

**DRAFT NATIONAL POULTRY POLICY**

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**GOVERNMENT OF INDIA  
MINISTRY OF AGRICULTURE  
DEPARTMENT OF ANIMAL HUSBANDRY, DAIRYING & FISHERIES**

## **POULTRY POLICY OBJECTIVES**

### **Introduction:**

#### **Role of Poultry in Livestock revolution**

A revolution is taking place in global agriculture, mostly due to large-scale transformations in the developing countries like India. Like in other developing countries, population growth, urbanization and income growth in India is fuelling demand for food of animal origin. The changes in diet, income growth opportunities, particularly of rural populace in developing countries like India are triggering what is termed as “Livestock Revolution”, which unlike “Green Revolution”, is demand-driven. In India, Poultry is one of the fastest growing segments of livestock/agriculture and contributes a major share in terms of protein supplementation, from eggs and poultry meat. Amongst the animal products, which are, by and large substitutable in the diet, it is found that input-output ratio for poultry is most favorable. With 10 Kgs. of similar feed in each case, chicken (both meat & egg type) gives more protein than swine, cow milk, beef and sheep. Therefore, it is evident that poultry contributes a major share in this revolutionary process.

Livestock production in general in India is primarily the endeavor of the small holders and the sector is extremely livelihood intensive. However, poultry activity is characterized by a very wide range of operations with livelihood & subsistence farming at one end of the spectrum to highly viable & commercial operations at the other. All different operations are crucial for players of different strata it caters to, and no section can be ignored. The requirements of different sections are also varied and any policy accordingly has to make separate provisions at different levels, which will enable poultry to take livestock revolution to newer heights.

#### **Poultry in rural development**

In true terms ‘livestock revolution’ aims at not merely increasing the quantum of production but to have an holistic approach wherein problems of malnutrition, gender inequality and deprived socially-backward sections of the society are also dealt with. Poultry, due to its least demanding nature in terms of infrastructure in the backyard set up, has been widely accepted by the rural poor. More than 50% of the landless and marginal farmers at the bottom end of the smallholder spectrum eke out their living from poultry & small ruminants. Poultry thus has been one of the core support system to subsistence farmers,

providing supplementary income and is taken care of by the family, especially the women folk. Further, with some of the farmers earning from surplus production, the trend has been to keep larger flocks for more profit. Their inputs and requirement increase, which eventually make them dependent on other people in the allied sector like feed suppliers. With Government & institutional support/financing, groups of such farmers are also organizing themselves through societies, cooperatives and self help groups for facilitating backward and forward linkages. Therefore, such activities bring about other developmental progress with increasing awareness, women's participation, literacy, health care etc. propelling an holistic improvement. Poultry rearing has also been seen as a popular activity among the tribal people who have been associated with it since ages. Their preference for indigenous birds, liking for colored plumage, tinted eggs etc. and traditional wisdom of raising the birds has also helped in *in situ* propagation of local birds. Unfortunately low productivity has been the hallmark of this rural backyard poultry, leading to lower returns. Therefore, to give the necessary impetus to the rural development in general, poultry may be used as an effective tool with some crucial technological applications like increasing the productivity and decreasing the mortality rates etc.

### **Role of women**

Management of poultry has been associated with women for various historical and social factors. In developing countries, including India, women dominate most activities and are slowly also participating in the work like shelter construction and marketing, which were hitherto considered male domain. Family poultry is easily managed within homesteads, and in rural areas this is the main resource which women farmers have more access to benefits accrued. With the recent emphasis on gender in development activities, there has been a tendency for poultry production to be seen as means of reaching women's group. With targeted training, gender based constraints such as poor access to information by women, division of labor/heavy workloads and fewer roles in decision making in the household are envisaged to be overcome. This also has been shown to lead to their greater empowerment if they are able to participate as poultry advisors, extension workers/ vaccinators, and for providing advice and support to other poultry owners.

### **Employment**

As income and employment in crop reached saturation, the non-crop sector including dairy and poultry underwent an upward shift significantly. With the

demand for poultry increasing and production reaching nearly 41 billion eggs and 1.4 billion broilers, this sector now employs over 2.0 million people. At least 80% of employment in the poultry sector is generated directly by farmers, while 20% is engaged in allied activities like feed production, pharmaceuticals, equipment etc. Additionally there may be a similar number of people engaged in marketing and other channels servicing the poultry sector. It may also be noted that as backyard poultry is not a full time occupation and taken care of mostly by family members, it is difficult to account for people engaged in this venture, which may also run into hundreds of thousands. It is also estimated that for increase in per capita availability of one egg of 50 gms. of poultry meat, an additional 20,000-25,000 job opportunities are created.

### **Output and contribution**

The value of output at current prices is steadily increasing for eggs and poultry meat during the last few years and during 2003-03 it was nearly Rs.16,000 crores. This is equivalent to nearly 10% of the total output from livestock and 2.8% of total agriculture. The value of exports is also increasing slowly with over Rs.200 crores during 2003-04 from a mere Rs.11 crores, ten years back.

## **POULTRY PRODUCTION SYSTEMS, CONSUMPTION TRENDS AND PERSPECTIVES**

### **Production and growth rates**

The provisional estimate of 2003 poultry population is around 489 million. The annual egg production is in the vicinity of 41 billion pieces (around 2.2 Million Metric Tonnes) and Chicken meat is around 1.65 Million Metric Tonnes. This put India on the global map for egg production among the top 6 countries (nearly 4% world share) and for chicken meat production among the top 5 countries (with nearly 3% of world share). The growth rate is pegged at nearly 6% for eggs and 10% for broilers. However, for sustainable doubling of egg production to 52.0 billion numbers by 2011-12(from base year 2001-02) a conservative estimate of 4.4% required growth rate is fixed for eggs. The share of egg production from desi birds is around 25% and improved birds nearly 75 percent. However, desi layers comprise nearly 41% with average yield of 104 eggs/annum and improved layers, 59% with average yield of 254 eggs/annum.

### **Regional variations**

One important aspect of poultry development in India is the significant variations in production across regions. Only 4 States of Andhra Pradesh, Tamilnadu, Maharashtra and Punjab account for over 60% of total egg production. The per capita eggs and chicken meat availability is highest in southern states, followed by Northern & Western States and lowest in Eastern & Central States. The cost of production is also lowest in the southern region for both eggs and meat largely due to contract farming/integration in the sector. It is also seen that though the rural distribution of poultry production is much higher(92%) than urban areas(8%), the markets are predominantly in the periurban areas and metropolitans.

### **Poultry products availability**

The per capita availability for eggs and chicken meat is presently around 41 numbers and 1.6 kg. respectively which is very low compared to the National Institute of Nutrition's recommendation of 180 eggs and 11 kgs respectively. There is again a major divide in rural and urban areas with per capita egg availability varying from 45 to 170 in major cities and small towns; from less than 5 to 20 in underdeveloped and developed villages. Similarly poultry meat consumption varies from 0.24 kg. in rural areas to 2 kgs in urban areas. Studies show that there has been a slow change in consumption habits of the people with a gradual shift towards animal protein like meat, fish and eggs, besides milk, which was already consumed by vegetarians. The income and price elasticity also indicate that there is a promising scope for raising demand for poultry products in rural areas, besides urban areas.

### **Structure of poultry sector**

The poultry sector in India cover a broad range of operations varying in activities and scales, catering to different state of farmers, from the poorest of the poor to the wealthy. Broadly, the sector is considered two-pronged, as organized & unorganized sector. However, a 'need based' classification is more pragmatic and may be described briefly as follows:

**i) Family Poultry system for food security**

**ii)**

In this extensive backyard rearing system, the family members, especially the women take care of the stocks, which are very small in numbers, averaging 20 birds per family. The produce is consumed by the family and are distributed as gifts or occasionally bartered for other commodities. There is no commercial application here as there is hardly any surplus left for marketing. The major inputs required for this sector are locally adaptable improved variety of stocks with better productivity and low mortality, health care, trainings & extension. Formation of self-help groups, societies, cooperatives etc. will increase awareness about nutrition and also help the farmers realize surplus production through proper technological adoption, thus adding to their income as a supplementary source.

**ii) Small holders**

This group of farmers practice extensive to semi-intensive rearing which help them address the issues of food security and also enable surplus production for marketing. The size of flocks may vary from a few hundreds to few thousands in clusters. This sub sector requires some minimal infrastructure like poultry sheds and equipment, intensive training of farmers in chick rearing, health care, inputs like balanced feed and good quality stocks of both improved desi and commercial variety along with micro-credit for produce collection & marketing. Self Help Groups/ Cooperative set up for facilitating inputs acquisition and marketing helps this sub sector to become economically viable. Linkages with District Rural Development Agencies (DRDAs), Banks, Krishi Vigyan Kendras (KVKs) and Non-government Organizations (NGOs) will help technology & credit to flow to the farmers. Trained Poultry Link Workers are required in this section to disseminate services like basic health coverage and skills.

**iii) Commercial operations**

This is a highly organized and viable sub-sector employing intensive farming and sophisticated breeding systems. High productivity of the birds are their main feature, requiring high inputs and giving high output with nearly 315 + eggs per annum and Feed Conversion Ration (FCR) of less than 2.0. This sub-sector is also going through a paradigm shift from individual operations to integrated ones. Contract farming by large breeders is also one of the emerging

features, to cash on the economies of scale. Stress is on marketing, health care, processing, achieving standards for food safety and exports. These operations range from thousands to hundreds of thousands of stock for breeding and millions for rearing. The major requirements of this sub sector are high yielding birds, health care, huge infrastructure for hatchery, housing, transport, cold chain, marketing intelligence and export standard compliance. Training for skilled manpower and infrastructure like laboratories for feed & product testing, disease monitoring and technology for Good Manufacturing Practices (GMP) and Hazard Analysis Critical Control Points (HACCP) implementations are the other indispensable supports needed by this sub sector.

## **ISSUES & CHALLENGES**

### **Low production potential**

This is the major constraint in the rural poultry production system where the stocks maintained by the backyard farmers and small holders have low productivity. The local birds attain maturity slowly and laying age, is delayed as also the weight gained. This has been due to lack of taking the technological up gradation to the grass root level. Proper feeding and other management aspects will also help improve the productivity of the birds. However, the up gradation has to be gradual as the birds need to retain their hardiness, required for their scavenging nature and survivability in harsh rural conditions.

### **Feed availability and feed price**

The major feed ingredients like maize, soya and oil cakes are presently produced adequately to meet the demand of poultry sector, but given its growth rate, chances are that they may fall short of the requirement in near future. Further, availability of these ingredients vary seasonally and due to lack of storage godowns the price fluctuates. The transportation costs also add to heightened price of feed. Feed alone constitutes about 60-70% of the cost of production and any hike in feed price leads to lesser remuneration to the farmer.

### **Poultry health and biosecurity**

This is one of the most formidable challenges for both the rural and commercial set up. Health coverage to the birds in the rural areas need a deep health service delivery system not adequate presently, to counter the high mortality rates particularly in birds of young age. In the commercial sector, the health requirements are even more stringent and demanding with the emergent and

reemergent disease situations. The highly intensive production system also subjects the birds to a lot of stress, making them susceptible to diseases. Timely vaccinations and medication, coupled with strict biosecurity measures are needed to cope with this. Availability of vaccines and drugs, as also their safety in terms of acceptable levels in end products for human consumption are other issues needed to be tackled. Disease diagnostic laboratories with skilled manpower for diagnosis, monitoring and surveillance of important poultry diseases are needed to commensurate with the level of production. High level of biosecurity and surveillance is also needed to keep exotic diseases like Highly Pathogenic Avian Influenza (HPAI) at bay. There is a need to strengthen the quarantine measures also, in this regard.

#### **Infrastructure and Marketing:**

In the rural poultry production system, investment for some minimal infrastructure requirement like sheds for mother units which will raise birds to certain age before distribution, is needed. In the commercial sector, banks usually finance large hatcheries/ poultry houses required, eagerly. However, huge infrastructure needs to be created for storage of feed and products cold storages, refrigerated vans, state of the art laboratories for feed and product analysis etc. commensurate with the increasing level of production. This will help facilitate marketing and cope with the seasonal fluctuations in prices due to undulating demand, like low demand in summers. Special emphasis is needed for marketing of rural poultry produce coming from the backyard and small flocks.

#### **Extension and Training:**

There is a dire need of imparting basic training to the rural farmers to take up poultry activity and give them the needed confidence to successfully rear the birds. Usually the failure of first cycle leads to its being the last due to lack of training. On the commercial side, trained and highly skilled personnel are required for whom advance training like in laboratory methods, GMP and HACCP applications etc. are needed. Poultry science needs to be given the necessary importance at all levels of veterinary education, especially graduation. An extension activity for transfer of technology from the lab to the farmers' doorstep has to be intensified.

**Quality control:**

With food safety being one of the major areas of concern, quality control of feed, stock, biologicals, drugs and the product assume great importance. So far, focus has been on the end product quality but now it is of prime importance that as far as possible, quality has to be monitored through out the entire food chain so as to ensure safety from 'farm to the fork'. This entails huge investment and the major constraint is its application in rural production where stocks are widely distributed in small units and traceability is an issue.

**Fiscal support, institutional credit and incentive to producers/farmers:**

There are many rural banks which are financing small farmers but in the rural areas backyard farmers are not organized and educated enough to even approach these banks for financial help. However, with schemes of rural development, self-help groups are coming forward to avail micro credit. The poultry activities also need to be defined clearly for giving optimum benefit to farmers. Ministry of Commerce and Ministry of Food Processing Industry are also having schemes for commercial sectors to encourage scaling up both primary and post harvest production; Support for freight, human resource development, market exploration, quality management, infrastructure development, backward and forward integration, promotional activities etc. for both domestic and export purposes are also extended. However, these need to be expanded in scope and finance to accommodate the requirement of the commercial sector.

**Exports:**

Compliance with the standards of importing countries is the largest hurdle to be covered for which standards have to be set and implemented in consonance with Codex and WTO norms. Market explorations and brand promotion are other areas of thrust needed to increase exports. Innovative processing and value addition also need to be encouraged. The quantum of trade/export has to be increased from present global share of 0.4 percent.

**Animal welfare and environmental pollution:**

These issues have been of increasing concern in developed countries like United States & European Union. Considering globalization and the international trade in poultry products, these issues are assuming significance. Besides, with intensive production, environmental pollution abatement and bio-waste management strategies have to be worked out in advance.

### **PRINCIPAL POLICY OBJECTIVES:**

- To foster the cause of holistic development for the rural and socially backward communities, gender empowerment, poverty alleviation and nutritional nourishment, especially of the rural poor, using poultry as a tool.
- To increase per capita availability of poultry products by stepping up sustainable production using suitable technology.
- To build participatory institutions of collective actions for small scale farmers which will allow them to vertically integrate with input suppliers and processors.
- To create an environment through training and extension to enable farmers to adopt technology for improving productivity and management of the birds.
- To promote creation of infrastructure like laboratories etc. and boost processing and distribution facilities along with commensurate export promotion to enable increase in exports.
- To promote effective regulatory institutions for dealing with environmental and health crises arising out of poultry and poultry products.

### **POLICY IMPLEMENTATION STRATEGIES AND OUTCOME:**

#### **Breeding Policy:**

India is recognized as mega diversity zone and it is necessary foremost that the seed or the stock is chosen, suitable to the agro- climatic condition of the region. Impetus is needed for the development and adoption for the low input technology birds suitable for training at village conditions. To survive at the farmers' door, natural refractoriness to common diseases should also be an attribute of the birds. The States should get the evaluation of the performance of the existing stocks done and replenish them wherever needed and phase out wherever not. The breeding policy for such State requires specific attention to the local birds.

The indigenous birds have been researched in most of the regions and based on their production, adaptability to the environment, disease resistance, selection should be made for their propagation. The indigenous breeds are like genetic insurance, which may be needed in future and is also closer to the masses due to sentimental value. The diversification of poultry by taking up breeding of ducks, Japanese quails, turkey and guinea fowl will be given thrust. The inputs

and marketing facilities for these shall be geared up prior to ensuring their popularization. Ostrich and Emu shall also be considered for introduction on commercial scale, keeping in view the environmental implications.

Establishment of a gene pool or bank for indigenous breeds and threatened breeds as a conservation strategy will be considered. Studies and conservation of Red Jungle Fowl, the progenitor of modern day fowl will be undertaken as its native tract is believed to be the Indian sub continent and the knowledge may be used to our advantage in future.

An “Avian Genetic Resource Task Force: shall be set up to popularize propagation of already recognized indigenous breeds like Aseel, Ankaleshwar, Buser, Brown desi, Chatting (Malay), Daothigir, Denki, Frizzle, Phages, Haringhata, Kalasthi, Faverolla, Naked neck, Punjab Brown, Tellicherry, Titni, Teni, Nicobari and duck breeds like Indian Runner, Nageshwari, sythetmete etc. The nutritive/special characteristics of the poultry products from indigenous birds, if any, shall be scientifically validated and documented for wide publicity.

In the commercial sector, nearly 15% of the production is dependent on production of stocks from imported grandparent stocks, certain lines of which have to be continually imported. The safety of import of these stocks in terms of prevention of ingress of exotic diseases shall be ensured, through compliance of sanitary requirements. There are presently no benchmarks regarding the field performances of the improved indigenous low input technology stocks, may be because other attributes like colored plumage, tinted eggs etc. complement for lower production. However, a threshold field level output will be studied and documented.

Besides laying stress on traits for improvement in breeding program, additional traits like improvement in carcass quality and dressing yield for broilers along with improvement in egg mass and egg quality characteristics for layers should also be considered by the breeders, in the commercial sector.

**Feed requirement:**

The rural poultry production, especially backyard ventures have minimal requirement of feed as the birds thrive on by scavenging but some supplementary feeding with home grown grain/by products is needed. The need for this sector is for non-conventional and locally available feed resources, which may be used by the farmers. Research on the nutritive value of these ingredients and extension of this knowledge will be intensified through

documentation of regional availability, quantity to be used in ration, limiting factors, if any, etc. The low cost feed formulations using locally available raw material shall be standardized so as to have wide acceptability and accessibility by the small-scale farmers.

Feed availability, especially ingredients like corn and soya are the primary concern of the commercial sector. The Technology Mission on oilseeds, pulses and maize (TMOPM) shall be urged to intensify research and development in terms of increasing yield, oil content etc. of these ingredients to cope up with the unprecedented demand, mostly by the poultry sector, to the tune of 16-17 MMT for maize alone, by 2010 and Soya to merely 5 MMT. Multi exchange commodity trading for maize will be publicized along with its information on auction, which shall be made available by Food Corporation of India (FCI). Contract farming by poultry integrators for maize production will be encouraged. Use of alternate cereals as feed substitute and palletized feed may be encouraged to avoid wastage. Instead of antibiotic growth promoters, use of enzymes, pro and pre-biotics etc. will be encouraged and the farmer shall be phased out slowly.

#### **Health coverage and biosecurity:**

The requirement of health coverage is as crucial to the commercial sector as to the rural/small scale sector. Whereas the requirement for rural poultry is availability of basic health care, the commercial sector needs more intensive disease monitoring, application of biologicals, drugs and diagnostics to cope up with the increased susceptibility of the birds due to stress of industrial production. Provisions shall be made to ensure the above. If need be, States may demarcate backyard/core rural production pockets from commercial production pockets so that they do not pose any risk to each other. For instance commercial sector may be at risk from free range rural flocks due to their lack of biosecurity measures and rural production may succumb to commercial methods like indiscriminate use of vaccines even when they are not needed. Doorstep delivery of health services to the rural poultry farmers shall be bought about through the trained link workers who are decentralized and self-sustaining. Cold chain and thermo- stable vaccines are other requirement, which shall be considered along with continuous supply of biologicals drugs. Ethno-veterinary medicines shall be encouraged in this sector and the knowledge will be widely disseminated, after validation and documentation.

It is of utmost importance that the surveillance for important diseases particularly vertically transmitted diseases like salmonellosis are put in place

strictly. Bio-informatics, epidemiological studies and interpretation of serious poultry diseases are indispensable in the present scenario in the commercial sector mostly. A Poultry Disease Surveillance and Information system shall be considered for creating a database for disease situation for further forecasting etc. or the ADSIS will be strengthened in terms of poultry diseases. Biosecurity measures be stepped up in light of HPAI in neighboring countries and other exotic diseases and any imports shall be scrutinized in detail for risk. Imports allowed, especially of germplasm shall be subjected to foolproof quarantine measures, which will be further strengthened. Imported biologicals shall be subjected to strict quality control testing.

**Quality control/standards for safe feed, biologicals and poultry products:**

To ensure safe food, it is imperative that all the inputs that go into the poultry production have to be tested for quality. The standards for feed for poultry has already been set and the next phase is its implementation by the States in a regulatory manner. Feed additives like most bacterial inhibitors or antibiotic growth promoters are playing truant due to residue problems and all such products have to be phased out eventually. The maximum residue limits (MRLs) and Acceptable Daily Intakes (ADIs) of various additives/ drugs are being fixed, but mostly for the purposes of exports. The same levels have to be adopted for domestic production to purge out their injudicious use from the system. Also the level of inclusion of drugs/additives shall be ascertained so as to define therapeutic and prophylactic use.

The biologicals, imported and domestically produced, will be evaluated and tested for their safety, potency and efficacy before being released in the market. Farmers spend a fortune on health care products and we must ensure their worth. More laboratories will be accredited so as to meet the demands of testing, setting up of more Regional Referral Laboratories will be considered besides the National Institute of Animal Health at Baghpat, UP, which is in the pipeline.

Poultry products are considered high-risk commodities, which may cause food-borne diseases, and evaluation of all such risks, especially microbiological, will be covered. The Integrated Food Law, “Food safety and standards bill” encompasses such measures for all foods including poultry products. Information inputs for this law shall be furnished to eliminate any risk of poultry meat products or egg-borne disease. Ninety five per cent of the market for poultry is wet market and therefore, it is necessary to have some standards for in-shop slaughtering and operating procedures shall be laid down for strict

implementation. Standards for biosecurity including all aspects of locational, infrastructural, and operational aspects will be reviewed in the present context also and benchmarks for parameters like bird density and effluent reduction will be fixed and eventually regulated.

In the commercial sector, starting from breeding operations, feed milling to processing, good manufacturing practices (GMP) and Hazard Analysis Critical Control Points (HACCP) will be urged to be adopted voluntarily.

A package of practices for extensive and semi-intensive small-holder poultry production with due consideration of agro climatic conditions will be drawn up and guidelines for modern hatchery and farm management practices will also be prepared for reference by commercial sector. The package of practices for other species (besides chicken) will also be drawn.

### **Infrastructure and Technology:**

To cope with the targets set for augmenting rural production, infrastructure for central resource units, mother units and farmers unit will be created. Using kits and linkages will meet challenge of sero-surveillance of major diseases in rural conditions. Infrastructure is also required for setting up laboratories for feed analysis, disease diagnosis, residue monitoring etc. Even though partial requirement is met presently with accredited labs, but more infrastructure and equipment with cutting-edge technology shall be set up to ensure desirable quality of the products.

Infrastructure in the commercial sector in terms of effluent treatment, waste management etc. shall also be urged to be set up to cope with the environmental issues, especially by the intensive commercial sector. Establishing infrastructure for storage of feed, eggs and poultry products especially cold storages and refrigerated vehicles for the latter will be encouraged and this will also help in allaying the seasonal price fluctuations. Infrastructure like retail outlets will be set up to help stabilize markets for rural produce.

Infrastructure for processing and value-addition will also be encouraged to be set up on a large scale, including egg graders, packaging equipment etc. Adoptive technology shall be employed using informal networks through computers and other communication devices to enable accessibility of information especially in the rural areas. Problems of farmers are proposed to be solved through trouble shooting and allowing them to interact with experts. Technology shall also be coupled with the traditional knowledge of the land and

help in participatory approaches for social organization in rural areas. This will greatly help the extension and outreach programs.

**Processing and value addition**

In near future, the shift will be towards processed and value-added products due to its convenience and safety assurance. Besides infrastructure the major requirement will be compliance to standards viz. microbiological, chemical, antibiotic, pesticides, packaging, storage etc. and brand promotion etc. but considering a boost in processing from present 5% to 20% by 2011-12, the investment requirement will be mammoth and accordingly provisions will be urged to be made. Recommendations will be made to give thrust to the Post Harvest Technology and Total Quality Management through ISO, GMP and HACCP certifications shall be given for all processing units.

**Training, extension and Information system:**

Sources of rural poultry programs lies in the training of farmers in basic rearing and of poultry link workers for disseminating health services and importing skills to the farmers. Farmers' training shall be undertaken at large scale to give technical information about farming, mostly basic chick rearing and create awareness about benefits of poultry with respect to economics and nutritive value of egg products. The other aspect of training will also look towards developing skills of farmers for social organization to enable them to involve themselves in participatory way. The training of farmers shall also including taking up diversified farming, wherever required. Kukkut melas, seminars, workshops involving farmers from block to national level at regular intervals will also help crate awareness about poultry farming.

Provision for poultry training is also be made for advanced and latest technologies to the personnel in the commercial sector. Basic training in hygiene and sanitation shall be urged to be imparted to personnel handling meat/egg products in slaughter houses and processing centers, mostly by commercial sector. The poultry science departments of the veterinary colleges shall be strengthened and inclusion of rural poultry farming during graduation will help the veterinarians understand its importance once they are in the field.

A center for excellence for training is also being envisaged by upgrading the Central Poultry Training Institute into International Avian Tropical Management Institute where even commercial sector person shall be imparted

training as per their requirement and suitable training modules will be prepared for rural poultry programs.

**Institutional financing and incentives:**

The Indian poultry sector does not accrue any direct or indirect subsidies /incentives barring for export purposes like freight subsidy, export promotion capital goods scheme, standard input output norms, Vishesh Krishi Upaj Yojana etc. However, for rural development and poverty alleviation some Central and State Governments schemes provide assistance to marginal farmers involved in poultry production but the amounts are very small in total investment and is declining over time.

The Agriculture sector gets some direct and indirect subsidies for fertilizers, pesticides, electricity etc. Though the poultry sector is an integral part of agriculture, it faces restrictions on use of agricultural land, attracts higher electricity tariffs and sales tax than agriculture and is subjected to different land/labor laws. Neither like other industries does it get benefits like the holidays. Therefore, it is obvious that for the required poultry development, this sector should be treated as agriculture in terms of all the benefits accrued by the latter, States have been requested to consider the issue favorably. National Bank for Agriculture and Rural Development (NABARD) and rural banks are playing a major role for availing finance to the poultry sector. Initiative will be taken for allowing micro-credit financing to small holder and rural farmers and giving loans at Prime Lending Rates (PLR) to the commercial sector. The Rural Infrastructure Development Fund of NABARD will also go a long way in helping create the requisite infrastructure for rural development.

**Marketing:**

Marketing is one of the weakest link in the rural poultry development program. Presently market for poultry products is concentrated in peri-urban and urban areas. The overall impression of the market is that of not well organized and there is exploitation by middle men, reducing the margin of profit for farmers who are under threat by vagaries of weather, price fluctuations and productivity. Agencies like National Egg Coordination Committee and Bromark are declaring prices for eggs and poultry/broiler based on market dynamics and has participation of farmers, which helps tackle the problem of middlemen to some extent.

Infrastructure like cold storage and retail outlets will help stabilize the market in terms of price fluctuations. The other major requirement for marketing is to develop the marketing intelligence wherein information of surplus and deficit areas shall be assessed so as to strategize the logistics accordingly. This shall be developed in collaboration with all stake-holders and Geographical Information System (GIS) will be employed for the purpose.

Generic campaign for awareness of poultry products shall be intensified to apprise the consumers of its benefits and for dispelling some common myths. Brand development shall be encouraged to be taken up by the commercial firms. The rural produce shall be given wide publicity for its near-organic and non-synthetic nature. This will help create a niche market for the rural products.

**Exports:**

India has a strategic advantage in terms of competitive cost of production, cheap labor, proximity to some potential markets and HPAI-free status making forays into global trade. However, our Achilles Heel is the inability to give matching incentives for exporters like the EU & US does and failure to promote processing to the level required.

International market exploration, brand promotion and ability to comply with the often-stringent standards of importing countries are areas which will be given fillip. There are schemes of Ministry of Commerce and Ministry of Food Processing Industry which cover the above but the funds are miniscule compared to the present day requirement and will be used for reviewing upwards. Besides poultry products, poultry equipment exports will be given encouragement and they should also be classified as farm/agriculture equipments. Further, the value-added and specialized poultry products like Tandoori chicken, kebab etc will be encourage to go 'glocal' i.e. to have global appeal with local taste.

The Task Force constituted for overlooking promotion of poultry products should continue as it gives a suitable platform for the exporters, inspection agencies, government and other related institutions to interact and sort out the bottlenecks from time to time.

Export Inspection Council of India (EIC) and Agriculture Processed Products Export Development Authority (APEDA) are doing the tedious exercise of getting country approval for export of poultry products. The commercial

poultry sector should be urged to cooperate and give necessary information inputs for hastening the process.

**Convergence and Synergy:**

Poultry operations span over a wide range of activities, which come under the purview of many different sectors. The Central and State Government agencies like Rural Development, Human Resource Development, Animal Husbandry, ICAR, Agriculture, Food Processing, Commerce and Finance, Financial institutions like NABARD, NCDC etc. are actively involved and play their part. However, it is necessary to synergize activities with these agencies so that concerted effort is made for progress without overlapping objectives. Therefore, there is a need for better linkage and coordination between the agencies so as to collectively pool the resources and effectively implement the poultry development programs.

Synergy should also exist with the commercial sector, who should assist in areas of generic promotion of poultry products, consumer education etc. and help create public-private partnerships.

In the commercial sector, the integration and contract farming shall be encouraged and this convergence will also be fuelled with necessary forward and backward linkages to ensure good remuneration for farmers' produce and production of hygienic and wholesome food.

In the rural sector, the convergence of activities of different agencies is required to ensure proper functioning of central resource and mother units. Provisions will be made to ensure coordination with other agencies to ensure smooth flow of inputs and steady dissemination of outputs. If required, poultry corporations/federations or other state agencies will be nominated to overlook the work of facilitator.

**POLICY OUTCOME:**

The National Poultry Policy through appropriate programs and investment will help achieve the objectives of rural poultry development as well as concurrent development of commercial sector. The high growth rates of egg and broiler production are expected to be sustained through assured inputs like feed. The programs in consonance with the policy objectives will help increase household nutritional security, per capita availability of eggs and poultry meat with reduction in gap of rural and urban availability, increase in employment in the

commercial sector and increase in household income of rural poor through supplementary earnings. Eventually, in the long run, the vision of holistic rural development through community development, women empowerment and poverty alleviation will be realized. On the global trade front, the measures will help India in getting a sound footing on international arena and help in increasing her share in trade.

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