



NANAJI DESHMUKH VETERINARY SCIENCE UNIVERSITY  
JABALPUR, M.P.



Bharat Ratna Rashtra Rishi  
Nanaji Deshmukh

## National Webinar on

'Prospects and challenges in Poultry Sector:  
Small scale farming to Large Commercial Enterprises'

27 July, 2020

Inspired by  
Hon'ble Governor of M.P.



**Patron**  
**Prof. (Dr.) S. P. Tiwari**  
Hon'ble Vice Chancellor,  
NDVSU, Jabalpur

**Guided by**

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Dean Faculty, NDVSU

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### Webinar Theme:

The poultry industry in India represents a major success story which was largely a backyard venture before the 1960s and now has been transformed into a vibrant agribusiness. Undoubtedly, this impressive growth is a result of several factors, such as active developmental support from the state and central government, research and development support from research institutes, international collaboration and private sector participation. Indian poultry sector is self-sufficient, supported by a broad and strong genetic base in which the productivity levels of broilers and layers are at par to those achieved elsewhere. Today, globalization is posing greater challenges: namely, making the industry globally competitive and viable in view of fulfilling the consumers' demand due to changing food habits and preferences. The Indian Poultry Industry has been jolted many times during the last decade mainly due to outbreak of bird flu and latest COVID-19 pandemic. Despite all the challenges, the Poultry sector in India has a strong base as its roots are deep seated from small scale farming in rural areas to large scale commercial enterprises based on the huge demand and potential of enormous growth looking to more than 700 million consumers. The present talk will focus on the possibilities and potential of poultry farming from small to large scale and underlying challenges coming across the poultry sector time to time.

### Registration Information:

Kindly register for the webinar on or before 26 July, 2020.

Registration Link: <https://forms.gle/1183T8JGtdKarXss6>

WhatsApp for Any query: 8770787447

E-mail: [drgirrajivri@gmail.com](mailto:drgirrajivri@gmail.com)

### Webinar Platform:

- I. Link will be shared with registered participants on 26 July, 2020.
- II. The Laptop/ Desktop users may connect via shared link through Zoom App.

### Webinar dates and time:

Date: 27 July, 2020, Time : 11.00 A.M.

### Important:

E-certificates will be issued to participants and sent to their Emails within a week.



**SPEAKER:**

**Prof. (Dr.) A. S. Ranade,**

Associate Dean,  
Mumbai Veterinary College, Mumbai.  
MAFSU, Nagpur (Maharashtra)



Organised by:

College of Veterinary Science & Animal Husbandry, Rewa, M.P.  
Nanaji Deshmukh Veterinary Science University, Jabalpur, M.P.