

INDIA POULTRY EXPO 2013

FEED BACK OF PARTICIPANTS AT LUCKNOW

Poultry Line has a dedication to the poultry industry as a whole and its aim to render maximum benefit to poultry farmers spread across the country. It sees no religion, no caste, no creed and the development of the industry and benefits to all is its aim.

In pursuance of its goal, Tejasvi Publications under the banner of Tejasvi Events organizes poultry expos at various places and ensures that they are meaningful. The equipment manufacturers, pharmaceutical companies, hatcheries, traders, experts in research and development and eminent doctors are brought under one roof and the expos are organized. Till date it had conducted ten such exhibitions at various places and every event is as successful as it before and appreciation is received from one and all.

In this pursuit, Mrs Anuradha Desai, Chairperson of Venkateshwara Group played a very meaningful role and extended its assistance and cooperation in participating almost all the expos organized by Tejasvi Publications. But for the unstinted support extended by her, these expos would not be a reality and we owe a lot to her for all the help and assistance extended to us from time to time. The success of our Expos are also largely to the unstinted support and patronage of the equipment manufacturers, pharma companies, hatcheries, feed manufacturers, traders who stood by us at all times encouraged us in every event and the journey is going with improved zeal and our commitment to the poultry industry as such is doubled. We also believe the pursuit of Dr B V Rao, Doyen of poultry industry that the industry should spread and develop across the country and there should be an entrepreneur at every village, town and city.

We just concluded our eleventh expo at Lucknow, Uttar Pradesh and the kind of response we received was fabulous and exhibitors and some of the eminent persons who attended the expo expressed their feelings about the expo and we publish them for the benefit of all our valued followers of our magazine.



उ०प्र० पं०दीनदयाल उपाध्याय पशु चिकित्सा विज्ञान
विश्वविद्यालय एवं गो अनुसंधान संस्थान, मथुरा-281001
U.P. Pt. Deen Dayal Upadhyaya Pashu Chikitsa Vigyan
Vishwavidyalaya Evam Go-Anusandhan Sansthan,
(DUVASU), Mathura -281 001

Prof. P.K. Shukla
M.V.Sc., Ph.D, FNAVS
Dean, Post Graduate Studies
Ex- Joint Commissioner(Poultry), Gol

Dated: 22-09-2013

My Dear Shivshankarjee,

Indeed it's a matter of great pleasure to be a part of the event 'India Poultry Expo- 2013' on 14th Sep., 2013 at Lucknow. The event was fruitful particularly with the significant participation of the senior Bureaucratic officers of the Govt. of U.P. Such events plays an important role in carrying out the extension activities, educating the poultry farmers and also to keep abreast with the latest happenings in the State of U.P., which in real sense is a non-traditional state so far poultry activities are concern. I hope with the induction of newly introduced "Policy on Poultry" by the Govt. of U.P. and simultaneous holding of the event of India Poultry Expo-2013 at the State Capital will definitely have a positive impact in the growth of Poultry Sector in Uttar Pradesh. Congratulation, on successful organization of such vibrant event for the growth of Poultry Sector in Uttar Pradesh.



(P.K.Shukla)

MY IMPRESSIONS OF LUCKNOW POULTRY EXPO

(14.9. 2013 to 16.9.2013)

By all accounts, Poultry Expo at Lucknow was a grand success. Firstly, more than 75 pharmaceutical and equipment-manufacturing companies participated and had put up their attractive stalls. Secondly, a massive crowd of farmers and other personnel had turned up on the second day and the stalls were places of great activity, buzzing with the people. The centre of attraction on the first day was the magnificent inaugural function, well-organized and so-well conducted by Dr. Manoj Shukla.



The second day was full of business activity. People were in high spirits and full of gusto and enthusiasm. The main feature of the second day activity was the Technical Session organized for the benefit of poultry farmers. Eminent speakers spoke on various aspects of the problems faced by farmers. The challenge of drift variants of low pathogenic avian influenza virus, currently posing a great threat to the industry and ruining farmer's economy by inflicting heavy losses, was discussed at length; and ways and means of tackling the menace were suggested. Several other topics such as on nutrition, management, brooding, etc. were also discussed at great length. The seminar was well attended and followed by a question and answer session.

The last day began with the usual business transactions that continued during the day. This was followed, in the afternoon, by the valedictory function as part of the closing ceremony. The most soothing aspect of the function was that winners of the stalls were honoured by farmers and the farmers, in turn, were honoured by the stall personnel for excelling in various activities. This created an incredible atmosphere of friendliness and cordiality.

To end, the expo fulfilled the purpose for which it was meant. It enlivened the farmers from their mundane activities and ushered in new energy, and enthusiasm. The crowning glory of the expo was the way in which Dr. Manoj Shukla of Phoenix

conducted the inaugural function. His control of the language, intonations, and the rhythm with which he spoke kept the audience spellbound.

The Managing Director of Tejasvi Publications Mr. Shiv Shankar is a person to reckon with. He was the strength of expo and brought a fresh air to the poultry industry of Lucknow. But for his untiring and monumental efforts, his devotion to a cause, and his single-minded determination, this expo would never have been a success. He therefore justifiably deserves all the admiration, praise and accolade.

Dr. J. L. Vegad

PhD (New Zealand), Visit. Prof. (USA),
FIAVP, FNAVS

MY COMMENTS:

This year's expo was remarkably better in all aspects eg; the venue, the exhibitors, visitors and technical seminars. Both farmers and exhibitors were very much satisfied. This is a good sign for future development of poultry in this state. I am sincerely thankful to each and every exhibitor, participants of technical seminar and innumerable no of persons visited the place and all those who have directly or indirectly helped us in any manner to organise such a grand show in our state.



Dr.A.U.Qidwai,

Joint Director Poultry
Directorate of Animal Husbandry,
Uttar Pradesh, Lucknow.

MESSAGE

I myself represented Poultry Federation of India in the Exhibition held in LUCKNOW from 14sept 2013 to 16 September 2013. I felt overwhelmed to know that the organizer of the exhibition Mr. Shiv Shankar from Hyderabad organize this exhibition in Uttar Pradesh to create awareness among the poultry farmers of this area. Poultry is in initial



stages in this part of India, many small farmers are brooding up here, and it would have been difficult for them to travel somewhere else. Such type of Exhibitions are beneficial to aware these farmers. It has been well attended by many people associated with poultry. Secretary, joint secretary and Director Animal Husbandry, UP Government addressed the farmers and laid some light on the activities and actions being taken by the UP Govt. to increase poultry growth in the state. A large numbers of exhibitors too attended it and were pleased with the arrangements and the number of farmers.

I request Mr. Shiv Shankar to organize such exhibition in Patna, Bihar to increase the knowledge of the farmers there.

PFI hugely appreciates your kind efforts and extends its gratitude.

With Best Regards

Satish Pal

President,
Poultry Federation Of India

Dear Mr Shiv Shankar,

I must congratulate you for this bold step to organize poultry exhibition and seminar at Lucknow, U.P. It is your second effort in U.P. which is yet to join the Poultry Map. Both times I was present. Though first effort was also good but this time it was excellent. Certainly it is going to help the upcoming poultry state. U.P. has a very huge potential by all means.

Seminar was excellent in view of participants and presenties. I must congratulate Dr. Vegad for his eye opener presentation on L.P.I.

I wish that you take your mission to other backward areas of poultry like Bihar, Jharkand and N. East. Next time try to send message not only to each district but to villages also so they can be benefitted most with your mission. I wish you all the success in future.

Yours

Shabbir Ahmed Khan,
Poultry Consultant, Delhi.

Dear Mr Shiv Shankar,
My hearty congratulations on your successful Expo conducted at Lucknow.

The precise way in which arrangements were made right from inauguration till concluding ceremony reminds me the military precision.

Incidentally I was in interacting with the exhibitors and farmers present there and everyone was satisfied with the Expo and were thankful to the organisers. I strongly feel that you needed to concentrate on this part of India as UP is most promising and happening market in poultry. Your Lucknow show is far greater success as compared to Poultry India at Hyderabad as the rural farmers who needed such shows at their door steps have got what they needed.

The entire credit goes to you and your team and it is a feather in your cap. Kudos and keep going.

- Dr Manoj Shukla,
Phoenix Group, Raipur.

The experience of participation in this event has been overwhelming and if talk about the venue and its ambiance it was very good.

The flow of the farmer has been really encouraging for the participant company. The technical Seminar and topic covered in it were very educating and relevance to the poultry industry. At present the poultry industry, in this area is taking shape so it is need of the time to have this type of events. We must appreciate the efforts made by MR B V Shanker for successfully organizing the events.

We wish him very best for his coming up events.

Dr Rajeev Tripathi,
Product manager,
Samsun Biotech Pvt. Ltd.



Dear
Shivshankarji,

Congratulations on hosting a successful poultry expo at Lucknow.

First of all we would like to convey our thanks to your good office for providing us all support in meeting our immediate requirements without any hurdles. By participating in the above said expo, we were surprised to witness farmers and the distributors, integrators and upcoming entrepreneurs all across U.P and neighbouring states have responded stupendously in knowing about the current poultry industry and have certainly taken immediate measures to get associated thereby providing more opportunities for the exhibitors in reaching out to other places to establish business and identity based on their ethics. All the above happened in one arena in a span of three days. We wish the entire team of Tejasvi Events all the best and to build success after success in each event.

With regards,
P.C.Dharmalingam,
Manager-Marketing,
www.rowinequipments.com
Mobile +91 94838 60238

Dear Mr. Shivshankar,

Hearty congratulations for grand success of your Lucknow expo. It's really amazing. The inaugural session, technical session, closing ceremony and moreover amazing crowd of farmers were fantastic. The whole credit goes to you, for your hard work to create awareness among the farmers of U.P. I really appreciate your unique "ROAD SHOW" in different parts of U.P. to bring the farmers in the show. I have interacted with all the exhibitors and they were very much satisfied with the response and enquiries of the farmers. Many of exhibitors have said that it is more successful than Poultry India Expo at Hyderabad. It's a feather in your cap. U.P. is an



upcoming market and your more efforts are required i.e. in terms of more expos in the future which helps the entire belt of UP. Once again accept my congratulations and best wishes for you and your future expos.

With regards,
Mr. Kamal Deep Jain,
Managing Director
Maharashtra Feeds Pvt. Ltd.
M-2, Gupta Tower, Azadpur Commercial Complex,
New Delhi - 110033

Hello Mr. ShivShankar,
Heartiest Congratulations for the grand success of Poultry Expo at Lucknow.

Participating in the expo was really an amazing experience. Poultry in India is currently in its initial stages, and organizing an expo was an excellent effort by you in the direction of upgrading this industry. The expo aimed at creating awareness among the poultry farmers in UP about various aspects of poultry industry and I am sure it did succeed in doing so. A huge number of pharmaceutical and equipment-manufacturing companies attracted farmers and other visitors through their stalls. All the events, beginning from inaugural ceremony, then technical session and seminars, to valedictory ceremony were very well-organized. The topics discussed in the seminar helped farmers in identifying their problems and challenges and also provided them with various measures to tackle them. Farmers were well addressed about the activities and actions being taken by the UP Govt. to increase poultry growth in the state.

Overall, all the exhibitors and farmers benefitted from this event to a great extent and the credit goes to you. Bovian Healthcare Pvt. Ltd appreciate your hard work, commitment and efforts in making this expo a success and look forward to attend more such expos in future. Wish you luck in your future endeavours.

Regards,
Dr. Praveen Kumar
Asst. Product Manager
Bovian Healthcare Pvt. Ltd, Faridabad



Venerable Shree Shivshankar ji,



Indeed it was grand Expo and boon for Angel Feeds as just we had rolled out. We have spreaded our brand throughout the U.P. and adjoining states in just 3 days with this platform. So really it was milestone for us. We express our deep

gratitude to you and would like to encourage you for many more grand events by you. Your endeavour for this successful event is commendable. We are your real aficionado and expecting the same in Bihar shortly. There was some lack regarding basic amenities for visitors which we tried to meet out and done it VIZ water and coffee above all a great lapses from participant side they didn't tried their best to convene our most reverend farmers. We hope will take care in future. At last will not forget to say that you are a very very diligent & dynamic. Thanks a lot.

Satish Kumar,
Country Head,
Angel Feed,
Panipat, Haryana
(M):094729 52989

Dear Mr. Shiv Shankar Jee

Thanks for your success expo in Lucknow.

Congratulations by Heart for grand success of your Lucknow expo. It's really best for North India. The inauguration session, technical session, closing ceremony and place where expo organized amazing crowd of farmers, Feeds dealers, and other person who related with poultry were fantastic in comparison to previous year. All arrangement for this year expo was best of this area. The whole credit goes to you, for your hard work to create



awareness among the farmers and all poultry person of North India. I have interacted with your next exhibition with you. Many of exhibitors have said that it is more successful than Poultry India Expo at Hyderabad for north India. I hope that your hard work for north India growing market goes to up according south India. At present the poultry industry, in this area is taking grow so it is need of the time to have this type of success expo with co-operation of government. All policy of government is best for growing poultry which allowance by principal secretary (Animal husbandry U.P). S.B.I and Canara Bank stall show that all thing in favour of poultry for growing and developing of North India Poultry.

Once again accept my congratulations and best wishes for you and your future expos.

Regards:-

HARIOM FEEDS PVT LTD.

Mr- DILIP KUMAR SINGH (Managing Director)
Near Railway Station
(Beside of Sanskrit pathshala)
Gopalganj-841428 (Bihar)
ph-06156-292702.7781021425
Fac:-Manjhagarh (Gopalganj)
Website:-www.hariomfeeds.co.in
Email:-hariomagroind@gmail.com

Dear Mr. Shivashankar,

I would like to place on record my observations on the POULTRY EXPO - 2013 held at Lucknow between 14.09.2013 and 16.09.2013.



This Expo has exceeded all the expectations of every participant and has been a witness to a few new and pleasant developments. The most important aspect of any expo, is the number of relevant audience

visiting the expo. The exhibition is for the visitors to attend. The recent expos elsewhere in India had seen a thinning out of visitor flow. But this expo changed the picture wherein the visitor flow was in full tone and justified the occupation of stalls by the exhibitors.

In many a seminars too, the presentations will be highly technical, and will offer no benefit to the common farmer/ feed miller. No effort is made to educate the farmers too. Scientists will be having many platforms to exchange the information but the farmers are left out of the loop. However, in this expo, practically oriented topics and presentation in the local language held the farmers enthusiasm throughout the day-long session, which the full bodied gathering of farmers listened to in interest.

The Expo has definitely brought a freshness into the way Expos-Cum-Seminars are conducted; the farmers and allied industry people of UP are now motivated and convinced that they are deepening their commitments; the Government has taken a note and pressing ahead in promoting poultry. Tejasvi Events has got a shot in the arm, that their working pattern is well accepted and rewarded. All said and done, special appreciation should go out to DR. MANOJ SHUKLA for orchestrating the interaction programs so well, DR. JL VEGAD to be reaching out to the smallest of the small farmers with a sincere goodwill and DR. AU QIDWAI for working hard to convey the Government sponsored programs to the small famers. A very special kudos to Tejasvi Events and to you Mr. Shivashankar, for deciding to conduct in a faraway state, and bringing it out so nicely.

Kind regards,
for Adventis Biolabs
Dr. Ravikiran
September 23, 2013, Bangalore

Dear Shivshankar ji,

Congratulations for organising The poultry expo at Lucknow.

We are extremely thankful this initiative and providing support to promote our product. The Expo provided good platform for the stakeholder in the poultry industry to promote, interact, network and engage with others. With policy initiatives from the local government, we see the industry progressing fast in the state and all the participant benefiting. We look forward to generating business out of the leads from the event.

I wish to congratulate Mr. Shankar and his team for organising this exhibition and wish luck for all future events.

Vipin Agarwal,
AGM-Marketing,
Tata Chemicals Limited,
Mumbai



Mr.B.Shivshankar of Tajasvi Publications always explores Poultry Show at the places where even Poultry Industry is quite good but not much activities.

During Lukhnow show we interacted several Poultry Farmers from U.P., Bihar, CG, Uttaranchal n Zharkhand.

It is really worth to spend 2 days in such shows to meet more n more people in short span of time. Behalf of Biomin India team I would like to Congratulate Mr.Shivshankar for grand success of Lukhnow show.

Dr Sujit Kulkarni,
Sales Director,
Biomin Singapre Pte Limited,
(M): 097650 91000.



INDIA POULTRY EXPO 2013 AT LUCKNOW



From Left Mr. B.V. Shiv Shankar, Dr. P.K. Shukla, Dr. Rudra Pratap, Mr. Alok Ranjan, Mr. Yogesh Kumar, Mr. Satish Pal, and Dr. P.S. Gautham

The eagerly awaited Mega India Poultry Expo 2013 was conducted in Indira Gandhi Pratishthan in Lucknow with all pomp and festivity in September 2013. This is the second such expo in the State of Uttar Pradesh. It is heartening to note that more than ten thousand farmers of Uttar Pradesh, Bihar, Jharkhand, and Delhi visited the Expo which we feel is a tribute to us and the confidence they reposed on us and did not disappoint them either.

Dr Manoj Shukla of Phoenix Group, Raipur was once again Star Anchor for the expo and played his role with perfection. Mr Alok Ranjan, IAS, Agriculture Production Commissioner has accepted our invitation to be at the function as Chief guest. A galaxy of dignitaries were present at the function viz Mr Yogesh Kumar, IAS, Principal Secretary, Animal Husbandry and Fisheries Departments, Govt. of U.P., Dr. Rudra Pratap, Director, Animal Husbandry, U.P, Dr P.K. Shukla Ex. Joint Commissioner (Poultry), Govt. of India and Dean, Post Graduate

Studies, Veterinary University, Mathura, Dr A.U. Qidwai, Joint Director, Poultry Disease Control, Animal Husbandry Dept., U.P., Mr Satish Pal, President, Poultry Federation of India were guest of honour at the function. Dr Shukla invited all the dignitaries and the organiser Mr B V Shiv Shankar on the dais.

Speaking on the occasion the chief guest Mr Alok Ranjan thanked Mr Shiv Shankar for organizing such a great show which definitely going to be a big help for the development of poultry in U.P. He stressed the need to create a demand of consumption of eggs in rural areas by bringing awareness amongst the masses that the egg is the best and cheapest source of protein. He explained the necessity of developing poultry in the state which is the highest population of 20 million human population and whereas producing less than 5% of the total consumption of eggs. He informed the house that in response to the G.O. the expected



Shri Alok Ranjan, A.P.C. Lighting the Lamp



Shri Yogesh Kumar offering prayer to Lord Ganesh & Tribute to late Dr. B.V. Rao



Shri Alok Ranjan, A.P.C. addressing the house

target was achieved within 6 months as against 1 year and optimistic about the growth in the state. He stressed the need to convince the financial institutions for simplifying the loan procedures so that the farmers can avail a hassle less loan. He further said that maize production is growing year after year and this being the main ingredient in poultry feed, the cost of production of eggs would be cheaper. The growth of poultry not only help the augment the production of eggs and chicken but also help in employment generation, he observed. He also sought the whole hearted support of poultry feed manufacturers and equipments manufacturers association of India so that the poultry can be developed in the State of UP

Mr Yogesh Kumar, Principal Secretary, A.H. thanked the organisers for conducting the expo for the second time in Uttar Pradesh and motivate the poultry in U.P. While narrating the need of the poultry development in the state of Uttar Pradesh, he expressed his sincere concern for adopting and following strictly the norms of bio-security right from the beginning of the poultry unit with special reference to the emerging threat of HPAI in India as most of the farmers are neglecting this aspect.

Dr Rudra Pratap, Director, A.H., U.P thanked the



Mr. Yogesh Kumar addressing the house

organisers for taking up the efforts in organising this expo for the second time in U.P. Speaking on the occasion, he assured the house that his department and the Govt. of Uttar Pradesh is always ready to help and help redress any genuine problem of the poultry in the state. He also invited the entrepreneurs from all parts of the country to avail the scheme of the State Govt. and establish poultry in a big way in the state.

Dr P K Shukla, Dean, Vet University, Mathura congratulated the organiser for organising the expo in succession. While speaking on the occasion, he informed that Poultry sector has tremendous penitential as a source of employment generation and in the production of cost effective protein to feed the country particularly in the non-traditional poultry activity state like U.P. He said that livestock sector is the only sector which always registered the positive growth since 1st five year plan. He said that it is a good sign that the Govt. of U.P. has announced the new Poultry policy for the state to encourage the poultry activities in the state. Many states have introduced the egg in their mi-day meal programme and suggested U.P. Govt. to implement the programme, thereby the demand for such products are likely to increase in future. While giving a boost



Dr. Rudra Pratap addressing the house



Dr. P.K. Shukla addressing the house



Mr. Satish Pal addressing the gathering

to the poultry sector in the state of U.P., he suggested that input services, veterinary services, vaccines and vaccinations, proper marketing structures and biosecurity should also be given due importance. For sustainable growth of the poultry sector proper backward and forward linkages are required and should be considered accordingly, he said.

Mr Satish Pal, President of PFI while speaking thanked Mr Shiv Shankar for organising the expo in a grand manner. He drew the attention of the Govt officials who were seated on the dais on the concept of integration. He said that farmers who abandoned the poultry farms due to mismanagement were evincing keen interest and are attracted to integration and ruining their lives. He added that though the concept of integration has not entered in U.P sooner it may enter into the State. He opined that the farmers are becoming bonded labour in the hands of integrators and urged the Govt. officials to caution the farmers not to fall prey in the hands of integrators

Speaking on the occasion Mr Shiv Shankar said that buoyant upon the last year's success he was motivated to organize this expo in succession. The



Inaugural address of Mr. B.V. Shiv Shankar

Purpose of organizing this expo is to share latest information, developments and new technologies to the poultry farmers and to make the farmers aware through the technical seminars by renowned Doctors, Professors, Poultry consultants, Scientists and specialists for empowering the farmers for better productivity.

Speaking on the production of feed segments, the organizer was of the view that the Uttar Pradesh state had enough resources to produce corn, soya, polished rice, vegetable oil etc. and if the Animal Husbandry support these farmers with proper guide lines, enough feed would be produced at a competitive and remunerative prices which will help the farmers as well as the poultry industry to a great extent.

He said that his main aim and ambition is to create awareness amongst the farmers with latest techniques and to induce the growth rate of chicken production for meat and eggs in the villages, small towns and remote areas where 60% population of the country resides. Moreover, through their magazine Poultry Line, he promised to support wherever and whenever the services needed to bring the happiness in the lives of the farming



Tips on Broiler Management and Record Book written by Mr. Shabbir A. Khan was released by Shri Alok Ranjan



Shri Alok Ranjan cutting the ribbon and declared open the expo

Mr. Alok Ranjan's Visit to the Stall of Exhibitors



community.

While concluding his speech, he expressed his gratitude to one and all in making this expo a grand success. He thanked all the exhibitors who have their faith and confidence in him and supporting the expos with their participation and specially Mrs Anuradha Desai, who is supporting him in almost all the exhibitions thereby making the expos a grand success. He also thanked Dr A U Qidwai, Jt Director for his total support, Dr Shukla for playing meaningful and impressive Anchor role, Mr Ajay Mehrotra of Aadya Biologicals and Mr Amit Sahu of Phoenix Group, Luknow for making successful road shows in U.P.

On this occasion a book written by Mr Shabbir Ahmad Khan on poultry management namely "Tips on Broiler Management and Record Book" was released through the golden hands of the Chief Guest. Later Mr Alok Ranjan declared the expo was opened by cutting the ribbon.

The second day began with a technical session. Dr A U Qidwai, Jt. Director, A.H. Lucknow was the convener for the session. More than seven hundred farmers were present. The capacity of 200 seat auditorium was jam packed and the farmers were



forced to stand and listened the topics with keen interest. Dr J.L.Vegad, Consultant, Phoenix Group, Jabalpur, an internationally renowned Poultry Pathologist completely kept the audience mesmerised for more than two hours with pin drop silence in the auditorium. The topic of the discussion was from his latest monograph "Drift Variants of Low Pathogenic Avian Influenza Virus".

The farmers also took keen interest in other presentations made by the speakers as under:

1. "Practical aspects of Enzyme application in Poultry Feeds" by Dr Ravi Kiran, Adventis Biolabs, Bangalore,
2. "Brooding Management" by Dr Manoj Shukla, Phoenix Group, Raipur,
3. "Significance of Bio-Security" by Dr A.U.Qidwai, Jt Director, A.H., Lucknow,
4. "Poultry Industry—An Overview" by Dr J.K.Singh, G.M., Dayal Fertilizers Group and
5. "Mansoon – A Serious challenge to Poultry" by Mr Shabbir Ahmed Khan, Poultry Consultant, Delhi.

The technical seminar was sponsored by Dayal Group of Industries, Lucknow.



Mr. Alok Ranjan's Visit to the Stall of Exhibitors



On day three the closing ceremony of the expo was equally enthusiastic. Exclusively nine farmers and traders were honoured for their major contribution to the poultry in Uttar Pradesh.

They were:

1. Mr Nawab Ali Akber, Lucknow,
2. Mr Harjinder Singh, Allahabad,
3. Mr Vivek Kapur, Kanpur,
4. Mr Ajay Tiwari, Kanpur,
5. Mr Ajay Kumar, Delhi,
6. Mr Nithin Choudry, Muradnagar,
7. Mr Amit Mittal, Chandnagar,
8. Mr Sayed Basheer, Lucknow and
9. Mr Naushad, Gorakhpur.

For the first time, the organising committee has announced best three awards each to the self decorated stalls and allotted stalls. They are as under:

Self decorated stalls:

1. Venkateshwara Group, Pune



2. Maharashtra Feeds, New Delhi and
3. Amrit Feeds, Lucknow

Allotted Stalls:

1. Kutlusan Poultry Equipment Live stock Ltd., Co., Hyderabad Branch
2. Angel Feed, Panipat and
3. Saife Vetmed Pvt Ltd., New Delhi

Later, the mementos were presented to the exhibitors by Dr A U Qidwai, Jt. Director, A.H., Dr V.K.Sinha, Chief Technical Officer-Poultry, A.H., Mr Amarnath Mondal, DM, Canara Bank and Mr Nawab Ali Akber, President U.P. Layer Farmers Association.

Dr Manoj Shukla has once again given a festive touch to this expo by his impressive stage performance. Everyone who attended the function has appreciated his role to make the function successful and requested the organiser to honour him. As per the wish of the audience, Dr Shukla was honoured by all the dignitaries on the dais.

Thus the India Poultry Expo 2013 ended with a satisfactory note.



INDIA POULTRY EXPO 2013



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INDIA POULTRY EXPO 2013



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INDIA POULTRY EXPO 2013



INDIA POULTRY EXPO 2013



VIEW OF THE TECHNICAL SEMINAR



Dr. J.L. Vegad on "Drift Variants of LPAI"



Dr. J.L. Vegad being honoured by the organiser



Dr. Ravi Kiran on "Practical aspects of Enzyme...Feeds"



Dr. Ravi Kiran being honoured by the organiser



Dr. Manoj Shukla on "Brooding Management"



Dr. Manoj Shukla being honoured by the organiser along with speakers

INDIA POULTRY EXPO 2013



Dr. A.U. Qidwai on "Significance of Bio-Security"



Dr. A.U. Qidwai being honoured by the organiser



Dr. J.K. Singh on "Poultry Industry-An Overview"



Dr. J.K. Singh being honoured by the organiser



Mr. S.A. Khan on "Monsoon-A Serious Challenge to Poultry"



Mr. S.A. Khan being honoured by the organiser



View of the audience



View of the audience

INDIA POULTRY EXPO 2013



Memento being presented to RN Feeds



Memento being presented to Saife Vet Med Pvt Ltd



Memento being presented to Maharashtra Feeds Pvt Ltd



Memento being presented to Kutlusan India Branch



Memento being presented to Indbro Breeding Farms



Memento being presented to Aadya Biologicals



Memento being presented to SP Enterprises



Memento being presented to Varsha Multi Tech

INDIA POULTRY EXPO 2013



Memento being presented to Chishtiya Poultry Services



Memento being presented to Zeus Biotech Pvt Ltd.,



Memento being presented to Ayurvvet Limited



Memento being presented to Rowin Equipment Pvt Ltd.,



Memento being presented to Canara Bank



Memento being presented to KP Weldmesh



Memento being presented to Adventis Biolabs



Mementos being presented to Venkateshwara Group

INDIA POULTRY EXPO 2013



Memento being presented to Shree Agrotech Equipment



Memento received by Mr Singh on behalf of Zucami



Memento being presented to Golden Streak Drugs



Memento being presented to Neospark Drugs & Chemicals



Memento being presented to Visaka Industries Ltd.,



Memento being presented to United Feed & Farming



Memento being presented to Tejasvi Poultry & Livestock Services



Memento being presented to Natural Herbs & Formulations

INDIA POULTRY EXPO 2013



Memento being presented to High Power Feeds Pvt Ltd.,



Memento received by Big Dutchman on behalf Dashmesh Industries



Memento being presented to Big Dutchman GmbH being



Memento received by Big Dutchman on behalf of Jindal Mectec Pvt Ltd.,



Memento being presented to Kavya Equipments



Memento being presented to Tat a Chemicals Ltd.,



Memento being presented to Provimi Animal Nutrition India



Memento being presented to Angel Feeds

INDIA POULTRY EXPO 2013



Memento being presented to Ess Aar Orient and Hellman Poultry



Memento being presented to Dayal Fertilizers Group



Memento being presented to Promois Health & Nutrition



Memento being presented to Dept. of Animal Husbandry



Memento being presented to Hariom Feeds Pvt Ltd.,



Memento being presented to Virbac Animal Health India



Memento being presented to ABTL



Memento being presented to Samsun Biotech Pvt Ltd.,

INDIA POULTRY EXPO 2013



Memento being presented to Godrej Agrovet Ltd.,



Memento being presented to Amrit Feed Ltd.,



Memento being presented to Nexell Laboratories



Memento being presented to Bovian Healthcare Pvt Ltd.,



Dr V K Sinha, A.H. Dept. being honoured



Mr Unial of Indbro, Lucknow being honoured



Mr Amit Sahu, Phoenix Group being honoured



Mr Ajay Mehrotra being honoured

INDIA POULTRY EXPO 2013



Memento being presented to D.M., Canara Bank



Memento being presented to Poultry Herald



Memento being presented to S S Associates



Memento being presented to Mr Satyanarayana of Tanuku, AP

SPECIAL HONOUR TO THE FARMERS OF U.P. & DELHI



Mr Nawab Ali Akber, Lucknow being honoured



Big Dutchman being honoured on behalf of Mr Harjinder Singh, Allahabad



Mr Ajay Tiwari, Kanpur being honoured



Mr Ajay Tiwari being honoured on behalf of Mr Vivek Kapur, Kanpur

INDIA POULTRY EXPO 2013



Big Dutchman being honoured on behalf of Mr. Ajay Kumar, Delhi & Amit Mittal, Chand Nagar



Mr Naseem being honoured on behalf of Mr Naushad, Gorakhpur



Big Dutchman being honoured on behalf of Mr. Nithin Choudry, Murad Nagar



Dr Manoj Shukla being honoured for his excellence performance

12th
EDITION



TEJASVI EVENTS
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INDIA POULTRY EXPO 2013

Views of Mr. Satish Pal, President, P.F.I. about concept of Integration

I, on behalf of PFI, highly appreciate the good work being done by Mr. Shiv Shankar for the growth and upliftment of poultry and assure all that PFI will always extend its constant and continued support to every association or individual working for the development of poultry sector in India.

I am really grateful to you for giving me the opportunity to address this huge gathering of farmers here and share my views on different aspects



of poultry farming. Friends, poultry is a business where one needs to have basic things about chicks clear, aptitude to understand the difficulties that occurs with weather change or the problems associated with outbreak of diseases, hygienic conditions near the poultry farm and many other things related to this field to run the poultry farm efficiently.

Poultry is in initial stage here in Lucknow; many small farmers are coming up. This is how poultry farms are established in other states where it has reached its saturation point. Some farmers were lost in the process whereas some farmers reached the top level. I would like to discuss those problems here so that the mistakes that were made there will not be repeated here.

Normally in Broiler Farming, a farmer starts with a small farm with fewer birds at a site and gradually with experience & profit, increases the bird intake. The small farms are easy to manage, diseases could be controlled easily, less feed required, less expenditure on medicines, less cost of production hence lesser sale rate doesn't cause much loss.

But when more chicks of different age groups are added in to the same farm, this disrupts the balance of the farm. Different age group chicks have different diseases that are communicated from one to other. Hence, the medication cost increases, broiler eats more feed but less weight, increase in cost of production resulting in more

loss and finally the farm shut down. Due to lack of knowledge, farmer doesn't realize his mistake.

To run a poultry farm with efficiency, one needs to adopt 'ALL IN ALL OUT' policy. But this too has its risk factor. Broiler Sale rate depends on demand & supply in the market. For e.g. if a farmer has 20000 birds ready at a time and the market is low at that particular time, it will incur much loss to the farmer that will be hard to cope

up and finally the farm is closed.

To avoid these risks, it's necessary that if you want to increase your farm, do it somewhere else. Different age group birds must be kept away from one another in different farms. It will be easy to maintain, resulting in less cost of production for the broiler, less diseases and manageable Bio security that leads to better management of the farm. So if the sale rate is less at one time, it will be up by next time the flock is ready. Having profit at one time and loss at other, will not destroy the farmer completely.

I personally feel that poultry is a good servant as well as a bad master. It depends how the farmers' understands the basics. The one who is thoroughly clear about the basic knowledge will sail through otherwise will sink down.

With each loss/failure farmers get entangled in the clutches of big poultry firms and run the farms in integration. INTEGRATION indirectly means BONDAGE LABOUR. These big firms claims that being in integration makes the farmers risk free and the farmer has fixed income. This is totally a false claim. Every company has different Per Kg rates and they accordingly pay farmers. Every company has few conditions based on their standard that includes FCR+mortality+weight. Unless and until their standards that are generally made for a temp. range of 20 to 25 degrees, no disease at the farm etc are followed, they do not

pay the farmers well.

These standards are practically hard to achieve. Maintaining temperature, totally disease free farm is generally not possible. Hence FCR increases, more mortality, less weight and their scheduled cost of production increases and finally the deduction from farmers' earnings. Company has a PERFORMANCE based contract rather than Per Kg fixed contract.

For instance if you start a Broiler farm of 10000 birds in integration with a company, you will not be able to repay back the loans. Only the interest could be taken care of, principal amount remains the same. Initially in a new area for new integration these companies will make many big claims, gives many discounts but gradually with time self-farming is reduced and integration becomes prominent. The GM of a big poultry firm said in an interview that like a bank before giving loan to any person check the credentials from CIBIL like groups, in the same way companies before giving birds to the farmers must check their credibility as is done in Eastern part of our country. The same procedure must be followed throughout the country.

If the farmer fails according to your standards his farm will be shut down and due to black listing his reputation will be at stake. This is just an example of their modus operandi.

These big firms are fully aware that Livestock is not like factory where the results would be good always. Poultry depends on natural climatic factors like rain, humidity, temp etc and on diseases. The results set as standards could not be attained all the time and thus they cut all the extra expenditure from the farmers' earnings leaving no or less profit for the farmers. And if a farmer does not give results according to these companies they black list the farmer, thus making it difficult to get the birds again.

These companies know it very well that Broiler farming needs labour and large sum of money and is not as profitable as expected. Thus they do not have their own broiler farms. These companies just invest money and that too in profitable ventures like feed mill, hatchery, medicines, vaccines & processing plants. And in contract farming they value the feed, chicks, medicines according to their interest. Farmers do not have any choice in contract farming, they have to take whatever chicks, feeds the

company is providing and prepare the broiler according to the set company standards otherwise they will not be able to earn a penny.

PFI is getting many complaints from the south India that self-farming has almost become obsolete here. Most of the farmers are doing Contract Farming with few big companies. At first these companies will sell over production of Broiler at the rate much below the cost of production making the government happy that this will increase the competition and thus the consumer will get better protein at lesser rate. But this gradually reduces the farmers' ownership and shifts gears to Contract farming.

According to these farmers, earlier the companies used to give 6 or 7 batches which is now decreased to 4 batches a year thus reducing the production of broiler in market, making it difficult to earn their livelihood. And the farmers are not able to repay back their loans and thus bank declare them defaulters.

This contract farming is a type of Walmart model. They just have one aim of erasing the competition and establishing their monopoly. This proves that Contract farming is neither good for the consumer nor its beneficial for the farmers. Only the big companies are taking big chunks of profit.

I have experienced this over the years and am expressing my views to make you aware about integration and its pros & cons as integration is still new here. UP, Bihar & Jharkhand are still away from the contract farming. But now the companies have laid their eagle's eyes on these areas as well.

I am not telling you anything new, just reminding you what has been done in the past and what will happen in future if we do not learn from our past mistakes. I assure you if you work hard and run your farm keeping in mind all the small things and with basic ideas clear, no one will be able to make fool of you and you will be your own boss making poultry a good profitable venture with decreased amount of risks.

On behalf of Poultry Federation of India, I request the Central Government and all State Governments to take appropriate steps to safeguard such small farmers from this precarious situation lest the most sufferers would be the small farmers and end consumers.