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Karnataka Government circular exempts poultry farms from conversion of agricultural land.

By Dr. Sushanth Rai, President, KPFBA

In response to the suggestions put forward by the Karnataka Poultry Farmers and Breeders Association (KPFBA), the Karnataka Government recently issued a circular exempting the use of agricultural land for poultry farming from land conversion. The circular comes in the wake of several gram panchayats demanding poultry farms to go for land conversion, classifying it as manufacturing activity.

This is a welcome move for which the KPFBA thanks the Government for the circular and hopes that Karnataka will further come up with progressive policies which will help the poultry sector to grow exponentially.

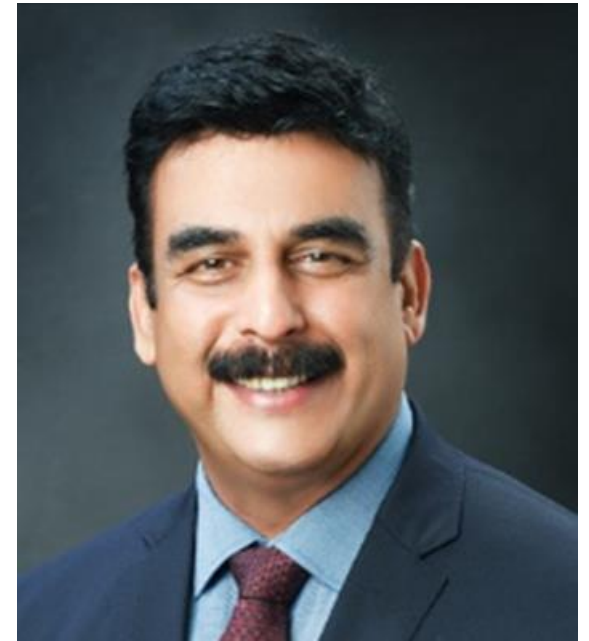
The KPFBA had clarified to the government that poultry farming is defined as agriculture in Section 2-(a)(1)(d) of the Land Reforms Act, 1961. The KPFBA had been making several representations to various government bodies opposing the draft Karnataka Gram Swaraj and Panchayat Raj (gram panchayat's tax, rate and fees) Rules, 2021. The KPFBA had pointed out that "Poultry farming has not been defined under the Karnataka Grama Swaraj and Panchayath Raj Act 1993. Poultry Farming is defined under the Karnataka Land Reforms Act i.e., under Section 2(1)(d) of the said Act."

Poultry farms cannot be included in 'Agricultural-Based Manufacturing Units'.

The KPFBA said "From perusal of the definition clause at Rule 2(3) it is seen that, Poultry Farm, has been included under the definition of Buildings used for Agricultural-Based Manufacturing Units. Upon defining the Poultry Farm as Agricultural-Based Manufacturing Unit, it has been made assessable to Taxes under Chapter III, Rule 15(4). However, the Karnataka Land Revenue Act does not mandate for conversion of the lands where Poultry Farms are constructed, as poultry farming itself is agriculture and poultry farms are mostly on agricultural lands."

The KPFBA insisted that poultry farming is not a commercial activity, but an agricultural activity, much like other periodical agricultural activities.

"Poultry farming is not a manufacturing process where some agricultural raw materials are used, processed and a new product is manufactured. It is an agricultural activity much like sericulture where silk worms are cultivated to produce silk." The KPFBA said that to raise a batch of chicks in to consumable chickens, it takes about 35 to 40 days.



Thereafter to rear the next batch of chicks there must be a gap of about one and a half months. In a year, a farmer can rear chicks in five batches, maximum.

High Court judgment on 'right to put up construction on agricultural land'

The KPFBA had cited the judgment of the High Court of Karnataka in E.Bhaskar Rao Vs. State of Karnataka wherein the former challenged the revenue authorities who demanded Rs. 7,01,283 towards land conversion fine. The High Court held that the occupant of a land held for agricultural purpose has 'right to put up construction for his farm house and quarters for labourers etc as poultry farm activities are equated with agricultural activities.'



Karnataka bagged Three Awards from Indian Poultry Journalists Association Awards - 2022

The Karnataka Poultry Farmers and Breeders Association (KPFBA) and its associates walked away with three top awards at the India Poultry Expo. The KPFBA was adjudged the 'IPJA Appreciation award-2022 for the Best Association'. The award was handed over to Provet by Dr. Ranjeet Reddy, Member of parliament, Mr. M.K Vyas and Mr. Balwant Singh Rana. It was received by Dr. G.B Puttannaiah – Chairman of Technical Committee-KPFBA, Mr. Naveen Kumar Pasuparth – KPFBA Member and Mr. Inayath Ulla Khan – Executive Secretary - KPFBA in the presence of over 300 people of poultry fraternity in Hyderabad at Hotel Avassa.

The KPFBA, as you may be aware, has been espousing the cause of the poultry sector in Karnataka at different levels. The KPFBA, besides constantly engaging the government and other regulatory authorities, has been organizing various events, conferences and workshops that have added value to the entire poultry community. Recently, it inaugurated a new building which houses the KVAFSU-KPFBA Diagnostic Laboratory and Training Center wherein lab tests are done using the most sophisticated equipment.

The 'Best Scientist' award went to Dr. G.B.Puttannaiah who is the Chairman of the Technical Committee of the KPFBA. The 'Best Processor' award went to Karnataka's Nanda Group which has pioneered many a initiative that has helped in the advancement of the Group, in particular, and the sector at large.

'IPJA Appreciation award-2022 for the Best Association'.



L-R: Mr. Balwant Singh Rana, Dr. Ranjeet Reddy, Dr. G.B Puttannaiah, Mr. Inayath Ulla Khan, Mr. M.K Vyas and Mr. Naveen Kumar Pasuparth

IPJA 'Best Scientist' award



'Best Processor' award



Poultry India Expo draws massive attention

The three-day 14th Poultry India Expo, organized by Indian Poultry Equipment Manufacturers' Association (IPEMA), was successfully held at Hitech city in Hyderabad from November 23 to 25.

IPEMA President Chakradhar Rao Potluri, said that the Expo – South Asia's biggest – had attracted a record 331 companies from India and 39 companies from abroad and registered over 30,000 business visitors. Over 1200 delegates from India, Africa, Europe, USA and SAARC nations attended various sessions where the world's finest minds spoke on the latest scientific innovations in breeding, hygiene, nutrition, animal health, poultry equipment and marketing.

Potluri said the Exhibition's main aim is to help farmers keep abreast of latest developments in management, animal health & nutrition, breeding, poultry farm equipment and new techniques in feed manufacturing and poultry production at an affordable cost.

Anil Bonde, MP and general secretary of BJP Kisan Morcha, who visited the exhibition said that the role of the poultry sector in creating employment and in the development of agriculture was crucial. Bonde stated that the poultry sector was a strong base for agriculture and allied companies. In this context, new innovations with research were needed to take the poultry sector forward.

Knowledge Day: Experts suggest strategies to improve efficiencies of poultry farming

This year on 'Knowledge Day' experts made presentations on improving poultry productivity through scientific methods and technologies. Mr. G. Chandrashekar Economist, Senior Journalist and Policy Commentator spoke on "Strategies to address price escalations of corn & soybean meal"; Dr. Sudhanshu Secretary, Agriculture and Processed Food Products Export Development Authority on "Harnessing the potential of exports"; Greg Hitt on "Genetics breed performance in modern times"; Mr. Srinivas Kuchibhotla Partner - Food & Agribusiness | KPMG India "Digital Technologies for marketing chicken & eggs"; Mr. Rahul Sharma Managing Director | APCO Worldwide PR on "Brand building of Indian poultry" and Mr. Pullela Gopichand, Chief coach, Indian badminton team delivered a motivational speech.

KPFBA's strong presence at Poultry India Expo

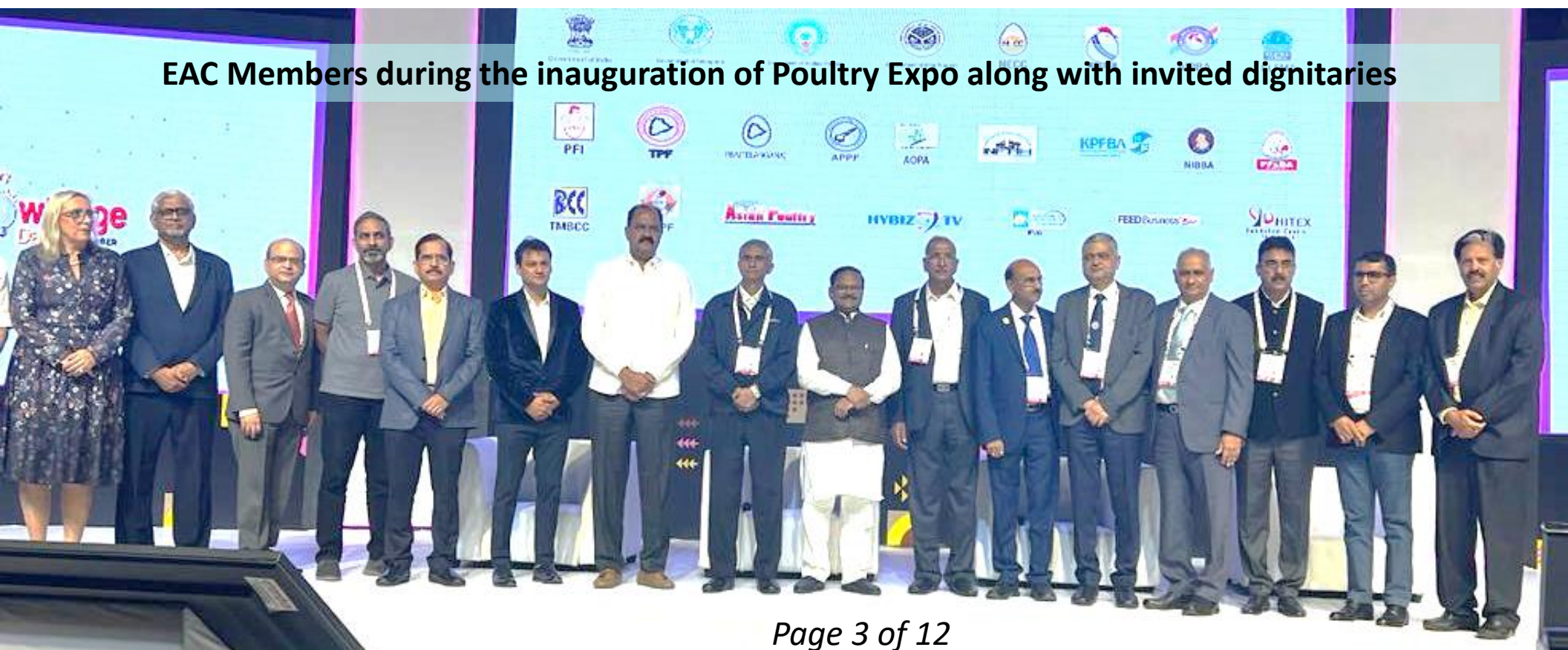
The Karnataka Poultry Farmers and Breeders Association (KPFBA) made a strong representation at the Expo, led by its President, Dr. Sushanth Rai B, who said that the objective of participation was to network with the poultry fraternity and exchange ideas for the development of the sector. The Expo was being held after a gap of two years, affected by the pandemic and it was important for the community to connect and give direction to the sector.

Dr. Sushanth Rai said "These annual programs will help all the poultry fraternity to network and learn a lot from the leading poultry experts & stalwarts from India and abroad. The Expo is dedicated to bringing about a change in positive way, which gives a wonderful opportunity for getting updated about the best practices on the latest innovations in the field of poultry production and marketing."

KPFBA stall becomes a meeting point

The KPFBA also took the opportunity to promote the facilities offered at KVAFSU-KPFBA Poultry Training & Diagnostic Laboratory, Veterinary College Campus, Hebbal, Bangalore. The KPFBA Stall at Poultry India Expo became a meeting point with many farmers, entrepreneurs, experts, academicians and policy makers visiting the stall. Members of KPFBA were in full strength at the Expo and visited the many stalls which had new products and solutions on display.

One of the visitors was **Mr. Satish L. Jarkiholi**, former Minister of Forest, Ecology and Environment and currently legislator. The KPFBA Executive Secretary, Inayath Ulla Khan who interacted with the former Minister highlighted the grievances of the sector. The government, the secretary pointed out, should come out with a Government Order declaring poultry as an agricultural activity and most of the challenges will get addressed by default. The former Minister pointed out to the recent circular by the Panchayati Raj department to which the KPFBA clarified that it is still a circular by RDPR excluding poultry farming from land conversion. A Government Order is the solution and the former Minister sought more details.



EAC Members during the inauguration of Poultry Expo along with invited dignitaries

Glimpses of KPFBA Meeting Point at Poultry India Expo - 2022



Shri. Satish L. Jarkiholi, former Minister of Forest, Ecology and Environment and currently legislator interacting with KPFBA Executive Secretary, Mr. Rajashekhar, Member of KPFBA looks on.



Dr. Sushanth Rai. B, President – KPFBA and Dr. Vidya Sagar Punja along with KPFBA Staff and other members



‘National Chicken Day’ push for increase in per capita consumption of poultry

November 16 is celebrated as ‘National Chicken Day’ in commemoration of the birth anniversary of late Padmashree Dr. B.V.Rao who is considered ‘father of Indian poultry’. From November 16 to 18, 2022, various poultry organisations in the country – Karnataka, Maharashtra, West Bengal and other states organised various events, campaigns, consumer offers etc to promote the consumption of chicken among the masses.

The Karnataka Poultry Farmers and Breeders Association (KPFBA) President, Dr. Sushanth B.Rai said that various activities were organised for three days wherein members of the association offered discounts, ran promotional campaigns etc. Over 100 retail outlets in Karnataka offered 10 per cent discount on poultry purchases.

One of KPFBA’s key members – Nandu’s Chicken, a full integrated and omnichannel brand with over 52 stores across Bengaluru, offered a 10 per cent discount on select chicken products and ran social media campaign. Similarly, Shakti Healthy Fresh Meats Pvt Ltd, owners of brand ‘My Chicken and More’ had many promotions.

Anupama Feeds & Farms ran promotions from November 16 to 18 in association with the KPFBA. A lucky draw was organised daily in which consumers got coupons on minimum purchase of chicken worth Rs. 199. The promotion was held in all 18 stores of Ideal Chicken located in Mangalore, Moodbidri, Udupi, Uppinangady and Virajpet areas. There were attractive prizes, including a Samsung Galaxy M53-5G, up for grabs. Mr Ibrahim Khaleel Vittal won the Lucky draw and was felicitated at the Ideal Chicken store in Vittal.

The KPFBA President, Dr. Sushanth B.Rai said that these promotions are important to boost consumption of chicken. He said the per capita consumption of chicken in India is low at 3.5 kgs while in Malaysia it is 63 kg and the US it is 58 kg, hence all stakeholders had to take interest in promoting poultry meat consumption.

Maharashtra ‘National Chicken Day’ a success

Observing the birthday of Padmashri Dr B.V.Rao the pioneer of the Indian poultry industry, the Poultry Farmers and Breeders Association (PFBA) also celebrated ‘National Chicken Day’ on November 16.

As a part of activities celebrating the platinum jubilee of Indian independence and the ‘National Chicken Day,’ the association organized a campaign from 16th to 18th November. On these three days, chicken was sold at lower rates in 105 shops in Pune and Maharashtra.

C. Vasanth Kumar, President of PF & BA, said, “This campaign was aimed towards public awareness. PF&BA, Maharashtra, Karnataka Poultry Farmers Breeders Association, Civbha and West Bengal Poultry Federation also organized various programs during this campaign. It included chicken distribution, awareness programs, lectures, demos, and training.”



Dr. Sushanth Rai, President and Mr. Inayath Ulla Kham, Executive Secretary of KPFBA during a visit to Nandu’s Chicken in Bangalore along with Mr. Santosh Marketing Manager – Nandus Chicken



L-R: Dr Ajay Deshpande, Mr Vasanthkumar, Dr Vijay Tijare and Dr Shrilankeshwar Waghole

He said, “PF&BA has been striving hard for the welfare of poultry breeders and farmers for two decades. We have more than 100 members. These members collectively contribute four crores of broiler per month. The association also represents the members in state and central governments.” The association is thinking of organizing such programs periodically with a probable plan to celebrate chicken week, he added.

Few of the chicken shop owners were felicitated for their remarkable service of selling broilers to the consumer at a reasonable price all the time and increasing chicken consumption. The Association also did chicken awareness campaign through Radio Jingles last year during IPL cricket matches for over a 100 days continuously.



Acknowledges
all the participating retail outlets in the NATIONAL CHICKEN DAY
From 16TH TO 18TH Nov 2022



CONDOLENCES

Dear Members,

With deep regrets this is to inform you all about the sad demise of

Janab. N A Sulaiman

Managing Director, M/s Standard Hatcheries. Kasargod

He was aged 63 years, and passed away at 5. a.m on Sunday, 11th December 2022



Karnataka Poultry Farmers & Breeders Association [KPFBA] expresses deep and heartfelt condolences to the sorrowing family and joins in their prayers for the deceased.

May Almighty Allah give the highest ranks in haven to the departed soul, and give strength and courage to bear this irreparable loss to his sons Abdulla Sunaiz , Sufaz Aboobacker and other family members. Aameen!.

Burial was done at the historic Malik Bin Deenar Masjid, Kasargod at 7 pm on Sunday 11 December 2022



With Deep Condolences

Dr. Sushanth Rai. B – President
Management Committee, Members & Staff of
Karnataka Poultry Farmers & Breeders Association

www.poultrykarnataka.net



Mr. N. A Sulaiman and his son Mr. Sufas having a lighter movement with the KPFBA Team Mr. Manoj Kumar. Mr. Inayath Ulla Khan and Dr. G.B Puttannaiah during the Poultry India Expo 2022 in Hyderabad

Maharashtra Association gets new office-bearers Mr. Vasanthkumar honoured for exemplary leadership



The Poultry Farmers and Breeders Association of Maharashtra has a new set of office bearers, after 16 years of exemplary leadership of Mr. C. Vasanthkumar as its President. The Association felicitated Mr. Vasanthkumar for his selfless contributions to the poultry sector, not just in Maharashtra but outside of the state.

The new President, Mr. Sanjay Nalgirkar honored the outgoing President, Mr. Vasanthkumar and recalled the latter's services to the sector, through many difficult times. In his thanks giving address, Mr. Vasanthkumar assured that he would continue to work for the betterment of the poultry sector.

New office-bearers: The following are the new office-bearers of the Poultry Farmers and Breeders Association of Maharashtra – Sanjay Nalgirkar (President); Uddhav Ahire (Vice President); Dr. Ajay Deshpande (General Secretary) and K.V.Krishna Charan (Treasurer). The Executive Committee members are: Dr. Syam Dhawan; Kunal Pathare; Vaibhav Pawar; Dhananjay Babar; Pandurang Sandbhor; C.Vasanthkumar; and Rajendra T.Thorat. The invitees are Dr. P.G.Pedgaonkar; Balaji (Suguna); Krishna Gangurde; Das (Baramati Agro); Prasad Wagh; and Nabhaji Kalbhor.



Mr. Vasanthkumar Chidambara Setty
Outgoing President,
Poultry Farmers & Breeders
Association(MH)



Mr. Sanjay Nalgirkar
President,
Poultry Farmers & Breeders Association(MH)

Combating emerging diseases of metabolic and infectious origin in broiler breeders

The Karnataka Poultry Farmers and Breeders Association (KPFBA) in association with Virbac organized a knowledge session on “Emerging Diseases of Metabolic & Infectious Origin in Broiler Breeders” by Dr. Nitin Kurkure, Director of Research, Maharashtra Animals & Fishery Sciences University.

Dr. Kurkure said that there is a global loss of about 2.4 billion US dollars in poultry industry alone due to coccidian infections. Each year, over 50 billion chickens are raised as a source of meat, accounting for over one-third of protein food for humans. Avian coccidiosis is one of the important disease, which causes harm to the industry throughout the world. As global animal production has rapidly shifted towards reduced antibiotic usage, “gut health” has become a popular expression and all-encompassing concept in the scientific community. The gastro-intestinal tract must provide a barrier function protecting against harmful environmental elements (e.g. toxins and

pathogenic microbes), while simultaneously permitting appropriate nutrients to the birds.

Panel discussion

In the panel discussion, Dr. Harsha Kumar Shetty, General Manager, Sales and Tech Support (Parent stock), Venkateshwara Hatcheries; Dr. Jitendranath Saha, General Manager, Marketing, Virbac Animal Health India; and the moderator Dr. R.N.S.Gowda, former Vice Chancellor, KVAFSU, Bidar, spoke on modern poultry production, the challenges and the risks.

The panellists said that modern poultry production now has the ability to control most infectious diseases. World-wide non-infectious diseases like metabolic disorders are emerging which are causing mortality in birds with the rapid growth rate or the highest egg yield. Metabolic disorders which affect skeletal development have also now become important issues in many countries, including India.



PERSON OF THE MONTH: KISHORE KUMAR HEGDE

DRIVING LIFELINE FEEDS TO GREAT HEIGHTS

Leadership and vision make great companies. That exactly is the story of Kishore Kumar Hegde, Chairman and Managing Director of Lifeline Feeds, a company to reckon with, in the poultry sector. The vision he has set forth for Lifeline Feeds – ‘Hatch to Health’ is pegged on to quality as he believes quality, along with other ethical business traits, catapults a company to commanding heights. Lifeline Feeds has an annual turnover of Rs. 350 crores and has 1000 plus workforce.

Kishore Kumar’s journey has interesting twists. After graduation, he was entrusted the job of running a hotel which his father had started in partnership. That didn’t do that well. However, it was here he bumped into Prof. Ponnappa, the founder of Sudarshan Feeds. Enthused by the business, he took up distributorship of Sudarshan Feeds in Chikmagalur. And in 1985, he took distributorship of Om Traders, visiting poultry and other farms. All this happened when he was all of 20 years of age.

Then came the inflection point. In 1987, he set up his own poultry farm with 3,000 birds for research in feeds and management. In 1995, he expanded the business, going up to 20,000 birds, thus setting the trend for bulk production of broilers. There has been no looking back as Kishore Kumar invested time, effort and money in growing the business.

Inspired by industry giants such as Ratan Tata, Azim Premji, Narayana Murthy and others, Kishore Kumar Hegde kept his philosophy simple – to do ethical business and provide quality products. This has paid dividends. And he is ever active to grow his business, right from his youthful days. In 1997, he and Arvind Bhat started Nandan brand of cattle and poultry feeds. Alongside was hatchery and breeding, but off-season order issues were there. It was then he came up with the idea of contract farming where the company took the full responsibility of rearing and buying, first of its kind in Karnataka. It became a hit.

In 2002, they started online processing and retailing, first in Chikmagalur and in 2005, extended Lifeline’s Tender Chicken operations in Bangalore and other cities. Success just followed their outlets as it was a cool concept where anyone could walk in to a neat and ‘well designed’ retail unit and buy fresh and quality chicken, away from some retail vends which need to rework their environments. The next year, he put up a state-of-the-art slaughtering facility in Chikmagalur with a capacity of 1,800 birds per hour and in 2012-13 started a modern feed mill, rendering plant and German cold storage system. He was bringing in the best of technologies to grow the business and the rewards are there for all to see.

Kishore Kumar Hegde is not just an astute business person, but a fine human being who has been constantly making charitable contributions. One highpoint of his life has been of the 150 children he had adopted, about 30 have turned out to be doctors and many as engineers. There cannot be a better way of serving the community that gives you opportunities to grow and let others grow.



Combating emerging diseases of metabolic and infectious origin in broiler breeders

...Continued from page 8

Dr. G.B.Puttannaiah, Chairman of Technical Committee, KPFBA said the knowledge addresses the challenges of all the significant metabolic disorders which are perennial to modern poultry production. The information provided in this seminar can contribute to a better understanding and management of metabolic disorders in poultry.

In his welcome address, the KPFBA President, Dr. Sushanth B.Rai said diseases in poultry reduce productivity, increase

production costs, and some have the potential to serve as trade barriers. Emerging diseases have been a continual concern for the poultry sector. In recent years, a number of metabolic and infectious diseases have been identified in the global poultry population including India. Understanding these diseases yield useful information for evolving successful preventive and /or control strategies.

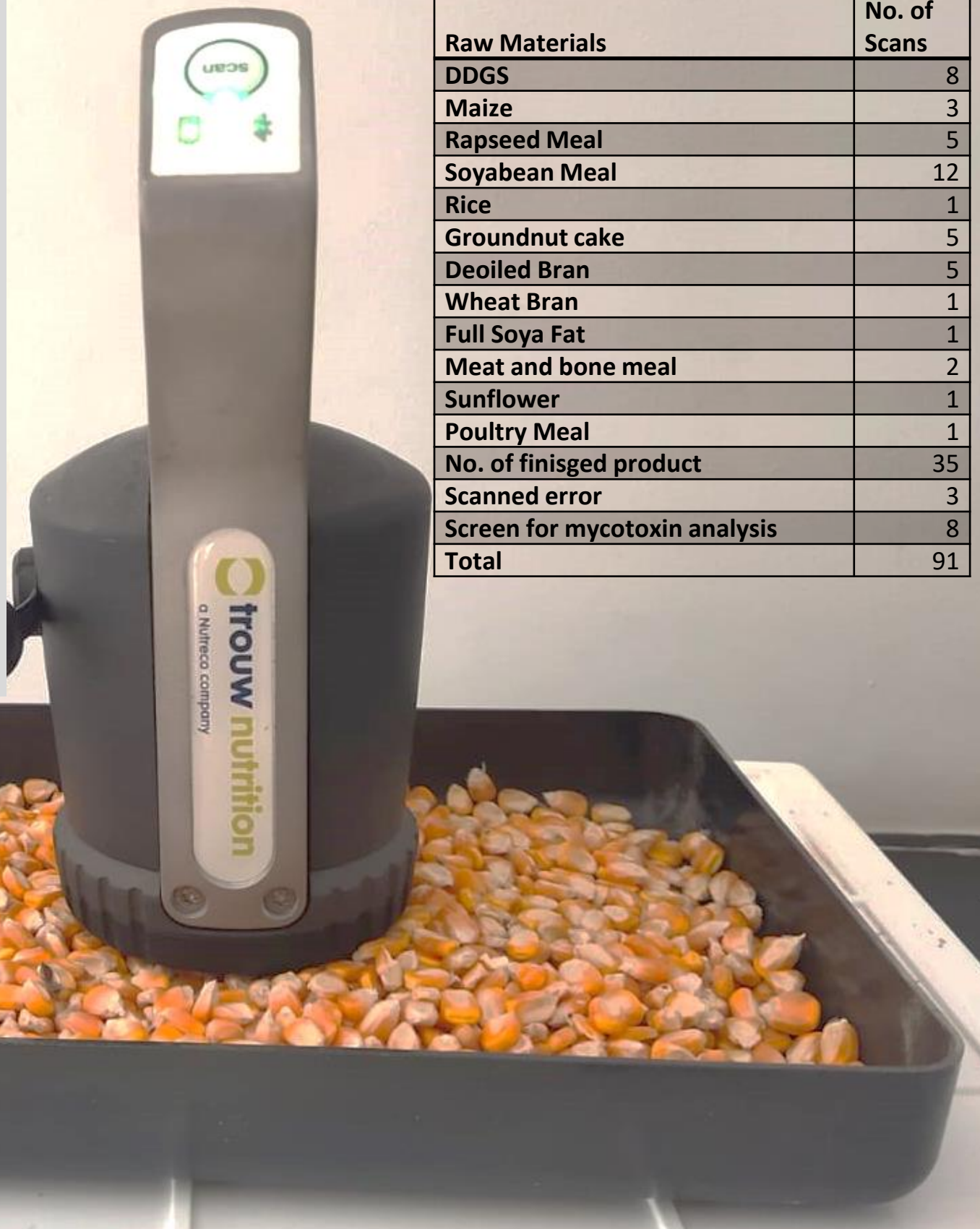
The KPFBA President also thanked Dr. Dilip Kumar and the team from Virbac for sponsoring the Knowledge session.

REPORT FROM OUR LABORATORY

Our laboratory is pleased to inform you that there was two fold increase in receiving feed samples for analysis. This overwhelming response and repeated sending of samples suggests that NIR reports are dependable and useful in quality control of finished product and formulation of diets.

You may update your nutrient composition of raw materials data by sending samples to the laboratory. This may give you inputs for precise feed formulation of diets for optimum production.

The laboratory scanned 91 feed samples for proximate and mycotoxin analysis for the period 01/11/2022 to 30/11/2022, the breakup of which is given below:



Raw Materials	No. of Scans
DDGS	8
Maize	3
Rapseed Meal	5
Soyabean Meal	12
Rice	1
Groundnut cake	5
Deoiled Bran	5
Wheat Bran	1
Full Soya Fat	1
Meat and bone meal	2
Sunflower	1
Poultry Meal	1
No. of finisged product	35
Scanned error	3
Screen for mycotoxin analysis	8
Total	91

SERVICES OFFERED AT KVAFSU-KPFBA POULTRY TRAINING CENTER & DIAGNOSTIC LABORATORY

REGULAR HANDS-ON TRAINING CONDUCTED ON ALL ASPECTS OF POULTRY PRODUCTION AND MANAGEMENT

The KVAFSU-KPFBA Poultry Diagnostic Laboratory, which a part of the KPFBA is dedicated to provide diagnostic & consultation services to the poultry producers, veterinary practitioners and poultry owners.

We also conduct research focused on solving problems of importance to the poultry sector.

LAB FACILITIES AVAILABLE



TRAINING FACILITIES AVAILABLE



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BENEFITS

LAYERS & BREEDERS

- Improved bone mineralization in young birds
- Optimizes Calcium & Phosphorus utilization
- Increases bone strength
- Improved egg shell quality
- Improved hatching egg selection
- Improved hatchability in breeders
- Effectively prevents & controls leg weakness
- Improved egg production
- Aids in preventing 'cage layer fatigue'

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- Effectively prevents & controls leg weakness
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LAB FACILITIES AVAILABLE

Article by Dr. Umakanth Post mortems

Routine Serology Sero-monitoring

Routine fecal examination

Routine bacteriology cultures & sensitivity testing

Water Microbiology Testing - coliforms count

Feed analysis by NIR method

Mycotoxin estimation in feed

TRAINING FACILITIES AVAILABLE

Latest Trends & Innovations

Breeding and Nutrition

Marketing of Poultry Products

Health, Behaviour & Welfare



RECIPE: Creamy Garlic Chicken Breast Recipe

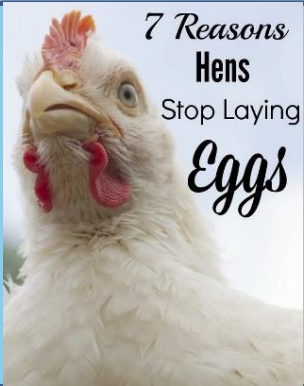


Lightly floured boneless chicken breasts are pan fried until golden and crispy. Add garlic cream sauce and it becomes yummy !!

INGREDIENTS

- 3 - Large Boneless And Skinless Chicken Breasts (halved horizontally to make 4)
- 4 tablespoons - Flour (all purpose or plain)
- 4 tablespoons - Fresh Parmesan Cheese (finely grated)
- 2 teaspoons - Salt
- 1 teaspoon - Garlic Powder
- ½ teaspoon - Black Cracked Pepper
- 5 tablespoons - Olive Oil
- 2 tablespoons - Butter
- 1 - Small Onion (finely chopped)
- 1 - Garlic (whole head, peeled and divided into 10-12 cloves)
- 1 ¼ cups - Chicken Broth (stock)
- 1 ¼ cups - Heavy Cream (or half and half, or evaporated milk)
- ½ cup - Fresh Parmesan Cheese (finely grated)
- 2 tablespoons - Fresh Parsley (to serve)

CHICKEN TRIVIA



The name of the medical condition when a hen suddenly stops producing eggs and her abdomen becomes distended is called – Egg-bound. The reasons are shorter days; not enough nutrition; molting; ageing; brooding; diseases and change of routine.



A female chicken between the age of eight to twenty weeks is called a pullet, while a male chicken is called a cockerel.



WHAT IS "GRIT"...

AND WHY DO MY CHICKENS NEED IT?

Grit is an essential part of a chicken's digestive needs. Because they do not have teeth, they use grit to help them digest their food.

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