

Poultry Fortune

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- Editor



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Suguna launches mortar brand – Delfrez, plans to open over 1000 outlets by 2025

- *Research on natural growth promoters has been of worldwide interest. India being a hub for spices and essential oils derived from natural resources has great potential to cater to the world.*
- *Poultry farming has come up in a big way in Jammu, Kathua, Udhampur, Pulwama, Srinagar and Budgam districts with large number of educated unemployed youth taking poultry farming as a sustainable means of earning their livelihood.*



Dear Readers,

The January 2022 issue of **Poultry Fortune** is in your hands.

With over four decades of rich experience and a legend in Indian poultry industry Mr C. Jagapati Rao, Chairman Emeritus,

Srinivasa Farms Group in a message said that there are unlimited growth prospects for poultry sector in India. He reviewed the status of poultry sector and guided the industry and his company for the future.

After revolutionizing the Indian poultry industry with 30 plus years of expertise, Suguna Foods, a Rs. 9,000 crore Indian poultry major today announced the launch of its first click and mortar brand, Delfrez. The move comes as part of Suguna's strategic brand restructuring at a group level, which was unveiled in a press conference recently. The newly launched brand Delfrez will be in both online and offline retail format that will house diverse poultry products from the house of Suguna. The group has invested over 100 crores in the new brand and plans to launch over 1000 outlets by 2025.

Delfrez is the brainchild of the second-generation leader from the group – Vignesh Soundararajan, Executive Director - Suguna Foods. This click-and-mortar brand aims to bring quality products to everyone's plate. Available in leading online & offline channels like Big Basket, Groffers, Jio Mart, Swiggy and many more. Delfrez will house which would be into Ready to Eat, Ready to Cook, and Marinates. Also available offline, Delfrez retail is a spacious store that provides customers with fresh produce in a hassle-free environment.

Mr Soundararajan, Chairman, Suguna Group,

said that the pandemic has been a great learning opportunity for every industry and today we are happy to see one of our biggest takeaways from the pandemic take shape with a very innovative approach to our poultry format. This rebranding exercise is a major initiative that we have undertaken to be relevant in today's digital world. There have been many transformations in Suguna, which is very much in line with the transformation of the poultry segment in India. In addition to the Indian market, there is a significant growth opportunity in foraging markets for the organized poultry brands from our country. We are laser-focused on terms of increasing our business in India and expanding our market share worldwide with this new, refreshed brand strategy. We will stay committed to improving the lives of over 40,000 plus people and their families, who are directly associated with Suguna and more than 100,000 plus people indirectly.

Suguna is one of the top ten poultry companies in the world. It operates in 18 Indian states and offers a range of poultry products and services. Broiler and layer farming, hatcheries, feed mills, manufacturing plants, vaccines and exports are all part of the fully integrated operations. Suguna supplies frozen chicken, value-added eggs and live broiler chicken. Suguna has developed a chain of modern retail outlets to provide customers with fresh, safe and hygienic packed chicken. Suguna foods' popular product lines include Suguna Daily Fresh, Suguna Home Bites, Suguna Anytime processed chicken, and four types of speciality Suguna value-added eggs.

A new stability trial conducted by an independent institute, the International Research Association of Feed Technology (IFF) in Germany, confirms that **TITAN**, Lallemand Animal Nutrition's unique **patented yeast protection technology** remains at the top of the game when it comes to

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Poultry Fortune

Our Mission

Poultry Fortune will strive to be the reliable source of information to poultry industry in India.

PF will give its opinion and suggest the industry what is needed in the interest of the stakeholders of the industry.

PF will strive to be The Forum to the Stakeholders of the industry for development and self-regulation.

PF will recognize the efforts and contribution of individuals, institutions and organizations for the development of poultry industry in the country through annual Awards presentation.

PF will strive to maintain quality and standards at all times.

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withstanding stringent pelleting conditions. The new trial used more drastic conditions compared to previous studies, which also demonstrated better survival of the live yeast compared to competitive products. These findings indicate that TITAN-protected yeast are adapted to ever-changing feedmill constraints.

The new data complement many other pelleting trials conducted under different conditions, either in laboratories or in industrial feedmills, showing consistent stability results.

Lallemand Animal Nutrition is committed to optimizing animal performance and well-being with specific natural microbial products and service solutions. Using sound science, proven results, and knowledge, Lallemand Animal Nutrition develops, produces, and markets high-value yeast and bacteria products - including probiotics, silage inoculants, and yeast derivatives. These innovative solutions positively benefit animal nutrition and well-being, forage management, and animal environment. Lallemand offers a higher level of expertise, leadership, and industry commitment with long-term and profitable solutions to move our partners Forward. Lallemand Animal Nutrition is Specific for your success.

As a part of Avitech Nutrition's knowledge sharing initiative, Avitech Nutrition releases the 2nd episode of Avitech Know - Edge Nutrition Podcast. The episode is available on the corporate website (www.avitechnutrition.com) and on Facebook and LinkedIn. In this episode Dr Jose Oroz, an eminent veterinarian from Spain is in conversation with Dr Avinash Srivastava, Head of Science at Avitech Nutrition giving an insight into the role of butyric acid in nurturing intestinal health in poultry.

The United Arab Emirates (UAE) has lifted ban on import of eggs and other poultry products from India, ahead of Prime Minister Narendra Modi's visit to the country next month. The move follows an assurance by New Delhi that it would follow biosafety norms set by the World Organisation for Animal Health to prevent infection from bird flu.

Poultry imports from India were banned since at least five years due to concerns over bird flu. India had sought market access for eggs under the trade pact it is negotiating with the UAE. Poultry is one of the 1,100-odd products, including washing machines, air-conditioners, refrigerators, spices, tobacco, cotton fabrics, textiles and leather, whose exports New Delhi wants to increase through the agreement. Modi is expected to announce the India-UAE Comprehensive Economic Partnership Agreement (CEPA), India's first in the Gulf region, during his proposed visit.

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In the Articles section, article titled **Turmeric Oil / Curcumin inclusion in Broiler feed holds promise compared to regularly used in-feed Antibiotic Growth Promoters - A Scientific Research Study** - Compiled by *Dr Sekhar Sushil Basak, Innovista Feeding Solutions Pvt Ltd Kolkata* discusses that research on natural growth promoters has been of worldwide interest. India being a hub for spices and essential oils derived from natural resources has great potential to

cater to the world, products and services in this space given its abundant knowledge of herbs and spices and the huge production potential and affordability to the common poultry farmers. Innovista has played an active and crucial role in showcasing to the world its initiatives on research on natural products derived out of spices and essential oils.

There is growing interest in developing natural alternatives to antibiotic growth promoters in order to maintain both birds' performance and health. Natural compounds lack the undesirable effects that synthetic compounds can have on consumers which has caused the food industry to become increasingly interested in natural sources of substances. It has been stated that the supplementation of antibiotics in regular diet reduces the morbidity and mortality, as well as overall growth of broiler chickens. Using these commercially available antibiotics may show it adverse effect on the public health by developing the antibiotic resistant micro flora. Poultry industry needs to develop an alternative method to provide antibiotic potential to the chickens, in order to enhance the rate of production.

Another article titled **Kashmir Valley Poultry sector: Challenges and Opportunities**, authored by *Dr Mukhtar Ahmad* discusses that Poultry farming is an important sector of agriculture economy. It plays a vital role in household nutritional security and employment generation in the country. Poultry sector a largely backyard venture before the 1960s has been transformed into a vibrant agribusiness. Today, India is one of the leading nations in both broiler and egg production. Undoubtedly, this impressive growth is a result of several factors, such as active developmental support from the state and central government, research and development support from research institutions, international collaboration and private sector participation. Indian poultry is self-sufficient, supported by strong genetic base in which the productivity levels of broilers and layers are equal to those achieved elsewhere e.g. in the United States of America and the European Union

Jammu and Kashmir had also witnessed tremendous growth of poultry in the last few decades. Poultry farming has come up in a big way in Jammu, Kathua, Udhampur, Pulwama, Srinagar and Budgam districts with large number of educated unemployed youth taking poultry farming as a sustainable means of earning their livelihood. The production of poultry and consumption is predicted to grow in valley attributed to shift in food habits, high speed urbanization, increase in awareness of balanced nutrition, low cost and complete source of protein, increased income etc. Jammu and Kashmir has an enormous potential and conducive environment for poultry development on commercial lines as well as backyard poultry, still there is significant gap between requirement and production of poultry and poultry products.

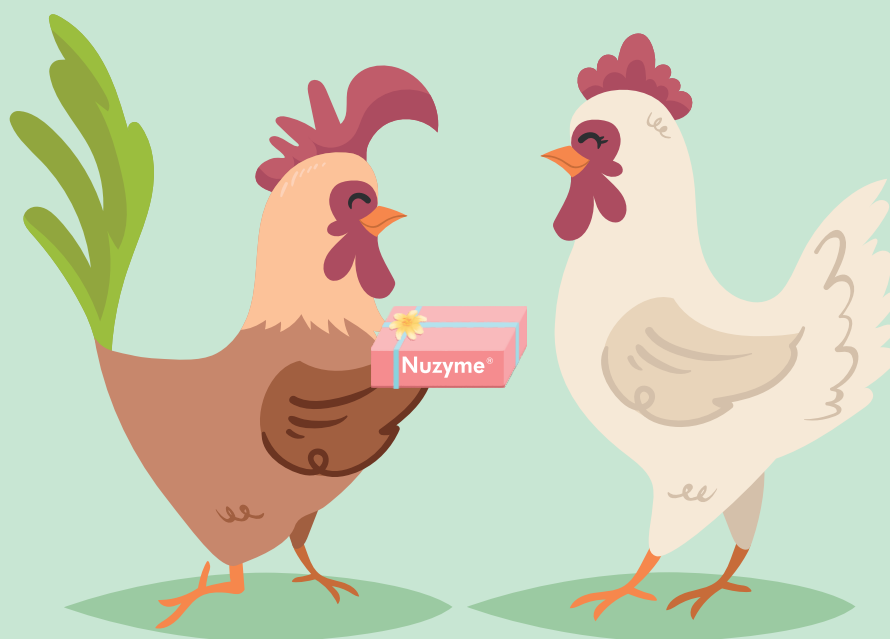
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Suguna Foods launches its first click and mortar business Delfrez as part of brand restructuring

In addition to this launch, the poultry major also announced several strategic restructuring measures at a group level for the future

Mumbai, 16th December

2021: After revolutionizing the Indian poultry industry with 30 plus years of expertise, Suguna Foods, a Rs. 9,000 crore Indian poultry major today announced the launch of its first click and mortar brand, Delfrez. The move comes as part of Suguna's strategic brand restructuring at a group level, which was unveiled today in a press conference. The newly launched brand Delfrez will be in both online and offline retail format that will house diverse poultry products from the house of Suguna. The group has invested over 100 crores in the new brand and plans to launch over 1000 outlets by (2025).

Delfrez is the brainchild of the second-generation leader from the group - Vignesh Soundararajan, Executive Director - Suguna Foods. This click-and-mortar brand aims to bring quality products to everyone's plate. Available in leading online & offline channels like Big Basket, Groffers, Jio Mart, Swiggy & many more. Delfrez will house an array of products which would be into Ready to Eat, Ready to Cook, and Marinates. Also available offline, Delfrez retail is a spacious store that provides customers with fresh produce in a hassle-

free environment.

Commenting on the occasion, **Mr Soundararajan, Chairman - Suguna Group**, said "The pandemic has been a great learning opportunity for every industry and today we are happy to see one of our biggest takeaways from the pandemic take shape with a very innovative approach to our poultry format. This rebranding exercise is a major initiative that we have undertaken to be relevant in today's digital world. There have been many transformations in Suguna, which is very much in line with the transformation of the poultry segment in India. In addition to the Indian market, there is a significant growth opportunity in foraging markets for the organized poultry brands from our country. We are laser-focused on terms of increasing our business in India and expanding our market share worldwide with this new, refreshed brand strategy. We will stay committed to improving the lives of over 40,000+ people and their families, who are directly associated with Suguna and more than 1,00,000+ people indirectly."

Mr Vignesh Soundararajan, Executive Director, Suguna Foods, said "We are really

excited to launch Delfrez and make our products accessible to one and all through retail as well as digital channels. We have made sure to have a proper Digital and e-Commerce strategy in place to connect with our consumers and understand their needs. Being leaders in the poultry industry over the past three decades, we look forward to leveraging our expertise in the market and help reinforce our philosophy with this venture, which is to bring more protein to everyone's plate"

With the launching of Delfrez, the group also announced a slew of restructuring initiatives such as a renewed new group logo with the letter S designed to be perceived as interlocked whilst signifying strength. The logo emphasizes the strengthened bond between the company and its customers, besides establishing that their product provides delicious, fresh, and quality meat that helps strengthen the immunity of the entire family.

About Suguna Foods:

Suguna is one of the top ten poultry companies in the world. It operates in 18 Indian states and offers a range of poultry products and services. Broiler and layer farming, hatcheries, feed mills, manufacturing

plants, vaccines, and exports are all part of the fully integrated operations. Suguna supplies frozen chicken, value-added eggs, and live broiler chicken. Suguna has developed a chain of modern retail outlets to provide customers with fresh, safe, and hygienic packed chicken. Suguna foods' popular product lines include Suguna Daily Fresh, Suguna Home Bites, Suguna Anytime processed chicken, and four types of specialty Suguna value-added eggs.

About Delfrez

Delfrez is a chain of retail outlets that operate under the processed food division of Suguna Foods Pvt. Ltd, a pioneer in broiler farming, hatcheries, feed mills, processing plants, and vaccine manufacturing for poultry in India since 1984. The chain of high-quality stores caters to all the needs for chicken, value-added eggs, mutton, and more. Delfrez brings customers spacious and pleasing outlets complete with modern amenities with a variety of chicken products and more at a location near you. At Delfrez, customers get the experience of selecting from a range of fresh chilled chicken for your convenience that's available in portions & cuts as per desired quantities. Currently, Delfrez is operating in all leading cities across South India like Bangalore, Chennai, Coimbatore, Cochin, Trivandrum with over 250+ outlets. The brand has plans to enter the north and western parts of India in cities like Pune, Mumbai, Gurgaon, Chandigarh & Goa

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Titan Protection Technology offers Probiotic Yeast Optimal Resistance Against Harsh Pelleting Processes

FRANCE – December 16, 2021 – A new stability trial conducted by an independent institute, the International Research Association of Feed Technology (IFF) in Germany, confirms that **TITAN**, Lallemand Animal Nutrition's **unique patented yeast protection technology** remains at the top of the game when it comes to withstanding stringent pelleting conditions. The new trial used more drastic conditions compared to previous studies, which also demonstrated better survival of the live yeast compared to competitive products. These findings indicate that TITAN-protected yeast are adapted to ever-changing feedmill constraints.

The new data complement many other pelleting trials conducted under different conditions, either in laboratories or in industrial feedmills, showing

consistent stability results (Figure 1).

Why does probiotic yeast need protection?

The viability of a probiotic is a key parameter to ensure its metabolic activity once ingested by the animal. Many experts insist that probiotics must be alive and viable to exert an effect on the microflora within the digestive system. Indeed, several national authorities will only authorize a claim for performance (such as improved milk production or feed efficiency) when the probiotic microorganism is viable. For example, the European Commission considers microorganisms as probiotic feed additives only in their live form. Today, the increased demand for pelleted feed, coupled with increasingly stringent feed mill processes, could limit the inclusion of probiotic yeast in this form of feed. This is

why Lallemand continues to invest in process development to ensure that TITAN, its unique patented yeast protection technology, remains at the top of the game when it comes to withstanding stringent pelleting conditions.

The stress of pelleting

When selecting a probiotic yeast, it is crucial to ensure the live yeast will: survive feed or premix processing; tolerate the combination of other ingredients; and endure storage prior to reaching the animal. Feed manufacturing processes are constantly evolving to answer market needs and safety challenges. Feed pelleting processes represent many stress factors for live yeast, such as temperature, pressure and/or moisture. For example, yeast stability depends on the die temperature during the pelleting process, but also on the die compression,

conditioner temperature and process duration.

Data on TITAN stability

An analysis was conducted in 2017 by the IFF to compare the stability and the resistance of a TITAN live yeast form to other commercial yeast sources under different pelleting conditions. This study showed that only TITAN yeast remains stable throughout the various pelleting processes (at least 85°C). In 2021, the same institute conducted a new stability study using even more stringent conditions and comparing the stability of TITAN yeast to non-coated forms of other live yeast products marketed for use in pelleted feed. In this new trial, pelleting conditions were more challenging than in the 2017 trial with a higher conditioner temperature and increased die compression (5/80 die in 2021 vs. 5/50 die in 2017).

What is TITAN?

TITAN is a live yeast protection technology adapted for pelleted feed applications that has been developed by Lallemand Animal Nutrition. TITAN includes

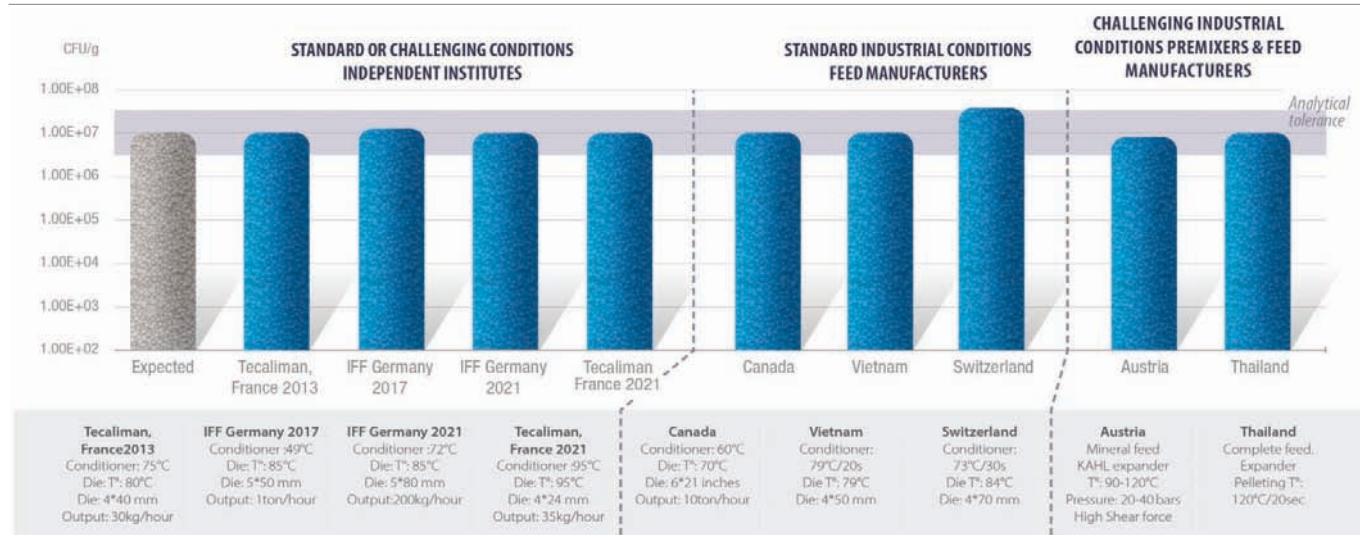
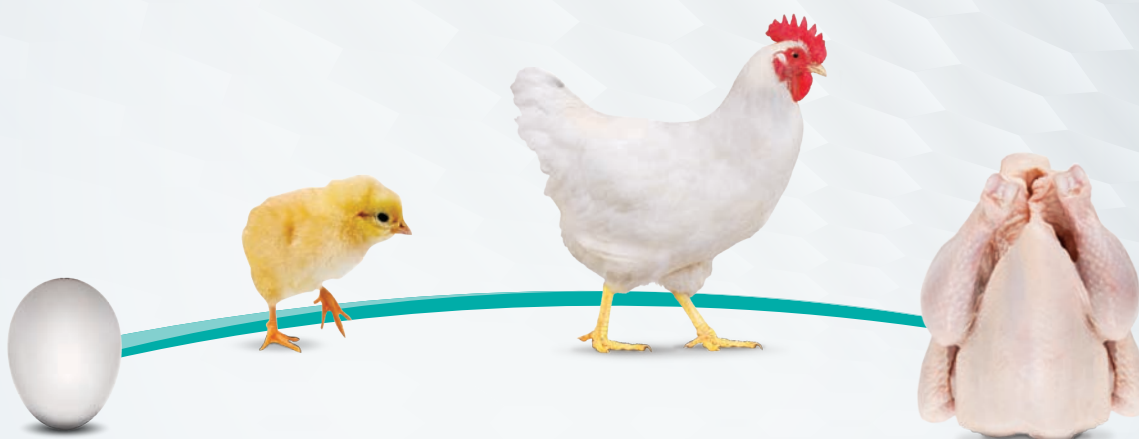


Fig 1: Various trials showing the consistent capacity of TITAN yeast to resist various pelleting conditions (standardization of the expected counts to 107 CFU/g to facilitate comparison).



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VAXXITEK® is a registered trademark of Boehringer Ingelheim group in United States of America and elsewhere.

1 Data on file. 2 Data on file.

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a unique and patented yeast microencapsulation technology. In addition to this unique coating, the production process of TITAN includes specific adaptation of the live yeast fermentation and drying conditions, as well as downstream processing steps up to packaging to ensure optimal resistance and viability of the live yeast in customer applications. As a result, TITAN offers a consistent and optimal stability to

department, dedicated to continuous process optimization as well as the applications of TITAN.

Under a large variety of feed processing conditions, the feed industry can benefit from on-site support to assist in feed process monitoring and sampling. The company's feed industry partners have access to dedicated services such as sample analysis and compatibility studies. All this helps ensure optimal viability and efficacy of Lallemand's probiotic yeast to end-users.

ABOUT LALLEMAND ANIMAL NUTRITION

Lallemand Animal Nutrition is committed to optimizing animal performance and well-

innovative solutions positively benefit animal nutrition and well-being, forage management, and animal environment. Lallemand offers a higher level of expertise, leadership, and industry commitment with long-term and profitable solutions to move our

partners Forward. Lallemand Animal Nutrition is Specific for your success. For more information, please visit www.lallemandanimalnutrition.com

Not all products are available in all markets nor all claims allowed in all regions.

Avitech Nutrition releases episode 2 of Avitech Know-Edge Nutrition Podcast

As a part of Avitech Nutrition's knowledge sharing initiative, Avitech Nutrition releases the 2nd episode of Avitech Know-Edge Nutrition Podcast. The episode is available on the corporate website (www.avitechnutrition.com) and on Facebook and LinkedIn. In this episode Dr. Jose Oroz, an eminent veterinarian from Spain is in conversation with Dr. Avinash Srivastava, Head of Science at Avitech Nutrition giving an insight into the role of butyric acid in nurturing intestinal health in poultry.

Extract from the session:

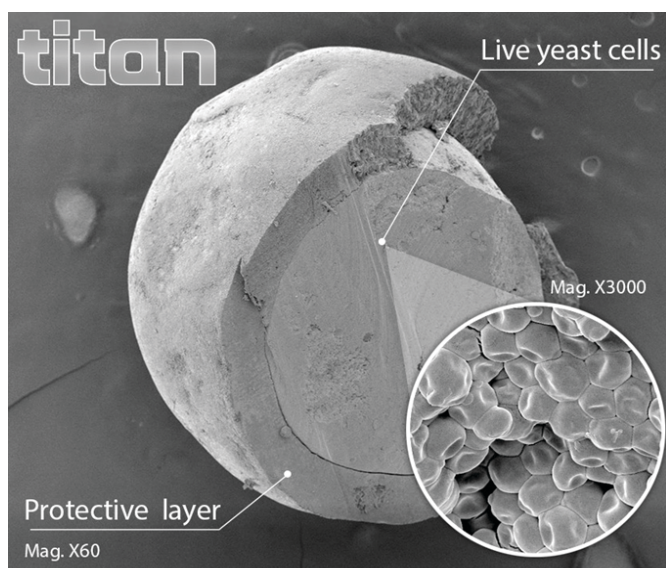
Q1. Dr Jose, we have seen that many organic acids are used in poultry nutrition. Can you please elaborate on the different types of organic acids used and their benefits?

Response: There are more than 20 organic acids that are commonly used in feeds worldwide for their positive impact on intestinal health in poultry.

These fatty acids can be divided into short chain (less than 6 carbon atoms), medium chain (6-12 carbon atoms) and long chain (12-21 carbon atoms). The small structures of short chain fatty acids like formic acid, lactic acid, propionic acid, butyric acid etc. allows better penetration in pathogens and hence is quite effective...

Q2. In recent years, there has been an increasing interest in usage of Butyric acid in poultry nutrition, what is the reason for this?

Response: Interest in butyric acid started in the 80's when French nutritionists observed its benefits while using it on ruminants. Over years nutritionists found that usage of butyric acid in poultry feeds aids in villi development. Due to improvement in intestinal health and other production parameters in poultry, butyric acid has become popular over the years.



Titan beadlet section in scanning electron microscopy (Lallemand Animal Nutrition).

Lallemand Animal Nutrition live yeast probiotics during industrial feed processing steps and through feed storage.

Lallemand technical services

Lallemand Animal Nutrition has an international process development platform as part of its R&D

being with specific natural microbial products and service solutions. Using sound science, proven results, and knowledge, Lallemand Animal Nutrition develops, produces, and markets high-value yeast and bacteria products - including probiotics, silage inoculants, and yeast derivatives. These

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Improves body weight gain, feed efficiency and liveability



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The Era of New Normal- Scenario in Poultry & Role of Veterinarian

Successful completion of 3rd Vets In Poultry (VIP) AGM at Goa

Vets In Poultry (VIP) is a 950+ Veterinary doctors' association working in various fields of poultry businesses, government, research, strategy makers, Scientist etc spread over all India & overseas, implementing various social activities. VIP is a registered association under charity commissioner office Pune. On behalf of this organisation, "**3rd Vets In Poultry (VIP) AGM**" at Goa, Sunday, 24th Oct 2021 with **Theme:** The Era of New Normal- Scenario In Poultry & Role of Veterinarian. More than 135+ VIPians participated across India and overseas.

With permission of President, Dr Ajay Deshpande, Dr Santosh Ire, Secretary of VIP shared all minutes of last

AGM and new resolutions to be considered along with Dr Prasad Kulkarni, Treasurer who shared all Financials. Closing remark and conclusion given by President.

Highlight of the meet was special guest from Government of India: Dr SK Dutta, Joint Commissioner, AH, New Delhi and Dr Lipi, Assistance Commissioner, AH, New Delhi. Team VIP give a warm welcome to both.

VIP done major work on Bird Flu amendment draft. Dr Ajay Deshpande explain more details, supporting & insights of draft with august gathering and GOI authorities.

Dr Lipi, presented on behalf of GOI & explain their new schemes for benefits of poultry and veterinary

filed. She had give all details about website and procedure to apply with necessary links.

Dr S K Dutta, added icing on cake over Dr Lipi's presentation and given eagle eye view about current status and approach of GOI. He offer welcome gesture and assured all kind of support from his end.

This session followed by heart of event: The Expert Panel Discussion on The Era of New Normal- Scenario In Poultry & Role of Veterinarian

Eminent speakers, Dr Rukmangadhan, Dr Ravinder Reddy, Dr Jayaraman, Prof Dr Ajit Ranade, Dr Sushant rai deliberate their views on topic with expert vision. The session excellently

moderated by Dr PS Mahesh with his unique style. Panel suggested many good topics to be considered by VIP. Some of them are: Amendment in Bird Flu, Pollution Concern, Disease Monitoring Body All India etc. It was one of the best brain storming session.

This year VIP felicitated the contribution and great service by Prof Dr G Devegowda Sir. It was an honour to VIP having him on board from VIP Journey.

All panelist and guest inaugurated VIP's 1st ever souvenir and appreciated by all.

Concluding remark and Vote of Thanks delivered by Dr Atul Latkar.

President Dr. Ajay Deshpande, by all the office bearers and volunteers and EC members thanked Participants, Industry Colleagues, Authorities, Sponsors, Media Friends & All supporters for their overwhelming support & contribution.

Meat, Nutrition and the Unpalatable Politics of Food

Karnataka is the last of the South Indian states to include eggs in midday meals

December 04 2021

When the Rajkot Municipal Corporation in Gujarat decided to ban the sale of meat within 100 metres of schools, public places and temples last month, Irfan Yunus Khan (name changed) had to come to terms with a sudden loss of his livelihood.

For nearly 20 years, Yunus

Khan sold egg dishes in Rajkot, earning about Rs 2,000 per day. His shop was frequented by regular city folk, students and office goers.

After the municipal directive, he was forced to sell his handcart and take up a job at a manufacturing company as a helper. Here, he earns Rs 300 per day.

Rajkot was the first of four municipalities in Gujarat, including Vadodra, Bhavnagar and then Ahmedabad, that issued verbal directives to remove outlets that sold meat and eggs from the public eye, in November.

The Gujarat state BJP president C R Patil clarified, "No such decision will be

implemented as municipal corporations, which have sought to ban, have been informed to avoid taking such decisions." However, the damage was done and betrayed the government's inclination. Many who shut their stalls in November, Yunus Khan says, did not return to their livelihoods.

For many political observers, the move isn't surprising. In 2017, in the midst of a hectic election campaign, the then Chief Minister Vijay Rupani had proclaimed that Gujarat would be a 'vegetarian' state.

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1989
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2010
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2010
Alura bring
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He made this announcement despite the fact that at least 40 per cent of the population of this coastal state, (including the politically numerous Koli community, traditionally engaged in fishing) consumes meat, according to the Sample Baseline Survey of 2014. Soon after, the government passed the Gujarat Animal Preservation (Amendment) Bill, which allows for life imprisonment for the transportation, sale or storage of beef — the most stringent sentence of its kind in the country.

Earlier this year, in Uttar Pradesh, Chief Minister Yogi Adityanath banned the sale of meat in Mathura. Here, again, the ban came despite more than half of the state's population consuming meat.

In November, according to a statement by the NGO Sattvik Council of India, the Indian Railway Catering and Tourism Corporation would serve only vegetarian food on some trains that travel to religious destinations, to promote 'vegetarian-friendly' travel.

Clifton D' Rozario, national convenor of the All India Lawyer's Association for Justice, says these incidents are a coordinated effort to dictate food choices in a country where over 70% of the population are meat-eaters, "We have reached a point where constitutional values, the legacy that our freedom fighters left, are being forgotten by the BJP government. What they are advancing is a Hindutva or Brahminical agenda," he says.

D' Rozario feels that the government has disregarded the constitutional right to food through these moves, "They are advancing an extremely jaundiced view. This only serves to trample on the majority, most of whom consume meat. It is a very small minority that is vegetarian. The ideology that they are advancing is very exclusionary," he adds.

These decisions have the additional effect of attaching the virtue of 'purity' to vegetarian food and corruption or unhealthiness to meat and poultry products. In fact, in 2018, the Union Health Ministry drew flak for sharing a photo of an overweight woman whose diet contained meat, implying that it was unhealthy.

Despite the government's push for it, the notion that Indians are inclined towards vegetarianism is false, according to T Satyanath, a professor at Delhi University who researches food habits.

Stigmatising food habits

"Non-vegetarianism is only on the rise," Satyanath says, pointing to data from the Organisation for Economic Co-operation and Development, which shows that Indians consumed a whopping six million tonnes of meat in 2020, a 16.67 per cent rise compared to 2015.

R Mohanraj, the Karnataka state convenor of the Dalit Sangharsha Samithi (Bheem Vada) says it is the people from marginalised communities who face the

heat of these decisions.

In February this year, Karnataka became one of 23 states in the country that have banned the consumption and sale of beef. "Christians, Muslims and people from Scheduled Castes and Scheduled

Tribes all eat beef. There are community-level traditions that surround the consumption of beef. It not only infringes on individual rights but also on the rights of these communities," he says.

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Nouriture signs maverick actor Pankaj Tripathi as brand ambassador for cattle feed

Educate Indian farmers about 'Sirf chusti nahi, pushti bhi'

National, 30th December, 2021: Anmol Feeds Pvt. Ltd. ventured into the livestock feed industry over two decades back and recently launched its products under the umbrella brand Nouriture to meet the growing challenge of quality livestock feeds in the market. Nouriture embodies the motto of a more forward looking, technology driven, future-ready and contemporary brand that can meet the needs of the livestock farmers across India. The company today, announced their first brand ambassador maverick actor Mr Pankaj Tripathi for its cattle feed brands Nouriture Godhenu Gold, Milk-o-milk plus and Super 20 plus that aims to change perceptions through its positioning of 'Sirf chusti nahi, pushti bhi'.

Speaking on the campaign, Mr Amit Saraogi, Managing Director, Anmol Feeds, stated, "We wanted to create a high recall for our cattle feed brand, Nouriture Godhenu Gold, and our superlative product deserved a brand ambassador like Mr Pankaj Tripathi who has a unique appeal across the country with his own inimitable style. He is an energetic and versatile actor with a rich legacy of work. Pankaj's common man personality resonates with our brand values, and we believe the association will go a long



way in not only achieving the desired top-of-the-mind brand recall but also in bringing about a paradigm shift in farmer behaviour towards the right feed. Our campaign aims to educate and inform the farmers about why they need the right cattle feed for better yield. We hope the words, Sirf chusti nahi, pushti bhi is embedded in the minds of every farmer and stays for a long time."

The Indian animal feed market reached a value of INR 942.4 billion in 2020. The market is expected to grow at a CAGR of 12.5% during 2021-2026. Cattle feed involves 20% of the overall market share and is an ever growing and

ever evolving category in the Indian rural market. Yet, there is a huge need gap when it comes to awareness amongst the farmers about the right compound feed for optimum benefits from the cattle.

Mr Pankaj Tripathi, Actor and Brand Ambassador of Nouriture Godhenu Gold, stated, "Being a farmer's son myself I could relate to the brand language of Nouriture. I come from a place where education about the right livestock feed is much needed for rejuvenating the dairy business. Nouriture, has over the years shown a distinctive pedigree of innovation be it in

product launches or brand building initiatives, the new commercial has been conceptualised to target the farmers and I am thankful to the management for thinking I can do justice to the brand."

Sukanta Samal, Chief Marketing Officer, Anmol Feeds, stated, "We have always been at the forefront, leading the change in market offerings. We thank Mr Pankaj Tripathi for being a part of this exciting journey of Nouriture. With this campaign, we seek to not just make the farmers aware of the need for a proper cattle feed, but also generate top of mind recall for Nouriture Godhenu Gold."

The positioning of brand Nouriture and its marketing initiatives are skewed towards strengthening the changing dynamics of the livestock feed industry. The film driven campaign features a simpleton farmer who arrives at the village milk Market to sell his share of milk. But he is greeted by Mr Pankaj Tripathi who throws a very odd question at him which leaves him thinking. He compares the farmer's cow to a goat after seeing his milk canister's size. He then proceeds to educate him about how a cow needs a good cattle feed like Godhenu Gold for her proper health and better milk production.

Shreyansh Baid, Founder Director, Debdarsan Dutta (Chief Creative Officer) & Vaishakh Jhunjunwala (Creative Director), Shreyansh Innovations associated with the

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conceptualizing of the advertisement stated, "Cattle feed advertising has largely been restricted to very loud and run of the mill kind of work. It lacks the necessary punch and argument that helps farmers make a conscious decision. the film's plot, the dialogues, and the choice of brand ambassador have been crafted in a manner that ticks all of the above boxes and brings in a newness to this category."

The campaign is live across social media, outdoor, print and on ground channels.

Campaign elements: TVC, Print AD, Social Media, Outdoors

Creative Agency: Shreyansh Innovations Pvt. Ltd.

Founder Director: Shreyansh Baid

Director: Ankit Dahiya

Creative Director: Vaishakh Jhunjunwala

Title of the film : AB INDIA KA HAR KISAAN CHUNEGA SIRF CHUSTI NAI PUSHTI BHI

Duration : 45 Sec

In their two-decade old journey Anmol Feeds have strived to change the narrative of the feed industry by bringing in modern cutting-edge technologies, innovative practices and policies for improved feeding, livestock health care, management and trade. Nouriture by Anmol Feeds is dedicated to lead its organization goals in a direction that

will be instrumental in the development of the nation. The mission is maximising utilization of resources which can fetch prosperity for the livestock farmers and provide employment within the state.

About Anmol Feeds:

Since their foray into the livestock feed industry over two decades ago, Anmol Feeds Pvt. Ltd. has been focused on high quality livestock feed since the start of their journey, steadily expanding its production capabilities and helping farmers yield high returns. At present, Anmol Feeds has seven successfully running state-of-the-art superior manufacturing plants across six states- Uttar Pradesh, Bihar, West Bengal, Jammu & Kashmir, Jharkhand. With a cumulative production capacity of 1300 MT per day, the pioneers of pellet feed for Indian farmers, Anmol Feeds, has been catering to the livestock feed requirements of 20 states across India working with more than 50,000 farmer families and 1,000 employees. The Rs 500 crore company launched its products under the umbrella brand Nouriture last year to meet the growing challenge of quality feeds in the market and introduced their floating fish and shrimp feed into the market.

UAE to restart Egg Imports from India

New Delhi: The United Arab Emirates (UAE) has lifted ban on import of eggs and other poultry products from India, ahead of Prime Minister Narendra Modi's visit to the country next month. The move follows an assurance by New Delhi that it would follow biosafety norms set by the World Organisation for Animal Health to prevent infection from bird flu.

India will now be able to export table eggs, hatching eggs and day-old chicks to the UAE, official said.

"The UAE has allowed imports of table eggs and untreated egg products from two establishments in Tamil Nadu," an official said.

Poultry imports from India were banned since at least five years due to concerns over bird flu. India had sought market access for eggs under the trade pact it is negotiating with the UAE. Poultry is one of the 1,100-odd products, including washing machines, air-conditioners, refrigerators, spices, tobacco, cotton fabrics, textiles and leather, whose exports New Delhi wants to increase through the agreement.

The UAE is keen to get duty

concessions from India for its dates, confectionary and sugar-based products.

The UAE is India's third largest trading partner and bilateral trade was almost \$60 billion in FY20. It was India's second largest export destination after the US, with an export value of around \$29 billion.

Modi is expected to announce the India-UAE Comprehensive Economic Partnership Agreement (CEPA), India's first in the Gulf region, during his proposed visit.

"Besides goods trade, the pact is of strategic importance for India and we can gain in services and investments and also seek long-term business visas with UAE," the official said.

The two sides began the first round of negotiations on the CEPA in September.

To ensure no circumvention of duties takes place through rerouting of trade routes, New Delhi has pushed for the mandatory 35% value addition in the origin country to claim duty exemption under the pact. This is crucial as the UAE is a trans-shipment hub, making it difficult to implement the rules of origin criterion.

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Using his 4 plus decades Experience in Poultry, Jagapati Rao reviews, warns and guides the industry and his own Company People for the Future

Shows vision to Srinivasa Farms and its Hy-Line W-80 breed; Sees unlimited growth prospects to Poultry sector

OVER FOUR DECADES ago, when Poultry was exclusively the backyard operation or a few chicken owned families, with no organized structure, no acceptable standards, no vaccines, no vitamin based feed or scientific ways of managing large farms, I landed up in Hyderabad with no clue of where to venture or how to go about.

The founding of Srinivasa Farms was accidental but the vision into the future was never in doubt. It was hard work, grit and determination, perseverance, commitment, personal sacrifice, struggling day in and day out, financially insecure, combined with in the face of many discouraging and forewarning me, sure to face an utter failure, I, with a Master's degree from Calcutta University in Political Science, created an opportunity, seized the moment though lonely, survived every storm and growing pain a small operation normally encounters.

The story of Srinivasa Farms is not about growth, money, prestige, power and the laurels it earned. It all comes



C. Jagapati Rao, Chairman Emeritus, Srinivasa Farms Pvt Ltd

down today, to quality of products, loyalty of farmers, branding, benefit for the consumer, the end user, in the basic protein supply needed to maintain healthy standards of living, challenging itself everyday to deliver the goods without any compromise or our profit motive. To writer further in detail of the early years and beyond will need a book to fill in. Our company today under younger ownership will speak volumes to it's founding vision, philosophy, mission, objectives and continued commitment for corporate social responsibility.

The pioneers of our industry were mostly foreigners with no conception of the culture, habits, geography, language, culture, religion and other critical study of conditions, a pre requisite to any introduction of any new product or consolidation of existing unorganized operations

by vastly scattered population with anyone's guess habits, entered our country with a goal mostly to capture the market share of their own parent companies abroad. To any one who were young at that time still alive today will vividly remember the fate of Coke, IBM and like companies with such limited and selfish goals to capture the Indian market share where to and what a great repercussions they encountered and in the end how they were banned. Shortly after their true designs became evident, the young and intelligentsia rose up in arms till they were banned and driven out. Though such a fate did not occur to the pioneers of our poultry industry, however, the early organized industrial paradigm shift launched miserably failed to come up to their expectations, largely due to their limited vision and lack of understanding the habits of diverse population. Most pioneers though a few, were closing their businesses and some looked for local collaborations, as Srinivasa was emerging.

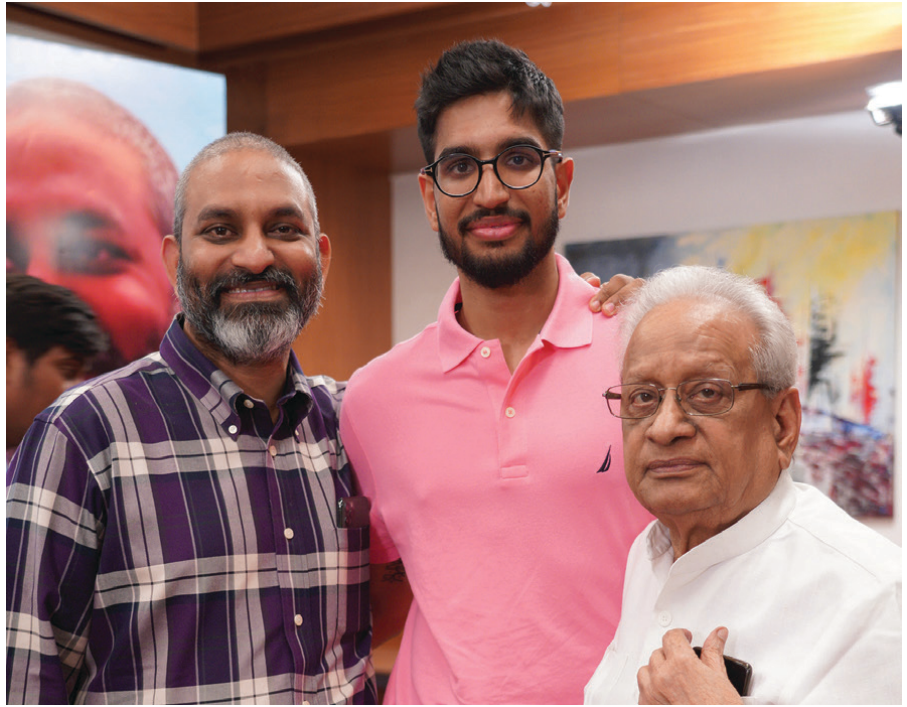
That was when Venkateshwara Hatcheries, was founded. The rest of the story is out and anyone interested to know more, can find much written and published on public media. Our company as we have now had earliest connections to Poultry industry although in a small and humble way. The strong foundations were laid with no idea that we would ever reach today's undisputed proportions with a reputation for quality, customer service, product development, sales, marketing and ultimate commitment

" We have been independent for over three years, fully aligned with the Global leader in Egg Production with billions of Dollars annually spent in research, offering myriad high quality protein products to the world at large "

to our employees of all cadres, our loyalty to the farmers and ultimately serving our consumers with corporate social responsibility has been our living legacy.

Once again over 45 years, though I am the Cofounder of Venkateshwara Hatcheries, Srinivasa Farms Pvt Ltd. as a Franchisee of VHPL, our company and our employees built the reputation and penned a successful and indelible story, the legacy of which, will continue beyond time and space.

As a Franchisee, we delivered the goods to our 10 districts of Andhra Pradesh beyond the expectations dreams of our parent company, Venkateshwara. We remained as their crown jewel of the franchise system. We worked hard, endured beyond endurance when faced with the ups and downs of our industry, suffered the pains, losses, stood by our farmers in critical situations, although many counted us out, ran a disciplined race with conservative financial policy not compromising with the quality and service. In the long run our successes



C. Jagapati Rao with his son Chitturi Suresh and grand son Harsha Sri Jagapati Rayudu

outnumbered our challenging issues and crises. Our industry took a beating due to diseases, worldwide bird flu pandemics, financial disasters and other day to day challenges very common to product with such a short shelf life and perishable, while the vagaries of weather was no friend many times. We put up a good fight. We ran a legendary race in our highly competitive arena and are very proud to share with you today, we won despite all the obstacles. As I said many times, the agonies of defeats, loss of hope etc., challenged us to just double our efforts to overcome and stay united, work in unison, develop a solidarity culture, inculcate “management by objective”, (MBO) work ethic, all possible only due to the credit to be given to each and everyone who was a part of our story in our continuing sojourn.

We never rested on our laurels. We pursued every possible way to be a servant business leader of our industry to our farmers and to our consumers. As a cofounder of VH Group and a franchisee, it never occurred nor even a thought ever crossed my mind, that one day, I would sever our franchise relationship of over 45 years with Venkateshwara. As you all know, the reality of our industry, the sign of times, the opportunity to offer the competitive but high quality product, the passion to grow and expand and

the opportunity to take SFP Ltd., to a higher step as status quo was not an option, all percolating and debating within me, privy to me alone.

To be successful is not to survive but to challenge oneself to plan for half a century ahead be it individually or as an entity. This passion, this ardent desire to move up the ladder, this self analysis and industry examination, and other paradigm shifts necessary to transform our company into an Independent national entity with unlimited possibilities for expansion to serve our consumers, strongly led me on to a global search for a strong fit to align ourselves. This intense search yielded in the Union of SFP and Hy-Line, USA, the global leader in our industry.

Yes, almost three years ago Srinivasa Hatcheries parted with our Parent Company, which graciously blessed our exit.

“ Our new product is incomparable and beating competition in all spheres. I am on the daily conference calls at the production levels and keenly follow the superiority of yield and quality so superb that I have never seen before”

ADVANTAGES OF HY-LINE W80 LAYER

- ▶ **Pullet eggs are generally 3-5 eggs less than other popular breed. More salable eggs.**
- ▶ **Less susceptible to diseases like gangrenous dermatitis and according to field reports, encountered lesser mortality during bird flu outbreaks than other breeds.**
- ▶ **Very less incidences of cage layer fatigue**
- ▶ **Good egg shell quality even at 100 weeks**
- ▶ **Genetically selected against Marek disease**
- ▶ **Less growing period depletion**
- ▶ **Fetches premium at culling due to good culling body weight and feather coverage.**

We are independent for over 3 years now

We have been independent for over three years, fully aligned with the Global leader in Egg Production with billions of Dollars annually spent in research, offering myriad high quality protein products to the world at large. When any company merges, gets acquired or aligned with new outfit, it needs space and a span of transition to adjust with the new product and grow into the new culture. That period is over. We are ready with our new wings grown to fly away to bring highly innovative protein products, at a fair price that our farmers and consumers can afford.

Today, we are at the cross roads of our own story. Our time for transition is beyond its limits. The industry is growing and the competition is challenging. More players are entering the arena with alternatives, giving us little time to be on the march to take our product aggressively into the market, locally, regionally, and nationally. We are a part of Global leader in Egg production. We have a product none other can match in any aspects. It is the opportune time. Our Industry is at status quo. The country needs innovation, alternatives, competition, fair pricing and above all quality at affordable and stable pricing.

So, How and what we must do now, defines the culture and future of our new company.

Aggressive leadership

It is sad that we lost critical initial time to catapult into the Market both locally and Nationally.

However, it is no good to cry over spilt

" We are a part of Global leader in Egg production. We have a product none other can match in any aspect. It is the opportune time. Our industry is at status quo. The country needs innovation, alternatives, competition, fair pricing and above all quality at affordable and stable pricing "



milk as they say.

We must take our new and high quality product to the Farmers immediately beyond the lukewarm efforts we have been making. This needs aggressive, marketing efforts by building a group who will under the aggressive leadership of a CEO and other senior management will develop a knowledge bank and build a platform for the sales team to reach out to all in our business. This is a hands on approach. It is past bed time for all employees to jump into this ethic of taking the product to the farmers first and then to the consumers.

The various divisions of the company must have a cohesive culture with MBO objective. The CEO, the senior management, the administration, the Human Resources division, the accounting and auditing, financial, the legal, the marketing, the sales, customer service, advertising, research, Liaison, IT division etc., and going down to the rank and file, all must be familiar with the group's objectives, company philosophy, product intrinsic thorough knowledge management and breathe all of it every day at all they do. Then only the new company can thrive. The modern management is not aold theory of centrally controlled power any more. It is not a compartmentalized and outdated splintered group, functioning in separate cubicles. Today the Management is a group that works from the bottom up to inculcate the group culture and work ethic and environment. We have premier case of knowledge bank both locally and globally to tap into to find solutions to the challenges faced by everyone in the organization. This use of knowledge management repository is the future for rapid solution resolution

and cohesive effort to have all divisions move in the direction that the entity needs to succeed.

Advise to his company team

It is high time that every employee's, receiving the salary, must be evaluated, tested and put on a scale to measure their quarterly output for the entity. This process of output creation does not need an MBA, but the MBO, critical for mutual success.

The accounting, financial, auditing and other related divisions must be subjected to, analyzing, codifying, ratio assigning, etc. leading to strict cash management and cost controls. To interpret these computer generated statements and

" It is good to form a new organization to promote the egg industry to act as a liaison both at state and national level. Lobbying is critical at Government level "

analyze the raw figures, to identify and find the divisions losing, over staffed and finally come up with recommendations to point out where to trim and cut, where to hire and how to improve the efficiency and efficacy of the company, The company needs an experienced financial analyst. A financial analyst points out early signs of non performing divisions thus is very critical to any company.

The company's annual budget must have a certain industry and company objective based ratios of expenditure. The most critical part of the company is advertising, promotion and employee training. Any and all outside consultants not contributing and bleeding the company resources must be removed and such money is to be allocated to the divisions that would enhance the revenues of the entity.

All of the heads of the departments must be watchdogs not to police but to make sure that the best output is delivered for the division, with Human Resources managed for optimum result with a human touch.

Make best decisions for greatest results

Cash management is critical for anyone or for any entity. The CEO's of today

are hired with financial background to keep cash flow under control beyond their other executive functions. The profit, the loss, the success and failures largely ride upon the shoulders of the CEO. In a company of this scale, there should be decentralization. This helps the best decisions made for the greatest results for the bottom line of the company.

Though this is a private entity, the good of the entity must be given top priority and all individuals are replaceable and strictly to be subject to the progress of the company, while making personal decisions, using egos, behaving dictatorially ought not allowed.

Now coming to the Marketing, sales, promotions, advertising, etc., the company budget planning allocate amounts with targeted areas with generous funds. There is so much out there to use, like the social media, print, audio, video and direct marketing promotions and materials to be explored and exploited, to take the product to the public.

The newly hired marketing teams, sales teams have to be grilled into the company philosophy, knowledge of the product and be armed with critical comparative marketing skills, generating continuous product differentiation and comparison in terms of superiority, quality, value, health benefits, longer shelf life, cost of production, higher protein values, especially now with pandemic out there, keeping the pricing affordable, etc.

The new sales team must get more farmers to subscribe to this new group products based on the benefits rather than just steering farmers for numbers sake. Quality sells. But it needs quality people too.

From family operations to

These are the general areas that the new company must look into, to grow from family operations to professional management of national platform, emerging from micro into macro thinking, move out from short term goals into adapting long term strategic goal development span and with penetrating outlook, all are very critical for any expansion. These divisions well coordinated and their personnel must be MBO trained to

achieve the goals of the company.

It is useless to suggest here lofty goals and minute details of theory and impractical bookish theory principles, as we need more action and less theoretical discussions.

Srinivasa Hatcheries over the years was running conservatively with no formalized nor defined division goals fused into the corporate culture. It was centrally controlled under my watch with decentralized decision making powers were yet to be implemented. Now, with the sign of times, fast pacing business development with digital economy and state of the art technology, global connectivity etc., many adjustments ought to be brought into.

We have hundreds of employees at various divisions. We also have a liberal budget for travel, transportation, cost of goods and ingredients unplanned eating into our bottom line profits that need a person who can save the company hundreds of crores in the long run.

“ Our product is recession proof. The company I founded many decades ago has the golden opportunity to reinvent itself with young minds and new spectrum thinking and willing to take risks without changing the core values it was founded under and keeping the years of hard and painful years in focus to move ahead. ”

In many industries in USA, like Sunbeam, Scott Paper Company, etc., the board of directors took a bold but painful decision to bring in an expert to cut the losses and fire employees non performing to turn the company quickly to profit or ready to be acquired. The Rambo and Chainsaw nicknamed officer will not only trim the company, clean it off wastages and make good companies greater or losing companies turned around. When this officer is hired the company gets a good haircut and any and all wastages from within and without will be removed with no questions asked. This person must be hired to keep our

company afloat and move on freely and efficiently.

Set new standards

The standards applied to the employees at the sheds level in India are deplorable. They must change. Our company must be the leader to set new standards, new work environment, new safety standards, new salary structure beyond living wages with benefits added, power, water, feed management via latest technology in place etc are not for discussion but for immediate implementation.

A group of production staff, research, operations etc must visit developed countries like USA and implement standards that can be adapted to our environment. Our product, our service, our quality must be preceded by upping our infrastructure and higher standards at poultry sheds level.

Computer, digital, AI, VR and other technologies are taking the businesses to levels beyond human imagination of less than two decades ago. Investment in these technologies must be promoted.

The government plays a big role. To have the government be a partner in this industry by having it, recognize and support like other industry will take the industry a notch above our own expectations.

It is good to form a new organization to promote the egg industry to act as a liaison both at state and national level. Lobbying is critical at Government level.

Enter Broiler segment, Future for it is open in India

Our company must start to enter the broiler industry as our partner is also a leader and the future for the broilers is open in India, and the population is ready to accept non vegetarian as the middle class is growing and the 400 million plus young are open to chicken consumption without any hesitation. Our egg and broiler per capital consumption and production levels are far below developed countries opening windows of opportunities for limitless expansion and be the leader in it by setting up our own franchise system nation wide hopefully changing the way our industry is now, still below our standards of our neighbouring countries.

There are so many other ways our company can transform itself. But to grow and expand we must perfect our model first. We need a business plan. We also must plan a budget with three prong phase to expand. We must have transparency, accountability, targeted strategy, structured organization chart, human resource department well trained and tuned to our objectives, and use financial and capital markets targeted to the developmental stages and possibly going public at some point when ready to go nationwide. The creation of knowledge management repository is a must and need it now

All divisions of all personnel and the divisions themselves must be audited and skill levels must be properly graded and deployed for greater production and return on our investment. All of them have to be retooled, RE engineered, retrofitted, cut and add where needed.

Manuals at all levels must be done to give general directions for all individually and as a group.

Women employees must be given special manual to prevent work place violence and protection.

Be good team players

The upper management must be good team players. They must set certain goals and give freedom to ring through the rest of employees down to the rank and file.

The Board of Directors of our company must have monthly meetings to set policies and review company performance and also be free to express their concerns without hesitation. Here the chairman and CEO must be open to all criticisms and open to any comments. The board members must be professional people with independent opinions and be courageous to be naysayers when needed. Family must be kept out of board to bring professionalism and independent thinking and acting.

The world during 2020 under the threat of SARS CoV-2 virus has suffered much in human loss, economically, psychologically and otherwise. We continue to be under further threat with no end in sight. Many companies may never come back to open their doors. Many of our farmers too may



become victims to this disaster going forward. Our own expansion ideas may stall further.

While the economy is in serious trouble, the Dalal Street is going up and up. The life on the Main Street is getting worse. As we are technically at the bottom of our real economy with real inflation on the rise, most people fear to open up new businesses or

No company – private or public will never survive if it operates under central control, employees working with fear and systems are outdated and mind sets are closed, vision clouded and commitment compromised

invest into the future. However, it is wise, best and most opportune to expand our industry now. When the downward curve starts moving up, our company stands to reap in a big way. So, I urge all to plan and invest on a targeted way to capture the market as we move up the curve.

Predictions are that the Pandemic may be under control in two years with vaccines administered and adjustments are done at all levels of our lives.

From my experience, our new company must place very strict cost controls. We must cut off all wasted payments. Any and all outside consulting and training not related to the ENTITY benefit, must be cut out immediately. Hirings must freeze and be stopped except at operational levels with right persons well trained. Our further borrowings from financial markets must stop. Capital markets may be a better option as we keep our

expansion going.

We are a blue chip company. We have a dedicated and loyal employee groups. Our new product is incomparable and beating competition in all spheres. I am on the daily conference calls at the production levels and keenly follow the superiority of yield and quality so superb that I have never seen before. The time is ripe for further fast expansion. With a good business plan, strategic and targeted investment strategy and long range plans with Hy-Line as our partner, we are set to achieve our goals no matter what crises may come our way. Our product is recession proof. The company I founded many decades ago has the golden opportunity to reinvent itself with young minds and new spectrum thinking and willing to take risks without changing the core values it was founded under and keeping the years of hard and painful years in focus to move ahead.

My time is up. I am fully retired. I am blessed and very fortunate at 87, to watch, to witness, to analyze and ready to give my core knowledge of the product, operations, basic research, management, cost controls, crises intervention, daily communication with key operational divisions, keeping the ENTITY as the reason we all labor to protect, defend, grow and sustain into the next century. I have always believed as a founder, chairman, and owner of SFPI, that I am just a person who can be expendable, replaced and removed, but the Entity is supreme and sacrosanct. No company private or public will never survive, if it operates under central control, employees working with fear and systems are outdated and mindsets are closed, vision clouded and commitment compromised.

Finally, I am grateful to each of you, your families, while proud of you each for your long time commitment, loyalty, hard work by being a part of the Family of Srinivasa Farms.

I wish you all, your families and all yours on behalf of my son and all of our family members good health, safety, security, peace, joy and prosperity.

With Gratitude and Sincerity,

C. Jagapati Rao
Chairman Emeritus,
Srinivasa Farms Pvt Ltd

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Turmeric Oil / Curcumin inclusion in broiler feed holds promise compared to regularly used in-feed antibiotic growth promoters - A scientific research study

md@innovistaconsulting.com

Dr Sekhar Sushil Basak

Innovista Feeding Solutions Pvt. Ltd. Kolkata.

Preface: Research on natural growth promoters has been of worldwide interest. India being a hub for spices and essential oils derived from natural resources has great potential to cater to the world, products and services in this space given its abundant knowledge of herbs and spices and the huge production potential and affordability to the common poultry farmers. Innovista has played an active and crucial role in showcasing to the world its initiatives on research on natural products derived out of spices and essential oils.

There is growing interest in developing natural alternatives to antibiotic growth promoters in order to maintain both birds' performance and health. Natural compounds lack the undesirable effects that synthetic compounds can have on consumers which has caused the food industry to become increasingly interested in natural sources of substances (Singh *et al.*, 2010). It has been stated that the supplementation of antibiotics in regular diet reduces the morbidity and mortality, as well as overall growth of broiler chickens. Using these commercially available antibiotics may show it adverse effect on the public health by developing the antibiotic resistant micro flora. Poultry industry needs to develop an alternative method to provide antibiotic potential to the chickens, in order to enhance the rate of production.

It is reported recently that turmeric falls in such class of

medicinal plant that provides an alternative method of natural antibiotic to feed poultry farm. Turmeric is a natural herb of the ginger family, Zingiberaceae. Wide range medicinal properties of this plant have been advocated. Turmeric supplementation could effectively acts on growth, egg production and health status of chickens. Turmeric is one of the widely used and grown spices in India, which have attracted the attention of many researchers as an antimicrobial. It has been extensively used in poultry diets.

The present research was carried out on "Effect of Dietary Supplementation of Curcumin on Broiler Performance" at Poultry Research and Training Centre (PRTC), by Nikita Narendra Deshmukh Post Graduate Institute of Veterinary and Animal Sciences, Akola under Maharashtra Animal and Fishery Sciences University, (MAFSU) Nagpur, Maharashtra (India) for six weeks period w.e.f. 27th January 2021 to 10th March 2021. Turmeric oil which is used as the source of curcumin was procured from M/s Innovista Feeding Solutions Private Limited, Kolkata, West Bengal as Cucumol.

Three hundred day old chicks were distributed into five treatment groups, randomly with each treatment having three replicates of 20 chicks each. In control group (T1) birds were offered basal diet as per BIS (2007). In group T2 basal diet with antibiotic of BMD group was added, groups T3, T4 and T5 were offered basal diet added with 0.5ml, 1ml and 1.5ml Curcumol/kg feed, respectively. Weekly live body weight and feed residual for weekly feed intake was calculated every week. In 6th week one bird from each group was slaughtered for evaluation of carcass and gut health parameters.

Table 1 The details of different dietary treatments using turmeric oil

Treatment groups	Details of Treatments	No. of birds / replicate	No. of replicates / treatment	No. of birds / treatment
T1	Controldiet	20	3	60
T2	Basal diet containingantibiotic growth promoterofBMD*group	20	3	60
T3	Basaldietaddedwith0.5mlturmeric oil containing 6%curcumin/kgfeed	20	3	60
T4	Basal diet added with 1mlturmericoilcontaining6%curcumin/kgfeed	20	3	60
T5	Basaldietaddedwith1.5mlturmeric oil containing 6%curcumin/kgfeed	20	3	60

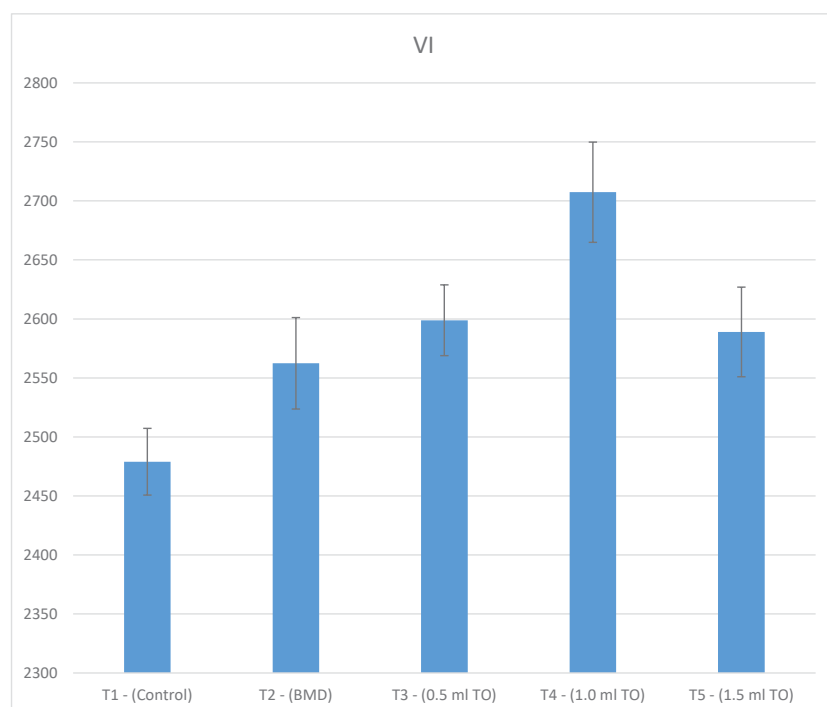
*Bacitracin methylenedi – salicylate (0.5g/kgdiet)

Groups fed diet added with turmeric oil had improved live body weights at sixth week of age, with highest live body weight observed in group T4.

Table 2 Weekly live body weights (g/b) of broilers fed different levels of turmeric oil

Treatment group	Age (in week)						
	Dayold	I	II	III	IV	V	VI
T1-(Control)	41.72±0.43	149.78±2.42 ^c	418.03±6.94 ^b	819.86±12.62	1335.84±17.15	1889.61±30.81 ^b	2479±28.27 ^c
T2-(BMD)	42.08±0.49	160.83±3.10 ^b	449.48±8.81 ^a	827.49±16.86	1376.58±28.86	2107.97±37.68 ^a	2562.40±38.74 ^b _c
T3-(0.5mlTO)	41.46±0.38	159.73±2.81 ^b	452.66±6.97 ^a	832.45±12.47	1394.71±20.83	2142.13±36.70 ^a	2598.87±29.99 ^b
T4-(1.0mlTO)	41.43±0.43	162.78±2.67 ^a _b	448.98±8.19 ^a	828.21±16.49	1381.71±19.80	2174.91±37.31 ^a	2707.36±42.47 ^a
T5-(1.5mlTO)	42.72±0.48	169.28±2.62 ^a	458.88±6.43 ^a	838.28±15.08	1395.33±20.45	2196.67±36.77 ^a	2588.97±37.98 ^b
CD	NS	13.195**	20.788**	NS	NS	103.616**	99.181**
CV%	8.223	7.579	13.038	13.680	12.026	13.579	10.535

^{a,b,c}Means with different super scripts in a column differ significantly. **P<0.01,*P<0.05,NS-Non-significant TO – turmeric oil, BMD- Bacitracin methylenedi - salicylate



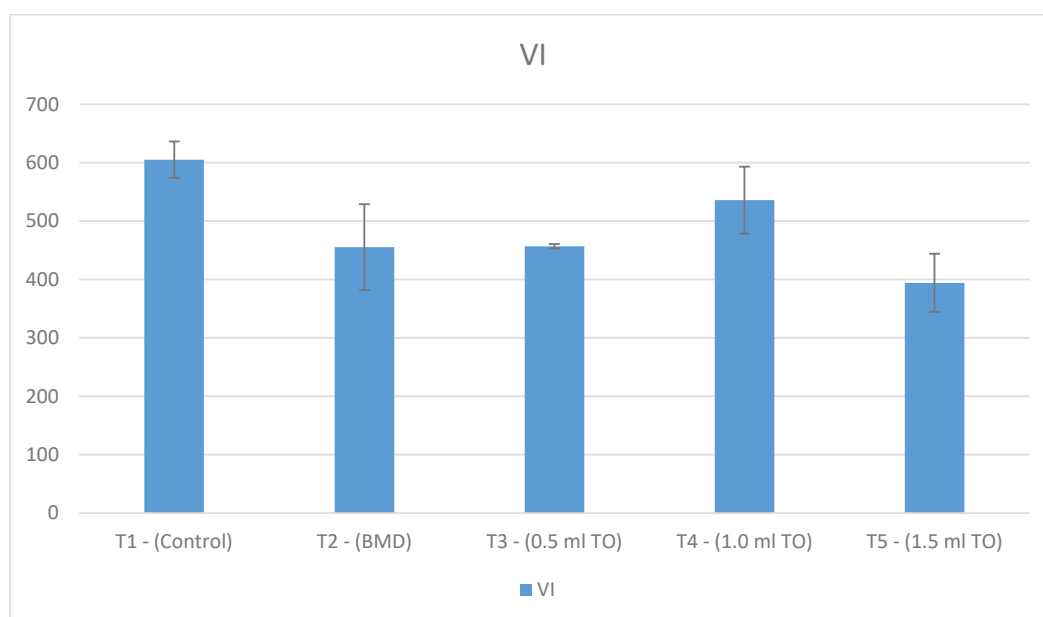
Cumulative weight gain was higher in all turmeric oil added diet groups with highest in group T4 as shown in table below.

Table 3 Weekly weight gain (g/b) of broilers fed different levels of turmeric oil

Treatment group	Age (in week)					
	I	II	III	IV	V	VI
T1-(Control)	108.07±1.44 ^b	268.25±8.07	401.72±6.13	516.71±34.77	537.53±32.72	605.31±31.11
T2-(BMD)	118.76±4.27 ^{ab}	288.52±11.18	378.79±18.25	548.52±47.56	730.38±84.45	455.50±73.47
T3-(0.5mlTO)	118.28±4.14 ^{ab}	292.93±5.57	379.68±12.72	559.30±50.77	750.58±67.61	456.95±3.84
T4-(1.0mlTO)	121.35±4.60 ^a	290.65±12.30	378.79±18.56	554.38±45.29	790.83±53.08	535.88±57.42
T5-(1.5mlTO)	126.56±1.38 ^a	292.45±3.39	379.40±20.12	560.34±33.39	799.45±52.91	394.39±49.80
CD	10.974 *	NS	NS	NS	NS	NS
CV%	5.081	5.294	7.227	13.577	14.556	17.446

^{a,b,c}Means with different super scripts in a column differ significantly. **P<0.01, *P<0.05, NS-Non-significant, TO – turmeric oil, BMD-Bacitracin methylenedi - salicylate

Following is the graphical representation of the same:



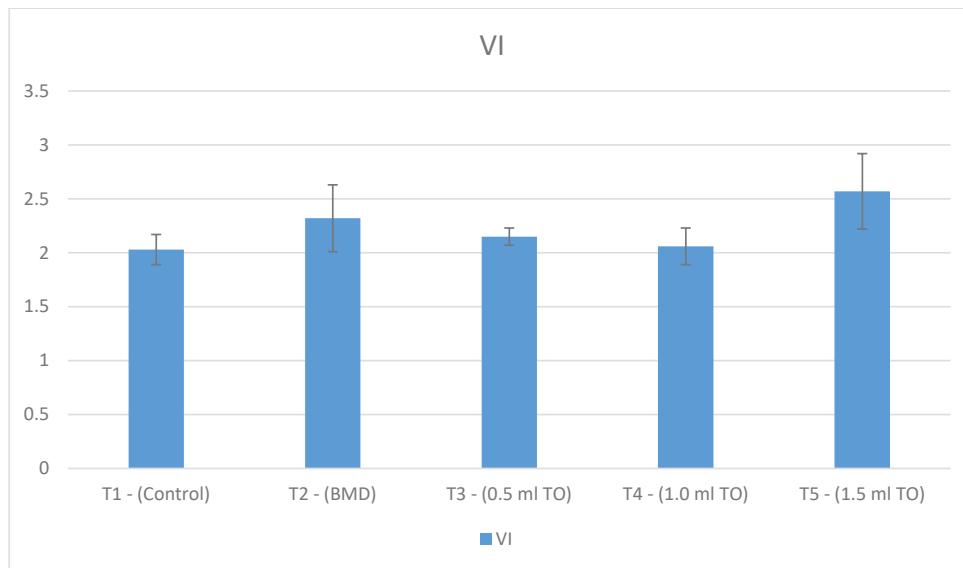
Cumulative weekly feed conversion was seen numerically lower in group T4 during overall trial period shown in table below.

Table 4 Weekly FCR of broilers fed different levels of turmeric oil

Treatment group	Age (in week)					
	I	II	III	IV	V	VI
T1-(Control)	1.13±0.02	1.38±0.06	1.33±0.04	1.58±0.10	1.83±0.13	2.03±0.14
T2-(BMD)	0.98±0.07	1.42±0.05	1.30±0.07	1.50±0.16	1.82±0.25	2.32±0.31
T3-(0.5mlTO)	1.02±0.06	1.36±0.07	1.36±0.07	1.55±0.18	1.74±0.12	2.15±0.08
T4-(1.0mlTO)	0.98±0.02	1.38±0.04	1.31±0.13	1.52±0.15	1.68±0.16	2.06±0.17
T5-(1.5mlTO)	0.98±0.01	1.37±0.04	1.34±0.06	1.5±0.12	1.64±0.14	2.57±0.35
CD	NS	NS	NS	NS	NS	NS
CV%	7.275	6.574	9.819	16.668	16.873	18.217

^{a,b,c}Means with different super scripts in a column differ significantly, NS – Non - significant, TO – turmeric oil, BMD-Bacitracin methylenedi – salicylate

Following is the graphical representation of the same:

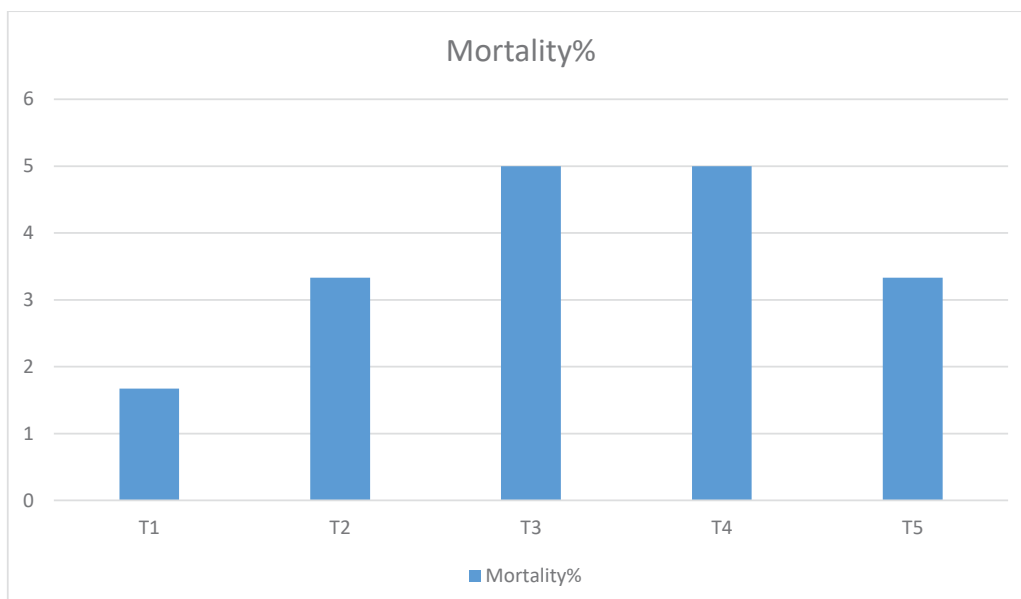


Mortality percent was recorded below standard range. The table below shows the results:

Table 5 Percent mortality in broilers fed turmeric oil added feed at various levels under different dietary treatment groups

Following is the graphical representation of the same:

Treatment group	No.of birds	No. of birds died	Mortality%	Livability %
T1	60	1	1.67	98.33
T2	60	2	3.33	96.67
T3	60	3	5	95
T4	60	3	5	95
T5	60	2	3.33	96.67
Total no. of birds	300	11	3.67	96.33



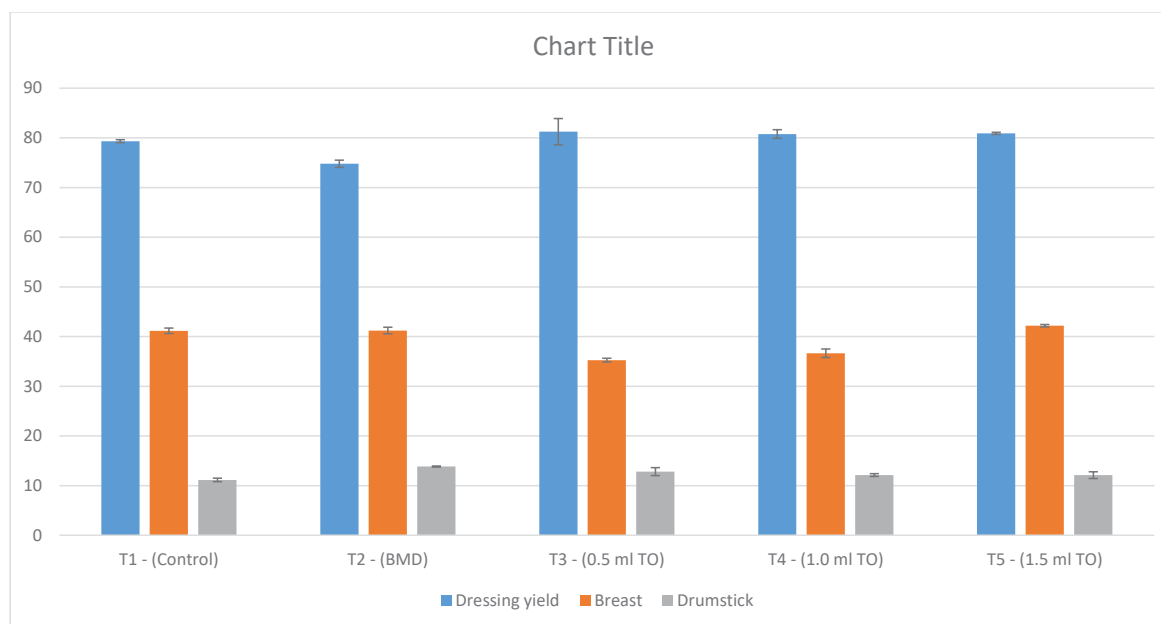
Carcass traits were seen to be significantly ($P<0.01$) affected by treatment. Improved dressing percentage, edible percentage and breast percentage were observed in diet added with turmeric oil. Dressing and edible percentage were recorded highest in group T3 and breast percentage was highest in group T5 which was given Curcumol.

Table 6 Carcas straits and cut up parts (%) in broilers fed different levels of turmeric oil

Treatment group	Dressing yield	Gibletyield	Eviscerate dyield	Carcasscutupparts (% liveweight)					
				Breast	Thigh	Drumstick	Back	Neck	Wings
T1-(Control)	79.34±0.29 _a	3.81±0.08	75.53±0.22 _a	41.16±0.55 _a	13.02±1.00	11.14±0.35 _c	15.07±0.13	5.63±0.22	7.25±0.10 _b
T2-(BMD)	74.79±0.72 ^b	4.18±0.03	70.62±0.72 _b	41.22±0.66 _a	14.98±0.46	13.83±0.11 _a	16.85±0.15	6.48±0.62	9.87±0.34 _a
T3-(0.5mlTO)	81.25±2.64 _a	4.38±0.19	76.86±2.47 _a	35.26±0.37 _b	14.15±1.43	12.81±0.80 _{ab}	17.02±0.50	6.90±0.17	9.39±0.15 _a
T4-(1.0mlTO)	80.78±0.87 _a	4.23±0.10	76.54±0.81 _a	36.64±0.86 _b	13.75±1.43	12.12±0.28 _{bc}	17.06±0.88	6.85±0.75	10.61±0.14 ^a
T5-(1.5mlTO)	80.91±0.21 _a	4.35±0.15	76.56±0.16 _a	42.18±0.24 _{6^a}	14.44±0.10	12.10±0.68 _{bc}	15.72±0.70	6.51±0.70	9.75±1.11 _a
CD	4.082*	NS	3.806*	1.829**	NS	1.619*	NS	NS	1.666*
CV%	2.822	5.189	2.776	2.558	12.721	7.166	5.899	14.732	9.791

^{a,b,c}Means with different super scripts in a column differ significantly ** $P<0.01$ and * $P<0.05$. NS – Non – significant TO – turmeric oil, BMD- Bacitracin methylenedi - salicylate.

Following is the graphical representation of the same:



The highest net income per kg live body weight was recorded in group T4 fed with 1ml of turmeric oil followed by group T3 and T4 offered 0.5ml and 1.5 ml turmeric oil

1.	ReturnonsaleRs.80per kgbodyweight	198.32	204.96	207.92	216.56	207.12
2.	Netprofitperbird(Rs.)	35.34	33.95	40.37	45.79	39.19
3.	Netprofitperkg(Rs.)	14.26	13.25	15.53	16.92	15.14

We concluded from this research study that Curcumol addition at 1ml/kg diet improved broiler performance, carcass traits, gut health and profit return in broiler production. Cumulative weight gain was higher in all turmeric oil added diet groups with highest in group T4.

Enhanced feed intake was recorded in group T4 having 1ml turmeric oil/kg feed. Cumulative weekly feed conversion was seen numerically lower in group T4 during overall trial period. Mortality percent was recorded below standard range. The total coliform count was significantly reduced in turmeric oil added groups with lowest seen in group T5. Carcass traits were seen to be significantly affected by treatment. Improved dressing percentage, edible percentage and breast percentage were observed in diet added with turmeric oil. Dressing and edible percentage were recorded highest in group T3 and breast percentage was highest in group T5. The cost economics showed a higher net profit per bird in group provided feed added with 1ml turmeric oil/kg basal diet.

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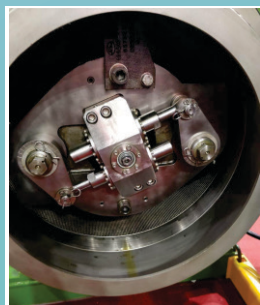


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KASHMIR VALLEY POULTRY SECTOR: CHALLENGES AND OPPORTUNITIES

ahmadmukhtar854@gmail.com

Dr Mukhtar Ahmad, Veterinarian in Poultry.

Poultry farming is an important sector of agriculture economy. It plays a vital role in household nutritional security and employment generation in country. Poultry sector, a largely backyard venture before the 1960s has been transformed into a vibrant agribusiness. Today, India is one of the leading nation in both broiler and egg production. Undoubtedly, this impressive growth is a result of several factors, such as active developmental support from the state and central government, research and development support from research institutions, international collaboration and private sector participation. Indian poultry is self-sufficient, supported by strong genetic base in which the productivity levels of broilers and layers are equal to those achieved elsewhere (e.g. in the United States of America and the European Union).

Jammu and Kashmir had also witnessed tremendous growth of poultry in last few decades. Poultry farming has come up in a big way in Jammu, Kathua, Udhampur, Pulwama, Srinagar and Budgam districts with large number of educated unemployed youth taking poultry farming as a sustainable means of earning their livelihood. The production of poultry and consumption is predicted to grow in valley attributed to shift in food habits, high speed urbanization, increase in awareness of balanced nutrition, low cost and complete source of protein, increased income etcetra. Jammu and Kashmir has an enormous potential and conducive environment for poultry development on commercial lines as well as backyard poultry still there is significant gap between requirement and production of poultry and poultry products. The growth of poultry in Jammu and Kashmir is limited to broiler farming only. The exposure of farmers to modern Poultry rearing is least. The reason may be due to least investment of private

businesses in union territory especially in valley. The poultry sector investment by private companies not only make the resources easily available to poultry farmers but also provide diagnostic and other technical facilities at their door steps (flow of knowledge from lab to field is very fast). Broiler farming which requires least technical skills and investment in comparison to other subsections of poultry industry (Layer farming, Breeder, Hatchery, Feed manufacturing) is at par with other states (FCR 1.45-1.5). There are many undiscovered areas of poultry industry in J & K specifically Kashmir where Kashmiri poultry farmers can invest. Poultry being white meat and comparatively less expensive is having highest market among all type of meats in Kashmir, yet poultry farmers are always in danger of loss. Poultry farmers of valley are always facing pressure on their profit margins due to increased feed costs and proper marketing of their produce. This results in high cost of production as compared to nearby states due to which poultry dealers are importing broilers from nearby states and hampering the growth of poultry sector. None of the poultry farmers are preparing their own feed unlike outside farmers which adds to production costs. This may be due to lack of education and access to technology. This is substantiated by the fact that there is not a single poultry feed manufacturing unit and commercial hatchery in valley. The added increased cost of feed, DOCs (due to transportation charges and the ensuing mortality during long-distance transport) and instability of broiler rates make Poultry Farmers of valley always at risk of loss. In Order to secure poultry farmers from losses, farmers need to decrease production cost. Production cost can be curtailed by local production of DOCs, poultry feed and adoption of managerial skills to reduce the medicine costs. Locally



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manufactured feed is need of hour as feed cost contributes about 75% of the total production cost. But High capital cost and unreliable power supply restricts installation of Poultry feed plants in valley. Automatic and semiautomatic feed plants need huge investments and technical knowledge. Besides automatic and semi-automatic feed plants, we can manufacture poultry mesh feed by use of simple Grinder and mixer from locally available Maize, Soybean, mustard Oil Cakes, Wheat Bran, Rice Bran, Rice Polish, Oats etc. Maize contributes more than 50% to poultry ration and with Jammu and Kashmir being the leading producer of Maize will definitely be a positive for local manufacture of Poultry feed.

Local Production of broiler chicks is a huge challenge to poultry industry in valley. For that, we need to invest in breeder farming and establishment of hatcheries. Breeder farm management is totally different than broiler farming. A simple managerial mistake in Breeder farming can significantly impact the feasibility/profitability of the farm. In case of Breeder farming we need to be more vigilant on different parameters like health, weight, egg production, fertility, hatchability, etc unlike broiler farming where the main concern is body weight (FCR). At the same time the agro-climatic conditions of the Valley are to a larger extent very much conducive for breeder and layer farming. Heat stress during summers in other states result in drop of production and also makes birds susceptible to different infectious and metabolic diseases. Breeder farm establishment will not only make locally available DOCs, but will also ensure quality chicks to farmers in all seasons, especially in winter. Breeder and layer farming are same in terms of management and investment. Both types of farming are having tremendous scope but huge experience and technical skills are important. To boost the Poultry sector in Valley, the need of the hour is the active participation of Private companies and state should sponsor and actively encourage the poultry farmers of the valley by providing them the necessary infrastructure, financial support and technical training.

Regarding table purpose eggs, we are importing all the required supply from other states. According to official report of Department of Animal husbandry, Jammu and Kashmir the import data for past few years is below:

Year	Eggs(crore)	Broilers (lakhs)	Doc(Crores)
2016-2017	78.04	93	5.33
2017-2018	87.75	96	5.44
2018-2019	94.69	92	5.74

Efforts are also needed to improve supply and distribution of poultry meat in valley. Poultry dressing facilities are usually manual and mostly lack sanitary measures. This does not ensure hygienic slaughter and proper utilization of by-products. Value addition to Poultry products in

valley is also non-existent. The scope of value addition is in terms of deboning of chicken for bone less Kanti, Chicken Kebabs and Patties is one avenue. In addition to meat value addition entrepreneurs are also unaware of value addition of discarded byproducts by poultry retailers which includes shanks, skin, feathers, etc. The Department of Animal Husbandry is also trying to encourage Poultry industry related beneficiaries by providing them subsidies and technical support for the establishment of poultry farms. Currently, the department is running a very good scheme called Integrated Poultry Development Project (IPDP). In this scheme department is providing 50% subsidy to establish different poultry business. The Different components of scheme include Establishment of new broiler farm, establishment of poultry processing and dressing unit (small to fully automatic), accessory machinery, mobile processing cum dressing unit, transportation vehicle, etcetera. There is also another component in IPDP for value addition of the byproducts called Establishment of Rendering plant in which the beneficiary can get upto Rs 2 lac Subsidy. Rendering of poultry by products will also help in the control of environmental pollution, and will indirectly put a check on rising stray dog population cities and towns. It's very unfortunate that poultry industry in Kashmir is limited to marketing of DOCs by Poultry dealers and farm rearing of these birds till market weight. The value addition of Poultry need to be explored by poultry farmers of valley in order to sustain in a growing and competitive national market. In addition to Value addition, there is also great opportunities in layer farming, Hatchery establishment and poultry feed manufacturing. These business opportunities are the interests of big entrepreneurs due to huge investment. Those who are interested in these businesses in future need very good technical skills cum exposure to these businesses. Layer and breeder farming is having huge challenges in terms of management and technical skills. Small mistakes in these businesses result in failure of enterprises.

Growth of poultry in Kashmir valley is limited to broiler farming only, layer and breeder farming need to be explored.

1. **Manufacturing of poultry feed from locally available feed ingredients is need of hour to reduce production cost.**
2. **To Boost the Poultry sector in Valley active participation of Private companies with Government support is needed.**
3. **Value addition of poultry meat and other discarded byproducts need to be explored to sustain in poultry industry of nation.**
4. **Farmers need to come out from cocoon to get benefits from State sponsored schemes like IPDP and explore new opportunities in sector.**

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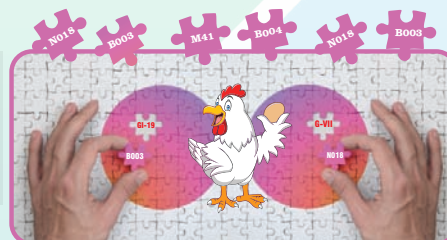


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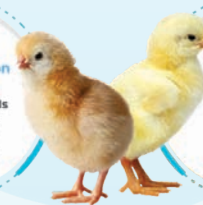
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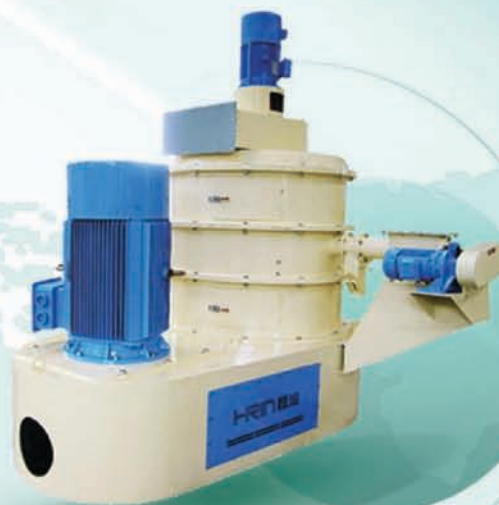
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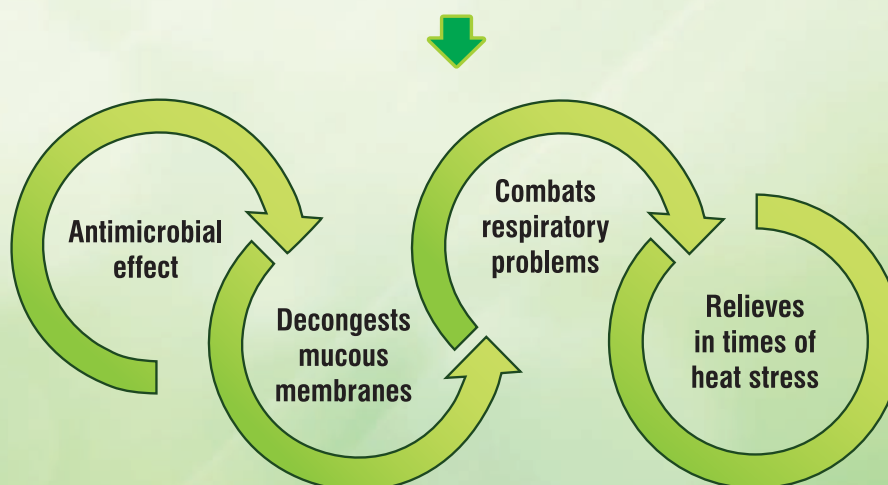
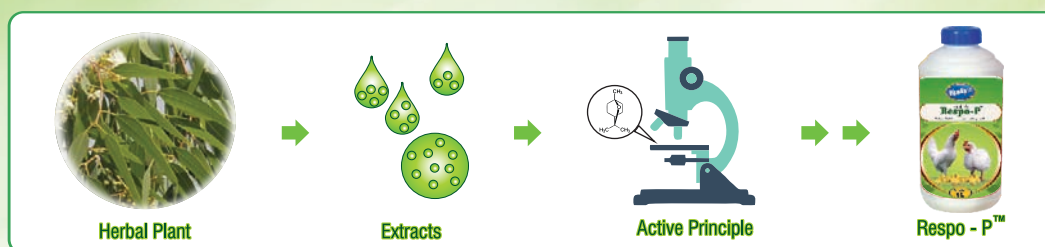
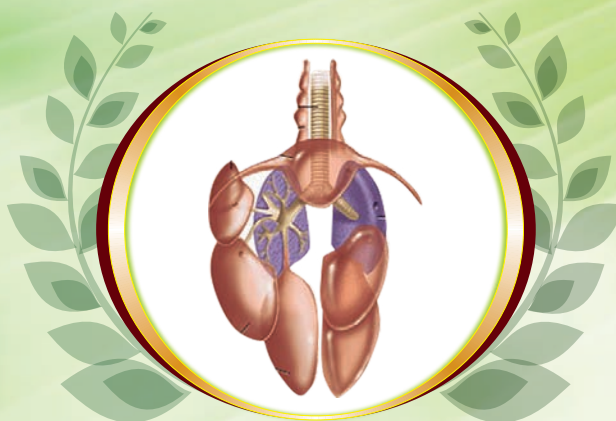
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