

About the Authors



M.K. VYAS - Master of Commerce from the University of Jodhpur was born on 8th December 1960. He started his carrier with ZENITH Papers - "a Division of Zenith Steel Pipes and Industries Limited". In 1989, he joined Mohan Fibre Products Limited as a branch manager; He also worked as a Marketing Manager in a Netherland based multinational company "HUTAMAKI Van Leers". In the year 1995 he started his own pulp egg tray manufacturing unit "Eastern Paper Mouldings Private Limited" in Andhra Pradesh. He started Hind Poultry, the monthly magazine in the year 2001 and has published over 50 titles on poultry Production, Processing, Disease Management, Livestock etc., for which he was awarded the Life Time Achievement Award from Govt. of India and also the International Leadership in Quality Award in Paris. M.K. Vyas had also visited several Poultry Facilities in Malaysia, Bangkok, Belgium, Germany, Nepal and France. He had also authored the book Glimpse of Indian Poultry Industry, Breeders Management Guide, Hand Book of Integration in Poultry, Murgiyon Ki Bimariyan Evam Unke Upchar, How to Start a Poultry Hatching Business, Management of Parents Stock and Good Production Practices for Poultry Feed Industry.



MR. SHASHANK PUROHIT, Masters in Pharmaceutical Sciences & Drug Design was born on 14th April 1988. He completed his Bachelors' in Pharmacy from Rajasthan University of Health Sciences and Masters from JNU. He also did FICCI's Intellectual Property Rights (IPR - Level 1) Certification with A Grade. Started his carrier as a Trainee scientist from Torrent Research Centre, Ahmedabad, he also worked as Research Associate in Cliantha Research -C.R.O. He started Archana Publishing House in the year 2014 which publishes the "Poultry Dairy & Feed News Point". It is one of the widely circulated magazines on poultry and livestock. Archana Publishing House has also published nearly 60 titles on different subjects in poultry and livestock industry. Shashank Purohit has also authored the books "Management of Parents Stock" and "Good Production Practices for Poultry Feed Industry" as well as has visited several poultry facilities in India and also in Nepal, Bangkok, Malaysia, France, Germany, Sri Lanka and Belgium.

Price : Rs. 450/-, US \$ 40

ISBN. No. : 978-93-83397-45-7

Published by :

Hind Publications

204, Plot No. 19, HUDA Complex,
Saroor Nagar, Hyderabad - 500 035, India.
Mobile : 09391378805 Whatsapp : 95021 59098
E-mail : hindpoultry@hotmail.com

Marketed by :

Archana Publishing House

304, Plot No. 19, HUDA Complex,
Saroor Nagar, Hyderabad - 500 035, India.
Phone : 040-24042046, Mobile : 09440837109
E-mail : pdfmagazine@outlook.com

Website : www.hindpoultry.com

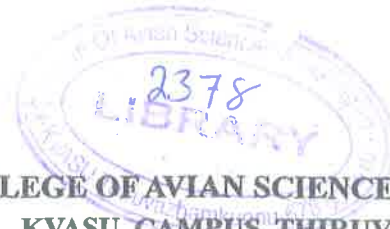
An Entrepreneurs Guide to Start a Poultry Business

M.K. Vyas | Shashank Purohit



HIND PUBLICATIONS

2378



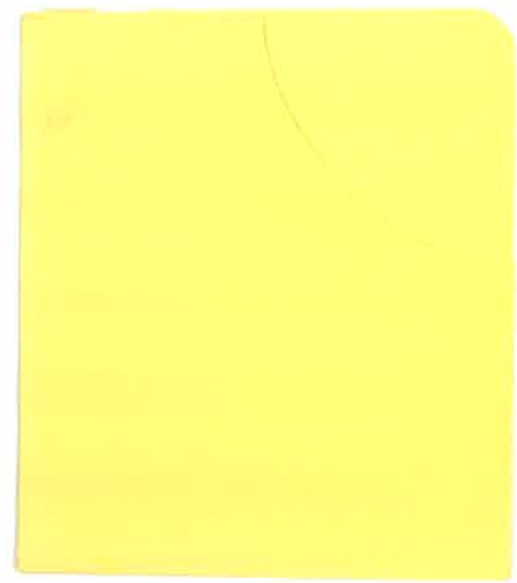
**COLLEGE OF AVIAN SCIENCES & MANAGEMENT
KVASU CAMPUS, THIRUVAZHAKKUR**

Acc. No. 2378

Call No.

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

--	--	--



An Entrepreneurs Guide to Start a Poultry Business

**By
M.K. Vyas
Shashank Purohit**

Published By
HIND PUBLICATIONS
Website : www.hindpoultry.com

Published By

HIND PUBLICATIONS

204, Plot No. 19, HUDA Complex,
Saroor Nagar, Hyderabad - 500 035. India.
Phone : 040-24042046, Mobile : 09391378805, 9440837109
Whatsapp : 95021 59098
E-mail : hindpoultry@hotmail.com,
Website : www.hindpoultry.com

Marketed By

Archana Publishing House

304, Plot No. 19, HUDA Complex,
Saroor Nagar, Hyderabad - 500 035. India.
Phone : 040-24042046, Mobile : 09391378805, 9440837109
E-mail : pdfmagazine@outlook.com,
Website : www.poultrydairyfeed.com

First Edition : 2019

Price Rs. 450/-

ISBN. No. : 978-93-83397-45-7

© With Publisher
All Right Reserved

No Part of this publication may be reproduced or stored in a retrieval system or transmitted, in any form or by any means, Electronic, Mechanical, Photo Copying, Recording or otherwise, without the prior written permission of the publisher.

Typesetting by :
Akshaya Graphics
Chikkadpally, Hyderabad.

Printed at :
Akruthi Offset Printers
Chikkadpally, Hyderabad.

ABOUT THE AUTHORS

M.K. VYAS - Master of Commerce from the University of Jodhpur was born on 8th December 1960. He started his carrier with ZENITH Papers - "a Division of Zenith Steel Pipes and Industries Limited". In 1989, he joined Mohan Fibre Products Limited as a branch manager; He also worked as a Marketing Manager in a Netherland based multinational company "HUTAMAKI Van Leers". In the year 1995 he started his own pulp egg tray manufacturing unit "Eastern Paper Mouldings Private Limited" in Andhra Pradesh. He started Hind Poultry, the monthly magazine in the year 2001 and has published over 50 titles on poultry Production, Processing, Disease Management, Livestock etc., for which he was awarded the Life Time Achievement Award from Govt. of India and also the International Leadership in Quality Award in Paris. M.K. Vyas had also visited several Poultry Facilities in Malaysia, Bangkok, Belgium, Germany, Nepal and France. He had also authored the book Glimpse of Indian Poultry Industry, Breeders Management Guide, Hand Book of Integration in Poultry, How to Start a Poultry Hatching Business & Management of Parents Stock.

MR. SHASHANK PUROHIT, Masters in Pharmaceutical Sciences & Drug Design was born on 14th April 1988. He completed his Bachelors' in Pharmacy from Rajasthan University of Health Sciences and Masters from JNU. He also did FICCI's Intellectual Property Rights (IPR - Level 1) Certification with A Grade. Started his carrier as a Trainee scientist from Torrent Research Centre, Ahmedabad, he also worked in Clantha Research -C.R.O. He started Archana

Publishing House in the year 2014 which publishes the "Poultry Dairy & Feed News Point". It is one of the widely circulated magazines on poultry and livestock. Archana Publishing House has also published nearly 60 titles on different subjects in poultry and livestock industry. Shashank Purohit has visited several poultry facilities in India and also in Nepal, Bangkok, Malaysia, France, Germany, Sri Lanka and Belgium.



CONTENTS

1.	Poultry Industry in India at a Glance	7
2.	Poultry Farming Practices for Doubling the Income?	39
3.	Which Came First Chicken or Egg	49
4.	Poultry Business "A Step to Meet the Protein Requirement"	51
5.	Basic Avian Anatomy and Biology	55
6.	Layer Industry An Opportunity for Indian Producer	63
7.	Starting Poultry Egg Farming Business Plan	69
8.	Integrated Broiler Production - A Process of Transformation	75
9.	Contract Farming in Poultry Industry	87
10.	Pure Line Breeding in India	103
11.	Financial Assistance For Broiler Farming	109
12.	Financial Assistance for Layer Farming	115

13. Export Potential for Poultry	125
14. Income from Poultry Farming & Income Tax Exemption	129
15. GM Corn and Maize A need for Survival of Poultry Farming	133
16. Pigmentation for Egg Yolk and Skin Color	145
17. Organic Poultry Production	159
18. Steps to avail subsidy from the NABARD	165
19. Awareness for Emerging Poultry Diseases	169
20. Critical Control Points in Poultry Feed Production	191
21. Antibiotics and Poultry Production Challenge	197

Poultry Industry in India at a Glance

1

World human population during the year 2000 was 6500 million and it is estimated that by 2010 the number of people on earth will grow to 6660 millions. Asia is likely to have a major contribution in this growth. We all know that wherever people are, they all need food. Therefore the Meat and Egg producers in general and poultry industry in particular will play a major role in meeting the demand and they will have to produce large volumes of meat and Eggs.

Agriculture produces the basic form of food and animal converts the agricultural produce mainly grains, combination of grains and oil cakes into more nutritious, more balanced and easily utilizable food i.e. "ANIMAL PROTEIN"

Meat and Egg are nutrient rich diets with Quality proteins, they supplement all essential amino acids, vitamins and trace minerals. Therefore, poultry industry must target to meet the hunger demand of huge population spread world over looking for a lower price and better Quality.