



Government Support for Poultry Entrepreneurs

By Dr. Sushanth Rai. B, President, KPFBA

The Karnataka Poultry Farmers and Breeders Association (KPFBA) is committed to the development of the poultry sector in the state and is keen that more and more entrepreneurs take to this sector. There are many opportunities for entrepreneurship, even while challenges exist and KPFBA believes that these challenges can be dealt with good management practices. In this direction, the KPFBA organises many programmes, including scientific workshops, seminars, interaction with experts etc all to expand knowledge.

KPFBA believes that entrepreneurship creates economic wealth and also provides for largescale employment. In this direction, we keep informing the sector on many programmes, incentives etc that the governments provide such that lot more entrepreneurs come into the system.

DAHD's subsidy programme

The Department of Animal Husbandry and Dairying (DAHD), under the Government of India, has many schemes to encourage entrepreneurship in the sector, that helps in employment generation too.

DAHD provides 50% capital subsidy up to the subsidy limit of Rs. 25 lakh subsidy, paid directly to the beneficiary account through the Small Industries Development Bank of India (SIDBI) in two equal installments. The process is simple, starting with filling an online application form on www.nlm.udyamimitra.in Then it goes to the State Implementing Agency (SIA) which does the screening of the application. This is followed by sanction from the lender with recommendation from the State Level Executive Committee and approval of subsidy by DAHD, before disbursement.

As a poultry entrepreneur, one can establish a parent farm, rural hatchery, brooder-cum-mother unit for hatching eggs and chicks, can rear chicks up to 4 weeks in the mother unit (with minimum 1000 parent layers.”

The eligible entities include Individuals; Self Help Groups (SHGs); Farmer Producer Organizations (FPOs) ; Farmer Cooperative Organizations (FCOs) ; Joint Liability Groups (JLGs) and Section 8 Companies. The selection criteria are a) trained entrepreneur or employing trained experts for running the project; loan sanctioned or bank guarantee in self-financed projects; own land or leased land; and relevant documents for KYC.

Indicative List of items eligible for funding under Rural Poultry Entrepreneurship

(1000 poultry parent stock to get 500 hatching eggs per day)

Particulars	Unit
Construction of shed (30ft X 100ft) 3,000 ft	3,000 sq. ft
Electric Brooder (1000 DOC)	2 Nos.
Chick Feeder (one feeder / 60 chicks)	18 Nos.
Chick Drinker (one drinker / 60 chicks)	18 Nos.
Adult Feeder (one feeder/ 60 birds)	18
Adult Drinker (60 birds)	18 Nos.
Cost of 1100 parent stock (1000 F and 100 M)	1100 Nos.
HATCHERY FOR HATCHING 3,000 EGGS PER WEEK TO GET 2,250 DAY OLD CHICKS	
Construction of hatchery building	3,000 sq. ft
Incubator of 1500 eggs capacity	1 unit
Hatcher capacity 5000 eggs	1 unit
Generator capacity (15 kva)	1 unit
MOTHER UNIT FOR BROODING 2000 CHICKS UP TO 4 WEEKS	
Construction of shed (20 ft X 50) and walk back X 4	Nos.
Electric brooder 1000 DOC / Brooder	6 Nos
Chicks Feeder 50 DOC / Feeder	160 Nos
Chicks Drinker 50 DOC / Feeder	160 Nos

Source DAHD

Exclusive Videos of KPFBA Knowledge Sessions held on 25 Aug 2023at BIEC

Visualising Future of Poultry Health: Perception v/s Reality
by Dr. Prakash B Reddy, DGM – Technical, VHPL

Future Trends in Indian Poultry Sector
by Dr. Anjan Goswami, General Secretary, KPFBA

Panel Discussion on 'Future Trends in Indian Poultry Sector'



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India and USA resolving conflict regarding poultry products

India and the United States of America (USA) are trying to resolve trade conflict regarding poultry products at the World Trade Organisation (WTO). This decision was taken, along with other trade disputes, after the visit of the Indian Prime Minister, Narendra Modi to the US this year.

Six trade disputes were resolved and the last trade dispute on poultry is expected at the bilateral meeting of the Indian Minister of Commerce and Industry, Piyush Goyal and the US Trade Representative Katherine Tai.

The poultry dispute was filed by the US against India in the WTO in 2012. India lost the dispute at both the panel and appellate body levels and the ruling noted that India's ban on poultry products imports from the US was inconsistent with global norms. As a consequence of not implementing the decision within the given time frame, the US demanded compensation from India.



India blocks import of poultry and eggs

The WTO had ruled in favour of the United States in a dispute with India, a decision that U.S. Trade Representative Michael Froman called a major step towards export of poultry, eggs, and other agricultural products to India. The dispute originated in 2007 when India blocked importation of poultry and eggs citing concerns about the spread of low pathogenic avian influenza (LPAI). India said it was LPAI, which had been found in the U.S., could mutate into high pathogenic avian influenza (HPAI). A case of HPAI has not been recorded in the U.S. since 2004. During that same period, India has had more than 90 HPAI outbreaks.

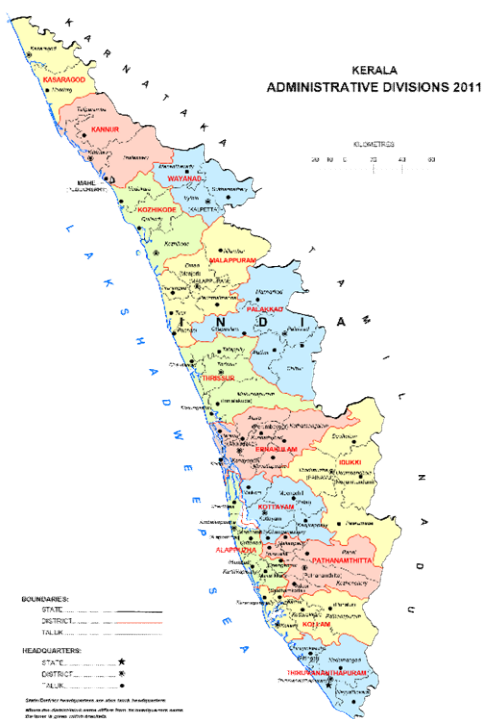
“The WTO panel agreed with the U.S. case that India lacks any scientific basis to restrict U.S. agricultural products, including U.S. poultry products. Our farmers produce the finest – and safest – agricultural products in the

world,” Froman said in a statement. “This victory affirms the administration’s commitment to ensuring WTO members play by the rules, and that America’s farmers, workers and businesses get the fair shot they deserve to sell ‘Made-in-America’ goods under WTO rules.”

“The WTO ruling makes it clear that countries cannot restrict trade without sufficient scientific evidence,” Goodlatte said. “For too long, India and other countries have used avian influenza as a trade barrier despite there being no scientifically defensible reason for continuation of a ban. Hopefully this ruling will send a strong signal to any other countries that seek to unfairly restrict trade with the U.S. that the WTO will not tolerate member countries imposing artificial trade barriers.”

Poultry exports to India could exceed \$300 million once trade barriers are lifted.

Kerala needs 1 crore kg of chicken per week



According to farmers of Kerala, the state currently requires nearly 1 crore kg of live chicken per week and nearly 60% of this is brought from farms outside the state, while only 40% is produced in Kerala.

As per the data available with experts at Kerala Veterinary and Animal Sciences University (KVASU), 80 to 90% of domestic production is by contract farms set up in Kerala by large-scale farmers from other states. “The state requires about 55 lakh broiler birds per week to meet its meat demand,” according to T.S.Pramod of the Kerala Poultry Farmers’ and Traders’ Samithi.

According to KVASU, the state spends over Rs 6,000cr every year to buy chicken while Rs 5,000cr is spent on feed and chicks. Most of the chicken and other poultry products come from other states, even as Kerala faces issues of high cost of feed and labour, paucity of land and ambiguities in farm licensing rules.

Pramod said even as per the standards prescribed by KVASU, 435 chicks can be reared in a farm built on one cent, only 15 chicks can be reared in one cent as per AHD norms. How will it become viable in a land-starved state like Kerala? Then there are issues of getting permission from the pollution control board and local bodies. The poultry farmers in Kerala are also demanding that the government include broiler chicken farms in the agriculture sector and not classify as industry. The farmers have been demanding that the government facilitate purchase of chicks and feed at subsidized rates to farm owners.

British Deputy High Commissioner in Bengaluru hosts networking dinner

The concurrent events hosted by the Media Today Group, including DairyTech India, GrainTech India, India Foodex 2023, and Poultry & Livestock Expo 2023, brought together exhibitors from various countries to showcase their innovative solutions in the agricultural and livestock sectors. The Karnataka Poultry Farmers & Breeders Association (KPFBA), as the Knowledge Partner of the Poultry & Livestock Expo 2023, played a significant role in organizing knowledge sessions focused on the future trends and health aspects of the Indian poultry sector. These sessions garnered considerable attention and participation, with over 150 attendees on the first day.

The presence of the British Deputy High Commissioner in Bengaluru, **Mr. Chandru Iyer**, added a diplomatic dimension to the event. Mr. Iyer leveraged the occasion to organize a networking dinner, co-hosted with the UK AgriTech delegation to India, on August 25, 2023. The British High Commission extended invitations to the office bearers of KPBA, and the dinner provided a platform for discussions and interactions between the UK delegation and representatives from India's poultry industry.

During the dinner, conversations revolved around the potential for collaborative business opportunities and knowledge sharing between the UK and India in the poultry sector. Such dialogues are crucial for building international relationships, fostering business partnerships, and exchanging expertise. The poultry industry is economically significant and plays a role in addressing global food security challenges. Collaborations between countries can drive advancements in farming practices, technology transfer, and innovation in this sector.

These interactions offer opportunities to share best



practices, address industry challenges, and explore areas of mutual benefit. Additionally, such events can pave the way for policy discussions, trade agreements, and research collaborations that can positively impact both nations' agricultural sectors.

Overall, the engagement of diplomats, government officials, and industry experts in such events is promising, as it signifies a commitment to exploring avenues of cooperation and growth. As the world becomes more interconnected, initiatives like these strengthen international partnerships and drive progress across various sectors.



KPFBA Knowledge Session at PoultryTech, interesting facts emerge

The Karnataka Poultry Farmers and Breeders Association (KPFBA) organized a 'Knowledge Session', as part of PoultryTech Summit at the Bengaluru Industrial Exposition Centre on Tumkur Road. The event attracted good number of professionals to understand the future of poultry.

In his welcome address, the KPFBA President, Dr. Sushanth Rai B said the poultry sector was undergoing major transformation and consumption of poultry products was increasing. Many poultry firms have laid the foundation for expansion of the sector. Knowledge sessions help in promoting the sector in a sustainable manner.

Dr. Prakash B.Reddy, Deputy General Manager – Technical of Venkateshwara Hatcheries Private Limited, in his presentation on 'Visualising future of poultry health: Perception v/s Reality', said that the market at present is turbulent and the sector has to adapt itself to the changing scenario. Talking about poultry production, he mentioned that, there were many changes happening, including genetics leading to good performance birds. However, in social media, there is a lot of false information being spread about use of steroids and other performance boosters. The commercial market is getting good breeds.

He said that nutrition is changing too, with some farms using enzymes to boost nutrition and reduce cost. Similarly husbandry practices are becoming better, by separate zones for breeding etc.

While vegan meat adaptation in India will take at least two decades, due to high cost of production, he said that cultured meat is fast emerging, in developed countries. Chicken retail chain KFC is investing in cultured meat and such trends will soon catch up elsewhere too.

At the same time, there is the looming fear of influenza spreading. There many viruses emerging and some of them escape vaccines, he said and underlined the importance of checking these viruses.

Prof. G. Devegowda, President of Institution of Veterinarians of Poultry Industry (IVPI) talked about nutrition for lactating mothers here in India and in the West, latter giving poultry and other nutritious products.

He said there was need to increase consumption of poultry products, while stating that in urban areas the consumption was higher than in smaller towns and villages, due to issues of availability and affordability. In Bengaluru the consumption of poultry was 20 kgs per year per person while the national average was 4.8 kgs per year per person. All stakeholders have to put in their efforts, not only to increase production but also to ensure that there is increased consumption of protein-rich products.



Experts talk about sustainable practices, business models and poultry growth

The KPFBA Knowledge Session which was held as part of PoultryTech 2023 at BIEC recently was an invigorating session with Dr. Anjan Goswami, General Secretary of KPFBA, talking at length about how enterprises needed to look at various aspects of ESG to not only become profitable but scalable companies with good branding.

Dr. Goswami said industry does not go extinct, but enterprises do, hence there was need for entrepreneurs to adopt sustainable business practices that included ESG (environmental, social and governance) while adopting digitization and technologies. For entrepreneurs now, there was gigabytes of information available through different sources and it was for them to use this data appropriately.

Stating that the poultry sector was one of the largest sectors in the agriculture realm with nearly 50 million workers directly or indirectly in it; second largest producer of eggs in the world and third largest producer of chicken, he said that there were many opportunities and challenges, one of them included attracting and retaining talent.

As regards opportunities, he said that the sector by default was in the food business and that would never go out of business. Consumption trends were changing as people, post Covid, have realized the importance of health, immunity and nutrition. Underlying the significance of poultry meat as a protein-rich product, he said there was a co-relation between champion sports persons and their eating habits and winning of medals. We are seeing more and more champions winning medals and all of them consume poultry products, which along with their talent, has made them champions.

Consumption in India has gone up but still there is a huge gap. India produces about 90 billion eggs and 6.5 million metric tonnes of chicken every year and is expected to grow at 7 – 8 % CAGR in the next 10 years. Enterprises should focus on efficiencies on the farm, mechanization, good practices, etc as to become scalable, particularly when cultivable land is diminishing while population is exploding.

In India, 9.2 million hectares of land cultivates maize, producing about 30 million metric tonnes per annum and 11 million hectares producing 10 million metric tonnes of soya and with cultivable land area shrinking, India may end up importing



maize and soya in the future. The per person cultivable land has come down to 0.12 which is a concern.

Talking about changing consumer pattern, he said they are willing to pay for a good product, either online or offline. Technology and digitization is going to be the future, as all aspects of poultry farming, supply chain and marketing will be dictated by their adoption. By doing so, the poultry sector can attract investments from PE, Venture Capitalists etc, presently only three to four companies have been able to do that.

Highlighting the importance of segmentation in the sector and branding of products, Dr. Goswami said commodities should get de-commoditised and for that to happen, the sector has to up its game in terms of technologies, marketing and communication and branding. Segmentation of the market on the basis of age, health, eating habits etc will add to the growth of the overall business, even if it is niche. Sustainable farming practices, attracting investments, enhancing product quality, branding, backward and forward integration, market connect etc will propel the poultry sector in its macro economic contribution to the nation.



KPFBA Panel discussion underscores importance of value addition

The KPFBA panel discussion on ‘**Future Trends in Indian Poultry Sector**’ has highlighted how value addition is going to be transforming the poultry sector in the years to come. The panellists included **Mr. Rajesh S.Reddy**, Founder & Managing Director, SR Agro Farms; **Mr. Pavan Gopal.A**, Chief Marketing Officer, Nandus Foods; **Mr. S.Mahesha**, My Chicken and More; and **Ms. Ankita Parihar**, Co-Founder, Utpan. The discussion was moderated by **Dr. Anjan Goswami**, Secretary, KPFBA.

Rajesh Reddy highlighted the importance of marketing and communication, stating that ‘whatever product we have, we need to tell the people what we have’ for the customer to make an informed decision. Going forward, he said, automation is the only way for the sector to advance, particularly when there is a shortage of skilled labourers on farms and in processed plants. “Without automation, we will not be able to survive for long.” Similarly, he said to attract and retain young talent, the companies had to see their aspirations and their connect in the society. The present generation is not looking at money only, but they want to be associated with a brand.

Mr. Pavan Gopal said one of the foremost things a company has to focus is on creating access to the quality products they produce. Value addition is a must for profitable business. With the advent of e-commerce, the customer is looking at convenience, experience and above a quality product delivered at his or her doorstep. The hybrid model

is the most profitable now where in the customer buys at the store or orders online depending upon his or her convenience and here technology plays a critical part.

Mr. Mahesha spoke about how modern retail outlets were catch up. Presently, 95 % are live butchery shops and there is a transition happening from traditional butchery to modern shops, based on the quality, the experience and the promptness with which products are made accessible to the end consumer. It is a big challenge from traditional butcherries to modern outlets for the consumer. My Chicken and More started in 2007 and it took quite some time for the outlet to break even. This year the enterprise opened six new outlets and has plans to open another 15 next year.

Ms. Ankita Parihar said Utpan platform has been growing consistently, having 25,000 users at the moment. The industry looks at outcome and the platform which is data driven helps the poultry sector in many different ways, including giving access to loans, credit eligibility and credit worthiness. As the sector adopts digitization, it becomes easier for financial institutions to keep track of their credit worthiness, and then offer loans and other services.

The vote of thanks was proposed by Executive Secretary, Inayathulla Khan, who mentioned that it was exactly one year back, the KPFBA Diagnostics and Excellence Center was inaugurated.



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New Commissioner to Animal Husbandry and Veterinary Services Department, Government of Karnataka

Sri Prabhuling Kavalikatti, IAS got appointed to the post of Commissioner at the Animal Husbandry and Veterinary Services Department, Government of Karnataka. Dr. Sushanth Rai. B, the President of the Karnataka Poultry Farmers & Breeders Association took the opportunity to visit and honour him at his office on 28th August 2023.



Eminent Scientist visits KPFBA

Impressed with the work that the Karnataka Poultry Farmers and Breeders Association (KPFBA) is undertaking in the poultry sector, eminent scientists from different parts of the country and also USA, visited the KVASU-KPFBA Poultry Training Center & Diagnostic Laboratory. The scientists had a meaningful interaction with the President of KPFBA, Dr. B.Sushanth Rai, Dr. Umakanth other team members.

The scientist **Dr. Shashi Ramaiah**, Vice President, Preclinical, Translational and Investigative Sciences Expert, Pfizer, New York, USA accompanied with Capt. Dr. Kannappa Setty, Former General Secretary, Karnataka Veterinary Council and Director, P&C Pharmaceutical Company; and Mr. Manjunath, Area Manager, P&C Pharmaceutical Company.

The delegates went around the facility and appreciated the work being done at the Center and Laboratory, including conducting diagnostic tests and organizing training programmes to improve the health of the poultry sector. Dr. Umakanth took the experts around, explaining the features of the high-tech laboratory which is gaining in popularity in this part of Karnataka.



FKCCI Recognizes Dr. Sushanth Rai. B – President, KPFBA and other Association Presidents for Exemplary Contributions.

Dr. Sushanth Rai. B, the President of the Karnataka Poultry Farmers & Breeders Association, was recognized and honoured by The Federation of Karnataka Chambers of Commerce and Industry [FKCCI]. This recognition was extended to the Presidents of various affiliated associations who have made remarkable contributions within their respective sectors.

Dr. Sushanth Rai. B extended his heartfelt appreciation to Mr. B.V Gopal Reddy, the President of FKCCI, and Mr. P.H Rajpurohit, the Chairman of the Association Committee-FKCCI. He expressed gratitude for FKCCI's proactive initiative to honour the Presidents of diverse associations and conveyed his thankfulness for selecting KPFBA as one of the honoured associations.



KPFBA conducts 'Skill Development Programme', 25 farmers participate

The Karnataka Poultry Farmers and Breeders Association (KPFBA) conducted a Skill Development programme for Broiler Farmers from Karnataka at the Dr. G.B.Puttannaiah Learning Center, KVAFSU-KPFBA Poultry Training Center and Diagnostics Laboratory, Hebbal.

To improve efficiencies in poultry farms, many of them in the process of getting organized, KPFBA's skill development programme has come as a boon. About 25 farmers participated in the programme and expressed satisfaction that they are lot more informed of good practices now and they would diligently implement such practices on their farms.

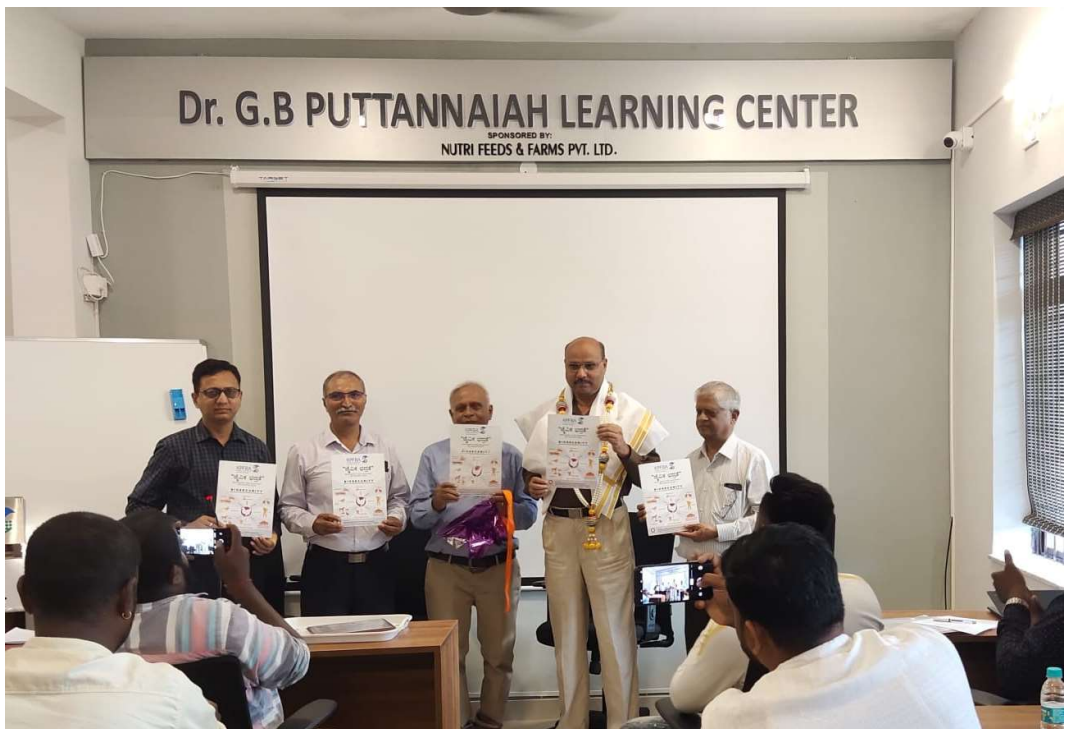
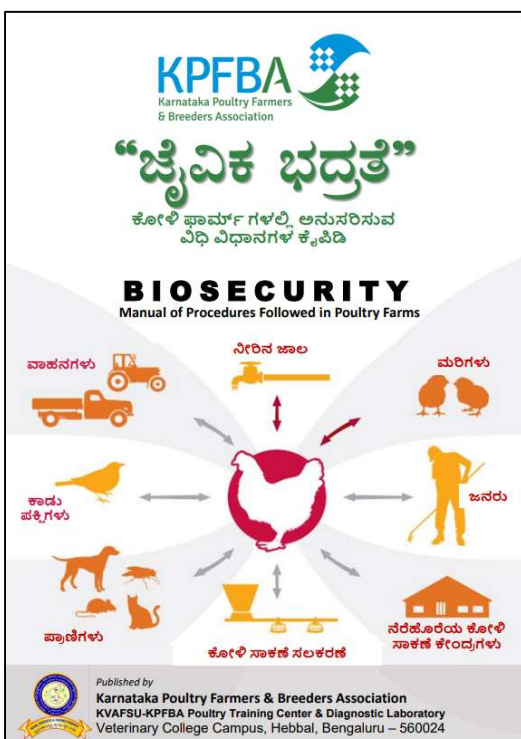
KPFBA Felicitates Dean Prof. M. Narayanaswamy

The Karnataka Poultry Farmers and Breeders Association (KPFBA) recently felicitated Prof. M.Narayana Swamy, Dean, Veterinary College, Hebbal.

Prof. Narayana Swamy has been involved in teaching undergraduate, postgraduate and doctoral students in his long service of 32 years. He has published seven books in Kannada language such as Jaanuvaaru, Tene Mareya Kranthi, Ragi Lakshmanaiah, Pashuvaidya Sampada, Nimage Neeve Belakaagi, Mahanadiya Ugama, Jnana Vijnana and Naadu Mareyada Maharaja – Nalwadi Krishnaraja Wodiyar.

He is serving as a member of Editorial Board or Editorial Team for the Journals such as Journal of Advanced Veterinary Research, Theriogenology Insight, Scientific Journal of Animal Sciences and Scientific Journal of Veterinary Advances. His Doctoral students got two prestigious fellowships, such as INSPIRE Fellowship from Department of Science and Technology, Government of India during 2011 and DST – PhD Fellowship from the Department of Science and Technology, Government of Karnataka during 2020.

Bio-Security Manual released



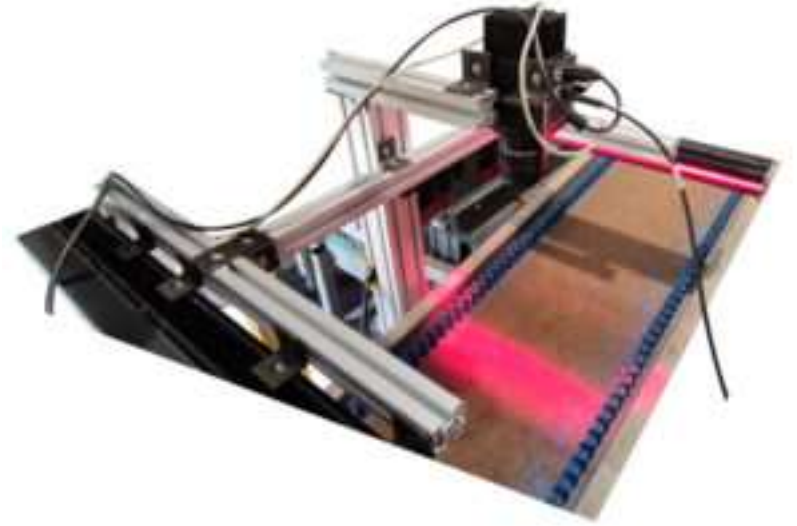
During the felicitation function, KPFBA released the third edition of the 'Bio Security Manual' in Kannada called 'Jaivika Bhadrata – 2023'. Copies of the same were distributed free of cost to the participants. The manual highlights how poultry farms have to ensure that the farms are kept free of diseases for which bio security plays a crucial role.

POULTRY INNOVATIONS

Counting insect larvae in their substrate

Dosin'Tec equipment is designed to assist in counting larvae of rearing insects, particularly the black soldier fly and the mealworm. The tool allows for counting insect larvae in breeding without separating them from their growth substrate.

The innovation is based on the application of a deep learning algorithm for analysing images that are successively exposed to dual lighting. At the larval stage, tiny larvae are plentiful, and their systematic burying within food particle-filled substrate makes it challenging to assess the real-time population in breeding units. The product makes it possible to identify up to 95% of the larvae regardless of size and heterogeneity



Farm packer robot and egg palletisation in 30-egg tray

Packerpal is a robot which collects and palletises eggs in 30-egg trays (plastic packaging, pallets of 10,800 eggs, capacity 16,000 eggs/hr). The eggs are conveyed in goblets to be sucked 30 by 30 by suction cups. The robotic arm positions itself above the stacks of trays and recovers the empty tray, positions it on the pallet then deposits the eggs in the tray. Six levels of full trays are built with a divider placed between each level.



Constant pressure spray and gel hatchery cabinet for day-old chicks

Spraying at the hatchery is a robust, repeatable and controllable process. It is a widespread method to vaccinate broiler chicks and day-old pullets and prevent several major diseases. Midhas is a new-generation device that uses a unique constant pressure spray and gel nebulisation technology. Combined with a PLC control and optimised design, this method offers high reliability, reduces maintenance operations and checkpoints, and provides greater flexibility.



Class VII student makes low-cost egg incubator

A 12-year-old boy from Kavakkad in Vazhakulam in Kerala has developed a low cost egg incubator. Emmanuel Ajo, a Class VII student of Chavara International Academy, Vazhakulam, made an incubator using a cardboard box and an electric bulb and he used it to hatch four chicks.

Emmanuel presented his invention in the school assembly. The boy also made a similar incubator for a woman, residing near his house, who is running a small-scale poultry business. She approached him for the incubator after seeing a video posted by Emmanuel on social media. Emmanuel is the eldest son of Ajo N Jose, a chemical engineer, and Meenu Sebastian, a bank employee.

Emmanuel used a 100W electric incandescent bulb to facilitate warmth in the carton box and used a thermostat to regulate the heat to 37.5 degrees Celsius, which is ideal for hatching eggs. He even used a thermos sensor to automatically cut the power to avoid overheating. "It cost me around Rs 750 altogether to make it. I ordered the thermostat and sensor online. I made the incubator in a day and it took 21 days to hatch the eggs. I placed six eggs and four out of them hatched," Emmanuel said. Chavara International Academy principal Fr Dino Kallikattu said Emmanuel's innovation could help the local poultry business and small-scale farmers in providing a regulated environment for hatching eggs at a low cost.



PERSON OF THE MONTH

*Poultry Sector Needs More
Young, Dynamic & Focused
Entrepreneurs like*

RAJESH REDDY

2023 is a milestone year for SR Agro Farms & Proteins, simply called SRAF. It has been making waves by expanding new business, winning awards, networking etc all leading to growth, very encouraging for the poultry sector, per se. At the helm of SRAF is a very passionate professional, Rajesh Reddy Shivashankar, who has set his goals high and is working towards it.

Taking the family-owned business which came into being in 1988, forward is Rajesh Reddy whose latest venture 'Daily Nutrition' which offers the best farm-to-fork meat products, is already attracting attention in Bangalore. But he is not one who is going to sit quiet with a few highly modern outlets in the city, he is keen on seeing that the protein-rich chicken products reach out to larger sections of the population as he believes in 'daily nutrition'.

In May 2023, the first retail outlet of 'Daily Nutrition' was launched in Yelahanka and by the end of the year, Bengaluru will have 10 retail outlets, catering to the 'nutritional needs' of an aspiring, health-conscious Bengalurians. Rajesh Reddy believes that the end-consumer only needs quality products, prompt deliveries and value for money and the company is totally focussed on that.

It is possible for companies such as SRAF to spread, considering that they own and operate feed mills, breeder farms, hatcheries and farms, annually raising over 20 million chickens. Along with this is the attribute of leadership with vision Rajesh Reddy is guiding SRAF to greater heights.

Rajesh Reddy was initiated into this business early and he has over two decades of solid experience. He founded SR Agro Farms and Proteins Pvt in 2011 and the company has become one of the leading producers of quality poultry products. He believes in the statement that 'you're what you eat and that every individual deserves good proteins, and it must be made accessible to them.'

poultry sector under the tutelage of his father. While the hands-on experience gave him a good standing, he armed himself with an MBA and the combination has been only spectacular. As mentioned earlier, the company has won many laurels and 2023 has been a landmark year.

Rajesh Reddy began his entrepreneurial journey in the SRAF was adjudged the 'Most Promising Poultry Company of the Year' by WBR Corp UK Limited; "Poultry Business of the Year Award" by Global India Business Forum; Featured in Transformational Indian Leaders List in 2023 curated by World Brand Affairs.

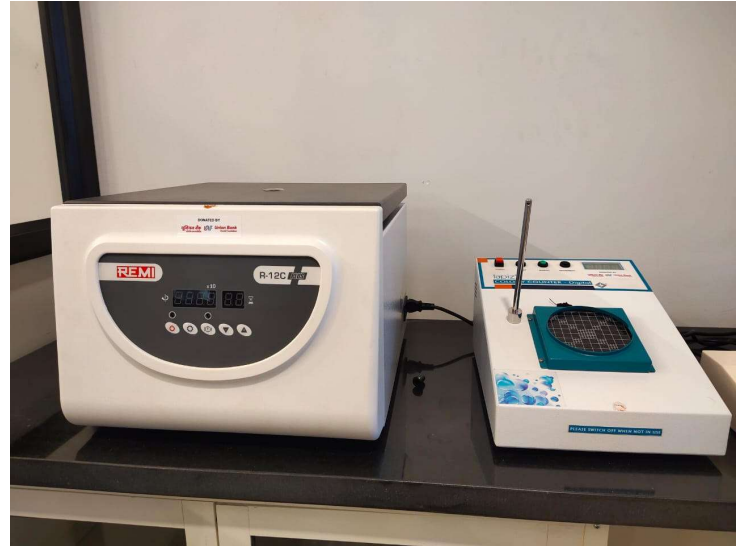
The Forbes magazine has featured SR Agro Farms & Proteins in its February 2023 issue. Rajesh Reddy. has been featured in the Transformational Indian Leaders List in 2023 curated by World Brand Affairs. The list includes many big names such as Sudha Murty, Author & Chairperson of Infosys Foundation, Vijay Shekhar Sharma, Founder & CEO of Paytm, and others.

Rajesh Reddy understands the importance of the recognitions and remains grounded to his principles, his ideas and his vision for a value-based company and the poultry sector here can expect substantial inputs from his leadership qualities.



Numbers of samples processed for the FY2023-24

NUMBERS OF SAMPLES PROCESSED FOR THE YEAR 2023-24									
Sl No	Test	Details	Apr-23	May-23	Jun-23	Jul-23	Aug-23	TOTAL	
	NIR	BROILER FEED	24	21	24	26	27	122	
	SCANNI	DDGS	1	5	4	1	1	12	
1	NG	DORB	4	3	6	4	9	26	
		FULL SOYA FAT					2	2	
		GROUNDNUT CAKE	6	7	9	5	8	35	
		LAYER FEED	14	16	15	8	21	74	
		MAIZE	2	9	2	4	3	20	
		MAIZE GLUTEN						0	
		MEAT AND BONE MEAL		2	2	1		5	
		POULTRY MEAL						0	
		RAGI						0	
		RAPE SEED MEAL	7	8	12	6	12	45	
		RICE					2	2	
		RICE POLISH						0	
		SCANNED EROR						0	
		SOYABEAN MEAL	6	19	14	11	26	76	
		SUNFLOWER	4	4	4	1	5	18	
		SILKWORM PUPAE				1		1	
		OTHERS				11		11	
	POST MORTEM Examination								
2	(Autopsied)		30	53	20	17	42	162	
3	MYCOTOXIN		4	6				10	
4	AST			1		2		3	
5	TOTAL VIABLE COUNT Quality		1	4		3		8	
6	E.COLI COUNT					3		3	
7	TOTAL MOLD COUNT		2	4				6	
8	WATER SAMPLES-PH			2		6	1	9	
9	WATER SAMPLES -TDS		1	1	3	6	1	12	
10	UREASE ACTIVITY			4	5	11	5	25	
11	FEATHER EXAMINATION					6		6	
12	FECAL EXAMINATION						6	6	
13	SEROLOGY				4			4	
	TOTAL		106	169	124	133	171	674	



List of tests done at KVFSU-KPFBA Laboratory

<p>1 Nutritional profiling of poultry feed and Raw materials by NIRS</p> <ul style="list-style-type: none"> a. Proximate analysis(Moisture, Dry matter, Crude fibre, crude fat, crude protein) b. Amino Acid profile in raw materials c. Fatty acid profile in Raw materials d. Data on energy value e. Data on Standardised ileocecal digestibility of amino acids f. Urease activity in soysbean meal 	<p>3 Parasitology</p> <ul style="list-style-type: none"> a. Macroscopic examination of faces for parasite identification b. Egg count in fececs
<p>2 Microbiology</p> <ul style="list-style-type: none"> a. Microbial identification b. Total coliform in water and feed c. Total bacterial count in feed and water d. Total mold count in feed e. Antibiotic sensitivity test f. Rapid plate test for salmonella 	<p>4 Pathology</p> <p>Post mortem examination of dead birds</p>
	<p>5 Water quality indicator test</p> <ul style="list-style-type: none"> a. PH b. Total Dissolved solids(TDS) c. Total viable bacterial count d. E.coli count in water

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RECIPE: POPCORN CHICKEN

This is a good snack while you are enjoying your favourite drink.

INGREDIENTS:

- Chicken Breast – Fresh chicken, cut it into even, bite-sized pieces
- Flour – all-purpose flour
- Salt
- Garlic powder
- Buttermilk – makes the chicken juicy and the breading nice and crispy
- Panko or bread crumbs
- Cooking Oil

PREPRATION

- Make the flour mixture – Whisk the flour, salt, and garlic powder together in a medium bowl.
- Measure buttermilk & panko – Pour buttermilk into a separate bowl and the panko bread crumbs onto a plate.
- Dip the chicken bites into the flour mixture, followed by the buttermilk then panko.
- Fry the chicken in the oil until golden brown.



CHICKEN TRIVIA



Chickens have pain receptors like humans. Their beaks can even bleed.



A chicken's digestive, excretory and reproductive tracts come together at the cloaca. The intestinal opening presses shut when an egg is laid, so a hen won't lay and poop at the same time.



An increase in the size of a hen's comb indicates she will lay eggs soon.

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