

## About the Book...

The book - **Glimpse of Indian Poultry Industry** is brought out with a purpose of providing insight in to the different components of the poultry industry like Layer, Broiler, Feed & Nutrition, disease, Avian Influenza, Export and marketing- by providing up to date information and statistics on every component.

The book also covers the development of this industry during different 5 years plans, the era of individual farming and the present concept of contract farming and the integration in India. The potential and expected future growth in both Layer And Broiler industry is also given in this book. Feed and the Nutrients also play a very important role in the development of the poultry industry and the book has also covered this topic in detail specially emphasizing on the role of quality control of the feed at different level of its production. Genetic development of the birds like increase in hen house egg production and increased body weight with better FCR has resulted in emerging and reemerging of the various diseases, and the book also tried to cover some of the important diseases including Bird Flu, their symptoms, method of prevention through effective bio security, and the suggested treatment.

The book also covers the world scenario and the export potential of Indian poultry products in global market, considering the fact that the cost of production of Indian egg and poultry meat is cheapest in the world. India despite being ranking 4th and 5th in the world broiler and egg production, is still miles behind in terms of per capita egg and poultry meat consumption, and the book also suggests to increase the availability of egg and meat at rural places and educate the people of nutritive value of eggs and meat in its final components i.e. marketing.

Price : Rs. 235/- US \$ 20/-

**Hind Publications**

# 204, Plot No. 19, Huda Complex, Saroor Nagar, Hyderabad - 500 035. India.  
Ph : 040-24042046, Mobile : 9391378805 E-mail : hindpoultry@hotmail.com

# Glimpse of INDIAN POULTRY INDUSTRY

M.K. VYAS

GLIMPSE OF INDIAN POULTRY INDUSTRY - M.K. VYAS



**HIND PUBLICATIONS**

With best compliments from

# SAI KRISHNA

## Poultry



Chick Feed



Water Drinker



Deluxe Drinker  
(Standard & Large)



Deluxe Drinker  
(Standard & Large)



Mesh



Mesh



Jumbo Drinker

### SAI KRISHNA INDUSTRIES

Manufacturers of innovative Plastic Poultry Equipments

Beside Petrol Bunk, Padmanagar, Karimnagar - 505002, Tel : 0878 - 6504508, Mobile : 98490 59508  
Fax : 0878 2246034, E-mail : info@saikrishnapoultry.com, Web : www.saikrishnapoultry.com



2216

12A



COLLEGE OF AVIAN SCIENCES & MANAGEMENT  
KVASU CAMPUS, THIRUVAZHAMKUNNU

Acc. No. 2216.....

Call No.....

**This book should be returned on or before the date last given below.**

--	--	--

## FORWARD

Poultry Industry in India was at its nascent stage during 1970s and grew with the efforts of the individual entrepreneurs during 1980's. To day it is the fastest growing sub sector of agriculture. The Indian poultry industry is worth Rs20,000 Crores and it is poised to grow to Rs. 40000 crore by 2011 in term of value. Poultry industry will be providing livelihood to over 6 million people in the country. There is tremendous knowledge which is essential for the new entrants in to Indian poultry industry in the specific fields of Layers, Broilers, Feed & Nutrition, diseases, Export and marketing.

The book "GLIMPSE OF INDIAN POULTRY INDUSTRY" is brought out with a purpose of providing the required insight in to the above components. The book also covers the statistics and the progress of this industry during different 5 years plans, the era of individual farming and the present concept of contract farming by corporate companies in India. The potential for future growth is also given in this book. Feed and feed ingredients play a very important role in the development of the poultry industry and the book has also covered this topic in detail, emphasizing the role of quality control at different levels of its production.

Emerging and reemerging diseases pose a new challenge to producers with Improved production potential of the bird and increased density of farming in smaller areas. This book also covers some of the important diseases including Bird Flu, with respect to prevention and treatment. The bio-security measures to prevent diseases are discussed. The book also covers the world scenario of poultry markets and the export potential of India in to the global market, considering the fact that the cost of production of Indian egg and poultry meat is the cheapest in the world.

India ranks 4<sup>th</sup> in world broiler production and 5<sup>th</sup> in world table egg production by quantity. Yet we are miles behind in terms of per capita egg and poultry meat consumption. This book also suggests the ways to increase the availability of egg and meat at rural places and educate the people regarding the nutritive value of eggs and meat in its final components i.e. marketing.

- Dr. T. Kotaiah 



## CONTENTS

<b>INTRODUCTION</b>	<b>1 to 33</b>
Development during 5 years plans (1951 to 2007)	3
Indian Poultry Industry - SWOT Analysis	6
Opportunities and Transformation	8
Indian Poultry Industry in Changed Global Scenario	15
Current scenario and future Expectation	24
Indian Poultry Industry at a glance	31
<b>BROILER INDUSTRY</b>	<b>35 to 52</b>
Sailent Feature of Broiler Industry	37
Bottleneck of Broiler Industry	38
Growth of the Broiler Industry	40
Indian Broiler Industry at Glance	45
Integration in Broiler Industry	46
Processing in Broiler Industry	49
Expected Role of Govt in Broiler Industry	50
<b>LAYER INDUSTRY</b>	<b>53 to 64</b>
Saient Feature of layer Industry	55
Growth Prospects of Layer Industry	57
Future of Layer Industry	59
Indian Layer Industry at a Glance	60
<b>POULTRY DISEASE</b>	<b>65 to 104</b>
<i>Metabolic Diseases</i>	67
Gout	67
Ascites	71
Rickets	75
Chondrody / strophy	77
Fatty Liver and kidney Syndrome	80
Sudden Death Syndrome	83
Hygiene and Sanitation	86

<i>Common Disease</i>	87		
Aspergillosis	88		
Bascillary White Diarrhoea	89		
Coccidiosis	90		
Favus or White Comb	92		
Fowl Paralysis	92		
Fowl typhoid	92		
Peritonitis	93		
Pullet Disease	94		
Coryza	94		
Fowl Pox	95		
Laryngo tracheitis	96		
Fowl Pest	97		
Salmonella Infection	98		
Tuberculosis	98		
Tumours	99		
Vent Gleet	99		
Disorders	100		
Water Sanitation	101		
<b>AVIAN INFLUENZA</b>	<b>105 to 113</b>		
Flow Chart of AI	107		
What is Avian Influenza	107		
Control measure for Avian Influenza	108		
Avian Influenza in India	109		
Vaccination as a tool in India	111		
<b>FEED AND NUTRENTS</b>	<b>115 to 139</b>		
Quality Control of the feed	117		
Inspection on receipt of ingredients	117		
Storage of Raw Material and Finished goods	118		
Process and Quality control	119		
Method of Analysis of feed	121		
		Increased demand for feed	129
		Nutrient requirements of the bird	134
		<b>EXPORT POTENTIAL</b>	<b>141 to 149</b>
		Current Poultry and meat market status	143
		World Poultry market scenario	144
		Export potential of Indian Poultry meat	145
		Export of Egg and Egg Products	146
		APEDA's activities to boost export	147
		<b>CONSUMPTION PATTERN AND MARKETING</b>	<b>151 to 161</b>
		Myth about the meat we eat	153
		Meat and Health	154
		Egg marketing Practices	155
		Pattern of Consumption and marketing	156
		Producers V/S traders a "point of view"	157
		How can we increase the consumption	159