

# LIVESTOCK & POULTRY

## Adding Income and Nutrition



India's livestock wealth has contributed immensely to the success of agriculture and economy. Livestock and poultry being the bastion of the small and marginal farmers, their relevance in securing dependable income is undisputed in India. The reliability of these sectors for providing a stable income to the Indian farmers have made them an integral component of the rural households. The sector's profitability and the increasing demand for their products have led to the establishment of many large scale ventures in India. Their success have further corroborated the scope and possibilities that these sectors can offer.

### LIVESTOCK LEVERAGE

India has vast resource of livestock and poultry. India ranks first among the world's milk producing Nations since 1998 and has the largest bovine population in the World. There are about 300 million bovines, 65.07 million sheep, 135.2 million goats, 10.3 million pigs and 729.2 million numbers of poultry as per 19th Livestock



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Census in the country. The massive livestock population necessitated a strong set of workforce. The sector thus turned into a formidable employment provider. As per the estimate of NSS 68th Round (July 2011-June 2012) survey on Employment and Unemployment, 16.44 million workers as per usual status (Principal status plus subsidiaries status) were engaged in the activities of farming of

animals, mixed farming, fishing and aquaculture. The 70th round survey showed that more than one-fifth (23 per cent) of agricultural households with very small parcels of land (less than 0.01 hectare) reported livestock as their principal source of income. Farming households with some cattle head are better able to withstand distress due to extreme weather conditions.

The value generated from the





sector has also been impressive. According to estimates of the Central Statistics Office (CSO), the value of output livestock sector at current prices was about Rs. 5,91,691 crore during 2015-16 which is about 28.5% of the value of output from agricultural and allied sector. At constant prices, the value of output from livestock is about 29% of the value of the output from total agriculture and allied sector.

India continues to be the largest producer of milk in world. Milk production in India during the period 1950-51 to 2017-18, has increased from 17 million tonnes to 176.4 million tonnes as compared to 165.4 million tonnes during 2016-17 recording a growth of 6.65%. The per capita availability of milk in the country which was 130 gram per day during 1950-51 has increased to 374 gram per day in 2017-18 as against the world estimated average consumption of 294 grams per day during 2017. This represents sustained growth in the availability of milk and milk products for our growing population. The country's milk production is expected to surpass the 180-million tonne mark in the current financial year mainly on account of various export-linked benefits by



the government. The government has increased export subsidies to 20 per cent to ship surplus SMP and in addition, State-sponsored export-linked benefits by Gujarat and Maharashtra, and a minimum support price for raw milk to farmers in Maharashtra are also expected to spur the milk production.

Dairying has become an important secondary source of income for millions of rural families and has assumed the most important role in providing employment and income generating opportunities particularly for marginal and women farmers. Most of the milk is produced by animals reared by small, marginal farmers and landless labours. Of the total milk production in India, about 48 % milk is either consumed at the producer level or

sold to non-producers in the rural area. The balance 52 % of the milk is marketable surplus available for sale to consumers in urban areas. Out of marketable surplus it is estimated that about 40 % of the milk sold is handled by the organized sector ( i.e. 20% each by Co-operative & Private Dairies) and the remaining 60 % by the unorganized sector.

About 16.6 million farmers have been brought under the ambit of about 1,85,903 village level Dairy Cooperative Societies (DCS) up to March 2018. Despite the slump in world market, better procurement prices by dairy cooperatives along with decrease in procurement volume by major private players led to increase in milk collection by the dairy cooperatives by about 11%. The dairy cooperatives have procured daily average of milk about 475.6 Lakh Kg per day (LKgPD) during 2017-18 as compared to 428.7 lakh kg procured during 2016-17. The sale of liquid milk reached to 349.6 Lakh Liter per day (LLPD) during 2017-18 recording a growth of 6% as compared to 331 LLPD marketed during 2016-17. Women members of the DCS are also being encouraged to assume leadership roles. As on 31.03.2018, the total number of women in dairy cooperatives across the country was 4.9 million in 32,092 women DCS which is 29.5% of total farmers.

## POULTRY POWER

Poultry in India evolved from a purely backyard activity to an organized entrepreneur venture. While the backyard poultry served the purpose of meeting the nutritional needs of the house and adding supplementary income, the commercial ventures cashed in on the growing appetite of the flourishing middle income groups.

The egg production segment of Indian poultry industry has been on the rise since 2014-15. After an unprecedented growth of 75 billion eggs in 2013-14 from the preceding year's total egg production of 70



billion, the current egg production in India hovers around 88 billion. Approximately, 75 percent of egg production is contributed by commercial poultry farms, remaining comes from household/backyard poultry. The growth rate of production has increased consistently since 2014-15 mainly due to increasing number of organized poultry players, increasing number of organized retail chains across the country apart from favourable Government policies. The current growth rate of the industry hovers around 6% and is expected to grow at a faster rate in the coming years. Total broiler meat production in the Country is about 4.2 million tonnes currently with a total market size of Rs. 730 billion. This segment is registering an annual growth rate of almost 7%.

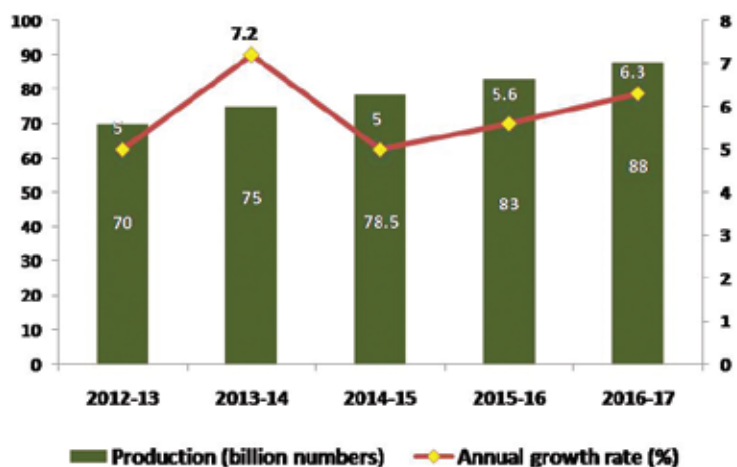
Among the States, Andhra Pradesh and Tamil Nadu rules the roost. Andhra Pradesh is currently the leading State in terms of poultry population with 161 million birds, ahead of Tamil Nadu with about 117 million bird population. Maharashtra is the third largest State in terms of poultry population with 78 million birds followed by Karnataka (53.4 million) and West Bengal (52.8 million).

Share of the world's egg consumption in developing countries has witnessed a significant increase in the last decade. In the Asia Pacific region, countries like

China, Japan and India have been contributing significantly to the global egg production scenario and India ranks 3rd in term of egg production constituting 4% of the total global production of egg, jumping ahead from the sixth position it occupied couple of years before. China contributes 29% of the total global production. As a matter of fact, China has been the world's largest producer of eggs

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**Production of Egg and Its Annual Growth Rate**



Source: Ministry of Agri & Farmers Welfare

The present shortage of feed and fodder in the country is as much as 40 per cent. According to IGFRI's estimates, by 2020, India will require 850 million tonnes of green fodder, 520 million tonnes of dry fodder (edible crop residue) and 90 million tonnes concentrates

### Broiler Poultry Meat Production and Its Growth Rate in India



\*: High growth due to abnormally low production in the preceding year  
 \*\*: Estimated production figures

Source: Ministry of Agri & Farmers Welfare

for the last 30 years. In terms of broiler meat production, India ranks fourth with a total global market share of 5% behind U.S.A. (21%), Brazil (14%), China (14%) and EU (13%). The enthusiasm in the production numbers are still to reflect in the processing segment. The live market sales of broiler meat still constitute more than 90 percent of total volume of sales, whereas the processed chicken meat segment comprises only about 5% of total production. This has more to do with consumer preference for fresh meat rather than processed one.

### CHALLENGE CHECK

Despite the enormity in numbers and production, Livestock and Poultry haven't explored their full potential yet. Our paramount position in milk production is the courtesy of the numbers of livestock and not because of its efficiency. In 2014, India had 50 million dairy cows and 40 million water buffalo, a total of 90 million animals producing 140 million tonnes of milk. Dairy cattle produce an average of 1.4 tonnes per animal and buffalo produce 1.9 tonnes per animal. By contrast, in 2014 the U.S., the world's second largest milk producer had just 9.2 million dairy cows and produced more than 93 million tons of milk, an average of 10.1 tonnes per animal. India has 10 times as many dairy-producing bovines as the U.S., but produces only 50 percent more milk. This is a cause of concern as more animals means more constraint on the resources.

Presently there is a big shortage of





feed and fodder for this sector. The present shortage of feed and fodder in the country is as much as 40 per cent. According to IGFRI's estimates, by 2020, India will require 850 million tonnes of green fodder, 520 million tonnes of dry fodder (edible crop residue) and 90 million tonnes concentrates. The area dedicated to fodder cultivation has remained constant at 4.7 per cent of the total cultivable land since independence. Climate variations like increasing temperature and decreasing rainfall are reducing the yield of pastures and changing land use patterns, especially that of common and traditional pasture lands, and it is diverting a significant amount of the grazing pressure to forests. Besides, the quantity the quality if the feed is also less. A review of the climate impacts of dairy production in South Asia by FAO revealed that the region is responsible for 23 percent of the global methane emissions from dairy production. The report identified poor feed quality as the major cause of methane emission from dairy-producing cows and buffaloes. Most of India's milk production takes place at small-scales in mixed farming systems (farms producing crops and livestock.) The quality of the feed stocks used by small farmers is often poor. Poor quality feed is difficult for animals to digest and this can increase the amount of methane produced during the digestive process. If milk productivity is not improved, farmers will use more animals to meet rapidly growing demand, with profound consequences for the environmental sustainability of milk production in India.

Diseases are another important factor fiddling with the productivity of animals.

*Professor (Dr.) P. K. Shukla,  
Dean, PGS and Registrar,  
DUVASU, Mathura*



"Animal husbandry is pivotal to the rural Indian farmer families' livelihood and food security. Livestock and Poultry production are primarily technology-driven with a rapid adaptability record through appropriate technology transfer in the field. This has made us global leaders in milk and egg production. To cope up with many challenges for sustainable production, cutting-edge end-to-end farming and precision technologies are adopted in areas of breeding, genetics, nutrition, management, food safety, traceability and welfare. Artificial Intelligence, neural networks, blockchain, IoT, robotics, augmented and virtual reality are now the smart farming tools, to name a few. The main game-changer in delivering these in leapfrogging technologies to the livestock farmer is the Veterinarian. As per OIE (World Organisation for Animal Health) the day-one veterinarian's specific competencies include epidemiology, transboundary animal diseases, zoonoses including food-borne diseases, emerging and re-emerging diseases, disease prevention and control program, food hygiene and veterinary products. Therefore, a great responsibility lies with the pedagogues to ensure that the curriculum is covered with adequate hands-on training and exposure through illustrations from real world. The technology is advancing with quantum leaps and bounds and the Veterinarian has to ensure adaptability at a rapid rate through multi-faceted capabilities".





Foot and Mouth Disease (FMD) alone leads to economic losses of more than Rs. 20,000 crore per annum. Most of these losses can be prevented through timely immunization. India has a total of 8,732 veterinary hospitals and polyclinics and 18,830 veterinary dispensaries against the requirement of about 67,000 institutions. Most of these have poor infrastructure and equipment. One of the major threats to poultry meat market in the country is Bird Flu. Ministry of Agriculture and Farmers Welfare has so far reported 25 episodes of AI A (H5N1) in poultry birds in 15 states/ union territory (Maharashtra, Gujarat, Madhya Pradesh, Chhattisgarh, West Bengal, Bihar, Assam, Meghalaya, Manipur, Tripura, Sikkim, Odisha, Karnataka, Kerala, Chandigarh) till January 2015. Perhaps it is because of this reason that 2013-14 witnessed a huge dip in broiler meat production in the country which picked up in the subsequent year registering a year on year growth of 53%.

Another major concern in the livestock segment is the increase in number of unproductive livestock. In the absence of culling of unproductive livestock, mainly due

to sentimental reasons and ban on cattle slaughter in many states, the population of unproductive livestock continues to grow, exerting pressure on fodder, feed and forest resources, while contributing significantly to global warming and climate change.

The milk processing industry is small compared to the huge amount of milk produced every year. Only 10% of all the milk is delivered to some 400 dairy plants.

A specific Indian phenomenon is the unorganised sector of milkmen, vendors who collect the milk from local producers and sell the milk in both, urban and non-urban areas, which handles around 65-70% of the national milk production. In the organised dairy industry, the cooperative milk processors have a 60% market share. The cooperative dairies process 90% of the collected milk as liquid milk, whereas the private dairies process and sell



only 20% of the milk collected as liquid milk and 80% for other dairy products with a focus on value-added products. Similarly, in poultry segment the level of processing is very low. The live market sales of broiler meat still constitute more than 90 percent of total volume of sales whereas the processed chicken meat segment comprises only about 5% of total production. This has more to do with consumer preference for fresh meat rather than processed one.

One of the critical limiting factors for profitability in the poultry sector is the prohibitive prices of important feed ingredients like maize and soymeal. Availability of adequate feed at reasonable price is a crucial factor. For future growth of the poultry industry as a whole, it is essential that the current availability of about 4 million metric tonnes of maize based poultry feed is increased to at least 5 million metric tonnes by the end of 2022. Similarly, there will be a requirement of more than 5 million metric tonnes of soymeal for the Indian poultry industry by 2022 than the current availability of about 1.7 million metric tonnes. This is also evident from the fact that a sharp decline in soymeal prices in 2017 followed by a stable

price of the same in 2018 resulted in an increase in the operating margin of the poultry industry in these years.

### INCREASING MOMENTUM

Livestock and Poultry have emerged as an important source of revenue and nutrition to rural households. The demand for their products have compelled the sectors to flourish and capitalize on the emerging markets. However, to fully take charge of the needs of the country, the sectors need a push.

Improving productivity in a huge population of low-producing animals is paramount in raising the production. Crossbreeding, Upgrading and Selective breeding are the most effective ways for improving productivity. Crossbreeding of indigenous species with exotic stocks to enhance genetic potential of different species has been successful only to a limited extent. Distribution of improved bulls can be practiced in remote areas where A.I. facility is not available.

The focus on genetic improvement should be to enhance milk production, while conserving native breeds, including the draft breeds of cattle. Indigenous breeds adjust productivity to adverse climatic conditions and availability of

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Since Fodder and Feed contribute 60-70% of total recurring expenditure, thus, economic feeding will increase the profitability. Fodder Development Program along with fodder bank should be designed in every district

food. They are resistant to diseases peculiar to the region in which they have evolved. 'Elite' breeds, however, are productive only in ideal, disease-free conditions. In the long run, exotic breeds are economically not viable.

Since Fodder and Feed contribute 60-70% of total recurring expenditure, thus, economic feeding will increase the profitability. Fodder Development Program along with fodder bank should be designed in every district. Balanced feeding is essential not only to enhance the milk production but also to economise the operation and to maintain good health of the animals. As there is a severe shortage of animal feeds and fodder in the country, serious efforts are needed to develop feed and fodder resources, for the expanding dairy industry. High yielding forage varieties must be developed and popularized. Facilities for production and distribution of good quality seeds of outstanding varieties must be established by networking between Agricultural Universities,

National Seed Corporation and farmers. Fodder banks must be established to collect and store surplus crop residues in fodder surplus areas, under public-private partnership for distributing to fodder scarcity areas. Degraded and wastelands and community pasture lands can be notified for raising pastures. Popularisation of complete feed, feed with by-pass protein, microbial protein,

azola, spirulina and non-traditional feed ingredients should also be carried out.

Animal health is very important area and hence special emphasis must be laid to monitor the livestock and maintain facilities to manage and prevent the spread of disease in a pandemic manner. Wider and effective immunization for important economic diseases and compulsory deworming programme should be practised. Creation of disease-free zones and stamping out of major diseases, Facilities for production of vaccines and diagnostics under Public-Private Partnership and establishment of Disease Investigation Labs at the district level and linking them with livestock breeding centres to provide diagnostic and advisory services through Block Veterinary Officers should be promoted.

Establishment of disease investigation units at major livestock market yards to screen animals before selling and purchasing can prevent the spread of diseases, and farmers from being cheated. Periodic livestock health camps for handling problems of infertility, mastitis and other health related issues should be organized. Private veterinary services under the supervision of the AHD or Dairy Federation can also be promoted.

Quality is another area where there is significant neglect and nonchalance. In view of expanding global markets and increasing consumer awareness, it becomes imperative to take a balanced

approach in this segment. Testing of milk for safety and quality parameters at the collection centres should become the norm rather than exception. Establish food testing laboratories duly accredited by the Food Safety and Standards Authority of India (FSSAI) to check adulteration can also ensure safety and sustenance of dairy units.

The success of the livestock development programme is dependent on value addition and better price realisation of the produce. Milk being a perishable commodity, facilities for timely collection nearer their house and payment of remunerative price are essential to encourage the dairy farmers. Preventing wastage of milk due to contamination, unfair trade practices and elimination of unnecessary intermediate agencies in marketing can further enhance the profit margins. Automated bulk milk coolers that can assess the quality of milk and fix the price and total value of the milk on the spot should be installed.

Awareness of clean milk production and methods to keep the bacterial count low from the period of milking till delivery to bulk milk coolers is restricted and hence must be encouraged. Decentralised mini-dairies which can ensure transparency and efficiency, while generating local employment and reducing the cost of processing and marketing of milk and milk products must be promoted.

Livestock insurance in India has not yet become popular. Recurring natural calamities makes it a priority to pursue schemes which offer succor to the livestock and poultry farmers. According to the latest situation report, Odisha's Cyclone Fani had inflicted poultry casualties of 34.52 lakh, and more than 53 lakh birds were affected. Livestock casualties included 2,082 larger animals, mostly cows and buffaloes, and 2,202 smaller animals, mostly goats. Livestock insurance provided



by the public sector insurance companies could cover only about 6% of the animal heads. Innovative and acceptable insurance models may be designed to evolve a suitable scheme for various species.

Dependable income generating enterprises, animal husbandry and poultry have been of immense financial support to women farmers and small and marginal farmers. India being the top producer of milk has only encouraged more farmers into dairying and allied

enterprises. Backyard Poultry is an unavoidable presence in many rural farm households which is religiously meeting the protein and financial requirement of many farm families. While agriculture is becoming risky with changing climates, livestock and poultry have been adding stability to the financial position of the farmers. Considering this, animal husbandry has become even more pertinent in today's situation when doubling the farm incomes has become a priority for the government.

# 'RURAL POULTRY FARMING IS OF GREAT IMPORTANCE IN A COUNTRY LIKE INDIA'

**"While agricultural production has been rising at the rate around 2 percent per annum over the past two to three decades, poultry production has been rising at the rate of around 8 percent per annum, with an annual turnover of US\$ 7500 million. Considering the potential of the sector an established organized network of both production and marketing is running side by side. Due to this organized shape and set up this sector means strength for the country," says Dr OP Chaudhary, Joint Secretary Poultry, Ministry of Agriculture in an interaction with Agriculture Today. The Excerpts from the interview:**



## **What are the major interventions of Central Government to double farmer's income?**

The Present Government has set a target of doubling of farmers' income by the year 2022, for which an expert committee has been framed to examine issues relating to doubling of farmers' income and recommend a strategy to achieve the same in real terms by the year 2022. The same committee has identified seven sources of income growth viz, improvement in crop and livestock productivity; resource use efficiency or savings in the cost of production; increase in the cropping intensity; diversification towards high value crops; improvement in real prices received by farmers; and shift from farm to non-farm occupations. Apart from that, Department also converge different schemes to achieve the target. In my view, four things must be focused for escalating the income of Indian Farmer i.e. focus on achieving high productivity, reduced cost of production and remunerative price on the produce and use of local resources for productivity enhancement with a view to earn higher profits from farming.

## **What is the vision of your Department towards Poultry sector and how it will be strengthened with respect to processing of products/ value addition?**

Presently, the wet market dominates, and processed products account for only about 5 -6 percent of total production. In case of eggs, the processing is even lesser. No doubt the processing/ value addition of poultry produce is still at a very nascent stage, but both the quantity and

value of the exported processed poultry products have increased during the last few years. Ministry of Food Processing Industries being the nodal agency, has a clear goal for facilitating and acting as a catalyst to attract quality investments from within India and abroad into this sector, and for this job MoFPI is also functioning in consultative manner with our department. Besides that, rapid urbanization, industrialization and proliferating fast food parlours, etc., over the last decade have given some impetus to the growth of poultry processing sector. In future days we will plan for establishment of FPOs in this sector and also to channelize these FPOs for strengthening the rural production system as well as the marketing network in a wholesome manner.

## **Although we have experienced phenomenal growth in poultry sector, the growth has not reached the farmers. They are still economically backward. Do you think that extension services need to be strengthened particularly in this sector ?**

Definitely. You know extension and skill development have a key role in intensification of this sector. But the major bottleneck is that the specialized extension worker and facilitator working at grass root level is engaged in different activities and hence individual attention is not possible. However the services with proper guidance and mechanism can boost the production potential of rural poultry sector by transforming the traditional poultry sector to commercial production set up. As you aware that, rural

poultry farming is of great importance in a country like India as it not only generates income and employment opportunities to small farmers including women, but also brings about desired socio-economic change in rural areas which are vital for rural development and rural prosperity.

**The government has approved the proposal for Animal Husbandry Infrastructure Development Fund. Can you share the details of the projects envisaged under these funds?**

Animal husbandry Infrastructure Development Fund (AHIDF) to the tune of Rs. 2,477.52 crore has been announced during 2017-18 Budget. Infrastructure components for Entrepreneur activities like different farming system and core Infrastructure activities like Breeding farms, establishment or strengthening of semen stations for goat, sheep

and pig, Skill Training Institutes (with residential facility), feed mixing units, by-pass protein units, fodder block making unit, veterinary healthcare centers, dispensaries, biological units for healthcare, livestock and livestock product market, retail outlets for livestock products, cold-chain infrastructure have been proposed for this scheme. Need based infrastructure projects especially those innovative and improvised projects like rendering plant etc. which are crucial for meeting biosecurity, zoonotic pressure reduction, food safety, welfare, environmental pollution abatement objectives also be addressed through this AHIDF scheme.

**Your department has recently prepared National Action plan for different sectors like, Feed and Fodder, Poultry, Sheep and Goat, Dairy Production etc. What is the target and vision**

**of department to achieve the goal ?**

Livestock and poultry sector in India have almost shifted from the traditional family holdings to the commercial economical venture. Still the individual sector has its own strength and weakness for prospective development. To analyze the strength of the sector and converging the present strength for future opportunities, a National Action Plan for feed and fodder, poultry and small ruminants has been finalized. A detailed road map to address the issues for mass production and production by masses across the Country has been designed in this action plan. No doubt these action plans are imperative for increasing the farmers' income aligning with the vision of Hon'ble Prime Minister for doubling farmers income by 2022.

**Animal welfare issue has become a big debate in the**



**recent past. How is your Ministry going to deal with this issue further? What are your plans?**

See, it is a new responsibility assigned to our Ministry to look after the different issues related to animal welfare which was earlier dealt by Ministry of Environment Forest and Climate Change. Animal welfare is indeed an issue of concern of today's society for holistic development of humanity. Different organizations and institutions are directly or indirectly involved in animal welfare activities. Stakeholder consultation, strengthening of networking, awareness programme as well as scientific and ethical handling are issues that pertain to welfare and wellness of livestock that will be planned and executed through different State Government and UTs. After all, I wish to emphasize that animal welfare is a right of a living animal which can only be facilitated by benevolence, compassion and kindness.

**Poultry cage ban issue is presently a hot topic. What is the stand of the Department to address the welfare issue as well ?**

It is pertinent to mention that the issue of cage ban is sub judice and the Hon'ble Supreme Court of India has directed (on a Transfer Petition of various such cases going on various Courts of the country) that this will be dealt with at Hon'ble High Court of Delhi, New Delhi. Recently as per the direction of the Hon'ble Court, our department has published a draft of the Space allowance for conventional colony enclosures of egg-laying hens for commercial egg production. At the same time, we are also inviting the suggestions and objections on the published draft rule within a period of 30 days from the date of publication for future consideration/amendment.

**Both poultry as well as livestock are competing with human food resources. Because of which the feed price is escalating day by day. So at this juncture do you think India should take new and aggressive reforms in agri food sector?**

Indian feed industry is nearly worth Rs. 400 billion and is projected to reach Rs. 900 billion

in near future at a CAGR more than 12%. There is an increase in demand of animal feed ingredients. The sector is also facing different challenges to overcome the old traditional feeding practices and to move towards modern scientific practices with technological intervention. India, being a price sensitive market has its own challenges in getting quality raw material by achieving the focused feeding strategy for livestock with regard to amino acid profile, mineral bio-availability, pro and pre biotic feeding. I am of the opinion that India Agri Food Sector needs up-scaling in regard to utilization of non conventional feed resources, low cost animal feed formulation, precision feeding and rationalization of diet which can be addressed by proper policy support, awareness among the livestock keeper and control on procurement price like MSP based grain price for feed inputs etc.

**What are the pro people oriented schemes presently Animal Husbandry Department is continuing for the poultry farmers/entrepreneurs across the Country?**

Department of Animal Husbandry and Dairying (DAHD) is implementing National Livestock Mission (NLM) since 2014-15. The various poultry components under this mission are Poultry Venture Capital Fund under Entrepreneurship Development and Employment Generation component (wherein back-ended subsidy is available to the beneficiary), and other components are Rural Backyard Poultry Development, Innovative Poultry Productivity Project, Modernization and Development of Breeding Infrastructure (State and University Poultry farms) and Central farms Central Poultry Development Organisations (CPDOs). The 'Rural Backyard Poultry Development' component is envisaged to cover beneficiaries from BPL families to enable them to gain supplementary income and nutritional support. Similarly IPPP (Broiler & LIT) has been formulated to encourage poultry entrepreneurship in rural educated and unemployed youth. The model is introduced under Innovative Project of 'Productivity Enhancement' component of Sub-Mission on Livestock Development under NLM.

# NOTHING IS MORE IMPORTANT THAN ANIMAL HEALTH'



**Ayurved Limited is one of India's leading animal care companies specializing in 100% natural and safe herbal products. The company's portfolio includes herbal healthcare and nutritional products catering to a wide range of animal species. Recognising the importance of nutrition in maintaining health, Ayurved has also entered the promising area of animal nutrition with the launch of a range of value-added, herbs-enriched quality Feed products. Ayurved is the only company in India with a portfolio of both health-care and nutrition / feed products. "We have around 10% of market share in domestic market. We are leaders**

**in certain segments like Mastitis Control, Reproductive Health management, Digestive health care etc.," says Dr. Anup Kalra, Director Sales & Marketing, Ayurved. In an interview with Agriculture Today, Dr. Kalra elaborates on the importance of animal health care management for better returns.**

## **How important is animal health for better production?**

There can be nothing more important than the animal health. It is the health and management which can make animals more productive. The use of herbals through the knowledge of Ayurveda has played significant role in improving animal health. At Ayurved, we have used Science and Technology to validate herbal solution for their benefits in health and production improvement, in domestic and international sectors, alike.

## **Are you satisfied with the current animal care management practiced in India?**

The awareness amongst farmers and practicing vets with respect to management and animal health care has improved, for sure. Stakeholders have started discussing that prevention is better than cure. But, still a long way to go. The use of nutrient and herbal health solutions has shown positive growth.

## **What are the challenges encountered by the farmers in livestock health management?**

The farmers are always keen to improve health and their profits. Since India is a vast country, reaching all the farmers has always been a great challenge. The other areas are the limited availability and use of diagnostic tools/kits and the limited awareness.

## **How far does feeds influence the animal**

## **output?**

Quality and Nutritious feed always has an important role to play on animal output and health. The challenge is the low awareness amongst farmers about the benefits of compound feed. Also the value which the farmer receives per liter of milk is low. He therefore tries to manage on low feed resources.

## **What are the recent trends in animal health care products globally? How far has India been able to catch up with this trend?**

The trend is towards health improvement and supporting management and production. One such area is Antimicrobial Resistance. The trend has begun and the farmers and feed millers have started looking for best possible options to replace antibiotics in feed.

## **How effective is Ayurveda in treating animal health problems?**

The herbs using the knowledge of Ayurveda has been very effective. There are scientific reports to prove their role in improving health and production, in India and globally as well. What is important to note is that use of quality herbs, right processing and packing plays most important role, which needs to be looked into very closely.