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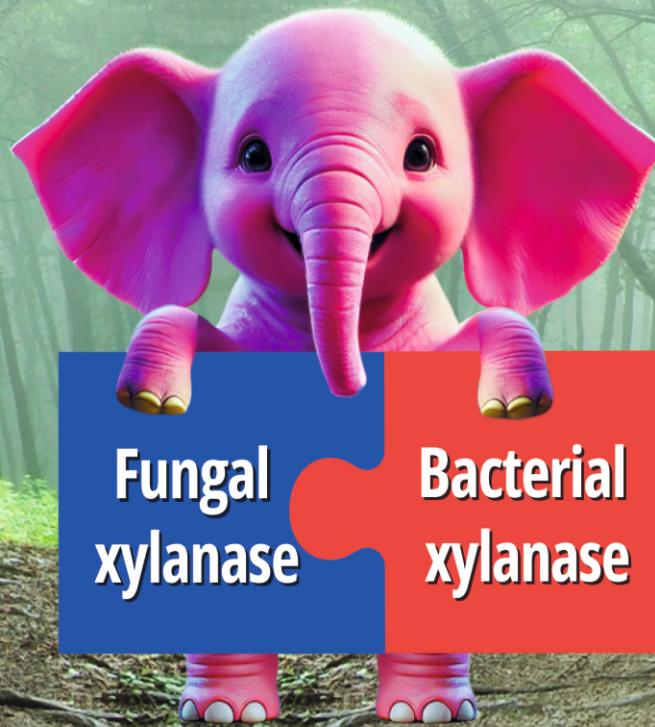


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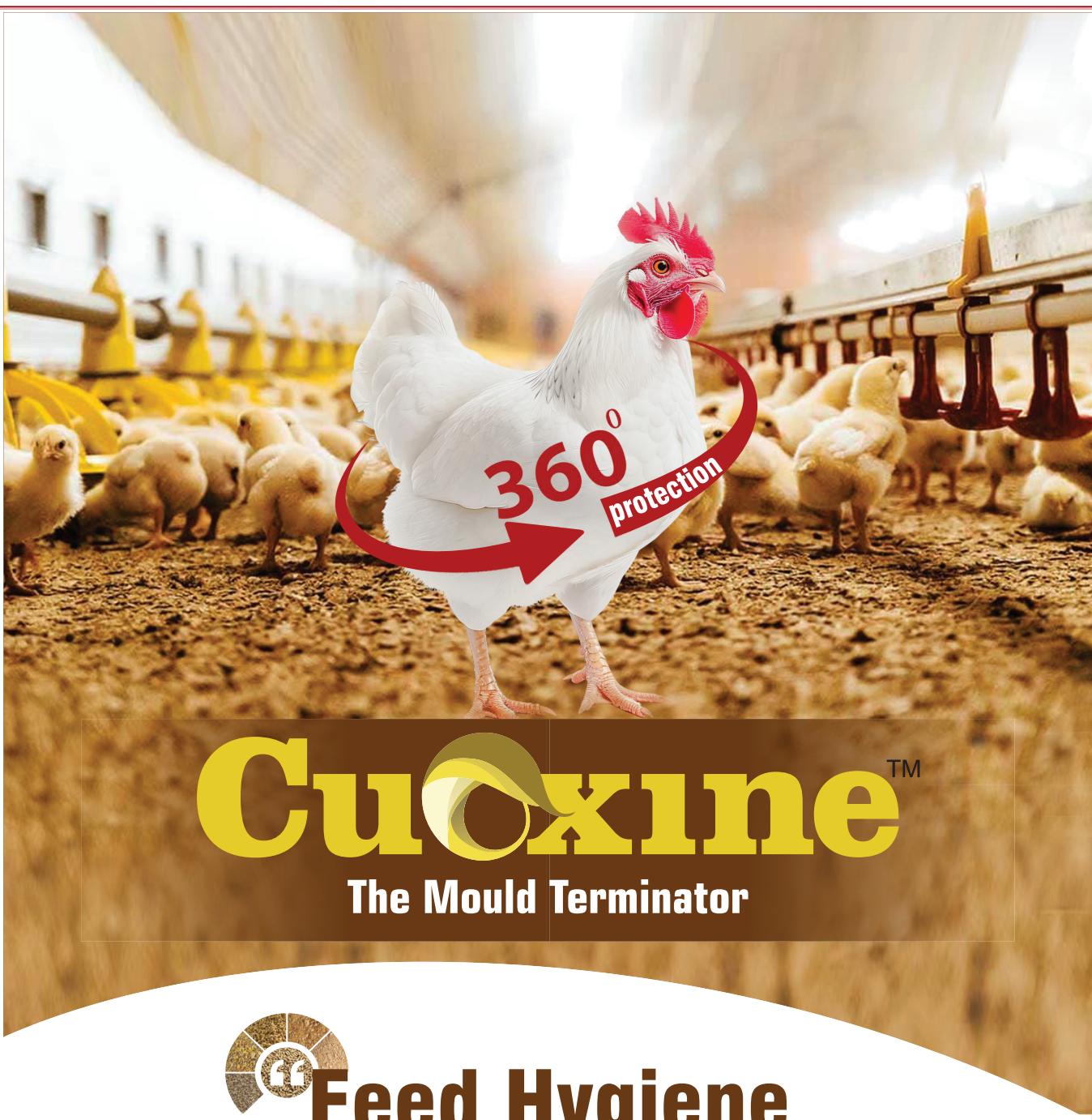
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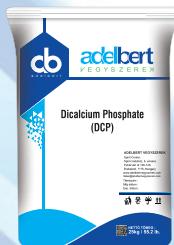
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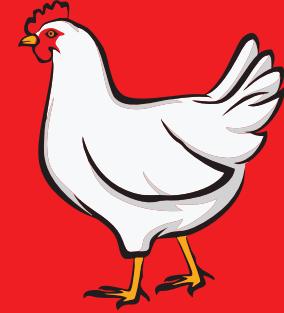
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## SUPER- POWER POLITICS!

War does happen in Asia, middle east, or elsewhere - as though it is not normal for the planet to be free of war at any moment.

The India Pakistan war was ended abruptly by USA when it saw that Pakistan would suffer immense defeat under the hands of India.

Immediately the Israel Iran war got a boost and lasted for 11 days with immeasurable destruction of properties, Infrastructure, and loss of lives with several more injured. There are no clear victors in today's battles. Either claims victory while both have only suffered destruction and are set back in progress for quite a few years. It's amazing to see that in this modern world of better communication and understanding why wars take place.

Blatant and open arm twisting by a superpower to subdue several countries in the name of protecting its own interest is not going well for itself. The fabric of economic relationship developed and evolved over decades cannot be undone overnight. Pushing countries to the wall will only give adverse results. India, which anyhow has a policy of Aatma Nihar Bharat - it reinforces the reason not to be heavily dependent and blackmail by the outside powers. The USA by action is only driving India into better relationship with Russia and China.

Sri Raj Nath Singh demonstrated the bold attitude of India by refusing to sign the SCO document which did not mention Pahalgam but has included Baluchistan. The conspiracy of China and Pakistan declaration did not go through successfully.

American attempt to spy on Indian vitals through the British F 35 has landed into a big problem with India. The world needs to understand the new INDIA to be very different from the earlier image it carried. The west easily bullied or always had its way come with India but that has changed now.

The years of mutual destruction by Ukraine and Russia is indeed senseless but yet the world is a mute witness to it. India has strongly advocated for global peace and settling issues only but through dialogue.

The Indian poultry has tremendously grown and continues to grow with an impressive percentage year on year. But it is high time now that the quality of eggs and chicken are improved, and also investments made in marketing and branding. As long as they will be sold as commodities, the farmers will suffer losses and fluctuations in the market price. The only way forward is to improve the shelf life and with added value.

## Farewell to Mr Michiel van Erkel!



A grand farewell was offered to Mr. Michiel van Erkel, the Agriculture Counsellor of the embassy of Netherlands. Mr. Michiel has completed his tenure in India and will move for the next assignment. He has been an outstanding contributor to INDIA and his results are visible by the lavish compliments provided by the people present at the Taj Deccan Hyderabad on 25th June 2025. Despite being a diplomat, he was easily accessible to everyone and was very helpful to anybody who approached him. His special contribution of organizing seminar/event at every IPEMA for the Poultry has created its own image of Indo Dutch cooperation. He is also immensely contributed in dairy, aqua and



agriculture. The event was organized by Netherlands Business Support Office (NBSO) – the director – Mr. Harsh Indrarun and Mr. Rambabu Vedantam, among the various personalities who expressed their thanks at the farewell.

Mr Suresh Chitturi, Mr Uday Singh Bayas, Mr Chakravarthi and several others expressed their heartfelt gratitude and appreciation towards his contribution.

Mr. Selvan Kannan had special appreciation towards Mr. Michiel because of the consistent and passionate unwavering support offered by him for the cause of Poultry.

The gathering ended with cocktail and dinner





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# Organophosphorus Toxicity in Poultry

## A threat to Poultry Industry

Dr.M.A.Mujeeb Ather, Former Deputy Director  
Veterinary Biological Research Institute Hyderabad.

### Introduction

Organophosphorus (OP) toxicity is an increasingly recognized issue in poultry farming, arising primarily from pesticide exposure. Organophosphates are widely used in agricultural practices and pest control, but improper handling or contamination can lead to severe toxicity in poultry, manifesting with a range of neurological, gastrointestinal, and reproductive symptoms. This document explores the etiology, clinical signs, diagnosis, treatment, prevention strategies, and presents a case study observed in India.

### Causes of Organophosphorus Toxicity

#### 1. Pesticide Exposure:

- Organophosphates are commonly used for pest control in poultry environments and adjacent agricultural fields.

#### 2. Accidental Ingestion or Contact:

- Poultry may ingest pesticide-contaminated feed or water, inhale residues, or absorb them through the skin.

#### 3. Over-application of Pesticides:

- Excessive or improper use of pesticides increases environmental concentrations, elevating the risk of toxicity.

### Mechanism of Toxicity

Organophosphates inhibit acetylcholinesterase (AChE), the enzyme responsible for breaking down acetylcholine. This leads to overstimulation of nerve

receptors and widespread neurological dysfunction.

### Clinical Signs of OP Toxicity

#### Muscarinic Effects (Parasympathetic Nervous System):

- Hypersalivation
- Frequent diarrhea
- Vomiting
- Respiratory distress due to bronchoconstriction

#### Nicotinic Effects (Neuromuscular Junction):

- Muscle tremors
- Weakness and in coordination
- Paralysis

#### Central Nervous System (CNS) Effects:

- Seizures
- Coma
- Lethargy and depression
- Loss of coordination

### Pathological Findings

- Neurological Damage:
  - Destruction of neurons in the brain and spinal cord
  - Damage to myelin sheaths and axons
  - In severe cases, Organophosphorus-Induced Delayed Neurotoxicity (OPIDN)

#### - Cellular Damage:

- Mitochondrial damage in high-dose

exposure

40 to 210 µg/kg.

### Case Study: Field Observations in India (2022–2023)

Between November 2022 and May 2023, an outbreak of OP toxicity was observed in Commercial Broilers, Layers, and Breeders across various farms.

#### Initial Misdiagnosis:

- The toxicity was initially mistaken for a bacterial infection, and multiple antibiotics were used without improvement, leading to heavy economic losses.

#### Clinical Presentation:

- Watery diarrhea
- Drop in egg production
- Thin-shelled and misshaped eggs
- Hairline cracks and reduced hatchability
- Lameness and mortality
- Difficulty in breathing

#### Post-mortem Findings

- Bronze discoloration of the liver
- Congestion of visceral organs
- Enteritis
- Regressed ovaries in layers
- Discoloration of the proventriculus and liver in chicks

#### Laboratory Findings

- Feed samples tested positive for organophosphorus compounds, primarily Chlorpyrifos and Malathionat 50 to 100 ppb.
- Some samples also contained Aflatoxin B1, T2 toxin, and Citrinin ranging from

#### Intervention:

- Withdrawal of contaminated feed
- Administration of toxin binders
- Flocks recovered within 3 weeks

#### Diagnosis

- Clinical Evaluation: Based on signs and history of pesticide exposure.

#### Prevention Strategies

- Safe Pesticide Storage: Store away from poultry access.
- Proper Application Practices: Follow manufacturer guidelines, avoid over-application, and never apply while birds are present.
- Hygiene and Biosecurity: Maintain clean poultry housing to reduce pest pressure and pesticide dependency.
- Non-Chemical Pest Control: Use traps, biological control agents, or environmental management to reduce pests.

#### Conclusion

Organophosphorus toxicity poses a significant threat to poultry health, with potentially devastating economic consequences if not identified early, differential diagnosis is the need of the hour. The case study emphasizes the importance of accurate diagnosis and proper feed monitoring. Preventive practices and timely intervention with antidotes and supportive therapy can lead to successful recovery and protection of flock health.

# Novus International Announces Strategic Business Realignment to Drive Future Growth and Innovation

CHESTERFIELD, MO (June 24, 2025) – Novus International, Inc., the leader in intelligent nutrition, today announced a strategic business realignment designed to accelerate innovation, strengthen operational agility, and unlock long-term value for its global customer base. The transformation will result in two separate business units under the NOVUS umbrella – one dedicated to liquid methionine solutions and the other focused exclusively on specialty feed ingredients.

This new structure reflects NOVUS's continued evolution as a science-driven, customer-focused company committed to helping producers achieve more. Both units will be structured as separate platforms, each with dedicated profit and loss accountability and the autonomy to focus on their core capabilities.



NOVUS CEO Dan Meagher will continue to lead the parent organization and provide strategic oversight across both businesses.

"Each unit now has the clarity and freedom to innovate faster, respond smarter, and continue delivering solutions that meet the evolving needs of producers around the world," Meagher said. "This is a bold, forward-thinking step that allows us to go further in our commitment to deliver value for

our customers, our teams, and our partners."

Dave Dowell has been appointed President of the Methionine Business Unit, while Ed Galo will lead the Specialty Business Unit as President.

NOVUS has long been recognized for pioneering advancements in liquid methionine technology and for its leadership in specialty nutrition through intelligent feed solutions. The formation of these focused business units reinforces this leadership and unlocks new potential to scale innovations globally.

"This realignment is not a division - it's an evolution," Meagher said. "An evolution that enables us to better serve the industry by doing what we do best - Deliver more science, more insight, and more inspiration. This is how we continue to show the world that we're Made of More™."

Both business units will maintain uninterrupted service for dairy, poultry, and swine producers globally. Customers can continue to expect the same levels of excellence, innovation, and integrity that have defined NOVUS for more than 30 years.

For more information on NOVUS and its innovative nutrition solutions, visit [novusint.com](http://novusint.com).



Vesper's



VESPER LABS

## VES-PHASE 1

### COMPOSITION PER 10KG

Ves- phase 1 : A brilliant combination of Vitamins premix , minerals premix with phytase, lysine, methionine, lipolytic, toxinbinder, choline, acidifier, multienzyme, probiotics and growth promoters

**Inclusion Rate per ton of feed:** 10 Kg/Ton of feed or as recommended by Veterinarian

Always keep the bag tightly closed in a cool, dark and dry place away from sun light

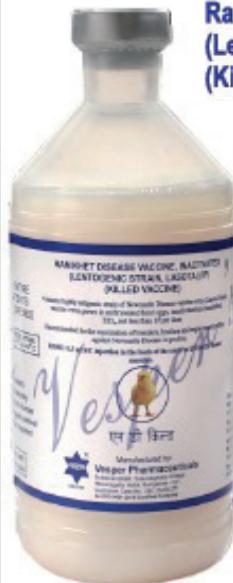
## VES-PHASE 2

### COMPOSITION PER 10KG

Ves- phase 2 : A brilliant combination of Vitamins premix , minerals premix with phytase, lysine, methionine, lipolytic, toxinbinder, choline, acidifier, multienzyme, probiotics and egg shell enhancers.

## ND Killed Vaccine

Ranikhet Disease Vaccine, Inactivated (Lentogenic Strain, Lasota) (IP) (Killed Vaccine)



500 ml (1000 Doses)

Contains highly antigenic strain of Newcastle Disease vaccine virus (Lasota Strain) vaccine virus grown in embryonated hen's eggs inactivated and emulsified EID 50, not less than  $10^6$  per dose.

Recommended for the vaccination of breeders broilers and replacement pullets against Newcastle Disease in poultry.

Dose: 0.5 ml S/C injection in the back of the neck or IM in the breast or thigh muscles

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ORCHID SPA



BERSAL FARMA



# NOVEL COMBINATION FOR BETTER IMMUNITY AND PERFORMANCE OF BIRDS



## Benefits

**01** Improves immune status of bird

**02** Improves vaccination titer against ND & IBD

**03** Reduces the stress during transportation, debeaking, vaccination & any oxidative stress

**04** Enhances overall growth performance in broiler & egg production in layer

**05** Improves hatchability in breeders

**06** Reduces problem of exudative diathesis in chick

**07** Improves performance under heat stress

**08** Improves normal absorption & metabolism calcium & phosphorus

**09** Improves the egg shell quality in laying hens

## Composition



Vitamin-E



Zinc Zn (Powder & Liquid)



Vitamin-D<sub>3</sub>



Organic selenium as hydroxy selenomethionine

## Dosage

- 5 ml for 100 chicks
- 15-20 ml for 100 broiler birds for 5 days
- 20 ml for 100 layer birds 7 days
- 25ml for 100 breeder for 7 days



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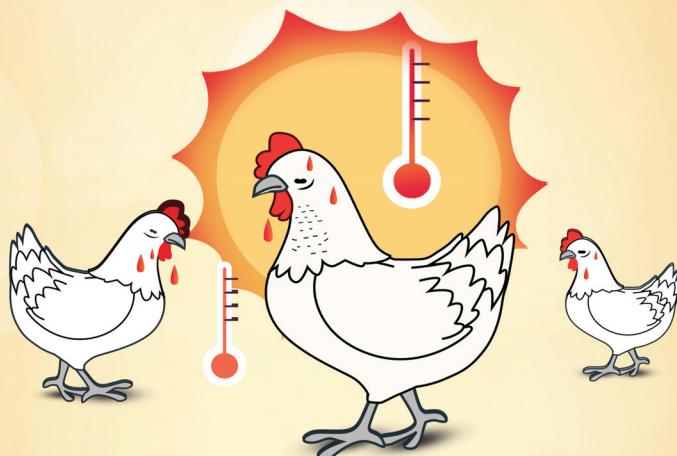
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## Composition

# Betaine HCL 98%

## Benefits

Betaine act as osmolyte to prevent cell damage, protecting them from osmotic stress & dehydration by maintaining their water & ion balance. Reducing the negative effects of heat stress

## As methyl donors, betaine sparing Methionine & Choline in birds diet to reduce feed cost

Increased absorption of nutrients & maintain gut integrity

### Improved litter moisture level

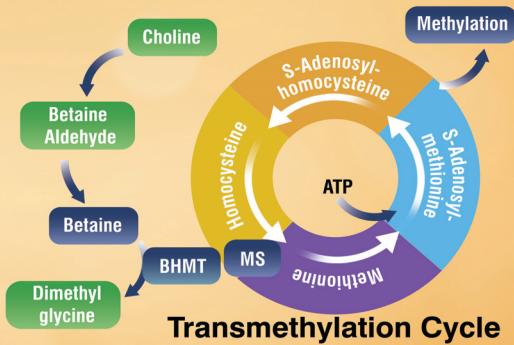
## Improved resistance to coccidiosis

Improves carcass quality

## Recommended Inclusion Level (Kg/MT of Feed)

Broilers - 0.5-1 | Layers - 0.2-0.5 | Breeders - 0.5-1.2

**Presentation : 25 kg bag**



UTTARA IMPEX PVT. LTD.

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Sinhgad Road, Pune, MH - 411030

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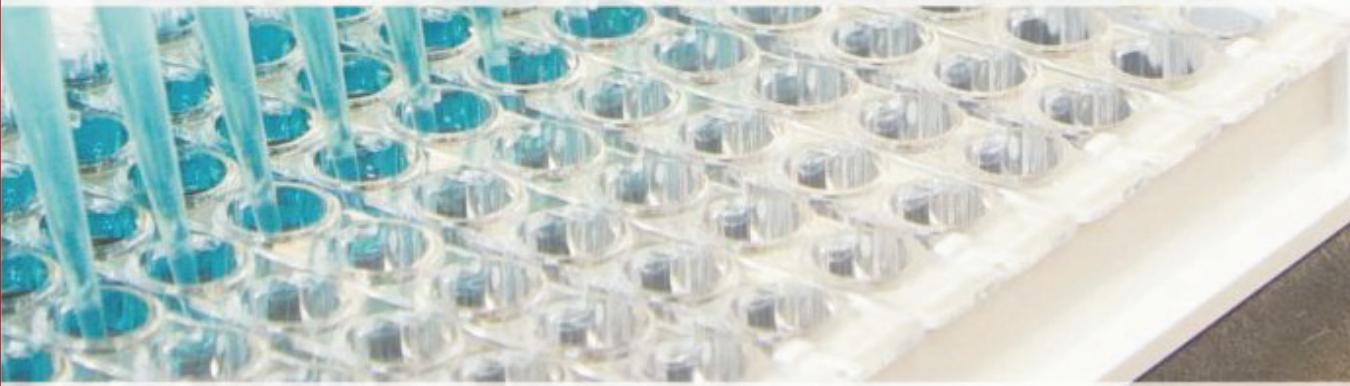
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# ANTI-MYCOTOXIN SOLUTIONS

## BIÔNTE® QUIMITOX®

MYCOTOXINS BINDER

### EFFECTIVE

High efficacy against the most dangerous mycotoxins

AFB1 ZEN FB1 T-2 OTA



## BIÔNTE® QUIMITOX® PLUS

A UNIQUE COMBINATION OF PHYTOGENICS, MINERALS AND POST-BIOTIC COMPONENTS



### ADSORPTION

High efficacy against the most prevalent mycotoxins, emerging and modified mycotoxins



### SELECTIVE



0.0% VITAMIN B6 0.1% VITAMIN B3  
0.0% VITAMIN D3 0.9% LYSINE  
0.0% METHIONINE 1.8% THREONINE



### BIOPROTECTION

Mitigates the oxidative stress

SILYMARIN AND CURCUMIN



### FAST-ACTION

Effective upon ingestion (from 5')



### POST-BIOTIC EFFECT

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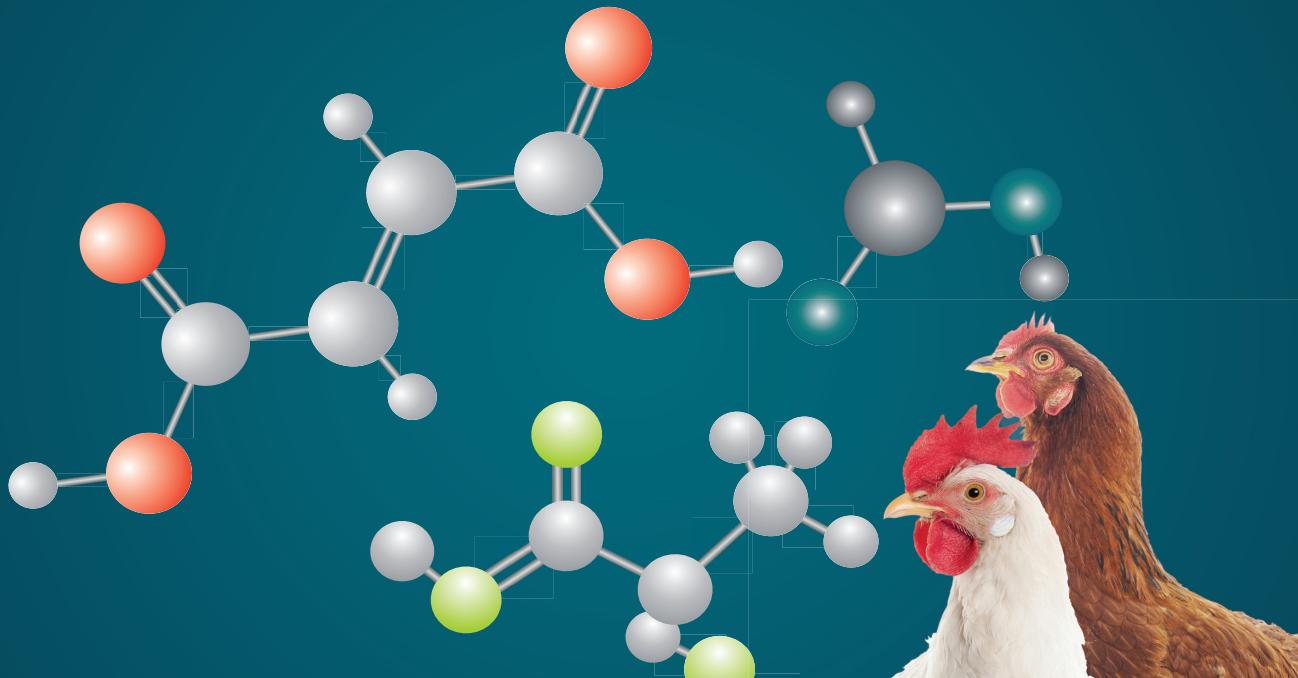
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# ACIPLEX™

Optimized acidification to amplify growth performance



**A synergistic combination of organic acids and their salts for optimal acidification and maximizing growth performance.**

#### FEATURES

- Optimal feed and sustained acidification of gut.
- Positively influences intestinal microflora balance.
- Improves metabolism and nutrient digestion.
- Non-corrosive and non-stringent properties.

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## Protective matrix of acidifier for sustainable acidification in poultry to overcome antibiotic resistance

### Welcome to Nutrinomics...

"Nutrinomics, is the merging of the nutrition and health economics disciplines to assess the impact of nutrition on animal health and disease and to illustrate the health and economic aspects of specific changes in the daily nutrition and nutrition recommendations through the lens of cost effectiveness".

### Introduction

High levels of production and efficient feed conversion are the need of the modern livestock industry which to a certain extent could be achieved by using specific feed additives. Feed additives are of great interest in the poultry industry due to their property to promote growth and performance. Common feed additives used in poultry diets include antibiotics, antioxidants, emulsifiers, binders, pH control agents and enzymes. Antibiotic feed additives as growth promoters have long been supplemented to poultry feed to stabilize the intestinal microbial flora, improve the general performances, and prevent some specific intestinal pathology. However, because of the growing concern over the transmission and proliferation of resistant bacteria via the food chain, the European Union (EU) in 2006 banned antibiotic growth promoters to be used as additives in animal nutrition.

Antibiotic growth promoters (AGPs) and antibiotic resistance are closely related, this compelled researchers to explore the utility of other non-therapeutic alternatives like enzymes, probiotics, prebiotics, herbs, essential oils, immunostimulants and organic acids as feed additives in poultry production. The focus of alternative strategies has been to prevent proliferation of pathogenic bacteria and modulation of

indigenous bacteria so that the health, immune status, and performance are improved. Feed acidifiers unequivocally satisfy the required criteria.

Feed acidifiers which are natural growth promoters, are acids included in feeds to lower the pH of the feed, gut, and microbial cytoplasm thereby inhibiting the growth of pathogenic intestinal microflora. Acidifiers can be organic/inorganic acids or associated salts that are added to the poultry feed to exert their antimicrobial action both in the feed and in the GI-tract. Organic acids have been identified as best alternative to antibiotic growth promoters by optimising the pH of gut, increasing the digestibility of the several minerals and thus increasing the performance of poultry economically.



## Antibiotic Growth Promoter (AGPs):

The term AGP is used to describe any medicine that destroys or inhibits bacteria and is administered at a low or subtherapeutic dose. The AGP are used to help the growing animal to digest their food more efficiently, get maximum benefit from it and allow them to develop into strong and healthy individual.

## Proposed Mechanism of AGPs:

At least four mechanisms have been proposed as explanations of antibiotic mediated growth enhancement:

1. Inhibition of sub-clinical infections
2. Reduction of growth-depressing microbial metabolites
3. Reduction of microbial use of nutrients
4. Enhanced uptake and use of nutrients through the thinner intestinal wall associated with antibiotic-fed animals.

## Summary of Physiological, Nutritional and Metabolic Effects of Antibiotic Growth Promoter

	Physiological	Nutritional	Metabolic
Increase	<ul style="list-style-type: none"> <li>- Nutrient absorption</li> <li>- Feed intake</li> </ul>	<ul style="list-style-type: none"> <li>- Energy retention</li> <li>- Nitrogen retention</li> <li>- Vitamin absorption</li> <li>- Trace element absorption</li> <li>- Fatty acid absorption</li> <li>- Glucose absorption</li> <li>- Calcium absorption</li> <li>- Plasma nutrients</li> </ul>	<ul style="list-style-type: none"> <li>- Liver protein synthesis</li> <li>- Gut alkaline phosphatase</li> </ul>
Decrease	<ul style="list-style-type: none"> <li>- Food transit time</li> <li>- Gut wall diameter</li> <li>- Gut wall length</li> <li>- Gut wall weight</li> <li>- Faecal moisture</li> <li>- Mucosal cell turnover</li> </ul>	<ul style="list-style-type: none"> <li>- Gut energy loss</li> <li>- Vitamin synthesis</li> </ul>	<ul style="list-style-type: none"> <li>- Ammonia production</li> <li>- Toxic amine production</li> <li>- Aromatic phenols</li> <li>- Bile degradation products</li> <li>- Fatty acid oxidation</li> <li>- Faecal fat excretion</li> <li>- Gut microbial urease</li> </ul>

## The curse of AGPs:

Apart from the advantageous impact of AGPs, it has some drawbacks also. The major drawback of AGPs is emergence of antibiotic resistant bacteria. The situation is grave and is cause of concern for human health, as it will leads to emergence of antibiotic resistant bacteria in human.

## Organic Acids: An Alternate to AGPs:

Several alternatives have been proposed to replace AGPs, common alternatives applied in broiler diets are prebiotics, probiotics and organic acids. Organic acids are weak acids, which when used singularly or in combination, will kill pathogenic microbes, reduce the pH and acidify the gut.

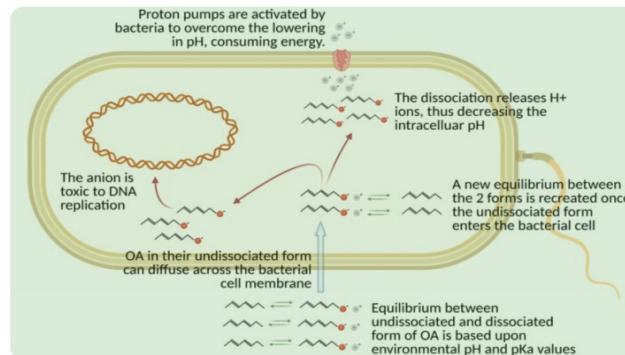
The protective matrix of these acids is determined by their pKa value. The pKa is the negative log of the acid dissociation constant or Ka value and used to indicate the

strength of an acid. Lower the pKa value, more stronger is the acid. That is, the lower value indicates the acid more fully dissociates in water.

## Table showing effects of organic acids and salts in poultry nutrition

	Effective form	Effects
Feed	H+	<p>pH reduction</p> <p>Reduction of acid binding capacity</p>
	H+ and Anion	<p>Reduction of microbial growth</p> <p>Antibacterial effects</p>
	H+	<p>pH reduction in stomach and duodenum</p> <p>Improved pepsin activity</p>
	Anion	<p>Complexing agents for cations</p> <p>(Ca++, Mg++, Fe++, Cu++, Zn++)</p>
Intestinal Tract	H+ and Anion	<p>Antibacterial effects</p> <p>Change in microbial concentrations</p>
	Feed	Energy Supply

## Organic Acids and it's Mechanism of Action



## Organic Acid in the intestine

Organic Acid are natural component of the GI environment. In broiler chickens, typical total SCFA concentrations have been reported to be in the range of 2-12 and 40-100  $\mu\text{mol/g}$  digesta in the small intestine and caeca (Rehman et al., 2007).

## Organic Acid & Intestinal Morphology:

Organic acid has a positive influence on intestinal morphology, as they increase the length of villi, so more absorptive surface area are for greater absorption of digesta.

## Organic acid on Immune system.

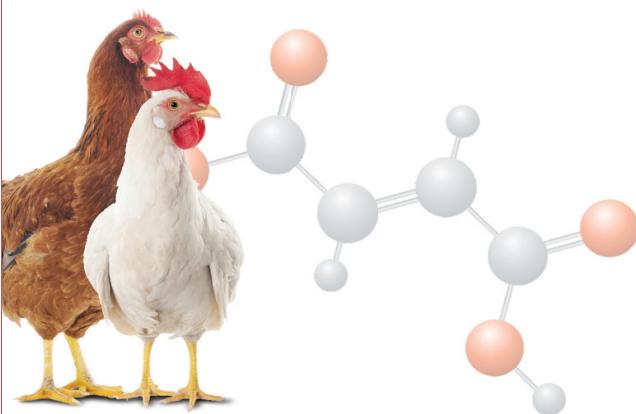
It is said that major portion of immunity is in gut, the interaction of organic acid with gut microbiota positively influences the gut associated lymphoid tissue. It's been observed that addition of organic acids in feed improves the resistance to pathogen, vaccine response/ protection and general health beyond the intestine

**The overall benefit of Acidifier is far greater in comparison to AGP, since the acids used are weak acid the safety margin during handling and consumption are also high. Keeping all the advantages of acidifier over AGPs, ACIPLEX™ was formulated.**

**ACIPLEX™**: Aciplex is an innovative poultry feed acidifier based on synergistically combination of organic acids and their salts such as Fumaric acid, Citric acid, Calcium propionate, Sodium citrate & Sodium formate. **ACIPLEX™** is having non corrosive and non-stringent properties.

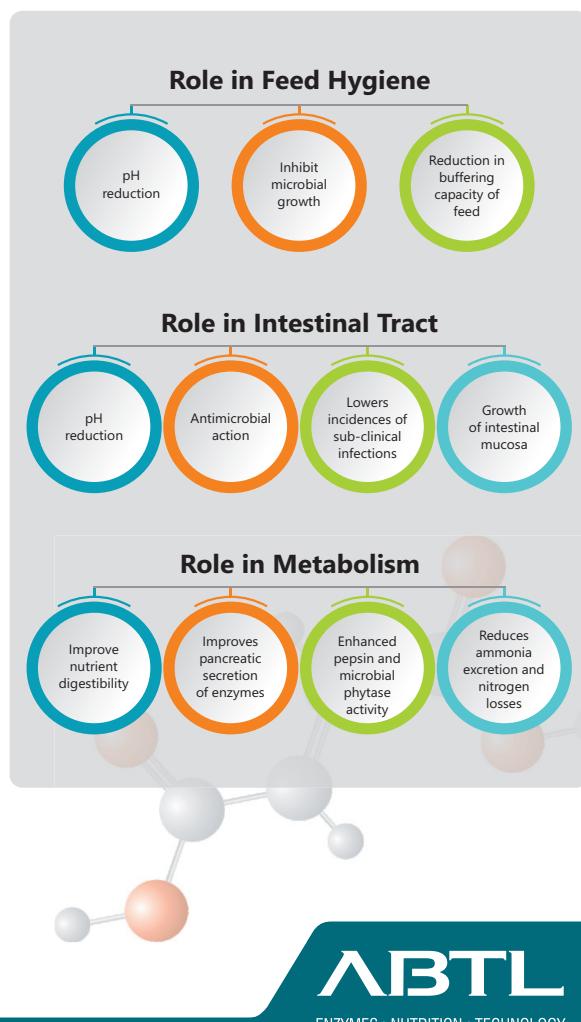
## ACIPLEX™ components and their properties

Acid	Formula	pKa
Formic	HCOOH	3.75
Propionic	CH <sub>3</sub> CH <sub>2</sub> COOH	4.88
Fumaric	COOHCH:CHCOOH	3.02
Citric	COOHCH <sub>2</sub> C(OH)(COOH)CH <sub>2</sub> COOH	3.13



## Effect of ACIPLEX™ on different microbes

Organic Acid/Salts	Activity Spectrum
Fumaric Acid	Antibacterial activity (E.coli, Salmonella sp., Clostridia perfringens)
Citric Acid	Listeria sp, Salmonella typhimurium, E.coli, Aspergillus sp.
Calcium Propionate	Listeria sp, Salmonella typhimurium, E.coli, Aspergillus sp., Clostridium perfringens, Fusarium sps
Sodium Citrate	Fusarium sps
Sodium Formate	Streptococcus sp., Clostridium perfringens, E.coli, Salmonella sp., Campylobacter jejuni



**Broiler Lifting Rates for the month of MAY\_2025**

place	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
Hyderabad	125	125	130	140	140	145	145	135	125	125	120	115	115	120	120	125	125	125	125	125	120	120	120	120	115	115	115	115		
Karimnagar	125	125	130	140	140	145	145	135	125	125	120	115	115	120	120	125	125	125	125	125	120	120	120	120	115	115	115	115		
Warangal	125	125	130	140	140	145	145	135	125	125	120	115	115	120	120	125	125	125	125	125	120	120	120	120	115	115	115	115		
Mahaboobnagar	125	125	130	140	140	145	145	135	125	125	120	115	115	120	120	125	125	125	125	125	120	120	120	120	115	115	115	115		
Kurnool	125	125	130	140	140	145	145	135	125	125	120	115	115	120	120	125	125	125	125	125	120	120	120	120	115	115	115	115		
Vizag	121	126	131	141	141	141	141	131	121	121	116	116	116	121	121	121	121	121	121	121	121	121	121	116	116	116	111	111		
Godavari																														
Vijayawada	127	127	132	142	142	144	144	134	124	124	119	119	119	124	124	124	124	124	124	124	124	124	124	124	119	119	119	114	114	
Guntur	125	125	130	140	140	142	142	144	144	134	124	124	119	119	119	124	124	124	124	124	124	124	124	124	119	119	119	114	114	
Ongole	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Nammakkal	86	96	96	99	99	101	101	86	86	102	105	105	105	100	105	100	105	100	105	100	110	110	110	110	110	112	112	112	117	

**POULTRY LINE, JULY\_2025**

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Cell: 78931 40260

# Importance of phase feeding for cost effective egg production in commercial layers

K.Premavalli

Professor and Head, Farmers Training Centre, Enathur, Kancheepuram  
Tamil Nadu Veterinary and Animal Sciences University

(drpremavalli@gmail.com)

The growth Poultry Industry over the past decades has been phenomenal as there has been a major regional shift from developed to developing countries. India is ranked second among the egg producing countries in the world. The productive capacity of commercial layers has increased considerably during the recent past in our country because of an improved age at first egg which is presently stands at 18 weeks of age. Phase feeding was first proposed in the 1960s by Dr. G.F. Combs, which is the program of reducing the protein level in the feed as the hen aged. Along with protein and amino acids, levels of other nutrients are also lowered as the hen ages or when egg production in the flock declines to a certain percentage. Nowadays, two to four feeds are being formulated for various stages of egg production. Phase feeding reduces feed costs as egg production decreases because each change in formula is associated with a less fortified feed.

## I. Phase feeding during growing period

As birds ages, growth rate also varies, accordingly the nutritional demands also varies throughout the growing period of birds. Simple feeding to the birds targeting body weight alone while ignoring critical periods of development during grower stage may have a detrimental effect on their performance in the laying house. Hence, it is essential to provide the birds with the optimum quantity and quality of balanced amino acids, other nutrients, and energy in the diet at different stages of the growing period. The number of diets can vary from two to four during growing period.

### 1. Starter feeding

The most efficient period of growth in the pullet

prior to the onset of egg production is the first 6-8 weeks of age. The starter diet, which is usually fed for six or seven weeks, is very critical and must provide the total amino acid needs of the pullet until it reaches the desired target weight of 580 g. It is mostly recommended a starter diet which contains a high protein level of 19 to 20 percent since growth during the first 6 weeks of a pullet's life is needed for the development of organs such as heart, liver and kidney. Some researchers recommend a pre-starter diet be fed for two or three weeks. Even though the pre-starter and starter diets are the most expensive, farmers should not hesitate to feed these higher protein diets for the needed amount of time necessary to attain proper body weight for a particular age prior to being fed the grower diet. During this time, the functional development is taking place.

### 2. Grower feeding

The Grower ration is designed to be fed from seven to ten weeks of age. If the flock has continued to grow normally and has reached target body weights, with good uniformity, the flock should be moved to a Developer ration at 11 weeks of age. Energy requirement has to be well manipulated, a very high energy level could lead to birds getting very fatty and laying large eggs. Protein plays a very important role, particularly, sulphur amino acids. Protein levels play an important role up to peak production but later the levels can be brought down.

### 3. Pullet feeding (Developer)

It is most economical to produce as many large eggs as soon as possible after the onset of lay. Body size (skeleton size) of the bird is a very important factor affecting egg size. By 12 to

14 weeks of age, most pullets have already developed approximately 95 percent of their adult body size. If a small bird is produced, then small eggs will be laid at the onset of egg production. Once egg production begins, small birds remain small and large birds remain large throughout the laying cycle. A pullet grows to its maximum during this period. Stressful events during this time can affect body weight gain.

Feeding of pullets aims at the two most important criteria of pullet quality such as uniformity within the flock and proper body weight at a specific age. As, the major cost of producing a pullet is feed, the profits made by during growing through feed reduction in the critical first 14 weeks of age may result in losses in the layer house.

There is a direct relationship between the pullet's development during rearing and subsequent performance during the laying cycle. Body weight at 14 weeks of age positively correlates with performance. If a pullet is not on target body weight of 1100 g by 14 weeks of age, she will more than likely be a small pullet during start of lay and possibly a financial burden for the rest of the laying period. During this time, fattening occurs.

Monitoring pullet body weight and proper nutrition go hand-in-hand throughout the entire rearing period. The bird, at this point, will use her body stores of fat and protein to furnish the energy in an attempt to produce eggs at her full genetic potential.

#### **4. Pre-lay feed**

Most breeds and strains of layers have a unique pattern of body weight gain during the pullet development period and have two stages of sexual maturity. The first stage is when she begins to show visual signs of sexual maturity (e.g. comb development). At this time the pullet has usually reached a mature pullet weight. As the pullet (pre-layer) matures, the rate of body weight gain declines, the growth slows and her nutrient requirement at this time are minimal. The second stage of sexual development is the laying of the first egg and thus the beginning of

the egg production period.

A pullet (pre-layer) will increase body weight by about 200-300 g quite dramatically approximately two to three weeks before egg mass production commences. The development of the ovary and oviduct, an increase in liver size and other major physiological changes take place during this stage. This is an extremely important period in the life of a successful layer. During this transition time, the pre-layer's nutrient requirement will plateau as she approaches a mature pullet weight that will now begin to increase and change as well. Energy and protein are now required in greater quantities for tissue synthesis that takes place during this period of rapid physiological development.

Underweight pullets are one of the most common causes for small early eggs. It is known that underweight pullets produce more small eggs early in the production cycle.

For every additional body weight of 45 g at 18 weeks of age, the egg weight increases by about 0.5 g. Underweight pullets do not have the skeletal frame necessary to maintain good egg shell quality after 40 weeks of age. Underweight pullets tend to be underweight layers!

The nutritional need of calcium in laying hens focuses primarily the laying cycle. But both the rearing phase and laying cycle are two periods of extreme calcium mobilization with calcium being primarily deposited into bone (positive calcium balance) during rearing, while during the laying cycle, calcium is essentially withdrawn (negative calcium balance). A certain threshold of skeletal maturation must occur in pullets during rearing before the onset of lay. This represents a significant nutritional need for calcium by the pubescent bird. A pre-lay period (transitional phase) of two to three weeks before the commencement of egg mass production is an extremely important period for a layer to be highly productive during lay. The requirement for calcium increases during this transition period when the medullary bone formation takes place to lay down calcium reserves in the medullary

bone that can be called on during periods of high calcium needs in the production cycle.

Further, reduction in feed intake a normal physiological phenomenon for a pullet at the second stage of sexual maturity is the reason why reserves (body weight, energy and calcium) are important for pullets coming into production. Good body reserve at the onset of production is essential if satisfactory performance in the laying house is to be achieved. Hence, birds must be in a positive energy balance and, fat stores are very much essential to evolve into a developed mature pullet. This establishment of an energy reserve occurs during pre-peak phase and has much to do with the bird's composition at the point of lay to sustain good production and egg size throughout the production cycle.

The traditional method of feeding layer pullets (Bureau of Indian Standard) by offering starter diet up to eight weeks and grower diet up to 18/20 weeks needs to be reviewed to increase the length of effective biological egg laying cycle. Feeding of pre-layers with the traditional low density diets may not support the increased/changed nutritional demand for the present high yielding layers. This is the phase of maturation.

## 5. Pre peak feeding

Even if flock uniformity is high when entering to layer house, not all birds in the flock are laying at the same rate. The flock, in this case, has to be fed in such a way as to protect the hens' already in production and ensure they receive the energy and nutrients to achieve and maintain a high peak. However, the diet must also be formulated in such a way as not to compromise the production potential of the birds not yet in production. The period of time between housing and peak egg production is the most demanding and stressful period in the laying hens life. During this period she is not only adjusting to her new environment, she must consume enough energy and nutrients to grow and reach a high peak in egg production. During this time a high energy/nutrient-dense diet is required which is the critical factor controlling egg numbers.

Therefore, the diet must contain an adequate concentration of calories if the smaller birds in the flocks are going to be expected to perform to their full genetic potential throughout the laying cycle and, in turn, be a profitable flock. With both young pullets and mature laying hens, it is a good idea to use yellow maize or oil in the diet since the linoleic acid contained in them will be beneficial in improving egg size and numbers.

## II. Phase feeding during laying period

Targeted and optimal body weight at and throughout lay is important. Smaller birds at peak or shortly following their peak in egg production often do not have the physical capacity to consume enough feed to provide adequate energy and will be forced to rely on body stores. This puts these birds in negative energy balance with weight loss occurring during the peak egg production. Egg production declines slightly post-peak and is often referred to as "post-peak" production drop. It is more common to see this slight production drop in flocks with the best uniformity. Linoleic acid is an essential fatty acid that cannot be synthesized endogenously by poultry and has to be supplied in the diet. A hen requires about 1.5 to 1.8g of linoleic acid and an excess of this is deposited in the egg yolk and increases the yolk size and inevitably the egg size also. There should be a stepwise reduction of Linoleic acid during phase feeding to prevent extra large eggs.

The appropriate reduction in protein level will depend on the season of the year (effect of temperature on feed consumption), age and production of the bird, and energy level of the diet. Hence, it is necessary that every flock be considered on an individual basis before a decision is made to reduce the level of dietary protein.

Layer feeding program has to be designed to meet the peak nutritional requirements of the hens at all times under all conditions. The feed should have a high nutrient density to meet the maximum requirements at the lowest level of feed consumption expected throughout the year.

Phase feeding is used extensively in today's industry. A decline in production is considered to reduce the daily protein requirement of the hen. A reduction in protein requirement is usually done at about 35 wk of age. Phase-feeding regimens brought about by making minor increases of the E:P ratio during declining egg output has enabled protein saving to be made without adverse effect on egg production. Daily egg mass must be considered. Egg Mass = egg weight x Rate of lay in %, this is useful to calculate the nutrient requirement of hens. Phase feeding needs to be tailored to the egg mass performance and the hen's age. Diurnal calcium feeding is a factor to be considered during lay as the hen's calcium requirement changes in the course of the day. It increases during the second part of the light day and remains such until oviposition. Shell formation occurs during the dark part of the day when the hen is not feeding! And hence no calcium is being ingested. Therefore it is important to feed calcium in two forms,

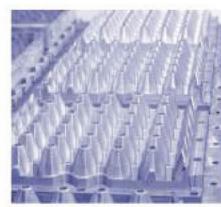
## Summary

The main goal in feeding pullets is to produce a flock of birds which, when placed in the layer house, will attain optimum performance. At point-of-lay, the highest quality pullet will usually be a profitable laying hen throughout the laying period. The genetic potential of the pullet is fixed prior to hatch. From day of hatch onward, successful performance in the layer house is influenced by factors to which the pullet is exposed both before and after the onset of lay. Amino acid levels and minerals need to be manipulated as per the hens' age. With increased egg output and improved consistency in laying rate the farmer has to ensure that the changeover to the next phase with a higher calcium content needs to be done on time and effortlessly, without stressing the bird. Body weight and uniformity are extremely important and many of the problems resulting in reduced profitability from a commercial layer flock could have been eliminated if the proper pullet body weight and condition at the desired age of sexual maturity had been achieved.



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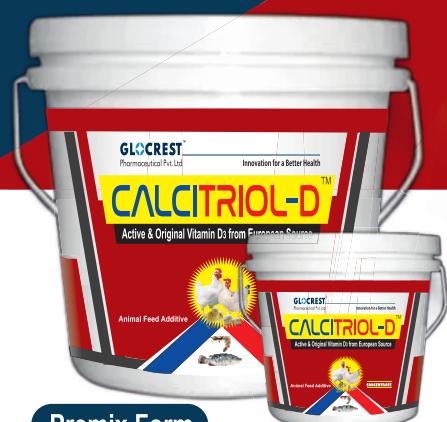
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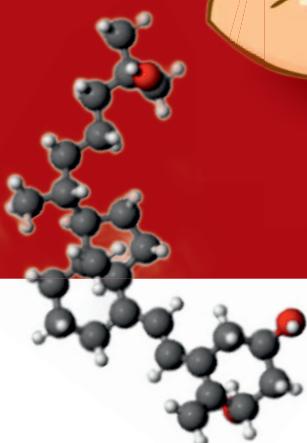


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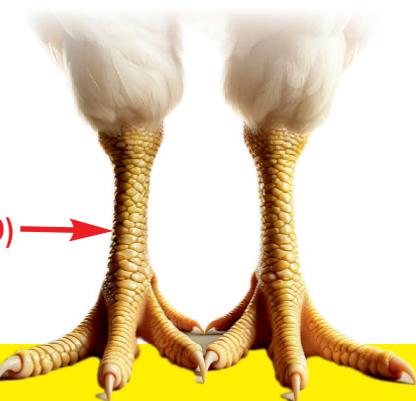
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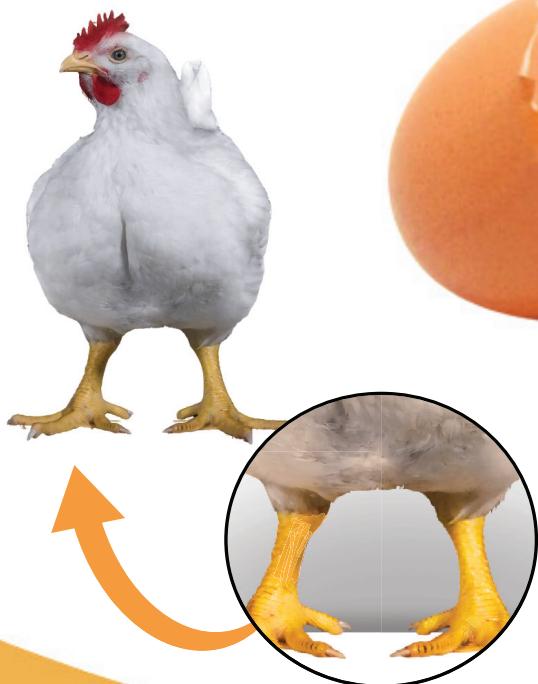
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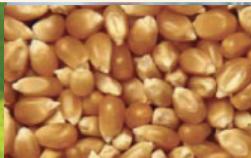
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**PRESS RELEASE**

## **Zeus Biotech made its presence in VIV Asia 2025, Bangkok.**



The 17th edition of VIV Asia, Asia's leading Livestock Expo, took place from 12th to 14th March 2025 at BITEC, Bangkok, Thailand. The event attracted over 51,000 visitors from 129 countries and hosted 1,500 exhibitors from 63 nations, providing a vital meeting point for global leaders in animal feed and nutrition.

VIV Asia is recognized as the largest and most comprehensive feed-to-food event in Asia, bringing together all sectors involved in animal protein production. This prominent multi-species event covers everything from

feed production and animal farming to breeding, processing, veterinary services, and animal health, encompassing poultry, piggery, dairy, fishery, and pets.

Zeus Biotech Pvt. Ltd., a manufacturer of premium animal nutritional supplements, actively participated in VIV Asia 2025, showcasing its current range and recently launched products to key industry players in the animal nutrition sector. Zeus Biotech Limited enjoys a strong position of trust and reliability with customers in the South East Asia, Africa and the Middle





East regions. Information about the company activities were disseminated and detailed explanation about its products and its mode of action were highlighted.



Furthermore, VIV Asia 2025 served as an invaluable platform for us to connect with our valued associates from across Asia.





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NECC SUGGESTED EGG PRICES																																				
Ahmedabad	535	535	535	535	535	535	-	535	540	540	540	520	520	520	520	520	520	520	530	535	540	545	-	555	560	570	-	-	-	-	536					
Ajmer	455	470	475	490	490	-	500	500	500	490	475	475	465	470	475	485	495	500	505	505	505	510	521	530	535	540	-	-	-	-	493					
Bawala	450	450	450	457	466	468	475	482	482	470	467	460	460	463	465	470	475	480	483	483	483	493	503	511	513	517	-	-	-	-	475					
Bengaluru (CC)	605	605	605	605	605	605	605	605	605	605	605	605	605	605	605	605	605	605	585	585	585	585	590	595	600	605	610	615	620	-	600					
Brahmapur (OD)	517	510	500	505	520	530	540	545	545	545	515	515	515	515	515	515	515	525	530	540	545	545	545	560	570	575	575	-	-	-	-	533				
Chennai (CC)	620	620	620	620	620	620	620	620	620	620	620	620	620	620	620	620	620	600	590	590	590	600	610	610	620	620	630	630	-	-	-	-	614			
Chittoor	613	613	613	613	613	613	613	613	613	613	613	613	613	613	613	613	613	593	583	583	583	593	593	593	603	603	613	613	623	-	-	-	-	607		
Delhi (CC)	480	480	480	480	488	488	500	502	502	502	502	502	502	502	502	502	485	485	485	490	500	505	505	505	510	525	530	530	540	540	-	-	500			
E.Godavari	510	510	510	515	515	520	530	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	545	555	555	560	565	-	-	-	-	523		
Hospet	555	555	555	555	555	555	555	555	555	555	555	555	555	555	555	555	555	535	535	535	535	535	540	545	550	555	560	565	570	-	-	-	-	550		
Hyderabad	525	525	525	525	525	525	525	525	525	525	525	525	525	525	525	525	525	525	525	525	525	525	525	530	535	540	545	550	555	560	-	-	531			
Jabalpur	520	520	520	525	530	535	540	545	545	545	545	545	545	545	545	545	545	520	520	520	520	525	530	535	540	560	565	565	565	-	-	-	-	537		
Kolkata (WB)	550	550	530	530	540	550	560	570	580	580	580	580	580	580	580	580	580	560	560	560	560	565	570	575	580	600	610	620	630	635	635	-	-	579		
Ludhiana	460	460	460	450	450	461	464	466	476	481	481	481	481	481	481	481	484	464	464	464	465	473	475	478	481	481	498	512	512	-	-	-	-	475		
Mumbai (CC)	595	595	595	595	595	595	600	605	610	610	610	610	610	610	610	610	610	610	610	610	610	610	610	610	615	620	620	620	620	620	-	-	594			
Mysuru	610	610	610	-	610	610	610	610	610	610	610	610	610	610	610	610	610	610	610	610	610	610	610	610	615	620	620	-	-	-	-	605				
Namakkal	560	560	560	560	560	560	560	560	560	560	560	560	560	560	560	560	560	540	540	540	540	540	540	545	550	555	560	565	570	575	-	-	555			
Pune	595	595	595	595	595	595	601	605	611	611	611	611	611	611	611	611	590	580	580	580	580	580	585	590	595	601	606	611	616	621	-	-	593			
Raipur	515	510	525	525	530	535	535	545	550	550	550	545	545	545	545	545	545	520	520	520	520	520	525	531	531	543	547	552	560	565	-	-	532			
Surat	550	550	550	550	550	550	550	550	550	550	550	550	550	550	550	550	550	550	550	550	550	550	550	550	550	550	550	550	550	550	-	-	556			
Vijayawada	525	525	525	530	535	540	540	550	550	550	550	550	550	550	550	550	550	535	515	515	515	515	530	540	550	550	550	550	550	550	550	-	-	540		
Vizag	535	535	535	535	535	535	535	545	550	550	550	550	550	550	550	550	550	550	550	550	550	550	565	565	565	565	570	575	575	-	-	552				
W.Godavari	510	510	510	515	515	520	530	535	535	535	535	535	535	535	535	535	535	500	500	500	500	505	510	520	525	530	535	545	555	560	-	-	523			
Warangal	527	527	-	527	527	527	532	537	542	542	542	542	542	542	542	542	542	512	512	512	512	517	522	527	532	537	542	547	-	-	-	-	533			
Prevailing Prices																																				
Allahabad (CC)	514	514	514	514	524	524	529	538	538	538	538	538	538	538	538	538	524	524	524	524	524	524	529	538	543	543	543	548	548	557	562	571	581	-	-	535
Bhopal	510	510	525	525	525	535	-	535	540	540	540	540	540	540	540	540	520	520	520	520	520	525	530	535	540	545	550	555	560	570	570	-	-	534		
Indore (CC)	485	495	500	515	515	525	525	525	525	525	525	525	525	525	525	525	525	515	515	515	515	515	520	529	535	540	545	550	555	560	565	-	-	520		
Kanpur (CC)	495	495	495	495	495	495	495	505	519	519	519	519	519	519	519	519	519	519	519	519	519	519	529	529	535	540	545	550	555	567	-	-	519			
Luknow (CC)	524	524	517	517	517	517	517	524	533	524	524	524	524	524	524	524	524	533	533	533	533	533	533	533	533	533	533	533	533	533	533	-	-	537		
Muzaffarpur (CC)	515	515	515	515	520	530	535	545	545	545	545	545	545	545	545	545	545	530	530	530	530	535	540	540	540	540	545	550	555	560	565	-	-	538		
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Patna	515	515	515	520	530	535	545	545	545	545	545	545	545	545	545	545	545	520	520	520	520	525	530	535	540	540	545	550	555	575	580	-	-	538		
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Varanasi (CC)	500	507	507	510	517	517	524	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	-	-	526		

# Renowned Poultry Expert Dr. P.K. Shukla Visits MPWPCL, Lauds Impact on Rural Livelihoods

Kesla Itarsi, Madhya Pradesh.-- Dr. P.K. Shukla, Professor and Head, Department of Poultry Science, College of Veterinary Science and Animal Husbandry, U. P. Pandit Deen Dayal Upadhyaya Pashu Chikitsa Vigyan Vishwa Vidyalaya Evam Go Anusandhan Sansthan, DUVASU, Mathura, and former Joint Commissioner (Poultry), Govt. of India, recently undertook his inaugural visit as an Expert Director of the Madhya Pradesh Women Poultry Producer Company Limited (MPWPCL). His visit highlighted the remarkable strides made by MPWPCL in empowering rural women and establishing itself as a leading force in the state's poultry sector.

During his visit, Dr. Shukla extensively toured MPWPCL's key facilities, gaining firsthand insight into their sophisticated operations. His itinerary included:

- Jamani Poultry Breeding and Hatchery Farm (Itarsi): Dr. Shukla observed a unit of



environmentally controlled breeder farms with a capacity of 1.25 lac birds, boasting an impressive 1.5 million per month in-house chick production facility spread across 3 hatcheries.

- Fully Automatic Pellet Feed Mill (Kiratpur Industrial Area, Itarsi): He also visited the state-of-the-art pellet feed mill, which has a substantial production capacity of 200 MT per day.



Beyond the impressive infrastructure, Dr. Shukla also engaged with the human element of MPWPCL's success. He visited the Kesla Women Poultry Producer Company Limited and held constructive interactions with its board members and representatives. Through these discussions, he gained a deeper understanding of how MPWPCL is actively supporting and upgrading the livelihoods of its 8500 members and associates through poultry farming.



MPWPCL stands as a testament to the power of community organization and sustainable development. Today, over 8,500 women poultry producers, exclusively from indigenous communities (tribal & dalit), are organized into 17 producer collectives under its umbrella. These collectives have collectively achieved sales exceeding INR 455 crores, with producers earning more than INR 20 crores in the Financial Year 2024-25 alone. Crucially, these producers were promoted under mainstream poverty reduction programs, underscoring the initiative's broader societal impact.

Beyond providing dignified and sustainable employment to women farmers, the entire MPWPCL network has created employment opportunities for over 1000 community youths and 40 professional staff members in various roles, providing essential technical and management services to the farmers.

MPWPCL has firmly established itself as the largest chicken production house in Madhya Pradesh, with an impressive almost 1.5 million birds' monthly replacement capacity and over 10 million annual table eggs production. The company's robust backward integration facilities contribute significantly to

its success:

An exclusive marketing network for live chicken with its own retail chain operating under the brand name "Sukhtava Chicken."

Key achievements of MPWPCL highlight its transformative impact:

- Livelihood generation for more than 8,500 families.
- One of the largest people institutions in central India, entirely owned by indigenous communities.
- Employment for over one thousand community youths and 40 professional staff at various roles within producer collectives.
- Annual Revenue of INR 455 crores & annual producer's income exceeding INR 20.0 crores.
- Provides a regular source of income in monsoon-dependent portfolios.
- Demonstrates 100% income enhancement for rural poor, generating an additional INR 40,000-80,000 annually.
- Largest consumer of Maize & Soya-Doc in the state, with an annual requirement of 36,000 MT of Maize and 18,000 MT of Soya-Doc, all supplied by thousands of local farmers.
- Awarded as "Best FPO" in 2018 at the livelihood summit organized by Access Development Services and Rabo Bank.

Dr. Shukla's visit underscores the Growing MPWPCL's successful framework, which not only drives economic growth in the poultry sector but also significantly contributes to poverty reduction and women's empowerment in rural Madhya Pradesh.



# Renowned Professor Shares Groundbreaking Insights on Infectious Coryza in Northern India



A three-day technical seminar series focusing on the latest advancements in the understanding and management of Infectious Coryza was successfully conducted from April 16 to 18, 2025, across key locations in northern India—Kaithal (Haryana), Yamuna Nagar, and Mohali (Punjab).

The sessions were led by Prof. Robert R. Bragg, a globally recognized authority from the University of the Free State, Bloemfontein, South Africa. Prof. Bragg is known for his extensive research and contributions to the study of avian diseases, especially Infectious Coryza. A key highlight of his presentation was the VH COR4 vaccine, featuring the power of C3.



He explained that VH COR4 is specifically designed to target the prevalent strain of *Avibacterium paragallinarum* circulating in India, offering region-specific protection and improved control of the disease.

April 16 – Kaithal, Haryana

The technical session on April 16 was organized in Kaithal and focused on the latest insights into the prevention and control of Infectious Coryza. The program commenced with a welcome address by Mr. Harjit Padda, Deputy General Manager (DGM), who introduced the distinguished guest. A parallel technical talk on "Vengem" was delivered by Dr. Sambhaji Nimbalkar (AGM), followed by an engaging Q&A. The session concluded





with a vote of thanks by Mr. Shashi Bhushan, (AGM).

#### April 17 – Yamuna Nagar

The second day of the series was hosted in Yamuna Nagar, where Prof. Bragg delivered an in-depth lecture on the recent global updates and evolving challenges in Infectious Coryza. His presentation covered pathogen variations, diagnostic advancements, and vaccine strategies. Once again, Mr. Harjit Padda introduced the speaker, setting the stage for an enlightening session. The event concluded with a vote of thanks by Mr. Raju Tanna (AGM), appreciating Prof. Bragg's valuable insights and the attendees' participation.

#### April 18 – Discussion with Lab Team

On the final day of the visit, a Lab team meeting was held at the Venkateshwara



office in Mohali, where Mr. Harjit Padda welcomed and introduced the guest speaker, Prof. Bragg. The session featured an in-depth discussion between Prof. Bragg, Dr S P Singh (GM), Dr. Rakesh Gupta (GM), Dr. Rohilla (DGM), Dr. Danveer Singh (DGM), Dr. Sambhaji Nimbalkar (AGM) and the technical team, focusing on field-level challenges and strategies for effective Coryza management in Indian poultry farms. The meeting concluded with a vote of thanks by Mr. Raju Tanna (AGM), who acknowledged Prof. Bragg's valuable contributions and thanked all attendees for their active participation.

This knowledge-sharing initiative reflects the ongoing commitment of the organizing teams to bring global expertise to the doorstep of Indian poultry professionals and ensure science-backed disease control at the grassroots level.



# **Sad Demise of Mr. Vijay Singh Bayas**



**Vijay Singh Bayas (1945 - 2025)**

**Visionary Founder & Chairman  
Vijay Raj Poultry Equipments Pvt. Ltd. & Founding Member,  
IPEMA & Poultry India**

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pays homage and pray the almighty to rest the departed soul in peace**





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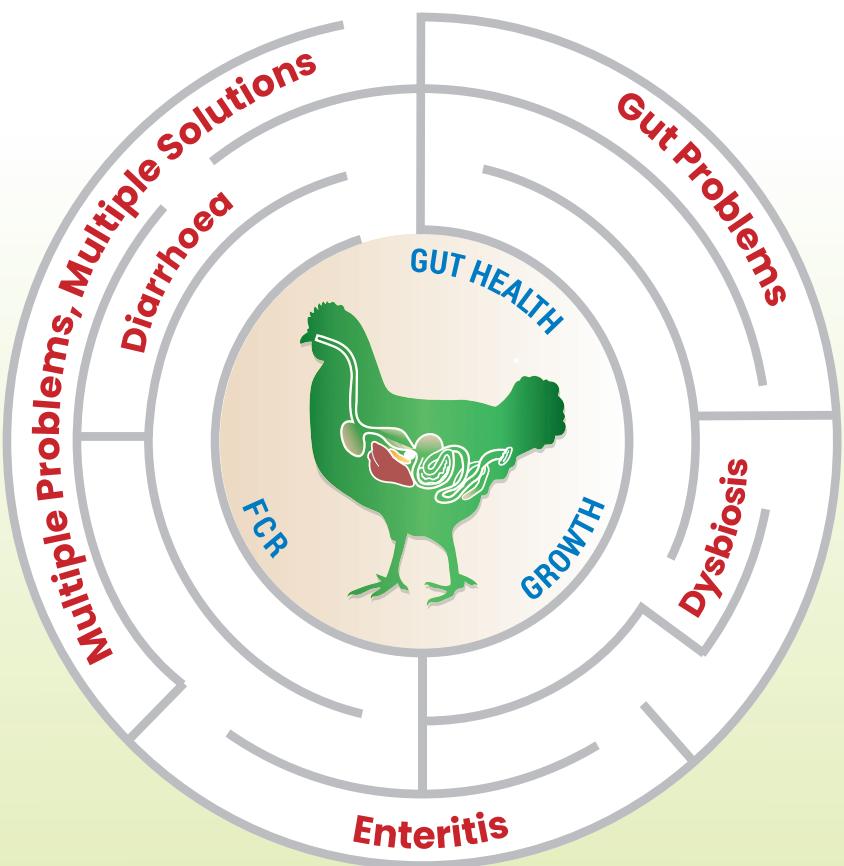


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# IMPACT OF AMMONIA AND HUMIDITY ON POULTRY

## Introduction

In the world of poultry farming, two significant concerning factors are litter ammonia and relative humidity. The presence of ammonia gas released by uric acid decomposition in bird droppings is referred to as the litter ammonia level. High quantities of litter ammonia may negatively impact the respiratory system, eyes, and feet, resulting in decreased production and increased mortality rates. Relative humidity, on the other hand, refers to the amount of moisture in the air. Maintaining adequate humidity levels is critical for preventing pathogen growth and infection.

Poultry excreta comprises undigested feed protein and uric acid, which microbial enzymes convert to ammonia (NH<sub>3</sub>). Several litter characteristics, including pH, temperature, oxygen, moisture concentrations, and substrate availability, influence this conversion. The recommended limit for ammonia in a chicken shed is less than 10 ppm, however, up to 25 ppm is not detrimental. Ideally, the relative humidity should range between 50 and 70%. The rainy season, defective foggers, insufficient ventilation, water leaks, and other factors all contribute to increased humidity inside the shed.

Ammonia levels and humidity in poultry houses are interconnected. High relative humidity can exacerbate the adverse effects of high blood ammonia levels in poultry. In humid environments, more NH<sub>3</sub> may be dissolved in the air droplets and inhaled into the blood during respiration by birds, consequently increasing the blood ammonia content. When ammonia gas is exposed to moisture, it reacts and forms a corrosive

solution called ammonium which causes harm to birds. Additionally, high humidity can hinder the evaporation of moisture from the litter, causing it to retain more ammonia.

## Deleterious Effects on Poultry:

1. **Respiratory Issues:** High levels of ammonia in the poultry house air can cause respiratory problems for the birds. Ammonia gas affects the trachea's mucosal surface, causing paralysis of cilia, sometimes deciliation of epithelial cells, and causes necrosis of the mucosal epithelium.
2. **Foot Lesions:** The constant exposure of poultry to ammonia can cause severe foot lesions by causing chemical burns on the foot pads of birds, leading to painful and debilitating footpad dermatitis.
3. **Eye Lesions:** High concentrations of atmospheric ammonia for a prolonged duration causes irritation, conjunctivitis, and damage to the cornea of the eyes. Swelling and reddening of the eyelids, irritation, reddening of the conjunctiva and nictitating membrane, and partial or complete closure of the eyes are common clinical signs.
4. **Reduced performance.**

## How to prevent it:

Along with farming management like dietary management, stocking density, proper ventilation, house temperature, litter management, etc., other supplements like Phytogenic Feed Additives can be supplemented in a poultry diet. A phytogenic feed additive increases the digestibility of nutrients within the gastrointestinal tract and reduces the gut inflammation caused by stressors. Thereby may considerably

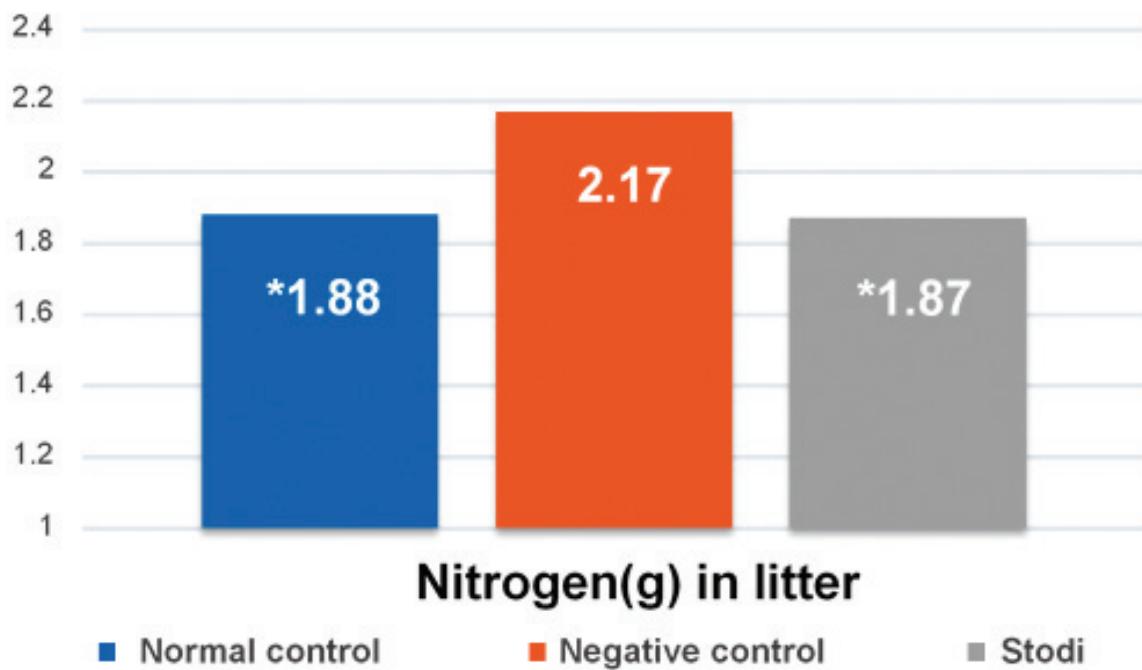
increase the gut integrity of the birds. Phytonic feed additives also alter gut microflora, minimizing the adverse effect of harmful bacteria on the gut. Less undigested and unabsorbed nutrients will be excreted through faeces from a healthy gut, which means less nitrogen excretion.

STODI, a Standardized Botanical Powder, is crafted with scientifically selected herbs improving the efficiency of feed utilization and overall performance of the birds. In various studies, it has been found that STODI supplementation has significantly reduced litter nitrogen (g/100g of litter) as compared to group without supplementation. STODI maintains the gut integrity and peristaltic movement of the gut which increases time for the protein and other nutrient utilization

by the birds. This increased protein utilization leads to reduced excretion reduced excretion of nitrogen which in turn decreases the production of ammonia level in litter. Along with this STODI has shown to improve the gut microbiota level and gut immunity of the birds.

In conclusion, the combined impact of ammonia and humidity in the world of poultry farming underscores the critical importance of maintaining a balanced and controlled environment for the well-being and productivity of the birds. High levels of ammonia in poultry houses can lead to a range of deleterious effects. STODI, a polyherbal formulation has shown to reduce the ammonia level in litter with improved nutrient utilization and gut microbiota balance.

### Reduction in Litter Nitrogen(g/100g of litter)



# PFI Delegation Visits Stallen South Asia Pvt. Ltd., Veterinary Formulations Manufacturing Units in Palghar, Maharashtra



Poultry Federation of India (PFI) team recently visited the state of the art Feed Additives, Antibiotics and Premix Manufacturing Plant of Stallen South Asia Pvt. Ltd. in Palghar, Maharashtra. The visit was aimed at gaining deeper insights into modern practices in animal health and nutrition. The distinguished delegation comprised Mr. Ranpal (Bittu) Dhanda, President, Mr. Sanjeev Gupta, Vice President (HQ) and Mr. Ricky Thaper, Joint Secretary, Poultry Federation of India. They were warmly welcomed by the leadership team at Stallen and taken through the facility's operations, manufacturing processes and innovation-driven initiatives.

Stallen's manufacturing facility is



recognized for its world-class infrastructure and manufacturing excellence. It specializes in a broad portfolio of feed additives and premixes for poultry and cattle, including antibacterials, toxin binders, growth promoters, dewormers, anticoccidials, and mineral supplements. These are produced in various forms such as powders, liquids and tablets. The manufacturing unit is equipped with advanced machinery for formulation, granulation, liquid filling, and packaging. Rigorous quality control is implemented at every stage, from raw material testing to final product release, ensuring product consistency, safety, and compliance with global standards. This dedicated formulation unit in Palghar, Maharashtra,





manufactures therapeutic and beta-lactam pharmaceutical products in multiple dosage forms, including tablets, oral liquids, powders, boluses and ointments. The facilities comply with Good Manufacturing Practices (GMP) and are aligned with regulatory requirements to serve both domestic and international markets. With their company products registered in over 65 countries, this milestone reinforces India's pursuit of veterinary self-sufficiency and innovation-led growth.

During the visit the delegation had good interaction with Stallen's senior leadership, including Mr. Aniket Parikh, Director; Dr. Sanjay Singhal, Chief Operating Officer (Poultry & Cattle) and Mr. Davinder Kumar, Vice President – Sales (North & Central). Mr. Aniket Parikh, Director, Stallen South Asia Pvt. Ltd., told that Stallen company was started by his visionary father Late Shri AB Parikh in the year 1992. He added that Stallen products are now being exported to over 65 countries in North America, South America, Europe, Middle East, China, Japan, South East Asia and Australia. Mr. Davinder Kumar, Vice President – Sales (North & Central) highlighted about



their tie-up with FATRO, Italy and their company is marketing the entire vaccine range of FATRO in India Subcontinent. Dr. Sanjay Singhal, Chief Operating Officer (Poultry & Cattle) added that Stallen's Pharmaceutical third unit which focus on Halquinol 98%, a non-antibiotic growth promoter being manufactured as per BP 80 (British Pharmacopoeia 1980) standards in Vatva, Gujarat.

The delegation appreciated Stallen's warm hospitality, operational transparency and unwavering commitment to quality. The visit reaffirmed the vital role of companies like Stallen in driving progress within India's veterinary landscape through innovation, regulatory excellence, and responsible manufacturing.





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**विषय:** हरियाणा में पोल्ट्री क्षेत्र की उपलब्धियाँ, चुनौतियाँ एवं आवश्यक सुधार हेतु निवेदन।

महोदय,

हमारा समस्त पोल्ट्री किसान परिवार, माननीय मुख्यमंत्री श्री नायब सिंह सैनी जी का हृदय की गहराइयों से हार्दिक आभार प्रकट करता है कि आपने आज हमें पोल्ट्री क्षेत्र से जुड़ी समस्याओं को आपके समक्ष रखने का अवसर प्रदान किया।

मान्यवर, 28 दिसंबर 2024 को गुडगांव में आयोजित Poultry Federation of India की AGM में आपको आना था, लेकिन पूर्व प्रधानमंत्री श्री मनमोहन सिंह जी के दुखद निधन के कारण आपको अपने सभी कार्यक्रम स्थगित करने पड़े। फिर भी आपने हमें एक संदेश भेजकर यह भरोसा दिलाया कि "मैं आप सभी को एक दिन चंडीगढ़ आमंत्रित करूँगा और आपकी समस्याओं को सुनूँगा।

आज आपने हमें वह मौका दिया है। इसके लिए हम आपका विशेष धन्यवाद करते हैं।

माननीय मुख्यमंत्री जी, हरियाणा में पोल्ट्री क्षेत्र की शुरुआत आज से 40-45 वर्ष पूर्व छोटे-छोटे प्रयासों से हुई थी और आज यह प्रदेश राष्ट्रीय स्तर पर मुख्य भूमिका निभा रहा है। यह हम सभी के लिए गर्व की बात है कि देश के कुल क्षेत्रफल का केवल 1.34 % हिस्सा रखने वाला हरियाणा, ब्रायलर पैरेंट बर्ड उत्पादन में देश का लगभग 25% का योगदान दे रहा है। वर्तमान में हरियाणा में लगभग 1.4 करोड़ ब्रायलर पैरेंट बर्ड्स हैं। देश में प्रतिवर्ष 35 करोड़ के क्रीब लेयर बर्ड डलता है, जिसमें हरियाणा की हिस्सेदारी 4 करोड़ के क्रीब है जोकि 10 % से अधिक है। देश में प्रतिवर्ष 450 करोड़ से अधिक चिक्स रिप्लेसमेंट होती है, जिसमें हरियाणा की भागीदारी 36 करोड़ है जोकि 8% है।

यदि राज्य में पोल्ट्री फॉर्म्स की बात करें तो आज हरियाणा में: 300 ब्रीडर फार्मर, 1100 लेयर फार्मर, 4000 ब्रायलर फार्मर - , लगभग - 5500 पोल्ट्री फार्म्स हैं, जिनसे लगभग 60,000+ लोगों को प्रत्यक्ष रूप से रोजगार प्रदान हुआ है। इसके अतिरिक्त 100 से अधिक फॉर्ड मिल्स हैं, जिनमें 7-8 हजार लोग कार्यरत हैं। इस प्रकार पोल्ट्री सेक्टर आज हरियाणा में लगभग 65,000 - 70,000 लोगों को प्रत्यक्ष और 2.5 लाख लोगों को अप्रत्यक्ष रूप से रोजगार दे रहा है। यह क्षेत्र हर वर्ष 8-10% की दर से निरंतर वृद्धि कर रहा है और आगे इसमें रोजगार की बहुत ज्यादा संभावनाएँ हैं।

हालांकि, इस निरंतर प्रगति के मार्ग में कई बाधाएँ हैं, जिन पर आपका ध्यान आवश्यक है। हम आपके समक्ष प्रमुख समस्याएँ रखना चाहते हैं:

## 1. मक्का पर मार्केट फीस खत्म करने बारे में:

पोल्ट्री फीड को बनाने में मक्का सबसे महत्वपूर्ण कच्चा माल (Raw Material) है। इसके बिना पोल्ट्री फीड की कल्पना भी नहीं की जा सकती। हरियाणा में मक्का का उत्पादन अत्यंत सीमित मात्रा में होता है, अतः पोल्ट्री सेक्टर और पशुपालन की मांग को पूरा करने के लिए अधिकांश मक्का बिहार जैसे राज्यों से आती है। बिहार में मक्का पर किसी प्रकार की मार्केट फीस नहीं लगाई जाती, जबकि जब वही मक्का हरियाणा में लाई जाती है, तो उस पर 1% मार्केट फीस की माँग की जाती है। यह व्यवस्था लगभग 25-30 वर्ष पहले लागू की गई थी, जब साबुत मक्का की ट्रेडिंग होती थी।

परंतु वर्तमान में हम मक्का का उपयोग फीड निर्माण के लिए करते हैं, जिसे पशुपालन और पोल्ट्री सेक्टर में उपयोग किया जाता है। इस उपयोग पर किसी भी प्रकार की मार्केट कमेटी की फीस नहीं है, फिर भी अधिकारीण विभिन्न तर्कों के आधार

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पर फीड मिलर्स पर बेवजह दबाव बनाते हैं। इससे न केवल सेक्टर को बाधा पहुँचती है, बल्कि यह प्रक्रिया भ्रष्टाचार का माध्यम भी बन रही है।

इसके अतिरिक्त, अंडों और कलस लेयर बर्ड्स पर भी हरियाणा में 2% शुल्क लगाया जा रहा है, जोकि आज से 27 साल पहले चौधरी बंसीलाल जी की सरकार ने बहालगढ़ में मुर्गा मंडी बनाने का फैसला लिया था और इसके लिए 2% शुल्क लगाने का क्लॉज तय हुआ था। लेकिन आज तक मंडी नहीं बनी, । जबकि देश के किसी अन्य राज्य में ऐसा कोई शुल्क नहीं है। यह नीति हरियाणा के पोल्ट्री सेक्टर को अन्य राज्यों की तुलना में कम प्रतिस्पर्धी बनाती है। हम विनम्र निवेदन करते हैं कि अंडों, कलस लेयर बर्ड्स और बाहर से आने वाली मक्का पर लगने वाली मार्केट फीस को पूर्णतः समाप्त किया जाए, ताकि हरियाणा का पोल्ट्री सेक्टर इस प्रतिस्पर्धात्मक दौर में कुछ राहत पा सके और पोल्ट्री किसान राज्य की अर्थव्यवस्था में और अधिक योगदान दे सके।

## 2. पॉल्यूशन की रजिस्ट्रेशन की समस्या:

आज पोल्ट्री फार्मर्स के साथ एक बड़ी अन्यायपूर्ण स्थिति उत्पन्न हो रही है, जिसे आपके संज्ञान में लाना आवश्यक है। पोल्ट्री पालन को मुख्यतः तीन श्रेणियां हैं:

**ब्रीडिंग फार्म** – ये फार्म अत्यंत संवेदनशील होते हैं, जहाँ बायोसिक्योरिटी और स्वच्छता का विशेष ध्यान रखा जाता है। इन फार्मों में किसी भी प्रकार का प्रदूषण नहीं होता। यहां पर थोड़ी सी लापरवाही होने के साथ ही फार्म बंद होने की कगार पर पहुँच जाता है।

**ब्रॉयलर फार्मिंग** – यह लगभग 35 दिनों की फसल होती है, जिसके बाद फार्म की पूरी सफाई कर अगली अलॉट डाला जाता है। इससे निकलने वाली खाद को खेतों में उपयोग किया जाता है। इस प्रक्रिया में भी वायु या जल प्रदूषण की कोई संभावना नहीं होती।

**लेयर फार्मिंग** – हम यह स्वीकार करते हैं कि लेयर फार्मिंग में मक्खियों की समस्या एक प्रमुख चुनौती है, परंतु इसका समाधान भी पूरी तरह से संभव है। आवश्यकता इस बात की है कि सरकार लेयर फार्मर्स को बायोगैस प्लांट की स्थापना के लिए वित्तीय सहायता प्रदान करे, क्योंकि अधिकांश फार्मर्स इस पर स्वयं निवेश करने में सक्षम नहीं हैं। बायोगैस प्लांट के माध्यम से न केवल मक्खियों की समस्या का समाधान होगा, बल्कि इससे फार्म की ऊर्जा आवश्यकताओं के लिए बिजली का उत्पादन भी किया जा सकेगा। साथ ही, जैविक खाद का उत्पादन भी संभव होगा, जो फॉर्मर के लिए एक अतिरिक्त आय का स्रोत बन सकता है।

पोल्ट्री एक कृषि आधारित गतिविधि (Agricultural Activity) है, जिसे पर्यावरण मानकों के अनुसार ग्रीन कैटेगरी में वर्गीकृत किया गया है, जबकि पशुपालन अरेंज कैटेगरी में आता है। इसके बावजूद हरियाणा में पोल्ट्री सेक्टर के साथ औद्योगिक इकाई की तरह व्यवहार किया जा रहा है, और इस आधार पर कठिन व जटिल गाइडलाइंस लागू करके पोल्ट्री फार्मर्स को बेवजह परेशान किया जा रहा है।

पूरे देश में कहीं भी पोल्ट्री फार्मर्स को पॉल्यूशन रजिस्ट्रेशन के लिए इस प्रकार की बाधाओं का सामना नहीं करना पड़ता, परंतु हरियाणा में उन्हें कंट्री टाऊन प्लानिंग NOC/ सीएलयू साइट प्लान एवं बिल्डिंग प्लान, फॉरेस्ट विभाग से NOC, निर्माण प्रक्रिया का फ्लो चार्ट, जल आपूर्ति के लिए तहसीलदार से NOC, सीए द्वारा प्रमाणित इन्वेस्टमेंट सर्टिफिकेट, बिजली कनेक्शन का विवरण, डीजल जेनरेटर (डीजी सेट) की क्षमता का विवरण, कच्चे माल का विवरण, तैयार उत्पादों का विवरण, ईटीपी योजना (यदि लागू हो), संपत्ति का राजस्व रिकॉर्ड (फर्द जमाबंदी और इंतकाल या लीज़ डीड एवं इंतकाल), ग्राम पंचायत से NOC, जेनसेट्स हेतु रेट्रोफिट उत्सर्जन नियन्त्रण उपकरण का विवरण जैसे कई दस्तावेजों की माँग की जाती है, ताकि प्रत्येक वर्ष पॉल्यूशन के नाम पर शुल्क वसूला जा सके और रजिस्ट्रेशन के समय भारी राशि ली जा सके।

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यहाँ तक कि बोरवेल के ऊपर मीटर लगाने का दबाव बनाया जा रहा है, ताकि यह निर्धारित किया जा सके कि मुर्गियों को कितना पानी पिलाया जा रहा है, जिस प्रकार फसल में पानी दिया जाता है उसी प्रकार यहां पर भी पानी का उपयोग सिर्फ मुर्गियों को पानी पिलाने के लिए किया जाता है

**हमारा विनम्र निवेदन** है कि यदि पॉल्यूशन का रजिस्ट्रेशन आवश्यक हो, तो उसे सरल, पारदर्शी और निशुल्क ऑनलाइन प्रक्रिया के माध्यम से लागू किया जाए। इसके लिए केवल फॉर्मर की फर्द, बिजली का बिल, जमांदारी और आधार कार्ड पर्याप्त माने जाएँ। और किसानों को सरल प्रक्रिया के तहत भूमि जल उपयोग की छूट दी जाए साथ ही, सरकार द्वारा समय-समय पर पोल्ट्री फार्मर्स को साफ-सफाई, बायो-सिक्योरिटी और पर्यावरणीय जागरूकता संबंधी प्रशिक्षण व मार्गदर्शन प्रदान किया जाए, जिससे पोल्ट्री सेक्टर का संचालन अधिक सुरक्षित एवं संगठित तरीके से हो सके।

## 3. "पोल्ट्री डेवलपमेंट काउंसिल" की स्थापना का प्रस्ताव

हरियाणा राज्य में पोल्ट्री सेक्टर को संगठित, सुदृढ़ और दीर्घकालिक रूप से सक्षम बनाने हेतु, हम निवेदन करते हैं कि राज्य स्तर पर एक "पोल्ट्री डेवलपमेंट काउंसिल" का गठन किया जाए।

इस काउंसिल की अध्यक्षता राज्य के मुख्य सचिव द्वारा की जाए, तथा इसमें पोल्ट्री क्षेत्र से जुड़ी प्रमुख संस्थाएं एवं संगठन — जैसे कि Poultry Federation of India (PFI), Broiler Breeders Association – North, North India Broiler Producer Association, के साथ-साथ हरियाणा के सक्रिय व अनुभवी पोल्ट्री किसान प्रतिनिधियों को उचित भागीदारी प्रदान की जाए।

यह काउंसिल प्रत्येक तीन माह में अनिवार्य रूप से बैठक आयोजित करे, ताकि पोल्ट्री सेक्टर से संबंधित समस्याओं का समयबद्ध, व्यवहारिक एवं प्राथमिकता आधारित समाधान सुनिश्चित किया जा सके।

इस प्रकार की संस्था एक स्थायी संवाद मंच के रूप में कार्य करेगी, जो शासन और पोल्ट्री क्षेत्र के बीच सुगठित समन्वय स्थापित कर सकेगी तथा राज्य के भीतर नीतिगत निर्णयों को अधिक प्रभावशाली और ज़मीनी स्तर पर क्रियान्वयन योग्य बना सकेगी।

हम आपका ध्यान दिलाना देना चाहते हैं कि हम आर्थिक अनुदान या सब्सिडी की मांग नहीं कर रहे—बल्कि केवल नीतिगत समर्थन और अवसर की अपेक्षा रख रहे हैं। उत्तर प्रदेश में कैपिटल इन्वेस्टमेंट पर सब्सिडी, ब्याज सब्सिडी, बिजली दरों में राहत आदि जैसी अनेक सुविधाएँ पोल्ट्री किसानों को दी जा रही हैं, पर हमारा लक्ष्य सिर्फ उचित और उचित-प्रतिस्पर्धात्मक स्थिति बनाना है।

माननीय मुख्यमंत्री जी, हमें पूरा विश्वास है कि आपकी दूरदर्शिता, प्रशासनिक अनुभव और संवेदनशील व्यक्तिगत हमें न केवल समझेंगे, बल्कि इन सुझावों को प्राथमिकता से लागू करने में प्रशासनिक रूप से सहायक बनेंगे।

इससे हरियाणा का पोल्ट्री सेक्टर, कृषि के साथ आत्मनिर्भरता, रोजगार सृजन और राज्य की आर्थिक उन्नति में महत्वपूर्ण भूमिका निभा सकता है।

हम आपका दोबारा धन्यवाद करते हैं और हम आपकी सकारात्मक प्रतिक्रिया के लिए उत्सुक हैं।  
**सादर,**

रणपाल ढांडा

अध्यक्ष

पोल्ट्री फेडरेशन ऑफ इंडिया

आजाद राठी

अध्यक्ष

ब्रायलर ब्रीडर एसोसिएशन – नार्थ

चरणजीत सिंह

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## **Poultry Industry of North Meets Haryana Chief Minister to Discuss Farmers' Issues**

On 15th June 2025, a delegation of over 300 poultry farmers, feed millers, breeders and integrators, including members from Poultry Federation of India, North India Broilers Producers Association and Broiler Breeders Association - North met Shri Nayab Singh Saini Ji, Hon'ble Chief Minister of Haryana. The delegation apprised him of the ongoing challenges and issues being faced by poultry farmers in the state. The Hon'ble Chief Minister gave an attentive hearing and assured the delegation of all possible support to address the concerns of poultry farmers in Haryana. Special thanks to Mr. Ranpal (Bittu) Dhanda Ji, President, PFI and his younger brother Shri Mahipal Dhanda Ji, Hon'ble Education Minister, Government of Haryana, for facilitating this important and fruitful meeting Shri Nayab Singh Saini Ji, Hon'ble Chief Minister of Haryana.





## Free Lance Poultry Consultant

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



### His areas of expertise include:

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

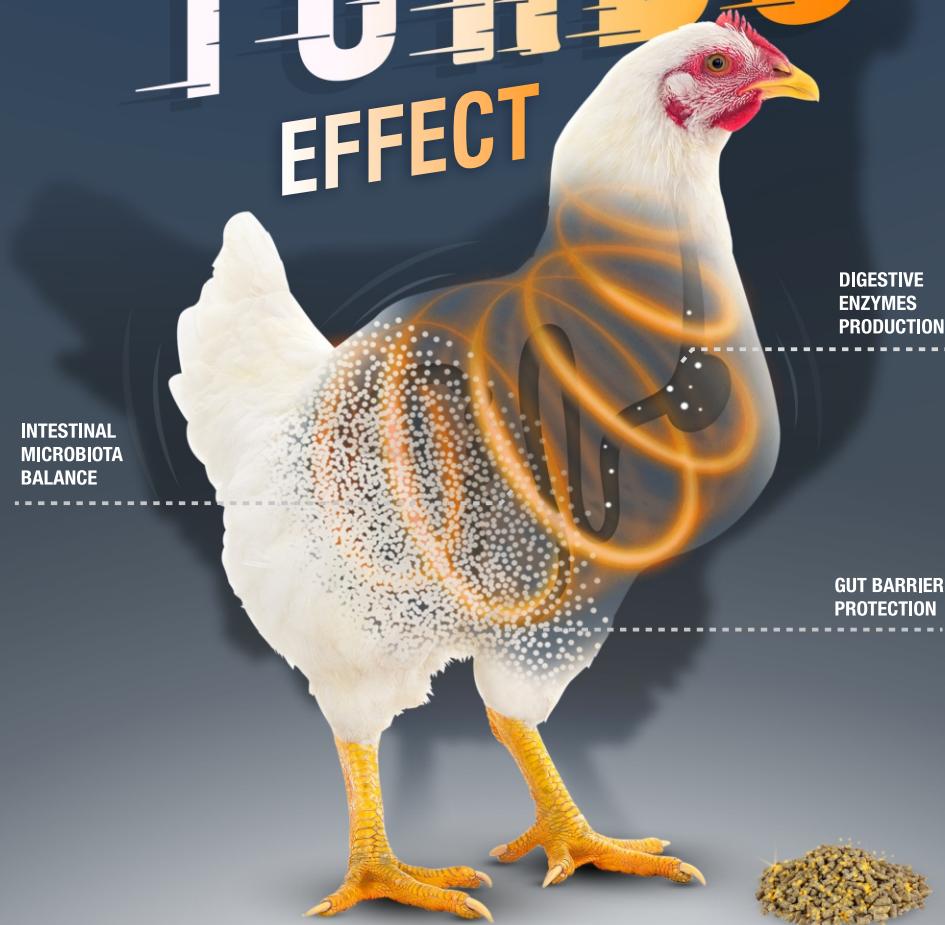
He can be Contacted at:- **Dr. Manoj Shukla**  
 A-1, Gaytri Nagar, Phase-II, P.O. Shankar Nagar, Raipur, Chhattisgarh-492007  
 Mob.No : 09644233397, 07746013700, Res. 0771-4270230  
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As a strategic partner, Poultry Line wishes Dr. Shukla every success in his new assignment

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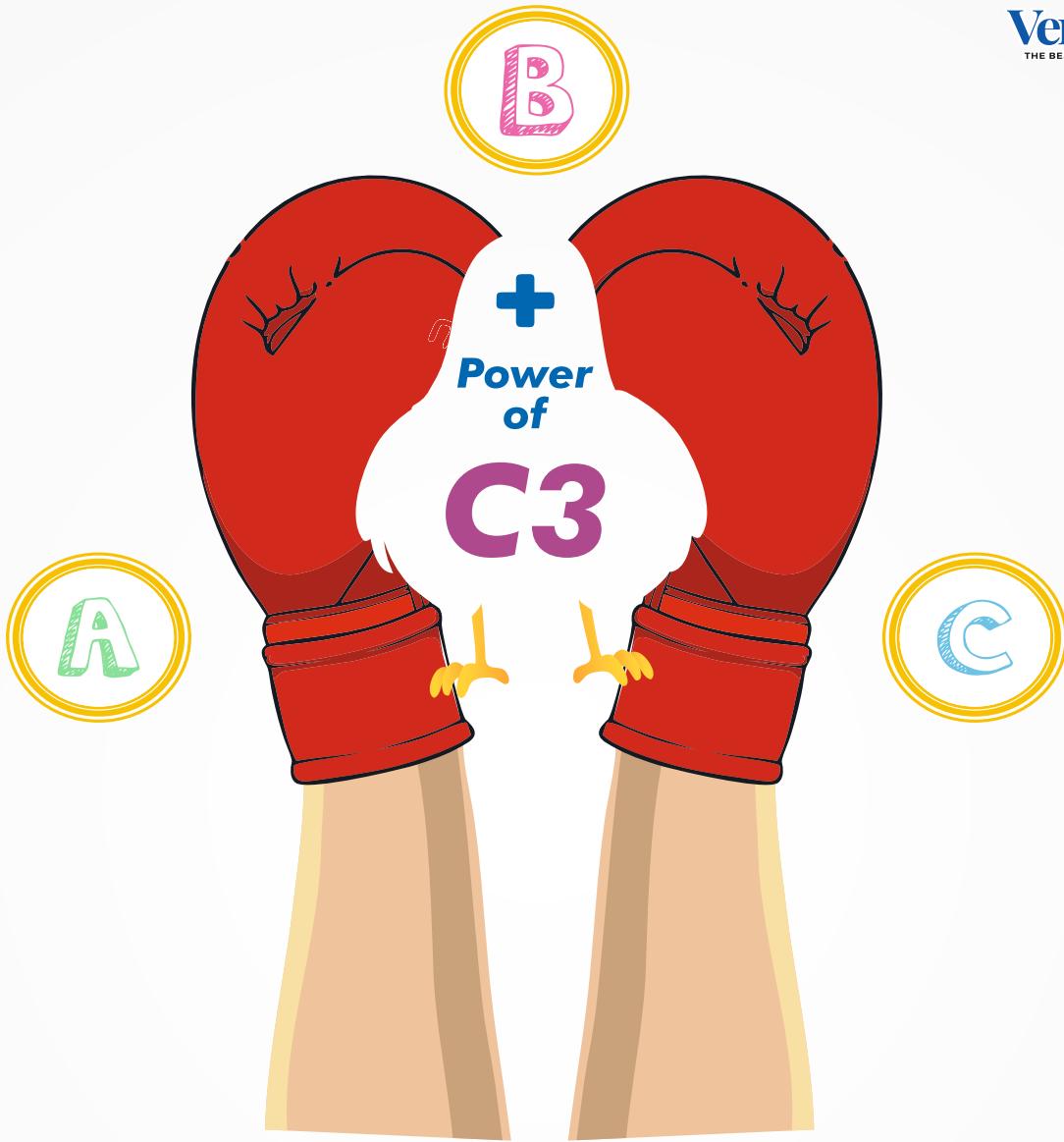


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