

“Shaping the future of Indian Poultry Sector In the new decade (2020 – 2030)”

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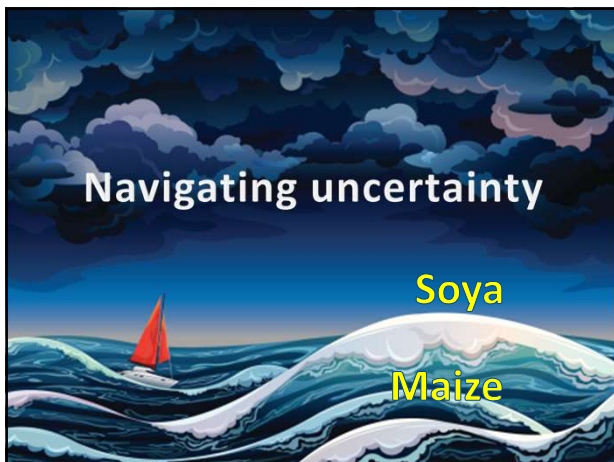
Approach.....

- Understanding India
- Climate Change
- Human Protein requirement
- Protein in egg and chicken.
- Present structure of Poultry sector.
- How to dream to be an Entrepreneur
- Credit facility / how to take a bank loan
- Trend setters / Startups in the sector.
- Future.....

Navigating uncertainty

Soya

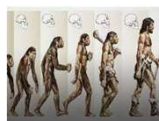
Maize



Things to Ponder



Age of the Earth – 5 billion years



Age of Humans – 3 lakh years



Age of Destruction (Anthropocene) – 50 years



António Guterres @antonioguterres · 4h
 For too long, we have been waging a senseless war on nature.

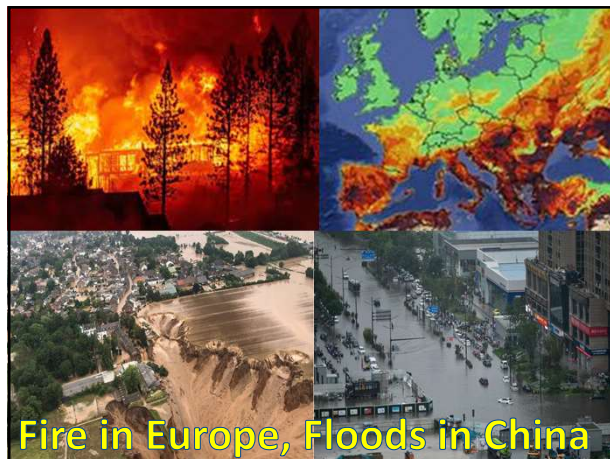
Climate disruption, biodiversity loss and pollution threaten our viability as a species.

Without nature's help, we will not thrive or even survive.

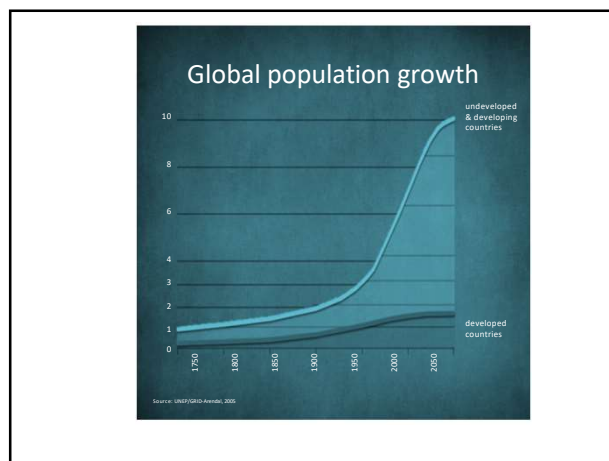
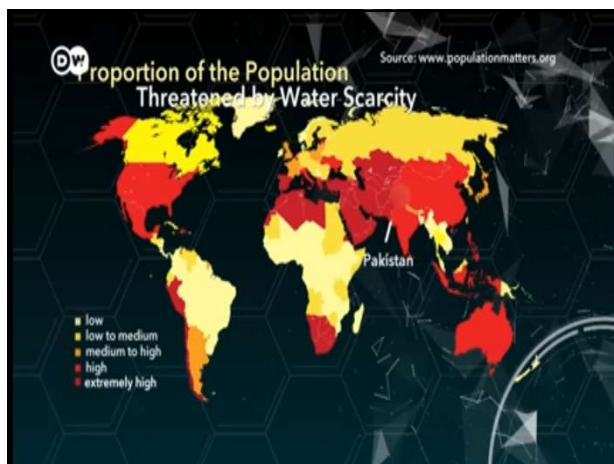
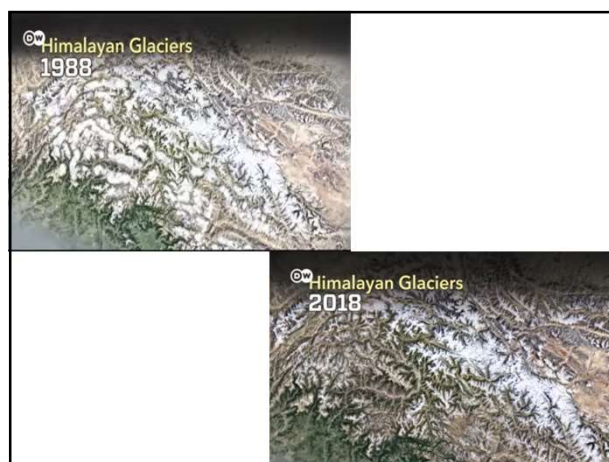
It's time to make peace with nature.



UN Climate Report-2021



Fire in Europe, Floods in China



A planet under pressure: food

Over the next 40 years, we'll need to produce as much food as we have in the last 8,000 years of agriculture.



Source: Living Planet Report 2014. WWF in collaboration with Global Footprint Network, Water Footprint Network and ZSL Living Conservation

India

- \$ 3.2 Trillion Economy ?.
- 1.3 Billion Population.
- Young India- 64% are 15-60years age.
- growing economy- need to struggle
- Attractive markets.
- Agri based country.

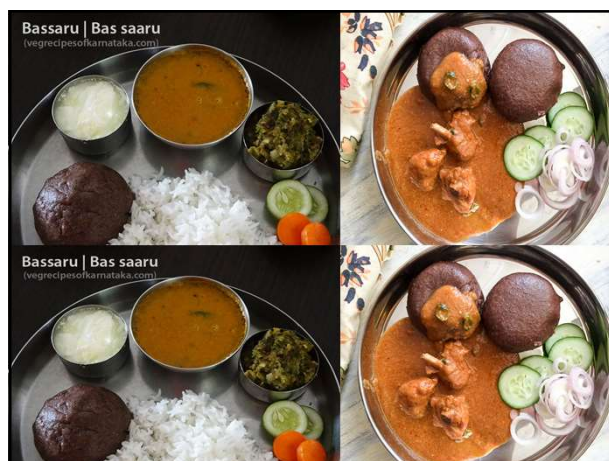


Indian Animal Husbandry - Poultry

- No 1 in Milk production globally -210 MMT per year.
- No. 3 in Egg production- 120 billion eggs per year.
- No. 5 In chicken meat production- 6.0 MMT per year .
- 12 lakh crore contribution by Animal Husbandry per year.
- 1.5 lakh crore by Poultry sector.

GDP scenario in India

S.NO.	SECTOR	PRESENT (2022) (trillion \$)	FUTURE (2025) (trillion \$)
1.	Service	1.46 (54%)	3 (60%)
2.	Industry	0.8 (30%)	1 (20%)
3.	Agriculture	0.44 (16%)	1 (20%)





Human Protein Requirement

Nutritional Content of a Well-Balanced Diet	Function in the Body
Carbohydrates (330 g daily)	Main source of energy; fiber confers many health benefits.
Protein (100 g daily)	Major structural building blocks.
Fat (75 g daily)	Energy storage; synthesis and repair of cell parts.
Water (2000 g daily)	Solvent; lubricant; medium for transport and temperature regulation.
Vitamins (<300 mg daily)	Enable chemical reactions in the body.
Minerals (5-10 g daily)	Aid enzyme function; electrical balance; generate nerve impulses; bone structure

Protein Requirements

- ~ 50 g daily needed for survival (10%)
 - 1g protein = 4 Calories
 - broken down into 20 different amino acids to build & repair cell components
 - almost 20% body mass is protein

NC(C(=O)O)C(=O)O

Carboxylic acid group Amino group

- Non-essential amino acids**
 - body can create these from other molecules
 - i.e. Asparagine, Cysteine, Proline, Tyrosine
- Essential amino acids**
 - must get from eating foods containing them
 - i.e. Histidine, Lysine, Methionine, Tryptophan

The Michael Phelps' Typical 12000 Kcal Diet

Breakfast

- 3 Fried Egg Sandwiches with Cheese and Veggies
- Omelet made of 3-6 Eggs
- 1 Bowl of Maize Breakfast Cereal
- French-Toasts with Powdered Sugar
- 3 Chocolate Chip Pancakes
- 2 Cups of Coffee

Lunch

- 0.5 Kg of Pasta in Tomato Sauce
- 2 Ham and Cheese Sandwiches
- Energy Drinks

Dinner

- 0.5 Kg of Pasta in Tomato Sauce
- Large Meat Pizza
- Energy Drinks

Usain Bolt, Sprinter

Diet Type: High in carbs and protein

Breakfast

- Egg sandwich

Lunch

- Pasta
- Corned beef or fish

Dinner

- Broccoli
- Yams
- Chicken or other meat
- Jamaican dumplings

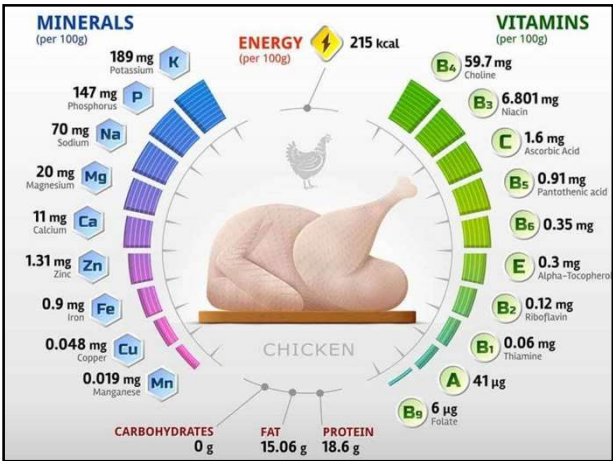
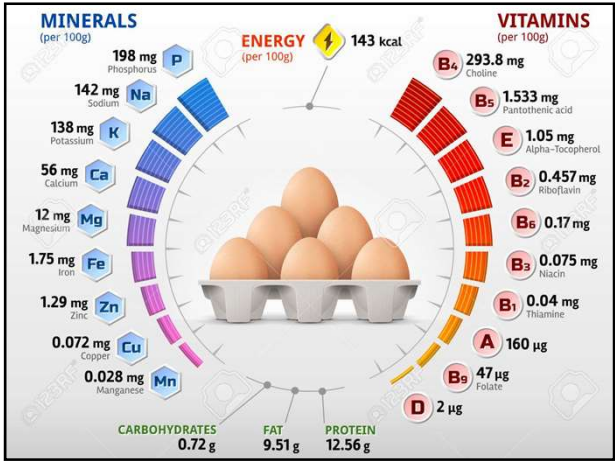
Snacks

- Fruit (mango, pineapple, apples)

SOURCE: GO TECH INSIDER



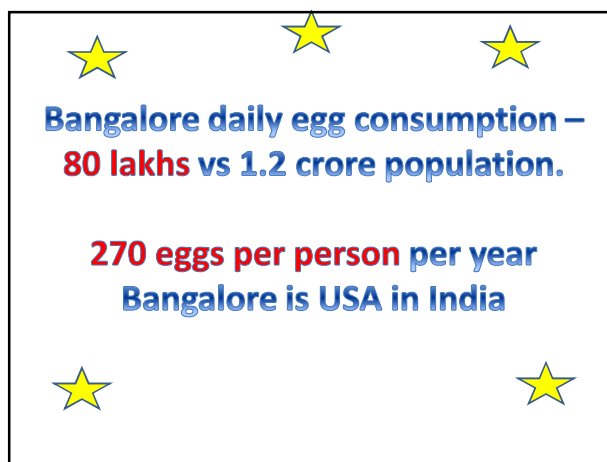
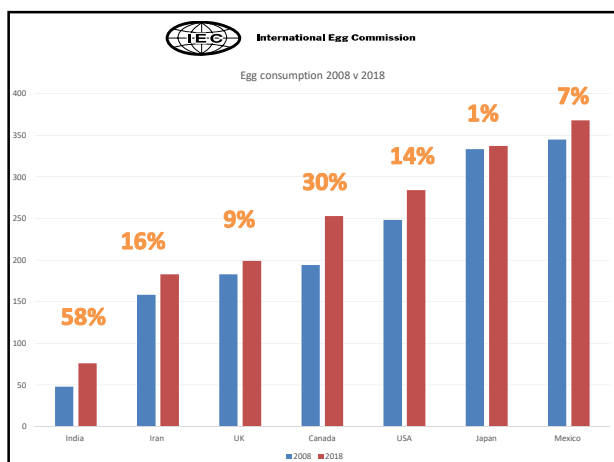
Protein in egg and chicken



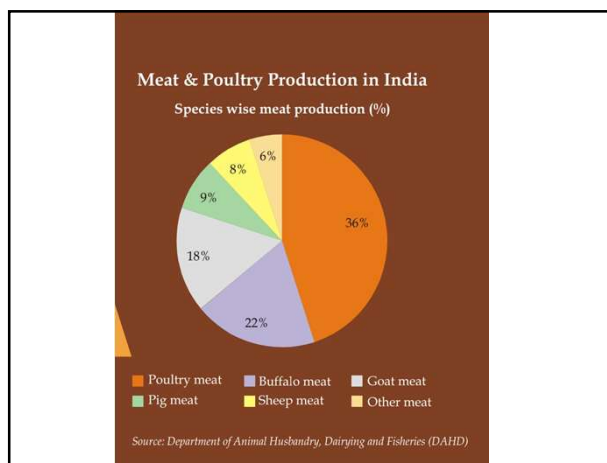
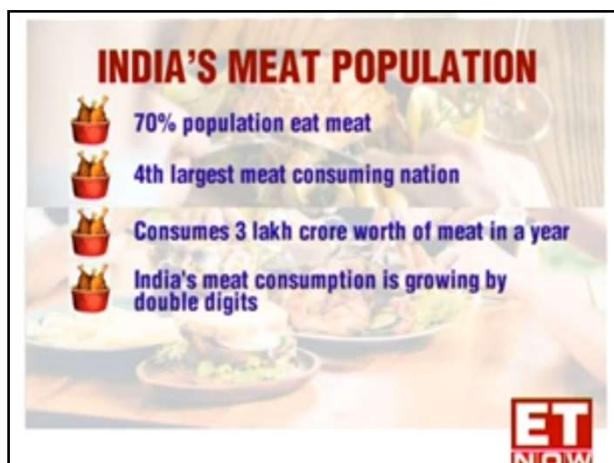
International Egg Commission

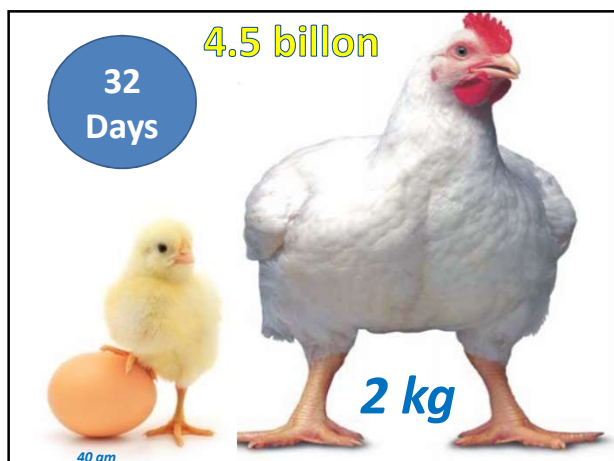
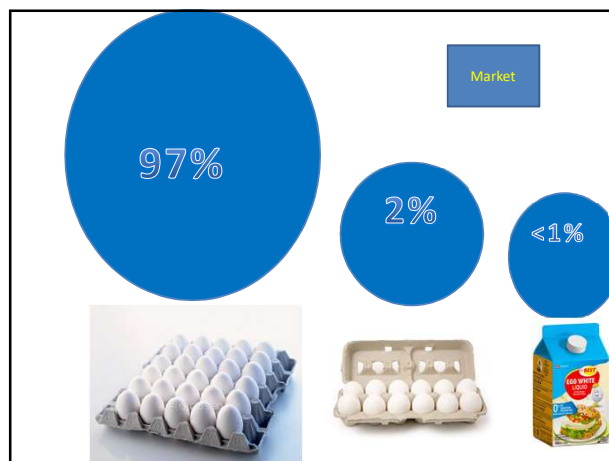
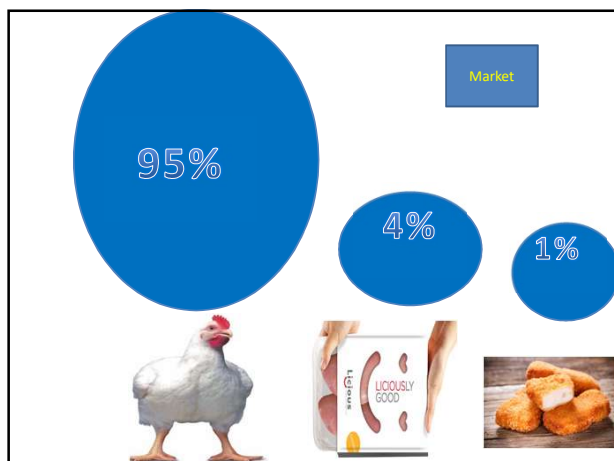
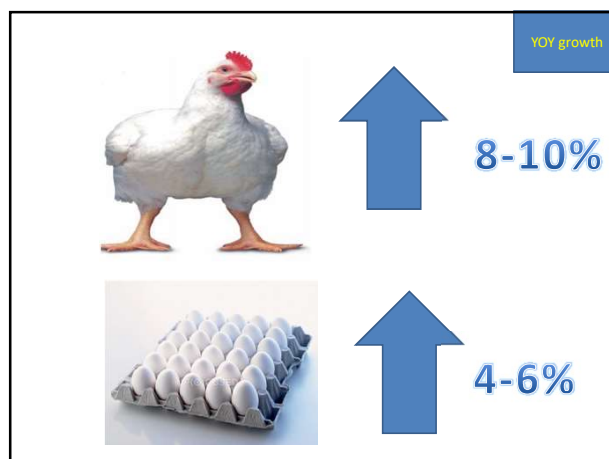
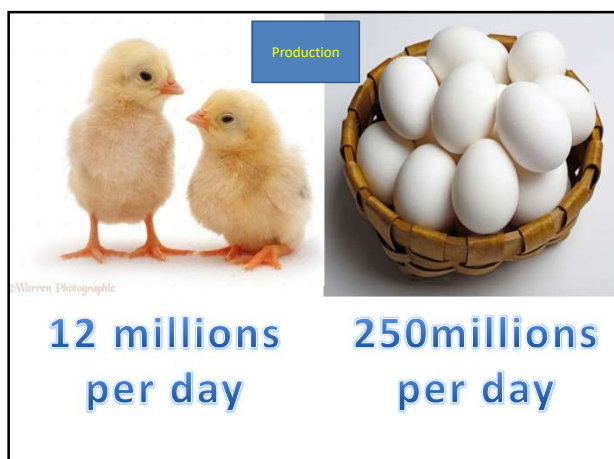
Report of Joint FAO/WHO Expert Consultation Protein quality evaluation

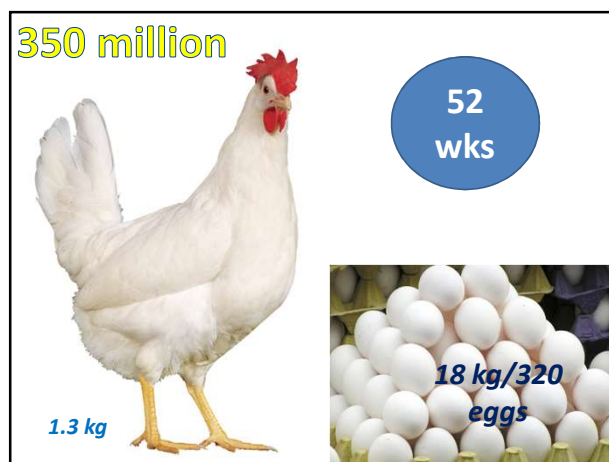
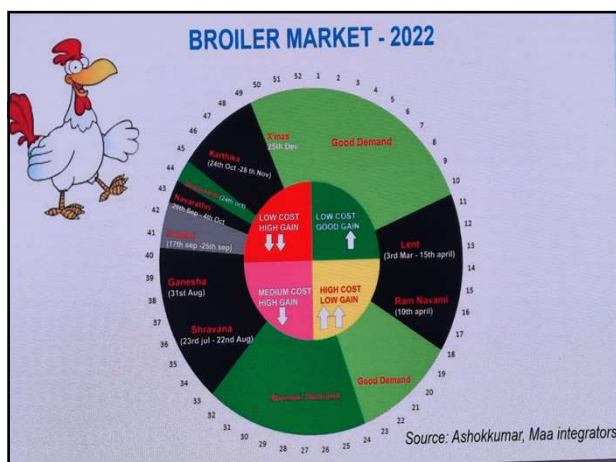
Values (%) for digestibility of proteins in humans	
True Digestibility	
Protein source	Mean Reference
Egg	97
Milk, Cheese	95
Meat, Fish	94
Peanuts	94
Peas, mature	88
Soy flour	86
Wheat, whole	86
Oatmeal	86
Maize	85
Maize + beans + milk	84
Beans	78
Maize + beans	78
Wheat, cereal	77
Rice, cereal	75
Oats, cereal	72
Corn, cereal	70



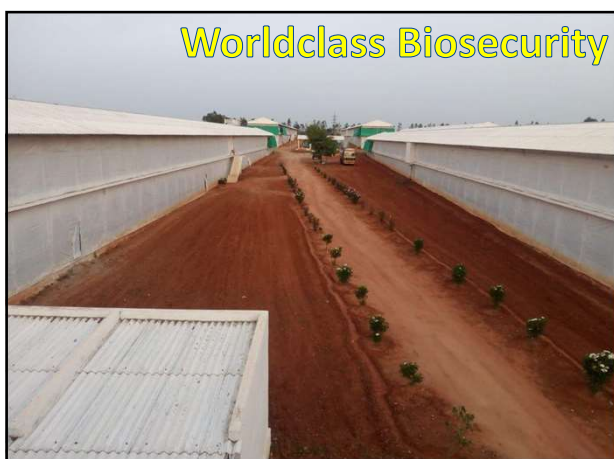
Profile of Indian Poultry sector



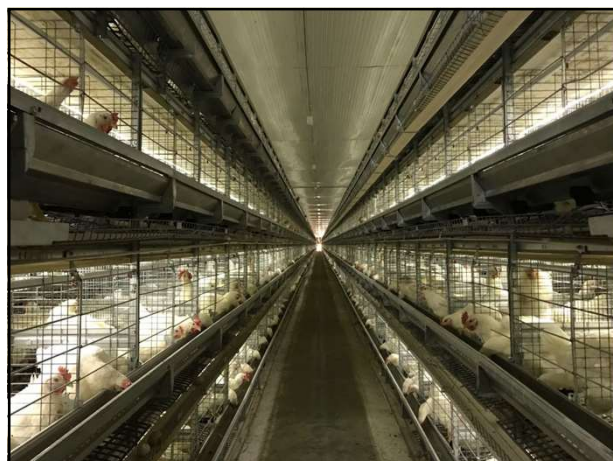








ADVANCED STORAGE FACILITIES FOR MAIZE STORAGE



Rural Poultry



How to take a loan from a Bank?

Procedure

- Agriculture loan application form
- Assets and liabilities statement
- Project Report
- Letter of intent from company / government
- Covering letter

Present Government of India Schemes

Animal Husbandry Infrastructure Development (AHIDF)

The Animal Husbandry Infrastructure Development (AHIDF) is a Central Sector Scheme under the Prime Minister's Atma Nirbhar Bharat Abhiyan stimulus package with an budget allocation of **Rs.15,000 crore** for incentivizing investments by individual entrepreneurs, private companies, MSME, Farmers Producers Organizations (FPOs) and Section 8 companies to establish

- (i) the dairy processing and value addition infrastructure,
- (ii) meat processing and value addition infrastructure and
- (iii) Animal Feed Plant.

Eligible Entities

- Individual entrepreneurs
- Farmer Producer Organization(FPO)
- Micro Small and Medium Enterprises (MSME)
- Section 8 companies
- Private companies

Incentive Activities

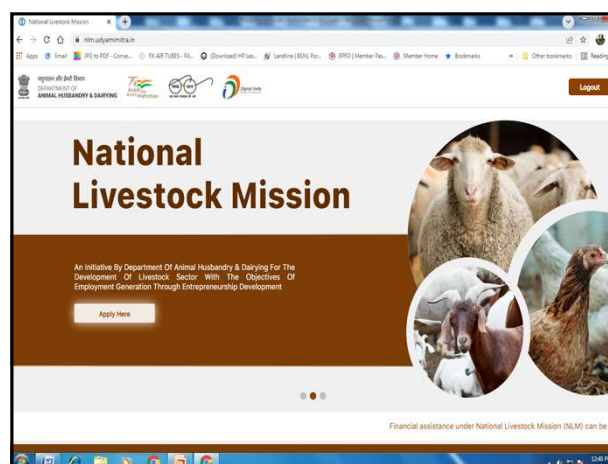
- Incentivizing dairy processing and diversified products' infrastructure
- Incentivizing meat and meat product processing infrastructure
- Incentivizing establishment of feed manufacturing unit.

Eligible Entities in Poultry Sector

- Meat Processing Plant – New / Existing
- Large scale Integrated Poultry Meat processing
- Establishment of Standalone / integrated value added product manufacturing units. Ex. Sausage, Nuggets, Salami or any other meat product.
- Poultry Feed plant – Mini / Medium / Large, Mineral Mixture plant, Animal Feed Testing laboratory.

Benefits of the scheme

- Loan upto 90%
- Interest subvention – 3% (it's a huge benefit considering general interest rate as 9% after subvention will be saving 33% on interest. If it is 12%, the saving will be 25%.
- Credit Guarantee – Only MSME upto 25%
- Repayment period – 8 yrs (including 2 yrs moratorium)



Benefits of the Scheme

- Breed development of livestock and poultry
- Feed and fodder development
- R&D, Extension, Insurance and Innovation
- **Note: 50% capital subsidy upto 25 lakhs in poultry**

How to Apply?

01. Online Loan Application

Properly understand information & documents required to fill Loan application form (LAF) under the scheme. Keep all the information & documents ready before you start the application process.

02. Loan Approval by Lender

After successful submission of LAF lender will pick the LAF from portal. Then Lender will approve the loan after examining the project documents submitted by applicant and completing their internal diligent process. Lender will upload sanction letter on the portal.

03. Approval of Interest Subvention by ministry

Ministry will approve

WHAT WILL BE THE LENDING RATE OF INTEREST?

- The lending rate of interest is to be fixed by scheduled banks and it should not exceed at 200 basis points plus External Bench Mark Based Lending Rate (EBBLR) for the Eligible Entities whose project cost are falling within MSME defined ceilings.
- However, rate of interest to be fixed by scheduled banks for other project could be based on commercial interest rate of Banks.

WHAT WILL BE THE INTEREST SUBVENTION PROVIDED BY THE DEPARTMENT?

- Interest subvention of 3% is provided to all eligible entities by the Department. However, interest subvention will not be allowed for the loan sanctioned for procurement of land, working capital, old machineries and vehicle for personal use. The Eligible Entities will not be able to get the interest subvention, if the Eligible Entities is defaulter of repayment of loan amount in any given year.



Success Story – Lifeline Group





Certificates at Lifeline

- ISO 9001:2015 – QMS
- ISO14001:2015 – Environmental MS
- ISO45001:2018 – Health & Safety at work place
- Food Safety Systems Certification – (ISO22000:2018, ISO22002-1:2009, FSSC22000)
- FSSAI – 5star hygiene rating certificate
- Export Inspection Council Certificate

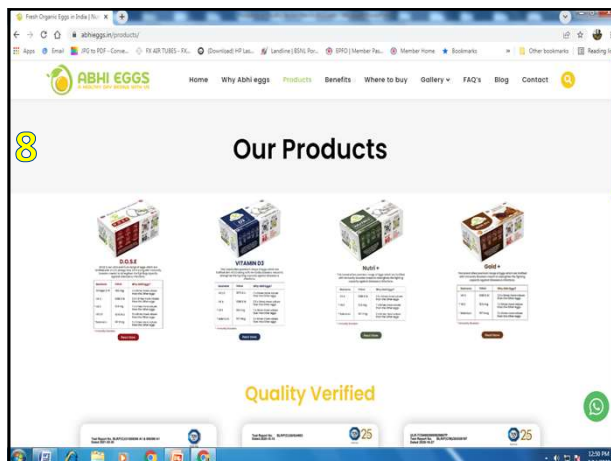
Trend setters / How to dream to be an Entrepreneur



Insurance Advisor Chartered Accountant



Game Engineer





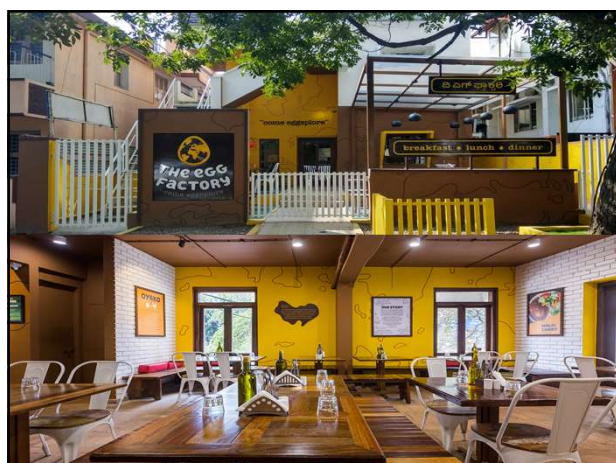
Trend Setters / Startups

1. Licious - Bengaluru
2. Fresh to Home - Bengaluru
3. Nandus - Bengaluru
4. Zapp Fresh - Delhi
5. Captain Fresh - Bengaluru
6. Tender Cut - Chennai
7. Eggoz - Gurgram
8. Abhi Eggs - Hyderabad
9. Mommy's Chicken - Bhopal
10. Happy Hens - Erode
11. Village Cooking Channel - Pudukkottai (10 Mn youtube subscribers)

Motivational Vet – 2022
Dr. Sanath Muliya
Wildlife Expert



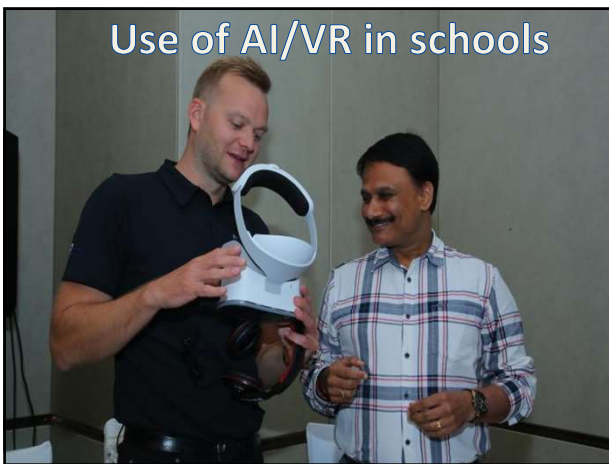


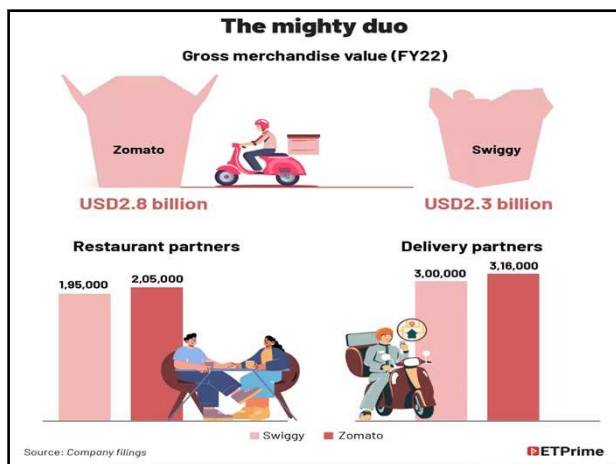
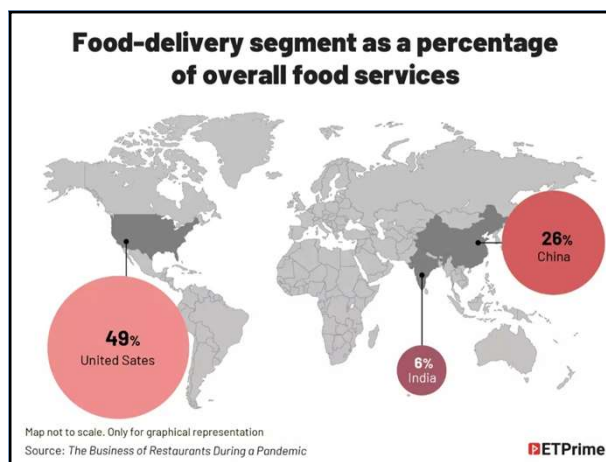


Chicken Stores = Protein Stores

- Suguna, Venky's, Godrej Tyson, Life Line, etc.

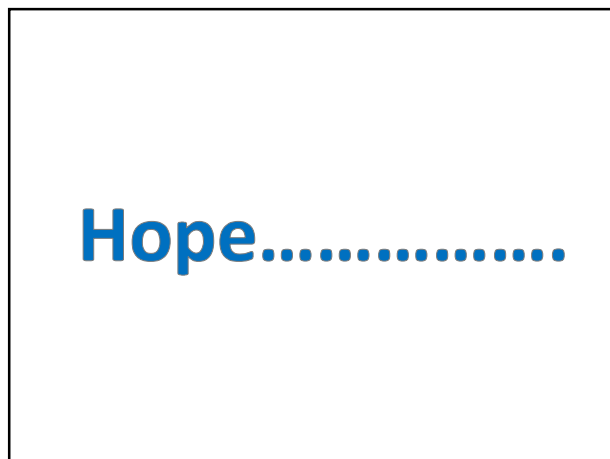






Month	No. of Banks live on UPI	Volume (in Mn)	Value (in Cr.)
Jun-22	330	5,862.75	10,14,384.31
May-22	323	5,955.20	10,41,520.07
Apr-22	316	5,583.05	9,83,302.27
Mar-22	314	5,405.65	9,60,581.66
Feb-22	304	4,527.49	8,26,843.00
Jan-22	297	4,617.15	8,31,993.11
Dec-21	282	4,566.30	8,26,848.22
Nov-21	274	4,186.48	7,68,436.11
Oct-21	261	4,218.65	7,71,444.98
Sep-21	259	3,654.30	6,54,351.81
Aug-21	249	3,555.55	6,39,116.95
Jul-21	235	3,247.82	6,06,281.14





99-year-old Kerala man who has trekked Himalayas 29 times prepares for 30th trek

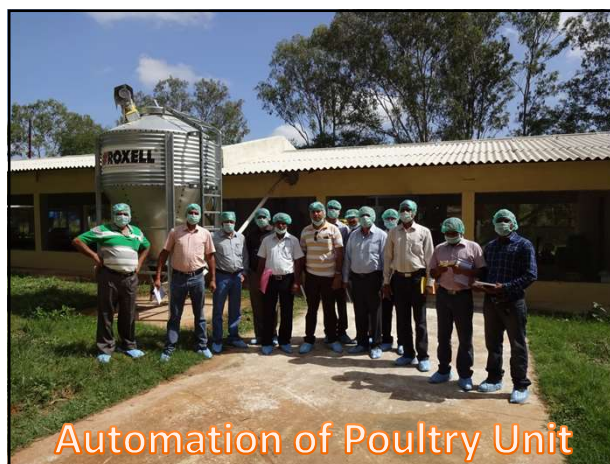


**Our Institute
 CPDO&TI**





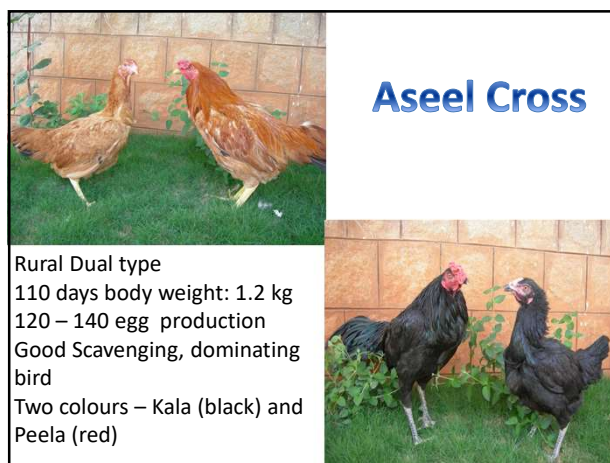
Training



Automation of Poultry Unit



Automation of Poultry Unit



Aseel Cross

Rural Dual type
110 days body weight: 1.2 kg
120 – 140 egg production
Good Scavenging, dominating bird
Two colours – Kala (black) and Peela (red)



NEW INITIATIVES

ENTREPRENEURS DAY ON 22ND OCTOBER AS A PART OF EPAP ORGANISED BY CPDO&TI FROM 19TH TO 23RD OCTOBER, 2020

The programme was planned to impart the knowledge for entrepreneurs focused on business models in India Poultry, Commercial Poultry Farming & Rural Poultry Farming, Cost of Production for Poultry, Government of India Schemes, and understanding of profitable poultry models, Nutrition, Disease Management and Medication etc.

CPDO&TI was planned to create awareness among prospective entrepreneurs, farmers, producers and all stakeholders across India. The schedule was very comprehensive covering all the aspects above mentioned, that Govt. Noida, Noida inaugurated the programme on 19th October, 2020 and several expert opportunities in the area of poultry sector. Dr. Mahesh PS, Joint Commissioner, Govt. of India, Noida, was the chief guest. Dr. Mahesh PS, Joint Commissioner, Govt. of India, Noida, was the chief guest.

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ONLINE TRAINING ON "POULTRY ENTREPRENEURSHIP" ORGANISED BY CPDO & TI

The programme was organised online across India by 500 participants and higher level of Facebook Live. The participants were of various states, including, Andhra Pradesh, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Odisha, Punjab, Rajasthan, Sikkim, Tamil Nadu, Telangana, Uttar Pradesh, West Bengal, and others.

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CPDO&TI HESSARGHATA | BENGALURU

1ST ONLINE ROUNDTABLE of "STARTUPS IN POULTRY SECTOR"

THURSDAY | 10TH FEBRUARY | 2022

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