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The book Poultry Vision 2020 is the result of his long experience in the field of Poultry Business.

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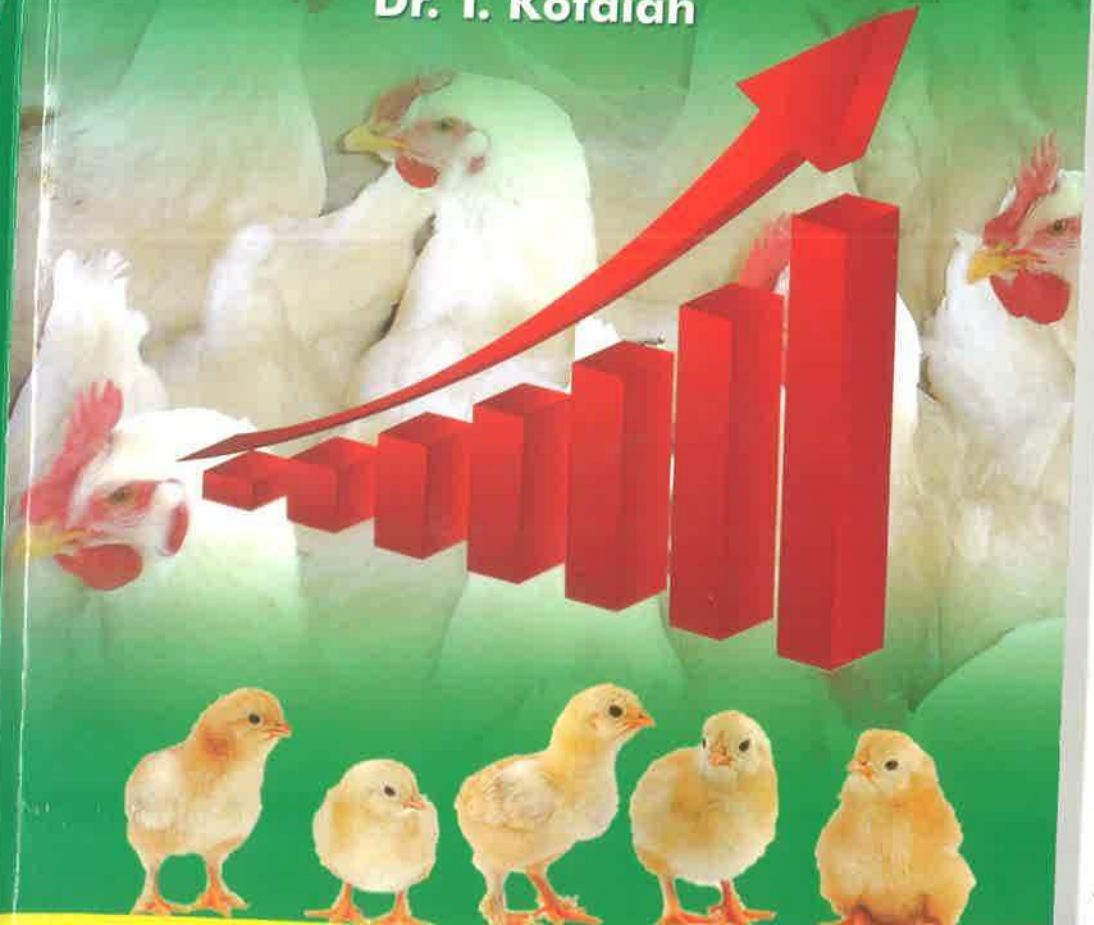
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By

Dr. T. Kotaiah

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About the Book

Poultry, which was a backyard affair four decades ago transformed in to a vibrant industry. Poultry is the most organised agri-business activity throughout the world and is engaged in the production of the best food at the lowest cost. Broiler production in India has doubled during 1995 -2000 and it has increased by 80% again during 2000-2005. It is expected to grow by another 60% in the next 5 years.

Poultry industry has been very independent and the growth is achieved by independent entrepreneurs. Along with the growth, the industry is facing many challenges in the field of input availability, production, marketing, export and so on.

To-day Poultry is amongst the fastest growing segments of the Agriculture Sector and the technological advents in this field are also advancing at a fast pace. To keep abreast of the developments, it is necessary that we are well informed. Highly informative contents will help us to chalk out our course of action for tackling diverse issues like food security and food safety. This will help India meet the nutritional demand domestically and also become a formidable player in the global market.

This book also gives an overview of the commercial sector based on the latest data, which will be beneficial for poultry producers, scientists and policy makers alike. The prospects of layer industry, pure line and integrated broiler productions are drawn up with in-depth knowledge which comes from being an integral part of the system and being fully aware of the pros and cons of the trade.

The sections on poultry health include 'Biosecurity' and 'Emerging Poultry Diseases' and deal with some of the burning issues and challenges that face the poultry industry today. The 'Export potential' projects an encouraging view of how India can be a force to reckon with in the global market provided, the potentials are harnessed to their fullest. Use of palletized feed in broiler is also an interesting account of how we can use our resources judiciously for reaping maximum benefit.

There is no agency, which collects data on poultry industry on regular basis. The expansion goes by just the health of the market. While our exports are meager, the production figures can be taken as consumption figures. All the productions originate from the breeders who are few in numbers.

Hind Publications is publishing the book wherein the rich experiences and perceptions of many of the experienced constituents are shared. Lot of data on the various spheres of poultry production, the direction of changes taking place and the emerging challenges discussed. This book focuses the possible happenings in the coming 5 years. In various sectors. The steps to be taken by the Producers, Government agencies are automatically focused. This will help all concerned to plan things in advance.

Thus we feel that this book will be of immense help to visualize the shape of the industry in times to come. This also will help as a record to be compared at the end of 2020 so that more realistic estimates can be prepared for the next block.

M.K. Vyas

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