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Hyderabad, April 2025





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Venkateshwara Hatcheries Private Limited (East Zone) Organised Technical Seminars in West Bengal on "Better Layer Farming Techniques" & "Biosecurity in Layer Farms"

Venkateshwara Hatcheries Pvt Ltd (East Zone) organizedTechnical seminars for Poultry Farmers onFriday 21stMarch, 2025 and Saturday 22ndMarch, 2025 atBankura and Midnapur respectively, these technical seminars were attended by poultry farmers of Bankura and Midnapur and surrounding areas. Dr Elizabeth AGM (Poultry Disease Diagnostic Lab, Bhubaneswar)moderate the meeting.

Dr Vidyasagar Punja, General Manager, (East Zone) given the welcome speech and briefed about the current situation of layer farming in india. He also informed about the first official LPAI vaccine (VENGEM) availability in india will be helpful to reduce the disease outbreak. The speaker for the seminar Dr Sunil Nadgauda, DGM -Nutritional Services explained in detail about the "Optimizing the cost of table egg production" 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.

- Importance of pullet development and its impact on laying productivity as foundation of long laying cycle shall be strong.
- Early 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 also.
- Alternative sources of Protein & Energy and precautions to be taken while using the alternative feed ingredients.
- Impact of gut health and early chick nutrition on laying performance.
- Various strategies and solution to reduce the cost of feed and maintain good egg production.

Dr Sunil Nadgauda answered the queries of the attendees related to the subject and other technical queries regarding Poultry nutrition and management. Dr . Sanjay Deshpande, AGM (Technical) explained in detail about "Importance of Biosecurity in layer farm". During his presentation he discussed following points

- Importance of Biosecurity in layer farm.
- Importance of cleaning and disinfection of empty sheds.
- Role of water sanitization and water acidification in laying.
- Restrict entry of diseases at different points.
- Preparation of chicks shed before arrival of chicks.
- Importance of continues disin-fection in laying flock
- Strategic planning during viral problem.
- Importance of dead birds disposal in prevention of disease outbreak.

Both the technical seminars were attended by around 120+ poultry farmers from Midnapur, Bankura and surrounding areas of West Bangal. Mr Madan Maity (General Secretary, West Bengal Poultry Federation), Mr Anadi Santra (Veteran Farmer), Mr Sanat sarkar (Vice Chairman, West Bengal Poultry federation), Mr Tapas Bhattacharya (District President Bankura Poultry Federation), Mr Balai Sanki (NECC President Kharagpur Zone) were present in seminar. Venkateshwara Hatchries Pvt Ltd (East region) team, Dr P K Satpati AGM (Technical Services), Dr Niraj Shukla DGM (Techanical) organised this technical seminar. Dr Himadri Mukarjee, Manager (Chicks Sale)proposed vote of thanks to all.











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Zero greenhouse gas emissions for Perstorp's Waspik site: a milestone in low footprint production

Leading global s p e c i a l t y chemicals innovator Perstorp, a wholly-owned subsidiary of Malaysia's PETRONAS Chemicals Group Berhad (PCG), today announcedthat theAnimal Nutrition focused plant in Waspik, the Netherlands



has officially reduced its direct emissions (Scope 1& 2) to report zero over 2024. It is the first Perstorp location with this exceptional distinction.

To be able to reduce greenhouse gas emissions, Perstorp Waspik has taken several steps including replacing all fossil fuel forklift trucks with electric ones and all lighting by LED. Additionally, all the natural gas used for heating has been replaced by biogas, and 100% of electricity used is renewable. Energy consumption in heating and electricity are the two largest factors affecting scope 1 and 2. Perstorp Waspik is already looking at next steps to further reduceits environmental footprint.

A partner in sustainable animal performance

"Perstorp is committed to reducing the environmental impact of its business activities. I am proud that in Perstorp Animal Nutrition, we continue to accelerate the delivery of our sustainability improvement targets, and we are showing real, meaningful results. Our production site in Waspik achieving zero scope 1&2 emissions, is a major step forward in this journey. It is our ambition to be a partner in sustainable animal production for our customers. We aim to show that we can help not only through supporting performance and health, but also by reducing the environmental footprint of our products, to bring down the total impact of animal production," said Ian Atterbury, Senior Vice President of Perstorp Animal Nutrition.

The path to Finite Material Neutral

"This is a great achievement and an important milestone. I am very proud that we have our first site with no direct emissions from its production or from purchased energy. All chemical sites have different challenges and possibilities to reduce greenhouse gas emissions, where the availability of feasible alternatives to fossil-based energy and raw materials are key. We are working intensively to secure renewable energy, as well as raw materials, to reduce both

the direct and indirect carbon footprint of our sites and products -and with that support our customers and value chains in their ambitions", Anna Berggren, Vice President Sustainability, comments.

Perstorp has long been dedicated to driving the transformation of the chemical industry with a clear ambition to become Finite Material Neutral. It has science based reduction targets for Scope 1, 2 and 3. For scope 1&2 emissions the target is a reduction of 46,2 percent in 2030 compared to a 2019 base year. This is consistent with the reductions required to keep global warming limited to 1.5°C, the most ambitious goal of the Paris Agreement. To reach these targets, each site has its own roadmap of identified activities to reach the site's sustainability targets. Site Waspik has managed to execute all its activities in the scope 1&2 roadmap, and in 2024 has reduced their greenhouse gas emissions from operations to zero.

Greenhouse Gas (GHG) Protocol

Scope 1) Direct emission from own production/ operations, Scope 2 Indirect GHG emissions from purchased energy, Scope 3) All other indirect emissions both upstream and downstream in the value chain

About Perstorp Waspik

Perstorp's Waspik plant is located in the south of the Netherlands. It is both the central location for Perstorp's global Animal Nutrition business as well as its most dedicated Animal Nutrition production unit. The plant has been instrumental in evolving the company's animal nutrition offering into a unique range of purposefully developed solutions for customers around the world.









Ventri Biologicals Pvt. Ltd. continues its series of technical seminars on the "VENGEM" LPAI (H9N2) vaccine





Awareness Expands Across MP, Chhattisgarh & Haryana:

A series of impactful Vengem vaccine awareness meetings were conducted on the 4th, 5th, 6th, and 10th of February 2025 in Jabalpur, Bhopal, Raipur, and Karnal, respectively. At Jabalpur, Bhopal and RaipurDr H.G Murade, DGM, Sales and Marketing, welcomed all attendees and introduced the speakers for the technical seminar. Dr. Prakash Reddy (Deputy General Manager) delivered a comprehensive presentation on effective disease control, emphasizing how Vengem strengthens flock immunity and minimizes economic losses caused by Low Pathogenic Avian Influenza (LPAI). The events concluded with a note of gratitude from Mr. Abhishek Gupte, who acknowledged the valuable contributions of all attendees. He also extended special appreciation to the Venworld team for their dedication in making these events a success.

A key highlight of the Karnal event was Dr. Prakash Reddy's presentation at the North India Broiler Breeder Association, where he shared indepth knowledge on Vengem's role in disease prevention and poultry welfare. His address was well received, sparking insightful discussions among industry stakeholders.

Strengthens Poultry Health in Karnataka & Tamil Nadu:

Vengem vaccine continued across South India, with events held in Hospet and Mysuru on the 13th and 18th of February, respectively, followed by an expert session in Namakkal, Tamil Nadu, on the 27th and 28th of February 2025. Dr. Prakash Reddy (DGM) addressed key aspects of disease control strategies and the role of Vengem in strengthening flock immunity against LPAI.Dr Baburaj highlighted the importance of Vengem in improving poultry health and productivity, drawing participation from poultry farmers and industry experts.Mr R D Lokesh proposed vote of thanks. The local Venworld Team organised these technical seminars.

At the Namakkal event in Tamil Nadu, Dr. Prakash Reddy led an in-depth discussion, addressing queries from poultry stakeholders on effective disease control measures. His insights emphasized Vengem's role in mitigating economic



losses and ensuring sustainable poultry farming. Mr G. Chinnaraj given conclusive remarks on technical seminar and assured the farmers regarding best possible services.

Covering Odisha's Key Layer Belt:

TheVengem vaccine launch meetings continued in Odisha on the19th and 21st of February 2025, covering key layer belts in Bolangir and Brahmapur. The meetings started with welcoming remarks from Mr. Chita Sahoo, leading to valuable discussions. Dr. Shashikant Shiwarkar delivered a detailed presentation on Vengem's efficacy in preventing economic losses due to Low Pathogenic Avian Influenza (LPAI) and provided а comprehensive approach to disease control in poultry. His session emphasized the importance of proactive vaccination in safeguarding poultry health and industry profitability. Mr. Satyajit Mohanty concluded the events with warm words of appreciation, acknowledging the contributions of the attendees and organizers.

The Venworld team once again played a crucial role in executing these successful seminars, ensuring seamless engagement with stakeholders.











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NATURAL EDITORIA AND A A



IPEMA Applauds the Success of WVPA India Conference 2025

The India Poultry Equipment Manufacturers Association (IPEMA) proudly extends its heartfelt congratulations to Dr. Jeetendra Verma and the entire WVPA India team for the outstanding success of the WVPA (INDIA) Conference 2025. Held on February 27-28, 2025, at the esteemed Rajiv Gandhi Institute of Veterinary Education and Research (RIVER) in Puducherry, the conference truly embodied its theme, "Wings of Innovations: Flock Forward for Future Poultry Production."

The conference served as a significant platform for advancing discussions on emerging trends in poultry health, disease management, and sustainable production. IPEMA, a key stakeholder in India's poultry sector, played an active role in supporting and participating in this prestigious event, further emphasizing its commitment to the growth and modernization of the industry.

Event Highlights

• Insightful Sessions: Attendees engaged in expert-led

discussions on breeding strategies, innovative poultry nutrition, and emerging diseases, enriching their knowledge and understanding of industry advancements.

- Networking Opportunities: The event facilitated interactions between leading academicians, scientists, policymakers, and industry professionals, fostering meaningful collaborations.
- Innovative Solutions: Groundbreaking research and innovations in poultry management, welfare, and food safety were showcased, setting the course for future deve-lopments.

The conference brought together a prestigious panel of experts, including:

Shri Tarun Shridhar, I.A.S. (Retd), Former Secretary, DAHAD, Govt. of India (Keynote Speaker), Dr. K.N. Selvakumar, Vice Chancellor, TANUVAS, Dr. U.C. Sharma, President, Veterinary Council of India, Dr. A.S. Ranade, Technical Advisor, VIP,

Dr. Shirish Nigam, President, INFAH, Mr. Uday Singh Bayas, President, IPEMA, Dr. Abhinav, University of Connecticut, USA, Dr. Ong Hipra, Malaysia, Mr. Ranpal Dhandha, President, PFI, Dr. Jeetendra Verma, President, WVPA India

IPEMA's Commitment to Poultry Industry Growth

IPEMA President Mr. Uday Singh Bayas was felicitated by Shri Tarun Shridhar, I.A.S. (Retd) during the event, recognizing IPEMA's instrumental role in driving innovation and supporting India's poultry industry.

IPEMA acknowledges the invaluable efforts of Dr. Jeetendra Verma, President WVPA-India, and the WVPA Executive Committee Members in organizing this



impactful conference. Their dedication to fostering research, collaboration, and knowledge-sharing continues to advance the poultry and livestock sectors in India.

Celebrating Excellence in Poultry Innovation

The event concluded with a grand Valedictory Function, where Dr. K.N. Selvakumar, Vice Chancellor, TANUVAS, honored the winners of the best poster presentations. The organizing committee's coordinated efforts led to a highly successful and wellappreciated conference.

IPEMA remains dedicated to supporting initiatives that drive the advancement of the poultry sector in India. The WVPA India Conference 2025 exemplified the spirit of innovation, collaboration, and progress-key pillars that will shape the future of poultry production in the country.



14 | HIND POULTRY

Hyderabad, April 2025

A Historic Gathering at I.B. Group's Poultry Conclave to Unite Farmers and Traders



On April 8-9, 2025, Raipur became the epicenter of a groundbreaking movement as over 3,000 poultry farmers and Traders from 26 states converged for an unprecedented conclave organized by Indian Broiler Group. Hosted at Hotel Omaya Gardens, this landmark event, covered extensively by PDF News

Point and Hind Poultry Magazines, underscored a bold vision: transforming poultry into India's primary protein source, the gathering showcased the resilience and innovation of Poultry communities, spotlighting their pivotal role in reshaping the nation's food landscape.



Discussions revealed plans to establish poultry clusters across regions, aiming to create a robust supply chain by 2035. "Our goal is to make poultry a cornerstone of India's protein economy," a leader affirmed, outlining a roadmap to integrate 10,000 more farmers into the network. The conclave also addressed challenges like price volatility and biosecurity, with experts offering localized solutions to bolster resilience.

Why Traders Matters..

The Indian broiler industry, long rooted in the traditional wet market system, is gradually evolving. However, as industry leaders point out, the success of poultry breeds still hinges significantly on trader acceptancea dynamic that may persist for years to come. To bridge this gap, IB Group has introduced innovative tools like the ABIS Digital Farm Book, a customized app that empowers traders to book birds directly from farms. This technology has streamlined operations, ensuring consistency and efficiency across India's diverse regions.

App for Traders and Intergation Farmer

Manual monitoring and control of critical parameters often lead to inefficiencies. However, IB Group took a significant step by developing and implementing a mobile-based application for Broiler Integration (BI) Farmers, marking the first of its kind in the Indian poultry segment. Neeraj Pandey, Head of SAP, sheded light on this ground-breaking digital solution to improve farmer profitability.

Features of the Digital Flock Book:

IB Group's mobile app, developed on SAP BTP, caters to BI Farmers, BI Production, Sales, and HR departments. Five major features of the Digital Flock Book are:

1. Upcoming Chicks, Feed, and Medicine Dispatch Information: Farmers can track any material dispatched from the company plant or stores, allowing them to plan farm management activities based on material availability.

2. Farmers Onboarding Formalities: New farmer onboarding is seamlessly done through the









mobile application, eliminating the need for physical visits. Eagreements facilitate instant onboarding within hours. Mr. Neeraj explained that the process is still taking 3-5 day; due to lack of documents but can be improved and could be done it within a day.

3. Lot Liquidation Process Information: The application facilitates online lifting, farm clearance, feed transfers, and other lot-closing activities. Growing charges are auto-calculated and visible to farmers in their mobile application.

4. Lot Financial Status: The cost sheet and its details are available to farmers online. All payment notifications are visible in the mobile application.

5. Analysis Report: The application provides daily entries, previous lot operational and financial





analysis, and week-on-week farm management trends.

Yojana's & Incentives announcements

The Vistaar Yojana was announced, aiming to address trader challenges by enabling 100% bird bookings through the app. Additionally, the Samriddhi 2025-26 Yojana was introduced to bolster trader-farmer collaboration.



IB Group also rolled out three performance-based schemes for traders: Turnover Discounts (TOD), Billing Discount Scheme (BDS), and the prestigious MD's Club, rewarding achievements.Mr. Saurabh Nagpal, IB Group Integration Head, updated all the new schemes being offered to IB Traders and highlighted the benefits of joining hands with IB Group.

Asmitha Project

The Adivasi Mahila Aajeevika Project stole the spotlight, empowering tribal women with tailored poultry initiatives. Over 200 showcased women their entrepreneurial spirit, managing coops that yielded significant profits. "This project has given us dignity and income," shared a participant, reflecting the initiative's impact on gender equality and economic upliftment. Workshops on breed selection, feed optimization,



and market linkage equipped attendees with tools to enhance productivity, while AI-driven farm management solutions hinted at a tech-savvy future.

Dr. Ravindra Jaiswal – President set the stage

Dr. Ravindra Jaiswal President of IB Group, alongside Dr. Mubarak, took the stage to reflect on four decades of grit and growth. They shared stories of how everyday farmers taught them tricks of the trade-like disease control secrets you won't find in any textbook, only on the field. "These lessons shaped us," Dr. Jaiswal said, his gratitude shining through. He also praised Aviagen for bringing out best of its breed and gave a call out to Mr. Ramakrishna, Mr. Mani .& Mr. Dr Elango Palaniyandi for their all long support.

Mrs. Zoya Afreen Alam - Director's Take on the Progress & Challenges



In a compelling address to the traders, Ms. Zoya Afreen urged traders to adapt to shifting customer preferences, emphasizing the need to embrace technology for a more sustainable future. "Change is inevitable," she noted, encouraging the audience to align their practices with evolving market demands.

Mrs. Zoya praised the farmers' hunger to learn and grow together. She zoomed in on sustainability, pointing out poultry's edge in livestock farming. "Compared to fish or shrimp,



poultry's turnaround time is unbeatable—you can wrap up six cycles in no time," she explained, painting a picture of efficiency and promise.

She highlighted that IB Group continues to focus on contributing to the growth of the rural economy in India, empowering farmers with technology and knowledge to boost their income. Through strategic initiatives like commissioning feed plants, breeder farms, hatcheries and commercial broiler farms, the group is committed to combating the nation's protein deficiency and promoting rural prosperity.

Bahadur Ali's address to Traders and Farmers

Mr. Bahadur Ali took a handson approach, engaging traders in one-on-one conversations to understand their challenges and offer tailored solutions. Highlighting the changing dynamics of retail meat shops, Mr. Ali underscored IB Group's commitment to setting new benchmarks for traders. "We're looking forward to working together to meet these standards," he said, reinforcing the company's vision for a progressive and inclusive poultry ecosystem.

While Speaking to farmers, Mr. Ali didn't mince words. He urged the Indian poultry industry to rethink its old-school habits."When you're buying eggs from one source, chicks from another, and switching suppliers every cycle, you're inviting trouble," he said. "Diseases spread like wildfire this way; it's Farming 101, and we're paying the price for ignoring it."

Mr. Bahadur Ali firing up the crowd with a bold pledge: IB Group aims to triple its growth in the next five years. The applause was loud & clear - a sign of the farmers' trust in that vision.

Mr. Sultan Ali, Chairman, Mr. Bahadur Ali, MD, Ms. Zoya Afrin, Director, Mr. Zeeshan, Director, ABIS Exports India Pvt. Ltd, honoured the Traders and farmers by presenting Momentoes in various categories. At IB Group's Poultry Conclave 2025, delegates gained first hand insights from industry leaders, explore advanced technologies and network with fellow professionals.

Highlighting IB Group's leadership in the industry, a prominent display at the conclave underscored:

- Its No. 1 Global Poultry Breed status via a strategic partnership with AVIAGEN.
- Placement of 720 million chicks annually.
- 1st Rank in the Fish Feed segment in India.
- A remarkable 15,450 MT/day livestock feed production capacity.

These milestones reflect IB Group's steadfast commitment to rural empowerment, sustainable protein production, and agri-sector innovation.





IPEMA's Active Participation at the North East India Livestock and Poultry Development Conference

The Indian Poultry E q u i p m e n t Manufacturers Association (IPEMA) proudly participated in the prestigious Conference on Livestock and Poultry Development in North East India, held on 27th-28th February 2025 at the State



• The significance of Poultry India Expo in shaping the future of India's poultry sector by providing a global platform for knowledge exchange and networking.

Convention Centre, Shillong, Meghalaya. This milestone event, organized by the Indian Chamber of Commerce in collaboration with the North Eastern Council (NEC), Ministry of DoNER, brought together leading experts, policymakers, and industry leaders to discuss advancements in livestock and poultry production in the region. IPEMA's involvement in the conference highlights its unwavering commitment to fostering innovation and modernization in India's poultry sector. Mr. Uday Singh Bayas, President of IPEMA, was a distinguished speaker at Plenary Session III on 28th February, where he provided key insights on 'Poultry Developments' - focusing on industry trends, technological advancements, and sustainable farming practices that are crucial for the region's growth. Mr. Frederick Roy Kharkongor, IAS and Mr. Anup Narayanan were flanked by Mr. Uday Singh Bayas President of IPEMA, along with Ms P. Radhika (Senior Operations Manager -IPEMA) Shri S C Sadhu, IAS, Secretary, Animal Husbandry & Veterinary Dep, Govt of Meghalaya

Empowering Poultry Entrepreneurs in Northeast India

The North East region is rapidly emerging as a significant player in India's poultry industry. IPEMA's participation in this conference aligns with its vision to empower local poultry entrepreneurs by equipping them with modern techniques, innovative technologies, and best practices to enhance productivity and economic viability. As part of the discussions, Mr. Bayas emphasized:

- The importance of modernizing poultry production through advanced equipment and smart farming techniques.
- The role of disease management and biosecurity in ensuring sustainable poultry farming.
- The need for competitive feed solutions and efficient supply chains to reduce production costs and enhance profitability.

Driving Industry Growth Through Collaboration

The two-day conference focused on critical areas such as breeding advancements, disease prevention, policy frameworks, technological interventions, and commercialization of poultry production. Key government initiatives, including Rashtriya Gokul Mission and Project Pratham were also highlighted as part of the larger strategy for livestock development in the region. Additionally, discussions on Geographical Indication (GI) tags, insurance claims, and food safety regulations underscored the need for a well-structured industry framework to support poultry farmers and entrepreneurs in North East India.

A Vision for a Sustainable Future

The conference, in alignment with NEC's Vision 2047, reinforced the goal of achieving self-sufficiency in milk, egg, and meat production. IPEMA's participation further strengthened the dialogue on how industry-led innovation and investment can drive sustainable development and rural economic growth in the region. IPEMA extends its gratitude to all its members and partners who are dedicated to advancing India's poultry industry. As we move forward, we remain committed to facilitating meaningful collaborations, knowledge-sharing, and technological advancements that will propel India's poultry sector toward a self-sufficient and sustainable future.

About IPEMA:

The Indian Poultry Equipment Manufacturers Association (IPEMA) is a leading industry body committed to promoting growth and innovation in India's poultry sector. Through advocacy, research, and collaboration, IPEMA plays a pivotal role in equipping farmers and businesses with cutting-edge technologies and best practices to enhance efficiency and sustainability in poultry production.





'Majority of field trials were conducted at same farm with multiple sheds in integrations across various geographical locations and at different time of the year. Some of the integrators were generous in sharing complete production indices while others communicated the summary of the trial results. In the field trials, Improval[™] MS was compared with antibiotic/probiotic/antibiotic + probiotic/probiotic + prebiotic control. Detailed reports availble on request.

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Hyderabad, April 2025

PERSON WITH A VISION

O.P. Singh



A Symbol of Transformative Leadership and Relentless Innovation



O.P. Singh: Revolutionizing the Indian Poultry Industry with Vision and Innovation

In the dynamic and ever-evolving world of the Indian poultry industry, one name shines brightly as a symbol of transformative leadership and relentless innovation—O.P. Singh. As the Managing Director of Advanced Bio-Agro Tech Limited (ABTL), Singh has not only redefined poultry nutrition but also positioned India as a rising force in global food production. His journey from a curious biochemistry scholar to a trailblazing entrepreneur—embodies the power of merging scientific brilliance with entrepreneurial foresight, creating a legacy that resonates far beyond borders.

A Foundation Built on Knowledge and Ambition

O.P. Singh's remarkable ascent began with a solid academic foundation. Armed with a Master's degree in Biochemistry from Banaras Hindu University (BHU), Singh delved deep into the intricacies of molecular and

enzymatic processes. But he didn't stop there. Recognizing the need to bridge science with practical application, he pursued a Master's in Business Administration from the prestigious Kellogg School of Management in the USA. This rare blend of scientific expertise and business acumen became the cornerstone of his mission: to transform research into real-world solutions that empower stakeholders – from small-scale farmers to large poultry integrators. "I was always passionate about innovation," Singh reflects. "But I realized early on that research alone isn't enough—it must reach the hands of those who need it most, at their doorstep."

Pioneering Enzyme-Based Nutrition

Singh's entry into the poultry industry came at a time when conventional feed formulations dominated, and the potential of enzymology remained largely untapped in India. Undeterred, he took on the challenge of introducing enzyme-based feed solutions — an idea that was ahead of its time. "When we started at ABTL, the industry barely understood the science of fermentation technology in animal nutrition," Singh recalls. "We worked tirelessly to educate the market, proving the benefits of enzymes through rigorous trials and data-driven results."

Under his leadership, ABTL emerged as a gamechanger, pioneering multi-enzyme formulations and

> sustainable feed additives that optimize livestock nutrition while reducing environmental impact. What began as a bold vision has now become an industry standard, with ABTL leading the charge in biotechnological advancements for animal health.

Tackling Challenges with Bold Solutions

The Indian poultry industry is no stranger to hurdles—regulatory complexities, supply chain inefficiencies, price sensitivity, and biosecurity concerns.





"Scientific knowledge is vital, but its true power lies in scalable, practical solutions. Stay curious, challenge the status quo, and embrace disruption—that's where progress begins."

- O.P. Singh

Singh, however, sees these not as roadblocks but as opportunities for innovation. "Our focus has been on localizing global expertise to meet India's unique needs," he explains. "By fostering partnerships with farmers and integrators, we've delivered cost-effective, highperformance solutions that build trust and ensure quality."

Singh's emphasis on consumer awareness and brand integrity has also elevated the industry's standards, promoting safe, sustainable food production that supports both the ecosystem and future generations.

A Vision for Sustainability

At the heart of Singh's philosophy lies a deep commitment to sustainability. "The poultry industry stands at a crossroads where efficiency and environmental responsibility must align," he asserts. Through precision nutrition, resource optimization, and cutting-edge research, ABTL is driving a low-carbon, high-performance future. Singh's investment in innovation is unwavering—allocating 20% of ABTL's annual revenue to R&D, one of the highest in the industry. This dedication has birthed breakthroughs like bioactive peptides, systemic enzyme technology, and climate-resilient feed solutions aimed at reducing the carbon footprint. sustainable poultry solutions. "Our growth is fueled by market insight, localized innovation, and strategic partnerships," he says. Backed by a state-of-the-art manufacturing facility and a focus on customization, ABTL has earned its reputation as a trusted global leader.

This international success hasn't come without recognition. Singh and ABTL have garnered accolades such as "Rising Star in Animal Health" (IPJA, 2009), "Best

Animal Health & Nutrition Company" (IPJA, 2019), and "Best CEO in the Poultry Industry" (NRS Group, 2023), cementing their status as trailblazers.

The Future: AI and Beyond

Singh's forward-thinking approach doesn't stop at today's achievements. He's steering ABTL into uncharted territory, integrating artificial intelligence (AI) into poultry farming. "We're exploring AI-driven solutions – data analytics, machine learning, and automation – to optimize farm productivity while prioritizing bird health and welfare," he reveals. From next-generation gut health solutions to microbiome science and AI-powered disease diagnosis, Singh envisions a future where India shapes the global poultry landscape.

A Legacy of Impact and Inspiration

Beyond his corporate triumphs, O.P. Singh is a mentor and thought leader, inspiring the next generation of agri-tech innovators. His advice is clear: "Scientific knowledge is vital, but its true power lies in scalable, practical solutions. Stay curious, challenge the status quo, and embrace disruption – that's where progress begins."

With his pioneering work in poultry nutrition, biotechnology, and sustainable farming, O.P. Singh isn't

just transforming an industry – he's forging a path toward a more resilient, sustainable future for global food production. As ABTL continues to innovate under his stewardship, one thing is certain: Singh's legacy will endure as a beacon of excellence and a catalyst for change.

Global Ambitions, Local Roots

Singh's vision transcends India's borders. With ABTL's expansion into Southeast Asia, the Middle East, and Africa – markets like Sri Lanka, Vietnam, Nepal, Oman, and Bangladesh – Singh has strategically tapped into the global demand for



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Antimicrobial Resistance in Poultry: A Global Concern with Local Solutions

Dr. J. Pothanna, Technical Manager, Trouw Nutrition South Asia

ntimicrobial Resistance (AMR) is a global health threat that occurs when microorganisms-bacteria, viruses, fungi, and parasites develop resistance to antimicrobial drugs, reducing the effectiveness of treatments. The increasing prevalence of AMR in poultry has raised concerns about food safety, public health, and economic sustainability. The One Health approach, promoted by organizations like WHO, FAO, and OIE, emphasizes the need for a holistic strategy to combat AMR. This includes responsible antibiotic use, alternative disease prevention methods, improved farm management, and stricter regulations.

Addressing AMR in poultry is essential to ensure sustainable animal production, protect public health, and maintain the effectiveness of antimicrobial treatments. A collaborative approach involving farmers, veterinarians, policymakers, and researchers is crucial in mitigating AMR and securing a healthier future for both animals and humans.

Although poultry farming uses relatively fewer antibiotics than other livestock industries, its contribution to AMR remains significant. This is because poultry production involves large-scale farming, rapid bird turnover, and close confinement, creating an environment where antibiotic-resistant bacteria can develop and spread quickly.

Key Factors Contributing to Antimicrobial Resistance (AMR) in Poultry.

• Unregulated antibiotic use (30%) is the leading cause of AMR, as unregulated use allows resistant bacteria to thrive. Lack of veterinary supervision leads to incorrect dosages and prolonged exposure, accelerating resistance.



- Antibiotic growth promoters (AGPs) (20%) are added to feed for growth enhancement, but prolonged use fosters resistance. Though banned in many countries, AGPs remain in use in some regions, worsening AMR.
- Poor hygiene and biosecurity (25%)Encourage bacterial persistence. Contaminated water, improper waste disposal, and cross-contamination through workers and equipment contribute to AMR.
- Improper antibiotic administration (10%) due to incorrect dosages, mixing antibiotics, and incomplete treatment courses, enabling bacteria to adapt and increasing resistance.
- Environmental transmission (10%) spreads AMR through contaminated feed, water, and farm surroundings. Wildlife and farm workers act as carriers, transferring resistant bacteria between farms.

Key Strategies to Control AMR in Poultry



Global Regulations and Guidelines on AMR -

Regulatory Body	Key Guidelines & Actions
WHO (World Health Organization)	Global Action Plan (GAP) on AMR, promotes surveillance, antibiotic stewardship, and infection control
WOAH (World Organisation for Animal Health)	Guidelines for responsible antimicrobial use in animals, restrictions on antibiotic growth promoters (AGPs)
FAO (Food and Agriculture Organization)	Encourages good agricultural practices (GAP), biosecurity measures, and responsible antibiotic use in food production.
Codex Alimentarius (FAO & WHO Joint Commission)	Sets global food safety standards, regulates antibiotic residue limits in animal products.
European Union (EU)	Banned antibiotic growth promoters (AGPs) in 2006, enforces strict veterinary oversight of antibiotic use.
U.S. FDA (Food and Drug Administration)	Veterinary Feed Directive (VFD) requires prescriptions for antibiotic use in animal feed, prohibits antibiotics for growth promotion.
Global AMR Surveillance Programs	WHO's GLASS, FAO's INFAAR, and other regional initiatives monitor AMR trends and guide policy decisions.

As per the pie chart, 75% of AMR mitigation strategies are directly within our control, highlighting the pivotal role of farm management, responsible antibiotic use, and biosecurity in reducing antimicrobial resistance.

- **Responsible Antibiotic Use** This is the most crucial strategy, Ensuring antibiotics are used only when necessary, at the correct dosage, and under veterinary guidance.
- Vaccination The First Line of Defence- Develop a structured vaccination program based on local disease risks.
- **Probiotics** Gut Health as a Defence System Strengthens intestinal barrier function, preventing pathogen entry into the bloodstream.
- **Organic Acids –** Natural Bacterial Control Organic acids are an effective alternative to antibiotics, controlling bacterial populations while improving gut health
- **Phytogenics** Harnessing Herbal Benefits Phytogenics, derived from herbs and plant extracts, offer antimicrobial and immune-boosting properties
- **Optimized Nutrition** Immunity through Feed-Proper nutrition plays a vital role in enhancing the immune system, reducing the need for antibiotics





- Optimized nutrition plays a vital role in enhancing poultry immunity, reducing disease susceptibility, and minimizing antibiotic dependency. Trouw Nutrition offers a range of advanced solutions, including Farm Minerals at 0.5%, 3.5%, and 4% inclusion levels, ensuring a precise amino acid balance for optimal performance in layers and broilers.
- Trouw Nutrition's 4th generation IntelliBond Trace minerals, formulated with Optisize technology, provide superior bioavailability, improving enzyme functions, immunity, and overall performance.
- Feeding copper at 125-250 ppm improves gut health, nutrient absorption, feed efficiency, and pathogen defence. However, copper sulphate (CuSO,,) can disrupt mineral balance and reduce feed stability.

IntelliBond Cu from Trouw Nutrition offers a more stable, bioavailable alternative, ensuring optimal poultry health and performance.

- Additionally, Trouw Nutrition's superior Vitamin Premixes ensure optimal absorption, strengthen immune responses, and reduce oxidative stress.
- Trouw Nutrition's Mycotoxin Binders protect poultry from toxin-related immune suppression, ensuring optimal health and performance. By integrating these innovative nutritional solutions, farmers can enhance bird resilience, promote sustainable production, and significantly reduce antibiotic reliance.
- Trouw Nutrition's Fytera Perform is a phytogenic feed additive with strong anti-inflammatory properties, helping to reduce oxidative stress, support immune function, and enhance overall poultry performance.
- Selacid GG, Trouw Nutrition's advanced acidifier, combines short-chain (SCFAs) and medium-chain fatty acids (MCFAs) in a synergistic action to target both Gram-negative and Gram-positive bacteria. SCFAs lower gut pH, inhibiting harmful microbes, while MCFAs disrupt bacterial cell membranes, enhancing gut health, digestion, and overall poultry performance.
- By integrating these innovative nutritional solutions, farmers can enhance bird resilience, promote sustainable production, and significantly reduce antibiotic reliance.

Conclusion -

• Combating Antimicrobial Resistance (AMR) in poultry requires a holistic approach that integrates animal, human, and environmental health. By focusing on responsible antibiotic use, advanced nutrition, and sustainable practices, poultry producers can effectively reduce AMR while maintaining performance and profitability. Trouw Nutrition actively promotes AMR reductionby aligning with the One Health approach, offering IntelliBond trace minerals, Selacid GG acidifiers, Fytera Perform phytogenics, and precisionformulatedvitamin premixes. Through science-driven solutions and industry collaboration, Trouw Nutrition supports a healthier, more sustainable future for poultry production.

SS Agrowtech successfully hosted the firstever Techno Commercial Hybrid Seminar



On February 19, 2025, SS Agrowtech successfully hosted the first-ever Techno-Commercial Hybrid Seminar at Nala Hotel, Namakkal. This groundbreaking event brought together companies specializing in hygiene and sanitation, providing a unique platform for farmers to explore and learn about innovative products and services under one roof.

We were honored to have esteemed guests, including: - Dr. M. Selvaraju, Dean, VCRI Namakkal -Dr. D. Chandrasekaran, a renowned expert in Indian

poultry - Mr. K. Singaraj, Zonal Chairman, NECC -Mr. P. Valsan, Secretary, All India Poultry Products Exports Association. These distinguished individuals shared their valuable



insights on the critical importance of hygiene and sanitation in poultry production. The seminar attracted a diverse audience of over 300 attendees, comprising leading layer poultry farmers, broiler integrators, feed manufacturers, egg exporters, consultants, veterinarians, broiler farmers, and poultry medicine companies. A total of 21 companies participated, presenting their cuttingedge products and services. We would like to extend our heartfelt gratitude to Mr. S. Rex Christi Raj of SS Agrowtech, Namakkal with 40 years of experience in poultry for his tireless efforts in organizing this innovative event. This seminar marked a significant milestone in promoting knowledge sharing, collaboration, and growth within the poultry industry. We look forward to continuing this momentum and hosting future events that benefit our community.

Poultry India & IPEMA Celebrations Women's Day 2025



On the occasion of International Women's Day, Poultry India/IPEMA organized a program to celebrate the day. The association invited IPEMAmembers and women entrepreneurs in the poultry sector to attend the event. During the program, speakers highlighted the challenges faced by women and praised their courage and determination in overcoming obstacles. They emphasized the need for women to take advantage of opportunities in the poultry sector and encouraged them to move forward.

The event also showcased Poultry India/ IPEMA's efforts to empower women and promote their participation in the poultry industry. The association's president, Mr. Uday Singh Bayas, reiterated the organization's commitment to supporting women in the sector and providing them with opportunities to grow. The program was a success, with women from the poultry sector coming together to celebrate their achievements and discuss ways to further empower themselves.

A heartfelt thanks to Kavitha Manchala, Chief Guest and Smt. Chitturi Jahanavi (Director-Srinivasa Farms Pvt Ltd), Chief Guest, This International Women's Day, IPEMA and Poultry India proudly celebrated the extraordinary contributions of women who continue to shape and inspire the poultry industry.

We extend our heartfelt gratitude to Smt. Anuradha J Desai - VH groups (chair person), Smt. Potluri Vani - Chak radher farm equipments pvt ltd (proprietor), Smt. Raj Kumari Bayas - Vijay raj poultry equipments pvt ltd (director), Smt. Chitturi Jahanavi - Srinivasa farms pvt ltd (director), Smt. Kavitha Manchala - Sai ram wires (proprietor), Smt. Neha Singh Bayas - Vijay raj poultry equipments pvt ltd (director), Smt. Kranthi - Chak radher farm equipments pvt ltd (director), Smt. Potluri Madhuri - Chowdary enterprises, Smt. ParijathaKamatam - Vasavi industries (director), Smt. Thilakavathy Selvaraj - Nav indus food machines pvt ltd (director), Smt. Anagha Patil - Dhumal industries (director), Smt. Jayshree Thakker - Quality systems and equipments pvt ltd (director), Smt. Rekha Garware - Gartech equipments (director), Smt. Sonia Garware - Gartech equipments (director), Smt. Sheetal Singh Bayas - Vijay raj poultry equipments pvt ltd (international sales director), Smt. Udaya Rani Kamatam - Vasavi industries (director), Smt. Sucharitha - SVR poultry equipments (partner), Smt. Veena Nekkalapudi - Lotus poultry equipments (operations manager), Smt. G. Bhavani - SVR poultry equipments (partner), Ms. Jasvinder Kaur - Karamsar poultry equipments (director), Smt. Sneha Reddy - GNR enterprises (administrative head), Smt. P. Mamatha - KP poultry (managing partner) for their invaluable support on this special day. Their leadership, resilience, and dedication stand as a beacon of empowerment and progress, inspiring a brighter and more inclusive future for all. 🛕





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Challenging International Trade Dynamics – United Efforts of Industry and Regulators Can Address Trump's Tariff Threat



The United States' latest move towards reciprocal tariffs has created serious concerns for India's agricultural and livestock sectors. While the exact details of the tariff hikes are yet to be revealed, early signs suggest a major impact on Indian farm exports, with poultry being one of the hardest-hit industries. If these tariffs are implemented, they could weaken India's competitive position, disrupt trade, and cause heavy financial losses for farmers and exporters.

A HARSH REALITY: INDIAN AGRICULTURE AND POULTRY UNDER FIRE

According to the Global Trade Research Initiative (GTRI), Indian exports—especially in agriculture—are at high risk of facing sharp tariff hikes. The report highlights that shrimp, dairy, and processed foods could be among the most affected. While poultry is not specifically mentioned, it falls under the broader agricultural category, meaning it could face similar challenges, possibly leading to a significant drop in exports.

Under the proposed reciprocal tariff system, the United States wants to match India's high import duties on US farm products. The figures are striking—while India currently imposes an average of 37.7% tariffs on US farm imports, the US charges only 5.4% on Indian agricultural exports.



O. P. Singh Managing Director



Dr. Priyanka Kamble Manager Marketing Services



This imbalance has led to the possibility of higher US tariffs on Indian farm goods, including poultry, which could take effect soon.

India has maintained a 100% import duty on US frozen chicken legs since 2023 to protect its domestic poultry industry. This high duty was introduced to prevent an influx of cheap American chicken, which is often sold at lower prices due to limited demand in the US Without this protection, Indian poultry farmers could struggle to compete, as low-cost imports might flood the market and drive down local prices.

In contrast, India has reduced import duties on certain other US food items. For instance, tariffs on products like frozen turkey and specific berries were lowered to 5-10% in early 2024 as part of trade adjustments. However, the 100% duty on US frozen chicken legs remains unchanged, highlighting the sector's sensitivity and the government's continued commitment to shielding domestic poultry producers.

Now, with the US considering retaliatory tariffs on Indian agricultural exports, the situation could become even more challenging. If higher duties are placed on shrimp, dairy, or processed foods and poultry, it could put immense pressure on India's agrilivestock sector. This rising trade tension underscores the need for strategic negotiations to safeguard India's farming and poultry industries from economic setbacks.

THE BROADER TRADE CONFLICT: US PRESSURES INDIA ON TARIFF REDUCTIONS

The US Secretary of Commerce has insisted on a broad-based trade agreement under which India would lower tariffs across various sectors, rather than engaging in a prolonged, product-specific negotiation process. However, this approach has raised concerns as the US is exerting significant pressure on India to accept trade demands that overwhelmingly favor American interests. The emphasis on placing "everything on the table" could lead to concessions that may not align with India's long-term strategic goals.

Agriculture, along with other sensitive sectors such as dairy, marine, and poultry produce, must remain excluded from any such trade-offs. The US argument that India imposes high tariffs on American agricultural products is not without merit, but it overlooks the broader livelihood and economic dimensions of India's agricultural sector. Low tariffs on US agricultural exports to India could open the floodgates to subsidized American farm products, undermining domestic farmers and eroding rural employment.

While India's total agricultural, dairy, and marine exports to the US currently stand at just \$5 billion, the immediate impact of retaliatory tariffs may seem manageable. However, the long-term consequences could be far more damaging.

A further decline in exports below this already modest figure would leave little room for recovery, particularly in sectors where India is still striving to gain a foothold.



The poultry industry, in particular, faces an existential threat—if export barriers tighten, it could inflict massive losses on Indian poultry farmers and exporters, crippling a sector that has long been a cornerstone of India's agri-trade ambitions.

WHY THE POULTRY INDUSTRY SHOULD BE CONCERNED

The poultry industry, one of the fastest-growing parts of India's agricultural sector, could face serious problems if these tariffs are imposed:

- Loss of Market Access: The US has been an emerging market for Indian poultry exports. Higher tariffs could make it too expensive for Indian producers to sell there, forcing them to look for alternative markets in an uncertain global economy.
- Reduced Price Competitiveness: If tariffs rise sharply, Indian poultry will struggle to compete with Brazil, Thailand, and the US itself, which are already dominant in the global poultry trade.
- Supply Chain Disruptions: Many Indian exporters have long-term trade agreements with US buyers. A sudden increase in tariffs could break these partnerships, leaving Indian exporters with unsold stock and financial losses.
- Impact on Domestic Markets: If poultry exports slow down, excess supply may flood the domestic market, leading to falling prices and losses for farmers.

HOW THE POULTRY AND AGRICULTURE INDUSTRY CAN RESPOND

As the threat of US tariffs looms large, India's poultry and agricultural sectors must act quickly to limit the damage. Here's what needs to be done:

- Immediate Trade Discussions: The Indian government must negotiate with US officials to reduce the risk of excessive tariff hikes and ensure fair trade terms.
- Defending Strategic Sectors: Policymakers must strongly argue for the exclusion of agriculture, dairy, and marine sectors from broader trade negotiations to protect farmers' interests.
- Exploring New Markets: Poultry exporters should look for alternative markets in Europe, the Middle East, and Africa to lower their dependence on the US.
- Investing in Higher-Value Products: Processed and premium poultry products can fetch better prices, even with higher tariffs, helping exporters maintain profits.
- **Revisiting Domestic Trade Policies:** India should reconsider its own high import duties on US agricultural products to avoid worsening trade tensions while maintaining protective measures where necessary.

THE ROAD AHEAD: A CALL TO ACTION

If the US goes ahead with its tariff hike, India's poultry and farm exports could face serious financial losses, threatening jobs and billions in revenue. The industry must come together, engage with policymakers, and take steps to protect its future.

The global trade environment is changing fast, with protectionist policies becoming more common. Will India act in time to safeguard its agricultural exports? The coming months will decide whether India remains strong in the global poultry trade or struggles under increasing tariff pressures.



Easy Poultry Innovation LLP Partners with NovoGEN to Introduce NOVOGEN ULTRA LIGHT Layer Birds in India

At AGHI GROUP, our commitment to enhancing the profitability of poultry farmers drives us to continuously innovate and bring the best solutions to the industry. Taking a significant step forward, **Easy Poultry Innovation LLP** has partnered with **NovoGEN**, a leading poultry breeding company from France, to introduce the **NOVOGEN ULTRA LIGHT** layer birds to the Indian market.

With over three decades of expertise in developing world-class layer breeders, NovoGEN is a globally recognized name in poultry genetics. On March 12, 2025, an exclusive agreement was signed between Easy Poultry Innovation LLP and NovoGEN in Bangkok, Thailand, granting Easy Poultry Innovation LLP the exclusive rights to distribute NOVOGEN ULTRA LIGHT layer birds across India.

The NOVOGEN ULTRA LIGHT layer bird is distinguished by its calm temperament, robust health, and superior productivity. It offers:-

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- · Lower feed intake for cost-effective farming
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To support poultry farmers in achieving optimal productivity and profitability, Easy Poultry Innovation LLP has assembled a highly experienced technical team dedicated to providing expert guidance. Additionally, NovoGEN will deploy its technical specialists to assist layer poultry farms across India, ensuring seamless integration and best management practices.

This collaboration marks a new era of growth and efficiency for India's layer farming sector. We look forward to empowering poultry farmers with high-performance layer birds and unparalleled technical support.



Together, we strive for excellence and prosperity in poultry farming!



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INDIAN POULTRY EQUIPMENT MANUFACTURERS ASSOCIATION



Emerging Technologies in Poultry farming: Enhancing Sustainability and Efficiency in Poultry Production

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Abstract

To meet the world's growing population, the poultry sector must embrace modern and digital technology to produce more livestock products faster. At the same time, it must satisfy concerns about animal welfare, environmental sustainability, and public health. Many modern technologies are used in poultry production, including optoelectronic sensors, chiroimmunosensors, blockchain technology, acoustic analysis, biometric and biological sensors, PLF sensing modules and platforms, infrared thermometers, smartphone apps with compatible sensors, and nanocrystals (chiral zirconium quantum dots). All of these technologies can help farmers enhance productivity while reducing their negative environmental impact, improve livestock and poultry production, and make better use of their resources and land. Furthermore, integrating various data sources and types will be crucial for creating predictive models that can forecast disease outbreaks rather than just detecting them. The growing availability of sensors, infrastructure, and tools for big data collection, storage, sharing, and analysis-coupled with the adoption of open standards and integration with pathogen molecular epidemiology-offers a promising solution to the challenge of producing higher-quality and more healthful food on a larger scale. This approach has the potential to enhance sustainability by protecting ecosystems, conserving natural resources, and improving the welfare and health of both animals and humans. The present work reviews the application of sensor technologies, specifically, the principles and benefits of advanced statistical techniques and their use in developing effective and reliable classification and prediction models to benefit the farming system.

Keywords: Poultry Farming, Modern Technologies, block chain technology and sensor technology

Introduction

One of the major challenges in the modern world is providing the population with high-quality food. Therefore, the agricultural sector faces the key task of both increasing the production of agricultural products and effectively utilizing agricultural waste. Livestock farming is indeed a vital component of the agricultural industry, with poultry farming being a fundamental part of animal husbandry. It plays several crucial roles, including economic development. During the 1980s, broiler farming in India emerged as the fastest-growing segment of animal husbandry. Poultry production increased dramatically, by a factor of 100. Between 1985 and 1995, India experienced the fastest growth rate in poultry meat production globally, with an impressive annual growth rate of about 18%. This remarkable expansion was unparalleled by any other country or agricultural industry during that period. Poultry farming contributes significantly to the economy by creating jobs, generating income, and stimulating related industries such as feed production, equipment manufacturing, and veterinary services. Poultry farming ensures a steady supply of meat and eggs, which are essential sources of protein for the population. This helps in maintaining food security and stabilizing market prices. Increasing Farmers' Income For many farmers, especially in rural areas, poultry farming is a primary source of income. It requires relatively low investment compared to other forms of livestock farming and has a quicker return on investment, which helps improve the livelihoods of smallscale farmers. Additionally, poultry farming can be integrated with crop farming, utilizing by-products such as manure for fertilizing crops, which enhances overall farm productivity and sustainability.

Several factors contributed to this rapid growth:

- Technological Advancements: The adoption of modern farming techniques, improved breeding practices, and better disease management significantly boosted productivity.
- 2. Infrastructure Development: Investments in infrastructure such as hatcheries, feed mills, and processing plants supported the growth of the poultry industry.
- 3. Government Policies: Supportive government policies, including subsidies and incentives, encouraged investment and growth in the poultry sector.
- 4. Market Demand: Rising income levels and urbanization led to increased demand for poultry products, providing a strong market for producers.
- 5. Integration and Industrialization: The development of vertically integrated poultry companies streamlined production processes, reduced costs, and improved efficiency
- Poultry farming has become a rich industry that surpasses all other animal ventures in emerging nations. Poultry is a good source of animal protein for most people on earth. India is ranked third globally in terms of egg production and fifth globally in terms of broiler output, with 129.6 billion eggs produced worldwide. One major issue in the production of chicken is the spread of disease . Egg Production: India ranks third in the world, contributing significantly to the global output.
- Broiler Output: India ranks fifth globally in broiler chicken production.

These rankings highlight the scale and importance of poultry farming in India's agricultural landscape, with 129.6 billion eggs produced worldwide annually.

Key Benefits of Poultry Farming:

1. Protein Source: Poultry products like meat and eggs are vital sources of high-quality animal protein,

essential for human nutrition.

- 2. Economic Impact: The industry generates significant employment opportunities and contributes to the livelihoods of millions of people, particularly in rural areas.
- 3. Market Supply: Poultry farming ensures a stable supply of affordable protein, which is crucial for food security.

Challenges in Poultry Farming:

- Disease Spread: One major issue affecting poultry production is the spread of diseases. Common poultry diseases, such as avian influenza, Newcastle disease, and coccidiosis, can have devastating effects on flock health and productivity.
- Biosecurity Measures: To combat disease spread, stringent biosecurity measures are essential. These include vaccination programs, proper sanitation practices, and controlled breeding environments.
- Research and Development: Ongoing research into disease prevention, improved breeding techniques, and better feed formulations is crucial for sustaining the industry's growth and addressing health challenges.

Mitigation Strategies:

- 1. Vaccination Programs: Regular and effective vaccination programs can prevent many common poultry diseases.
- Biosecurity Protocols: Implementing strict biosecurity protocols helps minimize the risk of disease outbreaks.
- Monitoring and Surveillance: Continuous monitoring and rapid response systems are vital for early detection and control of diseases.

Overall, while poultry farming offers numerous benefits and substantial economic potential, addressing the challenge of disease spread is critical for ensuring the industry's sustainability and growth.

Poultry production in digital technologies

Disease transmission is a major issue in chicken production. Acoustic analysis is one important way that sensors can provide valuable information about chicken welfare. Chickens' vocalizations can indicate developmental issues, illness, feather pecking, social disruption, or thermal comfort. According to Ahmed et al. (2018), optoelectronic sensors are highly sensitive for detecting adenovirus in poultry. Similarly, nanocrystals can detect hen coronavirus. Chiro-immunosensors can detect a variety of illnesses, including adenovirus, coronavirus, and avian influenza.

Biometric and Biological Sensors in Poultry Farming

Biometric and biological sensors enable farmers to monitor their hens' health and well-being over time by tracking various physiological and behavioral traits. These sensors can measure:

- Temperature Variations: Monitoring the temperature to ensure optimal conditions for both chicks and adult birds.
- Behavior: Tracking activities and movements to detect any unusual behavior that may indicate health issues.
- Sound: Analyzing vocalizations and ambient sounds to identify stress or discomfort.
- Physiological Factors: Measuring pH, metabolic activity, and the presence of infections, toxins, or antibiotics in the body.

Importance of Monitoring in Poultry Production

- Disease Transmission: Disease transmission is a major issue in chicken production as pathogens can spread swiftly between farms and among birds. Early detection through sensors can help manage and prevent outbreaks.
- Temperature Management: Poultry require precise temperature control to ensure optimal embryonic development in chicks and maintain the health of adult birds. Proper temperature management is crucial for:
- Embryonic Development: Ensuring the right conditions for the growth and development of embryos.
- Adult Bird Health: Maintaining a stable environment to keep adult birds healthy and productive.

Benefits of Biometric and Biological Sensors

• Enhanced Productivity: By continuously monitoring health and environmental factors, farmers can optimize conditions and improve productivity.

- Reduced Environmental Impact: Efficient resource use and early disease detection help minimize negative environmental effects.
- Improved Animal Welfare: Real-time monitoring ensures that the well-being of the birds is maintained, addressing concerns about animal welfare.

By integrating these advanced technologies, poultry farmers can improve their production processes, ensure better health and welfare for their birds, and contribute to sustainable agricultural practices

Infrared Thermometers in Poultry Farming

Using infrared thermometers instead of implanted temperature loggers has allowed for more accurate monitoring of broiler body temperature (Bloch et al., 2020). This technology offers several advantages:

- Non-Invasive Monitoring: Infrared thermometers can measure body temperature without needing physical contact, reducing stress and the risk of infection in birds.
- Accuracy: These thermometers provide precise temperature readings, essential for maintaining optimal conditions for poultry health and productivity.

Non-Invasive Cardiac Rate Monitors

Non-invasive cardiac rate monitors have been used to track temperature throughout incubation and identify circulatory abnormalities in chicken embryos. These monitors help in:

- Temperature Management: Ensuring that the embryos are incubated at the correct temperature for optimal development.
- Health Monitoring: Detecting any abnormalities in the circulatory system of the embryos, allowing for early intervention if needed.

Benefits of Infrared Thermometers and Cardiac Rate Monitors

- Enhanced Accuracy: More precise temperature and health monitoring improve overall poultry management.
- Reduced Stress: Non-invasive methods minimize stress on birds, leading to better welfare and productivity.

• Early Detection: Identifying issues early allows for timely interventions, reducing the risk of disease and other health problems.

By incorporating infrared thermometers and noninvasive cardiac rate monitors, poultry farmers can achieve more accurate and efficient monitoring, leading to better health outcomes for their birds and improved overall productivity.

PLF Sensing Modules and Platforms

Precision Livestock Farming (PLF) sensing modules and platforms provide the ability to monitor various environmental parameters, particularly temperature, in animal habitats. These systems can notify farmers when action is required, ensuring optimal conditions for poultry health and productivity.

Importance of Temperature Monitoring

- Embryonic Development: Temperature is crucial for the proper development of chicken embryos. Precise temperature control ensures that embryos develop healthily and efficiently.
- Heat Stress Management: In broiler chickens, temperature is the primary factor influencing heat stress. Proper monitoring and management can prevent heat stress, which can adversely affect growth, feed conversion, and overall health.

Benefits of PLF Sensing Modules and Platforms

- Real-Time Monitoring: Continuous monitoring of temperature and other environmental factors allows for immediate detection of deviations from optimal conditions.
- 2. Automated Alerts: Farmers receive notifications when conditions fall outside of the desired range, enabling quick and appropriate interventions.
- 3. Improved Animal Welfare: By maintaining stable and suitable environmental conditions, PLF systems help reduce stress and enhance the welfare of the poultry.
- 4. Increased Productivity: Optimized environmental conditions lead to better growth rates, improved feed efficiency, and overall higher productivity.
- Data-Driven Decisions: PLF platforms collect and analyze data over time, providing valuable insights for making informed management decisions and improving long-term farm performance.

Implementation in Poultry Farming

- Temperature Control: PLF systems can regulate heating and cooling mechanisms to maintain consistent temperatures within poultry houses.
- Environmental Adjustments: In addition to temperature, PLF modules can monitor humidity, ventilation, and other factors that influence poultry health and productivity.
- Integration with Other Technologies: PLF platforms can be integrated with other technologies such as infrared thermometers and biometric sensors to provide a comprehensive monitoring and management system.

By leveraging PLF sensing modules and platforms, poultry farmers can ensure optimal environmental conditions, prevent heat stress, and enhance the overall efficiency and sustainability of their operations.

Smartphone Apps with Compatible Sensors

Smartphone apps equipped with compatible sensors have been developed to facilitate the easy monitoring of embryo heart rates. This technology enables farmers to take timely action to prevent the loss of embryos during incubation.

Key Features and Benefits

- Ease of Use: Smartphone apps provide a user-friendly interface for farmers to monitor the heart rates of embryos without needing specialized equipment or extensive training.
- 2. Real-Time Monitoring: The apps offer real-time data on embryo heart rates, allowing farmers to detect any irregularities immediately.
- 3. Timely Interventions: By monitoring heart rates, farmers can intervene promptly if any issues arise, increasing the chances of successful incubation and reducing embryo mortality.
- 4. Portable and Accessible: Smartphones are portable and widely accessible, making it convenient for farmers to monitor their poultry anywhere and at any time.
- 5. Data Recording and Analysis: These apps often come with features for recording and analyzing data over time, providing valuable insights for improving incubation practices.

(Continued in Next Edition)

Advancing Animal Nutrition: A Productive Visit to KEMIN Facility in Chennai

by Ricky Thaper



t was an insightful experience visiting

Kemin Industries South Asia Pvt. Ltd., manufacturing facility in Ambattur Industrial Estate, Chennai, Tamil Nadu, on the kind invitation from Kemin,. Mr. Ashish Sachan, Zonal Manager-Sales coordinated our this visit. I was privileged to be accompanied by Mr. RanpalDhanda, MD, Unnat Group, Mr. Sanjeev Gupta, MD, Khusbhoo Feeds Pvt. Ltd. and Mr. Rahul Khatri, Director, Bhagwati Feeds, during this visit. Kemin continues to be at the forefront of animal nutrition, feed additives & food technologies and this visit provided valuable insights into their cutting-edge research, sustainability initiatives and advanced production processes. Their state-of-the-art infrastructure facilitates and unwavering commitment to quality, safety and efficiency reaffirm their vital role in shaping the future of the feed and food industry.



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