

Poultry (Broiler) Business NEED

TIME
Less

CAPITAL
Less

Finished Product
MEAT

More

Dr B C Dutta

HISTORY

Since 1990 Indian Poultry witnesses 2 major hurdles:

- 1) Increasing trends of feed ingredients price
- 2) Emergence of new Diseases

The key issues to the farmers:

- i) QUALITY CHICKS
- ii) QUALITY FEED or INGREDIENTS
- iii) MODERN MANAGEMENT PRACTICE
- iv) BIO-SECURITY PROBLEM
- v) LIVE BIRDS MARKETING
- vi) QUALITY VACCINES

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No SOLUTION available to Farmers

Neither they have **FUND** to Create Necessary **INFRASTRUCTURE** & Arrange **Input Materials**

Nor they have **TECHNOLOGY** to meet the **NEED** of Present Broiler & to **Withstand the Emerging Disease Challenges**

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SOLUTION

EDUCATION of Poultry Farmer & Service Team

Now
The Corporate House extending hands to
Small Poultry Enteprenours

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BENEFITS OF Broiler FARMING

- 1) Assured High Profit
- 2) Round the Year Business at Home
- 3) Minimum Infrastructure Requirement
- 4) Minimum Space Requirement
- 5) Chicken's adaptability to all climate
- 6) Quick Rotation
- 7) Low Maintenance Cost
- 8) Door Step Marketing

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ROLE of Service Industry Science

Modern Broiler Chicks
 High Potential Balanced Feed
 Latest Medicine & Vaccines

Modern Farming Technology

Farmer: Farm & Labour

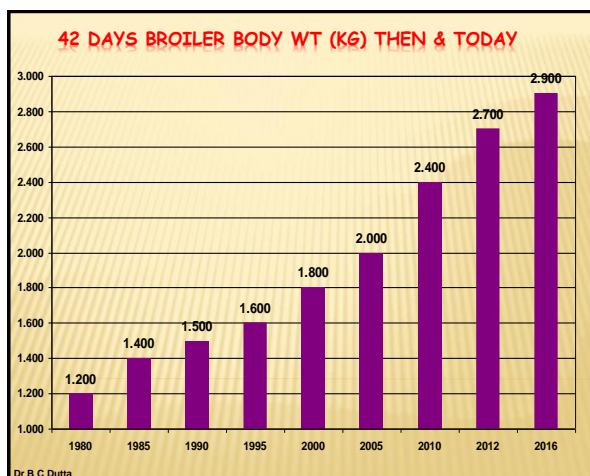
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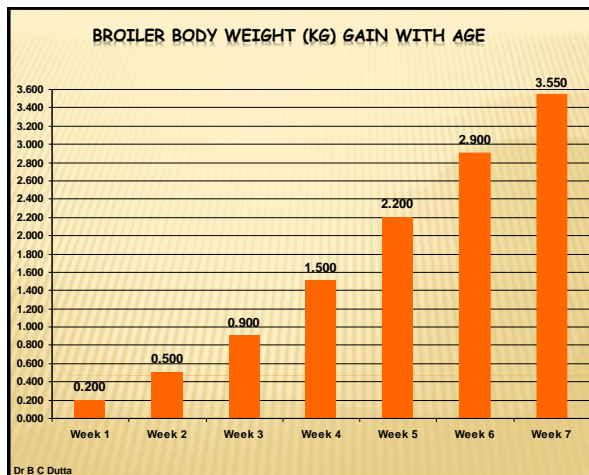
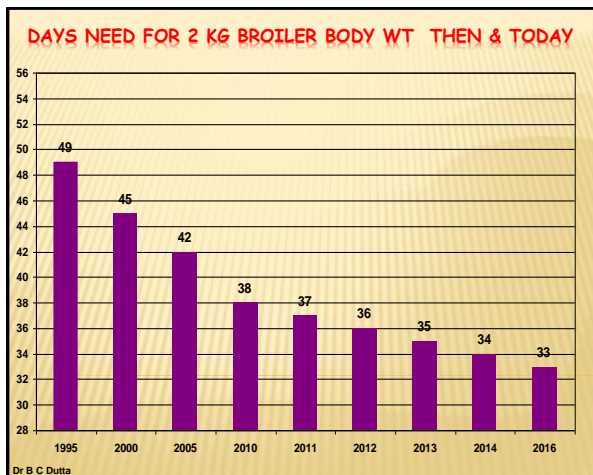
42 day
Av Wt 2.86 Kg
FCR 1.65

33 day
Av Wt 2 Kg
FCR 1.49

GENETIC POTENTIALS OF OUR Broiler

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OPPORTUNITIES

Desired Live Broiler 2.1 Kg in 36-37 days
Downtime 15 Days
Flock CYCLE = 52 days
Yearly 7 Flocks

Farm Area (Sq Ft)	5,000
Space/Chick	1.3
Chicks Housed	3,850
Projected Mortality	154
Saleable Birds	3,696
Av Body Wt (Kg)	2.100
Total Wt/Flock	7,761
No of Flocks/Year	7
Broiler/Year (Kg)	54,330
Production (Kg)/Sq Ft/Year	10.86

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- ### OPPORTUNITIES in India
- # Basically Rural and/or Semi-urban civilization
 - # High Population Density led by Lower Middle class
 - # Land Holding is small
 - # Rural farmers losing interest in traditional agriculture
 - # Changing Food habits of New Generation towards Chicken (boneless or less bones) due to item variety
- Dr B C Dutta

