



सत्यमेव जयते

पशुपालन और डेयरी विभाग  
DEPARTMENT OF  
ANIMAL HUSBANDRY & DAIRYING

# POTENTIAL AND SCOPE OF POULTRY INDUSTRY IN EASTERN REGION

**Dr. Mahesh P.S. M.V.Sc., PGPPM(IIMB)**  
**Joint Commissioner & Director**  
**Centre of Excellence for Animal Husbandry (CEAH)**  
**Hessarghatta, BENGALURU – 560088**  
**You Tube : Ceahbengaluruacademy**



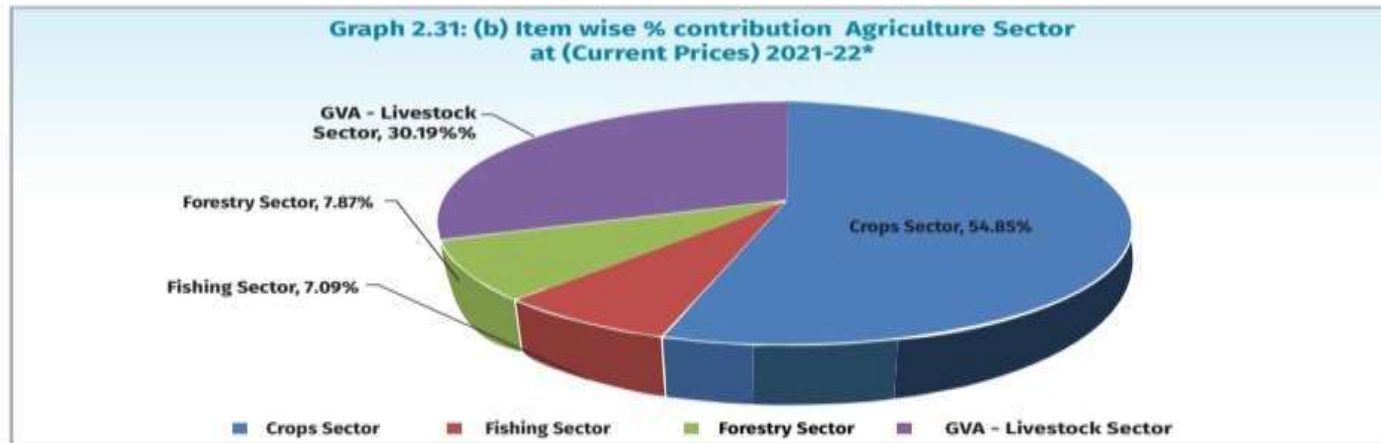
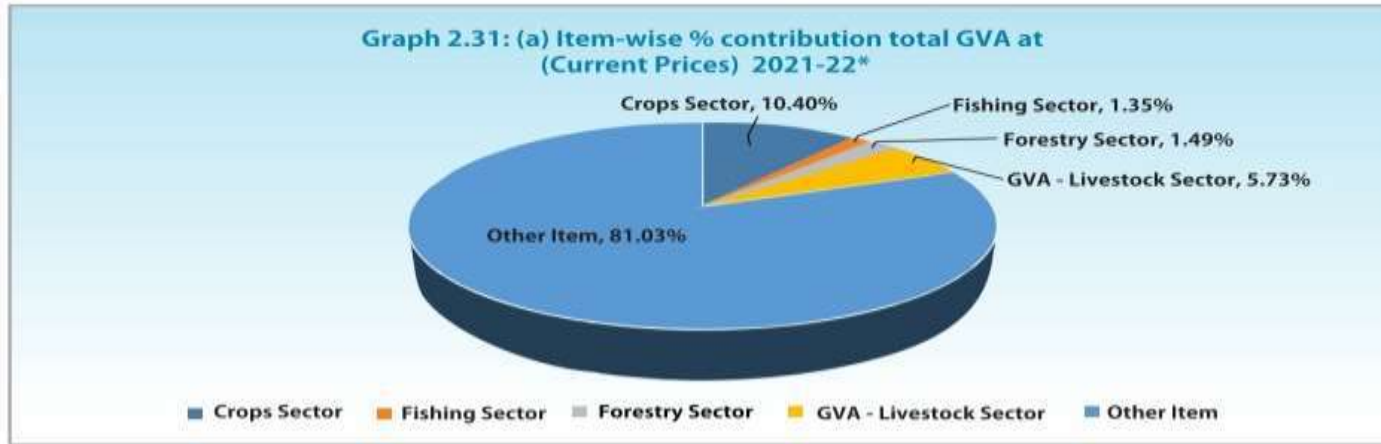
# Flow of Presentation

- Indian Animal Husbandry Statistics (Poultry)
- Data on Eastern Region Poultry
- Status Report of Exports
- Opportunities for Export
- Case Study / Success Story
- Future Prospects

# BASIC stats of Gross value formation

## 2.6 GROSS VALUE ADDED (GVA)

### 2.6.1 ITEM-WISE PERCENTAGE CONTRIBUTION IN AGRICULTURE & ALLIED SECTOR (A&AS) AND TOTAL GVA



Note: \*\* First revised estimates

Source: NAD, CSO, MoSPI

Glance at GDP – 2023-24

Total GDP: 320 lakh crores

Agriculture: 45 – 50 lakh crores

Animal Husbandry – 15 lakh crores

Dairy – 10 lakh crores

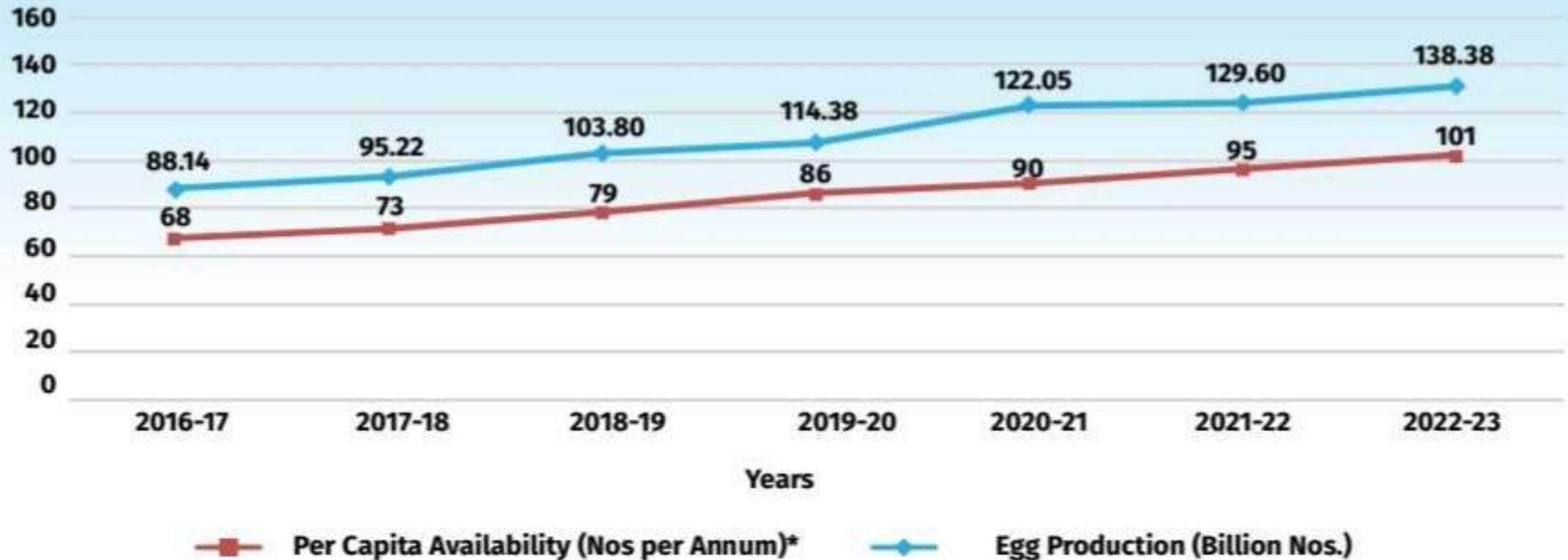
Poultry – 2 lakh crores

Small ruminants etc – 3 lakh crores

# Total egg production and percapita availability

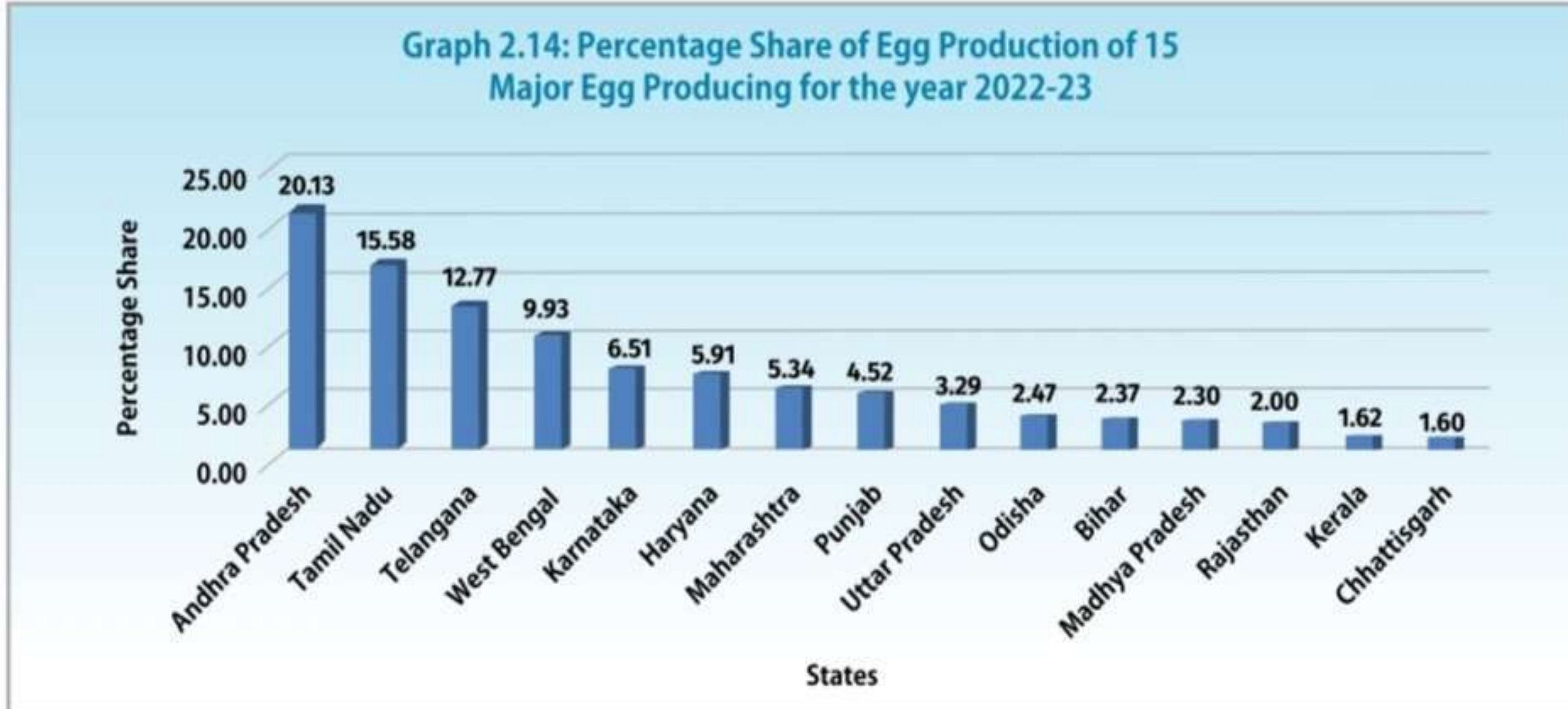
## 2.2 Egg Production

**GRAPH 2.10 : PRODUCTION & PER CAPITA AVAILABILITY OF EGG  
(ALL INDIA)**



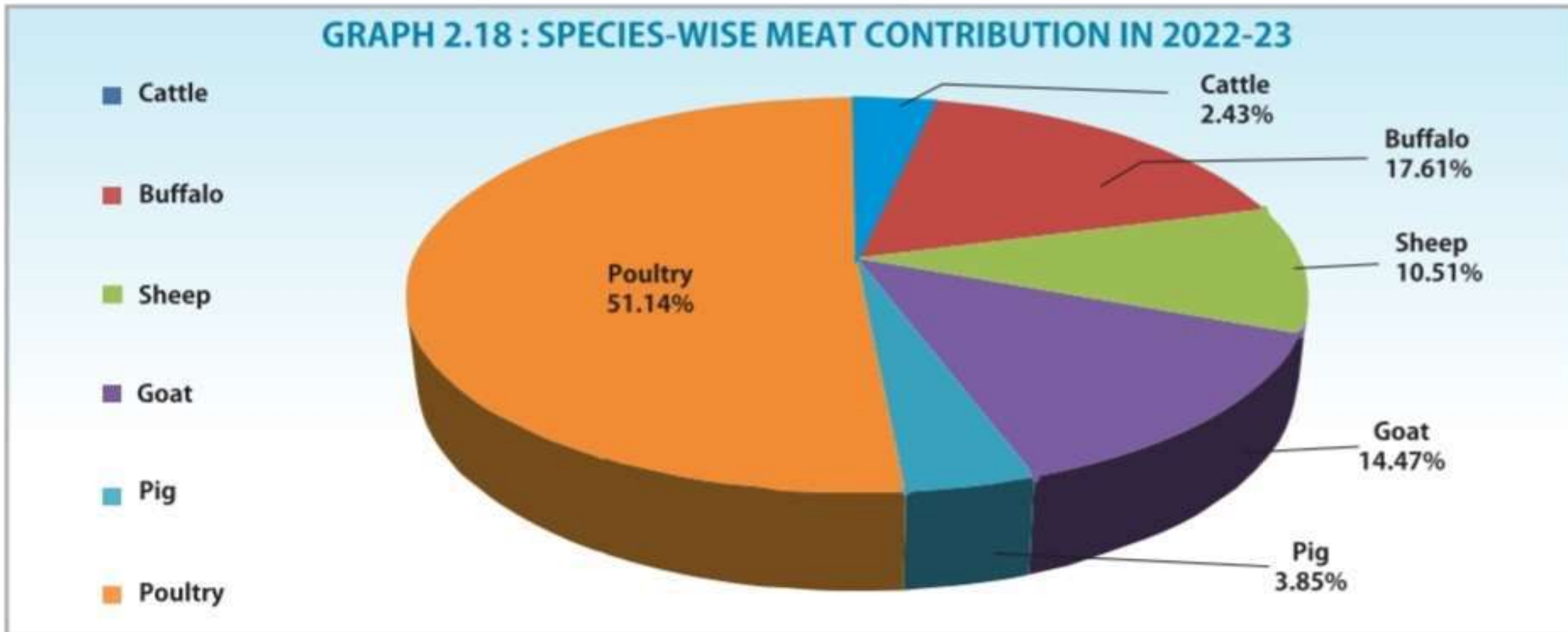
# State wise percentage of egg production

## 2.2.4 STATE-WISE SHARE OF EGG PRODUCTION DURING 2022-23



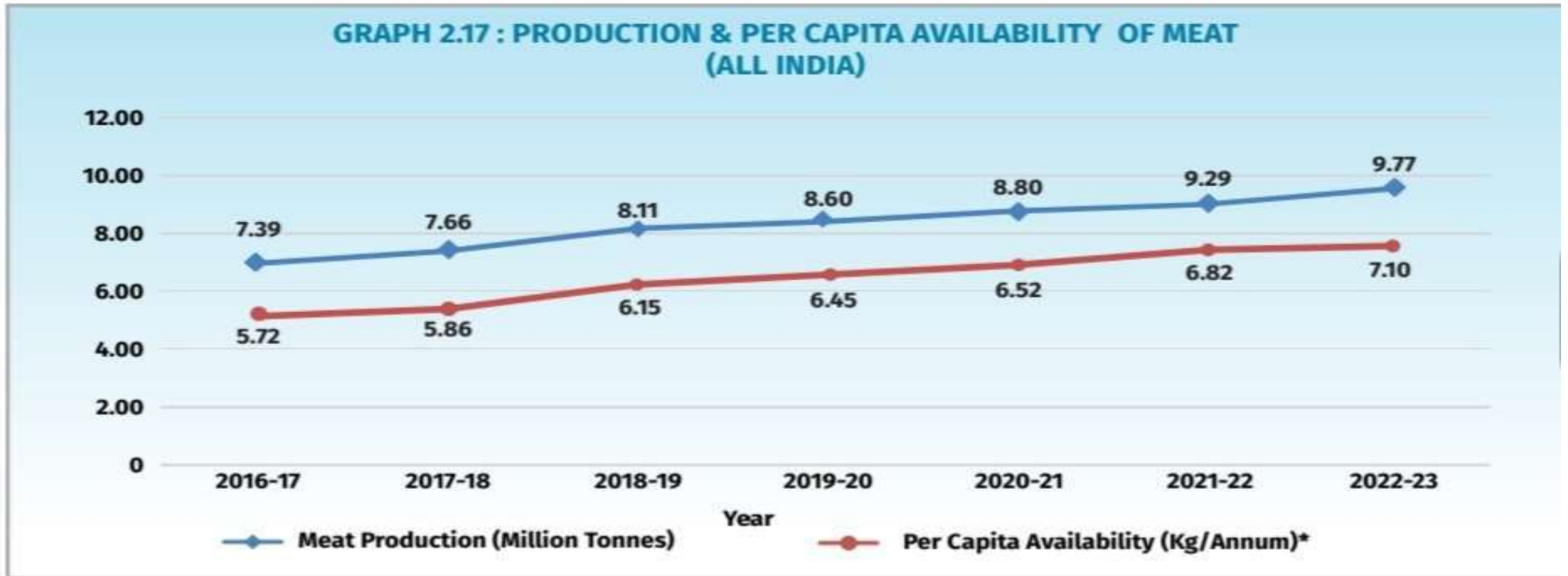
# Species wise meat production

## 2.3.1 SPECIES-WISE MEAT CONTRIBUTION



# Meat production all India and percapita availability

## 2.3 Meat Production



# State wise leading states in meat production in Percentage

## 2.3.4 STATE-WISE SHARE OF MEAT PRODUCTION DURING 2022-23

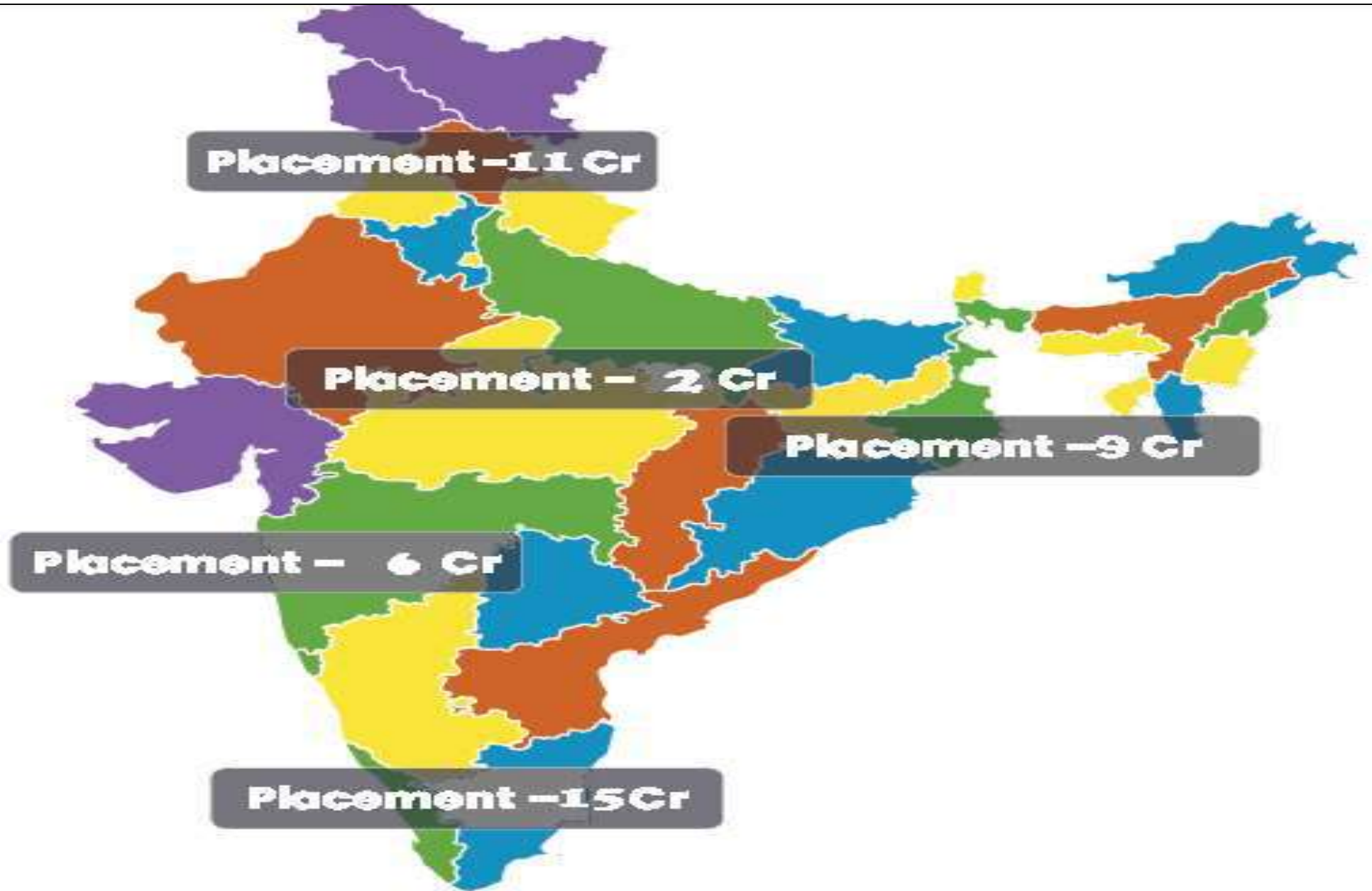




# Data on Eastern Region

Courtesy : Dr. Vidya Sagar Punja, GM, VHL, Eastern Region

# Broiler chicks placement – 43 Crores/Month



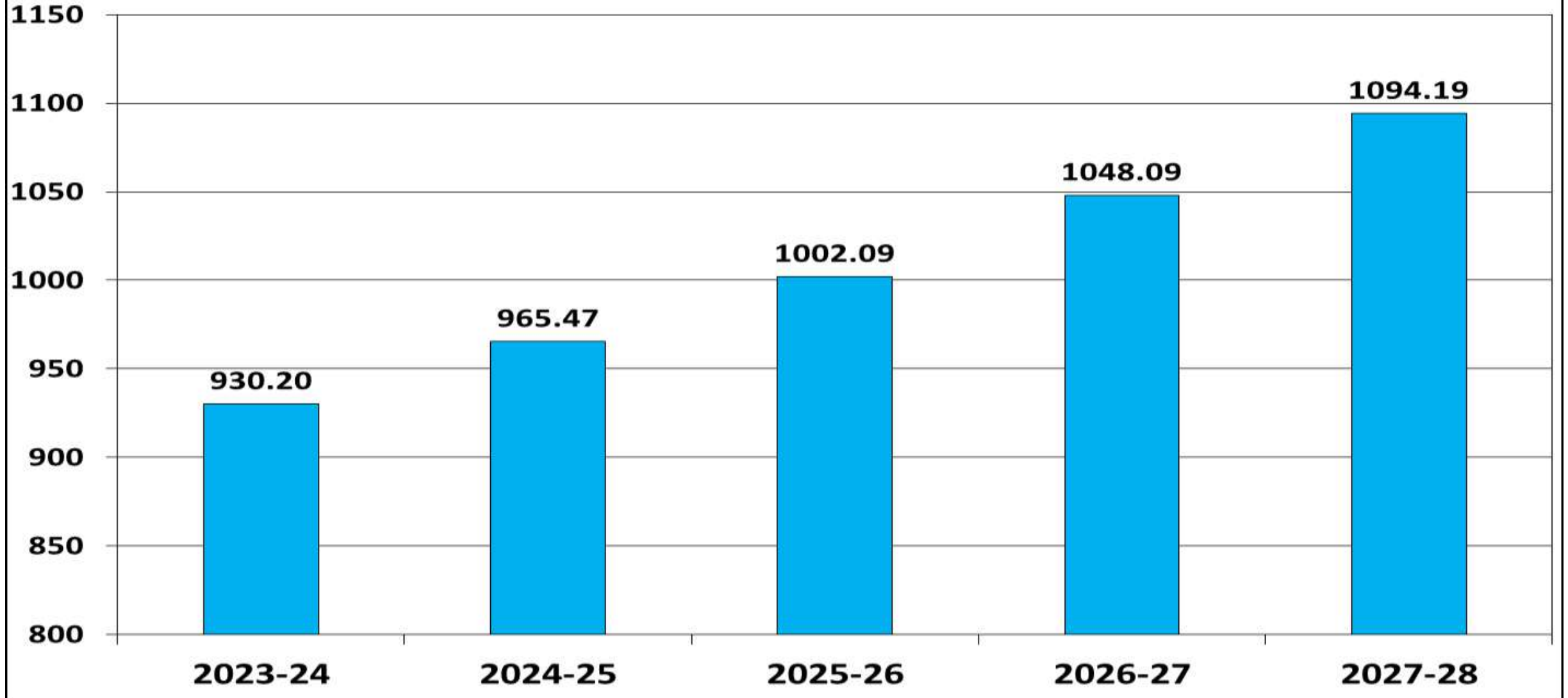
## East Zone Broiler Placement 2023-24 (in Lakhs)

YEAR	INTEGRATION	CHICK SALES	TOTAL
West Bengal	409.00	104.90	513.90
Odisha	165.90	37.85	203.75
Jharkhand	42.00	33.00	75.00
Assam & NE	119.50	18.05	137.55
Total	<b>736.40</b>	<b>193.80</b>	<b>930.20</b>

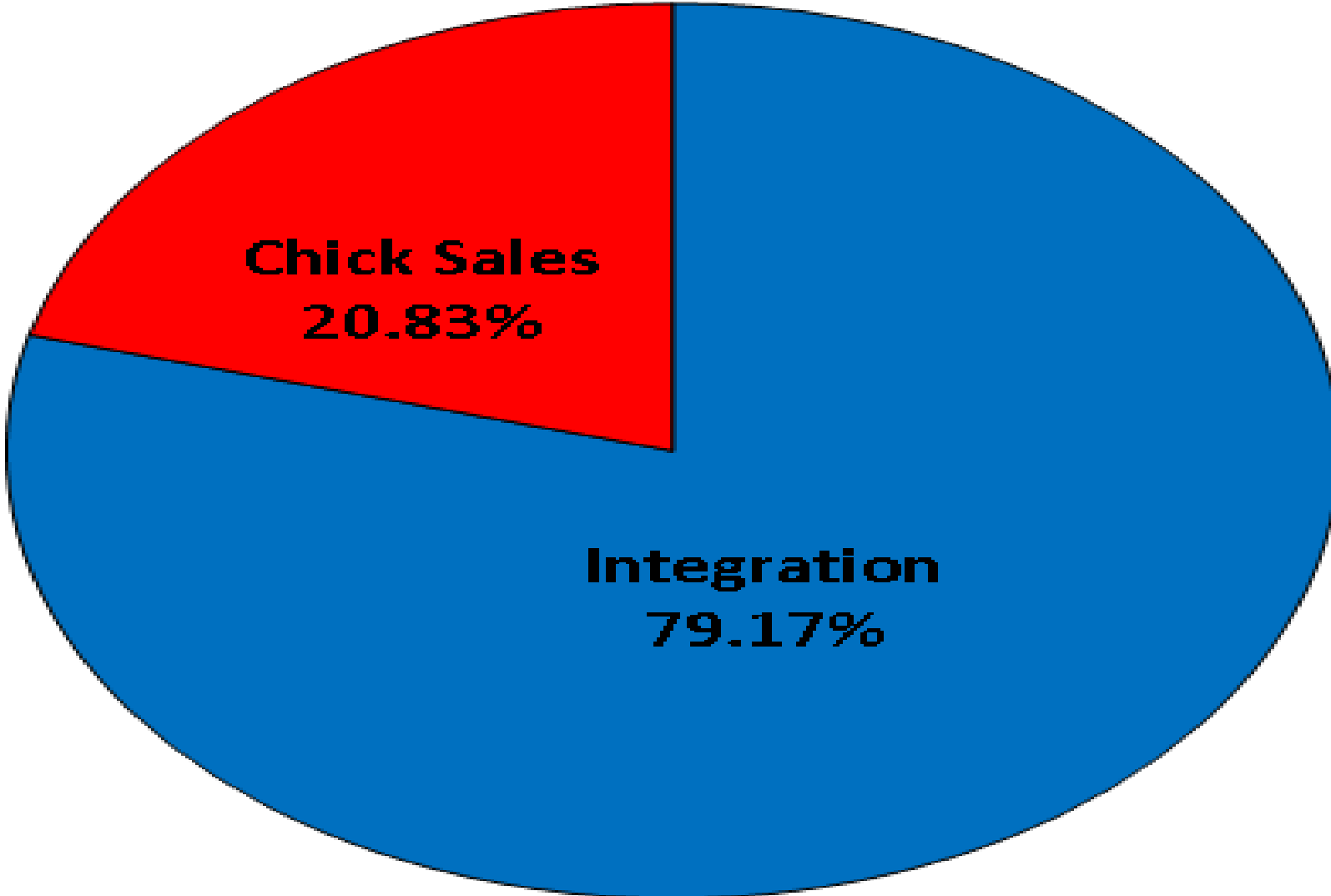
# East Zone Placement 2023-24 (In Lacs)



# East Zone Broiler Market (2023-24 to 2027-28) (In lacs)



# INTEGRATION VS CHICK SALES 2023-24



# Broiler Per Capita.

State	Human Population (In Crores)	Monthly Placement (In Crores)	Annual Production (In Crores)	Per Capita Consumption
West Bengal	10.26	5.14	61.67	<b>8.3</b>
Odisha	4.79	2.04	24.45	<b>7.0</b>
Jharkhand	4.06	0.75	9.00	3.0
Assam & NE	4.59	1.38	16.51	4.98
<b>Total</b>	<b>23.70</b>	<b>9.30</b>	<b>111.62</b>	<b>6.52</b>

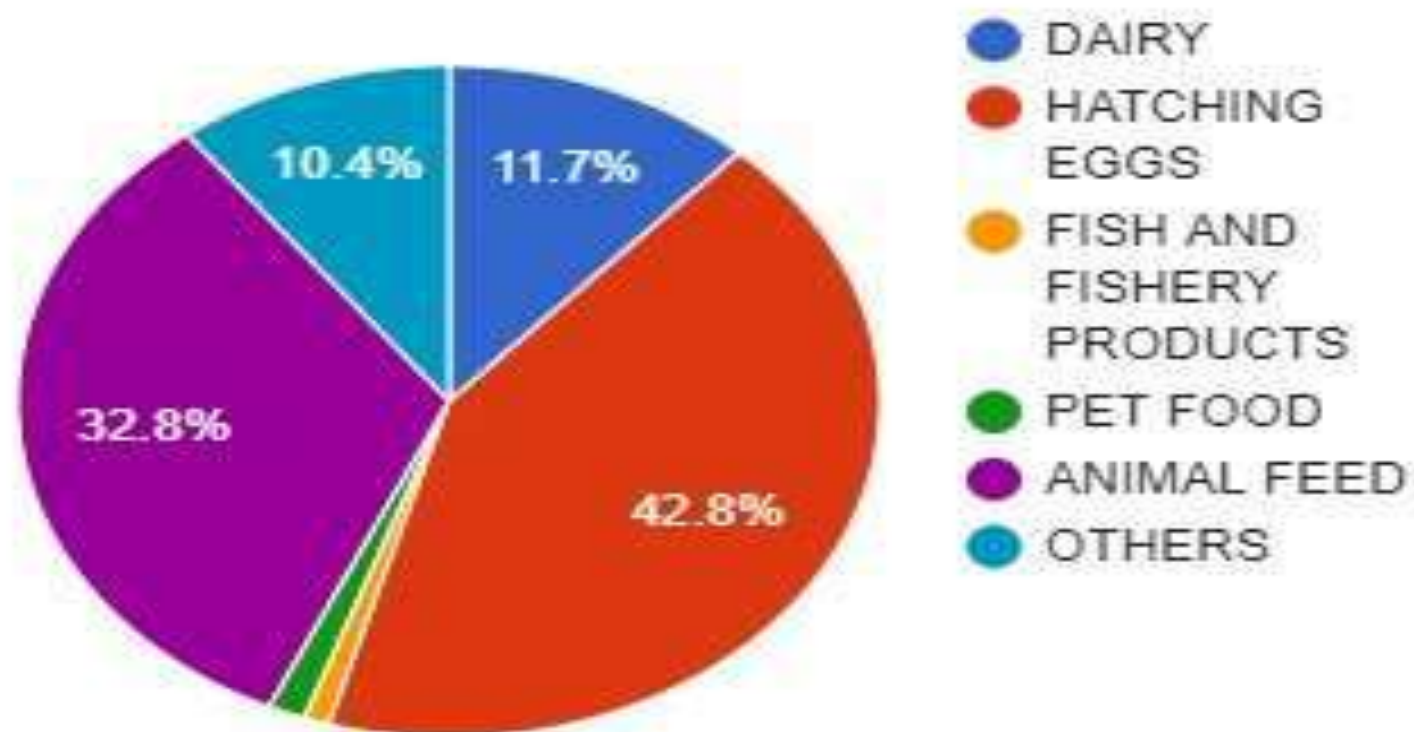
# Layer Production / Cons.

State	Human Population (In Crores)	Monthly Placement (In Lacs)	Birds in Lay	Daily Production (In lacs)	Daily Consumption (In lacs)	Short fall Daily
West Bengal	10.26	10	150	130	300	170
Odisha	4.79	5.50	82.5	72	100	28
Jharkhand	4.06	0.50	7.5	6.5	50	43
Assam & NE	4.59	1.00	15	13	100	93
<b>Total</b>	<b>23.70</b>	<b>13.50</b>	<b>162.00</b>	<b>208</b>	<b>450</b>	<b>247</b>



# Status Report of Exports

## EXPORTS LIVESTOCK PRODUCT-2022-23



EXPORT OF TABLE EGGS	FINANCIAL YEAR	TYPE OF EGGS	QUANTITY IN NUMBER	TOTAL VALUE (in Crores)	IMPORTING COUNTRY	NUMBER OF CONSIGNMENTS CERTIFIED
	2021-22	TABLE EGGS	226973354	136	OMAN,BAHRAIN, MALDIVES	412
	2022-23	TABLE EGGS	498331943	298	OMAN, BAHRAIN, MALDIVES, MALAYSIA	554
	2023-24 TILL DATE (SEPT-23)	TABLE EGGS	897059223	547		271
				1000 cr		

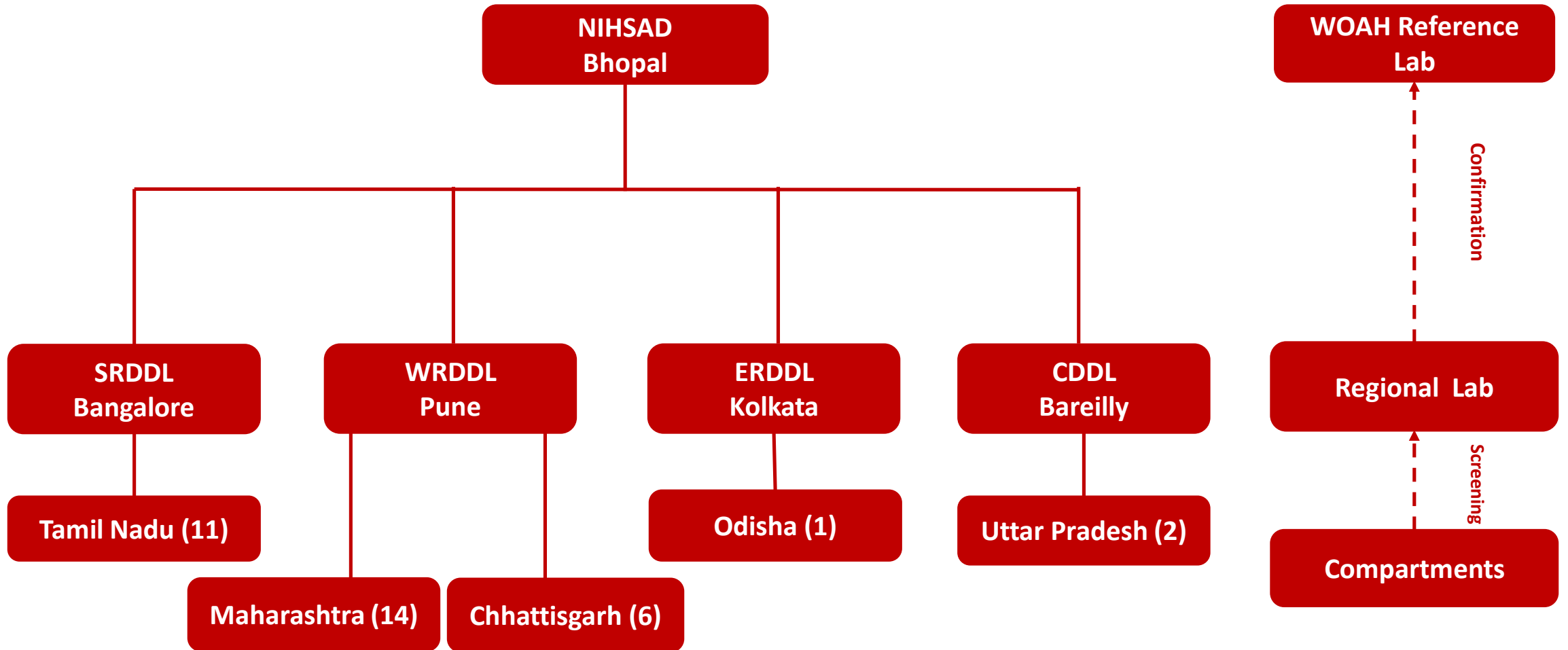
<b>AQCS, BENGALURU</b>	<b>FINANCIAL YEAR</b>	<b>TYPE OF EGGS</b>	<b>QUANTITY IN NUMBER</b>	<b>TOTAL VALUE (in Crores)</b>	<b>IMPORTING COUNTRY</b>	<b>NUMBER OF CONSIGNMENTS CERTIFIED</b>
	2021-22	HATCHING EGGS	4,69,12,140	170.60	OMAN	412
	2022-23	HATCHING EGGS	5,47,49,513	211.67	OMAN, KUWAIT	554
	2023-24 TILL DATE (SEPT-23)	HATCHING EGGS	2,72,88,660	89.58	OMAN	271
<b>AQCS, CHENNAI</b>	<b>FINANCIAL YEAR</b>	<b>TYPE OF EGGS</b>	<b>QUANTITY IN NUMBER</b>	<b>TOTAL VALUE (in Crores)</b>	<b>IMPORTING COUNTRY</b>	<b>NUMBER OF CONSIGNMENTS CERTIFIED</b>
	2021-22	HATCHING EGGS	50,78,612	20	OMAN	108
	2022-23	HATCHING EGGS	57,80,454	21	OMAN	103
	2023-24 TILL DATE (SEPT-23)	HATCHING EGGS	28,82,080	10.136	OMAN	36

AQCS, HYDERABAD	FINANCIAL YEAR	TYPE OF EGGS	QUANTITY IN NUMBER	TOTAL VALUE (in Crores)	IMPORTING COUNTRY	NUMBER OF CONSIGNMENTS CERTIFIED
	2021-22	HATCHING EGGS	15,85,090	5.8	OMAN, UGANDA, LIBERIA, DJIBONTI, QATAR, MALDIEVES	51
	2022-23	HATCHING EGGS	23,99,270	7.3		49
	2023-24 TILL DATE (SEPT-23)	HATCHING EGGS	10,69,772	3.6		32

AQCS, NEW DELHI	FINANCIAL YEAR	TYPE OF EGGS	QUANTITY IN NUMBER	TOTAL VALUE (in LAKHS)	IMPORTING COUNTRY	NUMBER OF CONSIGNMENTS CERTIFIED
	2021-22	HATCHING EGGS	52,539	7.36	UGANDA, ZAMBIA	02
	2022-23	HATCHING EGGS	2,03,019	30.50	UGANDA,ZAMBIA, SAUDI ARABIA	03
	2023-24 TILL DATE (SEPT-23)	HATCHING EGGS	61,320	9.2	TANZANIA, GHANA	02

<b>AQCS, MUMBAI</b>	<b>FINANCIAL YEAR</b>	<b>TYPE OF EGGS</b>	<b>QUANTITY IN NUMBER</b>	<b>TOTAL VALUE (IN LAKHS)</b>	<b>IMPORTING COUNTRY</b>	<b>NUMBER OF CONSIGNMENTS CERTIFIED</b>
	2021-22	SPF EGGS	44,600	38.83	NEPAL, TANZANIA	10
	2022-23	SPF EGGS	13,014	12.27	NEPAL, TANZANIA,	03
	2023-24 TILL DATE (SEPT-	SPF EGGS	12,000	11.32	NEPAL	02
<b>AQCS, NEW DELHI</b>	<b>FINANCIAL YEAR</b>	<b>TYPE OF EGGS</b>	<b>QUANTITY IN NUMBER</b>	<b>TOTAL VALUE (IN LAKHS)</b>	<b>IMPORTING COUNTRY</b>	<b>NUMBER OF CONSIGNMENTS CERTIFIED</b>
	2021-22	SPF EGGS	NIL	-	NIL	NIL
	2022-23	SPF EGGS	25080	32.60	RUSSIA, USA, NEPAL	04
	2023-24 TILL DATE (SEPT-23)	SPF EGGS	NIL	NIL	NIL	NIL

# Surveillance Mechanism - Compartments



Sample (10) collection for surveillance in each compartment takes 21 days with AI presence in the state, and 30 days without AI presence.

# Present Status



State	No of Compartment
Chattisgarh	6
Maharashtra	14
Odisha	1
Tamil Nadu	12
Uttar Pradesh	2

Type of establishment	No of Compartments
Broiler Breeder	6
Feed	2
Parent Stock (GP)	10
Hatching eggs	8
Layer Breeder	1
SPF eggs	3
Table Eggs	5



# Export Opportunities

# Prevailing Export Parity per Egg

<b>Export Egg Pricing - Gulf Market</b>		
<b>Particlulars</b>	<b>INR per Egg</b>	<b>USD per Egg</b>
Egg Price - NECC 05.02.2024	5.25	Present Selling 30\$ per 360 eggs Competitor selling at 35\$
Egg Processing and Packing Charges	1.25	
Container Transport to Port	0.12	
Legalisation and Other charges	0.15	
<b>TOTAL FOB</b>	<b>6.77</b>	
Price per egg in USD @ 82.75		0.08
Documentation charges. THC & CHA	0.1	
Freight to Middle east	0.5	
<b>TOTAL C &amp; F</b>	<b>7.37</b>	
C & F price at Port in USD per egg		0.09
Insurance 0.08% of cargo value	0.008	
<b>TOTAL CIF in INR per egg</b>	<b>7.38</b>	
<b>CIF in USD per Egg</b>		<b>0.09</b>

# Prevailing Export Parity in Chicken Meat/kg

Total cost of Finished cost Plant (Per Kg)			<b>140.3</b>
Transport cost to Mumbai per kg	7.8		7.8
Documentation charges THC, CHA charges etc	2.4		2.4
Legalisation and other charges			
Total FOB			<b>150.5</b>
Price of griller FOB in USD @ Rs. 83 per USD		83	1.81
Frieght to middle east in USD for 27 tons		1800	5.53
C&F price at port of discharge			156
insurance		0.50%	0.78
CIF in INR			<b>156.8</b>
CIF in USD			<b>1.89</b>

Prevailing market is **\$2-\$2.1** due to short supplies in international market. Rs.140 at dressed and packed cost Ex-plant can have a parity in the current market.

Finished product price is inclusive of packing – Ex-Plant

## Newly Constructed Campus Of AQCS Bangalore





<https://youtu.be/JBnZroBSxQk?si=2vz1Ova6LZOtnLqn>

# Case Study / Success Story

# Kaveri Group and Poultry Industry :

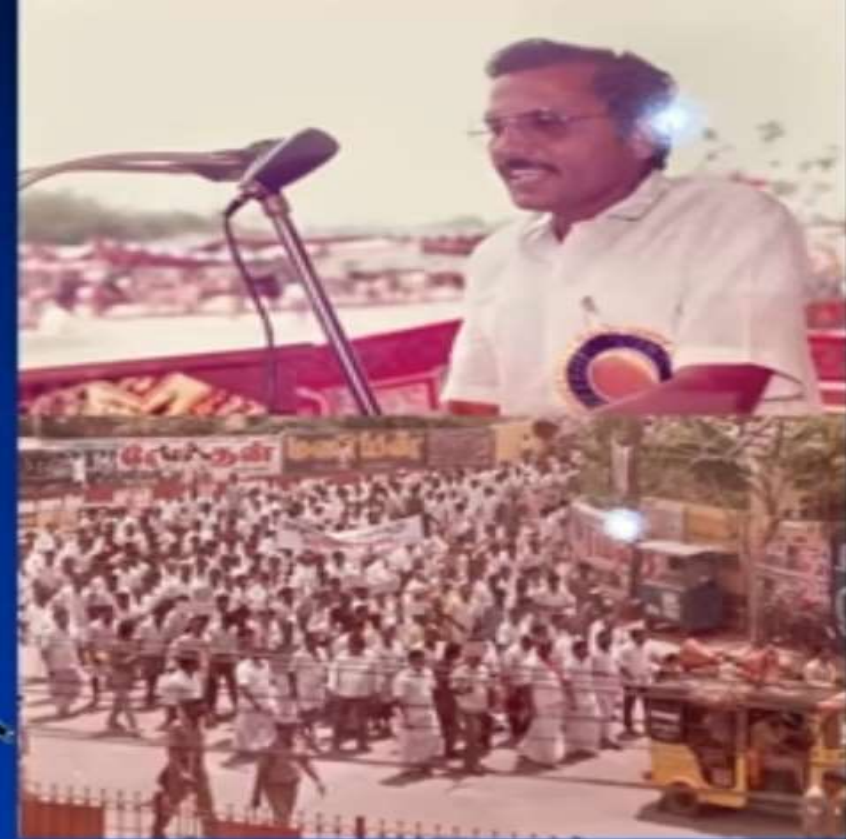
Sri P.K.Venkatachalam a school teacher from a agricultural family started a poultry farm with 600 Layer Birds in his village Kanavaipatti in 1976.

Promoted poultry farming in and around Namakkal district along with the technical guidance of Late Dr. Nandagopal and TNUVAS as an allied agriculture activity.

It became a revolution by 1990's with 10000 farmers.

Namakkal Egg Coordination Committee was formed to fix the egg price by farmers " My Produce My Price." which later became the foundation for formation of National Egg Coordination Committee (NECC) with the help of Dr.B.V.Rao.

Kaveri has grown from a mother's endeavour into a modern forefront poultry business group with International presence contributing to growth of farmers and India's white revolution.



# The tough time & - The Beginning of Egg Exports



- ❖ With 10000 farmers around 1990' s the over growth led to poor egg price making farming a challenge at Namakkal.
- ❖ Sri P.K.Venkatachalam as President of Poultry Farmers Association & Chairman of NECC Namakkal took up street level agitations and Convinced the Government of Tamilnadu to induct Egg into noon meal for children and remove sales taxes on poultry, which became a turing point for the growth & sustainability of Namakkal poultry industry.
- ❖ Sought the guidance for export of eggs with the help of his close friend Mr.R.C.Suresh an NRI in Kuwait.
- ❖ With his support First Table egg shipment was sent to KUWAIT by Kaveri.



**Growth  
OF  
Export**

**EXPORTED  
15+ Countries  
in 2006**



From 2001 Indian eggs dominated markets of 15+ countries

- Dubai, Jebel ali, Kuwait, Qatar, Oman, Bahrain, Iraq, Afghanistan, Male, Abu Dhabi, Ajman, etc.
- The Gulf market presence helped us to expand Africa through the African buyer with Gulf connections.

By 2006 west African markets like Liberia, Ankola, Free town, Congo, Comoros opened for India.

Easy Certification

Competitive Indian Egg Price

Packing standards

Immediate Shipment systems

Helped gain confidence on international buyers.



# MALAYSIA - RECENT DEVELOPMENTS



## Namakkal eggs flying to Malaysia to meet shortage on govt demand

**TRICHY:** Minister K N Nehru inaugurated the first ever consignment of one lakh eggs from Namakkal to Malaysia via Trichy international airport on Thursday.

As there was a high demand for table eggs in Malaysia, Namakkal based Kaveris Bio Proteins Private Limited got an order from the Malaysian government through the High Commissioner of India, Kuala Lumpur and the subsequent order from the Union government.

"There is a shortage of table eggs in Malaysia for the past few months and the government department approached their counterpart in India and we could get the order on Wednesday from Dr D Barua, regional office,



Minister K N Nehru inaugurating egg exports to Malaysia from Trichy airport on Thursday

animal quarantine and certification services - southern region, in Chennai and it will definitely play a new marketplace for eggs," said Kaveris Bio Proteins Private Limited Managing Director P V Senthil during the inaugural event.

Senthil said that the firm has already been animal quarantine and certification services - southern region, in Chennai and it will definitely play a new marketplace for eggs," said Kaveris Bio Proteins Private Limited Managing Director P V Senthil during the inaugural event.

India and the animal quarantine and certification services, we could complete the certification process with the required time," Senthil said.

Stating that there are more than 1,200 poultry farms across Namakkal, they produce 2 crore eggs a day and it would be easy to send any required number of eggs, he said.

He further said that only one lakh eggs were previously exported due to the short span of time. "If there are regular orders, the livelihood of thousands of egg producers would be brightened," he said.

Minister Nehru inaugurated the export of first consignment of a fraction of the Air cargo complex on Trichy airport premises.

## Carton biz: Namakkal eggs find a new market in Malaysia

Times News Network

**Trichy/Salem:** After coping a month of egg supplies to Qatar to meet the spurt in demand during the FIFA football world cup, during which two crore eggs were exported, Namakkal region in Tamil Nadu has discovered a new market in Malaysia this week. A consignment of one lakh eggs were airlifted to Malaysia through the Trichy international airport on Wednesday and landed in Malaysia on Thursday.

While Namakkal has been exporting eggs to the Gulf countries since the early



**FRESH DEAL:** Minister for municipal administration K N Nehru flagged off the first consignment of eggs to Malaysia on Thursday

1980s, this is the first time it has exported eggs to Malaysia. The development comes

As chicken and eggs are part their staples and shortage becoming a serious food security issue, the Malaysian government approached the Indian authorities through Indian High Commissioner in Kuala Lumpur on Monday, December 12

in the wake of Malaysia facing a severe shortage of eggs in recent months.

The Agricultural and Processed Food Products Export Development Authority (APEDA) and the Animal Quarantine and Certification Services (AQCS) expedited the certification process and facilitated the "first

ever shipment of eggs" from Namakkal to Malaysia, a PIB release said.

State minister for municipal administration, urban and water supply K N Nehru flagged off the first consignment of eggs exported to Malaysia by handing over a carton packed with eggs to airport director S Subramani.

Namakkal-based leading egg exporter Kaveris Bio Proteins Private Limited had bagged the first export order on Wednesday for two lakh eggs and managed to export one lakh eggs after completing all formalities in quick time.

Once the trial shipment is approved and accepted by the Malaysian authorities, egg exports from Namakkal region are expected to continue regularly. "The demand from Malaysia could be in the tune of five crore eggs a month and this will help improve the livelihood of poultry farmers and workers depending on

the trade," said P V Senthil, managing director, Kaveris Bio Proteins Private Limited.

With around 1,200 poultry farms in Namakkal district, around 4.5 crore eggs are produced daily. While about 1% of these are exported regularly to countries in the Gulf region including Oman, Kuwait, Qatar and UAE.

In addition, Namakkal supplies 1.2 crore eggs to Kerala, 40 lakh eggs to the state government's noon meal scheme and the rest are sold through retail markets in Tamil Nadu, Puducherry, Karnataka and other parts of India.

P pressreader

# Future Prospects

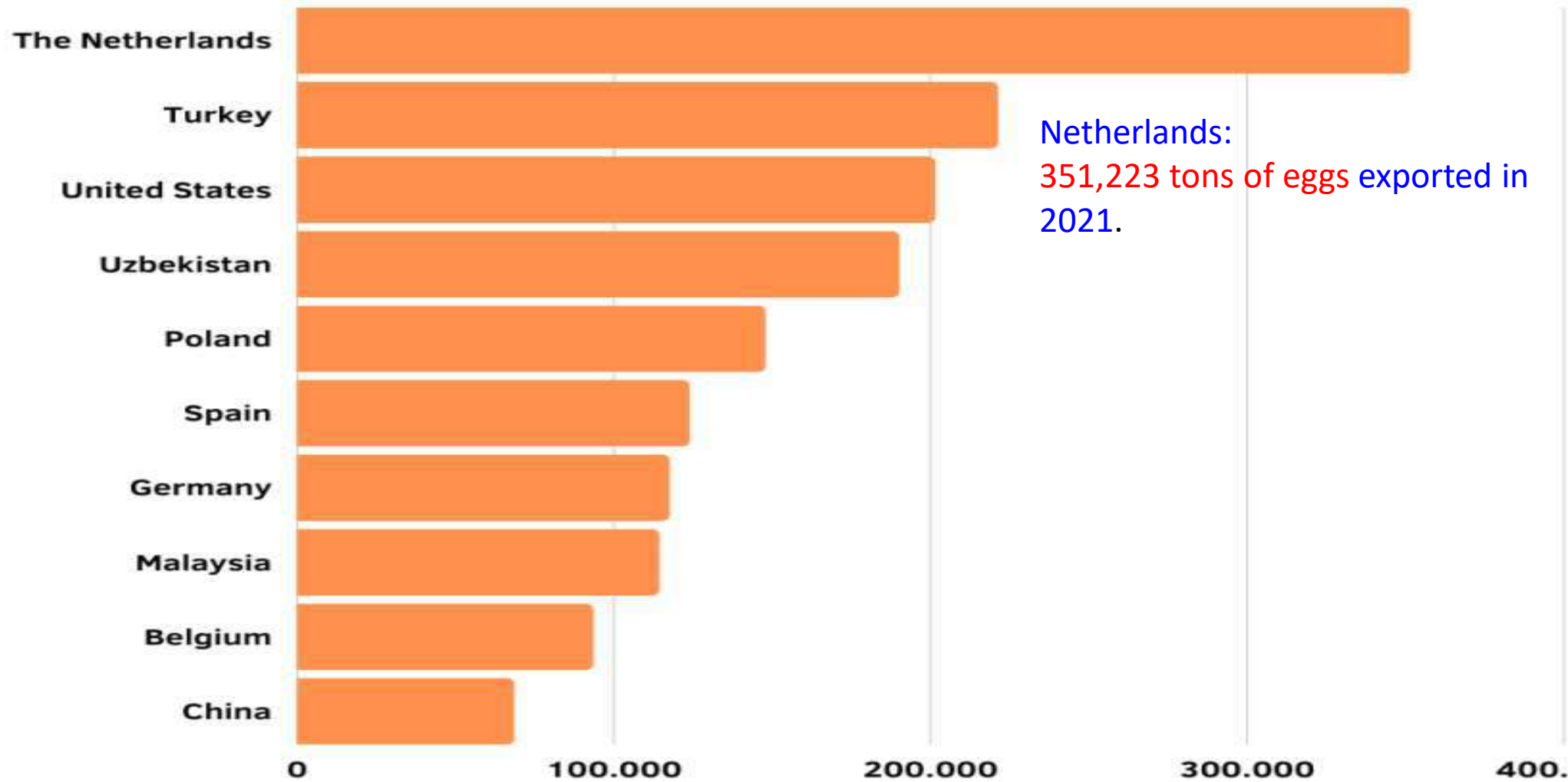


Thailand



**Brazilian Exports**

# Egg Export

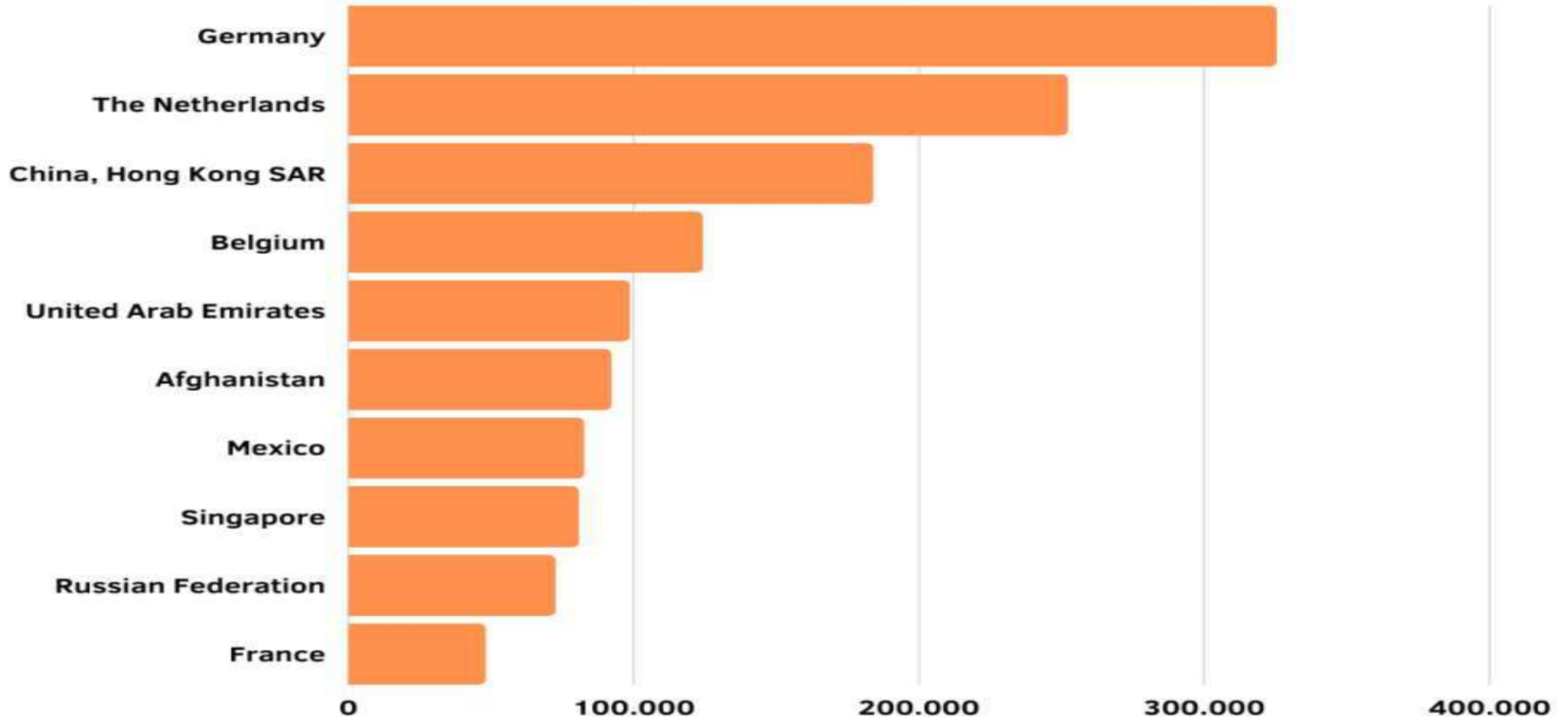


TOTAL EXPORTED EGGS

COUNTRY

# Egg Import

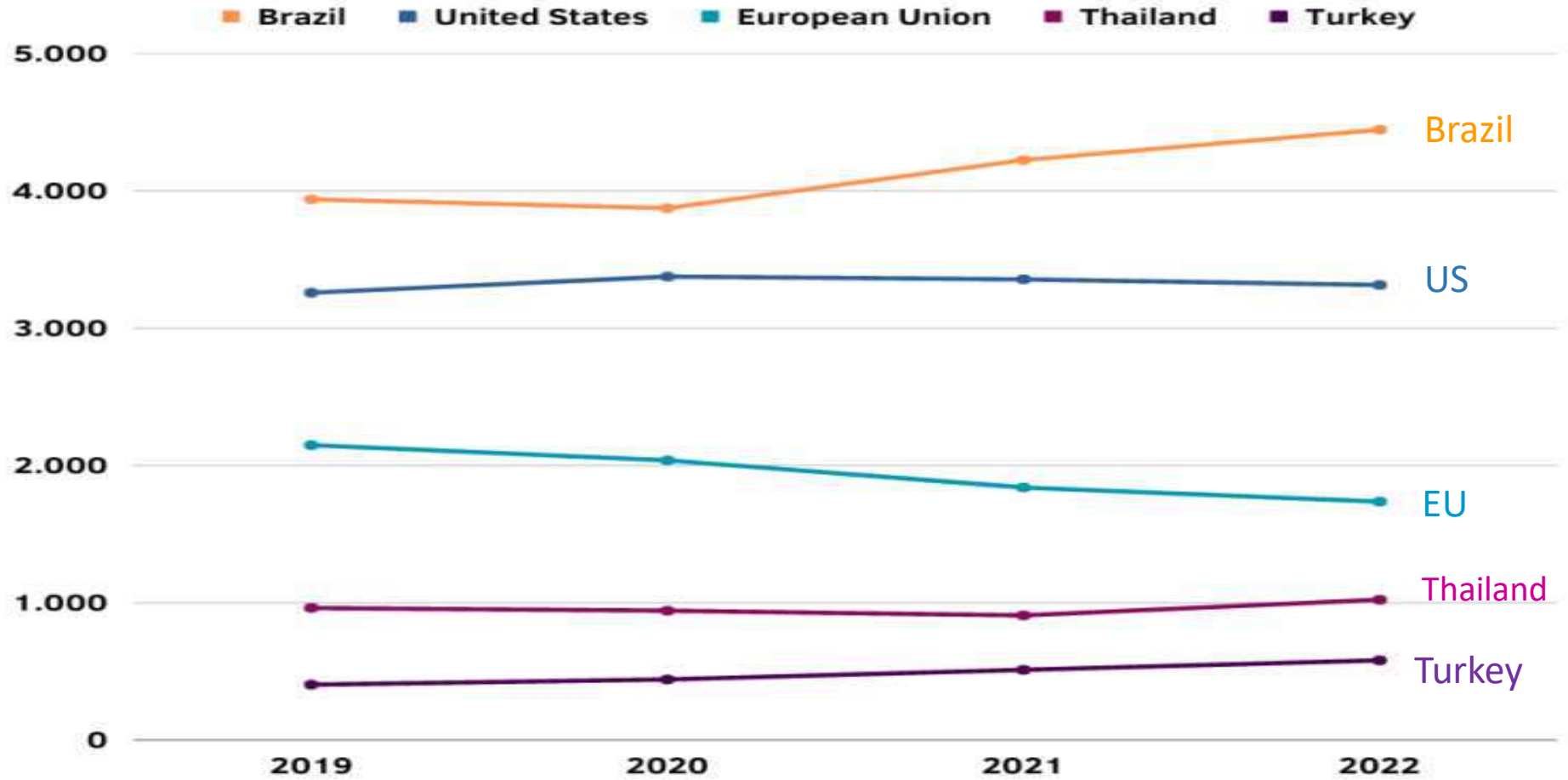
COUNTRY



TOTAL IMPORTED EGGS

# Chicken Meat Export

*in 1000 metric tons (ready to cook)*



YEAR



Can West Bengal be next  
Thailand, Brazil, Netherlands???

*Thank You*



drmaheshps@gmail.com

Youtube: @CEAHBengaluruAcademy

09845616268

