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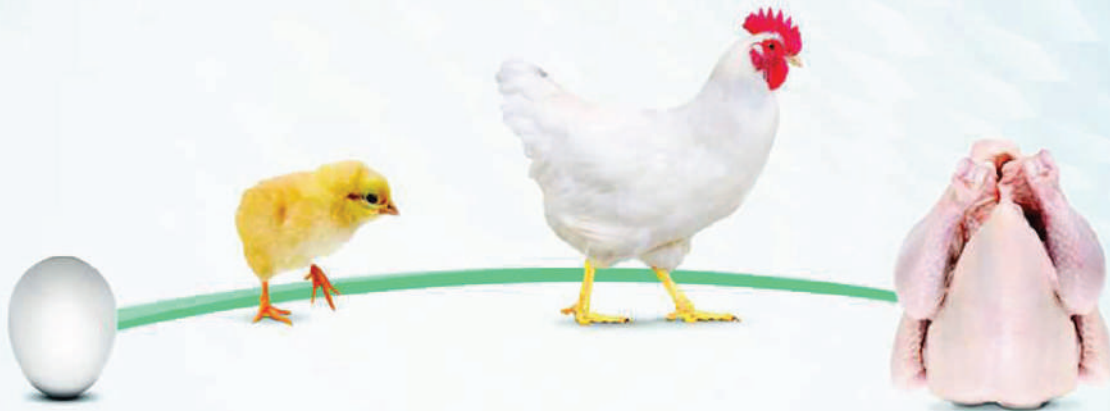
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Ayodhya an Historic Event

An historic event is unfolding in 500 years for Hindus. All major religions have their places of origin as sacred. But for more than 500 years the powers that have managed to suppress the holy place of Hindus by politics, legislation and deceit. Since the limits seem to have crossed now - there is a consensus that people are unwilling to continue to be manipulated any further. The Shri Ram temple consecration is now a global event with great fervor. Sanatan Dharma the universal concept of Non-violence, brother-hood with unconditional love for Gods creation is attracting all intelligentsia worldwide. A religion which has its roots, evidence in writing and statues in temples for 5000 years stands un-destructible. This community now seems to be pushed to the wall over years of clever concealed ploy and strategy.

Wars of 2023 must stop in this 2024- enough of human lives mostly innocent have been lost in Russia-Ukraine, Hamas- Israel. The Pakistani establishment keeps sending brainwashed terrorists as a live shooting practice for the Indian border security force. The so called infiltrators are also scape goats of the Pakistani army.

The Europeans in particular and other western countries are being called out for dual standards. The human rights and freedom of expression for themselves and for others have different values and approach. The War in Ukraine & Israel are issues that they seem to have no solution or intention to resolve.

The number of retail chicken brands is growing in India. All those chicken farmers producing more than 100,000 kg of chicken a week must be encouraged to have their own brand of chicken to market. Their expansion to produce more must also have investment into brand development rather than selling it as a commodity. It should be the same with layer farmers with egg production of more than 100,000 every day - they must introduce their own brand of eggs for their own markets.

When the prices are low either for Chicken or Eggs - the opportunity must be used for a chicken/Egg mela to boost production. This will help reverse the slump early. Regional associations or a small farmers group must organize and promote such events locally. Increasing the consumption is the only key!

Tezasvi wishes all its readers a prosperous 2024. The editor is happy to make a big start with the Lucknow event in March 2024.



PRESS RELEASE

“Sustainable Phyto-genic Solutions Take the Spotlight: ‘INDIAN HERBS’ at Poultry India Expo, November 22–24, 2023 at Hitex, Hyderabad, India”

INDIAN HERBS, pioneer and global market leader in Herbal Animal Health Care Products Industry since 1951, made an impressive mark at the prestigious POULTRY INDIA 2023 held at the Hitex Exhibition Complex, Hyderabad, India, from 22 to 24 November, 2023.

The event witnessed an overwhelming turnout of esteemed business partners, customers, consultants, and poultry nutritionists at the INDIAN HERBS stall, creating an aura of colossal success and magnificence. With an unwavering commitment to innovation, INDIAN HERBS showcased its extensive array of innovative phyto-genic feed supplements and healthcare products. Upholding a holistic approach amalgamating ‘Traditional Glory and Modern Science’, the company has continuously spearheaded discoveries in phyto-genics, revolutionizing ‘Herbalism’ into a dynamic, scientifically validated, and evidence-based science. INDIAN HERBS offers unique phyto-genic alternatives that boast superior efficacy at a lower cost, devoid of side effects and residual toxicity across diverse animal species including poultry, ruminants, equine, swine, pets, aquatic and others, spanning over seven decades.

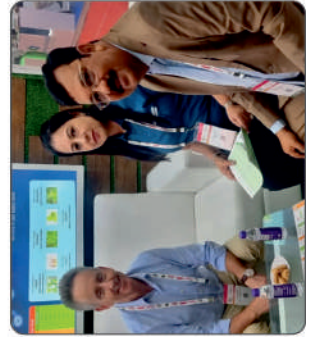
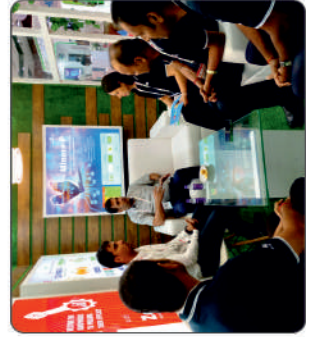
During this event, we have proudly presented phyto-genic product range and innovations. Our latest offering, BioEmulsin DS, an innovative natural nutritional emulsifier and PhytoVita –the vitagene regulator, developed from extensive research, has garnered an exceptional response. During this event, we our product ranges including natural alternatives in segments such as natural alternates to vitamins, herbal respiratory supplements, antistressor and immunopotentiators, liver tonic and metabolic stimulants, natural growth promoters, liver tonic, gut enhancers and adaptogens for different species.

Our recent strides involve assessing products using advanced techniques, exploring not only their safety and efficacy but also understanding their mechanisms through cutting-edge molecular sequencing technology. Collaborating with top-tier institutes in over 30 countries, we have intensified our efforts to enhance and comprehend our products better. The uniqueness of INDIAN HERBS’ phyto-genic solutions lies in the advantageous

combination of multiple plant-derived bio-actives and phyto-compounds, exerting synergistic effects that optimize animals genetic potential, bolster growth, immunity, and disease control. Leveraging advanced scientific techniques, the safety, efficacy and mechanism of action of these products have been successfully deciphered. With a portfolio comprising over 230 products catering to poultry, cattle, swine, equine, aqua, and companion animals, INDIAN HERBS maintains stringent adherence to quality norms and regulatory compliances. The company’s core competence lies in its robust research and development initiatives, coupled with state-of-the-art R&D and QC laboratories equipped with cutting-edge scientific instruments ensuring product quality and consistency.

INDIAN HERBS’ products have garnered acclaim and trust from leading institutions globally, being exported to over 50 countries across Asia, Europe, Latin America, and Africa. The company’s commitment to quality and innovation is underscored by its certification from the Export Inspection Council of India, Ministry of Commerce and Industry, making it the first Herbal Company to achieve such recognition. INDIAN HERBS’ R&D Centre, approved by the Ministry of Science and Technology, Govt. of India since 1986, boasts modern facilities for standardization and quality control of herbal products.

The INDIAN HERBS stall drew a significant audience, including feed millers, integrators, large farmers, consultants, nutritionists, and distributors, where queries were expertly addressed by the technical team. Reinforcing its vision of sustainability and global well-being, INDIAN HERBS is dedicated to supporting the animal healthcare industry and esteemed customers. The company strives to deliver antibiotic-free, residue and resistance-free, environmentally friendly, and cost-effective phyto-genic solutions, ensuring feed-to-food safety. Expressing gratitude to customers, patrons, scientists, and well-wishers for their unwavering support, cooperation, and guidance, INDIAN HERBS looks forward to exploring new business horizons and continuing to receive their invaluable cooperation in the future. For media inquiries, please contact: ihspl@indianherbs.org



Avian Metapneumovirus – A threat to Indian chickens

Chaitanya S., Sukirti Sharma, P. M. Sonkusale and B. M. Khati
Nagpur Veterinary College, Maharashtra Animal and Fishery Sciences University (MAFSU), Nagpur
Corresponding author Chaitanya S.chaitanyasgowda@gmail.com

Introduction:

Respiratory diseases cause severe economic loss to poultry industry due to decrease in performance, high mortality rate and condemnation in slaughter house. Avian metapneumovirus (aMPV) can blow heavy economic loss by causing respiratory and reproductive tract malfunctions in turkeys, chickens, and ducks (Jones and Rautenschlein, 2013). This virus was first reported in turkey from South Africa in 1978 (Buys et al., 1989) and was named as turkey rhinotracheitis virus (TRT). Shortly thereafter the virus was detected in chickens. The predominant clinical signs in chickens include swelling of the periorbital sinuses and infraorbital sinuses, known to cause swollen head syndrome. The virus may also adversely affect egg production in breeder chickens and commercial layers (Cook et al., 2000). In India, recently avian metapneumovirus antibodies have been detected in broiler breeder flocks of seven states wherein 32.12-34.02% of tested birds were positive to aMPV antibodies (Eswaran et al., 2014; Surajit et al., 2018). Under field conditions egg production losses of unknown etiology are often present and are most commonly attributed to aMPV.

Etiology: aMPV belongs to a member of order Mononagavirales, the family Pneumoviridae and the genus of Metapneumovirus. The aMPV is a negative-sense nonsegmented RNA genome containing 8 genes that encodes nine proteins (Easton et al., 2004). Based on their genetic and antigenic differences, four distinct subtypes of aMPV are A, B, C and D. Out of four, two subtypes, A and B have wide geographical distribution in Asia, Europe, Africa and South America (Jones, 2010). Subtype A & B causes disease in both chickens and turkey and subtype C causes

infection mainly in turkeys and secondarily in ducks.

Transmission: Wild birds are considered as natural reservoirs for aMPV. Spread of aMPV depends on the poultry population density, standard of hygiene and biosecurity. Direct contact between the birds is considered as the most important way of aMPV transmission. Through aerosol inhalation route the virus enters the host. There is no evidence of vertical transmission of aMPV even though the virus infect reproductive tract. (Suarez et al., 2019)

Pathogenesis: The aMPV infects respiratory tract i.e. nasal turbinate, trachea, lungs and air sacs. Even the virus can replicate in the reproductive system (Hess et al., 2004). After Twenty-four hours post infection, virus can be detected in nasal cavity and tracheal epithelium. Maximum viral quantity is obtained between three and five days post-infection. Virus is associated with deformation of cilia and ciliated epithelial cells of both nasal turbinates and trachea and may result in loss of cilia and increase in susceptibility of epithelium to secondary pathogens. Macrophages may contribute to the spread of aMPV from the respiratory tract to other peripheral tissues (Suarez et al., 2019). Immunosuppressive properties of some aMPV strains, such as the interference with innate immune response in vitro or reduction of vaccine efficacy and vaccination responses (Chary et al., 2002) have also been described. The incubation period of aMPV infection is 3 to 7 days.

Clinical Symptoms: Depression, dyspnea, coughing, nasal discharge, rales, sneezing, open mouth breathing appears initially followed by swelling of periorbital sinuses, conjunctivitis and swollen head syndrome. Prolapse of

nictating membrane is also reported as first symptom in chickens. Nervous signs such as torticollis, disorientation, or opisthotonos may also be present, presumably due to effect of virus on ear. Drop in egg production (40-85%) as well as poor egg shell quality is also noticed (Suarez et al., 2019). Mortality rate is low to moderate (1-5%). However, morbidity rate is usually high (40-100%)

Pathological lesions: Lesions seen in chickens are mainly located in head region. Characteristic lesions of swollen head syndrome and periocular subcutaneous oedema which may progress to fibrinous and caseous swelling is observed. Inflammatory lesions can extend in head tissues with blepharitis, conjunctivitis, possibly caseous otitis, maxillary arthritis and periostitis. The caseous material can also be accumulated in the lower mandible and wattles. Depending on the severity of bacterial complications, can lead to air sacculitis, pneumonia, pericarditis, perihepatitis and splenomegaly (Etteradossi et al., 2015). Microscopic lesions includes infiltration of lymphocytes in submucosa region and damage to the epithelial layer in turbinates and multifocal loss of the ciliated epithelium noticed. Intracytoplasmic inclusion bodies are observed in epithelial cells of conjunctiva, turbinate and upper part of trachea in 2-3 days after onset of infection.

Diagnosis: Diagnosis of aMPV is complicated due to its non-specific clinical signs and lesions. Collection of samples from upper respiratory tract of birds in early stages of disease is extremely important when attempting for aMPV isolation and detection.

i) Isolation of aMPV: Most suitable samples for isolation are tracheal and choanal swabs. Tracheal organ cultures prepared from turkey or chicken embryos or 1-2 day old chicks is most sensitive for primary isolation of aMPV subtypes by yolk sac route. Ciliostasis may occur after 7 days of inoculation.

ii) Reverse transcriptase PCR (RT-PCR) and real-time RT-PCR assay: RT-PCR is widely used as a rapid, high sensitive and high specific diagnostic tool. Turbinates, choanal, and tracheal swabs consist of the most suitable samples for detecting viral genome by RT-PCR. F, N, or G gene of aMPV have been targeted for molecular detection of aMPV.

iii) Nucleotide sequencing: by sequencing techniques, detailed characterization, and molecular differentiation of isolated AMPV strains can be done. Vaccine and field strains may be identified.

iv) ELISA: because of difficulties in isolation and identification of AMPV, serologic assays have been developed to confirm infection in commercial chickens and turkeys. A number of commercial ELISA kits are available and are commonly used.

v) Antigen detection tests have also been developed including immunofluorescence and immunoperoxidase assays on both fixed and unfixed tissues.

Prevention and control: Good management practices can significantly reduce the severity of aMPV infection. Virus is sensitive to lipid solvents, stable at pH 3-9 and may be easily inactivated at temperatures above 50°C. Disinfectants such as quaternary ammonia, ethanol, iodophors, phenol derivatives, as well as bleach may be used to reduce the viability of aMPV.

Both live and inactivated vaccines are available for immunization of chickens and turkeys and are widely used in countries where the disease is endemic. Studies suggest that maternal antibodies may partially interfere with vaccine virus replication but overall do not provide sufficient protection against aMPV infection. A vaccination program should plan for the first immunization as soon as possible after hatching.

Live vaccines, which may be applied by spray

or drinking water in the field, stimulate both local respiratory and systemic immunity and cross-protection between subtypes may occur.

Inactivated aMPV vaccines are often used for booster immunization of layer and breeder flocks after priming with live vaccines. Whereas inactivated vaccines alone induce only partial protection against aMPV infection. The most efficient and long-lasting protection is achieved by combined prime-boost vaccination program. This program comprises repeated priming with live-attenuated vaccines and booster immunization with inactivated adjuvanted vaccines.

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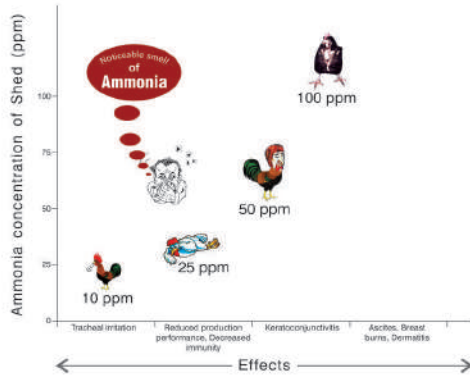


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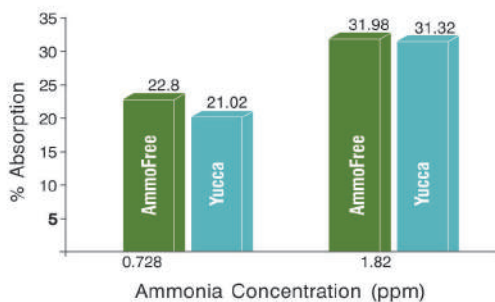
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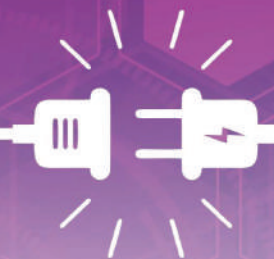
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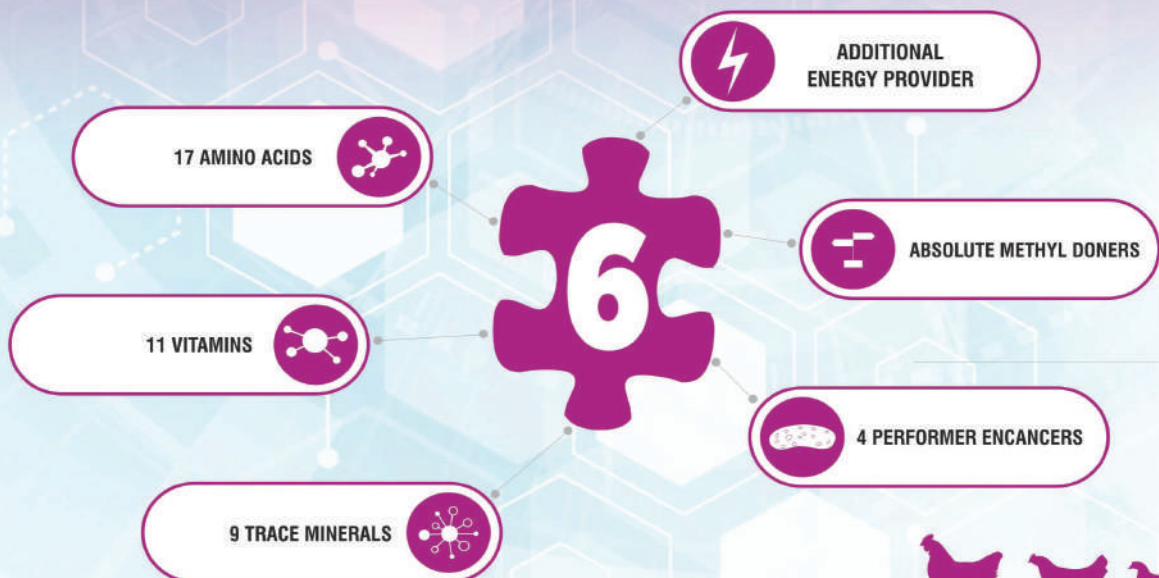


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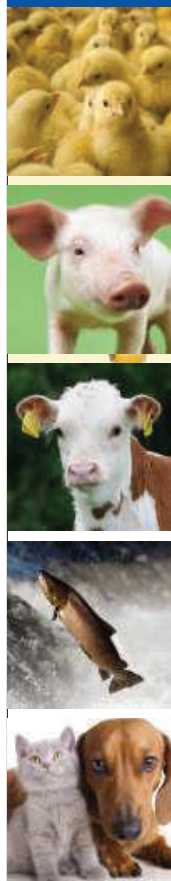
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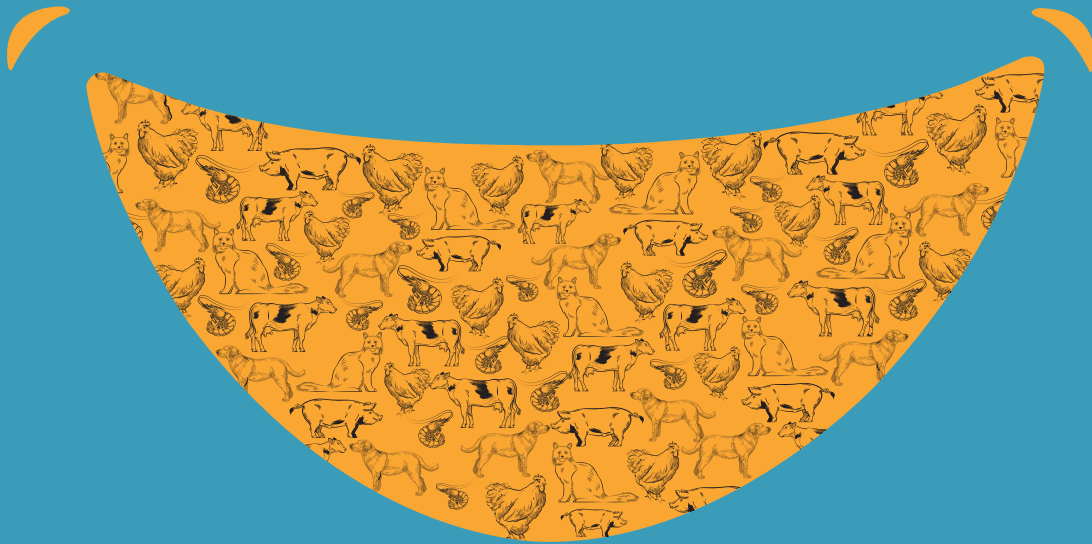
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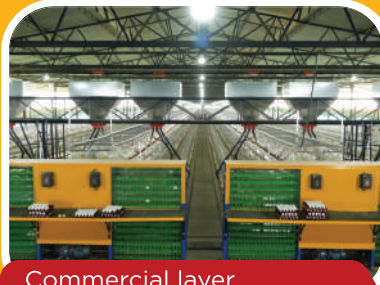
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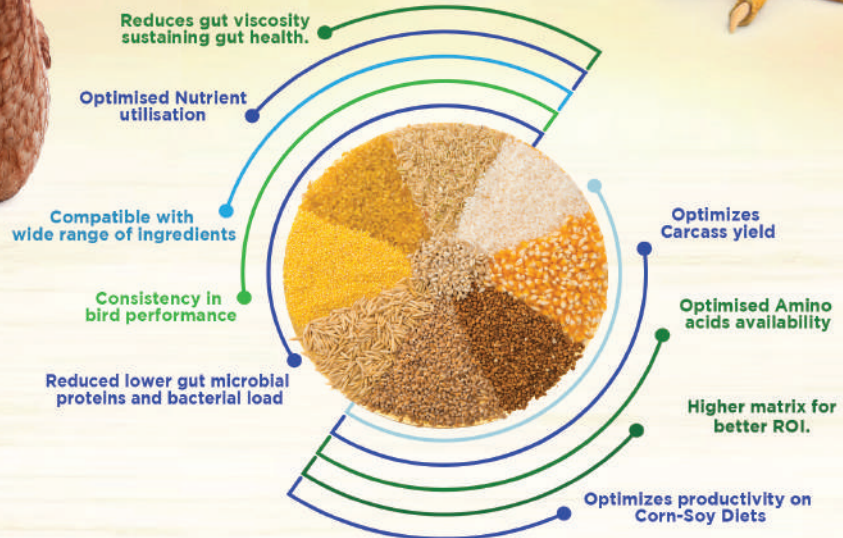
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Ammonia Control in Poultry House

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



Introduction:

One of the major complaints surrounding the poultry farms is the smell problem from the poultry manure. The ammonia concentration in poultry houses not only contribute the smell but also harmful for the birds in the shed and the workers who work on poultry shed. For proper poultry management, there is need of understand that how ammonia gas is formed and its impact on the birds and how ammonia level can control. More ventilation is needed to supply the required oxygen in poultry house; when birds are reared under high density and under intensive system. It may also results in the production of excess heat, moisture, carbon dioxide and ammonia in the poultry house. A high concentration of ammonia in the poultry house has resulted in adverse effects on the health and performance of birds. Birds are usually exposed to a very high concentration of ammonia for long periods, due to there is poor ventilation or birds are fed a nutritionally unbalanced diet.

What is Ammonia?

Ammonia (NH₃) is an invisible, water soluble alkaline gas, which is hazardous to the environment. If contamination of soil or water occurs, it may cause environmental problems such as acidification and eutrophication, which can harm sensitive vegetation systems, disrupt biodiversity and reduce water quality.

How ammonia gas formed:

Ammonia is a gas in the atmosphere of every poultry house and critically affect the health and welfare condition of the birds which results from the chemical decomposition of

uric acid in droppings by certain bacteria in the litter. Ammonia production is particularly high in houses where old litter is used for rearing successive flocks. The litter generated in poultry houses during poultry production consists of manure and the bedding materials used for rearing of birds. The rate ammonia volatilization from the litter is dependent on pH, moisture content, ventilation rate, air velocity, manure nitrogen concentration and temperature. The pH of the litter is an important factor in controlling ammonia volatilization because it determines the ratio of volatile ammonia to ammonium, the ionic and non-volatile forms of ammonical nitrogen. The condition of litter and ventilation are the main factors affecting ammonia concentration in poultry houses. Moisture content, pH and the temperature of the litter influence the degradation of uric acid by bacteria. Poor ventilation, loose droppings and faulty, over filled or low positioned drinkers are common causes of wet litter in poultry houses which ultimately increases the ammonia concentration.

Nitrogen is a component of poultry feed as a source of protein or other sources. Some of this nitrogen can be used by the birds and is incorporated in the tissues of eggs, but most of it is excreted in the urine or faeces in the form of uric acid (around 80%), ammonia (around 10%) and Urea (around 10%). Once the uric acid or urea is excreted from the birds, it is converted into ammonia through microbial and enzymatic breakdown via the bacteria and enzymes found the manure. After this process, ammonia is readily released into air as a gas that can be detected by birds and farm workers. When ammonia gas is exposed to

moisture, it reacts and forms a basic corrosive solution called ammonium. This aqueous ammonium solution can cause harm to the birds. The ammonium corrodes the lining of respiratory tract of chicken and paralyzes or even destroys the cilia of the epithelial cells. In this condition, the mucus on the mucosal surface of the trachea can not be cleared by the cilia and thus bacteria become trapped. When the bacteria reach the lungs or the air sacs, they cause infections.

Impact of Ammonia on birds:

Many molecular changes can take place when birds are challenged with a high concentration of ammonia, even for short periods. The presence of excessively high levels of ammonia in the air will cause discomfort to the birds. Ammonia is a strong oxidative stressor that may cause inflammation also. High concentration of ammonia can alter the function of animal's organ, impair energy metabolism, induce cell apoptosis and cause mitochondrial damage in the mucosa of the gastrointestinal tract. High atmospheric ammonia concentration has strongly influence the bird's immunity and intestinal histo-morphology, hence birds growing under such condition can cause poor growth rate and poor performance. Maximum acceptable concentration level of ammonia in shed is less than 25 ppm up to one hour; but exposing birds to 20 ppm for long periods of time may cause issues like debilitated immune system and respiratory tract damage. Ammonia is toxic to birds. High levels of ammonia may lead to observable changes such as difficult breathing, irritation of trachea, air sac inflammation, and inflammation of the mucus membrane of the eye or a combination of these symptoms. Exposure to 20-25ppm, throughout production can result in increased susceptibility to secondary challenges (viral or bacterial), decreased feed efficiency and tissue damage.

Among the various hazards due to insufficient ventilation and wet litter condition, ammonia gas causes major problems to the birds as well as to the farm workers. Ammonia is produced in the poultry houses due to breakdown of uric acid and other nitrogenous compounds by various microbes. Even though ammonia is a regular constituent of the air in the poultry house, it becomes hazardous, when its level in the atmosphere exceeds 25 ppm. Excess ammonia level in poultry house causes variety of disorders, depending on its concentrations and duration of exposure of birds. Ammonia irritates the eyes and nasal mucosa of both birds and workers, leading to lacrimation, nasal discharge, kerato-conjunctivitis and sinusitis. Ammonia lessens the activity of the ciliary epithelium of the respiratory tract, predispose the birds to coryza, bronchitis, airsacculitis, pneumonia and various infectious diseases of the respiratory tract. Constant stress due to ammonia reduces the general vitality of the birds, including immune-suppression, leading to increased incidences of diseases, resulting in higher rate of mortality and morbidity. Due to ammonia problem, there will be drop in egg production, poor growth rate, poor feed efficiency, higher rate of mortality and higher resulting incidence of breast blisters, lameness and carcass condemnations in serious economic loss to the poultry farmers.

Cause of Ammonia production:

Higher level of ammonia in poultry houses may be due to higher ammonia production and reduced ammonia expulsion or both. Lowered ammonia expulsion from poultry house is due to insufficient ventilation. Factor favorable for excess ammonia production are:

- Moisture level more than 25% in the litter
- Over crowding
- Faulty waterers, their distribution and height
- Insufficient overhang of roof, leading to

- splashing or rain water
 - Leaky roofs
 - High relative humidity and built up moisture
 - Seepage of water from walls
 - Poor water holding capacity of the litter
 - Insufficient litter materials
 - Raised walls or closed curtains, leading to blockage of air flow over the litter
 - Excess dissolved solids in the water
 - Excess salt and / or molasses in the feed
 - Feeding pelleted feed
 - Restricted feeding
 - Enteritis and watery dropping
 - Higher pH of the litter
 - Cage rearing
 - Feeding high energy diets
 - Recycling of old litter
 - Room temperature below 15°C
 - Insufficient vapour barrier in the roof and wall, especially during cold weather
 - Birds activity
 - Stocking activity
 - Manure handling
 - Frequency of manure removal
 - Ventilation rate
 - Nitrogen content
 - Environmental Temperature
 - Moisture / Humidity
- In general, any factor which will increase the moisture level in the litter and decrease the ventilation rate, will increase the ammonia build up in the poultry houses.
- Control measures:
- Poultry houses should be designed in such a way that provide optimal ventilation
 - Avoid curtains and remove cob webs, which will block ventilation
 - Provide ridge ventilation accompanied by negative pressure (exhaust) ventilation
 - Avoid overcrowding
 - Provide the recommended air flow rate based on the age, body weight, type of house, ambient temperature and stocking density
 - Remove wet and caked up litter periodically and replace it with fresh litter, periodically rack the litter.
 - Maintain a distance of at least 20 m, between any two poultry houses.
 - Avoid spillage of water on litter. Do not fill the waterers to more than 3/4th of its capacity; adjust the height of waterers.
 - Maintain proper litter depth (5-15cm) based on the season, age of the birds, and type of litter.
 - Avoid recycling of old litter
 - Addition of superphosphate at a level of 1-2kg/10m² of litter floor area, not only reduces ammonia production; but also increases the manural value of the litter. For litter results, mix superphosphate with wood ash in 1:4 and sprinkle litter at 5-10 kg/10m² over to increase the water holding capacity of the litter.
 - Do not treat litter with slaked lime; because this will increase the pH of the litter release more ammonia, generate more heat and produces favorable pH for E. coli growth.
 - Identify and rectify the causes of wet litter problem and watery droppings.
 - Promptly attend the leaky roofs, insulation damage etc.
 - In general, promptly correct any factor which will either increase ammonia production or decrease ammonia elimination from the poultry house.
 - When birds are facing high ammonia problem, in addition to taking measures to reduce the ammonia level to tolerable level,

give supportive therapy with vitamins A, E and C at recommended levels, to improve the immune states of the birds.

Ventilation:

Lowered ammonia expulsion from poultry house is due to insufficient ventilation. Broiler can tolerate higher temperature with lower relative humidity and higher air velocity. In deep litter broiler house, optimum ventilation rate can be achieved by following specification:

- o Maintain at least 20 meter distance between two poultry houses
- o Provide 2.5 to 3 metre shed height at eaves.
- o The height of the side wall shall not exceed 30 cm, to provide proper aeration at the litter level.
- o The wire mesh on the sides must be kept clean, by periodically removing the cob webs and dust which will block the ventilation.
- o The side curtains should be used only during brooding, windy rain and very chill weather. Indiscriminate closer of side curtains will block ventilation, leading to ammonia and wet litter problems.
- o If the width of the shed exceeds 10 meter, provide ridge ventilation or preferably tunnel ventilation. The cross ventilation shall not be obstructed by any objects.
- o The rate of ventilation can be improved by mechanical ventilation by fixing exhaust fans, high speed air propellers and air circulators. Negative pressure, duct ventilation, ridge exhausting of hot air and to pass the incoming air through pad cooler.

Hazards of Insufficient Ventilation:

In a well ventilated poultry house, the ammonia, methane, hydrogen sulfide, carbon dioxide and the litter moisture levels shall not exceeds 20 ppm, 3 %, 4 ppm, 0.5% and 28 %, respectively. Insufficient ventilation leads to:

- o Moisture build up in the poultry house
- o Wet litter condition

- o Excess ammonia, methane and hydrogen sulfide production
- o Carbon dioxide accumulation
- o Oxygen depletion
- o More incidence of respiratory diseases and coccidiosis

Harmful effects of Ammonia concentrations on Poultry and Humans:

Concentration of ammonia	Effects
5 ppm	Lowest detectable level
6 ppm	Irritation of the eyes and the respiratory tract
11 ppm	Reduced animal performance
25 ppm	Maximum exposure level allowed for a period of an hour
35 ppm	Maximum exposure level allowed for 10 minutes
40 ppm	Headache, nausea and loss of appetite in humans
50 ppm	Severe reduction in performance and animal health, increased possibility of pneumonia
100 ppm	Sneezing, salivation and irritation of mucus membranes in animals
300 ppm or more	An immediate threat to human life and health

Conclusion:

The ammonia production in the poultry house should be kept below 25 ppm to protect the birds from the harmful effects; otherwise the performance of the bird will be greatly reduced. Reduction of in-house ammonia emission can improve bird performance. Ammonia gas in poultry sheds critically affects the health and welfare condition of the birds. Therefore, various possible measures are to be adopted to restrict the ammonia emission in the poultry houses and welfare of the birds.





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PRESS RELEASE

Optima Life Sciences Pvt Ltd Showcases Innovation and Excellence at Poultry India Expo 2023

Optima Life Sciences, a fastest growing company in the poultry industry, proudly announces its successful participation in the Poultry India Expo 2023, held at HITEX Exhibition Complex, Hyderabad. The event from 22nd Nov 2023 to 24th Nov 2023, provided a dynamic platform for Optima to demonstrate its commitment to innovation, sustainability, and excellence in poultry solutions.

Key Highlights from Optima Life Sciences Participation:

Cutting-Edge Products Unveiled: The Company unveiled its latest range of cutting-edge products designed to enhance efficiency and productivity in poultry farming. These innovations leverage state-of-the-art technology to address the evolving needs of the industry.

Demonstration Sessions: The Company conducted engaging demonstration sessions, allowing event attendees to experience firsthand functionality and benefits of its advanced poultry solutions. Experts from Optima were on hand to answer questions and provide insights.

Interactive Booth: The Company booth was a hub of activity, offering an interactive space for networking, discussions, and knowledge-sharing. Visitors had the opportunity to connect with Optima team and explore the features of the showcased

products.

Industry Collaboration: Company actively engaged with industry experts, key professionals, Veterinarians, Nutritionists fostering collaboration and partnerships aimed at addressing challenges and driving positive change in the poultry sector.

Mr Vinay Kulkarni, Executive Chairman, Optima Life Sciences Pvt Ltd quoted "Our participation in the Poultry India Event 2023 reflects our ongoing commitment to providing innovative and sustainable solutions for the poultry industry. We are delighted to have had the opportunity to connect with industry peers, showcase our latest products, and contribute to the collective growth of the sector."

About Optima Life Sciences Pvt Ltd:

Optima Life Sciences is a renowned name in the poultry industry, dedicated to delivering cutting-edge solutions that enhance efficiency and sustainability in poultry farming. With a focus on innovation and excellence, Optima India continues to be a trusted partner for poultry farmers seeking advanced and reliable solutions.

For more information or media inquiries, please contact:

Pradeep Kumar C, DGM Marketing,
8177933371 / 9900388444



YOUNG ENTREPRENEURS OF POULTRY INDIA



Indian Poultry Association hosted a young Entrepreneurs of Poultry India in Hyderabad from 21 Nov. to 24 Nov. 2023 at a big platform where they introduced young Entrepreneurs & shared their journey & contributions. The Poultry India included various poultry segments, like livestock, farming, poultry medicines, pesticides, feeds manufacturing etc.

Our Director Mr. Vaibhav participated as a young entrepreneur in feed manufacturing segment. His contributions were duly recognised for his out standing contribution in bringing cutting edge technology & creating digital platform for effecting & good marketing practices.

Mr. Vaibhav Aghi joined poultry industry five years ago when he has been undergoing studies at Kodaikanal International School & learned to present themselves authentically, from his father Mr. Baljinder Aghi, a man of virtue and simplicity. He gave the basic lesson about poultry business, its pros & cons , prevailing technology & challenges.

Mr. Vaibhav step in the manufacturing of poultry feeds under the ten prevailing traditional technologies. He later started providing solutions with latest cutting edge technologies across the country, and help the users with its acquisition, applications and maintenance. He get access to the latest

technology on world class products from manufacturers who enjoy a market lead position in the feeds segment.

He started with new technologies ensuring that their customers' needs are met by combining traditional and digital solutions. He believes technology should empower everyone to access the same tools that let them live their lives as they see fit.

By & by He started managing traditional marketing practices & later strived to create a digital platform where everyone has access: a world where people can go about their daily lives without fear for their safety or security, where they can communicate freely and privately, and where they can communicate with anyone in the world at any time.

He've done a lot of work in marketing and social media. Still, He always find that it's best to keep things simple. If you can't explain what your business does in three sentences or less, it's probably not going to be something that will work for you.

Right now He is a Director in Easy Feed & Foods Private Limited, a group company of Aghi Group. Besides this He manage live bird farming. He is passionate about growing his brand, and He believe the best way to get there is to start with the people around you.

He love talking about business and getting people excited about what they can do with their brands by using social media and marketing as opportunities.

Easy Feed & Foods Pvt. Ltd. have six manufacturing units and their presence in the State of U.P., Uttaranchal, J & K , Punjab , Rajasthan & Himachal Pradesh. We are quality conscious & don't compromise with the quality in any manner what so ever.



**VAIBHAV
AGHI**
EASY FEED AND
FOODS
PRIVATE LIMITED



Broiler Lifting Rates for the month of November_23

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	109	104	94	94	94	94	97	99	99	99	99	99	99	89	82	92	97	97	87	82	82	82	82	82	84	84	84	84	86	86	86
Karimnagar	109	104	94	94	94	94	97	99	99	99	99	99	99	89	82	92	97	97	87	82	82	82	82	82	84	84	84	84	86	86	86
Warangal	109	104	94	94	94	94	97	99	99	99	99	99	99	89	82	92	97	97	87	82	82	82	82	82	84	84	84	84	86	86	86
Mahabubnagar	109	104	94	94	94	94	97	99	99	99	99	99	99	89	82	92	97	97	87	82	82	82	82	82	84	84	84	84	86	86	86
Kurnool	109	104	94	94	94	94	97	99	99	99	99	99	99	89	82	92	97	97	87	82	82	82	82	82	84	84	84	84	86	86	86
Vizag	102	97	92	92	92	92	94	94	94	94	94	94	94	84	79	84	84	84	84	84	79	79	79	74	74	74	74	74	69	69	69
Godavari	107	102	97	97	97	97	99	99	99	99	99	99	99	89	84	89	94	94	94	94	89	89	89	84	84	84	84	84	79	79	79
Vijayawada	107	102	97	97	97	97	99	99	99	99	99	99	99	89	84	89	94	94	94	94	89	89	89	84	84	84	84	84	79	79	79
Guntur	107	102	100	100	100	100	103	103	103	103	103	103	103	93	88	93	98	98	98	98	89	89	89	84	84	84	84	84	82	82	82
Ongole	107	102	100	100	100	100	103	103	103	103	103																				
Namakkal	99	89	89	89	89	89	89	92	94	94	94	98	98	98	84	80	80	83	83	83	79	79	79	74	80	80	80	70	72	72	72

Butrient[®]



Esterified butyric acid

Butrient is designed for gut health improvement based on butyric ester formulation (tributytrin)

COMPOSITION:

Butyric acid (esterified) min. 50%

BENEFITS:

- Gut villi development and protection.
- Improved nutrient absorption.
- Saves feed costs.
- Helpful in antibiotic-free (ABF) production.

RECOMMENDED USAGE:

200g per ton feed

PACKING:

25 Kg

Administrative Office:

APC Nutrients Pvt. Ltd.

(AN ISO 9001-2015 Certified Company)

506, 5th Floor, Amsri Eden Square,
St. John's Road, Secunderabad - 500003
Telangana

Phone: +91 40 2789 9273, 27849798
+91 40 27815777

Email: admin@apcnutrients.com

Website: www.apcnutrients.com



APC Nutrients



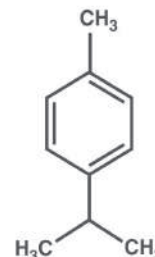
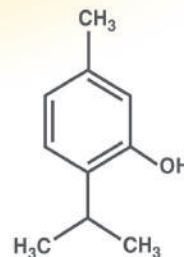
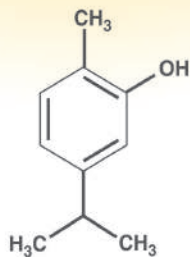


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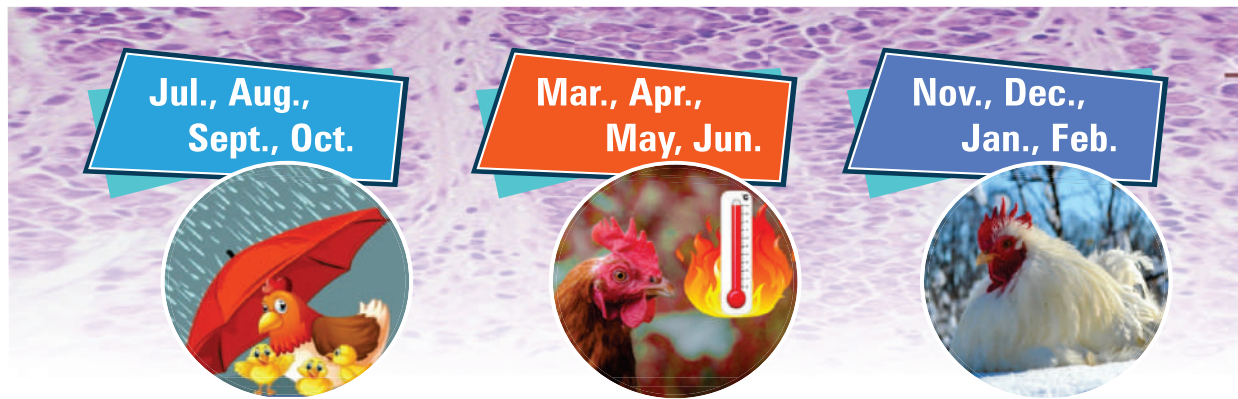
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We are there when you need the most

*** Ideal Anti-Coccidial rotational partners
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**Jul., Aug.,
Sept., Oct.**

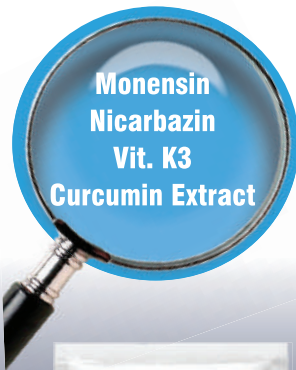
**Mar., Apr.,
May, Jun.**

**Nov., Dec.,
Jan., Feb.**

CocciCare

CocciCare-L

CocciCare-M



* This is a suggested program which may vary as per farm history & consultant recommendations

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

www.glocrestpharma.com

+91 22-46007565

info@glocrestpharma.com

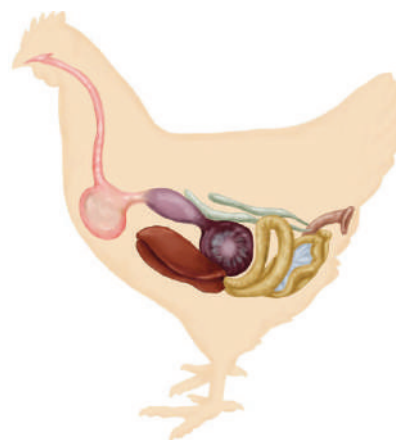
Unleash the Power of Enzymes and Probiotics with **EnziProb**: Your Key to Optimal Poultry Health

Enzymes and probiotics are both commonly used in poultry farming to optimize the health and productivity of the birds.

Enzymes are proteins that catalyse (speed up) chemical reactions. In poultry diets, they are used to break down complex nutrients into simpler forms that can be more easily absorbed by the birds. For example, enzymes like protease, amylase, and lipase can break down proteins, carbohydrates, and fats, respectively. This can improve the nutritional value of feed, reduce feed costs, and reduce the environmental impact of poultry farming by decreasing the amount of undigested feed that ends up in manure.

Probiotics are live microorganisms (such as certain types of bacteria and yeasts) that provide health benefits when consumed. In poultry, probiotics are used to promote a healthy gut microbiota, which can improve digestion and nutrient absorption, boost the immune system, and help protect against harmful pathogens.

When used in combination, enzymes and probiotics can potentially work together to further enhance these benefits. For instance, enzymes can break down feed into simpler nutrients, making it easier for probiotic bacteria to thrive. Meanwhile, probiotics can create a healthier gut environment that enhances the activity of enzymes.



For **broilers** (chickens raised for meat), these benefits can lead to improved growth rates and feed conversion ratios (the amount of feed needed to gain a certain amount of weight), which can increase profitability.

For **layers** (chickens raised for egg production), these benefits can lead to improved egg production and egg quality.

For **breeders**, these benefits can enhance reproductive performance and the health and productivity of their offspring.

However, it's important to note that the specific benefits can vary depending on many factors, including the types of enzymes and probiotics used, the composition of the feed, the health status of the birds, and their living conditions. Also, while many studies have shown positive effects, more research is needed to fully understand the best ways to use enzymes and probiotics in combination in poultry diets.

In the rapidly evolving world of poultry farming, we understand the ever-present need for superior quality feed supplements that not only enhance the health and productivity of your birds, but also drive down costs and maximize profits. This is where GLOCREST steps in, delivering top-notch, scientifically backed solutions to keep your poultry flock thriving. We proudly introduce our flagship product: **EnziProb**.

Each kg contains:	
Xylanase	9000000 Units
Alpha Amylase	2000000 Units
Cellulase	2000000 Units
Protease	2000000 Units
Mananase	1600000 Units
Lipase	500000 Units
Phytase	300000 Units
<i>Lactobacillus acidophilus</i>	2 X 10 ¹¹ CFU
<i>Sachharomyces boulardi</i>	1 X 10 ¹¹ CFU
<i>Bacillus subtilis</i>	1 X 10 ¹¹ CFU
<i>Bacillus licheniformis</i>	1 X 10 ¹¹ CFU
<i>Bacillus megaterium</i>	1 X 10 ¹¹ CFU
<i>Bacillus polymyxa</i>	1 X 10 ¹¹ CFU

EnziProb is an innovative, unique blend of potent enzymes and robust probiotics, designed specifically for commercial poultry birds. This proprietary blend is tailored to boost the digestive efficiency of your flock, enhance nutrient absorption, and bolster overall health and vitality.



At the heart of **EnziProb** are seven powerful enzymes: Xylanase, Alpha Amylase, Cellulase, Protease, Mananase, Lipase, and Phytase. These enzymes work synergistically to break down complex dietary components such as cellulose, proteins, and fats, making it easier for the birds to absorb vital nutrients. The result? Improved feed efficiency, weight gain, and productivity of your flock.

Xylanase: This enzyme breaks down xylans, complex carbohydrates found in plant cell walls, into simpler sugars that are easily absorbed by the birds. This aids in unlocking the nutritional potential of feed, leading to better weight gain and growth rates.

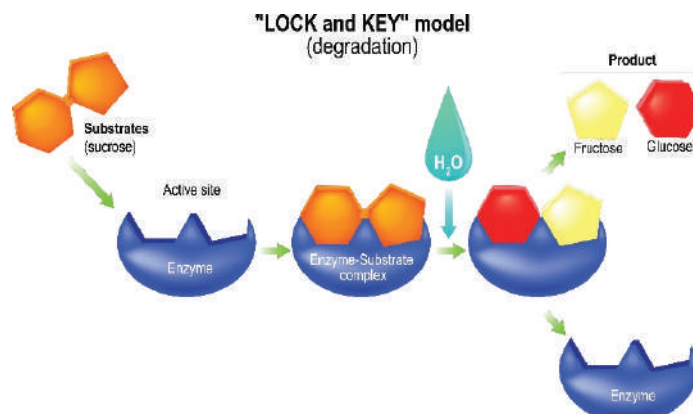
Alpha Amylase: It targets the breakdown of starch, a common component in poultry feed, into smaller, absorbable sugars, thus helping in energy extraction and reducing feed costs.

Cellulase: This enzyme degrades cellulose, a fibrous carbohydrate found in plant cell walls that are generally indigestible by poultry. With cellulase, the nutritional value of feed is increased, and the amount of undigested feed in manure is decreased.

Protease: Protease catalyzes the breakdown of proteins into simpler amino acids, essential for muscle development, feather growth, and egg production.

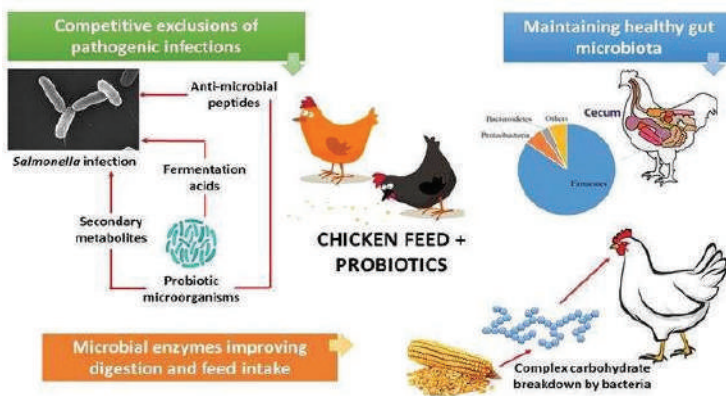
Mananase: This enzyme helps in breaking down mannans, complex carbohydrates that can interfere with nutrient absorption. By doing so, mananase aids in improving gut health and the overall performance of the birds.

Lipase: Lipase is vital in breaking down fats into fatty acids and glycerol, providing the birds with essential sources of energy and aiding in the absorption of fat-soluble vitamins.



Phytase: This enzyme breaks down phytic acid, a form of phosphorus found in grains and oilseeds that is not readily available to poultry. Phytase aids in better phosphorus utilization, reducing the need for inorganic phosphorus supplements and decreasing the environmental impact of poultry farming.

But the magic of **EnziProb** doesn't stop at enzymes. The product also contains five strains of probiotics: *Lactobacillus acidophilus*, *Sachharomyces boulardi*, *Bacillus subtilis*, *Bacillus licheniformis*, *Bacillus megaterium*, and *Bacillus polymyxa*. These beneficial bacteria bolster the gut microbiome, improving gut health and immunity, while outcompeting harmful pathogens. They also enhance nutrient absorption, giving your birds that much-needed edge for peak performance.



***Sachharomyces boulardi*:** This yeast probiotic supports the immune system, helps in nutrient absorption, and can help maintain the balance of the gut microbiota, especially during periods of stress or disease.

***Lactobacillus acidophilus*:** A beneficial bacterium that aids in nutrient absorption, promotes a healthy gut environment, and competes with harmful bacteria, maintaining a

balanced gut flora.

***Bacillus subtilis*, *Bacillus licheniformis*, *Bacillus megaterium*, and *Bacillus polymyxa*:** These *Bacillus* species are hardy probiotics known for their ability to form protective spores, ensuring their survival until they reach the gut. Once in the gut, they can promote a healthy gut environment, support the immune system, and outcompete harmful pathogens.

At GLOCREST, we don't just offer a product, we offer a promise - a promise of quality, reliability, and sustainable growth. Our commitment to research and development ensures that every batch of **EnziProb** delivers consistent results, helping you meet and exceed your production goals. Invest in **EnziProb** today and witness a remarkable transformation in your poultry's health and productivity. Experience the unparalleled benefits of this unique enzyme-probiotic blend and watch as your business reaches new heights.

To order **EnziProb** or to learn more about how this product can revolutionize your poultry business, contact us today. Our dedicated team of poultry health experts is ready and eager to assist you in making the best decisions for your flock's health and your bottom line.

EnziProb - because at GLOCREST, we believe in nurturing nature's potential.

GLOCREST at glance:

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.

NATIONAL EGG CO-ORDINATION COMMITTEE
DAILY/MONTHLY EGG PRICES SUGGESTED BY NECC AND PREVAILING PRICES AT VARIOUS PRODUCTION CENTRES (PC) AND CONSUMPTION CENTRE (CC)
DECEMBER-2023

Name Of Zone / Dt	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	31	Average
NECC SUGGESTED EGG PRICES																																
Ahmedabad	575	575	560	565	570	575	580	585	590	595	600	605	610	615	620	625	625	625	625	628	631	634	637	642	647	650	653	655	645	630	633	613.06
Ajmer	551	551	554	559	559	559	565	570	575	583	583	585	610	601	601	601	601	601	625	610	614	621	629	640	640	642	642	655	600	620	-	598.23
Barwala	541	530	535	542	544	546	550	553	558	567	572	576	580	588	591	591	593	596	601	605	609	617	622	627	634	637	610	593	600	-	584.83	
Bengaluru (CC)	550	530	520	525	530	540	545	550	560	565	575	580	590	595	600	600	600	600	600	600	605	610	615	620	625	630	635	635	625	610	610	586.29
Brahmapur (OD)	548	523	523	533	543	548	548	558	563	570	575	585	590	590	595	595	595	595	600	605	609	614	619	624	629	634	640	640	610	610	610	587.77
Chennai (CC)	560	540	540	540	540	540	550	550	560	570	580	590	590	600	610	610	610	610	610	610	610	620	620	630	630	640	640	640	630	-	593.33	
Chittoor	553	533	533	533	533	533	543	543	553	563	573	583	583	593	603	603	603	603	603	603	603	613	613	623	623	633	633	633	623	-	586.33	
Delhi (CC)	564	564	551	556	564	567	568	575	577	581	589	595	599	605	612	615	615	617	620	625	630	634	644	650	652	660	665	665	650	645	-	608.47
E.Godavari	530	510	510	520	530	535	540	545	550	557	564	571	576	579	582	582	582	582	585	588	591	595	600	605	610	615	620	620	575	575	580	571.1
Hospet	510	490	480	485	490	500	505	510	520	525	535	540	550	555	560	560	560	560	560	560	565	570	575	580	585	590	595	585	570	570	546.29	
Hyderabad	505	505	510	515	520	525	530	535	540	545	550	555	560	563	566	569	572	572	575	578	581	584	589	594	599	604	607	590	570	573	576	559.9
Jabalpur	540	535	535	542	546	546	553	557	561	568	578	578	578	578	578	580	585	585	595	600	605	615	620	630	640	640	630	610	590	-	584.37	
Kolkata (WB)	565	555	572	587	587	592	620	620	627	635	645	645	645	645	645	635	638	638	640	640	655	660	665	672	675	675	645	625	630	630	630	630.1
Ludhiana	540	540	530	538	544	544	544	550	552	560	570	572	578	586	589	589	591	595	602	607	610	620	622	628	636	636	636	610	610	-	583.93	
Mumbai (CC)	590	580	570	575	580	585	590	595	600	605	610	615	620	625	628	631	634	637	637	640	643	646	649	654	659	664	669	672	665	645	645	624.45
Mysuru	540	520	515	525	530	542	547	552	562	567	577	585	595	600	604	604	604	604	604	604	607	612	617	620	625	630	635	625	610	610	587.32	
Namakkal	490	475	475	475	480	485	490	500	510	520	530	535	540	545	550	550	550	550	550	555	560	565	570	575	580	585	585	575	560	560	536.13	
Pune	585	575	565	570	575	580	585	590	595	601	611	616	620	625	630	630	632	632	636	640	640	640	645	655	660	665	670	670	660	650	650	622.19
Raipur	535	525	525	535	545	545	550	560	565	565	580	585	585	585	585	585	585	585	585	585	600	610	615	620	630	635	635	610	600	-	583.33	
Surat	580	580	565	565	570	575	580	585	590	595	600	605	615	625	630	635	635	635	635	638	641	644	649	654	659	664	666	666	655	635	638	619.65
Vijayawada	530	510	510	520	530	535	540	545	550	557	564	571	576	579	582	582	582	582	585	588	591	595	600	605	610	615	620	620	575	575	580	571.1
Vizag	530	530	530	530	535	540	540	550	550	560	570	580	585	590	595	601	601	601	601	601	601	601	605	608	610	615	620	625	625	625	625	584
W.Godavari	530	510	510	520	530	535	540	545	550	557	564	571	576	579	582	582	582	582	585	588	591	595	600	605	610	615	620	620	575	575	580	571.1
Warangal	507	507	512	517	522	527	532	537	542	547	552	557	562	565	568	571	574	574	577	580	583	586	591	596	601	606	609	592	572	575	-	561.37

Prevailing Prices

Allahabad (CC)	581	571	571	586	590	590	590	595	595	605	610	614	619	619	619	619	619	619	629	643	657	667	676	681	686	686	671	662	652	667	628.23
Bhopal	545	560	550	550	555	560	560	570	570	580	585	590	595	595	595	595	595	595	610	610	610	620	625	630	640	650	640	630	620	-	596
Indore (CC)	545	545	545	545	550	550	550	560	560	570	570	575	580	580	590	600	595	595	595	605	620	625	635	640	640	640	630	610	610	-	589.83
Kanpur (CC)	586	586	586	586	586	586	586	600	600	614	614	614	619	629	629	629	629	629	629	643	643	648	662	671	671	671	671	652	652	652	627.23
Luknow (CC)	600	600	600	600	600	600	600	620	620	633	633	633	640	640	650	650	650	650	660	667	667	667	683	683	700	700	693	683	683	648	
Muzaffarpur (CC)	603	593	598	603	605	605	610	615	620	630	635	638	640	650	650	655	658	665	665	670	680	685	690	695	700	700	670	655	660	-	646.43
Nagpur	565	560	560	560	560	560	570	570	580	580	580	585	590	590	600	600	600	600	600	600	620	625	625	635	640	640	640	600	615	-	596.17
Patna	603	593	598	603	605	605	610	615	620	630	635	638	640	650	650	655	658	665	665	670	680	685	690	695	700	700	670	655	660	-	646.43
Ranchi (CC)	595	595	595	600	600	600	600	610	610	620	643	643	643	648	648	648	648	648	648	650	650	652	667	671	686	686	676	657	657	657	640.42
Varanasi (CC)	600	600	590	600	607	610	610	617	617	617	620	630	633	640	650	650	650	650	650	660	673	680	683	687	690	693	693	667	667	667	644.97

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Please contact :

Y. Ram Mohan Rao
Managing Director (Mob: +91 94904 10562)

Dr. Sreekanth Devalraju
Manager (Mob: +91 94410 31794)



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- ★ Ability to Recover From Diseases
- ★ Unmatched Technical Services

OUR FARMERS SAVED MORE MONEY AS COMPARED TO STANDARDS OF OTHER BREEDS

Scan QR code for calculations



2 Batches Taken Till Now

Sri Ramdootha Poultry Farm,
Peddapalli, Telangana

Saved ₹ 163/- Per Bird in 90 Weeks

Mr. B. Tirupathi



Achieved
395 HHE
with **96 g** feed
intake/day
(Laying Period)

Peak Weekly Production	92%
Weeks Above 90%	21
Cum Feed / Egg	122
% Achievement	93%
Feed Cost / Egg @ Rs. 25/KG	Rs. 3.05

Batch Still Continuing

4 Batches Taken Till Now

S.R.G Poultry Farm,
Bhuvanagiri, Telangana

Saved ₹ 230/- Per Bird in 90 Weeks

Dr. Raghunath Reddy



Achieved
408 HHE
with **96 g** feed
intake/day
(Laying Period)

Peak Weekly Production	94%
Weeks Above 90%	36
Cum Feed / Egg	118
% Achievement	96%
Feed Cost / Egg @ Rs. 26/KG	Rs. 3.07

Batch Still Continuing

1 Batch Taken Till Now

Vijay Poultry Farm,
Amravati, Maharashtra

Saved ₹ 143/- Per Bird in 90 Weeks

Mr. Vishal Watane



Achieved
398 HHE
with **99 g** feed
intake/day
(Laying Period)

Peak Weekly Production	95%
Weeks Above 90%	40
Cum Feed / Egg	125
% Achievement	94%
Feed Cost / Egg @ Rs. 26/KG	Rs. 3.25

Batch Still Continuing

6 Batches Taken Till Now

J.S.K Poultry Farm,
Namakkal, Tamil Nadu

Saved ₹ 141/- Per Bird in 74 Weeks

Mr. Jaya Kumar

Achieved
308 HHE
with **95 g** feed
intake/day
(Laying Period)

Peak Weekly Production	93%
Weeks Above 90%	16
Cum Feed / Egg	121
% Achievement	91%
Feed Cost / Egg @ Rs. 27/KG	Rs. 3.27

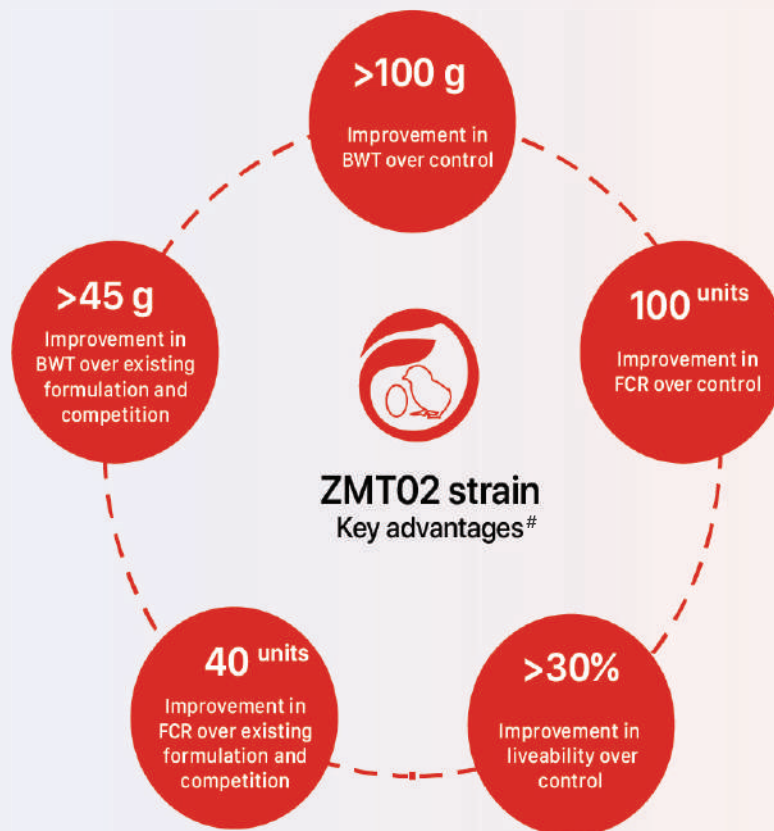
Batch Still Continuing

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26/12/2023

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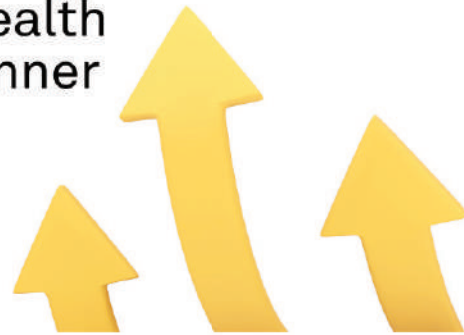
*The indicated performance improvement refers to the data generated in controlled field trial involving male birds (Vencobb 430Y) in an experiment lasting for 35 days



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Animal Health
Award Winner
2023



**Zenex Animal Health has been named the
'Best company in the Rest of the World 2023'
by IHS Markit (Formerly Animal Pharm), a part of S&P Global.**

Extract from the winners list announcement article titled - Animal Health Awards 2023: Winners triumph by creating new markets with innovation

Best company in the Rest of the World: ZenexAnimal Health

India's Zenex Animal Health is a relatively new name in the industry. However, the company has a strong six-decade history in the sector as Zydus Animal Health before it was spun out of Cadila Healthcare and renamed in 2021. In fact, the business won this award three times when it had its Zydus moniker.

Since then, Zenex has begun to show strength as an independent business that is building more of a global brand. It is the second largest animal health company headquartered in India and the biggest in terms of domestic sales. It is even the second largest when taking into account international companies. The firm is a leader in the domestic poultry and livestock sectors, and has built a reputation for its consistent track record of new product launches – “many of which are first time introductions to the Indian market”.

Zenex has posted healthy sales growth in 2023, with support from a diverse product portfolio. The business is pursuing exports in Africa, Asia and the Middle East to give it more of a global presence.

The company's chief executive Arun Atrey previously said: “Zenex is proactively exploring avenues to integrate with complementary businesses and cement its position as a leader and holistic provider of comprehensive solutions to all segments within animal healthcare.”

Zenex is backed by private equity and its acquisition strategy was apparent when the company recently bought Indian herbal veterinary product maker Ayurved. This deal could help Zenex move closer to becoming the business with the largest animal health revenues in India, as it climbs closer to Virbac.

The acquisition also helps with Zenex goal to internationalize its portfolio. Ayurved produces natural feed supplements and topical treatments for India and 25 international markets, including Europe, the Middle East and Africa.

Dr Atrey noted: “The acquisition will augment Zenex's growth, as it operates in a completely complementary space to the company's current operations. Further, it will strengthen Zenex's geographical presence. Ayurved's presence in Poland would aid Zenex's export division to expand its base in EU region as well. This strategic move aligns with Zenex's vision to offer an expansive array of high-quality, diverse solutions in the animal health space.”

Zenex Animal Health ("Zenex") acquires Ayurved

Advancing its journey of consolidation as a comprehensive animal health solutions company

Ahmedabad, 14 December 2023 – Zenex, India's leading animal health company, announced a 100% acquisition of Ayurved. Blending ancient knowledge and wisdom of Ayurveda with leading-edge technology, Ayurved, a company founded by Mr. Pradip Burman, is a leading provider of natural and safe ayurvedic and herbal medicines, feed supplements and topical treatments for farm and companion animals.

This strategic move will enable Zenex to strengthen its portfolio of offerings by adding herbals and furthering the quality of overall animal health portfolio globally. Ayurved's acquisition is a testament to Zenex's aspiration to provide comprehensive and holistic solutions in the animal health segment, to meet the evolving needs of its customers in India and abroad.

With its established expertise in ayurvedic and herbal products, Ayurved brings a wealth of R&D and new product capabilities, a robust brand portfolio, complementary geographic access, and a completely built out management and sales team, that complements Zenex's existing capabilities.

Commenting on the acquisition, **Dr. Arun Atrey, MD and CEO of Zenex**, said, *"Zenex is proactively exploring avenues to integrate with complementary businesses and cement its position as a leader and holistic provider of comprehensive solutions to all segments within animal healthcare. The acquisition will augment Zenex's growth, as it operates in a completely complementary space to the Company's current operations. Further, it will strengthen Zenex's geographical presence. Ayurved's presence in EU (Poland) would aid Zenex Animal Health's export division to expand its base in EU region as well. This strategic move aligns with Zenex's vision to offer an expansive array of high-quality, diverse solutions in the animal health space."*

Ms. Renuka Ramnath, Chairperson, Zenex and Founder, MD and CEO, Multiples Alternate Asset Management said, *"This acquisition marks an important step to augment our product offering and cement our leadership in India animal healthcare. As part of Zenex's long term value creation journey, we will continue to seek interesting opportunities to bring companies with complementary capabilities into our fold, and scale them on the back of Zenex's entrenched sales and distribution network."*

Mr. Pradip Burman, Founder of Ayurved, said *"We are pleased that Ayurved is being acquired by Zenex, a company with similar commitment to propagating ayurvedic and herbal solutions for animal healthcare, not just for the commercial benefits, but also, for the health benefits these products and solutions bring to animals. We are confident in the management of Zenex, that the vision with which I started Ayurved, and the legacy built over the past 31 years, will be carried forward"*

Zenex is backed by a consortium of financial investors led by Multiples PE, along with CPP Investments, RARE Enterprises, SBI, ADB, IFC, and HNIs. As Zenex and Ayurved embark on this exciting journey together, they remain committed to upholding the highest standards of quality, research, innovation, and service in the animal health sector.

PRESS RELEASE



About Zenex:

Zenex is India's leading animal health company with established leadership in livestock and poultry segments. Zenex has created a strong legacy through its market leadership in therapeutics, backed by its comprehensive portfolio of large and established brands across end market segments. The company is renowned for its consistent track record of new product launches, many of which are first time introductions to the Indian market. Zenex is backed by a consortium of financial investors led by Multiples PE, along with CPP Investments, RARE Enterprises, SBI, ADB, IFC, and HNIs.

About Ayurved:

Ayurved, founded as a subsidiary of Dabur India Limited in 1992 and later spun off as an independent entity in 2002, is a recognized leader in Ayurveda and herbal products segment. Known for its established Ayurveda brands and its research capabilities, Ayurved has a strong brand equity with its customers, built on top of a comprehensive product range for livestock, poultry, and companion animals. The company has a global reach, with presence in more than 25 countries, including a joint venture in Poland. Its Product capabilities are backed by its own GMP+ certified manufacturing unit in Baddi, and strong R&D and new product introduction capabilities.

Media contact:

Yash Dhotre
Eminence Strategy Consulting
+91 777 606 4449
yash@eminencestrategy.com
<https://eminencestrategy.com/>



Mohd. Tareq Irfan
Mob. No. +91 950 5659670
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VETS IN POULTRY (VIP)

Date: 06/12/2023

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Dr V. R. Kulkarni

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Dr Santosh Ire

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Contact -

+91 9850979652

Email -

VetsinPoultry@gmail.com

Web -

www.VetsinPoultry.com

From

Dr Ajay Deshpande,
President,
Vets In Poultry (VIP) Association,
Office address : Plot No 2, Yerwada,
Pune. 411006, MH, India

To,

Shree Parshottam Rupala Sir
Hon'ble Union Minister of Fisheries, Animal Husbandry and Dairying Government of
India, New Delhi

Subject: Request to Reduce Import Duty on Non-GMO Maize to Alleviate High Maize Prices Impacting Poultry Farming Community.

Respected Sir,

I hope this letter finds you in good health and high spirits. I am writing to you on behalf of the Association of Vets In Poultry (VIP), a collective voice of more than 1200+ Veterinary professionals deeply involved in the poultry sector in India. Our association has been actively monitoring the challenges faced by the poultry sector, particularly considering the current economic climate marked by soaring local maize prices.

Poultry Feed constitutes 80 % of production cost out of total expenditure and Maize is a critical component in the poultry feed industry, playing an indispensable role in ensuring the growth, health, and overall well-being of poultry birds. Maize is included around 60 % in poultry feed which is highest among all feed ingredients. However, the current high prices of local maize are putting immense pressure on the poultry farming, leading to an increase in the cost of production of chicken. This, in turn, is expected to drive up the prices of chicken products, ultimately impacting consumers across the nation. As per APEDA estimates production of maize in 2022-2023 was 35.91 million tonnes out of which around 18 million tonnes is consumed by poultry sector alone. India has also exported around 3,453,680.58 MT which also creates pressure on domestic availability of Maize. We would like to mention that for many months poultry farming community has been selling chicken at avg of Rs 65/kg against production cost of avg Rs 85.kg which is incurring huge losses for farmers.

Current maize prices are around Rs.25/kg through out India against last year approx avg of Rs.23/kg. As this year major maize producing states have received inconstance rainfall, so it is believed that we may not achieve estimated maize production.



VETS IN POULTRY (VIP)

Poultry farming community & commodity experts are anticipating maize prices to reach around Rs.28-30/kg by Feb 2024. Situation may worsen post Feb 24, as Rabi maize production is also affected due to uncertain weather and major maize crop is only expected by next Kharif season.

To bridge the gap between demand and supply we have to rely on import but high import duty of 60% on non-GMO maize is discouraging the imports.

In light of the aforementioned circumstances, we kindly request the Government of India to consider a reduction in the import duty on non-GMO maize from the current 60% to NIL or maximum upto 15%. This measure would help to alleviate the burden on the poultry farmers.

We would like to emphasize that previous instances of maize imports have not hampered the interests of local agriculture farmers. On the contrary, such imports have played a crucial role in stabilizing the demand and supply situation, benefiting both local farmers and the poultry industry. Poultry producers are not just stakeholders in the poultry sector but also farmers who actively contribute to agriculture by purchasing significant quantities of soya and maize, surpassing other industries in this regard. We would like to support our above statement with below calculation.

	Current Duty structure	Revised duty structure
Price EX location INR	13	13
Duty	7.8 (60 % Duty)	1.95 (15 % Duty)
Transportation from EU Non GMO producing countries	6.75	6.75
Clearance and other charges	0.5	0.5
Local transportation from port to farmer warehouse	1.5	1.5
Grand total	29.55	23.7

Recognizing the importance of poultry farming in the larger agricultural ecosystem, poultry sector can play a major role in realizing our Honourable Prime Minister's aspirations of doubling farmers' income. By reducing the import duty, we can create a win-win situation where the poultry industry continues to thrive, supporting local agriculture and contributing to the broader vision of agricultural growth. Poultry farming is already contributing to **Indian national GDP at 1.5 Lakh crores.** Poultry farming also **generates direct employment, 25000 layers and over 5 lakh broiler farmers and indirectly to over 2 million , mostly in Villages.**

Reg. No.: MH./215/2019 Pune.
Date : 05-02-2019 Pune



VETS IN POULTRY (VIP)

By reducing the import duty, the availability of non-GMO maize will increase, contributing to a stabilized market and mitigating the adverse effects on both the poultry industry and consumers. This adjustment will not only support the financial sustainability of poultry farmers but will also ensure that the people of India continue to have access to an affordable and nutritious protein source.

We understand the delicate balance that must be maintained between safeguarding local farmers and ensuring the economic viability of industries dependent on maize imports. However, reduction in import duty is a strategic step that can be taken to address the immediate challenges faced by the poultry sector.

We appreciate your time and consideration of this matter and are hopeful that the government will take swift and positive action to support the poultry industry and the people of India.

Thank you for your attention to this critical issue. We look forward to a favourable response.

Yours Sincerely,

Dr Ajay Deshpande
President
Vets In Poultry (VIP)
+91 9552560001

Prof. Dr Ajit Ranade
Technical Advisor
Vets In Poultry (VIP)

Dr Santosh Ire
Secretary
Vets In Poultry (VIP)

CC To :

- 1- Hon'ble Ministry of States for Fisheries, Animal Husbandry & Dairying, Government of India, New Delhi
- 2- Joint Secretary, DAHD, MoFAHD, Govt of India, New Delhi

Global Square Building, 4th Floor, Office No. 412-416, Yerwada, CTS No.1505/2, Sr No. 247+14B, Layout Plot No.2, Pune 41106.
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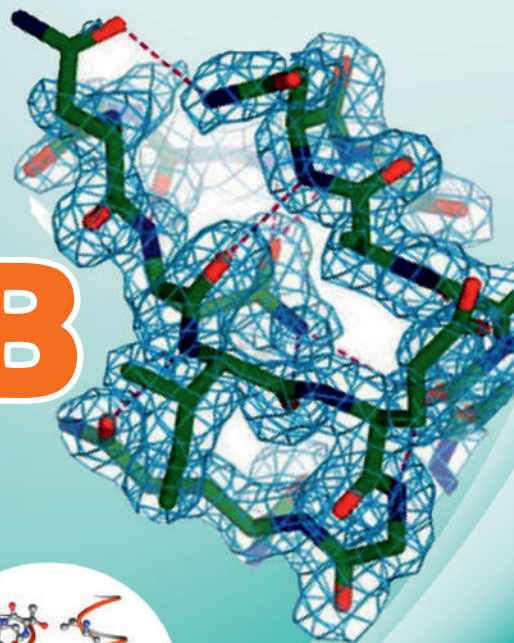
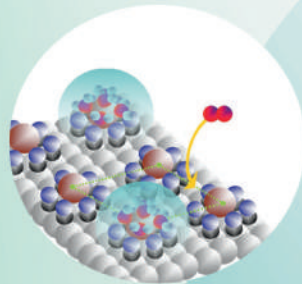
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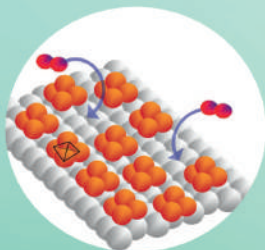
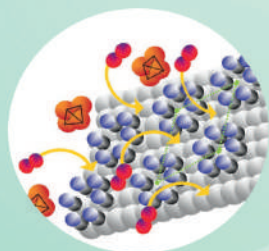
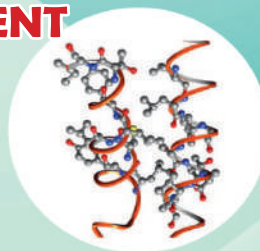


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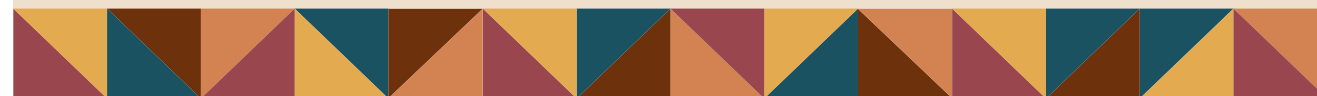
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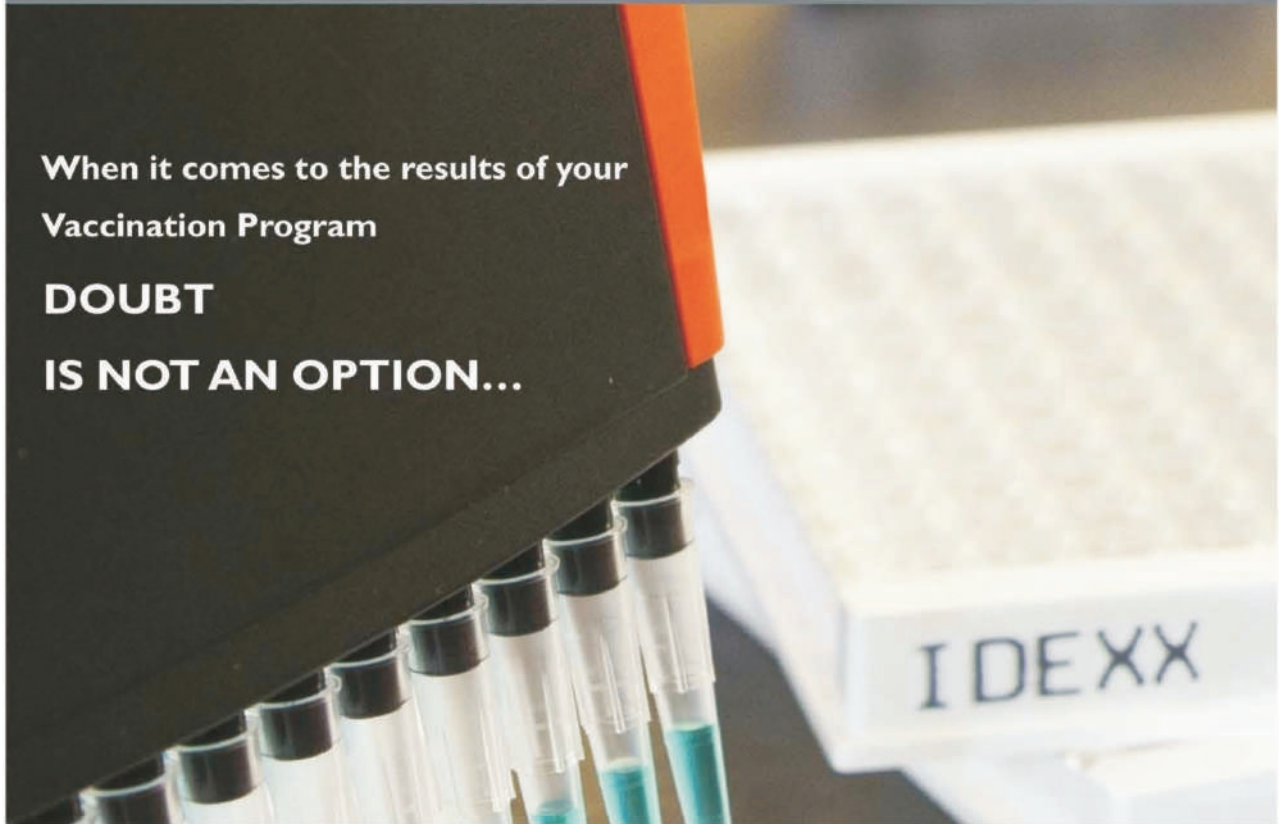
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Poultry Software Specialists

“Tulasi Technologies Pvt. Ltd. is one of the fast growing IT services and industry solutions providers with global delivery capabilities.

We basically provide software solutions to wide range of industries including poultry industry, agriculture and resource, Production and inventory etc.”

PROFILE

LESS is the
new **MORE**

Headquartered in Bangalore, India, We possess clients and partners spread across the globe since its inception. Our dedicated team work and commitment towards any project enables us to provide top quality and cost effective products with good efficiency. We optimize our products in such a way that they are flexible, scalable and easy to use.

We focus on maximizing value addition to customer and have achieved an impeccable and mature management process that ensures that quality of our products and services meet the client specific standards.

We continuously work on making our applications more flexible. Our ongoing success stems from our ability to provide strategic applications with first class support and versatility to adapt them quickly to our clients changing needs.

Proud to say the First Private limited company with over 500 installations across the globe by adding five customers every month.

Android app designed particular for poultry industry helps management to track the location of the supervisor and data at faster pace along with the login timings even without any internet connection.

Instant SMS service for customers with sale details and outstanding payable alerts.

Products

- Broiler Management System
- Broiler Breeder Management System
- Broiler Integration Management System
- Layer Management System
- Hatchery Management System
- Feedmill Management System
- Chicken Management System
- Processing & Retail Sales Management system
- SMOC (Stock Management on Cloud)



Software will keep track of

- Productions
- Mortality
- Culls/Sales
- Body Weights & Egg Weights
- Feed Formulas
- FCR
- Hatching of eggs
- Vaccination Schedules
- Inventory Details
- Cost per bird, egg, feed etc

PAN India Presence

- Sneha Farms -Telangana
- Sri Maruthi Poultries-Andhra Pradesh
- Ambica Chicken-Goa
- Rajshree Hatcheries-Uttar Pradesh
- Shanti Poultry-Chattisgarh
- Mayuri Hatcheries-Telangana
- Jamuna Hatcheries-Telangana
- Saha Poultry-West Bengal
- Perfect Poultry-Punjab
- Godrej Tyson Foods-Maharashtra

International Clients

- Central Poultry 2000 Ltd South Africa
- Duhok Agriculture Co. Iraq
- Mega Poultry Co. Pakistan
- Alal Group Bangladesh
- Runaaq Al Faaw Oman

Why Tulasi Technologies ???

- Track of Daily Transactions
- Digitalization of Manual Entries
- Computerized Streamline of Accounts
- Production Cost Analysis
- Futuristic Budget Planning
- Accurate Profit & Losses
- Inventory Control
- Outstanding Payables & Receivables
- Employee Tracking
- Quick Decision Making
- Instant Reports and Customization
- Top Class Services



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CORPORATE HEADQUARTERS:

Sakti Statesman, 507, Sy No. 34/1, 7th Main, Ibbalur, Bangalore - 560 103

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Summary

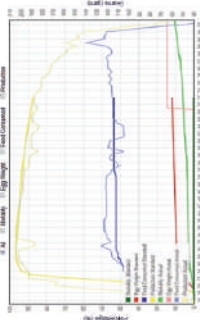
Implementing PMS results in a higher profit for the business; by providing

- Comprehensive cost control
- Profit enhance
- Staff management
- Improved traceability management
- Materials management and production activity management

BMS empowers the business to continually identify new ways to improve profit through the development of new production methodologies and the ability to continually monitor and compare performance of every facet of the business.

Android Application for all operations will help the management for tracking the performance at finger tips anytime.

- Daily entries at farm level
- Supervisor location & trip details tracking
- Decision making reports & graphs at finger tips



Why Tulasi Technologies ???

- Track of Daily Transactions
- Digitalization of Manual Entries
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- Production Cost Analysis
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- Outstanding Payables & Receivables
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- Quick Decision Making
- Instant Reports and Customization
- Top Class Services



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CORPORATE HEADQUARTERS:

Sakthi Samesman, 507, Sy No. 34/7, 7th Main, Ibbalur, Bangalore - 560 103

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for the Ease of Running Business



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POULTRY MANAGEMENT SYSTEM

Poultry Management System provides easy to use software solutions for Poultry Farm management for meat production. The powerful BMS Poultry Farm ERP suite makes every day activities easier and more profitable - whilst allowing you to maintain higher quality, staff performance, cost control, and traceability levels.

The primary focus of the system is to improve:

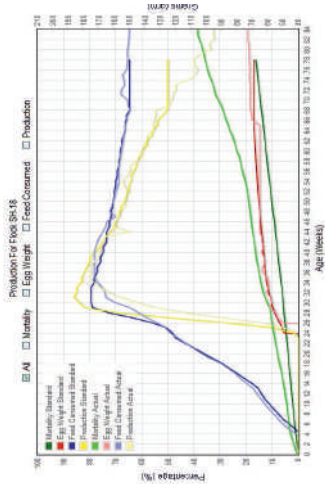
- Traceability practices
- Business profit enhancement
- Cost management and control
- Budget management
- Staff accountability and management practices
- Reduce bird losses during rearing

Your business will benefit!

- Reduced waste of poultry live stock due to better analysis and monitoring during rearing phases.
- Decrease management response time to any potential problems in the farming/rearing phases
- Better planning of resources used in the rearing process results in higher cash flow utilization and profit enhancement and future budgeting.
- Automatic traceability systems reduce paper work and staff time spent on documenting.
- Inventory management reduces shrinkage and allows easy stock-taking, improving cash flow utilization by maximizing usage of on hand resources.
- Instant reporting on labor costs, growth/sq. ft., feed Vs growth, mortality Vs growth, temperature Vs feed, etc.

Major Features

- Comprehensive production task management for all production activities including initial stock purchases, feeding, heating, veterinarian services, and virtually any other activity in the production phase.
- Rapidly prepare production budgets prior to the start of each batch, to improve materials, labor, and cash flow planning.
- Automatically generate staff tasks and instructions to improve staff management.
- Automatic traceability of materials and labor used in production; instant recall available on all inputs (eg: feed, medical etc) used during production farming.
- SMS option provides you to update with the details in timely manner.
- Integrate with Finance Package and Payroll systems.
- Online Based system.
- Accessible from any parts of Globe.



Daily Operations

Activity management allows recording of all poultry farming activities, and provides a graphical representation of all of the tasks being carried out in each production area.

Features

- Record all types of farm tasks, from feeding, vet/medical, heating, cleaning, and virtually any other task performed in the rearing process.
- Plan tasks in advance or enter after them being performed.
- Costs are automatically allocated to each production area.
- Multi-site enabled.
- Automatically maintain traceability of materials used during production & automatic inventory allocation.
- Generate staff/team instruction sheets. (eg.: vaccinations Schedule)
- Perform rearing cost analysis for each rearing area or manager.
- Visual display allows annual, monthly, weekly and daily views of production tasks filtered by production area, variety of poultry, date and more.

Benefits

- Instant cost reporting.
- Easy recording of production activities.
- Easily assess the status of all outstanding activities from one central location.
- Take rapid corrective action where tasks are missed or performed incorrectly.
- Increased accuracy of traceability.
- Increased control over materials used during production processes results in improved cash flow.

Reporting & Analysis

Easy and instant access to reporting Access business wide reports which allows user to customize reports as per requirement.

Analyze & Monitor

- Feed Vs Growth (total weight & weight gain)
- Mortality Vs Growth
- Labor Vs Mortality
- Age Vs Mortality
- Age Vs Growth
- Compare 'estimated' costs with 'actual' throughout the production process for each batch
- Historical profit analysis over multiple batches

Benefits

- Potential problems in the production process can be identified before they reduce poultry yield or quality; improving business profitability.
- Alerts management of any budget overruns which allows more confident purchasing decisions by management.
- Quality reporting allows identification of potential staff training requirements, or process change requirements/corrective actions.
- Sales analysis gives management business intelligence that highlights profitability based on better sales decisions, or future production decisions.

Tulasi

Poultry Software Specialists



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Providing Software Solutions
for the Ease of Running Business



MANAGEMENT ▶ MAINTENANCE ▶ PROFITS

FMS (Feed Mill Management System) provides easy to use software solutions for Feed Mill management for feed production. The powerful FMS ERP suite makes every day activities easier and more profitable-whilest allowing you to maintain higher quality, staff performance, cost control, and traceability levels.

The primary focus of the system is to improve:

- Usage of feed formulas
- Business profit enhancement
- Cost management and control
- Budget management
- Staff accountability and management practices

Your business will benefit!

- Reduced waste of raw materials due to better analysis and monitoring during production phases.
- Decrease management response time to any potential problems in the production phases.
- Better planning of resources.
- Automatic traceability systems reduce paper work and staff time spent documenting.
- Inventory management reduces shrinkage and allows easy stock-taking, improving cash flow utilization by maximizing usage of on hand resources.
- Instant reporting on feed production, feed transfer, raw materials transfer.
- Feed Formulas can be customized according to requirements.

Daily Operations

Activity management allows recording of all feed production activities, and provides a graphical representation of all of the tasks being carried out in production area.

Features

- Record all types of feed mill tasks and virtually any other task performed during the production process.
- Keeps tracks of materials consumed to produce the final product.
- Plan tasks in advance or enter after them being performed.
- Generate staff/team instruction sheets.
- Perform production cost analysis for each production area or manager.
- Maintain labor traceability for all production tasks.
- Visual display allows annual, monthly, weekly and daily views of production tasks filtered by production area, variety of feed, date, and more.
- Automation in Feedmill like weight capturing, raw material to finished goods %, PLC integration. Terms & conditions apply.

Summary

Implementing FMS results in a higher profit for the business; by providing

- Comprehensive cost control
- Profit enhancement
- Optimization of raw materials usage
- Staff management
- Materials management and production activity management

Why Tulasi Technologies ???

- | | |
|---------------------------------------|--------------------------------------|
| ● Track of Daily Transactions | ● Inventory Control |
| ● Digitalization of Manual Entries | ● Outstanding Payables & Receivables |
| ● Computerized Streamline of Accounts | ● Employee Tracking |
| ● Production Cost Analysis | ● Quick Decision Making |
| ● Futuristic Budget Planning | ● Instant Reports and Customization |
| ● Accurate Profit & Losses | ● Top Class Services |



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Poultry Software Specialists

PROCESSING MANAGEMENT SYSTEM



Summary

Implementing Processing & retail sales system results in higher profit for the business, by providing

- Comprehensive cost control
- Profit enhancement
- Traceability management
- Materials management and production activity management
- Optimized Profit & Losses
- Inventory Control

Why Tulasi Technologies ???

- Track of Daily Transactions
- Digitalization of Manual Entries
- Computerized Streamline of Accounts
- Production Cost Analysis
- Futuristic Budget Planning
- Accurate Profit & Losses
- Inventory Control
- Outstanding Payables & Receivables
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Sakri Shiresman, 507, Sy No. 34/1, 7th Main, Ibbalur, Bangalore - 560 103

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Providing Software Solutions for the Ease of Running Business



Chicken Processing & Retail Sales system is specifically designed to record all the transactions and activities involved in a processing plant. Right from purchase/transfer of birds broilers farms, culled and then sold to the outlets, every detail is collected, processed and stored in database. Also timely reports can be generated so as to know the transactions in detail.

Processing and retail sales keeps track of

- Chicken processing details
- Category wise processing details
- Weight loss details
- Yield percentage details
- Sales details
- Outlet wise sales details
- User cash handover statements
- User cash handover report
- Price details
- Price variation details
- Physical stock taking details
- Portioning & Reprocessing

Account Section

- Profit & Loss
- Balance Sheet
- Trial Balance
- Ledger & COA List
- Journal Register
- Purchases, Sales
- Payment Voucher
- Receipt Voucher
- Journal Voucher

Inventory Section

- Birds
- Chicken items
- Consumables

Features

- Record all chicken processing details-Category wise.
- Simple forms to record day to day activities like Weight loss, sales details etc,
- Yield % is automatically calculated.
- User cash hand over reports.

Benefits

- Instant cost reporting.
- Easy recording of production activities.
- Easily assess the status of all outstanding activities from one central location.
- Take rapid corrective action where tasks are missed or performed incorrectly.
- Increased accuracy of traceability.
- Increased control over materials used during production processes results in improved cash flow.

Accounts

Helping in Managing accounts of all sectors in poultry farming process and give you a picture of financial health of all sectors. This module allows you to track down all the transactions happening and plan future transactions to be done.

Features

- Sector wise profit & loss, and cash flow statements.
- Track down expenses incurred in farm during any span of time.
- Individual cost centre wise accountability.
- System alerts on arrival of credit term given to customers.
- Can analyze financial status of company day trade payables and receivables.
- Customer wise sale rate analysis as well as supplier wise purchase rate analysis.
- Balance sheet, Trial balance, ledger balance at any span of time.

Sales

- Ageing analysis lets you due days of receipts from customer.
- Can cut down extra costs by cost centre wise cash outflow.
- Supplier wise purchase rate analysis helps you in analyzing which supplier can supply raw material at profitable price.
- Allocate financial resources to sectors based on current trade receivables, trade payables, Assets and Liabilities.
- Inventory "Check Out" and "Check In" logging to specific tasks, improves accountability and allows flexible control of inventory.
- Easy logging of "evidence of consumption"

Inventory

- Increased control over inventory allows the business to reduce inventory waste and misappropriation; and improves profitability.
- Enhanced inventory control allows the business to better manage the quantity of materials on hand, resulting in improved cash flow.
- Rapid access to levels of production inventory on hand at any time; at each site and storage location.
- Easy re-ordering of inventory.
- Store managers are alerted when items need re-ordering.

Reporting & Analysis

Easy and instant access to reporting Access business wide reports which allows user to customize reports as per requirement.

Benefits

- Potential problems in the production process can be identified before they reduce poultry yield or quality; improving business profitability.
- Alerts management of any budget overruns which allows more confident purchasing decisions by management.
- Quality reporting allows identification of potential staff training requirements, or process change requirements/ corrective actions.
- Sales analysis gives management business intelligence that highlights profitability based on better sales decisions, or future production decisions.



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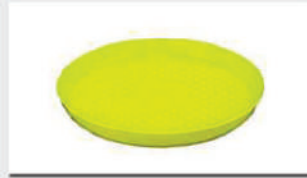
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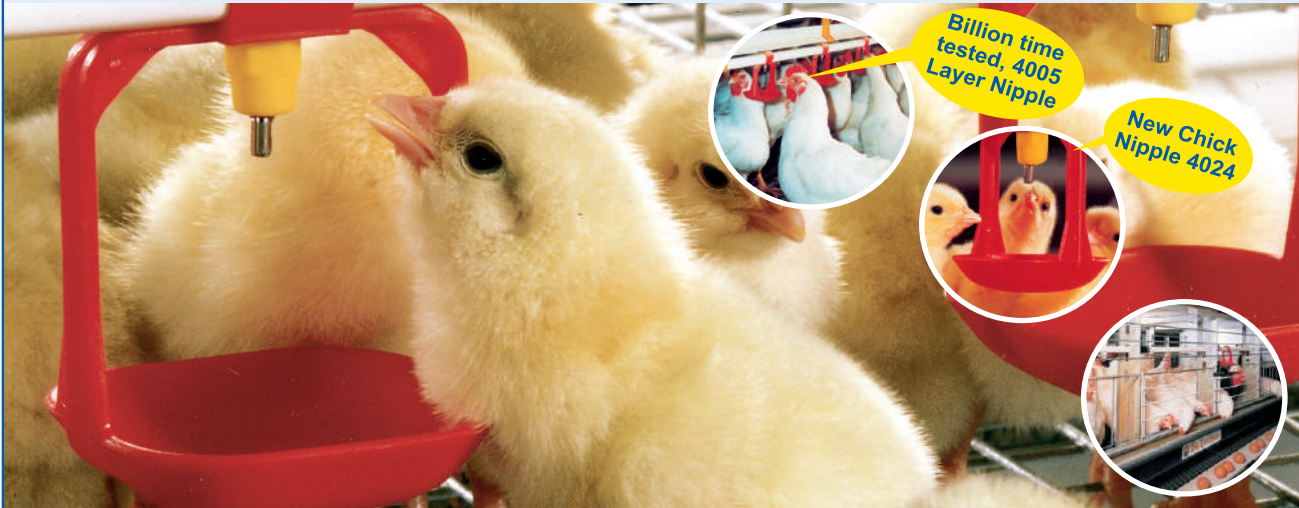
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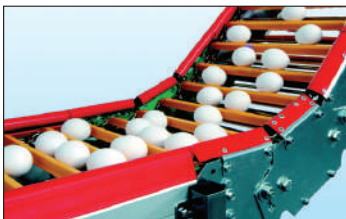
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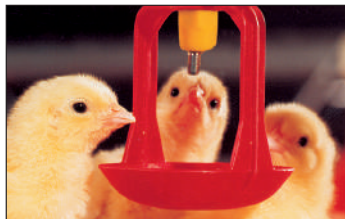
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Need for Liberalizing Import Policy for Poultry Feed Ingredients (Maize and Soybean)

Ricky Thaper, Poultry Federation of India



To sustain growth in the poultry sector, the government must ensure supplies of feed ingredients at reasonable prices which should be ensured through liberalizing imports and augmenting production.

Livestock rearing is one of the most important economic activities in the rural areas contributing significantly to the economy. Livestock sector, although half the size of crops, plays a crucial role in driving the agricultural gross value added (GVA) growth. This sector is contributing to the economy in a big way considering the higher rate of growth of the sector in comparison to the agriculture sector.

Presently, the GVA of the livestock sector has recorded an annual growth rate of around 6% at constant prices. The growth of the sector is more than the crop sector growth rate which was 1.65% annually. Its contribution to the Indian agriculture and economy is increasing steadily with a share of 30.47% in agriculture and allied sector GVA and 4.75% in the country's total GVA.

According to basic animal husbandry statistics, 2023, out of the total meat production of 9.77 million ton (MT) in 2022-23, the share of poultry meat was 4.99 MT, contributing 51% of total output. The growth of poultry meat production has increased by 4.52% over previous year. According to the Food and Agriculture Organisation, India ranks 8th in the world in terms of meat production. The poultry sector in India is valued at more than \$28 billion in 2021-22, according to the Confederation of Indian Industry (CII)'s vision document - 2047 for Indian poultry sector released recently. Over the years, the poultry sector in the country has witnessed a remarkable growth, with chicken meat growing at an annual

growth rate of 8% in the last 15 years - 2006-2021-22, the report stated.

With rising disposable income and population, the demand for poultry products including chicken meat and eggs has been on rise. The sector has capitalized on this opportunity and expanded its production capability to meet the growing consumer demand. This significant transformation in the poultry sector has been attributed to the commercial poultry industry which accounts for 85% of the total poultry production and 15% is contributed by backyard poultry. The sector has witnessed a shift from the traditional backyard poultry models to a model production technique including integrated farming systems, contracting farming and value chain integration.

As the share of meat and egg eating population has increased by 6% during 2015 - 2021, the national family health survey -V, 2021, the demand for poultry and products is set to increase further. Currently, the per capita consumption of poultry products in the country (94 eggs per annum and chicken meat consumption is 4.2 kg per annum) is very low as compared to the Indian Council for Media Research (ICMR) recommended consumption level of 180 eggs and 10.8/kg poultry meat per person per annum. There is a need to bridge the gap between availability and requirements couples with large scale awareness campaigns. In order to bridge the gap between availability and demand, there is a need to scale up both layer and broiler industry.

For enhancing efficiency of the poultry sector, several measures are being undertaken to improve genetics and disease resistance breeds of poultry, disease prevention and surveillance, and supply of affordable feed

which constitute 65% to 70% of the cost of production of meat remain a challenge. While stating that the domestic poultry industry is likely to grow at a steady pace of 8%-10% in 2023-24, consulting firm ICRA in March this year had stated that earnings of poultry companies are expected to be volatile owing to fluctuations in the raw material or feed costs, especially maize. ICRA has stated that due to rising worldwide demand for Indian maize as a result of the Russia-Ukraine conflict and increased exports from India, maize prices have grown significantly by 32% on a year-on-year (YoY) basis in 2022-23, resulting in increase in average feed price.

Poultry feed mostly consists of maize, Bajra or broken rice (60-65%), soybean meal (30-35%) and nutrients. The mandi prices of maize because of rising demand for industrial use is ruling much above the minimum support price (MSP) of Rs.1962/quintal announced by the government for 2022-23 and Rs.2090/quintal for 2023-24 kharif season. Stating that there has been increasing diversion of maize towards industrial use and ethanol production, "the current growth level of maize and soybean production in the country will be insufficient to meet the demand of the poultry industry." As the government plans to promote use of maize for ethanol, the poultry industry can face challenges in getting maize for feed. The Food Corporation has already stopped

supplying broken rice to ethanol makers and prices of broken rice have risen sharply in the last few months.

Several poultry and livestock industry associations including All India Poultry Breeders Association, The Compound Feed Manufacturers Association, Poultry Federation of India, Vets in Poultry, are now Pitching for the government to allow imports of GM maize and soybean because of 'unprecedented increase' in prices. Regional Poultry Associations have also urged the central government for reduction in import duty on maize and soybean to deal with feed supplies. The industry feared that the prices of maize and broken rice would spike in the coming months as the diversion of these raw materials for ethanol production is expected to increase as the government has reduced allocation of sugar for biofuel production.

In August, 2021, the government had relaxed import rules to allow the first shipment of 1.2 MT of genetically modified (GM) soymeal to support the domestic poultry industry after a record spike in feed prices. Poultry industry has earlier said the Government should allow both import and cultivation of GM Soybeans and Maize to fulfill the requirement of these two major feed ingredients in the coming years. The sustainable supplies of feed ingredients in coming years would be crucial for the growth of the poultry industry.



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Cell: 98660 75805 Fac. : 040-23095996	Cell: 98491 09478 Fac. : 040-20005996

IMPORTANCE OF POULTRY INDUSTRY

Naushali Gujar1*, Shweta Choudhary1, Satendra Yadav1, Manisha Champawat2
Assistant Professor

1 Department of Livestock Production and Management, 2 Department of Veterinary Pharmacology & Toxicology, Arawali Veterinary College, Sikar 1*corresponding author: naushaligujar8@gmail.com

Poultry is one of the fastest growing segments of the agricultural sector in India today. India is the third egg producer in the world with total egg production of 129.6 billion. Among this commercial and backyard poultry egg production is 84.8% and 15.2% respectively. India ranks eighth in production of meat in the world. Meat production from poultry contribute 51.4% of total meat production.

Poultry- The term Poultry refers to all those species of birds which are reared for economic benefit. Ex: Chicken, Turkey, Duck, Quail etc.

Poultry Farming - Poultry farming mainly refers to growing and protecting various types of domestic birds commercially.

In Poultry farming, rearing and management of fowl are done for two purposes-

- Production of the eggs
- Production of meat or flesh

Besides that, farmers also like to show their chickens at Poultry shows. Some people like to raise chickens at their backyards as pets or for fresh eggs everyday.

In order to meet the quantity and quality requirements, a variety of strains (breeds) are raised. These improved strains include layers which produce eggs and broilers that provide meat.

Poultry breeding is where it all begins. Selected males and female breeds are chosen to mate and eggs are collected and incubated. The chicken eggs are incubated for 21 days. Newly hatched chicks are then brooded in temperature controlled rooms until they are either sent off as broilers or roasters for consumption as poultry meat or grown

further as laying hens or breeders.

For birds that are grown into broilers, they are reared on average for 6 - 7 weeks and then are processed as cut-up parts such as drumsticks or breast meat. Roasters on the other hand are grown for 8 - 14 weeks and are sold as whole birds. Approximately 25 - 30% of broiler meat goes into further processed products such as chicken nuggets, sandwiches and hot dogs.

Chickens that are grown as laying hens are usually reared in growing houses until they are about 16 - 18 weeks which they are then moved into caged laying facilities. The birds usually start lay eggs at around 20 weeks of age and continue to do so until 76 weeks of age. Some birds are molted and they continue to lay eggs for another 6 months while the rest are processed as fowl meat and are used for products such as chicken soup.

IMPORTANCE OF POULTRY-

- Source of income
- Source of food
- Source of medicines
- In biological Research
- In agriculture
- In industrial uses
- As an employment sector

1. Source of income - Poultry provides a continuous source of income throughout the year because of its low rearing cost, less space required for farming, less labour requirements, rapid return and profit, better feed conversion efficiency.

2. Source of food - Poultry products such as egg and chicken meat are cheapest source of protein to fight malnutrition in India. They are highly nutritious, palatable and digestible. In addition it also provide continuous source of food throughout year. Chicken covers 51.4% of total meat production.
3. In medicine - Eggs are used in research on human and veterinary medicine , for preparation of serum, vaccines and pharmaceutical products.
4. In genetic studies- Birds are ideal experimental animals for genetic studies because they produce large no of embryos in short period, their short incubation period- in comparison with mammals and they attain sexual maturity in young age.
5. In embryological studies- Unlike mammals, chick develops separately from its mother so, the fertilized egg is readily accessible tool for research and teaching.
6. In agriculture- Poultry excreta is rich in nitrogen and organic content and hence can be used as manure in fields. poultry waste has been proven as valuable feed to ruminants and fish.
7. Poultry in industries- Eggs used in industries for formulation of shops, adhesives,

shampoos etc. and poultry feathers used in making pillows, cushion, mattress etc.

8. In creating employment- Poultry farming can be done as side business as it doesn't require much care. Also, it provide indirect employment to people with regard to transportation and marketing.

Major constraints to poultry farming are -

- Non-availability of quality chicks
- Shortage of quality feed
- Disorganised marketing
- Inadequate health cover

Conclusion -

- Poultry provides good and cheap nutrition
- It is important tool for genetics
- It provides good fertiliser which gives boon to agriculture sector
- Eggs and chicken are source of protein
- It increases the employment opportunities for rural people
- About 75% population is non vegetarian so, major demand for meat
- So, at last we can say that poultry industry in India is having a bright future and it is most likely to perish in near future



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Press Release

24th December 2023 | New Delhi

14th Agriculture Leadership Awards Draws Admiration and Applause

Union Minister for Agriculture calls for Increasing Agri Exports

Union Minister for Agriculture and Tribal Affairs, Sri Arjun Munda called for a reduction of imports and augmented exports of agricultural products while addressing the 14th Agriculture Leadership Conclave in New Delhi. He also called for enhancing the soil productivity by organic means and to increase awareness about organic products.

The 14th Agriculture Leadership Conclave, the AT Group's annual flagship event, culminated with the presentation of 14th Agriculture Leadership Awards jointly by the Union Minister for Agriculture and Tribal Affairs, Shri Arjun Munda and ex CJI Justice P Sathasivam. Among the recipients were the Ministers and Secretaries from the States, CMD of the banks and institutions and top CEOs of the industry, besides experts, startups and farmers.

In his address, Shri Arjun Munda averred the importance of agriculture in India. He said that today India is number one in many agricultural commodities and under the leadership of Prime Minister, Narendra Modi, several schemes for agriculture development have been implemented. He exhorted all the stakeholders in agriculture to work in harmony to realize the intended target of prosperity in agriculture. Sh Munda termed government decision as historic to confer upon Padmashri to a dozen farmers for their innovative agriculture. He added that the Modi decision to start massive level direct benefit transfer to farmers has chocked the leakage and benefitted 100 million plus farming families in the country.

The two day event brought together farmers, scientists, policy makers, bureaucrats, corporates, students and entrepreneurs. There were meaningful discussions on topics as diverse as 'Policy Initiatives: Unlocking Potential of Agriculture' to 'Climate Change and Agriculture Sustainability'. The 2nd MS Swaminathan Global Leadership Award 2023 was presented to Ambassador Kenneth M. Quinn, President Emeritus, World Food Prize Foundation for his inspiring and unstinting leadership in ensuring global food security and promoting research in the area of food production.

The conclave also saw the silver jubilee celebrations of the Agriculture Today Group.

<https://www.youtube.com/live/BgPXoDPX9fo?si=Q55kVBMFt81i8JSD>

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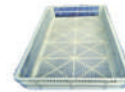
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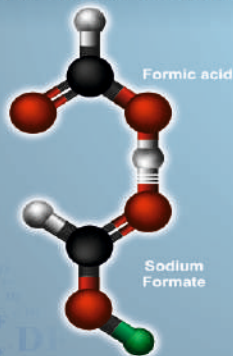
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