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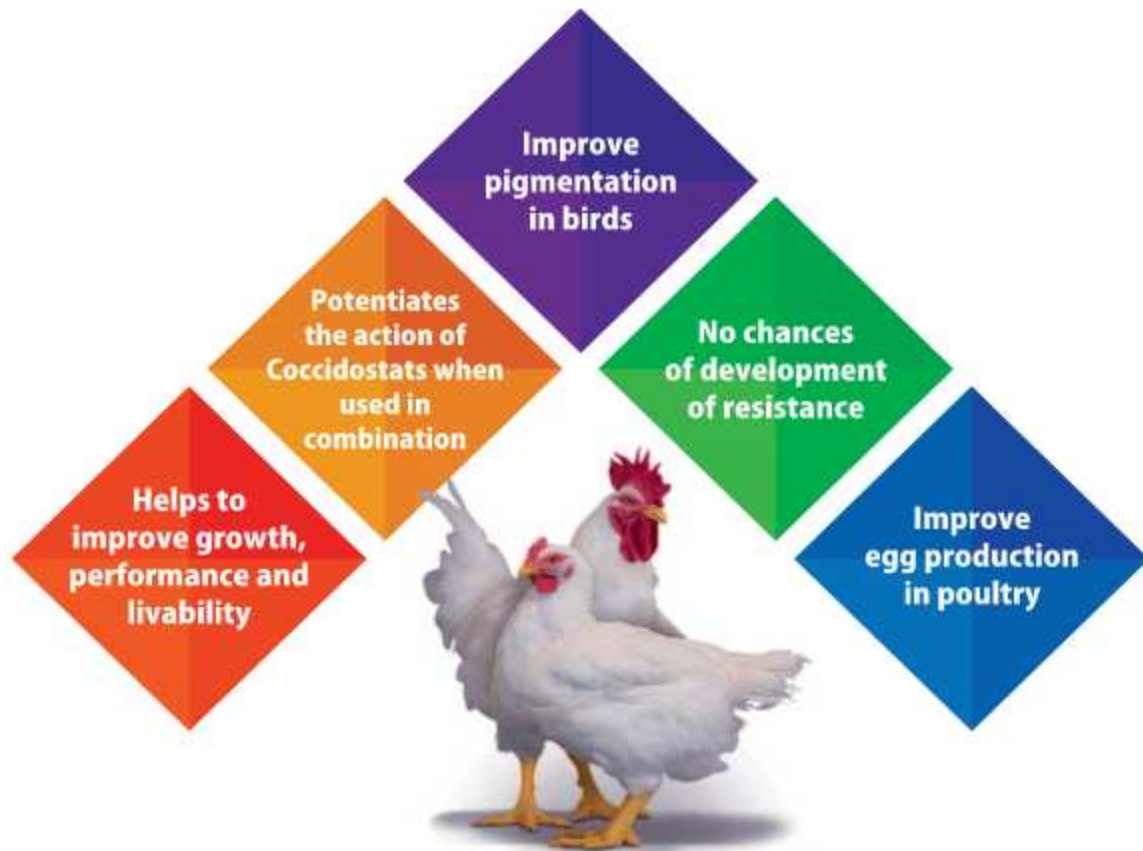
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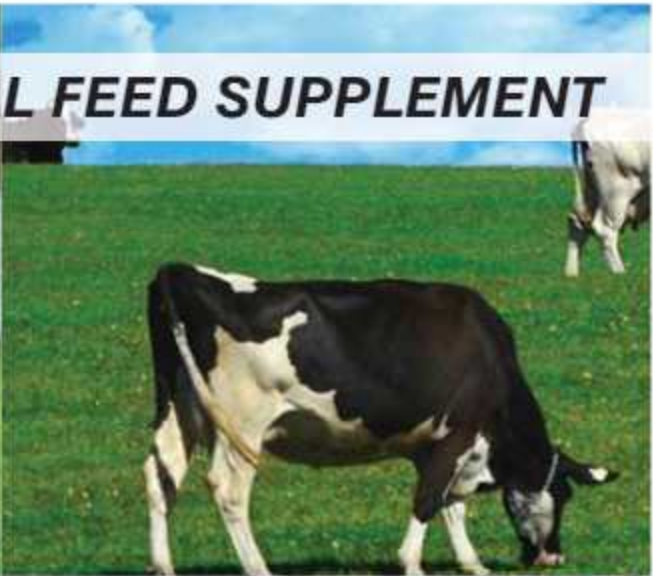
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	6-14weeks	1000-2000
	14-20weeks	500-1000
	20weeks	1000-2000
Pig	Piglet	2000-3000
	Grower-Finisher	1000-2000
	Sow	500-1000



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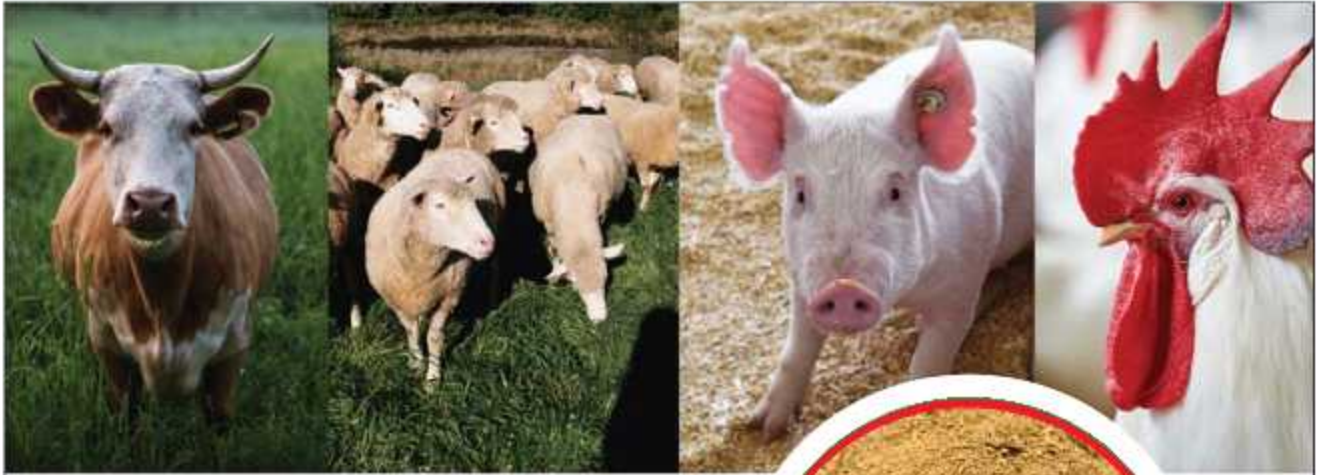
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Mocking Democracy



In the guise of democratic freedom under various rights, some are abused with loopholes - the democratic rights need serious introspection and correction.

The Chief Minister of a popular state soaking with untruth and openly visible to the normal eyes exploits various loopholes to flaunt his cleverness makes a mockery of justice under democracy.

Crores of public money either ugly sums of lawyer fee is being used for a wrong cause.

The judges of the highest court, shock the society by giving out sensational verdict much against the common sense. An accused with a dubious case history that is not secret, gets all special treatment like no other!

He manages an interim bail without even asking for it! Sad day in the Justice system of India.

Has the Justice system been infiltrated by the corrupt, powerful and the influential?

The Hit & Run case by the powerful kids mocks the poor souls mowed down under alcoholic influence with not an iota of regret by the offender or by their families or their conspirators, who support a massive cover-up. The whole nexus of the police, politicians, the ultra-rich and the influentials are immune to all killer crimes?

Thanks to one of the bold and powerful media who has helped expose this decay at national level. India needs to stem this rot.

Unfortunately, the thin line of between opposition and ruling has vanished. The opposition in the greed for power does not hesitate to stoop to the levels of being anti-national; tying up with the enemies of the nation, drug cartels or money launderers and institutes that work against the Indian interests globally. Huge sums of money seem to have been allocated for use against the ruling government.

The need for political power at any cost is driven by the fact of need to cover up the previously ill-gotten wealth while in power. This is a common phenomenon. It is seen that once out of power the corruption cases are fast tracked and leads to unpleasant consequences.

Taking sides between the Palestine & Israel is causing a huge unrest globally. Justifying violence and bloodshed by playing a victim card and justifying violence both only leads to painful destruction of human life irrespective of whoever is right or wrong?

Growing literacy, awareness and a vibrant digital media in India has changed the way democracy functions in India. The active and free media has helped people make decisions more with greater awareness and a calculated choice. Of course, the segment that is yet to be educated or driven by pure religious dictates are largely influenced by their controllers. But India is fast changing, and the corrupt politicians and dynastic rulers are getting exposed and are also being defeated by the Ballot Box.

Irony is that the opposition is quite okay when they win but cry fowl about EVM only when they lose!

India fumes when, 24 global institutions including several NGOs owned and influenced by a particular Global Influencer writes to CJI - Supreme Court about expediting Adani's case; this is a blatant violation of a sovereign Indian democracy. This must be seriously opposed as a Foreign Direct Intervention in a free Indian democracy!

The massive election results are awaited with bated breath by the nation.

The beauty of democracy is also its evolution as the nation grows; India suffers birth pangs as it attempts to evolve at several fronts simultaneously and the nexus of lies, corruption and abuse of power comes to light with free media.

The more such shocking events occur, the more attention and corrective actions are being addressed!



NUQO Expands into India: Expert Team and Advanced Technologies

NUQO is pleased to announce the opening of its new affiliate in India, marking a significant milestone for the company. In the last few years, NUQO's technologies have experienced rapid expansion globally and gained swift recognition in the market in recent years.

Headquartered in Europe, NUQO is a feed additives company and a pioneer in developing technologies based on the micro-encapsulation of metabolites from plants and seaweed (phytogenics and phycogenics). The company has established new standards to produce feed additives for animal nutrition, leveraging unique expertise in manufacturing technologies to produce more active, stable, and effective products, along with a broad knowledge of natural extracts & innovative molecules. Its groundbreaking work has been acknowledged over the last few years through participation in various well-known scientific congresses and publications.

In recent years, NUQO has expanded its distribution network globally and established regional hubs, including affiliates in Thailand and, more recently, in Mexico. Today, NUQO is proud to announce the opening of NUQO Animal Nutrition India Pvt Ltd. Mr. Ewenn Helary, CEO of NUQO, views this development as a remarkable achievement: "We are thrilled to launch Nuqo in India, a large yet demanding market. Two key factors enabled this launch: our offering of



technologies with exclusive features that create genuine value for customers, and the opportunity to onboard exceptional colleagues. This milestone underscores the merit of our strategic approach and our ability to execute it successfully as a team." With the launch of NuqoIndia, NUQO's dedicated team in India, led by Mr. Neeraj Kumar Srivastava, brings extensive industry experience and local market insights to drive the company's growth and meet the evolving needs of Indian customers.

With a robust background in the Animal Health and Nutrition industry, Mr. Srivastava has served as Managing Director for major industry players in South & Southeast Asia. He also held the prestigious position of Chairman of CLFMA, a prominent livestock association



in India, from 2020 to 2022. In addition, he holds board positions in esteemed industry associations, demonstrating his dedication to industry growth and development. Mr. Srivastava remarked, "Throughout my career, I have cultivated an extensive network and deep market knowledge in India and neighboring countries. I have played pivotal roles in the development of major businesses in animal nutrition within Indian Subcontinent. I strongly believe in the value of Nuqo's technologies and our team's capability to deliver these solutions sustainably and effectively to Indian market. Our objective is to address the key needs of the market & our customers, and we believe that NUQO's science & research based technologies are ideally suited for this purpose."

In summary, the launch of Nuqo India represents a significant step forward in NUQO's global expansion efforts,

following years of impressive growth. Mr. Guillaume Etave, Global Sales Director of Nuqo, emphasized the importance of this development: "The establishment of this subsidiary enhances our local presence in India, allowing us to better serve our customers in this rapidly growing market and address their specific needs. It also strengthens our capability to form strong strategic partnerships and fully leverage

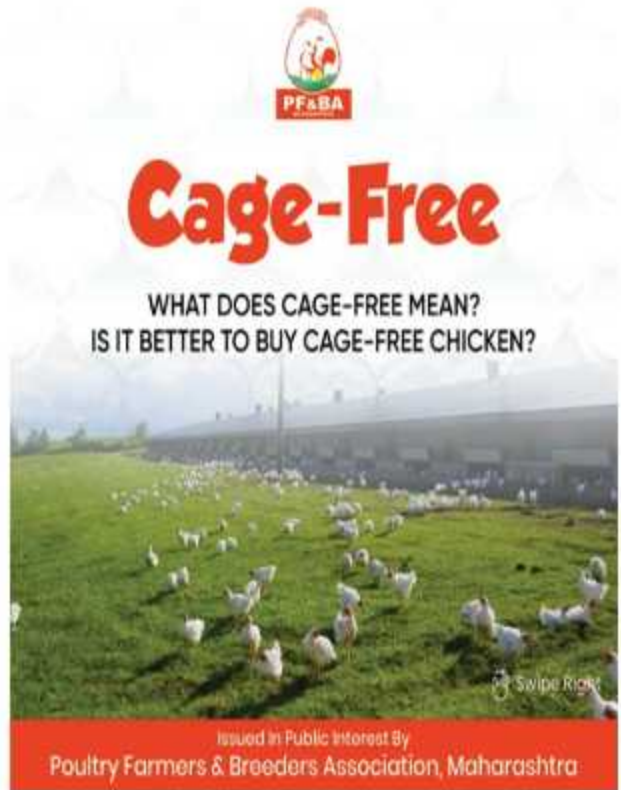


the unique business opportunities presented by this dynamic market. We are delighted to welcome Mr. Srivastava who joins our team to lead this new initiative" Mr. Etave concluded: "This strategic expansion underscores the relevance of Nuqo's approach, demonstrating NUQO's ongoing dedication to meeting customer demands worldwide and seizing opportunities in key emerging markets".

For more information: neeraj.srivastava@nuqo.in or info@nuqo.eu



Issued In Public Interest By
Poultry Farmers & Breeders Association, Maharashtra.



Venkateshwara B V Bio-Corp Private Limited organised Technical Seminar on “Layer Management & Nutrition with Eggxtra 5% Composite Premix” in Bangladesh

Venkateshwara BV Bio-Corp Pvt Ltd India and Nature Care Manufacturing Industry Ltd Bangladesh organized Two Technical seminars for commercial Layer Farmers on Wednesday 22nd April, 2024 at Dhamrai and Thursday 23rd April 2024 at Mawna Dhaka Bangladesh. This technical seminar was attended by layer farmers of Dhamrai, Mawna and surrounding area. Mr Joyanta Kumar Deb, (Managing Director, Nature Care Manufacturing Industry Ltd) Dr Md. Emranul Haq Mondal Shapon (Consultant Poultry & Dairy Feed Formulation) were Chief Guests of seminar.

Dr Sanjay Deshpande, Venkateshwara BV Bio-Corp Pvt Ltd was spoken for the seminar and explained in detail about the “Commercial Layers Management” in all aspects and Importance of balanced nutrition to improve productivity in commercial layers with optimization of production cost. Venkys 5% Eggxtra Composite Premix provide very easy solution to produce the balanced feed for commercial layers as per the requirement of birds. During his presentation, he advised to be watchful about quality parameters to be considered while selecting the different feed ingredients. The excerpts from his presentation can be summarized as below.

- Importance of brooding management as a foundation for preparing better pullets.
- Importance of body weight monitoring in rearing period and its impact on laying productivity.
- Benefits of good uniformity for good egg production and consistency as well.
- Early Laying Nutrition to maximize peak production.
- Benefits of Phase feeding – to reduce the overall egg production cost and to provide the nutrients as per requirement of the birds age, egg production, egg weight, egg shell quality etc.
- Importance of Water Management and its impact on gut health.
- Maintaining the egg shell quality during post

peak production period.

- Proper summer management practices to minimize the heat stress and its impact on egg production and mortality
- 5% Eggxtra Composite Premix is an innovative Premix helping to produce balanced feed in an easy and simple way. It also helps to avoid the errors occurring during weighing, batching and mixing processes of feed production.
- 5% Eggxtra Composite Premix is capable of optimizing the cost with highest efficiency at farm level.

Dr Sanjay Deshpande answered the queries of the attendees related to the subject and other technical queries regarding Farm Management and Summer Precautions.

The Technical Seminar was attended by around 50 Layer farmers surrounding the Dhaka Bangladesh area.

Mr Md Mahub Alam, Manager, Nature Care proposed vote of thanks to all. The local Nature Care and Venkys Team, Dr Faiz Khan Rakib, Technical Manager (sales) organised this technical seminar.



Media announcement

Hyderabad, May, 2024 : In line with its worldwide business expansion plans, VEGA Group China, announced the appointment of Dr Mahendra Deshpande as Sales Director for Indian subcontinent. Dr Mahendra will drive VEGA's business development & growth strategies across the region to support the Animal Health & Feed Industry in achieving safe and sustainable production in Poultry, Dairy, Aqua etc



VEGA group is a high-tech company engaged in the development, production and marketing of functional feed additives, pharmaceutical products, food ingredients, animal health products, vitamins and premixes, disinfectants, medical equipment etc.

VEGA, headquartered in Zhejiang, China, has 09 production sites with huge production capacity and plans to open 1-2 production bases annually. These facilities have been certified by GMP, GMP+, Iso, FAMI-QS, KOSHER, HALAL etc .

With key competencies in functional feed additives, pharmaceuticals, food and animal health, VEGA has established extensive business networks covering more than 80 countries around the world. VEGA will continue to innovate in technology and products to create a sustainable and competitive global supplier under the brand "**Ideas for a better life**" is VEGA's commitment.

VEGA GROUP, provides one-stop solution to improve nutrition, health, and performance of animals, by giving farmer's a peace of mind. With 80+ countries, animal nutritionists, veterinarians, and producers worldwide have partnered with us, recognizing superior research and development in fermentation technology and preparation technology of Vegamax. Our people, products, and partnerships build value in global feed and food production!

Dr Mahendra Holds Master degree in Veterinary Sciences & Animal Health from MAFSU, India and is a certified DVM. He has more than 20 years of working experience in operations management, sales, marketing, and different techno-commercial functions with different National & Multi-National companies operating in Animal health & nutrition segment in India.

Having a strong technical knowledge and expertise in strategic planning and execution together with account management focused on precise pre and post sales efforts. Dr Mahendra has been known for improving organisational performance and unlocking new business opportunities through strategic alliances with key decision makers.

Dr Mahendra will provide best solutions from VEGA and services to Indian customers.

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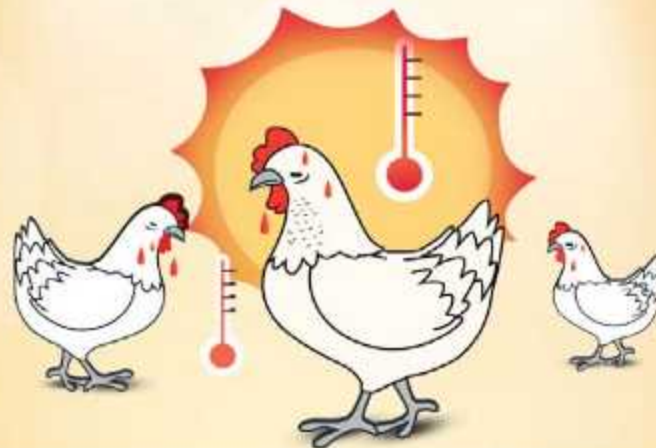
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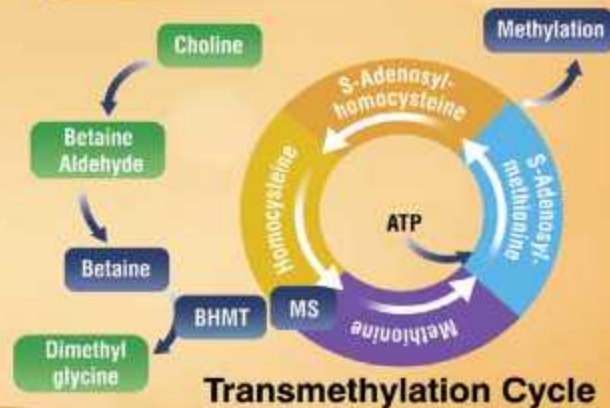
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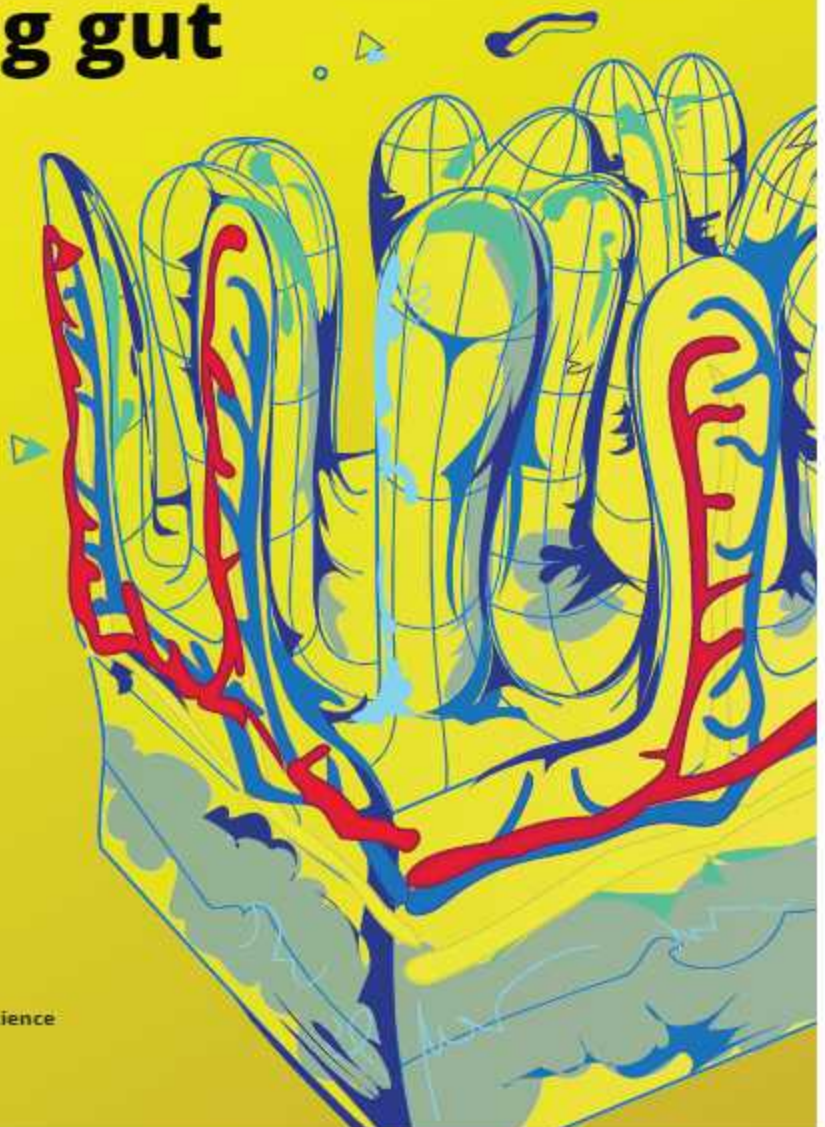
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- 3) Feed conversion rates are greatly improved.
Increase milk production

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- 1) Prevent catastrophic mortality

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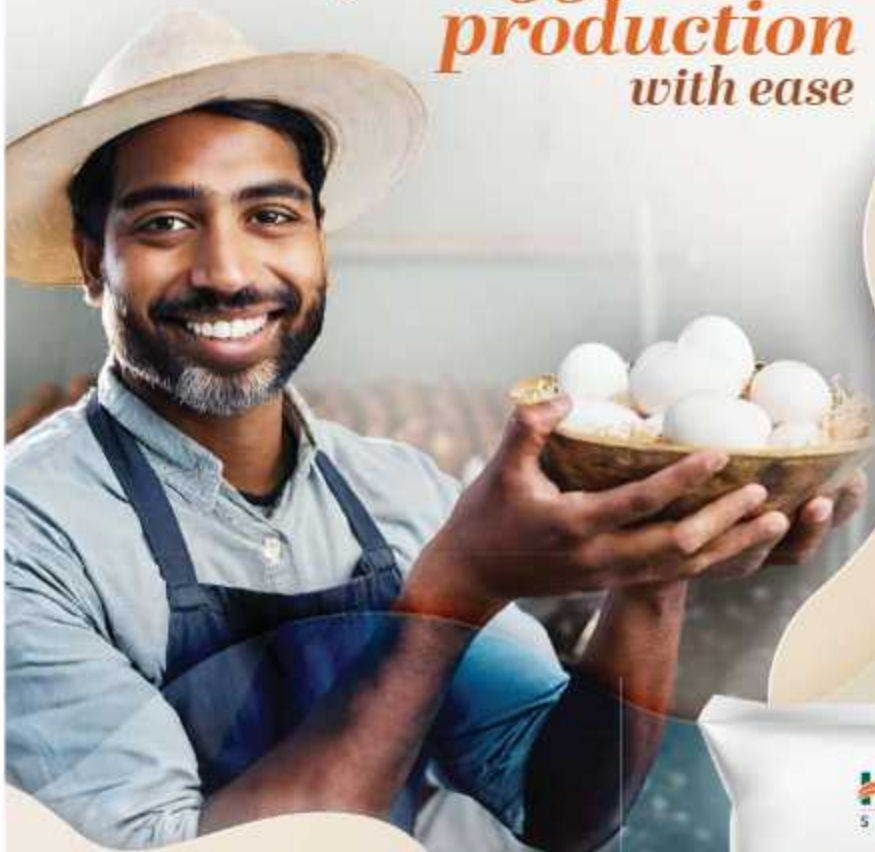
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Preventing Summer Stress and Early Chick Mortality: The Importance of GROX for Indian Poultry Farmers

Summer stress and early chick mortality are major concerns for Indian poultry farmers. High temperatures, humidity, and other environmental factors can cause significant health problems for birds, leading to reduced growth rates, lower egg production, and financial losses for farmers. In this article, we will discuss the losses caused by summer stress and early chick mortality in Indian conditions and how GROX can help prevent these problems.



The Losses Caused by Summer Stress and Early Chick Mortality in Indian Conditions:

Summer stress and early chick mortality can lead to various financial losses for Indian poultry farmers. The following are some of the ways in which these problems can impact your poultry business:

1. **Reduced Growth Rates:** High temperatures and humidity can cause heat stress in birds, leading to reduced feed intake and growth rates. This can result in lower weight gain and increased mortality rates, which can impact your profits.



2. **Lower Egg Production:** Heat stress can also impact egg production in birds, leading to lower egg output and quality. This can result in lower revenue for farmers, as well as decreased customer satisfaction.



3. **Increased Mortality Rates:** Early chick mortality is a common problem in Indian conditions, with chicks dying within the first week of hatching. This can result in decreased flock size and increased costs for farmers, as they need to purchase replacement birds.

Introducing GROX: The Ultimate Solution for Poultry Farmers to Overcome Summer Stress and Early Chick

Mortality in India



Poultry farming is an essential industry in India, contributing significantly to the

country's economy. However, poultry farmers face various challenges, including summer stress and early chick mortality, which can lead to significant financial losses. Therefore, it is crucial to take preventive measures to protect your birds from these problems. One such solution is GROX, a unique blend of vitamins, minerals, and other essential nutrients that promote growth and development in poultry birds. In this article, we will discuss the benefits of GROX and how it can help Indian poultry farmers control early chick mortality and summer stress.

What is Early Chick Mortality, and How Does GROX Help in Indian Conditions?

Causes

- Genetic causes.
- Managemental causes.
- Nutritional causes.
- Disease causes.

Early chick mortality is a prevalent problem in Indian poultry farming, especially during the summer months. It occurs when chicks die within the first week of hatching. The causes of early chick mortality can be various, including genetic factors, bacterial infections, and environmental factors, such as high temperatures and humidity. GROX helps to address these issues in the following ways:

1. **Boosts Immunity:** GROX contains essential vitamins and minerals that help to boost the immune system of chicks. For example, Vitamin C, Vitamin E, and Beta-Glucan are known for their immune-boosting properties. By enhancing the immunity of chicks, GROX helps to protect them against bacterial and viral infections prevalent in Indian conditions.

• Birds have limited body resources for growth, reproduction, response to environmental changes & defense mechanism

• Birds are subjected to frequent stress factors.

• Therefore, stress management plays a crucial role to get optimum performance.



2. Provides Nutritional Support: GROX contains a blend of vitamins and minerals that are essential for the growth and development of chicks. These nutrients help to support bone development, feather growth, and overall growth. The lack of proper nutrition is one of the leading causes of early chick mortality in Indian conditions.
3. Improves Digestion: GROX contains prebiotics and probiotics that help to improve the digestion and absorption of nutrients. The prebiotic MOS and the probiotics Lactobacillus acidophilus and Saccharomyces boulardi help to maintain a healthy gut flora in chicks, which is essential for proper digestion and overall health.

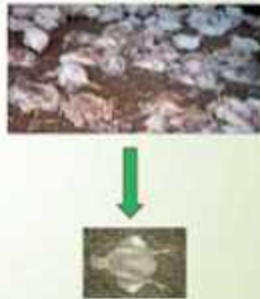
What is Summer Stress, and How Does GROX Help in Indian Conditions?

Summer stress is a common problem in Indian poultry farming during the summer months. It occurs when birds are exposed to high temperatures and humidity, leading to various health problems, such as heat stress, dehydration, and reduced feed intake. GROX helps to address these issues in the following ways:

1. Maintains Hydration: GROX contains essential electrolytes, such as sodium sulfate and potassium sulfate, which help to maintain the hydration status of chicks. Electrolytes are essential for maintaining the fluid balance in the body, which is crucial during the hot Indian summer months.

Actual field trial results:

- Increased body weight of chicks after 10 days around **10-20 g.**
- Reduced mortality in chicks by around **0.25-0.5%.**



2. Reduces Heat Stress: GROX contains Methyl Sulphonyl Methane (MSM), which is known for its anti-inflammatory properties. MSM helps to reduce inflammation and oxidative stress caused by heat stress, which is a common problem in Indian conditions.
3. Boosts Appetite: GROX contains protein hydrolysate, which is a highly digestible protein source. This protein source helps to boost the appetite of chicks, which may reduce during the summer months due to heat stress.

Conclusion

Summer stress and early chick mortality can cause significant financial losses for Indian poultry farmers. By using GROX, farmers can provide their birds with essential nutrients, boost their immunity, and reduce the risk of health problems caused by heat stress and other environmental factors. If you want to protect your poultry business from these problems, consider using GROX today.

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NOVUS Names New Business Director in Asia

Rajeev Murthy takes the helm of a key market for the intelligent nutrition company



CHESTERFIELD, MO (May 29, 2024) – Rajeev Murthy has joined NOVUS as the new senior director & managing director of Asia Pacific. Murthy will shape and steer the

intelligent nutrition company's strategy in this vital market. "For poultry, driving profitable growth while being mindful of changing customer needs where sustainability and antibiotic use are concerned is important," he says. "For swine, we need to investigate ways to return to a profitable operation in a world that is still impacted by challenges resulting from African Swine Fever. With dairy, we can show how to drive efficiency in the operation."

intelligent nutrition company's strategy in this vital market.

As part of NOVUS' goals to deliver solutions closer to the customer, Murthy will be based out of the company's office in Bangkok, Thailand.

"Rajeev comes to NOVUS with more than 25 years of industry experience," says Sr. Vice President and Chief Commercial Officer Ed Galo. "Along with his positive track record for driving commercial success, employee engagement and talent development, we are confident in his ability to elevate our presence and enhance our strategic initiatives across the Asia Pacific region."

Before joining NOVUS, Murthy held regional leadership roles at dsm-firmenich in its Animal Nutrition & Health business unit, and Eli Lilly & Company in the Elanco Animal Health division. He also served as CEO of the feed business for Godrej Agrovet Ltd., an Indian livestock and agribusiness company.

Originally from Bangalore, India, Murthy says luck brought him to the animal agriculture industry, but he's made it his life's career "for the difference one can make in improving access to healthy and safe protein."

NOVUS is the intelligent nutrition company providing solutions for the global animal agriculture industry. The company's portfolio includes bis-chelated organic trace minerals, enzymes, eubiotics and methionine solutions along with a network of experts worldwide to provide guidance on management best practices.

When it comes to supporting poultry, swine, and dairy producers in Asia Pacific, Murthy says customer profitability is key.



Immeureka Animal Health Private Limited Organised Technical Seminars in Haryana and Punjab

Immeureka, a startup in the poultry sector, conducted a technical seminar on April 26th and 27th, 2024, at Kanina (Haryana) and Zirakpur (Punjab). The main objective of the conference was to provide veterinarians, poultry farmers, and feed millers with the necessary knowledge of two key topics: "Mycotoxin and Pesticide Residue Management in Poultry" and "Premix for Laying Birds as a One-Stop Solution."

The event began with a cordial greeting from Mr. Sarwar Ali, who gave a brief overview of the company and presented the product range of Immeureka Animal Health Private Limited to the attendees.



Following the introduction, Dr Rajesh Kokje detailed how the mycotoxins and pesticide residues in feed will negatively impact poultry production and in what way control measures need to be implemented. Among the control strategies he explained were Xpel™ which is an algae-derived diatomite that binds multiple mycotoxins and selectively binds pesticide residues in all raw materials and feed, and another product. Xpel Spectra™ are organic blends of diatomite, HSCAS, and yeast extract that target multiple mycotoxins and bind pesticide residues in feed, with additional benefits of immunity enhancement by β -glucans and pathogen agglutination in the intestine by Mannan oligosaccharides (MOS).

The session by Mr. Sarwar Ali emphasized the importance of premixes for the laying birds. He explained about Potenza, the synergistic combination of highly effective special ingredients that offers laying hens a total and superior solution from the first day to the end of the production. Potenza is a comprehensive product that consists of tributyrin, organic minerals, i.e., Mn, Zn, Cu, Se, methionine, and prebiotics. Tributyrin enhances gut health, thereby increasing nutrient digestibility, growth performance, and immunity in birds. Prebiotics provide active support and relief for the immune system, they have high bonding power, inactivate pathogens and toxins in the intestinal lumen, and optimize the digestive processes. Trace minerals provide the essential nutrients poultry need for metabolic functions such as growth and development, immunity, and reproduction, and they also help reduce the number of thin-shelled and dirty eggs during the late-laying period. Hydroxyanalogue of methionine is required for feather development and maintaining egg production in poultry.

After the seminar, Mr. Hanumatash, the Immeureka zonal manager for North and East, and Bijoy Kumar, regional manager for Punjab, gave a vote of thanks to all of the attendees, thanking them for their participation in the event. The event offered farmers, professionals, and feed millers an opportunity for deep conversation, fostering networking and the exchange of knowledge.

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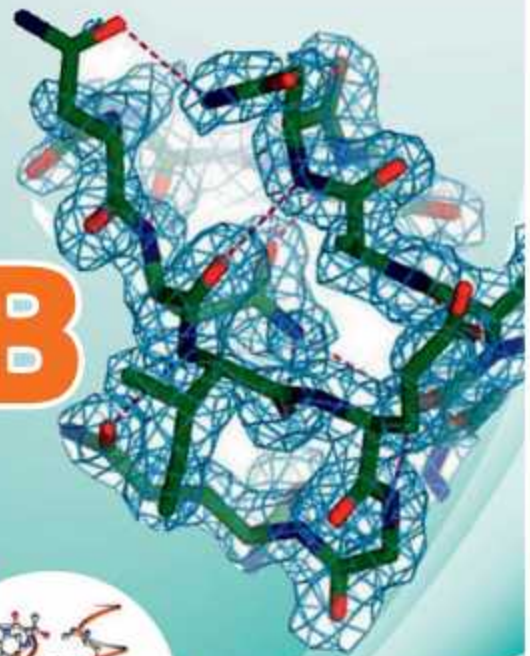
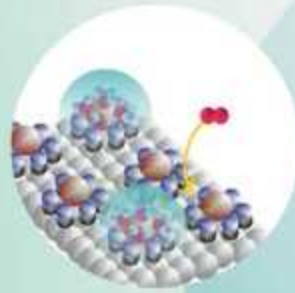
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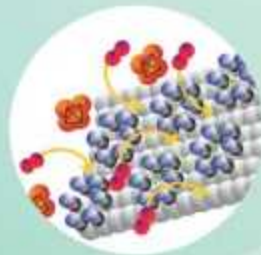
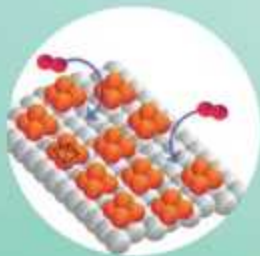


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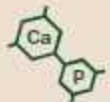
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Avitech Nutrition and PhyGeno Host Successful Inaugural Animal Nutrition Technical Seminar in Dhaka, Bangladesh

Avitech Nutrition and PhyGeno hosted their first-ever Animal Nutrition Technical Seminar in Dhaka, Bangladesh. The event brought together key stakeholders from the feed industry, including leading nutritionists, feed millers, and distributors from across the country.



The evening commenced with a welcome address from Mr. Rahul Kapur, Managing Director of Avitech Nutrition, who provided an overview of the Keggfarms Group companies. Mr. Kapur emphasised the pivotal role of science and innovation as the driving force behind the group's advancements.



Mr. Matthew Clark, Director of FeedGuys Resources, gave a compelling presentation on Avitech Nutrition's innovative product, Performins. Performins is available as individual glycinates, standard and customised

formulations for poultry and cattle. Performins Monoglycinates mark a significant move forward in enhancing nutrition in animal feeds.



The seminar continued with insightful presentations from esteemed speakers, Dr. Avinash Srivastava, head of Science at Avitech Nutrition and Dr. Sateesh Chauhan, Vice President, Research and Development at PhyGeno, who provided an in-depth analysis of PhyGeno's Avitriol D - a plant-based bioactive form of Vitamin D3, which is absorbed faster without any metabolic loss.



Mr. Clark, a highly regarded consultant with over 35 years of experience, presented a session titled 'Thinking Around Crude Protein in Feed Formulation,' sharing invaluable insights into understanding crude protein.



CEO of Avitech Nutrition, during the seminar's conclusion. "We are committed to leveraging the latest technologies to address the evolving needs of our industry. Events like these allow us to connect with key stakeholders and showcase our dedication to excellence. As we continue to expand our presence in Bangladesh, we remain focused on delivering products and solutions that empower our partners to thrive in this dynamic market." He expressed confidence in the great potential of the growing animal feed market in Bangladesh, reiterating the company's commitment to providing products and solutions that enable stakeholders to achieve their potential.

"The success of the inaugural Animal Nutrition Technical Seminar underscores the growing importance of innovative solutions in the poultry feed market," stated Mr. Arjun Vohra,



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



Your Editor visited Miraj and met Mr. Vinay Kumar of Balakrishna Hatcheries and Mr. Mohammed Ali Bagvan, Whole Sale and Retail Trader, Golden Eggs for the promotion of India Poultry Expo-2024 at Belagavi, Karnataka State



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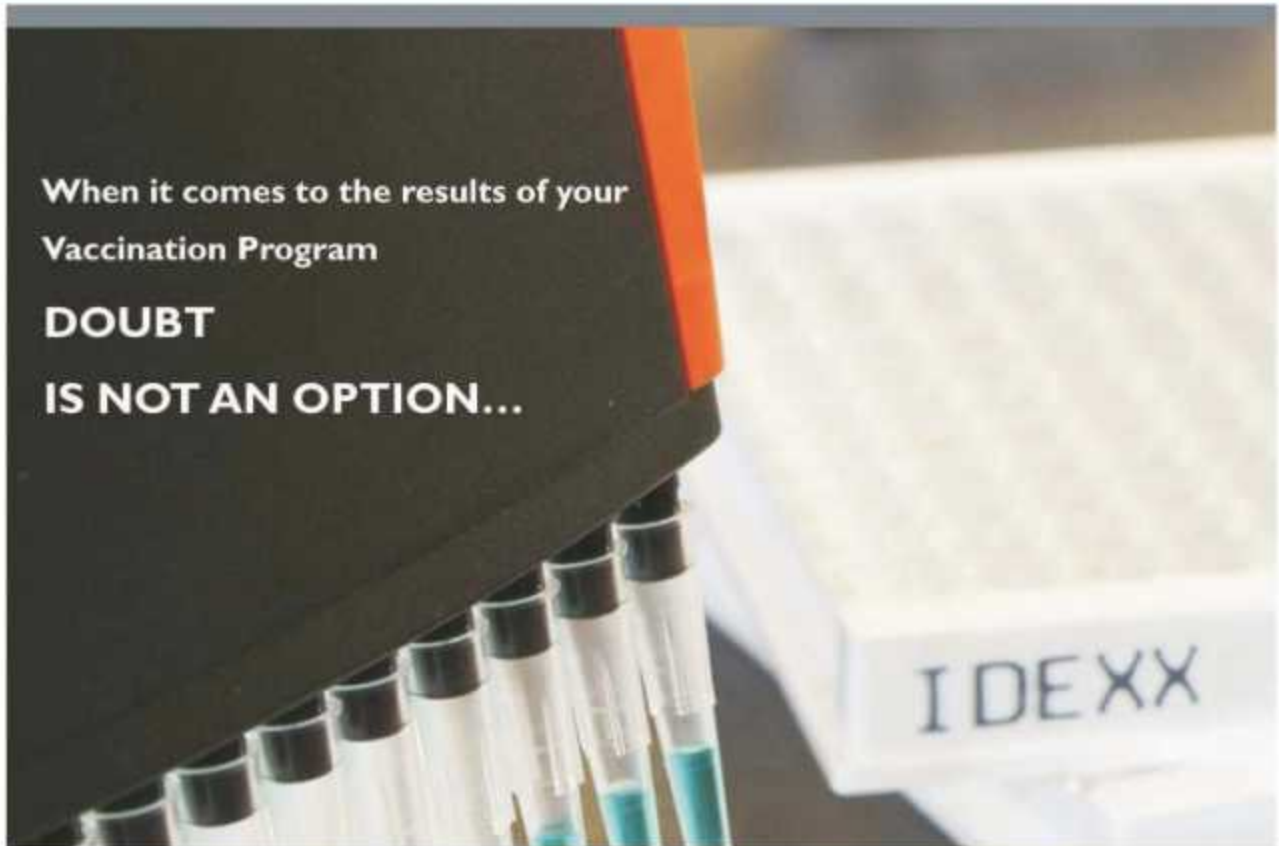
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Rising Consumer Demand for Economical Protein Sources is Driving the Poultry Industry's Growth as it is Poised for the Next Phase of Growth
- Ricky Thaper (www.rickythaper.com), Treasurer, Poultry Federation of India



India has the vast resources of livestock and poultry, which plays a vital role in improving the socio-economic conditions of rural masses. As per the 20th livestock census, there are about 303.76 million bovines (cattle, buffalo, mithun and yak), 74.26 million sheep, 148.88

million goats, 9.06 million pigs and about 851.81 million poultry. The Indian poultry sector has played a crucial role in meeting protein and nutritional needs of a vast section of the population. Currently while the production of agricultural crops has been rising at a rate of 1.5 to 2 percent per annum, that of eggs and broilers has been rising at a rate of 8 to 10 percent per annum.

Poultry production in India valued at \$ 30 billion has taken a huge-leap in the last four decades, emerging from conventional farming practices to commercial production systems with state-of-the-art technological interventions. Currently the sector is estimated to employ more than 6 million people either directly or indirectly. The small and medium size farm (5000 birds onwards) mostly engaged in contract farming systems under larger integrators or companies.

According to the ministry of fisheries, animal husbandry and dairying, the poultry sector grew 8% annually during 2006-7 to 2021-22. The poultry meat output of 4.5 million tonne (MT), contributed to 51.4% of the total meat production of 9.3 MT in 2021-22. A report titled 'vision 2047: Indian Poultry sector by Confederation of Indian Industry (CII) has stated that the growth in the poultry sector in the country has been attributed to the commercial poultry industry which accounts for 85% of production while the rest of 15% of the output comes from the traditional backyard poultry. India has transformed

their poultry farming industry through major investments in breeding, hatching, rearing, and processing of chicken. India, as the third-largest producer of eggs (129.60 billion) and the fifth-largest producer of poultry meat (4.5 million tonnes) globally. As per the FAOSTAT, the USA has 17% share in global poultry meat production followed by China (12%), Brazil (11.7%), Russia (3.8%) and India (3.5%).

The government has been supporting the growth of the poultry sector through several initiatives like dedicated funds for setting up units, disease surveillance and providing support for ensuring supply of animal feed for the sector. Under the Animal Husbandry Infrastructure Development Fund was launched with a corpus of Rs. 15,000crores in 2020, was recently extended for three years till 2025-26 under Infrastructure Development Fund (IDF) with an outlay of Rs. 29,610 crore. The centre government provides a 3 per cent interest subvention to the borrower and credit guarantees up to 25 percent of total borrowing. The interest subvention is for 8 years including two years of moratorium for loan up to 90% from the scheduled bank and National Cooperative Development Corporation (NCDC), NABARD and National Dairy Development Board.

There are more than 5000 odd project proposals have been received under the fund which aims at incentivize investments for Dairy processing and product diversification, Meat processing and product diversification, animal feed plant, breed multiplication farm, animal waste to wealth management (agri-waste management) and veterinary vaccine and drug production facilities. Investment proposals for the modern poultry farms and feed plants have availed funds under this scheme.

The stakeholders including All India Poultry Breeders Association (AIPBA), Indian Dairy Association (IDA), Compound Livestock Feed



Manufacturers' Associations (CLFMA), All India Livestock and Meat Exporters' Association (AILMEA), Poultry Federation of India (PFI) and others Associations have been suggested by Animal Husbandry Department to create awareness about the scheme.

The World Organisation for Animal Health (WOAH) has approved India's self-declaration of freedom from Highly Pathogenic Avian Influenza (HPAI) or referred to as bird flus in specific poultry compartments. Compartmentalization is a crucial tool that enhances animal health, reduces the risk of disease outbreaks within and outside the compartment, and facilitates the trade of poultry and poultry-related products, according to an official statement. The Department of Animal Husbandry & Dairying, has submitted a self-declaration of freedom from High Pathogenicity Avian Influenza in 26 poultry compartments in four states - Maharashtra, Tamil Nadu, Uttar Pradesh, and Chhattisgarh to the WOAH. During the 2022-23, India exported poultry and poultry products worth \$ 134 million to 64 countries. The approval of this self-declaration is expected to boost Indian poultry in the global market.

Under the National Livestock Mission's submission on Breed Development of Livestock & Poultry aims at bring sharp focus on entrepreneurship development and breed improvement in poultry, sheep, goat and piggery by providing the incentive to the eligible entities like Individuals, Farmers Producers Organizations, Farmers Cooperative Organizations, Joint Liability Groups, Self Help Groups, Section 8 companies for entrepreneurship development and also to the State Government.

Feed supply with rising demand remain a challenge for the sector:

There has been increasing diversion of maize towards industrial use and ethanol production. Due to limitation of diversion of sugarcane towards ethanol production and to meet rising demand from animal feed and biofuel manufacturing, the government is aiming to increase production of maize by 10% to 42 million tonne (MT) by 2025-26 from 38 MT in 2022-23 crop year (July-June) through initiating measures such as crop diversification, cluster development for ethanol plants and involving private sector in seed development.

About 60-65% of the output of maize is used as poultry and animal feed while 20% is used for industrial use. The current growth level of maize and soybean production in the country will be insufficient to meet the demand of the poultry industry. The industry associations have urged the government to allow imports of GM maize and soybean because of 'unprecedented increase' in prices while adding that interest of the domestic producers should be protected too. Several south Asian countries including Bangladesh, Nepal and Sri Lanka have allowed imports of GM soymeal.

In August, 2021, the government had relaxed import rules to allow the first shipment of 1.2 MT (million tonne) of Genetically Modified soymeal to support the domestic poultry industry after a





record spike in feed prices.

Poultry protein promotion: a collaborative effort

Chicken meat and eggs are perceived as healthier alternatives to red meat, driving up demand. Poultry products are often more affordable than other protein sources, making them accessible to a broader segment of the population. In the post Covid19 pandemic phase also because of demand for the protein rich food like poultry meat and eggs have increased sharply. The growing awareness regarding health and wellness is further driving the demand for a protein-rich diet.

To promote poultry meat as key driver of increasing protein intake, the Poultry Federation of India recently organised the press meet at Press Club of India, New Delhi, on Poultry Protein jointly with the United Soybean Board, USA Poultry & Egg Export Council, and the World Veterinary Poultry Association. The objective of this meeting was to pitch for promotion of chicken and eggs as



the premier source of protein for consumers. Additionally, various other associations including CLFMA of India, NECC, All India Poultry Breeders Association, IPEMA, Vets in Poultry, INFAH, North India Broiler Producers Association, Karnataka Poultry Farmers & Breeders Association, Andhra Pradesh Poultry Federation, Telangana Poultry Federation, Poultry Breeders Association-Telangana, Poultry Farmers' and Breeders' Association-Maharashtra, Broiler Breeders Association-North, Central Haryana are a Poultry Farmers Association, West Bengal Poultry Federation, along with other regional and state-level associations, are collaborating towards promote chicken and eggs within their respective regions.

A major chunk of the country's population eats non-vegetarian food. The poultry meat and eggs remain one of the healthy and economical sources of protein. Post Covid-19, several consumers have added poultry meat and eggs to their diets. There are several companies willing to invest in the Indian poultry sector which is witnessing a steady growth rate over the decades. The government must take proactive measures to improve feed supplies so the growth and value-addition of agriculture and allied sectors such as poultry, dairy and shrimp farming is sustained. As 100% Foreign Direct Investment is permitted through automatic route in the food processing sector including poultry sector, there is a huge opportunity for upgrading infrastructure, breeding, medication, feed production, vertical integration and processing and there are several multi-national companies that have envisaged plans to invest in the Indian poultry sector.



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Mr. M A Mukheed

Samad Poultry Farm,
Mahabubnagar, TG

Achieved 277 HHE in 64 weeks
with 105 g avg feed intake/day

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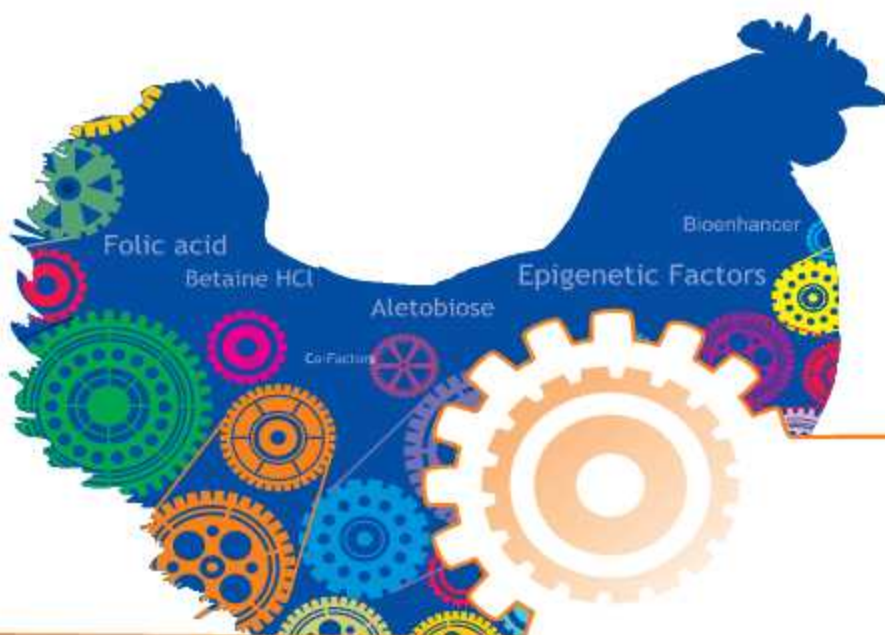


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Together, beyond animal health.

CLFMA OF INDIA along with Broiler Co-ordination Committee organized a Seminar “Surging Ahead” on 3rd May, 2024 at Legend Hall, The Residency Towers, Avinashi Road, P. N. Palayam, Coimbatore, Tamil Nadu.

CLFMA of India organized a successful seminar along with BCC at The Residency Tower, Legend Hall, Avinashi Road, Coimbatore, on Friday, May 3rd, 2024 from 06:30 pm onwards. The theme of the seminar was “Surging Ahead Towards the Next Level: Contributing to the Five Trillion Economy.”

Mr. R. Ramkutty, Zonal President – South of CLFMA, extended a warm welcome to all participants at the seminar. He provided insights into the challenges confronting the poultry industry.

Following this, Mr. Suresh Deora, Chairman of CLFMA of India, introduced the theme “Surging Ahead” and extended a gracious welcome to all attendees.

The Presidential address and moderation of the deliberations were carried out by Mr. R. Lakshmanan, Chairman of BCC and Managing Committee Member of CLFMA of India.

CLFMA Dy. Chairman Mr. Divya Kumar Gulati introduced Mr. Reece H. Cannady, Director of the US Grains Council. He delivered an insightful presentation titled “Emerging Trends and Challenges in Grains.” Overall, the presentation provided a comprehensive overview of the current trends and challenges in the grains market, with a focus on corn, ethanol, DDGS, and freight logistics.

CLFMA Hon. Secretary, Mr. Abhay Shah introduced Mr. Amit Sachdev, Regional Consultant at the US Grains Council. He presented an in-depth analysis titled “India Corn Outlook.” Overall, Mr. Amit Sachdev’s presentation provided valuable insights into the current dynamics and future prospects of the corn market in India, addressing key factors such as demand drivers, supply challenges, and potential areas for development.

CLFMA Treasurer Mr. Nissar F. Mohammed introduced Mr. Jaison John, India Team Lead at USSEC & Managing Committee Member of CLFMA OF INDIA. Mr. Jaison John emphasized that rising raw material prices will lead to higher food prices and potentially lower food quality. He suggested that importing genetically modified (GM) raw materials could be one viable solution. He delivered a comprehensive presentation titled “Protein Meals: Present, Future Trends, and Challenges.” In his presentation, he highlighted India’s progression

towards maturity in food demand and outlined strategies to address protein challenges, particularly through initiatives like the Soy Excellence Centre program. He also discussed the expansion of US soybean crush capacity and the expected impact on soybean meal production. Additionally, he touched upon the National Oil Mission and rapeseed production scenarios, providing comprehensive insights into the future of protein meals in India.

Mr. R. Ramkutty, CLFMA South Zone President introduced Dr. T. Bina, Director of the Happy Valley Business School. She delivered a compelling presentation titled “Professionalism in Family Business.” Throughout her presentation, she delved into the intricate life cycle of family businesses, exploring various stages and challenges.

Dr. T. Bina supplemented her insights with enlightening case studies that exemplified real-world scenarios and lessons learned within family-owned enterprises.

The Question-and-Answer session concluded on a high note, characterized by its interactivity and engagement. Following this enriching exchange, Mr. Divya Kumar Gulati, Deputy Chairman of CLFMA of India, delivered a gracious Vote of Thanks, expressing gratitude to all participants for their active involvement and contributions. Subsequently, the seminar transitioned seamlessly into a dinner session, fostering continued networking among the attendees. Overall, the seminar was a resounding success, with nearly 75 members and delegates in attendance, reflecting the enthusiasm and interest surrounding the event.



CLFMA Organized a Seminar “Feed Ingredients: Supply, Price and Alternatives” on 17th May, 2024 at Hotel Ramee Grand Pune, Regal Hall, Pune.

On May 17, 2024, CLFMA OF INDIA hosted a seminar titled “Feed Ingredients – Supply Price and Alternatives,” commencing at 10:30 am. Dr. Dinesh Bhosale, Past Chairman of CLFMA OF INDIA, served as the Master of Ceremony. He began by introducing Mr. Suresh Deora, Chairman of CLFMA OF INDIA, the Chief Guest, Dr. Niteen V. Patil, Hon’ble Vice Chancellor of Maharashtra Animal & Fishery Sciences University (MAFSU), Nagpur, and Mr. Divya Kumar Gulati, Deputy Chairman of CLFMA OF INDIA.

The Seminar opened with a Welcome Address by Mr. Suresh Deora. He introduced the event’s theme and warmly welcomed the Chief Guest and all attendees.

The Keynote Address was delivered by Dr. Niteen V. Patil, who highlighted the essential collaboration between the Livestock Industry and the University.

Mr. S. V. Bhave, Past Chairman of CLFMA OF INDIA, delivered the Opening Remarks. Subsequently, Speaker Mr. Sanjit Padhi, Advisor to the All India Distillers Association, presented on the availability of

DDGS in India, explaining its details comprehensively. Mr. Nagaraj Meda, Managing Director of Transgraph, Hyderabad, discussed raw material availability and price forecasting. Dr. N. V. Kurkure, Director of Research at MAFSU, Nagpur, explored the potential of DDGS in animal feed. Mr. Reece H. Cannady, Director of the U.S. Grains Council, delivered an insightful presentation titled “Global Grains Outlook Including Maize, Sorghum, and Millets,” providing a thorough overview of the global grains market.

The presentations were well-received and appreciated by all participants. The seminar concluded with an interactive and engaging Question-and-Answer session.

Mr. Divya Kumar Gulati, Deputy Chairman of CLFMA OF INDIA, delivered a gracious Vote of Thanks, expressing gratitude to all participants including CLFMA Staff for their active involvement and contributions. The seminar was deemed a resounding success, with nearly 108 members and delegates in attendance, reflecting the high level of enthusiasm and interest in the event.



CLFMA OF INDIA in collaboration with the Department of Animal Nutrition, GADVASU organized a Seminar on “Feed Ingredients: Supply, Price and Alternatives” on 11th May, 2024 at Auditorium, Silver Jubilee Block, GADVASU, Ludhiana, Punjab

CLFMA OF INDIA hosted a seminar on “Feed Ingredients – Supply Price and Alternatives” on May 11, 2024, in collaboration with the Department of Animal Nutrition, GADVASU, in Ludhiana. The event was supported by the Progressive Dairy Farmers Association, the All Feed Millers Association of Punjab, and the Animal Nutrition Society of India.

Mr. Suresh Deora, Chairman of CLFMA OF INDIA, delivered the Welcome Address and introduced the association to all participants. Mr. Daljeet Singh Gill, President of PDFA, discussed “Opportunities for Dairy Farmers of Punjab.” Mr. Ashok Kumar, President of AFMA, addressed the “Challenges for Feed Millers in Punjab.” Dr. A.P.S. Sethi, Secretary of ANSI, explained how ANSI can support both the industry and farmers.

Dr. Rameshwar Singh, Hon’ble Vice Chancellor of Bihar Animal Sciences University, graced the seminar as the Guest of Honour. He extended an invitation to the dairy farmers of Punjab to train their counterparts in Bihar and discussed maize production in the state. Dr. Inderjeet Singh, Hon’ble Vice Chancellor of GADVASU, attended as the Chief Guest and spoke about the potential of GM crops, promising full support from the university.

Mr. S. V. Bhave, Past Chairman of CLFMA OF INDIA, discussed “Recent Trends in the Biofuel Industry.” Mr. Sanjit Padhi, Advisor to the All India Distillers Association, addressed the availability of DDGS in India. Dr. Ruchika Bhardwaj, a millets breeder from PAU, highlighted the importance of millets in animal feeds. Dr. Amit Sharma, Assistant Professor at GADVASU, provided detailed insights on the use of DDGS in animal feeds. The seminar concluded with Mr. Divya Kumar Gulati, Deputy Chairman of CLFMA OF INDIA,

delivered the vote of thanks.

Dried Distillers Grains with Solubles (DDGS) is a valuable protein source produced by ethanol manufacturers using rice or maize. Rice DDGS contains 43-45% protein, while maize DDGS contains 26-28% protein. It can be used in animal feeds at levels of 1-5%. For optimal use, DDGS should have a moisture content of no more than 11%, be free from aflatoxins, and not be over-processed.

Dr. Udeybir Singh Chahal, Head and Professor, Department of Animal Nutrition and President, ANSI played an important role in organizing the event. Dr. Dinesh Bhosale was the Master of the Ceremony. Approximately 150 participants from various sectors attended the event.



Curcumin as Phytogetic feed additives for Poultry Production

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Introduction

Poultry production has gained momentum both at local and globally. The demand for poultry meat is rising along with the global human population. The increase in preference for the animal protein source has been the major driving force for this growth. The chickens are frequently raised in intrinsic conditions which lead to poor hygiene and compromised growth. In order to address this issue, antibiotics were widely used to improve the health and growth of chicks. With the increase in intake, the consumer's awareness about the quality and safety of the meat products being produced also increased. Use of growth promoters such as sub-therapeutic dose of antimicrobials in food animals has raised concerns due to residue deposition in muscle tissues and leading to the development of antimicrobial resistance. In order to avoid these conditions, nutritionist and farmers are looking for alternate feed additives that could reduce the sub-clinical infections and maintain the bird's productive performance.

Probiotics, prebiotics, organic acids, enzymes, and phytochemicals are the few feed additives that could potentially serve as an alternate growth promoter. All the above mentioned additives have different mode of action and has their own merits and limitations. The phytochemicals are unique plant secondary metabolites which could work similar to the synthetic antimicrobials without the concern of tissue residue and now-a-days people are more attracted towards organic/natural production system. The use of various phytochemicals, their mode of action, biological functions are being described in detail.

Curcumin – antimicrobial function

Some phytochemicals, in particular turmeric or curcumin, may be utilized to lessen the overuse of antibiotics and the issue of antimicrobial resistance, as well as to improve the production performance of the poultry industry (Guil-Guerrero et al., 2017). The effectiveness of turmeric or curcumin in the nutrition of chicken has been the subject of numerous studies. Necrotic enteritis (NE) and avian coccidiosis are two

of the most significant infectious illnesses that affect the poultry industry and cause significant economic losses worldwide (Lee et al., 2013). In a study, Lee et al. (2013) found that adding turmeric oleoresin (4 mg/kg) and capsicum oleoresin (4 mg/kg) extracts to the diet could improve growth performance, lessen gut lesions and serum levels of *Clostridium perfringens* (the causative agent of NE) toxins as a result of molecular and cellular immune changes, and ultimately demonstrate their resistance to avian NE.



Figure 1: Beneficial effects of curcumin in poultry industry

Curcumin on production performance

Apart from turmeric or curcumin, the dietary turmeric extract supplementation (100 to 300 mg/kg) could also improve the growth performance, increase breast muscle content, and decrease abdominal fat content in broiler chickens (Wang et al., 2015). According to Mirbod et al. (2017), increasing dietary turmeric or *Curcuma longa* rhizome powder (CRP) can improve the quality of eggs produced by Leghorn laying hens by boosting egg yolk cholesterol levels while decreasing egg shell thickness and hardness. Low amounts of turmeric powder (2% TP) could slightly increase egg production and quality in Hisex laying hens, but at higher levels (4%) had no effect on body weight or egg production in laying hens. By raising egg yolk cholesterol levels while lowering egg

shell thickness and hardness, Mirbod et al. (2017) found that increasing dietary turmeric or *Curcuma longa* rhizome powder (CRP) can enhance the quality of eggs produced by Leghorn laying hens.

In addition to growing chickens, quail farming is receiving a lot of attention today to meet the demand for protein. In quail upbringing, dietary turmeric has demonstrated beneficial effects (Marchiori et al., 2019). The combination of panzyme, an exogenous commercial enzyme, and turmeric (0.5%) has been shown to improve Japanese quail immunity and growth. Additionally, adding turmeric to the diet of Japanese quail parent stock may improve the quality of the eggs by raising the levels of vitellogenin, high density lipoprotein (HDL), vitamin A, B12, and white egg protein while lowering the levels of total fat and low density lipoprotein (LDL). It may also boost the amount of carcass and the antioxidant activity in the female offspring.

Curcumin as antioxidant agent

The turmeric extract curcumin has advantageous effects on the nutrition of chickens. Broiler chicken growth, antioxidant and antibacterial activity have all increased in response to curcumin and turmerones derived from lipophilic turmeric (Johannah et al., 2018). According to Kim et al. (2013), dietary curcumin can make Ross broiler chickens more coccidiosis-resistant when challenged with *Eimeria* by increasing body weight, decreasing faecal oocysts, gut lesions, and body immunity. However, Galli et al. (2020) showed that curcumin (30 and 50 mg/kg) alone can lower lipid peroxidation and raise antioxidant levels in laying hen eggs, or that curcumin combined with microencapsulated phytochemicals (carvacrol, thymol, and cinnamaldehyde) can enhance growth, flesh quality, and unsaturated fatty acids in broiler chicks.

Curcumin on aflatoxin amelioration

Aflatoxin B1 (1 mg/kg) toxicity in male Ross broiler chicks was reduced by curcuminoids (222 mg/kg) in diets (Gowda et al., 2009). Feeding slow growing chickens curcuminoids (60 mg/kg) and tuna oil may result in a greater breast fillet and a reduction in the auto-oxidation of the thigh meat (Hang et al., 2017). According to Rajput et al. (2014), supplementing with 200 mg/kg of curcumin can promote growth, fat metabolism, and intestinal integrity, while supplementing Arbor Acres broiler chickens with 150 mg/kg of curcumin and 150 mg/kg of lutein can improve the meat's freshness and

antioxidant capacity. In broiler and laying hens, dietary curcumin supplementation can reduce AFB1 toxicity and increase resistance to heat stress in terms of a variety of characteristics, including growth enhancement, inhibition of hepatotoxicity, enhancement of antioxidant biomarkers, blood chemistry, and immune-related gene expressions (Salah et al., 2019; Nawab et al., 2019). Ruan et al. (2019) hypothesised that supplementing ducklings with curcumin (200 to 800 mg/kg) would improve their development, serum GSH, jejunal mucosa, and villus surface while lowering MDA, interleukin-1, tumour necrosis factor, and gene expressions associated to ochratoxin A.

Curcumin on meat stability

Additionally, broiler chicken meat quality and muscle oxidant stability might be improved by dietary curcumin alone (50 and 100 mg/kg) as well as by activating enzymes associated to glutathione (GSH) and detoxifying Nrf2-mediated phase II detoxifying enzyme systems (Zhang et al., 2018). According to Xie et al. (2018), curcumin plays a significant impact in reducing abdominal fat deposition by lowering blood and liver lipid concentrations as well as the expression of lipogenic genes. In the case of Japanese quail, Sahin et al. (2012) reported that high ambient temperature (34°C) results in oxidative stress in quail; however, dietary curcumin supplementation (200 or 400 mg/kg) could alleviate the issue by increasing body weight, feed intake, and lowering serum malondialdehyde (MDA) and heat shock protein 70 (HSP70) levels as well as modulating the Nrf2/HO-1 pathway in quail.

Nano-formulations of curcumin

The use of nanocurcumin or curcumin nanoparticles in animal nutrition is a relatively new development. Rahmani et al. (2018) reported on the nutrition of poultry and found that male broiler chicks (Ross 308) had low weight gain, high feed conversion ratio, and increased blood partial pressure of carbon dioxide (pCO₂) and hematocrit at cold temperatures (13–15°C). However, when the chicks were fed feed with curcumin or nanocurcumin, the body weight and villus surface in intestine were increased but MDA and caecal *Escherichia coli* decreased in broiler chicken at cold stressed condition.

Conclusion

The dietary curcumin plays an important role in various biological functions such as anti-microbial,

anti-inflammatory, anti-oxidant, immune-stimulant, etc. Hence, the incorporation of turmeric, turmeric extract or curcumin to the diets of broiler chickens could augment the production performance and a viable alternate to in-feed antibiotic growth promoter.

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Combating Protein Deficiency: Poultry Protein's Vital Role in India's Nutrition Landscape



In a concerted effort to address the pressing issue of protein deficiency among the Indian populace, the Poultry Federation of India (PFI) with support from USA Poultry and Eggs Export Council (USAPEEC) recently hosted a session held on 18th May 2024 in New Delhi, which convened leading industry experts to underscore the indispensable role of poultry protein in addressing India's nutritional challenges. With participation from renowned industry experts, this served as a platform to advocate for enhanced protein intake, particularly through poultry products like chicken, duck, turkey, and eggs.

The Poultry Federation of India (PFI) and USA Poultry and Egg Export Council (USAPEEC) recently forged a collaborative partnership to promote poultry proteins which signals a significant step forward in promoting awareness and consumption of poultry protein as a pivotal component of daily diets.

Protein deficiency remains a critical concern in India, as highlighted by the Indian Council of Medical Research (ICMR). Despite established recommendations emphasizing the importance of adequate protein consumption for optimal health, the

nation continues to grapple with subpar dietary protein intake, significantly below recommended levels. According to a recent survey by the Indian Market Research Bureau (IMRB), a staggering 73% of urban affluent individuals are protein deficient, with a vast majority unaware of their daily protein requirements or suitable protein sources.

Mr. Ranpal Dhanda – President, Poultry Federation of India, Mr. Ricky Thaper - Treasurer, Poultry Federation of India, Ms. Pratibha Dixit - Nutritionist/Dietician, Artemis Hospital, Dr. Ajit Ranade – Vice President, World Veterinary Poultry Association and Mr. Shiven Khanna – USAPEEC were key speakers.



Mr. Ranpal Dhanda, President of the Poultry Federation of India, addressed protein deficiency in India. He stated, "We're glad to collaborate with USAPEEC to raise

awareness about the health benefits of poultry products. Through the combined knowledge,

our objective is to amplify understanding regarding the nutritional benefits of poultry products and elevate the standards of health and wellness.”



Mr. Ricky Thaper, Treasurer, Poultry Federation of India added that Chicken meat and eggs are perceived as healthier alternatives to red meat, driving up the demand. Poultry products are often more affordable than other protein sources, making them accessible to a broader segment of population. Mr. Thaper further stated that in the post Covid19 pandemic phase the demand for the protein rich food like poultry meat and eggs have increased sharply. The growing awareness regarding health and wellness is further driving the demand for a protein-rich diet.



During the Session on Poultry Protein, Dr. Pratibha Dixit, emphasized the imperative of raising awareness about protein's significance in daily nutrition. She stressed the need for educating individuals on appropriate protein

intake levels and the diverse sources of protein available in the diet. Poultry products emerged as standout examples of complete and bioavailable proteins, offering a comprehensive nutritional profile essential for overall health.



Dr. Jeetendra Verma, President, World Veterinary Poultry Association (India) explained the goodness of chicken meat.

He said that Chicken meat is a high-quality protein containing all nine essential amino acids in right proportions. It's a Lean Protein with high nutrient density. Means it provides essential vitamins and minerals also including B complex vitamins, selenium, phosphorus and niacin. Chicken protein also helps in muscle management and growth, hence it is very popular and essential for athletes and individuals looking for building the muscle mass.



Further elucidating the nutritional merits of poultry protein, Dr. Ajit Ranade, Vice President of the World Veterinary Poultry Association, emphasized its role as a complete protein source. Highlighting the goodness of

healthy proteins, fats, and micronutrients inherent in poultry products, he underscored their efficacy in bolstering immunity and overall well-being.

The session provided attendees with an opportunity to delve deeper into the nuances of protein consumption and its implications for public health. Discussions revolved around strategies to enhance awareness, promote dietary diversity, and expand opportunities for poultry products.

The collaborative efforts between PFI and USAPEEC, signify a multifaceted approach encompassing education, research and development and nutritional awareness. By collaborating their expertise, this initiative aims to catalyse a paradigm shift in addressing India's protein deficiency challenge, positioning poultry protein as a cornerstone of

a balanced and nourishing diet. In conclusion, the session served as a pivotal moment in galvanizing stakeholders towards

combatting protein deficiency. Poultry protein holds immense promise in fortifying India's nutritional landscape.



Broiler Lifting Rates for the month of April_2024

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	127	127	137	139	139	154	156	156	156	156	156	146	136	136	126	126	128	128	118	118	118	118	118	118	118	120	123	125	127	127
Karimnagar	127	127	137	139	139	154	156	156	156	156	156	146	136	136	126	126	128	128	118	118	118	118	118	118	118	120	123	125	127	127
Warangal	127	127	137	139	139	154	156	156	156	156	156	146	136	136	126	126	128	128	118	118	118	118	118	118	118	120	123	125	127	127
Mahaboobnagar	127	127	137	139	139	154	156	156	156	156	156	146	136	136	126	126	128	128	118	118	118	118	118	118	118	120	123	125	127	127
Kurnool	127	127	137	139	139	154	156	156	156	156	156	146	136	136	126	126	128	128	118	118	118	118	118	118	118	120	123	125	127	127
Vizag	117	117	122	124	124	129	134	134	134	134	134	129	124	124	114	114	116	118	118	118	118	113	113	113	118	121	123	125	125	125
Godavari	126	126	136	138	138	150	152	152	152	152	152	147	137	137	127	127	127	129	131	131	131	121	121	121	126	129	131	133	133	133
Vijayawada	126	126	136	138	138	150	152	152	152	152	152	147	137	137	127	127	127	129	131	131	131	121	121	121	126	129	131	133	133	133
Guntur	127	127	137	139	139	150	152	152	152	152	152	147	137	137	127	127	127	129	131	131	131	125	125	125	130	133	135	135	135	135
Ongole	127	127	137	139	139	150	152	152	152	152	152																			
Nammakkal	130	130	130	132	134	134	136	134	141	141	141	141	141	143	143	143	143	143	133	127	127	121	121	118	118	118	119	122	122	124

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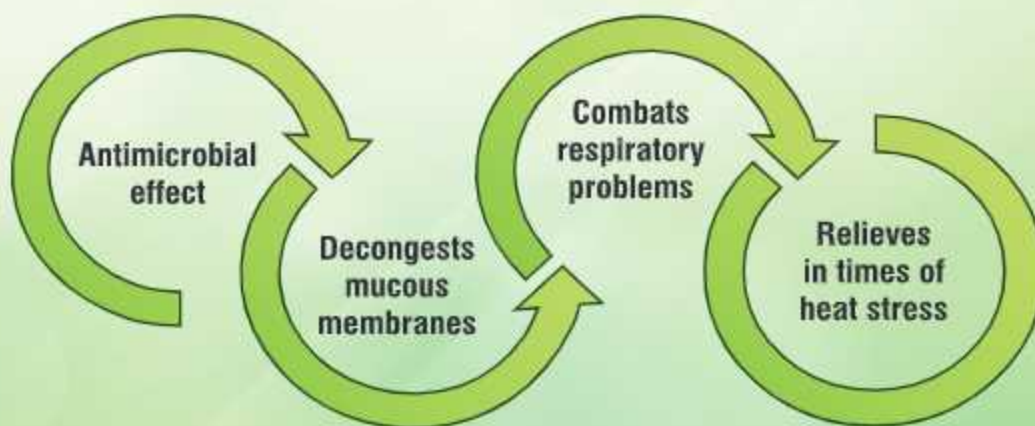
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