



Major development, ICAR-National Institute of Animal Nutrition & Physiology signs MoU with KPFBA

The Indian Council for Agriculture Research – National Institute of Animal Nutrition & Physiology (ICAR-NIANP), has signed a Memorandum of Understanding with the Karnataka Poultry Farmers and Breeders Association (KPFBA) to further collaborative research in the field of poultry sciences. The MoU was signed by Dr. Raghavendra Bhatta, Director of ICAR-NIANP, Bangalore and Dr. B.Sushanth Rai, President of KPFBA.

As the poultry sector faces enormous challenges, the need for collaborative research, particularly in the field of animal nutrition is becoming urgent. The two entities will exchange technical knowledge so as to deal with the nutritional challenges in a scientific manner, underscoring the importance of animal health and consequently giving quality products to the end consumer.

Dr. Raghavendra Bhatta stated that the institute has been carrying out considerable research activities in animal nutrition, including poultry, and that this knowledge has to reach out to the poultry community across the country. The MoU, he added, would promote inter-organizational knowledge exchange, key to understanding the ground realities while ensuring healthy nutrition to the birds. ICAR-NIANP has state-of-the-art facilities for feed and mineral analysis in ovo nutrition.

Giving details about the activities of KPFBA, Dr. Sushanth Rai said the poultry farming sector was huge in Karnataka, both organised and unorganised, and the sector required scientific inputs on nutrition so as to offer not only quality products but also be competitive in the world market. Dr. Rai said KPFBA would share commercial flock details of its members for evaluation by the Institute and it would be a win-win situation. The KPFBA collects and disseminates information pertaining to poultry breeding and farming with farmers, businesses, educational, research institutions and other organizations in Karnataka and rest of India. There is urgent need for active collaboration between the researchers and the poultry sector, he added.



Continued from pg.1.,

NIANP signs MoU with KPFBA

Mr. M.C.R.Shetty, Past-President of KPFBA said that increased productivity meant that birds are closer to their physiological limits, hence nutrition becomes important along with other factors such as environment and farm management. Such collaborations, he added, would help poultry farmers improve understand the importance of nutrition.

Dr. G.B.Puttannaiah, Chairman of the Technical Committee of KPFBA said poultry has its own specific nutritional needs that includes protein for overall growth; grains which provide Vitamin B and Vitamin E; Greens along with Riboflavin which improve the immune system; calcium and Vitamin D and above clean water.

The meeting was attended by Dr. Anjan Goswami, General Secretary and Mr Inayath Ulla Khan, Executive Secretary of KPFBA. From ICAR-NIANP side, the representatives were Dr AV Elangovan, Principal Scientist, Dr KVH Sastry, Principal Scientist, Dr DT Pal, I/c PME and Dr Atul P Kolte, I/c ITMU.

It may be mentioned here that the KPFBA has also tied up with the Karnataka Veterinary, Animal and Fisheries Sciences University (KVAFSU) and set up one of its kind state-of-the-art Poultry Training Center & Diagnostic Laboratory which has been doing a number of tests, helping the poultry farmers of Karnataka and other states.





Vets In Poultry (VIP)

National Symposium 2023
(Participants : All Poultry Sector)

Theme
Exploring Poultry Paradigm - A Holistic Approach By Professionals.

Date & Time
28th June 2023, Wednesday
From 1.30 pm to 7.30 pm

Venue
Taj Deccan Hotel,
Banjara Hills, Hyderabad

National Symposium 2023
(Participants : All Poultry Sector)

Theme
Exploring Poultry Paradigm - A Holistic Approach By Professionals.

Event Supported By

Media Partner
HYBIZ TV

Sponsored By

Super Platinum Sponsors

Diamond Sponsors

Gold Sponsors

Prof. Narayana Swamy takes charge as Dean of Veterinary College, Hebbal

Prof. Narayana Swamy has taken charge as the Dean of Veterinary College, Hebbal, part of the Karnataka Veterinary, Animal and Fisheries Sciences University (KVAFSU). The Karnataka Poultry Farmers and Breeders Association, President, Dr. B.Sushanth Rai and team felicitated Prof. Narayana Swamy on his new academic position.

Prof. M. Narayana Swamy has been a teacher for over 32 years, having served as a Major Advisor for 17 M. V. Sc. and seven Ph. D students. He has completed two university funded research projects and served as Co-Principal investigator of FIST programme.

Prof. Narayana Swamy has published seven books in Kannada - Jaanuvaaaru, Tene Mareya Kranthi : Ragi Lakshmanaiah, Pashuvaidya Sampada, Nimage Neeve Belakaagi, Mahanadiya Ugama, Jnana Vijnana and Naadu Mareyada Maharaja – Nalwadi Krishnaraja Wodiyar. He has published a total of 259 scientific publications, which includes 101 research articles and 69 popular articles.

He has won several awards including Dr. T. Prabhakaran Memorial Award Best Research Article for the year 2000 from Indian Veterinary Association, New Delhi; Dr. A P J Abdul Kalam Life Time Achievement National Award 2019 for distinguished contributions in the field of teaching, research and publications by the International Institute for Social and Economic Reforms and more.



Graduation Day celebrated by Veterinary College, Hebbal

The outgoing veterinary graduate students of Veterinary College, Hebbal, Bangalore celebrated Graduation Day in a symbolic way on April 28th, 2023. The 'Graduation Day' ceremony was inaugurated by Dr. S.Abdul Rehman, Executive Director and former President of the Commonwealth Veterinary Association and former Dean of Veterinary College, Bangalore.

The KPFBA President, Dr. Sushanth Rai.B who spoke on the occasion talked about the challenges the students would face in

the outside world and that only knowledge could help them overcome these challenges. Dr. Shashank Sinha – CEO, Drools Pet Foods Pvt Ltd, Bangalore, and Dr. H.C Indresh, Assistant Professor, Veterinary College, Hebbal also wished the students well.

Dr. C. S Nagaraj, Dean, Veterinary College, Hebbal Bangalore presided over the celebrations. The students released a souvenir titled 'Manvantara'.



IVPI Seminar insights on 'Changing Market Dynamics – Ways to Sustain Poultry Business'



The Institution of Veterinarians of Poultry Industry (IVPI) organized a seminar on 'Changing Market Dynamics – Ways to Sustain Poultry Business' on May 6 at Hotel Hilton, to commemorate world veterinary day, wherein experts gave insights into the challenges and opportunities in the sector. Some of the major points that most speakers touched upon was how to look for alternative raw materials, keeping costs down and expanding the consumer base.

In his welcome address, the Secretary of IVCI, Harsh Kumar Shetty, said that the poultry sector has been facing several challenges and will continue to do so. "We focus on current challenges and work shoulder to shoulder within the sector."

Feed alternatives

The IVPI President, Prof. G. Devegowda mentioned how raw material, such as soyabean, has gone up phenomenally and that the sector has to look at other alternatives, including mustard meal which is available, but has to work around toxic levels. Consumers now want organic chicken, green chicken, quality chicken etc and efforts should be made in that direction, minimizing live chicken retail outlets. Consumption of chicken meat and eggs is good in cities like Bengaluru, Hyderabad, Mumbai etc whereas in Tier I and II cities, the consumption is poor.

He said the cost of chicken had gone up marginally while feed cost had skyrocketed. In 1981, the feed cost was Rs. 2,200 per tonne and in 2021 it is Rs. 40,000, while broiler chicken cost in 1981 was Rs. 14, while in 2021 it had just gone up to Rs. 90. "Look at the difference, how we are surviving, that is the challenge." That has been possible due to genetic improvement, improved feed conversion rate, nutrition, biosecurity among others. "One of the solutions is to further improve feed conversion to 1.4 to 1.3 from the present 1.5 to 1.6."

Feed conversion and huge savings

Dr. G.L.Jain, Principal Advisor, Genetic Research and Development, VH Group, talked about how feed required per egg had reduced by nearly 20 grams per egg. In 1981, it was 144 grams and now it had come down to about 125 grams. India produces about 100 billion eggs annually and if we multiply by 20 grams, it is a huge saving. As regards feed conversion, he said even an improvement of .01 per cent would effect savings of nearly Rs. 320 crores per annum. There has been body weight improvement in birds, going up from 1,400 gms to 2,500 gms now due to genetics, nutrition etc.

He said for sustainable growth of the poultry sector, the cost of production has to be kept in check, bringing in affordability for the consumers, particularly lower middle class and middle class. It is a big challenge, but that is the only route to increase poultry consumption in the country.

'Chicken Feed' market expanding

The panel discussion on 'Chicken Feed' was moderated by Dr. Aman Sayed, Managing Director, South Asia, Alltech Biotechnology Pvt Ltd who mentioned that animal feed production was growing by 3 per cent year on year in the past 11 years. Globally, it was 960 million tonnes then and now it is 1,266 million tonnes and broiler feed accounts for 360 million tonnes and layer feed 160 million tonnes. The total animal feed in India was growing at 5.57 per cent year on year. India produced 44 million tonnes of feed last year.

Renowned nutritionist Pradeep Mahajan said in the last three to four years there had been a considerable change in farming methods in the soya belt in the country. However, he cautioned that adulteration in feed was rampant, going up to 12 per cent in several instances. There has been a crunch in resources, he said even while government is encouraging ethanol production. He said corn yielded 390 litres of ethanol per tonne of corn while broken rice had higher yield at 480 litres. Rice at the moment is a preferred source.

P.Subramaniam of Van Aarsen International said even .05 improvement in feed conversion ratio would bring about substantial savings. He talked about steam conditioning and methods to eliminate contamination.

Dr. Ravindra Neralla, Managing Director, Valvin Nutraceuticals, talked about rapeseed as an alternate source as it has nutritional content, but there is a limit on how much one can use. Rapeseed availability is number three in the world with almost 4.5 million metric tonnes, up from 3 million prior to Covid. He said "Rapeseed is a good alternative. In the last six months, we have been working on rapeseed and it looks positive. We are in stage 1 trials. It is an exciting time."

Dr H B Nataraja, Chairman and Managing Director, Higain Feeds, said today's broilers are highly energy efficient and they are more responsive to increasing levels of Protein and Amino acids .We are an energy deficient nation and that the sector should relook at energy levels of broilers. " We need to give the right levels of energy and nutritionists need to be more pragmatic while deciding levels of Energy and Protein(Amino acid levels)

....continued

IVPI Seminar insights

'Chicken processing' is the future

The panel discussion on 'Chicken processing' was moderated by Naveen Pasupathy, Founder Member of Nandus who quizzed the panellists on the potential of HORECA (hotels, restaurants and catering) segment; sustainable operations with regard to usage of water, energy etc; and size of processing plants and viability.

Mr. Vincent Coutinho said medium processing plants can address markets within 100 km radius. The bigger processing plants can reach distant places, while addressing institution sales, exports etc. He said the profit margins in the HORECA segment is minimal and there is need to build volumes. Efforts should be on to convert live market to processing plants and the HORECA segment knows the importance of processing. He mentioned how in his plant, he had gone for solar power as electricity rates are continuously going up.

Mr. Sameer Agarwal, Director, Shalimar Pellet Feeds Limited said the approximate capex for a chicken processing plant (excluding land) with 2,000 birds per hour is not less than Rs. 25 crores. Asked about air chilling versus water chilling, Mr. Agarwal said even though the consumption of water was high, it was cost-effective. "It takes a lot of energy to air chill." Water, he added, gets not only processed, but gets recycled and reused, besides the ground water getting recharged.

He talked about slaughterhouses using European equipment due to their precision and standards and also due to its scalability factor. He said there was tremendous opportunity to export poultry value added products, but there are too many compliances.

Moving the consumer from live markets to branded outlets a challenge

Mr. Mahesh.S, Managing Director of Shakti Healthy Fresh Meats, moving the consumer from live butcher shops to modern retail outlets is a big challenge, because it is all about mindset. It is a myth that live butcher shops provide fresh meat, he said and mentioned how it came from a lack of awareness. "Live is not fresh as we need to measure in terms of quality, hygiene etc.' He said his company had 21 outlets of 'My Chicken and More' in Bangalore and that efforts should

be made to communicate on how high standards of hygiene of outlets is essential, not only to ensure food safety but also consumer delight.

Dr. Arun Kumar Rai, Managing Director of Bharat Agrovet Pvt Ltd, talked about how it was a challenge in managing waste, particularly liquid waste. Also, there was a challenge of rendered chicken meat with high fat content which cannot be stored for a long time. "We should de-fat it." He said only 10 per cent of poultry was processed which meant there was only 10 per cent of solid waste management, while the rest posed a risk to the environment. "We have to go for processing."

Value addition of products essential

The panel discussion on 'Chicken and Egg Marketing' was moderated by Dr. K.G.Anand, General Manager, VH Group, who talked about the rural processing market which was lagging behind. He said nearly 95 per cent of the chicken market was 'wet' while 98 per cent of eggs sold were without any value addition. Processing is a sunrise industry, he said and added that the way forward is to get into procession of broilers, technology upgradation, and tapping export markets. He also mentioned the need to curb the rampant use of antibiotics in the poultry sector.

Member of Parliament from Tamil Nadu, Mr. A.K.P.Chinraj who comes from Namakkal, said egg consumption was dismal in rural areas while in urban areas it was between 50 and 65 eggs per annum. In fact, in Northern States, the consumption of eggs was much less as many a time it was not easily accessible.

He said that the governments should start encouraging consumption of eggs and poultry meat in schools and mentioned that the Centre gave funds for the same. In Telangana, Andhra and Tamil Nadu, the governments provided eggs in the mid-day meals of school children, however, in Karnataka it has been discontinued due to other reasons. West Bengal, he added, is planning to give chicken meat as part of the mid-day meal to school children to improve nutrition.



....continued

IVPI Seminar insights

'Veg days and non-veg days'

Mr. K.S.Ashok Kumar, Founder of Maa Integrators, said consumer trend is dictated by religious practices and there are 'veg days' and 'non-veg days' in a week. Majority of them consume one day in a week, some two to three days in a week. "In all religions, there are vegetarians and it may not be possible to convert them. However, we should ensure that the non-vegetarians consume more number of days and include poultry products as part of snacks, breakfast etc. We need to educate the young population (14 to 20 age group) to increase consumption."

He said that the poultry sector is in a buyer's market. "We don't have any control on the input and output cost. We are producing more than required and we have a challenge to make the bottom-line green." He said collectively the sector has not been able to do anything on the cost factor, it will have to be dealt individually, based on market demand, predictions etc.

Dr. Ajay Deshpande, Managing Director, Siddivinayaka Poultry Breeding Farm, said there was need to reduce placement of poultry products in the market. "We need to cut production in the lean phase." He mentioned that regarding tackling avian influenza, he said, government of India has been working on the guidelines for dealing with avian influenza.

Export market needs quality enhancements

Mr. Suresh Chitturi, Vice Chairman and Managing Director, Srinivasa Farms Pvt Ltd, said first and foremost the industry had not evolved from the old advertisement which talked about 'roj khao ande'. "There was need to educate the doctors and the media as science is with us." While there was enormous potential to export eggs, the export market was affected due 'bad reputation'. He cited that Malaysia recently wanted eggs and that nearly 60 per cent of the eggs sent was rejected due to quality of the eggs, breakages, unclean eggs etc. "There is no quality control on what is exported."

He said nearly one-third of the egg production can be exported within the neighbouring region, without thinking of Europe or other western countries. "Dubai imports chicken from Brazil which is three months old, whereas India can export much fresh chicken products." We need to improve quality, hygiene and packaging.

Mr. Vignesh Ramakrishnan, Founding Team Member, Udaan, said there were a million HORECA users in the country and that the raw material market was estimated at 25-30 billion USD, of which nearly 25 per cent was accounted for by poultry. Also only 25 per cent of the HORECA segment was organized, the rest included roadside dhabas, small restaurants, caterers etc. Only 6 to 10 per cent of poultry is processed and the organized sector is increasingly becoming aware of the importance of processed poultry. With online and new outlets coming up, the ordering pattern, particularly with the younger generation, is going up.

On the occasion, the Dr. Arvind Bhat Memorial Award for the Best Veterinarian was bestowed upon Dr. Arun Kumar Rai, Managing Director of Bharat Agrovet Pvt Ltd.



Chicken feed made of food waste could cut costs and emissions



Australia's University of New England (UNE) has reported that food waste can be converted into chicken feed, resulting in huge savings to the Australian poultry sector. The University estimated that the sector can save about \$500 million a year and reduce Australia's total greenhouse gas emissions by at least five per cent.

In collaboration with Food Recycle Ltd. and Poultry Hub Australia, a team of UNE researchers, led by Postdoctoral Research Fellows Dr. Amy Moss and Dr. Thi Hiep Dao, studied the impacts of feeding hens a waste-based diet using discarded food scraps from businesses such as breweries, hospitals, nursing homes, and hospitality venues. Their paper is published in the journal *Scientific Reports*.

Using a patented production process owned by Food Recycle Ltd., the waste was converted to a granular powder that was suitable to be fed to poultry. After rigorous testing, the researchers found that egg quality remained high and did not impact the health or welfare of the animals.

Dr. Dao said a switch to waste-based chicken feed at a commercial level could have several positive impacts on the environment and the business. "The increasing cost of commodities, such as soybean meal, paired with the increasing demand for low-carbon poultry products, has put immense pressure on the poultry industry to explore alternative feed ingredients," she said.

"Recycling food waste into poultry feed will help farmers to save on feed costs, generate significant improvements in feed efficiency, reduce the environmental impact of poultry production and assist the Australian poultry industry to meet the growing demand for more sustainable and low-carbon poultry production."

In Australia, about 65 per cent of poultry production costs are spent on feed, while it's estimated that 7.3 million tons of food ends up in landfill each year. Diverting this waste into a cheap and sustainable feed option is expected to lower greenhouse gas emissions created from producing eggs and chicken meat by 76 per cent and 25 per cent respectively.

Financially, the low cost of commercial waste, paired with the fact that it can be sourced locally, would have the potential to slash feed costs by half. Because of these benefits, it is hoped that the patented technology used to produce waste-based feed will be adopted widely within the next five years.

Chief Executive Officer of Food Recycle Ltd., Norm Boyle, said "Food Recycle Ltd. has appointed OzHarvest Ventures as the Australian & New Zealand Technology Licensee to exploit the patented and patent-pending technology, and they are currently raising \$20 million in capital to build the first production facility for Australia to be located in Sydney."

"Meanwhile, Food Recycle International Ltd. is working in more than 20 countries to introduce the technology globally. We anticipate that within five years, recycled food waste feed will be the go-to solution globally for the poultry, pig and aquaculture industries."



#02

ADDRESSING MYTHS AND RUMORS REGARDING CHICKEN MEAT & EGG

Eggs are produced only upon mating between male and female birds

Like in humans, regular periods or cycles that causes release of ova or eggs, same way the chicken also releases ova that gets reflected in eggs. Therefore, for female bird to lay egg male bird is absolutely not necessary and no need of any mating at all. Whether male is present or not, female chicken lays eggs continuously

Courtesy:
ICAR – Central Avian Research Institute

SRAF Shines in 2023

- ‘Most Promising Poultry Company of the Year by WBR Corp UK Limited
- “Poultry Business of the Year Award” by Global India Business Forum.
- Featured in Transformational Indian Leaders List in 2023 curated by World Brand Affairs.
- Featured in Forbes magazine



S R Agro Farms Pvt. Ltd, a fully integrated poultry company based in Doddaballapur, Karnataka has been doing exceptionally well in the sector for which it has got accolades from the industry. Recently it was adjudged as the **“Poultry Business of the Year”** of Global India Business Forum from **Mr. Biswa Bhusan Harichandan**, Governor of Andhra Pradesh, during the National Award for Business Excellence & International Business Seminar; SRAF Proteins bagged the ‘Most Promising Poultry Company of the Year: SRAF Proteins Private Limited’ as part of the Asian UK Excellence Awards 2023 by WBR Corp UK Limited, during the Asian UK Business Meet and Awards in London; and was featured in the February issue of Forbes magazine.

These achievements have been possible due to the single-minded efforts of **Mr. S. Rajesh Reddy**, a pioneer in poultry farming and entrepreneurship. Having taken over the business from his father, he has expanded the business to immense heights, having invested in robust technology and equipment, streamlining the production and distribution processes.

With his passion for high-quality, locally sourced poultry products, he founded SR Agro Farms & Proteins Pvt in the year 2011. His dedication to sustainability and ethical farming practices has made the company a leading producer of quality poultry products. He believes in the statement that ‘you’re what you eat and that every individual deserves good proteins, and it must be made accessible to them.’

He always envisioned that the poultry sector in agriculture would energize the rural economy. Being a people person, he established close relationships with suppliers and farmers, ensuring the company had the best resources. He says, “It is important to have the ability to think and plan for the future with a vision to be the change-maker.”

SRAF believes in the philosophy of farm-to-table and assures to deliver of farm-fresh meat straight from their farm directly to the consumer. With all the ingredients of success in place, he started a chain of retail stores SR Daily Nutrition to cater to high-quality nutritious poultry products. Plans are in full swing to open 10 retail outlets by the end of 2023. Its first retail outlet was launched in May 2023 in Yelahanka, Bengaluru, and aims to expand its footprint soon.

SRAF produces a wide variety of poultry products comprising of hatching eggs, chicks, and fully-grown birds. SR Agro Farms has entered into a strategic alliance with Aspartika Biotech Pvt Ltd, a National award winner, and a leading manufacturer of Novel Poultry Feed Supplements in India.

SR Agro Farms is the authorized distributor for all the poultry feed supplements viz., feed concentrates; novel protein as a replacement for Soya; growth promoters; liver protectants; vitamin and mineral mixture; toxin binders; egg enhancers; poultry disinfectants etc.



“Poultry Business of the Year”
from **Sri Biswa Bhusan Harichandan**,
Hon’ble Governor of Andhra Pradesh,
issued by **Global India Business Forum**.

‘Most Promising Poultry Company of the Year:
SRAF Proteins Private Limited’
as part of the **Asian UK Excellence Awards 2023**
by **WBR Corp UK Limited**



Government plans to increase veterinary health services to minimise losses due to animal diseases



Dr. Sanjeev Kumar Balyan, the Minister of State for Fisheries, Animal Husbandry and Dairying, Dr L.Murugan, the Minister of State for Fisheries, Animal Husbandry and Dairying, Members of Parliament and members of the Parliament Consultative Committee attended the meeting.

The Union Minister Parshottam Rupala said that India has vast resource of livestock and poultry, which play a vital role in improving the socio-economic conditions of rural masses. Therefore, the Department has to make deliberate efforts to increase availability and accessibility of better veterinary health services to minimise economic losses due to animal diseases.

Toll-free number 1962

The Members of Parliament appreciated the efforts being taken by the Department, especially for the Mobile Veterinary Units (MVUs) with 100% central assistance and uniform toll-free number 1962, and also made various suggestions to improve the present veterinary services for the consideration of the Department. The Minister assured the Committee that the Department will ensure to take appropriate action on the valuable suggestions given by the Members.

The Union Minister of Fisheries, Animal Husbandry and Dairying, Parshottam Rupala chaired the inter-session meeting of the consultative committee attached to his Ministry in Srinagar recently, wherein it was decided to strengthen the veterinary services across the nation. The Committee deliberated on various aspects of strengthening of veterinary services through mobile units and implementation of vaccination programme in the country.

Uttar Pradesh guidelines on egg transportation affects Haryana farmers



Haryana which produces nearly 3 crore eggs a day is among India's largest egg producers, but poultry farmers say the industry has had a bumpy ride since 2020, when the pandemic eroded their revenues. Haryana poultry sector earns around Rs 7,000 crore on average every year and employs over 2.5 lakh people.

The President of Central Haryana Poultry Farmers' Association, Subhash Narwal said "This decision has a clear motive to discourage producers from other states from selling in UP. Some of our orders have been cancelled or some of our trucks are being held at borders and are asked to return."

Poultry farmers in Haryana state that using a refrigerated van translates into an additional cost of Rs 15,000 to Rs 20,000 .

for every 80,000 to 1 lakh eggs transported from a farm. "Transport companies have also raised their rates as they too are trying to recover pandemic losses. This will be an added burden, especially for small-scale farmers," Poultry Federation of India chairman Ramesh Khatri said.

"The argument that refrigerated vans are required for quality control is not scientific. Poultry farms across India aren't temperature controlled. Neither are retail stores and eateries," said SP Singh, general manager (north) at Venky's India.

The new guidelines by the Uttar Pradesh government on transportation of eggs has caused concern for poultry farmers of nearby Haryana state. The UP government guidelines are - Eggs to be transported in refrigerated vans with temperature maintained at 10-15.5 degrees centigrade; Vehicles transporting eggs from distances longer than 150 km should be fitted with GPS; and Eggs must have stickers specifying production date and shelf life.

Poultry farmers of Haryana are complaining that these guidelines are affecting sale of eggs in UP. They allege that these guidelines are meant to affect Haryana egg industry which supplies nearly 1.5 crore eggs to UP on a daily basis, to encourage local egg producers.

PERSON OF THE MONTH: *The man with the Golden touch,* **Mr. Kamal Pasha**

Bangalore-based Golden Hatcheries is 36 years old and is full of energy and the key person behind this is Mr. Kamal Pasha, Chairman and Managing Director. Even while Golden Hatcheries, the flagship company, is thriving, Mr. Kamal Pasha with his 'golden touch' has diversified and expanded his business. Golden Fresh; Golden Feeds; Golden Infra and Green Energy Corporation are enterprises which are doing well, thanks to the efforts of Mr. Kamal Pasha and his son....

Mr. Pasha who is a double graduate (BA & LLB) has the vision to scale the company to new heights. He has extensive knowledge and experience in the poultry sector and was responsible for the growth of the Karnataka Poultry Farmers and Breeders Association (KPFBA) in the fledgling years.

Leading from the front, he has ensured that Golden Hatcheries business expands while staying focused on quality and customer care. Golden Hatcheries current capacity is nearly 3.5 lakh birds in brooding, growing and laying stages. The company has poultry facilities across the state, with facilities located in prime areas like Kengeri, Sira and Doddaballapur. The company also has a feed mill factory, producing its own quality feed, thus having control of what goes in to the birds.

Initially, the company remained focused on selling hatching eggs, but then Mr. Pasha is known to be a restless man, wanting to do better. Golden Hatcheries produces over 1.5 lakh hatching eggs per day and sells its product across India from Nagaland in the north to Kanyakumari in the south, having networked across the country. The company's product quality is one of the best in India and the company has an assured list of buyers from various states that are very keen to increase their volume of business with Golden Hatcheries, but due to the capacity constraints they are not able to do the same.

The company has plans to expand capacity to address customer needs. It has a new feed mill at Ranebennur to cater to its poultry feed requirement, besides having own integration units with nearly 400 contract farmers, producing live chicken across Karnataka. Mr. Pasha has set up a state-of-the art hatchery which produces over 30 lakh chicks per month. He also put up a processing plant which can process 15,000 kgs in a single shift.

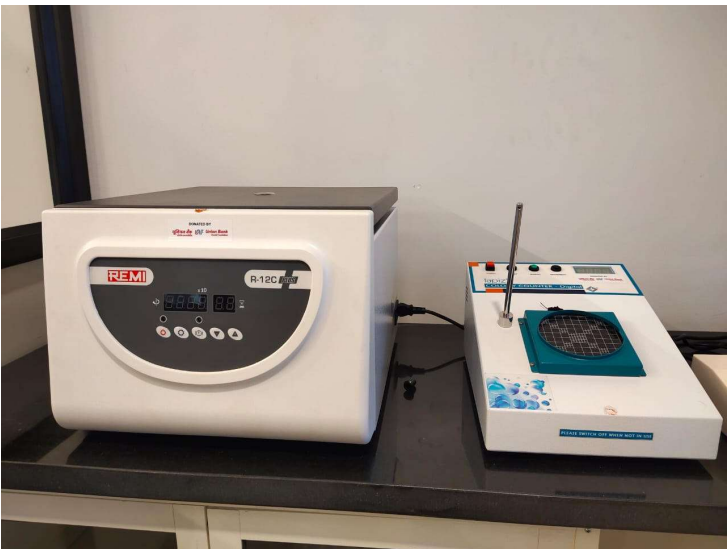


Besides poultry, Mr. Pasha has diversified into energy business and Greenenergy Wing Corporation Pvt Ltd (GWCPL) having wind, hydro and solar farms with a total capacity of 200 MW, having operations in Gadag, Chikkodi and Kudligi. GWCPL has invested Rs. 1,200 crores in the renewable energy business and is a highly credit rated company, all due to the efforts of Mr. Pasha.

The current customers of the company include clients like Wipro, Aditya Birla, Metro, Igate, Narayana Hrudralaya, Columbia Asia Hospital, Tata Advanced Materials, Nxtra Data Ltd & many more.

Numbers of samples processed for the FY2023-24

SI No	Test	Details	FY 23-24		
			Apr	May	Total
1	NIR SCANNING				
		BROILER FEED	24	21	45
		DDGS	1	5	6
		DORB	4	3	7
		FULL SOYA FAT			0
		GROUNDNUT CAKE	6	7	13
		LAYER FEED	14	16	30
		MAIZE	2	9	11
		MAIZE GLUTEN			0
		MEAT AND BONE MEAL		2	2
		POULTRY MEAL			0
		RAGI			0
		RAPE SEED MEAL	7	8	15
		RICE			0
		RICE POLISH			0
		SCANNED EROR			0
		SOYABEAN MEAL	6	19	25
		SUNFLOWER	4	4	8
		Turmeric			0
2	POST MORTEM Examination	(Autipsied)	30	53	83
3	MYCOTOXIN		4	6	10
4	MICRO BIOLOGY			1	1
5	WATER SAMPLES	Quality	1	4	5
6	UREASE ACTIVITY		2	4	6
7	FECAL SAMPLE		1	1	2
8	FEATHER			4	4
		TOTAL	106	167	273



List of tests done at KVFSU-KPFBA Laboratory

1. **Nutritional profiling of poultry feed and Raw materials by NIRS**
 - a. Proximate analysis(Moisture, Dry matter, Crude fibre, crude fat, crude protein)
 - b. Amino Acid profile in raw materials
 - c. Fatty acid profile in Raw materials
 - d. Data on energy value
 - e. Data on Standardised ileocecal digestibility of amino acids
 - f. Urease activity in soysbean meal
2. **Pathology**
 - a. Post mortem examination of dead birds
3. **Microbiology**
 - a. Microbial identification
 - b. Total coliform in water and feed
 - c. Total bacterial count in feed and water
 - d. Total mold count in feed
 - e. Antibiotic sensitivity test*-to be introduced
4. **Parasitology**
 - a. Macroscopic examination of faces for parasite identification
 - b. Egg count in fececs
5. **Mycotoxin ; Quantitative detection in feed and raw materials by lateral flow method**
 - a. Aflatoxin
 - b. Ochratoxin
 - c. T2 Toxin
 - d. Zearlononne
 - e. Fuminosin
6. **Water quality indicator test**
 - a. PH
 - b. Total Dissolved solids(TDS)
 - c. Total viable bacterial count
 - d. E.coli count in water

Contact person: Dr.B.Umakantha, Senior Scientist

Address: Karnataka Poultry Farmers & Breeders Associagtion, Kvafsu-kpfba Poultry Training And Diagnostic Center, Veterinary College campus, Hebbal Bangalore-560024

Email: Kpfbalabs @poultrykarnataka.net , umakantha.bettaiah@gmail.com

Mobile: 9886894520 / 7892753834

RECIPE: Kundapur style Chicken Ghee Roast

INGREDIENTS:

- 2tbsp Ghee
- Chicken bones
- Peppercorns
- Cardamom pods
- 12-15 Cashew nuts
- Water
- Salt to taste
- Bay leaves

FOR CHICKEN GHEE ROAST

- ½ whole Chicken
- ½ cup Byadgi Chilli Paste
- 2 tbsp Ghee
- ½ tbsp jaggery
- For Garnish: Fresh Coriander leaves

PROCESS:

- In a pan, add ghee, chicken bones and roast them wel.
- Add peppercorns, cardamom pods, cashew nuts, water, salt to taste and bay leaf and let it cook on medium flame
- In a medium size bowl, add byadgi chilli, water and soak it overnight
- Skim the stock. Add the chicken into the saucepot and keep it on medium flame
- Remove the chicken and chicken bones and keep it aside
- Blend the chicken stock
- In a pan, add ghee, chicken and sear it well
- After searing cut the chicken into medium pieces and roast them well, add byadgi chilli paste and roast for 15 minutes.
- Add the cashew stock and ghee and roast well on medium flame
- Add jaggery and mix
- Garnish with coriander leaves and serve hot.



CHICKEN TRIVIA



A hen has to eat about four pounds of feed to make one dozen eggs



On average, 97 chickens are consumed every 0.05 seconds worldwide.



By vaccinating chickens, the United Kingdom virtually eliminated salmonella.

Get poultry updates in your mail directly.
To subscribe the newsletter, please fill the form by scanning the QR

