



Institution of Veterinarians of Poultry Industry



Prof. G. Devegowda

President, Institution of Veterinarians of
Poultry Industry

Welcome address

INDIAN POULTRY 2.0

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Congratulations to our Beloved MP's !



Shri AKP CHINRAJ
MP Namakkal



Dr. RANJITH REDDY
MP Chevella



Dr. SANJEEV K BALYAN
Minister of State of Animal
Husbandry, Dairy and
Fisheries

Hearty Greetings & Best Wishes on behalf of
IVPI and Poultry Farmers



Rising feed costs....



Poultry industry hit by maize shortage

It's not available locally, efforts to import non-GM maize have not been encouraging

LAIQH A. KHAN
MYSURU

The severe shortfall of maize is affecting the poultry industry in the State.

While the shortage, attributed to drought and pest attack, has pushed poultry farmers and breeders to either discontinue production or look for substitutes such as wheat, the small and medium farmers are looking up to the Union government to give the nod for the import of maize.

Though the Centre had taken steps to import feed-grade maize to tide over the crisis, the stringent restrictions on importing Genetically Modified (GM) food items has put paid to their hopes. "Globally, very few countries produce non-GM maize. And the response to the government's efforts to import non-GM maize has not been very encouraging," said sources in the poultry industry.



Small and medium poultry farmers are the worst hit in the crisis. •FILE PHOTO

Karnataka Poultry Farmers and Breeders' Association (KPFBA) president Akhilesh Babu told *The Hindu* that the association has urged Union Minister for Agriculture and Farmers' Welfare Narendra Singh Tomar to specially come to the help of small and medium poultry farmers, who are the worst hit in the crisis.

Though the Directorate General of Foreign Trade has allowed the National Agricultural Cooperative Marketing Federation (NAFED) and the

Metals and Minerals Trading Corporation (MMTC) to import 50,000 tonnes of maize each, Mr. Babu said the KPFBA through its sources had learnt that MMTC had not received the expected response from global suppliers for the tender it had floated, "thus adding to the stress levels of farmers, who have stopped placing chicks due to non-availability of maize". About 17 small and medium broiler poultry farmers had applied for 61,050 tonnes of maize,

while one major player alone had applied for 50,000 tonnes to MMTC.

In Karnataka, all small and medium poultry farmers had applied in April 2019 for import of non-GM maize under TRQ (tariff rate quota) scheme through the KPFBA, paying the prescribed fee of ₹18.5 per tonne to MMTC. A few big players have also applied for import of maize in large volumes. Fearing that the big players may get all the maize, leaving nothing to the small and medium poultry farmers, Mr. Babu suggested that "there should be common allotment in consultation with each other, thus giving equal opportunity to all applicants". The Government of India had allowed import of nearly 5 lakh tonnes of maize under TRQ scheme between December 2018 and April 2019, which mitigated the problem to some extent, Mr. Babu said.



Fall Armyworm

Using eggs and meat to fight against malnutrition..

Govt of India statistics: Children below 5 years, 36% underweight and 38% stunted





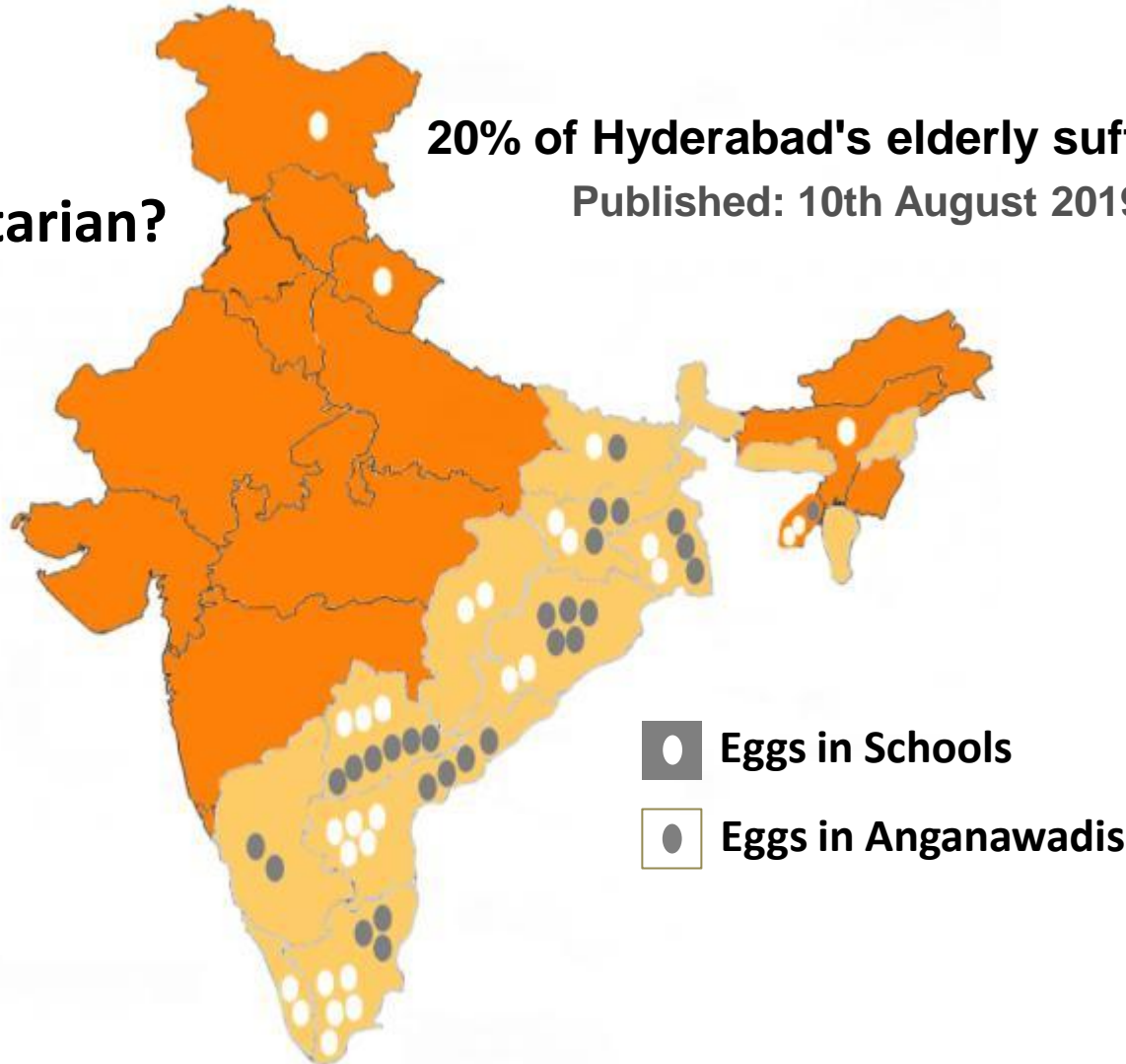
Number of eggs served in Schools & Anganawadis per week

“Eggs are most nutritious foods on earth”

Is egg vegetarian?

20% of Hyderabad's elderly suffer from anemia

Published: 10th August 2019, Indian Express

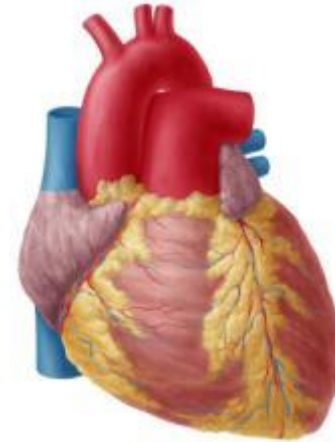
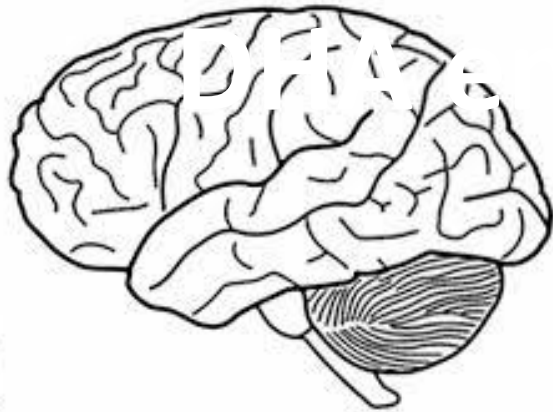


○ Eggs in Schools

● Eggs in Anganawadis



Be Intelligent & Healthy Omega-3 for brain & heart



"Ayurvedic chicken"
"Designer eggs"
"Designer Chicken"





“Diet Eggs” “Diet Chicken”



An Egg **A Day**

Makes you to feel full. Reduces hunger and decreases per day Calorie consumption.

**Diet
eggs**



Breakfast | Lunch | Super | Dinner



**world
eggday**



**An egg a day
keeps the doctor away**



**SUNDAY HO YA MONDAY
ROZ KHAO ANDE**

All India Poultry Development and Services Pvt Ltd.



Myth: Chickens are given hormones and steroids to make them grow faster

THE REALITY



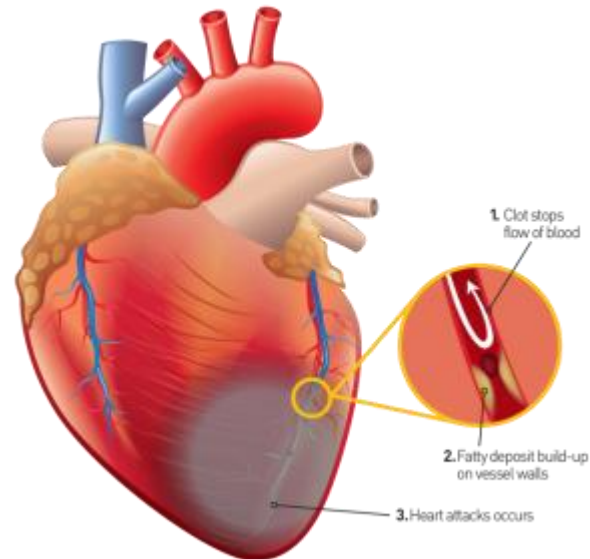
NONE ADDED EVER





"Egg and Cholesterol"

- **Cholesterol no longer a concern: US experts**
- **Cholesterol Limit was Removed from 2015 Dietary Guidelines**
- The true **promoters of heart diseases** are stress, sugar, obesity, inflammation.....

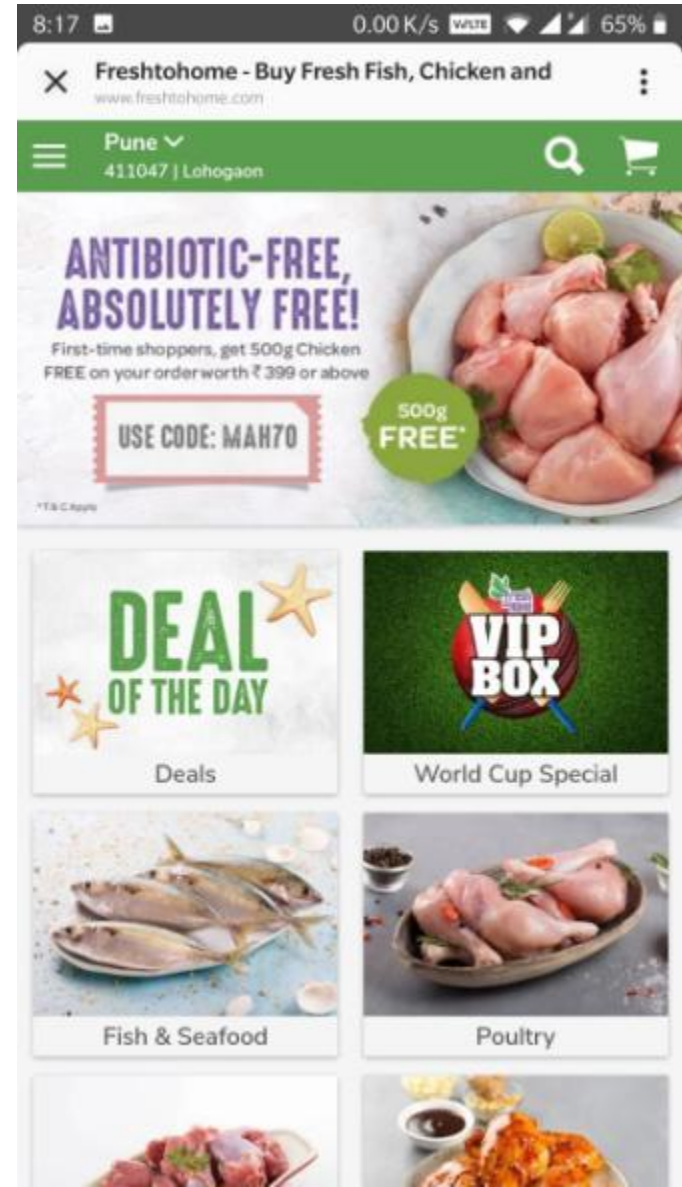




Branding of Chicken and Eggs

- “No Antibiotics Ever”
- “Antibiotic Residue Free”
- “Antibiotic Free”

“Safe feed Safe meat and eggs”





Chicken slaughter to stop at Shivaji Market in Aug

Sandip.Dighe@timesgroup.com

Pune: The general body of the Pune Cantonment Board (PCB) on Wednesday decided to stop chicken slaughtering at Chhatrapati Shivaji Market by August 10.

The decision is aimed at sickling the unhygienic condition in and around the market and the health hazard posed to local residents.

The board will issue legal notices to chicken shop owners asking them to stop the slaughtering activity on their stall. "If they do not stop the activity within a stipulated period, legal action will be considered against the violators," PCB chief executive officer Amit Kumar said.

According to PCB records, there are 19 chicken centres operating at the market, nine are still open.

PCB vice-president Vivek Shirigiri said that close to 20,000 chickens are slaughtered every

day at the market for supply to hotels and restaurants. "This practice is illegal. They do not take enough measures to clean their premises. The board needs to stop live slaughtering completely," said Yadav.

Board member Priyanka Shirigiri stated, "The PCB has failed to take stern action against the violators in the last four

and-a-half years. The board had earlier passed numerous resolutions regarding these stalls, but none of them were implemented. The residents living around the market have been complaining about traffic congestion, unhygienic conditions, etc. How can the board ignore their problems?"

Recently, the board had

PCB to challenge 22-year-old decree on Fashion Street

Pune: The Pune Cantonment Board (PCB) has decided to challenge a decree signed with the MG Road's Hawkers and Patari Seva Sanstha in 1987. The PCB's general body unanimously passed a decision to this effect on Wednesday.

The move is expected to make the Fashion Street market illegal. On July 4, the board's president Major General Navneet Kumar along with elected members visited the market. "It does not follow adequate safety measures. The Pune Municipal Corporation (PMC) fire brigade department has already submitted its report. All the stall owners have illegally converted their 'stalls' into permanent shops. The PCB does not generate any revenue from

the market. Considering these aspects, the board should declare the market illegal," said PCB vice-president Vivek Yadav.

"The decree cannot be challenged legally. The board must issue notices to each stall owner explaining the type of violation. We will verify this and rectify it. It cannot take a decision arbitrarily against 448 holders. The PCB president must hear us out," advocate MV Akolkar, president of the Sanstha told TOI. — Sandip Dighe



The market allegedly does not follow safety measures

TIMES VIEW: Had the Pune Cantonment Board framed special rules for the slaughter and sale of chicken at Shivaji Market, the situation would not have come to such a pass. Moreover, only holding chicken stalls responsible for unsanitary conditions in and around the market is unacceptable. The cantonment board needs to appoint adequate staff to look into hygiene issues all around the market.

dered the health department officials to maintain a common slaughter house of the board at Kondhwa. "These owners can use this facility and then sell chicken at the market," he said.

The board had earlier decided to construct chicken markets at different locations within its limit. However, they could not find suitable locations.

Change from wet shops to processed chicken outlets





**India has 2.4% world's land area
but 16% of world's population**

Efficient use of natural resources - comparison 2018 vs 1980

- 30-40% less feed in **2018 as compared to 1980**
- 40-50% less water in **2018 as compared to 1980**
- Reduction in green house gas emissions



A photograph of a lush, green mountain landscape. The foreground shows rolling hills covered in dense green vegetation, with some darker, forested areas. In the background, more rugged mountain peaks are visible, some with rocky outcrops. The sky is filled with soft, white clouds. The overall scene is a beautiful representation of a healthy, natural environment.

Take less from the Nature

Give more to the Nature

Source: Life line feeds