



MONTHLY JOURNAL

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Unimart Introduced Farmers' financial growth Program at Gujarat



On 5th February, 2023, Unimart launched a financing scheme for farmers in Gujarat with the help of Gujarat State Cooperative Agriculture & Rural Development Bank LTD. As part of the program, Unimart would be offering the farmers a low-interest loan of one lakh rupees per acre. Farmers will benefit from a financing plan for sustainable agriculture. With this scheme, Unimart hopes to assist about 25,000 farmers.



Horticulture Drones testing in Unimart Ellanabad, Haryana



Unimart team successfully completed Horticulture Drone trials in Ellanabad, Haryana on March 2nd, 2023.

During Trails, the entire North Team, as well as Mr. Tushar Trivedi (Business Head- Unimart), presented and discussed how it will benefit all farmers.



AVPL Consulting joins hands with Unimart Skill Development in Agriculture sector: creating opportunities for 50,000 Agri entrepreneurs across India



- **AVPL team will train 2000 Drone pilots at Haryana. The Utilization of Drone by these pilots to be ensured by allocating them with Unimarts.**
- **In Haryana 500 unimarts- each Unimart can be allocated 2 to 3 Drones there by solving Pilot issues and in turn timely service to farmers and supporting liquidation to franchisee.**

Business Review & March month Roadmap discussion with team at North Region



On 2nd, March 2023 at Hisar, Haryana Business Review & March Roadmap plan discussion meeting conducted by Mr. Tushar Trivedi . entire north region team attended the meeting.



Business

West Region

- No. of Unimarts-260
Focus Crops for the Month of March : Sugarcane, Green gram & Vegetables.

Achievements

- For the first time in Unimart history, West region has reached the 40 crore sales mark.
- Madhya Pradesh has the highest YTD business of any state in Unimart, with 15 Crore.
- With only 37 FOFs, Gujarat state has surpassed 10 crore YTD sales mark.

Market Trends

Green Gram sowing is starting.

Sugarcane plantation is going on and its upto 3 to 4 months in some area. Some areas farmers still awaiting harvesting of sugarcane

Farmers are not yet selling Cotton due rates are not as expected

Field Activities

One to one farmer meetings.

Zeba Bottle demos and seed treatment campaign for Green gram & Sugarcane crop.

Business Expansion

Outlets Opened in Month of February	Active Outlets	Planned for March Month
16	260	35



Unimart outlet Kisan Agro launched at Kodinar, Gujarat on 18th February ,2023. around 100 farmers attended the Inauguration Ceremony.



Unimart outlet AvaniKalp FPC launched at Jamkandorna, Gujarat on 4th March, 2022. around 200 farmers attended the Inauguration Ceremony.

Business

North Region

- No. of Unimarts-164
- Focus Crops for the Month of March : Wheat, Cumin, Mango & Vegetables.

Achievements

- Uttar Pradesh team surpassed 10 crore Sales mark first time.
- Bikaner Area achieved 151% MTD Budget.
- Developed new franchise network at south Haryana in vegetable belt.
- Horticulture Drones demo spray done at Ellanabab, Haryana.

Market Trends

Sugarcane sowing Started in Uttar Pradesh.

Mango 1st spray completed & 2nd spray going on in Uttar Pradesh.

Cumin harvesting started in Bikaner, Rajasthan.

Wheat at maturity stage

Mustard harvesting started in north region.

Field Activities

One to one farmer meetings.

Advt. van campaign started for Mango crop in Uttar Pradesh.

Cascade Demo

Business Expansion

Outlets Opened in Month of February	Active Outlets	Planned for March Month
15	164	30



Unimart outlet launched at Dhanora, Amroha on 13th February,2023. Approx 100 farmers attended the Inauguration Ceremony..



Business

South Region

- No. of Unimarts-150
Focus Crops for the Month of March : Sugarcane & Vegetables.

Achievements

- Achieved 24 crores sales numbers.
- achieved 200% of MTD budget.
- all three states of South(Andhra Pradesh, Telengana & Karantaka achieved MTD budget target

Market Trends

All crops are harvested in south. in few areas vegetables crop are going on.

Ginger plantation started.

Farmers are not yet selling Cotton due rates are not as expected

Field Activities

One to one farmer meetings.

Zeba Bottle demos and seed treatment campaign for Green gram & Sugarcane crop.

Business Expansion

Outlets Opened in Month of February	Active Outlets	Planned for March Month
25	150	40

Business Collaboration



Mr. Abhishek Rajyaguru (Area Manager Gujarat) presented Unimart treated Groundnuts to Mr. Raghavji Bhai Patel (Agriculture Minister) and Discussed about Unimart various projects and Impact of Groundnut Project.



Mr. Abhishek Rajyaguru (Area Manager Gujarat) presented Unimart treated Groundnuts & Oil to Mr. Solanki (Agriculture Director) and Discussed about Unimart various projects and Impact of Groundnut Project.

Farmers Corner



Sanjay Bairagi

Village:Roda

Madhya Pradesh

Crop: Onion & Potato

Contact No. 9755809051

“I am associated with Unimart from last year. with help of Unimart Adivsory I increased by yield & reduce my cost in last one year.”

I've been with Unimart for about a year. in last season I got 20% more yield in soybean crop & I got good price in market due better crop quality.

Unimart farm advisory assists me in treating crops with the appropriate product at the appropriate time. at Unimart, I am getting UPL original products. Unimart advisory service is game changer for all farmers.

Thank you Unimart for your wonderful support and guidance. It is my sincere request to all farmers to be a part of the Unimart family.



Rameshwar Meena

Village: Maljipura

Madhya Pradesh

Crop: Gram & wheat

Contact No. 7583875839

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

I've been with Unimart since 2022. With the assistance of Unimart, I increased the yield of my gram and wheat crops by 15 to 20%, thereby increasing my profit. Because of UPL products and Unimart services, my crops were of superior quality compared to other farmers, and I gained a higher price at the local market.

The Unimart team provided me with concise advisory and weather updates. As a result, I was able to protect my crops from disease and pest infestations.

Thank you to UPL and Unimart for guiding me and providing such fantastic products on time.

Agronomy



Classroom training for live Zeba Demonstration at Shree Murli manohar Krishi sewa kendra - Satwas, Madhya Pradesh on 3rd march 2023. There was a very good responses from the field and the liquidation also started from the same day of demonstrations.





On Field Training & Zeba Demonstrations by Extension Officer at satwas ,Madhya Pradesh on 3rd March 2023.



Night farmers meeting for Zeba Demonstration at Narshingpur, Madhya Pradesh on 5th March 2023.

People

On February 20, 2023, the HR team Organised a **Know Your Company** Contest for all employees. Employees from all regions took part in this competition.



Employees have gained a better understanding of Unimart and have aligned Company goals with the help of this contest.



Winner of the Contest



Alka Raj
Extension Officer



Akmal Badi
Extension Officer



Jeevan Singh
Extension Officer



Mangesh Mane
Extension Manager



B Naveen Kumar
Extension Officer

Success Story

of our prestigious Franchisee Partner

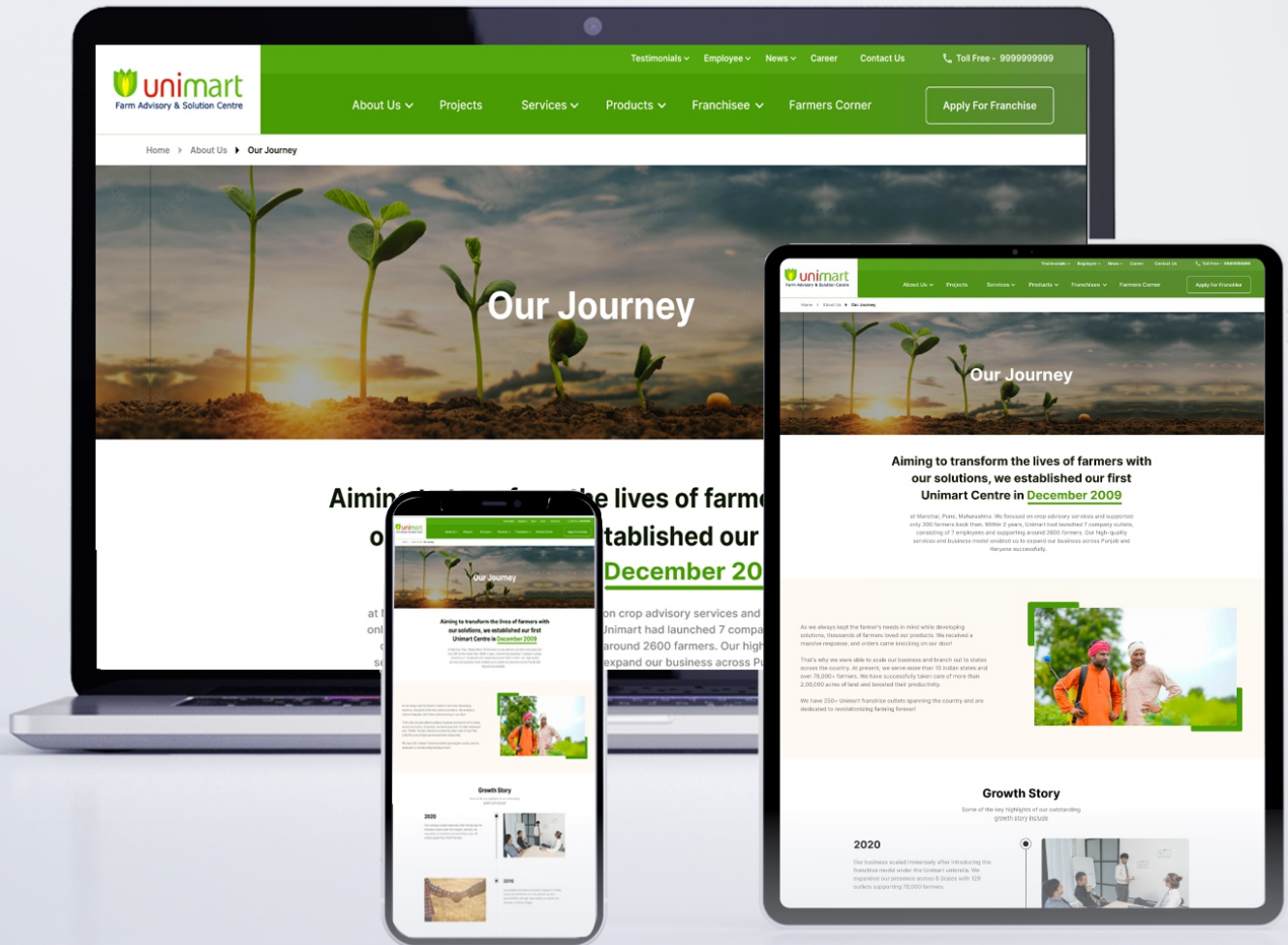


Namaste to everyone. I am Shivam Verma, a Unimart franchise partner in Bindki (Uttar Pradesh). My journey with Unimart began in September 2022. I am serving 25-30 15 potato crop villages. I am in contact with approximately 700 farmers. This year, I have made 70 lakhs in business till now.

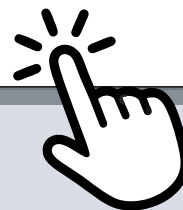
I am delighted to be a part of UPL's sustainable solutions. I intend to do a 2 to 2.50 crore business with Unimart in the coming financial year.

Thank you to the Unimart Team for providing this concept service to the farmers' community. Wishing Unimart Team a Happy and Healthy Future and expecting the same support in the future.

Our New Website has launched! Make sure you check it Out!



<http://www.unimart.in>



- A responsive, mobile-friendly design, our site is accessible from your desktop, phone, or tablet.
- Farmers Corner, Online Field Booking & Spray Machine Booking and many other features have been added.

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