



Animal Husbandry Minister assures poultry association of support

The Minister for Animal Husbandry **Sri. K. Venkatesh** recently met representatives of the Karnataka Poultry Farmers and Breeders Association (KPFBA) to understand the issues faced by the poultry sector in Karnataka and assured them to resolve forthwith some of the issues that have been plaguing the sector. The KPFBA delegation led by President, Dr. Sushanth Rai. B apprised him of the opportunities that existed in the sector, particularly in employment generation besides adding to the state’s revenue.

Presently, the poultry sector is burdened with the recent hike in electricity tariff, resulting in cost of production going up. The KPFBA fears that some poultry units may think of shifting operations to neighboring states where it is competitive.

Mr. K.S. Ashok Kumar of MAA Integrators and the Past President of KPFBA briefed the Minister on how the poultry

sector in Karnataka had grown and had enormous potential to grow, and it needed policy support from the Ministry. Dr. Sushanth Rai. B talked about the activities of the association, its state-of-the-art diagnostic lab and training center, and the interface it had with the government and the members, to promote the poultry sector.

The Minister appreciated the efforts of the KPFBA and said he would support any activity that would benefit poultry farmers.

The KPFBA delegation also felicitated Dr. H.P. Venkatesh, Private Secretary to the Minister at his office.

The KPFBA delegation, which felicitated the Minister, included Dr. Sushanth Rai. B, President – KPFBA, Mr. K.S. Ashok Kumar, Past President of KPFBA Mr. Rajesh Reddy and Mr. Inayath Ulla Khan, Executive Secretary, KPFBA.

L-R: Mr. Rajesh Reddy, Member-KPFBA, Dr. Sushanth Rai. B, President – KPFBA, Sri K.Venkatesh, Hon'ble Minister - Department of Animal Husbandry and Sericulture Department, GoK, Mr. K.S. Ashok Kumar, Past President of KPFBA and Mr. Inayath Ulla Khan, Executive Secretary, KPFBA.



Global grain prices may go up sharply

By Dr. Sushanth Rai.B , President, KPFBA

On July 17, Russia announced it will not allow grain exports from Ukraine through the Black Sea, resulting in a global food crisis. The first of the crisis indicators is that grain prices are sharply and suddenly rising. The Russian withdrawal from the Black Sea Grain Initiative, brokered by the United Nations and Turkey last year, is impacting grain prices globally. The Black Sea Grain Initiative allowed Ukrainian exports, which Russia had earlier blockaded Ukrainian ports, blocking ships from carrying its grain.



The United Nations' secretary general, António Guterres, said he was "deeply disappointed" by Moscow's decision, and that millions of people facing hunger, as well as consumers confronting a cost-of-living crisis, would "pay a price." Reports indicate that this decision by Moscow is going to result in global prices going up by 10 to 15 % in the near future.

With no sight of the Russia-Ukraine war ending, agricultural production in Ukraine has taken a bit hit. Ukraine which was the sixth largest producer of corn is now in a bind due to the war. According to reports, corn harvest this year will be much lower than last year. In 2021-22, Ukraine produced 41,900 metric tonnes of corn, accounting for 3.5 per cent of global production and it exported 23,000 metric tonnes,

accounting for 12 per cent of global export of corn.

The Ukrainian Ministry of agriculture has forecast that corn production is likely to decrease to 21.7 million tonnes from 25.6 million tonnes as farmers have downsized their operations. The sowing area is estimated at 3.6 million hectares, down from over 4 million hectares.

This shortfall is already resulting in corn prices going up drastically. The problem in Ukraine has opened up opportunities for India to increase production and export. In fact, corn prices are going up. The average price of Maize in India is **2151.00 INR/Quintal**. **This is impacting the poultry sector adversely, making the sector look at alternatives to corn.**

Third Meeting of National Steering Committee (NSC) on AgriEnIcs

The third meeting of the National Steering Committee (NSC) for reviewing the progress of the National programme on Electronics and ICT Applications in Agriculture and Environment (AgriEnIcs) sponsored by the Ministry of Electronics and Information Technology, was held in hybrid mode at ICAR-DPR, Hyderabad on July 24.

The Chairman of NSC, Dr.Aloknath De in his inaugural address emphasised the importance of the programme and the urgent need to design and develop marketable products that would be beneficial to the Indian Agricultural sector in terms of productivity and profitability.

Dr R.N.Chatterjee, Director, ICAR-DPR in his address stressed the importance of introducing smart technologies in livestock and poultry sector while Om Krishan Singh from the Ministry reiterated the expectation of the ministry for quickly developing products in agriculture and environmental sector as the reason for sponsoring the programme.

Dr.Alokesh Ghosh, Additional Director presented the overall progress of the programme while Dr. Hena Ray, Joint Director, CDAC, Kolkata presented the progress of most of the individual projects. The committee evaluated the technical and financial progress of the projects on Smart Poultry, Cattle health, e-Quality, Apple Harvester and Air Quality for the period from Jan to 21st July 2023. The committee also evaluated the nine grand challenge projects awarded to different agencies under the programme.

Before start of the meeting the Chairman and the team visited the DPR farm to see the working of multi-sensor developed under the project for monitoring the environmental parameters (temperature, humidity, CO₂, Ammonia, particulate matter etc) in poultry farm and also the chicken vocalization analysis laboratory established to analyse and correlate vocalization data with bird health and stress conditions and also gender determination. The Committee appreciated the progress of the work under the project.

Members of the National Steering Committee and Scientists from MeitY, CDAC-Kolkata, ICAR-DPR, Hyderabad, ICAR-NDRI, Kalyani ICAR-IARI, New Delhi, IIT, Kharagpur, CIPHET, Ludhiana, Shere Kashmir University of Agricultural Sciences, Kashmir participated in the meeting



KPFBA Felicitated Sri K.Venkatesh, Hon'ble Minister - Department of Animal Husbandry and Sericulture Department, GoK and Dr. H.P. Venkatesh, Private Secretary to the Minister



First ever “Credit Guarantee Scheme” for Livestock Sector launched

Scheme to act as a key enabler and risk mitigation measure for lending institutions and enabling collateral free funding to Livestock Sector

Interest Subvention of 3%, loan up to 90% of total project cost from any Scheduled Bank and National Cooperative Development Corporation

The Department of Animal Husbandry & Dairying, is implementing the Credit Guarantee Scheme under the Animal Husbandry Infrastructure Development Fund (AHIDF) to strengthen credit delivery system and facilitate smooth flow of credit to the Micro, Small & Medium Enterprise (MSMEs) engaged in livestock sector without hassles of collateral security.

For operationalizing the scheme, DAHD has established a Credit Guarantee fund Trust of Rs. 750 crores, which will provide credit guarantee coverage up to 25% of the credit facilities extended to the MSMEs by the eligible lending institutions.

Key Features of AHIDF scheme include a) Interest Subvention of 3% and b) loan up to 90% of the total project cost from any Scheduled Bank, National Cooperative Development Corporation (NCDC).

Access to finance for unserved and under-served livestock sector

The credit guarantee scheme facilitates access to finance for un-served and under-served livestock sector, making availability of financial assistance from lenders to mainly first-generation entrepreneurs and under privileged section of society, who lack collateral security for supporting their ventures.

The main objective of the Credit Guarantee Scheme is that the lender should give importance to project viability and secure the credit facility purely on the basis primary security of the assets financed.

The establishment of credit guarantee fund trust was approved under the Prime Minister's AtmaNirbhar Bharat Abhiyan stimulus package of Rs.15000 crores “Animal Husbandry Infrastructure Development Fund” (AHIDF) for incentivizing investments by individual entrepreneurs, private companies, MSMEs, Farmers Producers Organizations (FPOs) and Section 8 companies to establish (i) the dairy processing and value addition infrastructure, (ii) meat processing and value addition infrastructure, (iii) Animal Feed Plant, (iv) Breed Improvement technology and Breed Multiplication Farm (v) Animal Waste to Wealth Management (Agri Waste Management) and (vi) Setting up of Veterinary Vaccine and Drugs Manufacturing facilities.

One of the key features of the AHIDF scheme is the establishment of a Credit Guarantee Fund Trust of Rs. 750 Crores. DAHD has formed a trust with NAB Sanrakshan Trustee Company Private Limited, a wholly owned subsidiary of NABARD for the establishment of a Credit Guarantee Fund Trust for extending the credit guarantee to MSMEs under AHIDF scheme. This fund trust established in March 2021 is the Nation's first ever fund trust under Credit guarantee scheme of AHIDF in the agriculture and Animal Husbandry sector and is a path-breaking initiative taken by DAHD which would exponentially increase the number of MSME units getting benefits of AHIDF scheme and strengthen the ecosystem for the collateral-free credit from the banks.

The credit guarantee portal has been developed as a rule based B2B portal and implemented the enrollment of eligible lending institutions under Credit Guarantee Scheme, issuance/renewal of Credit Guarantee Cover and Settlement of Claims.

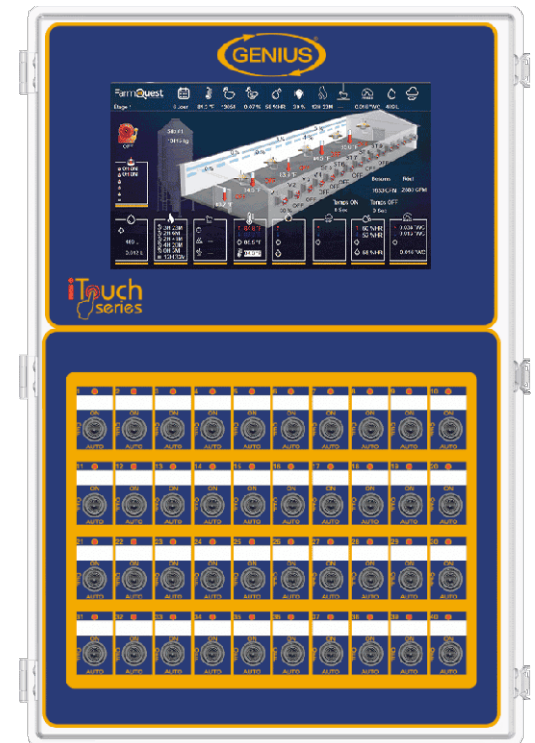
Notably, the initiative of credit guarantee scheme taken by DAHD is expected to greatly increase the participation of MSMEs engaged in livestock sector leading to increased flow of credit to the sector and strengthen the MSMEs to boost the overall rural economy through strengthening the Livestock sector which is of one of the most potential sector seeking development.

INNOVATIONS

Electronic controllers to manage poultry farms

Smart electronic controllers in poultry farms are becoming the norm in developed parts as it facilitates livestock management, including remote management. One of it is from Monitrol through the FarmQuest application.

The world-renowned iTouch series allows for real-time access and 24/7 management of farm installations. Its cutting-edge technology facilitates the management of ambient air (ventilation, heating, humidity, static pressure, CO₂, etc.), animal populations, feed levels/consumption, lighting, and more. It provides yearly historical and current data which helps in report management and communication with all stakeholders. This cloud-based system helps in optimizing production efficiencies on the farm.



Livetec Systems App

Bird flu can have disastrous effects on poultry farming and there cannot be anything better than methods to prevent its spread. The Livetec Systems App which is in use in the UK caters to the needs of all bird owners – from poultry farmers to egg producers and backyard keepers.

The app gives real-time updates on avian influenza and suggests measures that need to be taken to prevent the spread. The disease outbreaks in the surveillance area are given alerts on smartphones. It has an interactive map, monitoring bird flu outbreaks. The app is very user-friendly, away from time-consuming manual processes.



Avian influenza vaccines found effective in layer study

Wageningen University & Research based in The Netherlands has found that two Herpes Virus of Turkey (HVT)-H5 vaccines are effective against pathogenic avian influenza in layer hens under lab conditions.

A report has said that it was found that both the vaccines prevented disease, mortality after infection and the spread of virus between birds with HPAI H5N1 virus.

"The so-called HVT-H5 vaccines offer protection against disease symptoms in laying hens and prevent the spread of the virus," said Nancy Beerens, head of the National Reference Laboratory for Avian Influenza and Newcastle Disease at Wageningen Bioveterinary Research (WBVR). However, they have not tested the same on poultry farms which the Dutch Ministry of Agriculture plans to conduct soon.

The study tested the efficacy of four commercial vaccines from veterinary medicine companies on layer hens:

- HVT-H5 vaccine from Ceva Sante Animale
- HVT-H5 vaccine from Boehringer Ingelheim Animal Health
- DNA-vaccine from Huvepharma
- Nobilis vaccine from Merck Sharp & Dome (MSD)

The study was designed to determine if the virus would spread from infected chickens to uninfected chickens. Each vaccine was administered to 10 layer hens, five infected with HPAI and five uninfected. The HVT-H5 vaccines were found to be 100% effective.

TRADE INVITATION

KNOWLEDGE PARTNER

KPFBA
Karnataka Poultry Farmers
& Breeders Association

Cordially invite you
to visit our meeting point
at :

11th Edition INTERNATIONAL
PULTRY 2023
& Livestock Expo

25-26-27, AUGUST 2023
BIEC, Bangalore, India

NATIONAL EXHIBITION ON
ANIMAL HUSBANDRY,
VETERINARY, FEED &
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12th Edition **DairyTech** India 2023 **AgriTech** India 2023

Organiser:

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Indian poultry sector fastest growing, Poultry & Livestock Expo to take stock

The 11th edition of the 'Poultry & Livestock Expo 2023' will be held at the Bangalore International Exhibition Centre (BIEC) from August 25 to 27, concurrently with the 12th edition of DairyTech India and the 14th edition of AgriTech India.

Organised by Media Today Group, the expo will bring together under one roof leading poultry and livestock players of India, such as equipment manufacturers, breeders, food products exporters, experts, farmers and the academic community. The focus of the Expo will be how to tap the enormous potential the poultry sector holds, domestically as well as for exports. While the market is growing fast, there are many challenges such as lack of advanced technologies, inadequate cold storage facilities and processing equipment, marketing avenues, regulatory issues etc. which need to be addressed.

The Indian poultry market, consisting of broilers and eggs is further projected to reach INR 4,340 billion by 2024, growing at a CAGR of 16.2% during 2019-2024. The forecast is based on shift in food habits, urbanization, increasing awareness of balanced nutrition etc.

The broiler meat consumption pattern shows that around 62% of meat is consumed in major 10 cities and rest of the consumption comes from other cities with a smaller percentage from villages.

All these need to be further channelised such that the market expands, hence the Expo which is going to focus on technologies, best-practices, research and development, efficient transportation, waste management, disease diagnosis and other topics, leading to a healthy exchange of knowledge.

As part of the knowledge sharing initiative, the Karnataka Poultry Farmers and Breeders Association (KPFBA) is organising on August 25 a knowledge session on issues affecting the poultry sector. **Dr. Prakash B.Reddy**, Deputy General Manager, Technical, Venkateswara Hatcheries Pvt Ltd will make a presentation on '**Visualising future of poultry health: Perception v/s Reality**' post which **Dr. G. Devegowda**, President-IVPI will have an interactive session and **Dr. Anjan Goswami**, General Secretary of KPFBA, will make a presentation on '**Future Trends in Poultry Sector**', followed by a panel discussion which will feature **S.Rajesh Reddy**, Founder and Managing Director of S.R.Agro Farms and **Ankita Parihar**, Co-founder, Utpan



#04

ADDRESSING MYTHS AND RUMORS REGARDING CHICKEN MEAT & EGG

Broiler Chickens is grown fast with chemicals and antibiotics hence harmful & responsible for Antimicrobial Residue

No, Chickens are reared without continuous use of antibiotics, only it can be used as therapeutically during disease outbreak, with relevance Antimicrobial Residue following factors are also responsible for to AMR such as Ground water contamination with waste disposal, medical waste by individuals, self-medication of people at their own will and wish, Open defecation, urination under Indian scenario may also cause leakage of antibiotics in human food chain.

Courtesy: ICAR – Central Avian Research Institute

Inviting Partners & Exhibitors



Karnataka Poultry Farmers & Breeders Association
KNOWLEDGE SESSION
25th August 2023

2:30 pm - 2:35 pm	Welcome address - by Mr. S Jafar Naqvi, Chief Coordinator, Media Today group
2:35 pm - 2:45 pm	Opening remarks - by Dr. Sushanth Rai.B, President - KPFBA
2:45 pm - 3:50 pm	Visualising Future of Poultry Health : Perception v/s Reality
2:45 pm - 3:25 pm	By Dr. Prakash B Reddy, DGM - Technical, VHPL
3:25 pm - 3:50 pm	Concluding Remarks and Interaction by Dr. G. Devegowda, President - IVPI
3:50 pm - 5:15 pm	Future Trends in Indian Poultry Sector
3:50 pm - 4:30 pm	By Dr. Anjan Goswami, General Secretary, KPFBA
4:30 pm - 5:10 pm	Panel Discussion: Dr. Anjan Goswami, Mr. S. Rajesh Reddy, Founder & MD M/s S.R Agro Farms and Ms. Ankita Parihar, Co-Founder, Utpan
5:10 pm - 5:15 pm	Vote of Thanks by Mr. Inayath Ulla Khan, Executive Secretary - KPFBA

Co-located with



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PULTRY
& Livestock Expo 2023

25-26-27, AUGUST 2023
BIEC, Bangalore, India

NATIONAL EXHIBITION ON ANIMAL HUSBANDRY,
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PERSON OF THE MONTH

Naveen Pasuparth

Foraying into unconventional and uncharted domains

He is a man on the move, a man brimming with ideas, a man with a vision. He brings a distinct whiff of freshness to the organisations he has been associated with. Firmly believing in 'foraying into unconventional and uncharted domains', he has transformed the perception of poultry business, corporatising it in his own way. That is **Naveen Pasuparth**, Joint Managing Director, of Bengaluru- based Nanda Group, but he prefers to call himself '**Chief Farmer**', so does his younger sibling Narendra. And both have cultivated the art of growing the poultry business into a mega venture. Of course, with the blessings of their father **Mr. P.S.Nanda Kumar**, a first generation entrepreneur.

The Nanda Group has been around for six decades, but it is only when the two brothers re-launched Nandus in 2016 as a fully integrated and omnichannel hyperlocal meat retailer (chicken, mutton and fish), they changed the name of the game. The food, direct to consumer brand is making waves and others have followed suit, based on the success of Nandus which crossed revenues of Rs. 100 crore in FY 2022-23, aiming to touch the Rs. 200 crore mark in 2023-24.

How is it been able to achieve such remarkable success in such short time. It is not just because of the vision of the founders, but because of the practices they bring in, having been exposed to a culture of infusing modern concepts, while conducting ethical business. Naveen believes in 'foraying into unconventional and uncharted domains' and he does it with a lot of consideration, with planning and with a sense of purpose.

He has had a good grounding for this, having worked in the US in telemarketing as senior business service representative, before heading back to India to take charge of the Nanda Group with Mr. Nanda Kumar guiding. In 1996, he was appointed the Joint Managing Director of Nanda Group (formerly known as Komarla Group), a family run business, associate and franchisee of Venkateshwara Hatcheries, Pune. The group is in the business of poultry breeding, hatcheries, animal feed manufacturing, processed food, grain trading and grain storage complexes.

He also wears other hats – he is the founding member and CEO of IntraSpatial Softech P Ltd in the area of aerial and satellite image processing, mapping and GIS application; founding member and Board of Director of Al Rahba International Trading LLC, Abu Dhabi, a joint venture between Nanda Group, Godrej Agrovet and Bin Butti Group; and founding member and Board of Director of Dar Al Tomouh Projects LLC, Oman.



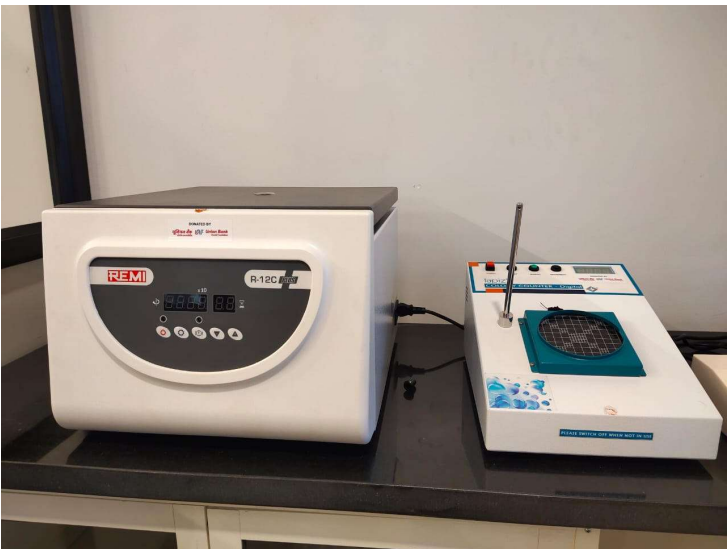
Having vast knowledge of the poultry and feed sector, Naveen has been part of key associations that are influencing governments to come out with conducive growth policies. As an office bearer of the Karnataka Poultry Farmers and Breeders Association (KPFBA), he played a crucial role in the repeal of 79A and 79B of the Karnataka Land Reform Act; as office bearer of the Compound Livestock Feed Manufacturers Association of India (CLFMA), was successful in getting a Rs. 15,000 crore Animal Husbandry Infrastructure Fund; and in impressing upon the government to import 1.5 million tons of GM Soya, first in the history of India.

As treasurer of KPFBA from 2013 to 2015, Naveen curated and executed the Karnataka Poultry Farmers and was inaugurated by Mr. Siddaramaiah who was Chief Minister then. He was responsible for conceptualizing, curating and delivering a seven-minute video on 'Contributions of Poultry to Karnataka' in the Farmer's Conclave. Importantly, he was instrumental in securing 80G and 12AA certification for KPFBA.

He is more than an ideas man and has used his education (MBA from Rutgers University, New Jersey, USA) to good effect. While Nandus is rocking, be rest assured that Naveen is already thinking of something new.

Numbers of samples processed for the FY2023-24

#	Test	Details	APR	MAY	JUN	JUL	TOTAL
1	NIR SCANNING	BROILER FEED	24	21	24	26	95
		DDGS	1	5	4	1	11
		DORB	4	3	6	4	17
		FULL SOYA FAT					0
		GROUNDNUT CAKE	6	7	9	5	27
		LAYER FEED	14	16	15	8	53
		MAIZE	2	9	2	4	17
		MAIZE GLUTEN					0
		MEAT AND BONE MEAL		2	2	1	5
		POULTRY MEAL					0
		RAGI					0
		RAPE SEED MEAL	7	8	12	6	33
		RICE					0
		RICE POLISH					0
		SCANNED EROR					0
		SOYABEAN MEAL	6	19	14	11	50
		SUNFLOWER	4	4	4	1	13
		Silk Warm Pupae				1	1
		Others				11	11
2	POST MORTEM Examination (Autipsied)		30	53	20	17	120
3	Mycotoxin		4	6			10
4	Ast			1		2	3
5	TOTAL VIABLE COUNT Quality		1	4		3	8
6	E. Coli Count					3	3
7	Total Mold Count		2	4			6
8	Water Samples- Ph					6	6
9	Water Samples- TDS		1	1	3	6	11
10	Urease Activity			4	5	11	20
11	Feather Examination					6	6
12	Fecal Examination				4		4
	TOTAL		106	167	124	133	530



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	3 Parasitology a. Macroscopic examination of faces for parasite identification b. Egg count in fececs
	4 Pathology Post mortem examination of dead birds
2 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 f. Rapid plate test for salmonella	5 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

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Mobile: 9886894520 / 7892753834

RECIPE: CHICKEN BREAST MARINADE

INGREDIENTS:

Chicken Breasts;
Extra Virgin Olive Oil;
Fresh Lemon Juice – 3
tsps;
Soy Sauce – 3 tsps;
Balsamic Vinegar – 2
tsps;
Brown Sugar – 2 tsps;
Worcestershire Sauce – 1
tsps;
Garlic Cloves (minced or
1/2 teaspoon Garlic
Powder);
Salt to taste;
Pepper – 1 tsps and
Fresh Parsley.

PREPRATION

In a bowl, mix oil, lemon juice, soy
sauce, balsamic vinegar, brown
sugar, Worcestershire sauce, garlic,
salt, and pepper.

Pierce chicken breasts with a fork all
over.

Pour marinade over chicken.

Marinate for 3 to 4 hours.
Preheat grill to medium heat.

Place chicken on the grill.

Cook for approximately 5 – 6
minutes per side, depending on the
thickness of chicken.



CHICKEN TRIVIA



Australians eat more chicken on average
per year more than Americans – 205 lbs.
to 201 lbs., making it the country that
consumes the most chicken per capita.



Average chicken breast has approximately 300
calories, 50 grams of protein, and 6 grams of
fat. It's a low-fat source of protein that
contains no carbohydrates.



Egg yolk has all the food the chick needs while
it grows inside the egg. The egg white supplies
the chick with water.

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