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CENTRE FOR AGRICULTURE
AND RURAL DEVELOPMENT

Supported by



DEPARTMENT OF ANIMAL HUSBANDRY,
GOVERNMENT OF UP

UTTAR PRADESH POULTRY ENTREPRENEURSHIP SEMINAR & EXPO 2024

6th November 2024 | Indira Gandhi Pratisthaan Gomti Nagar Lucknow



Creating platform for Innovations, Integration, Manufacturing, Technologies,
Researches, Developments, Regulations, Schemes, AI & Automation in Poultry Sector

Uttar Pradesh Poultry Entrepreneurship Seminar & Expo-2024

Over the past five years, the Indian poultry market has experienced significant growth, with a CAGR of 11.39% from 2016 to 2022. Currently, the urban market accounts for approximately 80% of the demand. In India, the production and consumption of broiler meat have remained relatively balanced over the years. However, per capita poultry meat consumption in India is estimated at around 3.4 kg per year, which is considerably lower than the global average of about 17 kg per year.

Processed chicken meat represents about 5%-10% of total chicken meat production, but demand for processed chicken is growing at an estimated rate of 15%-20% annually. Nevertheless, poultry meat exports remain limited due to insufficient slaughtering and processing facilities and an underdeveloped cold chain infrastructure.

In 2021-22, egg production has seen quantum jump of 6.19% and production reached to 129.6 billion eggs as compared to the previous year. Out of this total production, the five states have a significant contribution are Andhra Pradesh (20.41%), Tamil Nadu (16.08%), Telangana (12.86%), West Bengal (8.84%) and Karnataka (6.38%).

Uttar Pradesh has made significant strides under the Poultry Policy-2022, establishing broiler, layer, and hatchery units across the state. However, there is still much progress to be made in branding eggs, processed poultry meat, and income-generating projects within the poultry sector.

In this regard, the Centre for Agriculture and Rural Development, in collaboration with the Department of Animal Husbandry, plans to organize a State-level Seminar on Poultry Entrepreneurship on 16th October-2024 at Indian Institute of Sugarcane Research, Telibagh, Lucknow, UP.

About the Organizing & Supporting Body :

Established and registered in the year 2000 under the Societies Registration Act 1860, Centre for Agriculture and Rural Development is a premier Non-Government Organization, playing a vital role in the national efforts of developing India through agricultural transformation. CARD is committed towards reaching out to all parts of the rural society, especially the farming community. CARD also participates actively towards improving the quality of life of rural masses by addressing technical, economic policy issues related to the development of agriculture and rural society.

CARD is very actively engaged for the development of Poultry sectors, project facilitated to the poultry entrepreneurs, organized various Seminar, Exhibition, Conferences in several states related to poultry and associated sectors.

Objectives :

- ❖ Create awareness on the significance of animal health for enhancing rural livelihood
- ❖ Serve as networking platform for different stake-holders, who want to engage in animal husbandry in Uttar Pradesh and explore opportunities.
- ❖ Provide valuable inputs to the State Governments for formulating appropriate animal health policies aimed at inviting partnerships, enhancing competitiveness and accelerating growth in the animal husbandry sector.
- ❖ Provide the youth, women, NGOs and development agencies, interaction opportunities with the National Level Institutions, Industries, Experts and Officials.
- ❖ Provide exposure to farmers and rural youths about latest products, technologies, animal health interventions available, government schemes, etc
- ❖ Provide platform to industry stakeholders to come forward to work on collaborative approach towards finding sustainable animal healthcare solutions.

Participant's Profile :

- ❖ Veterinary Professionals with specialization in Livestock, Poultry and Fisheries
- ❖ Poultry & Animal Vaccine manufacturers
- ❖ Poultry & Animal Manufacturers
- ❖ Regulatory Bodies into quality control
- ❖ Poultry & Animal drug manufacturers
- ❖ Officials from INFAH (Indian Federation of Animal Health Companies)
- ❖ Poultry & Animal Product Processing Companies
- ❖ Poultry & Dairy Equipment Manufacturers
- ❖ Hatchery companies from Poultry Industry
- ❖ Exporter and Importers
- ❖ Farmers/Entrepreneurs/ Agribusiness Professionals/ Agriculture students practicing / studying Poultry & Animal Husbandry

Topics of Discussion :

- ❖ Automation and advanced poultry equipment
- ❖ Smart lighting
- ❖ Automatic chicks' vaccination
- ❖ Overview of UP Poultry schemes and policies for small and marginal farmers
- ❖ The role of bankers, NABARD and Department of Animal Husbandry for loan & subsidy
- ❖ Smart feeding, quality nutrition, FCR, weight gain
- ❖ Quality chicks supply, layer and hatchery management
- ❖ Gene editing, waste management, clean meat supply, food safety
- ❖ Organic eggs vs inorganic eggs (myth or reality)

Program Schedule

Registration	09:30-10:30 AM
Overview of Poultry Schemes and Policies	10:30-11:00 AM
Inauguration	11:00-11:30 AM
Tea	11:30-11:40 AM
Automation & Advanced Poultry Equipments	11:40-12:10 PM
Smart lighting and automatic chicks vaccination	12:10-12:40 PM
The role of bankers, NABARD and Department of Animal Husbandry for loan and subsidy	12:40-01:30 PM
Lunch	01:30-02:00 PM
Smart feeding, quality nutrition, FCR, weight gain	02:00-02:45 PM
Quality chick supply, layer and hatchery management	02:40-03:30 PM
Gene editing, waste management, clean meat supply, and food safety	03:30-04:20 PM
Tea	04:20-04:30 PM
Organic eggs vs inorganic eggs (myth or reality)	04:30-05:15 PM
Concluding	05:15-05:30 PM

SPONSORSHIP

Title Sponsor (Rs. 4.0 Lac) + GST @18%

- ❖ Official status of the title sponsor of the event (eg xyz) presents Poultry Entrepreneurship Seminar & Expo-2024.
- ❖ Name & Logo to appear in promotional material like site gates and program banners
- ❖ Special acknowledgment during Inaugural & Concluding session
- ❖ Corporate movie to be displayed during lunch time
- ❖ Sharing Inaugural & concluding dais the VVIPs
- ❖ Company's promotional material can be inserted in the seminar kit
- ❖ 30 minutes' presentation/slots for interaction with the Entrepreneurs.
- ❖ Back cover page AD in post souvenir
- ❖ 1 stalls of 36 sq.mt

Panel Sponsor (Rs. 0.75 Lac) + GST@18%

- ❖ Official status of the Panel sponsor of the event.
- ❖ Name & Logo to appear in promotional material like , posters, site gates and program banners
- ❖ Special acknowledgment during Inaugural & Concluding session
- ❖ half page AD in post souvenir
- ❖ 9 sq.mt stall

Sponsor (Rs. 2.5 Lac) + GST@18%

- ❖ Official status of the Sponsor of the event.
- ❖ Name & Logo to appear in promotional material like posters, site gates and program banners
- ❖ Special acknowledgment during Inaugural & Concluding session
- ❖ Company's promotional material can be inserted in the seminar kit
- ❖ 20 minutes' presentation/slots for interaction with the Entrepreneurs
- ❖ Back cover inside page AD in post souvenir
- ❖ 1 stalls of 24 sq.mt

Co- Sponsor (Rs. 1.5 Lac) + GST@18%

- ❖ Official status of the Co-sponsor of the event.
- ❖ Name & Logo to appear in promotional material like , posters, site gates and program banners
- ❖ Special acknowledgment during Inaugural & Concluding session
- ❖ 10 minutes presentation/slots for interaction with the Entrepreneurs
- ❖ Company's promotional material can be inserted in the seminar kit
- ❖ Full page AD in post souvenir
- ❖ 1 stalls of 18 sq.mt

Stall of 9sqm in 50,000 + GST

WHO CAN PARTICIPATE:

- ❖ Poultry Entrepreneurs
- ❖ Financial Institutions
- ❖ Academic & Training Institutions
- ❖ Government officers & Poultry sector industry

HOW TO PARTICIPATE:

Interested people can write a mail to
shakeel@card.org.in
or register at www.card.org.in

RTGS/NEFT Details

BENEFICIARY NAME	Centre for Agriculture and Rural Development
BENEFICIARY A/C NO	50200028473500
BENEFICIARY BANK	HDFC BANK
BENEFICIARY BRANCH	KAILASH BUILDING, KG MARG, NEW DELHI-110001
ACCOUNTS STATUS	CURRENT ACCOUNT
IFSC Code	HDFC0000003
MICR Code	110240001

For more details, please contact

Mr. M.S Khan
Nodal Officer, AC & ABC- Cell
Mobile : +91 - 9997286694
Email : shakeel@card.org.in

Mr. Shobhit Srivastava
Regional Director - CARD
Mobile : +91 - 9621361577
Email : shobhit.card@gmail.com

Naurang House, KG Marg, New Delhi-110001 | Ph : 011 - 41501465, 41501475

www.card.org.in