

- An insight into the basics of the poultry entrepreneurship and entails the reader to
- have a brief and significant understanding of the concept of entrepreneurship in general and poultry entrepreneurship in particular.
- Basic knowledge about how to start an entrepreneurial poultry farming covering almost all the basic aspects related to the field.
- First hand knowledge to the entrepreneurs to start the poultry farming by using the resources present locally.
- Creating awareness among the masses about the benefits of poultry farming and to take up backyard, broiler and layer farming as a business module for sustainable source of income and hence employment.
- Serve as an encyclopedia of poultry husbandry practices and will help to guide practicing poultry farmers as well as starter (youth entrepreneur) in starting the poultry entrepreneurial venture from the scratch.

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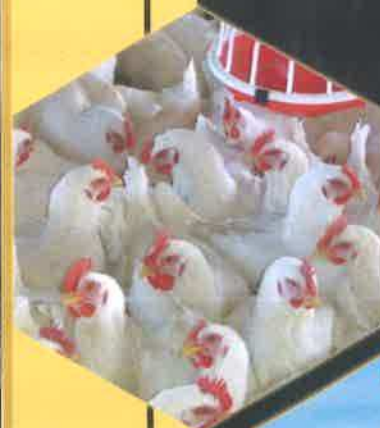
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POULTRY ENTREPRENEURS Handbook for

Handbook for POULTRY ENTREPRENEURS



Pranav Kumar
 Amandeep Singh

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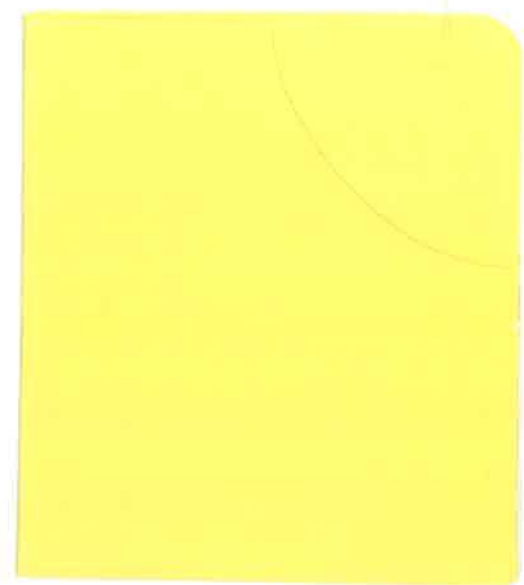


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Handbook for POULTRY ENTREPRENEURS

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Preface

India is developing very fast and so does the sectors which are related to maximum growth rate. Poultry sector being one of the highest growing sectors provides extensive opportunities to the budding entrepreneurs and also to those farmers who want to take up the business of poultry farming. Poultry egg and meat are important sources of high quality proteins, minerals and vitamins to balance the human diet. Specially developed layer, broiler and backyard breeds are available now which have high feed conversion ratio and traits of quick growth, thus providing the enormous profit in short span of time.

This publication "*Handbook for Poultry Entrepreneurs*" has been written to provide fundamental information to all those farmers who want to take up poultry farming as an entrepreneurial venture for source of their livelihood and income generation. This book covers the basic knowledge about how to start an entrepreneurial poultry farming covering almost all the basic aspects related to the field. It had been taken care that all the information to be scientific and cosmopolitan and a farmer belonging to any region can successfully plan of taking up the business. The information is also provided for small scale broiler farming keeping in view of the landless and poor farmers. This book covers all the elements of poultry production with the goal of helping the flock owners to keep their birds as healthy as possible. It covers areas including housing and feeding management, basics of poultry diseases, disease prevention and control measures etc. This book will serve as a complete encyclopedia of poultry husbandry practices and will help to guide practicing poultry farmers as well as starter (youth entrepreneur) in starting the poultry entrepreneurial venture from the scratch.

Entrepreneurship is the buzz word in recent times and also a way for employment generation and hence scaling up the production. This book provides the insights into the basics of the poultry entrepreneurship and entails the reader to have a brief and significant understanding of the concept of entrepreneurship in general

and poultry entrepreneurship in particular. The basics of writing project report for financing institutes are also covered.

Backyard poultry farming has a very good potential in the country, especially in rural areas to uplift the socio-economic conditions and also in overcoming the protein deficiency among poor. This system is also known as "Low-Input Technology" as it requires very low investments to begin and one can reap good amount of profit from it in a very short duration. This book provides the first hand knowledge to the entrepreneurs to start the poultry farming by using the resources present locally. The topics in the book are so designed that even by looking at the pictorial representations one can get the idea of how to start the poultry farming. The book also popularizes the use of non-conventional items present at rural households and their significant use in backyard poultry production.

This book is a collation of information from various sources, and their contributions are gratefully acknowledged, providing an excellent pool of sound information. Most of the topics are aimed specifically at commercial flocks, but reference to small flocks is also included. Hopefully information provided in this book will be informative enough to encourage healthy flock practices and provide enough mental stimulation to encourage the quest for even more information. This book has been specially written to cater the needs of all those farmers who want to contribute to the ever-increasing field of poultry farming.

The mission of the author will be successful if the people in rural India take up the subject and practice successful farming and earn their living. The primary motive of the author is to create awareness among the masses about the benefits of poultry farming and to take up backyard, broiler and layer farming as a business to alleviate poverty by generation of a sustainable source of income and hence employment.

Dr. Amandeep Singh

Dr. Pranav Kumar

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