

# Poultryline

Readership — Poultry Wide

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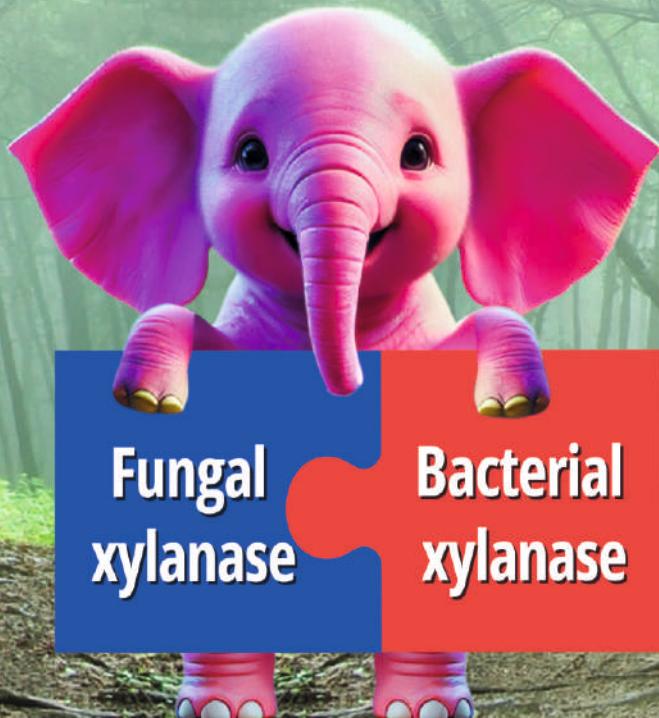


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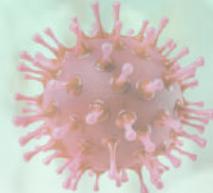
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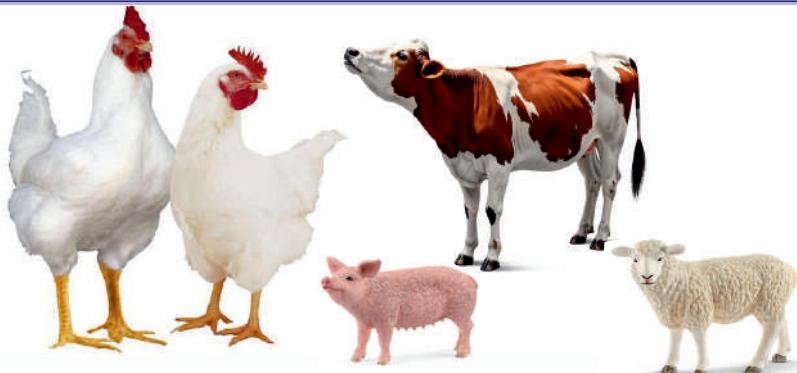
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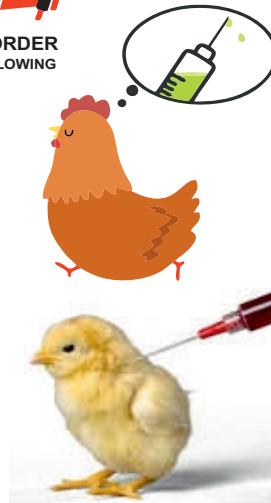


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## THE WAR OF CLAIMS

India demonstrated that the operation Sindhoor. was indeed on as it beat Pakistan, hollow in the same spirit by a humiliating defeat.

The war of today is one by media and opinion. The global influencers use the opposition party in any country to fan and spread the propaganda to manipulate and control any country. Money is no more needed to invest in missiles and bombs by explosion, but rather by implosion of creating chaos and anti-propaganda to destroy a country from within. The recent examples of collapse of countries like Maldives, Sri Lanka, Bangladesh and recently Nepal are excellent examples. India is lucky to have a very strong ruling government which has successfully resisted.

Imagine the audacity of Pakistan after being decimated in few hours by the Indian Army and yet claiming victory in the media. Its General promoted himself to Field Marshal and the number of Indian planes that they claim to have been shot down has gone from 0 to 7, and with time the numbers, expect to go up. The flying trashcan of the Chinese J-10C and PL 15 along with its radar system was turned into a junk by the Indian defence forces. All the paid media of China in India and abroad went to project otherwise.

Winning a war is not so great compared to claiming to have one hour. This is abundantly clear from what we see happening in the world today.

The Pakistanis become a laughingstock when they claim victory by their PCB chief running away with the ACC trophy. It doesn't matter that the lost to India, but they are possessing the trophy which they consider to be a great victory.

India must be cautious and its Citizens in general and common people in particular need to be educated and made aware of the fake news and paid propaganda that rules the world today. The ambition lies in social media and strategic psychological manipulation of the gullible public, which are vulnerable to search onslaught.

The sudden enmity displayed by Saudi Arabia has taken India by shock. The reason being it was least expected considering the long history of mutual relationship. Can religious affinity be so strong that it does not care about relationship? The international politics is full of surprises with sudden turns that are least anticipated. For Saudi Arabia to extend hand to terrorist rogue nation dismay, many in the global arena. If Saudi expects nuclear protection by Pakistan, then this would be the most foolish thought process ever. By the very thought of going nuclear, Iran is suffering untold consequences, and if Pakistan dares to share its nuclear arsenal with Saudi that is only inviting wrath of the global leaders. This alliance which is not expected to sustain for long has already invited a big divide within the Muslim nations.

The United Nations security Council as ultimately approved the VETO of India. An overwhelming 146 nations approved the veto power in favour of India. Thanks to China as well, which voted in favour of India.

Turkey, another country behaving just like Pakistan is getting used to humiliation in the world.

Turkey dared to challenge Indian Naval power in the Mediterranean, which is a big mistake. The real power and strength of India is yet not fully known to the world. They still go by the global media and propaganda, which grossly under rates India's actual potential and capacity.

The world including America and the West are discovering the real India only very recently.

The amazing response to the Bharat Poultry Expo at Bhubaneswar was highly appreciated by the exhibitors, participants, farmers, and all the visitors. The overwhelming participation and encouragement were truly commendable. The Editor wishes to express sincere thanks to everyone for their hard work, dedication, and consistent support, which together made this event a grand success.

A very special note of appreciation goes to Dr. Hara Mohan Dash, Managing Director of Bhairabi Agro Pvt. Ltd., whose invaluable support and guidance played a pivotal role in elevating the show to great heights.

The immense satisfaction of the exhibitors is clearly reflected in their eagerness to block stalls for the next edition — a true testimony to the success of the event.



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# DIGITAL TRANSFORMATION AND SMART POULTRY FARMING



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## Introduction

The global poultry industry has undergone a remarkable transformation in the past five decades, evolving from backyard farming to highly integrated and technologically advanced production systems. Poultry, being one of the most efficient converters of feed into protein, occupies a vital place in ensuring food and nutritional security, rural development, and trade. However, the sector is facing mounting challenges—disease threats, feed shortages, climate change, environmental sustainability, and increasing consumer demands for food safety and animal welfare. Against this backdrop, digital transformation and smart farming technologies have emerged as powerful tools to redefine the poultry industry.

Digitalization is no longer a futuristic concept but a present-day reality shaping every aspect of poultry farming—housing, breeding, feeding, disease monitoring, processing, and marketing. Smart poultry farming integrates sensors, Internet of Things (IoT), Artificial Intelligence (AI), robotics, big data analytics, blockchain, and automation to make poultry production more efficient, resilient, and sustainable. This article explores the scope, applications, benefits, and challenges of digital transformation in poultry farming and presents a roadmap for its integration in India and beyond.

## The Concept of Digital Poultry Farming

Digital transformation refers to the adoption of digital technologies to enhance efficiency, productivity, and sustainability. In poultry farming, it means using technology to monitor, analyse, and optimize farm operations. From automated feeders and climate-controlled houses to AI-powered disease prediction tools, digital farming encompasses a spectrum of innovations that improve decision-making and reduce human errors.

Smart poultry farming is built upon three pillars:

1. Data Collection – through sensors, wearable devices, and automated systems.
2. Data Analysis – using AI and big data analytics for actionable insights.
3. Decision-Making – implementing precision interventions for feed, health, climate, and welfare management.

This convergence of biology and technology marks a paradigm shift in how poultry is produced, managed, and marketed.

## Applications of Digital Technologies in Poultry Farming

### 1. Precision Feeding and Nutrition

Feed is the single largest cost in poultry production, accounting for 60–70% of expenses. Digital systems now allow precision feeding, where sensors and automated feeders adjust diets according to the age, weight, and health status of birds. AI-driven software can predict feed requirements, optimize formulations, and minimize wastage. Near-Infrared Spectroscopy (NIRS) is increasingly used to analyse feed ingredients in real-time, ensuring consistency and quality. Such innovations not only enhance feed efficiency but also lower production costs and environmental impact.

### 2. Climate and Environmental Control

The microclimate of a poultry house—temperature, humidity, ventilation, and air quality—directly influences bird health and productivity. Smart poultry houses use IoT-enabled climate controllers linked to sensors that continuously monitor these parameters. Automated fans, heaters, and cooling systems adjust conditions in real-time, ensuring optimal comfort. Data-driven climate control reduces heat stress, improves feed conversion, and prevents respiratory diseases. Additionally,

digital platforms can predict weather fluctuations and adjust farm operations accordingly.

### 3. Disease Detection and Health Monitoring

Disease outbreaks are one of the most critical challenges for the poultry industry. Digital technologies now enable early disease detection through biosensors, wearable devices, and AI-based image recognition. For instance, cameras installed in poultry houses analyse bird behaviour, movement, and vocalization to detect signs of stress or illness. Machine learning algorithms process this data to predict potential disease risks before they escalate. Advanced tools like smart vaccination devices, precision drug delivery systems, and mobile diagnostic kits further enhance disease control.

### 4. Automation and Robotics

Labor-intensive tasks in poultry farms are increasingly being replaced by robotic solutions. Robots can collect eggs, clean litter, distribute feed, and even monitor bird welfare through cameras and sensors. Automated hatcheries now rely on robotic arms for handling eggs, reducing breakage and contamination. These innovations not only improve efficiency but also address labour shortages in the poultry sector.

### 5. Blockchain and Traceability

Food safety and consumer trust are major concerns in today's market. Blockchain technology offers end-to-end traceability of poultry products—from farm to fork. By recording every stage of production on a tamper-proof digital ledger, blockchain ensures transparency in sourcing, quality assurance, and certification. Consumers can scan QR codes on poultry products to know the origin, feed used, and health status of birds, thereby enhancing confidence and market value.

### 6. Data Analytics and Artificial Intelligence

Data is the backbone of digital transformation. Poultry farms generate vast amounts of data on feed intake, growth rates, egg production, mortality, and climate conditions. AI and big data analytics convert this raw data into meaningful insights, enabling farmers to predict trends, optimize performance, and make

evidence-based decisions. Predictive analytics can forecast production levels, disease outbreaks, and market prices, thereby reducing uncertainties.

### 7. Smart Processing and Supply Chain Management

Digital transformation extends beyond the farm to the processing and distribution chain. Automated processing plants now use sensors and imaging technologies to assess meat quality, detect contamination, and sort products. Cold chain logistics are digitally monitored to maintain product freshness and safety. AI-powered supply chain models help optimize distribution, reduce wastage, and improve profitability.

### Benefits of Digital Transformation in Poultry Farming

Digital transformation in poultry farming is reshaping the industry by introducing smart technologies, automation, and data-driven decision-making. One of the most significant benefits is enhanced efficiency in farm management. Through the use of Internet of Things (IoT) devices, artificial intelligence, and big data analytics, farmers can continuously monitor critical parameters such as temperature, humidity, feed intake, water consumption, and bird health. This real-time monitoring not only reduces manual labour but also minimizes human error, ensuring that poultry houses maintain optimal conditions for growth and productivity. Automated feeding and watering systems further streamline operations, lowering input wastage and improving resource utilization. As a result, farmers can reduce costs, increase feed conversion ratios, and maximize output, leading to higher profitability.

Another key advantage lies in improved bird health, welfare, and disease management. Traditional farming practices often rely on manual observation, which may delay the detection of early health issues. With digital tools such as sensor-based health trackers, precision imaging, and machine learning models, farmers can detect abnormal behaviour, stress levels, or disease symptoms at an early stage. Early intervention not only reduces mortality but also minimizes the need for excessive antibiotic use, supporting antimicrobial resistance (AMR) stewardship. In addition, precision farming

ensures that birds receive the right amount of feed and water tailored to their growth stage, thereby improving overall welfare and reducing losses. Blockchain-based traceability systems also strengthen food safety by providing transparency across the supply chain, from farm to fork, ensuring consumer confidence in poultry products.

Finally, digital transformation plays a crucial role in sustainability and environmental management within poultry farming. With rising concerns about climate change, resource scarcity, and carbon emissions, smart technologies enable farmers to adopt eco-friendly practices. Data analytics helps optimize energy consumption in poultry houses by regulating heating, cooling, and ventilation systems, thus lowering electricity costs and greenhouse gas emissions. Similarly, digital platforms support precision manure management, reducing ammonia release and improving litter quality, which in turn enhances environmental sustainability. Furthermore, digital marketplaces and e-commerce solutions empower poultry farmers to connect directly with consumers, retailers, and suppliers, expanding their market reach while reducing dependency on intermediaries. This not only ensures better prices for farmers but also builds resilience against market fluctuations. Overall, digital transformation in poultry farming offers a holistic solution to modern challenges—enhancing productivity, safeguarding animal health, promoting sustainability, and driving long-term profitability in the sector.

### **Challenges in Adopting Digital Poultry Farming**

Digital poultry farming promises immense benefits, but its adoption is hindered by several economic, infrastructural, and social challenges. The foremost barrier is the high initial investment cost associated with smart technologies. Advanced equipment such as automated climate controllers, robotic feeders, AI-powered sensors, and blockchain platforms require significant capital. For large integrators and commercial farms, these costs may be justified by higher productivity and efficiency. However, the Indian poultry sector is dominated by smallholders and backyard farmers, who often operate with limited resources. For them, the affordability of digital tools becomes a major constraint. Additionally, recurring expenses like maintenance, software upgrades, and internet subscriptions increase the financial burden. Without innovative

financing models, subsidies, or cooperative-based technology sharing, small and medium poultry farmers are unlikely to adopt these systems on a large scale, thereby widening the technological gap between large integrators and grassroots farmers.

Another major challenge lies in infrastructure and digital literacy gaps. Rural areas, where a significant portion of India's poultry farms are located, often face poor internet connectivity, erratic electricity supply, and lack of technical support services. Smart devices and cloud-based systems require reliable power and internet access, which is not always available in developing countries. Moreover, most poultry farmers are unfamiliar with operating complex digital interfaces or interpreting data analytics outputs. Even when tools are provided, the lack of training and digital literacy limits their effective use. The challenge is not only technological but also cultural, as many farmers are accustomed to traditional methods and may be hesitant to trust automated systems over personal experience. Bridging this digital divide will require investments in rural infrastructure, robust extension services, and farmer training programs tailored to local needs and capacities.

The third critical challenge is related to data management, integration, and trust. Digital poultry farming generates enormous volumes of data on feed consumption, bird behaviour, climate conditions, and health parameters. Managing this "big data" requires advanced platforms, but in practice, many technologies remain fragmented and fail to integrate seamlessly. Farmers are often unsure about data ownership, privacy, and the potential misuse of their farm information by corporations or third-party service providers. Concerns over cybersecurity and the protection of sensitive data pose additional hurdles. Beyond these technical issues, there is also resistance to change within the farming community. Farmers may perceive digital transformation as a threat to traditional skills or fear job losses due to automation. Overcoming this requires building trust through participatory models, where farmers are active stakeholders in designing and using digital systems. Governments, universities, and industry associations must work together to establish transparent policies on data governance, provide incentives for adoption, and create platforms where knowledge and innovations are shared. Only then can digital poultry farming

overcome its adoption barriers and realize its potential as a driver of sustainable, efficient, and inclusive poultry production.

### **The Indian Context: Opportunities and Roadmap**

India, with its vast poultry sector, stands at the threshold of a digital revolution. The country produces over 142 billion eggs and 5 million tonnes of poultry meat annually, yet productivity gaps and inefficiencies persist. Digital technologies can bridge these gaps by improving resource use, disease management, and market integration.

Opportunities for India include:

- Scaling digital tools for smallholders through mobile-based platforms.
- Public-private partnerships for developing cost-effective smart devices.
- Government incentives and policies promoting Agri-tech startups.
- Integrating poultry into India's Digital Agriculture Mission 2021–2025.
- Collaborations between veterinary universities, research institutions, and industry for technology transfer.

### **A roadmap for India should focus on:**

1. Creating low-cost, scalable smart farming solutions tailored to backyard and smallholder systems.
2. Building digital literacy and training programs for farmers and veterinarians.
3. Strengthening infrastructure and rural connectivity.
4. Developing policies for data governance, cybersecurity, and farmer rights.
5. Encouraging startups and innovation ecosystems to design indigenous solutions.

### **Global Case Studies and Success Stories**

Several countries have demonstrated the benefits of digital poultry farming:

- The Netherlands: Pioneering smart farms use IoT sensors, AI, and blockchain to ensure welfare, productivity, and sustainability.
- USA: Large integrators use predictive analytics for feed and disease management across thousands of farms.
- China: Rapid adoption of automation and

robotics in poultry processing plants has boosted efficiency.

- India (Pilot Projects): Startups are experimenting with mobile-based climate controllers and AI-driven disease detection systems in states like Telangana and Maharashtra.

These case studies underscore the transformative potential of digital farming and provide models for India's adoption at scale.

### **Future Prospects of Digital Poultry Farming**

Looking ahead, poultry farming is likely to be revolutionized by emerging technologies:

- Wearable devices for continuous health monitoring.
- AI-driven behavioural recognition to assess welfare in real time.
- Drone technology for surveillance of large poultry farms.
- 3D printing of feed supplements tailored to flock requirements.
- Integration of renewable energy with digital systems for sustainable farming.

By 2047, poultry farming could become fully digitalized, with interconnected systems providing seamless management, predictive insights, and consumer-level transparency.

### **Conclusion**

Digital transformation is no longer a choice but a necessity for the poultry industry. Smart poultry farming, powered by IoT, AI, robotics, and blockchain, has the potential to address key challenges of productivity, sustainability, animal welfare, and food safety. While barriers remain in terms of cost, infrastructure, and skills, the opportunities far outweigh the challenges.

For India, digital poultry farming can be a game-changer, aligning with the vision of *Viksit Bharat 2047*. By harnessing science, innovation, and policy support, India can build a future-ready poultry sector that ensures nutrition security, empowers rural communities, enhances sustainability, and establishes global leadership.

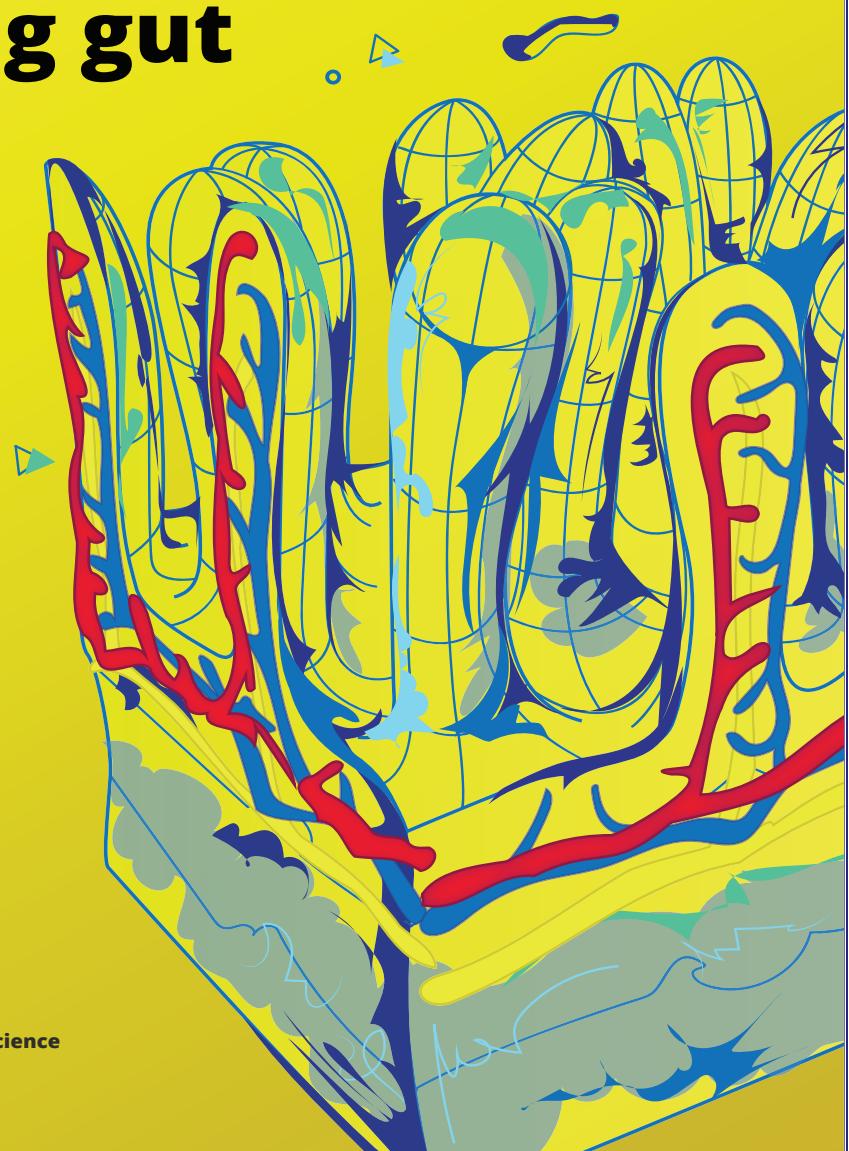
The next two decades will be decisive—poultry farms that embrace digital transformation will not only survive but thrive, shaping the future of food and farming in a rapidly changing world.



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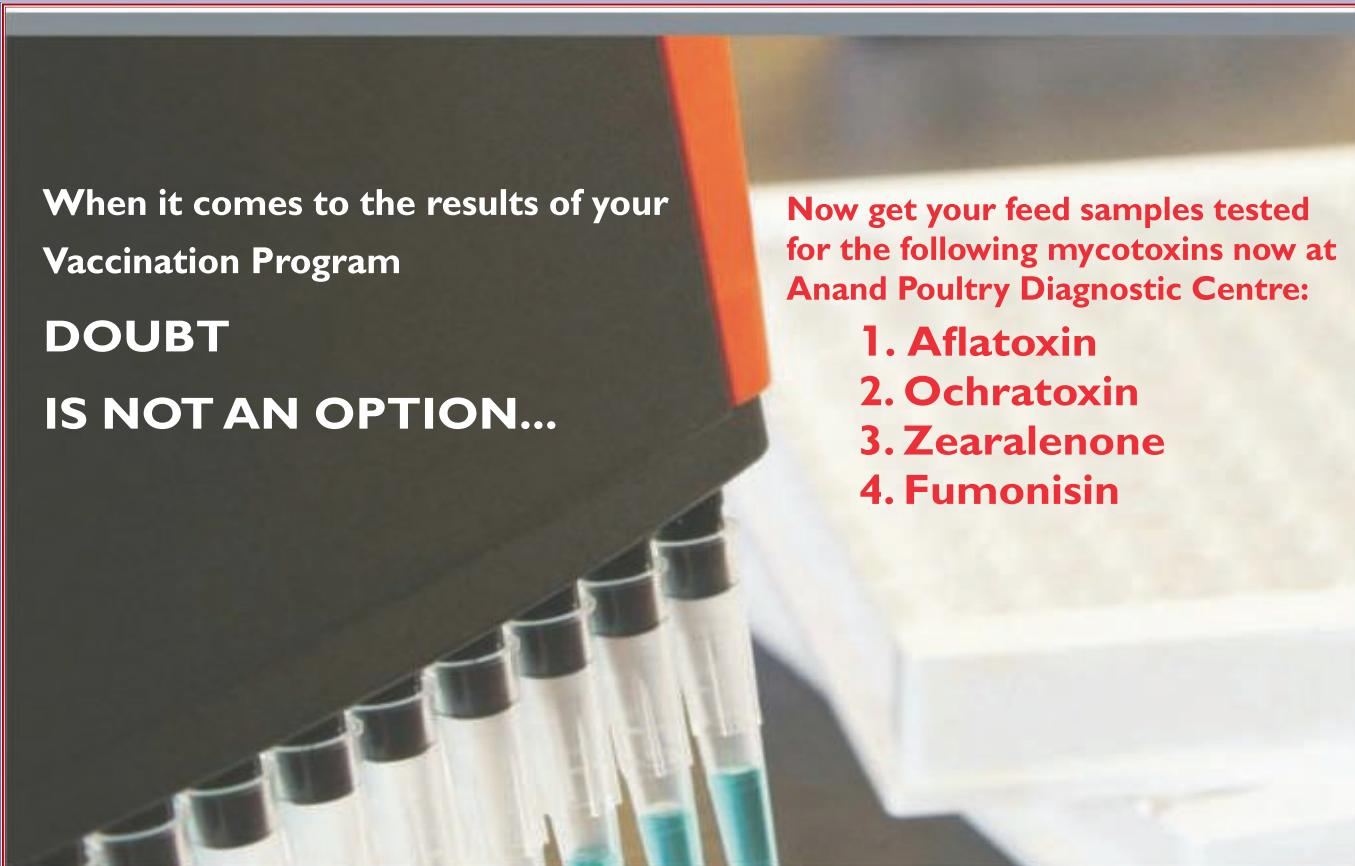
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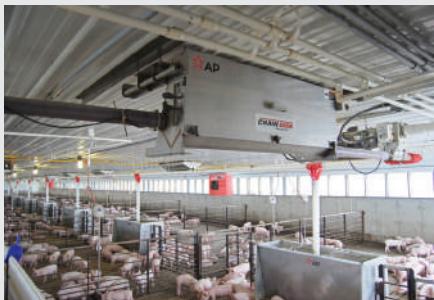
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## SPACE 2025: A Landmark Event in Global Animal Farming Innovation- Ricky Thaper ([www.rickythaper.com](http://www.rickythaper.com))

39th edition of SPACE 2025 organised from September 16 to 18, 2025 at the Rennes Exhibition Centre, in Rennes, western France, a leading livestock-producing region in Europe was a grand success. SPACE Exhibition is a premier platform for professionals across the poultry, dairy, swine and aquaculture sectors to explore and discuss advancements in animal farming. SPACE 2025 Exhibition featured over 1230 exhibitors from 40 countries and 1,02,000, visitors from 125 countries showcasing innovations across 11 sector-specific halls and a 16-hectare outdoor exhibition area. Mr. Didier Lucas, the new President of SPACE, highlighted the show's role as a bridge between innovation and the future of sustainable livestock farming.



Ms. Ane Marie Quemener, General Commissioner of SPACE, emphasized the exhibition's mission to address global challenges in animal farming while strengthening international collaboration. Ms.

QUEMENER, added that the efforts and hard work by SPACE Team has given excellent results.



At NU.ANCE Biotechnology booth, I had good meeting with Dr. Nemanja Todorovic, Chief Business officer, NU.ANCE Biotechnology is specialised in development and commercialisation of innovative feed additive products, merging expertise in technical and scientific knowledge. Mr. Joginder Singh, Uppal, Business Director, is very efficiently heading the NU.ANCEB Biotechnology business in India and other South Asian Countries.



During SPACE Exhibition, it was nice to meet and interact with Dr. Bernhard Eckel, Vice President–Sales, Dr. Eckel Animal Nutrition GmbH & Co. KG, based in Niederzissen, Germany. Over the past three decades, Dr. Eckel has grown from a family business into a globally recognized provider of alternative feeding solutions and has become one of the global leaders in sustainable animal nutrition.



At Biochem booth I had good interaction with Mr. Niels Otto Damholdt, Sales Director, Biochem. The Company headquarter is located in the northwest German town of Lohne, supplying high quality feed additives for poultry and livestock. Dr. Bhaskar Choudhry is heading the Biochem business in India which has good growth in terms of volumes and sales.



Ms. Cecile Berthier, International Press and Exhibitors Information, highlighted the importance of giving visibility to such innovations, enabling exhibitors to gain recognition and enhance global reach. Poultry and Dairy Farms visits were also arranged for the international visitors. SPACE 2025 is fostering innovation, collaboration and growth within the global livestock and poultry sectors.



PhotoAmandine Leroux, International Development, SPACE, reiterated the importance of building meaningful international partnerships through knowledge-sharing and collaborative discussions. The International Club being supported by Bretagne Commerce International, Business France, and BPI France, has provided a dedicated space for international visitors and exhibitors to

do networking, conduct business meetings and explore partnership opportunities. Tailored farm visits also being organized for international delegates said Ms. Chloe Letellier, Communication Press, SPACE. During SPACE 2025, I attended conference and symposia on poultry and livestock, covering topics such as environmental assessment in poultry farming, dairy farming, aquaculture and the application of artificial intelligence in livestock and agriculture. These sessions provided actionable insights and practical solutions tailored to the evolving needs of the agricultural sector.



At Aviagen booth, I met Mr. Florian Blevin, International Commercial Manager SSA, Aviagen Limited and had good interaction.



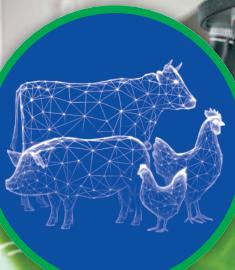
At Novogen booth, I had good interaction with Mr. Stephane Lemoine, Director, Business Development, Novogen along with Mr. Vaibhav Aghi, Director, Aghi Group, Dr. SK Bhardwaj and other delegates from India. AGHI Group's Easy Poultry Innovation LLP has partnered with global poultry genetics leader Novogen to introduce the Novogen layer breed in India from 2026, marking a significant milestone for the country's poultry sector. Mr. Vaibhav said their collaboration with Novogen aims to provide Indian farmers with a high-performing layer bird known for excellent laying persistency, uniform egg quality, and efficient feed conversion.

One of the International visitor visiting the show, said "As a key platform for international trade, SPACE emphasizes energy conservation, bio-security, and veterinary advancements, making it indispensable for professionals from Poultry and Dairy Industry, globally. It's truly the "Livestock Planet." Another International visitor said great success at SPACE Exhibition! Inspiring innovations, valuable connections, and unforgettable experiences. Glad to know that SPACE Exhibition exceeded expectations! Thanks to organizers, exhibitors, and visitors especially a large content of Indian visitors for making it happen. While interacting with exhibitors, they rated SPACE as very high quality trade show. In the evening attended the Reception organised by SPACE for the Press and their VIP delegates which was addressed senior officials of SPACE Team. The next edition of SPACE is scheduled for September 15–17, 2026, at the Rennes Exhibition Centre, Rennes, France.

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Mysuru	563	565	565	565	565	565	565	565	565	565	565	565	565	565	565	575	585	585	585	585	585	585	585	585	585	585	585	585	585	573.27		
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Pune	570	575	580	580	570	570	570	560	580	570	570	570	570	570	570	580	590	590	590	590	590	590	590	590	590	590	590	590	590	590	575.5	
Raipur	560	560	560	560	550	535	525	540	540	527	540	542	550	555	555	555	555	555	555	555	555	555	555	555	555	555	555	555	555	543.37		
Surat	575	575	575	575	575	575	575	575	575	575	575	575	575	575	575	580	585	585	585	585	585	585	585	585	585	585	585	585	585	585	575.17	
Vijayawada	560	570	570	570	545	545	545	545	545	550	550	550	550	550	550	560	560	560	560	560	560	560	560	560	560	560	560	560	560	560	553.83	
Vizag	565	570	575	575	555	555	555	555	555	555	555	555	555	555	555	555	555	555	555	555	555	555	555	555	555	555	555	555	555	555	560.33	
W.Godavari	560	565	570	570	545	545	545	545	545	545	545	545	545	545	545	540	550	550	550	550	550	550	550	550	550	550	550	550	550	550	547.5	
Warangal	527	532	537	537	537	537	537	537	537	537	537	537	537	537	537	537	537	537	537	537	537	537	537	542	542	542	542	542	502	502	533.67	
Prevailing Prices																																
Allahabad (CC)	590	590	590	586	576	562	562	576	571	567	567	571	571	571	571	571	571	571	571	571	571	571	571	571	571	571	571	571	571	571	569.93	
Bhopal	540	540	545	545	535	535	524	530	540	540	540	540	540	540	540	550	550	550	550	550	550	550	550	550	550	550	550	550	550	550	537.47	
Indore (CC)	540	550	550	550	540	530	535	540	545	545	545	545	545	545	545	550	560	560	560	560	560	560	560	560	560	560	560	560	560	560	544.5	
Kanpur (CC)	576	576	567	567	548	548	567	567	557	557	557	557	557	557	557	557	548	548	548	548	548	548	548	548	548	548	548	548	548	548	548	555.43
Luknow (CC)	600	600	600	600	590	583	590	590	595	595	595	595	595	595	595	583	583	583	583	583	583	583	583	583	583	583	583	583	583	583	583	586.83
Muzaffarpur (CC)	617	617	617	617	605	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	592.7	
Nagpur	545	555	555	555	555	540	540	545	545	545	545	545	545	545	545	550	550	550	550	550	550	550	550	550	550	550	550	550	550	550	550.67	
Patna	617	617	617	617	605	595	595	595	600	600	600	600	600	600	600	600	580	580	580	580	580	580	580	580	580	580	580	580	580	580	580	592.7
Ranchi (CC)	605	605	605	605	595	595	595	595	595	595	595	595	595	595	595	595	605	605	605	605	605	605	605	605	605	605	605	605	605	605	596.5	
Varanasi (CC)	593	600	600	600	590	577	577	577	583	583	583	583	583	583	583	583	583	583	583	583	583	583	583	583	583	583	583	583	583	583	583	579.6

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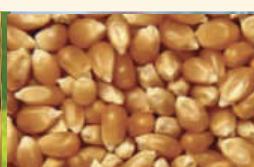
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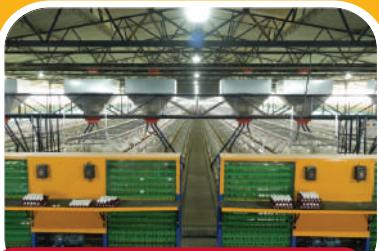
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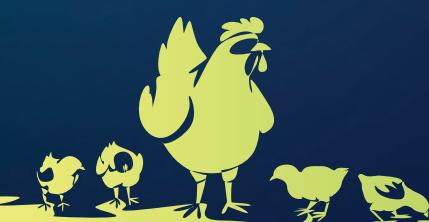


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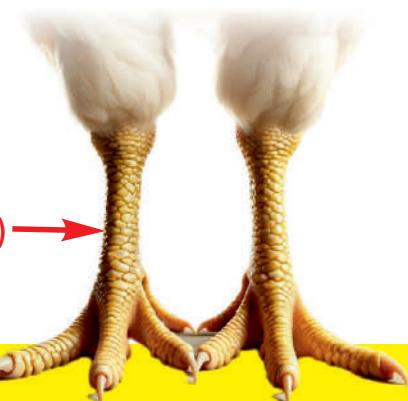


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## NOVUS Event: Feed Quality and Digestibility at 2025 PSA Pacific Rim

CHESTERFIELD, MO (September 23, 2025) – NOVUS is presenting a symposia titled: “Managing Raw Material Quality, Variability and Digestibility for Optimum Broiler Performance and Gut Health,” during the 2025 Poultry Science Association (PSA) Pacific Rim Scientific Conference, October 13-16 in China.

Chaired by Hugo Romero, Ph.D., NOVUS global poultry technology executive manager and adjunct professor at North Carolina State University, and Anna Fe Perino, NOVUS poultry solutions manager for Asia, the session brings together global experts to address critical nutritional challenges faced by poultry nutritionists and producers today.

“We’re seeing increasingly complex feed ingredient landscapes due to cost, availability, and quality issues,” says Dr. Romero. “This symposia will provide science-backed solutions to help poultry producers optimize performance through better management of ingredient variability and by supporting digestibility and gut health.”

**The session will feature presentations from industry and academic leaders:**

- Budi Tangendjaja, Ph.D (Technical Consultant, Indonesia)

“Evaluation of Raw Material Quality and Its Impact on Broiler Performance”

- Sonia Liu, Ph.D. (University of Sydney, Australia)

“Optimizing Feed Quality and Nutrient Utilization: Enzyme Solutions to Synchronize Digestive Dynamics”

- Hugo Romero, Ph.D. (NOVUS/North Carolina State University)

“Understanding Ingredient Evaluation and Alternative Ingredients”

- Miriam Tempra, Ph.D. (Vetworks)

“Formulation Techniques to Maximize Nutrient Digestibility for Broiler Performance and Gut Health”

The symposia culminates in a panel Q&A session to foster regional collaboration across Asia Pacific’s poultry production community.

Perino says this event comes at a time when the demand for precise nutrient delivery and cost-effective feed formulations is having nutritionists turn to alternative raw materials like canola meal, palm kernel meal, and meat and bone meal. She warns these ingredients pose risks due to digestibility challenges and anti-nutritional factors.

“This symposium is about enabling integrators and nutritionists to make informed, science-driven decisions,” says Perino. “We’ll share strategies—including intelligent nutrition solutions—to unlock more value from every ration while maintaining gut health and bird performance.”

NOVUS is proud to sponsor the symposia as part of its commitment to intelligent nutrition and its role in shaping the future of poultry production in Asia Pacific. The event, which is open to all PSA attendees, is scheduled for 1:00 p.m. local time, on October 14 at the Mayfair Ballroom at the conference site.

For more information and to register for the PSA Pacific Rim Scientific Conference, visit <https://www.poultryscience.org/opportunities/conferences/pacific-rim-conference/pacific-rim-conference-page/pac-rim-symposia>

NOVUS is the intelligent nutrition company combining global scientific research with local insights to develop innovative, advanced technology that helps poultry farmers get more from their birds. NOVUS solutions provide animals, producers, feed mills, and nutritionists with more than is typically expected from feed additives. Learn more at [novusint.com](http://novusint.com).



## New Technical Service Manager Brings Wealth of Knowledge to Asia



In this role, he works with the technical and commercial teams as they help customers meet their goals through solutions that optimize overall performance, support gut and structural health, enhance reproductive capability, and provide advice on strategic nutrition programs.

Until recently, Torres coordinated the diverse technical services team throughout North and South America as NOVUS's senior regional technical services manager for the Americas.

With expertise in feed formulation, poultry nutrition, mineral and enzyme nutrition, and calcium and phosphorus metabolism, Torres is ready to help customers solve on-farm challenges by connecting his knowledge with their business potential.

"I'm excited about the opportunity to join the Asia team. I've followed NOVUS's strong presence and significant growth potential in the region, and I'm eager to contribute," Torres says.

"Joining this team allows me to leverage my experience from the North and Latin American markets, sharing insights and strategies that can be valuable to the Asia team's innovative initiatives. It's clear that this region is at the forefront of our industry's advancements, and NOVUS's commitment to helping every animal meet its growth potential through intelligent nutrition is a mission I am passionate about."

Senior Director and Managing Director of Asia Pacific Rajeev Murthy says bringing Torres from the Latin American team was the right choice for professional and personal reasons.

"David has been with NOVUS for over 10 years, supporting customers in the Americas. He has deep expertise in our product platforms, especially in minerals and enzymes. Asia is a high-growth market for NOVUS and our customers and technical team will benefit from his expertise," he says. "At the same time, Asia is very diversified in terms of production systems and cultures; this will enrich David's professional development journey."

Prior to joining NOVUS, Torres served as regional manager and product leader in Latin America for Alltech, Inc., and international technical manager at Premex, Inc.

He has a degree in animal science from Universidad de La Salle in Colombia, a master's degree in animal nutrition from University of Viçosa in Brazil, and a business degree from the University Industrial Santander in Colombia. He is a member of the Asociación Colombiana de Médicos Veterinarios y Zootecnistas Especialistas en Avicultura (AMEVEA)

To learn about the intelligent nutrition solutions Torres is using to help animals in Asia meet their growth potential, visit [novusint.com](http://novusint.com).



## NOVUS and Kasetsart University Open Dedicated Broiler Research Unit

**New facility supports research and talent development in Southeast Asia**

BANGKOK, THAILAND (September 29, 2025)— Thanks to a cooperative enterprise with the NOVUS team in Thailand, Kasetsart University currently has a new Broiler Research Unit, located at the Animal Science Learning Center at the Department of Animal Science, Faculty of Agriculture at Kamphaeng Saen, Kasetsart University, Kamphaeng Saen Campus. The facility is designed to generate high-impact research and practical insights for broiler producers operating in tropical environments across Southeast Asia.

While the facility is open to research collaborations with any industry partners, NOVUS specifically supported its development to help expand the intelligent nutrition company's capability to validate nutritional technologies in the region. NOVUS has previously partnered with Kasetsart University on research trials for CIBENZA® Enzyme Feed Additives, MINTREX® Bis-Chelated Trace Minerals and NEXT ENHANCE® 150 Feed Solution in real-world conditions, reflecting the genetics, management styles, and climatic challenges unique to the region.

"This is a significant milestone in how we support our customers in Thailand and Indochina," says NannapasMoonsap, Regional Sales Director – Thailand and Indochina, NOVUS. "Local broiler producers are navigating a rapidly changing production landscape. With this facility, we can partner more closely than ever before to create science-based solutions tailored to their operations."

The unit was launched in collaboration with the Department of Animal Science at Kasetsart University, Kamphaeng Saen Campus, one of the region's most respected agricultural

institutions. The facility will support commercial-scale trials and student engagement, blending applied research with academic development.

"This partnership with NOVUS aligns well with our vision to train students in modern poultry production systems that meet evolving industry needs," says Assoc. Prof. Dr. YuwaresRuangpanit, Head of the Animal Science Department, Kasetsart University, Kamphaeng Saen Campus. "By conducting trials with real-world relevance, students gain exposure to meaningful, hands-on learning, while the industry benefits from validated, localized insights."

The inauguration was attended by Asst. Prof. Dr. Sukanya Rattanatabtimtong, Assistant to the President for Research, Innovation and International Affairs, and Asst. Prof. Dr. Chaisit Thongju, Dean of the Faculty of Agriculture at Kamphaeng Saen. Their presence highlighted the significance of this initiative to Kasetsart University's mission, reinforcing the importance of international cooperation, academic leadership, and practical innovation in strengthening the future of poultry production. It also underscored the value of the long-standing partnership between NOVUS and Kasetsart University in driving forward science-based solutions for the industry.

The Broiler Research Unit is part of a larger Animal Science Learning Center that includes facilities for livestock and poultry production, a feed mill, pasture production, and laboratories. The Center is designed to reflect the complexity of modern animal agriculture while preparing the next generation of animal scientists and industry leaders.

"This is more than a facility — it's an investment in long-term capability," says Rajeev Murthy, Managing Director for Asia Pacific, NOVUS. "Whether it's gut health, nutrient efficiency, or environmental sustainability, we are committed to being a trusted partner in helping poultry producers thrive in this region."

Click here for information about this

collaboration.

NOVUS is the leader in intelligent nutrition, providing solutions for the animal agriculture industry. Along with a global network of experts, the company offers solutions for poultry that support eggshell and meat quality, gut health, and help birds reach their full potential. Learn more at [novusint.com](http://novusint.com).

# # #



Photo caption: NOVUS and Kasetsart University representatives celebrate the opening of the Broiler Research Unit. Pictured from left, Prof. Dr. Suriya Sawanon, Dr. Koonphol P., Assoc. Prof. Dr. Yuwares R., Asst. Prof. Dr. Chaisit T., Asst. Prof. Dr. Sukanya R., Rajeev M., Chavalit L., Nongluck B., Nannapas M., Permsak T., Passakorn P., Narisa S.

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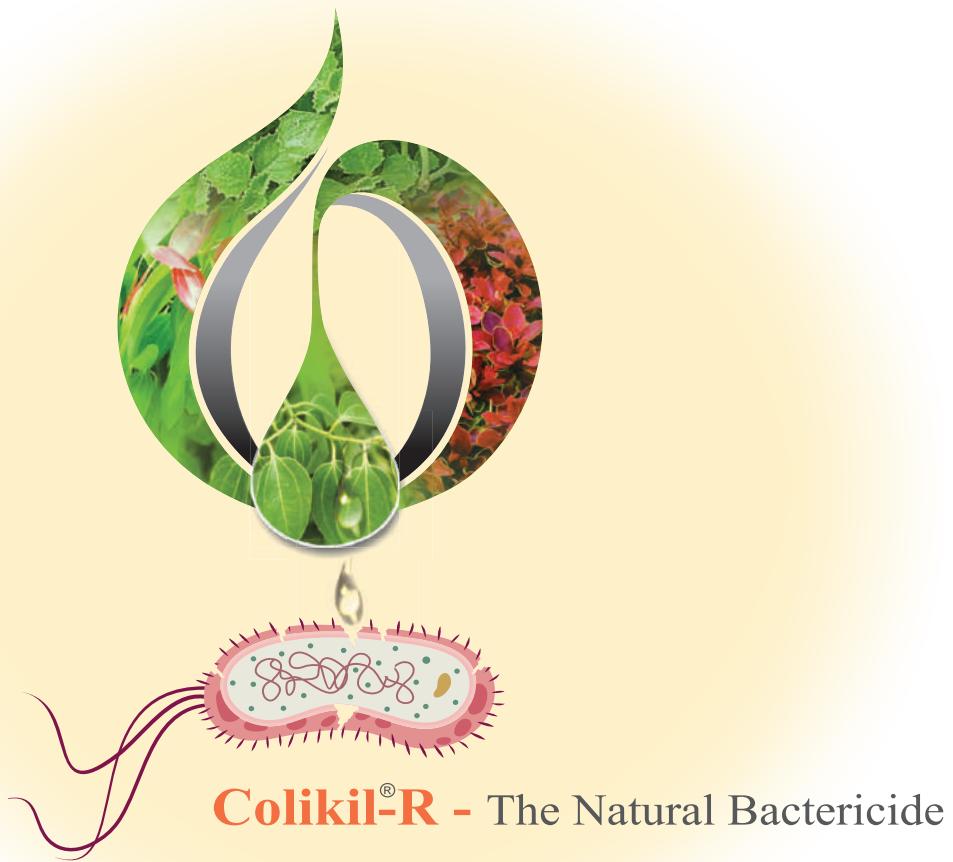
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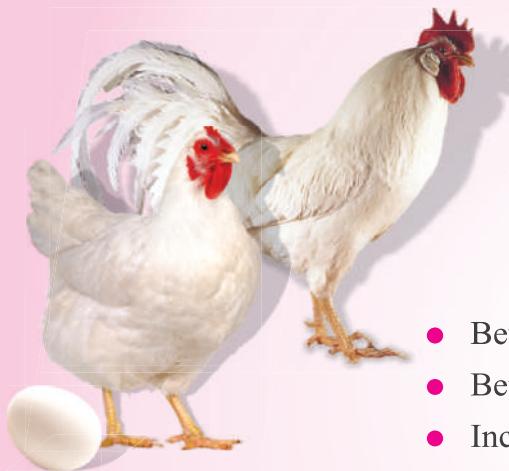
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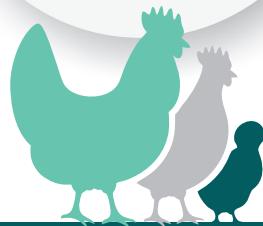
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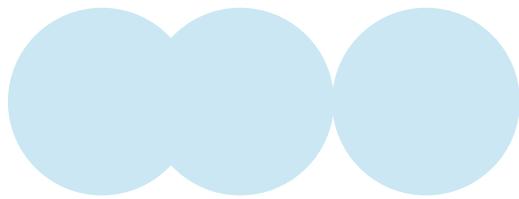
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## DSM-FIRMENICH OPENS NEW ANIMAL NUTRITION & HEALTH PLANT IN JADCHERLA, INDIA



Jadcherla, Hyderabad, India, August 30, 2025

dsm-firmenich Animal Nutrition & Health (ANH) today inaugurated a new feed additive plant in Jadcherla, Hyderabad, India. The strategic investment aligns with the Government's "Make in India" initiative and strengthens ANH's market leading position and growth strategy in India and the Asia-Pacific region.

The new facility features a manufacturing line for the world's leading solutions in Mycotoxin Risk Management and a new warehouse, covering an area of 11,200 square meters. The new state-of-the-art feed additive plant is equipped with advanced Bühler technology and adheres to the highest international standards in quality, safety and environment. It is built adjacent to ANH's Jadcherla Premix Plant, which has been operating since 2018.

Together, the two facilities form an integrated "SuperSite", enabling greater efficiency and faster service for customers.

Local manufacturing of Mycofix® Secure and Mycofix® Shield helps Indian farmers and feed producers in tackling increasingly complex mycotoxin challenges arising from climate change and improper harvesting conditions. Mycofix® solutions protect animal health and food safety by deactivating a broad spectrum of mycotoxins that contaminate farm animal feed.

Lu Yuan, Vice President Greater APAC, Animal Nutrition & Health dsm-firmenich, commented: "This new plant is a strategic milestone for ANH in Greater APAC — our first feed additive plant in India, and a powerful step forward in serving our customers with speed, efficiency, and innovation. By producing Mycofix® locally





in India, we enhance our ability to serve customers across the Asia-Pacific region, supporting our growth strategy and meeting growing demand. This is our vision in action: customer at the heart, sustainability in our DNA, and leading through innovation for the future of animal farming."

"This new plant brings us closer to our customers and strategic partners in India. We are very proud to serve our customers with feed additives made in India that meet the highest international standards in quality and safety," said Puneet Pokhriyal, Director OU West, Animal Nutrition & Health dsm-firmenich.

#### About ANH

In 2024, dsm-firmenich shared its plan to find a new owner for the Animal Nutrition & Health (ANH) business, including vitamins.

ANH, a dsm-firmenich company, is a global leader in animal nutrition and health, as well as vitamins, carotenoids, and aroma ingredients. ANH is the world's essential



solution provider and innovation partner, offering more than 100 nutritional products, precision services, and operating 51 premix sites worldwide. At ANH, more than 7,800 people in over 60 countries work together to improve farm productivity and enhance animal and human health, while reducing the environmental footprint of the animal farming industry.

Headquartered in Kaiseraugst, Switzerland, ANH is an innovation leader with a legacy of groundbreaking innovations, from the world's first production of vitamins, aromas, and mycotoxin deactivators to gut health eubiotics and AI-driven farm management software. In 2024, ANH increased its sales to € 3,3 bn, driven by its strong purpose: feeding the planet without costing the earth. Together, we make it possible. [www.dsm-firmenich.com/ANH](http://www.dsm-firmenich.com/ANH)

#### About dsm-firmenich

As innovators in nutrition, health, and beauty, dsm-firmenich reinvents, manufactures,





and combines vital nutrients, flavors, and fragrances for the world's growing population to thrive. With our comprehensive range of solutions, with natural and renewable ingredients and renowned science and technology capabilities, we work to create what is essential for life, desirable for consumers, and more sustainable for the planet. dsm-firmenich is a Swiss-Dutch company, listed on the Euronext Amsterdam, with operations in almost 60 countries and revenues of more than €12 billion. With a diverse, worldwide team of nearly 30,000 employees, we bring progress to life every day, everywhere, for billions of people. [www.dsm-firmenich.com](http://www.dsm-firmenich.com)

Media enquiries:

Email: [Media.ANH@dsm-firmenich.com](mailto:Media.ANH@dsm-firmenich.com)

Forward-looking statements

This press release may contain forward-looking statements with respect to dsm-firmenich's future performance and position. Such statements are based on current expectations, estimates and projections of dsm-firmenich and information currently available to the company. dsm-firmenich cautions readers that such statements involve certain risks and uncertainties that are difficult to predict and therefore it should be understood that many factors can cause actual performance, transaction progress and positions to differ materially from these statements. dsm-firmenich has no obligation to update the statements contained in this press release, unless required by law. This communication contains information that qualifies as inside information within the meaning of Article 7(1) of the EU Market Abuse Regulation. The English language version of this press release prevails over other language versions.

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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			
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Warangal	100	95	90	90	90	90	90	90	95	98	100	100	100	100	102	102	102	102	102	102	102	102	102	97	92	95	98	98	98	92	95			
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Kurnool	100	95	90	90	90	90	90	90	95	98	100	100	100	100	102	102	102	102	102	102	102	102	102	102	102	97	92	95	98	98	98	92	95	
Vizag	92	92	90	90	94	94	94	94	99	102	104	108	108	108	113	113	113	113	113	113	113	113	113	110	110	110	110	113	116	116	116	116	116	121
Godavari	104	99	99	99	99	99	99	99	99	104	107	109	114	114	119	119	119	119	119	119	119	119	119	114	114	109	109	112	112	112	112	117		
Vijayawada	104	99	99	99	99	99	99	99	99	104	107	109	114	114	119	119	119	119	119	119	119	119	114	114	109	109	112	112	112	112	117			
Guntur	109	104	104	104	104	104	104	104	109	112	114	119	119	121	121	121	121	121	121	121	121	121	121	116	111	106	109	112	112	112	107	112		
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Nammakkal	90	90	90	92	92	92	92	92	82	82	85	92	95	95	95	95	95	95	95	90	90	90	83	83	83	87	89	89	94	94	98			



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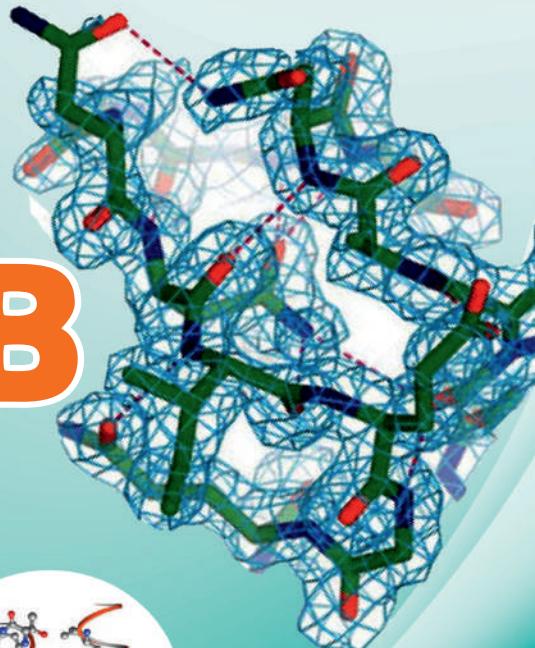
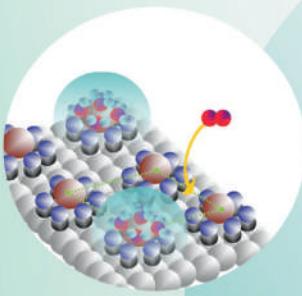
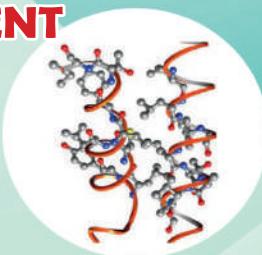
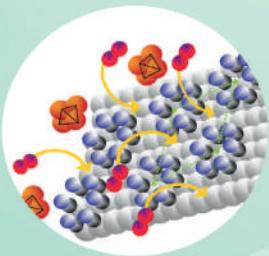
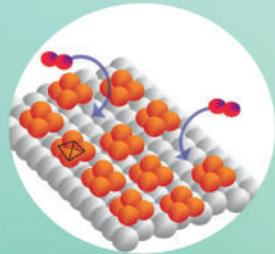






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*Together, beyond animal health*

# Avian Metapneumovirus Infection in Poultry: Insights into Impact and Control

Dr. Ravi Sonwane, Dr. Pradip Doiphode, Dr. Deepak Koli and Dr. Shyam Vane Hipra India PvtLtd.

## Introduction:

**Avian Metapneumovirus (aMPV)** is a globally recognized viral pathogen that primarily affects poultry, causing significant economic losses in the industry. It is known by various names, including avian rhinotracheitis swollen head syndrome (SHS) and turkey rhinotracheitis (TRT) and is especially severe in turkeys and chickens (1). The disease leads to acute, highly contagious respiratory tract infections and can also impact egg production and quality.

## Prevalence of aMPV in India:

In India, aMPV was first suspected in 2014 in Tamil Nadu in unvaccinated flocks (2). Later confirmed in 2018 and 2022 in multiple Indian states (3)(4). Sero-prevalence study shows 34% Broiler breeders, 85% commercial layers and 33% commercial broilers affected with aMPV (2). Highest seroprevalence observed in Monsoon season (3).

## Disease overview and sub-types:

Avian Metapneumovirus (aMPV) is a single-stranded, RNA virus belonging to Family-Paramyxoviridae, Subfamily-Pneumoviridae and genus-Metapneumovirus. The virus is classified into four subtypes: A, B, C and D. Globally, Subtypes A and B are the most widespread, while in India, subtype B is predominant.

aMPV primarily targets the ciliated epithelium of trachea and oviduct, spreading rapidly through direct contact or aerosols transmission. Incubation period is about 4 days. The disease typically lasts for 7-14 days. Morbidity is high (30%), while mortality remains low (1-10%).

## Clinical findings and Lesions:

Avian metapneumovirus (aMPV) infection

in chickens is generally characterized by mild respiratory manifestations, including ocular and nasal discharges, together with inflammation of the peri-orbital and infraorbital regions (Swollen head syndrome). In severe cases, neurological signs such as torticollis, disorientation and opisthotonus may also occur. In laying hens, aMPV is frequently associated with reproductive disturbances, including a reduction in egg production ranging from 30% to 70% and egg quality defects such as shell fragility and discoloration.

The severity of lesions depends on the course of infection and the degree of secondary bacterial involvement, from Light congestion to severe oedema with presence of mucus in nasal cavity in sinuses. These pathological alterations, combined with clinical signs, form the basis for diagnosis and highlight the economic significance of aMPV infection in poultry production systems.





### Diagnosis:

Clinical signs and lesions caused by aMPV closely resemble those of other poultry diseases such as Newcastle Disease (ND), Infectious Bronchitis (IB), Infectious Laryngotracheitis (ILT), Infectious Coryza (IC), E. coli and Mycoplasma infections. The severity of aMPV infection is often complicated or exacerbated by the presence of secondary pathogens.

Diagnosis of aMPV infection begins with the recognition of compatible respiratory or reproductive signs. Molecular methods, such as PCR, are used limited due to short viral excretion period, which often precedes before onset of clinical signs. Therefore, Tracheal or choanal swab testing at early onset of clinical signs will be beneficial for diagnosis. Serological tests like ELISA are valuable for confirming past infection, assessing flock exposure and evaluate vaccine response.

### Control and Prevention of aMPV through Vaccination:

- Vaccine with chicken origin demonstrate greater specificity and protective efficacy in chickens compared to turkey origin vaccines because Turkey origin vaccines replicate better in turkey, but chicken origin vaccine replicate in both.
- The effectiveness of an inactivated vaccine is directly related to the quality and quantity of the antigen. When selecting a vaccine, it is important to consider the antigen content

and information about the vaccine virus. Additionally, using a well-validated vaccine with a high worldmarket share can be a good approach.

- Suggested Vaccine schedule: primary dose- On 5th to 7th week First dose and 12th to 14th week booster.

### Summary:

Avian metapneumovirus (aMPV) mostly underdiagnosed or underreported in Indian poultry, we are all familiar with respiratory diseases like ND, IB, IC, AI and many bacterial diseases when talking about respiratory disease complexes. Even when vaccines are administered for respiratory viral diseases that cause secondary infections—such as ND, IB, and AI—secondary infections may still occur. In such cases, it is important to consider whether the absence of vaccination against aMPV, a major cause of secondary infections, might be the reason. aMPV despite being a major contributor to respiratory problems, reduced productivity and leads to secondary infections, it is often ignored in discussions and vaccination programs. Unless we address aMPV Control, our control of respiratory disease in poultry will always remain incomplete.

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# CLFMA OF INDIA SETS BOLD AGRI-EXPORT AGENDA AT 58THAGM & 66THNATIONAL SYMPOSIUM, 2025

*Industry leaders unite to shape the roadmap for animal agriculture in India with a strong focus on agriculture exports*

*Two-day power meet in Hyderabad puts agri-exports, rural livelihoods, and global leadership on centre stage*



The Compound Livestock Feed Manufacturers Association (CLFMA) of India successfully concluded its 58th Annual General Meeting (AGM) and 66th National Symposium on 22nd & 23rd August 2025 at the Taj Deccan, Banjara Hills, Hyderabad. Themed "Animal Agriculture in India – The Way Forward," the two-day event brought together policymakers, industry leaders, sector experts, and stakeholders to shape a unified roadmap for India's animal agriculture sector, with a strong emphasis on boosting agriculture exports.

The event witnessed an overwhelming participation of nearly 450 dignitaries, encompassing a diverse spectrum of stakeholders — from senior government officials, feed manufacturers, dairy and aqua farmers, veterinarians, and nutrition experts, to academicians, scientists, representatives of national and international companies, industry associations, ambassadors, and leaders from allied agro enterprises.

The event commenced with a welcome address by Mr. Vijay D. Bhandare, Convenor and Managing Committee Member, CLFMA of India. This was followed by the Chairman's Address from Mr. Divya Kumar Gulati, Chairman, CLFMA of India, who highlighted the sector's critical role in strengthening rural livelihoods, ensuring national food security, and enhancing India's standing in global agri-trade.

The Symposium highlighted the immense potential of India's poultry and aquaculture sectors, with the poultry industry growing at an impressive 8% annually, making it both one of the most affordable sources of protein and a vital contributor to rural income. Export opportunities in markets such as the UAE, Maldives, Bhutan, and Bahrain, along with 65% vertical integration, are enabling cleaner, healthier products and stronger global competitiveness. At the same time, challenges like avian influenza and rising kidney infections in states such as West Bengal, Assam, and Telangana pointed to the urgent need for better vaccination, stronger biosecurity, and greater R&D investments. Aquaculture discussions underlined the huge untapped domestic opportunity, with 76% of India's 1.4 billion population consuming non-vegetarian food and over 80% not meeting daily protein requirements, positioning the sector as critical for nutrition and economic growth. While rising US tariffs on shrimp exports pose challenges, they were reframed as opportunities to boost domestic demand, enhance farmer returns, and create value-added products for Indian consumers. With government support through schemes like Fisheries and Aquaculture Infrastructure Development Fund (FIDF) and Pradhan Mantri Matsya Kisan Samridhi Sah Yojana (PM-MKSSY), and by fostering stronger industry-government partnerships, both poultry and aquaculture are set to become more resilient, competitive, and future-ready.

While there are challenges, there's also an incredible amount of potential waiting to be unlocked. Whether it's poultry, dairy, fisheries, or aquaculture,





the way forward lies in collaboration, innovation, and sustained effort. It lies in coming together — as farmers, industry leaders, policymakers, and academia — and working towards solutions that are practical, scalable, and sustainable.

Setting the tone for the discussions, Shri. Tarun Shridhar, IAS (Retd.), delivered the thematic address, highlighting the critical role of animal agriculture in India's economic and nutritional landscape. The symposium also honoured outstanding contributions through the prestigious CLFMA Awards and Student Awards, recognising both industry achievements and the promise of emerging talent.

Mr. Pravin S. Lunkad was honored with the CLFMA Lifetime Achievement Award, while Dr. K. Karthikeyan and Prof. Jyoti Palod were each conferred with the prestigious CLFMA Award in recognition of their significant contributions to the industry.

The Symposium was graced by eminent dignitaries, including Prof. S. P. Singh Baghel, Hon'ble Minister of State for Fisheries, Animal Husbandry & Dairying, and Ministry of Panchayati Raj, Government of India; Sri Vakiti Srihari, Hon'ble Minister for Animal Husbandry, Dairy Development & Fisheries, Sports and Youth Services, Government of Telangana; Sri Sabyasachi Ghosh, IAS, Special Chief Secretary, Government of Telangana; and Dr. Muthukumaraswamy B., Joint Secretary (NLM), Department of Animal Husbandry & Dairying, Government of India, Shri. Tarun Sridhar, IAS (Retd. Secretary AHD), Shri. Eatela Rajendra, Member of Parliament, Government of Telangana, Shri. Mettu Saikumar, Chairman of Fisheries Federation, Telangana, etc.

Prof. S. P. Singh Baghel, Hon'ble Minister of State for Fisheries, Animal Husbandry & Dairying, and Ministry of Panchayati Raj, Government of India, said, "Our livestock and fisheries sectors embody the resilience of India's villages and the aspirations of our youth. The path ahead is not just about producing more, but about producing responsibly — with stronger animal health systems, skill development for farmers, and sustainable practices that protect our environment. The government's priority is to create a balance where rural livelihoods are strengthened, nutritional needs are met, and India contributes meaningfully to global food security. An event like CLFMA's AGM and Symposium is vital, as it brings policymakers, scientists, and industry leaders together on a single platform to co-create solutions that will shape the future of India's animal agriculture."

Sri Vakiti Srihari, Hon'ble Minister for Animal Husbandry, Dairy Development & Fisheries, Sports and Youth Services shared how dairy and poultry support nearly seven million livelihoods in Telangana alone and spoke about the government's ongoing efforts to improve veterinary infrastructure, vaccination drives, and equipment support — efforts that are helping Telangana emerge as one of the leading milk producers in southern India.

Mr. Divya Kumar Gulati, Chairman at CLFMA of India, said, "India is home to the world's largest livestock population and accounts for 13% of global milk production. The sector contributes 30.23% to agricultural GVA and 5.5% to the national economy, making it a cornerstone of national growth, rural prosperity, and nutritional security. Yet, this is only the beginning of our growth story. With the right policies, stronger cold-chain and processing infrastructure, and faster adoption of innovation, we can evolve from being the world's largest producer to one of its most influential exporters. CLFMA remains committed to working with all stakeholders to turn this vision into reality."

"We have also proposed the establishment of:

- Export Oriented Zones (EOZs)
- Livestock Export & Domestic Development Authority

These strategic bodies will significantly enhance ease of doing business and boost the global

competitiveness of the Indian poultry sector by ensuring:

- Access to raw materials at global price parity.
- A simplified regulatory framework for domestic and international trade.
- Market creation and diversification through government-to-government collaboration and coordinated branding strategies through FTA.”

For the very first time, CLFMA of India introduced a Student Program Initiative, opening new doors for young minds to engage with the livestock and animal nutrition sector. This unique platform was created to inspire, empower, and connect the next generation of researchers and professionals with the real-world challenges and opportunities of animal agriculture.

The initiative drew an overwhelming response, with 134 students from across the Country participating. Students came forward with research and innovative ideas in four vital sectors — Poultry, Dairy, Swine, and Aqua. Topics ranged from the use of unconventional feed ingredients and gut health management in poultry to dairy management innovations under climatic stress, biosecurity in swine farming, and new technologies for aqua feed production. Each category encouraged students to blend scientific knowledge with practical approaches, showcasing their ability to shape the future of sustainable livestock practices.

To honour their creativity and hard work, the program awarded gold, silver, and bronze winners in every sector. The Gold winner received ₹1 lakh, Silver ₹50,000, and Bronze ₹25,000, along with a ticket to Hyderabad and a complimentary stay, making the recognition both prestigious and rewarding.

The felicitation took place at the 58thAGM & 66thNational Symposium 2025 in Hyderabad, where industry leaders and academicians applauded the students' contributions. This initiative not only celebrated young talent but also marked a milestone in CLFMA's efforts to build stronger bridges between academia and the livestock sector, ensuring that the sector is well-prepared for the future.

#### Student Winner List:

- o Poultry Sector Awards:

- o Gold – Dr. Prasad Shivaji Wadajkar
- o Silver – Dr. Vishal Patil
- o Bronze – Dr. Jalmeen Kour
- Dairy Sector Awards:
- o Gold – Dr. Lanje Sunita Khushal
- o Silver – Dr. Vennela Banoth
- Swine Sector Awards:
- o Gold – Dr. Hrishikesh Tekade
- o Silver – Dr. Kanishk Kamble
- o Bronze – Dr. Ashish Tiwari
- o Aqua Sector Awards:
- o Gold – Dr. Tamana Latief
- o Silver – Dr. Patekar Prakash Goraksha
- o Bronze – Dr. Bhupika Dewangan
- Student Program Awards:
- o Poultry – Dr. Nikhil Nalabale
- o Dairy – Dr. Rashmi Thakare
- o Swine – Dr. Easteri Debbarma

The Day 1 concluded with the launch of the Souvenir, followed by a vote of thanks delivered by Mr.Nissar F. Mohammed, Hon. Secretary, CLFMA of India, and a networking dinner.

The Welcome of National Symposium 2025 Day 2 was addressed by Mr Divya Kumar Gulati, Chairman, CLFMA of India followed with the introduction of Symposium by Dr. Devender Hooda, CLFMA North Zone President. Mr. Sumit Sureka, Deputy Chairman, briefed about CLFMA, the theme of the Symposium, the full-day sessions, and highlighted CLFMA's significant role in contributing towards Viksit Bharat.”

Mr. R. S. Sodhi, President, Indian Dairy Associationshared the industry's progress toward becoming a globally competitive dairy sector. Dr. Girish Kolwankar, Director, Premium Chick Feeds Pvt. Ltd. highlighted how this industry continues to grow at an impressive 8% annually, making poultry not only one of the most affordable sources of quality protein in the country but also a major contributor to rural income. There are exciting export opportunities to markets like the UAE, Maldives, Bhutan, and Bahrain, and how 65% vertical integration within the sector is enabling us to deliver cleaner, healthier products to consumers while staying competitive globally. Mr. Manoj M. Sharma, Director, Mayank

Aqua Products – Aquaculture, spoke on ‘Looking at Aquaculture Beyond Exports.’ He highlighted the global scenario of aquaculture and extended special thanks to Shri Tarun Shridhar, acknowledging his valuable contribution to the aqua sector.

The deliberations also addressed key challenges facing the livestock and aquaculture sectors. Experts highlighted concerns such as the threat of avian influenza and the growing incidence of kidney infections in poultry, particularly in states like West Bengal, Assam, and Telangana. These issues, which directly impact productivity and farmer livelihoods, underscore the urgent need for improved vaccination strategies, stronger biosecurity measures, and greater investments in R&D.

Discussions then turned to aquaculture, with an emphasis on the immense untapped potential of India’s domestic market. With 76% of the population consuming non-vegetarian food and more than 80% not meeting their daily protein requirements, aquaculture was recognized as a critical driver of both nutrition security and economic growth.

While rising tariffs on shrimp exports to the US have posed challenges, stakeholders viewed this as an opportunity to boost domestic demand, enhance price realization for farmers, and develop value-added products for Indian consumers. Supported by government initiatives such as FIDF and PM-MKSSY, industry leaders called for stronger partnerships between government and industry to build resilience and ensure the sector is future-ready.

The symposium featured a series of engaging panel discussions that brought together leading experts, policymakers, and industry stakeholders to deliberate on critical issues shaping the future of animal agriculture in India.

The first panel discussion on the topic, “Feed, Raw Materials and Other Inputs – Balancing the Balance Sheet”, moderated by Dr. O. P. Chaudhary (Retd. JS NLM/PC), brought insights from industry leaders including Mr. R. Ramkutty (Broiler Coordination Committee), Dr. R. S. Masali (Godrej Agrovet Ltd.), Dr. P. S. Mahesh (CEAH-Bengaluru), Dr. N. C. Manju (Animal Nutritionist) and Mr. Jaison John, CLFMA MC Member, Dr. Gagan Garg, Dy. Commissioner of Trade, Department

of AH & D, GOI. The session was followed by an engaging Q&A with the dignitaries and delegates present at the symposium.

This was followed by the Right to Protein initiative by the U.S. Soybean Export Council (USSEC), a Special Session delivered by Mr. Jaison John, Regional Head, Market Intelligence - South Asia, USSEC, and Managing Committee Member, CLFMA. He highlighted USSEC’s Right To Protein initiative, the campaign aims to educate people about the importance of adequate protein consumption for better nutrition, health, and well-being.

This was followed by a high-level dialogue with national associations on the “Outlook of Animal Agriculture for Viksit Bharat,” moderated by Shri. Tarun Shridhar, IAS (Retd.). Eminent speakers included Mr. Suresh Chitturi, Vice Chairman, All India Poultry Breeders Association, Mr. Divya Kumar Gulati, Chairman, CLFMA OF INDIA, Mr. Ranpal Dhanda, President, Poultry Federation of India, Mr. Daljit Singh, President, Progressive Dairy Farmers Association, Mr. Saji Chacko, President, Society for Aquaculture Professionals (SAP), Mr. Ravi Kumar Yellanki, President, All India Shrimp Hatchery Association, Mr. Madan Mohan Maity, General Secretary, West Bengal Poultry Federation Association, Mr. Uday Singh Bayas, President, Indian Poultry Equipment Manufacturers Association, representatives from the poultry, dairy, shrimp, aquaculture, and equipment manufacturing sectors, who shared perspectives on strengthening India’s position as a global leader in animal agriculture. The session was followed by an engaging Q&A with the dignitaries and delegates present at the symposium.

The 3rd Session briefed by Dr. Vijay Makhija, CLFMA MC Member, the session on “Animal Agriculture: Health Challenges & Potential Solutions”, moderated by Dr. P. K. Shukla (Mathura Veterinary College), addressed pressing concerns in poultry and dairy health, featuring experts such as Dr. M. R. Reddy (Association of Avian Health Professionals), Dr. A. S. Ranade, Retd. Professor and Dean at Mumbai Veterinary College, Mumbai & CLFMA Technical Committee Head, Dr. Mukesh Sharma (Dairy Consultant), and Dr. Shirish Nigam (President, INFAH). The session was followed by an engaging Q&A with the dignitaries and delegates

present at the symposium.

The day concluded with a Valedictory Session, led by Mr. Abhay Shah, Dy. Chairman, CLFMA of India, which included the felicitation of sponsors, media, guests, and invitees, followed by a vote of thanks delivered by Mr. R. Ramkutty, Treasurer, CLFMA of India.

The CLFMA delegation included:

- Chairman, Divya Kumar Gulati
- DY. Chairman Mr Sumit Sureka
- DY. Chairman Mr Naveen Pasuparthy
- DY. Chairman Mr Abhay Parnerkar
- DY. Chairman Mr Abhay Shah
- Hon. Secretary Mr Nissar F. Mohammed
- Treasurer Mr R. Ramkutty
- Convenor, Mr Vijay Bhandare

The programme concluded with a networking dinner, live performance, and the felicitation of sponsors, media representatives, guests, and invitees, marking a celebratory end to two days of engaging discussions and knowledge exchange.

#### About CLFMA of India:

Founded in June 1967 as The Compound Livestock

Feed Manufacturers Association, CLFMA of India is the apex body for the country's livestock sector. It represents over 250 members across various sub-sectors, including feed manufacturing, poultry, dairy, aquaculture, animal nutrition, and veterinary services. CLFMA is recognised by Central and State Governments, livestock farmers, government agencies, agricultural universities, veterinary colleges, and national research institutes. As the voice of the Indian livestock industry, CLFMA advocates for sustainable growth, industry standards, and policy development, contributing significantly to the advancement of the animal protein value chain in India and internationally. The theme "Animal Agriculture in India – The Way Forward" aims to highlight the path towards a future-ready livestock sector — one that embraces innovation, technology adoption, policy support, and responsible practices. This includes:

- Strengthening value chains across dairy, poultry, fisheries, and small ruminants
- Adoption of digital tools, genomics, precision nutrition, and climate-smart practices
- Encouraging public-private partnerships, infrastructure investment, and scientific R&D
- Empowering women and youth, promoting entrepreneurship, and ensuring inclusive growth













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**Factory:**

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

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

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

# Free Lance Poultry Consultant

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



## His areas of expertise include:

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

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

A-1, Gaytri Nagar, Phase-II, P.O. Shankar Nagar, Raipur, Chhattisgarh-492007  
Mob.No : 09644233397, 07746013700, Res. 0771-4270230  
Email : [drmanu69@gmail.com](mailto:drmanu69@gmail.com)

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



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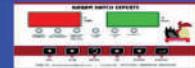
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## FEEDBACK OF EXHIBITORS & DIGNITARIES



All Odisha Poultry Associations, Odisha and Tezasvi Events, Hyderabad in collaboration with Odisha University of Agriculture and Technology (OUAT) organized a Poultry Expo from 19th to 21st September 2025 at College of Veterinary Science & Animal Husbandry, OUAT.

There was exhibition at the College Play Ground along with Technical sessions in the College Auditorium. This event was inaugurated by Hon'ble Animal Resources Development Minister Mr. Gokula Nanda Mallick and Prof. Pravat Kumar Raul Hon'ble Vice Chancellor OUAT.

The event showcased the latest innovation and technology in Poultry industry in terms of Housing, Environment Control, Bio-security products, Feeding System, Drinking System, Vaccine Technology, Medicine and Feed Supplements. The event was participated by Poultry entrepreneurs, farmers and all the stake holders associated with Poultry Industry along with Faculty members and staffs of College of Veterinary Science. This event was visited by more than Ten Thousand farmers from all the corners of the Odisha state and from other State also.

I would like to congratulate the organizing committee for the smooth and efficient conduct of the Poultry Expo. The event truly reflected the spirit of collaboration and professionalism in the poultry sector. The seamless flow of sessions and excellent arrangements reflected thorough planning and teamwork. The Poultry Expo was exceptionally well organized. Every aspect from registration to stall arrangement and technical sessions—was executed smoothly.

The active participation of farmers made the Poultry Expo truly meaningful and successful. Their enthusiasm, curiosity, and willingness to

learn and adopt new technologies added great value to the event. We sincerely appreciate the overwhelming participation of farmers in the Poultry Expo. Their presence and interaction with experts, entrepreneurs, and scientists made the expo vibrant and purposeful. Heartfelt appreciation to all the farmers for their active participation in the Poultry Expo.

I would like to immensely thank All Odisha Poultry Associations, Odisha and Tezasvi Events, Hyderabad organizing the event in a grand manner and make it successful.

Regards

Prof. Susen Kumar Panda  
DEAN, College of Veterinary Science & Animal Husbandry, OUAT, Bhubaneswar.



My Dear  
Shivshankar Ji,

I had the privilege of attending the Bharat Poultry Expo 2025, organized by Tezasvi Events in collaboration with Odisha University of Agriculture and Technology, held at the College of Veterinary Science, Bhubaneswar from 19th to 21st September 2025.

The event was excellently organized, bringing together stakeholders from across the poultry value chain—scientists, academicians, entrepreneurs, farmers, and industry representatives—on a common platform. The Expo provided an insightful overview of the emerging technologies, innovations, and sustainable practices shaping the future of India's poultry sector.

I particularly appreciate the efforts of the organizers

for integrating knowledge sessions, technical exhibitions, and farmer-oriented interactions in a balanced manner. The participation of students and young professionals added a refreshing and dynamic dimension to the event, reflecting the growing interest of youth in this vital sector.

Overall, the Bharat Poultry Expo 2025 was a well-conceived and impactful initiative that not only highlighted the opportunities and challenges in Indian poultry but also fostered meaningful dialogue for collaborative growth. I extend my heartfelt congratulations to the organizing team for their commendable efforts and wish them continued success in future editions.

Your's Sincerely  
Dr. P.K.Shukla  
Head, Department of Poultry Science,  
Former Joint Commissioner (Poultry)



Dear Mr Shiv Shankar,  
Thanks to Tezavi Events for bringing Odisha its first-ever Poultry Expo. The event has given a significant boost to the Odisha poultry sector, which is rapidly transforming into a major production hub.

It was a well-organised show with active participation from all stakeholders, making it a resounding success.

Dr Vidyasagar Punja,  
General Manager,  
Venky's (India) Ltd., Odisha. (M): 76828 18066

Dear Mr Shiv Shankar,  
The Bharat Poultry Expo showcased modern innovations in poultry housing, feeding, drinking, and ventilation systems, along with advanced biosecurity products.



The event served as an excellent platform for marginal and moderate farmers to explore the latest technologies available in modern poultry farming. Veterinary students gained valuable knowledge and insights into the potential of the poultry industry

and the challenges it faces in the future. To sum up, the exhibitors, farmers, organizers, and all stakeholders associated with the event expressed their satisfaction and delight, having successfully achieved their objectives.

Dr Hara Mohan Dash,  
Managing Director, Bhairabi Agro Pvt Ltd.,  
Bhubaneswar. (M): 78944 74222, 9439913400



Congratulations Shivshankar ji,  
Heartiest congratulations for organizing such a marvellous and grand poultry show! I have been associated with you since 2010 and have had the privilege of attending and anchoring all your expos. I can

proudly say that the Orissa Poultry Expo has been one of the best editions among all so far.

Every exhibitor expressed great satisfaction with the impressive footfall of quality poultry farmers. Your tireless efforts, along with the wholehearted cooperation from every poultry association of Orissa — whether it was the Layer Farmers Association, Broiler Farmers Association, Breeder Farmers Association, or Traders Association —

made this expo a remarkable success.

Being the first-ever Poultry Expo in Orissa, it has truly set a milestone in the development of the state's poultry sector. Orissa is fast emerging as one of the leading poultry belts in Bharat, and this expo will surely give a strong boost to its growth.

Poultry professionals from neighbouring states such as Chhattisgarh, Bihar, Jharkhand, and West Bengal also visited the expo and highly appreciated its scale and outcome.

The selection of Veterinary College, Bhubaneswar, as the venue was a wise and thoughtful decision. It gave future veterinarians an excellent opportunity to gain exposure and insight into the potential of commercial poultry in Bharat. The wholehearted support from the Honourable Vice Chancellor, Dean, Professors, and college staff added immense value to the event.

All three days of the expo witnessed tremendous crowds and enthusiastic participation. The inaugural ceremony, graced by the Honourable Minister, was inspiring, especially the way he elaborated on Orissa's poultry growth and the government's support for the sector. The technical seminars and their topics were equally well received by all poultry professionals.

The valedictory function was filled with joy, and exhibitors thoroughly enjoyed it.

Once again, heartfelt congratulations to Team Bharat Poultry Expo for organizing such a grand and successful event in Bhubaneswar, Orissa.

Warm regards,

Dr Manoj Shukla, Poultry Consultant,  
Raipur, Chhattisgarh, (M): 96442 33397



Heartfelt  
Congratulations  
for organising  
successful Bharat  
Poultry Expo 2025,  
Bhubaneswar\*

Bharat Poultry  
Expo 2025 at  
Bhubaneswar  
has been a grand  
success

We sincerely thank the organisers, participants, exhibitors, sponsors, and visitors for making this event impactful. The Expo not only showcased the strength and unity of the Indian poultry sector but also provided valuable insights, networking opportunities, and business prospects for all stakeholders.

Special appreciation to the local organising team and volunteers whose dedication and efforts ensured smooth execution of the event.

Such gatherings strengthen our collective vision of building a resilient, innovative, and sustainable poultry sector for the future.

Together, we look forward to continuing this momentum and creating many more milestones.

Warm Regards,  
Dr Santosh Iyer  
Secretary  
Vets In Poultry (VIP)



Bharat Poultry  
Expo - 2025 is  
an initiative to  
organize first ever  
poultry exhibition  
in the state of  
Odisha is not only  
courageous act of  
Mr. Shiv Shankar  
but also an insight  
to impart exposure  
to poultry farmer  
& student of OUAT  
about current

scenario of poultry industry in India. This event brought in, technical dignitaries, Poultry farmers, Industrial giants & students, together, to share knowledge to provide most economical nutrition in the country.

It was a well organized show, I personally congratulate Mr. Shiv Shankar for organizing such a successful event.

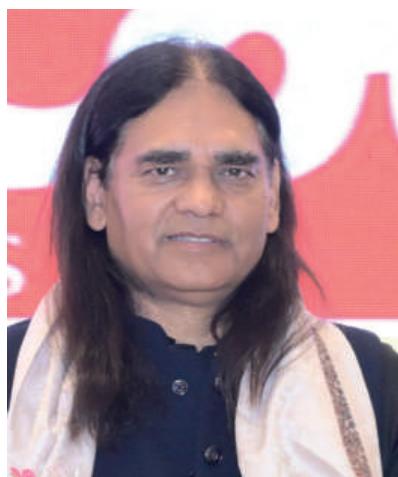
Regards  
Pradeep Kumar Goel  
Sr. Manager- Sales Administration  
Indovax Pvt Ltd.  
M: +91-9711488167



Dear Tezavsi Events Team,  
This is Dr. Sharad Kumar Singh, from Sapan Feeds. Me and my whole team was really appreciating your efforts and arrangements for last Event in Odisha Poultry Expo. We glad to have Sapan Feeds Stall in under your

Event Organisation and we do not face any single issue under your surveillance. I Request to you that you will do more and more events in future as you've done in Odisha for poultry industry growth.

Dr Sharad Kumar Singh,  
General Manager,  
Sapan Group, Lucknow.  
(M): 99181 98333



Vesper pharmaceuticals express our gratitude for the fantastic event you organised on 19-21 Sept 2025 at OUAT Bhubaneswar.

Your dedication and hard work created a truly memorable occasion. I was particularly impressed by

speakers and students , also beautiful decor and good food .

The memento presented was really beautiful.

Your professionalism and expertise in bringing everything together were evident throughout the event. The atmosphere was energetic, Your team effort was tremendous, as exhibitor we enjoyed visibility and business we generated.

Thanks a lot to u and your team , and wish you

success in next events.

Dr. Dhirendra Kumar,  
President, Vesper Group,  
Bangalore  
M: 9814484248



On behalf of Devee Group, we extend our heartfelt congratulations to Tezavsi Events for the successful organization of the Bharat Poultry Expo 2025, held in Bhubaneswar from September 19-21, 2025. The thoughtful selection of a regional poultry hub as the venue

was a commendable initiative, fostering deeper engagement with grassroots stakeholders.

The expo served as an exceptional platform for knowledge exchange among industry experts, poultry farmers, and veterinarians from across the livestock sector. The overwhelming response from all segments of the industry is a testament to the relevance and impact of the event.

Allow us to briefly introduce our organization: Devee Group is among the fastest-growing manufacturing and marketing companies in India, with over 24 years of nationwide operations in the livestock segment—including Poultry, Aquaculture, and Ruminants. Our state-of-the-art manufacturing facilities in Hyderabad are certified under FAMI-QS, FSSC 22000, HACCP, HALAL, GMP, and ISO, ensuring the highest standards of quality and compliance.

We are proud to share that Devee Group is also exporting top-quality products adhering to global standards to Africa, South-East Asian countries, Nepal, Bangladesh, and the Middle East, further strengthening our international footprint.

Our growth and success are driven by our

commitment to excellence, the trust of our industry well-wishers, and the dedication of our experienced sales and technical teams. We are also deeply grateful to our channel partners, whose unwavering support enables us to deliver timely and quality service to livestock customers across the country.

We sincerely thank all poultry farmers for their continued trust and support over the past two and half decades. We also commend Tezasvi Events for uniting the poultry industry under one roof and setting a strong benchmark for future organizers. We look forward to many more such initiatives that contribute to the advancement of the industry.

Thanks & Regards

Vishnuvardhan Reddy,  
Vice President, Devee Group

M: 96866 76265



We felt truly energized and inspired by the exposure and opportunities it provided. It served as an excellent platform to connect with new clients, explore market trends, and showcase our products to a wider audience.

The Bharat Poultry Expo 2025 proved to be a significant and prestigious event, greatly enhancing our brand visibility and helping us build valuable business relationships. Overall, the experience brought us both recognition and promising business prospects, with several positive inquiries and leads that could turn into fruitful new business opportunities in the near future.

We convey our heartfelt gratitude to all the organizing committee members for their effective planning and execution of the first-ever Poultry Expo in Odisha — the Bharat Poultry Expo 2025, organized in collaboration with Tejasvi Events.

As an organizing committee member, I personally extend my sincere thanks to everyone who contributed to making this event a grand success. The expo was a remarkable showcase of the poultry industry's strengths and offered exceptional opportunities for farmers, entrepreneurs, and stakeholders. We deeply appreciate your team's dedication, hard work, and commitment to promoting innovation and growth in the poultry sector.

With Regards  
Rajendra Kumar Rout Managing Director  
Easy - Agro Industries Pvt Ltd



" Huge congratulations to the entire team on a successful event! Your hard work, dedication, and attention to detail truly paid off. From setup to execution, every aspect was handled with professionalism and flair. The energy, creativity, and passion you brought to the event were palpable. You've set a new standard for excellence, and I'm honored to have worked alongside such a talented team. Let's keep pushing boundaries and creating unforgettable experiences!"

Santosh Mishra,  
Galaxy Agro Proteins.

Dear Mr. Shivshankar & Tezasvi Events team...

We would like to extend our heartfelt thanks and appreciation to you and your team for organizing such an excellent exhibition. It was truly a well-managed and successful event, providing a great platform for the Poultry Industry.

We are grateful for the opportunity to participate



and showcase our products. The response from Odisha farmers and customers was outstanding, and the show proved to be highly beneficial for our business and industry connections.

Congratulations on hosting such a remarkable event, and we look forward to being part of your future exhibitions as well.

Warm regards,  
Vijay Palwe  
V- ARCH EQUIPMENTS PUNE



Dear ShivShankarJi

Greetings from Borosil!!

Thanks for the update.

It was truly a wonderful experience for us to be part of the expo. The event was very well-organized and provided an excellent platform

to connect with industry experts, explore new opportunities & showcase our solutions.

We would definitely like to participate again in any similar exhibitions you plan to organize in the future. Please keep us informed about upcoming events.

Regards,  
Vishal Kale  
Officer - Product Management-  
Nutrition & Environment  
Borosil Scientific Ltd.  
Mobile: 7775060701



Man of Steel — Mr. B. V. Shivshankar has once again proved that with strong willpower and firm determination, even the most challenging tasks can be accomplished brilliantly.

The first-ever Poultry Expo in the Utkal region stands as a testament to this spirit. The Odisha Expo was an outstanding success, drawing an impressive footfall throughout all three days.

Heartfelt appreciation to the entire poultry fraternity of Odisha, the Veterinary College, Bhubaneswar, and especially Dr. Hara Mohan Das for their invaluable support in making this event a grand success.

With the blessings of Lord Jagannath, the expo concluded on a high note, leaving behind sweet memories for all participants.

Special thanks to Dr. Manoj Shukla, whose consistent role as an associate remains deeply appreciated.

I personally extend my heartiest congratulations to Tejasvi Events and its dedicated team for organizing such a magnificent and memorable event.

Regards  
Ajay Mehrotra,  
Aadhya Biological

Dear Sir

I would like to share my appreciation for the wonderful experience at the Bhubaneswar Expo organized by Tejasvi Events. The event was well-planned, engaging, and provided a great opportunity to connect with many industry professionals.

Special thanks to Shiv Shankar Sir for his continuous support, guidance, and encouragement throughout the event. His efforts and leadership made the experience smooth and successful for



all of us. Overall, it was a great platform for learning and networking, and I truly value the effort put in by everyone involved. Thank you once again for this excellent opportunity.

Warm regards,  
Johnson T S  
SIG Company



Dear Shiv Shankar ji,  
The exhibition was indeed a positive experience. With a few minor improvements—such as separate food arrangements for exhibitors and visitors—the future editions can be even better. We truly value your partnership

and look forward to continued collaboration in upcoming events.

I'm pleased to share that we received 11 leads from the event, out of which we are actively working on 3, and have already generated 2 MT of new sales as a direct outcome.

#### What Went Well

- Booth Location & Visibility: Attracted good foot traffic.
- Exhibit Design / Signage / Displays: Looked very professional (Next Altitude has done an excellent job).
- Staff Performance: Responsive, knowledgeable, and engaging.
- Quality of Visitors: Many relevant leads and meaningful conversations. (This can be further enhanced with the support of local veterinary doctors.)
- Logistics: Setup was satisfactory.
- Communication: Timely and effective.
- Branding Visibility: Overall good, though could be made even stronger from a distance.

#### Suggestions for Next Time

1. Pre-event Coordination: A coordination call with all vendors and teams before the event will ensure smoother execution.
2. Food Arrangements: Separate dining space for exhibitors, staff, and visitors.
3. Stall Preparation: Stalls should be ready and cleaned at least one day before the event.
4. Lead-Tracking System: A standardized mechanism to capture and share visitor information with concerned exhibitors would be



Recently, I represented our company at the Bharat Poultry Expo 2025 held in Bhubaneswar, Odisha. It was an incredibly inspiring and enriching experience for me. We showcased our latest poultry products, which attracted great interest from many distributors and veterinarians. I had the opportunity to meet both new and existing clients, which helped me gain a deeper understanding of market needs.

This exhibition not only enhanced our brand visibility but also opened new business opportunities. Personally, it was a wonderful experience for learning and networking.

Thanks  
Hansraj Yadav  
RS & RS Animal Health Care  
M: 70075 15326

very helpful.

Once again, thank you for the excellent arrangements and for providing a great platform to connect with industry stakeholders.

Thanks & Regards,  
Amit Telang, Marketing – AF East,  
Godrej Agrovet Limited,  
(M): 99182 53555.



Dear Sir,

We had a good overall experience participating in the expo and we appreciate the efforts of the organizing committee in putting together such a successful event. It offered a broad platform for all sectors of the Poultry industry to come together on a common platform. We look forward to greater improvements and a successful appearance from the organizing committee in the coming years.

Regards

Anant Agarwal, Director,  
Kamdhenu Feeds Pvt Ltd. M: 9433009819



Bharat Poultry Expo 2025, organised by Tezasvi events and People for poultry, in collaboration with OUAT and All Odisha Poultry Farmers Association on 19th, 20th and 21st September at the campus of College of Veterinary Science and Animal Husbandry, Bhubaneswar, was not only the first of its kind in the history of Odisha Poultry but also a unique in its concept, as far as its implementation and popularity are concerned.

Starting from its concept, design to ensuring successful participation by farmers, feed millers and stakeholders from all spheres of poultry, the event has surpassed the expectations of each & everyone, and caught the imagination of many. From

an exhibitor's point of view, these are the criteria and parameters of 'what is called a success'.

We must not hesitate to shower our praise to the organiser for organising such a wonderful exhibition. Words fall short to especially extend our deep sense of gratitude to Dr Harmohan Dash of Bhairabi Hatcheries, without whose active and dynamic participation, the event couldn't have seen the kind of success that it has earned. Last but not the least, our heartfelt acknowledgement goes to Mr Madanmohan Maity, general secretary, West Bengal Poultry Federation, whose experience and expertise matters a lot on successfully organising an event like this.

Regards  
Indrajit Roy,  
Zeus Biotech M: 8056947900



We have participated in Bharat Poultry Expo 2025, organized by Tezasvi Events in Bhubaneswar from 19th September to 21st September 2025. We kept our stall exhibiting our products. Our stalls attracted farmers from all Parts of Odisha State and

neighboring states. It gives us an opportunity to interact with industry people and highlighted the benefits of our products. Farmers have shown interest on Bio-security formulations and immunity boosters to overcome the current challenges.

Seminars also provided small farmers an opportunity to interact directly with veterinary experts and clarify their doubts. As it was the first Poultry Expo held in Odisha, everyone worked diligently to make the event a grand success. The Government of Odisha also extended its support to poultry farmers and is considering an increase in subsidy amounts to encourage and motivate more farmers to enter the poultry sector.

Thanks to Tezasvi Events and local stalwarts of the poultry industry for making it a grand success.

G M Rao  
Regional Manager,  
Neospark Drugs & Chemicals Pvt Ltd.  
(M): 98311 55520

# BHARAT POULTRY EXPO 2025 AT BHUBANESWAR



The Bharat Poultry Expo 2025, held in Bhubaneswar, marked a significant milestone in advancing the poultry sector through innovation, collaboration, and awareness. The event aimed to promote growth and sustainability in poultry farming by bringing together farmers, entrepreneurs, academicians, and industry leaders under one platform.

The expo focused on sustainable development, technological innovation, and enhanced livelihood opportunities within India's poultry industry. It served as an important knowledge-sharing and networking platform, highlighting the vast potential of poultry farming as a modern and profitable enterprise.

The event was graced by Chief Guest Shri Gokula Nanda Mallick, Hon'ble Minister, ARD Department & MSME, Government of Odisha.

Distinguished guests on the dais included:

- Prof. Pravat Kumar Roul, Vice-Chancellor,

## OUAT

- Dr. P.K. Shukla, Professor & Head (Poultry Science), Indian Poultry Science Association
- Shri Madan Mohan Maity, General Secretary, West Bengal Poultry Federation
- Shri Shubhranshu Mishra, Managing Director, APICOL
- Dr. Susen Kumar Panda, Dean, College of Veterinary and Animal Husbandry, OUAT
- Dr. Vidyasagar Punja, General Manager, Venkys (India), Ltd.
- Dr. Hara Mohan Dash, Managing Director, BhairabiAgro Pvt Ltd.,
- Mr. Sudhanshu Bhushan Tripathi, Berhampur, and
- Mr. B V Shiv Shankar, Organizer, Tezasvi Events





These eminent dignitaries shared their expert insights and experiences, emphasizing the importance of innovation, education, and cooperative growth for the holistic advancement of the poultry industry. Their contributions inspired participants to adopt modern practices and sustainable approaches in poultry farming.

The Bharat Poultry Expo 2025 – Bhubaneswar successfully reinforced its vision of creating a vibrant, progressive, and inclusive poultry ecosystem in India. Through meaningful interactions and knowledge exchanges, the event highlighted the sector's potential to contribute significantly to rural development, employment generation, and food security.

**Address by Prof. Pravat Kumar Roul, Vice-Chancellor, OUAT**

Prof. Pravat Kumar Roul, Vice-Chancellor, Odisha University of Agriculture and Technology (OUAT) expressed his heartfelt gratitude to the Poultry Association for organizing such a meaningful and informative event within the university premises. He also extended his sincere thanks to all the distinguished guests and dignitaries who travelled



from different parts of the country to participate in the Expo and share their valuable insights.

Professor Roul commended the organizing committee for their dedicated efforts in creating an excellent platform that offers immense learning and exposure to the students of OUAT. He emphasized that the Bharat Poultry Expo 2025 would significantly enhance students' understanding of modern poultry farming practices, while also inspiring them to explore entrepreneurial opportunities in the sector.

He shared his personal experience from the aftermath of the devastating Fani Cyclone, recalling how the disaster had completely destroyed poultry infrastructure and farming facilities. Despite the severe losses, Professor Roul demonstrated resilience and determination by rebuilding the poultry unit from the ground up, overcoming financial and infrastructural challenges through perseverance and commitment.

Through this inspiring account, he encouraged the students to remain strong in the face of adversity and to believe that dedication and hard work can overcome even the most difficult circumstances. His journey served as a motivational example for





young learners aspiring to make a meaningful contribution to the poultry and agricultural sectors.

Professor Roul also highlighted the government's initiative under the Mukhyamantri Krushi Udyog Yojana (MKUY), which provides up to 50% capital investment subsidy to young graduates, women, and students. He emphasized that this progressive scheme aims to promote entrepreneurship among youth, encouraging them to establish their own ventures and contribute actively to the growth of the agriculture and poultry industries in Odisha and beyond.

**Address by Chief Guest Shri Gokula Nanda Mallick, Hon'ble Minister, MSME and ARD Department, Government of Odisha**

Shri Gokula Nanda Mallick, Hon'ble Minister of MSME and ARD Department, and the Chief Guest of the event, expressed his heartfelt gratitude to the organizers for hosting the Bharat Poultry Expo for the first time in Odisha. He highly appreciated this commendable initiative, which aims to promote the growth of poultry farming and inspire entrepreneurship among both rural and urban communities.



The Minister emphasized that poultry farming holds vast market potential and provides excellent opportunities for income generation and employment creation. He lauded the organizers for establishing a valuable platform where farmers and entrepreneurs could gain practical insights into poultry farm setup, modern equipment, machinery, poultry medicines, and feeding practices.

Shri Mallick highlighted the importance of becoming Atma Nirbhar (self-reliant) in poultry production, encouraging farmers to increase productivity so that Odisha can achieve self-sufficiency and reduce dependence on other states. He discussed the Mukhya Mantri Krushi Udyog Yojana (MMKUY), under which the government provides financial subsidies and support to promote agriculture and poultry-based enterprises. He acknowledged the state government's continued encouragement and assistance in fostering the development of this vital sector.

Further, he announced that the government is planning to include the poultry sector under the MSME and Industrial categories, a move that will accelerate growth, create more employment opportunities, and promote rural entrepreneurship.





across the state.

The Minister also shared that through the Prani Sampad Vibhag, the government is now providing up to 85% insurance coverage to farmers. This initiative aims to safeguard them from financial risks and encourage broader participation in livestock and poultry farming with greater confidence.

He further noted that, owing to improved management practices and government initiatives, cases of bird flu have significantly decreased, ensuring a safer and more sustainable environment for poultry operations.

In conclusion, Shri Mallick extended his gratitude to OUAT for its valuable research, innovation, and technical guidance in agriculture, poultry, and allied sectors. He praised the university's contributions in enhancing productivity and helping farmers adopt modern, scientific, and sustainable practices.

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Remarks by Dr. P.K. Shukla, Professor & Head (Poultry Science), Indian Poultry Science Association

Dr. P.K. Shukla, Professor & Head (Poultry Science),



Indian Poultry Science Association, expressed his delight at the successful organization of the Bharat Poultry Expo 2025 and commended the efforts of the organizers for their dedication to the growth of the poultry industry.

He highlighted that the poultry sector in India, which began modestly in 1950 with a value of just ₹2 billion, has now expanded to an impressive ₹142 billion, reflecting tremendous progress and resilience in the industry. Dr. Shukla emphasized the vital role of the private sector in driving this exponential growth and supporting the sector's modernization and diversification.

He proudly stated that India now ranks as the second-largest poultry producer in the world, urging all stakeholders to stay motivated and continue contributing toward further advancement.

Recalling his long-standing commitment to Odisha's poultry sector, Dr. Shukla shared that in 2008, he envisioned establishing a strong and self-sustaining poultry industry within the state. With persistent efforts and collaboration from the private sector, he successfully helped set up a poultry farm in Mayurbhanj, marking a significant milestone in the state's poultry development journey.





Dr. Hara Mohan Dash stated that Bharat Poultry Expo 2025 marked a historic milestone, being the first-ever event of its kind organized in Odisha. He expressed his heartfelt gratitude to the organizing team, all exhibitors, and participants whose collective efforts made this achievement possible.

#### Dr. H. M. Das on Bharat Poultry Expo 2025

Dr. Dash when shared his experience with the farming community of Odisha about his visits across the country, many farmers of the region wondered why such an exhibition had never been held in their state. Therefore, he conveyed his deep appreciation to the organizers for finally bringing this remarkable platform to Odisha.

He further added that the farmers who attended the expo gained valuable and practical insights into the use of modern machinery to enhance farm productivity. They also learned about the latest medicines, vaccinations, and equipment related to poultry farming.

In conclusion, Dr. Dash extended his sincere thanks to Tezasi Events and Mr. Anshuman Dehury, Altitude Events, Odisha for organizing such a meaningful and impactful event in Odisha.

The second day began with a technical session. The well attended farmers, doctors, scholars and students at Veterinary College, OUAT, Bhubaneswar, listened the following topics with utmost care and attention. Dr Manoj Shukla acted as convener for the session.

The presentations made by the speakers as under:

1. Shaping the Indian Poultry Sector for sustainable growth: Dr P.K.Shukla, Professor and Head, (Poultry Science), Veterinary College, Mathura, also President, Indian Poultry Science.
2. Managing CRD in Broiler and Bird flu, Dr Dhirendra Kumar, President, Vesper Group
3. Vaccination – A tool in prevention of Poultry Diseases – Dr S.C. Gupta, Group Chief Veterinary Officer
4. Contribution of VH Group in Indian Poultry Industry – Dr Sanjay Deshpande, A.G.M., Technical, Pune.
5. Different Poultry Courses conducted at Dr B. V. Rao, Institute of Poultry Management and





Technology - Dr. Ramesh K Ramnani, AGM – Genetics, Pune

6. Broiler farming needs to be corrected fo4 survival – Dr Manoj Shukla

7. Poultry farming: Diseases & Biosecurity – Prof. Susen Kumar Panda, Dean, College of Veterinary Science & A.H., OUAT, Bhubaneswar

At the end of each session, the speakers were honoured with a shawl and memento by the organizer, Dr Manoj Shukla, and other dignitaries.

The day three was witnessed with a colourful valedictory function. Dr Pradeep Rout OAS, Managing Director, OACAC, Bhubaneswar was the Chief Guest of the function. The exhibitors were presented with mementos by the Chief Guest and other dignitaries on the dais.

As usual we have honoured with three best decorated stalls and arranged a committee under the leadership of Dr Hara Mohan Dash, Mr Sudhanshu Bhushan Tripathi and Dr Manoj Shukla. The committee has declared the three winners out of total decorated stalls as under:

1. Venkateshwara Group
2. Devee Group
3. Indovax Pvt Ltd

Not to undermine other decorated stalls, the committee has also declared the awards as "Best Performance Stall" and they are:

1. Kamdhenu Feeds Pvt Ltd.,
2. Sapan Agro Feeds and
3. Visaka Industries Ltd.

Tezasvi Events profusely expresses its sincere gratitude to the Poultry Associations — namely the All Odisha Layer Farmers Association, Poultry Traders Association of Odisha, Ganjam Layer Farmers Association, and All Odisha Poultry Federation — for their invaluable support and cooperation in making the event a grand success.

We also express our sincere thanks to Mr Prakash Kumar Rout, Managing Director, Pasupati Agrovet Pvt Ltd., Cuttack for sending their 1200 farmers to visit our expo on the opening day to make the expo successful.





We also extend our heartfelt thanks to the companies who, at the special request of Dr. Hara Mohan Dash, Managing Director, BhairabiAgro Pvt Ltd., graciously sponsored lunch for all three days of the event — a remarkable and unique contribution witnessed for the first time in our past 26 editions of expos. They are:

Healers Associates

Indian Herbs Specialties Pvt Ltd.,

Utkal Feeds Pvt Ltd.,

Ashoka Feeds Pvt Ltd.,

Intas Pharmaceuticals Ltd.,

I.B. Group,

Kemin Industries South Asia Pvt Ltd.,

BentoliAgrinutrition India Pvt Ltd.,

Irish Life Solutions

Komarla Hatcheries

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Gajanan Padmawar

Cargill India Pvt Ltd.,

Envizion Biosciences Pvt Ltd.,

Premium Chick Feeds Pvt Ltd.,

Alembic Pharmaceuticals Ltd.

Saideep Enterprises

Sapience Agribusiness Consulting LLP

Adisseo Animal Nutrition Pvt Ltd.,

Poulтив Nutrition Pvt Ltd.,

Noveltech Feeds Pvt Ltd., and

Global Chemicals Ltd.,

In view of this exceptional gesture, we sincerely hope to receive similar support and goodwill in our future expos as well.

Finally, we make a special mention of the kind support and encouragement extended by Prof. Pravat Kumar Roul, Vice-Chancellor, and the Dean, VeterinaryCollege and Animal Husbandry, OUAT, Bhubaneswar. We are also deeply thankful to Dr. Susen Kumar Panda, Dean, for his continuous guidance and cooperation like friend, philosopher and guide, which played a vital role in organizing the expo in such a grand and successful manner.



## Technical Session at Bharat Poultry Expo - 2025



Dr. P K Shukla on Shaping the Indian Poultry Sector for Sustainable growth



Dr. P K Shukla being honoured



Dr. Dhirendra Kumar on Managing CRD in Broiler and Bird Flu



Dr. Dhirendra Kumar being honoured



Dr. Sanjay Deshpande on Contribution of VH Group in Indian Poultry Industry



Dr. Sanjay Deshpande being honoured



Dr. Ramesh K Ramnani on Different Poultry Courses conducted at Dr. B.V Rao, IPMT



Dr. Ramesh K Ramnani being honoured

## Technical Session at Bharat Poultry Expo - 2025



Dr. Susen Kumar Panda on Poultry Farming Diseases and Biosecurity



Dr. Susen Kumar Panda being honoured



Dr. S. C Gupta on Vaccination of Poultry Diseases



Dr. S. C Gupta being honoured



Dr. Manoj Shukla on Broiler Farming needs to be corrected for survival



Dr. S. C Gupta being honoured

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## Chief Guest Visiting Bharat Poultry Expo - 2025



## Visiting the Stalls by Bharat Poultry Expo Team



## Visiting the Stalls by Bharat Poultry Expo Team



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## Visiting the Stalls by Bharat Poultry Expo Team



## Mementos Distribution to Participants at Bharat Poultry Expo - 2025



Ventri Biological Division Receiving the Memento



Venco Division Receiving the Memento



VRB Division Receiving the Memento



VIL-AHP Division Receiving the Memento



Uttara Impex Division Receiving the Memento



BV Bio-Corp Division Receiving the Memento



Aadya Biological Receiving the Memento



Aastha Group of Companies Receiving the Memento

## Mementos Distribution to Participants at Bharat Poultry Expo - 2025



Bala Industries & Entertainment Pvt Ltd.,  
Receiving the Memento



Bhairabi Agro Pvt. Ltd. Receiving the Memento



Bharat EC Agro Pvt Ltd.,  
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Borosil Scientific Ltd. Receiving the Memento



Poultry Federation of India  
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Concept Pharmaceuticals Ltd  
Receiving the Memento



Deore Poultry Services Receiving the Memento



Devee Biological Receiving the Memento

## Mementos Distribution to Participants at Bharat Poultry Expo - 2025



Easy Agrotech Receiving the Memento



Godrej Agrovet Ltd. Receiving the Memento



Himalaya Wellness Company Receiving the Memento



Indovax Pvt. Ltd. Receiving the Memento



Intas Pharmaceuticals Ltd. Receiving the Memento



Kamdhenu Feeds Pvt Ltd Receiving the Memento



Koshish Marketing Solutions Pvt. Ltd.  
Receiving the Memento



Kamdhenu Feeds Pvt Ltd Receiving the Memento

## Mementos Distribution to Participants at Bharat Poultry Expo - 2025



Neospark Drugs and Chemicals  
Receiving the Memento



Omega Group  
Receiving the Memento



Reliable Hitech Industries  
Receiving the Memento



SG Equipments  
Receiving the Memento



Sapan Feeds  
Receiving the Memento



SS Poultry Equipments  
Receiving the Memento



Supr Enviro Farms  
Receiving the Memento



Supreme Poultry Equipments  
Receiving the Memento

## Mementos Distribution to Participants at Bharat Poultry Expo - 2025



V Arch Equipments  
Receiving the Memento



Vesper Pharmaceuticals  
Receiving the Memento



Visaka Industries Ltd.  
Receiving the Memento



Zeus Biotech  
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Indovax Pvt. Ltd.  
Receiving the Memento



Altitude Events  
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Shri susanta Kumar Patnaik  
Receiving the Memento



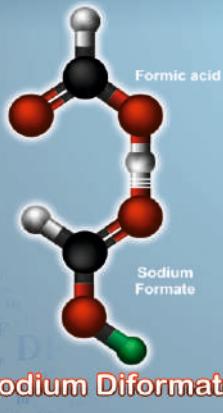
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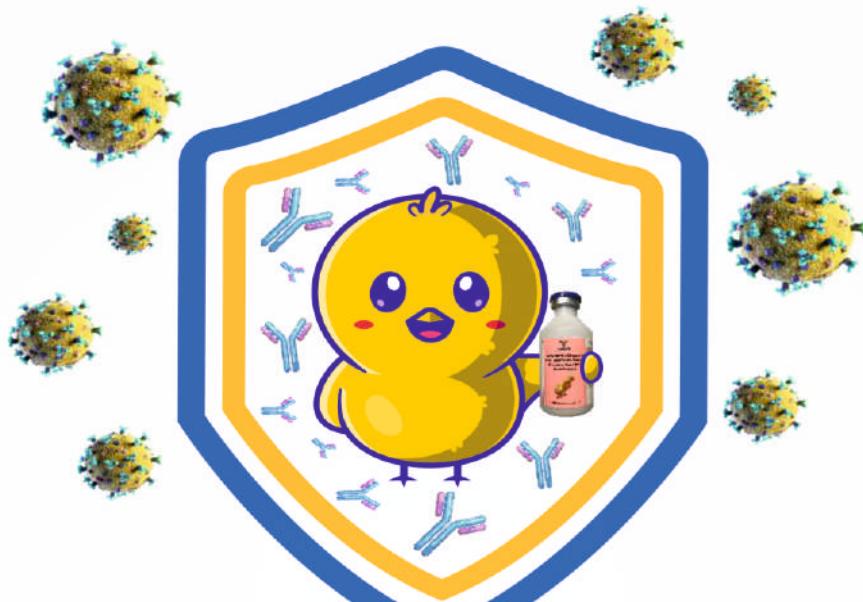
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