

हिंद पोल्ट्री

HIND P OULTRY

Vol. XX January 2022 No. 7



By 2040 India will Achieve per Capita Consumption of 300 Eggs **17**

32nd Annual General Body Meeting of Poultry Federation of India **07**

07



18



Neeraj Kumar Srivastava admires the decision of limit on stock holding of Soy



Mr. Bahadur Ali spell out the Expectation of Poultry Industry to Minister of Fisheries, Animal Husbandry and Dairying **27**

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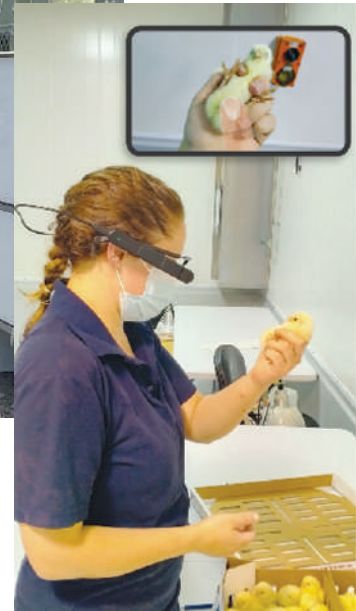


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Aviagen Applies Latest Technology to Give Customers and Internal Teams Best of Both Worlds for In-Person and Remote Support

Aviagen®teams in Asia Pacific, Latin America and North America have combined their talents to create a new hybrid platform for heightened customer service and internal flock management. The new solution is made possible by a combined package of the latest in bonded cellular networking, mesh Wi-Fi, Augmented Reality (AR) headsets, specialist software and other technology. Thus, through live-streaming capabilities, for example, customers will be able to bring Aviagen experts virtually to the farm, hatchery, or any area of their facility where they need help on a pressing issue. “Being there for our customers to ensure their continual success is our number one priority, and this new suite of tools is meant as a complement to the world-class support our customers get from their local teams. Thus, they could have immediate remote access to our array of specialists, both local and global, in addition to regular face-to-face personal support,” explained Aviagen CEO Jan Henriksen.

As a result of the new virtual solution, no matter where they are located on the globe, poultry producers can have the opportunity to receive rapid advice on performance improvements and solutions to their daily challenges, directly from Aviagen’s team of global specialists in genetics, veterinary service, nutrition, flock management, incubation and hatching, and more. This solution optimizes organizational efficiency by providing on-the-spot answers to pressing issues within a poultry operation. “Aviagen is passionate about continually improving our service to customers,” explained Aviagen President of North America Marc de Beer. “While AR and Virtual Reality (VR) headsets are largely associated with gaming and entertainment, we have found an ideal application in business, which will elevate our support efforts by providing the perfect complement to one-on-one care and collaboration from our local Aviagen customer teams.” “We are committed to leveraging the latest and most

advanced technology to champion the success of our customers,” added Rafael Monleon, Business Manager for Asia Pacific. “Our new solution will enable our Aviagen experts opportunities to collaborate with customers in remote locations, resulting in faster solutions to challenges and best-practice advice to optimize their operations.” “We are happy to maximize the effectiveness of our customer service team by putting to use technology to further expand their abilities. These advanced tools demonstrate our innovation, not just as a breeding company, but also as a technology business,” concluded Ivan Lauandos, President of Aviagen Latin America. Aviagen will also use this technology to improve information and idea sharing, as well as training for its internal teams located in Asia Pacific, Latin America and North America. In fact, the company has already started applying this innovation internally, and will introduce it to customers in early 2022 based on a structured region by region roll-out. 



MONTHLY POULTRY MAGAZINE

VOL. XX No. 7 January 2022

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YEARLY SUBSCRIPTION :

India Rs. 500/-

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Edited, Printed, Published and owned by
M.K. Vyas and Published from
204, Plot No. 19, Huda Complex,
Saroor Nagar, Hyderabad - 500 035. INDIA.

Design and Typesetting

Akshaya Graphics, Hyderabad.

Printed at

Akruti Offset Printers, Hyderabad.

A Magazine of

HIND PUBLICATIONS

RNI No. 7030/2002

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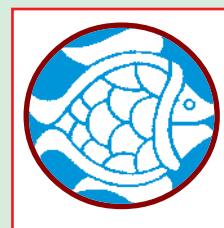
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CONTENTS

**HIND POULTRY
JANUARY 2022**



Aviagen Applies Latest Technology....



07



03

32nd Annual General Body Meeting of Poultry Federation of India concluded on 23rd December 2021 at Hotel Pullman in Delhi



17

By 2040 India will Achieve per Capita Consumption of 300 Eggs



35

IB Group will set up the country's largest soybean plant



27

Mr. Bahadur Ali spell out the Expectation of Poultry Industry

Winter Management in Poultry Farming 11

Igor Palka, a seasoned trade show executive, appointed as MD 14

Neeraj Kumar Srivastava admires the decision of limit on stock holding of Soy 18

Probiotics Work With or Without Antibiotics 21

Poultry industry is to get better Prices for Egg and Chicken 29

Trouw Nutrition Enters Nutritional Partnership 30

Poultry Federation of India elects 31

Soyabean Arrivals in Spot Markets 32

AHIDF announce Rs. 15000 Crore 33

Major Hatchery Expansion for IB Group 36

Transformation of Backyard to Commercial Poultry 37

Effects of Growing Period Lighting Programs 39

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32nd Annual General Body Meeting of Poultry Federation of India concluded on 23rd December 2021 at Hotel Pullman in Delhi

Poultry Federation of India concluded on 23rd December 2021 at Hotel Pullman in Delhi. Attendees' point of view it was a grand success where over 375 delegates attended the meeting. It was also equally successful from the point of view of PFI office bearers where they could convince the gathering that PFI had done several things for the poultry fraternity from fighting cage ban issue, promoting protein in India and is capable of doing more in future also. Speakers point of view it was moderately successful, where talk about soy by Mr. Pawan was thought provoking whereas Nandu's presentation could well promote the Nandu's concept of retailing of eggs and chicken. Mr. Suresh Rayudhu, managing director



Srinivas Group and chairman of IEC infused the confidence by his speech. Government official could also well inform the schemes for poultry development. It was also brilliant to see the respect given to sponsors of the event by presenting mementos in early hours of event and not at the fag end.

The towering efforts of PFI in inviting Minister Parshottam Rupala ji for this meeting was highly appreciable. PFI had given a huge opportunity to our industry to make use of this platform to put the problems of Poultry industry before the minister. Dais was also well lit by the presence of Mr. Bahadur Ali- Managing director IB Group, Mr Balram Yadav- Managing director, Godrej Agrovet, Mr. Ranpal Dhanda, Mr. Ramesh Khatri, Mr

Ravinder Singh Sandhu, and Mr Ricky Thaper. Concluding session started with short and sweet welcome address by Mr Ranpal Dhanda, Pointed problems of Poultry industry by Mr. Ramesh Khatri.

Speech of Bahadur Ali, managing director - IB Group






started with courteous thanks to policy makers, Industry out look specially the role of integrators and then one by one, politely but firmly putting the problems of our industry before the Minister was well applauded. At the end of the speech of Mr Bahadur Ali gathering was of great hope that the minister's speech will acknowledge the problem and announce some concessions. But somehow one of the presentations during concluding session stunned the gathering when it was felt that in front of minister we as a poultry industry were projecting ourselves as a divided lot with contradictory statements.

We are totally agreed of our shortcomings and need of keeping our house in order, we also agree that we are to introspect and work towards bridging the gap between demand and supply of raw material, we also agree that we will have to work more towards increasing egg and chicken consumption but can we afford to agree on one issue that whether it was a right platform with right timing to speak on few of these issues especially when minister was sitting on dais to listen our problems.



On the turn of policy makers Mr. Ashok Thakur seemed to be sympathetic towards our industry and PFI's efforts towards the welfare of poultry industry. Speech of Minister of Animal Husbandry, fisheries and Dairying Mr. Parshottam Rupala ji was riding well on the long rope given by us. Loving vote of thanks by Mr Ricky Thaper and later beautiful cultural program arranged by organizers were of course icing on the cake. In conclusions I can say that PFI is capable of providing such platform time and again but poultry industry need to use such platform for collective benefit for the people of our poultry fraternity. 

32nd AGM of Poultry Federation of India as witnesses by HIND POULTRY.



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Dr. Milind Rainchwar
Technical Service Manager – SCA,
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Winter Management in Poultry Farming

Poultry rearing is an art as well as a science and management plays most crucial role in deciding profitability of this business. It has been observed in past several years that high market rates of broiler meat & eggs are observed only in those times when rearing is very difficult due to harsh climate and thus, demand is more than supply. Therefore, it is very important to understand and implement the best management practices in such harsh climate.

Every region in India has different climatic challenges and variable climate extremes and thus management practices differ between different parts of country. But almost all parts of India experience three to five distinct seasons across the year.

Winter is one of the seasons which presents very harsh temperature extremes and maintaining liveability and production becomes very difficult without taking extra measures. Management in winter is very difficult and often described as double edges sword, as a very perfect balance is required between climate management and ventilation management. Similarly, a very careful decision making is required to reduce cost of production and to provide healthy environment at the same time. It requires ample of experience to understand the economic feasibility of cost involving management practices.

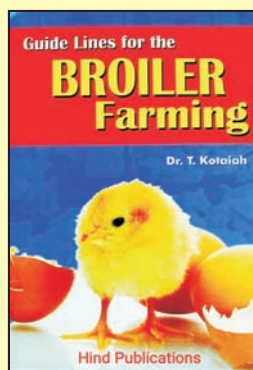
Chickens are unable to maintain body temperature in young age and although they improve their tolerance to cold with age, they cannot perform well when ambient

temperature drops below 20 degrees Celsius and start exhibiting stress and drop in productivity. Failure to provide optimum temperature very frequently results in high mortality, high disease incidence and drop in performance.

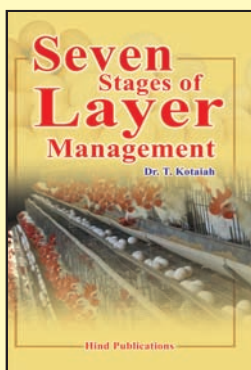
Although ways of practicing the management in harsh climate may differ slightly across region, the basic principles remain same. Below listed are few basic principles which may guide proper decision making.

- Proper temperature and humidity suitable for the age is always required
- Proper ventilation to provide fresh air and removing gases inside house is always required
- The rearing surface and bedding material should be always warm and dry
- The drinking water should be maintained at suitable temperature to promote water intake

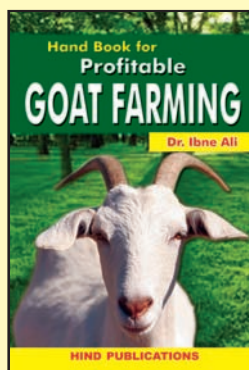
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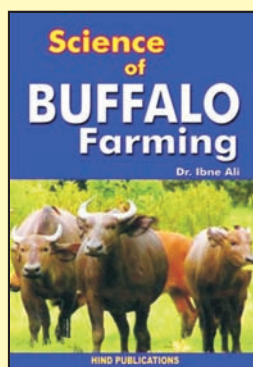
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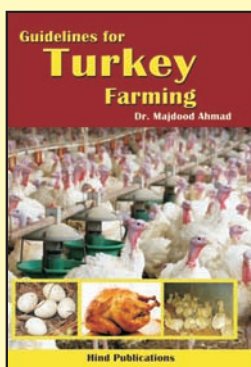
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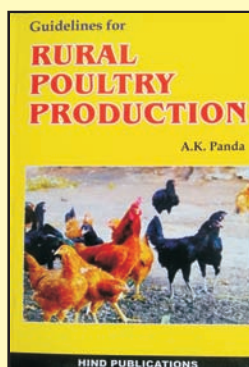
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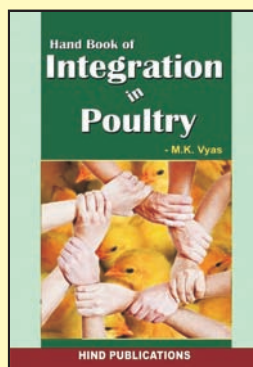
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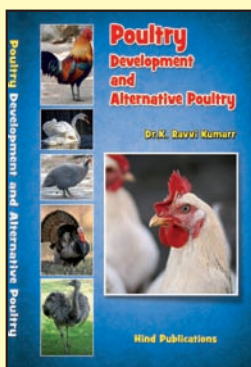
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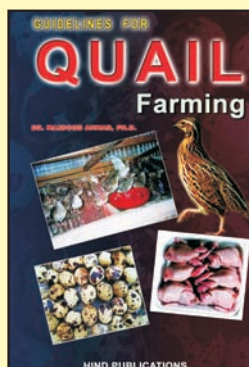
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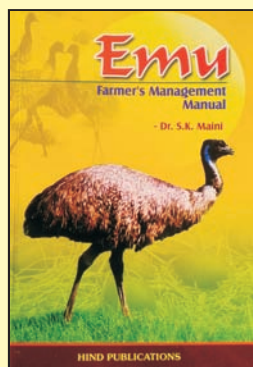
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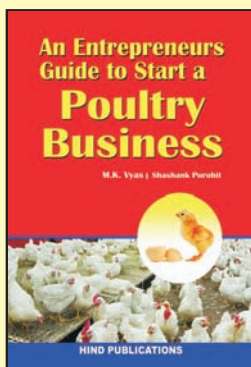
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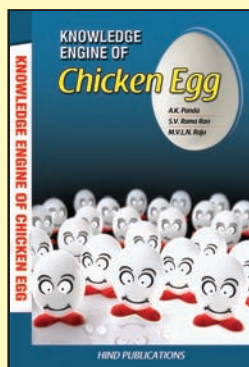
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- The feed & feeding practice should help bird to maintain their body temperature, metabolism, and osmo-regulation

To achieve these goals, following practices are implemented across country

- External heat source is provided to keep the poultry shed warm and dry
- False ceiling is often used to reduce the volume of shed
- Various types and layers of curtains and jute bags are used to insulate the farm
- Round brooding is often practiced when spot heating is done

As stopping the air flow becomes necessary to maintain temperature, it is very difficult to remove the gases like ammonia and to keep bedding material dry in winter. These challenges affect the respiratory, hepatic, and gut health directly.

The wet litter and humid conditions provide a very suitable environment for gut pathogens like Coccidiosis and Clostridium. The stressed and immunosuppressed birds become easy target for these gut pathogens and therefore, very high-performance losses are observed due to poor gut health. It is a well-known fact that body only gets that part of nutrition, which gut retains. An unhealthy gut loses a lot of nutrients which are necessary for weight gain and egg production. The major part of poultry immune system is also situated in gut. Thus, healthy gut is key to a developed immune system.



Commerce Ministry issues draft order for exports of Eggs and Egg Products





While managing good managemental practices, essential needs such as Proper feed and water is an utmost need to optimise performance during this difficult time. Gut health compromise always leads to poor performance and thus loss in business. Different feed additives play crucial role in maintaining and improving gut health such as Protease, NSPase Enzyme, Probiotics, Essential oils, Organic Acids, etc.

Serine Protease, A broad spectrum protease when added in the feed improves the digestibility and absorption of Amino acids which otherwise are the food for pathogens in the hind gut like Clostridium, Salmonella, etc. This Protease thus enables the improved digestion of Nutrients and reduces the pathogenic load and helps to improve litter condition.

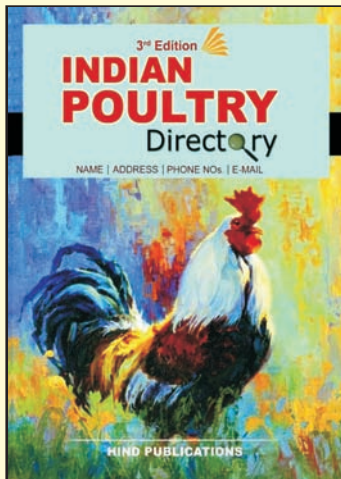
Serine protease has other benefits as well. It has good impact on neutralisation of trypsin inhibitor, an Antinutritional factor in Soybean. Use of Serine Protease also helps to reduce the allergen proteins like Lectins, B Conglycinin by significant amount which otherwise causes the gut irritation. Hence, Proper use of Protease in winter leads to improved litter quality with better absorption of nutrients.

NSPase when added in the feed improves the absorption of nutrients and helps to reduce wet litter condition. Improvement in litter quality leads to the less damage by pathogens. Organic Copper has the strong impact on litter quality in winter (copper is antifungal in nature). It helps to improve the Clostridium cluster IV & XIVA which are responsible to increase the Lactobacillus count in the gut and maintains or improve microflora through competitive expulsion. This, then enables to improve the litter quality. Organic Acids such as Coated Benzoic acids helps not only to reduce pathogenic bacteria such Clostridium, Salmonella as well they help to improve Lactobacillus count in gut through increase in Clostridium clusters IV and XIVA which are responsible for Increase in Lactobacillus count.

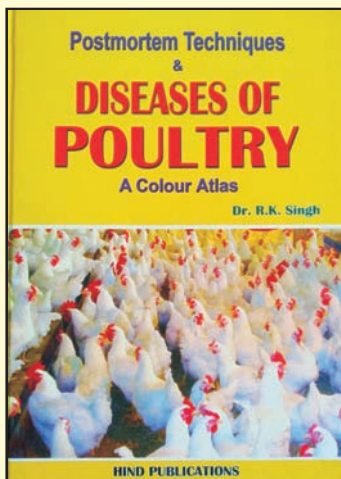
Essential oils are considered primarily Digestive enhancers apart from their immune function. They help to digest the nutrients in early stages effectively where endogenous enzyme is not active fully. Also, they impede quorum sensing, thus acts as Antibacterial in nature too. Addition of God organic Acids such as formic Acids, Propionic acids in water to keep water acidification at par is key to improve water quality. Water intake is always a concern in winter. Thus, Effective use of Organic acids along with water Sanitisers to improve water quality and intake should always be considered in winter season. 

The commerce ministry has come out with a draft order as per which eggs and egg products would be subjected to quality control or inspection prior to exports. The commerce ministry has come out with a draft order as per which eggs and egg products would be subjected to quality control or inspection prior to exports. According to the draft order, export of egg and egg products would be prohibited in the course of international trade unless it conforms to the standards applicable and every consignment is accompanied by a certificate of export worthiness issued by a designated agency. In exercise of the powers conferred by a section of the Export Inspection Council (Quality Control and Inspection) Act, 1963, "Central government, after consultation with the Export Inspection Council being of the opinion that it is necessary and expedient to do so for the development of the export trade of India hereby...notifies that the egg and egg products shall be subjected to quality control or inspection or both prior to export," It also stated that fresh eggs shall have clean and sound shell and free from cracks, leaks and fecal contamination. 

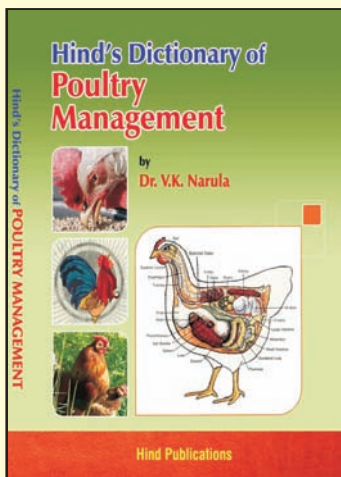
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Igor Palka, a seasoned trade show executive, appointed as Managing Director for VNU's regional office in the South East Asian region

Igor Palka has been appointed as Managing Director for VNU's regional office in the South East Asian region. Based in Bangkok, Igor Palka will be starting officially on the 15th of January 2022. Mr. Palka is a seasoned trade show executive with over 18 years of exhibition industry knowledge and leadership in Germany and South Asia. He spent most of his professional life with Messe Muenchen GmbH, a leading global player in the sector, where his career steps included the leadership of Messe Muenchen's subsidiaries in India as CEO and COO, serving as Director for the Ceramitec Portfolio as well as leading the standardization of Digital Events. Most recently, Igor served as Managing Director of an international exhibition series in Berlin, Germany. Mr. Palka will be overseeing the entire South East Asian region with responsibility for continuing the rapid business expansion in the post-pandemic recovery phase. Mr. Palka will be in charge of executing the organization's regional growth strategy with a focus on portfolio expansion, new business development, strategic joint ventures, operational excellence and digital transformation. Albert Arp, CEO of Royal Jaarbeurs | VNU Group and Chairman of the Board of VNU Asia Pacific "We are excited to welcome Igor to our team. With Igor's international experience, passion and broad knowledge of the exhibition industry, we can guarantee a smooth transition and a successful continuation of the business development and leadership excellence in the region." "Igor is an experienced and ambitious executive, that shares our passion and vision for future growth, execution speed and superior customer service," said Heiko M. Stutzinger, COO of Royal Jaarbeurs | VNU Group and Member of the Board of Directors VNU Asia Pacific. "As the South East Asian region is re-opening for the trade fair industry with huge investments upcoming, Igor can rely on a great team with excellent stakeholder relations - together with the VNU Asia Pacific team, I am sure Igor will bring our regional operations and portfolio to the next level." "I have been following the fast-moving events industry in Asia and could observe the substantial progress VNU Asia Pacific has made in the region. I am truly thankful for the trust offered to me and very excited to be joining VNU Asia Pacific at this point in time. Together with the entire team, we will continue our future growth course based on the solid foundation set up in recent years," said Igor Palka. 🇮🇳

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- **Suresh Rayudu**

Chairperson - **International Egg Commission** and Managing Director **Srinivasa Farms**




After 2 years of the Pandemic hitting the nation, the Poultry Federation of India created an opportunity for the Indian Poultry industry to have an “In-person” meet at Aero city, Delhi. Indian Poultry Industry witnessed the 32nd edition of the PFI Symposium at Delhi on 24th December. Mr. Suresh Rayudu; Chairperson – International Egg Commission and Managing Director- Srinivasa Farms while speaking on the occasion many aspects of the Global Layer Industry. He said that observing the last few weeks about the consumption of eggs in some states, We can observe as to 55-60% of Children under 5 years of age are either protein deficient or underweight especially in our country. The main issue is that if these children are not focused in their first 5 years their mental capacity may get affected. Mr. Rayudu shared his 7-year-old experience from Andhra Pradesh when Mr. Chandra babu Naidu was Chief Minister. Mr. Rayudu complained and said that even government has fixed 3 eggs for children but still, they are not getting it, Mr. Rayudu was preparing the presentation for the Telangana government about the number of eggs in Mid-day Meal, but before any presentation, the government has announced 5 eggs per week in Mid-day meal. Curious about the event; Mr. Rayudu went to meet the secretary and asked how come it happen? Secretary said this is the cheapest and best public health investment we have ever made.

Mr. Rayudu asked him, how it is converted into a decision. The secretary replied that we focus on the areas where the attendance was fallen to “0”. After some time, we observed that children were coming but not for eggs; Surprisingly they were sent by their parents as they were

not falling sick, and marks were gone up by 15% in the exams. Children’s growth was observed, and it was at a recognizable level and children’s behavioral improvement. Mr. Rayudu asked Curiously “how come this observation was made”? He replied teachers were reporting that children are paying attention in class and asking a question. Before that they said whatever was taught by us; was accepted mechanically but now the difference is visible. Mr. Rayudu said that we are happy to see that Governments are extending this scheme for the tribal children. He said that in the last 2 years, India has achieved a phenomenal growth of 82-86 eggs per capita per year consumption which is superb. Providing nutritional security and employment to lacs of the people, of which 80-90% comes from a rural area. We cannot miss out on the development of women especially mothers, and in general in the long-term health improvement of the women.

India has currently ranked 3rd in terms of egg production. Its (Poultry Layer) market size is 45,000 Cr. approximately. It has created the most sustainable business model, with a growth of 6-8%, and every egg added increases per capita consumption with 35,000 odd jobs added every year. He said that we all observed what happen in China in the last 25-30



years. We have seen China's GDP start increasing, parallel growth was seen in per capita egg consumption. So, I believe that by 2040, India will achieve 300 or more per capita eggs consumption. He said that we never had a better time than last 3-4 years in the press about the image of our industry. Science has cleared all the Clouds. Eating 2 whole eggs a day is ok and it is recommended as well. Mr. Rayudu also showed the 2021-2022 scenario as well as the projection observed by them for the next decade about egg consumption globally. He said that we have projected about 160 cr. Egg production in next 2 decades whereas 443 egg per capita consumption is projected to achieve. He said I believe that it will be a lot more because COVID-19 has taught us that metabolic health is most important in terms of internal health and overall immunity of the body. He said that the U.S and Canadian Egg industries also did a phenomenal job done. Canadian industry has grown by 15% in the next 15 years, so they are matching it with their demand. He also talked about production requirements, egg demand, sustainable production systems, pricing of eggs, and make in India. 


Neeraj Kumar Srivastava, Chairman CLFMA and Managing Director NOVUS International Inc. admires the decision of limit on stock holding of Soy



A week after restricting futures trading on some agriculture commodities including Soy meal and extending the deadline till March 2022, the Center has now imposed stock-holding limits on soy meal, in a bid to control its prices. The stock holding limits will be in place till June 30,

2022. There had been mixed response on the decision of putting holding limits

Neeraj Kumar Srivastava, Chairman CLFMA and Managing Director NOVUS International Inc. who had been working very closely with all other poultry association on soy problem faced by poultry industry. Recently participating in a debate on ZEE BUSINESS on the issue of stock holding limits on soy meal appreciated the move and said that poultry and live stock industry is hugely depend on Soy meal. He further said that last year due to very high prices of soy meal poultry and livestock industry had to incurred huge losses. That time all the associations of poultry industry came together and approached policy makers to allow import of soy meal to arrest the rising prices and government of India took a decision to allow import of Soy meal to give relief to poultry industry. He said that the price of soy directly impact the poultry, aqua and other livestock industry. He further said that decision of allowing the import and then ban on forward trading and now this decision of stock holding limit will certainly help poultry and live stock remain alive.

As we all know Soy meal is a key constituent of poultry feed meal and its rates are directly connected to soybean prices because the seed has more than 80% meal and 18% oil content in them. This season, despite a good harvest, soy bean prices have soared almost 76% in the domestic market, benefiting farmers on one hand but hurting the poultry industry on the other. 



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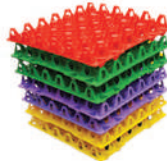
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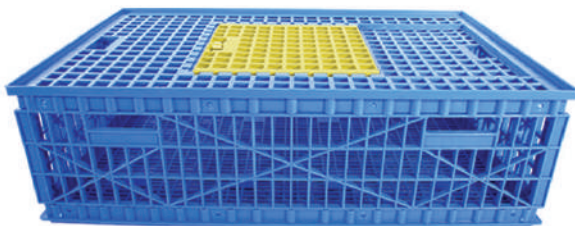
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Happy New Year

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Probiotics Work With or Without Antibiotics

Christophe Bostvironnois,

DVM, Global Poultry Product Manager

John Schleifer,

DVM, DACPV, Technical Services Manager - North America



Feed additive antibiotics, including ionophores, are effective in broilers but concerns are increasing as a result of development of antibiotic resistant bacteria and the presence of antibiotic residues in poultry meat. Concurrently, interest in the use of probiotics in broiler production is on the rise. It is known that probiotics benefit poultry through various mechanisms by modulating the microbiome and without the negative connotations associated with antibiotics.

There are regular debates over whether or not probiotics should be used only for Raised Without Antibiotics (RWA) production systems, which include No Antibiotic Ever (NAE) and organic production.

One MYTH is that antibiotics provide a performance-enhancing effect by their pure antimicrobial action. Thus, no additional benefit can be achieved with the combined usage of a probiotic and an antibiotic. The misconception is that the mode of action for each of the products is similar and probiotics aren't necessary when an antibiotic is used.

A second MYTH is that the simultaneous use of the two products will result in the destruction of the probiotic by the antimicrobial activity of the antibiotic. This also is a misperception or over simplification as to the susceptibility of the probiotic bacteria to the antibiotic. In particular, the spore-forming bacteria probiotics are naturally protected against chemical aggressors (acids) or thermal stress. The non-spore forming probiotics, such as the *Lactobacillus*-based probiotics, could be sensitive. Further sensitivity verification of germinated

Table 1. Compatibility of Chr. Hansen probiotics with most common antibiotics.

Antibiotic Name	Therapeutic Class	Recommended in feed Dose (ppm)	<i>B. subtilis</i> MIC (µg/ml)
Bacitracin	Polypeptides	10-50	>800
Colistin	Polypeptides	30-40	160
Lincomycin	Lincosamides	5-20	80
Tiamulin	Pleuromutilin	30-50	>800
Virginiamycin	Streptogramin	5-10	16

probiotic bacteria can be analyzed by Minimum Inhibition Concentration (MIC) studies (Table 1).

The REALITY is that Chr. Hansen investigated this question seriously years ago. Over the last 10 years Chr. Hansen has conducted many research studies analyzing the additive value of the combined usage of a *Bacillus*- based probiotic with a feed additive antibiotic. Those results consistently demonstrate that Chr. Hansen probiotics deliver performance benefits with or without concurrent usage of a feed additive antibiotic, regardless of the type of antibiotic fed (Table 2).

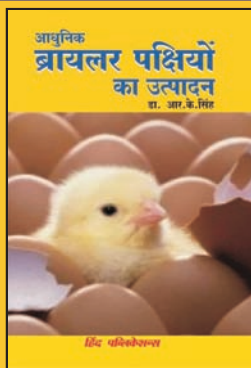
The REAL explanation resides in the different and unique modes of action of effective and ethical *Bacillus*-based probiotics.

Mechanisms of action proven to be associated with these products are: Competitive exclusion (direct and/or indirect), immuno-modulation, bacteriosin production, and enzyme production.

Competitive Exclusion:

Competitive exclusion is a probiotic mode of action that can occur via several different mechanisms. The direct mechanism is the basic space-occupying effect of the probiotic on intestinal cells. The result is less space for pathogenic bacteria to

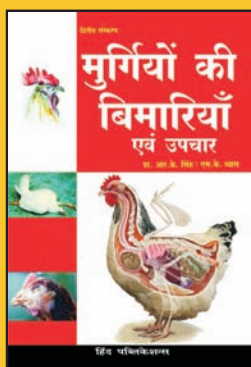
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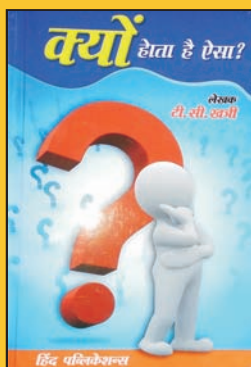
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populate the gut. The indirect mechanism is through the production of secondary metabolites which affect the immediate environment of the probiotic bacteria. These metabolites result in the proliferation of lactic acid-producing bacteria, which benefit the intestine.

Bacteriocin or antimicrobial peptide production:

Effective *Bacillus*-based probiotics produce antimicrobial substances that inhibit the growth of pathogens. Growth inhibitory and/or bacteriocidal effects against certain poultry pathogens have been described, based on *in vitro* analysis of a number of probiotic bacteria. Probiotic strains of *Bacillus* spp. are shown to be especially effective (Svetoch et al., 2005; Teo and Tan, 2005; Latorre et al., 2016; Poormontaseri et al., 2017).

A Case Study: *Bacillus licheniformis* and bacteriocin effects

Bacillus licheniformis produce lichenysin (antimicrobial peptide). However, it is known that other *Bacillus* species produce bacteriocins or bacteriocin-like substances, such as subtilin and coagulin.

Bacteriocins are cationic (positive charged) peptides that display hydrophobic or amphiphilic properties and, in most cases, the bacterial membrane is the target of their activity. Several models have been proposed demonstrating the mechanism of action of these cationic peptides. The thrust of this action involves the formation of channels through which ions can pass and (or) the disruption of bacterial cytoplasmic membranes. This has a lethal effect on bacteria via the formation of pores in the bacterial membrane. The three principal steps required for this effect are: 1) binding of peptides to the bacterial membrane 2) peptide aggregation within the membrane 3) formation of channels.

Bacteriocins must cross the negatively-charged outer wall of Gram-negative bacteria, which contains lipopolysaccharides (LPS), or the outer cell wall of Gram-positive bacteria, which contains acidic polysaccharides.

Recently, Chr. Hansen discovered a combination of *Bacillus* strains, the first to demonstrate the inhibition of Gram-negative bacteria such as *Salmonella* spp. and *Escherichia coli* (Figure 1).

Enzyme production:

Bacillus-based probiotics can be a factory of digestive enzymes. Those enzymes are released in the intestinal content by the germinated probiotics. Once released they will continue to act locally, trans-forming the undigestible nutrients into digestible nutrients. Many of these enzymes are summarized in the table below

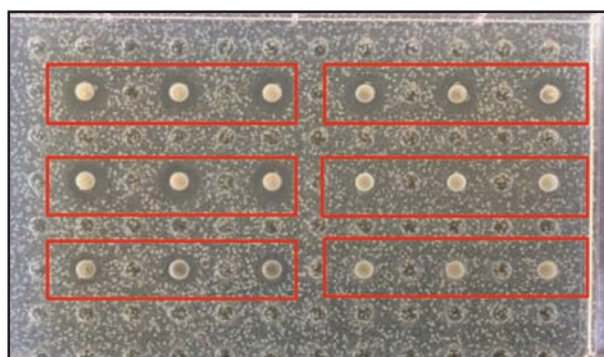


Figure 1. Example of direct *in vitro* pathogen inhibition of GALLIPRO® Fit against *S. Typhimurium*.

Table 2. Example of enzymes produced by *Bacillus subtilis*.

Enzymes produced by <i>B. subtilis</i> determined by ApiZYM and API20E	Substrate
Alkaline phosphatase	Phosphorus (LPS of Gram neg. bact)
Estearase (C4)	Fat
Estearase lipase (C8)	Fat
Leucine arylamidase	Protein
Cystine arylamidase	Protein
Acid phosphatase	Phosphorus
α -galactosidase	NSP*
β -galactosidase	NSP*
α -galactosidase	Carbo**
β -galactosidase	NSP*

*NSP: non-starch polysaccharides **Carbo: other carbohydrates

Source: Chr. Hansen, Innovation CD News M1006

The practical differences between antibiotics and probiotics

Probiotics have a versatile and dynamic mode of action

Antibiotics are chemical molecules acting effectively on specific types of bacteria. Depending on the therapeutic class, the antibiotic affects either the bacterial cell wall, the cellular protein synthesis, or DNA synthesis of the bacteria. Probiotics can have a similar mode of action, (ex: lichenysin of *Bacillus licheniformis*). However, other beneficial effects on intestinal health associated with probiotics are absent with antibiotics. For instance, antibiotics do not modulate the intestinal immune system. Antibiotics do not produce enzymes that can digest the undigestible. Antibiotics do not occupy space on intestinal cells, thereby naturally excluding pathogen attachment.

There is no need for probiotic rotation

Long-term usage of antibiotics may result in antibiotic resistance by pathogens. This complicates the choice for poultry specialists and results in frequent rotation. Chr. Hansen continually evaluates the efficacy of our strains with pathogen inhibition assays. So far, there is no development of resistance or acquisition of resistance genes by pathogenic bacteria in relation to a probiotic being used as a feed additive.

Chr. Hansen probiotics are proven to have a complementary efficacy to antibiotics

Covering a span of over 10 years, Chr. Hansen has completed many research studies on the combined usage of their probiotics with commonly used antibiotics

(Table 3). Studies consistently show an additive effect of probiotics with antibiotics. MIC (Minimum Inhibitory Concentration) studies show compatibility between feed additive antibiotics and Chr. Hansen probiotics. These effective probiotics can be used in RWA or NAE production systems, as well as conventional production systems which utilize feed additive antibiotics, including ionophores.

Table 3. Summary of 10 years of Chr. Hansen research on combined use of probiotics with antibiotics and ionophores.

Year	Institute	Probiotic Tested	Antibiotics Used	Combination Effect of Probiotic/Antibiotic on:			Combo Effect
				Weight	FCR	Mortality	
2005	Customer Experience, BR	GalliPro®MS	Avilamycin 10ppm Lasalocid 60ppm (S/G) Monensin 100ppm (F)	Yes	Yes	Yes	Yes
2010	Auburn University, Alabama, US	GalliPro® GalliPro®Tect	Virginiamycin 5ppm Monensin 90ppm	Yes	Yes	Yes	Yes
2010	University of Viçosa, BR	GalliPro®	Salinomycin 55ppm Bacitracin 50ppm	Yes	Yes*	=	Yes
2010	Southern Poultry Research, Georgia	GalliPro® GalliPro®Tect	Salinomycin 60ppm BDM 50ppm	Yes*	Yes*	NA	Yes
2010	Southern Poultry Research, Georgia	GalliPro® GalliPro®Tect	BDM 50ppm (S/G) Virginiamycin 20ppm (F)	=	Yes*	NA	Yes
2014	Chinese Academy of Agri. Sciences	GalliPro®	Virginiamycin 20ppm	Yes	Yes	Yes	Yes + (Yield)
2015	Bangladesh Agri. University	GalliPro®	Lincomycin 15ppm	Yes	=	No	Yes + (Yield*) under Heat stress challenge)
2016	Masagounder et al.	GalliPro®	Virginiamycin 5ppm BDM 50ppm Monensin 80ppm	Yes*	Yes*	NA	Yes (both Ross and Cobb*)

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Mr. Bahadur Ali spell out the Expectation of Poultry Industry to Minister of Fisheries, Animal Husbandry and Dairying

On the occasion of Poultry Federation of India's 32nd AGM Mr. Bahadur Ali, Managing Director- IB Group and chairman of All India Poultry Breeders Association was one of the key note speakers. Mr Bahadur Ali started his speech by thanking Narendra Modi Government for creating a separate ministry of Animal Husbandry, Fisheries and Dairying which was earlier used to come under the Ministry of Agriculture. He said that due to separate ministry for Animal Husbandry now the problem of poultry industry are addressed on priority basis. He gave an example of this by saying that due to Covid 19 our poultry industry was loosing very heavily and there was the question on the survival of poultry industry and poultry farmers but then came the relief from the government during the tenure of Giri Raj Singh ji when our industry including dairy and fisheries was sanctioned the package of Rs.15000 Crores.

He further said that still there are few more things which needed minster's attention especially for the up gradation of small poultry farmers, Vaccine import, Bird flu impact, reduction of antibiotic uses

in poultry, monitoring and strict action for holding and speculation on raw material used for poultry feeding.

While welcoming the minister Mr. Parshottam Rupala ji, Mr. Ashod Thakur and other guests on the dais, he said that for last few years our poultry industry is loosing every now and then, some times due to bird flu, some times due to corona impact and most of the time due to high input cost. He said that this year poultry industry had almost collapsed due to skyrocketing prices of Soy which had gone up to Rs. 100. Smelling the grave situation we approached the ministry and convinced them about the need of import of Soy meal for the survival of poultry industry and we are thankful to minister for his proactive role in granting the permission to import the Soy and result was seen instantly when prices came down from Rs. 100 to Rs. 60 and our industry was saved from near collapse. He said that Still the stockist lobby is very strong and they know that poultry industry is growing at the rate of 10 to 12 percent whereas the production of raw material required by poultry industry is not growing more

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than 4 to 5 percent and there was still danger of speculation in the market to manipulate the prices and I am happy to inform all our poultry farmers that just few days back forward trading for Soy Meal is banned and for this decision we must give a standing ovation to our minister Shri Parshottam Rupala ji.

Mr. Bahadur ali also said that I have never seen such a cooperative minister in my life time who is always ready to welcome the members of poultry fraternity. He further said that today when Parshottam Rupala ji is available here on stage I would like to brief him about our poultry industry and said that:

- Integration in our poultry industry is worth Rupees 200000 crores.
 - There are 12 to 15 national level players in integration whereas at the state level approximately 200 integrators are operating.
 - These integrators go to farmers in villages and encourage them to start poultry farming by giving them financial and technical support and also make sure that they don't lose a single penny due to market volatility.
 - Farmers are not bonded with any terms and they are free to leave the company and join any other integrator of their choice.
 - Almost 85+ percent farmers are satisfied by working together with integrator whereas there are 4 to 5 percent who have the problem because of miscommunication and misunderstanding which are addressed on priority basis.
- * There is not even a single police complaint by any farmers against integrator which shows the satisfaction level of both the parties.

He also took opportunity to thank the poultry farmers who stood strong with their partners during COVID 19 and saved each other. He emphasized on the need of good environment and good birds and requested the minister to address the problem of vaccine. He said to save the environment we have reduced the uses of antibiotic in almost 60 percent flock and if the vaccine problem is solved, soon we will stop using antibiotic in poultry.

He said that now in coming months there might be again the danger of bird flu due to arrival of migratory birds, therefore we will appreciate if decision is taken on vaccine import on priority basis. He thanked the ministry for forming a fast track committee to look in to this matter.

While concluding his speech he said that Modi ji in his speech mostly talk about every sector and our farmers will be happy and motivated if Modi ji take the name of poultry in his one of the speeches. If he does so I have no doubt that that might give a big boost to our poultry industry. 🇮🇳

Poultry industry is to get better Prices for Egg and Chicken

On 19th December, Ministry of Finance, Department of Economic Affairs Financial Marketing Division in a communication to the Chairman, Securities and Exchange Board of India (SEBI), Mumbai directed that under the review of prices and availability of essential commodities it is decided that for next one year future trading is to be suspended with immediate effect for SOYABEAN and its derivatives. Other commodities for which forward trading is suspended are Paddy (Non Basmati), Wheat, Channa, Mustard seeds and its derivatives, Crude Palm Oil and Moong. Department of Economic Affairs Financial Marketing Division also directed SEBI to pass necessary instructions to market with immediate effect. The poultry industry in India was demanding for the suspension of forward trading of SOY for quite a long time to arrest the increasing prices of SOYBEAN and its derivatives. It is to be noted that Soya is a main ingredient for poultry feed and its skyrocketing prices had resulted in heavy losses to poultry farmers. Earlier in September Indian Government had allowed the import of GM soya which had given a big relief to Indian Poultry Farmers across the country. Now with the suspension of forward trading of SOYBEAN and its derivatives it is expected that soy prices will come down and Indian poultry industry which was incurring huge losses due to high input cost will be able to reduce its losses. Further due to winter it is expected that demand for both Egg and Chicken will see up word trend and poultry farmers will be able to get remunerative prices for their product. 🇮🇳




Trouw Nutrition Enters Nutritional Partnership to drive Stellapps' game-changer Solution for Indian Dairy Farmers

Trouw Nutrition, the animal nutrition business line of Nutreco, has today announced a long-term nutritional partnership with India's leading dairy-tech start-up Stellapps. Stellapps is a farm-to-consumer dairy digitisation service provider, improving productivity, quality and ensuring end-to-end traceability across the dairy supply chain. Nearly three million smallholder farmers using Stellapps' technology in 36,000 villages across India will now gain access to Trouw Nutrition's high-quality feed products, including premixes and feed additives to support animal health, productivity, and milk yield.

The mutually-beneficial partnership commits both parties to a close cooperation to find innovative ways of Feeding the Future, Nutreco's purpose. It follows an announcement in October which confirmed that Stellapps had completed its first close towards its pre-series C round, led by Nutreco, alongside other investors. In addition to high quality feed products, today's nutritional partnership will see Stellapps benefit from Trouw Nutrition's 90 years of experience; it's innovative tools and farm management expertise.

The partnership follows a successful 10-month pilot with 5,500 farmers across Uttar Pradesh and Kolar, Karnataka, which saw the use of Trouw Nutrition products, alongside mentoring and training, and resulted in improved farm outputs, such as milk yield and profitability. "I have been feeding Trouw Min to my cows from February 2021", says Sanjay Yadav, a farmer from Chandauli, Uttar Pradesh. He said he has noticed immense improvement in the quality of the milk and health of his cows since he started using the product. "Milk fat and SNF has improved, my cows are healthy, and their coats have a good sheen," remarks Sanjay. Both parties will now work together to build a strong advisory system that ensures small-holding dairy farmers in India increase their productivity and profitability. This is an important factor at a time when the Indian government is pursuing the target of doubling farmers' incomes by 2022. Today's announcement will accelerate this goal.

Trouw Nutrition CEO Saskia Korink says, "The new Stellapps end-to-end digitised model is a game changer for Indian dairy farmers, and it is a shining example of innovation within our sector, helping us move towards feeding the future sustainably. "By partnering with Stellapps we can expand our reach in India and offer solutions to help to increase milk quality and yield for dairy farmers. I am thrilled that Trouw Nutrition will play an important role in supporting Stellapps' customers by providing its nutritional health solutions." In India, farmers with smaller herd sizes often face barriers when seeking to grow their businesses sustainably, including challenges such as financial support, accessing high quality products and services, and expanding their customer base. Yet despite this, there are huge opportunities for India's small-holding community. India is the world's largest dairy market; approximately 570 million litres of milk is produced daily, and recent research indicates that the country's dairy market is set to increase by 6% between 2021 and 2026. Stellapps Co-founder and CEO Ranjith Mukundan remarks, "We are thrilled to work with Nutreco and its animal nutrition business line Trouw Nutrition. This partnership will allow us to provide international quality cattle nutrition solutions to smallholder farmers in a retail fashion. We are confident that Trouw Nutrition products, with their proven record, will improve animal productivity, animal health & milk quality and as a result help boost smallholder farmer income significantly." 



Poultry Federation of India elects Mr. Ranpal Dhanda, Sanjeev Gupta, Ravinder Singh Sandhu and Mr. Ricky Thaper as President, Vice President, Secretary and Treasurer respectively

Annual General Body Meeting of Poultry Federation of India was conducted on 23rd December 2021 at Hotel Pullman in New Delhi to elect new office bearers and Zonal vice presidents and Managing Committee members. Mr. Ranpal Dhanda was elevated to the post of president who in his opening address thanked all the members of PFI to give him the responsibility to carry forward the work for the welfare of poultry industry. Mr. Sanjeev Gupta was elected as Vice President (HQ) and Mr. Ravinder Singh Sandhu was elected as the secretary. Mr. Ricky Thaper will continue to be the treasurer of PFI

Mr. Ramesh Chander Khatri who had been very active for all these years as president of PFI was nominated as Chairman, PFI Working Group whereas Mr. Neeraj Srivastava was nominated as Chairman, Technical Committee. To have a wider representation for Poultry Federation of India from across the country following persons were elected as Zonal Vice president and Managing Committee members from different zones

Name of the Zonal Vice Presidents

Vice - President, North Zone, Mr. Praveen Kumar

Vice - President, South Zone, Mr. D. S. Subramaniam

Vice - President, East Zone, Dr. Pawan Kumar

Vice - President, West Zone, Dr. Sujit Kulkarni

Vice - President, Central Zone, Dr. Dinesh Kumar Arora

Name of the Managing Committee members

Dr. Jeetendra Verma, Dr. Kapil Manwal, Dr. D. K. Dey, Mr. Rahil Somjee, Mr. Mohan, Mr. K. Shekhar, Mr. G. S. Cheema, Mr. Selvan Kannan, Mr. Sukhminder Singh, Mr. Ashok Seth, Mr. Dinesh Arora, Mr. Sameer Patel, Dr. Vijay Makhija, Dr. Devender Hooda and Mr. Deepak Mukhija 🏠



Mr. Ranpal Dhanda
President

Mr. Ricky Thaper
Treasurer



Mr. Sanjeev Gupta
Vice President

Mr. Ramesh Khatri
Chairman, PFI Working Group



Mr. R.S. Sandhu
Secretary

Mr. Neeraj Srivastava
Chairman, Technical Committee

Zonal Vice Presidents



Dr. Sujit Kulkarni
West Zone



Mr. D. S. Subramaniam
South Zone



Dr. Pawan Kumar
North Zone

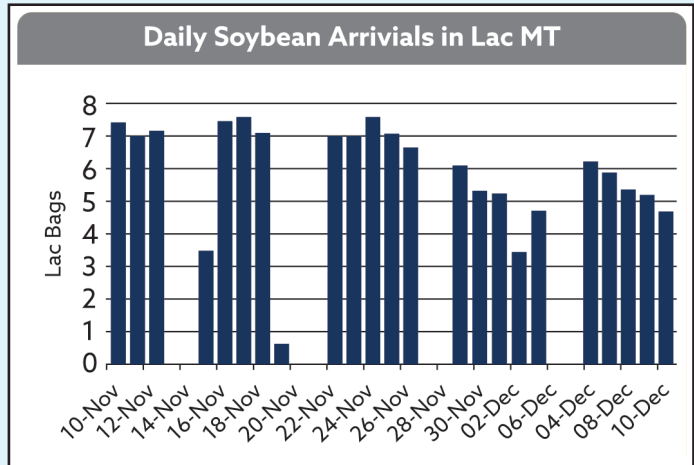


Dr. Dinesh Kumar Arora
Central Zone

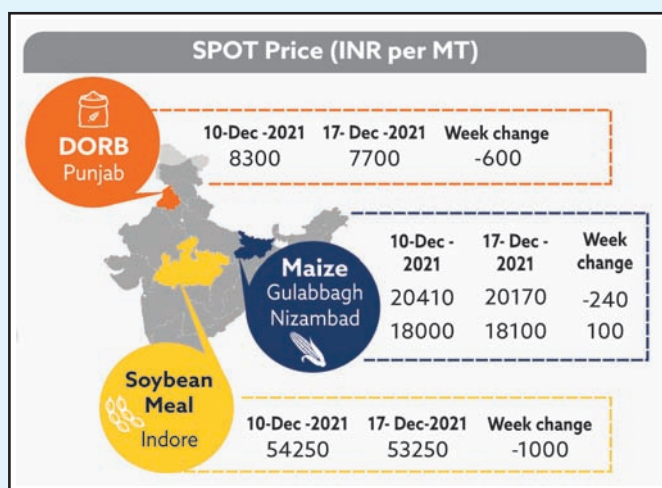


Soyabean Arrivals in Spot Markets will continue to decline from the first fortnight of January' 2022

While seasonal peaks persist, soybean arrivals have continued to decline in spot markets. Arrivals will continue to decline from the first fortnight of January' 2022 onward because harvesting of the Rabi crop will begin. In this season, soybean arrivals have been estimated at 33 lac MT and crushing has been estimated at 17 lac MT. Compared to last year, soybean arrivals are higher by 1 lac MT, but soybean crushing is lower by 4 lac MT. The export of oil meal fell by 51 percent to 1.62 lakh tonnes in November due to a slowdown in soybean meal exports and Indian soybean meal FOB is overpriced compared to other countries, like Brazil and Argentina. Over the same period in the previous year, the country had exported 3.32 lakh metric tons of oil meal. As reported by the Solvent Extractors' Association (SEA), exports of soybean meal in November decreased from 1,98,776 tonnes the previous year to 42,383 tonnes this year. India's soybean crush margins are currently squeezed by pressure on meal prices, as well as high expectations of farmers in relation to soybean seed prices, which are quoted over Rs 6,400 per quintal. The price for soybean meal for export at ex-Kandla port in India is quoted at USD 710 per tonne, while Brazil origin is USD 413, and Argentina is USD 469. It is unlikely that India will export soybeans in the next two to three months due to a high price of domestic soybean seed. As per the data by the



Solvent Extractors' Association (SEA), export of rapeseed extraction declined to 42,383 tonne in November this year as against 45,050 tonne in the year-ago period. Similarly, castor seed extraction dropped to 28,876 tonne from 37,256 tonne, while that of rice bran extraction fell to 48,232 tonne from 50,089 tonne in the said period. Rice bran extraction is performing better due to larger demand from Vietnam and Bangladesh, it added. Total export of oil meal during April-November period of the current fiscal declined by 18 per cent to 15.96 lakh tonne when compared with 19.51 lakh tonne in the year-ago period. Looking at import front, India has imported roughly 6.5 lac MT of soy meal through mid-November, mainly from Argentina, Bangladesh, and Vietnam. GM soy meal shipments are not expected to arrive in India until after January 31 as extensions have not been approved by government. On August 24, the Indian government issued a statement allowing imports of GM soy meal up to 1.2 million metric tons to cope with lack of supplies in the local market and maintain domestic prices. Soy meal prices in Indore showed little movement and settled by a small margin. There was an increase of 500 INR per ton from the previous week to 62000 INR. Prices are approaching the key support turned resistance levels. In the immediate future, there is unlikely to be any further upside to the INR 61,000-65,000 range. 📈



AHIDF announce Rs. 15000 Crore for Infrastructure Development by individual Entrepreneurs, private Companies, MSME, Farmers Producers Organizations



Honorable Prime Minister has announced for setting up of Rs. 15000 crore Animal Husbandry Infrastructure Development Fund (AHIDF) under Atma Nirbhar Bharat Abhiyan stimulus package. The Animal Husbandry Infrastructure Development (AHIDF) has been approved for incentivizing investments by individual entrepreneurs, private companies, MSME, Farmers Producers Organizations (FPOs) etc. for

- (i) the dairy processing and value addition infrastructure,
- (ii) meat processing and value addition infrastructure and
- (iii) Animal Feed Plant
- (iv) Breed improvement technology and Breed multiplication farms.

The objectives of this AHIDF is to help increasing of milk and meat processing capacity and product diversification thereby providing greater access for unorganized rural milk and meat producers to organized milk and meat market.

- To make available increased price realization for the producer.
- To make available quality milk and meat products for the domestic consumer.
- To fulfill the objective of protein enriched quality food requirement of the growing population of the country and prevent malnutrition in one of the highest malnourished children population in the world.
- Develop entrepreneurship and generate employment.
- To promote exports and increase the export contribution in the milk and meat sector.

- To make available quality concentrated animals feed to the cattle, buffalo, sheep, goat, pig and poultry to provide balanced ration at affordable prices.
- Let us know more about Animal Husbandry Infrastructure Development Fund

1. What is AHIDF?

The Animal Husbandry Infrastructure Development (AHIDF) is a Central Sector Scheme under the Prime Minister's Atma Nirbhar Bharat Abhiyan stimulus package for incentivizing investments (i) the dairy processing and value addition infrastructure, (ii) meat processing and value addition infrastructure and (iii) Animal Feed Plant with budget allocation of Rs.15000 crore.

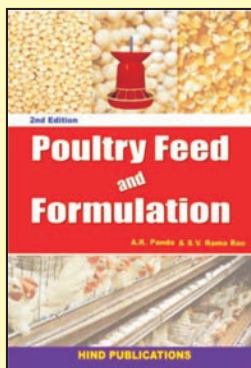
2. What activities can be covered under Meat Sector?

- A. Establishment of new meat processing unit and strengthening of existing meat processing facilities for sheep,goat,poultry,pig and buffalo in rural, semi-urban and urban areas.
- B. Establishment of large scale integrated meat processing facilities.
- C. Establishment of new or strengthening of existing value addition facilities for meat products like Sausage, nuggets, ham, salami, bacon or any other meat products. These facilities could either be integral part of meat processing units or Standalone meat value addition unit.

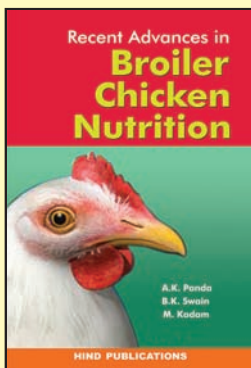
3. What activities can be supported related to animal feed?

1. Establishment of Animal Feed manufacturing and strengthening of existing units.

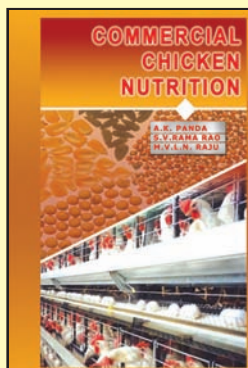
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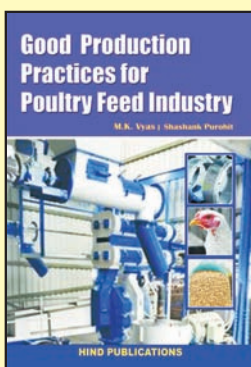
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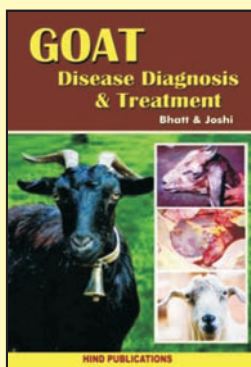
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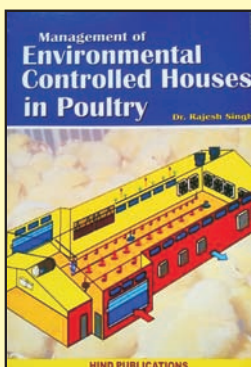
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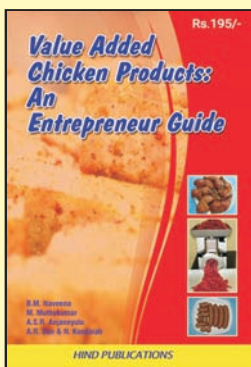
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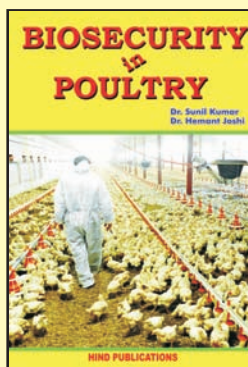
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2. Establishment of Mini, Medium and Large Animal Feed Plant, Total Mixed Ration Block Making Unit, By pass protein unit, Mineral Mixture Plant, Enrich Silage making unit, Animal Feed Testing Laboratory and any other activities related to animal feed manufacturing.

4. What will be the loan amount for a beneficiary under AHIDF?

The project under the AHIDF shall be eligible for loan up to 90% of the estimated actual project cost from the Scheduled Bank based on submission of viable projects by eligible beneficiaries.

5. What will be the beneficiary contribution?

The beneficiary contribution in case of Micro and Small units as per MSME defined ceiling could be 10% while in case of Medium Enterprises as per defined MSME ceiling, beneficiary contribution could go up to 15%. The beneficiary contribution in other categories of enterprises could go up to 25%.

6. Whether any credit guarantee is provided under the scheme?

1. Yes, the credit guarantee will be provided only for those projects which are viable and are covered under MSME defined ceilings and the guarantee coverage would be up to 25% of the credit facility available to the borrower.
2. The Credit Guarantee will not be provided to other beneficiaries who are not covered under MSME norms, however, those EEs will be eligible to get interest subvention.

7. How can an entity submit a proposal and what is the process?

The eligible entity will submit the proposal with complete DPR through "Udyami Mitra" Portal developed by Small Industries Development Bank of India.



will be ready soon. MLA for Badnawar Mr. Rajvidhan Singh Dattigaon was given the responsibility of a ministry like the Department of Industries in the state government, the residents were expecting employment and in view of the large quantity of soybean production in the area for a long time, this is right place for such Industry. The demand for setting up an industry or a factory was being made from a long time.

It is known that soybean crop is the main Kharif crop in the region. Soybean is sown in

IB Group will set up the country's largest soybean plant on 65 acres of land in Madhya Pradesh


The country's leading agro-based industry group ABIS Exports India Pvt. Val. 'IB Group' is going to set up this big industry in Badnawar, Madhya Pradesh. Soya plant will be established near Kherwas, The ceremonial Bhoomi Poojan took place on 9th January, Sunday. According to the information "ABIS Exports (India) Pvt.Ltd." IB Group will set up a Large scale industry to be built at a cost of more than three hundred crores in an area of about 65 acres near Kherwas of Badnawar. Its ceremonial Bhumi pujan took place on Sunday at 10 in the morning. The Chief Minister of the state, Shivraj Singh Chouhan, joined virtually on the occasion of Bhumpujan, as well as Industrial Policy and Investment Promotion Minister Rajvidhan Singh Dattigaon, also accompanied the chief guest in the program organized. Sanjay Kumar Shukla, Principal Secretary, Madhya Pradesh Industries Department was a special guest.

Founder and Managing Director of IB Group Mr. Bahadur Ali along with Director Gulrez Alam and officers of the company were also present at the event. IB Group Managing Director Mr. Ali said that the industry will be set up in about 65 acres of land. More than three hundred crores will be invested in its construction. With the formation of the state, more Two thousand Five Hundred people will get direct employment. In this soya plant, soya harvesting, refinery and live stock will be produced for which about 7 lakh metric tones of soybean will be required annually which will be purchased from the soya farmers of Madhya Pradesh.

Mr. Bahadur Ali also told that IB Group will require about 11 lakh MT of soybean for production in the coming years which is about 12% of the entire country's consumption. Immediately after the Bhumipujan, the construction work of the province will also be started, which

an area of more than 74 thousand 135 hectares. Which is 90 percent of the total hectare and due to the production of good quality soybean and selling it at a good price, it remains the first choice of the farmers. Ghavaballod and Pithampur's industries are the largest buyers of the soybean from this area. But now with the opening of soya-related industries in Badnawar itself, the farmers will also get fair prices for their soybeans and the industry will also get the goods in less time and easily and the cost of transportation will also come down.

Doors of development and employment will open

In this regard, the Industries Minister of the State, Rajvidhan Singh Dattigaon said that the establishment of this big soya-related industry in the area would open the doors for the development. Along with this, business will also increase and youth will get employment. 

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**Major Hatchery
Expansion for IB Group**



IB Group has chosen Royal Pas Reform as its partner for their multi-location hatchery expansion programme across the Indian sub-continent. These state-of-the-art installations will feature single-stage incubators, fully integrated climate-control systems and complete hatchery automation - making them amongst the most modern facilities in India. IB Group (ABIS Exports India Pvt Ltd) AEPL, which is based in Rajnandgaon, Chattisgarh, believes that adopting a single-stage incubation process - giving superior post-hatch performance, in terms of growth, mortality and feed conversions - is pivotal to producing high-quality broiler chicks. Mr. Bahadur Ali, Founder & Managing Director of IB Group says: "IBG's ambition is to play a major role in the future growth of the Indian poultry industry. During the course of 2020 we made a long-term strategic plan with our team, which needed a multiple-location expansion for our hatchery operations. "It was an obvious step for us to go for single-stage, fully automated hatcheries technology. Choosing Royal Pas Reform - the world's leading single-stage incubation and integrated incubation-project specialist - was therefore the logical choice for us." Bouke Hamminga, Royal Pas Reform Director International Sales & Business Development says: "We are delighted that IB Group - a leading technology driven poultry company in India - has chosen to work with us to deliver its ambitious plans. I am sure that, as a global integrated hatchery solutions supplier, we can prove to be a key partner for decades to come." 



Transformation of Backyard to Commercial Poultry Integration Model

Dr. Mukund Kadam, Dr. Mayura Gole,
Dr. Darshana Bhisare

Poultry Research and Training Centre,
Dept of Poultry Science, Nagpur Veterinary
College, MAFSU, Nagpur

Last two decades, the poultry development in the country has taken a quantum leap; the growth has been mainly occurred in organized/commercial poultry sector. The poultry farming has transformed into a major agricultural allied industry with the presence of a large number of poultry integrators. Today India is the one of the world's largest producer of eggs and broiler meat. The Indian poultry market, consisting of broilers and eggs was worth INR 1,750 Billion in 2018. The market is further projected to reach INR 4,340 Billion by 2024, growing at a CAGR of 16.2% during 2019-2024 (Indian Poultry Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2019-2024). This transformation has involved a sizeable investment in breeding, nutrition; management and buy back rearing activity.

Organized and unorganized Indian Poultry: - India poultry is broadly divided into two major sectors - one with a highly organized commercial sector with about 80% of the total market share and the other being unorganized with about 20% of the total market share. The organized commercial sector further divided into majorly broiler, layer and breeder and their allied business activity. Apart from this colored low input technology birds are gaining momentum in commercial organized poultry market to boost the rural poultry economy. Poultry sector- especially commercial poultry sector- is flourishing in certain pockets, where amenable environment exists, along with backward and forward linkages. The unorganized sector also referred to as backyard poultry which plays a key role in supplementary income generation and family nutrition to the poorest of the poor. Backyard poultry farming primarily involves the country native chicken (kadkanth, Assel, local birds, non descriptive etc) birds. Apart from chicken species few other species like quail, duck, and turkey are getting popularized in organized poultry though the contribution is minimal. The requisites of organized and unorganized poultry are different hence both sectors need to be addressed in their own way.

Zero to Low input technology birds for rural economy: - Backyard poultry farming is mostly popular in rural and resource-poor areas of India and provides rural families with income, nutritionally rich food sources (meat and eggs), boosts up women and unemployed youth, and reduces the gap between demand and supply of poultry eggs and meat. There is zero/hardly any requirement of infrastructure setup for



Dr. Mukund Kadam

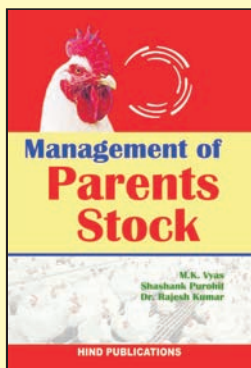


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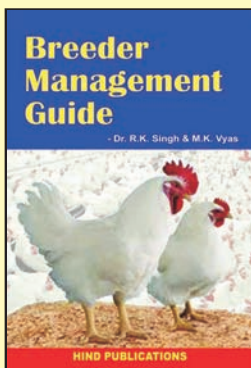


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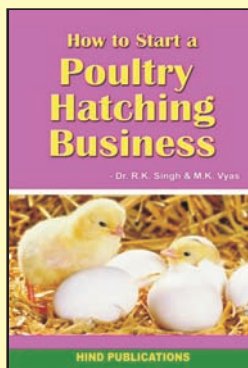
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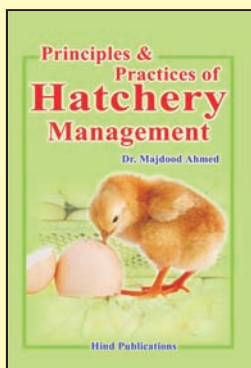
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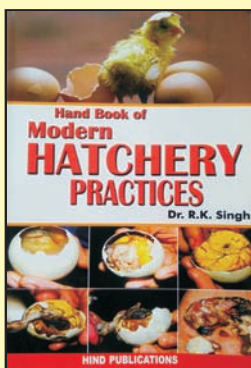
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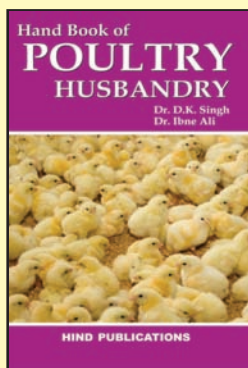
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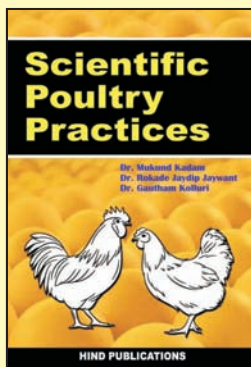
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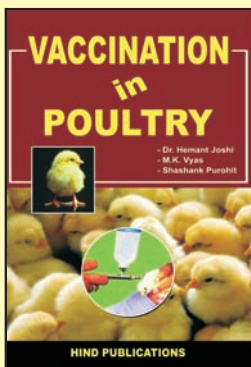
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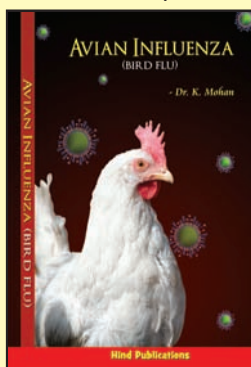
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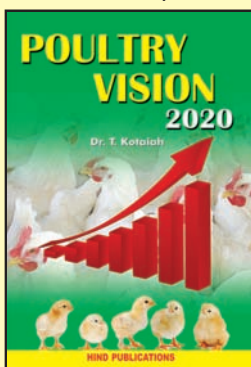
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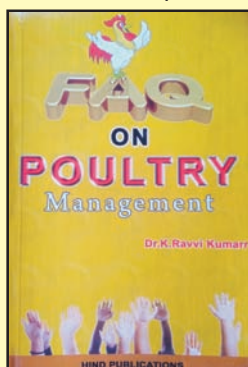
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backyard poultry (non descriptive/ local birds) farming and it can be easily handled by women, aged family members and children. Poultry eggs and meat are the best and cheapest sources of protein, which are easily available to meet the requirement of protein for rural Indian people. Major constraints of backyard poultry farming in India are high mortality rate in young chicks due to a combination of diseases, lack of infrastructure, and low production performance of native birds, lack of scientific knowledge, predation, malnutrition, climatic exposure and feed price fluctuations throughout year. In order to overcome these constraints, introduction of improved varieties of poultry (low input technology birds) are suitable for backyard farming with little interventions in feeding and management to achieve higher production. Today's popular breeds include a number of genetically improved varieties of indigenous low input technology birds which has developed by government and private sector such as Vanraja, Kaveri, Giriraja, kuroiler, rainbow rooster and Satpuda etc are available in the market. These newly developed low input technology birds are reared in organized as well in backyard/unorganized poultry farming for both meat and egg purpose.

Economics of backyard/unorganized Poultry farming: - Raising of local poultry breeds in backyard is an important source of livelihood for the rural people. Small farmers keep 10-15 numbers of birds, which may content different age group birds. Main interest of the poultry farmers having backyard/

unorganized poultry is not production of eggs (< 40 to 50 eggs per annum) as returns are very low from sale of eggs at village level. They hatch all their eggs and get tiny chicks from them, which are further grown up without any scientific feeding, medication and vaccination inputs. Those small chicks are allowed to scratch their own feed in around the household. The birds collect the required protein, energy, minerals and vitamins etc. from groundnut straw, broken rice, wheat grains, snails, termites, leftover grains, crop residues and household wastes etc. During the entire rearing process most of the mortality occurs during chicks' stage due to improper care of day old chicks as well predators. At the end of rearing cycle out of 10-12 chicks merely five to six birds available for local sale. Mostly females are retained due to their broodiness character, which helps them to get next more hatches. In backyard system it takes approx four and half months or more to achieve the one kg live body weight of bird. Farmer can harvest maximum four to five crops in backyard rearing system through which he/she can earn approx six to eight thousand rupee per annum.

Transformation of backyard Poultry to commercial economic model: One of the primary objectives of popularizing organized/commercial angle of poultry farming in rural India is to provide better income opportunities to the poor farmers and people from indigenous communities living in remote areas. Among its benefits it makes rural women economically and socially empowered and can address the issues of food insecurity and malnutrition. As it is the best alternative for the small scale farmers to increase their income with minimum inputs along with recent advances, scientific management, and efficient marketing systems.

Contract broiler farming (CBF)/ Integration model:- The Food and Agriculture Organization (FAO) defines contract farming as an agreement between farmers and processing and/or marketing firms for the production and supply of agricultural and allied products under forward agreements, frequently at predetermined prices. A paradigm shift is taking place in broiler sector operations where farmers are opting for integration to remain protected from market uncertainties. In contract farming case, the integrator/company provides, chicks, feed, medicines and vaccines to the farmers. The farmer provides labor, shed, electricity, water, litter material,

equipment and miscellaneous services. The farmer as a caretaker gets a predetermined rearing charge which is mentioned in the contract. The farmer is also rewarded for surpassing the set standards and penalized if any of the agreed criteria are not met. The contractor/company bears the investment (inputs-chicks/feed/vaccine and medicine) and market risk. The contractor is also relieved of his biggest threat from disease outbreak as his millions of birds are reared under different locations that too in small numbers by several small farmers. The CBF has played a major role in the spectacular growth of the broiler sector, especially in structure, size and number of broiler farms in India.

Special features of CBF:-

- It's a win-win situation for both the farmers and the company.
- Assured minimum growing charges and incentives for better practices.
- Provides best quality chicks, feed and professional veterinary care.
- Provides Buy back policy (market linkage) for the poultry produced.
- Technical training to the farmers in scientific poultry management practices
- Intensive monitoring of poor performers and on-farm counseling for further improvement
- Provides direct and indirect employment opportunities through its business processes.
- No risk for the farmer like market volatility, raw material fluctuations etc.
- Project guidance and assistance with getting finance

CBF and NSPDT: - The National Smallholder Poultry Development Trust (NSPDT) is smallholder community poultry model enables poor women in rural India to start and run successful poultry enterprises. The NSPDT adopted CBF model for small woman farmer in a remote village. It works by organizing women into collectives, creating systems and processes for them to attain industry competitive production and scale efficiencies. The enterprise gives the woman farmer an income for her labour while giving her the dignity and control of an owner. Moreover, NSPDT, helps women through local government authority to build the infrastructure facility (shed) and equipment purchase. The model works on three fronts: the organization of production, access to input-output markets and financial

systems. Women from poor families are organized into cooperatives with each woman rearing broilers in modern poultry-farms built in her backyard. A mature cooperative typically has 300-500 members with 25-30 farmers in a village. High quality production services are built around a community-based supervisor, who provides round-the-clock production management and farm-support, and trained veterinarians. Remuneration is structured to optimize production efficiency and insulate farmers from price fluctuations and supply uncertainties of the market. The cooperative engages a professional manager trained in veterinary or management sciences as its chief functionary responsible for day-to-day management and operational business decisions. A Poultry Management System based on the Quality Assurance Systems approach provides a detailed systems and procedure template for business decisions and helps in compliance and monitoring. Cooperatives across a state or region form a federation. This enables members to attain economies of scale in procuring inputs, improved compliances and access to professional and technical support, while providing a platform for sharing knowledge and process among member cooperatives and building solidarity. The federation ensures that cooperatives remain competitive, adapting and responding to techno-commercial changes in the industry.

Economics of Individual Broiler Unit: - The woman poultry farmer requires only one cent of land (435 square-feet) for her trade. She earns between Rs. 13, 000- 18,000 a year, which works out to Rs. 65-90 a day for approximately 200 days of engagement in the activity per year. This income, available to her in a regular stream of cash flows on a continuous basis, helps her to meet her cash expenses and contributes towards capital formation. Financial details of an individual farmer in the value chain are given below

Particulars	Units	Amount
Birds per cycle/ batch	Nos.	400
Batches / year	Nos.	06
Days engagement / yr.	Nos.	210
Capital Investment	Rs.	36,000/-
Working capital	Rs.	17,000/-
Margin per batch	Rs.	3100/-
Annual Margin	Rs.	18600/-
Breakeven point	Year	02

CLF and NSPDT: - Contract Layer farming (CLF) is promoted by NSPDT, which is similar to small-holder broiler farming model. The families who have sufficient space for constructing layer shed (around 500 sq ft) at backyard may take up this activity. Each producer will have a poultry shed of 400-500 sq ft in which she may rear 400-500 birds. The birds are kept in cages (2 tiers X 2 rows system, each cage housing 5 layer birds). The cages are provided with nipple drinking system connected to a tank fitted above the cages, so watering will happen automatically. However, feeding and egg collection shall be performed manually by producer. The complicated part of layer farming is to grow chicks up to 16 weeks (pullet) during which all intricate procedures like de-braking, deworming, weight monitoring to reduce variation, all kind of vaccinations are done. Therefore, pullets are given to the producers, which eliminates the long gestation period of 17-18 weeks prior to egg laying. The producers get the pullet at 16 weeks of age. Pullets will start laying in 17-18 weeks of age and may produce up to 320 eggs during the productive life of 52 weeks. The birds are culled usually at 72 weeks of age during which they weigh around 1.5 kg each. The members

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Comparison of integration and backyard Poultry farming:-	
Integration farming	Backyard Poultry Farming
More income (Rs.)	Less income (Rs.)
Assured income	No assurance
Need investment	No investment
Comparatively less risk	Comparatively more risk
Scientific farming	Need Scientific interventions
Employment generation power	No as such
Technical support by integrator	No technical support
Inputs supplied by integrators	Input cost needs to bear
Middle man involved in marketing	No middle man involvement
No opportunity for expansion	Opportunity for expansion
No bargain power	Bargain power is with farmer
No exposure to direct marketing	Exposure to direct marketing
Mini and Max capacity decided by integrator	Farmer is own decision maker
(No decision making power)	(Decision making power)
Depend upon integrator/company	Own dependency
Its buy back Policy model	Won't fit in buy back model
End user is happy	End user is not happy

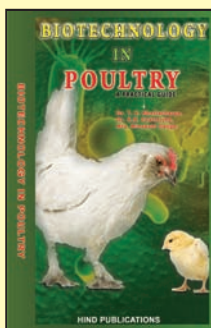
become part of a producer's collective that will facilitate the backward and forward linkages. The collective grows pullets at a common facility, and procure other raw materials from market in bulk, distribute to the producers and collect their daily production and sell them to traders/market in bulk. There is a village level Supervisor working for every 20 producers, who provides necessary supports to

producers like raw material distribution, production support, health care, collection of eggs and record keeping etc. The collective will try to create local rural markets in its operational area. This will increase the realization besides increasing egg consumption at villages and addressing malnutrition. This activity of layer farming provides almost round the year engagement to a woman. She

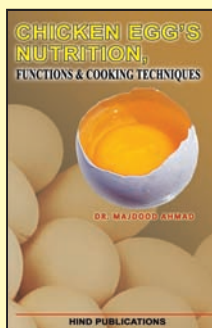
may earn between Rs. 55,000-60,000 annually out of this activity. She requires to put 3-4 hours a day in this activity for premise cleaning, feeding, watering, egg collection and dispatching. The activity also generates assured livelihoods for local youth in supporting roles like poultry supervisors, account keeping, marketing etc.

Conclusion: - Engaging in contract farming for poultry rearing provides an assured supplementary income for the farmers in eastern Maharashtra. Most of the agricultural farmers are engaged in paddy growing, however, with uncertainties in the sources of agricultural income many of the rural farmers prefer to engage in the poultry rearing business besides agriculture. This leads to the conclusion that contract and non-contract farmers incur significantly different production and marketing costs and earn different marketing margins. This point to the conclusion that CBF do not enable contract farmers to make better profits than independent farmers, rather it gives a lower, but assured and almost fixed, returns. 🇮🇳

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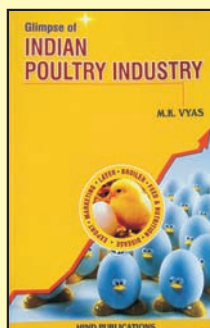
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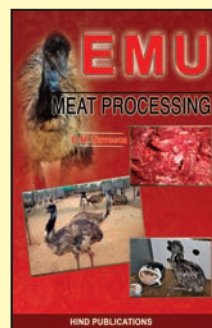
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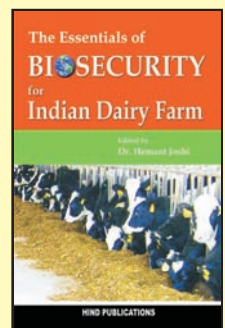
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EFFECTS OF GROWING PERIOD LIGHTING PROGRAMS ON LAYING PERFORMANCE

Lighting programs are one of the key management tools in determining layer hen growth and laying performance. Light duration influences body weight profiles from hatch throughout the grow and until the hen reaches mature body weight in the lay period. Lighting programs also have a strong impact on the onset of sexual maturity, egg weight, and production performance.

In this study, we evaluated the impact of two common light applications on W-80 commercial bird growth and lay performances. The first treatment was the Hy-Line standard step-down (SD) lighting program starting with 20 hours of light during the first week; afterward, the light was decreased each week to reach 12 hours light at 7 weeks. The pullets were held at 12 hours light until 17 weeks of age. The second treatment (24/12) started with 24 hours of continuous light until 7 weeks of age. At 7 weeks the light was reduced to 12 hours and held until 17 weeks. The second application mimics common practice among Indian commercial layer farms. Parameters such as rearing period weekly body weight, age at sexual maturity, and production performance (hen-day %, hen-housed eggs, egg weight) were recorded and compared.

Results from the study indicate that the 24/12 lighting program reduces body weight, delays sexual maturity, limits production performances, and in general, limits genetic potential compared to the standard SD program.

TRIAL DESIGN

Hy-Line W-80 commercial strain was subjected to two different lighting practices: SD and 24/12.

- 600 chicks for each group were subject to experiment. Management practices followed the W-80 Commercial Guide for both groups.
- Birds were individually wing-banded at hatch for detailed data collection.
- Pullets were reared in floor-pens.
- No beak trimming was applied.
- During the growing period, bi-weekly body weight and mortality data was recorded.
- During the production period, body weights, mortality, production, and egg weight information was recorded.

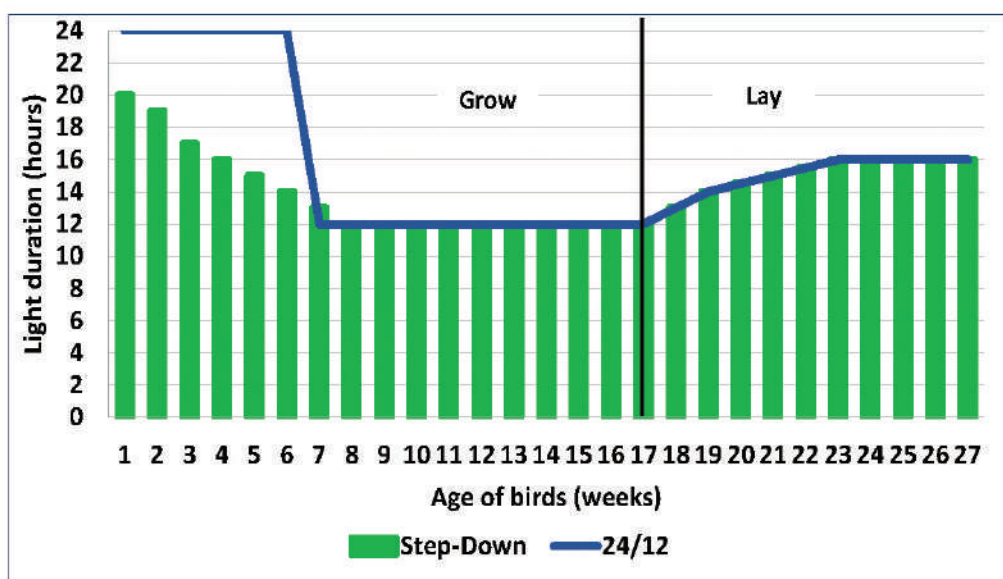


Figure 1. Lighting practices used in the study.

RESULTS

Growing Period Body Weights

- **24/12 lighting program:** Birds from this group showed a good start for body weights up to 4 weeks of age and after showed reduced weekly body weight gain.
- **Step-down lighting program:** The body weight gain in this group was steady and on target compared to W-80 standard throughout the rearing period. Body weights were 49 grams above the 24/12 lighting program birds at 18 weeks.

All results were tested at $P < 0.05$ significance level.

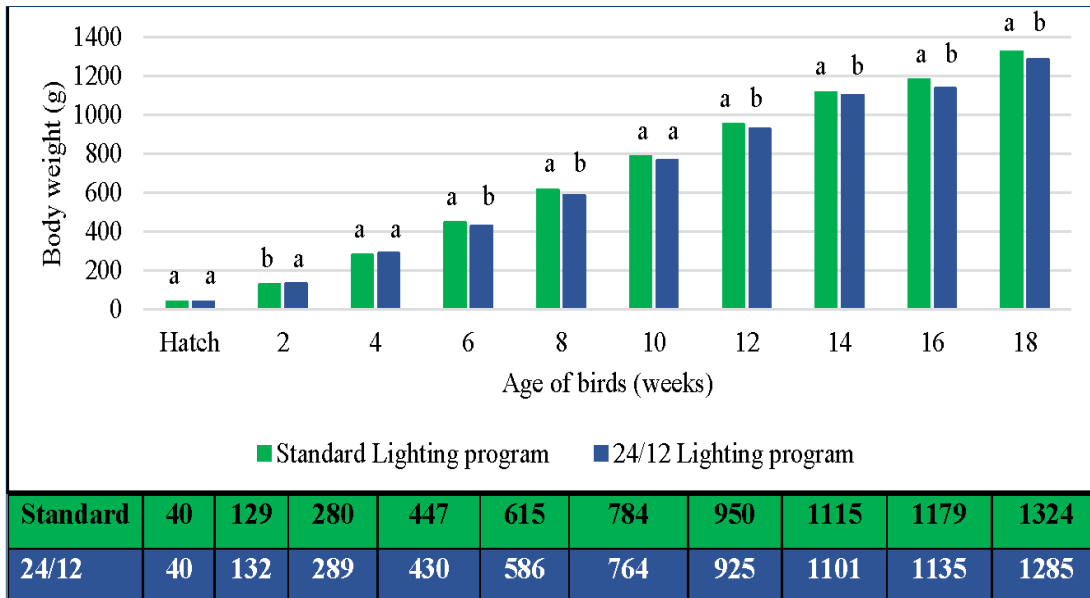


Figure 2. Comparison of body weight gain.

Sexual Maturity

Lighting programs had a significant impact on bird maturity. Birds under the step-down lighting program attained maturity 6 days earlier than 24/12 lighting program.

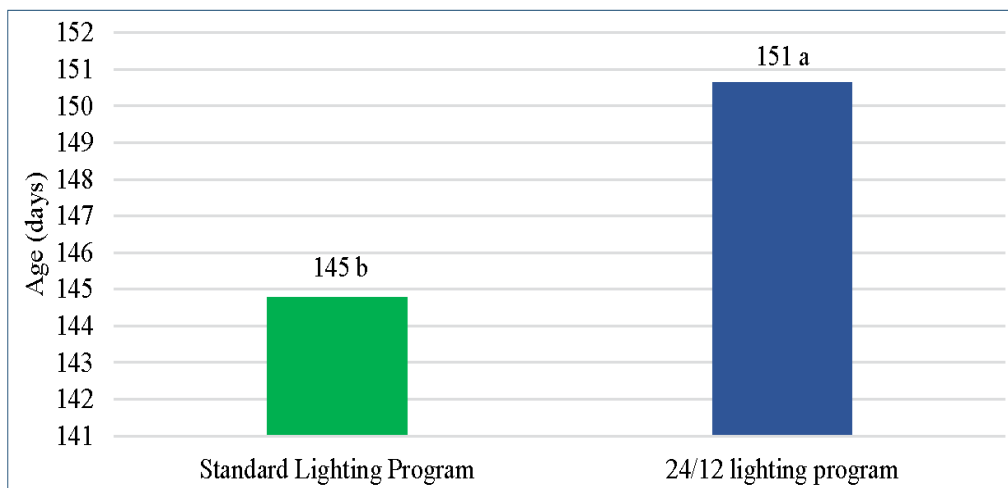


Figure 3. Comparison of sexual maturity.

PRODUCTION PERIOD RESULTS

Hen-Housed Eggs	18–30 weeks	40 weeks	60 weeks
24/12 lighting program	84 ^b	138 ^b	269 ^b
Step-down lighting program	95 ^a	149 ^a	281 ^a

Onset of lay was six days earlier for birds under the step-down lighting program. By 30 weeks of age, the step-down group had 11 more eggs compared to 24/12 program. At the end of 60 weeks, birds under the step-down lighting program laid 12 eggs more than birds under 24/12 lighting program group.

Egg Weight

Birds with the 24/12 lighting program had 1.3 to 0.5 g heavier egg weight profile starting from the first egg. In both groups, egg weights were higher than the W-80 breed standard.

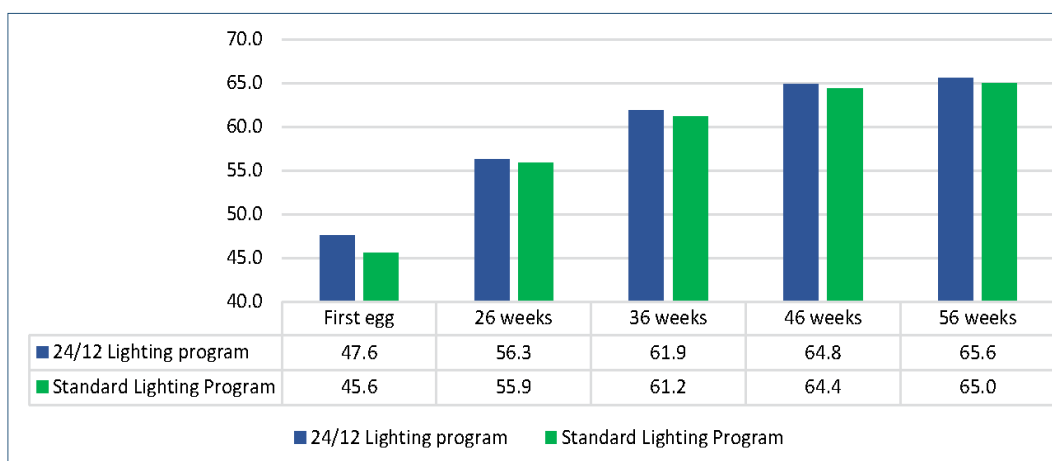


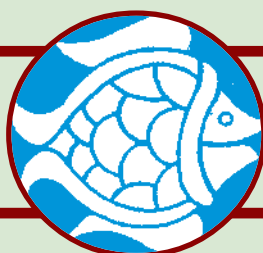
Figure 4. Comparison of egg weight.

SUMMARY

- This study shows that lighting programs in the growing period have a significant impact on body weight profiles during the rearing period, age of sexual maturity, number of eggs produced per bird, and egg weight throughout the hen's life.
- From the above study, step-down lighting program had good body weight development during rearing period. In the production period, the hens came into production 6 days earlier and by 60 weeks had 12 more saleable eggs than the birds of 24/12 hours lighting group. The heavier eggs with the 24/12 program are likely due to delayed maturity.
- The egg weight profile of the standard lighting program matches the Indian market.

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CONCLUSION

Good production performances can be achieved by using the Hy-Line standard step-down lighting program during the rearing period. This program provides good resting time to the baby chicks to establish their circadian rhythm. Therefore, the supported hormone system gives a boost to muscle, bone, and intestinal development. Additionally, there is an energy-saving component by not using 24 hours of artificial light for 7 to 8 weeks. In this study, we kept birds at 12 hours of light to mimic day length; however, in an open-sided environment, we recommend no artificial light after 7 weeks, only daylight.

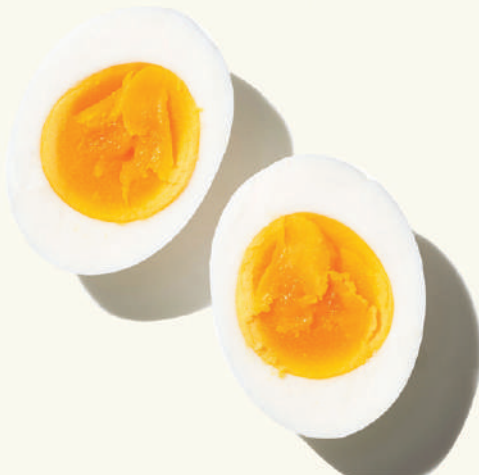
Recommended lighting program for Hy-Line W-80 birds in open-sided houses in India:

Growing Period		Stimulation and Laying Period	
Age in weeks	Light hours	Age in weeks	Light hours
1	20	17	BW=1100g with 85% Uniformity
2	19	18	+1 hr
3	17	19	+ 1hr
4	16	20	+1/2 hr
5	15	21	+1/2 hr
6	14	22	+1/2 hr
7	13	23	15–16
8 to stimulation	daylight	24	15–16

Day lengths vary seasonally (more than 12 hours in summer and less than 12 hours in winter). This seasonal variation may affect the onset of production. When the day length is more than 12 hours during the rearing period, it is recommended to keep the longest day length for the entire rearing period. Light stimulate the flocks once they have 1100 grams minimum body weight with 85% uniformity and only after moving the birds to production houses. In the case of uniformities less than 85%, light stimulate the flock after attaining 1200–1250g body weight.



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Calories 211	calories from fat 130
	% daily value *
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Saturated fat	22%
Trans fat	
Cholestrerol 576.64 mg	192%
Sodium 168.64 mg	7%
Potassium 171.36 mg	5%
Total carbohydrate 1.52 g	1%
Sugar 1.52 g	
Protein 17.11 h	
Vitamin A 796 UI 1	6%
Calcium 68 mg	7%
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