

# PRINCIPLES AND PRACTICES OF POULTRY DEVELOPMENT

Poultry development in the country has shown steady progress over the years, primarily due to research and development schemes of Government as well as effective marketing & management by organized private sector. The poultry sector has emerged from entirely unorganized farming practice to commercial production system with state-of-the-art technological interventions. Poultry sector, besides providing direct or indirect employment to people, is also a potent tool for subsidiary income generation for many landless and marginal farmers. It also provides nutritional security especially to the rural poor. Small-scale poultry production systems are mostly found in rural, resource-poor areas that often also experience food insecurity. They are accessible to vulnerable groups of society, and provide households with income and nutritionally-rich food sources. However, they also improve food security in indirect ways, such as enhancing nutrient utilisation and recycling in the environment, contributing to mixed farming practices, contributing to women's empowerment, and enabling access to healthcare and education. Assessing the availability of locally available/produced feed resources is important for all four family poultry production systems. The utilization of new and existing local feed resources through different feeding techniques can assist in mitigating the potential impacts of climate change. For scavenging systems assessment of the scavengeable feed resource and its efficient use is crucial. Family poultry farmers using small extensive scavenging and extensive scavenging systems should be able to use on-farm mixtures as supplements to scavenging. Supplementation with locally available feedstuffs or commercial feed as a supplement to scavenging can be recommended for the semi-intensive system if the market prices of the birds or eggs ensure profitability. This book serves as a ready reference for students of poultry science, LPM, economics, extension and marketing disciplines.

**Contents:** 1. Introduction, 2. Eggs: Science, Nutritional, Functional and Therapeutic Role of Eggs, 3. Current Trends in Poultry Feeds and Feeding: Feeding Chicken to Feed the Nation, 4. Alternative Poultry Systems and their Ecogenetic Potentials, 5. Rural Poultry Development and Production, 6. Organic Poultry Farming: Paving a Way towards Safe Food for Safe Life, 7. Regional Influences, Structure of Poultry Industry, 8. Poultry Breeding for Meat and Egg Production, 9. Economics of Poultry Production, 10. Broiler Live Bird Marketing Methods.

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