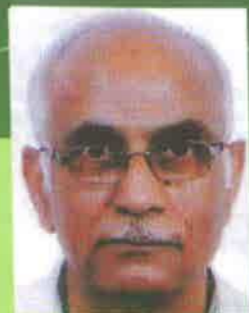


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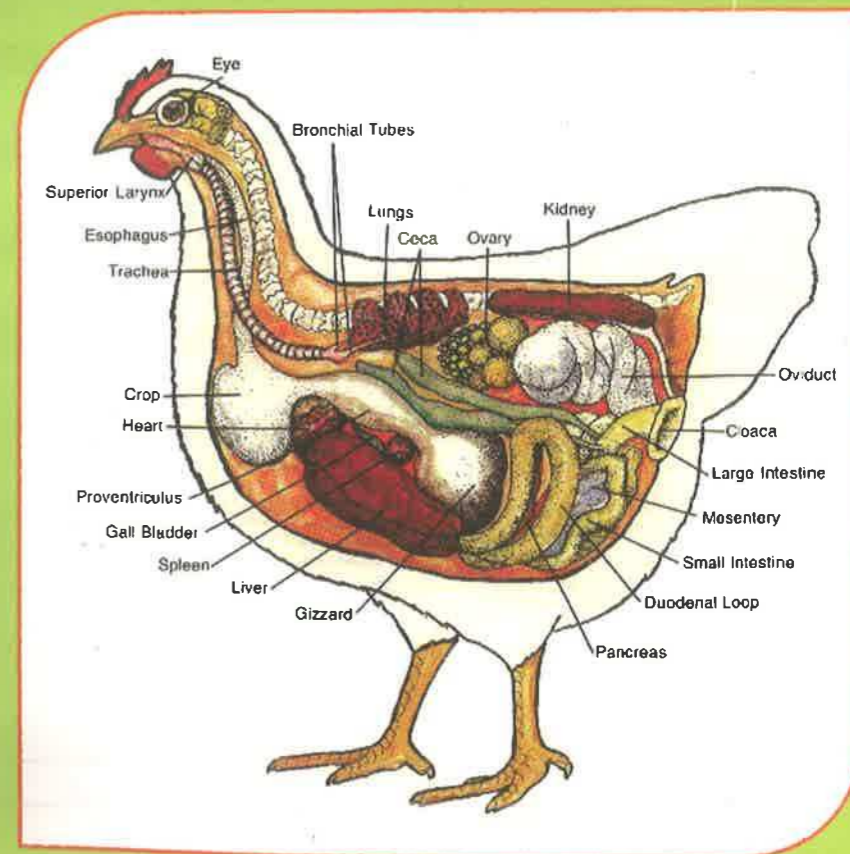
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He has edited and contributed various publications on animal health care, self development and business management. He has experienced various animal health programmes related to poultry in India and various countries including U.K., Malasia, Thailand, Nepal, Singapur, United States and U.A.E. Presently he is working as consultant Vet Pharmaceutical Management.

Hind's Dictionary of **POULTRY MANAGEMENT**

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by **Dr. V.K. Narula**



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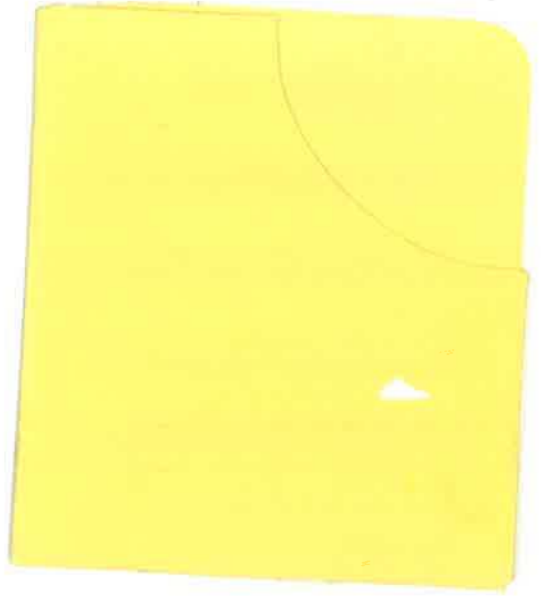
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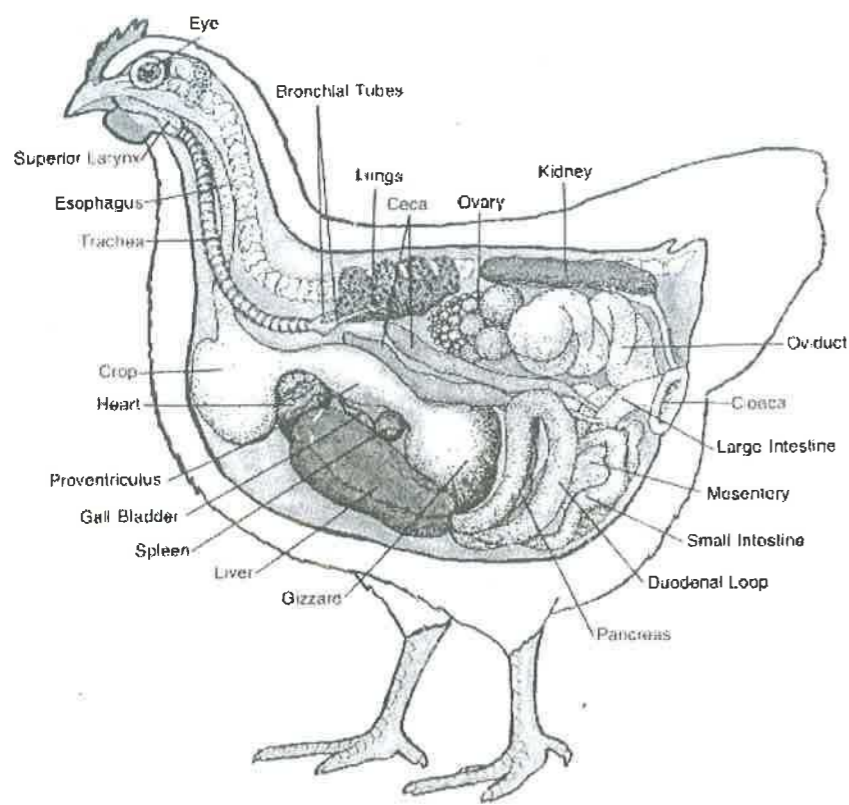
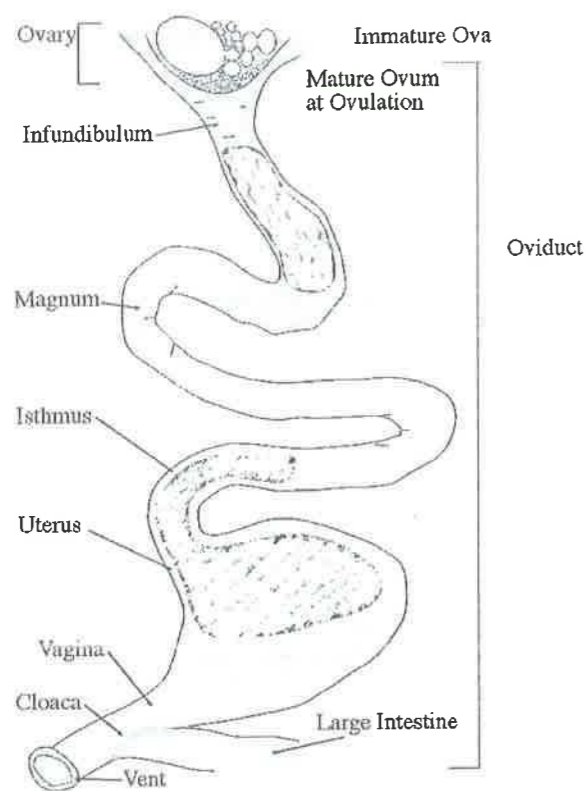


‘Grand-mother Earth hear me!
The two legged the four legged,
the winged
and all those move upon you
are your children with
all beings and all things
we shall be as relatives;
just as we are related to you
O mother’

- Black Elk

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Preface...

Poultry Management

The term 'poultry' applies to a variety of birds of several species and refers to both alive or dressed (slaughtered and prepared for market). Thus poultry includes chickens, turkeys ducks, geese, swans, guinea fowl, pigeons, ostriches, pheasants, peafowl's, quails and other game birds. The study of birds other than poultry is ornithology. The most important member of 'poultry' family is fowl or chicken with which we are concerned in this book.

Ancient history bears witness to the facts that domesticated fowls were found in Iran by 800 B.C. Persians spread them throughout Western Asia and to the shores of Mediterranean by 600. They were common in Italy by 400 B.C. and were introduced into northern Europe by 100 B.C. Chickens were imported into America and Australia by early European explorer and immigrants Today, they are considered as vital source of animal protein throughout the world and China holds a commanding lead in chicken number.

It is believed that modern fowl originated from four wild species. i.e. Red Jungle fowl (*Gallus gallus*), Ceylon jungle fowl (*Gallus lafayetti*), Grey jungle fowl (*Gallus sonnerattic*) and Java Jungle fowl (*Gallus varus*). It is likely that of four wild species Red Jungle fowl is the main ancestor. Four species are closely related and are known to inter-bred.

Poultry keeping dates back to very early times. Poultry husbandry has become itself an industry. Poultry farming requires minimum investment to start with on a small scale. The rapid return to profit, stabilized farm income even in a small space provides the continuous source of income. Animal protein is produced with a small quantity of feed. Every bit of poultry bird is salable. It includes even its manure which is extremely rich source of nitrogen and organic material. Above all, poultry offer opportunities for full time, part time, for women, children or elderly people. Apart from direct employment on the farm, persons get opportunities in allied jobs associated with poultry farm like in transportation, as distributors, marketers, in factories producing by-products, feed, medicine, vaccines, farm equipment etc.

The demand for eggs and meat is increasing which provides a great impetus for the development of this industry. Several large farms are being established speedily. Rapidly increasing demand for poultry products, employment opportunities and profit generating industry, it is attracting more and more persons in business directly or indirectly. This growing interest has created the need for guidance and accurate information on all aspects of this enterprise. Owners of profitable poultry flocks owe much of their success to the scientific knowledge concerning poultry. Research has already provided much information about poultry business. Each country is providing large investment of money, time and labour to enlighten the farmer for making him scientific mechanized entrepreneur.

Poultry rearing is a very complex business. Various breeds of fowls, different ingredients of feed for nutrition, housing patterns, breeding system, management of diseases and earning the highest possible profits even in adverse climatic conditions need scientific approach and thorough knowledge of each segment of farming. We need unusual comprehensive books intended for poultry farmers, workers in specialized fields, veterinarians, pathologist nutritionists, scientists engaged in poultry research as well as for students.

Poultry in India

- Scientific Poultry keeping in India was advocated by Christian Missionaries. The first Mission Poultry Farm was established in Etah (U.P.) in 1912.
- The first Poultry Exhibition was held in Lucknow in December 1912.
- Poultry Development was initiated in India in 1957 when Second Five Year Plan was launched.
- Regional Poultry Farms were set up at Bangalore, Bhubneshwar, Mumbai, Delhi and Shimla in 1956 by importing 'Day old chicks' of white Leghorn and Rhode Island Red breeds from breeding farms of USA.
- 500-50000 birds as broilers per week cycle are common.
- 10000-50000 birds in a layer farm is usual practice.
- Independent small scale producers are more in number. Integrated large scale farms are less.
- Integrators are providing all aspects of production i.e. raising of grand parents, parent flock, Day old chick, contracting production, compounding feed, providing veterinary Service and marketing as whole.
- Indian Poultry Industry is world's 2nd Largest Market
 - Growing 12-15% every year.
 - Broiler industry @ 15% p.a.
 - Agriculture Production is growing @ 15.2% p.a.
- India is world's 5th largest Egg Producer.
 - India is world's 18th largest Broiler Producer.



Know The Editor

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