

POULTRYLINE



Readership — Poultry Wide

VOLUME - 22

ISSUE - 12

ANNUAL SUBSCRIPTION RS. 500/-

DECEMBER 2022

Rs. 50/-



*Imbalanced Gut
leads to production loss!*

Presenting...

The next generation synbiotic



- Multi-strain probiotic
- Herbal prebiotic
- Phytobiotics



- Balances intestinal microbiota to maintain gut health
- Boosts immunity and improves digestion for optimum performance

Net Wt. 5 kg

Himalaya Wellness Company

Makali, Bengaluru 562 162, India

www.himalayawellness.com

E-mail: write.to.us@himalayawellness.com



Trust Forms The Core Of Our 'BONDS'...

When it comes to setting higher benchmark of performance as compared to other chelated mineral sources; producers across the world spread over 100 countries, trust MINTREX®.

MINTREX® is the only globally available bis-chelate where one molecule of metal is attached to two molecules of HMTBa (2 hydroxy-4-methylthio-butanoic acid) by strong bonds. The unique, stable and neutrally charged structure of MINTREX® minerals lead to higher absorption, bioavailability and production performance as compared to other mineral sources. The uniqueness of MINTREX® minerals has been recognized by various international bodies like EU and AAFCO by classifying them as a distinguished class of minerals.

Zn
80% Methionine Value

CU
78% Methionine Value

Mn
76% Methionine Value

Building 'BONDS' Stronger

www.novusint.com



***TMO Plus**
(For 'Trace Mineral Optimization' in Poultry)

*TMO Plus standard premix from Novus® contains MINTREX® minerals as source of Zn, Cu and Mn
*Novus® and MINTREX® trademarks of Novus International and are registered in the United States and other countries. 2022 Novus International, Inc. All rights reserved



LivtoxTM-FORTE

Feed Premix

**A unique combination
with multi-faceted action**



Novel Concept with a unique combinations *for* LIVER PROTECTION



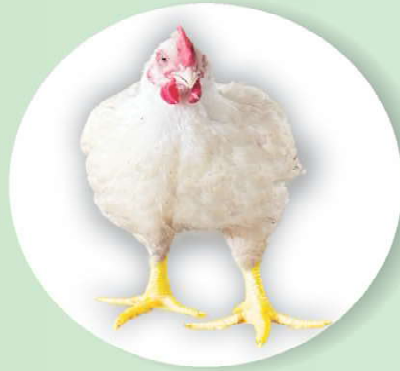
For further information please contact :
VENKY'S (INDIA) LIMITED
ANIMAL HEALTH PRODUCTS DIVISION
An ISO 9001 Certified Company

"Venkateshwara House", S.No.: 114/A/2, Pune - Sinhgad Road, Pune - 411 030 (India)
Tel : +91- 20-24251803 Fax : +91-20-24251060 / 24251077 www.venkys.com e-mail : ahp@venkys.com

The RIGHT FEED



Suguna Broiler Feed



- ✓ Better Livability
- ✓ Faster Growth
- ✓ Better FCR

PBS | BS | BF | BC 7.5% | BC 10%
BC 35% | BC 40%



Suguna Layer Feed



- ✓ Better Livability
- ✓ More Eggs
- ✓ Lowest Feed Cost

LSC | LCC | LGC | LLC | LC 35% | LC 40%



Suguna Country Chicken Feed



- ✓ Balanced Feed
- ✓ Rich in Nutrients
- ✓ Better Weight Gain

CCS | CCF | CCBR



For Trade Enquiries: 96504 37700 | www.sugunafoods.com



Getting Turmeric & Curcumin confused? Here's the real story.



Start with the turmeric root, the plant that provides curcumin.



Some companies do extract the curcumin from turmeric, but do nothing to ensure absorption.



Curcumin blending with turmeric essential oil containing aromatic turmerone boosts absorption

Get Results



No more confusion about turmeric & curcumin!

Comprehensive Solution to Raise Chicken Naturally in Challenging Sessions

Curmint®

Blend of Ancient Knowledge With Modern Technology

Composition

- Bio-Active Curcumin
- Menthol
- Turmerones
- Fortified with Polyphenols, Antioxidants & Fatty Acids.

Presentation : 25 Kg Bag

Usage

0.5 Kg / Ton of feed in all stages of Chickens (Layers/ Broilers and Breeders) or as directed by Poultry Nutritionist

Nutradian®
ANIMAL HEALTH
Leading Innovation Through Technology
ISO 9001:2015 certified company
and cGMP certified company

NUTRIDIAN ANIMAL HEALTH

A unit of Kanad Chemicals Pvt. Ltd.

12A, Regency Park A, Eden Woods, Pokhran Road No 2, Thane (W) - 400 610.

Please contact us at : Customer Care No.: 0251-2611525

Email : info@nutradian.in • Website : www.nutradian.in • www.kanadchem.com



KCPL
Manufacturer & Exporter
SINCE 1971

PARIVARTAN **N**EXT

Building the Future of Poultry with Technology



200 CRORE
INVESTMENT
BY IB GROUP

- START-UP BUSINESS OPPORTUNITY FOR YOUNG INDIA
- FIRST EVER SUCH INVESTMENT SCHEME IN INDIA
- GLOBALLY ACCLAIMED NEXT GENERATION POULTRY HOUSING TECHNOLOGY

25%
INVESTMENT
BY IB GROUP *

3 BEST PLANS TO SUIT YOUR INVESTMENT NEED

| SR.NO. | EC HOUSE TYPES | EC HOUSE SIZE | BIRD CAPACITY | PER BIRD COST (₹)* | TOTAL COST | ABW/BIRD (KG)** | MIN GC/KG (INR)*** | COMMITTED MIN BATCHES PER YR | ANNUAL EARNINGS | APPROX PAY BACK IN YEARS |
|--------|----------------|---------------|---------------|--------------------|-------------|-----------------|--------------------|------------------------------|-----------------|--------------------------|
| 1 | HOUSE TYPE-1 | 45x330' | 21,808 | 475/- | 1,03,58,800 | 2 | 13 | 6 | 34,02,048 | 3.0 yrs |
| 2 | HOUSE TYPE-2 | 45x270' | 17,654 | 528/- | 93,21,312 | 2 | 13 | 6 | 27,54,024 | 3.4 yrs |
| 3 | HOUSE TYPE-3 | 45x220' | 14,192 | 576/- | 81,74,592 | 2 | 13 | 6 | 22,13,952 | 3.7 yrs |

* Prices are valid until 30th of September 2022 and exclusive of taxes, erection, installation, transportation charges, subject to any revision from the company.

** ABW- (Average Body Weight) as per industry average norms .

*** GC- (Growing Charges) will be revised post completion of every 8 batch based on the electricity charges and labour charges.

BENEFITS FOR INVESTORS

- 25% investment by IB Group .
- 100% interest subvention and Moratorium for 3 years by IB Group.
- Next Generation Globally tested best in class Environment Controlled Broiler House farming technology ROI in first 3 Years.
- Technical Training and hand holding for new startup farmers and all-round the year support with 25years plus IB technical expertise
- Safe Investment with IB Group for business assurance



ABIS EXPORTS (INDIA) PVT. LTD., IB Group Corporate House, Indamara, Rajnandgaon (CG) - 491 441.

Contact : 91 91091 12121 Email : parivartannxtgen@ibgroup.co.in



VALUE CONSULTANTS

Contact for:

- ✓ **Advisory Services**
- ✓ **Training programs**
- ✓ **Transfer of Technology**
- ✓ **Investment Opportunities**
- ✓ **Senior level Appointments**
- ✓ **Innovative technologies into India**
- ✓ **International Sourcing of Amino Acids,
Feed Additives, Specialty Products**

Selvan Kannan

📞 **+91 98480 46244**

Email: selvan@valueconsultants.co, Business@valueconsultants.co
Website: www.valueconsultants.co

301, Siva Sai Apartments, Road #9, West Marredpally,
Secunderabad - 500 026. Telangana. INDIA



Now Available
in India

A LIFETIME OF IMMUNITY.



FROM HATCH

TO HARVEST

One single vaccine dose of VAXXITEK[®] HVT+IBD provides lifelong immunity¹ which leads to healthy birds, better performance and operational profits².
Contact your local Boehringer Ingelheim local representative for more information.

VAXXITEK[®] is a registered trademark of Boehringer Ingelheim group in United States of America and elsewhere.

1 & 2 Data on file.

Boehringer Ingelheim India Pvt. Ltd.
Unit No. 202 and part of Unit no. 201, 2nd Floor, Godrej 2, Pirojsha Nagar
Vikhroli (E), Mumbai 400079 | Tél.: (+91) 22 71456477



POULTRY LINE

పావులైన్

Editor : **B. SHIV SHANKAR**
 Associate Editor : **B. KALYAN KUMAR**
 Sub Editor : **R. SHAILESH NAATH**
 Sr. Technical Editor : **Dr. M.A. MUJEEB ATHER**
 Technical Editor : **Dr. MANOJ SHUKLA**

TECHNICAL EDITORIAL BOARD

Dr. P.K. SHUKLA, Jt. Commissioner Poultry, G.O.I., New Delhi.
 Dr. J.L. VEGAD, Phoenix Group, Jabalpur.
 Dr. V. RAMASUBBA REDDY, Retd. Professor, Agri. Uni. Hyd.
 Prof. G. DEVEGOWDA, M.V.Sc., Ph.D., (USA), B'lore.
 Dr. D. CHANDRASEKARAN, Prof&Head, Vet.Col.& Res.Ins. Nammakal.
 Dr. A.U. QIDWAI, Dy. Director, Directorate of A.H., Badshahbag, Lucknow
 Prof. DEVAREDDY NARAHARI, M.V.Sc., Ph.D.Chennai.
 Dr. V. KRISHNA RAO, Poultry Consultant, Hyderabad.
 Dr. S.V. RAMA RAO, Scientist RJNR, Hyderabad.
 Dr. A.K. PANDA, Scientist, PDP, RJNR, Hyderabad.
 DR PANKAJ DEKA, AAU, Khanapara, Guwahati
 DR MIHIR SARMA, AAU, Khanapara, Guwahati
 Dr. B.S. VENKATARAMI REDDY, Prof. & Head, Hebbal, B'lore.
 Dr. SUJIT KULKARNI, Sales Director, Biomin Singapore Pte Ltd.
 Dr. JYOTI PALOD, Professor, C.V.A.Sc., Pantnagar.
 Dr. RAMDAS S. KAMBALE, SBU Head & Chief - AHD - Chembond Chemicals
 Dr. S. NANDI, B.V.Sc. & A.H, M.V.Sc., Ph.D., IVRI, Izatnagar, U.P.
 Dr. D. SAPCOTA, M.V.Sc. (APAU) Ph.D. (IVRI) Guwahati.
 Dr. B.K. SWAIN, M.V.Sc., Ph.D., Ela, Goa.
 Dr. NIRANJAN KALITA, M.V.Sc., Ph.D, Professor, Guwahati.
 DR. S. K. KHURANA, Associate Prof., COVAS, Palampur (HP)
 Dr S K MUKHOPADHAYAY, Asso. Prof.(Vety Pathology) WBUAFS, Kolkata.
 Dr SUBHA GANGULY, Scientist, AICRP-PHT, Kolkata Centre.
 Dr LOKESH GUPTA, Tech Mgr-Poultry, Alltech India.
 DR VIJAY SWAMI, M.V.Sc., A.H., Country Manager, SunHY Biology Co. Ltd.
 DR ATUL BHAGWANSINGH RAJPUT, DGM, Sales, Optima Lifescience

B. Shiv Shankar - Managing Partner
 B. Kishore Kumar - Media Executive
 B. Shailajaa - Circulation Manager
 J. Upender Rao - Marketing Manager South Telangana
 Sathyendranath - Marketing Manager North Telangana
 Hari Prasad - Head, Designing Department
 P.N. Nithin - Incharge - Photography
 K. Raghuramaraju - Publication Consultant (09440231211)

CONTENTS

1. Altech 9-10 & 19-20
2. Indian Livestock Production
- Dr Biradar Satish Chandra 11-12
3. GLOCREST 17-18
4. Bottom Trawling Vs Benthic Environment
-B. Sureandiran 29-32
5. Importance of Fishmeal Inclusion in Poultry Feed
- Suraj Amrutkar 33-36
6. Fellow award to Professor Jyoti Palod 45
7. Poultry Farmers & Breeders Association ... 46-47
8. NECC Egg Rates 48
9. Poultry Farmers & Breeders Association ... 53-57
10. Broiler Lifting Rates 58
11. Malnutrition and its mitigation by livestock
- Dr Biradar Satish Chandra 59-60

**Poultry Line may not necessarily
 subscribe to the views expressed in
 the Articles published herein.**

TEJASVI PUBLICATIONS

2-1-444/16, 1st Floor, O.U.Road, Nallakunta, Hyd. - 500 044.
 Ph: 040-2761 0027, Cell : 98493 68003, 63096 77047
 www.tezasvipublications.com
 E-mail : tezasvipoultryline@gmail.com
 tejasvi_poultryline@rediffmail.com

INDEX OF ADVERTISEMENTS

| Particulars | Page No. | Particulars | Page No. |
|---|---------------------------|---|---|
| Abis Exports (India) Pvt. Ltd. | 4 | Novus Animal Nutrition (India) Pvt Ltd. | Title Cover II |
| Animal Wellness Products | 14 | Nutridian Animal Health | 3 |
| A.P. Poultry Equipments | 64 | Omega Group | 52 |
| Avitech Nutrition | 41 | Optima Life Sciences Pvt. Ltd. | 43 |
| Bhuvana Nutri Bio Sciences | 38 | Poultry consultancy services | 32 |
| Bentoli AgriNutrition India Pvt. Ltd. | 39 | Provet Pharma Pvt Ltd. | 61 |
| Boehringer Ingelheim India Pvt. Ltd., | 6 | Regen Bio-Corp | 26 & 27 |
| DSM Nutritional Products India Pvt Ltd. | 37 | Rossari Biotech Limited | 28 |
| Eco-Mix | 8 | Sai Krishna Plastic Industries | 42 |
| Exotic Bio Solutions Pvt. Ltd. | 40 | Shri Laxmi Ganapathi Agencies | 36 |
| EggMaster Agro Products | 62 | Sri Lakshmi Packaging Company | 47 |
| EggMaster Poultry Breeders | 63 | Srinivasa Farms Private Limited | 49 |
| Glocrest Pharmaceutical Pvt. Ltd. | 16 | Suguna Foods | Inside Title Fold 4 |
| Hipra India Pvt. Ltd. | 15 | Uttara Impex Pvt. Ltd. | 22 |
| Himalaya Wellness Company | Inside 66 & Title Cover I | Value Consultancy | 5 |
| India Poultry Expo 2022 : Nashik | 65 | VHPL | Inside 21 & 23, Title Fold 3 & Title Cover IV |
| Indian Herbs Specialities | 24 | Vetoquinal India Animal Health Pvt Ltd. | 51 |
| Karamsar | 60 | Zeus Biotech Limited | 44 |
| Lubing India Pvt. Ltd. | 50 | Zoetis India Limited | 13 |
| MSD Animal Health | Title Cover III | Zenex | 25 |

CUT SHORT YOUR FEED COST

Eco-Mix

LEAST COST FEED FORMULATION SOFTWARE FOR POULTRY, DAIRY AND ANY KIND OF LIVESTOCK



Y.SRINIVAS

Cell : +91-9849039200



LOGIC SOFT SOLUTIONS

Flat No. 101, H.No. 1-1-565, Raghavendra Apts., New Bakaram,
Musheerabad, Hyderabad - 500.020. (A.P.) INDIA
E-mail: contact@logicsoftsolutions.com www.logicsoftsolutions.com

Alltech Feed Manufacturer's Forum highlights feed quality optimization and mycotoxin mitigation



Animal feed includes various raw, processed and semi-processed products that are fed to livestock and poultry. However, the quality of the raw materials being used is a rising concern due to several factors disrupting feed production. It is every producer's responsibility to pay attention to ingredient quality not only to meet the nutrient requirements of the animals but also to keep costs low. Good quality feed production demands optimum utilization of materials, machinery, people and procedures.

In response to these challenges, Alltech hosted the Feed Manufacturer's Forum in Ludhiana, on November 17, to discuss feed quality optimization and mycotoxin mitigation.

About 65 eminent poultry, dairy feed millers, consultants and farmers attended the session upon invitation and enjoyed the programme making it a great success.

Dr. Nick Adams, Alltech's global director of mycotoxin management, discussed managing

mycotoxins in the feed chain in his presentation, 'Mycotoxins-Facts and Mitigation'. He asked attendees to think twice about clean feed, speaking about the importance of gut health, grain quality and highlighting the ways that Alltech 37+[®] mycotoxin analysis and Alltech RAPIREAD[®] can mitigate the negative effects of mycotoxins.

The renowned nutritionist Dr. Pradeep Mahajan captured the audience's attention with his presentation, 'Feed Ingredients: Quality and Processing'. He shared insights on different raw materials, their selection criteria, nutrient composition, extraction process and best feed milling practices, answering to several queries of the audience.

In the final session, Dr. Lokesh Gupta, senior regional technical manager - Poultry (South Asia) presented on "Maximising nutrient digestibility and profit". He discussed the history of Alltech enzymes and shared the uniqueness of solid-state fermentation technology and its benefits in maximizing feed efficiency with greater savings.



The gathering also witnessed a special moment, as Alltech team along with Dr. Sayed Aman, managing director of India and regional director of South Asia for Alltech, launched the company's newest product in the enzyme category, **Allzyme® Prime**, a unique multi-enzyme complex.

-Ends-

Contact: Dr. Manish Chaurasia, Marketing Manager, South Asia

mchaurasia@alltech.com; +91 8130890989

About Alltech:

Founded in 1980 by Irish entrepreneur and scientist Dr. Pearse Lyons, Alltech delivers smarter, more sustainable solutions for agriculture. Our products improve the health and performance of plants and animals, resulting in better nutrition for consumers and a decreased environmental impact.

We are a global leader in the animal health industry, producing additives, premix supplements, feed and complete feed. Strengthened by more than 40 years of scientific research, we carry forward a legacy of innovation and a unique culture that views challenges through an entrepreneurial lens.

Our more than 5,000 talented team members worldwide share our vision for a Planet of Plenty™. We believe agriculture has the greatest potential to shape the future of our planet, but it will take all of us working together, led by science, technology, and a shared will to make a difference.

Alltech is a private, family-owned company, which allows us to adapt quickly to our customers' needs and maintain focus on advanced innovation. Headquartered just outside of Lexington, Kentucky, USA, Alltech has a strong presence in all regions of the world. For more information, visit alltech.com, or join the conversation on [Facebook](#), [Twitter](#) and [LinkedIn](#)



Indian Livestock Production

Dr Biradar Satish Chandra, Dr Vidayasagar, Dr Prashanth Hosmani, Dr Pallavi B and Dr Meenaxi Balure
Dept –Livestock Production Management, Veterinary College Bidar.

Indian livestock production depends on the weather which comes under tropical region lying between latitude 30 degree North and 30 degrees South (N-S 30°) which has a direct sun ray falling on earth, making it the hottest region of the world, thereby influencing the crop and animal production. India possesses around 500 million livestock and 1 Billion plus human population. Here, the human population is not able to get quality food due lowered animal production and also due to various other factors as enumerated in chapter 1. The proportion of the population engaged in agriculture is also very high to the tune of 50 percent compared to 5 per cent of the population dependent on agriculture in United States. Higher the dependence on agriculture causes lowered progress in turns of technological implementation and adoption in case of Indian animal production, also the price of the animal commodity which is mostly controlled by the public sector due to the welfare measure for its citizens makes animal husbandry unviable. The average milk yield per cow per day in this region is at 15-20 per cent of the well developed nations milk yield. The meat production in this country is also low from sheep, goat and buffaloes. Except for poultry, all other species meat production is low due to lower availability of feed. The poultry and swine sector is at par with the developed nation figure of growth rate, feed conversion ratio, production and reproduction parameters. Due to the monsoon 6 months season and dry season 6 months, feed availability also coincides growth rate in animals. Cattle generally take 4- 5 years to get a body weight of 300-350 kg. The growth of the calf is dependent on adequate milk from the dam, which is often diverted to human consumption and very low say 2- 3 liters of milk is offered to the calf which lowers its growth rate and further it attains adult body weight late. So the overall animal production in India is on

lower feed availability, constant attack by pest and diseases thereby contributing very little in terms of yield of milk, meat and egg.

The basics of livestock production depend on good systems of breeding, feeding and management. As enumerated earlier the region falling in tropics has acute shortage of feed supply and therefore lowered yield.

The duration of rain in most part of the country is for 4 months. Most of the milk and meat comes from the rural India and a typical village in India has some 200 families, with around 1000-2000 acres of land, mostly used for agricultural crop production and some common community grazing land which is often over grazed, with hardly any grass. Animals are kept on grazing plus some crop residues as feeding regime, which are the leftover products of agriculture production. Concentrate feeding is by and large not practiced except if the farmer is well aware and keeping stock of high genetic merit. The animals are fed with grass grown on border areas and harvested from the field as weed while the actual crop is growing. During non crop season the animals are fed with straws of agricultural crops. The cattle are generally reared for dung for enriching the soil from manure and some milk for house hold consumption. Then there is a practice of making dung cake dried in sun to be used as fuel for house hold cooking purpose. The feeding standards which emphasises the requirements of energy and protein for various categories of animals are generally not followed. Of late commercial dairy farming is taken up by the farmers, due to regularity of cash from the sale of milk and also due to the various skill enhancement programmes undertaken by the government and cooperative agencies wherein, land is set aside to grow fodder and are fed adequately close to the feeding standards.

The increased temperature in tropical conditions also makes matter worse by having the forages low in protein, low soluble carbohydrates and less digestible energy compared to the grasses grown at temperate region which has higher nutritive value. The early maturity in tropical grass causes increased lignin content thereby lowering the intake and digestibility. The concept of feeding legumes to the livestock is also not emphasised in India. All these conditions lead to increased susceptibility to the disease and parasites and lowered production due to disease stress. The other problems of mastitis, tuberculosis, brucellosis and diarrhoea add to the economic burden to the farmer of tropical countries. Then again we have a public policy of no cattle slaughter worsening stocking density of the region. The increased temperature puts additional stress on the animal to cope with the thermal balance.

The non recording of performance or not keeping the records makes selective breeding impossible and breeding is generally done based on like begets like concept. The low feed intake along with the thermal stress cause the animal to focus more on survival than on production, hence we have often low adult body weight.

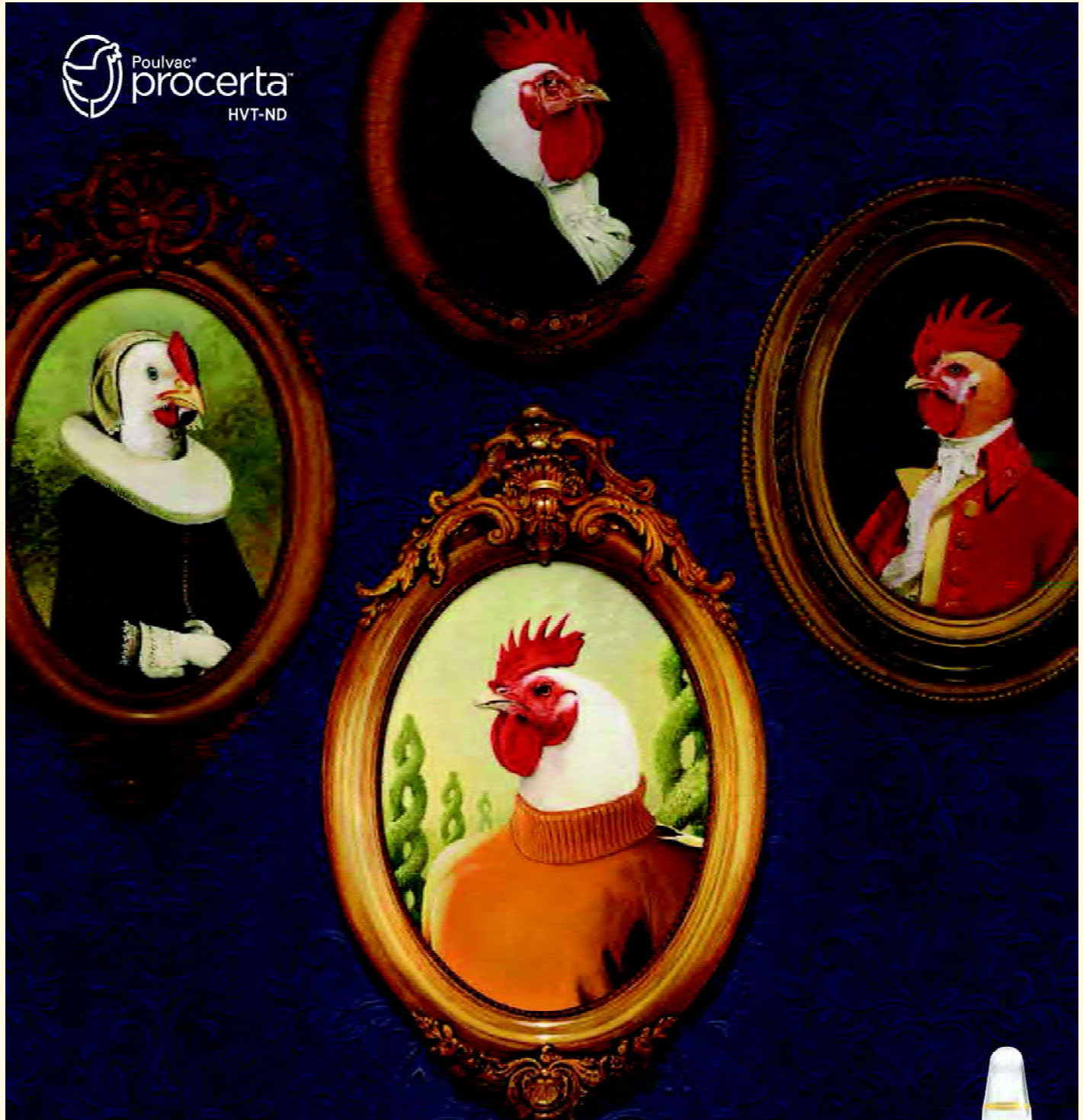
The collective burden of temperature, low feed availability, disease, poor skills, low marketing and infrastructure, less price to the commodity all makes animal husbandry less remunerative. This shouldn't be thought of as final and we must not sit pessimistic and we must learn from Israel being a tropical country has adopted the latest technologies in animal production to have better yielding meat and milch animals. In our own country Gujarat can be a role model for other parts of the country to follow.

Why livestock need to be improved

The livestock is very much essential to uplift the socio economic aspects of the rural masses by providing year long employment, food, manure for soil fertility, increased agriculture crop production

and psychological wellbeing. The present per capita consumption of animal protein in India is 0.3 g/d as against the requirement of 1 gram per day. The well developed nations consume one liter of milk per day and an egg per day per person, whereas, it is abysmally low in our country. The diet need to be balanced with adequate proteins which is generally short in supply in our country. Animals are also involved in draught power, leather yield and entertainment. There is wide variation in the yield of milk and meat, hence this variation gives hope for improvement in animals. For example the average milk yield in Israel is 40 liters per day per cow, whereas, in India, it is 4 liters per cow day per. These variations are the reasons for low consumption of animal protein in the diet of Indian citizens. Problems existing in the husbandry sector only prove that the scope for improvement also exists. Japan is also a leading example to guide us in showing that in spite of having the least amount of land and intensive cropping system, they have adequate dairying in their country to provide adequate proteins in the diet. Animal husbandry cannot be competing with agriculture can only complement by using surplus grains and fiber not used by any other species to produce important animal products thereby improving the health of the citizens and to be more efficient. The by products of food industry can also be suitably used for the same. It has been proved that small farms with livestock component are better than crop alone farms.

In spite of all the problems enumerated above the scope for improvement in livestock production are tremendous by being able to adopt new skills, technologies, by being organised and being together forming interest groups etc. A thorough knowledge of breeding, feeding, physiology, reproduction, marketing and management is a must, especially the economic aspect of production and making good profits to be sustaining.



MEET THE NEWEST MEMBER OF THE ZOETIS POULTRY LINEAGE

Introducing Poulvac® Procerta™ HVT-ND.

The latest HVT-ND vector designed to protect your flock against Marek's disease and Newcastle disease.

When immune response is **high**, **trust** and **confidence** are too. Delivered via the Inovoject® System, an Embrex® Biodevice from Zoetis, this new vector offers competitive onset of immunity against Newcastle disease¹. For details and data please visit Poulvac® Procerta™ com.

¹ Data on file, Study Report No. BB15R-US-18-A46, Zoetis Inc. All trademarks are the property of Zoetis Services LLC or a related company or a licensor unless otherwise noted. © 2020 Zoetis Services LLC. All rights reserved.

ZOETIS INDIA LTD : 31, 3RD FLOOR | KALPATRU SYNERGY | OPP. GRAND HYATT, SANTACRUZ (EAST), MUMBAI- 400 055;
OFFICE: 022 66513800; FAX: 022 266513950 | VISIT US: ZOETIS.COM





*Precession in
Technology,
Efficiency in
Results*

Concentrated Mix of
essential oils

FROM ITALY

MixOil®

...part of your success

Effective
Substitute of grow
promoting antibiotics
and Strengthens
immune system for
Poultry (Proven in India
since 2014)

Available in India

MixOil Powder : Micro encapsulated special technology slow and gradual release components.

MixOil Liquid : For fast results in acute conditions in water.

For Details Contact: South Asia Region
Ramddas N.
Cell : 9848413213
ramdas@hotmail.com



info@awpint.com

www.awpint.com

A.W.P. srl - via IV Novembre, 23
41051 Castelnuovo Rangone (MO) Italy

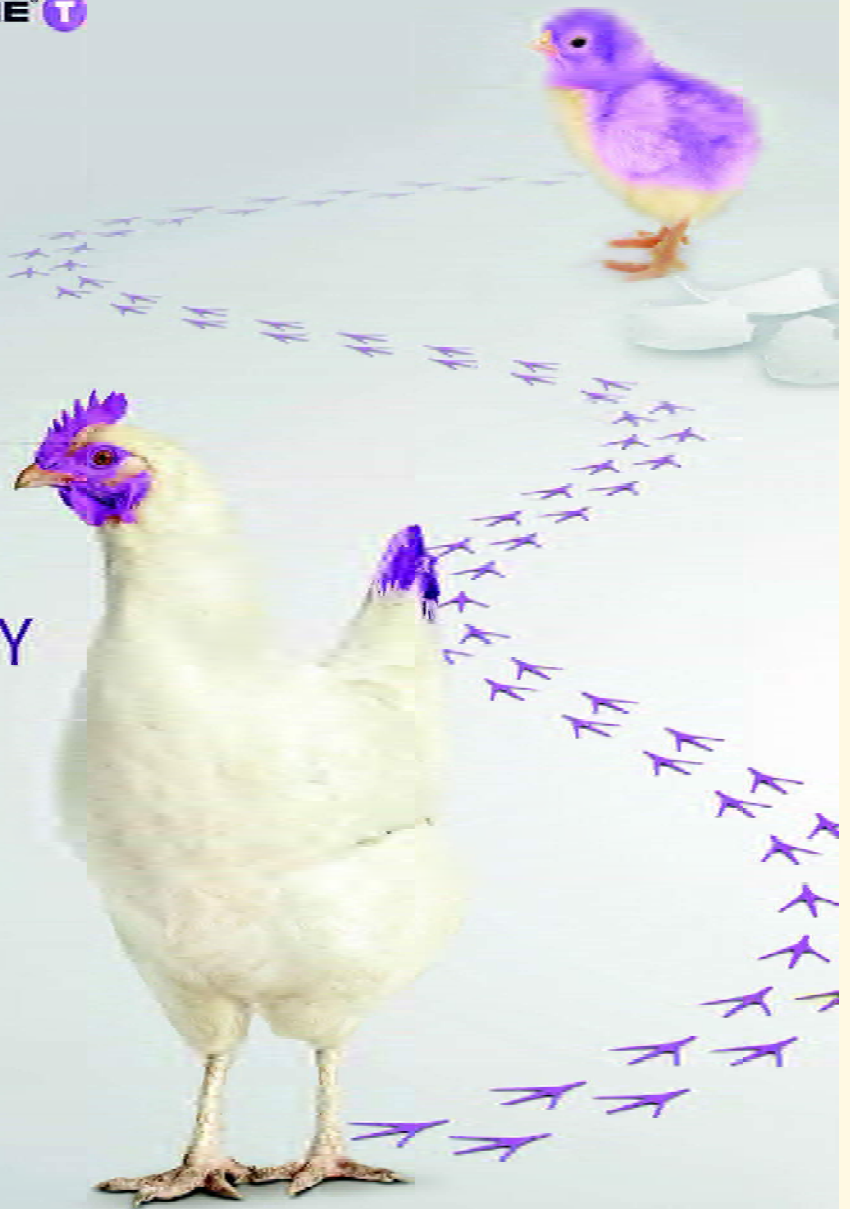
EVALON[®]

With **HIPRAMUNE[®] T**

Live attenuated vaccine
against avian coccidiosis

**A LIFETIME
OF IMMUNITY**

Powered by
**SMART
VACCINATION**



The Reference
in Prevention
for Animal Health

HIPRA INDIA
#209, 2nd Floor Platinum Square (next to Hyatt Regency Hotel), Vascon Engineers Ltd., S.
No. 30/3A, Viman Nagar Pune 411014, Maharashtra India
Tel.: (+91) 20 6768 2300 · Fax: (+91) 20 6768 2302 · india@hipra.com · www.hipra.com

A New Revolutionary Animal Health Company Is Born

POULTRY INDIA EXPO, HYD

Please visit our stall at
Stall No Y 26, 27 & 28, Hall No 5
23-24-25 November 2022



GLOCREST™

Pharmaceutical Pvt. Ltd

Innovation For A Better Health

Revolutionizing Animal Nutrition Globally
Through Innovation & Technology.

GLOCREST is combining decades of experience with unparalleled research capabilities. Helping you achieve optimal animal nutrition, feed quality, pathogen control, pharmaceutical solutions and more.



ABOUT US

Caring About Life. That is Our Core Business.
GLOCREST is a global animal health venture of Krishna Group - prestigious poultry and agricultural conglomerate. Being an industry pioneer, GLOCREST & its peers, has more than half a century of combined expertise in the development and manufacturing of nutrition products. Our customers include everyone from small and large farmers, to integrations and dealers. We aim to provide them with nutritional solutions that ensure maximum animal health and performance.



Vitomix
LIFE

TOXK/L

Chelomix

CocciCare

EnziProb

GLOPROMIN

GLOZOL Plus

GROX

HepoCare
LIVER CARE PLUS

Feedacid

GLOTONIC

GLOCREST™
Pharmaceutical Pvt. Ltd

Off.: 2018, Solus Hiranandani Business Park,
Hiranandani Estate, Thane (W) - 400 607.
Maharashtra, India.

www.glocrestpharma.com
+91 22-46007565
info@glocrestpharma.com

Art of feed acidification for best gut health



Dr. Mahesh Rajurkar
Product & Techno-Commercial Manager
GLOCREST
Pharmaceutical Pvt. Ltd.

Use of acidifiers in poultry diet are very common practice now a days. Acidifiers are proven its importance as alternative antibiotic growth promotor (AGP) which may partially or fully replace AGP depending upon purpose. However, over the years designing of proper

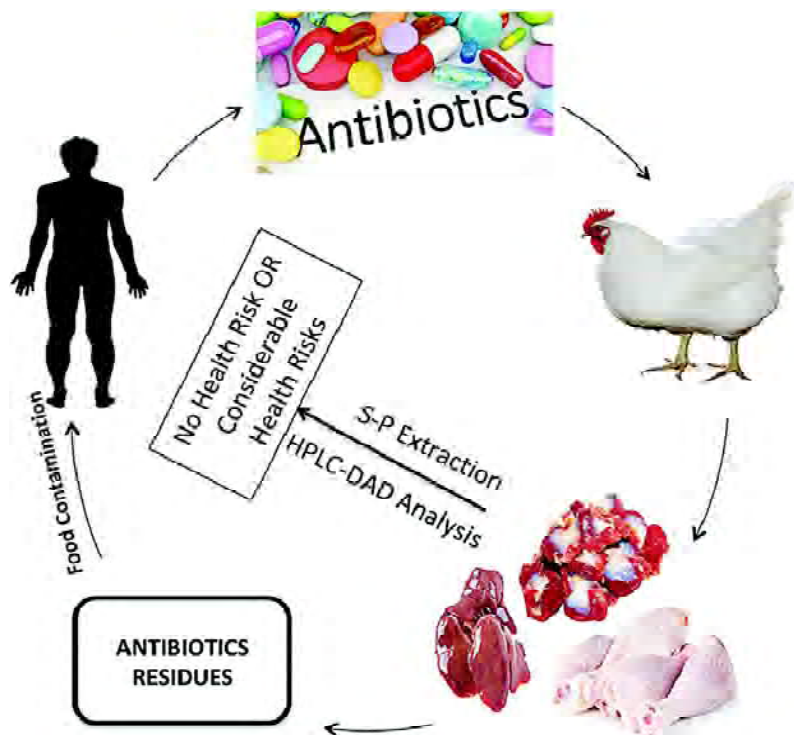
feed acidifier to get optimal result becoming an art. Therefore, use of proper combination of organic and inorganic acids along with value added ingredients like saponin which works as anti-ammonia compound could be perfect acidifier as a part of gut hygiene as well as feed hygiene.

The acidifiers could be used to **favourably manipulate the intestinal microbial populations and improve the immune response**, hence perform an activity similar to antibiotics in food animals in countering pathogenic bacteria. It has been observed

increased feed intake, growth, carcass yield. Acetic acid and lactic acid enhance body weight in birds. Acidifiers also improve the digestibility of nutrients and increase the absorption of minerals. The utilization of acidifiers also promotes economic benefits of higher feed efficiency, improved daily gain leading to reduction in feed costs.



Dr. Ramdas Kambale
CEO & Board Member
GLOCREST
Pharmaceutical Pvt. Ltd.



To overcome problem of antibiotic residue in poultry meat and to improve feed performance GLOCREST launched unique combination of acidifier, mould inhibitor, and antifungal feed additive **Feedacid**. It contains blend of organic acid, inorganic acids, saponin- allicin, Shatavari and Thymol. **Feedacid** contains -
Fumaric Acid – Improves digestibility of nutrients, improved growth, immune response, antioxidant status, digestive enzyme, intestinal health.

Benzoic acid – Lowering no of Pathogenic bacteria, campylobacter, E. coli, Listeria monocytogens and salmonella.

Formic Acid – It is added to limit /Prevent growth of salmonella sp. and food borne bacteria and GIT.

Lactic Acid – Positive influence on performance of broilers improving body weight and feed conversion ratio.

Malic acid - improves microbial safety regards to campylobacter.

Propionic acid - is fungicide and bactericide - control fungi and bacteria stored in grains, poultry litter, drinking water for poultry.

Feedacid helps maintaining beneficial microflora in digestive tract by antagonistic activity and competitive exclusion. **Feedacid** produces several bactericidal substances that kill disease producing organism. It also makes gut acidic so useful bacteria like lactobacillus get attached to intestinal villi and prevent attachment of harmful bacteria e.g., E. coli and salmonella. **Feedacid** used to favourable manipulate intestinal microbial population and immune response. It performs activity similar to antibiotic in countering pathogenic bacteria -along with blend of organic acid, inorganic acids, allicin, Shatavari, and saponin- Thymol. Their apparent actions include improved feed hygiene, lowering of gastric pH and inhibition of pathogens without affecting the beneficial bacteria, stimulation of pancreatic secretions and energy source during intermediary metabolism, enhanced nutrient digestibility, improved growth performance and immunity. **Inclusion of citric acid in Feedacid at the level resulted a better productive performance and higher profits in broiler chickens.** Citric acid used in **Feedacid** to **promote growth by acidifying the gastrointestinal contents, improving nutrient digestibility, and reducing pathogen loads.**

Role of Thymol in Feedacid : - It acts as Anti-bloating agent. These properties may be attributed to thymol's capability to work as antispasmodic, antioxidant, antimicrobial, immunomodulatory, and anti-inflammatory agent by suppressing harmful compounds/free radicals from interacting with cellular biological compounds, ability to alter the gut

microbiota, and increasing digestion, absorption and metabolism of nutrients. **It reduces concentration of ammonia in excreta and litter. Thymol -effective antioxidant for extending broiler meat quality during storage. Asparagus racemosus (Shatavari) increases the appetite and stimulates the liver.** It is concluded that 1% Shatavari inclusion in feed can act as **efficient and effective growth promoter for broilers.** The root is used to prepare medicine.

Allicin is a defence molecule from garlic (Allium sativum L.) with a broad range of biological activities. The antimicrobial properties of Garlic have been observed when it has been used for centuries in many countries to control infectious diseases. It has been documented that garlic is effective against many bacteria that include: Escherichia coli (E. Coli), Salmonella, Clostridium, Staphylococcus aureus, Pseudomonas, Proteus, Klebsiella, Micrococcus, and Bacillus subtilis. Garlic supplementing chickens had an improved effect on humoral immune responses to the Newcastle disease virus.

current state of knowledge on the use of garlic in relation to their impact on growth performance, product quality, immune modulation, and feed conversion efficiency as effective poultry feed additives.

Conclusion: -Feed with perfect blend of organic and inorganic acid with saponin like allicin -Thymol is right choice maintain gut health- feed hygiene and alteration AGP.

Dose of **Feedacid** 1 to 2 kg per ton of feed.

Contact us for Details

GLOCREST Pharmaceutical Pvt. Ltd. Office no. 2018- Solus Solus-Hiranandani Business Park-Thane – West – Mumbai – 400607.

E mail – mahesh@glocrestpharma.com,
ramdas@glocrestpharma.com

www.glocrestpharma.com

(Some information and images taken from Internet).

Alltech India hosts Poultry School in Karnal, Haryana



The Alltech India team recently organized a Poultry School in Karnal, Haryana, on Saturday, November 19, to share the latest studies, innovative solutions and best feed milling practices with its poultry customers. The event was a great success, with 70 major poultry producers, feed millers and market leaders actively participating.

Dr. Nick Adams, Alltech's global director of mycotoxin management, presented on 'Mycotoxins-Facts and Mitigation' discussing on managing mycotoxins in the feed chain. He asked attendees to think twice about clean feed, speaking about the importance of gut health, grain quality and highlighting the ways that Alltech 37+[®] mycotoxin analysis and Alltech RAPIREAD[®] can mitigate the negative effects of mycotoxins.

The renowned nutritionist Dr. Pradeep Mahajan captured the audience's attention with his presentation, 'Feed Ingredients: Quality and Processing'. He shared insights on different raw materials, their selection criteria, nutrient composition, extraction process and best feed milling practices.

In the final session, Dr. Lokesh Gupta, senior regional technical manager - Poultry (South Asia) discussed on 'Maximizing nutrient digestibility and profit'. He presented the history of Alltech enzymes and shared the uniqueness of solid-state fermentation technology and its benefits in maximizing feed efficiency with greater savings.

The gathering also witnessed a special moment, as Alltech team along with Dr. Sayed Aman,



managing director of India and regional director of South Asia for Alltech, launched the company's newest product in the enzyme category, **Allzyme® Prime**, a unique multi-enzyme complex.

-Ends-

Contact: Dr. Manish Chaurasia, Marketing Manager, South Asia

mchaurasia@alltech.com; +91 8130890989

About Alltech:

Founded in 1980 by Irish entrepreneur and scientist Dr. Pearse Lyons, Alltech delivers smarter, more sustainable solutions for agriculture. Our products improve the health and performance of plants and animals, resulting in better nutrition for consumers and a decreased environmental impact.

We are a global leader in the animal health industry, producing additives, premix supplements, feed and



complete feed. Strengthened by more than 40 years of scientific research, we carry forward a legacy of innovation and a unique culture that views challenges through an entrepreneurial lens.

Our more than 5,000 talented team members worldwide share our vision for a Planet of Plenty™. We believe agriculture has the greatest potential to shape the future of our planet, but it will take all of us working together, led by science, technology, and a shared will to make a difference.

Alltech is a private, family-owned company, which allows us to adapt quickly to our customers' needs and maintain focus on advanced innovation. Headquartered just outside of Lexington, Kentucky, USA, Alltech has a strong presence in all regions of the world. For more information, visit alltech.com, or join the conversation on [Facebook](#), [Twitter](#) and [LinkedIn](#)





NATURAL PROTECTION

The gut and its resident bacterial flora play an important role in the development of the immune system and resistance to disease

Under natural brooding conditions chicks obtain their gut flora from their mother & the environment

WHAT ABOUT ARTIFICIAL INCUBATION



AVIFLORA

Unique natural microflora for avian species



VENKATESHWARA B. V. BIOCORP PRIVATE LIMITED
(An ISO 9001:22000, HACCP, FAMI QS & GMP Certified Company)
Venkateshwara House', S. No. 114/A/2, Pune-Sinhagad Road, Pune-411030
Tel.: (020) 24251803, Fax: +91-20-24251060/24251077
Website: www.venkateshwarabvbiocorp.com

In technical collaboration with





UT GlysoMin **GOLD**



Better Availability Better Performance With Glycinated Trace Minerals



25 Kg Bag



UTTARA IMPEX PVT. LTD.

Feed Supplement Division, Venkateshwara House, Pune.

For trade Enquiry Contact : North India – Mr. Hariom Singh Chauhan / +919552526901,
 East India – Mr. Kunal Goswami / +918888858839, T.N – Mr. Michaelsamy / +918778408835,
 Maharashtra – Swapnil Ballal / +919689948713, Telangana/ Andhra Pradesh
 Orissa – Mr. Shankar Reddy / +918008802148

Collaboration with :  **Pancosma**
 makes sense





The power of regeneration chemistry



24x7 Surveillance for Better Protection!



Disease challenges from air & water borne pathogens are unpredictable, continuous protection is essential to fight them

Highly Versatile:

Surface, Equipment, Water & Aerial Disinfectant used even in presence of birds to reduce bio-burden during disease outbreaks



VENKATESHWARA B.V. BIOCORP PRIVATE LIMITED

(An ISO 9001:2015, OHSAS 18001:2007 & GMP Certified Company)
Venkateshwara House', S. No. 114/A/2, Pune-Sinhagad Road, Pune-411030
Tel.: (020) 24251803, Fax: +91-20-24251060/24251077, Website: www.venkateshwarabvbiocorp.com



ANIMUNIN

To keep respiratory tract clean and optimally functional



Unique combination of essential oil and phyto-constituents

USAGE REGIMEN

Animunin Powder : 750g - 1 kg per ton of feed.

Animunin Liquid

| Broilers | Layers | Quantity (For 100 Birds/day) |
|-----------|-------------|---------------------------------|
| 0-2 Weeks | 0-8 Weeks | 10 ml |
| 3-4 Weeks | 9-20 Weeks | 20 ml |
| 5-6 Weeks | 21-72 Weeks | 40 ml |

- ▶ To be given regularly in broilers, layer-chicks and growers.
- ▶ In layers to be given regularly or 15 days every month, as required.
- ▶ Double quantity is recommended for breeders & during challenging conditions (for first 10 days).

ANIMUNIN POWDER

A natural alternate to conventional antibiotic (Tiamulin, Tylosin, CTC) for prevention of respiratory diseases

ANIMUNIN LIQUID

As an adjuvant along with conventional antibiotics for treatment of CRD/ respiratory infections

PRESENTATION

Powder : 10 kg & 25 kg
Liquid : 1 Ltr & 5 Ltr



FOR PREVENTION & MANAGEMENT OF RESPIRATORY BACTERIAL, VIRAL AND MYCOPLASMAL OUTBREAKS IN POULTRY

INDIAN HERBS SPECIALITIES Pvt. Ltd.

C-215, 2nd Floor, Elante Offices, Plot No. 178-178A, Industrial & Business Park, Phase - 1
CHANDIGARH (U.T.) - 160002, Ph. No. 0172 - 5011470, 4181014, +91 9023247217
E-mail : ihspl@indianherbs.org, Website: www.indianherbs.org

The powerful probiotic strain screened and isolated from the chicken gut



THE KEY TO TOTAL GUT INTEGRITY
Improval BFS

Improval MS

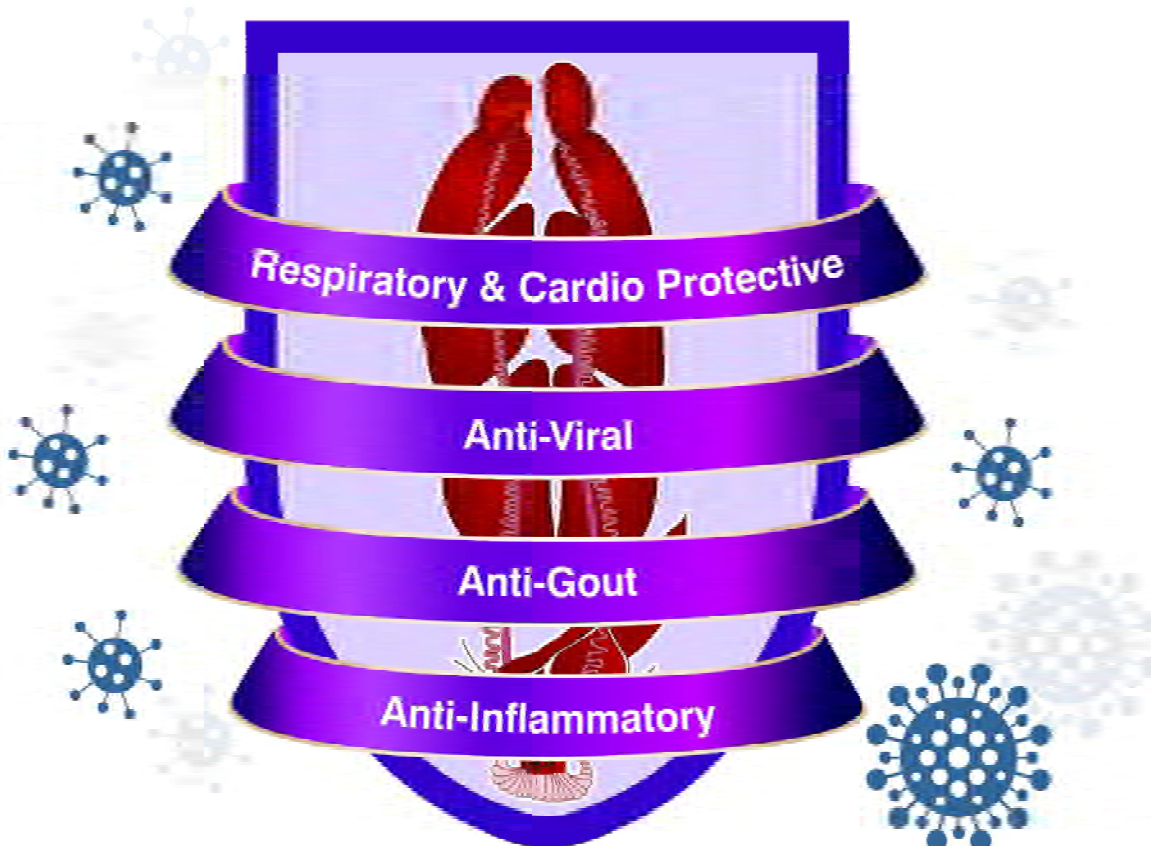
The key to total gut integrity

Zenex AH was formerly Zydus AH



Nephrona-U[®]

The Upper Crest Nephroprotective



Next Level Nephroprotective

we are there when you need the most

Regenerating solutions for your changing needs...

Regen Biocorps AHI (P) Ltd.

3rd Floor, D&E 301, Ananta Trendz, Near Narayan Garden Society
Gotri, Vadodara – 390 021. Gujarat (India)

Website: www.regenbiocorps.com

An ISO 9001 : 2008 Certified Co.

Immon & CRDX-IR

Protect your Birds from
Respiratory Viral Infection and Immunosuppression



Immon

A multi-nutrient formula to improve Innate and Adaptive Immunity even during diseases.

CRDX-IR

A dual acting respiratory stress reliever works at very low dose.

To know more about Total Prevention Program. Write to: query@regenbiocorps.com



Regenerating solutions for your changing needs...

Regen Biocorps AHI (P) Ltd.

3rd Floor, D&E 301, Ananta Trendz, Near Narayan Garden
Gotri, Vadodara - 390 021, Gujarat, (India)

Website: www.regenbiocorps.com

An ISO 9001 : 2008 Certified Co.

We are there when you need the most

Uncover the true potential of your feed . . .

MAXIZYME EX

Multi-enzyme Formulation Enriched with Probiotics



Maximizing Nutrition with flexible feed formulation



Thermal & Gastric
stability



Enhanced gut integrity
& health



Standardized optimum
CP & ME replacement



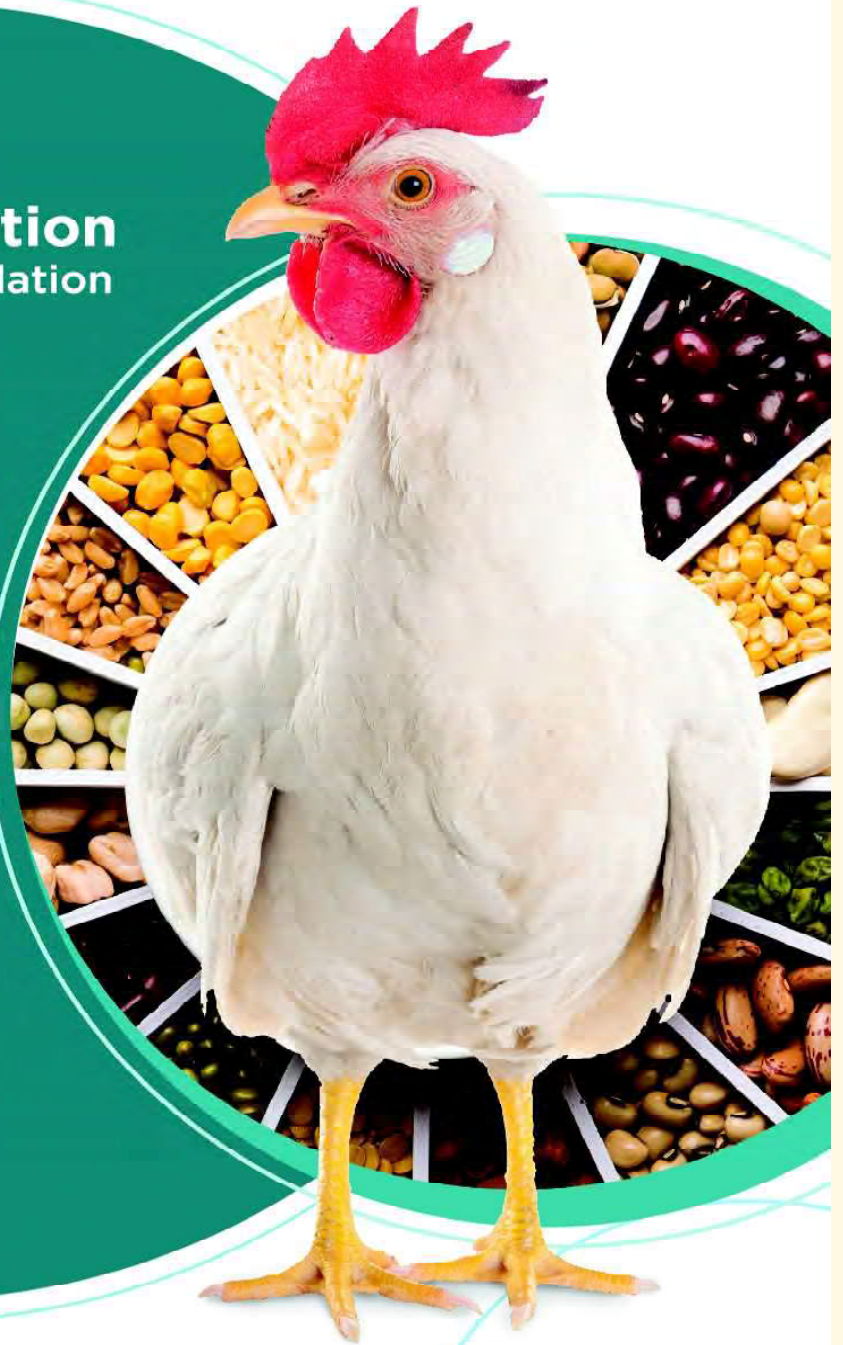
Improved performance
& economics



Maximizes fiber
hydrolysis & nutrition



Improved carcass
yield



ROSSARI BIOTECH LIMITED

(An ISO 9001:2015 & 14001:2015 Certified Company)
201 A - B, 2nd Floor, Akruti Corporate Park, L.B.S Marg, Next to GE Gardens,
Kanjurmarg (W) Mumbai - 400078, India.

+91 22 6123 3800

info@rossari.com

www.rossari.com



Bottom Trawling Vs Benthic Environment: A Note on Bycatch

B. Sureandiran, N. K. Suyani*, S. Thamizhanti and Shivani Tandel

College of Fisheries Science, Kamdhenu University, Veraval, Gujarat, India

Introduction

India has a vast coastline of 8118 km endowed with 2.02 million km² of Exclusive Economic Zone (EEZ) and 0.53 million km² of continental shelf. It has a catchable annual marine fisheries potential yield of 5.31 million tonnes (MT), of which 49.5% is constituted by pelagic resources followed by 43.3% demersal resources, 4.3% oceanic groups, 1.1% island resources and 1.8% others (DOF, 2022). Due to development in mechanization of craft and synthetic gear materials from late 1950s, production of marine fish in the country has increased from 0.5 MT during 1950 to 3.05 MT in 2021 (CMFRI, 2022). The increasing export demand for shrimps gave a noteworthy boost to mechanised fishing sector, particularly bottom trawling (Madhu, 2018). Many designs of trawlers have been developed in the past decades such as two seam trawls, four seam trawls, six seam trawls, bulged belly trawls, high opening trawls and large mesh trawls. Bottom trawl fishing has both direct and indirect effect on aquatic flora and fauna as well as on the benthic environment, as it harvest and kills a huge quantity of non-target species and juvenile fish species of commercially valuable finfish and shellfish species (Petovic et al., 2016). These non-target or discarded fishes are commonly referred as the bycatch. As the benthic communities are offering many services to commercially important fish species and thus frequent changes in the benthic habitats due to bottom trawling could result in reduced annual marine fish landing (Dayton et al., 1995). Trawling intensity generally depends on the size and weight of the trawl followed by rapid of trawling, type of sea bed, tidal flow and natural mix-up in the zone (Dellapenna et al., 2006). Total discarded bycatch calculated to be approximately about one-quarter of the worldwide fisheries catch, while the amount of fish escaping from fishing gear during the trawl

fishing operation is still unknown (Kumar et al., 2015). The bottom trawling method alone contributes about 35 million metric tonnes of annual fish catches which also accounts for the combined weight of reported bycatch and the estimated catch due to illegal fishing method (Watson and Tidd, 2018).

Present scenario and issues of trawling in India

In India there are about 1269 landing centres supported with a total of 77559 mechanized fishing vessels, of which nearly 49% (35228) are trawlers (CMFRI, 2020). In 2021, nearly 80% of marine fish production in India was harvested by mechanized fishing vessels. The overall catch rates of mechanized fishing vessels has increased from 2175 kg/trip in 2020 to 2541 kg/trip in 2021 (CMFRI, 2022) indicating trawlers contribution is increasing annually every year with degradation of the aquatic biodiversity. Bottom trawlers are efficient in catching the shrimp resources but the targeted species is only 25-30% of the total catch and the rest is comprised of unintentional catch or bycatch (Madhu, 2018). Single-day trawlers are operated at a depth of 30 to 50 m with the hauling time of 5 to 8 hours in many landing centres. In case of multi-day trawlers fishes are stored in cold room and fish hold area on the vessels. It is observed that the comparative economic viability of bringing the fish in preserved form or in non-preserved form depends on the demand of the fish groups (Dineshbabu et al., 2013). Cohort of bycatch, which affects the ecosystem either directly or indirectly at different trophic levels, is a serious issue in commercial fishing around the world (McCauley et al., 2015).

Bottom trawling on seafloor

Bottom trawl fishing activity which will harvest all the targeted and non-targeted fish species in the net, mechanically disturbs the bottom fauna and

flora and damages a wide variety of marine habitats. Benthic habitats not only being shelter for juvenile fishes and larvae's but also the associated fauna will provide food for those depended organisms. Thus frequent alterations in the benthic habitats would result in decline of marine fish landings. In general, benthic environmental effects due bottom trawling has been found to be more detrimental to biodiversity-rich marine habitats such as sea grass meadows, coral reefs, sea mounts, etc. (Thrush and Dayton, 2002). Further, sea-bed organisms help in raising the sea-bed density, which offers more shelter for juvenile fishes and thus reduces the pre-predator interactions. The bottom trawl net, with its homogenization effect, shears-off bottom vegetation and exposes the organisms to predation and reduces food supply. The benthic animal's composition is critically affected by repeated bottom trawling, a single passage of beam trawl is having dangerous effect of killing 5-65% of the resident fauna and mix the top few centimeters of sandy sediments (Duplisea et al., 2001). The non-target species may have key roles in the marine food-webs that fortify ecosystem processes and functioning, which in turn determines the productivity of marine capture fisheries (Auster and Langton, 1999). The environmental damage caused by repeated high bottom trawling can be substantial and irreversible, threatening the biological diversity and economic sustainability (Kumar and Deepthi, 2006).

Bycatch Reduction Devices (BRDs)

The importance of reducing discard fishes or bycatch in bottom trawling have been emphasized by a number of governments, stakeholders, researchers and fishery scientists. Some measures have been proposed and undertaken for bycatch reduction in bottom trawling fishing method. Bycatch reduction devices are also known as trawl efficiency devices or trash excluder devices. Turtle Excluder Device (TED) which is a specific type of BRD designed to exclude large animals particularly for sea turtles. There is an extensive and increasing requirement for using

bycatch reduction devices in trawl fisheries in India and world. These devices reduce the negative impacts on benthic environment caused by the shrimp trawlers or bottom trawlers. Fisherman could get benefit economically from higher catch value due to improved catch quality, shorter sorting time, lower fuel costs, and longer tow duration. BRDs have been developed based on the differential behaviour patterns such as differences in swimming speed and size selectivity of fish and shrimp (Boopendranath, 2007).

Pathways of utilizing bycatch

Bycatch in different Western countries is almost discarded as trash, but in countries like Indiabycatch is brought back to the landing centres because of its various economic utilities. In several states, bycatch is majorly utilized for fish meal and fish manure production. The Code of Conduct for Responsible Fisheries (CCRF) informs to the states to encourage those involved in fish processing, distribution and marketing to improve the use of bycatch to the extent that is consistent with responsible fisheries management practices (FAO, 2004). In India, the total catch is deposited in the deck of the trawler after each haul is sorted and economically valuable species such as shrimps, lobsters, large crabs, cephalopods, edible fishes and edible gastropod are separated and stored in proper icing method. In multi-day fishing, the target species are stored in chilled fish holds, and non-target species are thrown back into the sea. Some of the trawlers bring back the bycatch to the landing centre to be used as food, manure and animal feed. Larger, economically valuable fish and shellfish in the bycatch are marketed fresh. Smaller varieties or species present in abundance (soles, whitefish, lizard fishes, anchovies, carangids, sardines, mackerels, etc.) are either sun-dried or salt-dried. Major quantity of the sun-dried specimens is used for local consumption, while some quantity is exported. Several improved fish processing methodologies have been developed by the Central Institute of Fisheries Technology (CIFT), Cochin, for bycatch species. A

variety of products such as fish paste, fish sausages, fish pappads, fish wafers, fish diamond cuts, fish jam, fish noodles and canned fish paste products have also been prepared from the bycatch species. CIFT has also standardized a method for preparing fish silage (poultry and animal feed) from cheaper bycatch fish species. Several products were prepared from the bycatch species, and some of the technologies have been transferred for development of value-added products. One such example is preparation of fish protein concentrate (FPC) from different trash fish species in the bycatch. Bacteriological peptone from threadfin bream was also developed and put to commercial production for use as a growth supporting compound in microbiological media formulations (George et al., 1981). Pickled fishery products hold promising prospects as substitutes for canned products for domestic and international markets and also have the advantage that cheaper bycatch may be used for this method of preservation. Many species landed in India as trawl bycatch have been used in surimi preparation.

Conclusion

A global strategy for mesh size regulation in mechanized bottom trawls in ecologically sensitive coastal ecosystems need to be implemented to restore and maintain the diversity of organisms. The adverse impacts of trawling over the benthic environment is poorly studied in the tropical waters. The absence of data on the quantity and quality of bycatch and lack of information on the biology and ecosystem roles of discarded species merged with methodological limitations such as absence of control sites or sites protected from trawling, handicap defining strategies and policies aimed at reducing bycatch. However, a precautionary approach is required for ensuring sustainability of oceanic resources.

References

Auster, P. J. and Langton, R. W. (1999). The effects of fishing on fish habitat. *American Fisheries Society Symposium*, 22, 150-187.

Boopendranath, M. R. (2007). Possibilities of bycatch reduction from trawlers in India. In: *Indian Fisheries An Progressive Outlook*. Central Marine Fisheries Research Institute, Kochi, 12-29.

CMFRI. (2022). Marine fish landings in India 2021. Technical Report, CMFRI Booklet Series No. 26/2022. ICAR-Central Marine Fisheries Research Institute, Kochi.

CMFRI. (2020). Annual Report 2020. ICAR-Central Marine Fisheries Research Institute, Kochi.

Dayton, P. K., Thrush, S. F., Agardy, M. T. and Hofman, R. J. (1995). Environmental effects of marine fishing. *Aquatic Conservation: Marine and Freshwater Ecosystems*, 5, 205-232.

Dellapenna, T. M., Allison, M. A., Gill, G. A., Lehman, R. D. and Warnken, K. W. (2006). The impact of shrimp trawling and associated sediment resuspension in mud dominated, shallow estuaries. *Estuarine, Coastal and Shelf Science*, 69, 519-530.

Dineshbabu, A. P., Radhakrishnan, E. V., Thomas, S., Maheswarudu, G., Manojkumar, P. P., Kizhakudan, S. J., Pillai, L. S., Chakraborty, R., Jose, J., Sarada, P. T., Sawant, P. B., Philipose, K. K., Deshmukh, V. D., Jayasankar, J., Ghosh, S., Koya, M., Purushottama, G. B. and Dash, G. (2013) An appraisal of trawl fisheries of India with special reference on the changing trends in bycatch utilization. *Journal of Marine Biological Association of India*, 55(2), 69-78.

DOF. (2022). Annual report 2021-22. Department of Fisheries, Ministry of Fisheries, Animal Husbandry and Dairying, Government of India, New Delhi, India.

Duplisea, D. E., Jennings, S., Malcolm, S. J., Parker, R. and Sivyer, D. B. (2001). Modelling potential impacts of bottom trawl fisheries on the soft sediment biogeochemistry in the North Sea. *Geochemical Transactions*, 2, 24-28.

FAO. (2004). Code of Conduct for Responsible Fisheries. Food and Agriculture Organization, Rome, 41 p.

George, M. J., Suseelan, C. and Balan, K. (1981). By-catch of shrimp fishery in India. *Marine Fisheries Information Service Technical and Extension Series*, 28, 1-13.

Kumar, A., Jakhar, J. K., Sundaramoorthy, B. and Vardia, H. K. (2015). Bycatch and habitat impacts of lobster bottom set gillnet along Thoothukudi coast, India. *Environment&Ecology*, 33(2), 711-716.

Kumar, A. B. and Deepthi, G. R. (2006). Trawling and by-catch: Implications on marine ecosystem. *CurrentScience*, 90(7), 922-931.

Madhu V. R. (2018). A review of trawl selectivity studies carried out along Indian coast. *FisheryTechnology*, 55, 1-18.

McCauley, D. J., Pinsky, M. L., Palumbi, S. R., Estes, J. A., Joyce, F. H. and Warner, R. R. (2015). Marine defaunation: Animal loss in the global ocean. *Science*, 347(6219).

Petovic, S., Markovic, O., Ikica, Z., Durovic, M. and Joksimovic, A. (2016). Effects of bottom trawling on the benthic assemblages in the south Adriatic Sea (Montenegro). *ActaAdriatica*, 57(1), 81-92.

Thrush, S. F. and Dayton, P. K. (2002). Disturbance to marine benthic habitats by trawling and dredging: Implications for marine biodiversity. *Annual Review of Ecology and Systematics*, 33, 449-473.

Watson, R. A. and Tidd, A. (2018). Mapping nearly a century and a half of global marine fishing: 1869-2015. *MarinePolicy*, 93, 171-177.

Free Lance Poultry Consultant

DR.MANOJ SHUKLA, a renowned poultry Veterinarian, with 20 years of enriched field experience, now started Free Lance Poultry Consultancy. In the past 20 years have contributed to the development of the hatcheries in various capacities of leading companies across India - Maharashtra, Gujarat, Madhya Pradesh, Chhattisgarh, Orissa, Bihar, West Bengal, Jharkhand, North-East, Uttar Pradesh and neighbouring country of Nepal.



His areas of expertise include:

- Commercial Layer Management.
- Commercial Broiler Management
- Nutrition (Feed Formulations).
- Breeder Management.
- Sales & Marketing of Day-Old commercial Layer chicks, Broiler chicks & Poultry Feed.
- Sales & Marketing of Broiler Breeder.
- Integration.
- Training to Field staff.
- Field Trial of Drugs & Feed additives.
- Speaker in Technical Seminars.

He can be Contacted at:- **Dr. Manoj Shukla**

A-1, Gaytri Nagar, Phase-II, P.O. Shankar Nagar, Raipur, Chhattisgarh-492007

Mob.No : 09644233397, 07746013700, Res. 0771-4270230

Email : drmanu69@gmail.com

As a strategic partner, Poultry Line wishes Dr. Shukla every success in his new assignment

Importance of Fishmeal Inclusion in Poultry Feed

Suraj Amrutkar¹, Suhas Amrutkar², Bharti Deshmukh³, Vinod Gupta⁴ and S. K. Gupta⁵

1. Scientist, Poultry Science, SKUAST-J, Jammu.

2. SMS, Animal Nutrition, Parbhani Veterinary College, Parbhani, MAFSU

3. Assistant Professor, AGB Division, GADVASU, Ludhiana

4. Senior Scientist & Head, KVK Samba, SKUAST-J, 5. Director Extension, SKUAST-J



Suraj Amrutkar

Introduction:

Fish meal means a product obtained by drying and grinding or treating fish or fish waste in which no other matter has been added. Fish meal is a commercial product mostly made from fish that are not

used for human consumption. Fish meal is generally used to feed to farm animals including poultry birds. Fish meal has played a critical role in the growth of farm animals, because it is nutritionally rich and cheap to produce. Fishmeal is prepared from the bones and offal's left over from fish caught by commercial fisheries. Fish meal takes the form of powder or cake. This form is obtained by drying the fish or fish trimming, and then grinding it. If the fish used is a fatty fish, then it is first pressed to extract most of the oil.

Dried whole fish and fish meal are good sources of crude proteins. The protein of fish meal is a good source of lysine and methionine. Fish is also a good source of available phosphorus, calcium, vitamin-B₁₂, iodine and selenium. Many varieties of fish go in the preparation of dried fish or fish meal and the composition is variable. During processing, if more heat is applied, gizzard erosion may occur in chicken. It is advisable to use only good quality fish and economically feasible.

History of Fishmeal industry:

The fish meal and oil industry started at the beginning of the 19th century. It was

based on surplus catches of herring from seasonal coastal fisheries. It was essentially an oil production activity. The residue was originally used as a fertilizer, but since the beginning of 20th century, it has been dried and ground solid product that has been obtained by removing most of the water and some or all of the oil from fish or fish waste.

Protein of fish meal:

Fishmeal of good quality crude proteins and normally contains between 50-60% by weight. From a nutritional stand point, fish meal is one of the preferred animal protein supplements in the diets of farm animal. A typical inclusion rate of fish meal in terrestrial livestock diet is usually 5% or less on dry matter basis. Any complete diet must contain some protein, but the nutritive value of protein related directly to its amino acid consumption and digestibility. Proteins are made up of amino acids which are released for absorption into the blood stream following protein digestion. Monogastric animals only have dietary requirements for specific amino acids rather than protein amount. The amino

Table1. : Feed ingredient composition of fish meal- Proximate principles and AIA (on a fed basis)

| Parameters | Unit | Fish Meal (40 %) | Fish Meal (54 %) |
|---|---------|------------------|------------------|
| Dry Matter | % | 88 | 88 |
| Metabolizable Energy (nitrogen corrected) | Kcal/kg | 1834 | 2464 |
| Protein | % | 39.8 | 53.4 |
| Ether Extract | % | 6.2 | 7.0 |
| Linoleic acid | % | 0.11 | 0.12 |
| Crude fiber | % | 0.9 | 0.9 |
| Nitrogen Free Extract | % | 4.4 | 4.4 |
| Ash | % | 36.8 | 21.9 |
| Acid Insoluble Ash | % | 22.0 | 8.71 |

acid profile of fish meal makes this feed ingredient as attractive as protein supplement. Proteins in cereals grain and other plant concentrates do not contain complete amino acids profile and are usually deficient in essential amino acids like lysine and methionine. Broiler production in developing countries especially in India particularly has always been dependent on important source of protein such as fishmeal, soyabean meal and animal protein concentrate. Among the animal protein sources, fishmeal is particularly suited to meet the demands of the protein. Fish meal is brown powder which normally contains a high level of protein and appreciable quantities of

fats and minerals. Maximum inclusion level of fishmeal in poultry is 5%, which is economical and safe also. Fish meal is very important protein source in poultry nutrition, mainly due to the high quality of the protein it supplies. The reason for its wide spread use, especially its high nutrient density and excellent digestibility. The protein in fish meal has high biological value in diets for animals. It is rich in the essential amino acids, particularly lysine and the sulphur amino acids. The presence of fishmeal in a complete diet will supplement any deficiencies of the amino acids in vegetable proteins such as soyabean meal. Fish meal is also fed to farm animals not only to improve productivity, but also to protect health and welfare and reduce dependence on antibiotics and other drugs. The presence of fishmeal in a complete diet will supplement any deficiencies of the amino acids in vegetable protein such as soyabean meal. In India, fish meal is the most important conventional animal protein source for poultry and its supply is mainly dependent on transportation cost or distance. As a result, the cost of fishmeal is very high and its level in the diet results in less profitable poultry production. Moreover, due to the use of different varieties, parts of fish and processing technologies

Table 2. : Feed ingredient composition of fish meal– Minerals (on a fed basis)

| Parameters | Unit | Fish Meal (40 %) | Fish Meal (54 %) |
|----------------------|-------|------------------|------------------|
| Calcium | % | 5.39 | 4.45 |
| Total Phosphorus | % | 2.99 | 2.47 |
| Nonphytin Phosphorus | % | 2.99 | 2.47 |
| Sodium | % | 0.65 | 0.54 |
| Chloride | % | 0.60 | 0.49 |
| Potassium | % | 0.62 | 0.52 |
| Magnesium | % | 0.16 | 0.13 |
| Sulfur | % | 0.45 | 0.37 |
| Iron | % | 439 | 363 |
| Manganese | Mg/Kg | 33 | 27 |
| Copper | Mg/Kg | 7 | 5 |
| Selenium | Mg/Kg | 2.11 | 1.76 |
| Zinc | Mg/Kg | 147 | 121 |

inclusively mean that there can be significant variation in the quality of different lots of fish meal. The potential of fishmeal as a valuable protein source in broiler feeding is not in doubt; but alternative protein sources such as leaf protein concentrate, ground nut meal, maggot meal, sun dried shrimp waste meal, silk worm pupa meal, meat and bone meal, full fat soyabean meal have been used either to replace fishmeal wholly or partly in broiler diets with remarkable success especially in relation to some growth indices.

Energy in Fishmeal:

The lipid in fishmeal not only imparts an excellent profile of essential fatty acids but also provide a high content of energy to the diet. Since there is very little carbohydrate in fishmeal relates directly to the percentage of protein and oil it contains. The quality and quantity of oil in fishmeal will in turn depend on the species, physiology, sex, reproductive status, age, feeding, and habits of the captured fish and the method of processing. The lipid in fishmeal and fish oil are early digested by all animals especially poultry, fish, pigs and ruminants such as cow, sheep and goat. In these animals, the lipid digestibility is 90% or greater. The high

Table 3. : Feed ingredient composition of fish meal– Vitamins (on a fed basis)

| Parameters | Unit | Fish Meal (40 %) | Fish Meal (54 %) |
|-------------------------|-------|------------------|------------------|
| Biotin | Mg/Kg | 0.1 | 0.2 |
| Choline | Mg/Kg | 2152 | 2953 |
| Folic acid | Mg/Kg | 0.2 | 0.3 |
| Niacin | Mg/Kg | 38.7 | 53.2 |
| Pantothenic acid | Mg/Kg | 6.3 | 8.7 |
| Pyridoxine | Mg/Kg | 2.8 | 3.9 |
| Riboflavin | Mg/Kg | 3.4 | 4.7 |
| Thiamin | Mg/Kg | 0.4 | 0.5 |
| Vitamin E | Mg/Kg | 4.9 | 6.8 |
| Vitamin B ₁₂ | Mg/Kg | 73 | 100 |

digestibility of fish lipids means they can provide lots of usable energy. If a diet does not provide enough energy, the fish will have to break down valuable protein for energy, which is expensive and can increase production of toxic ammonia.

Lipids in fish meal:

The lipids found in fishes can be separated into both liquid fish oils and solid fats. Although most of the obtained oil was usually extracted during processing of fish meal, the remaining lipid typically represents between 6-10% by weight but cal also ranges from 4-20%. Fish lipids are highly digestible by all species of animals and excellent sources of the essential poly-saturated fatty acids (PUFA) in both the omega-3 and omega-6 families of fatty acids. The predominant omega-3 fatty acids in fish and fish oil are linolenic acid, docosa hexaenoic acid and eicosa pentaenoic acid. Both DHA and EPA fatty acids are produced and passed along the food chain by small size algae and zooplankton consumed by fish. Fish meal high in n-3 fatty acids, when fed to some animals (particularly poultry) can increase the n-3 content in the animals flesh, thus making these tissues to be another source of n-3 fatty acids for human diet.

Immunity:

Eicosa pentaenoic acid and *DHA* of fishmeal and fish oil can prevent cardiovascular diseases and significantly affect the vascular and haemostatic

systems, the brain, the retina and other body tissues. Many researchers have demonstrated that the n-3 PUFA has anti-inflammatory properties and benefits to the immune system with particular effectiveness against asthma.

Performance:

Broiler and layer chicken bird has increase their performance through increasing weight gain, better feed conversion efficiency under economic condition by adding fish meal inclusion in poultry feed up to maximum 5% level. It also improves the quality of meat.

Ahmad Karimi (2006) reported that Fishmeal is very important protein source in poultry nutrition, mainly due to the high protein quality of the protein it supplies. He was carried out to investigate the effects of formulating isonitrogenous and isoenergetic diets varying in fish meals (0, 2.5 and 5% during the starter and 0, 1.25 and 2.5 % during grower period) on performance. A total 264 Hubbard straight run broiler were allocated to each of these three dietary treatments which were replicated four times (22 chicks per pen) in a completely randomized design. Chick body weight, daily gain, feed intake and feed conversion ratio were determined at 10, 20, 32 and 42 days of ages. The results showed that the body weight at 32 and 42

Table 4. : Feed ingredient composition of fish meal– Amino Acids (on a fed basis)

| Parameters | Unit | Fish Meal (40 %) | Fish Meal (54 %) |
|---------------|------|------------------|------------------|
| Protein | % | 39.8 | 53.8 |
| Arginine | % | 1.90 | 2.54 |
| Histidine | % | 0.62 | 0.95 |
| Isoleucine | % | 1.49 | 2.03 |
| Leucine | % | 2.46 | 3.52 |
| Lysine | % | 2.27 | 3.29 |
| Methionine | % | 0.87 | 1.30 |
| Cysteine | % | 0.37 | 0.53 |
| Phenylalanine | % | 1.65 | 1.98 |
| Tyrosine | % | - | - |
| Threonine | % | 1.29 | 1.89 |
| Tryptophan | % | 0.35 | 0.48 |
| Valine | % | 1.76 | 2.42 |

days, daily gain during 0-42 days, daily gain during 0-42 days and feed intake during 11-20 days, 21-32 days and 0-42 days significantly increased with fishmeal inclusion. In conclusion the results of this experiment indicated that the beneficial effects of fishmeal on broiler performance become most evident at higher use levels and during the latter growth periods, mainly via stimulation of feed intake.

Disadvantages:

Although the feeding value of fishmeal is unquestionable, its use in animal feed also can't be without limitation because of their unfavorable effects on meat, fats and eggs. Another factor that requires attention when the level of fishmeal is high in the relation is its gizzerosine content, originally found in overheated fishmeal. This gizzerosine compound has been shown to induce gastric acid secretion in young chicks (in a mode of action similar to histamine) but with higher potency and a longer lasting action, resulting in poor performance and gizzard erosion. With inadequately heat treated fishmeal, there is also the potential problem of excessive thiaminase activity. Availability and price of fishmeal in relation to other animal protein sources might be the overruling factor in decisions to include fishmeal in broiler diets. Rancidity is also a problem due to high fat content. Dry fish and fish meals are a potential source of infection of coliform and salmonella. If fish oil is more than 1% of the feed, fishy flavor may be found in the eggs and poultry meat. These problems together with risk factor associated with nutritionists studying

alternating sources for inclusion in to the diet of poultry.

Cost per Kilogram of gain:

Total feed cost per kilogram of gain is significantly higher for diets containing fish meal as compared to soyabean based diet. The soyabean based diets has the lowest feed cost per kilogram of gain. The price of fishmeal per kilogram was greater than that of soyabean based diet. The high cost of fish meal is driven by the high demand and seasonal or limited production of fish. Fish meal can be produced from all species of fish but usually produced from wild caught marines fishes. However, demand of fishmeal is constantly increasing but supply is not growing accordingly, and this affects producer and supplier behavior increasing the cost of fish meal. Soyabean based meal on the other hand is less expensive although there is high demand for this commodity all year round. The primary reason is the higher world-wide production of soyabean year round in several parts of the world.

Conclusion:

Fishmeal is often used to supplement vegetable protein sources such as soyabean meal. Researchers have demonstrated that including fish meal in balanced broiler diet resulted in better growth performance. Replacing fishmeal with soyabean meal under supplement of limiting amino acid yielded better performance of broiler with low cost of gain.

SHRI LAXMI GANAPATHI AGENCIES



P.L. Ganapathi

**We undertake to purchase and sell the
Growers and Layers on commission basis.**

We also supply growers of all kinds of
breeds ranging from 5th to 20th weeks

**Available on all
seasons**

Contact us for purchasing / selling the poultry farms

Shri Laxmi Ganapathi Agencies

Attili, West Godavari District – 534 134, (A.P).

(M): 9666939299 and 9849195410

ProAct 360™

A complete perspective. Perfected for Progress.

What if a new perspective on protease could change your poultry business for the better?

High Nutritional & Health Performance

Improving protein digestibility and gastrointestinal integrity



Sustainable Business contribution

Improved performance for lower environmental impact and better animal welfare



New Commercial models

Affordable inclusion costs and improved ROI



End-to-end digital services

For maximum convenience and peace of mind through better decision making



A product that goes beyond the parameters of protease, ProAct 360™ provides a complete solution with the potential to grow your business further. Proven to increase protein digestibility and gastrointestinal integrity in broilers, ProAct 360™ promotes better animal health and supports more sustainable production. A catalyst for positive change, this results in reduced feed costs and increased return on investment. For longer term planning, we provide interconnected digital services that allow you to reach your targets by supporting better decision-making.

A 360 degree perspective like never before. ProAct 360™ is the new market-standard in Feed Protease Technology.

Discover all product benefits online or speak to your DSM Sales Representative.

If not us, who? If not now, when?
WE MAKE IT POSSIBLE

ANIMAL NUTRITION AND HEALTH

ESSENTIAL PRODUCTS

PERFORMANCE SOLUTIONS + BIOMIN®

PRECISION SERVICES





Bhuvana
NutrBio Sciences

ISO, GMP & HACCP Certified Company

Bhuvana's Mission Statement :
Science Should Convert
To Applied Science
With Commercial Viability
& Poultry Producers First

Solutions through Water

Beatz-Se Powder

Power to birds

*India's Most Trusted
Immunomodulator (Vit.E+Se+Others)*

BPower GLH

Next Gen Performance Booster

*Multifunctional Multitonic Unique
Formulation for Growth & Defence*

BhuTox

Complete Solution for Toxins & Moulds

OreMix LB


Scientific, Rich & Economical formulation
of Organic & Inorganic Trace Minerals


Solutions through Feed

Bhuvana NutrBio Sciences

E.7, 2nd Floor, Above Mahavir Motors, Opp. Gate No.1,
Market Yard, Gultekadi, Pune. 411037, India.

 bhuvanaseservices@gmail.com

 services@bhuvanans.com

 9850979652 | 9396686500



www.bhuvanans.com

Complevit™

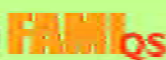
A Complete Vitamin Premix



Benefits

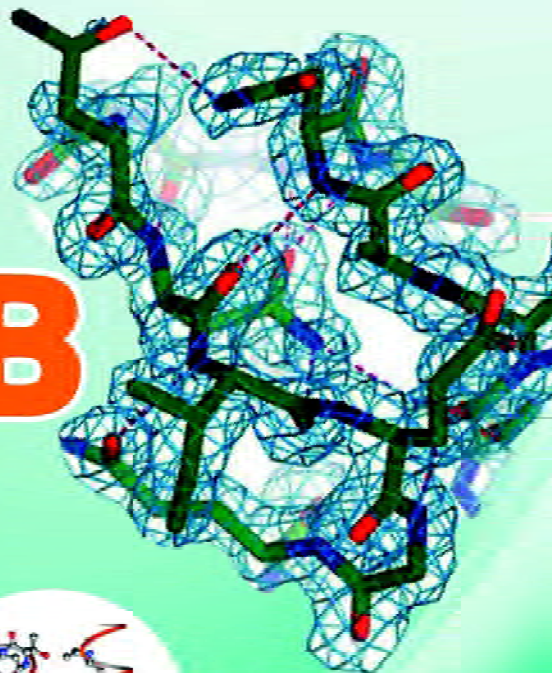
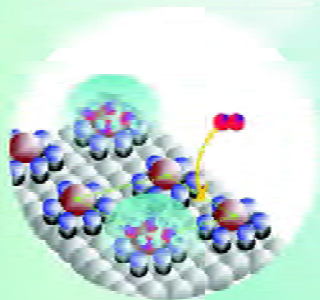
- Compliments to balanced diet and meets the demands
- Ensures optimum and augmented vitamin supplementation
- Supplements all essential fat soluble and water soluble vitamins for supporting growth, metabolic activities, immunity, reproductive health and production

• Poultry Vitamin Premix • Aquaculture Vitamin Premix • Ruminant Vitamin Premix



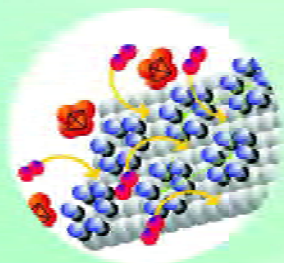
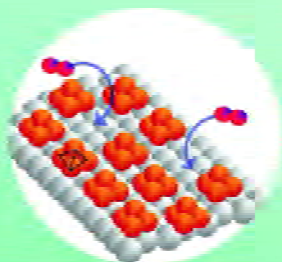
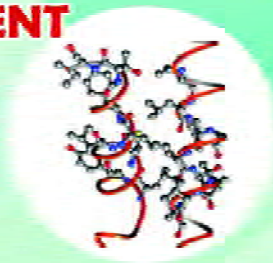
Bentoli Inc.
Elgin, Texas, USA
India Customer Care: +91 7397785002
Email: askthefeedoctor@bentoli.com
www.bentoli.com

Visit us at: [in](#) [tw](#) [f](#)



EXOSORB BIOTECH

POULTRY FEED SUPPLEMENT



**A
Multi Toxin Binder
FOR
BREEDERS, BROILERS
AND
LAYERS**

**A Unique Combination of
HSCAS, Phyllosilicates, MOS,
Lipotropic Agents, Organic Acids,
Activated Charcoal (IP Grade) and Copper.**

Marketed By:



311, 3rd Floor, Ascot Center Co-op Soc.ltd.,
Sahar Road, Opp ITC Maratha Hotel.
Near Hilltone Hotel, Andheri (East),
Mumbai - 400099, Maharashtra, INDIA.
TEL.: (022) 28200426/27/28.
E-mail: info@exoticbiosolutions.com
www.exoticbiosolutions.com

Manufactured By:



**Exotic
MUSHROOMS**



Manufacturing Unit is certified
for leading Industry Standards.

PhyGeno
Plant Based Solutions



PhyCholine

Plant based Choline

A natural alternative to
synthetic Choline Chloride



Performance validated
by zootechnical studies



Increases lean meat
deposition in carcasses



Non-hygroscopic &
stable in premixes



Substantial cost saving

PhyGeno

(A division of Avitech Nutrition)

connect@phygeno.com

www.phygeno.com

FAMI QS, GMP &
ISO 22000 Certified

SAI KRISHNA

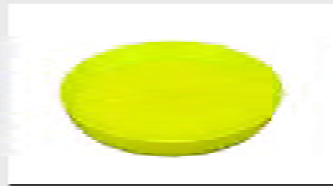
POULTRY EQUIPMENTS



Chick Feeder



Egg Tray



Chick Feed Tray



Chick Drinker



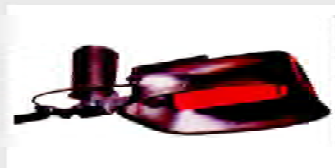
Drinker
(Assemble Valve System)



Deluxe Drinker
(Standard & Large)



Feeder



Gas Brooder



Chain Link Mesh



Jumbo Drinker



SAI KRISHNA PLASTIC INDUSTRIES

Manufacturers of Plastic Poultry Equipments

Factory : Behind Petrol Bunk, Padmanagar, Karimnagar - 505002, Tel : 0878 - 6504508, Mobile : 98490 59508
Sales Depot : Plot No : 11, Road No:2, Opp : Nimanthran Function Hall, Mamatanagar Colony, Nagole, HYDERABAD - 68. (A.P),
Tel : 040 64610508, Mobile : 92466 59508, E-mail : info@saikrishnapoultry.com, Web : www.saikrishnapoultry.com

ButyESTERTM
Advance



OPTIMA



GEH Technology
Target Release
High Mechanism of Action

OPTIMA LIFE SCIENCES PVT. LTD.

PNO 47/2/2, BL 44, LIC Colony, Parvati, Pune - 411009, Maharashtra.

Tel: +91 8380012872, 020-24420720 | info@optimalife.in | www.optimalife.in

Follow Us On



Detoxifies

Protects

Binds



Contamination of feed
with mycotoxins is
one of the biggest
safety concern in
livestock farming

NILTOX[®]

A complete solution for mycotoxins

Indian Poultry Science Association fellow award to Professor Jyoti Palod



Professor Jyoti Palod, Department of Livestock Production Management, College of Veterinary & Animal Sciences, G. B. Pant University of Agriculture & Technology has been awarded with Indian Poultry Science Association fellow in the inaugural session of XXXVII Indian Poultry Science Association Conference and National Symposium on Recent Advances in Sustainable Poultry Production for Livelihood and Nutritional Security on 4th November, 2022.

Dr Jyoti Palod has been a Professor for the last 13 years in the College of Veterinary and Animal Sciences, G. B. Pant University of Agriculture and Technology, Pantnagar, Uttarakhand. She joined GBPUAT, Pantnagar, as Associate Professor in 2003.

She received ICAR Junior Research Fellowship and obtained B.V. Sc. and A.H. as well as M.V. Sc and AH from the College of Veterinary Sciences and Animal Husbandry, Mhow, MP, and PhD. From DUVASU, Mathura.

She started her professional career in 1995 at the Animal Husbandry Department, Govt. of Rajasthan as Veterinary Officer. She worked in State level Institute of Animal Nutrition, Jaipur from 1996 to 2003 where she had the additional responsibility of Assistant Director from 2002 to 2003.

She contributed immensely during the famine period (2002) in Rajasthan. She was a member of several state and national level committees pertaining to procurement of Paddy straw from Haryana, green fodder sowing areas (in famine-affected districts of Rajasthan) and green fodder price and Famine relief committee Govt. of India, New Delhi for the procurement of damaged wheat grain. She was also a Member of the State Level Literature Preparation Committee, Rajya Sandarbh Kendra, Jaipur, in 2002. She has distributed literature to the veterinarians and farmers of different districts of Rajasthan in the form of books and booklets with special reference to feeding during the famine period. She believes in disseminating relevant information amongst various stakeholders and has about 200 technical and popular articles in her credit. She has been the Editorial board member of 4 Journals and reviewer of 8 Scientific Journals.

Poultry line congratulates her for this great achievement.



Poultry Farmers & Breeders Association (MH)

Press conference on 14th November, 2022 by PF & BA

Chicken to be sold at Lower Price in Maharashtra to Celebrate 'National Chicken Day'



Pune, 14th November 2022: Observing the birthday of Padmashri Dr B.V.Rao, the pioneer of the Indian Poultry industry, the Poultry Farmers and Breeders Association (PF&BA) are celebrating 'National Chicken Day' on the 16th of November.

As a part of activities celebrating the platinum jubilee of Indian Independence and the 'National Chicken Day,' the association is organizing a campaign from 16th to 18th November. On these three days, the chicken will be sold at lower rates in 105 shops in Pune city and Maharashtra.

C. Vasath Kumar, President of PF & BA informed the press with regard to the above. Dr Vijay Tijare, Dr Shrilankeshwar Waghole and Dr Ajay Deshpande were present at the above press conference.

Mr Vasanth Kumar said, "This campaign is aimed towards public awareness. PF&BA, Maharashtra,

Karnataka Poultry Farmers Breeders Association, Civbha and West Bengal Poultry Federation are organizing various programs during this campaign. It includes chicken distribution, awareness programs, lectures, demos, and training."

He said, "PF&BA has been striving hard for the welfare of poultry breeders and farmers since two decades. We have more than 100 members he said. These members collectively contributing four crores of broilers per month. The association also represents the members in state and central governments."

The association is thinking of organizing such programs periodically with a probable plan to celebrate chicken week, he added.

Few of the chicken shop owners will be felicitated for their remarkable service of selling broilers to



the consumer at a reasonable price all the time and increasing chicken consumption, told Mr.C.Vasanth Kumar.

Poultry Farmers & Breeders Association also did chicken awareness campaign through Radio Jingle in last year during IPL cricket matches 100 days continuously.

Last six months we have done chicken promotion through Zee 24 Taas News channel by showing a TV commercial, which was appreciated by many consumers after seeing the same. On the occasion of National Chicken Day we are promoting chicken benefits on Zee 24 Taas News channel

from 15th November, 2022 to 26th November, 2022 told Mr. C. Vasanth Kumar.

Place :Patrakar Bhavan, Pune.

Date : 14th November, 2022.

| | |
|---|--|
|  S.S. PACKAGINGS |  SRI LAKSHMI PACKAGING COMPANY |
| <p>Mfrs.: Corrugated Boxes, Cores Pulp trays, Coir</p> | <p>Mfrs.: Corrugated Chick Boxes & Hatching Egg Box Paper Pulp trays, Coconut Coir</p> |
|  | |
| <p>Contact : T. Subramanyam Managing Partner</p> | <p>Contact : P. Someswara Rao Managing Partner</p> |
| <p>H.No. 5-011/6, Ramireddy Nagar, IDA, Jeedimetla, Hyderabad-500 055. Email: slpc.2002@gmail.com</p> | <p>Plot No. S-15 to S-18, Rami Reddy Nagar, IDA, Jeedimetla, Hyderabad-500 055. Email: slpc.2002@gmail.com</p> |
| <p>Cell: 98660 75805 Fac. : 040-23095996</p> | <p>Cell: 98491 09478 Fac. : 040-20005996</p> |

Great Place To Work.

Certified
SEPT 2022 - SEPT 2023
INDIA

Srinivasa



Hy-Line


International Bird Now Customized for INDIA

W-80i


- Local Breeding Program
- Maximum Livability
- Maximum No. of Saleable Eggs
- Lowest Feed Per Egg

Latest Performances

Srinivasa Hy-Line W80i Performance in Karumannan Poultry Farm, Namakkal, Tamil Nadu



Mr. Karumannan



Flock Age 41 Weeks (Still Continuing)

Peak Production 91.42%

Weeks Above 90% 12 Weeks (Still Continuing)

Hen House Eggs 127.00

Cumulative Feed per Egg 114.77 g


Feed Per Day (Laying Period) 94.65 g

% achievement of standard H.H Eggs 92.00%


Feed Cost Per Egg upto 41 Weeks Age considering Rs. 26/KG Rs 2.98

www.srinivasa.co

Srinivasa Hy-Line W80i Performance in Menachi Poultry Farm, Namakkal, Tamil Nadu



Mr. JM.Ravi



Flock Age 32 Weeks (Still Continuing)

Peak Production 93.11%

Weeks Above 90% 7 Weeks (Still Continuing)

Hen House Eggs 74.09

Cumulative Feed per Egg 120.07 g

Feed Per Day (Laying Period) 97.76 g

% achievement of standard H.H Eggs 96.04%

Feed Cost Per Egg upto 32 Weeks Age considering Rs. 26/KG Rs 3.20

www.srinivasa.co

Srinivasa Farms

Srinivasa Farms Private Limited

(CIN : U01222TG1983PTC003979)

Registered Office : Plot No. 82, Kavuri Hills, Phase II, Madhapur, Hyderabad - 500081, Telangana, India.

E-mail : contact@srinivasa.co

Phone : +91 40 23633500 / 501, +91 91000 21340

www.srinivasa.co | Follow us on



**WANTED
DISTRIBUTORS**

LUBING



THE ORIGINAL!



Since 2001, Lubing India Pvt. Ltd. is most preferred brand for Nipple Drinking System for Broilers, Layers & Breeder farm.

To cater to its already established markets as well as to tap the areas with huge potential, **Lubing India is looking for financially sound distributors in following states:-**

Uttar Pradesh

Rajasthan

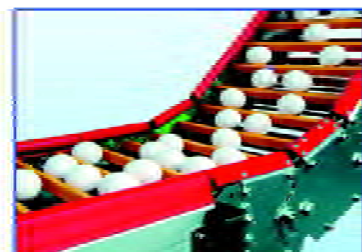
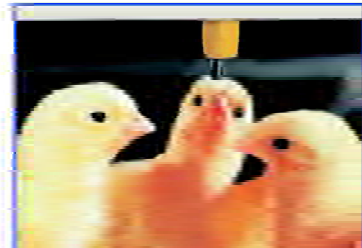
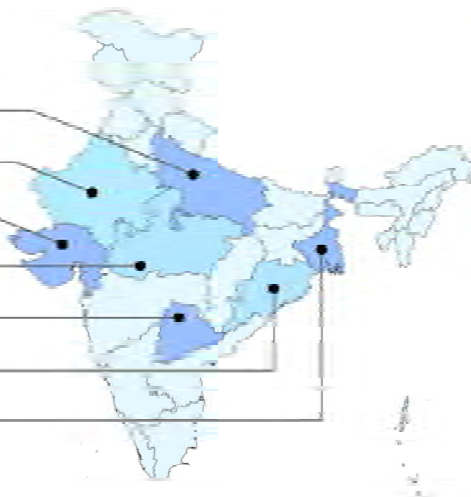
Gujarat

Madhya Pradesh

Telangana

Odisha

West Bengal



■ **Drinking System**

For Chicks & layers In Cages

■ **Top Climate System**

■ **Conveyor System**

For Egg Transportation

LUBING INDIA PVT. LTD.

Contact: +91 9975440407
+91 7387007677

Email : sales1@lubingindia.com
sales2@lubingindia.com

URL : www.lubingindia.com



PHYTOSCIENTIFIC APPROACH TO COMBAT "RESPIRATORY INFECTIONS"

EasyRes™

For Easy Respiration



Power of Six Essential Oils

- Antimicrobial
- Decongestant
- Expectorant
- Bronchodilator
- Immunomodulator
- Anti-inflammatory

For more details contact

VETOQUINOL INDIA ANIMAL HEALTH PRIVATE LIMITED

5th & 6th Floor | Hamilton Building | B – Wing | Hiranandani Estate | Ghodbunder Road | Thane – 400 607 | Maharashtra
Email : consumer.services.india@vetoquinol.com | Website : www.vetoquinol.in | Customer Care : +91-22-61322609



Omega Group Mumbai, India

Omega Weldedmesh Co. Pvt. Ltd. ■ Omega Farm Equipments
Manilal & Co. ■ Vimal Agencies ■ Elite Wire Products
Serving Poultry Industry since 1969.

Poultry Cage Systems ■ For Commercial Layer ■ For Broiler Breeder ■ For Commercial Broiler



Cage Weldedmesh (Made out of High Quality 300 GSM Wire ONLY)

■ Superior Welding Strength ■ Measurement accuracy ■ Resistance to Corrosion. ■ Customized Solutions



G.I. Stand 'S' Frame



G.I. Stand 'A' Frame



M.S. Frame



G.I. Feeder



Feed Silo



PVC Feeder
100% Virgin Material



Aluminum Feeder



Plumbing Unit



Nipple & PVC Pipe with Saddle



Water Channel



Chain Link



Side Mesh



Cage Mat



Egg Collection System



Auto Feed Trolley



Manure Collection



Cooling Pads & Fans

Administration Office : 209, Sant Tukaram Rd., Iron Market, Mumbai - 400009, India

Tel.: +91 22 23486977, +91 22 23483664, +91 9324032420, +91 9324032419, +91 9833670617, Fax: +91 22 23481592

E-Mail : response@omegaweldmesh.com ■ vimal.omega@gmail.com ■ vinif.omega@yahoo.co.in ■ www.omegaweldmesh.com

Manufacturing Unit : Plot No. 22, Village Dhansar, Taluka Palghar, Dist. Thane - 401 404, INDIA ■ Tel.: +91 2525 240 995

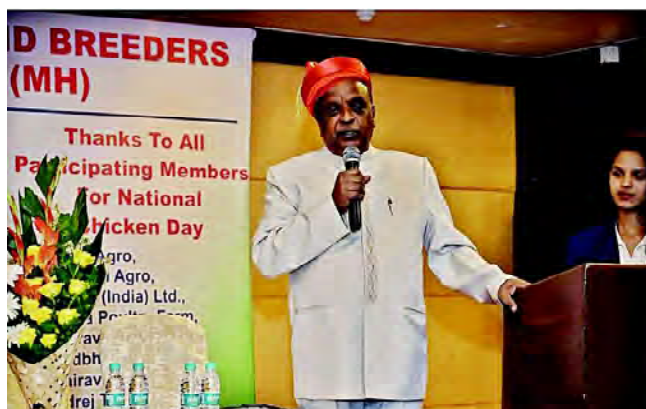


Poultry Farmers & Breeders Association (MH) National Chicken Day Report

On the occasion of Padmashri Dr. B.V. Rao's birthday, 16th November was celebrated as "National Chicken Day". The meeting was started by lighting the Niranjana Deep and putting a garland in the image of Padmashri Dr. B.V. Rao's photo. On this occasion, President of the Association Shri Vasanth Kumar declared the "National Chicken Day" celebrations. Shri. Sanjay Nalgirkar, Dr. Ajay Deshpande, Shri Rajendra Thorat and Shri Krishna Charan were also joined him for lighting the Niranjana Deep.



President Shri. C. Vasanth Kumar welcomed all the members, Sponsors and Traders.



Technical Seminar

Dr. Chainapure Sudhakar Maroti - Gave presentation on **Role of gut health and immunity** for optimal production and also guided how to **prevent and control early chick's mortality in Progeny through Presentation.**

Mr. Sharad Shyam Sundar – Director of Sylon Group gave history of their company and details of the products.

President **Mr. C. Vasanth Kumar** felicitated **Dr. Chainapure** by offering a flower bouquet.



Birthday Celebrations – The Association has celebrated the birthday of 17 members falling between two meetings. In this meeting, they also celebrated the members' birthdays by cutting a cake and the members celebrated birthday were felicitated by giving a rose flower

New Member:

President **Mr. C. Vasanth Kumar** welcomed new member **Mr. Sarfraj Momin** owner of **Huda foods** by offering him a flower bouquet by the Association.



Mr. C. Vasanth Kumar felicitated Chicken shop owners.

These traders are declaring the prices keeping consumer in view, giving advantage of reducing farm gate price to the consumer and helping the chicken consumption to go up. They were given a LED TV which will help them to the chicken promotion videos at their shop to the consumers.

- 1) Chitra Chicken centre – Mr. Alok Pardeshi from Sahakar Nagar, Pune.



- 2) A.K.Poultry – Mr.Sarfraj Akbar Shete from Camp, Pune.

- 3) Golden Poultry – Mr.Amjad Shaikh from Fatimanagar, Pune.



Felicitations :

Poultry Farmer & Breeders Association felicitated the President **Mr. C. Vasanth Kumar** for his contribution to the Association since 2006 to 2022 by offering **Puneri Feta shawl, Garland** and **“Achievement Award”**. Mr. Sajay Nalgirgar felicitated the President Mr. C. Vasanth kumar and citation read by Dr. Ajay Deshpande, ArunPawar, Mr. Pandurang Sandbhor, Mr. Krishna Charan, Mr. Kunal Pathre, Dr. K.P Kale etc. expressed their gratitude by praising the work of Mr.Vasanth Kumar. He assured that he will continue to give the services to the Association and the Poultry sector.



Mr. Vasant Kumar welcomed the incoming President **Mr. Sanjay Nalgirkar, Secretary Dr. Ajay Deshpande** and Treasurer **ShriKrishna Charan** and felicitated with flower bouquets to all.

Shri Sanjay Nalgirkar announced the names of the **Executive committee** members of the Association.



List as Follows:-

- 1) **President** – Mr. Sanjay Nalgirkar
- 2) **Vice President** – Mr. Uddhav Ahire
- 3) **Hon. Secretary** – Dr. Ajay Deshpande
- 4) **Treasurer** – Mr. K. V. Krishna Charan

Executive Committee Members :-

- 1) Dr. Syam Dhawan
- 2) Mr. Kunal Pathare
- 3) Mr. Vaibhav Pawar
- 4) Mr. Dhananjay Babar
- 5) Mr. Pandurang Sandbhor
- 6) Mr. C. Vasanth Kumar (**Former President**)
- 7) Mr. Rajendra T. Thorat

Invitees :-

- 1) Dr. P. G. Pedgaonkar
- 2) Mr. Balaji (Suguna)
- 3) Mr. Krishna Gangurde
- 4) Mr. Das (Baramati Agro)
- 5) Mr. Prasad Wagh
- 6) Mr. Nabhaji Kalbhor.



The meeting concluded with vote of thanks by Mr. Pandurang Sandbhor. He thanked President Mr. Vasanth Kumar, Fauna Remedies Inc., Sylon Group, Staff of Hotel Ramee Grand, Secretariat of Association, Anchor Pranali for their efforts and also the members for attending the meeting.

They assured that the Chicken promotion activity will be continued next year also.



Mr. Pandurang Sandbhor was welcomed as Executive Committee Member.

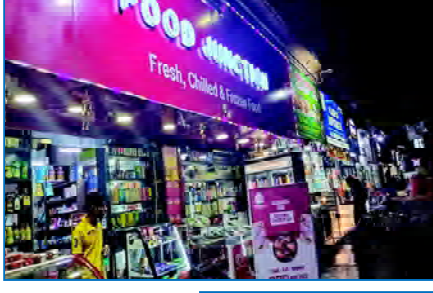
He requested members to join for an entertainment program, cocktail and dinner.

Meeting was concluded by thanking the Chair.

National Chicken Day celebration by Association members at various chicken shop's some images.







BROILER LIFTING RATES FOR THE MONTH OF OCTOBER 2022

| Place | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | | |
|---------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Hyderabad | 125 | 130 | 135 | 135 | 138 | 141 | 144 | 150 | 153 | 156 | 159 | 162 | 162 | 157 | 150 | 150 | 150 | 143 | 140 | 140 | 143 | 148 | 148 | 148 | 148 | 151 | 151 | 145 | 150 | 155 | 158 | |
| Karimnagar | 125 | 130 | 135 | 135 | 138 | 141 | 144 | 150 | 153 | 156 | 159 | 162 | 162 | 157 | 150 | 150 | 150 | 143 | 140 | 140 | 143 | 148 | 148 | 148 | 148 | 151 | 151 | 145 | 150 | 155 | 158 | |
| Warangal | 125 | 130 | 135 | 135 | 138 | 141 | 144 | 150 | 153 | 156 | 159 | 162 | 162 | 157 | 150 | 150 | 150 | 143 | 140 | 140 | 143 | 148 | 148 | 148 | 148 | 151 | 151 | 145 | 150 | 155 | 158 | |
| Mahaboobnagar | 125 | 130 | 135 | 135 | 138 | 141 | 144 | 150 | 153 | 156 | 159 | 162 | 162 | 157 | 150 | 150 | 150 | 143 | 140 | 140 | 143 | 148 | 148 | 148 | 148 | 151 | 151 | 145 | 150 | 155 | 158 | |
| Kurnool | 125 | 130 | 135 | 135 | 138 | 141 | 144 | 150 | 153 | 156 | 159 | 162 | 162 | 157 | 150 | 150 | 150 | 143 | 140 | 140 | 143 | 148 | 148 | 148 | 148 | 151 | 151 | 145 | 150 | 155 | 158 | |
| Vizag | 115 | 120 | 125 | 125 | 130 | 133 | 136 | 142 | 145 | 148 | 151 | 154 | 154 | 149 | 149 | 149 | 149 | 142 | 139 | 139 | 139 | 142 | 142 | 142 | 142 | 142 | 142 | 136 | 141 | 146 | 149 | |
| Godavari | 118 | 123 | 128 | 128 | 133 | 136 | 139 | 145 | 148 | 151 | 154 | 157 | 157 | 152 | 150 | 150 | 150 | 145 | 142 | 142 | 145 | 148 | 148 | 148 | 148 | 151 | 151 | 145 | 150 | 155 | 158 | |
| Vijayawada | 118 | 123 | 128 | 128 | 133 | 136 | 139 | 145 | 148 | 151 | 154 | 157 | 157 | 152 | 150 | 150 | 150 | 145 | 142 | 142 | 145 | 148 | 148 | 148 | 148 | 151 | 151 | 145 | 150 | 155 | 158 | |
| Guntur | 121 | 126 | 131 | 131 | 136 | 139 | 142 | 145 | 148 | 151 | 154 | 157 | 157 | 152 | 150 | 150 | 150 | 145 | 142 | 142 | 145 | 148 | 148 | 148 | 148 | 151 | 146 | 141 | 146 | 151 | 156 | |
| Ongole | 121 | 126 | 131 | 131 | 136 | 139 | 142 | 145 | 148 | 151 | 154 | 157 | 157 | 152 | 150 | 150 | 150 | 150 | 150 | 150 | 150 | 150 | 150 | 150 | 150 | 150 | 150 | 150 | 150 | 150 | 150 | |
| Namakkal | 78 | 78 | 78 | 85 | 92 | 97 | 103 | 108 | 111 | 114 | 114 | 114 | 109 | 109 | 109 | 114 | 114 | 114 | 114 | 117 | 119 | 119 | 119 | 119 | 119 | 119 | 105 | 106 | 109 | 112 | 115 | 115 |

Malnutrition and its mitigation by livestock production

Dr Biradar Satish Chandra, Dr Ratnaprabha, Dr Vidayasagar, Dr Prashanth Hosmani and Dr Amina
Dept –Livestock Production Management, Veterinary College Bidar.

Malnutrition is rampant in our country and can be equally seen among the rich and the poor. Rich suffer from over nutrition, thereby causing all the related disorders associated with it such as obesity and metabolic disorders which derails the basic metabolism i.e. burning of food for performing work and other essential functions of the body. It is as dangerous and harmful as the under nutrition seen among the poor and less empowered people such as women and children.

Now we need to tackle the problem from both ends in order to reduce the burden amongst the medical facilities of our country. First let us tackle the under nutrition among the people. Under nutrition is seen among the women and the children and also among the poor people of our country. Under nutrition, leads to a poor child, adult, and further into poor parents causing a vicious cycle of poor growth and development. This is the reason why Indians average height and weight is low in comparison to western countries standards. This also causes low productivity among the working class and increased exhaustion and staying away from the work and increased visits to hospitals.

So, we need to make the child strong in order to make him a healthy adult and break the vicious cycle of poor growth. Here it is very simple to achieve by increasing the consumption of milk, meat, eggs, fish, insects, pulses, sprouts etc. There is a shortage of protein production in our

country by almost 65 per cent of the requirement to the population. Protein is very vital to the growth and development of the individual. In the absence of adequate protein in our country, efforts must be made at national level to increase the production of above-mentioned products and also ban export of those items, since, it may fetch some foreign revenue but it will further weaken the people. Also those products such as rice bran, wheat bran and groundnut cottonseed cakes used in animal consumption, if at all exported also need to be banned from export and rather they need to be imported to produce adequate protein in our country.

The individuals who are on obesity side need to be counselled to go on negative energy balance diet, which in layman's language is to tell them to go for fasting or semi fasting i.e. eat in six to eight hours window, and rest hours they need to be nil by mouth or fast.

A special mention needs to be made here that the citizens' health depends upon strong animal husbandry activities, i.e. feeding our cows, buffaloes, sheep, goats, fishes, birds adequately, which is not happening presently and they are under fed. This results in poor production of milk, meat and eggs in our country, further making it poorly available to our citizens. A simple fact is that the national average of milk production in our country is 3 liters per day per cow as compared to developed nations which have 30 l/d per cow.

Now, presently there is excess of grains available to the citizens and is over and above the requirement of the present population. Consumption of excess grains with less protein in the diet leads to poor growth and development of citizens. Policy at the national level should be to divert these grains to animals such as cows, buffaloes, sheep, goats and fishes, so that the animal products such as milk, meat, eggs and fishes yield is increased, so that these products of animal origin are having better biological value and thereby help in solving the protein crisis of the country. Another way of increasing

the protein intake by the vegetarian conscious people is to go for fermenting the millets and consuming it with pulses and curd.

It is pertinent to mention here that the requirement of protein, that too high quality protein is 1 g/kg body weight, but right now if we see the total amount of animal and plant protein produced in our country, doesn't even meet 0.3 g/kg body weight requirement. Hence under such a situation, it is wise at all levels, policy makers, press, universities to work towards making better quality food available for the citizens so that it can make our nation strong and efficient.



Time to Time More, Healthy & Premium Quality Chicks



INSIDE SERIES



OUTSIDE SERIES



Digital Series



KARAMSAR POULTRY EQUIPMENTS™

OFFICE : K-139, POCKET-K, SECTOR-5, DSIIDC INDUSTRIAL COMPLEX BAWANA, NEW DELHI-110039

email : karamsarpoultryequipments@gmail.com * tarankaramsar@gmail.com

Website : www.karamsar.in karamsarequipments.com



9910310001, 9999226259, 8888800076, 9910423173



INCUBATOR (CHICKMAN SERIES)



INCUBATOR (EGG HATCH SERIES)



DEBEAKER



VACCINATOR



PLASTIC EGG SETTING TRAY



PLASTIC EGG HATCHER BASKET

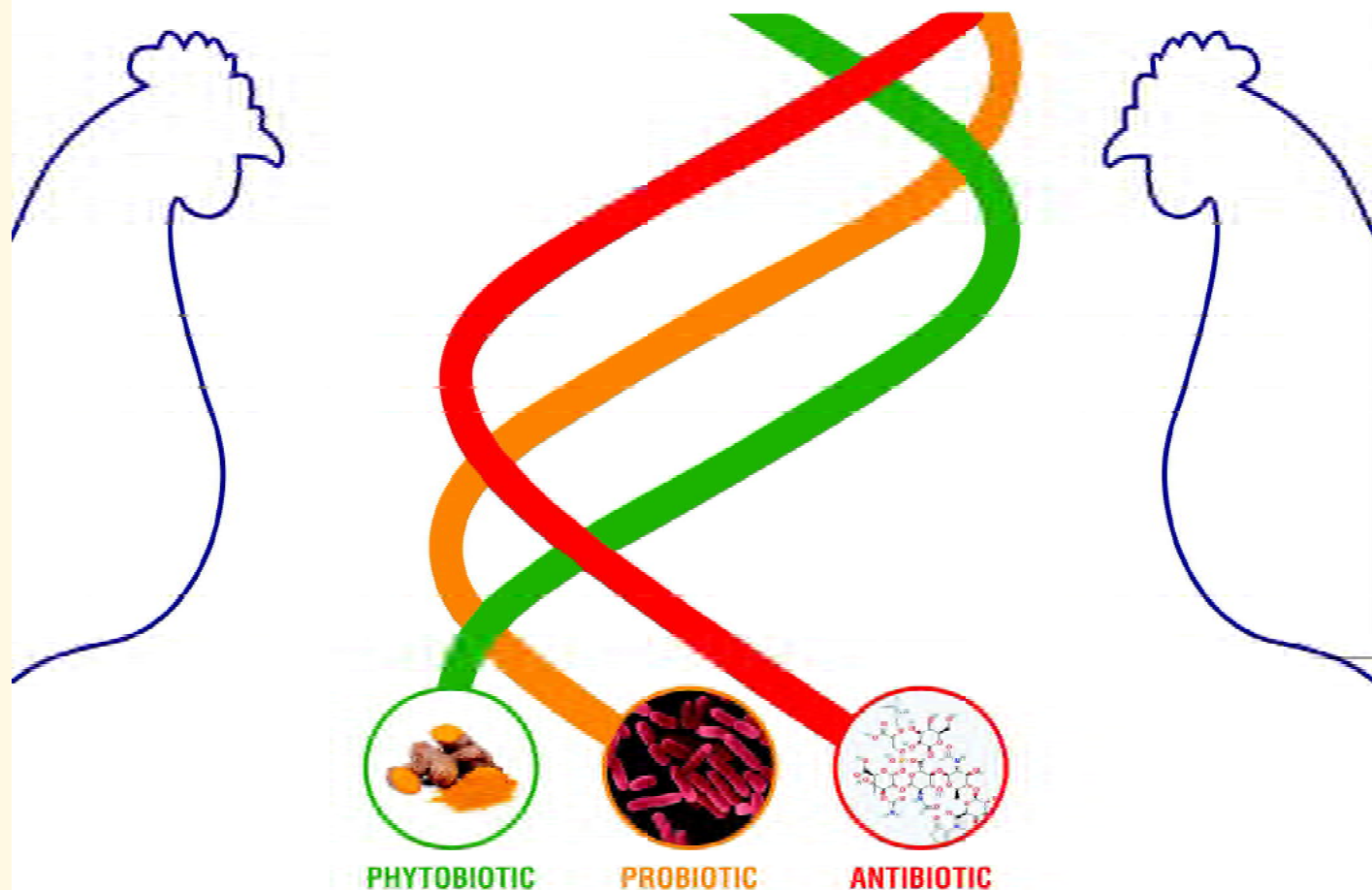


DOUBLE WAFFER CAPSULE

WE HAVE NO BRANCH

BAMBERCIN® PLUS

The Novel & Potent **TRIBIOTIC**



The 1st of its kind & Synergistic **3 in 1** Feed Premix for Poultry
for

- Healthy birds
- Optimal gut microflora
- Reduction in FCR
- Better immunity & disease resistance
- Wholesome meat & eggs
- Improvement in profits

Provet Pharma Private Limited

No. 9, 1st Floor, Chakrapani Street, 2nd Lane, Narasingapuram Extension,
Maduvankarai, Guindy, CHENNAI - 600 032, INDIA
Telefax: +91 44 2244 2124 / 27 | E-mail: info@provet.in



www.provet.in

Facebook: provetppi | Twitter: provetppi | LinkedIn: provetppi



EggMaster
2007 FARM FRESH



WHY CHOOSE US

HEALTHY & HYGIENE

We produce eggs in its most higenic way and meet international safety norms.

AT YOUR FINGER TIPS

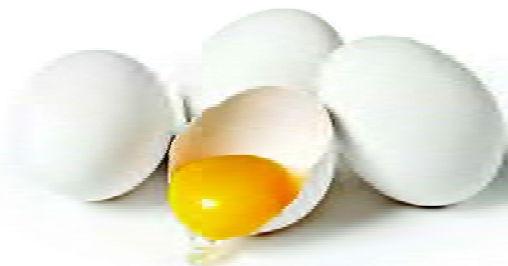
It is easily available in the market. You can buy it from your nearby grocery and super market

WITH THE BEST QUALITY

We take minimum time to distribute the eggs to reach it to the customers at its freshest.

OUR PRODUCTS

- White Egg
- Brown Egg
- Country Egg
- Duck Egg
- Quail eggs



EggMaster Agro Products

Regd. Office : 16/A, Dr. Biresh Guha Street
Park Circus, Kolkata 700 017
West Bengal, India.

+91 98 315 07808
+91 98 310 42545
www.eggmaster.in



**High Quality Cobb 430Y
Broiler Hatching Eggs**

Contact...

9831042545

EggMaster Poultry Breeders

Regd Office: No 17/C, 16-2-229 Jamuna Tower,
Malakpet, Hyderabad - 500036, Telangana,
Email : eggmasterbreeders@gmail.com





A.P. POULTRY EQUIPMENTS

Pioneers in Poultry Incubators

HI-TECH INCUBATORS & HATCHERS



Killer Cone / Halal Cutting



De - Feathering Machine



Chicken Portioning Machine



Feed Plant (Feed Mixer & Grinder)



Solar Incubators

For Further Details Please Contact:

M. Prabhakar Reddy

Managing Partner

Mob: +91 9849212325, +91 9848123203

Office:

Villa No-45, Ramky Villas, Near HMT, Sathavahana Nagar,
Opp: KPHB, Kukatpally, Hyderabad-72. Telangana. INDIA.

Factory:

Plot No.365 & 366, Gokul Plots, Venkata Ramana Colony,
Near Vasanth Nagar, Kukatpally, Hyderabad-72. A.P. INDIA.

Email: appoultry@yahoo.com, appoultry@gmail.com, mprabakarreddy@gmail.com

Tel/Fax: +91 40 23151576 | **Website:** www.appoultry.com

4th Expo in Nashik



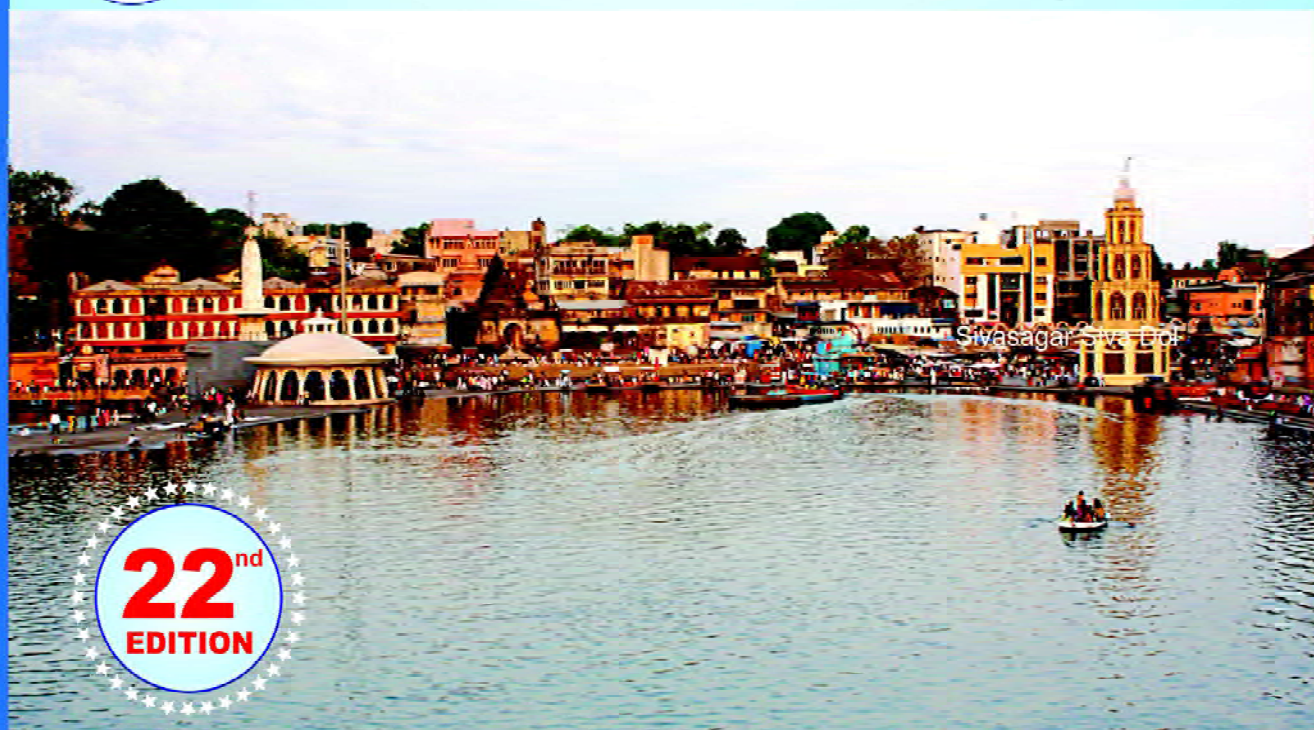
INDIA POULTRY EXPO 2023

(Opportunities for all)

A Joint venture of Tezasvi Events & People for Poultry



**PEOPLE FOR
POULTRY**
A Group Dedicated to
HUMAN HEALTH & POULTRY WEALTH



22nd
EDITION

Date

27 to 29
January 2023

Venue:

The Dome, Thakkar Estate,
Lavate Nagar,
Near City Centre Mall, Nashik.



Contact : **TEZASVI EVENTS**

2-1-444/16, 1st Floor, O.U.Road, Nallakunta, Hyderabad - 500044.

Cell: 9849368003, 6309677047

Email: tezasvievents@gmail.com



*A new
dimension in
mineral nutrition..*

Organic
trace minerals
with added
advantage of
Chromium and
Phytoactives for
better performance.



Optimal calcium
absorption (Hadjod)

Endurance optimizer
(Chromium, Lasuna, Shatavan,
Amalaki and Ashwagandha)

Himalaya Wellness Company

Makali, Bengaluru 562 162, India
www.himalayawellness.com
E-mail: write.to.us@himalayawellness.com



Innovax[®]
ND-IBD

MORE POWER TO YOU

INNOVAX[®]-ND-IBD - PUTTING YOU IN CONTROL OF WELFARE & PRODUCTIVITY

MSD Animal Health is helping to shape the future of the poultry industry through continuous innovation.

Innovations such as Innovax[®]-ND-IBD the world's first dual-construct HVT vaccine that offers 3-in-1 protection in a single injection - safeguarding your birds from infection challenges before they even leave the hatchery, without the risks of bursal atrophy or interference with infectious bronchitis vaccination and MDA levels.

To find out more please contact your local MSD Animal Health Innovator today.

ALWAYS PRODUCING MORE



VH-V4K

A comprehensive vaccine designed for providing **active immunity**
To the breeders and **passive immunity** for progeny



**Ground-Breaking ND+IB+IBD+REO
Inactivated Vaccine**

VENTRI BIOLOGICALS
(Vaccine Division of VHPL)

Venkateshwara House, S. No. 114/A/2, Pune-Sinhgad Road, Pune - 411 030. Tel. : +91-20-24251803 Fax : (020) 24251077, 24251060



Email: ventri.biologicals@venkys.com

www.venkys.com