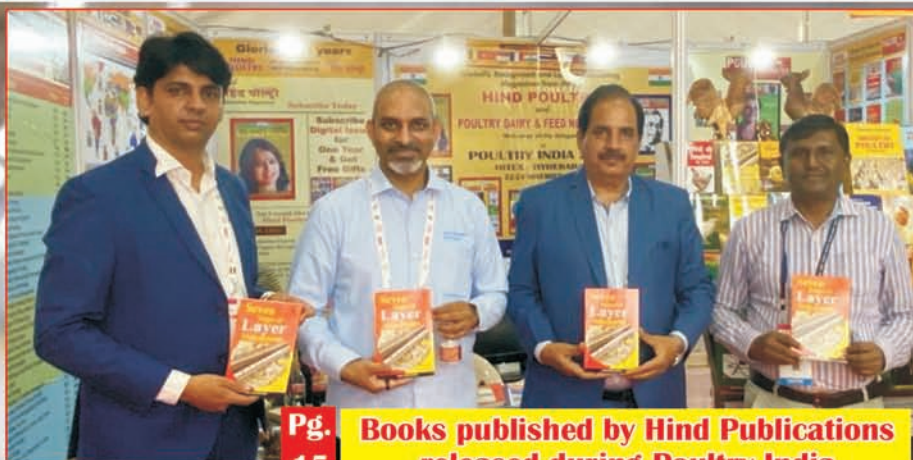




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HIND POULTRY

Vol. XXII December 2023 No. 6



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Agri Business Forum makes its debut at Poultry India

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VOL. XXII No. 6 December 2023

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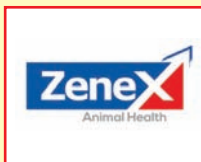
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Srinivasa Farms Pvt.Ltd. Expresses Gratitude to Visitors for their Support at Poultry Expo 2023



Srinivasa Farms extends its heartfelt thanks to all attendees, participants, and supporters who made the Poultry Expo 2023 an astounding success. The event, which took place from 22 - 24 November at HITECH - Hyderabad, brought together poultry industry leaders, experts, and enthusiasts from around the world, fostering an environment of innovation, collaboration, and growth. We are immensely grateful to everyone who contributed to making the Poultry Expo 2023 a resounding success. The overwhelming support and enthusiasm from participants, exhibitors, and visitors alike underscore the industry's commitment to advancement and sustainability. We're thrilled to have been part of this collective endeavor towards a brighter future for the poultry sector." Srinivasa Farms remains dedicated to driving innovation, fostering collaboration, and supporting the growth of this dynamic sector. The company looks forward to continuing its commitment to excellence, providing top-notch products/services, and being at the forefront of industry advancements. For more information about Srinivasa Farms and its contributions to the poultry industry, please visit www.srinivasa.co 

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Venkateshwara B V Bio-Corp Private Limited organised Technical seminar on “BV 300 Nutrition and Management”

VENKATESHWARA BV BIO-CORP PVT LTD organized Technical seminar for commercial Layer Farmers on 6th November, 2023 at Hotel Lake Vinora, Ajmer, Rajasthan. This technical seminar was attended by layer farmers of Ajmer and surrounding area. Mr. Shashi Bhushan, Zonal Manager, Venkateshwara B V Bio-Corp Pvt. Ltd. welcomed all attendees.

Mr. Deepak Khosla (GM- Marketing) shared his thoughts regarding current Commercial Layer Industry scenario. The speaker for this seminar, Dr Sunil Nadgauda explained in detail about the “**BV 300 commercial Layers Nutrition and Management**” in all aspects. During discussion he advised to be watchful about quality parameters to be considered while selecting the different feed ingredients. The excerpts from his presentation can be summarized as below.




Mr Deepak Khosla
(GM - Marketing)
sharing his thoughts

- BV 300 performance review.
- Importance of body weight monitoring in rearing period and its impact on laying productivity.
- Early Laying Nutrition to maximize peak production and to maintain the consistency.
- Benefits of Phase feeding – to reduce the overall egg production cost and to optimize the efficiency.
- Alternative sources of Protein & Energy and



precautions to be taken while using the alternative feed ingredients.

- Maintaining the egg shell quality during extended laying periods.
- Innovative premix solutions for simplify the feed manufacturing process and also to avoid errors during feed production. **Mixiblend** is the new innovative and simple solution which provides Vitamins, Trace minerals, Enzymes, Toxin Binder, Liver tonicin required proportion to boost the productivity. Dr Sunil Nadgauda answered the queries of the attendees related to the subject and other technical queries regarding layer nutrition and management. The Technical Seminar was attended by around 140 Layer farmers surrounding the Ajmer area.

Mr Shashi Bhushan, Zonal Manager proposed vote of thanks to all. The local Venworld Team organised this technical seminar. 



NOVUS to Deliver Milk Production Advice to India Market in Webinar Series

Achieving the maximum output of milk yield and components is the goal of any dairy farm. In an upcoming webinar series, the dairy experts from NOVUS will share their insights on how dairy farmers and feed mills in India can optimize their cows' and feed performance.

The first sessions of the webinar series called Balancing Act: Optimizing Milk Fat and Protein through Intelligent Nutrition will take place in two parts: Part One at 4:00 p.m. (IST) on December 20 and Part Two at 4:00 p.m. (IST) on January 24, 2024.

"The dairy team in India is very excited to host its first-ever webinar, which explores the crucial role nutrition plays in milk and component production," says Gnanasekar Rangasamy (Dr. GS), M.V.Sc, species solutions manager - dairy for the Asia region. "Over the course of the two webinars, the team will share the factors that impact fat and solids-not-fat (SNF), innovative feeding practices, the importance of data when planning nutritional strategies, and how milk quality impacts the financial outcomes for dairy farmers."

Part One will feature Chetan Shembekar, M.V.Sc., NOVUS technical services specialist, as he shares how different types of feed material impact both milk production and incidents of milk fat depression.


"It's not just the quantity of feed but the quality and type of feed that can impact milk production," Shembekar says. "It's important that dairy farmers understand their options and know the effect feed can have on milk, fat and SNF production."

During Part Two, Dr. GS will discuss the influence of genetics, providing a comprehensive overview of how different breeds perform, which breeds are more susceptible to milk fat production challenges, and how to identify unprofitable cows that need nutrition or management intervention.

Ajay Singh, M.V.Sc., senior technical services specialist, will provide an overview of sub-clinical mastitis and what can be done to reduce the risk of this common and costly disease.

"Udder health is necessary for good milk production," Singh says. "Understanding mastitis allows farmers to determine the steps they can take to ensure cow health and comfort."

NOVUS is the intelligent nutrition company providing solutions for the global animal agriculture industry. The company's portfolio includes bis-chelated organic trace minerals, enzymes, organic acids, essential oils, liquid and dry methionine, as well as a network of experts around the world to provide guidance on management best practices.

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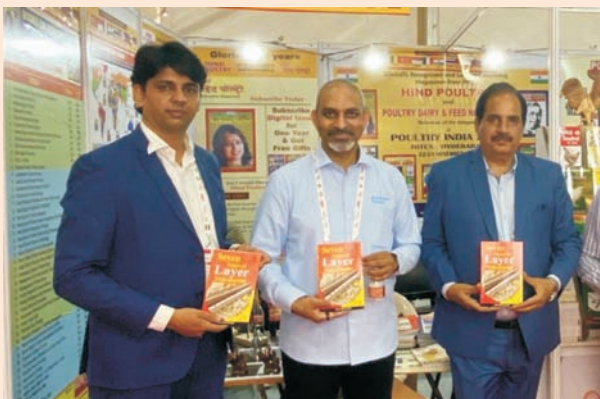


South Asia's biggest Poultry event concluded at HITEC, Hyderabad with participation of 422 Exhibitors

Despite challenges across all fronts, India's broiler production for 2019 is projected to increase by 7 percent to nearly 6 million tons, processed chicken meat demand is projected to grow between 10-21 percent and layer production is forecast at 125 billion eggs!

This success story -envy of almost all developed nations - would not have been possible without steadfast endeavours Indian poultry farmers who have collectively raised poultry to become a phenomenal 120,000 crore industry and one of the prime sectors focusing on food and nutritional security of the nation. As the world's 2nd largest egg producer, India today is the Third largest chicken producer after China and USA.

"There is no gainsaying the fact poultry industry is playing a flagship role of being India's champion to eradicate malnourishment and protein deficiency in the country," said Uday Singh Bayas, President, Indian Poultry Equipment Manufacturers' Association (IPEMA), organisers of this mega event in Hyderabad which is now in its 15th year.



During its 14 year of existence, Poultry India has reached out to the communities and the government to deliver inexpensive easily available healthy proteins to school going children, youth and young mothers through various All-India rural and semi-urban programmes. Mr Uday Singh Bayas, President, - IPEMA was speaking at a media conference to announce the beginning of the 15th Knowledge Day Technical Seminar (November 21st) at HICC and the 15th Poultry India Expo (November 22-24) at HITEC City. He was joined by several members of the Executive Advisory Committee, all Industry stalwarts from across the country.

Poultry India Expo - South Asia's biggest - has attracted a record 380 companies from India and 45 companies from abroad and is expected to draw over 30,000 business visitors across 32,500sqm and 6 exhibition halls at the HITEC venue which is the pride of Hyderabad. The 3-day exhibition starts on November 22. On November 21, the much acclaimed Knowledge Day will shed light on various factors that



beset the poultry industry. More than 1500 delegates from India, Africa, Europe, USA and SAARC nations will listen to the world's finest minds speak on the latest scientific innovations in breeding, hygiene, nutrition, animal health, poultry equipment and marketing.

"However I am happy our Government is determined to safeguard our sector so that we continue to produce world class poultry meat and eggs. Today India's poultry industry, with its enabling of low cost model with increased productivity, is a showcase of success across the world. It is one of the key contributors to India's Agriculture and Animal Husbandry GDP. It contributes significantly to the eradication of protein deficiency and malnutrition and employ millions, especially women from rural India and has spawned dozens of small and medium entrepreneurs producing downstream products and services for the industry," he added

Poultry industry has grown by leaps and bounds due to strict housekeeping, exacting ventilation, feeding practices, automation and disease control mechanism ministered by responsible and trained farmers. The Exhibition's main aim is to help farmers keep abreast of latest developments in management, animal health & nutrition, breeding, poultry farm equipment and new techniques in feed manufacturing and poultry production at an affordable cost.

Books published by Hind Publications released during Poultry India Exhibition in Hyderabad



One of the largest circulating magazines on poultry in South Asia and also the largest publishers of books on poultry in India recently participated in the POULTRY INDIA exhibition. From its booth numbers W 36 and 37, Hind Publications released several of its new publications on poultry. 1. Mr. Suresh Chitturi- Chairman IEC, released the book "Seven Stages of Layer Management" 2. Mr. O. P. Singh- Managing Director HUVEPHARMA, and Mr. Edward Manchester from ECOLEX, released the book "Poultry Meat and Egg Processing" whereas. 3. Mr. Ricky Thaper- Treasurer, PFI and Dr. Dinesh Arora- MD Ravioza biotech set the stage for promotion of the SPACE 2024 by releasing its broucher it in the presence of people of the poultry fraternity. We take this opportunity to express our sincere thanks to Mr. Suresh Chitturi, Mr. O. P. Singh, Mr. Edward Manchester, Mr. Nipun Gupta, Mr. Joginder Singh, Mr. Ricky Thaper and Dr. Dinesh Arora for their gracious presence by taking time from their busy schedule to release our new publications.



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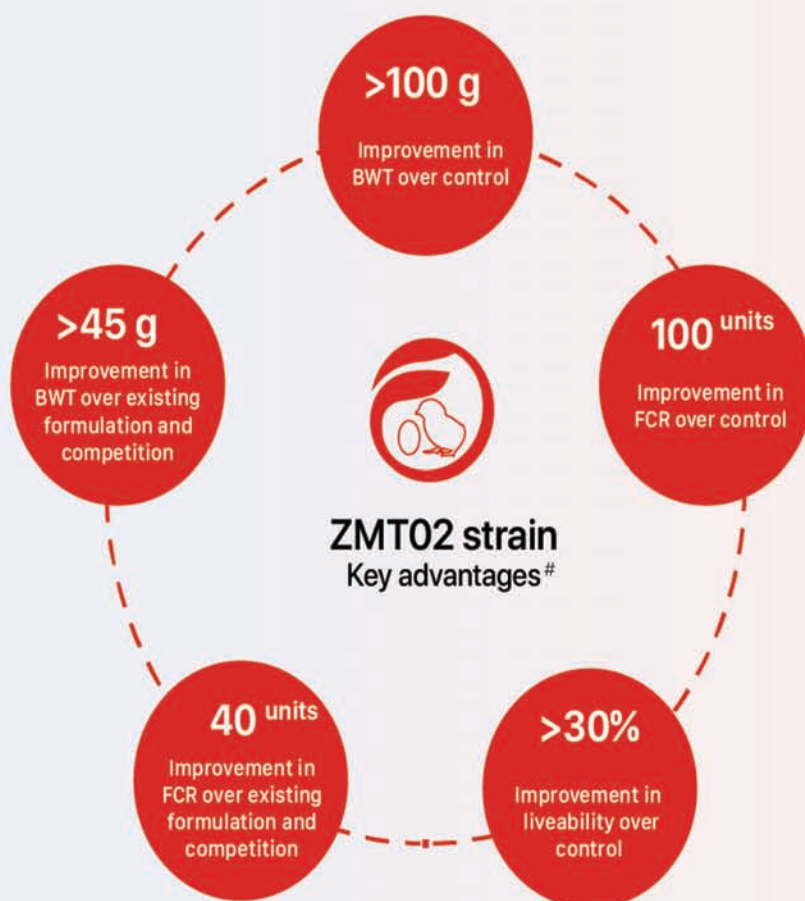
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Note on Indian Poultry Industry-Appeal to Government

- The Indian poultry sector contributing Rs. 1.25 Lakhs crores per annum to National GDP is one of the most important sectors of Indian agriculture and allied activities.
- The Indian poultry sector is providing direct employment to over 25,000 layer farmers and 10 lakhs broiler farmers providing much need gainful employment in rural India.
- Eggs and chicken are most ideal protein consumed by lower and middle class households which helps in eradicating malnutrition amongst the poor people.
- Even today India has more than 1/3rd of the population below the poverty line and due to low protein consumption; malnutrition is widely rampant in Rural India.
- However per capital availability of eggs in India at present is 90 and chicken meat is 5 kilos requiring the industry to double its output to meet the domestic protein needs of the country.
- As per National Institute of Nutrition (NIN) the recommended per capita consumption of eggs is 180 and chicken meat is 9 kilos.
- Though India is ranking 2nd in the world for egg production and 4th for chicken meat production, there are great prospects for growth due to requirement with the country and as well as prospects for exports.
- India is geographically ideally located to cater to the requirement of Middle East and African countries which Indian poultry is yet to tap thereby giving great scope for future.
- Indian poultry requires approximately 35 million tons of feed every year consuming 16 - 17 MN tons of maize, 4.5 MN tons of DO Soya and other agricultural bi-products used in poultry feed like, DORB, DO Soya, DO Sunflower, DDGS, rapeseed cake etc.
- Only because of poultry requirement, 2 million maize farmers in the country are able to get suitable price for their products and use of agricultural by products in poultry feed helps over all Indian agricultural economy.
- As of now, eggs and chicken are consumed in wet



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form and not much of processing or value addition is currently made except for 5% in chicken meat segment.

- Further, after the outbreak of Covid, there is a general awareness amongst public that protein is very essential for immunity building and life style changes adopted during covid promoted processed chicken consumption in big way giving scope for new chicken processing plants and prospects for its huge growth in the coming years.
- While in the earlier areas, the rearing system was mostly in open house and use of locally available feed ingredients, the focus for the new farms is with the state of art technology like EC farms, well balanced compounded pellet feed and concentrates.
- Appeal to government for some relief measures :-
- Feed is the major cost in poultry production where cereals like maize, protein like DO Soya cake are used.
- While the industry is growing rapidly, the availability of cereals specially maize has been a concern because 70% of the maize is grown in Khariff which is mostly depended on the vagaries of monsoon.
- The alternate cereal like broken rice, are currently preferred and diverted by government for

One of the prestigious exhibitions of South Asia POULTRY INDIA concluded with huge success with the participation of over 400 exhibitors



One of the prestigious exhibitions of South Asia POULTRY INDIA concluded with huge success with the participation of over 400 exhibitors and large number of visitors from across the globe. It provided the most recent breakthroughs in poultry research, science, and technology, such as the importance of cages and feed grinding. Poultry India 2023 sees its role in the ongoing development of exhibition which, in turn, would enhance business development and the national economy. HIND POULTRY & PDF news points the largest circulating monthly magazines on poultry and livestock and also the largest publishers of books on poultry and livestock in India also put up its booth in hall number 5 and attracted a large number of visitors at its booth where a large collection of books were put on display cum sales. A total number of 6456 visitors were recorded at our booth. On this occasion Mr. Suresh Chitturi- Chairman IEC, Mr. O. P. Singh- Managing Director HUVEPHARMA, Mr. Edward Manchester from ECOLEX, Mr. Ricky Thaper- Treasurer, PFI and Dr. Dinesh Arora- MD Ravioza biotech released the newly published books on poultry.





Ethanol production and Maize also has a competitive use in addition to poultry feed like starch, ethanol and exports thereby pushing Maize price above viability for poultry production.

- Similarly other millets like jowar, Ragi are preferred for human consumption because of its nutritive value and therefore, their price is much higher than maize, making it difficult to use for poultry feed.

- It is therefore, required for the policy makers to provide sufficient corn to sustain and support the growth of poultry industry like :


a) Advocate GM maize and thereby increasing the productivity and over all availability in the country.

b) Providing level playing field by allowing import of maize whenever there is parity for direct use by poultry producers.

c) Lastly encourage maize cultivation in states like Punjab and Haryana instead of Paddy which uses high amount of water and power consumption and not advised by economists.

d) Permit export of DO Soya only to the extent what is surplus and make available DO soya for domestic consumption by the Indian Poultry Industry.

e) The processing industry is still in its nascent stage and has a great potential for growth as well as exports. It needs to be nurtured and support provided. Therefore the government is requested to provide investment incentives and subsidies by way of interest rates at agriculture rate and support through tax and other subsidies.

- The industry is constantly put under harassment by the so called activists asking for cage ban, environment pollution claims and other boggy claims like residues. We are highly thankful to the state and central governments who have always stood with the poultry industry in fighting such agencies and enabling us to present our case through media and courts appropriately. We are greatly indebted to the policy makers to continue to support us in all our future endeavours. 

We Celebrated
“International Egg person of the year 2023”
Sri Chitturi Jagapati Rao
at Hotel Daspalla, Hyderabad on
23rd November. The event was attended by
Farmers & Industry people.
Here are few photos from the event



Sri Chitturi Jagapati Rao garu with his Family



Mr. Jonathan Cade, President Hy-Line International handing over the "International Egg Person of the year" to Sri. Jagapathi Rao garu.



Mr. Venkat Rao - Layer Business Head Srinivasa Farms



Sri Chitturi Jagapati Rao & Mr. Chitturi Suresh with Hy-Line International Team



Mr. U Ganesh, Mr. Syed Hameed, Mr. Murli Manohar, Mr. Akula Murty & Mr. Ramamohan Kapavarpu - Senior Most employees of Srinivasa Farms



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Sri Chitturi Jagapati Rao & Mr. Chitturi Suresh with Mahida PF, Surat Gujarat



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Sri Chitturi Jagapati Rao & Mr. Chitturi Suresh with Mr. Krishnamurthy (Egg Bank)



Mr. Sripathi Rao, Mr. KS Reddy, Mr. K. Mohan Reddy, Mr. V. Abhishek Reddy & Mr. Sudakar



Sri Chitturi Jagapati Rao & Mr. Chitturi Suresh with Srinivasa Team members from Andhra Pradesh

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Making Income From Broiler Poultry Farming

Written by **Olamide Ojuokaiye**

Broiler rearing is seen as one of the most profitable businesses in the poultry line of business. It is seen to be an interesting, and profitable investment whether it is on a large scale or small scale, as it is a rewarding investment.

It is gathered that broiler chickens are made to produce more meat in a very short span between 6-9 weeks as they could easily weigh between 2kg or more in this time frame. However, it is advisable that before anyone ventures into the broiler chicken-rearing business, they should be familiar with all that it entails to have a thriving business.

Speaking with a broiler chicken farmer, Emmanuel Elutinju, he disclosed that an essential part of broiler rearing is keeping them safe in a well-constructed house. According to him, "The structure to be built for the broiler chicken business will somehow have an impact on the overall outcome of the business, So, I'll implore you to follow all the recommendations by experts in constructing a house for

the poultry business. Equipment like heaters, feeders, drinkers, and well-ventilated places is encouraged.

The house should be thoroughly cleaned before the chicks are brought in. Wash the ceiling, sidewalks, walls, and equipment. After cleaning, disinfect the building and ensure the ventilation is perfect for them. Moderate temperatures should be maintained in the house and by performing good sanitation, rodent and fly control should be controlled during the rearing period. Experts have advised that the right equipment in the house will ensure that you have a smooth operation and easy management will enhance the broiler's production.

Also, temperature condition around the broilers is very important for broiler farming and should be treated with high discipline. Failure to do so, might lead to some problems for the broilers. Elutinju stressed that an important factor in broiler rearing is chicken feed. When you provide proper and quality feeds to your broilers, you will

obtain good results. The broilers consume the feed and convert it into the meat. For the farmer to be successful, they should give their broilers the right feed. Broiler poultry requires a high ratio of proteins in their feed for them to grow well. Vitamins are also needed such as A, B2, and B12 to fight diseases and keep them disinfected.

Water should be made available at all times in the chicken house.


The broiler farmer described broilers as a hybrid of the egg-laying chicken, a subspecies of the red jungle fowl with white feathers and yellowish skin. He added that, Feeds play a vital role in poultry farming and is the major cost of poultry production that could affect the production output if they are well not fed. However, he said, Improper feeding causes several deficiency diseases that could lead to the death of birds. While the poultry farmer should endeavour to make adequate provisions for clean water and feed to be equivalent to the chicks available. He should take cognizance

that during the dry season, broilers take more water. Elutinju stressed that broilers require optimal conditions for them to be safe and secure from any diseases. Hence, vaccinating the broilers is a sure way of preventing them from the common diseases that might affect them. The vaccination process should be well conducted to ensure all birds receive the vaccine and are protected as it protects them from such threats in the long run.

He advised that for easier vaccination, Water vaccination is the most preferable as all the farmer needs to do is to get every bird to drink the vaccinated water. The older the birds are, the more the volume of the vaccine should be.

Marketing

There is a ready market for broiler chickens sales. As a result, there exist no challenge to the farmer as there are buyers of their livestock. So, with the right house, chicken feeds, equipment, and management of the broiler chicken farm, you can be assured of making great profits out of this business. However, rearing broiler chicken at home has become popular as it is said that high-quality and nutritious meat is produced. It is gathered that the best way to rear broilers is by large-scale production. Large-scale broiler production lowers the cost of equipment, feeds, vaccination, and overall management.

While the whole process can be a challenge with the right process, equipment, and management, the farmer would be making huge returns that could yield hundreds of thousands in a short period. 



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Indian Federation of Animal Health Companies (INFAH) Organised 12th Annual General Meeting at Mumbai

Indian Federation of Animal Health Companies (INFAH) held its 12th Annual General Body Meeting on 23rd Sep 2023 at "Hotel The West in Mumbai Garden City". Emerging trends in AH sector & a picture gallery showcasing key INFAH activities for 2022-2023 were displayed at the venue. The AGM was attended by ~ 100 industry colleagues representing Indian animal health industry.

On 23rd Sep 2023 during the Inaugural session Dr Ram Prakash delivered a welcome note. He appreciated the enthusiastic participation of members & the delegates.

Presidential address was given by Dr Vijay Makhija reinforcing the INFAHs motto of Healthy Animals, Healthier India. INFAH is recognized as a unified force of AH companies having member strength as 57. INFAH plays the role of a catalyst in shaping policy framework to unlock and unleash the potential of the Indian Animal Husbandry and Animal Health sector in line with the National

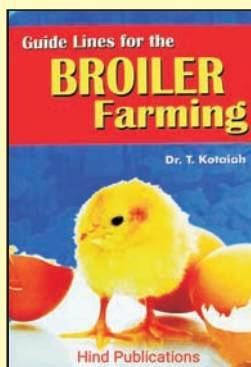


Priorities of Atma Nirbharta, ensuring the access of all classes of veterinary medicines and animal health products to the benefit of animal health and welfare promoting their responsible use. INFAHs objective has been that the Animal owners especially the Farmers should stand to be benefitted and in

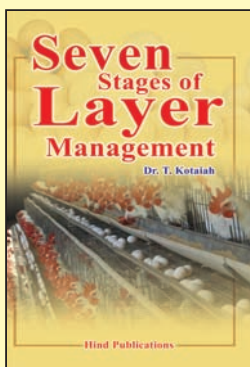
the process their income levels should go up significantly. INFAHs focus has been to foster a greater understanding of animal health and the importance of the 'One Health' approach & focus on preventing Zoonosis. INFAH is committed to work closely with Government and Research Institutions to promote seamless availability of Vaccines and newer Technology Solutions focused on disease prevention and mitigation.

The inaugural session was addressed by Chief Guest Dr. Abhijit Mitra Animal Husbandry Commissioner DADF, New Delhi. Dr. Mitra highlighted the various initiatives undertaken by the Government towards Disease Mitigation & Improving Farm Productivity. Dr. Mitra stressed on

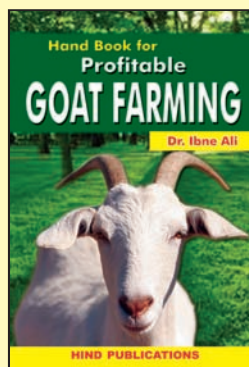
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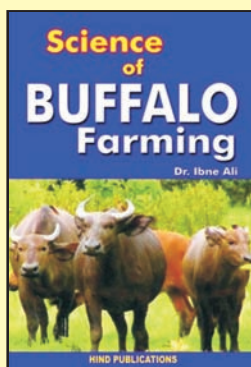
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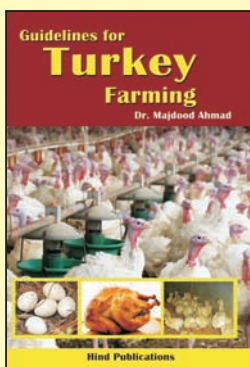
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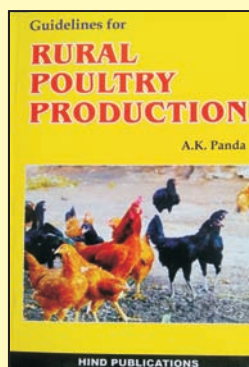
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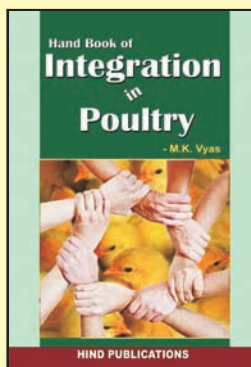
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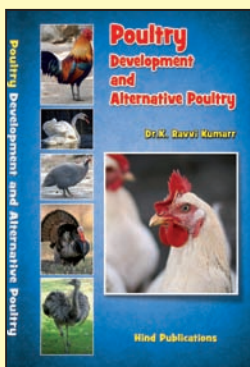
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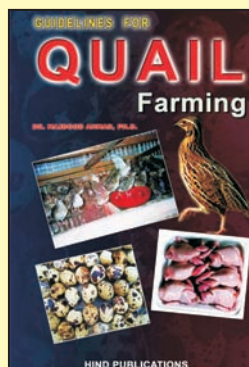
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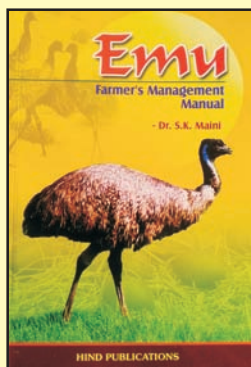
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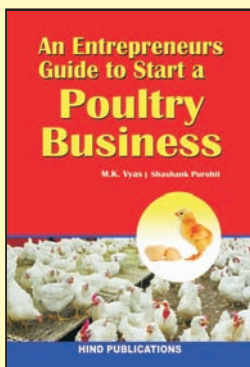
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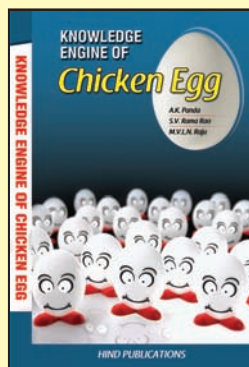
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collaboration between INFAH and DADF for enhancing Animal Husbandry and Animal Health in India. INFAH members had the unique opportunity of listening & interacting with Animal Husbandry Commissioner.

Dr P S Mahesh Joint Commissioner & Director of Centre of Excellence of Animal husbandry (CEAH) shared his views on the topic of Future Trends in Indian Poultry Sector, Mr Shiva Mudgil, Food & Agri Business Services, International Finance Corporation (World Bank) shared insights on Growth Opportunities in Animal Husbandry Sector, Mr Manish Singh QSRC Advisor Consumer & Food Services Global Markets Fonterra Brands Singapore Pte Ltd shared experiences regards to Dairy Value Chain - Evolution & Challenges.

In the post lunch session, John Rollins Director Pharmexcil shared insights on Export Opportunities for Indian Animal Health Companies, a presentation on Talent & Reward Trends in Animal Health was made by Mr Arvind Ladha, Ms. Nidhi Lal & Mr Adrish Singh the Team from Mercer, and Dr D K Dey delivered a presentation about Data Manthan - Veterinary Market Research.

Delegates got an opportunity to interact with the invited speakers during the networking session.

Two distinguished personalities, Dr T.G Chandra mohan and Mr Sunil Madhok, were conferred with INFAH Awards 2023. Delegates were enlightened & felt inspired to learn the spectacular journeys of these two leaders.

Dr. Shirish Nigam General Secretary INFAH presented the full year activity report for 2022-2023. Key achievements as under:

- Successful Organization of **National Seminar** on theme Disease Mitigation & Farm Productivity engaging Ministry of Fisheries, Animal Husbandry and Dairying, Drug Controller General of India office, Principal Scientific Advisor Office, Veterinary Council of India, Indian Pharmacopoeia Commission, ICAR, IVRI, FSSAI, Health for Animals, GALVmed
- Published **White Paper** on Veterinary use of Antibiotics vis-a-vis emergence of AMR- Indian Animal Healthcare Industry Perspective by INFAH, having estimation of Antimicrobial Usage (AMU) in India for animal use.
- Published **Vision Document Ayurveda** in Animal Health Care, released during 9th World Ayurveda Congress and International conclave on Pashu Ayurveda
- Contributed towards policy initiative of DADF on **National Action Plan on AMR 2.0** (2022-2026)
- INFAHs recommendations for Pre **Budget proposals** 2023-2024: Seeking clarity on classification of animal feed supplements and feed additives under correct Chapter Headings of the Customs Tariff Act, 1975 and request for release of Bank Guarantees submitted by importers.
- **Representations to DADF:** on inclusion of additional Animal





Feed Supplements / Additives for facilitating swift importation, INFAH members comments on Guideline for conducting clinical trial/field trial pertaining to the vaccines for veterinary use.

- **Representations to IPC:** Veterinary Vaccines General Chapter Requirements, Deletion / Waiver of Target Animal Batch Safety Tests (TABST)

- **Representation to VCI:** addendum to be incorporated in the Draft Minimum Standards of Veterinary Practice Regulation 2023 (MSVPR)

- **INFAH Outreach Programme in collaboration with VCI** on Career Opportunities for in the Animal Health Industry which was attended by more than 1000 Veterinary Students.

- Development of Draft Standard Operating Procedures for **Good Marketing Practices**

- Enhancing **Market Access & boosting exports** of Animal Health Care products in Collaboration with Pharmexcil, showcased INFAH at Pet Fair Southeast Asia organized by VNU Exhibitions at Thailand

- **INFAH Connect Digital initiatives** - Successfully conducted Webinars- Impact of

Union Budget 2023-2024 on Animal Husbandry sector, AMR- An Animal Healthcare Perspective.

- Presented INFAH views at the launch of **Animal Pandemic Preparedness Initiative (APPI)** and Animal Health System Support for One Health (AHSSOH), Why ONE HEALTH matters at IPR Radio Podcast

- INFAH presentation at the **ICAR-Industry Stakeholder Consultation** meet by Agrinnovate India Ltd

- Presented INFAH views on the Role of Animal Health in Achieving **Sustainable Development Goals**

- INFAH received Indian Poultry Journalist Association of India (**IPJA**) **Appreciation Award** for the year 2022, in recognition of significant contribution to the Indian Poultry Industry


Dr. P.G. Phalke, Treasurer conducted the AGM proceedings & thanked members for exemplary support. INFAH Members participated in the electoral process for selecting Managing Committee for the year 2023-2025 term. Mr. N. M Sampat Returning Officer conducted the electoral process. During the Members Forum a wide range of topics were discussed by members for

Ease of Doing Business & towards the betterment of AH sector. AGM concluded on a very positive note with a resolve to continue the contribution of INFAH towards betterment of the Industry and Society.

Post AGM Managing Committee members selected the Office Bearers & the Managing Committee Members for the term 2023-2025, details are as under:

- 1) Dr Shirish Nigam (President)
- 2) Dr Aman Sayed (VicePresident)
- 3) Dr Ram Prakash (General Secretary)
- 4) Dr Anup Kalra (Joint Secretary)
- 5) Dr Manoj Sood (Treasurer)
- 6) Mr Gautam Chatterjee
- 7) Dr Vinayak Surve
- 8) Mr Sushanta Dey
- 9) Ms. Ashwini Deshpande
- 10) Dr Vijay Makhija
- 11) Mr Vijay Teng
- 12) Dr Arun Atrey
- 13) Mr Satish Pasrija

It was also decided that Dr P.G. Phalke shall function as Director- INFAH Secretariat.

Moreover Dr D. K. Dey was nominated as Honorary Member of INFAH, and his expertise shall be utilized as an Advisor to INFAH / Subcommittees 



Agri Business Forum makes its debut at Poultry India Expo 2023


Agri Business Forum makes its debut by releasing its Special Issue 1 during POULTRY INDIA EXPO 2023. The physical edition of this 32 page Special Issue was released by Mr. Suresh Rayudu & the Digital edition was released by Dr. Pankaj Kumar Shukla in presence of Mr. Chakradhar Rao, Dr. Manjunath, Dr. D. K. Dey, Mr. Uday Singh, Dr. Vijay Makhija and Mr. Varun Dhopeswar.

The ABF Special Issue 1 is a BRIEF SUMMARY of presentations made by 13 members team India speakers at International Agricultural Congress AGRI EXPO 2023, Sochi, Russia from October 25-27.

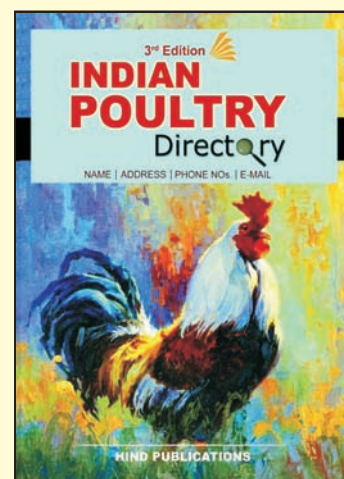
International Agricultural Congress AGRI EXPO 2023 organised by ASIA EXPO FOUNDATION at Sochi, Russia from October 25th to 27th was a grand event. The 3day CONGRESS had 19 Subject Themes, 48 Business Sessions, more than 280 speakers (who made their presentations or participated in Round table discussions) spread over 6 Halls at the venue. The Expo had more than 100 stalls from 8 countries.



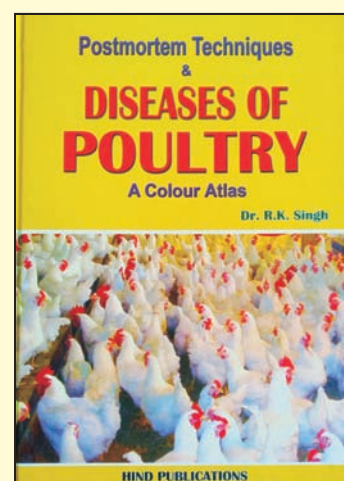
The 13 member team India speakers represented Academia, Science & Industry from India. It had 8 Doctorates, 4 from Academia (2 Vice Chancellors / Dean), 4 Scientists and 11 from industry. All the speakers were chosen for their rich experience in the field in association with Mr. Balwant Singh Rana.

We are extremely thankful to Mr. Suresh Rayudu, Dr. Pankaj Shukla and Mr. Balwant Singh Rana for giving us their valuable time in spite of their busy schedule during Poultry India Expo. 

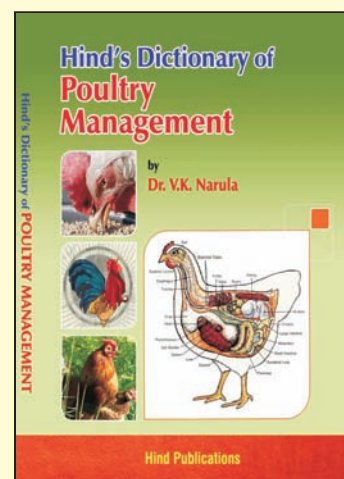
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Nutrex's Key Highlights at Poultry India 2023

Poultry India 2023 was a great success for Nutrex, and we couldn't be more proud of our team. It was an amazing few days, and we want to extend a huge thank you to everyone who stopped by our booth to learn more about our company & range of solutions.

- **Showcased innovative products:** Nutrex showcased its innovative range of feed additives that are designed to improve animal health, performance, and well-being. Including its new range of gut health solutions, such as EndoBan, PhytoStar, Free-Tox and Nutrase BXP. These products are designed to help producers maintain healthy gut flora in their animals, which is essential for optimal nutrient absorption and immune function.
- **Intensive networking :** we had the opportunity to meet with customers and partners from all over South Asia at the event, allowing us to discuss our latest products, and to learn more about our customer's needs.

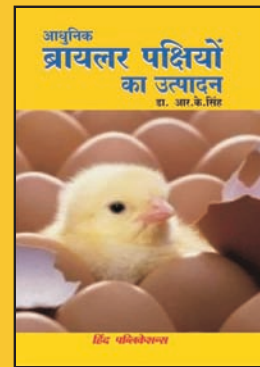
Nutrex is committed to providing the poultry industry with the highest quality feed additives. We are constantly innovating to develop new products that can help poultry producers improve the health, performance, and well-being of their poultry.

Nutrex's products have a significant impact on the poultry industry. Our feed additives are meticulously formulated to optimize nutrient absorption and utilization, promoting healthier, more productive poultry. This translates into improved meat and egg quality, reduced feed consumption, and a diminished environmental footprint. Our team of experts provides technical support and guidance to farmers and feed producers worldwide, ensuring that they have the knowledge and resources necessary to optimize animal health, performance, and profitability.

Overall, Nutrex's participation at Poultry India 2023 was a success. Nutrex was able to showcase its innovative products, meet with customers and partners, and reaffirm its commitment to the poultry industry. 



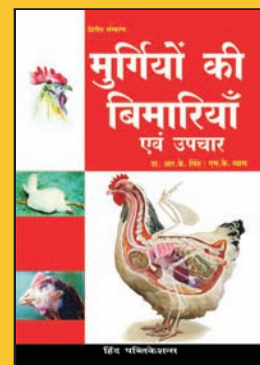
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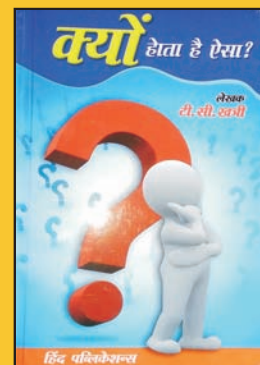
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ICFA launches World's First International Agro Arbitration Centre in New Delhi

IAAC is set to emerge as a trustworthy global institution with an expert panel comprising legal, financial, and agro-trade professionals at its core, Justice P. Sathasivam. Launching the world's first agro focussed dispute settlement body, International Agro Arbitration Centre (IAAC), promoted by the Indian Chamber of Food and Agriculture, Justice P. Sathasivam, Former Chief Justice of India and Former Governor of Kerala, said that IAAC is poised to revolutionize dispute resolution mechanism within the agricultural and food sector in India and worldwide. Agriculture is an incredibly diverse sector. Post WTO food and agro trade has significantly grown to over \$2 trillion and a large number of companies have gone global today with trade, technologies and businesses. While USA, Netherlands, Germany and Brazil occupy top positions in agro food exports, India is fast catching up, exporting agri products to more than 150 countries in the world, accounting for more than \$55 billion and importing close to \$25 billion. Such rapid growth in trade gives rise to many issues and trade disputes, which need to be promptly and cost-effectively addressed, said Justice P. Sathasivam.

Domestic agro sector is also huge and different businesses from inputs to output and services are rapidly expanding with innovation and new products and technologies. While the rising business and trade of agriculture comes with its own benefits, the disputes arising within the agro trade industry can hinder its efficiency in several ways. These disputes may crop up for a variety of reasons; contract disputes, nuisance claims, produce quality, patent and IPR infringements, payments and debt recovery, among others, Said Mr. Justice Anil R Dave, former Judge, Supreme Court, while highlighting the vacuum felt for long time of sector specific arbitration centre with domain expertise. Bearing in mind the gravity of such issues, IAAC, a unique agro sector focused arbitration centre, has been incepted to provide a forum to address the challenges and mitigate the negative effects that disputes can have on

productivity, relationships, costs, ultimately promoting a more productive and efficient agro trade and businesses globally, asserted Dr. MJ Khan, Chairman of IAAC and also the chairman of parent body, ICFA.

Recognizing the critical need for dedicated dispute resolution in the fields of agriculture and food, IAAC is set to emerge as a trustworthy global institution with an expert panel comprising legal, financial, and agro-trade professionals at its core. The International Agro Arbitration Centre is an India based leading institution that provides alternative dispute resolution services to the agro food industry worldwide, said Dr. Ashok Dalwai, Chairman, PM Task Force of Doubling Farmers Income. The IAAC shall offer arbitration, mediation, and expert determination services to resolve disputes that may arise in the agro sector with the country or outside. IAAC promotes the peaceful resolution of disputes in the agro and food industry and trade through alternative dispute resolution mechanisms. The Centre seeks to provide cost-effective, efficient, and impartial dispute resolution services that enable parties to resolve their disputes quickly and effectively, said Mr. Siraj Chowdhary, Board Member, Tata Group and former Chairman, Cargill India Limited. The Indian policy and judicial system also encourages commercial disputes to be resolved through the mediation process and arbitration, before approaching the Courts. IAAC's commitment extends to providing equal opportunities to parties across the globe, transcending geographical, linguistic, and financial boundaries, said Justice Sathasivam in his closing remarks. The launch program was joined online by IAAC's global board members. Ms. Khairul Nessa, Executive Director, World Trade Centre and Vice Chair, WTC Global Agriculture Committee, Mr. Tarun Shridhar, Member, CAT and former Union Secretary, Dr. Abusaleh Shariff, Chairman, US-India Policy Institute, Mr. Harikshan Rankawat, President, Federation of Indian Industries, UAE and Dr. Vikas Chaturvedi, Chairman, Institute of Chartered Accountants of India, Amsterdam 

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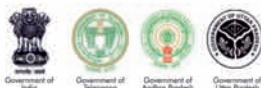


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“Sustainability in Poultry”

Show attracted good response from the elite of the Poultry industry



The Show attracted good response from the elite of the Poultry industry with the galaxy of prime speakers in their respective field.

The idea of Sustainability, which is a happening word around the world yet with limited and narrowed understanding of the How of it – is indeed a challenge!

The Dean , College of Veterinary Science and A.H., Veterinary University DUVASU Mathura – Prof (Dr.) Pankaj Kumar Shukla - a very popular and well known figure in the industry - not only with in the government but excellent interaction with the active associations, federations and an excellent bridge between the government policies and the seamless benefits of the knowledge and technology to the private sector ultimately helping the farming community. Dr PK Shukla – made an exhaustive but points with a punch of how the Sustainability objectives in our poultry industry – which is more specific to it was brilliantly explained and shared.



Mr Bouke Hamminga (Director PasReforms) another seasoned traveller of India from the Netherlands threw light on how modern hatching technologies has a significant impact on the sustainable poultry production. There were new concepts that helped accelerate growth and increase profitability.


Mr Edouard Perrault, Director SASSO (Hendrix Genetics)shared his experience of how the genetic innovation and advancements were affecting the life of the rural farmer in the traditional coloured bird farming in the tropical countries of Africa, Asia. This seems to have a positive impact on the Indian objective of doubling the farmers income. Easy management of the birds and solving generation of income and also addressing the nutritional requirements.

The Agricultural Counsellor of the Netherlands Embassy is not a new face in these events over the past so many occasions at Poultry India. The industry



thanks him for offering such a beautiful platform for interaction between the Specialists, Industrialists and the government for the benefit of Poultry Industry. The moderator and the audience expressed their immense happiness and thankfulness for the efforts of Michiel in initiating such an event where his efforts to bind the countries in a useful exchange of idea and partnership for the growth of the industry. There were a good number of Dutch investors, companies and participants who always have appreciated such events.

Mr Selvan Kannan (Value Consultants) conducted the Moderation with seamless flair in ensuring interactions to bring out the best of the speakers and the august audience that were rapt in attention. All prominent media persons were present to partake the message on

the latest on the sustainability! The event concluded grandly with take home points and also gathering with dinner Mr Rambabu from the NBSO did a good job in organizing this successfully once again as in continuation of several of them in the past. 



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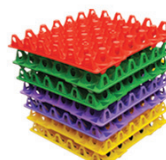
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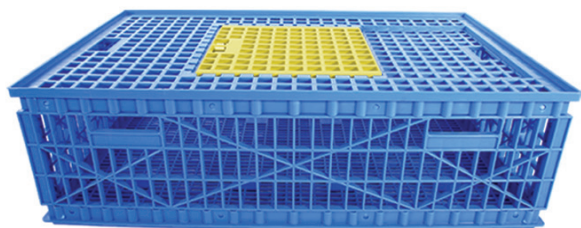
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Punjab CM Bhagwant Mann lays foundation of Rs. 138 cr cattle feed plant in Rajpura, 1st major investment by a Dutch firm

Dutch company De Heus has invested in a cattle feed plant in Punjab, India, to support farmers in diversifying their crops and increasing their earnings

Chief minister Bhagwant Mann on laid the foundation stone for a Rs. 138-crore cattle feed plant in Rajpura which is to be set up by a Dutch company

Punjab Chief Minister Bhagwant Mann, on Sunday, laid foundation of a Rs. 138 crore cattle feed plant in Rajpura. During the foundation laying ceremony, he said that the state has received investments of more than Rs. 50,000 crore in the past one-and-a half years.

Notably, the recent cattle feed plant is the first major investment by a Dutch firm in the state. Farmers in Punjab and Haryana cultivating traditional crops are looking for ways to diversify their crops, or shift to horticulture, dairy, poultry, fishery, piggery and others for better earnings, said Mann during the ceremony. The plant, set to be established by De Heus, will produce a full live stock product portfolio of compound feed, concentrates, base mix and dairy mineral mixes. The plant will produce around 180 kilo metric tonne (KMT) of animal feed, with a potential to increase it to 240

KMT. He said the factory will have two dedicated lines for the production. In the first phase, to be realised in the first quarter of 2025, the animal plant will produce 180 kilo metric tons (kmt) of animal feed, with a potential to increase it to 240 kMT, said Bhagwant Mann. He also reminded his last year's commitment to rope in investment and due to concerted efforts of the state government the captains of investment are coming in state.


'Punjabis are born entrepreneurs,' says Bhagwant Mann. The Chief Minister said that Punjabis are born entrepreneurs and leaders due to which they have proved their mettle across the globe. He said that the hard work and resilience of the Punjabis is unmatched due to which they excel in every sphere. Bhagwant Singh Mann said that the state government is making all out efforts to utilise this spirit properly for progress of the state. The Chief Minister said that due to concerted efforts of the state government investment worth Rs. 50840 crore has been roped in for the state. He said that Tata Steels has

made biggest investment in the state after Jamshedpur adding that other companies like Jindal Steel, Virgilio, Class, Tafe, Hindustan Liver and others are making investment in state. Bhagwant Singh Mann said that with this 2.25 lakh youth will get employment in the state adding that the project is a big slap on the face of those who used to say that state will not get any investment.

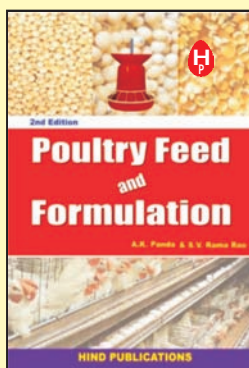
The Chief Minister said that now the state has industrial friendly government with real single window system. Bhagwant Singh Mann said that this system was earlier a sham as no one utilised it in real sense. He said earlier the MoU were signed with families but now with the state and its people. The Chief Minister envisioned that this plant will act as a catalyst to supplement the income of the farmers. Striking an emotional chord with the people, he said that like Punjabis, the Dutch people are hard working and resilient. Bhagwant Singh Mann said that this collaboration will help the people of both the countries to excel in this field and script a new success story of economic growth.

The Chief Minister envisioned that these industrialists will become the brand ambassador of state for emerging it as an industrial hub across the globe. He said that the state government has provided the most Conducive environment to the industry in the state. Bhagwant Singh Mann said that a Punjabi is a born entrepreneur and everyone of us must make efforts to put state on high orbit of industrial growth trajectory.

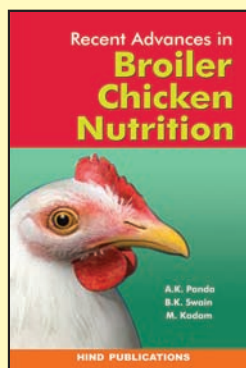
The Chief Minister said that Punjab is a land of opportunities and the gateway of the country. He said that entrepreneurs from across the world will also be immensely benefited by investing in the state, which is rapidly emerging as the industrial hub of the country. Bhagwant Singh Mann said that Punjab has complete communal harmony, industrial peace coupled with congenial atmosphere for industrial growth, which are giving impetus to its overall development, prosperity and progress.

The Chief Minister said that the industrialists should make optimum use of this congenial atmosphere backed by excellent infrastructure, power, skilled human resources and best industrial and work culture to spread the business of their companies in the state. Extending a red carpet welcome to the industrialists, he said that the state government is always open for new ideas and innovations to boost up the industrial growth in Punjab. Bhagwant Singh Mann said that due to concerted efforts of the state government Punjab is rapidly scripting a new success story in every sphere. 

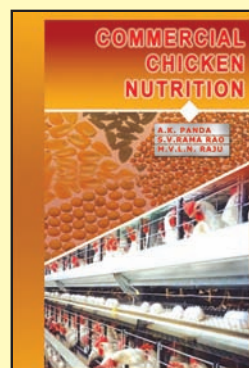
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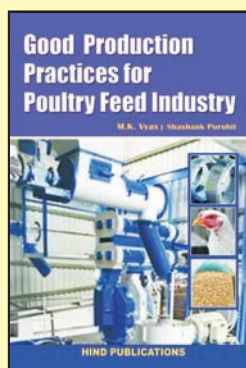
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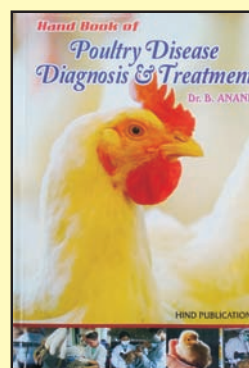
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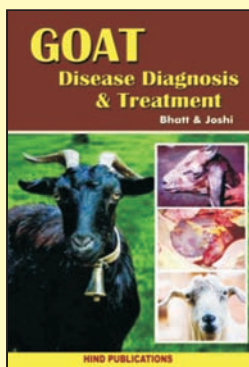
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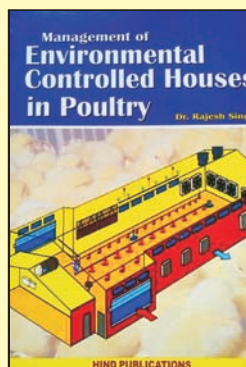
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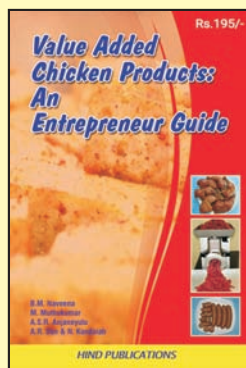
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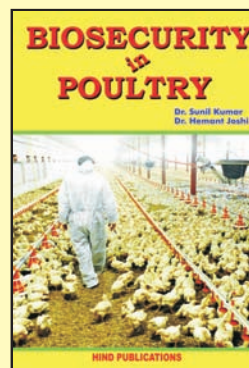
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YOUNG ENTREPRENEURS OF POULTRY INDIA



Indian Poultry Association hosted a young Entrepreneurs of Poultry India in Hyderabad from 21 Nov. to 24 Nov. 2023 at a big platform where they introduced young Entrepreneurs & shared their journey & contributions. The Poultry India included various poultry segments, like livestock, farming, poultry medicines, pesticides, feeds manufacturing etc.

Our Director Mr. Vaibhav participated as a young entrepreneur in feed manufacturing segment. His contributions were duly recognised for his out standing contribution in bringing cutting edge technology & creating digital platform for effecting & good marketing practices.

Mr. Vaibhav Aghi joined poultry industry five years ago when he has been undergoing studies at Kodaikanal International School & learned to present themselves authentically, from his father Mr. Baljinder Aghi, a man of virtue and simplicity. He gave the basic lesson about poultry business, its pros & cons , prevailing technology & challenges.

Mr. Vaibhav step in the manufacturing of poultry feeds under the ten prevailing traditional technologies. He later started providing solutions with latest cutting edge technologies across the country, and help the users with its acquisition, applications and maintenance. He get access to the latest

technology on world class products from manufacturers who enjoy a market lead position in the feeds segment.


He started with new technologies ensuring that their customers' needs are met by combining traditional and digital solutions. He believes technology should empower everyone to access the same tools that let them live their lives as they see fit.

By & by He started managing traditional marketing practices & later strived to create a digital platform where everyone has access: a world where people can go about their daily lives without fear for their safety or security, where they can communicate freely and privately, and where they can communicate with anyone in the world at any time.

He've done a lot of work in marketing and social media. Still, He always find that it's best to keep things simple. If you can't explain what your business does in three sentences or less, it's probably not going to be something that will work for you.

Right now He is a Director in Easy Feed & Foods Private Limited, a group company of Aghi Group. Besides this He manage live bird farming. He is passionate about growing his brand, and He believe the best way to get there is to start with the people around you.

He love talking about business and getting people excited about what they can do with their brands by using social media and marketing as opportunities.

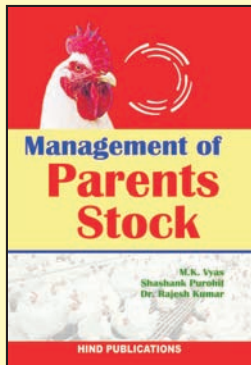
Easy Feed & Foods Pvt. Ltd. have six manufacturing units and their presence in the State of U.P., Uttaranchal, J & K , Punjab , Rajasthan & Himachal Pradesh. We are quality conscious & don't compromise with the quality in any manner what so ever. 

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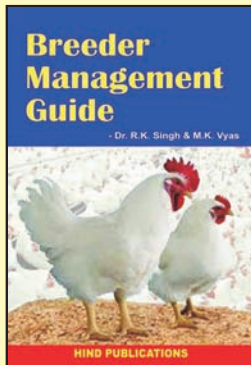
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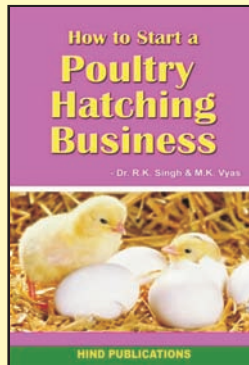
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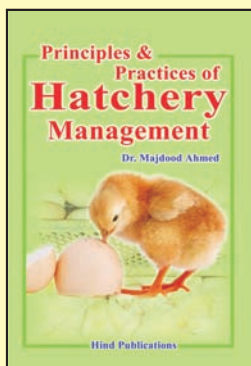
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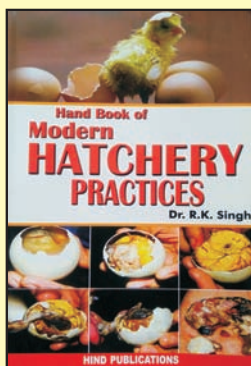
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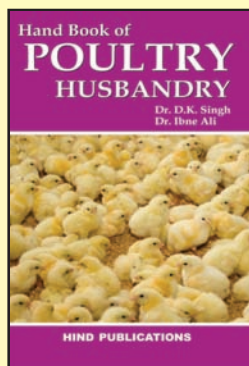
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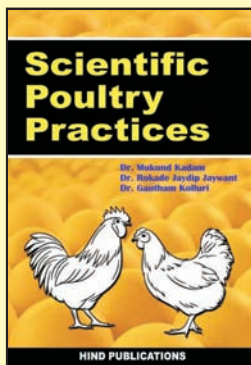
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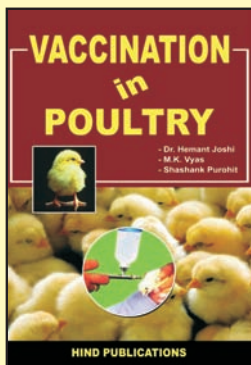
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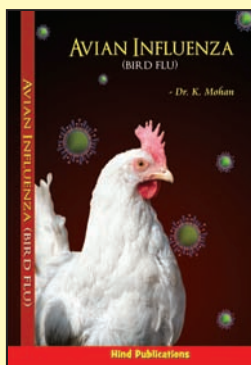
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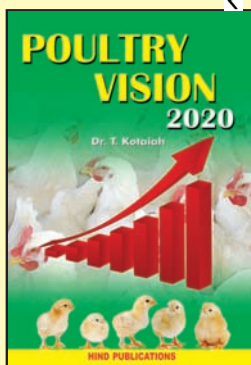
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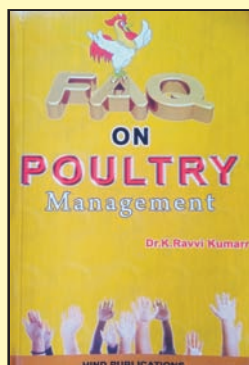
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Chicken Prices Plummet in Vizag; Vegetable Costs Up

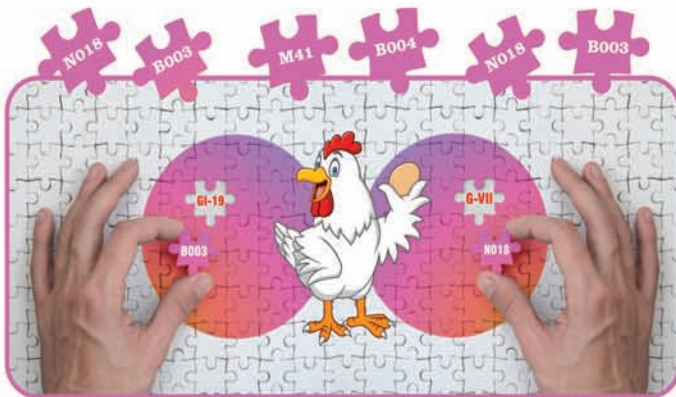


Chicken prices have taken a nosedive on Sunday owing to the ongoing Karthika month. The downward trend is expected to persist till Sankranti. Prices of chicken have fallen from a high of 260-280 per kilogramme to 145 per kilogramme on Sunday. This has brought joy to chicken lovers, who are finding their favourite dish more affordable.

In stark contrast, the price trajectory of vegetables has been on the rise. A vegetable seller at Rythu Bazaar cited the example of onions. Last week, their price had been 37 a kg. Within a short span, the wholesale rate of onions has surged to 51, with retail prices hitting 65.

Andhra Pradesh is known for its significant poultry production, around five crore birds per month. Average daily demand of chicken is around 10 lakh kilograms, underscoring the popularity and consumption of chicken in the state. The unexpected shift in price has prompted varied reactions from consumers. While consumers rejoice its affordability, others express concern over the escalating costs of vegetables. Consumers are hoping that prices of vegetables will come down before the festive season of Sankranti arrives.

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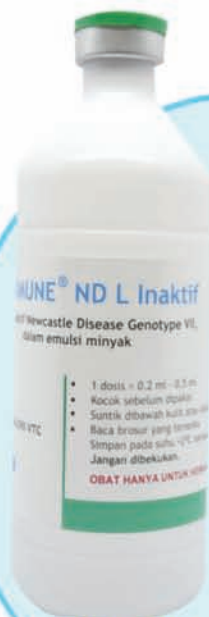
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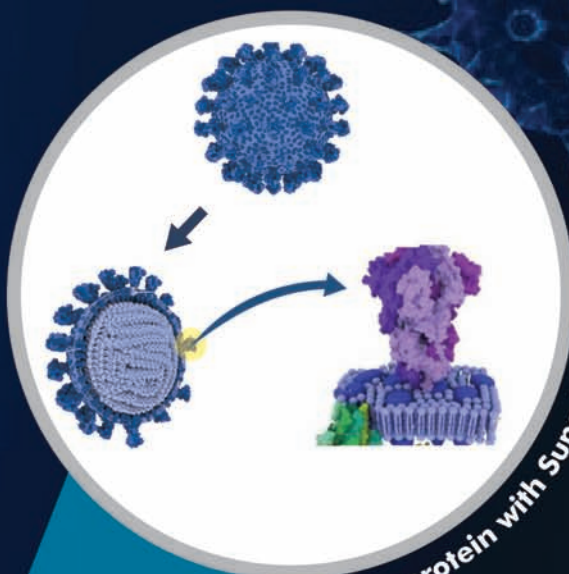
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