



## **COMPREHENSIVE POULTRY POLICY, NEED OF THE HOUR**

**By Dr. Sushanth Rai,**

*President, KPFBA*

There are several court orders clearly stating that poultry is an agricultural activity, but some State Governments think differently. As a first step, the Government of India should issue a Government Order stating that poultry is part of agriculture. The State Governments then can tweak the policy according to the situation in that particular State, after taking suggestions from the poultry sector.

Large scale expansions are happening in the southern States, except in Karnataka. If there is clarity on the agriculture status, the sector will be able to attract substantial investments. Also it will help the poultry farmers in getting incentives and benefits that the agriculture sector is availing.

### **Ease of doing business**

Poultry farmers face a lot of harassment by village panchayat officials and villagers citing pseudo issues. An appropriate directive by the Government to protect poultry farms and farmers is highly recommended. The State Governments should pursue on priority with the Centre to get all clearances and incentives.

The Government should allot land for poultry waste processing (rendering) in all districts

private enterprise. Setting up of state-of-the-art rendering plants will not only solve the menace of solid waste management, but also help the government to ensure cleanliness. An efficient and seamless supply chain is a must.

### **Attractive Power Tariff**

Most of the agricultural activities are getting attractive power tariff, but in Karnataka, poultry farmers are paying higher power rates on par with industries. Poultry feed mills and hatchery operations require adequate power supply and attractive tariff for growth.

### **Promote Chicken & Egg to boost immunity**

The Government should promote Chicken & Egg to boost immunity in the interest of public health by releasing periodic ads, hoardings and other promotional media. It should also distribute eggs free of cost at midday meals in all schools such that students get proper nourishment and make them healthy and competitive.



Person of the Month

**PROF. (DR.) R.N.SRINIVAS GOWDA**



Prof. R.N.Srinivas Gowda stands tall among the veterinarian and academic communities. Having held many distinguished posts, Dr. Gowda's contribution to the scientific and academic community is immense.

He is the former and founder Vice Chancellor of Karnataka Veterinary, Animal and Fisheries Sciences University; former Director of the

Institute of Animal Health and Veterinary Biologicals; Head, Department of Veterinary Pathology, University of Agricultural Sciences; among other posts.

His contribution is limitless some of which include developing a disease resistant poultry for rural poultry production, He was responsible for total eradication of Avian Leukosis Complex through genetic selection tracing back the affected parents and culling them.

He has also worked on early diagnosis of Avian Leukosis complex in chicken through cytological variations. He was the first person to diagnose "Hydropericardium Syndrome" causing devastating mortality in the country and in the world. He developed and popularised the "leechi disease" vaccine. He also was the first to diagnose the Equine Infectious Anaemia in Horses and re-emergence of IBR in cattle in India.

He has been Chairman or a member of several committees. He was member for drafting 11<sup>th</sup> Five year plan in animal Husbandry sector to Government of India.

He is a recipient of several awards including the prestigious CLFMA award.



in  
**YouTube**



**CHICKEN AND BODY BUILDING**

This video highlights the importance of Chicken in Body Building. Watch to full video to know more and do share with your friends to make India a Healthy Nation.

**CLICK Here to watch** <https://youtu.be/Ji7HfGNKmkM>

Company of the month

**LIFE LINE FEEDS (INDIA) PVT. LTD.  
CHIKMAGALUR**

**Life** Line Feeds, Revolutionising Poultry In South India

It has been the determined and focused efforts of Mr. K. Kishore Kumar Hegde that has taken Life Line Feeds Ltd to soaring heights. Starting in 1985 as an animal feed distributor, Mr. Hegde, the Chairman and Managing Director of Life Line Feeds, has had the vision to not only grow the company, but also revolutionise the poultry sector in Southern India, emerging out of Chikmagalur.

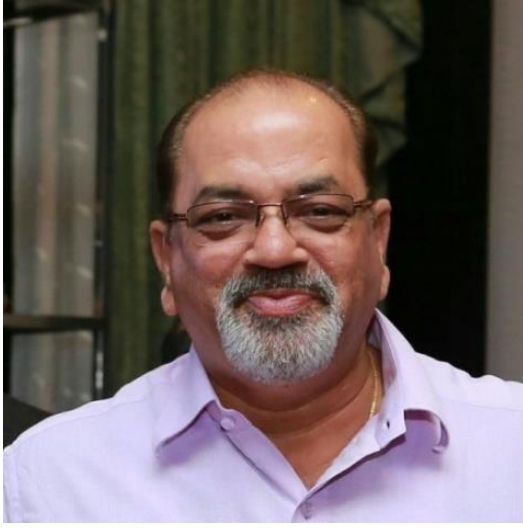
In 1997, he set up the first feed mill under the

brand name Nandan and there has been no looking back. Today, Life Line Feeds has state-of-the-art facilities including breeding farms, hatcheries, integration farms, chicken slaughtering unit, chilled chicken supply for institutions and designer retail outlets besides frozen chicken exports. There are over 40 Tender Chicken outlets in Karnataka.

From a small enterprise, today it has an annual turnover of nearly Rs. 400 crores with over 1,000 workforce. Its highly bio-secured farm has a capacity of 1,50,000 breeders. Its hatchery produces 20 million chicks annually. The feed mill produces 30 tonnes per hour. Life Line has environment-friendly 450 broiler integration farms. It has over 600 institutional customers and over 85 SKUs to fulfil requirements of chefs.



## New office bearers of the Indian Poultry Science Association



**Dr. A. S. Ranade**, Dean, Mumbai Veterinary College, MAFSU, Nagpur has been elected as President unopposed of the Indian Poultry Science Association.

The four Vice Presidents elected are Dr. D. Kannan, VCRI, Udumalpet; Dr. Deben Sapkota, CVSC, Guwahati; Dr.Sanjeev Kumar, ICAR-CARI, Izatnagar and Dr.Jeetendra Verma, Bangalore. Dr.Jagbir Singh Tyagi, ICAR-CARI, Izatnagar and Dr.Avishek Biswas, ICAR-CARI, Izatnagar were elected General Secretary and Treasurer respectively unopposed.

The 11 executive members elected are Dr. S. C. Edwin, VCRI, Tirunelveli; Dr.Mukund Kadam, Nagpur Vety College, Nagpur;;Dr. Surya Kanta Mishra, ICAR-CARI-RC, Bhubaneswar; Dr. M. HanumantaRao, College of Vety Sci., Hyderabad; Dr. Krishnamurthy T. N., Vety College, Shivaaamogga; Dr. T. Sujatha, ICAR-CIARI, Port Blair; Dr. Amitav Bhattacharyya, DUVASU, Mathura; Dr. K NagarajaKumari, NTR College of Vety Sci., Gannavaram; Dr. Chandra Deo, ICAR-CARI, Izatnagar; Dr. Om Prakash Dinani, College of Vety Sci., Anjora, Durg and Dr.Giriraj Goyal, College of Vety Sci., Rewa.

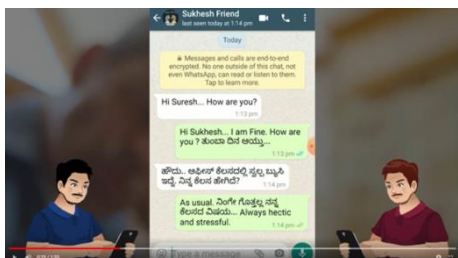
The Karnataka Poultry Farmers and Breeders Association (KPFBA) President, Dr. Sushanth B.Rai has congratulated the new team and looks forward to the solutions the team will come up with to improve the poultry sector.

## Dr. Indresh. H.C elected President of the Association of Teacher's of KVAFSU



The Karnataka Poultry Farmers and Breeders Association (KPFBA) congratulateS Dr. Indresh. HC and Dr. Krishnamurthy. TN on getting elected as the President & Vice President respectively of the Association of Teacher's of Karnataka Veterinary Animal and Fishery Sciences University for a consecutive two terms with full majority.

It is a matter of pride for KPFBA as both are poultry scientists. The association congratulates and wishes them to do good work for the welfare of the teacher's and to serve the poultry farming community, at large.



### CHICKEN ENHANCES MOOD AND RELIEVES STRESS

This video is conversation between two friends, highlighting the importance of Chicken in enhancing mood and stress relief.

**CLICK Here to watch** <https://youtu.be/WueoIPHUXFg>



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## 9<sup>th</sup> INTERNATIONAL EXHIBITION ON POULTRY, LIVESTOCK, FEED & TECHNOLOGIES



The 9th edition of the International Exhibition on Poultry, Livestock, Feed & Technologies gets underway from October 28 to 30 at the Bengaluru International Exhibition Centre, Tumkur Road. The Karnataka Poultry Farmers & Breeders Association (KPFBA) is the Knowledge Partner for the event which is being organized by the Media Today Group. Concurrent events are Dairy Tech India 2021 and Grain Tech India 2021.

The KPFBA President, **Dr. Sushanth Rai.B** said that the poultry sector needs more automation especially for medium and large farms. Use of Artificial Intelligence, Internet of Things (IoT), and innovative technologies are poised to increase in the coming years. The poultry sector needs all kinds of inputs – improved housing, feed solutions, water management, pharmaceutical, nutritional, and technologies that are sustainable

A KPFBA-sponsored Special Session was held on **‘Challenges & Opportunities Faced by Indian Poultry & Livestock Sector’** on October 29. The KPFBA General Secretary and Doctoral Scholar (ISB Hyd), **Dr. Anjan Goswami** spoke on **‘The Future Trend in Indian Poultry Sector’** and **Dr. H.K.Muniyellappa**, Professor & Head of Department of Quality Management System, KVAFSU, will give a talk on **‘Disease Prevention and Control for Sustainable Poultry Production’**. Technical Committee Chairman of KPFBA **Dr.G.B Puttaniah** gave opening remarks to the session while **Mr. Inayath Ulla Khan**, Executive Secretary, introduced the session theme being the convener of the session.

The program was done briefly due to the sad demise of Kannada Super Star **Puneet Rajkumar** and concluded by observing one minute of silence. The same program will be repeated on zoom at a later date.

## KPFBA & PROVET PHARMA ORGANISE WORLD EGG DAY

KPFBA in association with **Provet Pharma Private Ltd** Jointly organised **World Egg Day** in Bangalore on 8th Oct 2021. Boiled Eggs were distributed to School Children at Gulabi Higher Primary School., Jayamahal Karate Group, and also at Teachers Hostel and to Covid Warriors in Benson Town. Teachers took special classes on the importance of nutrition with special reference to Egg & Chicken in their diet. Informative Placards were also distributed with importance of Eggs.

Provet Pharma Private Ltd, who sponsored eggs is a quality certified multi-divisional organization operating in the Animal Health & Nutrition segment, which offers a wide range of innovative & research based solutions to the farming fraternity in Poultry, Livestock and Aquaculture business segments. The school children were happy they were getting nutritious diet and they were more active and energetic.





## TIER 2 & 3 CITIES HOLD ENORMOUS PROMISE FOR POULTRY GROWTH

The Institute of Veterinarians of Poultry Industry (IVPI), in association with USSEC conducted their technical programme on October 22 with the theme 'Harnessing the business potential of Tier 2 & 3 cities for chicken and eggs'.

Prof. G. Devegowda, President, IVPI, in his inaugural speech mentioned that even though India is one of the top five growing major economies in the world, it continues to remain in the serious category of global hunger index. With the population of over 65% under the age of 35 years, India forms one of the youngest nations in the world. He insisted to continue IVPIs efforts through this program to promote chicken and eggs as the readily available and economic protein source among Indian population, particularly in Tier 2 & 3 cities, to overcome malnutrition. Post covid, there is increased consumption of chicken and eggs to boost the immunity and for its health benefits.

Mr. Nishanth Chandran, Founder and CEO of Tender Cuts, said that the poultry sector had to overcome the perception of consumers who thought that chicken cut in front of them is fresh, but they overlook the hygiene factor. There needs to be concerted awareness and education of consumers on how chilled and frozen chicken cut in hygienic and modern conditions is the way to go and grow.



Dr. Veena Shatugna, former Deputy Director, National Institute of Nutrition, Hyderabad, said poultry products had high protein content and was nutritious, but the governments promoted rice and other cereals based on economic consideration, resulting in not so healthy and fit children. She cited many instances of stunted growth and also said research had shown that children who consumed poultry meat were taller and stronger, while carbohydrates gave just energy. She stressed the need for nutritional security that India needs to immediately address.

### Dr. Aravind Bhat memorial Best Veterinarian Award

On the occasion, IVPI presented the Dr. Aravind Bhat memorial Best Veterinarian Award to Dr. D.Ravikiran, PhD, for his outstanding service to the poultry sector and the scientific community. IVPI continues to provide scientific information to public, addressing nutritional challenges and explore opportunities in promoting readily available yet economical protein foods.

### 'BIG SNOW', WORLD'S LARGEST CHICKEN



The world's largest chicken weighed in at 23lbs 3oz. "Big Snow", a White Sully, was bred in Queensland Australia by Ronald Alldridge and died in 1992 of natural causes.

### AMERICANS DEVOUR CHICKEN LIKE CRAZY



Americans consume 8 billion chickens per year which is more chicken than beef; at 80 pounds of chicken per capita compared to 63 pounds of beef per capita.

### CHICKEN WINGS WERE FIRST MADE IN BUFFALO



Chicken wings used to be considered undesirable and sometimes thrown out, until 1964 when a restaurant owner barbecued and served them in 1964 and called them Buffalo wings. They were named after the city they were first made in, Buffalo, New York.