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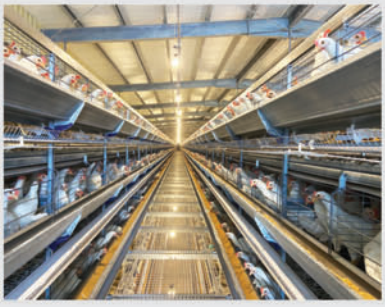

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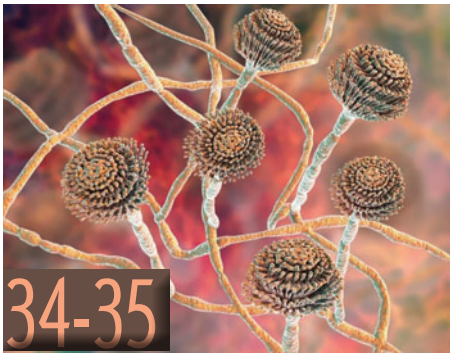
INDIAN POULTRY REVIEW
www.indianpoultryreview.com
THE MAGAZINE OF INDIAN POULTRY INDUSTRY
Volume 60 | Issue 02 | September 2025



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ADVERTISEMENT SALES OFFICE - KOLKATA

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Phone: +91 98310 24002
E-mail: sanjoy@indianpoultryreview.com
Designed by Hushframe Ideas Pvt. Ltd.

Edited and Published by G.N. Ghosh from 57-B, Townshend Road, Kolkata-700025 and printed by G.N. Ghosh at Salmoli Publication, 57-B, Townshend Road, Kolkata - 700025

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EFFICIENCY, SAFETY AND SUSTAINABILITY IN POULTRY

Over six decades, I have been privileged to witness the remarkable evolution of Indian poultry—from a modest backyard enterprise to a modern, technology-driven industry that feeds millions. What began as scattered efforts of small farmers has matured into one of the fastest-growing agribusiness sectors in India, contributing significantly to nutrition, employment, and rural empowerment.

The transformation has been extraordinary. Breeding science, advanced feed formulation, veterinary care, and large-scale integration have propelled India to global prominence. Today, our poultry sector stands as a symbol of resilience, innovation, and farmer entrepreneurship. Yet, the journey ahead demands even greater responsibility.

The future of poultry in India rests on three pillars: efficiency, safety, and sustainability. Efficient production must be driven by precision farming, data-driven decision-making, and automation that minimises waste. Safe processing must ensure strict biosecurity, traceability, and hygiene to win consumer trust and meet global standards. And above all, sustainable practices—reducing the carbon footprint, conserving water, managing waste responsibly, and protecting animal welfare—must guide every step of growth.

Value-added poultry products, processed with care, hold immense promise for the modern consumer who seeks convenience without compromise. From ready-to-cook to ready-to-eat innovations, India has the potential to create a global footprint. At the same time, farmer training and rural participation must remain at the heart of this progress, ensuring inclusivity and equity.

As we look towards Viksit Bharat 2047, the poultry industry must position itself as not only a provider of affordable protein but also as a champion of responsible food systems. The next chapter is not about scale alone—it is about quality, safety, and sustainability.

This is the vision we must pursue together, with conviction and care.

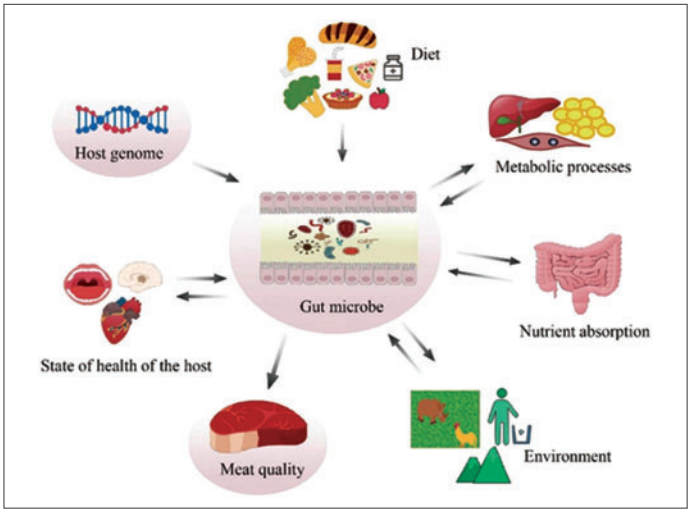
G. N. Ghosh
Managing Editor

Strengthening Gut Health and Intestinal Integrity: A Proactive Framework for Poultry Pathogen Management and Farm-to-Fork Food Safety

By
Dr. Pawar Rutik Namdev[1] (MVSc Scholar)
Dr. Shipra Tiwari[1] (MVSc Scholar)
Dr. Mohini Tripathi[1] (MVSc Scholar)

1. Introduction

The poultry industry represents a pivotal component of the global protein supply chain, with broiler meat and eggs serving as fundamental sources of nutrition in human diets worldwide. Despite its critical role, poultry production consistently encounters challenges from zoonotic pathogens such as Salmonella spp., Campylobacter spp., and Clostridium perfringens. These microorganisms not only compromise avian health and productivity but also contribute to the incidence of foodborne illnesses, posing significant public health concerns. Historically, strategies for pathogen mitigation have predominantly focused on external control measures, including stringent biosecurity protocols, rigorous sanitation practices, targeted vaccination programs, and the administration of antimicrobial agents. However, the gastrointestinal tract of poultry, a central component of intrinsic defence mechanisms, remains comparatively underexploited in comprehensive pathogen control strategies.



The avian gut functions as a critical biological barrier, actively inhibiting the colonisation and proliferation of pathogenic microorganisms. Moreover, it plays a central role in regulating nutrient assimilation, modulating immune responses, and supporting overall performance efficiency. Consequently, the preservation and enhancement of gut health are imperative not only for optimising poultry welfare and productivity but also for mitigating microbial contamination throughout the food production continuum, thereby improving food safety outcomes for consumers.

2. The Gastrointestinal Tract: A Multifunctional Organ

2.1 Anatomical Structure and Functional Roles

The avian gastrointestinal tract (GIT) is a highly specialised and compartmentalised system comprising the crop, proventriculus, gizzard, small intestine, ceca, and cloaca. Its core physiological responsibilities include:

- Digestion and Nutrient Assimilation
- Immune Surveillance and Defence
- Regulation of Microbial Communities

The intestinal epithelium is fortified by an intricate system of tight junction proteins, protective mucin layers, and resident immune cells, collectively constituting the gut barrier. Disruption of this barrier facilitates the translocation of pathogens and endotoxins into systemic circulation, precipitating infections and compromising productive efficiency in poultry operations.

2.2 The Gut-Associated Lymphoid Tissue (GALT)

The gut-associated lymphoid tissue (GALT) accounts for over 70% of the avian immune apparatus. It performs critical immunological functions including antigen recognition, immune modulation, and the establishment of tolerance towards commensal microbiota. A robust and fully developed GALT is imperative for early immunological interception and neutralisation of pathogenic incursions, thereby sustaining homeostasis within the intestinal milieu.

3. The Poultry Gut Microbiome: The Invisible Guardian

3.1 Microbiome Composition

The gastrointestinal microbiome of poultry encompasses an extensive and dynamic consortium of microorganisms, predominantly residing in the ceca. This complex ecosystem includes:

- Commensal Bacteria: Lactobacillus spp., Bifidobacterium spp.
- Opportunistic Pathogens: Clostridium spp., Escherichia coli
- Other Microbial Entities: Fungi and bacteriophages, along with various viruses

3.2 Functional Contributions of the Microbiota

- **Competitive Exclusion:**
  Beneficial microbial populations occupy epithelial binding sites and utilise available nutrients, effectively restricting the colonisation potential of pathogenic organisms
- **Production of Antimicrobial Metabolites:**
  Resident microbiota synthesises lactic acid, bacteriocins, and short-chain fatty acids (SCFAs), which lower gut pH and create an inhospitable environment for pathogens
- **Immune Modulation:**
  The microbiome plays a vital role in training and calibrating the host immune system, enabling discrimination between pathogenic and non-pathogenic antigens, thus preventing unnecessary inflammatory responses

4. Determinants of Gut Health and Intestinal Barrier Integrity

4.1 Pathogenic Infections

Enteric pathogens such as Salmonella spp., Eimeria spp., and Clostridium perfringens directly compromise the epithelial integrity of the gut, resulting in conditions such as leaky

gut syndrome, malabsorption, diarrhoea, and subsequent production losses

4.2 Nutritional Influences

- **Dietary Composition:**
  Diets with excessive protein content or poorly digestible feed components create a gut environment conducive to pathogen overgrowth
- **Feed Contaminants:**
  The presence of mycotoxins, oxidised lipids, and rancid feed ingredients undermines gut health by damaging the epithelial lining and altering microbial balance

4.3 Environmental and Managemental Stressors

- **Environmental Factors:**
  Overcrowding, thermal stress, and inadequate ventilation can precipitate immunosuppression and dysbiosis of the gut microbiome
- **Antibiotic Misuse:**
  Excessive or indiscriminate use of antibiotics can disrupt microbial equilibrium, promote the emergence of antimicrobial resistance, and deplete beneficial bacterial populations

5. Gut Health and Food Safety: The Critical Interconnection

5.1 Enteric Pathogens as Zoonotic Threats

Many gastrointestinal pathogens in poultry are zoonotic and have direct implications for human health:

Pathogen	Human Health Risk	Poultry Impact
Salmonella spp.	Foodborne salmonel-losis	Often subclinical carriers
Campylobacter spp.	Bacterial gastroenteritis	Minimal clinical symp-toms
Clostridium perfringens	Foodborne intoxications	Necrotic enteritis outbreaks

Ensuring gut integrity in poultry reduces pathogen shedding, thereby minimising contamination risks during slaughter and processing stages.

5.2 Gut Health as a Pillar of Antibiotic Stewardship

Enhancing gut resilience and maintaining microbial equilibrium serve as foundational strategies for reducing dependence on antibiotic growth promoters (AGPs). This approach aligns with international priorities on antimicrobial stewardship and supports the One Health paradigm, integrating animal, human, and environmental health considerations.

6. Strategic Interventions for Gut Health Enhancement

6.1 Probiotic and Prebiotic Supplementation

- **Probiotics:**
  Administration of live beneficial microorganisms (Lactobacillus spp., Bacillus subtilis) to stabilise intestinal flora and suppress pathogens
- **Prebiotics:**
  Inclusion of non-digestible oligosaccharides (e.g., inulin, mannan-oligosaccharides) to selectively promote the proliferation of beneficial gut bacteria

6.2 Competitive Exclusion Techniques

Competitive exclusion products, introduced into the gastrointestinal tract of day-old chicks, establish protective commensal communities that preempt pathogen colonisation

6.3 Nutritional Modulation

- **Optimised Feed Formulation:**
  Providing diets with high digestibility and balanced macronutrient profiles minimises substrate availability for pathogenic organisms
- **Functional Feed Additives:**
  Incorporation of organic acids, phytogenic compounds, enzymes, and essential oils to enhance gut functionality and inhibit microbial threats

6.4 Vaccination Strategies

Targeted immunisation programs against enteric pathogens such as Salmonella spp. and Clostridium perfringens contribute to pathogen load reduction and support gut health indirectly

6.5 Environmental and Managemental Practices

- **Litter Hygiene:**
  Regular litter management and the use of litter amendments decrease environmental microbial burdens
- **Climate Control:**
  Maintaining optimal temperature and humidity prevents physiological stress, thus preserving immune competency

7. Innovative Technologies in Gut Health Monitoring

7.1 Microbiome Profiling via Next-Generation Sequencing (NGS)

Advanced sequencing technologies facilitate comprehensive analysis of the gut microbiome, enabling precise monitoring of microbial shifts in response to dietary, disease, or environmental changes

7.2 Biomarkers of Intestinal Health

The measurement of biomarkers such as intestinal fatty acid-binding protein (I-FABP) and calprotectin provides sensitive indicators of gut barrier function and early detection of epithelial damage

7.3 Precision Nutrition

Tailoring feed formulations based on microbiome and metabolome profiles allows for personalised nutrition strategies, optimising gut health and production efficiency on a flock-specific basis

8. Conclusion

Gut health constitutes a central yet frequently underappreciated element of sustainable poultry production systems. A resilient and well-balanced gastrointestinal environment not only maximises growth performance but also serves as a primary defence against enteric pathogens, directly influencing food safety outcomes. Investments in gut health—through the implementation of probiotics, precision nutrition, vaccination, and refined environmental management—offer a strategic pathway to reduce antimicrobial usage, enhance animal welfare, and deliver safer, high-quality poultry products to the global consumer market.

Article

Reducing the Impacts of High Feed Costs with Organic Acids in Water to Achieve Desired Broiler Production Profitability

Giseli Heim
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The poultry production sector is always challenged with high production costs, such as high raw material prices, energy, transport, labour, etc. Feed price represents about 70% of livestock production costs. Currently in India average feed cost is Rs. 38/kg. When feed prices are higher, achieving production margins become more complex for the producers to achieve the desired profitability.

Organic acids (OA) are commonly added to poultry water to improve gut health, nutrient digestion, and overall performance. However, with high production costs, some producers stop using water acidifiers, others applying less frequently, and some continue to use acidifiers throughout the entire production cycle. But how does the use of OA impact the birds' performance and, consequently, the producers' financial outcomes?

How Can Broiler Producers Keep Profitability When Feed Costs Are High?

Feed conversion ratio (FCR) represents the amount of feed required to produce a given amount of body weight gain. Reducing FCR not only improves the economic efficiency of broiler production but also helps in optimising feed utilisation, reducing environmental impact, and improving overall profitability.

Improving FCR by 1 point may seem like a small change, but it can have a significant financial impact on a broiler farm. Let's consider, as an example, a broiler scenario to show the 1-point FCR reduction in financial numbers: based on feed cost of Rs. 38/kg, 10,000 broilers with 2.5 kg gains, the result of reducing 1-point FCR (from 1.70 to 1.69/kg) means savings of Rs. 9500 (FCR x kg gains x n birds) [Table 1]. In a larger scale, this 1-point FCR improvement can translate into substantial savings: if a producer raises millions of birds, the cost savings can be tens or hundreds of thousands in funds annually. The savings are even greater if feed prices are high.

Table 1. Example of 1-point FCR improvement in broilers

	Current FCR	1-point reduced FCR
Broilers		
FCR, kg/kg	1.70	1.69
Total feed[1], kg	42,500	42,250
Feed cost, Rs.	16,15,000	16,05,500
Savings from 5.3 6-point FCR reduction, Rs		9500

[1]Based on feed cost of -Rs 38/kg, 10,000 birds with 2.5 kg gains. FCR x kg gains x 10,000 (birds).

There are many strategies to support FCR reduction in broilers, such as, optimising genetics, improving feed formulation and feed quality, environmental, health and stress management, among others, including the use of feed additives. By combining these strategies, producers can achieve better feed efficiency, lower production costs, and improve the overall quality of production. Focusing on reducing FCR is key to ensuring that poultry production is economically viable.

Feed Additives to Manage High Broiler Production Costs

Among the different feed additives used, blends containing OA can be an important tool for overcoming high production costs. Considering mode of action deployed by nutritional technologies, special blends of OA can support pH reduction in the crop and gizzard, resulting in a bacteriostatic effect against pathogenic bacteria, while also aiding digestion. The result is a healthier digestive tract and improved broiler performance.

Multiple studies carried out by Trouw Nutrition have demonstrated the benefits of OA blends delivered to broilers via water (Selko pH). A compilation of 20 broiler studies conducted in collaboration with research facilities, universities and farmers in different countries, thereby covering different production systems, climate, and housing conditions, show improvement on poultry performance, such as improved body weight gain and FCR. In the context of high production costs, using OA to improve FCR delivers a financial value. Considering the example above of reducing 1-point FCR (Table 1), if the FCR is further reduced by using Selko pH recent trial in Gujarat, central in India in broilers for 39 days compared with competitor product (by -3.8%, -6 points), the savings are even higher (Table 2).

Table 2. Example of feed cost savings when FCR is reduced by using organic acids in water

	Competitor FCR	Selko pH FCR
Broilers		
Reduced FCR		-6 points[2]
FCR, kg/kg	1.59	1.53
Total feed[1], kg	16561	15936
Feed cost, Rs.	6,29,318	6.05,568
Savings from 6-point FCR reduction, Rs		23750

[1]Based on feed cost of Rs 38 /kg, 9300 (4650 birds Selko pH & 4650 birds competitor group) birds with 2.240 kg gains. FCR x kg gains x 4650 (each group birds).

[2]Proven results of Selko pH on broilers' performance: -3.8 % FCR, +3.7 % final body weight.

Conclusion

While no one can predict the consequences of global economic uncertainty on production costs, the economic effects of it will likely be felt by stakeholders across the industry. Proactive approaches that include OA blends designed to support bird's health and efficient production can help support producers' businesses during uncertain times.

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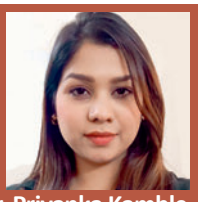
Article

Newcastle Disease in India: A Silent Economic Killer in Poultry – Strategies for Mitigation



Dr. Priyanka Kamble
Sr. Marketing Manager
Huvepharma SEA Pune

Introduction

Newcastle Disease (ND), caused by Avian Paramyxovirus Type-1 (APMV-1), remains one of the most devastating viral infections affecting the poultry industry in India. With high mortality rates, reduced egg production, and severe economic losses, ND poses a constant threat to both small-scale poultry farmers and large commercial producers. Despite advancements in vaccination and biosecurity, the disease continues to challenge the sustainability of India's poultry sector, which contributes significantly to the nation's agricultural GDP.

Newcastle Disease: A Persistent Menace

Newcastle Disease is highly contagious, affecting chickens, turkeys, and other avian species. The virus spreads through direct contact, contaminated feed, water, equipment, and even airborne transmission. Clinical signs vary depending on the strain but commonly include:

- Respiratory distress (gasping, coughing, nasal discharge)
- Nervous signs (twisting of the neck, paralysis, tremors)
- Greenish diarrhoea
- Sudden drop in egg production (thin-shelled or shell-less eggs)
- High mortality (up to 100% in unvaccinated flocks)

In India, velogenic strains (highly virulent) are predominant, causing severe outbreaks that cripple poultry operations. (APMV-1) Velogenic NDV is responsible for Velogenic Viscerotropic ND (VVND) outbreaks in India).

Economic Impact on the Indian Poultry Industry

India is the third-largest egg producer and fifth-largest poultry meat producer globally, The poultry sector in India, valued at more than USD 28 billion in 2021-22, has been a vital component of the country's agriculture and food processing industry. Newcastle Disease disrupts this growth through:

1. Direct Losses Due to Mortality & Culling

- Unvaccinated or poorly managed flocks face mortality rates of 80-100%, leading to massive financial losses
- Government-mandated culling during outbreaks further exacerbates losses

2. Reduced Egg & Meat Production

- Layers: A single ND outbreak can cause a 20–50% drop in egg production and reduce egg quality, with recovery taking weeks
- Broilers: Cause severe mortality. Infected birds suffer stunted growth, leading to lower market weights and downgrading at processing plants

3. Increased Vaccination & Treatment Costs

- Farmers must invest in regular vaccination schedules (Live & Inactivated ND vaccines), adding to operational costs
- Secondary bacterial infections (E. coli, Mycoplasma) increase antibiotic usage, raising concerns over antimicrobial resistance (AMR)

4. Trade Restrictions & Market Losses

- ND outbreaks lead to quarantine zones, restricting movement of poultry and products
- Export markets (Middle East, Southeast Asia) impose bans on Indian poultry products during outbreaks, causing revenue losses

5. Impact on Small & Marginal Farmers

- Over 70% of Indian poultry farmers are small-scale, lacking resources for strict biosecurity
- A single ND outbreak can bankrupt small farmers, pushing them out of the industry

Strategies to Combat Newcastle Disease

1. Strict Vaccination Protocols

2. Enhanced Biosecurity Measures

- Farm-level hygiene: Disinfection of footwear, vehicles, equipment
- Restricted access: Prevent contact with wild birds & other farms
- All-in-all-out systems: Reduce viral persistence in multi-age flocks

3. Early Detection & Rapid Response

- Regular serological monitoring (HI tests for antibody titres)
- Rapid reporting of suspected cases to veterinarians

4. Proactive Measures for ND Outbreak Prevention

- Compulsory ND vaccination programs in high-risk zones
- Farmer awareness campaigns on biosecurity best practices

Conclusion: A Call to Action

Newcastle Disease is not just a health issue—it's an economic catastrophe for India's poultry industry. With the sector growing at 8-10% annually, unchecked ND outbreaks disrupt livelihoods and threaten national food security.

The solution lies in:

- Proactive vaccination
- Robust biosecurity
- Farmer education
- Stronger policy enforcement

As veterinarians, researchers, and industry leaders, we must unite to safeguard Indian poultry from Newcastle Disease—ensuring sustainability for farmers and safe, affordable protein for millions.

Article

Importance of Serology in Monitoring Poultry Health and Disease Diagnosis

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Former & Founder Vice Chancellor, Karnataka Veterinary, Animal And Fisheries Sciences University, (KVAFSU) Bidar, Bangalore.
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Former- Professor and University Head: Dept. of Pathology, Veterinary College, UAS, Bangalore.

Serologic testing is an important tool used in the commercial poultry industry for diagnosis of disease and monitoring of flock health. Therefore, serology plays a crucial role in poultry health and disease management by enabling the detection and monitoring of immune responses to pathogens such as virus, bacteria and parasites. It helps identify past infections, assess vaccination effectiveness, and track disease outbreaks. This information is vital for implementing effective disease control strategies and improving overall flock health.

What is Serology?

Serology is the study of blood serum (the clear fluid that separates when blood clots). Immunology and serology laboratories focus on identifying antibodies. These are proteins made by a type of white blood cell in response to a foreign substance (antigen) in the body.They measure the levels of different antibodies in the body. They help to determine illnesses, infections, and overall health.

Flock Monitoring and Diagnostic Serology

A distinction must be made between serologic testing for diagnostics and serologic testing for flock monitoring. Diagnostic serology attempts to relate a disease condition to rising antibody titres. Serology for flock monitoring is performed to evaluate a poultry health program. Diagnostic serology and monitoring serology are similar in that the results of both are expressed as antibody titres and the titres are determined by identical laboratory techniques.

Sampling Strategy: Collect serum samples at the onset of disease and again 3-4 weeks later to assess titres changes

The Importance of Serology in Poultry

1. Disease Diagnosis

- Serological tests, such as ELISA, can detect specific antibodies in a bird's blood, indicating exposure to a particular pathogen
- This helps in diagnosing diseases like avian influenza, Newcastle Disease, infectious bursal disease, and many others
- By identifying the presence of antibodies, veterinarians can determine if a bird has been previously infected or vaccinated, which is crucial for making informed decisions about treatment and control

2. Monitoring Vaccination Programs

- Serology helps evaluate the success of vaccination programs by measuring antibody levels in vaccinated birds
- If antibody levels are low, it may indicate a need to adjust the vaccination protocol or consider alternative vaccines
- Monitoring vaccination effectiveness is essential for maintaining herd immunity and preventing disease outbreaks

3. Disease Surveillance

- Serological surveys can track the prevalence of specific pathogens within a poultry population
- This information helps in identifying high-risk areas, monitoring disease trends, and implementing targeted control measures
- By analysing serological data over time, it's possible to detect emerging diseases or changes in pathogen characteristics

4. Improving Flock Health and Productivity

- Early detection and diagnosis of diseases through serology allows for timely intervention, reducing mortality and morbidity
- Effective disease management, including vaccination and biosecurity measures, can significantly improve flock health and productivity
- This leads to increased egg production, better weight gain, and reduced economic losses for poultry farmers

5. Understanding Immune Responses

- Serology provides insights into how birds respond to different pathogens and vaccines
- This knowledge helps in developing more effective vaccination strategies and improving disease management protocols

- By understanding the nuances of the avian immune system, it's possible to fine-tune disease prevention and control efforts

Serological titres in poultry diseases indicate the level of antibodies in a bird's blood, providing insights into disease exposure and vaccination status. Rising titres suggest recent infection, while decreasing titers indicate a past infection or lack of recent exposure. Understanding the antibody response, including titer levels and uniformity (coefficient of variation or CV), is crucial for effective disease management.

Serological Tests

1. Functional

a) Agglutination: - Plate Agglutination Test (RPA)
b) Hemagglutination: - Hemagglutination inhibition (HI) test
c) Precipitation:- Agar Gel Precipitation (AGP) Test
d) Neutralisation: - Seroneutralisation test (SN)

2. Quantitative

a) Chemical and physical methods: -ELISA and PCR

PCR (Polymerase Chain Reaction) and ELISA (Enzyme-Linked Immunosorbent Assay) are valuable tools for poultry serology evaluation, offering distinct advantages in detecting pathogens and their corresponding antibodies. PCR is used to amplify specific DNA sequences of a pathogen, while ELISA is used to detect antibodies produced in response to an infection. These methods are crucial for disease diagnosis, monitoring, and control in poultry production.

Results are used to:

- Identify infected birds in eradication programs
- Conduct surveillance of transmitting agents in transport vehicles
- Confirm negative status of export poultry birds
- Select effective treatments
- Detect emerging diseases early
- Verify effectiveness of vaccination

Use ELISA to:

- Confirm that poultry flocks are free from important pathogens
- Assess the progression of a flocks through pathogen elimination
- Manage flocks with endemic disease to reduce the impact of disease on health and production

Use PCR to:

- Identify the DNA or RNA of a given disease agent
- Determine the status of birds with clinical signs or symptoms
- Assess the status of birds intentionally exposed to a pathogen for acclimation

Use ELISA and PCR together to:

- Confirm exposure to a pathogen in low-prevalence flocks
- Identify DNA or RNA of disease agents when clinical signs are lacking
- Clarify disease cause when concerned about misdiagnosis or when multiple agents are present

In conclusion, serology is an indispensable tool in modern poultry farming, enabling timely diagnosis, effective disease management, and ultimately, the promotion of healthy and productive flocks. Flock monitoring allows for evaluation of the health program and indicates when changes are needed based upon fact. Flock monitoring can help you determine: 1. Effectiveness of the pullet vaccination program 2. Need for boosting of breeders/layers during the production cycle 3. Maternal antibody titer levels 4. Plan for vaccinating chicks 5. Efficacy of vaccine administration 6. Exposure to a disease to which a vaccine has not beenadministered.

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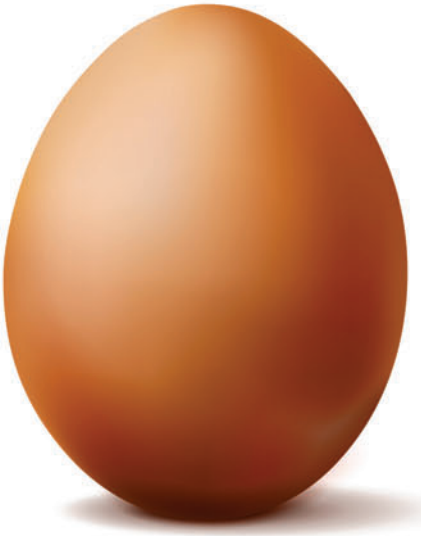

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Al Golden Foods partners with Meyn to fuel their ambitious goals

Range of products sold by "Foodzza" - a chicken store by Al Golden Chicken

From Left: Mohammad Sahil (Director, Al-Golden), Mohammad Umeed Qureshi (Managing Director, Al-Golden), Ajmal Khan (CEO Project, Al-Golden), Mukanjay Singh (Managing Director, Meyn India), and Mohsin Raza (General Manager, Al-Golden)

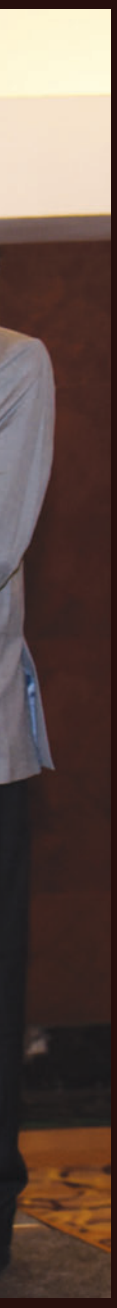
Despite a humble beginning in Ghazipur market, today, Al Golden Foods has grown to become a leader in high-end poultry processing in one of Asia's largest markets. With the growth in demand for processed chicken, Al Golden Foods has constantly focused on meeting the demand without sacrificing quality. Aiming to set up a state-of-the-art processing unit with an initial capacity of 2,500 birds per hour, expandable to 4,000, Al Golden Foods teamed up with Meyn to bring cutting-edge efficiency and scalability to their operations. The new plant would feature a semi-automatic evisceration line with inside/outside bird washers and cropping machines. This machine will not only help speed up the process but also will get the job done with precision.

COVER

IPR Annual

With a dynamic theme like "*Farm to Fork: Unlocking Value with Efficient, Safe and Sustainable Poultry Processing*," the focus was on the urgency and the opportunity that lies ahead for the Indian poultry industry. **IPR** brings you the golden hours and valuable take homes from the ninth year of its Annual Conclave

Conclave 2025



IPR Annual Conclave 2025, held in Kolkata on 9th August, marked its ninth edition with resounding success bringing together leading poultry business leaders, scientists, technocrats, policymakers, veterinarians, and academicians for a day of discussions on policy frameworks for sustainable production, role of automation, cold chain revolution, circular economy, breeding for efficiency, and learnings from neighbouring countries. In his opening speech **Mr. G. N. Ghosh**, Managing Editor IPR shared his vision for the poultry in a Viksit Bharat in clear words: "a poultry sector that is sustainable, tech-driven, inclusive and resilient."

In his Thematic Address, **Dr. Tarun Shridhar**, Director General, Indian Chamber of Food and Agriculture & Former Secretary, Ministry of Fisheries, Animal Husbandry and Dairying, Govt. of India highlighted the remarkable resilience of the poultry industry – a sector that has consistently bounced back from crises and maintained a steady global growth rate of over 3%, far surpassing other meat categories like beef and pork. While underscoring poultry's role in ensuring food security, he stressed the need to balance modernisation with heritage. The industry, he said, must accelerate the shift towards processed and frozen products while reimagining traditional wet markets with improved hygiene and safety standards, given their deep social and cultural significance. The address also tackled key challenges facing the sector – misinformation around bird flu, misplaced blame over antimicrobial resistance, and subtle campaigns discouraging poultry consumption Dr. Shridhar urged the industry to unite, educate consumers, and present facts to safeguard poultry's image and sustain demand.Concluding on an optimistic note, he celebrated poultry's enduring importance and left the audience with a thought that perfectly captured the spirit of the sector:

"*Lord, help me be the person my chicken thinks I am.*"

With over three decades of experience in the industry, **Sameer Agarwal**, while presenting the industry overview, reflected on the remarkable transformation of the Indian poultry sector from a modest backyard chicken-and-egg enterprise into a significant contributor to the nation's food industry and food security. Today, India ranks among the top four global producers of chicken and eggs, contributing nearly Rs. 2.5 lakh crore to the GDP. However, he added that, despite this scale, the industry faces persistent challenges. High feed costs driven by volatile maize and soya prices, rising disease threats despite improved vaccines, workforce retention issues, and farmer dissatisfaction continue to strain operations. Adding to this is the recurring problem of selling chicken below production costs. Mr. Agarwal emphasised the need to shift focus from merely improving production efficiency to strengthening marketing and consumer access. Poultry processing, currently just about 10% of total output, offers immense growth potential. By investing in processing infrastructure, the industry can deliver safe, hygienic, and innovative products catering to evolving consumer preferences. Highlighting the emergence of strong regional brands and the necessity of modernising wet markets, Mr. Agarwal underscored the importance of prioritising food safety, environmental sustainability, and innovation. Concluding his address Sameer Agarwal stressed that while change takes time, with organised processing, controlled farming environments, and a consumer-first approach, the future of India's poultry industry is poised for significant growth.

The Keynote Address for IPR Annual Conclave 2025 was delivered by **Abhay Parnerkar,** CEO, Godrej Foods Ltd. Mr. Parnerkar's talk hinged on the future of poultry marketing and consumer engagement. Leveraging his over two decades of experience in marketing he emphasised the need for the poultry industry to shift its perspective, from being seen merely as an animal agriculture sector to being recognised as a consumer-focused food industry. Highlighting India's low protein consumption and chicken's position as the most affordable source of protein, Mr. Parnerkar described poultry as a "marketer's dream", offering taste, health, and growing consumer demand. However, he noted that the industry faces cycles of panic, misinformation, and declining public trust. To overcome these, he urged stakeholders to invest in branding, consumer insights, and communication. He illustrated this with examples from successful FMCG brands like Cadbury, Maggi, and Saffola, demonstrating how emotional storytelling, packaging, affordability, and consumer choice can transform categories. He stressed the importance of moving from live-bird dominance to value-added, processed products

across various segments. India, with its annual meat production exceeding 10 million metric tons and a steady growth rate of 5–6%, is positioned to become a key driver of this transformation. Today, nearly 50% of India's meat output comes from poultry, making it the backbone of the country's livestock economy. Beyond economic contribution, the sector plays a critical role in nutritional security, rural livelihoods, and inclusive growth. Dr. Barbuddhe emphasised that sustainability must underpin the sector's growth story. Addressing environmental, social, and economic dimensions, he called for a holistic approach involving efficient water and energy management, scientific waste utilisation, animal welfare, antimicrobial stewardship, and circular economy practices. Innovation, he noted, is already reshaping India's poultry landscape. Initiatives like portable modular slaughter units, biosecure poultry clusters, and integrated farming systems are being piloted across states, while biogas plants, renewable energy adoption, and precision poultry farming promise greater efficiency and lower emissions. Dr. Barbuddhe added that research at the institute is also focused on hygienic slaughter

and adopting innovative marketing strategies powered by AI and digital platforms. He underscored that food safety and quality must be paramount, with heads of quality reporting directly to leadership, and urged companies to regularly audit consumer experiences. Mr. Parnerkar concluded with a call to build brand love and foster consumer trust to unlock the full potential of India's poultry market.

Standing at the crossroads of rising global protein demand and increasing sustainability concerns, India's meat and poultry industry faces an unprecedented opportunity and an equally compelling responsibility. **Dr. S. B. Barbuddhe**, Director of the National Meat Research Institute, delivered an insightful presentation on *Policy Frameworks for Sustainable and Global-Ready Poultry Industry*, outlining the challenges, innovations, and future pathways shaping the sector. By 2050, global demand for meat, poultry, and eggs is projected to rise by 40% to 100% interventions, bio-based packaging solutions, waste-to-value technologies like collagen and pet food production, and advanced quality and safety standards to ensure consumer trust. However, the transformation cannot succeed without collaboration. Dr. Barbuddhe called upon government agencies, industry stakeholders, startups, and farmer-producer organisations to work together in creating an ecosystem where policy frameworks, innovation, and branding converge. He also highlighted the need for green labelling, value-added product development, and premium pricing models to position Indian poultry as a trusted, sustainable source of protein for global consumers. "The time has come to brand poultry not just as chicken but as 'poultry protein', a symbol of nutrition, safety, and sustainability," he asserted. With a forward-looking vision, Dr. Barbuddhe painted a roadmap where low-emission production, circular bioeconomy principles, and consumer-focused innovation power India's poultry industry into the future.

The next speaker, **Prashant Kumar**, Co-founder & Director, Sapience Group presented on *The Role of Automation and AI in Enhancing the Efficiency of Poultry Processing*. While commending the seminar's forward-looking theme, he structured his talk into four parts: clarifying key terminology, outlining challenges in poultry processing, presenting AI-driven solutions from farm to processing plants, and sharing his own experience developing digital tools for the industry. The foundation of transformation, Mr. Kumar explained, lies in embracing digitalisation, made possible today by three converging factors: the availability of vast data through affordable sensors, immense computational power via cloud services, and advanced algorithms. Together, these create opportunities for AI adoption. AI, he noted, acts as a "super assistant," enhancing efficiency in areas such as flock weight variability, uniformity, food safety, and traceability—issues critical to both domestic operations and export readiness. Practical applications include digital imaging for real-time flock monitoring, predictive analytics for growth and health, adaptive farm management, and vision-based grading and inspection systems in processing plants. He showcased innovations his team has developed, including 3D camera systems for accurate weight prediction and flock uniformity assessment, as well as air-sampling technologies for proactive disease detection up to two weeks in advance. In conclusion, Mr. Kumar emphasised that AI will increasingly shape every aspect of poultry production, helping the industry achieve greater efficiency, safety, and global competitiveness.

Speaking on *Cold Chain Revolution: Building Infrastructure for Quality from Plant to Plate*, **Rakesh Gehlot**, Director (Strategic Sourcing), Licious emphasised that cold chain development is not just a business need but a cornerstone of sustainability, directly aligned with the UN's Sustainable Development Goal of halving global food wastage by 2050. Tracing the poultry sector's journey, Mr. Gehlot noted that while India has had processing plants since the 1990s, the real shift in consumer demand came post 2020, when the pandemic accelerated preferences for hygienic, quality-assured food. Today, India's per capita consumption stands at 102 eggs and 5 kg. of poultry meat annually, projected to rise to 165 eggs and 11 kg. of poultry meat within the next decade. With the Indian poultry market growing at 8%, far outpacing the global 3%, the opportunity is enormous, though 90% of the industry remains dominated by wet markets. He further outlined three key challenges: food safety gaps in wet markets, the lack of dignity and generational continuity in butchery professions, and minimal innovation in traceability, transparency, and retail cold chain infrastructure. These, he argued, are paving the way for rapid growth in processed and packaged poultry. Highlighting Licious's model, Mr. Gehlot detailed how the company built an end-to-end cold chain, spanning primary processing centers, 120 distribution hubs, and last-mile insulated delivery, maintaining freshness at 0–4°C right up to the consumer's doorstep. Powered by data from over four million customers, Licious uses AI-driven demand prediction to minimise waste, which is under 2% compared to 10% or more in fruits and vegetables. Cold chain investments, Mr. Gehlot stressed, account for nearly 20% of processing plant capex, underscoring their centrality to industry growth. While he predicted that even after ten years, wet markets will still hold about 70% share, the rise of processed poultry, growing at 20% annually, will redefine consumer choices, anchored in quality, safety, and convenience. Mr. Gehlot closed his presentation by reiterating that cold chain infrastructure is the backbone of India's evolving poultry sector, bridging consumer demand with global standards and ensuring sustainable growth.

The next speaker of the Conclave was **Gopinath Koneti**, Partner and Senior Advisor, Food & Agriculture, KPMG India who spoke on *Circular Economy - Rethinking Water, Energy & Waste in Poultry Processing Units*. He said that as a consultant, he often found that economics takes precedence over pure science when designing practical solutions. India, with its unique climate, biodiversity, and agricultural diversity, holds immense potential to transform waste into valuable resources by linking by-products from one enterprise as raw material for another. He noted that India produces nearly 27 million tons of waste annually from poultry and related value chains - egg shells, unhatched eggs, litter, slaughter waste, and farm residues. Traditionally viewed as low-value materials, these by-products are often discarded cheaply. However, reimagining waste as a resource opens opportunities for sustainable circular business models. Mr. Koneti's presentation showcased both small-scale and industrial approaches. For small farmers, pilot projects in Telangana demonstrate how corn farming, mushroom cultivation, poultry litter, and bio-CNG production can be integrated into a self-sustaining cycle. On a larger scale, poultry manure can serve as a key raw material for year-round industrial mushroom farming. Spent compost from mushroom cultivation can, in turn, fuel bio-CNG plants, creating a continuous loop of resource utilisation. Such models not only reduce environmental burden but also generate rural employment, strengthen food security, and align with government priorities of promoting biofuels and circularity. With rising demand for mushrooms which are valued at par with chicken in urban markets, India could potentially host up to a thousand large-scale industrial mushroom units, converting what was once considered waste into an engine of economic growth. Mr. Koneti concluded by stating that India has a unique advantage – the ability to leverage abundant agricultural by-products and labour to build scalable, high-value enterprises rooted in sustainability and circularity.

Dr. Deepak Pratap Singh, Technical Service Manager, Aviagen India addressed the audience on B*reeding for Efficiency: How Genetics Shape Sustainable and Profitable Poultry Processing*. He spotlighted the critical role of genetics in building a sustainable and profitable poultry industry. India currently produces nearly 4.5 million metric tons of chicken meat annually, and even a modest 2% improvement in meat yield can result in significant resource savings—reduced feed, water, and farmland usage, along with lower carbon emissions. Dr. Singh emphasised the efforts of Aviagen India to enhance efficiency through advanced breeding programs. By employing multi-environment testing, radio frequency identification (RFID)

for precise feed and water efficiency tracking, and CT scans for meat yield analysis, the company is continuously selecting and improving pedigree lines. These innovations are aimed at improving hatchability, fertility, embryo viability, and overall breeder reliability, while also targeting better broiler growth, reduced mortality, and improved feed conversion ratios (FCR). He further went onto say that the company's vision for India focuses on developing robust birds suited to diverse housing systems, with higher adaptability, disease resistance, and efficiency. With sustained R&D investment, its goal is to produce birds that deliver more protein with fewer resources—ultimately reducing environmental impact while meeting India's growing demand for affordable animal protein.

Shayam Shreechandrababu, AVP & Business Head - Food Division, Japfa Comfeed India, in his talk, *Learnings from the East*, highlighted the unique perspective he has gained from his association with the Japfa Group, across Vietnam, Indonesia, Myanmar, Bangladesh, and China. He compared global poultry processing trends, noting that while the West has long been

The final speaker of the day, **Dr. Anurag Jena**, General Manager, Alpha Feeds, spoke on. *Harmonising with Global Standards: Export-Ready Poultry through Advanced Processing.* He began by saying that India, despite being among the top producers globally, has yet to establish itself as a major exporter in meat products, though it is gaining recognition in the export of eggs and egg products. Dr. Jena, stressed that export success hinges on trust, visibility, and above all, compliance with international standards such as Codex Alimentarius, HACCP, and zero-residue requirements. He noted that while paperwork and certification are often viewed as burdensome, they are, in reality, passports to markets like Japan, the GCC, and Europe. Drawing comparisons with Brazil, which exceeds European and Japanese benchmarks through robust traceability, cold chain infrastructure, and integration across the supply chain, he argued that India must find its own

fully organised, Asian markets are witnessing rapid transitions. In China, for instance, processed poultry rose from 15% to 65% within two decades, driven by food safety crises, government regulation, urbanisation, and cold chain expansion. Importantly, the rise of ambient, ready-to-eat products like sausages, flavoured chicken

breasts, and shelf-stable meats helped bypass infrastructural bottlenecks and reshape consumer habits. India, with its massive population, low per capita meat consumption, and dominance of poultry over other meats, is poised to become one of the world's largest poultry markets within the next two decades. Tailwinds such as e-commerce growth, modern retail expansion, and a young consumer base present immense opportunities. Mr. Shreechandrababu emphasised that habit formation and product innovation, particularly in convenient processed formats, will be critical. He concluded by saying that India's poultry processing industry is at the cusp of transformation, with the potential to emerge as one of the most vibrant markets globally in the coming years.

way, an "India way", to scale exports. Key challenges outlined included compliance readiness, infrastructure gaps, digital deficits, and limited product diversification. Dr. Jena called for greater R&D investment, support for MSMEs, and digitisation of smaller entities to meet global benchmarks. He also highlighted opportunities in processed foods, urging India to expand SKUs and cater to global demand, from biryanis to kebabs. In conclusion, Dr. Jena noted that with a 140% year-on-year growth in egg exports, India is at the right juncture to scale its presence in global markets. With the right policies, infrastructure, and compliance frameworks India is ready to move from being a top producer to a formidable exporter of poultry and processed foods.

The closing remarks of IPR Annual Conclave 2025 were delivered by **Prof. (Dr.) P. K. Shukla**, President, Indian Poultry Science Association & Professor and Head, Department of Poultry Science, College of Veterinary Science and Animal Husbandry, DUVASU, Mathura. He noted that the focus of last year's Conclave on the Evolving Landscape of Poultry Consumption in India set the tone for this year's deeper exploration of poultry processing. He highlighted the shift in consumer demand toward hygienic, convenient, and value-added products, driven by rising incomes and lifestyle changes. Acknowledging the challenges

faced by the industry, ranging from fluctuating markets and policy hurdles to inadequate infrastructure, he stressed that despite short-term concerns, poultry has consistently demonstrated annual growth of 8–10% over the past decade, underscoring its immense potential. He pointed to regulatory challenges around food safety standards, limitations in compliance due to infrastructure gaps, and the need for responsible, evidence-based industry discourse. Prof. Shukla emphasised key takeaways: integration across the value chain, prioritisation of food safety, sustainability through efficient resource use and waste management, and the adoption of enabling technologies such as AI, IoT, and blockchain for transparency and traceability. He underlined the importance of value addition for profitability, consumer-centric product design, skilled workforce development, and compliance with regulations. He further called for collaboration among producers, processors, policymakers, academicians, and other stakeholders, noting India's unique opportunity as a protein-deficient nation to position poultry as a clean, affordable protein source. With over five crore malnourished children, he argued that poultry can play a vital role in addressing nutritional gaps. Concluding, he urged the industry to reimagine poultry processing not merely as an industrial function, but as a commitment to food safety, efficiency, environmental responsibility, and consumer well-being.

Dr. Vijay Makhija, INFAH (Chairman Biologicals Subcommittee) moderated an extremely engaging and interactive panel discussion.

Selvan Kannan, Founder, Value Consultants and a poultry industry veteran was the moderator of IPR Annual Conclave 2025.

Guests of Honour at IPR Annual Conclave 2025

Uday Singh Bayas
President
IPEMA / Poultry India

Madan Mohan Maity
General Secretary
WBPF

Dr. Dibyendu Dey
Executive Director
Immeureka Animal Health

Somu Kumar Ambat
Founder & MD
Sapience Group

Vikash Deo
Director–Production
Bhandari Feeds

The full recording of Indian Poultry Review Annual Conclave 2025 is available on YouTube. Scan the QR code to watch.

And the Celebrations Continue...

A highlight of IPR Annual Conclave 2025 was the felicitation of G. N. Ghosh, Founder & Managing Editor of the Indian Poultry Review Group of Publications, and India's pioneering poultry journalist.

Industry stalwarts and participants lauded his lifelong contribution to agricultural journalism and his key role in chronicling the growth of the Indian poultry industry.

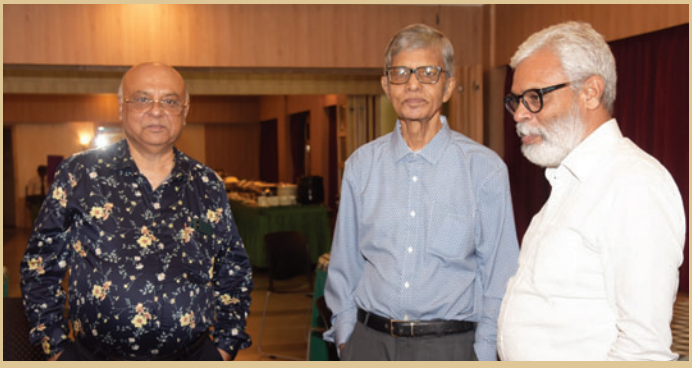
Mr. Ghosh was presented citations by :

- West Bengal Poultry Federation
- Indian Poultry Science Association
- CLFMA of India
- Department of Poultry Science, College of Veterinary Science and Animal Animal Husbandry, DUVASU, Mathura
- Indian Federation of Animal Health Companies (INFAH)
- Bihar Poultry Farmers Association
- Glamac International Pvt. Ltd.







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Article

Agriculture Finance: A Reality Check

SHRIDHAR speaks

Tarun Shridhar
Director General, Indian Chamber of Food and Agriculture, and former Secretary, Ministry of Fisheries, Animal Husbandry and Dairying, Govt.of India

"A farmer is a magician who produces money from the mud", says professional magician Amit Kalantri. But then you need money to produce money. But do we allow it? Where do we stand when it comes to investment and infusion of money into the agriculture sector? And here the term Agriculture includes livestock, dairy, fishery and all other allied activities.

A 2008 World Bank report recognises agriculture as "a fundamental instrument for sustainable development and poverty reduction." This report goes on to admit that "financial constraints in agriculture remain pervasive, and they are costly and inequitably distributed, severely limiting small holders." Nearly two decades later these observations continue to hold as also the recognition that exposure of agriculture to the volatility of global food markets is making it more vulnerable than ever before. Agriculture is not just a food production activity; it has to integrate into a modern competitive system dominated by consumer demand and preferences, such as value added products, consistency in quality, safety of produce etc. Integrating the small agriculturist into this complex chain is a major challenge. We cannot draw solace from the fact that farmers all across the world face this challenge; our farmer is more prone to isolation as 86% of our agriculture is characterised by small and marginal farmers, the average land holding being as low as 1.08 hectare. Until and unless agriculture policy and development addresses smallholder productivity, we may not be able to ward off the threat of further marginalisation of the small farmer.

"Our farms are starved of capital and knowledge on modern methods and practices," writes Prof. Ramesh Chand in the NITI Ayog Policy Paper titled "Doubling Farmers' Income". A confusing paradox considering the substantial financial outlays, both direct and indirect, in the central and state budgets. The predicament perhaps lies in our fixation with treating agriculture as a mere production oriented activity with the sole objective of providing affordable food, and not viewing it as a vibrant enterprise which could lend dynamism to the economy. What prevents us from recognising our farmer as an entrepreneur, innovator, a progressive business owner, and above all a bold risk taker? Why should the farmer be starved of finance?

Theoretically, a plethora of financial incentives and capital investments have been provided to the farm sector: from high tariffs to protect domestic produce from cheap imports to subsidies on a variety of inputs such as seed, fertiliser, pesticides, energy, water etc. In fact, the rate of subsidy on water and electricity has reached the maximum of 100% in certain states. These financial stimuli are further enhanced through loans which carry either no or a concessional rate of interest; low cost or fully subsidised insurance; and price support for major commodities. Populist measures such as periodic loan waivers add on to this seemingly huge financial basket. And finally, the income enjoys exemption from tax. Yet, the growth of the sector has been consistently low, hovering around 3% over the years, and when we discuss the sector, the most commonly used phrases are "farm distress" and "crisis". Within the sector, it is dairy, fish farming and poultry which have been regularly, for several years now, registering an annual growth between 6 to 10% whereas none of the financial incentives listed above are available to these activities. If the growth only of crop husbandry is computed, it would be under 3%. We have narrowly confined our understanding of agriculture to only mean growing crops on the soil and targeted financial inputs accordingly. Logical though it sounds, it would be an erroneous inference that there is no correlation between infusion of finance and growth?

We would serve the sector well by clearly differentiating between public investment in agriculture and subsidies. At present the bulk of public spending in agriculture is biased towards providing cheap inputs to the farmers. The sector is tightly controlled; from inputs to extension to marketing. Cheap subsidised inputs compromise on quality, and also on basic principles of return on investment by artificially keeping the cost low. This reduces the incentive to perform better, as recovery of cost of inputs has been eased. Dairy, poultry and fish farmers need to work harder to recover the cost and then generate surplus to stay afloat. Innovation also gets pushed to the margins as incentive has already gone missing. Agriculture extension system has been in a state of disrepair for quite some time now, and private talent does not venture into this territory as we prefer subsidised services, even if they are of dubious quality. The mandi, controlled by the Market Committees, is a monopsony of a different and ugly kind, though the raison d'etre of this mandi was precisely to free the farmer from monopsony. There is an utter lack of transparency in their functioning, cartels control them, traders pool for price fixing, payments are unreasonably delayed pushing the farmers again to money lenders. Unfortunately, the steps to ease these controls and provide a greater degree of freedom to the farmer over his profession have met with opposition from some quarters. This could also be on account of our traditional suspicion of private sector investment in agriculture. We may affirm our commitment to agriculture and farmers through heavy budgetary

allocations, but the real growth in terms of productivity, value and realisation of the goal of doubling farmers' income would be a reality if private investment in the sector too flows with as much enthusiasm and ease as in the manufacturing and services sectors.

Another stark irony is that while we treat private investment in agriculture with suspicion, the public institutions, despite the pronouncement, view the agriculture sector and the farmer with the same, if not higher, degree of suspicion. No financial institution shows any willingness to finance beyond the subsidised government schemes; agriculture is still considered a high risk financing activity and farmers a high risk category of borrowers. As a result, insurance too remains out of bounds; in fact, no insurance company responds favourably to insuring a fish farming activity. Beyond the comfort of the Kisan Credit Card (KCC), there is hardly any substantial institutional credit available to the farmer. So, the dependence upon the informal channels remains high. In fact, NABARD acknowledges that more than 30% rural households still take credit from non-institutional sources. Distribution of this credit is also uneven and skewed amongst states, and heavily prejudiced against small and marginal farmers; the landless tillers remain outside its purview. Availability of financial resources does not automatically mean an access to those resources; and this access continues to be a challenge even though availability may not be a major issue. An Economic Survey notes, "Given the large proportion of resource constrained small and marginal farmers in India, timely availability of adequate credit is fundamental for the success of farming activities." How, is the question?

> "Agriculture can trigger job-led economic growth, provided it becomes intellectually satisfying and economically rewarding"
>
> Dr. M. S. Swaminathan

Income support, yes. Subsidies to offset high cost of farming, yes. But let these not be confused with investment. There is no dearth of finance, but there is a dearth of good finance. Invest as much in infrastructure, R&D, Digitalisation; basically, in what generates greater monetary value to the farmer. This would not be in any conflict with the government's welfare and income support to the farmer. Let the investment be evaluated on the threshold of financial return. A rupee spent should return more than a rupee, and efficacy of this conversion should be measured by how much more. Treat agriculture as business and encourage financial returns on business principles. It is definitely encouraging that on the lines of ease of doing business we have started talking about ease of doing agriculture. Let the focus be shifted from production to farmer, not merely in the idiom of welfare, but prosperity. Our policy direction should be to make agriculture a profession of choice and not a compulsion.

Dr. M. S. Swaminathan, the father of Green Revolution sums it up, "Agriculture can trigger job-led economic growth, provided it becomes intellectually satisfying and economically rewarding."

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ROSS 308 AP BEST ACHIEVERS

AUGUST-2025

Aviagen INDIA

Northern Region

COMPANY: Sampoorna feeds

FARMER NAME: Mr. Bhagwan Dass Pol

AUGUST-2025	Top #1
Farm Type	OPEN HOUSE
State	Haryana
Chicks Placed	15820
Mean Age	32
Avg Body Wt	2226
FCR	1.248
cFCR	1.198
Livability%	97.3
Daily Gain	69.6
EPEF	542.3

Eastern Region

COMPANY: IB Group

FARMER NAME: Mr. Sanjeet Sena

AUGUST-2025	Top #1
Farm Type	EC HOUSE
State	Odisha
Chicks Placed	5088
Mean Age	37
Avg Body Wt	2781
FCR	1.541
cFCR	1.367
Livability%	94.1
Daily Gain	75.2
EPEF	458.8

Central Region

COMPANY: Jafpa

FARMER NAME: Mr. Ravaji Laxman B

AUGUST-2025	Top #1
Farm Type	EC HOUSE
State	Maharastra
Chicks Placed	7275
Mean Age	31.7
Avg Body Wt	2284
FCR	1.303
cFCR	1.240
Livability%	95.9
Daily Gain	72.0
EPEF	530

South Region

COMPANY: SKM feeds

FARMER NAME: Mr. Sivaperumal E

AUGUST-2025	Top #1
Farm Type	OPEN HOUSE
State	Tamil Nadu
Chicks Placed	5931
Mean Age	35.8
Avg Body Wt	2550
FCR	1.440
cFCR	1.318
Livability%	96.2
Daily Gain	71.3
EPEF	476.3

AUGUST-Top PERFORMANCE BY AREA

Area	Chicks Placed	Mean Age	BW	FCR	cFCR(2Kg)	Livability%	Daygain	EPEF
North EC house	7305	31.9	2158	1.336	1.300	95.4	67.7	484.1
North Open house	15820	32.0	2226	1.248	1.198	97.3	69.6	542.3
East EC house	5088	37.0	2781	1.541	1.367	94.1	75.2	458.8
East Open house	3254	40.0	2663	1.493	1.346	96.0	66.6	428.3
Central EC house	7275	31.7	2284	1.303	1.240	95.9	72.0	530.0
Central Open house	8067	34.4	2436	1.374	1.277	98.0	70.8	505.4
South EC house	22416	37.0	2675	1.464	1.314	95.7	72.3	472.5
South Open house	5931	35.8	2550	1.440	1.318	96.2	71.3	476.3

AUGUST-Top 10 FIELD PERFORMANCE

Flock	Farm Type	State	Chicks Placed	Mean Age	BW	FCR	cFCR	Livability%	Day Gain	EPEF
Flock 1	Open House	Haryana	15820	32.0	2226	1.248	1.198	97.3	69.6	542.3
Flock 2	EC House	Maharastra	7275	31.7	2284	1.303	1.240	95.9	72.0	530.0
Flock 3	EC House	Maharastra	13675	32.9	2424	1.356	1.262	97.1	73.6	527.0
Flock 4	EC House	Maharastra	10978	33.9	2459	1.357	1.255	97.0	72.6	519.0
Flock 5	EC House	Maharastra	7583	34.7	2534	1.365	1.246	95.7	73.1	513.0
Flock 6	EC House	Maharastra	9529	31.8	2246	1.340	1.285	97.1	70.6	512.1
Flock 7	EC House	Maharastra	9490	32.3	2320	1.345	1.274	95.6	71.9	510.6
Flock 8	Open House	Maharastra	8067	34.4	2436	1.374	1.277	98.0	70.8	505.4
Flock 9	Open House	Haryana	13051	35.0	2514	1.382	1.268	97.1	71.9	505.0
Flock 10	EC House	Maharasta	5856	36.0	2557	1.360	1.237	96.5	71.1	504.3

Article

The Burden of Salmonella in Poultry: Implications for Health, Productivity, and Biosecurity

Dr. Kishor Gedam
Product Manager-Therapeutics
Dr. Sanjay Singhal
Chief Operating Officer
Stallen South Asia Pvt. Ltd

Introduction

Salmonella is a leading cause of foodborne illness globally, with non-typhoidal serotypes like S. Enteritidis and S. Typhimurium responsible for the majority of gastroenteritis cases. In India, though national surveillance data is limited, reports under the Integrated Disease Surveillance Programme (IDSP) show hundreds of foodborne outbreaks annually, with thousands affected. Vulnerable groups such as infants and immune compromised individuals are particularly at risk, as even low doses of Salmonella can trigger severe illness. South Asia reports an estimated 2.2 cases of invasive non-typhoidal Salmonella per 100,000 people annually, with a high fatality rate. Poultry, especially chicken meat and eggs, remains a primary reservoir, with multiple studies indicating widespread contamination and rising antimicrobial resistance, posing significant public health risks.

With increasing demand for poultry and growing concerns over antibiotic resistance, India faces the challenge of balancing production efficiency with food safety. Regulatory moves to restrict antibiotic use, combined with consumer preference for antibiotic-free meat, are pushing the industry towards alternative control strategies. Preharvest measures like biosecurity, improved farm hygiene, and feed additives, along with postharvest controls such as HACCP implementation, are being emphasised. Vaccination has become a core preventive tool; however, the need persists for more robust vaccines offering cross-protection against diverse and emerging serotypes. This review highlights the current understanding of Salmonella in poultry and explores sustainable control approaches suitable for the Indian context.

Transmission

Salmonella primarily spreads through the faeces of infected chicks, contaminated feed, water, and litter. Human activities, such as farm visits without proper biosecurity and movement between chicken houses, also contribute to its spread. Transmission occurs via direct contact with infected birds or indirectly through contaminated environments. Vertical transmission, particularly through infected eggs, is key in sustaining outbreaks, as asymptomatic carriers can pass the bacteria to offspring for up to 14 weeks. These bacteria can survive in the environment for months under favourable conditions, though sunlight and high temperatures reduce their persistence. Wild birds, mammals, and insects, especially red mites, can act as vectors, complicating control efforts.

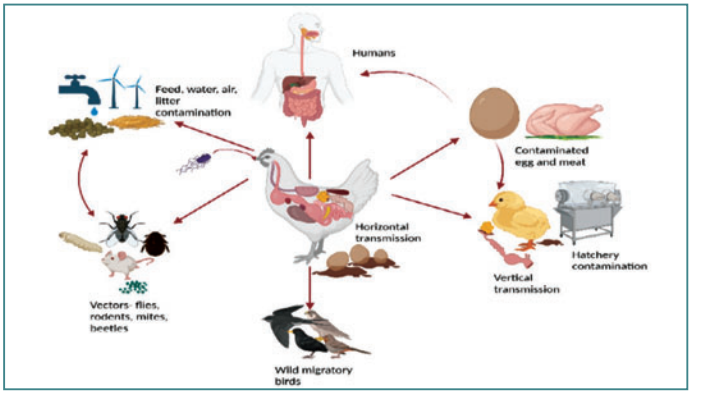

Fig.1: Transmission of Salmonella

Pathogenesis

Salmonella pathogenesis starts when bacteria are ingested, surviving the stomach's acidity to invade the intestinal mucosa using virulence factors like plasmids, toxins, fimbriae and flagella. They infect non-phagocytic cells and macrophages, triggering inflammation and evading the immune system. The bacteria spread via the bloodstream to organs like the liver, spleen and kidneys causing symptoms such as diarrhoea, loss of appetite and depression, leading to high mortality, especially in young chicks. Salmonella can be transmitted both vertically and horizontally. It induces inflammation, macrophage apoptosis, and can cause severe haemolytic anaemia, leading to rapid death. The incubation period is typically 4 to 6 days.

Clinical signs

Pullorum disease mainly affects young birds particularly chicks under 3-4 weeks old, with peak mortality at 2-3 weeks. Infected embryos may die in the egg and recently hatched chicks often exhibit signs of acute septicaemia such as depression, weakness, loss of appetite, drooping wings, huddling, laboured breathing, dehydration, and ruffled feathers. White, viscous diarrhoea and faecal pasting around the vent are common. Older chicks may experience a less acute disease course, sometimes developing arthritis or blindness. Survivors may be underweight, poorly feathered and less productive as adults. Infections in birds older than 4 weeks are usually asymptomatic but can result in decreased egg production and fertility. Fowl typhoid affects birds of all ages with symptoms like depression, appetite loss, weight loss, dehydration, ruffled feathers, yellowish diarrhoea

and respiratory distress. Older birds may experience decreased egg production, fertility, and hatchability leading to anaemia with pale, shrunken combs and wattles. Atypical outbreaks, such as one in quail characterised by decreased egg laying and high mortality without clear clinical signs can also occur.

Diagnosis

Lesions may be highly suggestive; however, diagnosis should be confirmed by isolation, identification, and serotyping of S Pullorum. Infections in mature birds can be identified by serological tests, followed by necropsy evaluation complemented by microbiological culture and typing for confirmation.

Official testing recommendations for flocks in the US are outlined in the National Poultry Improvement Plan (NPIP). The NPIP lists approved rapid assays for Salmonella. These include, for example, PCR assay and lateral flow immunoassays. Some assays are for the general detection of all Salmonella spp. Further typing is required after these general detection assays. Other NPIP-approved rapid assays are specific for Salmonella enterica serotype enteritidis like plasmid profiling and ribotyping, aid in accurate identification and differentiation.

Postmortem Lesions

The liver is yellowish in colour with haemorrhagic streaks. In chronic cases the ovary consists of pedunculate and misshapen ovules. The most obvious lesion includes enlarged and congested liver, which becomes dark red or brown (bile-stained liver) after exposure to the atmosphere. There may be multiple necrotic areas throughout the liver. There is congestion and necrosis of the liver and spleen with catarrhal enteritis.

Fig. 2: Granulomatous hepatitis, liver, chicken

Antimicrobial Resistance

Antimicrobial resistance is a growing global challenge, worsened by insufficient assessments of Salmonella resistance and lack of regulation. The easy access to antimicrobials without prescriptions, along with incomplete treatments, exacerbates the problem. In poultry farming, the overuse of antibiotics has led to the development of resistant strains, including those producing extended spectrum beta-lactamases (ESBLs), posing a serious threat to both public health and the poultry industry (Parvej et al., 2016). Resistance mechanisms include bacterial target modifications, changes in cell membrane permeability, and efflux pumps. Misuse of antibiotics has resulted in the rise of multidrug-resistant Salmonella strains, making treatment more difficult and highlighting the need for more careful antibiotic use (Farhat et al., 2023).

Prevention and Control

Preventing and controlling salmonellosis on poultry farms is essential. Key strategies include removing infected birds, keeping healthy and sick birds separate and using testing methods like tube-agglutination to screen flocks. Strong biosecurity measures, such as strict hygiene, controlled farm access, and proper management of litter, feed, and water, help reduce disease spread. Without these measures, fowl typhoid poses a significant economic threat, highlighting the need for organised control programs with accurate testing and prompt action.

Vaccination plays a crucial role in preventing and controlling salmonellosis on poultry farms. Effective vaccines can help reduce infection rates of fowl typhoid and salmonella enteritidis providing long-term protection for flocks. In addition to vaccination, strategies like early identification and removal of infected birds, routine testing, and strict biosecurity measures (e.g., hygiene, controlled farm access) are essential for minimising disease spread. Combining vaccination with proper management of litter, feed, and water enhances flock health and reduces the economic impact of fowl typhoid, making it a key component of any comprehensive disease control program.

Stallen South Asia Pvt. Ltd. is offering a unique live vaccine BIO-VAC SGP 695, against fowl typhoid and salmonella enteritidis.

Key features of BIO-VAC SGP 695

- BIO-VAC SGP 695 contains the live attenuated strain SGP 695 AV of Salmonella gallinarum/pullorum that induces a strong active immunity in vaccinated pullets, against fowl typhoid, reducing mortality, clinical signs, pathological lesions, losses in eggs production and against Salmonella enteritidis infection, reducing the colonisation of internal organs and ovary
- In drinking water administration
- Stable attenuated and total apathogenicity of the vaccine strain
- Reduction of vaccination procedure costs

Why choose BIO-VAC SGP 695 than SG 9R salmonella vaccine?

	BIO- VAC SGP 695	SG 9R vaccine
Strain	695 AV (Live attenuated)	9R (Rough strain with possible reversion)
Characteristics	Does not revert to virulence	Possible reversion to virulence
Targeted Infections	Salmonella gallinarum, Salmonella pullorum, Salmonella enteritidis	Primarily Salmonella gallinarum (Fowl Typhoid)
Administration	Oral (via drinking water)	Subcutaneous injection
Vaccination Program	Initial dose at 6-8 weeks, second at 16-18 weeks. Early dose if early infection history	Initial dose at 6 weeks, revaccination every 12 weeks for layers
Effectiveness	Broad protection including Salmonella enteritidis	Focused on protection against Salmonella gallinarum

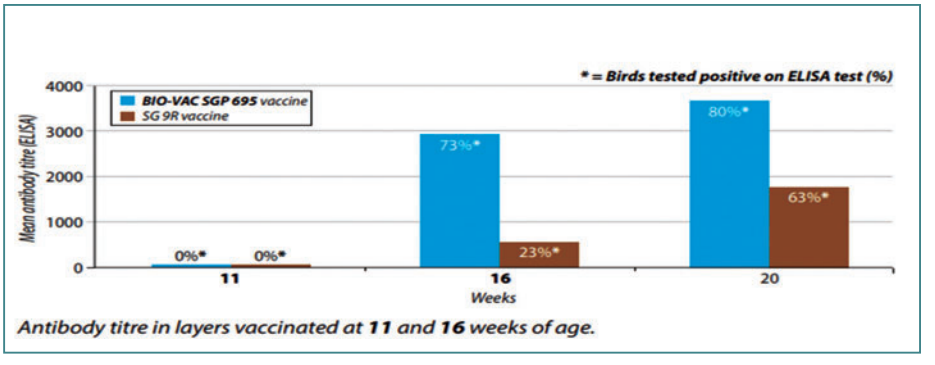

Fig 3: ELISA report of BIO-VAC SGP 695 and SG 9R vaccine

References on Request

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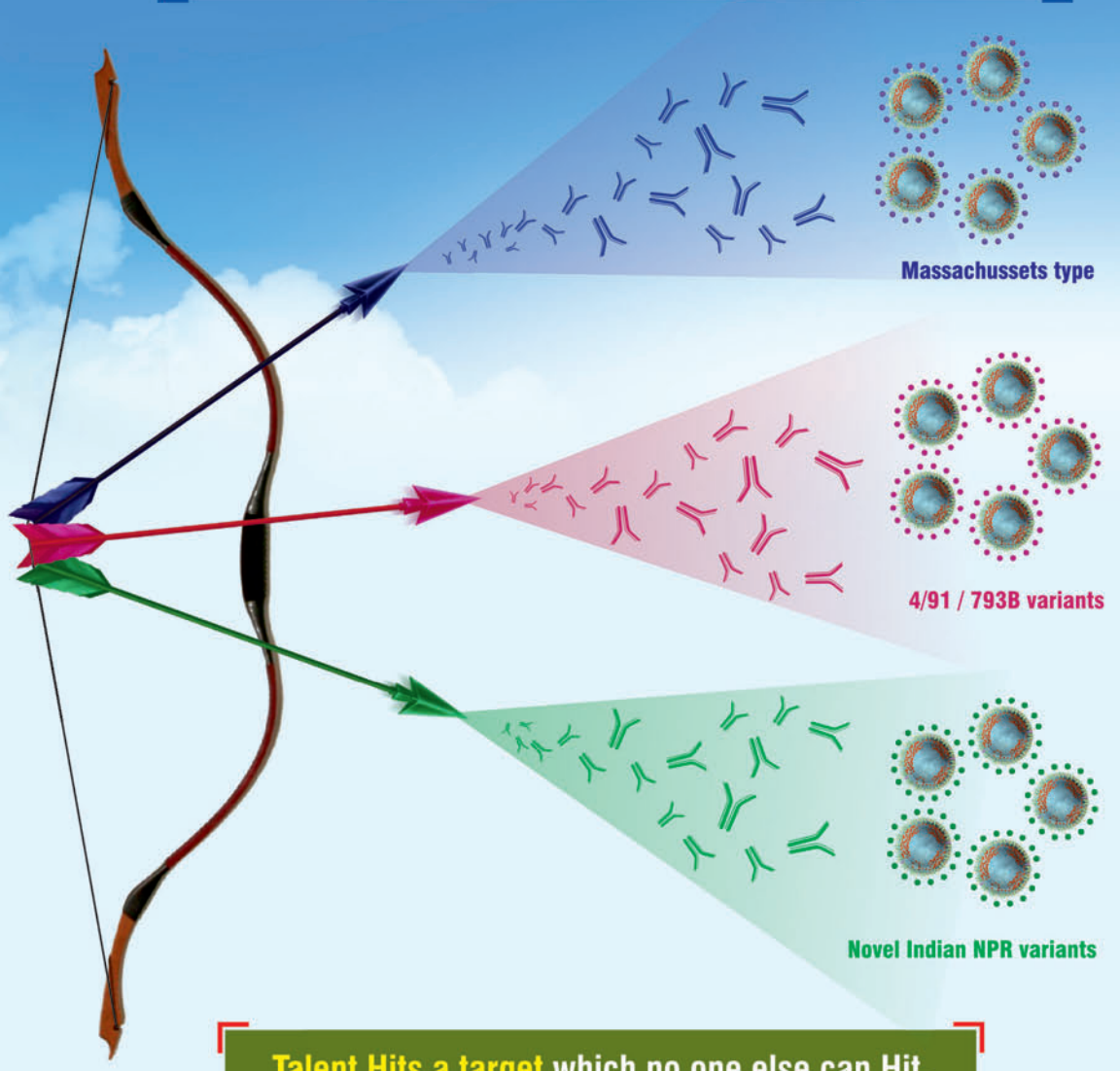

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Article

TriSorb-α – Advancing Mycotoxin Management Through Multi-action Strategy

Team Avitech Nutrition

With the onset of monsoons and increased humidity, the risk of mycotoxin contamination in animal feed escalates significantly, making effective mycotoxin management more critical than ever. Mycotoxins, including Aflatoxins, Ochratoxins, Zearalenone, Fumonisins, and Trichothecenes (DON and T2), represent a significant and persistent challenge to the livestock and poultry industries. These insidious contaminants, often found in raw materials and finished feeds, can lead to reduced feed intake, impaired nutrient utilisation, compromised immune function, organ damage, and ultimately, substantial economic losses for producers. Recognising the urgent need for a robust and reliable defence mechanism, Avitech Nutrition developed TriSorb-α to provide unparalleled protection against a broad spectrum of these harmful compounds.

TriSorb-α's Multi-Action Mycotoxin Control Strategy: A Holistic Approach

TriSorb-α stands apart from conventional toxin binders through its unique synergistic blend of active components: thermally processed Calcium Montmorillonite, Saccharomyces cerevisiae cell wall components, and Bacillus subtilis. This innovative formulation delivers a powerful multi-action strategy that goes beyond simple adsorption, offering a holistic approach to mycotoxin management:

1. **Adsorption:** The foundation of TriSorb-α's efficacy lies in the superior binding capabilities of its primary adsorbents. Thermally processed Calcium Montmorillonite, a highly purified clay mineral, possesses a vast surface area and specific charge characteristics that enable it to effectively bind polar mycotoxins like Aflatoxins. Complementing this, the cell wall polysaccharides (β-glucans and mannanoligosaccharides) derived from Saccharomyces cerevisiae yeast are highly effective in binding a broad range of mycotoxins, including both polar and non-polar types, such as Zearalenone and Ochratoxins. This dual-adsorption mechanism ensures a comprehensive capture of diverse mycotoxins within the gastrointestinal tract, preventing their absorption into the animal's bloodstream.

2. **Biotransformation:** A critical differentiator for TriSorb-α is its active biotransformation component. The inclusion of Bacillus subtilis, a beneficial probiotic bacterium, introduces an enzymatic detoxification pathway. Bacillus subtilis secretes specific enzymes that are capable of structurally modifying complex mycotoxins into less toxic or entirely non-toxic metabolites. This enzymatic degradation neutralises the harmful effects of mycotoxins, offering an additional layer of protection that passive adsorption alone cannot provide. This proactive approach reduces the overall mycotoxin load and minimises their detrimental impact on animal physiology.

3. **Colonisation:** Beyond enzymatic action, the probiotic Bacillus subtilis in TriSorb-α actively colonises the animal's gut. This colonisation contributes to a balanced and healthy gut microbiota, which is fundamental to overall animal health and resilience. A robust gut microbiome enhances the animal's natural detoxification capacity, providing continuous biological protection against ongoing mycotoxin challenges. Furthermore, a balanced gut environment supports optimal nutrient utilisation, improves digestive efficiency, and reinforces intestinal barrier integrity, leading to enhanced animal performance and well-being.

Advanced Mycotoxin Protection: Unlocking Key Benefits

The synergistic action of TriSorb-α's components translates into a range of significant benefits for feed producers and livestock operations:

- **Broad-Spectrum Efficacy:** TriSorb-α's multi-component formulation ensures effective binding and detoxification

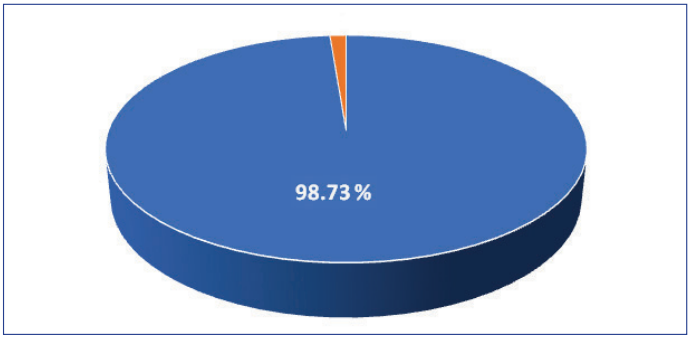
against a wide array of prevalent mycotoxins, offering robust protection against the complex mycotoxin mixtures often found in contaminated feed

- **pH-Independent Binding:** Unlike some binders whose efficacy is compromised by varying pH levels in the digestive tract, TriSorb-α demonstrates consistent high binding efficiency throughout the entire gastrointestinal system, from the acidic stomach to the more alkaline intestines. This ensures continuous and reliable protection
- **Metabolic Detoxification:** The unique biotransformation capability provided by Bacillus subtilis actively converts complex and harmful mycotoxins into harmless metabolites, reducing the toxic burden on the animal's liver and other vital organs
- **Intestinal Health Enhancement:** The probiotic colonisation by Bacillus subtilis fosters a healthy gut environment, improving nutrient absorption, strengthening the immune system, and further aiding the animal's natural defence mechanisms against mycotoxin challenges

Scientific Validation: In-Vitro Studies Confirm TriSorb-α's Superior Performance

Avitech Nutrition is committed to scientific rigor and has conducted extensive in-vitro studies to validate TriSorb-α's efficacy:

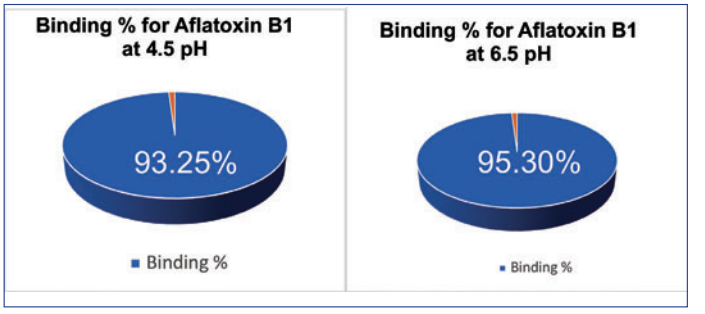
(A) Study Conducted at NDDB (National Dairy Development Board) A comprehensive study conducted at the National Dairy Development Board (NDDB) evaluated the net binding efficiency of TriSorb-α against Aflatoxin B1, one of the most potent and widespread mycotoxins. The results unequivocally demonstrated TriSorb-α's exceptional performance, achieving a remarkable 98.73% net binding percentage for Aflatoxin B1. This high binding affinity underscores its immediate and powerful protective action.



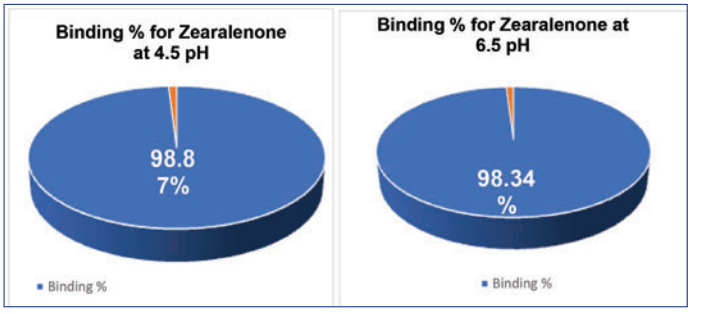
The National Dairy Development Board (NDDB) evaluated the net binding efficiency of TriSorb-α with Aflatoxin B1 at 98.73%

(B) Studies Conducted at ACNS (Avitech Center for Nutrition Science) Further in-vitro studies at Avitech's own state-of-the-art Avitech Center for Nutrition Science (ACNS) have provided additional insights into TriSorb-α's robust performance:

- Study 1: Adsorption Efficacy of TriSorb-α against Aflatoxin B1 at different pH: This study meticulously evaluated TriSorb-α's adsorption capabilities across various pH conditions mimicking the different segments of the animal's digestive tract. The results confirmed its consistent and high binding efficiency for Aflatoxin B1, regardless of the pH environment



- Study 2: Adsorption Efficacy of TriSorb-α against Zearalenone at different pH: Similarly, another study at ACNS focused on TriSorb-α's efficacy against Zearalenone, a non-polar mycotoxin known for its reproductive effects. This research also demonstrated TriSorb-α's strong and stable adsorption performance across a wide range of pH values, highlighting its broad-spectrum and pH-independent action



Comprehensive Benefits for Enhanced Animal Performance

The proven efficacy and multi-action approach of TriSorb-α translate into tangible benefits for animal health and production:

- Broad Spectrum Coverage: Protection against a wide range of mycotoxins
- Optimum Efficiency and Production: Supports improved feed conversion ratios and overall animal productivity
- High Binding Efficiency: Rapid and effective removal of mycotoxins from the gut
- No Interaction with Nutrients: Ensures that essential vitamins, minerals, and other nutrients remain available for absorption, preventing nutritional deficiencies
- Stable in a Wide Range of pH: Consistent performance throughout the digestive tract
- Affinity Towards Low and High Loads of Mycotoxins: Effective in both preventative and corrective scenarios
- Healthier Immune System: Reduces immune suppression caused by mycotoxins, leading to more resilient animals
- Protection of Vital Organs: Minimises mycotoxin-induced damage to the liver, kidneys, and other critical organs

Conclusion

TriSorb-α represents a significant advancement in mycotoxin management. One can now confidently enhance feed safety, optimise animal health, and secure economic returns with TriSorb-α. By combining superior adsorption, active biotransformation, and gut colonisation, Avitech Nutrition has developed a product that offers unparalleled protection against the complex and evolving threat of mycotoxins.

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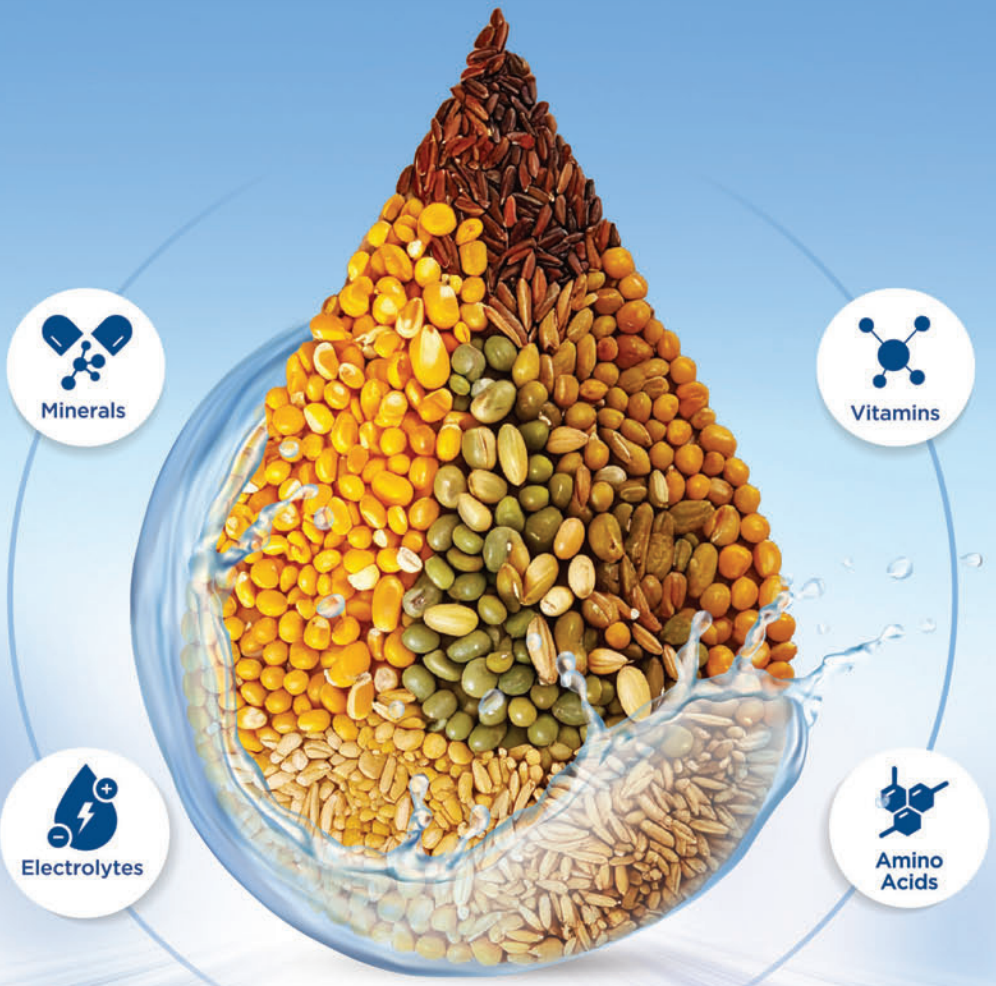

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IPR Espresso

PFI Delegation Meets Union Minister to Address Poultry Industry Challenges

The Poultry Federation of India (PFI) team, led by President Ranpal Dhanda along with senior office-bearers, met Prof. S.P. Singh Baghel, Union Minister of State for Fisheries, Animal Husbandry & Dairying, and senior ministry officials to discuss the ongoing crisis in the poultry sector.

PFI urged the government to:

- Grant 'Agricultural' status to poultry and livestock farming to enable benefits like subsidised power tariffs, concessional loans, tax relief, and renewable energy subsidies
- Implement a national vaccination and disease-monitoring programme to safeguard bird health and prevent economic losses
- Address rising feed costs by relaxing import duties or incentivising domestic production of maize and soybean meal
- Create state-specific, location-based meat sale calendars to avoid blanket bans during festivals and reduce distress sales

Highlighting the sector's 7–8% annual growth and its contribution to rural incomes, nutrition, and employment, PFI stressed the need for urgent policy interventions to protect millions of small farmers.

Prof. Baghel assured full support from the ministry.

Cull Bird Single Window Facility Inaugurated in Hyderabad

The Telangana Poultry Federation (TPF), with the support of IPEMA/Poultry India, inaugurated the Cull Bird Single Window in Hyderabad. This milestone marks a significant step in strengthening poultry infrastructure and operational integration across Telangana and neighbouring states.

The inauguration was graced by Malreddy Ranga Reddy, Hon'ble MLA of Ibrahimpatnam, and Kasireddy Narayana Reddy, Ex-ZP Chairman, Nalgonda & Ex-APPF President, as Chief Guests.

TPF President Kasarla Mohan Reddy emphasised that the facility symbolises unity, progress, and empowerment for poultry farmers. Envisioned as a centralised hub, the building will streamline cull bird marketing, ensure greater transparency, and enhance efficiency across five major poultry regions.

"This initiative aligns with our mission for sustainable growth and marks a new chapter in poultry infrastructure development. We are proud to support efforts that foster progress, coordination, and innovation within the Indian poultry sector, " said Uday Singh Bayas, President IPEMA/Poultry India.

The inauguration witnessed participation from prominent dignitaries and national leaders.

The Cull Bird Single Window facility will act as a model for streamlined farmer coordination, product movement, and market connectivity—setting a benchmark for future poultry infrastructure projects in India.

Broiler Breeders Association North Charts the Future of Poultry Pricing and Growth

The Broiler Breeders Association North (BBAN) convened a landmark meeting on 22nd August during the Poultry & Livestock Expo in Noida, bringing together leading breeders, integrators, and industry stakeholders from across northern India.

Presided over by Mr. Mohit Malik (President, BBAN) and Mr. Parveen Nain (Senior Vice President, BBAN), the meeting addressed pressing challenges facing the poultry sector and laid out a strategic roadmap for stability and growth.

A uniform chick price of Rs. 35 per chick was fixed until 31st December 2025, with members unanimously pledging strict compliance to prevent market disruptions. The association also announced plans for a 2,200-village poultry production survey to better understand consumption patterns and farmer challenges.

Highlighting the need for transparency,

BBAN proposed a "One-Window" pricing and information system to streamline coordination among breeders. Representatives from Haryana, Punjab, Rajasthan, Uttar Pradesh, Uttarakhand, Bihar, Jharkhand, Himachal Pradesh, and Jammu & Kashmir pledged their support to uphold unified pricing and collective decision-making.

Indian Poultry Alliance Targets Rs. 800 Crore in First Year, Sets Stage for Processed Poultry Growth

The Indian Poultry Alliance (IPA), a subsidiary of the Allana Group, is poised to achieve a topline of Rs. 800 crore in its first year of operations — one of the fastest scale-ups in India's organised poultry sector. Launched in November 2024 the company forms part of Allana Group's USD 120 million (Rs. 1,000 crore) investment in creating a fully integrated poultry venture with nationwide reach.

With processed poultry currently contributing only 10% of the market, IPA aims to double this share to 20% by 2030 and achieve a Rs. 2,000 crore topline by 2027. By year-end, it will launch an integrated protein retail platform for chicken, seafood, and lamb, tapping into the Allana Group's 4,000-store network.

"Gearing to touch Rs. 800 crore in our first year is a reflection of the structural change we are working to unlock in India's poultry sector. Our integrated model, rapid geographic expansion, and strategic acquisitions are building the foundation for India's transition from a fragmented, wet-market-led supply chain to a modern, processed poultry ecosystem. As consumer demand for safety, consistency, and convenience accelerates, IPA is positioned to set new benchmarks and shape the industry's trajectory for the next decade,"says Dr. Chittaranjan Behl, Chairman, Indian Poultry Alliance (Allana Group).

IPA's growth is powered by a Rs. 1,000+ crore expansion blueprint, including a Rs. 300 crore acquisition of Kwality Animal Feeds Pvt. Ltd. and an additional Rs. 200 crore earmarked for scaling operations. Looking ahead, IPA is establishing seven state-of-the-art processing plants supported by Allana Group's cold chain, reefer transport, waste management, and export infrastructure. A planned greenfield processing facility will further boost organic capacity, enabling IPA to make processed chicken highly cost-competitive and drive adoption toward a 50% processed poultry share over time.

IPEMA/Poultry India Hosts Partners Excellence Gathering Meet 2025

The Indian Poultry Equipment Manufacturers Association (IPEMA) and Poultry India successfully hosted the Partners

NATIONAL

Excellence Gathering Meet – 2025 recently in Hyderabad. The evening celebrated the invaluable contributions of vendors and partners whose support was instrumental in the success of the 16th Poultry India Expo 2024 and brought together around 40 key collaborators for an evening of appreciation, networking, and celebration. A proud moment for the organisation was the acknowledgment of Poultry India's recognition as the "Top Industry Catalyst 2025" at the prestigious Exhibition Excellence Awards.

Speaking at the event Uday Singh Bayas, President IPEMA/ Poultry India said, "On behalf of IPEMA and Poultry India, I extend our deepest thanks to every associate and vendor who contributed to the grand success of Poultry India Expo 2024. Your dedication is what drives this industry forward. We are proud of our shared achievement in being named 'Top Industry Catalyst 2025' and look forward to continuing this journey together at the upcoming 17th Poultry India Expo 2025."

PFI Delegation Engages with Poultry India Leaders

During a recent visit to Hyderabad, the Poultry Federation of India (PFI) team met with Poultry India leaders, including President Uday Singh, to discuss key industry issues, strategies, and growth opportunities. The PFI team also visited the newly established Cull Bird Single Window Sales facility by the Telangana Poultry Federation, a landmark initiative enhancing

transparency, efficiency, and hygiene in cull bird marketing. Honoured by Mohan Reddy, President of Telangana Poultry Federation, the team lauded this innovative model. PFI invited Telangana Federation members to the 36th AGM in Lucknow on October 8th & 9th, 2025.

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Optima Life Sciences Hosts GEH TECH-2: Driving Innovation in Poultry Gut Health

Optima Life Sciences conducted the second edition of its technical seminar series, GEH TECH-2, on 19th July in Kolkata. The symposium brought together an impressive assembly of veterinarians, nutritionists, researchers, integrators, and poultry specialists from across the Eastern region to address one of the industry's most pressing challenges — poultry gut health.

With the industry rapidly transitioning away from Antibiotic Growth Promoters (AGPs), the seminar focused on science-backed strategies to build resilient gut systems and unlock the full genetic potential of commercial poultry through sustainable and innovative solutions.

The event was graced by Dr. A. B. Mandal, former Director of the Central Avian Research Institute.

Vinay Kulkarni, Executive Chairman of Optima Life Sciences, inaugurated the seminar with an insightful presentation on emerging trends in poultry production and Optima's commitment to driving sustainable, antibiotic-free solutions.

The highlight of the day was the keynote session by Dr. K. Jayaraman, a renowned authority in animal nutrition. Delivering his address on "Gut Health Under Siege: Leveraging Biotic Synergy to Restore Gut Homeostasis," Dr. Jayaraman shared evidence-driven insights and pragmatic field learnings, guiding integrators and feed manufacturers toward sustainable gut health strategies in India and beyond.

Tracing the evolution of poultry gut health, Dr. Jayaraman explained how shorter broiler lifecycles and extended laying periods have rendered the gut more vulnerable to multiple threats. He highlighted critical factors impacting gut health, including:

- Delayed feeding of chicks
- Mycotoxins in feed
- Water quality and hygiene
- Nature and quality of raw materials
- Imbalance in intestinal microflora
- Improper crude protein levels
- Diseases such as Coccidiosis and Necrotic Enteritis

Dr. Jayaraman emphasised that these challenges, often acting synergistically, can severely affect intestinal integrity, cause dysbiosis, and result in significant drops in growth performance, particularly in AGP-free systems.

A major spotlight of GEH TECH-2 was the launch of ButyEster PRO 3, introduced by Dr. Kalyani Sarode, Senior Product Manager at Optima Life Sciences.

Developed with advanced GEH+ Technology, ButyEster PRO 3 is a next-generation tributyrin supplement combining high-purity tributyrin, poly-antibiotic-resistant probiotics, and synergistic prebiotics. This innovative formula delivers butyric acid precisely where it's needed, strengthens gut health, enhances mucosal immunity, reduces pathogens, and optimises nutrient absorption—offering a powerful alternative to AGPs while maintaining robust performance and recovery in poultry. With Buty Ester PRO 3, gut modulation becomes precise, powerful, and sustainable—replacing AGPs without compromising performance.

KPFBA Hosts 30th AGM

The Karnataka Poultry Farmers and Breeders Association (KPFBA) hosted its 30th Annual General Body Meeting in Bangalore on 9th August. The event brought together an impressive gathering of poultry farmers, breeders, industry leaders, and sector stakeholders from across the state, reflecting the strength and unity of Karnataka's thriving poultry community.

In a detailed presentation, the Management Committee showcased the association's achievements over the past two years, highlighting key initiatives, impactful industry engagements, and strong policy representations that have contributed to the sector's growth and sustainability. The financial statements were also tabled and received unanimous approval.

The meeting concluded with the election of a new team of Office Bearers and Management Committee members for the 2025–2027 term. Naveen Pasuparthy was unanimously elected Honorary President for the second term.

Management Committee 2025–2027	
Hon. President	Mr. Naveen Pasuparthy – Nanda Group
Vice Presidents	Mr. Manjesh Kumar Jadav – Venkateshwara Hatcheries Ltd.
	Mr. S. S. Dashpanda – Kwality Animal Feeds Pvt. Ltd.
Honourary General Secretary	Mr. Prasanna N – Nandini Poultry Farms
Hon. Treasurer	Mr. Naveen D. Kokla – Diamond Hatcheries
M. C. Members	Mr. Rajesh Reddy – SR Agro
	Mr. Harshwardhan Joshi – Khadkeshwara Hatcheries Ltd.
	Mr. Sujit Komarla – Komarla Group
	Mr. Vasanth Manickam – Megha Farm
	Mr. S. G. Veeranna
	Mr. Ajey R. Shetty – Nutri Feeds

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Technical Seminar by RR Animal Health Care at Jind

RR Animal Health Care Ltd. recently organised a technical seminar at Jind on the theme, " Mitigating Emerging Diseases in Broiler Breeders."

The seminar featured an insightful keynote by Dr. Jayaraman Krishnarajan, renowned poultry consultant, who shared perspectives on disease trends and early mitigation strategies. Dr. N.K. Mahajan, former HOD, Dept. of Veterinary Public Health & Epidemiology LUVAS, Hisar highlighted practical solutions and innovation in poultry care, while Dr. Mukesh Mahala, a noted cardiologist, spoke on managing sudden heart-related health issues.

From the RR team, Dr. Debashis Dutta, Managing Director, outlined the company's vision for expanding eco-friendly, scientifically robust poultry health solutions. Dr. Rajeeb Kumar Roy, Technical Head, introduced Newtrophyl Z+, a breakthrough product developed through extensive R&D to enhance broiler breeder health and performance. The team, including Mr. Anil, Vinod Mishra, and Dr. Shimanta M. Sharma, engaged actively with attendees, emphasising RR's farmer-centric and field-driven approach.

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CLFMA of Indian Sets the Agenda for India's Animal Agriculture Sector

The Compound Livestock Feed Manufacturers Association (CLFMA) of India hosted its 58th Annual General Meeting and 66th National Symposium on 22nd and 23rd August at Hyderabad. With the theme "Animal Agriculture in India – The Way Forward", the two-day event became a melting pot of ideas, bringing together policymakers, industry stalwarts, scientists, and sector stakeholders to reimagine the future of animal agriculture.

The symposium was graced by eminent dignitaries, including Prof. S. P. Singh Baghel, Hon'ble Minister of State for Fisheries, Animal Husbandry & Dairying, and Ministry of Panchayati Raj, Government of India; Sri Vakiti Srihari, Hon'ble Minister for Animal Husbandry, Dairy Development & Fisheries, Sports and Youth Services; Sri Sabyasachi Ghosh, IAS, Special Chief Secretary, Government of Telangana; and Dr. Muthukumaraswamy B., Joint Secretary (NLM), Department of Animal Husbandry & Dairying.

At the heart of the discussions was a bold vision — turning India into a protein powerhouse. The poultry industry, growing at an impressive 8% annually, stood out as a catalyst for this transformation. Not only is poultry one of the most affordable sources of protein, but it also drives rural income and offers India a chance to strengthen its foothold in international markets. With 65% vertical integration and expanding export opportunities in the UAE, Maldives, Bhutan, and Bahrain, the sector is poised to deliver cleaner, safer, and globally competitive products. But growth comes with challenges. Concerns over avian influenza and rising kidney infections in regions like West Bengal, Assam, and Telangana served as a reminder that the journey ahead demands robust biosecurity, innovative vaccination strategies, and deeper R&D investments.

The spotlight also turned to aquaculture. With 76% of the nation's 1.4 billion people eating non-vegetarian food and over 80% falling short of daily protein intake, the opportunity to bridge nutritional gaps is enormous. While rising US tariffs on shrimp exports cast a shadow, industry leaders reframed the challenge as an opportunity to ignite domestic demand, create value-





added products, and enhance farmer profitability. Government initiatives such as the Fisheries and Aquaculture Infrastructure Development Fund (FIDF) and PM-MatsyaSampada Yojana (PM-MKSSY) promise a supportive policy environment, but the real thrust will come from collaboration across the value chain.

According to Divya Kumar Gulati, Chairman, CLFMA of India,"India is home to the world's largest livestock population and accounts for 13% of global milk production. The sector contributes 30.23% to agricultural GVA and 5.5% to the national economy, making it a cornerstone of national growth, rural prosperity, and nutritional security. Yet, this is only the beginning of our growth story. With the right policies, stronger cold-chain and processing infrastructure, and faster adoption of innovation, we can evolve from being the world's largest producer to one of its most influential exporters. CLFMA remains committed to working with all stakeholders to turn this vision into reality. We have also proposed the establishment of:

- Export Oriented Zones (EOZs)
- Livestock Export & Domestic Development Authority

These strategic bodies will significantly enhance ease of doing business and boost the global competitiveness of the Indian poultry sector by ensuring:

- Access to raw materials at global price parity
- A simplified regulatory framework for domestic and international trade
- Market creation and diversification through government-to-government collaboration and coordinated branding strategies through FTA"

The CLFMA of India office bearers present at the symposium included :

- Sumit Sureka, Dy. Chairman
- Naveen Pasuparthy, Dy. Chairman
- Abhay Parnerkar, Dy. Chairman
- Abhay Shah, Dy. Chairman
- Nissar F. Mohammed, Hon. Secretary
- R. Ramkutty, Treasurer
- Vijay Bhandare, Convenor


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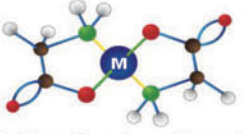

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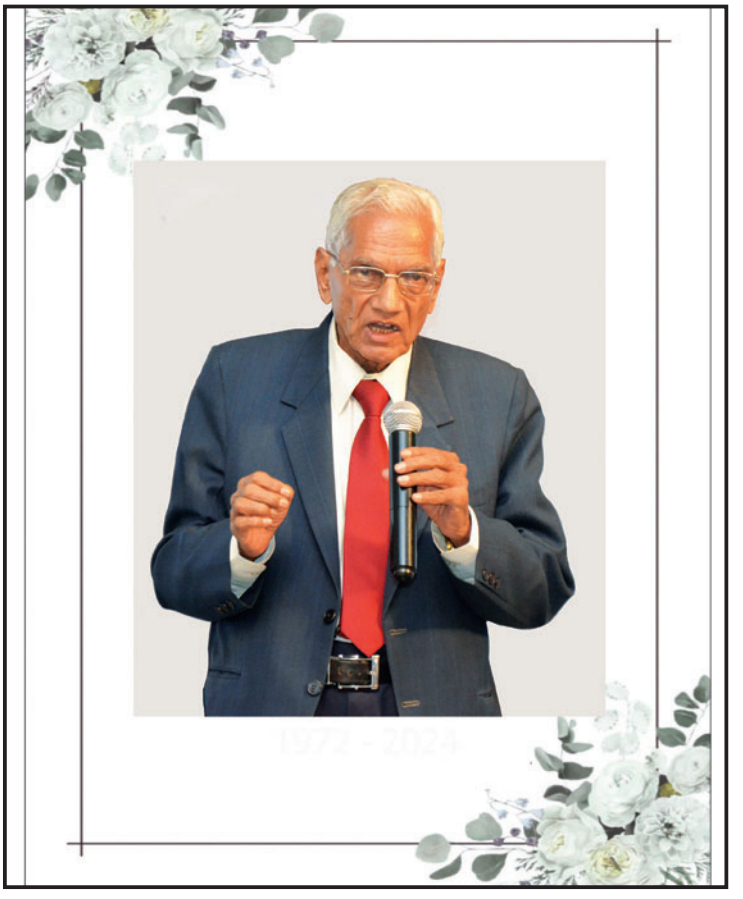
In Memoriam



Dr. J. L. Vegad

(1935 - 2025)

We mourn the passing of Dr. J. L. Vegad, eminent veterinary pathologist, visionary researcher, and a revered figure in Indian poultry science. Dr.Vegad dedicated his entire life to advancing the field of veterinary pathology, leaving behind a lasting legacy that continues to inspire poultry farmers, academicians, and professionals across the globe.

Dr.Vegad began his illustrious academic journey by securing a gold medal in his B.V.Sc. from Jabalpur, followed by an M.V.Sc. from the Indian Veterinary Research Institute and a Ph.D. from New Zealand under a prestigious Commonwealth Scholarship.

He served as Professor and Head of the Department of Veterinary Pathology at Jawaharlal Nehru Agricultural University, Jabalpur, where he devoted 25 years of his career, culminating his tenure as Dean before retiring in 1996. He later became Professor Emeritus at the Indian Council of Agricultural Research (ICAR), Government of India.

A prolific researcher, Dr.Vegad authored over 150 research papers, with 60 publications in leading British, American, and New Zealand journals. His pioneering work on inflammation in sheep and poultry earned him international recognition. In 1987, he was awarded the prestigious Rafi Ahmed Kidwai Memorial Award by ICAR for his outstanding contributions to veterinary pathology.

Dr.Vegad also served as an expert member on several selection committees of leading agricultural and veterinary universities and ICAR, shaping the careers of countless veterinary professionals. His academic influence extended globally, having served as a Visiting Professor at the University of California, Davis, where he conducted advanced research on equine haemato-immunology.

His contribution to education remains unparalleled, having authored three textbooks on veterinary pathology and two widely referenced books on poultry diseases. His scholarly work has guided generations of veterinarians and poultry experts in India and abroad.

Over the years, Dr.Vegad was the recipient of numerous awards, fellowships, and national recognitions. In honour of his extraordinary contributions, the Indian Association of Veterinary Pathologists established the Dr. J. L. Vegad Foundation at the national level. Several organisations also honoured him with Lifetime Achievement Awards, particularly for his ground breaking work on avian influenza in India.

He is survived by his family, colleagues, students, and countless admirers whose lives he touched deeply through his knowledge, humility, and vision.

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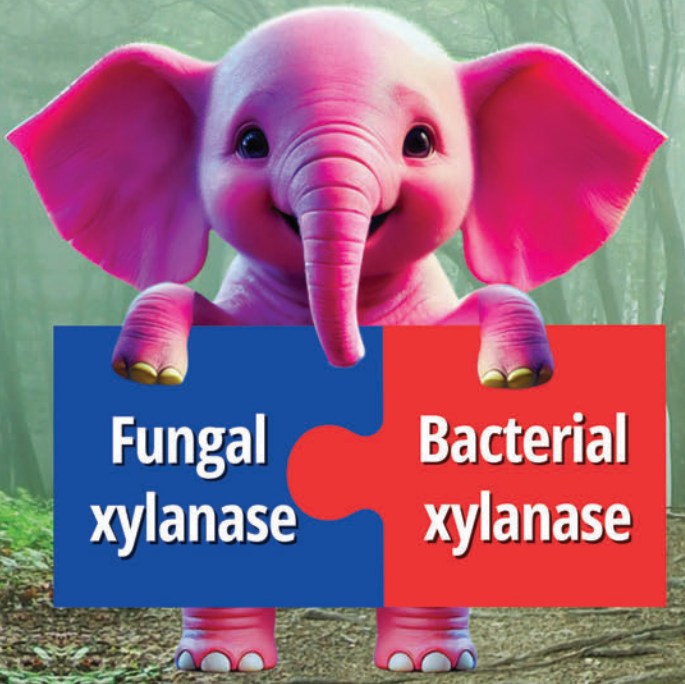

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