



VISION 2035

FOR STRENGTHENED BONDS TOWARDS VIKSIT BHARAT

MR. JYOTI SAROOP
FOUNDER DIRECTOR
THE UNATI AGRI ALLIED AND MARKETING MULTI STATE
COOPERATIVE SOCIETY LTD.



9CR SHG
WOMEN
LIVELIHOOD
ENABLED



2025-35
ERA OF
COOPERATIVES



QUALITY
FOOD &
POSHAN
FOR ALL



UNATI BEHAN
MICRO
FACTORY -
LIVELIHOOD
FROM KITCHEN



EMPOWERED
BHARTIYE NARI
FOR HOLISTIC
WELLNESS



HAPPIER
FARMERS
FARM TO
FACTORY
TO FORK



COLLABORATION
OF INDUSTRY &
ACADEMIA UNDER
RMA



QUICK
COMMERCE
WITH FPOS &
PACS



AI ENABLED
UNATI BEHAN
DELIVERING
TRADITIONAL
KNOWLEDGE





HOW WILL WE DO THIS?

सहकार से समृद्धि....

THE SPIRIT OF COOPERATION HAS ALWAYS BEEN AN INTEGRAL VALUE OF OUR SOCIETY. THIS ETHOS, ROOTED IN OUR CORE VALUES, HAS FOSTERED COMMUNITY BONDS, NURTURED RELATIONSHIPS, AND PROMOTED COLLECTIVE GROWTH.

<https://youtu.be/9lOaOH2Trvw?si=hHQkajwM7C9Zb-QY>

**WALKING ALONG THE GLOBE...SINCE 2003
WE BELIEVE THEY ARE PRINCIPLES OF BHARTIYE CULTURE**



COMPLYING WITH 10 SDGS



2003



2023

PROUD TO BE A CO-OPERATIVE WITH...

₹8 CR

Generated for People of Kandi every year

1200 +

Bio Resource Collectors/Farmers Onboard

6000 MT+

Bio Resource Utilized Per Annum

2 LACS+

Mandays/Annum Livelihood Generated



PUNJAB AGRO'S



Always Quality. Always Near.



We'll Treat You Well



HELPING YOU SPEND LESS!



SOCIAL IMPACT



1200+
COLLECTORS
3 CRORE+
REVENUE GENERATED
**UNATI JAIVIK
MISSION**



180+
SCHOOLS
**UNATI SWACH SCHOOL
ABHIYAAN**



100+
GUR MAKING UNITS
CENTRALISED
**UNATI GUR
INITIATIVE**



300+
WOMEN DIRECTLY
EMPLOYED
**WOMEN
EMPOWERMENT**



100+
SLUM FAMILIES
47 Lakh
REVENUE GENERATED
**UNATI SLUM & LANDLESS INCOME
GENERATION PROGRAM**



40+
WOMEN
**UNATI
GREEN MISSION**



20 Lakh
REVENUE GENERATED
**UNATI
BAMBOO MISSION**



24+
STUDENTS BENEFITTED/YEAR
SINCE 2016
**UNATI
SKILL DEVELOPMENT INITIATIVE**



TAKING MASTER IDEA FROM PUNJAB
TO MULTI-STATES OF BHARAT

**THE UNATI AGRI ALLIED AND
MARKETING MULTI STATE
CO-OPERATIVE SOCIETY LTD.**

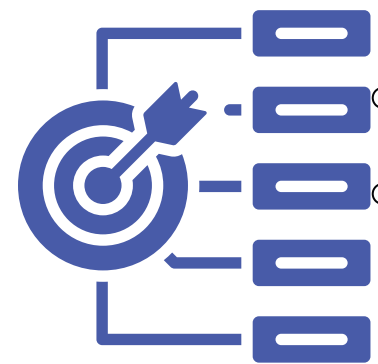
OUR VISION & OBJECTIVES

UAMMCL



Vision

To establish a sustainable supply chain by reviving the Indian tradition of cooperation



Objectives

- Doubling farmer income
- Mass livelihood generation with focus of women empowerment
- Good quality affordable products for consumer.

वसुधैव कुटुम्बकम्

COOPERATION IS
IN CULTURE OF BHARAT





MASS LIVELIHOOD GENERATION FOR WOMEN



HEALTH AND WELLBEING OF CONSUMER



AUTHENTIC & ASSURED MAREKTING PLATFORM FOR FARMERS

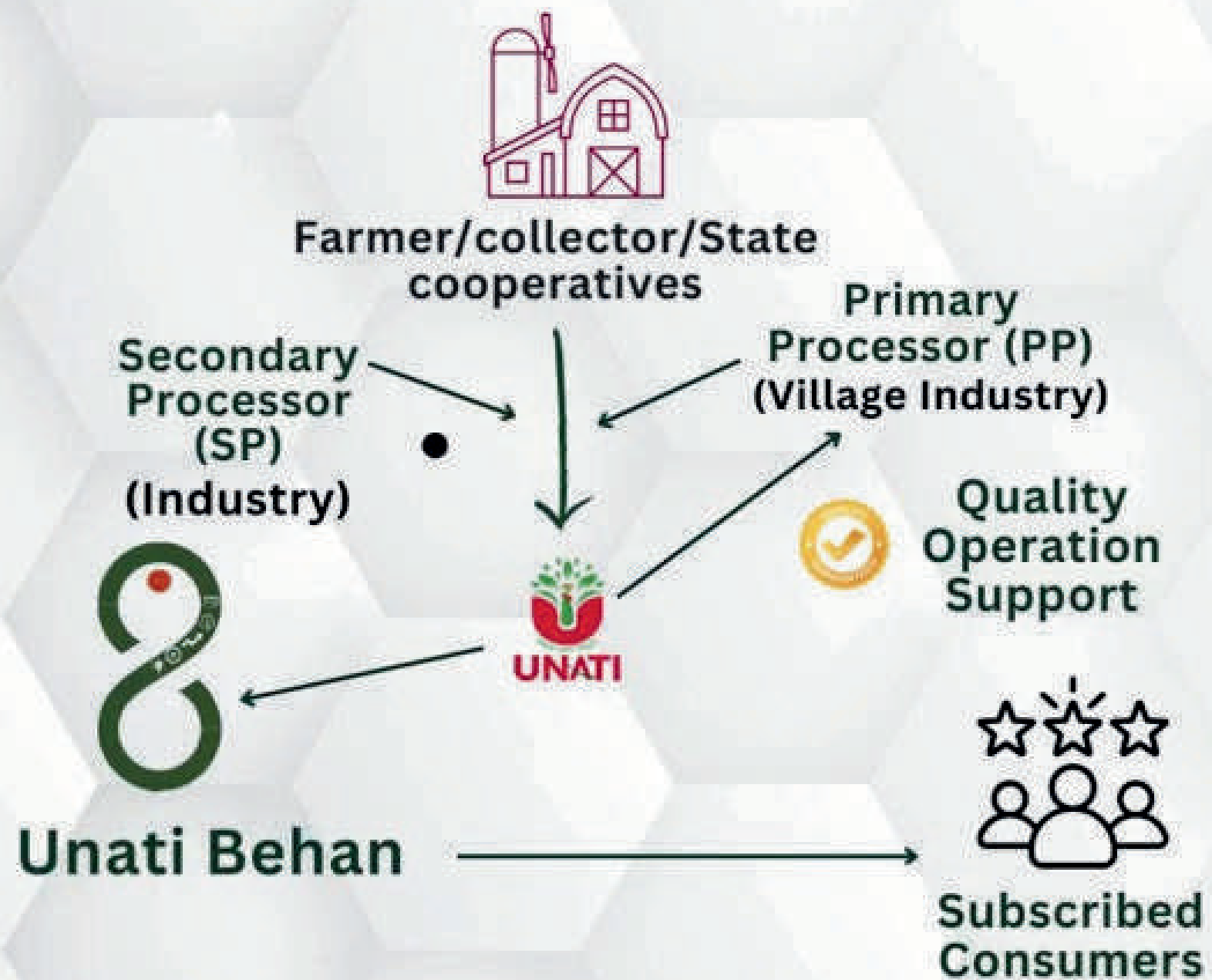
COOPERATION AMONG COOPERATIVES





UNATI BEHAN

An Empowered Avtar of Bhartiye Nari

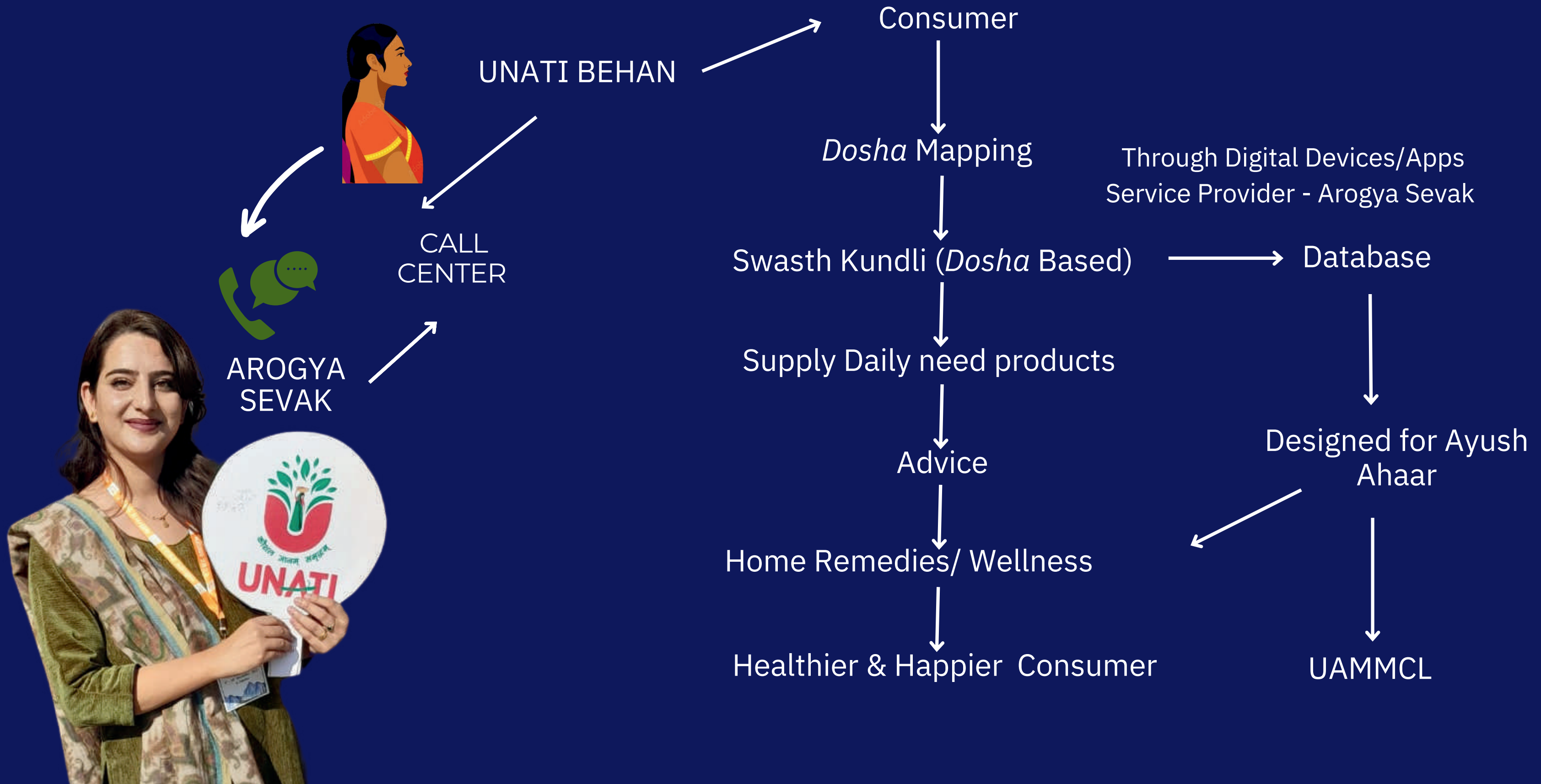


Unati Behan is an empowered avtar of Middle class Bhartiya Nari to strengthen Bharat by bringing livelihood for millions & supporting Kisan Bhai

- Delivering Health & Wellness
- Affordable Daily Needs
- Empowering your Kitchen



SWASTH BHARAT, SASHAQT BHARAT - HEALTH & WELLNESS OF THE CONSUMER



**BLUE PRINT FOR VIKSIT BHARAT THROUGH COOPERATION
HOW WE DREAM TO ACHIEVE IT?**

CURRENT SCENARIO

WEALTH IS ACCUMILATIONG WITH HIGHER SEGMENT (RICH IS BECOMING RICHER)

SUPPLY CHAIN STAKEHOLDERS/SERVICE PROVIDERS



**PRODUCERS
(COLLECTORS/FARMERS)**

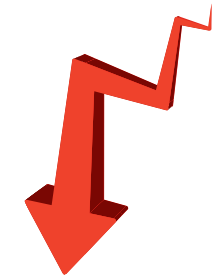


CONSUMER



**PRICE OF DAILY NEEDS, COMMODITIES
ARE RISING EXPONENTIALLY**

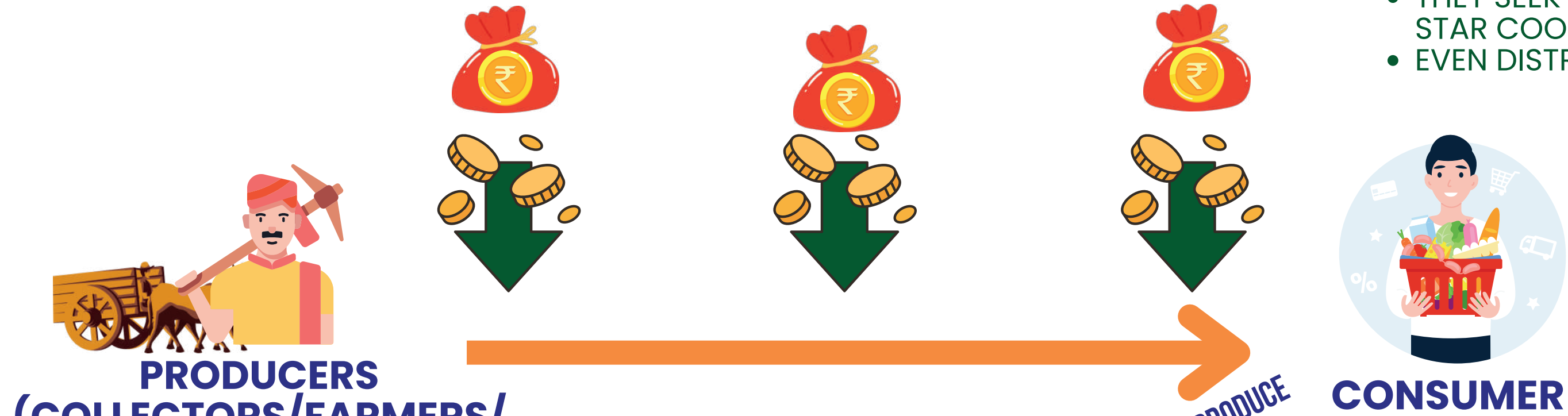
**INDIA SCUMBS TO HIGHER COST, LOW QUALITY
PRODUCTS AND LACK OF NUTRITION**



COOPERATION FUELED FUTURE

SUPPLY CHAIN STAKEHOLDERS/SERVICE PROVIDERS

- THEIR ROLE REMAINS THE SAME
- THEY SEEK PROJECTS FROM STAR COOPERATIVE
- EVEN DISTRIBUTION OF MONEY



**PRODUCERS
(COLLECTORS/FARMERS/
CULTIVATORS)**

CONSUMER



FORMED A COOPERATIVE,
BOUGHT FACTORY
NEAR TO FARM,
REDUCED THE
DISCRIPENCY



**PRODUCERS +
UNATI BEHAN +
FPOS +PACS**

PROVIDING HIGH QUALITY PRODUCE



HEALTH KUNDLI
GENERATED, FAMILY
HEALTH MANAGER,
REVIVED
TRADITIONAL
KNOWLEDGE

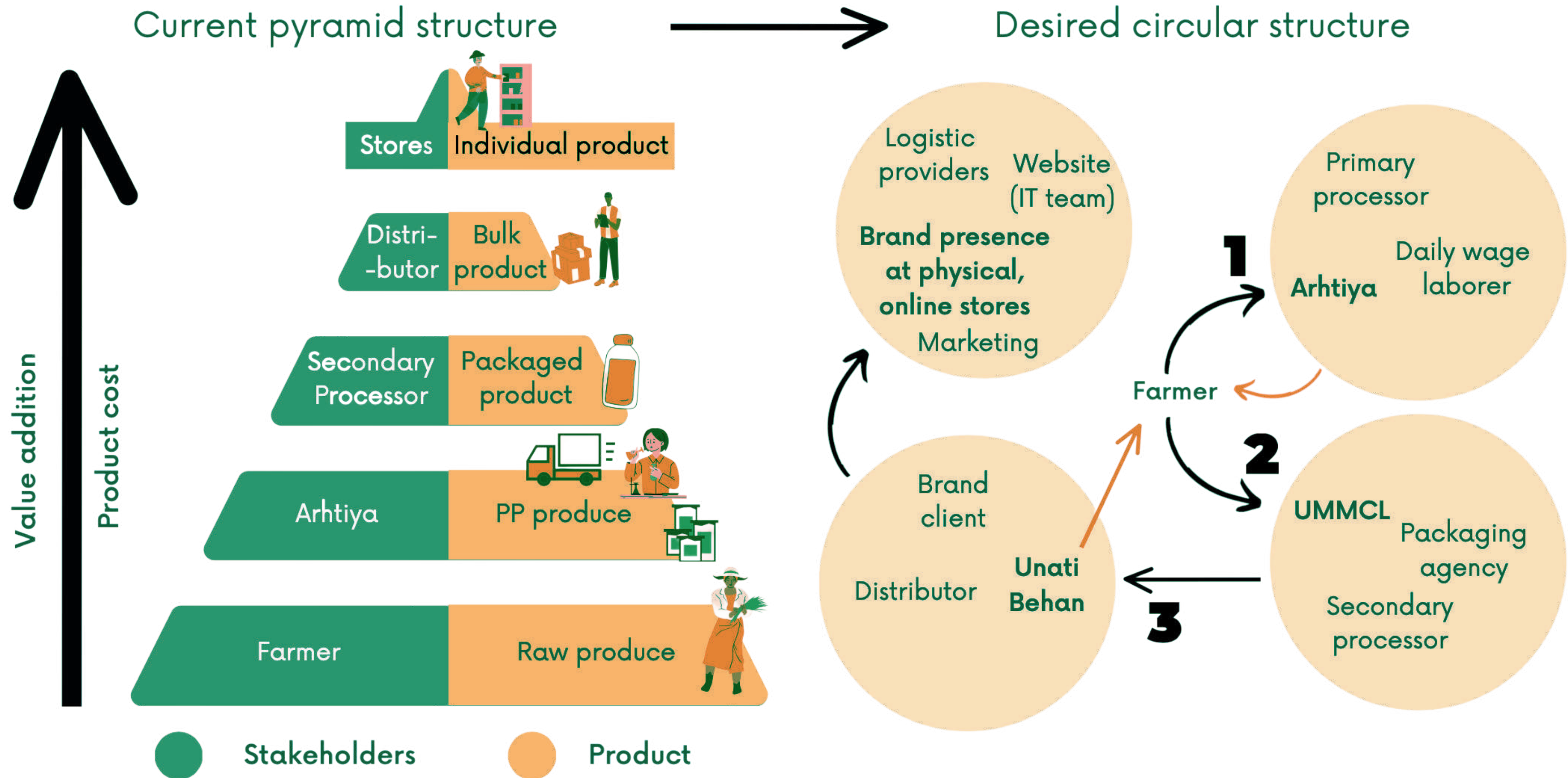
BHARAT RISES WITH SABKA SATH SABKA VIKAAS

SEHKAR SE SAMRIDHI - BLUE PRINT OF COOPERATION AT MICRO LEVEL LEADING TO MACRO IMPACT

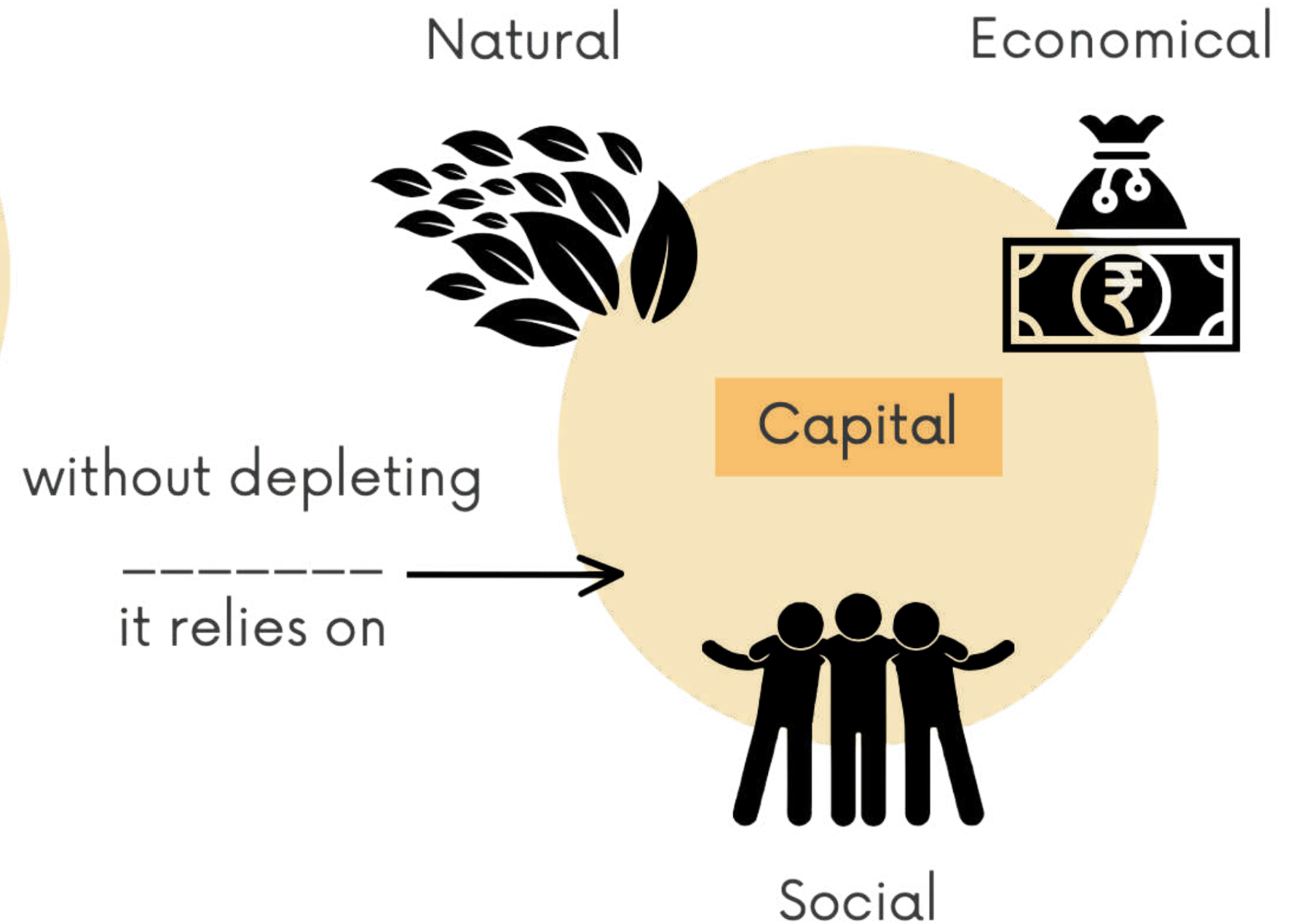
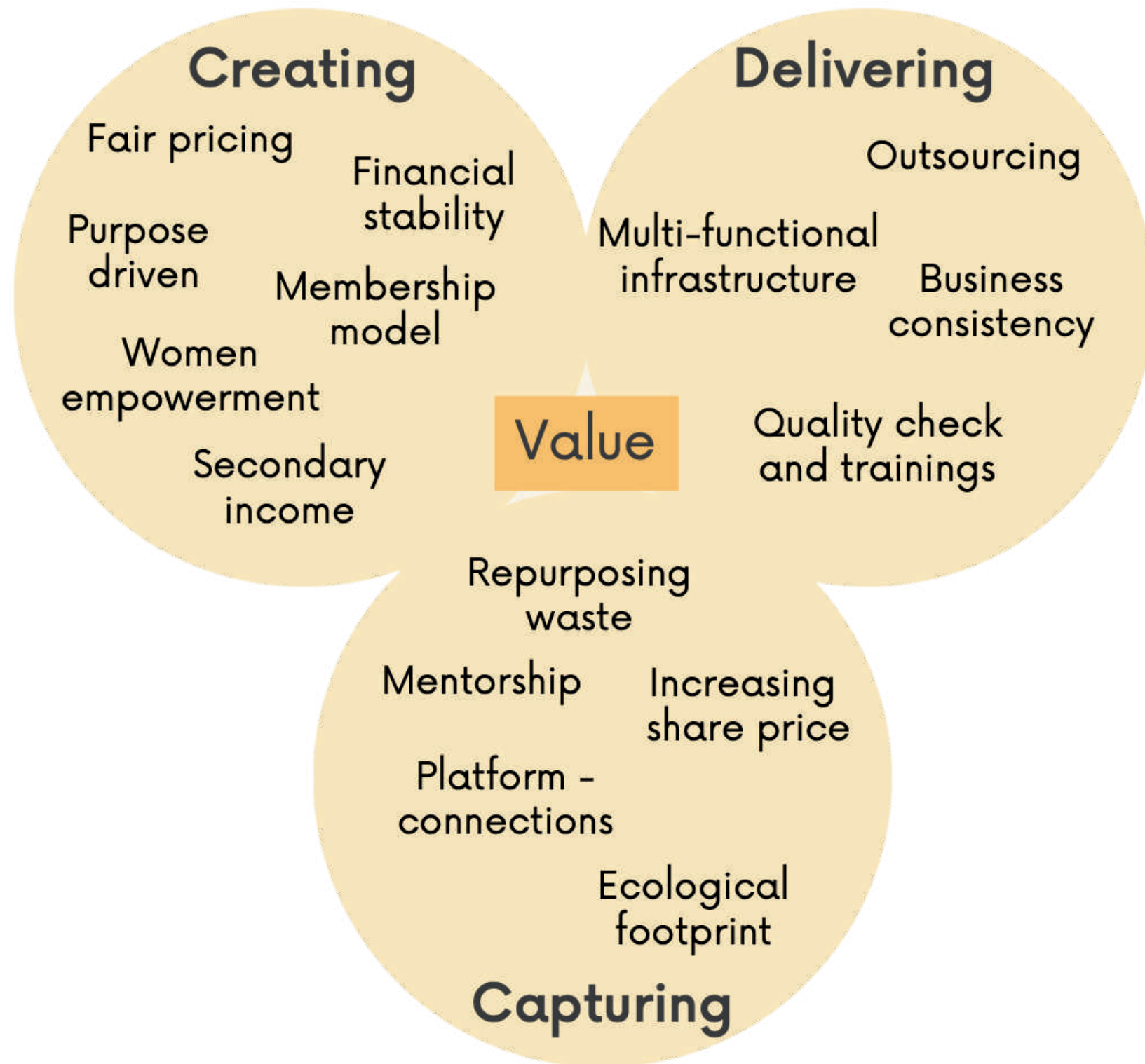


- REDUCED FARM TO FACTORY KA SAFAR
- AUTHENTIC & AFFORDABLE PRODUCE FOR CONSUMER (GHAR BAITHE PAIYE KASHMIR KA APPLE)
- HEALTH & WELLNESS TO CONSUMER
- ASSURED & BETTER MARKET PLACE TO PRODUCER/COLLECTOR/FARMER
- REDUCED DISCREPANCY WITHIN SOCIETY
- EVEN DISTRIBUTION OF FUNDS
- TRUE EXAMPLE OF SABKA SATH SABKA VIKAS

CIRCULAR ECONOMY IS ALL WE NEED



REVIVING COOPERATION & CIRCULATION





UAMMCL TAKES FIRST STEPS TOWARDS IT'S VISION 2035
PEHLE KADAM VIKSIT BHARAT KI AUR

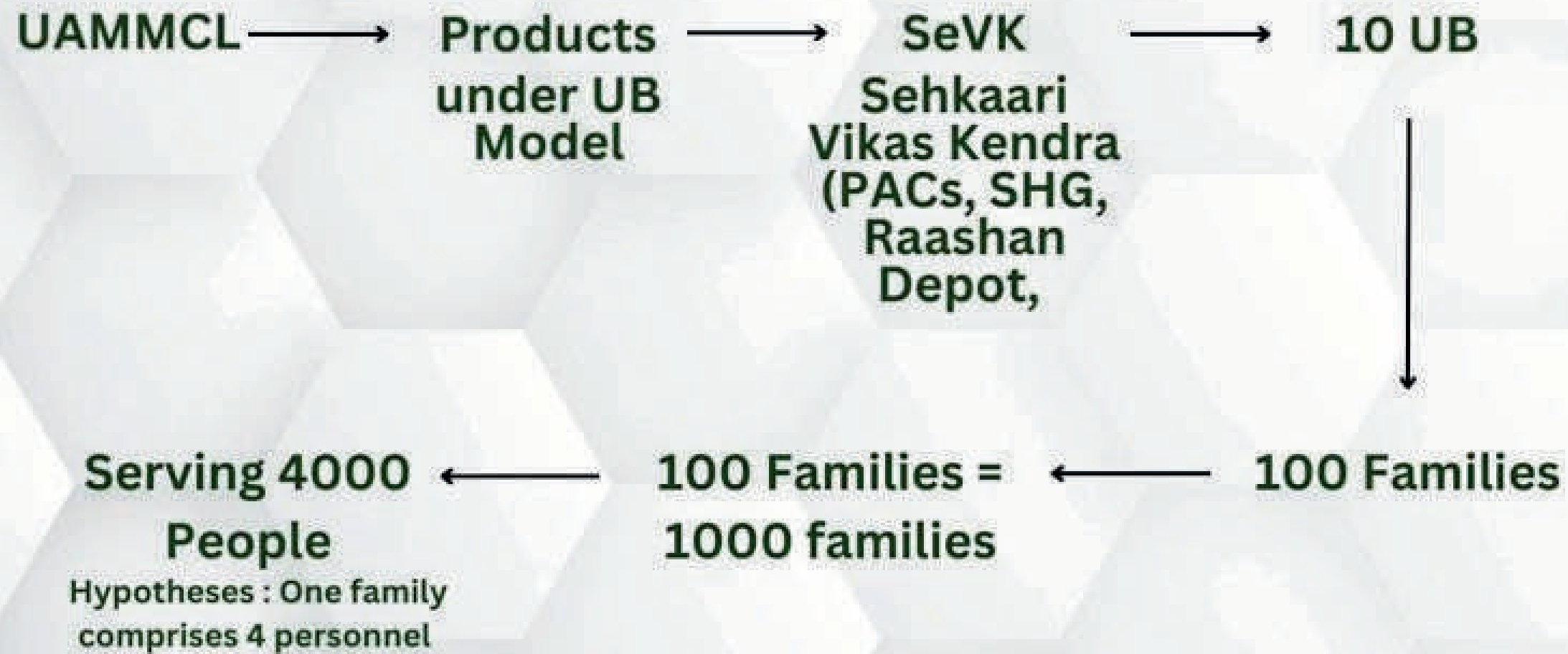


UNATI MARUT DRONE ACADEMY



UNATI BEHAN DRONE DIDI





Uniform spraying to saving crops: how drones can give wing to farmers

ANJU AGNIHOTRICHABA
JALANDHAR, SEPTEMBER 1

FARMERS IN Bhagthala Khurd in Faridkot recently used drones to spray pesticides on their maize and moong crops. Villages in Kapurthala and Amritsar have seen drones being deployed for similar purposes. In Punjab, 93 out of 100 drones made available to farmers by the Indian Farmers Fertiliser Cooperative (IFFCO) under the Centre's NAMO Drone Didi scheme are already operational. These drones cost Rs 16 lakh each, and come equipped with 12-litre water tanks. Experts suggest that these drones may revolutionise pesticide or fertiliser application in Punjab fields, which has traditionally been carried out manually either by hired labourers or the farmers themselves. However, manual application comes with several challenges. Drones address many of these, and provide other benefits like reducing costs and increasing yields.

Protecting farmers from pesticides

Manual application of pesticides is labour-intensive. It can take a worker several hours to cover an acre of land — a task which drones can complete in only 5-7 minutes — during which they come in close contact with harmful pesticides. This is particularly important when it comes to tall crops like maize and sugarcane, where workers often get drenched in pesticides during application.

Close and prolonged contact with pesticides as well as chemical fertilisers can be very harmful to farmers' health. In Punjab, this has been a major issue with farmers seeing higher-than-normal incidence of cancer cases, kidney ailments, immunological disorders, Parkinson's disease, and infertility as a result of wanton pesticide application. By taking pesticide application out of farmers' hands (literally)



drones can thus protect farmers' health.

More efficient application

Manual spraying often leaves some parts of the crop untreated. This adversely impacts yields. In contrast, drone-based applications are more uniform. Gurpreet Singh, a farmer from Bhagthala Kalan, reported that pests persisted even after two manual sprayings, but since he began to use a drone for pesticide application, his maize crop became healthy and yields have gone up.

Moreover, drones address the challenge of applying nano fertilisers such as nano urea and nano DAP, which need to be used in very small quantities. Uniform manual applications of these nano fertilisers can be challenging, preventing their widespread use even though they are

more cost-efficient. For example, a 500 ml bottle of nano urea which is sufficient for covering one acre of farmland costs Rs 225 — a 45 kg bag of urea costs Rs 266, with farmers needing 2.5 to 3 bags per acre. Nano fertilisers are also more environmentally friendly.

Crop monitoring and emergency applications

Drones can also be used for capturing detailed, real-time images of the fields, allowing farmers to monitor crop health and make prompt interventions if needed. This is especially important in the case of epidemics. For instance, in recent years, the pink bollworm has ravaged cotton crops in Punjab (and neighbouring states). This pestilence can be mitigated by regular and proper monitoring of crops — something which farmers often fail to do. Drones are a game-changer in this regard. Moreover, drones can quickly cover vast swathes of land with pesticides not only in cases of pink bollworm infestation but also during locust swarms and whitefly infestations.

Environmental benefits

First, up to 90 per cent nutrients in nano fertilisers applied via drones are absorbed by plants, reducing runoff and minimising air, water, and soil pollution. In contrast, traditional application methods can lead up to 60 per cent of nutrients being lost to the air.

Second, leave based application — unlike soil based application of traditional urea and DAP fertilisers — are significantly better when it comes to soil pollution. In Punjab, where fertiliser usage is already the highest in the country, this reduction in soil pollution is beneficial for soil health, and over time, the health of crops and consumers themselves.

Third, traditional methods of pesticide application are extremely water-intensive. Drones can cut down water consumption by up to 90 per cent.

Other innovative uses

Besides spraying pesticides and fertilisers, drones are also being explored for innovative projects such as "seed ball" bombing — basically dropping balls of soil and cow dung containing seeds over swathes of land. In Hoshiarpur, this is being seen as a way to potentially reforest large swathes of land.

Punjab's first drone training academy to come up in Talwara

DIVYA GOYAL GOPAL
LUDHIANA, SEPTEMBER 1

TAKING A cue from the Centre's NAMO Drone Didi Scheme under which rural women across the country are being trained as drone pilots to spray agricultural fields using drones, Punjab's first drone training academy is set to come up in Talwara town in Hoshiarpur district. Around 22 women from Punjab who underwent training under the Centre's Drone Didi Scheme had gone to Gurgaon to attend a training camp.

Backed by the Department of Biotechnology, Government of India, and the Punjab State Council for Science & Technology, Government of Punjab, Unati Agri Allied and Marketing Multi-State Cooperative Society Limited (UAMMCL) will establish the training academy in Talwara in tie-up with Marut Drone Academy, a company providing drone training in the country.

Unati has been empowering the local rural community, especially in Punjab's Kandi belt. Unati founder-cum-director Jyoti Saroop said, "We have signed a Memorandum of Understanding (MoU) with the Government College, Talwara, which will provide us space to run the academy. We have applied for a licence with the Directorate General of Civil Aviation (DGCA). The academy will become operational as soon as the approval comes." Saroop said that in line with the Centre's Drone Didi scheme, the focus would be on training women to make them financially self-reliant and develop their entrepreneurship skills. "We have been using drones for afforestation in the Kandi belt of Punjab under the Unati Green Mission. Seed balls stored in banks by rural women are being dropped in jungles by drones to increase vegetative growth and bio-diversity. Once the academy starts, more women will be trained to use drones in agriculture."

Hoshiarpur forests to be seed bombed with drones under afforestation initiative

Unati Cooperative will run the project with the help of Forest Dept | One drone will drop 2.5K to 4K seed balls at a time | 10 lakh seed balls prepared with help of women self-help groups

ANJIV KUMAR BAKSHI

HOSHIARPUR, AUGUST 23 Seed balls, which have been popular on social media for some time as an effective method of afforestation, will soon be used to expand forests in Hoshiarpur. Seed bombing will soon be carried out in the district's forests using drones. For this, the Forest Department has collaborated with Unati Cooperative Marketing Processing Private Limited, region's leading cooperative group. Unati Cooperative Society, which has been distributing seed balls as part of 'Green Mission' for 10 years, has manufactured around ten lakh seed balls in the assistance of the Forest Department to this end.

Each seed ball weighs around 10 gms and different types of seeds may carry payloads ranging from 25 to 40 kg. Thus, one can carry 2,500 to 4,000 seed balls at a time, which will be dispersed over a large area using the drone's 15 to 30-minute flight. The balls will contain seeds of harad, baheda, tulsi, ashwagandha, amla, shilajit, sheesham, and a variety of other herbs, shrubs, and trees.

Jyoti Saroop, Unati's founder-cum-director, told *The Tribune* that in line with the Centre's Drone Didi scheme, the focus would be on training women to make them financially self-reliant and develop their entrepreneurship skills. "We have been using drones for afforestation in the Kandi belt of Punjab under the Unati Green Mission. Seed balls stored in banks by rural women are being dropped in jungles by drones to increase vegetative growth and bio-diversity. Once the academy starts, more women will be trained to use drones in agriculture."



Minister Brahm Shankar Jimpa launches seed bombing scheme with drone in forest near Hoshiarpur.

approximately 35-40 lakh seed balls had been spread to date and this year's target was of 10 lakh seed balls. He added the seed ball programme was a one-of-a-kind endeavour to protect the environment in a sustainable manner.

He noted that the initiative to make seed balls by wrapping seeds in nutrient-rich soil not only supported reforestation and biodiversity protection, but also provided livelihood options for the underprivileged. The initiative had provided meaningful employment for women self-help organisations in Bhatoli and Narang-

pur village, resulting in a revenue of approximately Rs 5 lakh, he added.

According to Sanjeev Tiwari, Forest Conservator North Circle, the Forest Department and Unati have developed a comprehensive plan to seed bomb Hoshiarpur's woodlands. Unati will provide seed balls and drones. The Forest Department has also prepared seed balls with the support of self-help groups, which are also involved in the project. Brahma Shankar Jimpa, Punjab Revenue Minister, launched the broader programme recently. Seed bombing has already been carried out at Nara Dara's forests.

THIS YEAR'S TARGET: 10 LAKH SEED BALLS

"I have been manually producing seed balls for some 20 years, distributing them in the area and scattering them in forests and open spaces. Approximately 35-40 lakh seed balls had been spread to date and this year's target is of 10 lakh seed balls.

Jyoti Saroop, UNATI'S DIRECTOR

ASSURED MARKETING PLATFORM FOR FARMERS



Traceability System through BLOCK CHAIN TECHNOLOGY will be established



ORGANIC CERTIFICATION BODY EXCLUSIVELY FOR COOPERATIVE SOCIETY

PROJECT AMUDHA



ESTABLISHED IN 2023

**PROCURED 200MT OF APPLE,
APPLE PULP FROM LOCAL
COMMUNITY OF VALLEY IN FY22-23**

**FY 2024 - APPLE PROCUREMENT
800 MT**

APPLE PULP - 400 MT





**HSL SAGA - REBUILDING
THE STRUCTURE OF SALT
SYSTEMS IN INDIA
THROUGH COOPERATION**

UNATI POSHAN HUBS

ONE DISTRICT FOUR BLOCKS MODEL (OD4B)

A pilot scale initiative | Trial Duration : 3 Months extendable to whole district later

Proposed District: Hoshiarpur

Blocks: Talwara, Hajipur, Mukerian Dausya

Technological Support from Research Institutes under RMA



Adopting 4 Blocks
for ICDS and
Midday Meal

Midday
Meal
Scheme

ICDS

Building Protocols and
Establishing Innovative
Products in Malnutrition
Program



Building Model Poshan
Hub in RMA

Incorporating nutrition
rich based premixes in
traditional supply from
Poshan Hub



Capacity Building of PACS/SHG under Rural
Milieu Accelerator Cluster to establish
Poshan Hubs in Each districts

Malnutrition
Eradication,
Livelihood Generation

Replication of Model
from RMA to whole
country



**PROJECT
PRASADAM - AN
IMPORTANT STEP
TOWARDS HAR
GHAR POSHAN**

COOPERATION AMONG COOPERATIVES

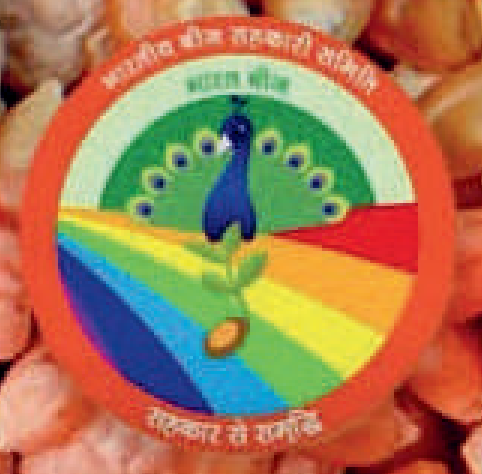
Proud And Active Member Of

THREE NATIONAL LEVEL MULTI-STATE COOPERATIVE SOCIETIES

National Cooperative Exports Limited (NCEL)

National Cooperative Organics Limited (NCOL)

Bharatiya Beej Sahakari Samiti Limited (BBSSL)



MOU WITH JK EX-SERVICEMAN COOPERATIVE STORES LTD.





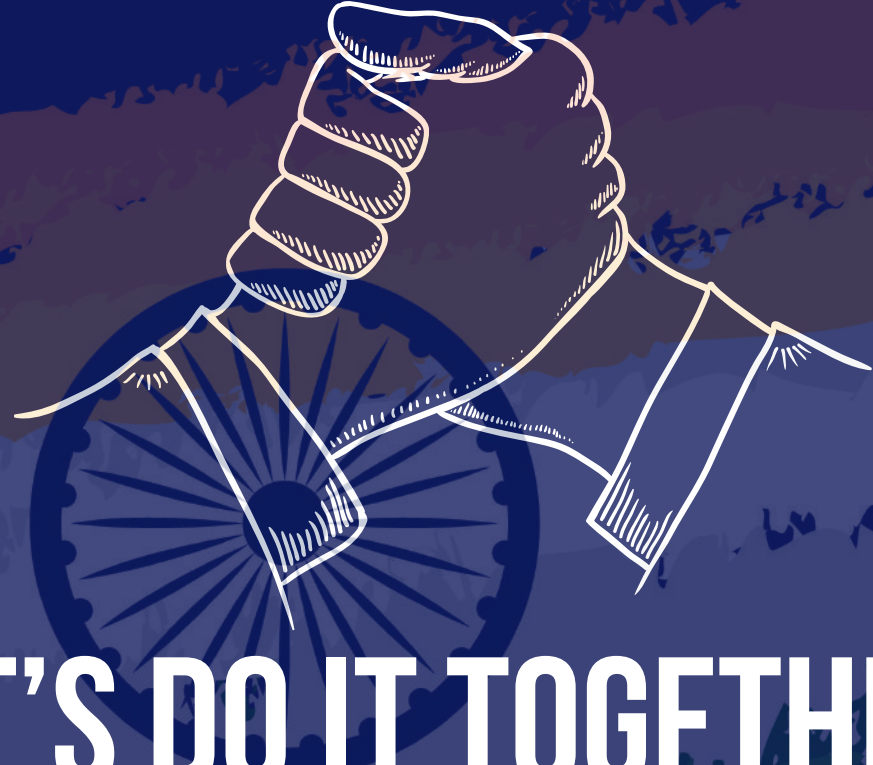
**TO THE MOMENTS..
SUPPORTING OUR
VISION & CONFIDENCE**



GLIMPSES FROM 'NATION SUMMIT ON COOPERATIVES'

HEARTFELT THANK YOU FOR
TRUSTING US!





**LET'S DO IT TOGETHER!
& MAKE BHARAT MATA PROUDER**