

# Poultry Fortune

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September 2018

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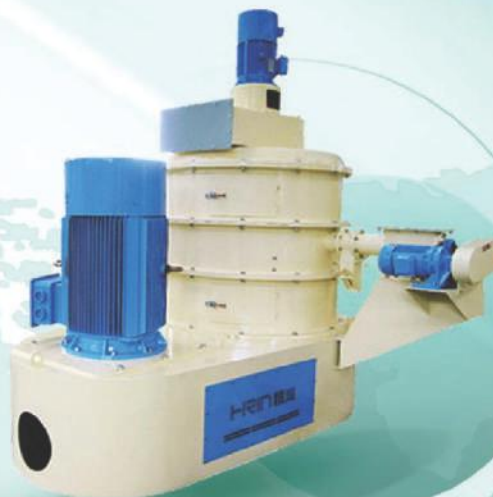


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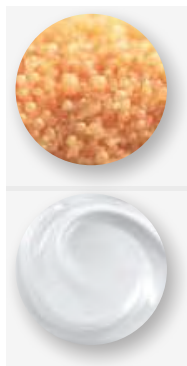
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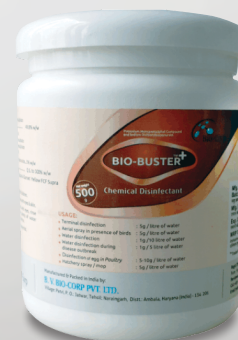
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- Editor



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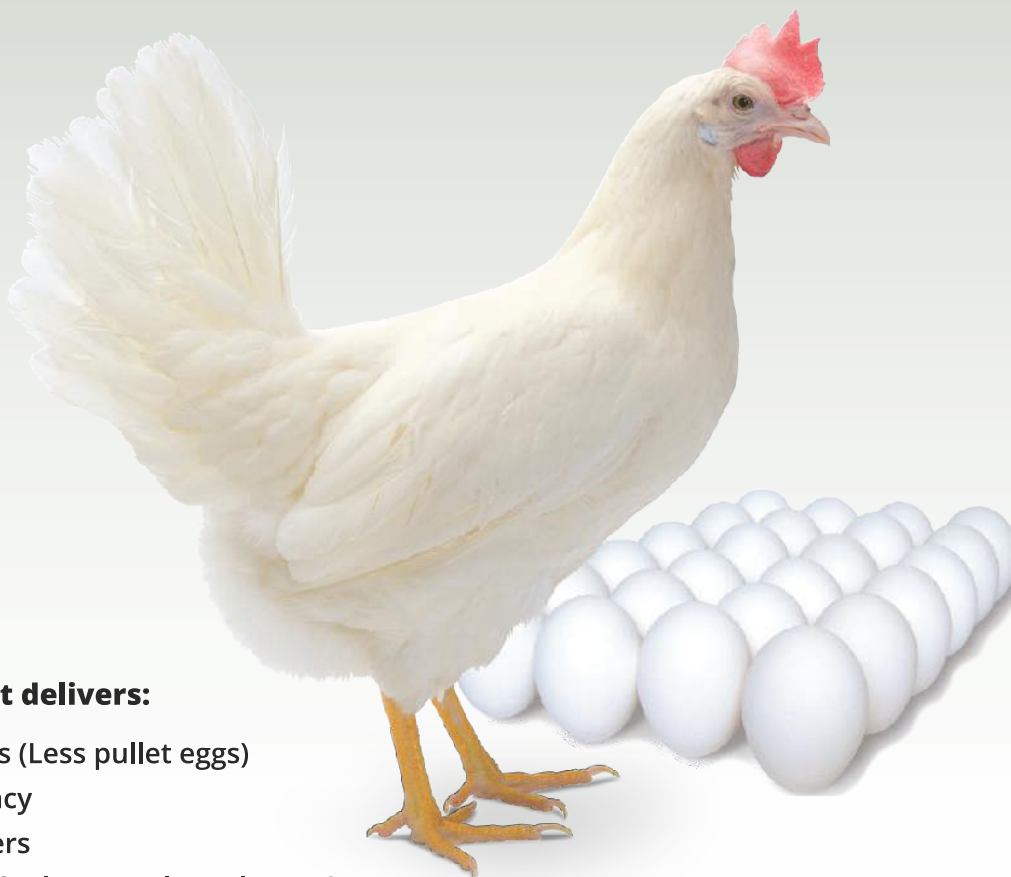
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## Tributes to Atal Bihari Vajpayee

### It is the People who make a Company Good or Bad !



A.B. Vajpayee

Dear Readers,

The September 2018 issue of Poultry Fortune is in your hands.

Poultry Fortune expresses its deep sorrow at the demise of Mr Atal Bihari Vajpayee, the Former Prime Minister and the great son of India on August 16, 2018 due to age-related illness.

During his tenure as Prime Minister, Vajpayee sought to improve diplomatic

relations with Pakistan, travelling to Lahore by bus to meet Prime Minister Nawaz Sharif. After the 1999 Kargil War with Pakistan, he sought to restore relations through engaging with President Pervez Musharraf, inviting him to India for a summit at Agra.

Vajpayee was conferred India's highest civilian honour, the Bharat Ratna by the President of India, Pranab Mukherjee in 2015. Vajpayee's birthday, 25 December, was marked as Good Governance Day.

**Policies:** Vajpayee's government introduced many domestic economic and infrastructural reforms, including encouraging the private sector and foreign investments, reducing governmental waste, encouraging research and development and privatisation of some government owned corporations. Among Vajpayee's projects were the National Highways Development Project and Pradhan Mantri Gram Sadak Yojana. In 2001, the Vajpayee

government launched the Sarva Shiksha Abhiyan campaign, aimed at improving the quality of education in primary and secondary schools.

\*\*\*\*\*

Promoters of a company invest with the objective of producing a quality product and to give proper service to the customers. They also establish different divisions like Production, R&D, Sales & Technical Services, Branding & Marketing, Distribution etc. The company will be headed by the Promoters & employees with positions of Chairman, Managing Director, CEO, Directors and Heads of various departments.

Unless all the above people

and the departments work as a team with a target, answerability and commitment, it is not possible to achieve progress. There is also proper and effective monitoring of things at various levels to ensure avoiding hurdles and for smooth functioning. If any lapse occurs at functioning, monitoring and corrections, the investment on the company and its people will be affected badly. Once the system is damaged it would become difficult and it takes much time to reorganize the things. Hence, each individual should work and establish credibility for himself / herself which will help them throughout their career. Good and efficient people will always be identified and rewarded suitably.

Always, it is our intention and endeavour to maintain standard in the publication of Poultry Fortune magazine in all aspects. When we publish photographs of seminars, meetings etc sent by individuals and companies — in some occasions, we are not getting photo captions (details / names of persons with their position etc). In spite of our reminders, at times, we do not receive proper response and communication from companies, due to which Poultry Fortune is unable to do its part to the advantage of its readers. We suggest the companies and their Senior Executives to kindly make a note of it, do the needful and cooperate.

\*\*\*\*\*

**Special Feature:** Poultry Fortune organised its prestigious annual event **Poultry CEOs Forum India & PF Awards 2018**, the national forum to bring the stakeholders of poultry industry on to a common platform to discuss the issues and come out of solutions on August 9, 2018 at Hyderabad. The 6th edition of Poultry Fortune Awards 2018, national awards to recognize and appreciate the organizations and individuals for their outstanding performance, excellence and contribution to the profession and to the development of Indian poultry industry were presented to the winners. Poultry Fortune presented awards for different categories of poultry industry. A cake cutting ceremony was also held to mark the Silver Jubilee celebration of Poultry Fortune magazine. Details may be seen inside pages.

Readers are invited to send their views and comments on the news and articles published in the magazine and they would be published under "Readers Column". Time to time, we shall try to update you on various aspects of poultry industry. Keep reading the magazine regularly and update yourself.

**M. A. Nazeer**

Editor, Poultry Fortune  
info@poultryfortune.com

## 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 all in 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 India through annual Awards presentation.

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

## INDOVAX organizes a Technical Seminar

**Vijayawada:** A Technical Seminar was organized at Vijayawada on August 3, 2018 by INDOVAX Pvt Ltd, a leading poultry biological company based in Gurgaon,



**Dr L.M Bilwal,  
Chief Technology Officer**

Haryana. INDOVAX has excelled in the field of production of viral vaccines, inactivated vaccines and bacterins.



**S.C.Gupta,  
Sr. G.M. Technical**

INDOVAX was represented by Dr L.M Belwal, Chief Technology Officer, Dr S.C Gupta, Senior General Manager - Technical, Mr



**S.V.V. Bapineedu,  
Zonal Sales Manager**

A.K Sehajpal, National Sales Manager and Mr S.V.V Bapineedu, Zonal Sales Manager & Incharge of Andhra Pradesh along with AP team of INDOVAX.



**A.K SehajPal, National  
Sales Manager**

Mr A.K Sehajpal, National Sales Manager welcomed the guests and explained briefly about more than 50 years old legacy of Kegg Farms, the parent company



**Dr P.V.Sessaiah, CMD, PVS  
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of Indovax. He also briefed about Immunetics Life Sciences, a sister concern of Indovax which produces specific CAV free premium SPF eggs. Dr P.V Sessaiah, authorized Super Distributor of Indovax and CMD, PVS Group also highlighted about Indovax.

Most of the eminent personalities including Veterinarians, poultry farmers and dealers from the field of poultry industry from Andhra Pradesh participated in the technical seminar. Participants came from Vijayawada, Tanuku, Guntur, Vizag as well as



**M.V.Vijay Kumar Reddy, N.Srinivasu, Vakani Prasad,  
Dr S.C.Gupta S.V.V. Bapineedu & A.K SehajPal**

from Chittoor. Dr L.M Belwal, Chief Technology Officer, Indovax was the main speaker. He spoke on various causes of drop in production and possible preventive measures. The main focus of his talk was the egg drop caused by Egg Drop Syndrome,

Sales Manager and Incharge of Andhra Pradesh thanked the participants for taking time from their busy schedules by participating in this seminar. The participants demanded that more and more number of technical seminars



**A.K SehajPal, National Sales Manager, K. Papi Reddy,  
RSM; M.V.Vijay Kumar Reddy, DSM; B.Bala Krishna, ASE**

Newcastle Disease and Infectious Bronchitis. All the technical queries from the participants were duly answered by Dr L.M Belwal and Dr S.C Gupta to their satisfaction.

Mr S.V.V Bapineedu, Zonal

should be organized in future to keep the farmers abreast with the latest developments in the field of poultry biological for the prevention of poultry diseases. The meeting ended on a happy note followed by dinner.



**Attended Doctors Farmers & Dealers**





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## Huvepharma Launches Aviapp- The Innovative Service Tool to Monitor Poultry Health

Huvepharma SEA (Pune) Pvt Ltd recently organised a technical seminar to launch Aviapp - The Innovative Service Tool from Huvepharma at Novotel Hyderabad Airport on 6th July 2018. The tool can be deployed to monitor several parameters of poultry



health and performance very effectively and evaluate them over time. The event was attended by veterinarians representing leading poultry producers from across India.

The event began with Welcome Note delivered by Mr O.P. Singh, Managing Director, Huvepharma SEA. He extended a warm welcome to all guests and speakers and thanked them for taking time out of their busy schedules for this event. He emphasized on the use of technology for upgrading the traditional way of doing business. He also briefed on how technology can help in faster decision making and improve the performance of any business.

This was followed by the first presentation of the day by Mr Stefaan Bekaert, Global Product Manager, Huvepharma NV, Belgium. Mr Bekaert maintains, administers and authorises the use of Aviapp across the globe. He is an engineer

by profession and has more than a decade of experience in the chicken industry. In his presentation titled "Introduction of Aviapp", he explained how Aviapp can help maintain scoring records & evaluate gut health as well as performance of flocks, and how benchmarking can be done within the organization for different units and different geographical locations. He also explained about the various factors which affect the performance of the broilers and why it should be monitored for quality product. He also elaborated on two case studies on gut health of chicken and how Aviapp helped them in defining a strategy for improving business. He concluded by assuring the audience about data privacy and data sharing features of the app and appealed to the guests to enrol themselves with Huvepharma to be able to begin using the app.

The second speaker of the seminar was Dr Ben Dehaeck, Global Product Manager – Anticoccidials, Huvepharma NV, Belgium. Dr Dehaeck is a veterinary professional having decades of expertise in gut health and general health management of poultry and other species as well. He represents Huvepharma across the globe as Gut Health expert. He presented on "Coccidiosis Management in Tropical Conditions". His presentation had details on general anticoccidials like ionophores, chemicals and combination products and

major coccidiosis control programmes. He explained about the disease and disease cycle of coccidiosis, along with its economic impact on the poultry industry. He explained some cost analysis study about coccidiosis and dysbacteriosis. He briefed about the different anticoccidials authorized for use in the European Union and explained in detail about the Huvepharma brands. He touched



upon key topics such as, different coccidiosis control programmes, oocyst shedding pattern, Clostridium perfringens and its impact, and resistance to molecules. He concluded his presentation with the message that use of Vaccine, Ionophores and Chemicals is the key strategy for control & management of coccidiosis.

The last speaker of the day was Dr Devender Hooda, Director - Sales Technical, Huvepharma SEA, India. Dr Hooda is a qualified veterinarian, an IIM-Ahmedabad alumnus and a qualified pharmacist. He has vast field experience and practical knowledge of the Indian poultry industry gathered from his nearly two decades of working in various capacities. He

presented on the topic "Prevalence Study of Coccidiosis in India". He emphasized on regional analysis of prevalence of coccidiosis and Necrotic enteritis across India and comparative study of the various molecules. He briefed about the specialized technical service on Gut Health Lesion Scoring, which Huvepharma provides and shared a detailed analysis of coccidiosis incidences with Total Mean Lesion Score (TMLS) in North, South, East and West regions. He insisted on regional observations, and recommendations with respect to different zones of India. He concluded his

presentation by elaborating on "Cleanup Programme - An Essential Tool for Coccidia Management".

The final session was an interactive one with participants sharing their queries, doubts, experiences and opinions, while the speakers aided them to channelize and find appropriate responses.

The event was concluded with Mr O.P. Singh, Managing Director, Huvepharma SEA, thanking the speakers, participants and the companies that deputed their representatives to attend the seminar. He appreciated the efforts of Huvepharma team in organizing the event and encouraged the participants to utilize Aviapp to the fullest and derive the benefits technology has to offer.



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## Advanced Feed Milling Technology Forum 2nd Edition Know, Update & Improve Feed Milling Process Novus

Pune: Novus India Animal Nutrition Pvt Ltd, in its dedicated efforts towards Pushing the boundaries of modern poultry nutrition & health conducted second edition of Advanced Feed Milling Technology Forum in Pune on 2 & 3 July 2018. Forum focused



on detailed deliberation on Feed milling process, economics, innovative feed milling technologies, strategic planning for new projects & feed hygiene. The company's longstanding dedication to animal research and service to the industry was also highlighted at the event. Mr Sanjeev Khanna, Business Unit Head Poultry, India & Nepal welcomed the audience on second edition of this forum & explained theme of the forum. He discussed that feed contributes around 75

% of the cost of production in poultry operation & feed milling is an integral part of this process. He also mentioned that multiple factors affect poultry operations, and Novus brings many years of expertise to help evaluate industry practices and offer sustainable solutions to producers. Novus is dedicated to enhancing nutrition programs for the broiler, layer and breeder segments. As a leader in innovation and research, Novus will continue to provide value-added services to the industry beyond the business relationship with a reflection to its vision "to help feed the world affordable, wholesome food and achieve a higher quality of life".

Key speaker for this forum



were Dr Charles Stark, Associate Professor of Feed

Technology, Kansas State University, Manhattan, USA & Dr Jeevan Sonawane, Sr Marketing Manager – SCA Novus.



Day one of the forum was focused on most important aspect of Feed milling which is pelleting. Dr Stark shared his latest findings & research on pelleting process. He has also explained in detail about economics of grinding & pelleting in feed mill operations. Dr Stark also stated that inventory management including shrink calculation is key challenge in feed milling operation in current dynamic feed ingredient prices.

Day two was more focussed on biosecurity, training, safety, grain management, laboratory set up & management. Dr Stark emphasised on importance

of feed mill biosecurity during today's intensified production system. He also informed proprietors to take all due care about training as well as safety of all employees at work place.

Dr Jeevan Sonawane, Sr Marketing Manager, SCA Novus, discussed importance of feed hygiene in today's challenging poultry environment. Animal feed plays an important part in food chain and has implications on quality of meat and eggs. He elaborated on concept & need of the feed hygiene. According to him key drivers for feed hygiene will be consumer awareness & reducing microbial load in feed for better gut health. He stated that there is need of collaborative efforts by the nutritionist, purchase & plant manager to produce feed hygienically.



He concluded that the sampling, technology and additives are going to be key in the success for effective feed hygiene.

The interactive forum had a strong participation from



*Group Photo of participants*



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### Team Novus bring the Event

leading poultry feed millers, consultants, farmers, plant managers from various locations across India who shared their experience & challenges of Feed milling. An overarching message



at the event was that feed milling is integral & dynamic process of the entire operation & needs attention time to time on various critical aspect.

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Novus International, Inc. is headquartered in metropolitan St. Louis,

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## CLFMA Symposium 2018 to focus on “GenNXT” aspects for Indian Livestock Sector

“Every industry needs fresh ideas from outside the system to survive and needs next-gen, young and bright minds with the clear vision and traits such as grit and perseverance to make a positive contribution to the society” said B Soundararajan, Chairman of CLFMA of India, the apex association representing the livestock industry in India on the occasion of International Youth Day (12 August).

CLFMA of India is the apex body representing the dynamic livestock sector in India. The 50-year old industry association is recognized as one among the eldest and highly reputed in India. It currently has over 240 members representing diverse subsectors of animal protein value chain including feed manufacturing; poultry, dairy and aquaculture business; animal nutrition and health, veterinary services, machinery and equipment; processing, distribution and retailing of meat; and ancillary services such as banking.

“It is impossible to achieve the 17 UN Sustainable Development Goals (SDGs) without significant participation and contribution from youth in every aspect. We strongly believe the country’s fast-growing livestock sector offers an ocean of opportunities for those who are willing to explore”

Soundararajan opined.

Agriculture in India faces a number of important challenges: it needs to become more sustainable and productive, while it must at the same time remain profitable for farmers. This is particularly true for livestock farming. Modern and innovative livestock equipment and technologies are important parts of the solution to address and overcome these challenges. Furthermore, a number of innovations are occurring in plant agriculture to maximize all of the land we can sustainably cultivate. From advanced plant breeding techniques to integrated pest management, to improved varieties, scientists, industry and farmers are working together to ensure food and nutritional security of the country. Livestock is one of the fastest growing agricultural sectors driven mainly by rapid urbanization and higher incomes.

“In the last decade, the world is witnessing how Internet of Things (IoT) and cloud-based technologies are transforming animal-agribusiness sector in unimaginable ways. For example, wearable devices on animals provide real-time data to monitor feed intake, stress levels or disease symptoms so that these can be addressed promptly not only to enhance productivity but animal welfare as

well. Similarly, soil sensors help farmers analyze moisture or nutrient levels to cut down unnecessary irrigation or fertilizer application and contribute greatly to cost savings as well as environmental sustainability. These innovations provide us wealth of information to analyze every process deeper for continuous improvement. It is only a matter of time before we see all these are widely used in India” he added.

This year’s theme for CLFMA’s annual symposium is ‘GenNXT wave: People, Technologies and Innovation’ and how this is going to impact the Indian livestock sector

- People –perspectives from next-gen managing the business and entrepreneurs
- Technologies – perspectives including application of IoT, Blockchain, digital applications
- Innovation – in terms of products, marketing, and supply chain on how these innovations can help improve animal welfare, the environmental sustainability and boost farmers’ incomes.

Now a days everything in the world has come down to ‘one touch’, h How the Indian government’s full support is needed to unleash the full potential of innovative livestock technologies. Furthermore, innovations like e-commerce

through mobile phones, coupled with analytics positively disrupted retailing in India in the recent years. Nowadays, through mobile apps and with just a few clicks, consumers can get their preferred type, preparation, and variety of meat and seafood delivered at their doorsteps at affordable prices year-round without compromising on their two most important needs - convenience and quality

“It is high time we think about who is going to feed us in future and how to ensure food and nutritional security of the billion-plus population while remaining focused on sustainability of our unique and precious biological ecosystem. It is important to ensure India’s animal-agribusiness sector attracts the best talent, sparkling brains and skilled hands from different fields and retains them. Traditional business paradigms; entrenched perceptions and outdated practices must pave way to newer and fresher ideas and concepts that only today’s youth can bring in. Only then innovations can sprout and flourish. This industry must be seen as one of the preferred career paths by youngsters, who currently lack awareness about the ocean of opportunities available. Every one of us working in the industry must actively step up to create awareness among students who are aspire to become tomorrow’s professionals, entrepreneurs, and leaders and CLFMA’s forthcoming symposium would be a great platform for such in-depth deliberations” Soundararajan concluded.





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## Trouw Nutrition Offers a Quick and Reliable On-Site Solution for Mycotoxin Analyses

**Hyderabad:** When it comes to assessing the levels of mycotoxins that may be present in raw materials and final feed, integrators and feed millers are faced with some difficult choices. On one hand, they would like to know exactly which mycotoxins may be involved, as well as the degree of contamination. On the other, however, they need to be able to take effective action within hours, rather than waiting days to receive lab test analyses.

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(DON), zearalenone (ZEA), ochratoxin (OCHRA), fumonisin (FUM), and T2 toxin (T2-HT2). It takes less than 5 minutes to get the results, thus helping in quick decision making and quality control.

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If you want a quick analysis of raw material or finished feed for mycotoxin levels, you can send 250 gm of sample to following address: Trouw Nutrition India Pvt. Ltd., 1st Floor, Plot No. 16, Jayabheri Enclave, Gachibowli, Hyderabad – 500032. Please mention the following details along with sample.

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Sample Name: \_\_\_\_\_ Type of sample: \_\_\_\_\_  
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## IB GROUP organizes All India IB Integration Team Meeting in Goa

*Announced Incentives of Eight Crores to Integration Team Members*

IB GROUP under the guidance of dynamic Managing Director, Mr Bahadur Ali, is gaining momentum day by day with present worth of more than INR 4,500 crores. Mr Bahadur Ali, commonly known as 'Bahadur Bhai,' the 'Brave Guy' in the industry, has learnt the science of Poultry Management and then implemented his vast knowledge and experience in business expansion and diversification.



**Left to Right: Bahadur Ali, Managing Director, IB Group, Dr Ravindra Jaiswal, President, Ricky Thaper, General Manager and Dr C. R. Behl, Senior Vice President, IB Group**

To have the interaction of IB Senior Management with All India IB Integration Team, a meeting was organized in Goa where several rounds of discussions were held on upcoming projects, future planning and the expansion programs in IB Integration in the coming years.

Dr C. R. Behl, Senior Vice President, IB Group in his welcome address updated the details of current IB chick's placement by IB Group in IB Integration and said the company's phenomenal growth is attributed to its foresight in terms of its Pan India Integration presence,

right from Jammu to Kanyakumari. In his presentation, Dr Behl also discussed on All India IB Chick's placement projections for the year 2018-19 and suggested future growth projections for next two years.

Dr Ravindra Jaiswal, President IB Group gave a presentation on current disease scenario. In his presentation, Dr Jaiswal suggested that better farm management could

minimize disease outbreaks. Dr Jaiswal replied to several queries from IB Integration staff with reference to vaccinations, IBH and other viral diseases.

Dr D. Dubey, Vice President, IB Group gave presentation on Field Observation & Solutions. There was good interaction with Dr Dubey on Nutritional aspects. Dr S. Paul updated the IB Integration team on Effort Plus App being implemented recently about its implementation in field by integration employee.

Mr Ricky Thaper, General Manager, IB Group, gave presentation on IB

Integration in North India. Mr Thaper also updated on upcoming projects – IB Feed Plant under construction in Rajpura (Punjab) with California Pellet Mill (CPM) being installed and updated on proposed state of art IB Hatchery (with imported single stage setters) in Rajpura. Mr Thaper also briefly updated the IB Team members on the projects under construction near Ambala (Haryana) in ABIS Sampoorna LLP (50-50% joint venture company).

IB Senior Technical Managers in North Zone; Dr Pushpraj, Dr Sachin and Dr Saqib gave presentation on IB Integration in their respective areas. Dr Sandeep Thoke, General Manager, IB Group (MP and MH) highlighted about the new areas being added for IB Integration in West zone. Dr Rahul Hardas gave presentation on IB Integration in Gujarat, Dr Pramod Mule gave presentation on IB Integration in Pune and Dr Chandras Saksule updated about IB Integration in Maharashtra

Dr Bhupen Kakati, Regional Head, IB Integration Assam & North East updated about IB Integration in North East India. Dr Mangesh Bhure, Regional Head, IB Integration-Chhattisgarh and Mr Sanjay Raut, Regional Head, IB Integration- Odisha also updated on their zone present and future Integration operation plans.

Mr Hari Krishna, Regional Head, IB Integration - Karnataka and Tamil Nadu



**Bahadur Ali, Managing Director, IB Group, addressing All India IB Integration Team**

gave details projections about their future expansion plans and opening of more IB Branch offices in South Zone. Mr Sudhakara gave presentation on IB Integration in Andhra Pradesh and Telangana.

In the closing remarks Mr Bahadur Ali appreciated the team working efforts by all IB Integration staff and encouraged them for further better results in their zones. Incentives for Rupees Eight Crores were announced at All India IB Integration Team meeting. Mr Bahadur Ali, said that in IB Group there are ample opportunities for individual growth and development with the organization business objectives.

Mr Bahadur Ali, Managing Director, IB Group, addressing All India IB Integration Team

All IB staff member thanked Mr Bahadur Ali for the Incentives announce at the meeting and expressed the gratitude for having faith in them. The team members assured IB Senior Management to work more aggressively to achieve the given targets to them.

Dr Behl proposed the vote of Thanks and appreciated the hard work done by Mr Gaurav Lakhani and Mr Mohamad Saleh in doing all logistics work for this meeting. The meeting was followed by light music, cocktails and dinner.



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## Poultry Federation of India conducts its Annual General Body Meeting at Pune

Poultry Federation of India conducted its Annual General Body Meeting & Symposium on 22 August 2018 at Hotel Conrad, Pune. This event was attended by more than 400 participants. Mr Ramesh Chander Khatri, President PFI welcomes all the members. PFI in recent years has conducted AGMs outside the HQ (Gurgaon). Earlier the venue was Hyderabad & this year it is in Pune. This reflects the PAN India presence of PFI. He shared that we are committed towards fulfilling the Government of India vision of doubling farmers income by 2022, in order to achieve this, we need support from policy-makers. Time & again the issues of size of cages (for housing of birds) is surfaced. Poultry Farmers provide best infrastructure to birds & ensure their optimum health & wellbeing. Mr Ranpal Dhanda General Secretary presented the full year report of activities highlighting the participation of PFI at the Research Council of MAFSU, meeting with delegation from International Trade Council, US Egg & Chicken Council, Protein for All Seminars, World Egg Day activities, representation to government on various important matters. Mr Ricky Thaper, Treasurer presented the balance sheet, which was approved by the house. Mr Harpal Dhanda presented an exciting presentation on the topic experience tale of environmentally controlled sheds. The attendees

greatly appreciated this talk as it provides practical insights on performance of birds in EC sheds.

Chief Guest Dr Ashish Paturkar, Honorable Vice Chancellor, MAFSU assured for the full support to Poultry Farming community. He emphasized on good documentation practices, maintenance of records at poultry farms, Good Biosecurity measures, safe egg & broiler production.

Guest of Honour Professor Dr P. K. Shukla, Dean, Post Graduate Studies, Mathura Veterinary College (DUVASU) applauded the efforts of PFI for contributing towards awareness of poultry protein and timely communicating the issues of Poultry farmers with the policy makers. He encouraged the PFI to keep continuous dialogue with policy makers.

Mr Vasanth Kumar, President, Maharashtra Poultry Welfare Association welcomed PFI members at Pune and called for a close collaboration between national associations & state associations.

Professor Ajit Ranade (Associate Dean, Shirwal Veterinary College), Mr Harish Garware (IPEMA), Mr Milind Limaye (Knowledge Day Committee Chairman), Mr O.P. Singh (HuvePharma), Mr Deepak Khosla (Ventri Biologicals), Dr D. K. Dey and Dr P.G. Phalke (INFAH), Mr Raghavan Sampatkumar (CLFMA), Mr Vijay Sardana (Advisor, PFI) shared their views.

Vote of thanks was given by Mr Neeraj Shrivastava (Executive Member, PFI). The proceedings of the Inaugural ceremony were conducted by Dr Sujit Kulkarni (Executive Member, PFI).

National Symposium was chaired by Dr Vijay Makhija (Vice President, West Zone, PFI). The topics of symposium were selected keeping in mind the key challenges & priorities of Poultry Sector in India. The symposium provided opportunity to participants for exchanging ideas, thoughts through Q&A session.

Dr Anand Khandwekar, (Biotechnologist) presented on the topic of 'NSP Analysis of Raw materials of Indian Subcontinent & Gut Health.' The diversity of Indian feed raw materials provide opportunities for poultry farmers to consider alternate raw materials & to optimize feed cost.

Mr Ashish, Assistant Vice President of ICRA Limited, presented on the topic 'Outlook for Indian Poultry Sector.' Indian Poultry Industry is projected to growth at CAGR (period 2017-2022) of 10-12 % driven by increased in per capita consumption & growth in processed chicken.

Dr Ajay Deshpande, (Director, Sidhivinayak Breeding Farm) presented on the topic of 'Impact of Housing System on Broiler Breeders.' He shared his experiences of working with cage system of housing and emphasized on the benefits of Productivity, Profitability,

and Health of the birds. Reduction in incidence of Zoonotic disease, improved animal welfare and Human welfare, reduction in antibiotic usage and Environmental pollution.

Dr M.R. Reddy, Principal Scientist, Avian Diseases Section, Division of Pathology ICAR-Indian Veterinary Research Institute, Izatnagar, Bareilly presented on the topic of Antimicrobial Resistance and Poultry Myths vs Reality. He suggested the poultry farmer community to consider the aspects of Health plan with the attending veterinarian, using antimicrobial agents only on prescription of Veterinarian, complying with the recommended withdrawal periods, maintaining all the laboratory test records, keeping adequate records of all medicines used & informing the veterinarian of recurrent disease problems.

Mr Pradeep Lokhande, Founder of [www.ruralrelations.com](http://www.ruralrelations.com) gave an enlightening talk on 'Rural India - Insights & Trends.' He emphasized on importance of education to the rural masses with a well-planned communication strategy, this will enable the emergence of consumerism and creation of new market in rural India. Poultry products such as broiler chicken and eggs can address the challenges of malnutrition, among rural masses. Poultry community should reach out to rural masses through continuous educative programs leveraging novel channels. The presentations of all the speakers were very well appreciated by participants.





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The speakers were felicitated with mementoes by PFI Executive Committee members.

Panel discussion and an open forum was chaired by Dr Dinesh Bhosale. Shri Ramesh Chander Khatri, Dr P. K. Shukla, Mr Deepak Khosla, Mr Milind Limaye, Mr Vijay Sardana, Mr Harish Garware, Mr Vasanth Kumar and Dr Vijay Makhijawere the panelists. This session witnessed lot of interactions wherein delegates queries were addressed.

## S.B. Ramaiah Celebrates Daughter's Wedding

**Hyderabad:** Mr S.B. Ramaiah, Managing Director, SSA Hatcheries Pvt Ltd, Celebrated the marriage of his younger daughter Ms Chinmayee with Mr Srinivas Rao, son of Mr Murali Maganti on September 2, 2018 in Hyderabad. Poultry Fortune wishes the married couple a happy and prosperous life.

### Monthly Average Egg Prices all over India and Prevailing Prices at Various Production Centres (PC) and Consumption Centres (CC) - Source: NECC

#### For August 2018

Name of the Zones	Month Average Price in Rs
Ahmedabad	383
Ajmer	327
Banglore (CC)	367
Chennai (CC)	392
Chittoor	385
Delhi (CC)	346
East Godavari	348
Hyderabad	336
Mumbai (CC)	391
Mysore	373
Nagapur	312
Namakkal	383
Pune	364
Punjab	326
Vijayawada	348
Vizag	356
West Godavari	348
Warangal	340

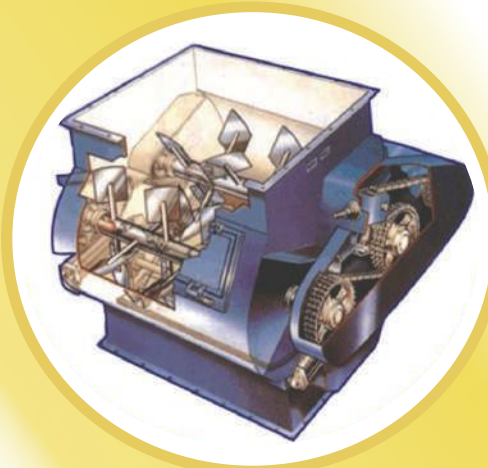
#### Prevailing Prices

Name of the Zones	Month Average Price in Rs
Allahabad (CC)	363
Barwala	325
Bhopal	351
Hospet	332
Indore	347
Jabalpur	350
Kanpur (CC)	376
Kolkata (CC)	384
Luknow (CC)	395
Raipur	340
Varanasi (CC)	382

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## 6 Myths about Poultry Production

*Four poultry experts bust six myths about poultry production*

### **MYTH 1: Chickens are all drugged up.**

This may be the greatest myth about poultry, according to the U.S. Poultry & Egg Association's John Glisson, and it is wrong on several counts. He provided myth-busting facts about each misunderstanding of antibiotic use in poultry.

*John Glisson is vice president of research, U.S. Poultry & Egg Association*

*"The poultry company veterinarian is the one who makes the decisions about how to treat the birds, the use of antibiotics, what kind and for how long." – Dr John Glisson*

### **It is a myth to say that chickens are fed antibiotics just to make them grow faster.**

It is misleading to call antibiotics "growth promoters," something which fosters misunderstanding of how they work in poultry, Dr Glisson explained. The role of antibiotics – their mode of action – is to keep poultry healthy.

"A lot of the so-called growth-promoting antibiotics on the market today were licensed by FDA in the 1950s, 1960s and 1970s, and nobody knew how they worked. The only thing that could be measured is they made the chickens grow faster, and they did. They still do.

"Now we know how the antibiotics work. The way that antibiotics make chickens grow faster is that they prevent diseases of the intestinal tract, bacterial

diseases. But the name has stayed around: growth promoters. That's not the reason that they're fed to chickens, but it is one of the results; it protects chickens from infection and keeps them healthy which makes them grow faster," he said.

### **It is a myth to say that chickens are fed huge quantities of antibiotics and that this is fueling the increase in antibiotic resistance in human pathogens.**

The often-cited statistic that 80 percent of the antibiotics used are in livestock and poultry can be misleading, Glisson said. That percentage is based on sales and overlooks the number of animals to which the antibiotics are administered. Food-production animals greatly outnumber people, so the usage of antibiotics in animals can be expected to be of a greater total volume.

"The other thing to remember is that at least 40 percent, maybe higher, of the antibiotics used in chickens are not used in humans. Use of these antibiotics in chickens has no effect on antibiotic resistance that we see in human pathogens," he said.

While most poultry companies are already compliant with new federal guidelines on antibiotic usage in the Food and Drug Administration (FDA) Veterinary Feed Directive, the guidance in the directive becomes mandatory next year.

### **It is a myth to say that farmers give antibiotics to their flocks with no**

### **oversight.**

"I see this myth repeated in stories in the press quite often," Glisson said, "that farmers are indiscriminately using antibiotics. That's not even possible, because the farmers don't even have the antibiotics.

"Farmers don't own the chickens, and they don't make decisions about feeds and medications given to the flocks. 60 percent of the chickens in India are owned by integration companies, and the companies make the decision about whether antibiotics will be used in the flocks.

"The poultry company veterinarian is the one who makes the decisions about how to treat the birds, the use of antibiotics, what kind, and for how long," Glisson said.

### **MYTH 2: Poultry litter is a waste product, and poultry farms are a major source of pollution.**

"Poultry litter is not a waste product," said Jennifer Rhodes. "The manure that comes out of our chicken houses is locally produced, organic fertilizer. People forget that organic farmers can use it to grow their crops. We use it on our farm to grow our corn. It is certainly not a waste of a valuable resource."

Jennifer Rhodes is extension educator for Agricultural and Natural Resources, University of Maryland Extension, Queen Anne's County

Any company that grows 80,000 broilers per flock, or half-a-million birds per year,

generates about 543 tons of manure which is used for organic farming.

### **MYTH 3: Chickens are so huge and grow so fast they can barely stand up.**

"A picture's worth a thousand words," said Dr Kate Barger of Cobb-Vantress as she showed two photos – one of a 1957 broiler and the other from a 2012 genetic line.

Kate Barger is director of World Animal Welfare, Cobb-Vantress

"The first thing that most people notice is the difference in the girth or the width on the breast of the two birds," she said, noting that the modern broiler produces much more meat. "But I also want to draw your attention to the size of the feet of these birds and the thickness of the legs," she said, with the modern broiler's legs and feet being significantly more robust to support the added weight.

"In selecting for traits specifically related to animal wellbeing or animal welfare, somebody is literally picking up the birds and physically examining them for these traits. It is something that happens every single day on our pedigree farms."

Technology similar to an x ray is used to examine the formation of the tibia of the bird and assess the structural integrity and remove any birds that might have difficulty in walking later on due to a defect in their bone growth.

Barger continued: "While the birds are bigger, we want them to be able to stand and walk. This type of technology and this type of selection allows us to do that so that those broilers can have a good life.





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"We use technology that allows us to examine and select for cardiovascular fitness. This is similar to what you might find at the hospital or the doctor's office. It measures the pulse rate and the oxygen saturation of the birds."

**MYTH 4: Chickens are given hormones to make them grow rapidly to large sizes.**

No hormones are added or administered to poultry, Dr Barger said. The addition of hormones is prohibited by government regulation, and poultry producers do not use any hormones.

"First, added hormones are illegal," she explained. "Secondly, I don't know what would happen if you actually did put hormones in a chicken. Furthermore, it doesn't make sense.

Yesterday, we saw a house with 20,000 chickens in it. You'd have to pick up each one of those chickens, twice a day, to inject each one to make them grow.

"Not only would the process injecting hormones in poultry represent added cost, anytime you pick up a chicken," she added, "it's a potentially stressful moment for the bird and would likely hurt flock performance.

"As an industry, we want to do things the right way and we want to make progress the right way. That means being in compliance with government regulations and not doing things that are illegal. It doesn't make logical sense to give poultry hormones; it would cost a lot of money, and nobody wants to go to jail over raising chickens," she said.

**MYTH 5: Improvements in the growth, livability and health of chicken are solely the result of genetics.**

"Genetics is not the end all savior for the poultry industry," said Dr Barger. "The progress being achieved in the growth, livability and health of poultry is due to a combination of genetics, management, nutrition and the environment in which the birds are grown.

"These improvements include the contribution of the farmers who care for the birds on a daily basis making sure the environmental control and management of costs every single day, 24 hours a day, is optimal. That's going to allow them to have better efficiency and precision in growth as well as to achieve those performance indicators like feed conversion and lower mortality.

"It is worth noting that currently there is no genetic modification or genetic engineering in broiler genetics. The progress in growth, livability and health is being achieved with traditional genetic selection. We use molecular genetics to better understand the DNA of the birds than was possible in the past, but we're not modifying the DNA or the genetic components of those birds," she added.

**MYTH 6: Everything the poultry industry does is done the right way.**

It would be a myth to say that the poultry industry does everything perfectly, said Christine Daugherty of Tyson Foods, because it is constantly evolving and improving its poultry production practices and execution.

Christine Daugherty is vice president of sustainable food production, Tyson

**Foods**

"The concept that the poultry industry is going to just ramrod things through and not take into consideration innovative new technologies, new ways to do things, continuous improvement, I believe, is clearly a myth and should be busted," she said.

Not only are farmers continually applying new technologies and management techniques on their farms, leading poultry integrators such as Tyson Foods, Perdue Farms, Foster Farms and Sanderson Farms, have very large research programs that are looking at better ways to address food safety, the wellbeing of poultry and flock management. They also work on finding better ways to address these things through research and cooperation with trade associations such

as U.S. Poultry and Egg Association and the National Chicken Council, as well as government agencies such as the Food and Drug Administration."

"The poultry industry wants to get better and improve the way it operates," Daugherty said, noting that the biggest poultry industry improvements are ahead in the future.

"Do we have ways to improve? You bet. But I think the poultry industry in itself in conjunction with our industry partners, our universities, our folks like you, our farmers, we're moving forward."

*"The concept that the poultry industry is going to not take into consideration innovative new technologies, new ways to do things, continuous improvement, is clearly a myth and should be busted."* – Dr Christine Daugherty.

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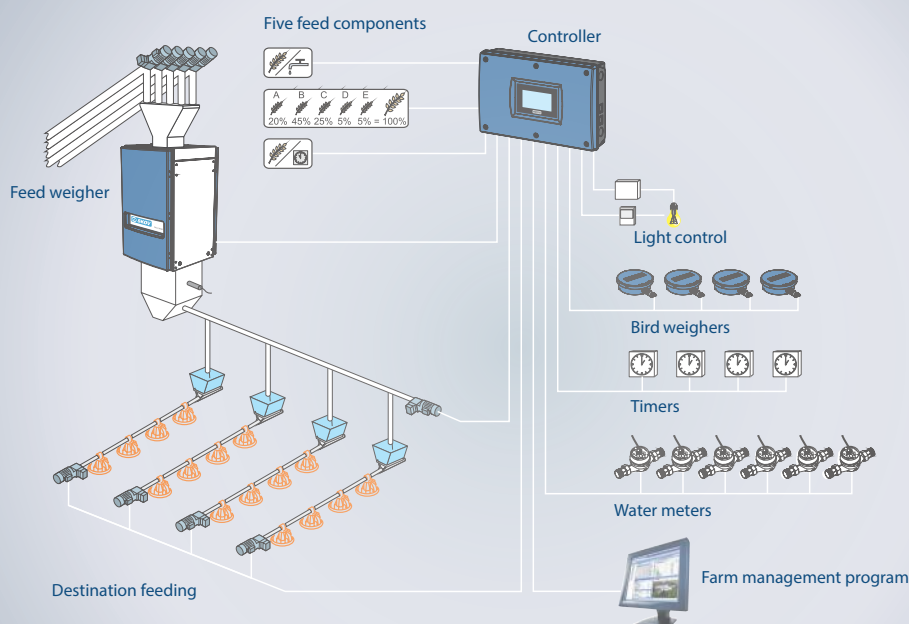
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# Poultry CEOs Forum brings Industry Stakeholders together

*Poultry Issues Discussed; Poultry Fortune presents 24 prestigious National Awards*



**Panelists - from left:** B. Samara Simha Reddy, M. Damodhar Reddy, C. Suresh Rayudu, K.G. Anand, Dr M. R. Reddy, Dr D.K. Dey, P. S. Nandakumar, M.R. I Magdum, Dr G. Ranjith Reddy and M.A. Nazeer.

Hyderabad: The sixth edition of *Poultry CEOs Forum India and PF Awards 2018* was held in Hotel Taj Deccan, Hyderabad on August

9, 2018 which was organized by Poultry Fortune, the national English monthly published from Hyderabad, India.

common platform and discussing on the present status and future prospects of the industry in the country.



**Dr G. Ranjith Reddy**, President, Telangana Poultry Breeders Association

While the CEOs Forum with the theme *"How the Stakeholders should Work to Meet the Challenges in Indian Poultry?"* was addressed by five stalwarts and experts with presentations on various aspects of poultry industry, the *Poultry Fortune Awards 2018*, national awards to recognize and appreciate the organizations and individuals for their outstanding performance, excellence and contribution to the profession and to the development of Indian poultry industry were presented to the winners. Poultry Fortune presented awards for different categories of poultry industry. Nine expert panelists took part in the Panel Discussion held on different issues of the industry.

Poultry Fortune Silver Jubilee Celebration was a part of it with cake cutting held on this occasion.

Poultry Fortune is organizing Poultry CEOs Forum & PF Awards function since 2013 bringing all segments of Indian poultry industry on to a



**Suresh Rayudu Chitturi**, Vice Chairman, International Egg Commission (IEC)



**Dr D. K. Dey**, President, Indian Federation of Animal Health Companies (INFAH)



**M.A. Nazeer**, Convener, Poultry CEOs Forum India 2018



# Speakers of Poultry CEOs Forum India 2018



**C. Suresh Rayudu,**  
"Status & Prospects of Layer Industry in India"

Mr C. Suresh Rayudu, Vice Chairman, IEC & Managing Director, Srinivasa Farms Pvt Ltd spoke on 'Status & Prospects of Layer Industry in India'. Suresh Rayudu was born and brought up in Hyderabad. Suresh holds a Bachelor's Degree in Computer Science Engineering from R.V. College of Engineering, Bangalore, and a MBA from Goizueta Business School, Emory University, Atlanta, U.S.A. In addition, he constantly sharpens his learning curve by doing short stints in top B- Schools like Indian School of Business (ISB) and Harvard Business School (HBS). He has the distinction of successfully completing 'The President's Programme in Leadership' from Harvard Business School. He holds strong analytical base and flair for innovative thinking that gives him where withal to pursue new opportunities.

- ▶ He was the Chair of Confederation of Indian Industry (CII), AP State Council, for two consecutive years 2014-15 and 2015-16.
- ▶ He is presently Co-Chairman of CII, Southern Regional

Startuppreneurs Forum.

- ▶ He is the "Vice Chairman of International Egg Commission (IEC)" for next 2 years. Also he is the only 2nd Indian to be awarded this position.
- ▶ In August 2016, he has been awarded as "Best CEO in Poultry Award 2016" during the event Poultry CEOs Forum India & PF Awards 2016.
- ▶ Suresh Rayudu is an avid traveler and his hobbies extend to photography and reading.



**Sushanta Dey,** "Disruptive Things Happening in Poultry and ways to tackle the Same!"

Mr Sushanta Dey, Director Sales, Kemin Industries South Asia Pvt Ltd spoke on "Disruptive Things Happening in Poultry and ways to tackle the Same!." He is an IIML graduate in General Management and has also done management degree in international trade from IIFT. He is serving animal production sector from last 21 years in various capacities. He is quite passionate about developing and grooming leaders for our industry in various roles. He has worked closely with multiple customer organizations in past.



**Dr M. R. Reddy,**  
"Antibiotics Issues in Poultry"

Dr M. R. Reddy, Principal Scientist, IVRI spoke on "Antibiotics Issues in Poultry". Dr Reddy has a Veterinary degree (BVSc & AH) from AP Agricultural University, Tirupati, Masters degree in Avian Diseases from IVRI, Izatnagar and Doctoral degree (Avian Health) from the University of Melbourne, Victoria, Australia. He is a certified Member of Australian College of Veterinary Scientists (MACVS) in Poultry Health. Prior to joining ICAR, he worked as Veterinary Surgeon in AP State Animal Husbandry Department. He has 25 years experience in Poultry disease diagnosis and research. His research interests include surveillance of Mycoplasmal infections, Infectious bronchitis, Infectious laryngotracheitis, Chicken anemia, Marek's Disease and eradication of ALVs from pureline chickens and molecular detection of poultry pathogens. He has been engaged in contract research, consultancy, training and contract diagnostic services to the poultry industry. Established wide prevalence of M gallisepticum, M synoviae and variant strains of IBV in India through contract research projects funded by Zoetis and MSD. He conducted training

programmes on "poultry health management and disease control" to industry personnel. He and his co-authors have published 35 research papers, 50 technical papers and he is the author of two books. He is the faculty of IVRI and guided 4 PhD and 6 M.V.Sc students. He is the founder General Secretary of Association of Avian Health Professionals (AAHP). He is the expert member of several institute and national committees on poultry health and welfare issues. Delivered guest lectures on poultry health topics in several national and international conferences and industry technical meetings.



**Wang Guorong, "Grinding and Pelletizing Technology for Poultry Feed Production"**

Mr Wang Guorong, Chairman, Guangzhou Tinder Industry Co. Ltd spoke on "Grinding and Pelletizing Technology for Poultry Feed Production." He was born in November 1963 in Ningxia, China and graduated from Lanzhou University of Technology. Now he lives with his family in Guangzhou, Guangdong, China.

His major (specialization) subject is Mechanical Design and Manufacturing and he distributed to work in Lingnan Machinery factory that is a military enterprise after graduated in 1987. He started to learn feed mill machinery in that factory. In 1990, he resigned and worked in a deceleration machine factory in Guangzhou for three years. In 1993, Wang resigned and established his own company

named CP Mechatronics Co. Ltd focusing on equipment installation. At that time, his company completed contract projects of 12 factories for CP.



**Dr M.V.L.N. Raju, "Cage Rearing of Chicken: Production Vs Welfare Issues"**

Dr M.V.L.N. Raju, spoke on "Cage Rearing of Chicken: Production Vs Welfare Issues." Dr Raju has 17 years of experience as Scientist in ICAR and is currently working as Principal scientist (Poultry Nutrition) at ICAR-Directorate of Poultry Research, Rajendranagar, Hyderabad, India.

Dr Raju obtained his bachelor's and Master's degree in Veterinary Science from Andhra Pradesh Agricultural University and doctoral degree in Poultry Science from University of Agricultural Sciences, Bangalore, India.

His research interests include mycotoxins and other feed toxins, gut health, amino acid nutrition, broiler breeder nutrition and feed additives for enhancing performance of chicken. He handled several research projects sanctioned by ICAR and other agencies like DST, DBT etc.

Dr Raju received several awards in recognition of his research achievements like Best Poster Award in World's Poultry Congress 1996, New Delhi; WPSA travel grant; IPSA Kerala chapter award for poultry nutrition (5 times), Dr C.K. Rao Endowment Award, Dabur Ayurved Award, Reviewer Excellence Award, University Gold Medals etc.

He has published 173 research papers in peer reviewed national and international journals of high impact factor, presented 34 invited talks in national and international conferences besides authoring 10 books.

Dr Raju guided 4 Ph.D students and 9 M.V.Sc students.

Dr Raju delivered special assignments like member, expert panel on poultry feed specifications of Bureau of Indian Standards, Govt. of India and Indian Council of Agricultural Research.

Dr M.V.L.N. Raju served various professional societies like Indian Poultry Science Association, Animal Nutrition Society of India etc., as part of which he organized the IPSACON 2012, which was attended by more than 400 delegates from India and abroad, served as the Editor for Indian J. of Animal Nutrition, Karnal for 3 years and acted as the Treasurer, AP (Hyderabad) Chapter of IPSA for a decade.

## Panel Discussion

*Below are the points discussed:*

- ◆ How to achieve Prime Minister's Slogan of Doubling Farmers' Income by 2020? How the Poultry Industry can Plan & Work to Perceive it?
- ◆ Broiler Sector Expanding Rapidly! Is it going to Help the Farmers & the Stakeholders to Get Going with Reasonable Margins?
- ◆ Welfare Concerns of Poultry Sector in India. Stakeholders Point of View.
- ◆ Role of CEOs in ensuring better future and development of Poultry industry in India.
- ◆ Layer Farmers constantly complaining of stocking of Eggs and Lower Prices. How to Overcome this Issue?
- ◆ Importance of Branding & Marketing of Egg & Broiler Products. Need of Enhancing their Per Capita Consumption.



## Sponsors of Poultry CEOs Forum India & PF Awards 2018

Poultry Fortune conveyed its profound thanks and gratitude to Srinivasa Farms Pvt Ltd; Venkateshwara Hatcheries Group; Kemin Industries South Asia Pvt Ltd; Guangzhou Tinder Industry Co. Ltd; Zydus Animal Health Limited; Everest Industries Ltd; Globion India Pvt Ltd; Virbac Animal Health India Pvt Ltd; SSV Growel Hatchery Pvt Ltd; Siddipet Poultry Eggs; Supreme Equipments Pvt Ltd and Jhabakh Auto Pvt Ltd for their kind support through sponsorship which has helped in organizing this event.

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## Glimpses of Poultry Fortune Silver Jubilee Celebration



Poultry Fortune celebrated Silver Jubilee of the publication on August 9, 2018 at Hyderabad coinciding Poultry CEOs Forum. Poultry Fortune Editor M.A. Nazeer expressed his gratitude to all those who helped him in the past over 25 years in developing Poultry Fortune with the best quality and standards. Seen in the above pictures are C. Jagapati Rao, M. Damodhar Reddy, Dr G. Ranjith Reddy, Dr K. Balaswamy, Dr Arun Atrey, K. G. Anand, C. Suresh Rayudu, M.R.I Magdum, G. Ramesh Babu and Satish Pasrija.





**Sitting from left :** M.R.I Magdum, GM, VHPL, Bangalore; Srihari Reddy, Director, Lotus Farms; Dr G. Ranjith Reddy, MD, R Animal Health India Pvt Ltd; Dr Arun Atrey, President & Head, Global Animal Health Business, Zydus Animal Health (Cadila Growell Hatcheries India Pvt Ltd; Y. Hari Prasad, Business Unit Director, Zoetis India Ltd; Dr Dhirendra Kumar,

**Standing from left:** Dr M.Ramakoti Reddy, Principal Scientists, IVRI; C. Suresh Rayudu, MD, Srinivasa Farms Pvt Ltd S.Balasubramanian, GM-Integration Division, VHPL, Hyderabad; G. Shivakumar, Partner, Siddipet Poultry Eggs; Mohd. As Proprietor, Sri Venkateshwara Poultry Farms; P. Subramani, MD, RPS Farms & Exports Pvt Ltd; Rahul Chopra, Sr Vice







Rohini Minirals Pvt Ltd; M.Damodar Reddy, MD, Lotus Farms; Dr K.Balaswamy, Adviser, NECC; Satish Pasrija, MD, Virbac (India); Dr D.K. Dey, CEO, Globion India Pvt Ltd; Shailendra Awasti, MD, Supreme Equipments Pvt Ltd; Mohan Gada, MD, SSV India Pvt Ltd, Poultry Consultant, D.K. Consultations; N. Rajkumar, Sales Manager, Kemin Industries South Asia Pvt Ltd.

Surekha Venugopal, Managing Partner, SV Marketing; Qazi Abdul Vajid Juned, COO, Abis Exports (I) Pvt Ltd; Asif Ahmed, Partner, Siddipet Poultry Eggs; M.Velangan Reddy, Proprietor, JMJ Poultry Farms; B. Samhara Simha Reddy, Vice President & Business Unit Head-Roofing, Everest Industries Ltd and M.A. Nazeer, Convener, Poultry CEOs Forum.







## Satish Pasrija, Managing Director, Virbac Animal Health India Pvt Ltd honoured with “Life Time Achievement Award 2018”



Satish Pasrija, Managing Director, Virbac Animal Health India Pvt Ltd receiving Poultry Fortune **Life Time Achievement Award 2018** from TPBA President, Dr G. Ranjith Reddy and IEC Chairman, C. Suresh Rayudu. K. G. Anand, General Manager, VHPL and M.A. Nazeer are also seen.

Mr Satish Pasrija, Managing Director, Virbac Animal Health India Pvt Ltd received Life Time Achievement Award 2018 at PF Awards 2018 gala evening held in Hyderabad on August 9, 2018.

Mr Satish Pasrija was born and brought up in Punjab, Graduated in Biology Science, attended management course in IIM, and has grown through various cadres of highly professional multinational organisations. He played important role in creating animal health organisation INFAH, and has been in its management committee since its inception. He was the Founder President of INFAH.

Satish Pasrija is working as Managing Director of Virbac since its inception in India. Virbac is the 8th largest Animal Health Company in the world.

Pasrija started career as a Veterinary Representative in Glaxo in 1980.

“  
Love what you do and  
Success will be yours’.  
Poultry industry provides  
food, nutrition and  
employment to billions of  
people in the world. Be  
proud to be a part of it.  
”

Got promoted in 1986. Since then he worked in various capacities like ABM, Product Manager, Zonal Sales Manager, Marketing Manager, General Marketing Manager and Senior General Manager. He became Head of Animal Health business of Glaxo in 1998. Glaxo divested its Animal Health business to Virbac in



Satish Pasrija replying to the Award

2006, and he became Managing Director of Virbac India. Since then business of Virbac India has been consistently growing, Business has grown five times in the last eleven years.

Virbac provides highly specialized feed supplements, treatment products and services for majority of species

and pathologies (Poultry, Ruminants, Aquaculture, Sheep and companion animals).

### Annual Turnover

Virbac India's sale in 2017 was Rs 630 crores. Its sales in poultry was close to Rs 100 crores.

### Future Plans

It has plans to bring new innovative technologies, products and services for poultry farmers of India.

### Turning Point in Career

When Virbac acquired Animal Health business of Glaxo, as Virbac

“  
When Virbac acquired  
Animal Health business  
of Glaxo, as Virbac is  
the exclusive Veterinary  
Company, this acquisition  
opened many new  
opportunities for growth  
and contribution to animal  
health industry.  
”

is the exclusive Veterinary Company, this acquisition opened many new opportunities for growth and contribution to animal health industry.

### Motivation to perform well

Mr Satish Pasrija said “I believe that if anybody wants to excel in his professional life and wants to rise, then he should choose a profession which he likes. In case he is unable to choose the profession which he likes, then he must like the profession what he has. I always liked working for the welfare of farmers through veterinarians.”

### Message to the Industry

Pasrija advised fellow farmers and stakeholders ‘to Love what you do and Success will be yours’. Poultry industry provides food, nutrition and employment to billions of people in the world. Be proud to be a part of it.’



## Dr Arun Atrey, President & Head, Global Animal Health Business, Cadila HealthCare Ltd receives “Best CEO in Poultry Industry Award 2018”



Dr Arun Atrey, President & Head, Global Animal Health Business, Cadila HealthCare Ltd receiving **Best CEO in Poultry Industry Award 2018** from Dr G. Ranjith Reddy and K. G. Anand. C. Suresh Rayudu and M.A. Nazeer are also seen.

Dr Arun Atrey, President & Head, Global Animal Health Business, Cadila HealthCare Ltd received **Best CEO in Poultry Industry Award 2018** at PF Awards Function held in Hyderabad on August 9, 2018.

Dr Arun Atrey is currently the President & Head - Global Animal Health Business of Cadila Healthcare Limited (Zydus Group) - one of the leading Global Pharma companies of India. Cadila Health Care is one of the fastest growing Generic companies in USA.

A veterinarian (BVSc & AH, 1981) and a management Graduate (MBA 1983, Gold Medalist), he worked in FMCG Industry before Joining Animal Health Industry in 1985.

In 1986, he became the Marketing Manager & Head-Marketing of Cadila Veterinary. He was the youngest ever executive to occupy such a position. Since his taking over the business has grown multifold through organic as well as inorganic mode.

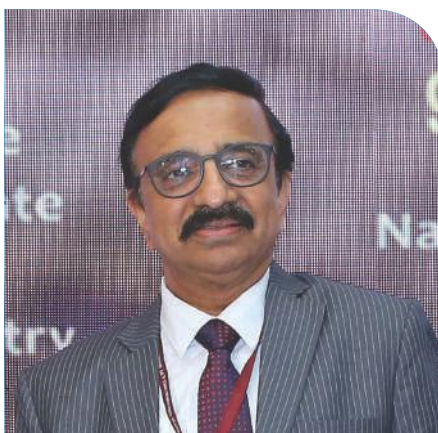
Atrey became SBU Head in 1995 & COO & Whole-time Director of Zydus Agrovet Ltd, a subsidiary of Cadila Healthcare Ltd in 1999.

In order to consolidate and gain a critical mass, the company entered into a joint-venture with Ambalal Sarabhai Enterprises Ltd, another leading player in the Veterinary Industry in 2000. He was appointed its first COO. He was promoted as Director-Operations in 2003 and the Managing Director in 2006.

After acquiring the stakes of ASE in

2007, the company became 100% subsidiary of Zydus Cadila.

In 2016, Zydus further expanded its business by acquiring select brands and a state of the art manufacturing plant from Zoetis India Ltd (formerly known as Pfizer). With this acquisition



Dr Arun Atrey replying to the Award

Zydus has become one of the biggest animal health companies in India.

Zydus also has collaboration with Phibro Animal Health, USA for marketing its poultry vaccines in India.

Under his leadership, Zydus Cadila has introduced the highest numbers of first to the market veterinary products in the country.

Recognizing its overall performance in bringing new products to the Indian market as well as other innovative initiatives, Zydus has been rated as the best Animal Health Company

in India, Middle East and Africa for 2015 by a very creditable News Publication Animal Pharm, UK. In a rare recognition, Zydus Animal Health became the first such company to win the same Award in 2016 as well. The company also received the best Poultry Company in India Award in 2010 (IPJA) & 2014 (Poultry Fortune). ZydusAH received the Best Pharma Company Award in 2016 (IPJA).

Dr Arun Atrey is an active member of various Animal Health Industry bodies. He has been the Past President (2015-2017) of INFAH (Indian Federation of Animal Health Companies) which is the most prestigious Industry association of Animal health companies representing around 85% of the country's animal health business. INFAH is affiliated to Brussels based HFA (Health for Animals) world's leading association of Animal Health companies.

He is also the Chairman of The Therapeutic Sub Committee, INFAH. He has handled many assignments on behalf of AH Industry in order to bring about overall improvement in Disease Surveillance, Bio-security, AMR, Imports and many other wide ranging technical and commercial issues.

His services have been recognized by Institutions and the Industry, alike. He is on the advisory board of the management institutes. He has been a regular speaker at Industry CEOs' Forum as well as management institutes.

**Best decisions that benefitted the company and customers**

I have been fortunate to do many successful acquisitions and marketing tie ups which have played a very  
(Contnd. on page 45)

“  
As a business leader, I believe CEO's primary role is to create Values for all its stakeholder - Promoters, Customers and society as a whole. Without this there would be no real growth.  
”

## M.R.I Magdum, General Manager, VHPL, Bangalore Zone receives "Best Executive with Long Service Award 2018"



**M.R.I. Magdum, General Manager, VHPL, Bangalore Zone receiving Best Executive with Long Service Award 2018 from Dr G. Ranjith Reddy and C. Suresh Rayudu. K.G. Anand and M.A. Nazeer are also seen.**

Mr M.R.I. Magdum, General Manager, VHPL, Bangalore Zone received Best Executive with Long Service Award 2018 at PF Awards 2018 gala evening held in Hyderabad on August 9, 2018.

Mr M.R.I. Magdum was born in 1946 in a village Kudachi of Belgaum district of Karnataka. He completed graduation in Science and joined Poultry industry in the year 1966 with Green Oaks of Pune. In the year 1969 he joined with Mr R. K. Puri of Quality Farms (Hyline Parent Farm) in production and was picked up by Dr B.V. Rao in the year 1980 and joined VHPL. With more than 52 years of experience in poultry, Magdum can humbly be claimed to be one of the oldest hands in poultry industry in India having interacted with the doyens of Indian poultry industry.

Mr Magdum worked in Broiler as well as Layer Parent Farms and Hatchery at Pune and Hyderabad. He has thorough exposure to breeding and commercial farming of Layer and Broiler at all levels. He became the General Manager for the 3 lakhs bird commercial layer farm started in Hyderabad for VHPL in 1994.

Taken over the Bangalore zonal operation as the Head in 1996 and supervises the units in Tamilnadu, Kerala, Karnataka, part of Andhra Pradesh having Broiler Parents, Grand Parents and Layer Parent units with matching feed milling and other infrastructure. Further, he is also taking

care of Broiler integration operations in western region for group companies and Venkys range of chicken products in the Eastern region of India.

The zone under him also has large commercial broiler breeding operations and chicken processing unit with matching broiler integration operation supplying chicken to wide range of clients including KFC, Pizza



**M.R.I. Magdum replying to the Award**

Hut, Mc Donald's, Nandos, Burger king etc. to name a few and supplies further processed chicken products under the brand name of Venkys to institutions as well as retail market.

**Success rate of the companies he served in**

"Never have been better. I should insist here that it is complete team

work and excellent support and trust from the top management that helped us to perform and improve the sales which was around Rs 400 crores to the present Rs 8,000 plus crores turnover," stated Mr M.R.I. Magdum.

### Business Turnover

The group turnover is Rs 8,000 crores with more than 80% market share in layer and broiler markets.

### Magdum's contributions to VHPL

"Live and grown with the company over the past 40 years, the management's trust and understanding of my strengths has been gracefully keeping me challenged with ever expanding stream of responsibilities and tasks," said Mr Magdum.

### Future Plans

VHPL Group would be working towards improving Indian poultry and status of poultry farmers and trust the vision of Dr B.V. Rao holds good even in future. It was his dream to see India as number one on the world poultry map not only in numbers, but also in quality. And quality is a never ending process, one strives to achieve. He had a vision inclusive of Indian small farmers and our strategy would always keep them a part of our growth.

### Message to the industry

Mr Magdum advised the industry that "Indian poultry industry has grown tremendously over the years and it is the need of the hour for the industry to continuously align with the changing consumer requirements and environmental concerns to maintain the growth momentum."

**"it is complete team work and excellent support and trust from the top management that helped us to perform and improve the sales which was around Rs 400 crores to the present Rs 8,000 plus crores turnover."**



## Rohini Minerals Pvt Ltd wins "Best Poultry Feed Miller Award 2018"



**Dr G. Ranjith Reddy, MD, Rohini Minerals Pvt Ltd & Selvan Kannan, Head of Strategy and Business Development, Noveltech Feeds Pvt Ltd receiving Best Poultry Feed Miller Award 2018 from K.G. Anand and Nandkumar. M.A.Nazeer is also seen.**

**Dr G. Ranjith Reddy, MD, Rohini Minerals Pvt Ltd received Best Poultry Feed Miller Award 2018 at PF Awards Function held in Hyderabad on August 9, 2018.**

Rohini Minerals Pvt Ltd, a company registered with The Registrar of Companies, Hyderabad, Andhra Pradesh is floated by Dr G.Ranjith Reddy and Dr A. Thirupathi Reddy, with the main objective of manufacturing quality and cost effective poultry and cattle feed. Both the promoters are qualified post graduate and graduate veterinarians. After completing their

studies, they worked for some reputed companies. Having gained sufficient experience in poultry field and having developed good relations with most of broiler and layer farmers, and broiler breeders these doctors have started diversified businesses dealing with Broiler Breeding, Commercial Broilers, trading of poultry medicine and poultry feed production.

The company increased its production from the financial year 2007-08 onwards due to increase in the demand of its product. The increase in the demand is mainly due to the

quality feed, excellent performance, cost effective and also due to after sales service. The company stands by its main motto "QUALITY IS OUR COMMITMENT". The company owned number of feed plants at different locations and have five leased out plants. Presently it is producing and selling around 15,000 tonnes of feed in the states of Telangana, Andhra Pradesh, parts of Maharashtra, Karnataka, Chattigarh and Karnataka. It is planning to expand its business throughout India in the coming years. Its marketing network spread through south India.



**Dr G. Ranjith Reddy replying to the Award**

*(Contn. from page 43)*

significant role in the growth of our business.

- Zydus entered into 50:50 Joint ventures with Ambalal Sarabhai Enterprises (ASE) for its Animal Health business in 2000, which we eventually acquired in 2007.
- During the year 2016, ZAH acquired part business from Zoetis India Ltd and further consolidated its portfolio and market share in India. It has also acquired a state of the art manufacturing plant based at Haridwar, Uttarakhand (India) from Zoetis.
- Zydus AH has successful business alliance with Phibro Ltd, USA (earlier Abic Ltd) since 1997 to market their poultry vaccines in India.

### **Role of a CEO in a company**

As a business leader, I believe CEO's primary role is to create Values for all its stakeholder - Promoters, Customers and society as a whole. Without this there would be no real growth, stated Dr Arun Atrey.

### **Dr Atrey's contributions**

Zydus AH has an impressive track record of introducing highest number (more than 20) of first to the market products in the country. In 90s, ZAH was the first animal health company in India to put up its own dedicated probiotic plant. Along with other Industry colleagues they very successfully spearheaded the campaign to lift ban on the importation of the Poultry Vaccines which were so critical for the security and growth of poultry Industry. As a President of INFAH in the past as well as the Chairman of the Sub-Committee on Therapeutics and Disinfectants at INFAH, Dr Arun Atrey and the team have been able to put forth Industry's view point on the misconceptions created due to AMR at all national platforms while they continue to promote judicious use of Antimicrobials.

### **Milestones in career**

Dr Arun Atrey was Gold Medallist and University topper in MBA. Best

**“Zydus AH has an impressive track record of introducing highest number (more than 20) of first to the market products in the country. In 90s, ZAH was the first animal health company in India to put up its own dedicated probiotic plant.”**

Veterinary Student (Mr Veterinarian) title in the college. Got the opportunity to head a national company at a very young age of 28 years. Could play a significant role in the formation of INFAH.

### **Advise to fellow stakeholders**

One should not resort to any shortcuts for making short-term gains, instead need to follow the ethics and values that we are supposed to offer to all our stakeholders, he stated.

## Globion India Pvt Ltd gets "Best Poultry Healthcare Products Manufacturer Award 2018"



**Dr D. K. Dey, CEO, Globion India Pvt Ltd receiving Best Poultry Healthcare Products Manufacturer Award 2018 from Dr G. Ranjith Reddy and C. Suresh Rayudu. M.A.Nazeer is also seen.**

Dr D. K. Dey, CEO, Globion India Pvt Ltd received Best Poultry Healthcare Products Manufacturer Award 2018 at PF Awards Function held in Hyderabad on August 9, 2018.

Globion India Pvt Ltd was incorporated in October 2006. Globion India, a Suguna Holdings Group Company, is located in Hyderabad, a city of Poultry Strategic importance at genome valley, Biotech Park, Phase III, has commissioned a state-of-the-art Vaccine manufacturing facility complying with WHO-GMP, ISO: 9001, ISO 14001 and OHSAS: 180001. Globion produces a basket of Poultry Vaccines and Medicines,

**“Globion recognizes the need of Research and Development and is committed to invest in this segment heavily. Its R & D unit has already received recognition by Department of Science and Industrial Research, Ministry of Science & Technology, Government of India. Globion is also engaged in many futuristic product developments by aligning with many local and international Research Institutions.”**

Feed Additives for Veterinary and Poultry use. All vaccines are marketed under the brand “GlobiVac”.

Poultry industry globally has become the most formidable source of Food Basket ensuring Food Security of World. However globalization of this industry has also thrown challenges to each major Poultry Producing Country with respect to control emerging and re-emerging diseases. One of the best tools to offer this and ensuring Food



**Dr D. K. Dey replying to the Award**

safety is Research and Solution driven vaccination and disease control.

Globion recognizes the need of Research and Development and is committed to invest in this segment heavily. Its R & D unit has already received recognition by Department of Science and Industrial Research, Ministry of Science & Technology,

Government of India. Globion is also engaged in many futuristic product developments by aligning with many local and international Research Institutions.

The future of biotechnological application in Poultry industry will be towards prevention and disease

**“Poultry industry globally has become the most formidable source of Food Basket ensuring Food Security of World. However globalization of this industry has also thrown challenges to each major Poultry Producing Country with respect to control emerging and re-emerging diseases. One of the best tools to offer this and ensuring Food safety is Research and Solution driven vaccination and disease control.”**

diagnosis using molecular biology and development of novel vaccines. Poultry industry has always felt that there is a qualitative and quantitative gap between demand and supply of vaccines and animal health products. Globion will fill this gap by ensuring continuous development and delivery of world class vaccines and animal health products, said Dr D. K. Dey, CEO, Globion India Ltd.

Complementing the operations with value added products in therapeutic and nutritional sectors the company offers unique eco-friendly solutions for Aquaculture, Poultry and large animal business segments and globally accepted unique concepts to make the package complete for animal health industry in domestic and global markets.



## Lotus Farms, Bangalore receives "Best Broiler Integrator Award 2018"

*Commitment to Deliver Consistent Quality Product was Key to Lotus Farms Continued Growth.*



**M. Damodar Reddy, M. Srihari Reddy and Arun Madhav Reddy receiving Best Broiler Integrator Award 2018 from Dr G. Ranjith Reddy & C. Suresh Rayudu. M.A.Nazeer is also seen.**

Mr M. Damodar Reddy and M. Srihari Reddy received Best Broiler Integrator Award 2018 at PF Awards 2018 gala evening held in Hyderabad on August 9, 2018.

Lotus Farms was incorporated in the year 1991 at Bangalore. Its partners Mr M. Damodar Reddy and Mr M. Srihari Reddy realized the potential of having Broiler breeding activity in the state of Karnataka and started with 6,000 broiler breeder birds in a leased farm with core objective of producing quality hatching eggs to meet the demand in Eastern regions of India.

With its brand name established in hatching eggs industry and increased demand from their customers, Lotus expanded breeder birds size to 18,000 in leased facilities. In 1995 the firm built its first own breeder facility in Kolar for 30,000 birds and further expanded it to 90,000 birds in 1996. In the year 2000, the firm established another own breeding facility in Madappanahalli with a capacity of 90,000 breeders. In 2001 the firm built its own hatchery and started rearing commercial broilers in integration model. The firm continued its expansion spree by establishing another own facility for 120,000 breeders in Idaguru.

The firm also started to market its commercial broiler birds under the brand Lotus chicken where it supplied live birds to shops and wholesalers. In the year 2013 the firm started a processing facility with a capacity of 1000 birds/hour to supply chilled

chicken to various hotels, restaurants and their own retail chain Lotus Fresh Chicken. Later the firm started its own retail shops which would sell the chilled chicken. The firm identified that, to further strengthen the productivity of the broiler breeder it needed to invest more into infrastructure and hence established an automated environmentally controlled facility for 110,000 breeders in Vengalmanahalli.



**M. Damodar Reddy replying to the Award**

At present Lotus Farms in a year operates with about 410,000 breeders in lay and grows about 18 million broilers and delivers about 6 million broilers to various shops across Bangalore. Commitment to deliver a consistent quality product was key to Lotus farms continued growth.

### About M. Damodar Reddy

Mr Damodar Reddy was born in Nellore of Andhra Pradesh in the year 1956. After graduating in B.Sc (Agriculture) from Andhra Pradesh Agricultural

University, Hyderabad, he joined as a rural credit officer in Syndicate Bank. With his exposure to poultry industry in the bank he visualized the potentiality of the industry and decided to become an entrepreneur. To continue he was associated with CBR Hatcheries Pvt Ltd, Hyderabad and in turn established Crystal Hatcheries Private Limited at Hyderabad and also simultaneously Lotus Farms at Bangalore.

Mr Damodar teamed up with another entrepreneur, Mr C. Srinivasa Rao to set up a commercial broiler unit Sri Lotus Chick Foods Private Limited that subsequently got converted into a breeding farm. He also promoted a distribution firm Crystal Agencies with Mr Syed Azeem for distribution of poultry medicines and feed additives. He is well versed in poultry management and other allied activities including forward and backward integration. He has also served as the President of Andhra Pradesh Poultry Breeders Association.

### About M. Srihari Reddy

Mr M. Srihari Reddy was born in Nellore of Andhra Pradesh in 1966. He took the challenge of establishing broiler breeding activity at Bangalore. He was the architect behind Lotus Farms for the growth in reaching from 6,000 to 410,000 breeding capacity in a totally new place and environment. His learning skills and devotion are the prime reasons for this success story. He served as President for Karnataka Poultry Farmers & Breeders Association.

**“At present Lotus Farms in a year operates with about 410,000 breeders in lay and grows about 18 million broilers and delivers about 6 million broilers to various shops across Bangalore. Commitment to deliver a consistent quality product was key to Lotus farms continued growth.”**

## Y. Hari Prasad, Director-PBU, Zoetis India Ltd receives "Best Marketing Man in Poultry Award 2018"



Y. Hari Prasad, Director - PBU, Zoetis India Ltd receiving **Best Marketing Man in Poultry Award 2018** from Dr G. Ranjith Reddy and C. Suresh Rayudu. M.A.Nazeer is also seen.

Mr Y. Hari Prasad, Director - PBU, Zoetis India Ltd received **Best Marketing Man in Poultry Award 2018** at PF Awards Function held in Hyderabad on August 9, 2018.

Mr Y. Hari Prasad graduated with Bachelors in Electronics from Osmania University and a Masters in Physical Oceanography from Andhra University. He started his career in this field on 1st February 1988 as a Sales Representative with Glaxo Animal Health. Later on, he moved on to Pfizer Animal Health on December 26, 1989 and ever since, it has been a part of his professional and personal life. Determination coupled with hard work has helped him gain experience in many roles and has given him national and international recognition.

Over the course of his career, the following events stand out to him -- Best Veterinary Service Officer in India in 1990, Senior Most Member of Pfizer Poultry Team, the successful launch of Coxistac, moving to marketing in 1999; and holding multifaceted roles such as Zonal Sales Manager, Business Dev & Field Force Effectiveness, and National Sales Manager. In the year 2010, he received an opportunity to work as a Marketing Director-Poultry Team for Asia Pacific region, based in Shanghai. In 2012, Hari Prasad got an opportunity to come back home to work as a Business Unit Director – India (Poultry & Companion Animal Business). In 2014, he was honoured with the Employee Generating Greatness (EGG) Award

by Zoetis Global Poultry Team for being "Customer Obsessed". The companies Hari Prasad served were in top positions like Virbac (GSK) – India No-1, Zoetis Global No-1 & No 1 MNC in India.

Customer Relationship, Organizational Alignment and Implementation at a market level, and Execution Rigor have been the pillars of Mr Hari Prasad's success. He had an opportunity to work with many colleagues in the last 29 years of service in Pfizer/Zoetis, and he had learnt a lot working with all of them.



Y. Hari Prasad replying to the Award

### Motivation and Inspiration

Mr Sunil Madhok was a great source of motivation and inspiration for me in my career. His teachings always resonate in my mind – Each & every action has an impact on the team – always think & act so that you always create positive impact by your actions. I admire his commitment towards

business and supportiveness towards his colleagues and this has helped me successfully design and execute the current business model for Zoetis by colleague engagement and people development. This belief of mine also coincides with one of our core beliefs that "Our colleagues make the Difference", said Mr Y. Hari Prasad.

Replying to a question on the role of a Marketing Man in a company and in poultry industry in a positive perspective, the highly knowledgeable and talented Mr Hari Prasad said, "In my view, marketing in the Indian Poultry Industry should aim at "Upbringing the market to global standards, bridging the gap in the portfolio for better customer experience and striving to set India as a benchmark in the global poultry industry". Run it like you own it, and you can make all the difference."

He is able to build up remarkable growth in his career through maintaining punctuality, high integrity, staying honest, committedness and open to learn.

He encouraged empowerment of his team and letting them learn while doing. He always keeps a high level of peer relationship and believes in "Walk the Talk".

The annual turnover of Zoetis is reported to be of \$5.3 Billion in 2017.

### Future plans for Zoetis

We want to establish Zoetis as the leader in the market with commitment to customers and offer them class leading experiences.

About best practices implemented in his profession as a marketing man, Hari Said: 1. Listen more and Speak less; 2. Learning never stops 3. Stay humble in your achievements.

**"Upbringing the market to global standards, bridging the gap in the portfolio for better customer experience and striving to set India as a benchmark in the global poultry industry"**



## Supreme Equipments Pvt Ltd awarded with “Best Poultry Equipment & Automation Award 2018”



Shailendra Awasthi, MD, Supreme Equipments Pvt Ltd & his wife Mrs Shilpi Awasthi receiving **Best Poultry Equipment & Automation Award 2018** from G. Ramesh Babu, Dr G. Ranjith Reddy and M.R.I. Magdum. M.A. Nazeer is also seen.

Mr Shailendra Awasthi, MD, Supreme Equipments Pvt Ltd received **Best Poultry Equipment & Automation Award 2018** at PF Awards 2018 gala evening held in Hyderabad on August 9, 2018.

Supreme Equipments Pvt Ltd established in the year 2007 is one of the largest manufacturers and exporters of high quality Poultry Cages, Equipments and EC House Systems.

Supreme has its headquarters located at Nashik in Maharashtra, India. As a most trusted brand in poultry industry with over a decade of experience in the poultry industry with most advanced manufacturing set up and widest range of products makes Supreme 'The Market Leader' not only in India but also overseas. The company's business is supported by a wide marketing and distribution network in India as well as in more than 20 countries across the globe having established a reputation for strong customer support and high-quality products.

"Highest Quality, Innovation and Customer Support are the key mantra of the company's way of working", said Mr Shailendra Awasthi, Managing Director.

Over these years, Supreme served its customers with highest passion and complete dedication. Supreme's young, passionate and highly

creative team believes in continuous improvement through innovation. Their un-tiring efforts in New Product Development has resulted into the most advanced form of poultry equipments having unique features that enable highest degree of automation into poultry business.



Shailendra Awasthi replying to the Award along with his wife Mrs Shilpi Awasthi

The core purpose of this extensive exercise is to improve the efficiency and ease of operations of poultry farms.

With such a dedication and a continual thrust on excellence, Supreme have been successful in building a strong long-term bond of mutual trust with their customers across the globe, emerging as an undisputable One

Stop Solution for poultry farmers.

The contribution of the company has always been appreciated by the poultry segment. The company has also been recently awarded the "Nashik Manufacturing Leadership Award 2017". Also, the company's Automatic Pan Feeding system has been recognized as the **Best in India** by some of its esteemed clients. Supreme was also the pioneers in introducing their Turbo Chick Feeder which has now been recognized as one of the best-selling chick feeder in the industry. Both the feeding systems mentioned above have proved to be the best in the industry in India with the best FCR output without a doubt.

"The journey of Supreme so far has been a dream come true, and we are very sure that with the consistency and dedication of our work, Supreme will soon become the World's Top Most Brand in poultry equipment segment," said Mr Shailendra Awasthi.

Supreme has an annual turnover of Rs 65 crores with 70% domestic and 30% exports. The company implements practices like innovation, quality, customer support etc.

Shailendra said that his father has been the inspiration to him. His other activities are automobile equipments. They want to have warehouses and factories at multiple locations in future.

**“**  
I believe that if anybody wants to excel in his professional life and wants to rise, then he should choose a profession which he likes. In case he is unable to choose the profession which he likes, then he must like the profession what he has. I always liked working for the welfare of farmer through veterinarians.  
**”**

## B. Samara Simha Reddy, Proprietor, Sri Venkateshwara Poultry Farms wins "Best Young Entrepreneur Award 2018"



**B. Samara Simha Reddy, Proprietor, Sri Venkateshwara Poultry Farms receiving Best Young Entrepreneur Award 2018 from S. Balasubramanian and Dr G. Ranjith Reddy. M.A.Nazeer is also seen.**

Mr B. Samara Simha Reddy, Proprietor, Sri Venkateshwara Poultry Farms received Best Young Entrepreneur Award 2018 at PF Awards Function held in Hyderabad on August 9, 2018.

It all started on 29 September 1995, with the blessing of his late father B. Madhusudhan Reddy, mother Savitha and sisters Bindu Reddy & Sindhu Reddy. Life went on happily under the guidance of most respected parents in the society. After completing my SSC in 2001 from "Vidya Dayini Model High School" entered into intermediate level from '2003 - 2007' and later did my BE from Chaitanya Bharthi Institute of Technology and later did my MBA from Indian Institute of Planning & Management. While doing my MBA I started my own business of outdoor advertising, said Mr B. Samara Simha Reddy, Proprietor, Sri Venkateshwara Poultry Farms. His office is located at Saidabad in Hyderabad. His farms are situated at Annabowenpally Village, Madgul mandal, Mahbubnagar district on Nagarjuna Sagar Road.

It is here my career went into self earning, planning & management started by also taking care of my father's petrol pump business. Learned a lot at that point on how actually the business runs and how the

people will be in the world of business. Money management is the main point that I also learnt at that stage. Life became even more beautiful when I got married to Anusha Reddy on March 24, 2011.



**B. Samara Simha Reddy replying to the Award**

The entry into poultry farming activity happened on October 1, 2011 after the sudden demise of my father on 16 September 2011. Everything was new to me at that point of time, don't even know how hens lay eggs and the science behind it. But took it as a challenge and went forward by facing many obstacles from bank, egg trader, with the zeal to show how my father brought me up. Completed

the expansion of farm and made it to 500,000 laying capacity from 125,000. On May 10, 2012 I started selling my entire production by own without depending on trader and by sending a strong message to trader and has become successful in that. I always went with the quality and never compromised in it, and the process is continuing.

He said he never compromised in the quality of raw material used for feeding off birds and his aim is to keep the farm and the birds healthy.

Samara Simha Reddy has an annual Turnover of Rs 40 crores in the business.

Samara Simha says that Young Entrepreneurs should involve themselves in every aspects from farming to official works. You should think that your poultry farm is an 'industry' and you are an 'industrialist'. Take wise decisions and be patient he added.

He did the marketing of eggs through pamphlets via newspapers explaining the benefit of eggs to consumers and also organized meetings with farmers and explained them to do so and get benefited.

Besides poultry, he is into petroleum business (petrol bunk), Digital Photography and Liquor business.

The first best practice I followed is the quality and hygiene in all aspects and timely updation of the needs of the people working at the farm and the organization, providing right infrastructure, selling of my product 'eggs' on my own without depending on traders, he stated.

The positive and best aspect in his organization is that he never holds the stocks of eggs whatever the market might be i.e whether its raising market

*(Contd. on page 51)*



## Dr M. R. Reddy, Principal Scientist, IVRI receives "Best Poultry Scientist Award 2018"



**Dr M. R. Reddy, Principal Scientist, IVRI receives Best Poultry Scientist Award 2018 from M.R.I Magdum and G. Ramesh Babu.**

**Dr M. R. Reddy, Principal Scientist, IVRI received Best Poultry Scientist Award 2018 at PF Awards Function held in Hyderabad on August 9, 2018.**

Dr Maddula Ramakoti Reddy is Principal Scientist at Avian Diseases Laboratory, Indian Veterinary Research Institute, Izatnagar. He has a Veterinary degree (BVSc & AH) from AP Agricultural University, Tirupati, Masters degree in Avian Diseases from IVRI, Izatnagar and Doctoral degree (Avian Health) from the University of Melbourne, Victoria, Australia. He is a certified Member of Australian College of Veterinary Scientists (MACVS) in Poultry Health. Prior to joining ICAR, he worked as Veterinary Surgeon in AP

State Animal Husbandry Department.

Dr M.R. Reddy has 25 years experience in poultry disease diagnosis and



**Dr M. R. Reddy replying to the Award**

research. His research interests include surveillance of Mycoplasmal infections, Infectious bronchitis, Infectious laryngotracheitis, Chicken anemia, Marek's Disease and eradication of ALVs from pureline chickens and molecular detection of poultry pathogens. He has been engaged in contract research, consultancy, training and contract diagnostic services to the poultry industry.

Established wide prevalence of M gallisepticum, M synoviae and variant strains of IBV in India through contract research projects funded by Zoetis and MSD. He conducted training programs on "poultry health management and disease control" to industry personnel. He and his co-authors have published 35 research papers, 50 technical papers and he is the author of two books. He is the faculty of IVRI and guided 4 Ph D and 6 MVSc students. He is the founder General Secretary of Association of Avian Health Professionals (AAHP). He is the expert member of several institutes and national committees on poultry health and welfare issues. He delivered guest lectures on poultry health topics in several national and international conferences and industry technical meetings.

**(Contn. from page 50)**

or decreasing. My moto is to clear the eggs on daily eggs from the farm. In my opinion it leads to the long with standing of the rate, customer confidence by a standard egg rate with out much fluctuations, which indirectly benefits the industry.

### **Turning Point in Career**

Speaking about the turning point in his career, Samara Simha Reddy said, getting entire control on farming business with 'zero' experience and taking it to the next level by doing expansion and safeguarding the trust of people worked under my father

in our organization. My past is my motivation for better tomorrow, he added.

Mine is a 2nd generation business. My parents taught me discipline and respect towards elders. I built the character of being self by my father and because of all these aspects I am here today.

### **Message to stakeholders**

Poultry is a very good business and no such business has the opportunity to sell its manufactured product i.e 'egg' by end of the day. My concern is that

being such a good business the pricing system is spoiling the market. A stable rate has to be declared depending on the market which can get decent profit to farmers. We should stop alternate rates to NECC and aggressive marketing has to be done mostly in rural areas.

My message to the farming community is that never compromise in the quality of raw material used in feeding the birds. As far as quality is concerned never go with the market, try to sell your product at premium rate.

## S. Balasubramanian, GM - Integration, VHPL receives "Best Chicken Consumption Promotion Award 2018"



**S. Balasubramanian, GM - Integration, VHPL & AIPDS receiving Best Chicken Consumption Promotion Award 2018 from K.G. Anand, Dr G. Ranjith Reddy and M.A.Nazeer.**

Mr S. Balasubramanian, GM-Integration, VHPL received Best Chicken Consumption Promotion Award 2018 at PF Awards 2018 gala evening held in Hyderabad on August 9, 2018.

Venkateshwara Hatcheries Group was established in 1971, when motivated by late Mrs Uttaradevi Rao, the founder Chairman late Padmashree Dr B.V.Rao, fondly referred to as "The Father of the Indian poultry industry" in Pune, India. Today the group is popularly known as "Venkys" the world over.

With a unique combination of expertise and experience and supported by strategic collaborations, the company diversified its activities to include SPF eggs, chicken and egg processing, broiler and layer breeding, genetic research and poultry diseases diagnostic, poultry and feed supplements, vaccine production, bio-security products, poultry feed & equipment, poultry vaccines, nutritional healthcare products, soya bean extract and many more.

Today it is the largest fully integrated poultry group in Asia. The VH group today plays proud parent to a number of reputed organizations under its wide umbrella and successfully caters to poultry and its allied sectors. The pioneering efforts of VH Group have been well rewarded with several

national and international awards.

### VHPL has 25 Feed Plants in India

Venkateshwara Hatcheries poultry feed plant is located at Chegunta village, Medak district, Telangana. They produce all flavours of poultry feed. VHPL has 25 feed plants across India. The company has R&D lab in Pune and four zonal branches. Across



**S. Balasubramanian replying to the Award**

India they have own distribution team in every district.

### Acceptance level

100 % quality ingredients are used to produce the feed, so our farmers are very much satisfied with our feed products, said Mr S. Balasubramanian, General Manager, VHPL Integration, A.P & Telangana states.

We proudly say that good quality of feed and it is No.1 in quality and it will

certify by various companies as quality and hygienic feed better for their Grandparents, breeders and broiler birds, he stated. 98% of the feed is used for captive consumption. The company has a turnover of Rs 6,000 crores.

### Future plans

Talking about future plans, he said 'Our Moto is always to supply quality feed.' Besides feed, VH has other activities in poultry and other sectors such as AHP (animal health care products), bio security products, biotech, aqua, human health care products, pet food & health care, egg powder, FMCG, vaccines, equipment and feed supplements.

VHPL is providing facilities to the staff in the factory by providing safety equipment's to respective work staffs, insurance or ESI coverage to all employees, staff accommodation and monthly issue of health and cleaning kit.

### His Message

Mr Balasubramanian said that the stakeholders should produce and consume good quality products and be honest to the industry.

**“We proudly say that good quality of feed and it is No.1 in quality and it will certify by various companies as quality and hygienic feed better for their Grandparents, breeders and broiler birds, he stated. 98% of the feed is used for captive consumption. The company has a turnover of Rs 6,000 crores.”**



## Qazi Abdul Vajid Juned, COO, Abis Exports gets "Best Manager in Production Award 2018"



**Qazi Abdul Vajid Juned, COO, Abis Exports, IB Group receiving Best Manager in Production Award 2018 from Wang Guorong and Dr G. Ranjith Reddy. M.A.Nazeer is also seen.**

**Mr Qazi Abdul Vajid Juned, COO, Abis Exports received Best Manager in Production Award 2018 at PF Awards Function held in Hyderabad on August 9, 2018.**

Mr Qazi Abdul Vajid Juned was born on March 15, 1976. He completed B. Tech in Mechanical Engineering from JRN University in 2012. He lives with his Mother, Wife, Daughter and 2 Sons. He started his Career in 1999 in Poultry Industry and currently working as COO in IB Group (Abis Exports (I) Pvt Ltd), Rajnandgaon, Chattisgarh. Earlier he worked in Suguna Food Industry, Hinganghat, Wardha District, Maharashtra.

**Success rate of the companies/ organizations you worked in**

"With the total support, backing and trust of my Management, I have been able to increase the production capacity of the Group from 4000 tons to 600,000 per annum in a span of just a decade. The cost of production per ton is nearly minimum in the entire industry and thereby increases in profitability to the Group," said Mr Qazi Juned.

**Turning Point**

The year 2009 and my first foreign country visit to China can be said to be the turning point in my career. In fact it can also be said to be the eye opener to me as looking at the huge manufacturing setups in various companies in China, made me realize that we were nothing in compared to them and that in order to compete in

the global market, it was very essential to correct our basics.

Visiting several manufacturing companies, discussing with the Production personal, understanding the need for an efficient and user friendly Plant Design layout as well as proper flow of Raw Material to Finished Goods only would help me build a world class manufacturing



**Qazi Abdul Vajid Juned replying to the Award**

facility in India, was the realization and the challenge which I accepted wholeheartedly, he stated.

**Motivation to perform well**

Working with the top management of IB Group, especially the MD Mr Bahadur Ali, who is my defacto mentor always motivates me to excel and surpass boundaries. The Never say Die attitude and the tremendous growth achieved by him in a short

span of 25 years is something which one can always learn from and get inspired.

**Future Plans**

To be able to share my knowledge and experience gained over the years within the industry as also try to indigenise the key components and consumables required in the industry using emerging new technologies and nano material. Also to expand my knowledge of process design and engineering as well as reverse engineering to further reduce the cost of production while increasing the quality of the material being manufactured", Mr Juned told.

IB Group produces Poultry Feed, Cattle Feed, Fish Feed, Shrimp Feed, Soya Oil Extraction, Rice Bran Oil Extraction, Soya & RB oil Refinery and Boiler Farming. Juned looks into Production, Technical, Designing, Project Planning and Implementation.

**Satisfaction level of his services**

As far as my understanding goes, the satisfaction level of my Employer as well as the acceptance level of my Customers is above average. This is also due to the fact that the projects get implemented in the scheduled time without cost over runs. This has been possible due to personal rapport at both Employer as well as Vendor levels.

**Special appreciation from employer**

During the erection of Fish Food Manufacturing Plant, due to the mistake of the Erection Contractors, the structure supplied by an MNC company got damaged. Through my personal intervention and discussion with the top management of the MNC, I not only got the entire structure replaced instead of repaired but no extra cost was levied to my Company. My management was very happy with it, said Juned.

By developing spares and consumables of Pellet Mills, especially Rollers and dies indigenously, I have been able to save lots of foreign exchange of my company, he added.

*(Contd. on page 54)*

## Gimatex Industries Pvt Ltd gets “Best Value Added Poultry Products Manufacturer Award 2018”



**Pravin Fating, Vice President, Gimatex Industries Pvt Ltd receiving Best Value Added Poultry Products Manufacturer Award 2018 from M.R.I. Magdum and G. Ramesh Babu. M.A. Nazeer is also seen.**

Mr Pravin Fating, Vice President, Gimatex Industries Pvt Ltd received Best Value Added Poultry Products Manufacturer Award 2018 at PF Awards 2018 gala evening held in Hyderabad on August 9, 2018.

Gima Cotton Seed Biotechnology (Gima Biotech) is a division of Gimatex Industries, which is an integrated player in textiles right from Ginning, Spinning, Weaving to Processing. Our units are located in the cotton growing belts of India i.e. Vidarbha & Gujarat which ensures quality selection of its raw materials. The group is currently run by 6th generation of textile entrepreneur who moved from Bikaner, Rajasthan to Hinganghat, Maharashtra to setup the textile unit. A highly dynamic management, supported by a strong skilled workforce of 5000 people, our group has become a strong player in the market and a name to reckon with. Gima Biotech is a diversification into scientific cotton seed processing and refining of oil. This unit is an extension

to our Ginning unit which generates the white cotton seeds required for making the Degossypolised cotton seed meal & top quality refined cotton seed oil. Using the most innovative and unique technology, GIMA BIOTECH aims at delivering quality products made out of Cotton By-Product i.e. Cotton Seed.

Cotton has long been known as nature's unique feed for animals in addition to a highly versatile fiber for clothing, home furnishings and industrial use. It is one of the most important commercial crops of India and is the single largest natural source of fibre. It plays a dominant role in its agrarian and industrial economy as the backbone of textile industry, which consumes 65% of the country's total fibre produced. Thus, cotton production plays a vital role in Indian economy, providing employment & job opportunities for more than 100 million people.

In spite of achieving the feat of being the 2nd largest producer of cotton,

India still lacks behind in ensuring the prosperity of people connected to its chain. It fails to extract full value of its by-products.

GIMA BIOTECH with its superior technology and a clear focused approach, hopes to solve this problem

### Vision & Mission:

- It is the mission of GIMA BIOTECH to capture the full value out of the Cotton and its related products by providing the most technological advanced systems & by delivering outstanding value to all the stakeholders.



**Pravin Fating replying to the Award**

- Our aim is to manufacture best quality raw materials for cattle, poultry and aqua feed products like high protein cotton seed meal and cotton seed hulls.
- Our vision is to be recognized as leading contributor to the welfare & optimism of Cotton community.

*(Contn. from page 53)*

### Performance comparisons

Though a person cannot say he has achieved his satisfaction level, I can state that I have always strived to give my best to the company to whom I am responsible. Being a workaholic, I always worked for more than 15 hours a day and even my management

was appreciative of the hard work, suggestions, ideas put forth by me and are totally assured of my ability to achieve the targets once set.

With continuous upgradation and opening of new plants and projects across India, there has been a vast increase in my scope of deliverables,

design and engineering, which has resulted in my adopting to new Project Management Strategies and Planning, thereby reducing the implementation cycle and ensuring professional and quality work, delivered on time, he stated.



## N. Rajkumar, Sales Manager, Kemin Industries wins “Best Sales & Customer Service in Poultry Award 2018”



**N. Rajkumar, Sales Manager, Kemin Industries along with his wife receiving Best Sales & Customer Service in Poultry Award 2018 from M. Damodar Reddy and P.S. Nandakumar. M.A. Nazeer is also seen.**

Mr N. Rajkumar, Sales Manager, Kemin Industries received Best Sales & Customer Service in Poultry Award 2018 at PF Awards 2018 gala evening held in Hyderabad on August 9, 2018.

Rajkumar was born on 10 November 1986 in Lingagiri Village, Chennaraopet mandal, Warangal district, Telangana. He is based in Hyderabad. His parents belong to agriculture family. He studied SSC in 2001 from ZPSS School, Sooripally, Intermediate in 2003 from Govt Junior College, Narsampet and Graduation from Lal Bahadur College, Warangal. He did his B.Sc in poultry science and was the toper of University and got Gold Medal in Poultry Science in the year 2006.

After completing graduation he got job opportunity through his college campus selection and got Professional Sales Representative job in Ventri Biologicals, a company of VHPL Group. Mr Sharath Babu was the Zonal Manager for Ventri Biologicals, Hyderabad and he had given Mr Rajkumar the first break through the first job in Ventri Biologicals.

His first Manager was Dr Rajendra B. Pawar who helped him to learn basic things in sales, and after that r was Mr Sunil Sharma, Manager taught him “how to develop relationship and

how to maintain relationship”. In the year 2009 Rajkumar got promoted as Area Sales Manager and in 2011 once again he was promoted as Key Account Manager, during that time he developed multi-level contacts, sometimes if a customer is having any emergency requirement of vaccine or medicine he used to carry medicines and vaccines on his two-wheeler also. He was in Ventri Biologicals till 2012.

Rajkumar’s second job started with Kemin Industries South Asia Pvt Ltd as a TSM for AP and Telangana in broiler division. His first boss in Kemin was Mr Dhananjaya from Bangalore, who



**Qazi Abdul Vajid Juned replying to the Award**

taught him actual Kemin culture and importance of customer satisfaction,

and started focusing more on customer value added services and Kemin was able to provide all the support which helped him to grow in sales. He got promoted as Sales Manager in 2016 and received two times President retreat winner award in Kemin in 2016 and 2018.

Mr Rajkumar says that with the help of Kemin, he is able to provide many value added services to his customers like fundamentals in feed milling training, Intestinal health management training and Seasonal management training to Broiler integration supervisors, also breeder management, importance of immunity, laboratory services like lab put up and lab audit. Sometimes he conducts customer sales training program and safety training. He always tries to understand customer problems and will try to provide customized service to the customers. Always I take the decision by keeping customer in my heart. This was possible only because of Kemin support, he stated.

### His experience on poultry

In the modern poultry, all the genetic companies are focusing more on research and developing their breed Genetic Potential (GP) and they are improving the GP every year. As the GP is increasing the challenges on immunity and disease prevalence is more. Also, to get maximum GP of the breed, we need to balance all the critical amino acids, minerals, fatty acids, vitamins, and also natural immune boosters. When we balance both nutrition and immunity the productivity will be better. Another side, disease prevalence is also more because of production stress, so protect the diseases. We need to focus on best nutrition, best immunity practice, best vaccination and best biosecurity. All the 4 parameters are equally important and need to implement the best practice, he stated.

*(Contd. on page 59)*

## Dr K. Balaswamy, Advisor, NECC gets "Best Egg Consumption Promotion Award 2018"



**Dr K. Balaswamy, Advisor, NECC receiving  
Best Egg Consumption Promotion Award 2018 from  
M. Damodar Reddy and P.S. Nandakumar. M.A. Nazeer is also seen.**

Dr K. Balaswamy, Advisor, NECC received Best Egg Consumption Promotion Award 2018 at PF Awards Function held in Hyderabad on August 9, 2018.

Locally Dr K. Balaswamy affectionately called as "Gudla Doctor". He never went for publicity for eggs till the day late Dr Padmasri B. V. Rao raised slogans as 'Khavo Khavo, Anda Khavo'; 'Himmath Ke liye, Thakat Ke liye Anda Khavo.' He went along with him in procession. In February 1982, in a college at Kodad there was a meeting with students to explain about the importance of egg in food. Incidentally the head of the institution was a poultry farmer and he managed to gather children.

Children were laughing initially but when Dr Balaswamy started his speech they kept quite silently and started hearing with interest. That was the beginning. Till now there were around 3,500 meetings he held in most of the mandals of A.P and Telangana. The targeted audiences were Doctors, Lions club members, Rotarians, Engineering College, Home Science College, Agricultural College, Medical College students, Hospital patients, Hostel students and Anganwadi teachers. He did not leave even gatherings at Collectorates, Political meetings, Election campaigns etc. He also had an opportunity to meet Prime Minister V.P Singh, Chief Ministers like

N.T Rama Rao, Chandra Babu Naidu, Kiran Kumar Reddy, many ministers, Mps, MLAs, ZP Chairmen and MPPS etc.

Whomsoever he met they cleared their doubts. Mostly the questions were spontaneous, controversial and most challenging. He was making clear that eggs are pure vegetarian; egg is only food after mother's milk as



**Dr K. Balaswamy replying to  
the Award**

equal and as it is. In these campaigns posters were presented, hoardings, newspaper advts, brochures and leaflets were distributed and promoted in most of districts of the state on all auspicious occasions like Nutrition Week celebration, NECC Formation Day, World Health Day, World Egg

Day, Veterinarians Day, Diabetic Day etc occasions. He recommends people to celebrate birthdays of all poultry people by distributing boiled eggs in their neighbouring schools, colleges, hospitals, hostels, orphanages etc.

Simultaneously prizes were distributed to participants in adult education institutions, high schools and colleges after conducting elocution, essay writing and quiz competitions on importance of eggs. Finding his works interesting, late Dr B. V. Rao visited Karimnagar in April 1991 to felicitate Dr Balaswamy even in hot summer. A big function was organized honouring about 60 persons who rendered valuable services to poultry. Programmes organized were supported with attendance of local press persons who covered in newspapers and volumes of press cuttings and heaps of photo albums amuse everybody in his drawing room. On November 14, 2007, late President of India Dr Abdul Kalam happened to visit Karimnagar to address his own Lead India Program attended by 35,000 students from 600 schools where pamphlets on egg promotion were distributed by Dr Balaswamy. Then Dr Kalam called Dr Balaswamy on to the dias and impressed upon him to continue his mission on creation of awareness on eggs very rich nutritionally.

That day Dr Balaswamy took a decision to start National Egg and Chicken Promotion Council (NECPC) which has completed a decade of service. NECPC has its credit of publishing every year a calendar and a diary since 2008 with an intention to make people awake every day with an egg. With a beginning of 10,000 calendars it has tripled to 30,000 liven.

He was also responsible for G.O 303 of 25.09.2009 for distribution of eggs in 29,000 villages and 75,000 Anganwadies and reaches 6400,000 beneficiaries every day.



## Everest Industries Ltd receives “Best Poultry Housing Products Award 2018”



**Rahul Chopra, Sr. Vice President & Business Head – Building Products (Roofing) receiving Best Poultry Housing Products Award 2018 from M. Damodar Reddy and P.S.Nandakumar. M.A.Nazeer is also seen.**

**Everest Industries Ltd received Best Poultry Housing Products Award 2018 at PF Awards 2018 function held in Hyderabad on August 9, 2018.**

In 1934 Everest Industries started its journey as India's first manufacturer of Fibre Cement Roofing sheets. Over the last 8 decades, Everest has evolved to become a multi-product company and a solution provider to its customers. Today, Everest offers new-age building products for walls, floors and ceilings in addition to roofs. It offers complete building solutions which have high aesthetic value, are safe, durable and enables rapid construction. The products are environment-friendly. Everest Pre-Engineered Buildings are manufactured and built as per world-class design standards. Everest retains its leadership in Roofing market and now also offers rooftop Solar solutions and is committed to provide strength, speed and safety.

The Company has introduced modern products and solutions to meet the contemporary requirements of the construction industry. The company's building products and solutions are available in more than 100,000 villages and 600 cities in India and also in many countries globally. The company has designed and erected more than 2200 Pre-Engineered Steel Buildings across 275 cities in India.

Everest Super is a premium coloured fibre cement roofing sheet, completely developed with in-house R&D, to meet the needs of evolving rural consumer.

Everest Super comes in 3 different colours. It has special water repellent properties, anti-fungal properties and provides cooling indoors. This waterproof and colourful product is a cost effective alternative to metal roofing sheets. With increasing discretionary income and changing lifestyle, there has been an evident shift of rural consumers towards more premium Everest Super.



**Rahul Chopra replying to the Award**

### Key persons of the Company

Mr Manish Sanghi is the Managing Director with B.E (Mech) and PGDM(IIM-A). He joined the company in 2001 as a Marketing Director and has 30 years of experience in various reputed organizations such as Castrol, BHEL, Eicher and General Motors.

Mr Y. Srinivasa Rao is an Executive Director with B.Sc. Engg (Mech). He is with the company since 1997 with

hands-on experience in handling manufacturing, project management, technology transfer etc, and has experience of around 3 decades in a multi-cultural and international environment.

Mr Rahul Chopra is a Senior Vice President & Business Head – Building Products (Roofing). He joined Everest in Sales in 1987 and is today an expert in rural marketing, market activation, brand building and managing a large sales force and multiple products lines.

EIL has 8 manufacturing locations in India such as: 1. Bhagwanpur, Uttarakhand; 2. Kymore, Madhya Pradesh; 3. Lakhmapur, Maharashtra; 4. Kolkata, West Bengal; 5. Podanur, Tamil Nadu; 6. Somnathpur, Odisha; 7. Dahej, Gujarat; 8. Ranchi, Jharkhand

Sales & Distribution network in the country

Everest Industries Ltd has 6000+ channel partners, with presence in every state in the country. Its products are available in more than 100,000 villages and 600 cities in India and also in many countries globally. Sales team consists of 100+ sales force spread all over the country.

### Size of Market in Volume and Value

AC sheet market size is close to 40 Lakh metric tonnes annually. Value-wise, it is approximately Rs 5,000 crores. Overall roofing industry is valued at approximately Rs 42,000 crores.

“  
Everest Industries Ltd has 6000+ channel partners, with presence in every state in the country. Its products are available in more than 100,000 villages and 600 cities in India and also in many countries globally. Sales team consists of 100+ sales force spread all over the country.  
”

## SV Marketing receives "Best Poultry Healthcare Products Distributor Award 2018"



**Mrs Surekha Venugopal and Venugopal, Partners, SV Marketing receiving Best Poultry Healthcare Products Distributor Award 2018 from K.G. Anand and Dr D.K. Dey. M.A.Nazeer is also seen.**

SV Marketing, Hyderabad received Best Healthcare Products Distributor Award 2018 at PF Awards 2018 gala evening held in Hyderabad on August 9, 2018.

SV Marketing is a prominent Distributor of Poultry Vaccines and Feed Supplements Products in Telangana Region. The Company engages in the sales of Biologicals, Feed Supplements and Biosentry Products for poultry industry. SV Marketing enjoys the privilege of being appointed as "SUPER DISTRIBUTOR" for the products manufactured by Venkateshwara Hatcheries Group of companies in the region.

The Company was established in August 2010 in a shared space and godown with a single, small refrigerator and has since grown exponentially at a CAGR of 45% P.A. Today, the company operates from an office-cum-godown space of 500 sq yds with 4 deep freezers and huge bottle coolers and has initiated plans to set up a Cold Room Storage to meet increasing customer demands.

The Company started as a Distributor for Stanex Drugs and Chemicals Pvt Ltd which was soon followed by Distributor agreements with Hester Pharmaceuticals, Pranav Bitek and Venkateshwara Hatcheries for their divisions Ventri Biologicals, Venkys

India Ltd and BV Bio-Corp Hitech Division. In 2015, SV Marketing was appointed as the Super Distributors of VH Group of Companies for Telangana Region. The Motto of SV Marketing is customer focus approach driven by prompt service.

The key promoters of the company are



**Mrs Surekha Venugopal replying to the Award**

Mrs Surekha Venugopal, Managing Partner and Mr K. Venugopal Rao, Partner.

Mrs Surekha Venugopal is a veteran in poultry industry having worked with Kasila Farms Pvt Ltd, and AHP Manufacturing BV (Fort Dodge) with a cumulative experience of 22 years in this Industry segment. She is highly respected in the industry for being the only woman working in Sales (Veterinary) all over India and has

been a recipient of Best Sales Manager Award in the year 2000.

It is noteworthy to mention that Mrs Surekha Venugopal is the brainchild of SV MARKETING. Having chosen this path based on inspiration derived from her idol Mrs Anuradha J. Desai, the honourable Chairperson of VH Group of companies.

Mr K. Venugopal Rao has over three decades of experience in Business Development having worked with reputed multi-national organizations in the Energy Sector.

Annual Turnover of SV Marketing is Rs 10 to 12 crores.

SV Marketing provides its employees with Group Insurance as their staff travels throughout on vehicles for supply and we provide education to the staff children for their welfare.

### Turning Point

With the zeal and passion to work in Biologicals inspired me to start on my own as an Entrepreneur and stated SV Marketing which is the turning point of my life, she said. Customers are the heart of our organisation and their request which is the top priority and we are differentiated in this industry for quality of service, she added.

Surekha says there should be women empowerment in the sales field just like any other industry. I would also like to quote few lines from a poem of Robert Frost – *The Woods are lovely, dark and deep, but I have promises to keep, and miles to go before I sleep.*

**"In 2015, SV Marketing was appointed as the Super Distributors of VH Group of Companies for Telangana Region. The Motto of SV Marketing is customer focus approach driven by prompt service."**



## Dr Dhirendra Kumar, Poultry Consultant wins "Best Technical Services Provider Award 2018"



**Dr Dhirendra Kumar, Poultry Consultant receiving Best Technical Services Provider Award 2018 from Dr D.K. Dey and K.G. Anand. M.A.Nazeer is also seen.**

Dr Dhirendra Kumar received Best Technical Services Provider Award 2018 at PF Awards 2018 gala evening held in Hyderabad on August 9, 2018.

Dr Dhirendra Kumar was born in a village near Kanpur, UP. His father's job in Indian Air force kept family moving Lucknow, Tejpur - Assam, Pathankot, Chennai and at last Bangalore. He did his schooling from Kendriya Vidyalaya, Hebbal, Bangalore. He did his B.V.Sc from Bangalore Veterinary College in Bangalore in the year 1991.

In 1991 he joined as Dy Sales Manager for Utkal / Induss Feed in Bhubaneswar / Kolkata looking after whole of Orissa territory. In 1992 he joined Venkateshwara Hatcheries Pvt Ltd (VHPL) at Chandigarh as Field Veterinary Officer looking after technical services around Barwala

belt.

In mid July 1997 he left VHPL and started his own consultancy company "D.K. Consultations" for providing services to poultry farmers guiding them on various issues for maximizing their profit.

Since 1997, D.K. Consultations is providing dedicated consultation services to poultry farmers around Punjab, Haryana, Uttar Pradesh, Bihar, Orissa and a few around Bangalore.

D.K. Consultations is providing farm visits for commercial broilers, layers and breeding farms. It is also providing technical services to feed millers and few pharmaceutical companies, and also doing talk show and poultry workshops in various areas and training field staff.

Dr Dhirendra Kumar is a sports

enthusiast and has been very active in motorsports since 2004, and has been driving car in extreme category off road rallying / racing.

### Future Plans

He wants to start consultations and farm visits in neighboring countries through corporate houses and start his own range of poultry products in future.

### Message for professionals

Don't run for money alone, keep birds welfare first and always keep learning. Select the best consultant and listen to him. Focus on breeding



**Dr Dhirendra Kumar replying to the Award**

and taking care of Salmonella issues, also select market as all breeds / strains may not suit every environment regionally /provide the best required feed formulations and best additives to birds and always bird health should come first, stated Dr Dhirendra Kumar.

*(Contn. from page 55)*

### Role of a Sales Person

The secret of sales is that 'do not try to sell, but make the customer to buy by adding value to their business'. Sales is a science and sales is an art. Feel it, practice it, and enjoy the success, he said.

Answering to a question about the best practices he is implementing in his profession for development, he said, giving our best in the customer services, updating our knowledge and

skills, always talking straight, being honest, and maintaining integrity with internal customers and external customers.

### Turning point

When I realise the importance of relationship in one of our internal training, am I DOING my best to understand other person and how I can exchange happiness with their heart. And am I meeting excellence in each of the relationship. My role

model is Mr Ch. Gopal Reddy of Divi Enterprise, who is the best example for valuing relationship, he said.

I got motivation from people like B. V. Rao, Jagapati Rao, my parents and one of my best friend to perform well in my career, he informed. One should believe in his relation, believe in your profession and try to contribute to the good to the society. Life is gift of god. He wants to become a best player in the industry's growth and brand.

## Paruchuri Dharma Teja, Managing Director, Venkatrama Poultries receives "Best Corporate Layer Farmer Award 2018"



*Mr Paruchuri Dharma Teja, Managing Director, Venkatrama Poultries of Sakku Group received Best Corporate Layer Farmer Award 2018 at PF Awards 2018 gala evening held in Hyderabad on August 9, 2018.*

Mr Paruchuri Dharma Teja is Industrial Production Engineer by education, but a business man by heredity. He completed courses including foreign trade management, family business development program from Indian School of Business and owners/president management program from Harvard Business School. He turned into an entrepreneur at a tender age of 23 years when he quickly stepped into his father's shoes and assumed the role of a big business man in the vicinity and took the company to new strides of two more new units of poultry.

### Producing 1.2 Billion Eggs a Year

He helped turn his father's dream of "an egg to every Indian" in to a big reality with SAKKU Poultry Farm producing 1.2 billion eggs a year.

Venkatrama Poultries Pvt Ltd (VRPL), a BBB rated (by CRISIL) company established in 1979 is one of the SAKKU Group companies and is a Commercial Egg Producing Co., now with a capacity of 6 million Layer birds stands as the Largest Egg Producer in India situated in southern and central parts of India. With production facilities in Andhra Pradesh, Telangana, Tamil Nadu, Chattisgarh and Tanzania in East Africa.

Positioning itself strategically, VRPL is holding Grand Parents and Parents Stocks for its captive consumption, imported from Institute of Animal Selection (ISA), The Netherlands since 2009. VRPL is equipped with pulp tray manufacturing units by using 100% waste paper.

Being conversant in various languages he expanded his business into Tamilnadu and Chattisgarh creating more employment to several tribes of the region.

Having been into business for the last 2+ decades, he carved his own niche of entrepreneurship to his credit. With his foresight and vision he led

SAKKU Poultry in to SAKKU Group of Companies. He added more feathers in to his cap by making more leaders



**Paruchuri Dharma Teja**

in his business to lead the group.

At present he is heading Asia's largest egg producing company and a renowned spinning mill providing employment to 4000 people belonging to 5 different States and 2 nations. His attitude of encouraging new leaders in to the business made him achieve many devoted and committed people in to his business.

With his abilities and capabilities he climbed up the rungs of success ladder to a designation of Managing Director, Sakku Group of companies which include, Poultry, Ginning, Spinning, Exports etc.

### His Excellence

As to convey about his areas of excellence, they include: Commissioning of new infra and factories. Foreign investment and exporting, budgeting, HRM, forecasting and the like. Being a man of Win-Win attitude, he brought laurels to the country in attracting foreign exchange through his business with Tanzania, China, Indonesia, Singapore, Malaysia etc. For the year 2013-2014 in the field of textile exports he received a prestigious bronze award from Ministry of Textiles, Govt of India and the largest egg producer of India award from Ministry of Livestock, Govt of India recently. He is also the honorary Chairman

to Andhra Pradesh Spinning Mills Association. Having travelled extensively over the last decade, he is more a personality than a person and less a cosmopolitan but more a connoisseur in doing the things in his own style setting benchmarks and carving a hallmark of excellence in the business.

### Achievements

Numerous innovations has led to the organization receiving various awards

- Best Poultry Farmer Award in the year 2006 by Andhra Pradesh Govt. Chief Minister
- Best Poultry Farmer of India in the year 2010 by Poultry Journalists Association
- Best Poultry Farmer of India in the year 2015 by Poultry Journalists Association
- Largest Egg Producer of India award from Ministry of Livestock, Govt. of India in the year 2016.

They use Bovans white layer breed. They have their own Hatchery.

They have 60 lakh commercial layers and 15 lakh growers in the Farm. Chick mortality is 10% in the lifetime. The first egg in the farm laid at 17th week. At the age of 26th week it gets 95% egg production. From 25th to 35th week they get highest egg production. Feed Consumption is 90 grams at 20 weeks, 108 grams at 40 weeks and 112 grams at 60 weeks age. Feed Conversion Ratio is 90%. The farm gets Hen Housed Production of 320 eggs, while Hen Day Egg Production is 80%. They maintain performance records in the farm Up to 72 weeks only. So far VRPL had 280 batches of layers in the farm. The cost of egg production in the Farm is Rs 3 per egg.

VRPL uses its own feed. They get more raw material from farmers and traders. We are giving Best Nutrition and best Healthcare to the birds, stated Mr Dharma Teja.



## Mohan Gada, MD, SSV Growell Hatcheries India wins "Best Broiler Farmer Award 2018"



**Mohan Gada, Managing Director, SSV Growell Hatcheries India receiving Best Broiler Farmer Award 2018" from C. Suresh Rayudu and Dr G. Ranjith Reddy. M.A. Nazeer is also seen.**

Mr Mohan Gada, MD, SSV Growell Hatcheries India wins received Best Broiler Farmer Award 2018 at PF Awards 2018 gala evening held in Hyderabad on August 9, 2018.

In 1997, Mr G. Mohan Gada started a small commercial broiler farm with 500 birds with small investment and he was using only maize and soya with regular additives. Then in 1998, he had taken Godrej company feed distribution. He increased farm strength to 2,000 birds by 2006.

In 2007, he met Mrs Anuradha J. Desai and her family at Bidar along with Mr K. G. Anand. They appreciated his efforts and motivated him because of which by 2012, he could develop his business to 2 lakh birds capacity.

In 2013, he had a breeding farm

plan and in 2014 Mohan Gada opened breeding farm and a feed plant. In 2014 he started hatchery operations with Vencobb breed and also integration with 400,000 broiler birds. As per VHPL doctors advice he uses vaccines like Mareks, IB, IBD, ND, IBH, Coryza etc. He supplies broiler chicks in Siddipet, Gajwel, Toopran, Anantapur, Warangal, Hyderabad, Latur, Balke, Udgir and Nanded areas. He gets an FCR of 1.55 to 1.60 and sells birds at 38 to 40 days age.

### Rs 80 crore company

My family and VHPL people supported me very well throughout my journey. I like to continue to develop poultry activity in future, he stated. Though Mr Mohan is not much educated and though poultry is not his family

business, he has chosen poultry as his business activity and made it today a Rs 80 crore turnover company. Mr Mohan aims to make it a Rs 400 crore company by 2022.

### Target by 2022

By 2022, Mr Mohan Gada plans to expand his hatchery to 250,000 breeder farm with 6,000 to 8,000 tonnes of feed production / sale, chicken processing plant and own retail outlets.

Mr Mohan lives with his wife Ms Santoshi and two sons Aaditya studying his VIII in Indus International School and Ashukesh doing his IV standard.



**Mohan Gada replying to the Award**

## K. Shanmuganathan, Managing Director, Vijay Poultry Farm wins "Best Layer Farmer Award 2018"



Currently he has 450,000 layer birds and daily average egg production is 3.82 lakhs per day. He plans to expand his farm capacity to 6 lakhs within this year end.

Mr K. Shanmuganathan, Managing Director, Vijay Poultry Farm received Best Layer Farmer Award 2018 at PF Awards 2018 gala evening held in Hyderabad on August 9, 2018.

Mr K. Shanmuganathan, s/o Mr

Kaudhasamy was born on 10 September 1966. He completed his primary and secondary school in Musiri, Trichy district, TN. He also did his UG Course Bachelor of Arts (history) in National College, Trichy. After completing his graduation, he started layer farm business in 1988 with 2,000 birds and expanded his farm to 120,000 layers. Presently he is using SKM feeds and also he



**K. Shanmuganathan**



gives eggs to SKM feeds only. He started his own feed in 1989 and started a secondary unit in Serukudi in 1990 with 120,000 birds. He expanded the farm

with 180,000 birds in 1994. In 2010, he constructed a fully automated feed mill in Serukudi and started a 3rd unit with 150,000 birds. Currently he has 4.5 lacks birds and daily average egg production is 3.82 lack per day. He plans to expand his farm capacity up to 6 lacks within this year end.

The farmer is associated with Kemin Industries past two and half years. He is using 5 products and their services. As he maintains standards in using inputs and farm management, Mr Shanmuganathan is consider as the key and reference customer and he is growing fast.

## Velangan Reddy Mekala, J.M.J Poultry Farms wins "Best Broiler Farmer Award 2018"



**Mekala Velangan Reddy, Proprietor, J.M.J Poultry Farms receiving Best Broiler Farmer Award 2018 from C. Suresh Rayudu and Dr G. Ranjith Reddy. M.A.Nazeer is also seen.**



**Mekala Velangan Reddy**

Mr Velangan Reddy Mekala, Proprietor, J.M.J Poultry Farm received Best Layer Farmer Award 2018 at PF Awards 2018 gala evening held in Hyderabad on August 9, 2018.

Velangan Reddy completed studies in 1991 and took up agriculture. At that time as his father was bedridden, Velangan was the only son with 5 sisters. Though he did B.Sc and B.Ed with BZC options, he was not willing to go for teaching profession. He thought of doing something related to agriculture and took up poultry field after visiting poultry farms in Siddipet and Karimnagar areas and started farm with 5,000 broiler birds in January 2001. He expanded he farm to 80,000 broilers and 45,000 layer capacity by the grace of God. He is giving permanent employment to 30 persons in the farm. He is also having agriculture in 22 Acres.

He takes chicks from Srivet Hatcheries

and Laxmi Sarada Hatcheries. In a year he takes 3 to 4 batches of birds with 75,000 chicks one time. So far he reared 54 batches with a mortality of 3 to 5 %.

He keeps broilers in the farm up to 46 to 50 days age depending on the market price with 2 Kg to 2.8 Kg live weight. With a feed consumption of 3.1 Kg to 4.34 Kgs and with an FCR of 1.55 to 1.65.

Depending up on the chick cost and feed cost, cost of broiler production in his farm is Rs 58 to Rs 68. He uses branded feed of Vimala Feeds. He also gives Heepatocare, Cal-D-Plus, Probiotics, G-Promine, AD3EC and at times antibiotics as nutrition and healthcare to the birds. He gives vaccines like Lasota, ND Killed at 5th day; IBD Plus at 12th day and ND Clone at 21st Day. He markets broilers produced in his farm through

Lateef Poultries, Siddipet.

I believe the more we spent the farm, the more we get out of it, he said. Adding that proper feed, breed, management and biosecurity are required.

My ambition is to get into the breeding farm and expand broiler farming to 150,000 birds. I am also interested to search for new technology in poultry farming, said Mr Velangan Reddy. He has a habit of participating in social activities, reading poultry magazines, newspapers and watching news in TV. Velangan has his wife, 2 children, mother and grandmother with him. His wife M. Showrilu, M.A, B.Ed is working as Govt. teacher. His daughter Sudeepthi Reddy is doing her MBBS final year in Osmania Medical College, Hyderabad and son M. Sathvik Reddy is doing B.Tech in Karunya Institute of Science of Technology, Coimbatore.



## P. Subramani, RPS Poultry Farms & Exports gets "Best Layer Farmer Award 2018"



**P. Subramaniyam, RPS Poultry Farms & Exports receiving Best Layer Farmer Award 2018 from C. Suresh Rayudu and Dr G. Ranjith Reddy. M.A. Nazeer is also seen.**

Mr P. Subramaniyam, RPS Poultry Farms & Exports received Best Layer Farmer Award 2018 at PF Awards 2018 gala evening held in Hyderabad on August 9, 2018.

Mr P. Subramani, Managing Director, RPS Poultry Farms & Exports Pvt Ltd received Best Layer Farmer Award 2018 at PF Awards 2018 gala evening held in Hyderabad on August 9, 2018.

Mr P. Subramani and Mr P. Sundharam were born in Namakkal, Tamilnadu. Their farm is located at N. Pudhupatty, near Namakkal. Besides these two Mrs Santhi Sundaram is an active person in the company. They have Bovans

layer taken from Skylark Hatchery.

So far they have reared 73 batches in the farm. They got the first egg laid at 16 to 17 weeks of the age with a peak production of 96.7% from 25 to 26 weeks age. He got highest egg production of 95% from 26 to 32 weeks age and peak production continued till 35 weeks age. Feed consumption was 105 grams at 20 weeks age, 110 grams at 40 weeks and 112 grams at 60 weeks. They maintain performance records of the birds.

They make their own feed for the farm and main feed ingredients are soya and corn based nutrition. They gets

raw materials from agriculture farmers in Karnataka. The farmers have their own trading of eggs besides selling locally and exporting to other places.

Through following bio-security, hygiene measures and quality feed they are able to get good egg production. We also involve in NECC activities, said Mr P. Subramani.

Due to own feed mill and own trading we are able to run the farms with profits and we are also working to expand the farm in some other areas, he stated.



**P. Subramaniyam replying to the Award**

## Mohd Asif Ahmed, Managing Partner, Siddipet Poultry Eggs receives "Best Poultry Trader Award 2018"



**Mohd Asif Ahmed & Shiva Kumar, Partners, Siddipet Poultry Eggs receiving Best Poultry Trader Award 2018 from Dr D.K. Dey and K.G. Anand.**

Siddipet Poultry Eggs received Best Poultry Trader Award 2018 at PF Awards 2018 gala evening held in Hyderabad on August 9, 2018.

Siddipet Poultry Eggs established in

2014 and located in Khaderpura, Siddipet, Telangana. Its partners are Mr Mohammed Asif Ahmed, Mr Gande Shiva Kumar, Mohammed Arif Ahmed and Mohammed Muneeruddin.

Siddipet Poultry Eggs supply poultry layer eggs in Maharashtra, Uttar Pradesh, Madhya Pradesh, Chattisgarh, Telangana and Andhra Pradesh. They buy eggs from over 15 farmers.

Siddipet Poultry Eggs buys 2.10 crore eggs per month and 25.20 crores eggs per year. The annual turnover of the trading company is Rs 85 crores. They want to open Retail Chain Stores in India. They are also into poultry farming having layer farm of 1 lakh birds.

**Motivation / Inspiration to perform well in business:**

"I got motivation from my uncles Mr M.A. Lateef and Mr M.A. Waheed who are in poultry sector for the past 30 years", said Mohd. Asif Ahmed.

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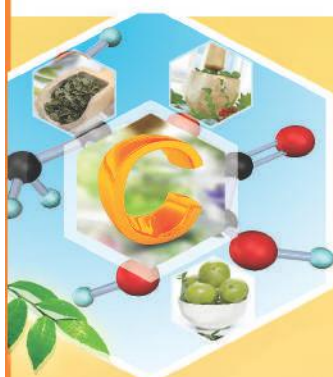
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- To optimise and maintain normal physiological functions alongwith improved FCR, increased weight gain in broilers and optimum egg production and shell quality in layers during heat stress and other stressful conditions.
- To maintain immuno-competence in heat stressed birds.
- To maintain fertility and hatchability in breeder birds.

## FEED INCLUSION RATE

100 gm per ton of feed or as advised by the nutritionist.

## WATER INCLUSION RATE

(per 1000 birds)  
20-40 ml or as advised by  
poultry consultant.

## PRESENTATION

Powder : 1kg, 5 kg & 25 kg pack  
Liquid : 1 Ltr. & 5 Ltr. pack



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- To meet higher physiological requirement of Vitamin C during summer and other stressful conditions in poultry.
- To improve F.C.R. and weight gain in broilers, egg production and shell quality in layers.
- To prevent stress induced depletion of Vitamin C and to overcome the ill effects of heat stress.
- To optimize and maintain immuno-competence.
- To maintain fertility and hatchability at optimum levels in breeders.
- To optimize bioavailability of dietary calcium, iron and other minerals.

## FEED INCLUSION RATE

100 - 200 gm per ton of feed.

## PRESENTATION

5 kg & 10 kg Pack



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# Efficacy of Globivac ND Unique Vaccine (TANUVAS ND D58 strain) against ND Genotype XIIIb – Trial report

R&D Division, Globion India Private Limited

## Introduction:

New Castle Disease Virus is an enveloped, non segmented single-stranded negative-sense RNA virus. It belongs to Genus Avulavirus & Family Paramyxoviridae. NDVs are phylogenetically separated into two classes: I & II and further classified into different genotypes (Genotype XIIIb viruses which comes under class II are the major genotype of virus that are circulating in different countries including India). The pathotypes of NDV strains are based on cleavage site of fusion (F) gene which acts as a virulence-determining factor can be grouped as highly (Velogenic), moderately (mesogenic), and weakly pathogenic (lentogenic).

Of late, more number of New Castle Disease outbreaks has been recorded in India with mortality ranges from 30 to 100%. Even after good vaccination practice against ND (both inactivated and live (G2)), there is some outbreak in commercial broiler and Layer with higher mortality %. The symptoms detected (Torticollis, Button Ulcer, etc.) are similar to virulent strain like Genotype XIIIb viruses. This outbreak questions the efficacy of commercial vaccines to the field viruses. The reason suspected for this may be the mismatch of genotypes between circulating strains i.e. Genotype XIIIb strains and strains of viruses used for vaccines i.e. G2.

If birds are vaccinated with viruses that are antigenically similar to the circulating strains would lead to reduction in mortality as well as amounts of virus shedding. Apart from antibody production, controlling virus shedding can therefore help prevent birds from further being infected. Use of homologous vaccine can reduce viral shedding for a greater extent. In this regard Genotype XIIIb strain vaccines prove to be better against

conventional vaccines in Indian condition.

In this study, Globion has examined the efficacy of ND Genotype D D58 strain i.e. Globivac ND unique vaccine, experiment was proposed to reconfirm the protection offered by ND D58 against virulent Genotype XIIIb virus (Indian Isolate- 96/15; Genbank reference MF 422125 under publication)

## 1. ND D58 strain:

ND D 58 strain was isolated from a healthy country fowl by Scientists from the Department of Microbiology, Madras Veterinary College. It has low ICPI value of 0.14 (vaccines with ICPI value of less than 0.15 are suitable for Spray vaccination), is Enterotropic and Thermostable.

## 2. Materials and Method:

### 2.1 Trial Design:

Straight run SPF chicks of 10 day old were taken for the study. They were divided into two trial groups with 40 chicks each.

## Highlight Points

### Abstract

**Background:** Newcastle disease virus (NDV) genotype XIIIb has become the dominant genotype in India. However, NDV genotype II was used to make current commercial NDV vaccines. The mismatch of genotypes between circulating and vaccine strains of viruses may compromise the efficacy of vaccines by making the vaccine ineffective against the circulating virus.

**Methods:** In this study, the efficacy of ND D58 strain (Globivac ND Unique Vaccine) was checked against the circulating ND Genotype XIIIb viruses in SPF chicks by making 2 trial groups.

**Results:** All vaccinated chickens survived by the end of the study. By contrast, the unvaccinated chickens were all dead after 4 days post-challenge (DPC). Globivac ND Unique Vaccine (ND D58 strain) elicited earlier and higher titer of HI antibodies and had reduced titer and duration of virus shedding after challenge.

### 2.2 Management practices:

Birds were maintained under similar feeding, housing and other management practices which were followed by Globion.

### 2.3 Vaccination Procedure:

Trial group T1 was vaccinated with ND D58 (Globivac ND Unique and T2 were left unvaccinated.

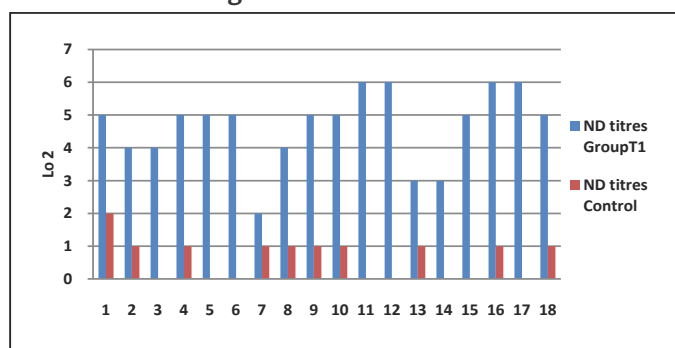
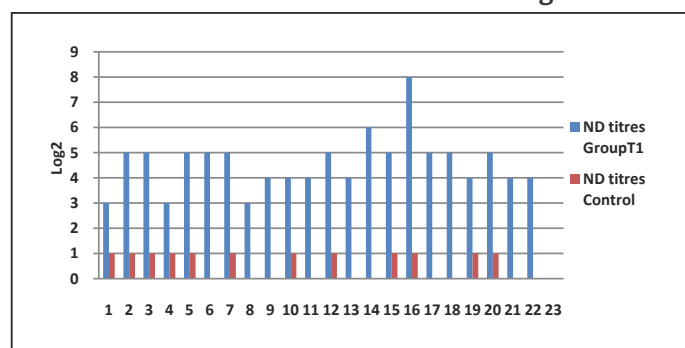
### 2.4 Collection of samples:

Sera samples were collected on 21 day post vaccination (dpv) for Haemeagglutination-Inhibition test (HI).

### 2.5 Challenge:

On 21 dpv twenty birds from each group were challenged with 10EID<sub>50</sub> of ND Challenge viruses of Genotype V and XIIIb. The birds were observed for 10 days post challenge and mortality was recorded.



**RESULTS OF SEROCONVERSION****Results of challenge with ND G XIIIb** **Results of challenge with ND G V****Results of Protection**

Group -T1			ND Titres Control		
Tag No. of SPF Chicks	ND Titres	Status of Challenge	Tag No. of SPF Chicks	ND Titres	Status of Challenge
3412	5	Protected	3452	2	Dead
3414	4	Protected	3454	1	Dead
3415	4	Protected	3455	NDT**	Dead
3416	5	Protected	3456	1	Dead
3417	5	Protected	3457	NDT**	Dead
3418	5	Protected	3458	NDT**	Dead
3419	2	Protected	3459	1	Dead
3422	4	Protected	3501	1	Dead
3423	5	Protected	3507	1	Dead
3424	5	Protected	3509	1	Dead
3425	6	Protected	3510	NDT**	Dead
3427	6	Protected	3511	NDT**	Dead
3429	3	Protected	3513	1	Dead
3434	3	Protected	3514	NDT**	Dead
3441	5	Protected	3519	NDT**	Dead
3443	6	Protected	3522	1	Dead
3449	6	Protected	3523	NDT**	Dead
3450	5	Protected	3526	1	Dead
			3529	NDT**	Dead
Geometric Mean Titre		4.5	Geometric Mean Titre		1.07

**Titre Group- 1: 100% Protection**  
**Control Group-1: 100% Mortality**

**Conclusion**

Post vaccination Seroconversion in flocks vaccinated with ND D58 was 24.5 and 24.52 GMT respectively which is in expected line. Birds vaccinated with ND D58 were protected against challenge with both genotypes. All unvaccinated control birds died after 4 day of challenge indicating effective

Group -T1			ND Titres Control		
Tag No. of SPF Chicks	ND Titres	Status of Challenge	Tag No. of SPF Chicks	ND Titres	Status of Challenge
3411	3	Protected	3451	1	Dead
3413	5	Protected	3453	1	Dead
3420	5	Protected	3460	1	Dead
3421	3	Protected	3502	1	Dead
3426	5	Protected	3503	1	Dead
3428	5	Protected	3504	NDT**	Dead
3430	5	Protected	3505	1	Dead
3431	3	Protected	3506	NDT**	Dead
3432	4	Protected	3508	NDT**	Dead
3433	4	Protected	3512	1	Dead
3435	4	Protected	3515	NDT**	Dead
3436	5	Protected	3516	1	Dead
3437	4	Protected	3517	NDT**	Dead
3438	6	Protected	3518	NDT**	Dead
3439	5	Protected	3520	1	Dead
3440	8	Protected	3521	1	Dead
3442	5	Protected	3524	NDT**	Dead
3444	5	Protected	3525	NDT**	Dead
3445	4	Protected	3527	1	Dead
3446	5	Protected	3528	1	Dead
3447	4	Protected	3530	NDT**	Dead
3448	4	Protected			
Geometric Mean Titre		4.52	Geometric Mean Titre		1

**Titre Group- 2: 100% Protection**  
**Control Group-2: 100% Mortality**

challenge.

Experiment reaffirm that SPF chicks vaccinated with conventional Lentogenic ND D58 vaccine withstand challenge against Genotype XIIIb which is emerging as a major threat in India and neighboring countries.

# Importance of Lighting in Poultry Farms

Naga Raja Kumari Kallam and Tirupati Reddy E, Sri Venkateswara Veterinary University

Lighting is an essential component of successful commercial poultry production. The egg production is associated with the length and intensity of the light received by the bird daily. With laying birds (including breeders) light has a significant role in the development and functioning of the bird's reproductive system, influencing the age when she starts laying and how many eggs are laid in a given period. The pattern of changing day length experienced by birds influences them in two ways:

1. Increasing natural day length, as occurs in spring, accelerates sexual maturity of growing pullets and stimulates egg production during the laying period.
2. Decreasing day length, as occurs in autumn, retards sexual maturity of growing pullets and restrains egg production.

Light is measured as follows.

1 Lux = 0.09 Foot candles

1 FC = 10.76 Lux

1 Watt = Foot Candle x 0.001496

## Types of lights

There are 4 common types used in poultry houses

1. Incandescent –cheapest: necessitates reflectors, short bulb life (750-100 hrs)
2. Fluorescent-3 to 4 times more efficient than incandescent bulbs: 10 times longer life than incandescent bulb
3. Mercury vapour –Long life (24000 hrs), requires several minutes to warm-up, cannot be used in houses with low ceilings.
4. Compact Fluor cent (CF) Lighting-more energy efficient. One –fifth energy of flour cent light is needed to provide same light intensity (Lumen).

Provision of light by 3 ways

- a) Conventional way :23 L: 1D
- b) Short day : 6L to 21 days, 23L at 22 days to market
- c) Intermittent lighting:

## Light management

The manner in which lights are installed in the poultry house has a role on their efficiency. Some of the important points regarding fixing of bulbs in poultry houses are

- The distance between bulbs should be 1½ times the distance from the bulb to the bird level.
- The distance from the bulbs to the outer edges of the house should be only ½ the distance between bulbs.
- In cage system, the bulbs should be placed in such a

way that their rays fall on the feed and on the birds.

- Clean reflectors can increase the light intensity at bird level by 50%, compared with no reflector.
- Avoid cone shape reflectors since they confine the light rays to limited area. Better to use flat type reflector with round edge.
- In case of deep litter system, the bulb is to be placed at 7-8' height whereas in cage house, keep in aisle.
- Avoid hanging bulbs by a cord in open houses.
- Very dirty bulb emit about 1/3 less light than clean bulbs.
- Light bulbs should be clean in once in two weeks.

**In broilers:** Lighting patterns for broilers are aimed mainly at to stimulate and control feed intake. Light is an important management technique in broiler production. Two programmes can be used:

1. Continuous lighting except for 1 hour of darkness;
2. Intermittent lighting of 2 hours on, 2 hours off.

Light effects depend on: Wavelength (colour), Intensity, Photoperiod length. Photoperiod distribution (intermittent programs). Photoperiod length and distribution have interactive effects.

- Exposure to darkness influences bird productivity, health, hormonal profiles, metabolic rate, heat production, metabolism, physiology and behaviour and reduces early growth (but there may be later compensatory growth that can enable birds to catch up to equal target market weights) but only if the duration of darkness is not excessive.
- But exposure to darkness improves feed efficiency due to reduced metabolism during dark and it will change in the growth curve (i.e. a more concave growth curve), improves bird health by reducing sudden death syndrome (SDS), ascites and skeletal disorders.
- Darkness improves the carcass yield with: – A decrease in the proportion of breast meat. – An increase in the proportion of leg portion. – An unpredictable change (more, or less, or none) in abdominal fat.

## Highlight Points

- Light is essential for poultry production.
- Introduction of light at prelayer stage influence the age at sexual maturity and there after persistence of production.
- In case of broilers light induce feed intake and darkness influence FCR.

When comparing various wavelengths of monochromatic light at the same light intensity, broiler growth rate appears to be better when exposed to wavelength of 415-560 nm (violet to green) than in those exposed to >635 nm (red) or broad spectrum (white) light.

Failure to provide at least four hours of darkness will result in:



- Abnormal feeding and drinking behaviour due to sleep deprivation.
- Sub-optimal biological performance.
- Reduced bird welfare.
- Additionally, darkness exposure beyond four hours will lead to
- Reduce breast meat yield.
- Increase leg meat yield.

**The extent of the effect of the lighting program upon broiler production is influenced by:**

- The time of program application (early application being most effective in benefiting bird health).
- Age at marketing (older birds being likely to benefit more from darkness exposure).
- Environment (the effects of increased stocking density will be exacerbated by longer darkness exposure).
- Nutrition (the effects of limited feeder space will be made worse by longer darkness exposure).
- Rate of bird growth (the impact of lighting on health will be greater in rapidly growing birds than in birds fed nutritionally limiting diets).

**Layers:** Light stimulates the anterior lobe of the pituitary gland through optic nerve for the release of FSH and LH. Light energy also penetrates through the skull, skin and feathers. FSH increases the growth of the ovarian follicles. Upon reaching maturity, the ovum is released by the action of LH. Lighting recommendations are subject to local legislation and these should be taken into account before starting a program.

**Timing of light Stimulation**

Onset of sexual maturity or egg production generally depends on four requirements:

1. A minimum chronological age which is genetically determined (18 weeks).
2. A minimum body weight (1.20 kg) min 80% uniformity.
3. A nutrient intake to support production.
4. A constant or increasing day length of at least 12 hours.

**Light effects during growing period:** decreasing the length of light day during growing period will lead to Increase the number of eggs laid during the first half of the egg production (but not in total number of eggs laid). Increase the size of the first eggs produced.

Light restriction alone delays the sexual maturity at the maximum of 3 weeks. If feed restriction is combined with light restriction sexual maturity may delay up to 4 weeks.

**Light effects during laying period:** birds reared under increased day-light produce more eggs due to the release of FSH and LH from the pituitary. Brightness of light also has influence on egg production. On practical conditions, 1 foot candle light intensity is needed in layer houses. In multi-deck cage system, minimum of 0.5 foot candle light intensity is needed at the lower deck. For maximum egg production, 16hrs light is needed during peak egg production period. Reducing photoperiod during laying period seriously affects

egg production. The artificial light can be given either in the morning, evening or both morning and evening.

Whereas for growers two important points to be considered regarding lighting programme.

- The length of the light day should never increase for growing pullets.
- The length of the light day should never decreases for laying pullets.

**In-season flocks:** those birds grown during a period when the length of the natural light day is decreasing at least during the last part of their growing cycle are called in-season flocks. As a general rule, chicks hatched between March 1st and August 31st in the Northern hemisphere is called in-season flocks.

**Out-season flocks:** chicks hatched between September 1st and February 28th are called out-season flocks since their growing period falls on increasing light-day.

**Instructions for growing and laying light programs in open-sided houses**

**In season flock:** No artificial light is needed up to 20 weeks (in case of meat type breeders 22 weeks). At 20 weeks of age increase the light to 13 hours. Then add 1 hr per week until it reaches to 16 hours light.

**Out-season flock:** two methods can be adopted

**a. Constant light-day program:** determine the length of the longest natural light day before the pullets reaches 20 weeks of age. Maintain this period of daily light hours from the 3rd day until 20 weeks by supplementing artificial light with natural light. Then increase 1 hour of light at this stage and increase 1 hour every week until it reaches 16 hours total light period.

**b. Decreasing day-light program:** determine the total natural day-light hours when the pullets reach 20 weeks of age. Then add 7 hours. This represents the length of the light day from the 3rd day. There after reduce the length of light day by 20 minutes per week. At 20 weeks of age increase the length of the light day by 1 hour. Then increase 1 hour per week until it attains 16 hours light per day.

**Photo- refractoriness:** photo-refractoriness is a condition in which the bird is not capable of responding to long day length. Greater the stimulatory day length, the sooner and more pronounced the reduction in egg production due to photo-refractoriness.

**Ahemeral lighting programs:** when the total period of light and dark is not equals to 24 hours we can call it as ahemeral lighting cycle. There are two types: longer day (14 hr light+14 hr dark) and shorter day (11hr light +11 hr dark). Longer day cycle increases egg shell quality whereas; shorter day cycle increases the egg production by 2%. However, these cycles are not compatible with normal working schedule and needs light proof houses.

**Points to remember**

- Regularly check operation of time clocks and light fittings, especially after power failures.
- Clean light fittings at least annually. The hours of darkness chosen will depend upon circumstances and market requirement.

- Many aspects of production management interact with the lighting program and modify the effects of lighting pattern on bird performance.
- Keep time clock covers in place to prevent dust and moisture clogging the mechanism?
- Pullets should receive either a constant or decreasing light pattern prior to laying.
- Never let laying birds experience a decrease in light pattern.
- Use light levels specified for the type and age of poultry housed.

Summary of lighting schedules and intensities			
Bird type	Time	Intensity	
		Lux	Watts
Broiler			
Young chickens (1–5 days)	24 hours constant light minimum with 5–60 minutes blackout training (darkness)	40lux	0.64
Young chickens (6–10 days old)	23 hours constant light	30lux	0.48
Broiler finisher	23 hrs	1lux	0.016
Layers			
1st week	20-22 hrs	20lux	0.32
2nd week	18 hrs	20 lux	0.32
	Reduce it to 7-9 hours by reducing ½ lighting		
9-17 weeks	10 hrs	20 lux	0.32
Pullets ( provide light stimulation as per strain specification ) start step up lighting programme from 1.2 kg with 80% flock uniformity	½ hr/week till it reaches to 16 hrs	5lux	0.08
Layers	16 hrs	1lux	0.016

**Conclusion:** lighting has a significant role in bird's growth and production. Broilers require 23 hrs lighting where as layers at production needs 16 hrs light.

## Prevention and Control of Coccidiosis in Poultry Production

Venkat M Shelke, Kemin Industries South Asia Pvt Ltd

### Introduction

Coccidiosis, caused by various *Eimeria* species, is one of the most economically devastating infectious diseases of poultry raised in deep litter system. It occurs mainly in caecal and intestinal systems, and results in high morbidity and mortality. The coccidia consists of a wide variety of single-celled parasitic animals in the sub-kingdom Protozoa. As a group, the coccidia of the genus *Eimeria* are predominately host-specific, i.e., each species occurs in a single host. Worldwide, the poultry industry spends significant amount of money in prevention and treatment of coccidiosis, which causes substantial economic losses due to malabsorption, bad feed conversion

rate, reduced weight gain and increased mortality.

### Etiology

Parasites causing coccidiosis are commonly found in places where chickens are raised. Coccidia can multiply rapidly inside the cell lining of intestine or caeca. Many species of *Eimeria* genus can infect poultry with no cross-immunity between them. *Eimeria* have a self-limiting life cycle and are characterized by high tissue and host specificity. They show a wide variation in their pathogenicity as shown in Table-1.

**Table-1: Characteristics of important *Eimeria* spp. infecting chickens**

Host	<i>Eimeria</i>	Location	Pathogenicity*
Chickens	<i>E. acervuline</i>	Duodenum, Jejunum	++
	<i>E. brunetti</i>	Ileum, Rectum	+++
	<i>E. maxima</i>	Duodenum, Jejunum, Ileum	++
	<i>E. mitis</i>	Duodenum, Jejunum	+
	<i>E. necatrix</i>	Jejunum, Caeca	+++
	<i>E. praecox</i>	Duodenum, Jejunum	+
	<i>E. tenella</i>	Caeca	+++
* – non-pathogenic; + low pathogenic; ++ moderately pathogenic; +++ highly pathogenic			



## Transmission

Wild birds, insects or rodents spread sporulated oocysts mechanically via contaminated boots, clothing, equipment or dust. The natural route of infection is by direct oral transmission. Following the ingestion of sporulated oocysts, the microenvironment of host digestive tract stimulates excystation of oocyst in gizzard resulting in the release of sporozoites that invade and destroy cells in intestinal mucosa and begin the reproductive cell cycle as seen in Fig-1.

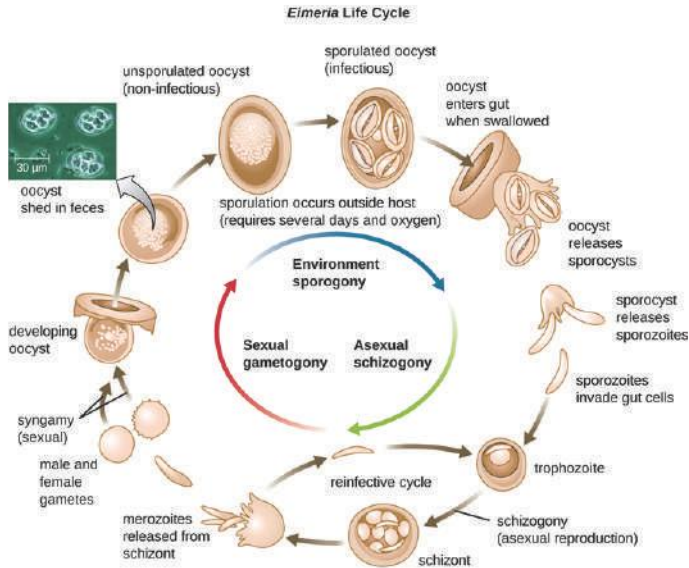


Fig-1: Reproductive cycle of the sporulated oocyst.

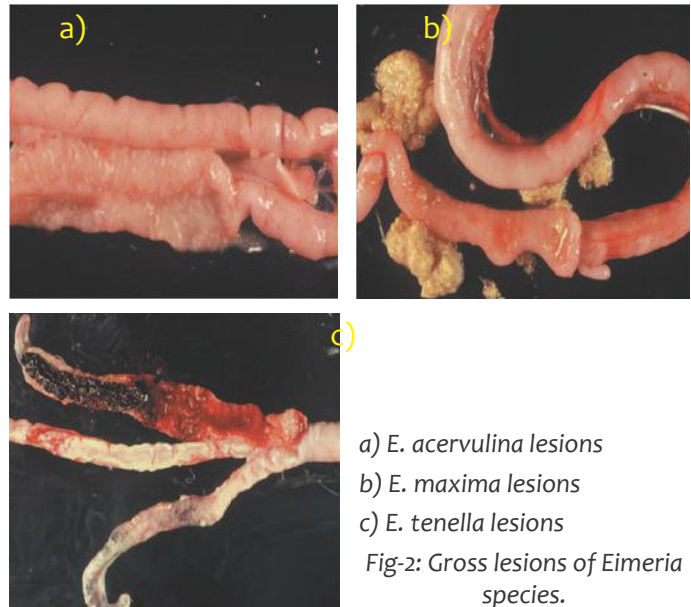
## Diagnosis

### • Clinical Signs

Young birds are more susceptible to *Eimeria* species involved to cause coccidiosis than older, as the *Eimeria* lifecycle varies from 4-7 days. The severity of an infection depends on the age of birds, number of sporulated oocysts ingested, immune status of flock and environmental management. Infected birds frequently display a typical 'sick bird' attitude with depression, prostration, tend to huddle together, have ruffled feathers, consume less feed and water, soiled vents, and the droppings are watery to whitish or bloody.

### • Lesions

*E. acervulina* lesions have a unique appearance, consisting of white patches or transverse white lines inside the gut that may be observed from outside. The lesions of *E. maxima* results in multiple petechial haemorrhages, noted segmental ballooning or enlargement of mid-gut area with the presence of orange-tainted mucous. Gross lesions of *E. tenella* are confined to caeca with the presence of haemorrhages around the wall of caeca; free blood or chocolate-coloured fluid content inside caeca, thickening of caecal wall, and large core of cellular debris and blood. *E. praecox* and *E. mitis* are considered nonpathogenic or low pathogenic and experimental infections with these species may produce pathogenesis resulting in enteritis, diarrhea and reduced feed efficiencies.



a) *E. acervulina* lesions  
b) *E. maxima* lesions  
c) *E. tenella* lesions

Fig-2: Gross lesions of *Eimeria* species.

## Laboratory Technique

Coccidiosis is often diagnosed by counting coccidia per gram of faeces and by microscopic examination of oocyst. The rRNA and rDNA probes were used for identifying individual species through characteristic restriction fragment patterns, randomly amplifying polymorphic DNA assay to differentiate *E. acervulina*, *E. tenella* and their strains.

## Prevention

### • Poultry House Management

In USA, removal of caked litter and aeration of poultry houses at an interval of 2-3 weeks is practiced and top dressing with fresh litter before placing a new flock is a rule. On the other hand, a thorough cleanout between flocks is a common practice in most European countries and Canada. Strict biocontrol measures adopted by caretakers of poultry houses can play a great role in restricting the spread of infective oocysts.

### • Prophylactic Application Of Anticoccidials

Now a day's prevention and control of coccidiosis is dependent upon the proper usage of anticoccidial drugs or vaccines with proper cleaning and disinfection of farms along with better farm management practices. Eradication of coccidiosis by litter cleaning and disinfections is not feasible in poultry farms because of the resistant capacity of coccidial oocysts to environmental conditions and some disinfectants. Hence, usage of various anticoccidials like ionophores or chemicals is necessary to avoid the losses due to coccidiosis outbreaks. Addition of starter and grower feed is referred as a straight program. The concentration of ionophore may be increased in grower feed for maximum protection at time of peak coccidial oocyst shedding (3-4 weeks) during straight program, which is referred as step-up program. Whereas, the decreased anticoccidial concentration in grower or finisher feed is referred as step-down program. The addition of chemical and ionophore anticoccidial in starter and

grower feed respectively is referred as shuttle program. These practices minimize the risk of anticoccidial molecule resistance because time of exposure to same drug is limited. These rotation of anticoccidials involves the changing of the product every 4-6 month by giving proper rest to each category of anticoccidial molecules.

#### • Vaccines

Live vaccines are commonly used in summer season because live vaccines contain live non-attenuated coccidian which induce some lesions, stimulate active immunity and predispose birds to necrotic enteritis. Broiler breeders are vaccinated twice intramuscularly during brooding growing phase which will help to pass maternal antibodies to their offspring and immunity to infection that has been demonstrated with *E. acervulina*, *E. maxima*, *E. mitis* and *E. tenella*. Developed countries like United States and Canada use vaccines like recombinant vaccines or live vaccines like livacox (consisting of precocious and egg-passaged lines), coccivac and immucox which contains several virulent coccidia species.

#### • Natural Alternatives To Prevent Coccidiosis

Recently use of natural products like fungal extracts, plant extracts and probiotics to reduce problems caused by coccidiosis has improved. Varying effects of some diet supplements include immune stimulation, anti-inflammatory effect, antioxidant activity and cytoplasmic damage.

#### • Fats

Sources of fat containing docosahexaenoic acid, eicosapentaenoic acid and linolenic acid (known as n-3 fatty acids) in high concentrations from fish oils or flax seeds was observed to reduce the severity of *Eimeria tenella* infection in young broiler chicks. Diets supplemented with 2.5 to 10% fish oil, 10% flax seed oil, or 10% linseed oil significantly decreased cecal lesions, reduced parasitic invasion rate and development.

#### ► Antioxidants

Antioxidant molecules play an important role to control and reduce oxidative stress caused by increased levels of reactive oxygen species and free radicals. This can initiate chain reactions in the cell, resulting in the death or serious damage to cell. Usage of antioxidants from natural sources can restore balance of oxidants/antioxidants which helps to recover the coccidiosis affected birds. Curcumin extracted from *Curcuma longa*, may be useful to reduce the lesions caused by *E. acervulina* and *E. maxima* in upper and middle part of small intestine. An extract from *Artemisia annua*, Artemisinin, is useful in reducing oocyst shedding of *E. acervulina* and *E. tenella* than *E. maxima* infections.

#### ► Essential Oils

Addition of essential oils in the formulations or diets of poultry to control coccidiosis has been practiced recently. It was reported that in vitro destruction of *Eimeria* oocysts

after a three-hour contact period was observed with addition of essential oils from artemisia, thyme and tea tree. *Eimeria* oocysts are destroyed by essential oils extracted from artemisia, thyme, tea tree and clove.

#### ► Herbal Extracts And Medicinal Plants

Some plant extract has anticoccidial effects. The effect of 15 different herbs were assessed and found that *Ulmus macrocarpa*, *Pulsatilla koreana*, *Torilis japonica*, *Artemisia asiatica* and *Sophora flavescens* have shown higher survival rates in day old infected broilers with *E. tenella*, than those of the infected control.

#### ► Immune Response Modulators

Diet with lyophilized powder of plums extract in chickens reported an increased body weight gain, reduced fecal oocyst shedding rate and an increased mRNA's for IFN- $\gamma$  and IL-15, greater spleen cell proliferation and enhanced immune responses. Recently, trend of probiotics and prebiotics usage as an alternative for antibiotics has increased. Use of these products had shown to control the establishment of pathogens in intestinal tract of chicken, which not only helped to improve the body weight gain and reduced feed conversion ratio but also livability and immunomodulation of chicken. A study showed that the commercial probiotics containing *Pedococcus acidilactici* and *Saccharomyces boulardii* acts as prophylactic drug alternative for controlling coccidiosis. Diet containing *Lactobacillus* showed immunomodulatory effect by stimulating gut associated bacteria in neonatal chicks, which protect chickens from disease without any effect on growth performance, and can also be used as a possible replacement for antibiotics.

#### Treatment and Suggestions

- ◆ Drugs which are effective to control the coccidiosis outbreaks are preferred.
- ◆ Sulfatrimethoprim, tolrazuril or sodium sulfachloropyrazine monohydrate, amprolium with vitamin K, sulfadimethoxine or sulfamethazine (sulfadimidine) are generally used to control the coccidiosis outbreaks.
- ◆ Proper water lines flushing to be done to ensure that it does not contain residues of drugs and supplements given through water (vitamins, electrolytes, etc.).
- ◆ Sulphonamides are more stable and effective at neutral to alkaline water pH.
- ◆ The required withdrawal periods vary between sulphonamides, which must be taken care during treatment.
- ◆ Be aware of label directions and withdrawal periods to ensure efficacy and avoid tissue residues.
- ◆ Choosing proper anticoccidial molecules through feed by following golden rules of anticoccidial rotation must be implemented by giving sufficient rest to each molecule, which will minimize coccidiosis outbreaks throughout year.



# Synergistic Use of Different Feed Additives May support Producers' Antibiotic Reduction Programmes

*Global validation trials support integrated approach to reducing antibiotic use in poultry production*

Mariana Seguí, Trouw Nutrition Global

Trouw Nutrition, a Nutreco company, is a global leader in animal innovative feed specialties, premixes, feed additives and nutritional services for the animal nutrition industry. It provides products, models and services to boost productivity and support animal health through all life stages. With unique, species-specific solutions, Trouw Nutrition has been meeting the needs of farmers and home-mixers, feed producers, integrators and distributors since 1931.

Trouw Nutrition researchers believe that an integrated approach to poultry nutrition using synergistic blends of feed additives applied in drinking water and feed may support producers' antibiotic reduction efforts.

**Applying organic acids in drinking water may support growth performance while reducing FCR, improving footpad quality and lowering mortality rates compared to an in-feed antibiotic**

Greg Page, Trouw Nutrition Agresearch Canada, and his team conducted validation study at Colorado Quality Research, USA, comparing growth performance among broilers receiving a blend of free and buffered organic acids to birds receiving in-feed AGPs and to coccidiosis-vaccinated birds.

At the trial's conclusion, the birds receiving organic acids applied in drinking water had body weights (2.97kg) similar to birds receiving in-feed antimicrobial growth promoters (AGPs) and numerically higher body weights compared to birds in the control group (2.92 kg). In addition, birds receiving high levels of organic acids in drinking water had significantly lower cumulative feed conversion ratios (FCR) than birds in the control group and in-feed antibiotic group. Footpad quality was significantly improved in birds receiving organic acids in their drinking water compared to the birds receiving AGPs and control group. Additionally, birds given organic acid-supplemented water had numerically lower mortality rates (4.4% on average) compared to birds receiving AGPs (7.72%).

**Including copper hydroxyl chloride and synergistic organic acids in different nutrient density diets may support performance and improve FCR without additional cost**

Lane Pineda, Trouw Nutrition R&D, and team conducted a validation study, comparing the health and performance

effects of a combination of copper hydroxyl chloride and a synergistic blend of gut health improving feed additives in feed and in water to in-feed AGPs added in a standard and sub-optimal diet.

Results indicated that regardless of a diet's nutrient density, broilers receiving the combination of copper hydroxyl chloride and a synergistic blend of gut health improving feed additives by feed and water showed health and performance benefits comparable to broilers receiving in-feed AGPs. Feed intake was comparable across all groups, while average daily gain was numerically increased with the addition of a synergistic blend of gut health improving feed additives resulting in parallel body weight gain to that of broilers receiving in-feed AGPs. The addition of an additive to the sub-optimal diet may improve nutrient digestibility and allow broilers to grow at a similar rate as broilers fed with the standard diet. The FCR was lower for broilers fed the standard diets supplemented with feed additives compared to other treatments. From an economic perspective, the cost per kg gain was lowest for birds receiving the standard diet supplemented with synergistic blends of feed additives compared to birds receiving the modified diet with or without the feed additive.

**Global validation effort supports local approaches to antibiotic-free production**

Trouw Nutrition conducts validation trials around the globe to validate the efficacy of their products in varying production environments, responding to differences, for example, in local diet compositions, climate conditions and management systems. Through relationships with leading universities, key opinion leaders and a network of research centres spanning five continents, researchers publish their findings in scientific journals and apply the insights locally to help producers and integrators tailor an approach unique to their antibiotic reduction programme goals.

\* The first study mentioned in this article refers to TRS Selko-pH.

\* The second study mentioned in this article refers to TRS Presan-FY, Selko-pH and IntelliBond.

## Highlight Points

**Reducing antibiotic use in poultry production is an important objective shared by stakeholders around the world. Global health authorities' warnings about the human health threat posed by antimicrobial resistance have led many governments to impose legislative bans on the use of antibiotics as growth promoters in livestock production. Additionally, retailers and consumers continue to call for more transparency in how their food is produced. Yet at the same time, producers are challenged to meet growing demand for protein while maintaining profitable operations.**



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