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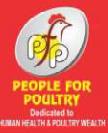
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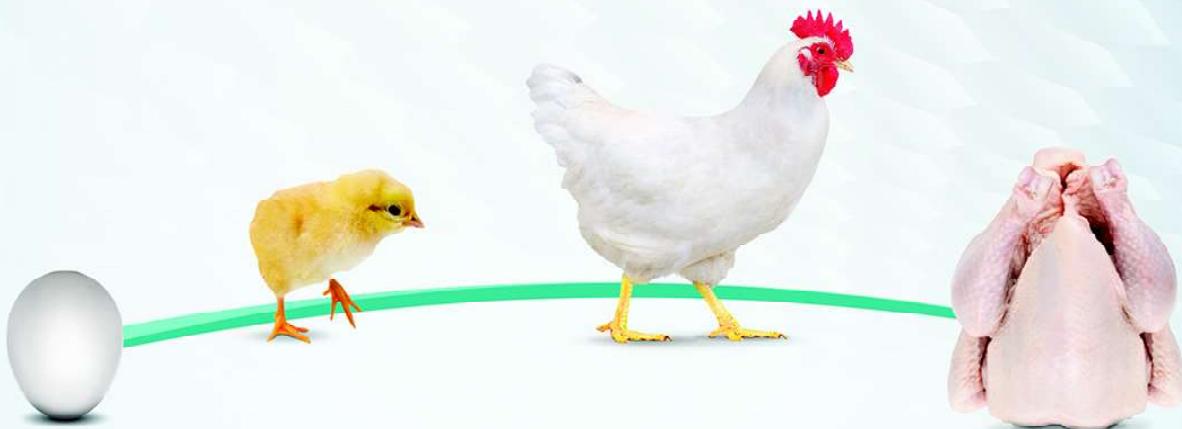
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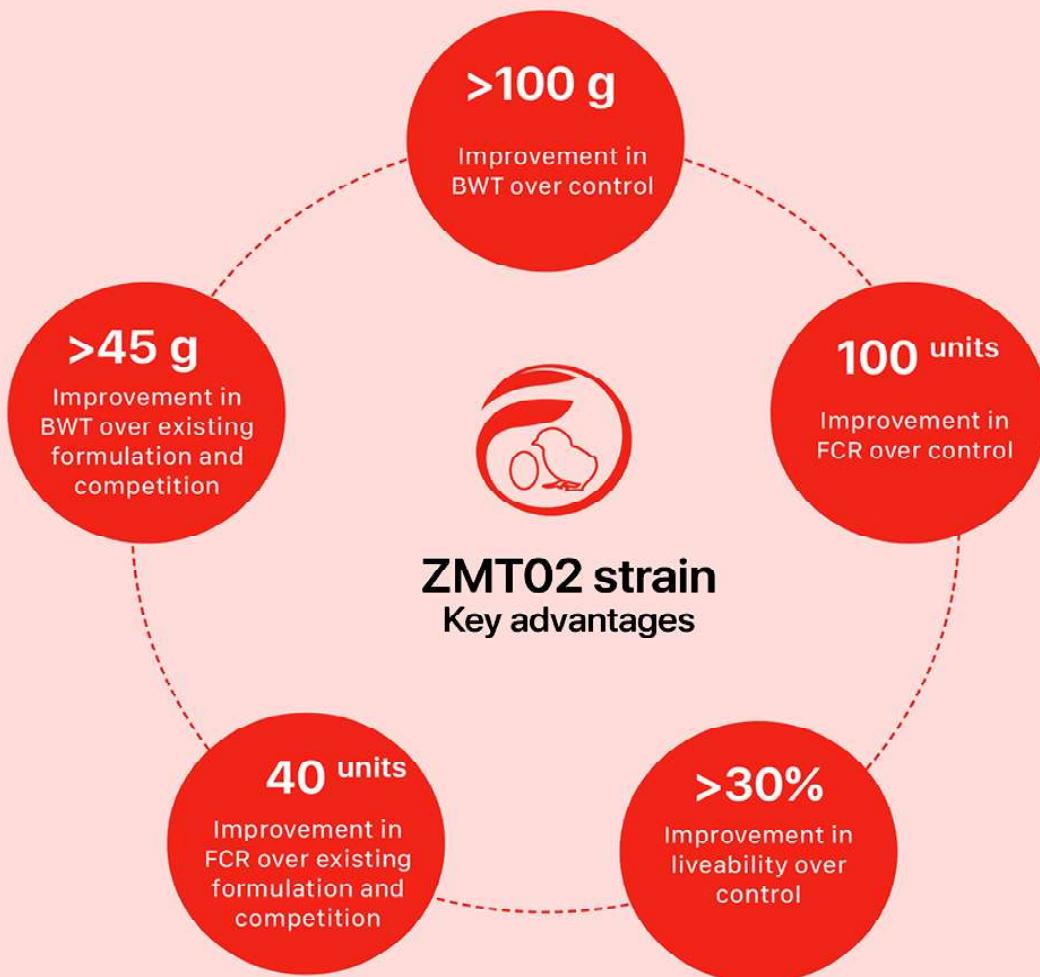


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GLOCREST Pharmaceutical Pvt Ltd Conducted Farmers Meet & Get Together at Mysore - Karnataka

GLOCREST™ Pharmaceutical Pvt. Ltd. Conducted “Farmers Meet and Get Together” at Hotel Le Ruchi -The Prince dated Aug 25, 2022. Meeting was well organised by Dr. Ramdas Kambale CEO and Board member of GLOCREST and his team. Farmers meet was attended by all key stakeholders from poultry industry from and around Mysore which included poultry farmers, Members of breeder farms, integrators and veterinarians. GLOCREST family welcomes all the delegates.

Dr. Ramdas Kambale – CEO and Board Member of GLOCREST has introduced about the specialities of the company and its future plans based on its tagline ‘INNOVATION FORABETTER HEALTH’. Company has robust pipeline of the projects which will be of the highest quality and still an affordable for the farmers & stakeholders. Eventually, it was company’s first regional get together after its mega launch in June.

Company’s Chairman Mr. Rajesh Babu honoured farmers and addressed gathering related current scenario of poultry industry in India and new challenges in poultry industry and role of GLOCREST Pharmaceutical Pvt. Ltd.



Dr. Ramdas Kambale (CEO and Board Member) addressing the gathering



Mr. Rajesh Babu – Chairman – GLOCREST Pharmaceutical Pvt. Ltd (from Left Second) interacting with farmers.



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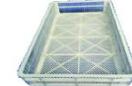
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Importance of livestock production

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

India is a tropical country and livestock production in India is characterized by many unique opportunities and challenges. The animal products produced in the form of milk, meat and egg is highly nutritious containing all the essential nutrients needed for sustenance and growth of life on earth. Without these key nutrients it is not possible to lead a healthy life. The modern science has also thrown lot of challenges to the subject due to the advancements made in the field of Breeding, Nutrition and Health. Though, we have produced one of the finest breed in the world by means of cross breeding and upgrading the livestock through thousands of years of breeding policy by the animal keeper for their increased demand for milk, meat and egg or draft or aesthetic values, farmers or animal keepers are experiencing lot of health issues due to production related matter. We know that production is a big strain on the animal, it compromises with the physiology of the animal, putting it to lot of strain and stress. This leads to heavy expenditure on health and related issues. Hence, ideal livestock management should be targeted with the aim of having lifetime production than lactation yield. We can always remember the famous photo of Mahatma Gandhi at NDRI Bangalore visit way back in June 1927, with a cow named Jill standing besides with a lifetime yield of 70,000 litres and eighteen number of calving. This cow was a Haryana cross with Ayrshire and lived for 19.5 years with an average daily yield of 14 liters per day.

Livestock production is also important from the point of human health. Increased consumption of grains in India is causing metabolic syndrome among the citizens, thereby lowering their life span. It is also causing them to be unproductive due to ill health due to hospitalisation and treatments days spent in visiting and getting treated at the hospital. Mentally people will suffer from increased cost of treatment and may have lowering of confidence. Since the grains are high in energy content and lower in protein content, its consumption leads to imbalanced intake of nutrients causing all the health related issues and ill health thereby is reducing the lifespan of an individual. The lifespan of the individual is most

needed when he has learnt the subject well, well experienced and to be of some use to the community. At the peak of his performance we are losing human resource due to less consumption of animal products.

Livestock production in India or in tropical country for that matter are characterized by unique features such as high amount of temperature and humidity due to direct rays of the sun falling on the ground in comparison to the inclined rays falling at temperate regions, high lignin content in the plants and forages due to their early maturity, low yield from the animals due to increased stress from the weather, increased parasitic load, sometimes local legislations such as ban on cattle slaughter may reduce the genetic progress due to no culling. Also it will reduce the availability of feed and fodder due to high density of animals in a given area, it will also reduce the grazing area, often leading to over grazing of pasture land. So, this triple reason of weather, culling policy and marketing all get interconnected leading to reduced output from the animals, increased disease burden of both humans and animals and lower development of the nation. This complex web or vicious cycle need to be broken from all angles including modifying the weather for temperature and humidity balanced feeding of animals in terms of forages and concentrates and increased consumption of animal products by humans for better livestock production and management. One more constraint in livestock production in India is that of lower consumption of animal products due to ignorance, economic reasons and culture of frugality by the masses. Many a times the cost of production of milk, meat and egg equals the cost of the product itself. So, in the absence of any margin or profits in the production process, it may discourage the producer to go for any advancement or increasing the strength of the stock. Livestock production in India is traditionally practiced as subsistence business without any commercial output from it. Most of the farming is done by the woman folks of the community, who have less access to the market and due to the culture of male dominance are poor decision makers. The overall

health and political system of a nation is also a contributing factor for the development of livestock sector in any country.

In spite of all the constraints enumerated above, there is a ray of hope due to the beneficial effects of animal products. As compared to fruits and vegetables consumption and their price in our country, animal products always stand a chance to improve its performance. In comparison to the nutrient content, its price, animal products are always superior to the plant products. It is many times due to religious reasons or welfare issues that plant products get promoted and the animal products get a bad name. The present generation of youth who are well read and travelled know the importance of animal products. It is these youths from various background and qualification are venturing into animal farming in commercial way. The country will see the consumption of animal products increasing in coming days with increase in affluence in the society. The dry matter (DM) content of food is a key element in knowing its nutritive value. Often the DM content of fruits and vegetables is as low as 5-10 per cent, whereas it is 15-25 per cent with animal. Also the protein and fat content is negligible or zero with fruits and vegetables, whereas its very high with animal products. The sugar content is very high with plant foods, whereas its negligible with animal foods. The high fibre and water content generally increases the bulk and cause fullness of stomach with plant foods without delivering quality nutrients whereas, there is no fibre available with animal foods and delivers the nutrients in appropriate quantity and quality with low water content in them. The vital amines such as

Vit B₁₂, Leucine, high protein and high fat with no sugar or carbohydrate contents etc make these products indispensable to human mankind. The more the affluent a country is the better is their animal products consumption and lower income countries have less of animal products consumption.

Apart from being a good source of food for human consumption, animal products are used in almost about 80 industries as raw material for production of goods such as, comb, brush, anti sera used in treatment of snake and scorpion bite, mineral mixture, blood meal used as raw material for production of feed in poultry, leather for shoes and all the leather items, dog feed, whey protein, dairy, poultry, food industry for production of milk and egg powder, ghee, paneer, cheese, and many items of consumption etc. No part of animal is wasted and it is recycled into the food production or other usages. Animals are used widely for draft power for tilling of land, pets are used as companion animals and help many psychological and depression issues in human beings and future use of animals will be towards sports and entertainment, police and army usage etc.

The scope of livestock production is very wide and includes all animals of food production such as Cattle, Buffaloes, Sheep, Goat, Rabbit, Poultry (which comprises of hen, duck, emu, quails, aesthetic birds etc) Yak, Camel, Pig, Donkey, Game animals such as Horse, Dog, Wild animals kept in captivity etc. Here in this article we will not be able to focus on all the species and mostly will be restricted to the food producing animals.

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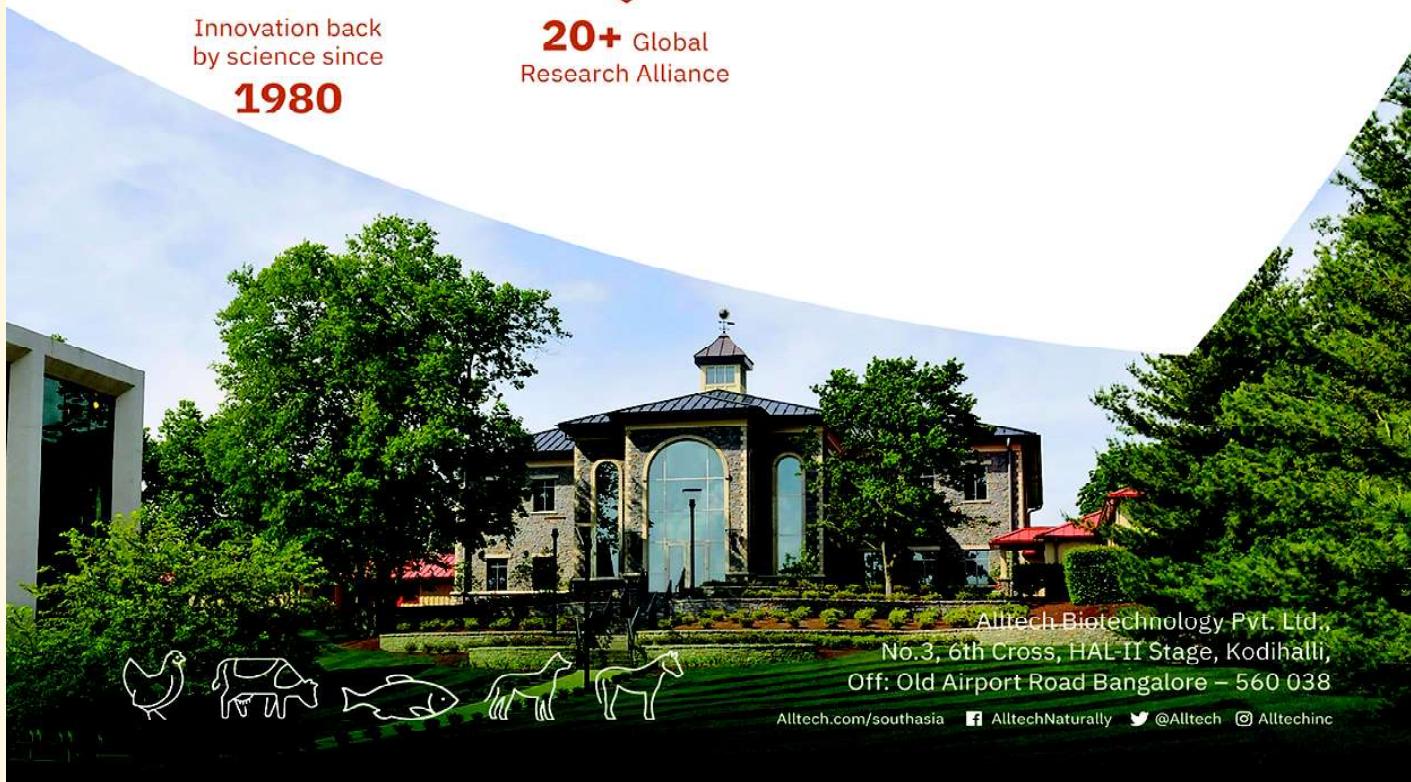
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Animunin Liquid

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3-4 Weeks	9-20 Weeks	20 ml
5-6 Weeks	21-72 Weeks	40 ml

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

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PRESENTATION

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Suresh Rayudu Chitturi, Vice Chairman & Managing Director- Srinivasa Farms said that "This a super proud moment for us. More importantly I'm so grateful to my team who having reposed they trust and endorsed the culture that me & family have been working to build the last 55+ years."

Srinivasa has earned this recognition based on a rigorous assessment independently conducted by Great Place to Work® Institute India.

Nearly 500 members of Srinivasa Farms from all locations in India from Supervisor to Senior Management took part in this survey.

The Great Place to Work® Assessment is considered a 'Gold Standard' in workplace Culture assessment and no jury or individual can influence the results of the assessment. Great Place to Work® is the global authority on workplace culture.

Since 1992, they have surveyed more than 100 million employees worldwide and used those deep insights to define what makes a great workplace: trust. Their employee survey platform empowers leaders with the feedback, real-time reporting, and insights they need to make strategic people decisions. The Institute serves businesses, non-profits, and government agencies in more than 60 countries and has conducted pioneering research on the characteristics of great workplaces for over three decades.

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The Institute's research shows that great workplaces are characterized by great leadership, consistent employee experience, and sustainable financial performance. These organizations can deliver a consistent experience to all their employees irrespective of their role, gender, tenure, or level. Their leaders believe in the vision of creating and sustaining a Great Place to Work FOR ALL and role models being 'FOR ALL' Leaders.



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Novus to host breeder Nutrition & management webinar series

The free online event for the poultry industry is scheduled for 17-20 October

SAINT CHARLES, MO (28 September 2022) – Novus International will host a four-day global webinar series called **Breeder Management & Nutrition** from 17-20 October. This live digital event will feature 11 authors from the company's latest publication titled **Breeder Management and Nutrition: Moving the industry forward**, which debuted at the World's Poultry Congress 2022. “The response to the book was really overwhelming. We had a standing-room-only crowd at WPC in Paris that solidified breeder nutrition and management information are topics the industry both wants and needs,” says Sandrine Durox, Novus poultry solutions manager for EMEA and book co-coordinator. “We want to extend the energy and knowledge sharing with people around the world. A webinar was the perfect answer.”

Each day features a different topic from the book presented by the researcher, academic, industry expert, or breeding company representative that wrote the corresponding chapter.

– 17 October: **Breeder management and nutrition** with presentations from *Rick Van Emous of Wageningen Livestock Research, Edgar Oviedo of North Carolina State University, Dinabandhu Joardar of Cargill, and Silvia Peris of Novus*

– 18 October: **Feed restriction** with presentations from *Aitor Arrazola of Purdue University, Rick Van Emous of Wageningen Livestock Research, Henk Enting of Cargill, and Manish Singh of Novus*

– 19 October: **Epigenetics** with presentations from *Juxing Chen of Novus, Rebecca Forder of the University of Adelaide, and Johan Buyse of KU Leuven*

– 20 October: **Genetics** with presentations from *Juan Carlos Abad of Cobb, and David Cavero of H&N*

Each session is just an hour and 40 minutes long starting at 7:00 a.m. CDT, making it possible for people around the world to participate. The daily sessions include a live Q&A with presenters. The webinar series will also be available for on-demand viewing for those who register.

For more information and to register for one session or all sessions, visit <https://novusint.co/breederwebseries>.

To learn how to download a digital copy of Novus's book **Breeder Management and Nutrition: Moving the industry forward**, visit www.novusint.com.

Novus International, Inc. is a leader in scientifically developing, manufacturing and commercializing nutrition and health solutions for the animal agriculture industry. Novus products include bis-chelated trace minerals, enzymes, organic acids, essential oils, liquid and dry methionine, and gut health products for poultry, swine, and ruminants. For more information about Novus, visit www.novusint.com.

Novus International, Inc., is a leader in scientifically developing, manufacturing and commercializing nutrition and health solutions for the animal agriculture industry. Novus's portfolio includes ALIMET® and MHA® feed supplements, MINTREX® chelated trace minerals, CIBENZA® enzyme feed additives, NEXT ENHANCE® feed additive, ACTIVATE® nutritional feed acid, and other feed additives. Novus is privately owned by Mitsui & Co., Ltd. and Nippon Soda Co., Ltd. Headquartered in Saint Charles, Missouri, U.S.A., Novus serves customers around the world. For more information, visit www.novusint.com. ©2022 Novus International, Inc. All rights reserved.

Novus International to Shift from Direct Sales in China

SAINT CHARLES, MO (September 7, 2022) – On August 30, Novus International, Inc., announced plans to change to an indirect business model in the China market. Company leaders said they are working to establish channel partners to continue serving customers in that country.

This change is part of the international feed additive company's drive to better serve those in its core markets through its strategic business plan, Project Destiny.

"This critical business decision allows us to focus on the expansion of our business in Asia and focus our direct investment where we have tremendous growth potential," says Dan Meagher, Novus CEO and president. "Our investment and focus on our core Asia markets have never been stronger."

While this decision will allow the company to invest in other parts of Asia, Novus leaders recognize the importance of their customers in China and the country's own vital position in the animal protein industry.

"We are actively working to identify potential partners/distributors to serve our customers in the China market and represent our product portfolio," says Vaibhav Nagpal, Novus managing director for Asia.

Headquartered in the United States, Novus develops, manufactures, and commercializes feed additives for the animal protein market globally. The company entered the Asia market in 2003.

The decision to change business models in China is aligned with Novus's business strategy to simplify operations and invest in markets that are aligned with its core strengths for driving sustainable growth.

"We must continue to transform and position ourselves for further growth and increased success in markets that allow us to stand out with differentiated products and unique offerings," says Meagher.

For more information about Novus and the solutions it offers for poultry, aquaculture, and livestock producers, visit www.novusint.com.

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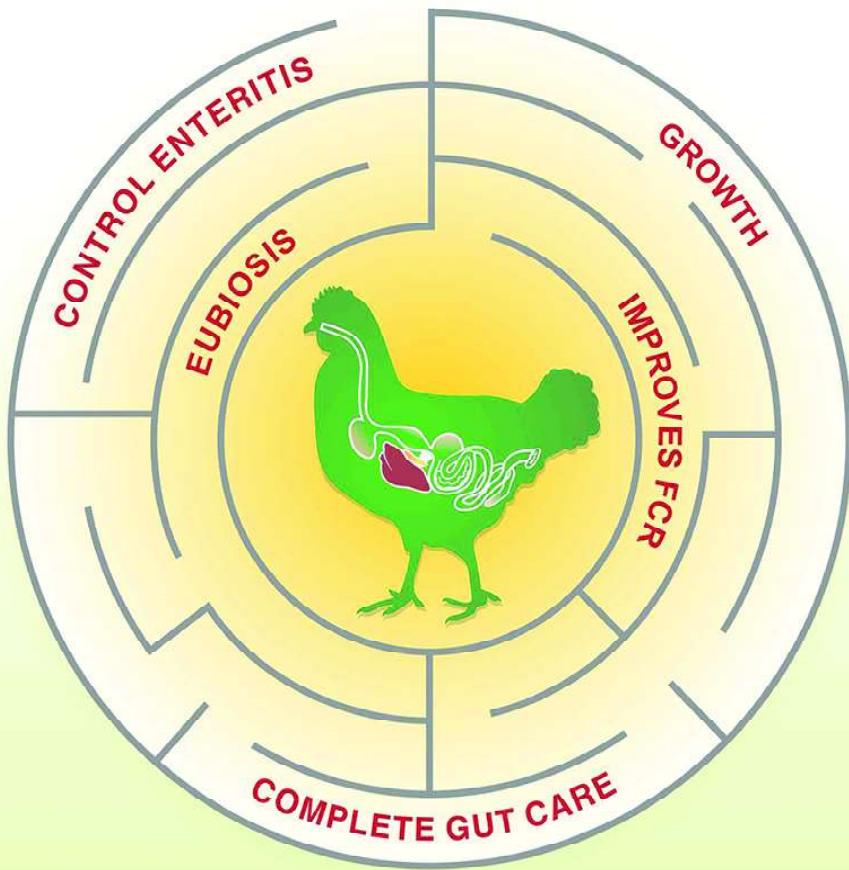
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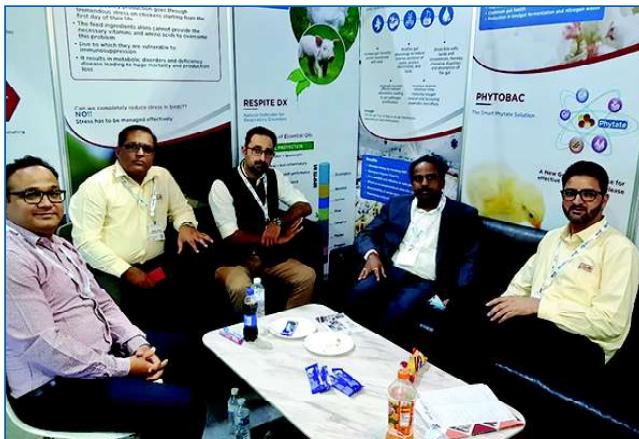
www.rossari.com



Rossari Biotech Limited successfully participated in VICTAM Asia, 2022 at Bangkok, Thailand

Rossari Biotech Limited actively participated in VICTAM Asia 2022 during 7th-9th September 2022 at Thailand. The company showcased its innovative concept products like Feed Enzymes, Probiotic Series, Micronutrient formulations etc. for feed mix

and water soluble category. The company is overwhelmed by the response received from the international visitors & delegates and indeed was a good opportunity to meet its associates and customers specially from South-East Asia.





Technical Knowledge Forum - Barnala, Punjab

"Technology by itself doesn't make leaders, it only amplifies the true leaderships."

To promote the knowledge of poultry farmers and stimulate new processes in the poultry business, Rossari Biotech Limited recently organised a Technical Knowledge Forum at Hotel Radiant Plaza - Barnala, Punjab, on August 21, 2022. We saw an immense response from more than 50 layer farmers, consultants and business partners of the company.

Here, Dr. Aashaq Hussain, AGM-Technical, Rossari - AHN group presented a detailed study on the Nutritional & Health management of Layer Birds to Ensure Profitable Production while emphasising gut health & the methods of preventive control for various diseases through reconsidering biosecurity procedures practised, water management & stress optimisation.

While providing insightful discussions on the current market, Dr Shambhavi from Rossari also showcased our manufacturing strength, R&D & QC developments and ventures that will assist the customers in leveraging the advancement. Mr Sanjay Kumar, AGM-North took this moment to thank the audience for this session and encourage them to implement the processes to boost the standard & profitable layer production.



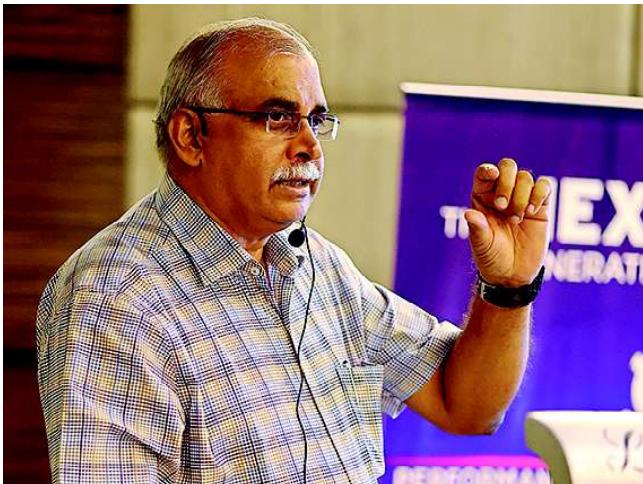




BROILER LIFTING RATES FOR THE MONTH OF AUGUST 2022

Place	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
Hyderabad	83	80	80	82	87	92	95	100	103	108	113	115	117	117	117	112	105	95	85	87	89	91	93	95	97	99	104	104	104	99		
Karimnagar	81	78	78	80	85	90	93	98	101	106	111	113	115	115	115	110	102	93	83	85	87	89	91	93	95	97	102	102	102	97		
Warangal	83	80	80	82	87	92	95	100	103	108	113	115	117	117	117	112	105	95	85	87	89	91	93	95	97	99	104	104	104	99		
Mahaboobnagar	83	80	80	82	87	92	95	100	103	108	113	115	117	117	117	112	105	95	85	87	89	91	93	95	97	99	104	104	104	99		
Kurnool	83	80	80	82	87	92	95	100	103	108	113	115	117	117	117	112	105	95	85	87	89	91	93	95	97	99	104	104	104	99		
Vizag	95	95	95	95	95	97	100	110	113	116	121	121	121	121	121	121	121	116	109	99	89	91	93	96	98	100	100	99	104	104	104	99
Godavari	95	95	95	95	95	97	100	110	113	116	121	121	121	121	121	121	121	116	109	99	89	91	93	96	98	100	100	100	104	104	104	99
Vijayawada	95	95	95	95	95	97	100	110	113	116	121	121	121	121	121	121	121	116	109	99	89	91	93	96	98	100	100	100	104	104	104	99
Guntur	95	95	95	95	95	95	100	103	113	116	121	121	121	121	121	121	121	116	109	99	89	91	93	95	97	97	101	101	101	101	96	
Ongole																																

Novus Knowledge Forum brings 'Gut Health Optimization in Poultry' to Coimbatore (Tamil Nadu) and Hyderabad (Telangana)



Dr. D. Chandrasekaran



Dr. Manish Kumar Singh

Bangalore, India (22 September 2022) – In an effort to share knowledge on how gut health can impact poultry production, Novus International hosted its second in a series of forums titled, 'Gut Health Optimization in Poultry' in the cities of Coimbatore (Tamil Nadu) and Hyderabad (Telangana) on 25 & 26 August 2022, respectively.

Coimbatore and Hyderabad are prominent poultry-producing areas in India. Both markets consist of strongly integrated farming, commercial feed mills, and a mix of layer farms. With increases in demand for broiler meat and eggs, the challenges of getting good quality raw feed materials at a competitive price are increasing. Due to the use of lower quality feed and other factors, maintaining good gut health is another challenge for poultry producers. Fortunately, there are certain organic acids and essential oil complexes that have become important tools to help optimize the gut health of birds. Novus hosted these events to provide insight on how to help support good gut health in poultry.

The two Novus Forums received an overwhelming response with over 100 attendees including integrators, feed millers, and layer farmers, along with eminent knowledge/thought leaders from the poultry industry.

The keynote speaker in the seminar was Dr. D. Chandrasekaran, a retired professor of animal nutrition at TANUVAS (Tamil Nadu Veterinary and Animal Sciences University). Having published over 75 scientific articles in national and international journals, Dr. Chandrasekaran is a renowned thought leader, nutritionist, and researcher in India and the subcontinent.

At the event, Dr. Chandrasekaran talked about the importance of gut health, emphasizing that maintaining gut health is the first priority for every nutritionist in the poultry industry. Linked to better immunity, nutrient utilization, improved digestibility and overall performance of the birds, gut health is the most important factor. Using non-antibiotic



Reena Rani L C



Dr. Rajesh Kharvi

additives, acidifiers, enzymes, and protected organic acid can help to control many gut pathogens and improve beneficial microbes in the gut, he said.

During the event, Dr. Manish Kumar Singh, director of strategic marketing for Asia briefed the audience about Novus International and its strong presence and foundation in feed additive products based on science and research. The sessions were moderated by Reena Rani L C, Novus senior marketing communications specialist – South Central Asia.

Dr. Rajesh Kharvi, Novus category marketing manager in APEC, explained how Novus gut health solutions are unique and help poultry producers to maximize their profit by reducing the pathogen load

in the intestine. He talked about the various trials Novus has conducted, showing the efficacy of Novus solutions – particularly eubiotic solutions AVIMATRIX® feed supplement and NEXT ENHANCE® 150 feed additive - in controlling pathogens and increasing beneficial bacteria in the gut.

“Novus believes in providing to our customers solutions with demonstrable value. With our unique eubiotic solutions for optimizing gut health and farm profitability, we are strategically well-positioned to serve our customers and increase their profits,” he told the group.

AVIMATRIX® is created with Novus premium blend technology, utilizing a high concentration of benzoic acid embedded in a matrix that helps with



Dr. Krishnamurthy



Rakshith T S



Sridhar Jakkani

homogeneous dispersion and the slow and continuous release of active ingredients along the entire intestinal tract of the bird. Due to its composition, AVIMATRIX® is dustless, free-flowing and non-corrosive, which allows the active antibacterial ingredients to be delivered in the lower part of the intestinal tract.

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The event was supported by the Novus India team: Dr. Krishnamurthy, sales director; Rakshith T S, national sales manager; and Sridhar Jakkani, sales manager.



For more information email:
info.sca@novusint.com or visit
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Attendees



Hyderabad Gathering



Coimbatore Gathering

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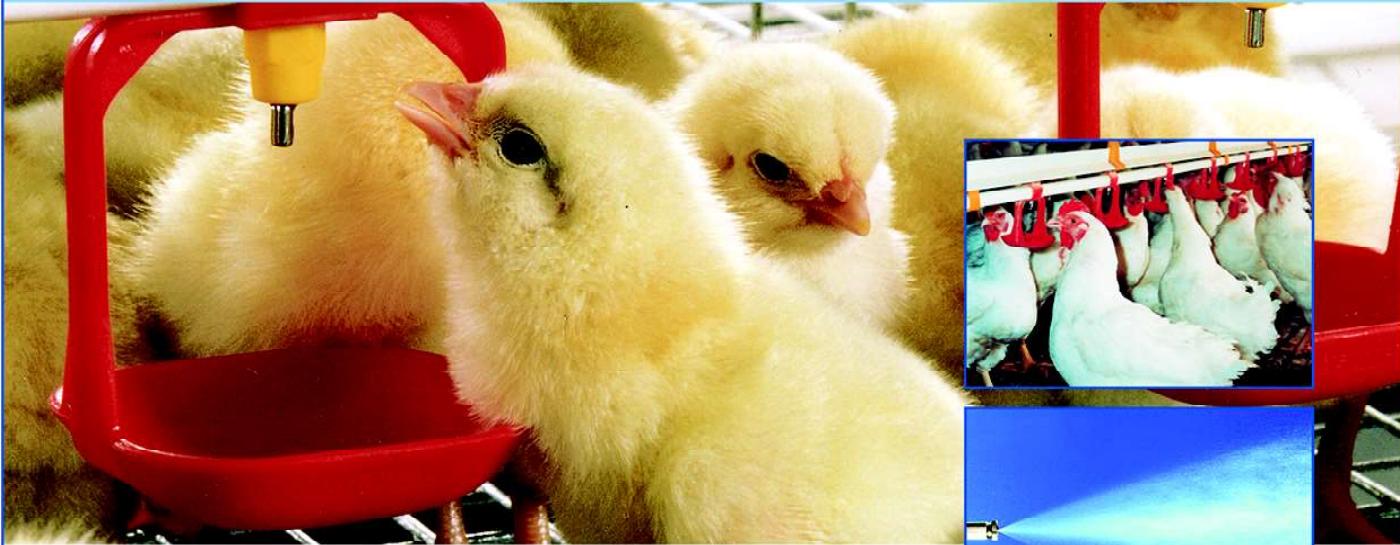
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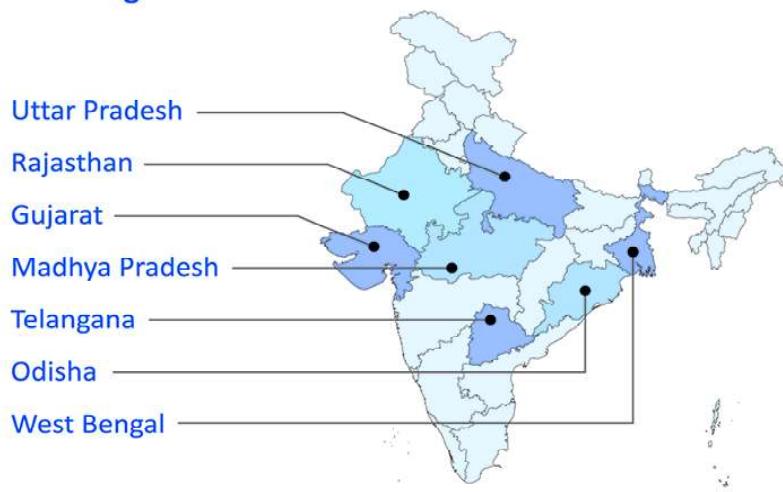
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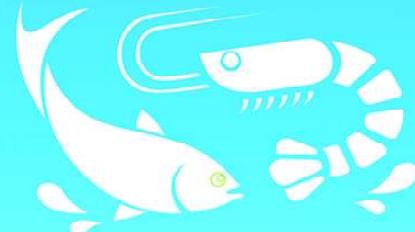


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Broiler Poultry Project

Anup Tabe*, CA, MANAS & Associates Pune, Dr Dinesh Bhosale VicePresident A B Vista Pune, Dr Biradar Satish Chandra Associate Professor, Veterinary College Bidar

Animal husbandry and allied sector such as poultry is the backbone of Indian agriculture as this sector provides food and nutritional security and creates job opportunity for two- thirds of the population. Indian poultry sector is considered as the major game changer with an overall growth of about 7-8% per annum (0.7% in National GDP). Among various agriculture and allied farming, poultry farming is one of the most efficient components of the farmer's economy as it provides eggs, meat, feathers and manures with small capital investment and fewer work forces.

This sector has emerged as the most organized sector in animal production, which is worth rupees two lakh crore. The growth is 6-8% in layers and 10-12% in broilers per year against the growth of agriculture as a whole which is around 2.5%. The Indian poultry market, consisting of broilers and eggs was worth INR 1,749.5 Billion in 2021. The market is further projected to reach INR 3,775 Billion by 2023. This transformation has involved a sizeable investment in breeding, hatching, rearing and processing activities such as slaughtering, transport, automation, products making etc. As per the reports of Indian Poultry Industry, the annual production of table eggs has gone up to 84 billion from few millions and the poultry meat production has gone up to 4.2 MMT from nowhere. However, the per capita consumption of 80 eggs and 5.2 kg of chicken is much lesser than the recommendation of the Nutritional Advisory Committee, ICMR i.e. 180 eggs and 10.8 kg poultry meat per annum, which means that the Indian poultry market is laden with opportunities. Adult population in most developed countries consume over 240 eggs and 20 kg of chicken per annum.

In the last 4 decades, poultry farming in India has been transformed from backyard activity to major

commercial operation, providing main income due to major commercial activity. India has emerged as a self-reliant, technology driven country with the capability to produce every essential input for successful poultry farming including indigenous genetic resource and breeding, world class poultry vaccines and medicines, specific, pathogen free eggs(SPF), farms and hatchery automation systems, pelleted feed, egg processing, poultry processing, nationwide network of disease diagnostic laboratories and facilities for entrepreneurial development and training in both private and public sectors. Indian poultry industry has been a major contributor to the food-processing sector in the country. Changing food habits, rising income of the middle class Indian, presence of private players, rising market demand of the Indian poultry produce in the export market are some of the contributing factors to the growth of the industry. India has 1.3 billion people and the number is growing every year. The focus is on "Development" meaning Good Food, Better Health & Living conditions to everyone. People spend more money on food when they earn more. Healthy food at attractive price will be the issue in focus. Eggs and chicken are accepted by all communities and are available at the most reasonable prices. It is pertinent to mention here that the requirement of protein, that too high quality protein is 1 g/kg body weight, but right now if we see the total amount of animal and plant protein produced in our country, it doesn't even meet 0.3 g/kg body weight requirement. Hence under such a situation, it is wise at all levels, policy makers, press, universities to work towards making better quality food available for the citizens so that it can make our nation strong and efficient.

Suggested Vaccination Schedule (Broiler)
Age Vaccine Route of administration

0 day: Marek's disease (HVT) Subcutaneous
7th day: B1-ND vaccine or Lasota NDV Eye drop
10th or 14th day: IBD (Int) Live / IBD (Int +) Live Eye drop
21st day: Lasota NDV (live) Drinking water

NOTE:

1. All vaccinations should be done in consultation with the experts.
2. Time schedule for IBD varies with the occurrence of the disease in the area. So, proper timing of vaccination should be fixed in consultation with the local Veterinarian.

A model economics for broiler farming with 10000 bird capacity is given below. This is indicative and

applicable input and output costs and the parameters observed at the field level may be incorporated. An entrepreneur willing to establish a broiler farm may refer this project report and customize the same as per the local condition, since the Techno-Economic parameters may differ on a case by case basis, price and local raw material. Services of Chartered Accountants, Industry and Academics have made the whole operations viable, transparent and hassle free for scaling up and producing good amount of protein for the country.

Poultry Project for 10000 broilers with batches at 42 days interval as on Oct 2022

Project Cost Statement:

Sr No	Particulars	Amount (Rs.)	Amount (Rs.)
A	Civil Construction & Land Development		
1	Land Development (for 20K Sq.ft)	7,500	
2	Fencing (for 20K Sq.ft)	15,000	
3	Shed (10,000 Sq.ft * Rs 130 per Sq.ft)	1,300,000	
4	Store Room (600 Sq.ft * Rs 220 per Sq.ft)	132,000	
5	Godown (1000 Sq.ft * Rs 220 per Sq.ft)	220,000	
6	Worker Room (100 Sq.ft * Rs 220 per Sq.ft)	22,000	
			1,696,500
B	Water Supply System		
1	Borewell / Tube well (Lumpsum)	25,000	
2	Motor	35,000	
3	Pump & Pipe Line	28,000	
4	Sump / Over head Tank (10K Litres)	19,000	
5	Foggers @ 50/ 2000 birds (10K Batch Size) (Rs 60 Each)	15,000	
6	Sprinklers @ 7 / 2000 birds (10K Batch Size) (Rs 100 Each)	3,500	
			125,500
C	Plant & Machinery		
1	Cost of equipment /bird (10K Batch Size) (Rs 45 Each)	450,000	450,000
D	Electrification Work		
1	Plant & Machinery (3% of A +B+C)	68,000	
2	Inverter 2KV	40,000	
			108,000
E	Working Capital Required		
1	Deposit for Land	20,000	
2	Working Capital Required (Per Batch of 10K)	1,600,000	
			1,620,000
Total Project Cost			4,000,000

Production Sheet:

Particulars	2023	2024	2025	2026
Months	6	12	12	12
Number of Days	183	365	365	365
Days for One Batch	42	42	42	42
Number of Batches	4	8	8	8
Birds per Batch	10,000	10,000	10,000	10,000
Birds for the year	40,000	80,000	80,000	80,000
Weigh per Bird (Kg)	2.10	2.10	2.10	2.10
Avg Sale Price (Per Kg)	110	121	133	146
Revenue from Sale of Broiler	9,240,000	20,328,000	22,344,000	24,528,000
ManureSale Per Batch	4,500	4,950	5,445	5,990
Revenue from ManureSale	18,000	39,600	43,560	47,920
Sale Qty of Gunny Bags (Per Batch)	700	700	700	700
Rate of Bag	6	7	8	9
Revenue from Gunny Bag	16,800	39,200	44,800	50,400
Actual Birds During the year	41,667	83,333	83,333	83,333
Mortality at the rate of 4%	1,667	3,333	3,333	3,333
Birds Available for Sale	40,000	80,000	80,000	80,000
Actual Birds to be purchased	40,850	81,699	81,699	81,699
Price per Bird	50	55	61	67
Cost of Broiler	2,042,484	4,493,464	4,983,660	5,473,856
Qty for Feed Kg	35,000	35,000	35,000	35,000
Avg Price per Kg	35	39	43	47
Cost of Feed	4,900,000	10,920,000	12,040,000	13,160,000
Cost of Medicine PBPB	3.05	3.36	3.69	4.06
Overall Cost of medicine	127,083	279,583	307,542	338,296
Cost of Labour PBPB	3.00	3.30	3.63	3.99
Overall Cost of Labour	125,000	275,000	302,500	332,750
Cost of Elec Per Bird Per Batch	2.00	2.20	2.42	2.66
Overall Cost of Electricity	83,333	183,333	201,667	221,833

Profit and loss statement:

Particulars	Depn Rate	Year			
		2022-23	2023-24	2024-25	2025-26
Building	10.00%				
Opening WDV		-	1,611,675	1,450,508	1,305,457
Additions 180 days or more			-	-	-
Additions less than 180 days		1,696,500	-	-	-
Deletions		-	-	-	-
Depreciation		84,825	161,168	145,051	130,546

Closing WDV		1,611,675	1,450,508	1,305,457	1,174,911
Plant & Machinery	15.00%				
Opening WDV		-	632,238	537,402	456,792
Additions 180 days or more			-	-	-
Additions less than 180 days		683,500	-	-	-
Deletions		-	-	-	-
Depreciation		51,263	94,836	80,610	68,519
Closing WDV		632,238	537,402	456,792	388,273
Overall Assets					
Opening WDV		-	2,243,913	1,987,909	1,762,248
Additions 180 days or more		-	-	-	-
Additions less than 180 days		2,380,000	-	-	-
Deletions		-	-	-	-
Depreciation		136,088	256,003	225,661	199,064
Closing WDV		2,243,913	1,987,909	1,762,248	1,563,184

Cash Flow statement:

Particulars	Year			
	2022-23	2023-24	2024-25	2025-26
Cash & Bank Balance at the beginning of the year	-	478,006	85,500	340,286
Cash Inflows				
Subsidy (Assuming 90% subsidy for 40 lakh proj.	3,600,000			
Cash Credit (10 % as loan cum self investment)	300,000			
Self Contribution	100,000			
Revenue from Operations	6,956,100	15,305,100	16,824,270	18,469,740
Recovery from Last Year Debtors	-	2,318,700	5,101,700	5,608,090
Sub Total	10,956,100	17,623,800	21,925,970	24,077,830
Cash Outflows				
Direct Expenses	7,367,900	16,331,381	18,041,768	19,764,515
Indirect Expenses (Other than Int & Dep)	205,500	402,000	588,910	642,427
Interest on Cash Credit	18,000	36,000	36,000	36,000
Capital Withdrawn	210,000	420,000	630,000	945,000
Payment of Income Tax	276,694	826,925	874,506	1,007,794
Capital Asset Additions	2,380,000	-	-	-
Deposit for Land	20,000			
Investment (for Further Expansion)	-	-	1,500,000	1,500,000
Sub Total	10,478,094	18,016,306	21,671,185	23,895,736
Cash & Bank Balance at the end of the year	478,006	85,500	340,286	522,380

Balance sheet as on 31 Mar:

Particulars	Year			
	2022-23	2023-24	2024-25	2025-26
Liabilities & Loans				
Proprietor's Capital				
Opening Balance	-	4,760,619	6,895,110	8,930,624
Additions during the year	100,000	-	-	-
Government Subsidy	3,600,000			
Net Profit for the year	1,270,619	2,554,491	2,665,514	2,976,519
Withdrawals during the year	210,000	420,000	630,000	945,000
Closing Balance	4,760,619	6,895,110	8,930,624	10,962,144
Long Term Borrowings				
Machinery Term Loan				
Short Term Borrowings				
Unsecured : Cash Credit/WC/OD	300,000	300,000	300,000	300,000
Sub Total	5,060,619	7,195,110	9,230,624	11,262,144
Assets & Properties				
Fixed Assets (As per Dep Sch)	2,243,913	1,987,909	1,762,248	1,563,184
Investments	-		1,500,000	3,000,000
Current Assets				
Deposit for land	20,000	20,000	20,000	20,000
Sundry Debtors	2,318,700	5,101,700	5,608,090	6,156,580
	2,338,700	5,121,700	5,628,090	6,176,580
Cash & Cash Equivalents				
Cash & Bank Balances	478,006	85,500	340,286	522,380
Sub Total	5,060,619	7,195,110	9,230,624	11,262,144

Fixed assets and depreciation as per IT:

Particulars	Depn Rate	Year			
		2022-23	2023-24	2024-25	2025-26
Building	10.00%				
Opening WDV		-	1,611,675	1,450,508	1,305,457
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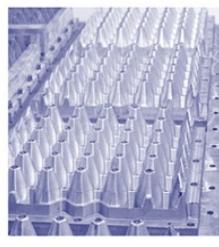
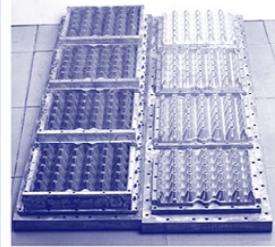
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makers, press, universities to work towards making better quality food available for the citizens so that it can make our nation strong and efficient. The challenge needs to be tackled from all stake holders consumers and producers and ultimately produce quality of the food for the population, else it cannot sustain huge population and keep it healthy as well.



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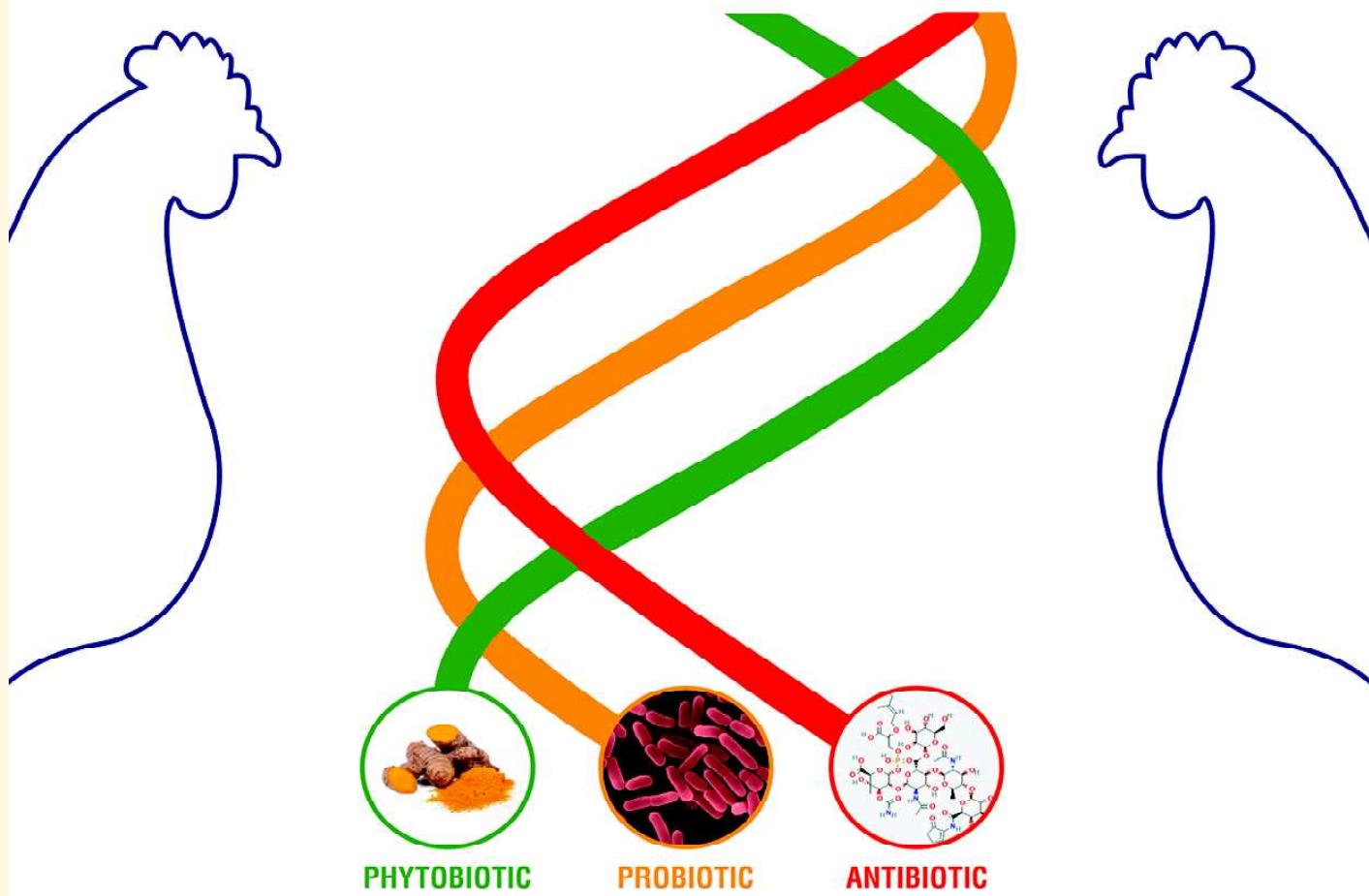
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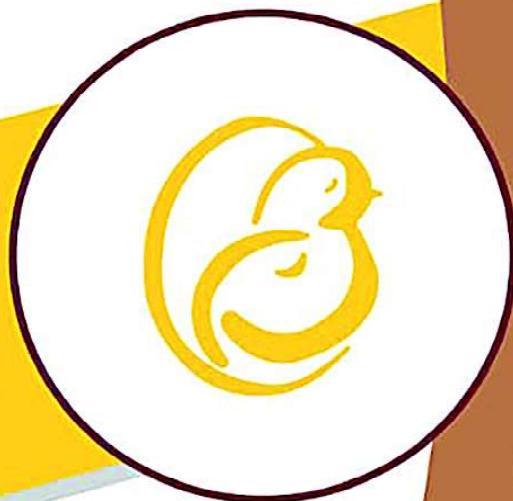
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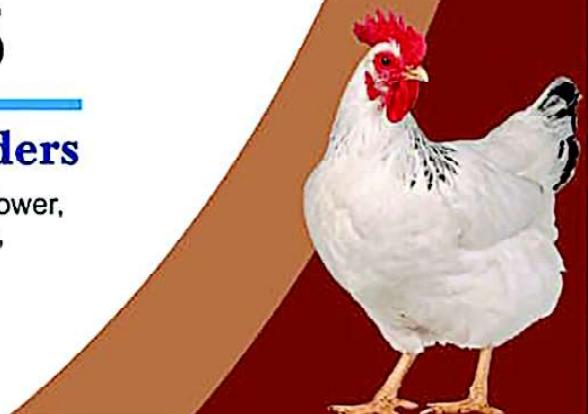
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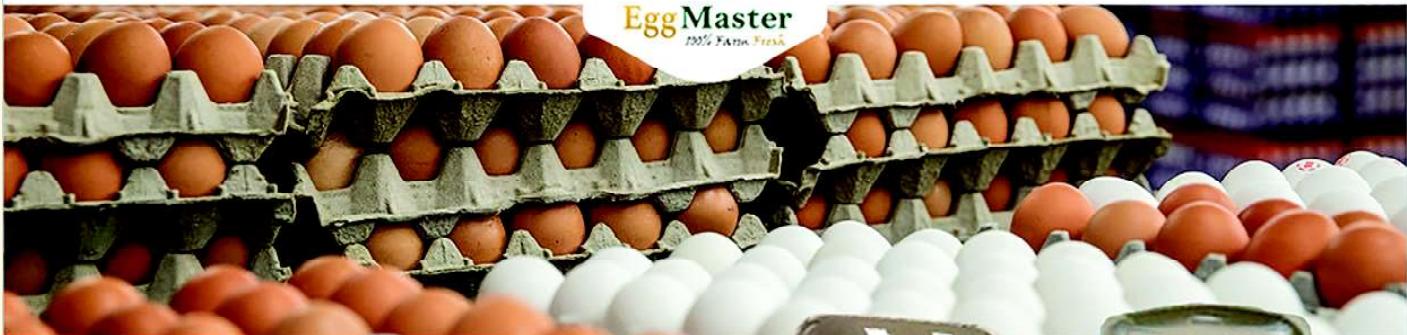
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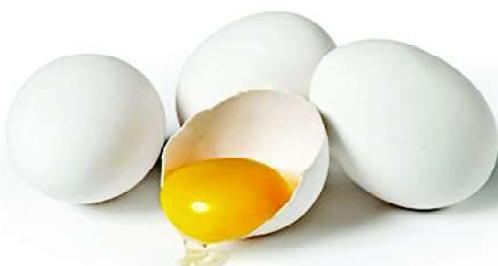
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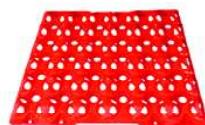
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Monsoon Menace and Remedies in Poultry

The weather agency said the upcoming monsoon was expected to be "healthy normal" to the tune of 98 percent (with an error margin of +/- 5 percent) of the long period average(LPA) of 880.6mm of rainfall for the fourth month period June to September. After severe summer condition, the monsoon season in tropical and subtropical countries, can bring severe monsoon disease thereby creating more of managemental disease. Poultry production is adversely affected by high ambient temperature and humidity. As rainy season approaches there is increase in relative humidity and a reduction in temperature. The change of humidity requires due consideration and appropriate measure for poultry to withstand seasonal fluctuation. Major consequences of unhygienic environment leads to gut health issues which is greatly influencing nutrient utilisation and growth of the birds.

For maintaining gut integrity we need to consider-

- Effective treatment of any gut disorder with non antibiotic growth promoter (Haloquinol 60%) or Antibiotics.
- Maintain normal gut health through proper healthy nutrition and disease free environment.

Above all it has invariably observed challenges to poultry farmers with the arrival of monsoon like-

- Poor litter condition - Wet litter condition may arise due to seepage from the roof, overcrowding, diarrhoea and excessive salt in diets.
- High level of Ammonia concentration- In many cases it has been observed that poultry sheds



Dr Manoj

are closed by curtains resulting in lack of poor ventilation and increased concentration of ammonia in deep litter shed specially.

- Increase Toxicity problem – Feed and litter getting wet and damp in rainy season which leads to Aflatoxicosis, brooders pneumonia and resulting heavy mortality.
- Higher respiratory distress- As there is fluctuation in the level of water and drinking of contaminated and unclean water aggravate higher intensity of respiratory problems to birds. Disease challenges like Coccidiosis, E coli outbreak due to unclean or contaminated water intake

Remedies for ill effects of Monsoon-

- Always raised Floor of the poultry shed is preferred. In regions like North East, Kerela, West Bengal where rain intensity is high, the floor should be raised with roof overhang .
- Food grains, feed ingredients and additives has to be stored properly and in sufficient quantity for the rainy season. Prevent the feed ingredients from getting wet in rain and always care should be taken to store bags one foot away from side walls.
- In broiler (deep litter shed) need to have thick padding and make it dry. Litter should be raked frequently to keep it dry. Storage of litter materials in rainy season is important to avoid risk of shortage.
- Before arrival of rainy season poultry shed to be repair. Curtains should be easily regulated depending on the rain intensity and always need to be raised for cross ventilation

- 5) There is always a big concern for fly menace during rainy season because of their high population. Fly always act as vector for many parasitic, bacterial and viral infection. Larvical and adulticides should be used to control fly population. Insect electrocutors will help in reducing fly burdens.
- 6) All vaccination as per schedule need to be followed in Broiler, Layer and Breeder.
- 7) Preferring non antibiotic growth promoter (Bhuquinol 60%) in regular basis during rainy season will help in reduction of bacterial, protozoal and fungal infection Halquinol is a quinolone but its mechanism of action is different from quinolones. It is an antimicrobial, antifungal, and antiprotozoal substance. Halquinol has a mechanism to slow peristalsis in the gut, thus helping to increase the absorption of nutrient from the gut.
- 8) Regular use of Anti stress drugs (BEATZ SE powder) in drinking water is helpful during rainy seasons.

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:

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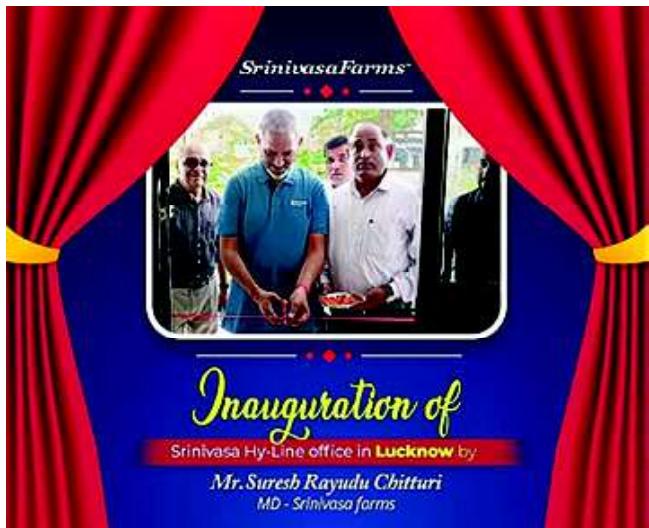
As a strategic partner, Poultry Line wishes Dr. Shukla every success in his new assignment

PRESS RELEASE

Lucknow Office Inauguration and Farmer Meeting



Mr. Venkat Rao, Mr. Mohd. Saif, Mr. VP Singh, Dr. Subhas Jaiswal, Mr. Mohd Aakif, Mr. Suresh Chitturi, Mr. Amarnath Patel, Dr. Vinay Prasad, Mr Wasiul Hasan, Mr. Mohd. Nayab, Mr. Omkar Verma & Dr. Anuj Pratap Singh
(Farmers & Srinivasa Team)



Venkat Rao, Suresh Chitturi, Dr. Anuj, Santosh Pandey & Aamir Sohail (Srinivasa Team)



Mr. Mohd Nayab, Mr. Mohd Nazim, Mr Wasiul Hasan, Mr. Mohd Aakif, Mr VP Singh, Mr. Suresh Chitturi, Dr Subhas Jaiswal, Mr. Mohd Saif, Mr. Venkat Rao, Mr. Omair Abbasi, Mr. Omkar Verma and Dr Anuj Pratap Singh
(Farmers & Srinivasa Team)



NATIONAL EGG CO-ORDINATION COMMITTEE

DAILY / MONTHLY EGG PRICES DECLARED BY NECC AND PREVAILING PRICES AT VARIOUS PRODUCTION CENTRES (PC) AND CONSUMPTION CENTERS (CC) SEPTEMBER 2022

PRESS NOTE

Poultry Federation of India (PFI), an apex and renowned association of Poultry Farmers, Breeders, Equipment Manufacturers, Pharmaceutical Companies and all allied Industries, is organizing its 33rd Annual General Body Meeting (AGM) at Hotel Hyatt Regency Chandigarh on Thursday December 22, 2022.

The Delegates registration fee is Rs. 3,000 per person till November 15, 2022 and Rs.4,000 for on Spot Registration at the AGM Venue. This includes Lunch, High Tea, Cocktail, Networking Dinner and attending Musical Entertainment Program on December 22, 2022.

PFI requests you to be one of the key sponsors at PFI 33rd Annual General Body Meeting. There are Six categories of sponsorships:

S. No	Categories	Sponsorship Amount (Rs.)	Complimentary Registration
1	Super Platinum Sponsor	600000	12
2	Platinum Sponsor	500000	10
3	Diamond Sponsor	400000	8
4	Gold Sponsor	300000	6
5	Silver Sponsor	200000	4
6	Bronze Sponsor	100000	2

The Sponsor, companies can display their advertisements in form of standees/ banners on the prominent locations inside the conference hall. Table space will also be provided to the sponsors near the hall entrance. The logos of all the sponsors shall be printed on PFI Invitation cards, welcome banners, main backdrop banner and on all PFI promotional banners. All sponsoring companies will be honoured by presenting them mementos during the AGM.

Kindly send the sponsorship confirmation by sending the cheque / draft in the name of Poultry Federation of India. Your support by giving Sponsorships in Poultry Federation of India's

33rd AGM shall be highly appreciated. The Bank Account details are mentioned hereunder:

A/C Name: POULTRY FEDERATION OF INDIA

A/C Number: 67211011 0006234

Bank Name: Bank of India

Branch Address: Rai, Sonipat (Haryana)

NEFT/IFSC Code: BKID0006721

PAN Number: AATP0444K

We have blocked 90 Rooms at Hyatt Regency, Chandigarh at a special price of Rs. 8500 + 18 % GST.

The hotel will hold this price until 15 November 2022. Therefore you all are requested to kindly confirm your requirement for room before 15 November, 2022. We shall submit the final rooming list with

the hotel by 5 pm on 15 November, 2022. We shall not be able to entertain any requests or amendments pertaining to rooms reservation list after 15th November 2022.

Please feel free to contact me if you need any further information.

Regards,

On behalf of,

Ranpal Dhanda - President

Poultry Federation of India

49, First Floor, Omaxe Plaza

Omaxe City, G.T Karnal Road

Sonepat, Haryana, PIN 131001

Office: +91 85752 22224, Direct: +91 9215700133



A DECADE & HALF of GRATITUDE !

Celebrating 15 Years of Resilience

HIGAIN FEEDS & FARMS PVT. LTD. accomplished a major landmark of 15 glorious years of **Trust & Excellence** in the Livestock business and its presence in the Poultry Industry. The grand event was conducted in the beautiful city of Bengaluru in the presence of illustrious business leaders, competent distributors, and most important of all, our beloved farmers !

The celebration was graced by our renowned, celebrated, and every farmer's Veterinarian & Chief Guest for the event, Hon'ble Member of Parliament & President Telangana Poultry Association, the most respected **Shri Dr G. Ranjith Reddy garu**. The energy in the air was heightened even more with the prominent presence of **Shri Dr Thirupathi Reddy garu** as a special invitee.

The evening was blessed in the presence of **Professor Dr G. Devegowda**, the torch bearer of our Poultry Industry.

A lamp lighting ceremony with Ganesh Vandana set the stage for the evening. A Warm welcome was extended by the Master of Ceremonies for the evening **Major (Dr) Vinod Kumar**, COO, Higain Feeds & Farms Pvt. Ltd. to all the esteemed farmers, veterinarians, distributors & well wishers underlining Higain's mission behind every product is in empowering each employee. These are the building blocks; the



foundation for every customer interaction that metamorphoses into tough capabilities with subtle Higain culture !

The event witnessed an august gathering of veterinarians like Professor Dr BSV Reddy, Dr. Sushanth Rai (President, KPFBA), Dr. Mahesh PS, (Jt. Commissioner GoI & Director CPDTO & TI), Sri KS Ashok Kumar (MAA Integrators), Dr. P. Nallappa, Dr G. Gopal Reddy (Vice President, IVPI), Dr Channe Gowda, Dr Basavaraj (Sun Agrovet), Dr. Sivakumar Pommiah (GM, KS Nutritional Solutions) among many others dignitaries.

It was an honour to acknowledge the presence of our esteemed Distributor **Mr Shankar Reddy garu** & our valued processors **Mr Jeevan Das Rai & Mr Shivanand Noolvi**. These fine gentlemen are great businessmen & pillars of strength and their support brings in a lot of confidence & solidarity.

A company corporate video captured the presence & essence of Higain's Journey standing testimony to 15 years of resilience & entrepreneurial spirit of **Dr. H.B. Nataraja**, Chairman & Managing Director, Higain Feeds & Farms Pvt. Ltd.

In his message, Dr Nataraja HB gave the audience firsthand exposure to Company's





aspirational & ambitious goals. He welcomed them to support and embark upon this adventurous pursuit of excellence. Dr HB Nataraja further highlighted the EQR mantra fuelling Company's growth, as Higain continues to be committed to the business with a laser-sharp focus on the feed & constant emphasis on Service with Quality. He acknowledged the presence of the farmers, key customers, consultants, veterinarians & industry leaders who in a true sense have been the real accelerators of the company.

An insightful presentation talk on the topic '**Harmony at Work Place for achieving Operational Efficiency**' was given by **Col (Dr) Y. Sudheer Kumar, VSM** (CEO, SR Groups) showcased practical on-the-job training examples, which are both implementable & executable across all cadres of managerial roles.

The highlight of the evening was the felicitation Ceremony of **Dr G. Ranjith Reddy** garu conducted by the farmers. The first lady of the Company **Mrs**



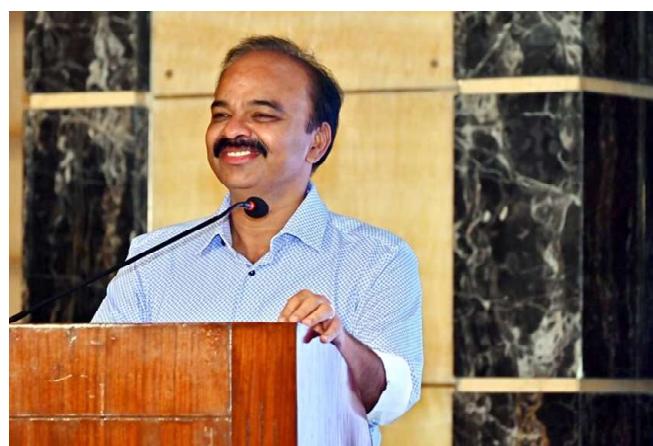


Vani Nataraja welcomed the presence of Dr G Ranjith Reddy garu on this momentous occasion and presented a special bouquet to the Chief Guest. On behalf of Karnataka Poultry Farmers & Breeders Association, Dr Sushanth Rai extended warm wishes & felicitated the Chief Guest.

In his speech, Dr G. Ranjith Reddy garu, reminiscing the good old association with Dr HB Nataraja, commented that Higain Feeds has a great future with a great nutritionist & an able leader. He appreciated his knowledge base his art of fine-tuning, sticking to the basic principles of nutrition, and judiciously avoiding 'nutritional overload' in a bird. He urged the Higain employees to take a valiant target of at least a lac tonnes and become flag bearers of Poultry Industry. Dr G Ranjith Reddy garu wished Team Higain & all its customers a bright future & Godspeed in its journey!

A poetic vote of thanks was proposed by Mr Mahendra Chillale in a unique way, following which the evening slipped into a musical grand qala Cocktail dinner!

A HIGAIN celebration that will be long remembered !



Feedback of participants at Assam



To my opinion recently concluded India Poultry Expo 2022 at Guwahati, Assam was organised in a befitting way. Such kind of expo should be organised regularly to show case the latest technology developed in Poultry sector. It gives

opportunities to entrepreneurs and poultry farmers to acquaint with the technology and to have a better idea on technological aspect and modern farming system. I believe Poultry expo should also be organized in semi urban areas to have more visibility.

Best wishes & Regards.

BN Saikia, Dean

FVSc, AAU, Khanapara



The mega event “**India Poultry Expo-2022**” organized jointly by the Tezasvi Events, Hyderabad and People for Poultry in collaboration with All Assam Poultry Farmers & Traders Association and College of Veterinary Science, Assam Agricultural University

was a splendid success. The poultry expo helped showcase the latest development in poultry sector in India. The event provided an opportunity to bring diverse stakeholders of the poultry industry under one common platform. Owing to the fact that Assam has majority of the people as non-vegetarian, with huge upright demand for eggs and meat as well as with many new entrepreneurs coming up and availing the opportunity to set up their farms, poultry business in Assam can be a lucrative one. Assam’s

share of poultry population is 3.73% as against 22.10% of Andhra Pradesh, 16.08% of Tamil Nadu, 10.66% of Maharashtra, 7.24% of West Bengal and 5.88% of Haryana which tell the larger picture of growth in the poultry sector and potential that can be unlocked. In this view, the poultry expo, through different technical sessions, farmers- scientists’ interactions, skill up scaling trainings on poultry sector stimulated innovative start-up thoughts. This pointed towards the huge potential of boosting local production and business to augment household income and commercial growth in the poultry sector in the state. Overall, the event was so innovative, informative, and instructive; linking our minds to ideas, possibilities, and unforeseen circumstances in the poultry sector. Collaboration with such ventures for the betterment of the poultry industry in the state in the near future will help expose all stakeholders in this sector to different target markets.

Thanks and Regards,

Dr. Pankaj Deka

Assistant Professor,

Dept. of Microbiology, CVSc, AAU, Khanapara, Assam, India



In 2019, Assam Agricultural University, Khanapara campus and All Assam Poultry Farmers and Traders Association were holding “Poultry Expo, 2019, Guwahati”, for the first of its kind in the entire North Eastern Region from 17th-19th October, 2019 at Veterinary college playground, Khanapara, Guwahati. Due to COVID pandemic there could not be any Poultry Expo in this region after 2019. It was a big challenge to organise the Poultry Expo-2022 after recovery from COVID-19 pandemic. It was **B. V. Shiv**

Shankar, Chairman of India Poultry Expo 2022, the main pillar of the event, who took the pain and leads the team and putting effort to make the event a successful one. A lot of gratitude to **Shiv Shankarji** for choosing Guwahati, Assam to organise this kind of Mega Event. I truly appreciate the confidence and courage he showed during organising this Expo.

It was a moment of great pleasure for me to be a part of India Poultry Expo -2022 organised jointly by **Tezasvi Events**, Hyderabad, **All Assam Poultry Farmers and Traders Association** and **College of Veterinary Science, Assam Agricultural University, Khanapara campus** at Maniram Dewan Trade Centre, Guwahati, Assam w.e.f 14th -16th September, 2022.

The event was undeniably a complete success. More than 40 numbers of exhibitors participated in the Expo and showcasing their valued and latest products/ technology/..... which were very informative and essentials for modern poultry operation without which one can't think of profitable poultry business. This exhibition had provided an unique platform and created an ambience for farmers, manufacturers, feed miller, breeder, technocrats, academicians, bankers, budding entrepreneurs, Govt. agencies in a common premise paving way for exchange of knowledge and establishment of new business linkages. The farming community of this region, aspirant entrepreneurs, local dealer/ distributors related to poultry were very much benefitted from this Expo.

The other facet of this event, the technical sessions structured by College of Veterinary Science, Assam Agricultural University, Khanapara for interaction on different areas of poultry. Reputed professionals who have contributed in innumerable ways for the growth of the poultry sector in this region had been invited to highlight the scientific aspect in the sector. Besides, theory classes, the way that the trainees were taken to various stalls for demonstrating the usefulness of various machineries, equipments , accessories, different types of feeds, medicines, vaccines etc. showcasing in the Expo for practical

exposure , was really encouraging. Thanks all the exhibitors for your patients, cooperation and convergence with the visitors and particularly with the poultry farmers.

It is well known that this part of the country still imports huge quantities of poultry meat and egg from other states to satisfy the market demand. As such the scope for developing poultry enterprise in the region is very high. This Expo altogether satisfied at igniting innovative start-up thoughts in prospective entrepreneurs to nurture viable poultry enterprises in future in the North Eastern Region. It is expected to boost self employment, through poultry farming activities among the younger generation.

North Eastern states are sharing international border with five countries, bearing in mind the geo-political advantageous and market potential of this region toward poultry sector, the coming poultry Expo- 2023 should be targeted as **international** one by connecting the ASEAN countries and linking with Act East Policy of Govt of India as Poultry sector has high potential to fulfil the dreams of our most beloved Hon'ble Prime Minister - **“Doubling Farmers Income”**.

I once again thank all the stake holders particularly the exhibitors, visitors, farmers, poultry professionals, members of All Assam Poultry Farmers and Traders Association and College of Veterinary Science, Assam Agricultural University, Khanapara campus. Officials of Assam State Rural Livelihood Mission and all concerned for their support and co operation towards organising this Poultry Expo and for making the Expo a resounding success.

Dr Mihir Sarma

Scientist (Poultry Science)

Directorate of Research (Vety)

Assam Agricultural University Cum Joint Organising Secretary India Poultry Expo-2022

Organising Secretary “Poultry Expo, 2019, Guwahati”



Dear Mr. Shivshankar,
First of all I want to congratulate you for organizing such a nice expo in Guwahati. You have changed the meaning of the expo from "Mela" to "Organized Expo" where farmers have

visited at their own cost rather than bringing them from buses at organizers cost.

Involvement of Veterinary College and local Poultry Associations has played a vital role in the success of the expo. During my visit and interaction in the exhibitor's stalls, I found satisfaction on the exhibitors face. Everyone was saying that the queries regarding establishment of layer farms was more. Particularly the equipment and cage manufacturers were very much interested in Assam as they smelt about layer expansion in the area. During the discussion with government officials related to poultry, I came to know that there are projections of establishment of 65 lakh layer birds in Assam. Government of Assam is also helping by providing subsidy to those farmers who wants to start layer farming and this may boost the layer farming in the Assam. This expo may also play the role of "Milestone" in coming years of layer farming, as many of the interested layer farmers have gathered the knowledge about their upcoming business.

Assam as a matter of fact whole North-East Region is a hub of huge consumption of non vegetarian food. But the production of non vegetarian (particularly chicken & egg) against the consumption is very less. So there is a huge scope for development of poultry farming (Layer & Broiler both) in these areas.

Finally, you are a man who always tries to make "Impossible" to "Possible" and this expo is no exception. You are always blessed by Lord Shiva, keep the good work going on.

Dr. Manoj Shukla

Poultry Consultant, Raipur, Chhattisgarh



India Poultry Expo 2022
Guwahati was organised at Maniram Dewan Trade Centre, Bethkuchi, Guwahati in September 14, 15 and 16/2022. Before the event took place it was a much

awaited program since the Expo was organised by any private party for the first time in Assam.

The venue was nicely arranged with elaboration for the visitors to come and interact with the industry.

People from various walks of life

visited the stalls and showed great enthusiasm towards poultry farming and trade. However, certain shortfalls seen can be improved in future while organising such shows.

1. More gatherings were required in the seminar hall since the attending farmers were less in numbers.
2. Though the Expo was organised at the state level but representative farmers from different districts were few.
3. If such export would have been organised in the heart of city the number of participants would perhaps be more.
4. Alternatively in place of Guwahati other places like Tezpur, Dibrugarh or Jorhat may be considered for organising such Expo in future.

Dr. D Sapcota, Professor and Head,
Department of Poultry Science,
College of Veterinary Science,
Assam Agricultural University,
Khanapara, Guwahati - 22.



The “**India Poultry Expo-2022**” held at Maniram Dewan Trade Centre, Guwahati, Assam from from 14th to 16th September, 2022 was so overwhelming, is one of its kinds. All the intriguing teachings at the technical sessions and farmers- scientists’ interactions have broadened the horizons and professional skills in the poultry sector. The event helped to see different ways to think and leverage challenges in this sector. It’s such an awesome experience to attend such an event. This has more than met my expectations.

Thanks and Regards,

Dr. Sangeeta Das

PhD Scholar

Dept. of Microbiology, LUVAS, Hisar,
Haryana, India



India Poultry Expo 2022 in fond memory of late Dr A.K. Bhagoewati was an opportunity for the farmers. The event was organised jointly by Tezasvi Events, All Assam Poultry Farmers and Trader's Association and

College of Veterinary Science, Khanapara at Maniram Dewan Trade Center, Guwahati. This is the third big Poultry event in Assam, the first one was organized way back in nineties by then newly formed North East Poultry Federation under the leadership of Dr. Jitendra Kumar Talukdar, the Second was in 2019 organised by All Assam Poultry Farmers and Traders' Association and Assam Agricultural University and this was the third event. It was a challenging task for the organizers. It involves lots of money which

comes from the industry participants. Convincing the corporate participants is a tough job because they calculate the future business from this area. The same had happened for this expo too. Many corporates denied to participate saying they do not see business from North East because it is a small market, some did not confirm their participation till the last week before the event, very few confirmed on personal request of the organizers for their relationship only. Even those companies which have the biggest contribution to shape the present-day-industry have denied participation saying that North East is a small market and they cannot earn from it.

The event was still successful, Corporate participants from all over the country though not all, has made it. The Equipment manufacturers, Chicks suppliers, Egg suppliers, Machineries manufacturers, Banks, Feed manufacturers and local traders and dealers have shown it. Farmers from all over the North East visted the exhibition. Though footfall was less compared to the other part of the country, whoever visited were the solid farmers. The reaction of the farmers were: “Nice”. The small women farmers found it so interesting that they are now putting pressure on family members to adopt mechanization in farms, going the local consultants for preparation of small projects, banks are getting request for loans. The expecting layer farmers could see the equipments on site, got contact of the manufacturers and suppliers and the result is layer farm proposals in pipeline. As far as I know, more than 34 layer farm proposals may come to the bank this year, I myself have prepared 4 of them, some are in contact with me. This is a good sign. Equipment manufacturers got the best response followed by the layer chicks suppliers. People who visited and also those who could not are now waiting for the next “Poultry Expo”.

Joy Aai Axom.

Dr. Mridul Kumar Borah,

MVSc., PhD. (Poultry Science)



First and foremost i would like to offer my sincere thanks to It. Dr. Ajit kumar bhagowati because with his help the first guwahati poultry expo 2019 was organized in assam. I would also like to thank tezasvi events, college of veterinary science and the

various organizations, farmers and traders who participated in india poultry expo, guwahati 2022. I would also like to thank mr manoj saikia, chairman of assam live stock and poultry corporation, who has been trying to increase poultry and egg production in assam for the last 6 years and to some extend he might be success too, mr madan mohan maity general secretary, west bengal poultry federation, ranpal dhanda, president of poultry federation india and all the other guests for the our event. I would also like to congratulate all the members of all assam poultry farmers and traders association for making this event a grant success.

This year mr bavanaka shiv shankar came forward to organize india poultry expo 2022 in guwahati without his concern the india poultry expo 2022 would not have been organized in guwahati. So i would also like to thank mr bavanaka shiv shankar. This year it was all assam poultry farmers and traders association's second poultry expo, with the help of guwahati poultry expo 2019, the production of poultry and egg increased in assam and i hope that with this year's poultry expo 2022 the production of poultry and egg will increase more comments in assam. Until we are able to produce enough poultry and egg for assam, north east india, other states and export poultry and egg to countries, we will keep on planning poultry organizations.

I hope that next year we will organize guwahati poultry expo 2023 in the mid of september/october with the same zeal as of this year's.

Long live aapfta

Narendra Kumar das

Organizing secretary

India poultry expo 2022, guwahati

General secretary - all assam poultry farmers and traders association

Ph: 9085064667 / 9706064667



My observation on the recent show in Gauhati:

- 1) Selection of location was good as north East Indian market is growing in broiler and layer
- 2) Farms are smaller in sizes and bigger in numbers
- 3) We could see plenty of small farmers especially women who have visited
- 4) As there are more farmers having poultry on own rearing basis, good scope of chicks, feeds, Equipment and medicine are seen.
- 5) They are also new to the expos and seminars which will improve in the forthcoming shows in future.

I appreciate the efforts done by team Tejasvi Publishing Company for introducing the market for the players in our industry.

It could have been better if more reach for the show been organized.

Rex Christiraj

S S Agrow Tech, Namakkal



Dear Shiv Shankar garu,
I would like to congratulate you, All Assam Poultry Farmers and Traders Association and College of Veterinary Science, Khanapara for organizing Indian Poultry Expo 2022 being held at Maniram Dewan Trade Centre, Guwahati in a grand manner.

This expo, I believe strongly out of all odds and with yours best efforts culminated in a grand manner.

I have an opportunity to meet lot of farmers and interacted with them who visited this expo from seven sisters of North East, Bihar, West Bengal, Madhya Pradesh, Bihar, Uttar Pradesh, Maharashtra, Karnataka, Andhra and Telangana etc.

I have also got good number of new customers who are going to put up projects in near future. I believe this is just a beginning one and this region will witness such expos in a bigger manner in future and touch the new heights.

S Niranjan,

SNR Agri Vision, Hyderabad.

INDIA POULTRY EXPO 2022 AT ASSAM



The much eagerly awaited India Poultry Expo 2022 in Guwahati, Assam was conducted at Maniram Dewan Trade Centre from 14 to 16 September 2022. It attracted a good number of visitors against the tradition of the State. People from Guwahati and its seven sisters, Kolkata, Lucknow, Bihar, Gujarat, Maharashtra, Karnataka, Andhra and Telangana witnessed the expo which we feel the testimony of our commitment and mission to carry forward that Poultry for all and the benefits should reach nook and corner of the rural India and we did not disappoint them either.

Though Dr Manoj Shukla of People for Poultry, Raipur was with us, he could not play the vital role of anchor as he was non Assamee and could not do the role in Assamee language. Mr Manoj Saikia,

Chairman of ALPCO (Assamee Livestock and Poultry Corporation) was the Chief Guest of the Expo. Mr Sunil Deka, Chairman, Maniram Dewan Trade Centre was the Guest of Honour, Dr B N Saikia, Dean, Faculty of Veterinary Science, Assam Agricultural University, Dr Niranjan Kalita, Director of Research (Veterinary), Assam Agricultural University, Khanapara, Dr A Borgohain, ADEE, AAU, Dr J P Kalita, Deputy Director, Poultry, Govt of Assam, Mr Ranpal Dhanda, President, Poultry Federation of India, Mr Madan Mohan Maity, General Secretary, West Bengal Poultry Federation and Mr B V Shiv Shankar, Organizer, India Poultry Expo were invited on to the Dais.

Mrs Sujata Bhagowati, wife of late Dr Ajit Kumar Bhagowati on whose fond memory the India Poultry





Expo was dedicated, invited to speak on the occasion. The excerpt of Mrs Bhagowati who was very emotional is as under:

Poultry Expo 2022- A Nostalgic experience

“Memories are the timeless treasures of the heart. Some memories are unforgettable remaining ever vivid and heartwarming. This India Poultry Expo 2022, Guwahati has been one of those!

The India Poultry Expo 2022 holds a very strong place in my heart and life. This was not only an association, but was also a deep inherent connection that my husband, Dr.Ajit Kumar Bhagowati had with the Poultry Industry in India.

My husband had a dream of placing the then dormant Poultry field of the East and Northeast amongst the topmost sectors. After taking a voluntary retirement in 2000 when he planned to depend on Poultry as the main source of income, this industry was amongst those industries of the state which had a very slow pace of growth.

However with the foresightedness that he was blessed with, he had predicted about the bright future of this vast industry. With various schemes that he had planned, the sector and his Company grew manifold and generated employment to numerous locals of the state. Several new products and business processes were lined up. He always believed in the concept of societal upliftment.

With his motto, “Together We Grow”, he expanded into a group of Companies named, “Bhagowati Group of Companies”. He witnessed great success and progress and introduced many innovations in this sector. He had further envisioned plans for the betterment and development of the Poultry Industry.

This dream however remained halfway as he left this world, leaving me and everyone associated, in a state of vacuum.

“There are rare people who will show up at the right time, help you through the hard times and stay into your best times – those are the keepers.”





When I received the news that India Poultry Expo 2022 this year will be held as a remembrance memorial in the name of my husband, I was left so very emotional. When I went to the Expo, it touched me to see the gesture amongst all the individuals, the meticulous efforts and the platform that the Association had put up in honour of Dr. Ajit Kumar Bhagowati, their friend – philosopher- guide, to felicitate him for his exemplary contribution to the Poultry Industry. This Expo also gave a significant exposure to new entrepreneurs and students about the new products and business opportunities in the Poultry sector.

My sincere thanks to Tezasvi Events Hyderabad, members of the All Assam Poultry Association, College of Veterinary Science, Khanapara and all our business associates, especially Shri Niren Das for keeping the memory of my husband so alive in their hearts. Our heartfelt thanks to each and every member, for putting up this wonderful event, for the respect and tribute that they bestowed upon my

husband. The honour and love we received shall remain with us always.

We feel blessed and fortunate to be part of this strong forum. Our Bhagowati family conveys the best wishes for the advancement, betterment and growth of the entire Poultry Industry in North Eastern Region."

Speaking on the occasion, The Chief Guest, Mr. Manoj Saikia, Chairman, ALPCO, Assam has appreciated the organizers of India Poultry Expo 2022 organized jointly by Tezasvi Events, All Assam Poultry Farmers and Traders Association and College of Veterinary Science, Khanapara, Guwahati, for organizing such an event in Assam. Addressing the grand gathering, he shared his life experience with the august audience. He stated that he always associates himself with such national/ international expos and functions and technically supported as well as promoted such events for the greater benefit of the poultry sector. He also said that he is working as Chairman, ALPCO for the





second term and trying his level best to develop the poultry in the state and to the maximum extent succeeded in his efforts and opined that still much more efforts needed to develop the poultry. He urged upon the people to reap the maximum benefits through sharing and interacting with the different stakeholders who participated in the expo. He said that such expos will help the farmers to get educated, gain knowledge through technical expertise, apply them in their farms, get benefited financially and improve their farms further. He congratulated once again the organizers for organizing this expo and expected many more in future for the betterment of the poultry industry.

Speaking on the occasion Dr. Niranjan Kalita, Director of Research (Veterinary), Assam Agricultural University, Khanapara said that it gives him immense pleasure to greet the august gathering from all parts of the country to attend the India Poultry Expo 2022 being held at Maniram Dewan Trade Centre in the fond memory of Late Dr Ajit

Kumar Bhagowati. He said that it has reminded him about the first expo which was held in the year 2019 in association with Veterinary College and All Assam Poultry Farmers and Traders Association. During that period, late Dr Bhagowati had contributed lot physically, financially and technically. Looking at Mrs Bhagowati, he said that Late Dr Bhagowati's memories will be remembered in future. Appreciating the efforts of Tezasvi Events, Hyderabad, All Assam Poultry Farmers and Traders Association and College of Veterinary Science, Khanapara, he said that the country stood 3rd and 5th positions respectively in egg and meat producing 850 million birds and 140 billion eggs, and consumption of 86 egg per capita along with 5.5kg meat approximately in the country. While per capita consumption in this area is very low, there is lot of scope for expansion. He said that the state is importing 42 lakh eggs per day incurring an exchequer of 500 crores. To overcome this deficiency such exhibitions will help lot in promoting production





of eggs indigenously and appreciated the initiative of the organizers in bringing all the stakeholders of the Indian poultry sector under one roof. He also urged the organizers to initiate conducting such expos in other districts apart from Guwahati to convert the states from consumption to production levels. This move, he said will help farmers to gain the maximum opportunity through exposure to such grand events which would motivate and benefit them in the livelihood.

Mr Ranpal Dhanda, President, Poultry Federation of India, speaking on the occasion greeted all the dignitaries on the dais including doctors scientists and farmer brothers and sisters who assembled in the hall. He congratulated the organizers of India Poultry Expo 2022 who presented such a platform for all farmers to get benefitted in the future. Because, the knowledge about new technology and facilities that they get exposure from this platform will help them immensely whether it is related to poultry equipment, feed/ layer or breeder farming.

Farmers will get advantage of all sorts of information which can benefit them in future. Not taking much time, he wanted to give a brief introduction on PFI which is nonprofit organization with 1500 members that include poultry farmers, equipment manufacturers, breeders, feed companies, pharma companies and other allied sectors. Main purpose of PFI, he said is to work towards uplifting and benefitting the farmers whether relating to govt. or non govt. sectors. Narrating the achievements of PFI, he said it has solved the banning cages issue, the crisis of Soya imports and imports of vaccine during the crisis of bird flu and also took initiative to manufacture the vaccine indigenously by Indian Scientists which will soon be released in the market within two to three months. This way he said the PFI is working for the common cause of farmers and appealed the audience to strengthen PFI by joining as members and further invited one and all to attend the Annual General Meeting being conducted on 22nd Dec 2022.





at Chandigarh to find out more on what PFI is aiming to achieve. Wishing everyone all the best, he concluded his speech saying Jai Hind and Jai Bharat.

Mr Madan Mohan Maity, General Secretary, West Bengal Poultry Federation and Secretary, Eastern India Poultry Development forum consisting of 14 states, congratulated All Assam Poultry Farmers and Traders Association, College of Veterinary Science, Khanapara and Tejasvi Publications for organizing India Poultry Expo 2022 at Guwahati in a good manner. He said that the forum is brain child of Hon'ble Late Dr Ajit Kumar Bhagowati who he is an eye opener of Poultry Association in Eastern India. He said his forum conveys best wishes to Mrs Bhagowati, her son and daughters. He said that poultry is nothing but a converting industry of the non edible human food to edible human food. The product of agriculture which is not in use of human is being used in the poultry and producing chicken and eggs for human consumption. He said

that it is the only sector which records 10% growth every year all over the country. But unfortunately all the associations of the country are not giving the remunerative price to farmers. After Covid, the farmers faced a deep crisis in shortfall of poultry feeds and very low price for their products. The main reason for this, he said that the non agricultural growth is 2% or near by the 2%. Referring to the Professor, according to ICMR recommendations of consuming 180 eggs, we are consuming near about 86 to 90. Unfortunately he said that our consumer is ready for paying Rs.10/- for a cup of tea but not willing to give Rs.10/- per egg and giving only Rs.5/- per egg. It should be changed at this type of platform or at this type of fair he said. The showcase of poultry and knowledge sharing to the farmers, what is our mode of poultry and what is the development of poultry -he questioned. In eastern part of India, the consumption of eggs per day is between 7.5 to 8 plus crores whereas we are producing only 4 crores and the deficit he said





is more than 50%. The need of more production to serve the nutritional value products to people from child to old age persons is the need of the hour. For this all associations and Govts should come together and increase the poultry related agricultural products to increase the poultry production in order to meet the demand. If the poultry related agricultural products and bi-products increased, more employment will be generated in both the sectors. He said three points are essential for the growth which are creating proper consumer awareness, advertisement, deeper in propaganda, showcase products just like in this poultry expo thus increase the production. Secondly, introduce more technological updates and technology lab to farm houses for the development and improvisation of least cost production by the help of doctors, veterinarians and scientists. Thirdly and most importantly we need to boost our agriculture in poultry related crops for the development of the poultry sector. With these three ways we can save the poultry sector as well as agricultural farmers.

He requested all governments to boost the agricultural products to produce more chicken and eggs to meet the country's demand. For this, he has an example of his own state where in 2012 they had a 4.5 million m.ton of main productions which has now increased to 2.5 billion m.ton of main productions. He said that Poultry Federation in West Bengal appraises the state govt. about the need of increasing agricultural products thus will reach the production of 5 billion m.ton in four years. If all governments boost the poultry related agricultural products, the employment will boost, the poultry production will increase and the country will overcome with the shortage of eggs and chicken. Finally he thanked all the farmers, state govt. of Assam, Department of Animal Husbandry and the Chairman, ALPCO.

Speaking on the occasion, Mr Shiv Shankar, Tezasvi Events, felt extremely honoured and proud to be part of North East India in organizing India Poultry Expo 2022 in Guwahati, Assam. He also thanked





one and all coming from different parts of the country to become part of the expo. He said that this expo is a unique effort to bring all the diligent stakeholders on a single platform where one can get exposure to new developments and technologies, exchange ideas and share practical knowledge towards upliftment of poultry sector especially farmers. He continued stating this platform provided by the expo will surely contribute towards prospects in increasing the production of chicken meat and eggs. While ICMR recommendations per capita consumption of meat and egg is 10.8kg and 180 respectively, the actual consumption is 3.5kg meat and around 86 eggs in various parts of the country. However, in Assam it is 1 kg meat and 15 eggs which are very low. Hence there is an ample scope of increasing the meat and egg production and appealed all stakeholders of the industry to take advantage of this platform and encourage the farmers to increase production in both the sectors. The increase in meat and egg production will help the state to overcome from malnutrition of children. He further said owing to the inherent advantages of poultry farming and relatively cheaper source of high quality protein, the industry has record annual growth of 16-18% in this region. As such, the north east region is the most crucial region of India in terms of geography along with natural resources and appealed all to utilize them to increase the production of poultry. He concluded saying sky is the limit for expansion of poultry sector in the North East and is hopeful to witness significant growth in coming years.

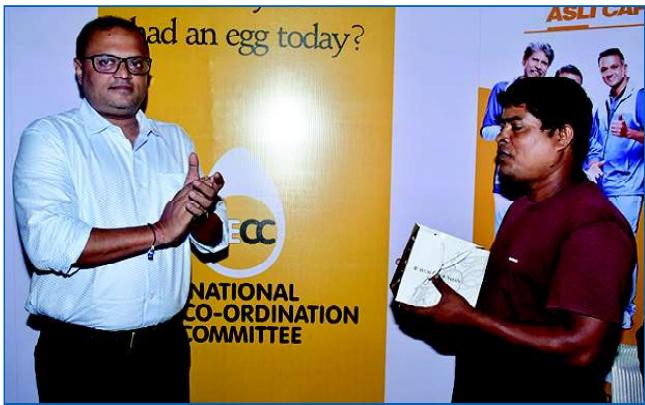
In the afternoon, part of the technical seminar was conducted and closed the first day's session at 6.00 PM.

The second day began with the remaining technical session. An egg eating competition at National Egg Coordination Committee's Stalls and the visitors took part with anxiety and enthusiasm. The announcer declared 1st, 2nd and 3rd prizes to the winners. The day was ended at 6.00 P.M.

The day three was begun as usual at 10.00 A.M and continued till 6.00 P.M. The organisers announced best three prizes to the exhibitors. The Skylark Feeds Private Limited, Jind, Haryana won the first prize, Intas Pharmaceuticals Limited, Ahmedabad, and AutoTex Private Limited, Coimbatore jointly won the second prize and Aditi Enterprises, Guwahati, won the third prize. The special mementos of Guwahati (Xorai) were presented to them at the closing ceremony.

A traditional dance of Guwahati culture was arranged and the same was attracted one and all and they have appreciated the organizers for arranging such nice programme. The stalwarts of the region felt that this type of expo should be organised every year at par with international levels as the growth of poultry in North East part of India is growing at a rapid level and need such expo for the betterment of the farmers of the region. The organizers assured to do so and declared its next expo in September/ October 2023. The expo ended with a satisfactory note.



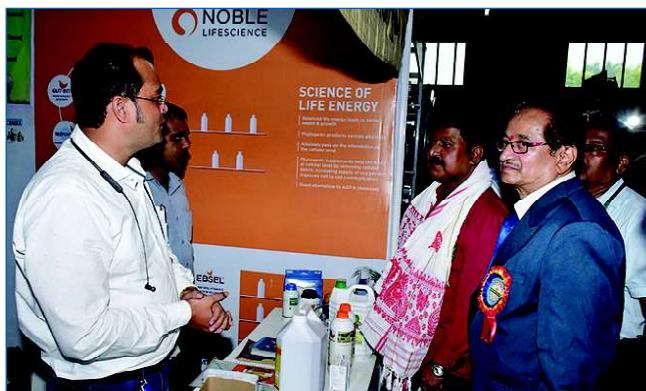




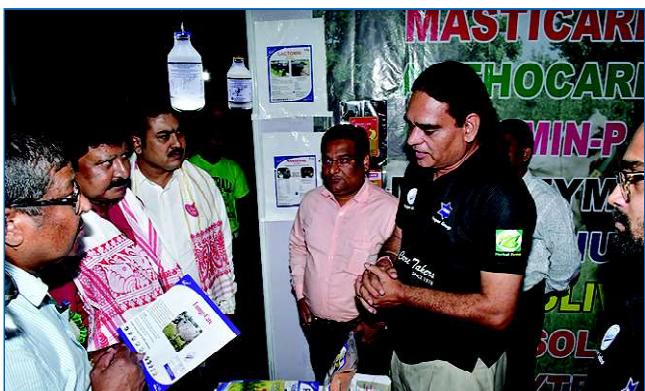
The Chairman & VIPs Visit to the Stalls



The Chairman & VIPs Visit to the Stalls



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The Chairman & VIPs Visit to the Stalls



Technical Session of India Poultry Expo



INDIA POULTRY EXPO 2022

GUWAHATI - ASSAM



INDIA POULTRY EXPO 2022

GUWAHATI - ASSAM



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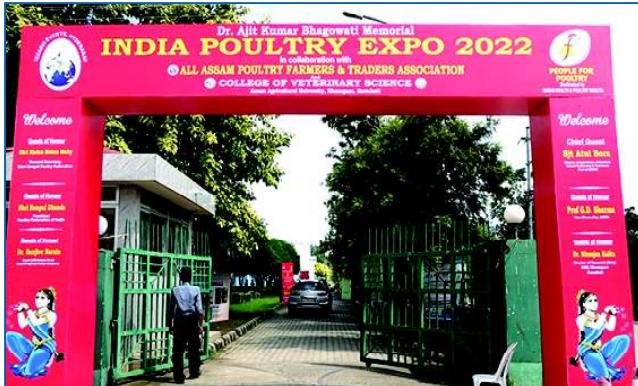


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