interest. Onboarding is in process for these franchisees.

Now Farmers can purchase Insurances from Unimart:

1. Crop Insurance
2. Personal Accident Policies
3. Health Insurance
4. Motor Vehicle Insurance

Unimart dealing with 2-3 Insurance companies under each segment.

## New Category - Agri & Allied

Now we are live with other Category Products. In synergy with Nurture.Retail.

From Telangana 11 franchisees are onboarded in Nurture.Retail and 2 of these franchisees placed indents.

Categories we are dealing with:

1. Seeds
2. Water Soluble Fertilizers
3. Veterinary Feed
4. Farm Implements

# Agronomy

## West Region

### Gujarat

#### Gujarat Agricultural situation

Parameters	Groundnut	Cotton
Date of sowing	15th June	15th June
Target acres per Unimart	300 acres	300 acres

#### June Month Activities plan

Groundnut		
Segment	Target	Activity
Seed Treatment	500 acres	Bora demo & Live Tray at counter
Zeba	20 acres (100 kg)	Live Jar Demo (20 demo/EO)
Neo root/Copio	500 acres (1 MT)	
Cotton		
Segment	Target	Activity
Zeba	20 acres (100 kg)	Live Jar Demo (20 demo/EO)
Neo root/Copio	500 acres (1 MT)	

### Madhya Pradesh

#### Madhya Pradesh Agricultural situation

Parameters	Soyabean	Cotton	Maize	Paddy
Date of sowing	20th June	15th June	10th June	10th June
Target acres per Unimart	500 acres	500 acres	500 acres	500 acres

#### June Month Activities plan

Soyabean		
Segment	Target	Activity
Seed Treatment	500 acres per Unimart	Bora Demo (20 demo per EO) & Tray demo on store)
Pre emergent	500 acres per Unimart	One to one farmer meeting
Cotton		
Segment	Target	Activity
Dost Super	500 acres	One to one farmer demo
Zeba	20 acres (100 kg)	Live Jar demo (20 demo per EO)
Neo root	500 acres (1 MT)	

Maize		
Segment	Purpose	Activity
Seed Treatment	New initiative for farmer awareness	Bora demo (20demo/EO)
Paddy		
Segment	Purpose	Activity
Seed Treatment	Farmer awareness for ST	Bora demo (20 demo/EO)



# Agronomy

## West Region

### Maharashtra

#### Maharashtra Agricultural situation

Parameters	Soyabean	Cotton	Maize
Date of sowing	20th June	15th June	20th June
Target acres per Unimart	500 acres	500 acres	200 acres

#### June Month Activities plan

Soyabean		
Segment	Target	Activity
Seed Treatment	500 acres	ST tray demo at Unimart counter
Cotton		
Segment	Target	Activity
Dost Super	300 acres	One to one Farmer meeting
Zeba	20 acres (100 kg)	Live Jar demo (20 demo per EO)
Neo root	500 acres	One to one farmer meeting
Maize		
Segment	Purpose	Activity
Seed Treatment	Farmer awareness	Bora/Tray demo (20 demo per EO)



# Agronomy

## North Region

### June Month Opportunities

- Early rains in May will advance first spray by 10 to 15 days.
- Prediction of Sucking pests like Jassids and aphids.

State	Acres coverage
Haryana	16.25 LC Acres
Punjab	6.2 LC Acres
Rajasthan	14.9 LC Acres

#### June Month Activities plan

#### ULALA GROWTH RIBBON CAMPAIGN

- Purpose: Ulala is systemic and works as feed blocker.
- Observations: Green new growth, No infestation of Aphids & Jassids in new growth



#### June Month focus products for Liquidation



# Agronomy

## South Region

Upcoming crops for June: Cotton, Paddy & Sugarcane.

### Andhra Pradesh

Category	Placement products	Quantity
NPP	Gainexa	50 lt
Herbicides	Dost Super, Amicus, Sweep Power,	2100 lt, 120 lt, 1800 lt
Fungicides	Saaf	100 kg
Insecticides	Ulala, Apache, Gunther, Lancer Gold	15 kg, 70 kg, 20 lt, 900 kg

### Telangana

Category	Placement products	Quantity
NPP	Zeba	20 acres per Unimart
Herbicides	Dost Super, Sweep power	1 kl, 5 Kl,
Fungicides	Saaf	300 kg,
Insecticides	Ulala, Apache, Lancergold	50 kg, 500 kg, 1 MT,

### Karnataka

Category	Placement products	Quantity
NPP	Zeba, Copio, Neo root, Macarena, Gainexa, Opteine	2.5 MT, 2 MT, 3.7 MT, 580 kg, 1.2 KL, 1150 lt
Herbicides	Dost Super, Amicus, Avert, Eros, Sweep Power, Triskele, Neozin, Iris	2450 lt, 1250 lt, 1700 lt, 2750 kg, 4500 lt, 2850 kg, 2500 kg, 1 KL
Fungicides	Avancer, Cuprofix, Saaf, Saafilizer	800 kg, 1 MT, 870 kg, 600 kg
Insecticides	Ulala, Apache, Gunther, Shenzi Gr	78 kg, 130 kg, 1230 lt, 2150 kg

# Training



A training programme for Silwet Gold was held in the Khandesh area on May 23, 2023. Following training, EO and EM declare with assurance that they won't spray in fields without applying Silwet Gold. Each member of our team also agreed that only during the Kharif season will at least one franchisee sell Silwet Gold products for at least 100 LTR.



# PEOPLE

## Star Performer of the Month

### West Region



**Vishnu Shembade**  
Extension Manager  
Marathwada-Maharashtra  
MTD Sale 65.27 L



**Manoj Patidar**  
Asst.Extension Manager  
Khandwa-Madhya Pradesh  
MTD Sale 45.37 L



**Yogendra Yogi**  
Asst.Extension Manager  
Ujjain -Madhya Pradesh  
MTD Sale 43.45 L



**Balram Kushwaha**  
Extension Manager  
Ujjain- Madhya Pradesh  
MTD Sale 37.74 L



**Aniket Raghuwanshi**  
Asst.Extension Manager  
Bhopal- Madhya Pradesh  
MTD Sale 34.66 L

## Star Performer of the Month

### North Region



**Sandeep Sharma**  
Extension Manager  
Nagaur - Rajasthan  
MTD Sale 40 L



**Sonu Daliya**  
Area Manager  
UP – Uttar Pradesh  
MTD Sale 28 L



**Manish Verma**  
Extension Manager  
Kannauj – Uttar Pradesh  
MTD Sale 18 L



**Harish Pal**  
Extension Manager  
Mall – Lucknow UP  
MTD Sale 11 L



**Jitender Singh**  
Extension Manager  
Karnal – Haryana  
MTD Sale 11 L

## Star Performer of the Month

### South Region



**Shankargouda**  
Extension Manager  
Bijapur - karnataka  
MTD Sale 1.36 Cr



**Prabhakar Kamble**  
Asst.Extension Manager  
Bijapur- Karnataka  
MTD Sale 36.55 L



**Gourishankar**  
Asst.Extension Manager  
Bijapur- Karnataka  
MTD Sale 21.82 L



**Thammall Sravan Kumar**  
Extension Manager  
Telangana  
MTD Sale 15.83 L



**Ashok**  
Extension Manager  
Central Karnataka  
MTD Sale 5.92 L

## Success Story

### Franchisee Partner



**Debasis Bera**  
Kalimata Krishi Seva Sadan  
West Bengal

Namaste to all, My Name is Debasis Bera, 42 year old, Franchisee partner of Unimart, Ghosua, Hooghly, West Bengal. I am having 21 years of experience in agriculture field. I started my journey with Unimart from 16th, May 2023. I am serving the crops coverages mainly Rice, Groundnut, Potato & some seasonal vegetables. I am connected with 400-450 farmers with having 1 acre individually.

I am happy to be part of UPL sustainable solutions.

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.



**Farm Advisory & Solution Centre**

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