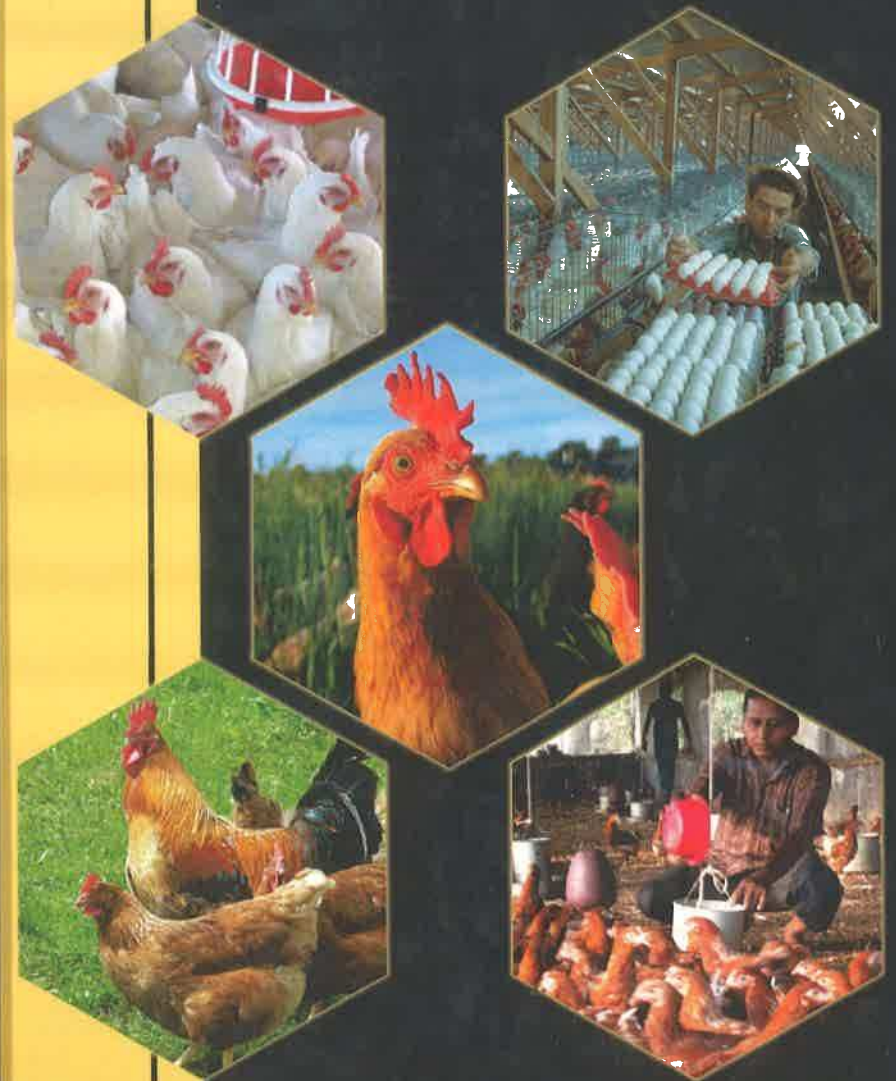


# Handbook for POULTRY ENTREPRENEURS



## Handbook for POULTRY ENTREPRENEURS

Kumar • Singh



Pranav Kumar  
Amandeep Singh

- An insight into the basics of the poultry entrepreneurship and entails the reader to
- have a brief and significant understanding of the concept of entrepreneurship in general and poultry entrepreneurship in particular.
- Basic knowledge about how to start an entrepreneurial poultry farming covering almost all the basic aspects related to the field.
- First hand knowledge to the entrepreneurs to start the poultry farming by using the resources present locally.
- Creating awareness among the masses about the benefits of poultry farming and to take up backyard, broiler and layer farming as a business module for sustainable source of income and hence employment.
- Serve as an encyclopedia of poultry husbandry practices and will help to guide practicing poultry farmers as well as starter (youth entrepreneur) in starting the poultry entrepreneurial venture from the scratch.

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Graduated from College of Veterinary Sciences, Hyderabad in 2001 and completed Master Degree in Veterinary Extension from IVRI, Izzatnagar, Bareilly. He has published 20 research papers and 02 review papers in NAAS rated journals. He has authored 11 book chapters, 21 popular articles, 4 case studies, 7 field manuals and few technical articles. He has co-authored a Textbook on "Livestock Entrepreneurship Management" published by NIPA, New Delhi. He received Young Scientist Award, Excellence in Teaching Award and Excellence in Extension award for his contribution to teaching, research and extension in the field of Veterinary Extension from the reputed Extension Education Society.

Dr. Kumar has good exposure of field conditions particularly dairy operations at grassroots level. He has helped in capacity building by forming SHGs of like-minded dairy farmers and linking them to cooperatives under New Generation Cooperatives (NGC) initiative of Mother Dairy. Enthusiastically worked for Ration Balancing Programme (RBP) launched by NDDDB. Started input delivery programme on cash basis for enhancing the productivity and ameliorating infertility problems in dairy animals. Worked as Co-PIs in two externally funded project funded by National Innovation Foundation (DST) & J&K State Rural Livelihoods Mission (UMEED). Guided five Post Graduate (M.V.Sc) students as Major Advisor. His research work has centered around identification and documentation of indigenous technical knowledge related to low cost treatment of animal ailments, SWOT and constraint analysis of backyard & broiler poultry rearing, dairy farming and dairy cooperatives. He is also involved in research works related to livestock entrepreneurship, organic dairy farming and involved in development of a dynamic web module for Scientific Dairy Practices.



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# Handbook for POULTRY ENTREPRENEURS

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and poultry entrepreneurship in particular. The basics of writing project report for financing institutes are also covered.

Backyard poultry farming has a very good potential in the country, especially in rural areas to uplift the socio-economic conditions and also in overcoming the protein deficiency among poor. This system is also known as "Low-Input Technology" as it requires very low investments to begin and one can reap good amount of profit from it in a very short duration. This book provides the first hand knowledge to the entrepreneurs to start the poultry farming by using the resources present locally. The topics in the book are so designed that even by looking at the pictorial representations one can get the idea of how to start the poultry farming. The book also popularizes the use of non-conventional items present at rural households and their significant use in backyard poultry production.

This book is a collation of information from various sources, and their contributions are gratefully acknowledged, providing an excellent pool of sound information. Most of the topics are aimed specifically at commercial flocks, but reference to small flocks is also included. Hopefully information provided in this book will be informative enough to encourage healthy flock practices and provide enough mental stimulation to encourage the quest for even more information. This book has been specially written to cater the needs of all those farmers who want to contribute to the ever-increasing field of poultry farming.

The mission of the author will be successful if the people in rural India take up the subject and practice successful farming and earn their living. The primary motive of the author is to create awareness among the masses about the benefits of poultry farming and to take up backyard, broiler and layer farming as a business to alleviate poverty by generation of a sustainable source of income and hence employment.

*Dr. Amandeep Singh*

*Dr. Pranav Kumar*

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