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UNIT-I
SKILLED TRAINING PROGRAMME

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Key Takeaways and Steps

Section 1: Agriculture & Poultry's Role in India's Economy

Understanding the Big Picture — Why agriculture and poultry matter for every rural farmer in India

PART. 01



Agriculture's Economic Importance

Economic Weight

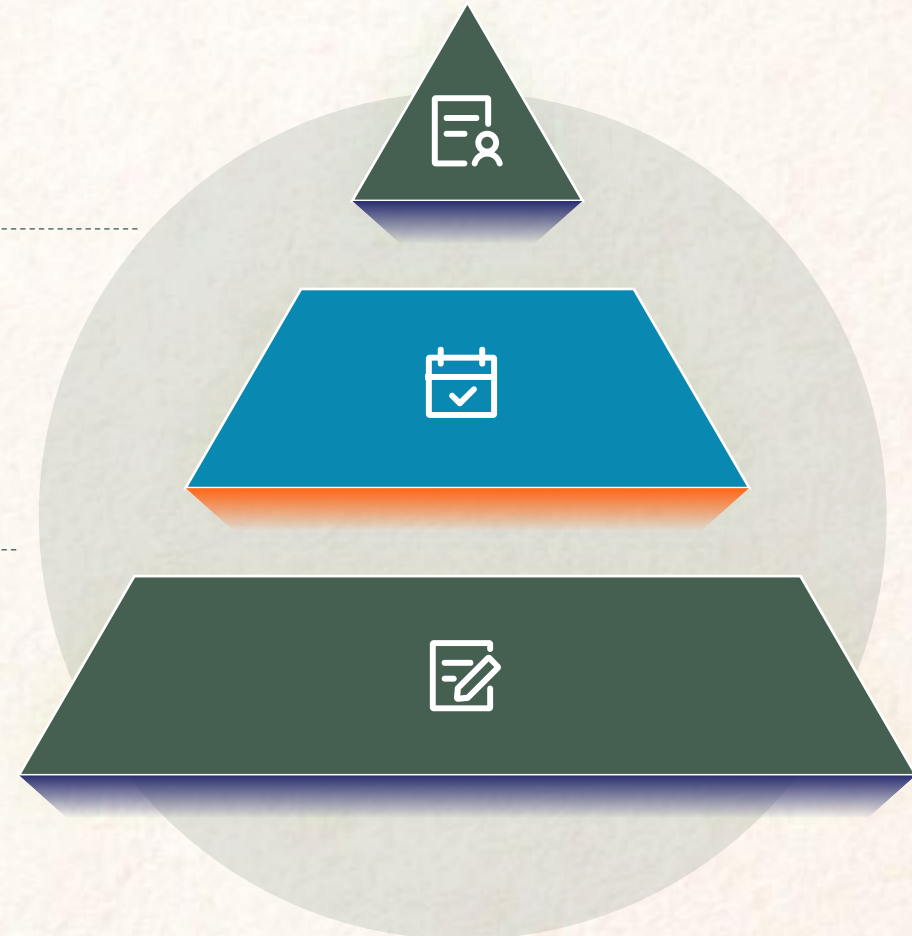
Agriculture sustains rural households, contributes significantly to GDP, and manages vast livestock populations, forming the foundation of the rural economy.

Sector Contribution

Livestock and poultry drive industry value, representing a major percentage of agricultural GDP through high production statistics and market demand.

Primary Beneficiaries

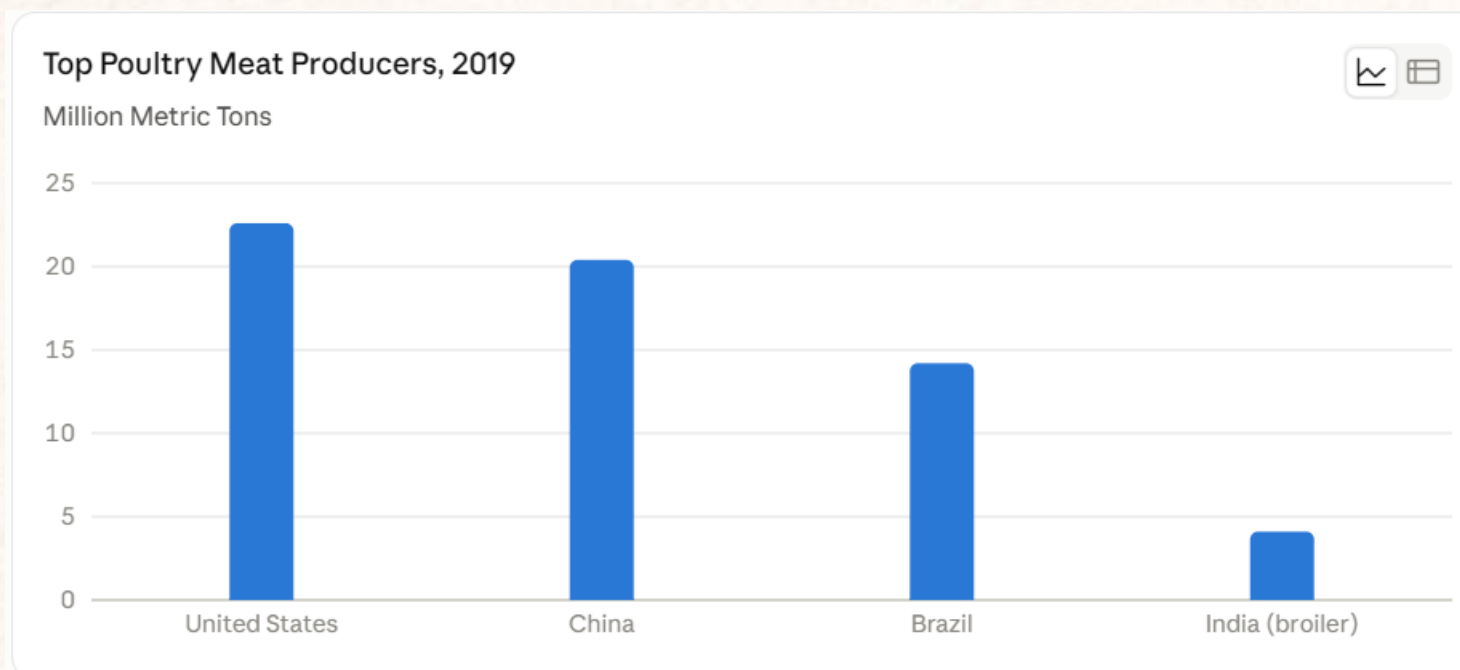
Landless laborers and family-run systems benefit most from increased income, as the sector provides vital livelihoods for the most vulnerable rural groups.



Section 2: Poultry Industry Statistics & Government Initiatives

Data-driven insights and government support available to
farmers across India

PART . 02



Global Poultry Scenario

Poultry meat production reached nearly 125 million metric tons in 2018 and was forecast to increase nearly 3% in 2019, according to FAO projections. The overall slowdown in total meat production was attributed to animal disease, while poultry's growth came from better technology and improving productivity, with developing countries capturing the majority of poultry meat production, consumption, and imports.

Over 2004–19, poultry production rose nearly 44 million metric tons. Among individual countries, the U.S., China and Brazil remained the leaders in poultry meat production, with 2019 output forecast at 22.6, 20.4, and 14.2 million metric tons respectively.

Agriculture Statistics and Support Initiatives

Key Industry Statistics



Rapid market growth across multiple production sectors.

High production volumes with leading global rankings.

Rising domestic consumption and export demand levels.

Government Initiatives



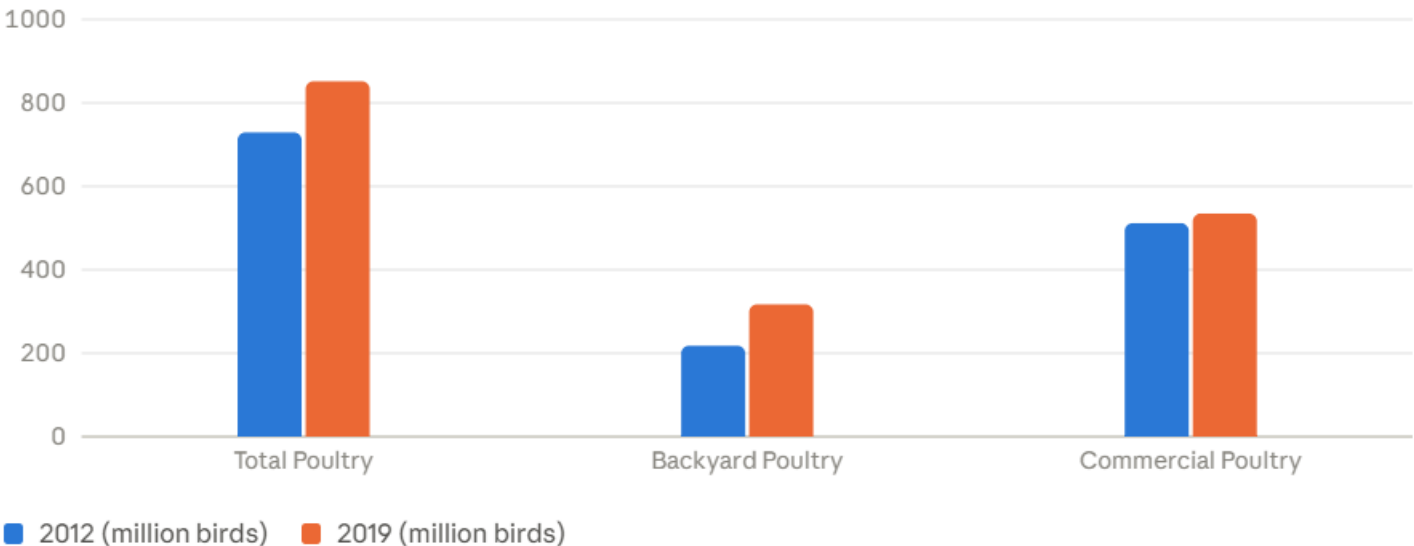
Funding via NAM and NDDB for infrastructure growth.

Subsidies for backyard poultry and local farm schemes.

Budget allocations for sustainable farmer support programs.

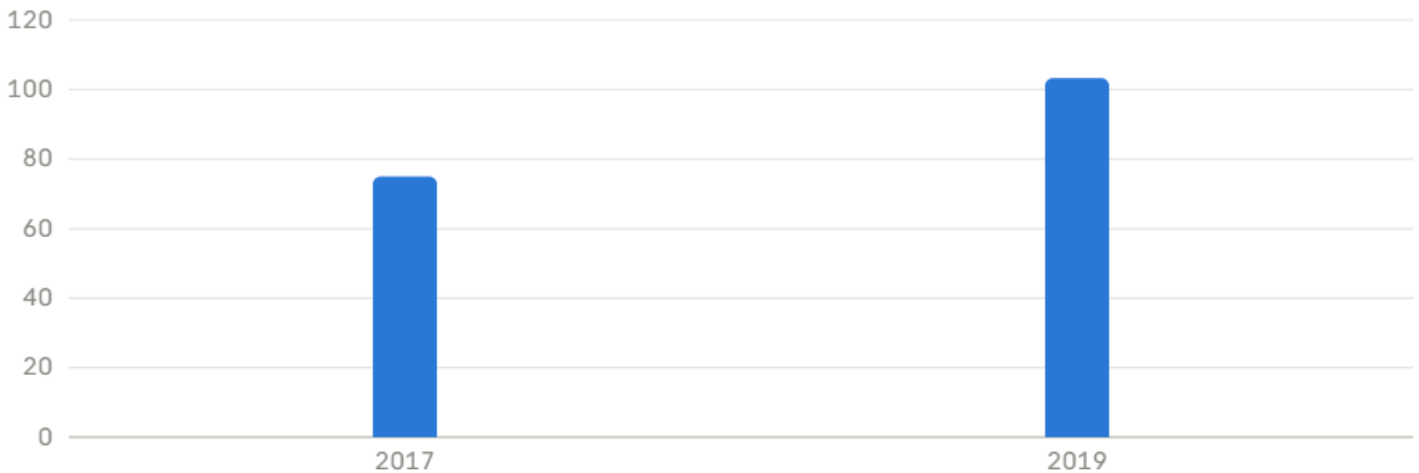
India: Poultry Population, 2012 vs 2019 (20th Livestock Census)

Million Birds



India: Egg Production Growth, 2017 to 2019

Billion Eggs

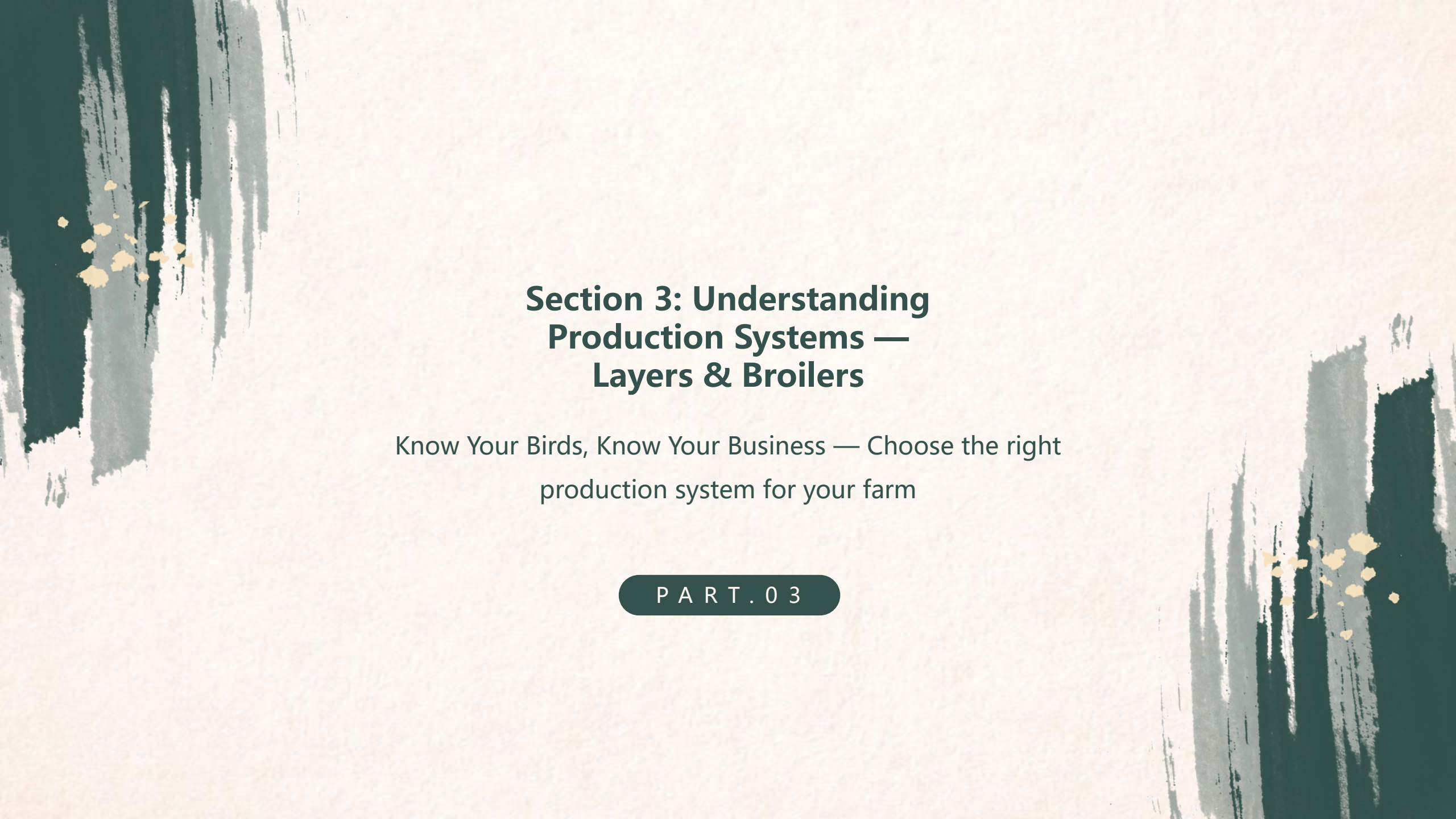


India's Poultry Scenario (till 2019)

India is the third-largest egg producer and fourth-largest broiler producer in the world, with an estimated production of 103.3 billion eggs and 4.1 million tons of broiler meat in 2019. The sector was growing at 8.51% (eggs) and 7.52% (broiler meat) annually — far outpacing the 2.9% growth rate for agricultural crops overall. Poultry contributed about USD 17.31 billion to India's gross value and supported roughly 50 million people through direct and indirect employment, with around 1 million farmers engaged in poultry farming (85% of them landless or on less than 2 hectares).

Within the sector, broiler and layer segments made up about 65.3% and 34.7% respectively, with monthly turnover of 400 million chicks and 8,400 million eggs.

Between 2012 and 2019, India's total poultry population rose 16.8%, but the growth was strikingly uneven — backyard poultry surged 45.8% while commercial poultry grew a more modest 4.5%, showing that smallholder/rural poultry-keeping expanded faster than large-scale commercial operations over this period.

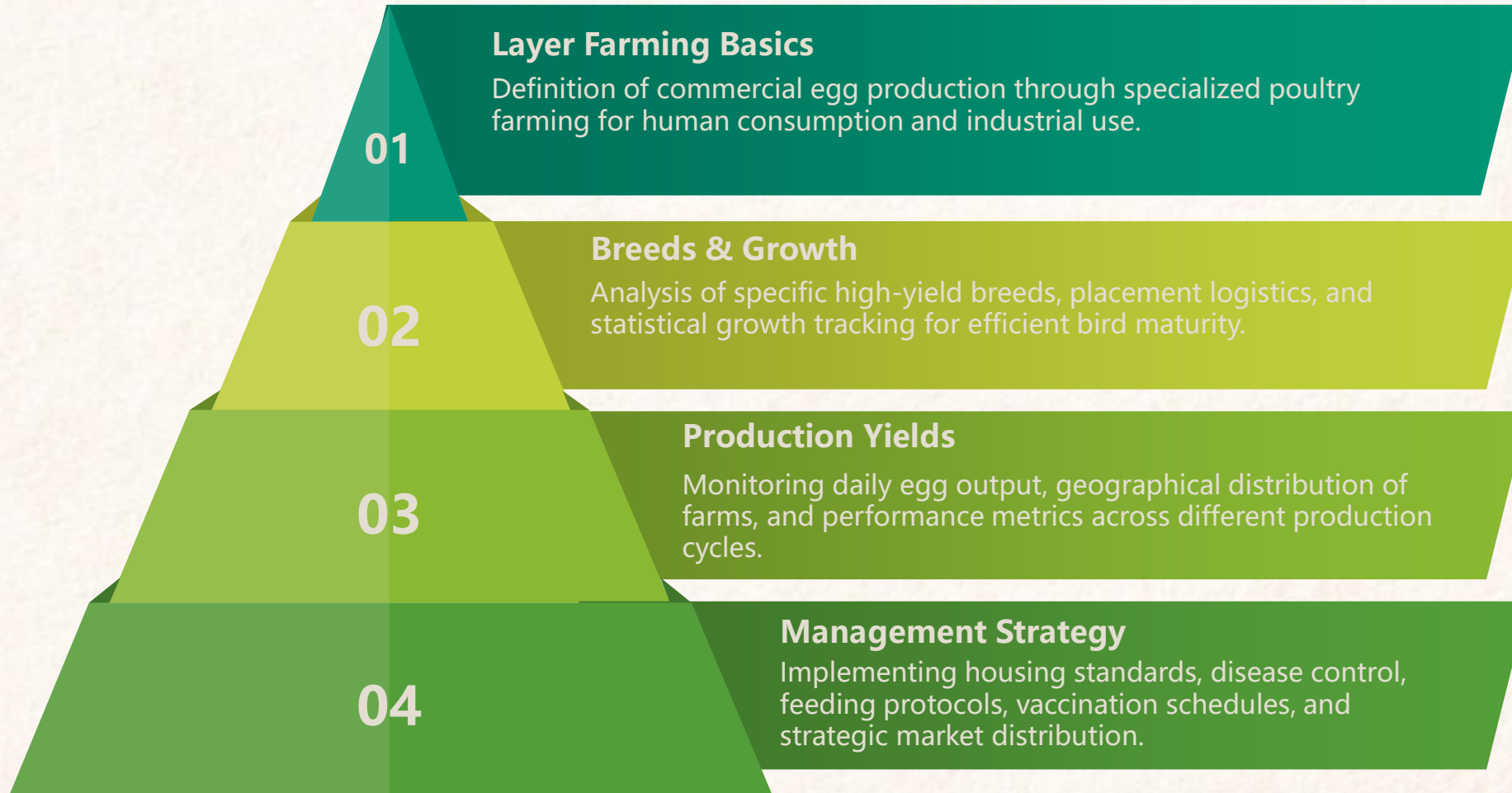


Section 3: Understanding Production Systems — Layers & Broilers

Know Your Birds, Know Your Business — Choose the right
production system for your farm

PART . 03

Layer Farming for Egg Production



Broiler Farming & Market Overview

Growth Trends

Recent statistics show surging breeder placements and significant FCR improvements, driving higher efficiency and annual industry output levels.

Feed Evolution

Advanced nutrition focus involves specialized feed types and phases, significantly boosting conversion rates and reducing overall production cycles.

Broiler Farming

Specialized poultry production for meat, defined by high-protein diets and intensive management to ensure rapid growth and optimal meat quality.

Housing Systems

Modern housing includes controlled environment systems and diverse farming options designed to maximize bird welfare and operational biosecurity.

Market Dynamics

Market success depends on strategic pricing models and diverse sales channels, ensuring steady supply chains to meet global protein demands.

Section 4: Why Choose Poultry Farming? Benefits at a Glance

The Case for Starting Your Poultry Farm — Real advantages for rural families

PART. 04



Comprehensive Poultry Industry Advantages

Benefits of Poultry Farming

Modern poultry farming offers a versatile agricultural business model with significant economic returns, social impact, and practical advantages for both small-scale and commercial producers.

01

Economic Benefits

High profitability driven by constant market demand, low initial investment requirements, and access to specialized agricultural financing.

02

Social & Employment

Creating rural employment opportunities through high market acceptance and compatibility with existing seasonal agricultural activities.

03

Practical Advantages

Diverse bird varieties with short production cycles, supported by extensive learning resources and multiple accessible income streams.

04

National Opportunity

Addressing the domestic protein consumption gap and fulfilling rising demand from institutional buyers and large-scale food processors.

Section 5: How to Start Your Poultry Farm — Step-by-Step Guidance

From Decision to First Flock — Practical startup steps every farmer needs to know

PART . 05



Critical Location Selection Guidance



Comprehensive Pre-Launch Farm Planning

Farming Systems

01

Choose from Backyard, Intensive, or Contract systems, each offering varying scales and management levels for your farm.

Breed Selection

02

Select from Layers, Broilers, or Dual Purpose categories based on specific egg production or meat yield requirements.

Financial Planning

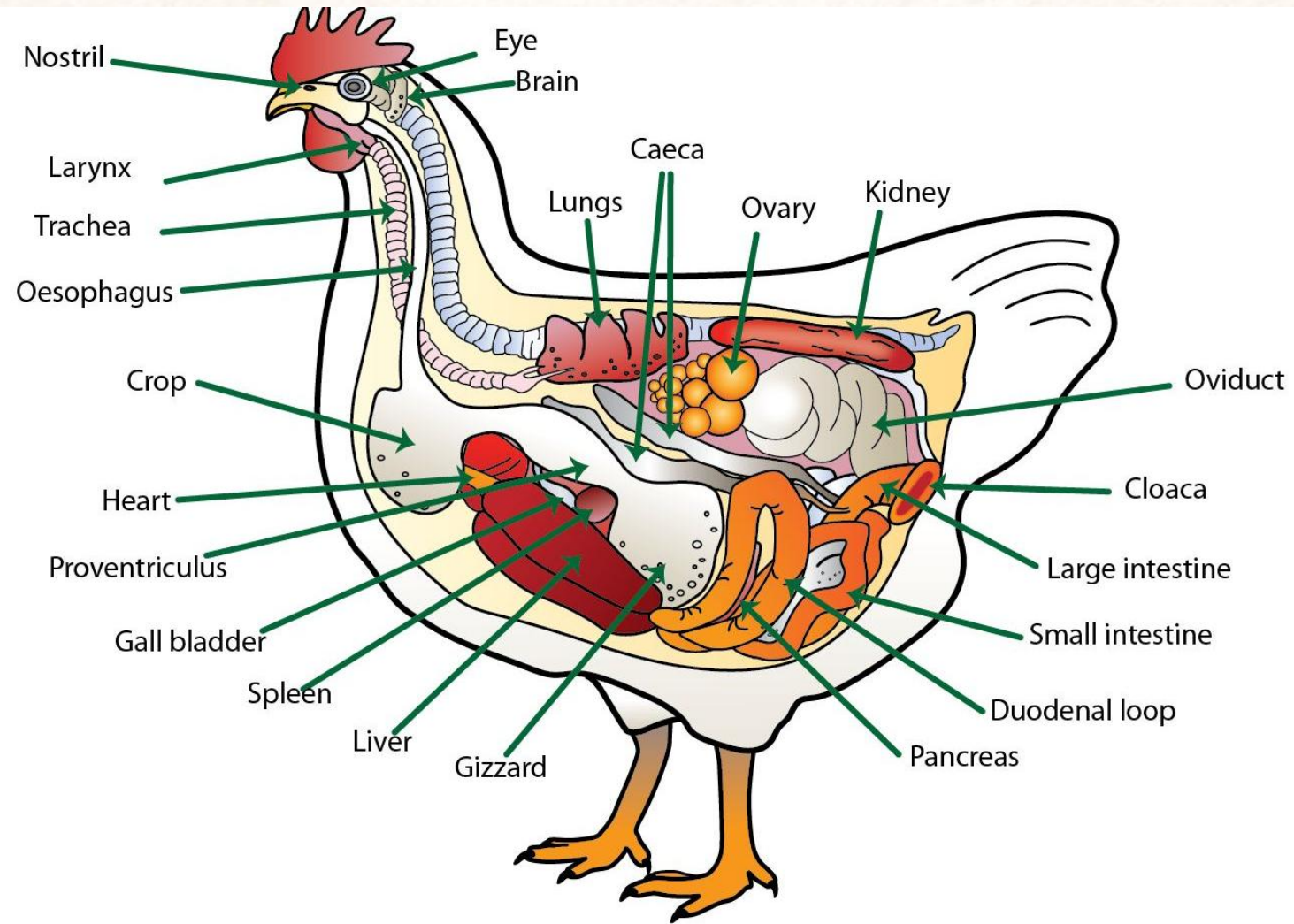
03

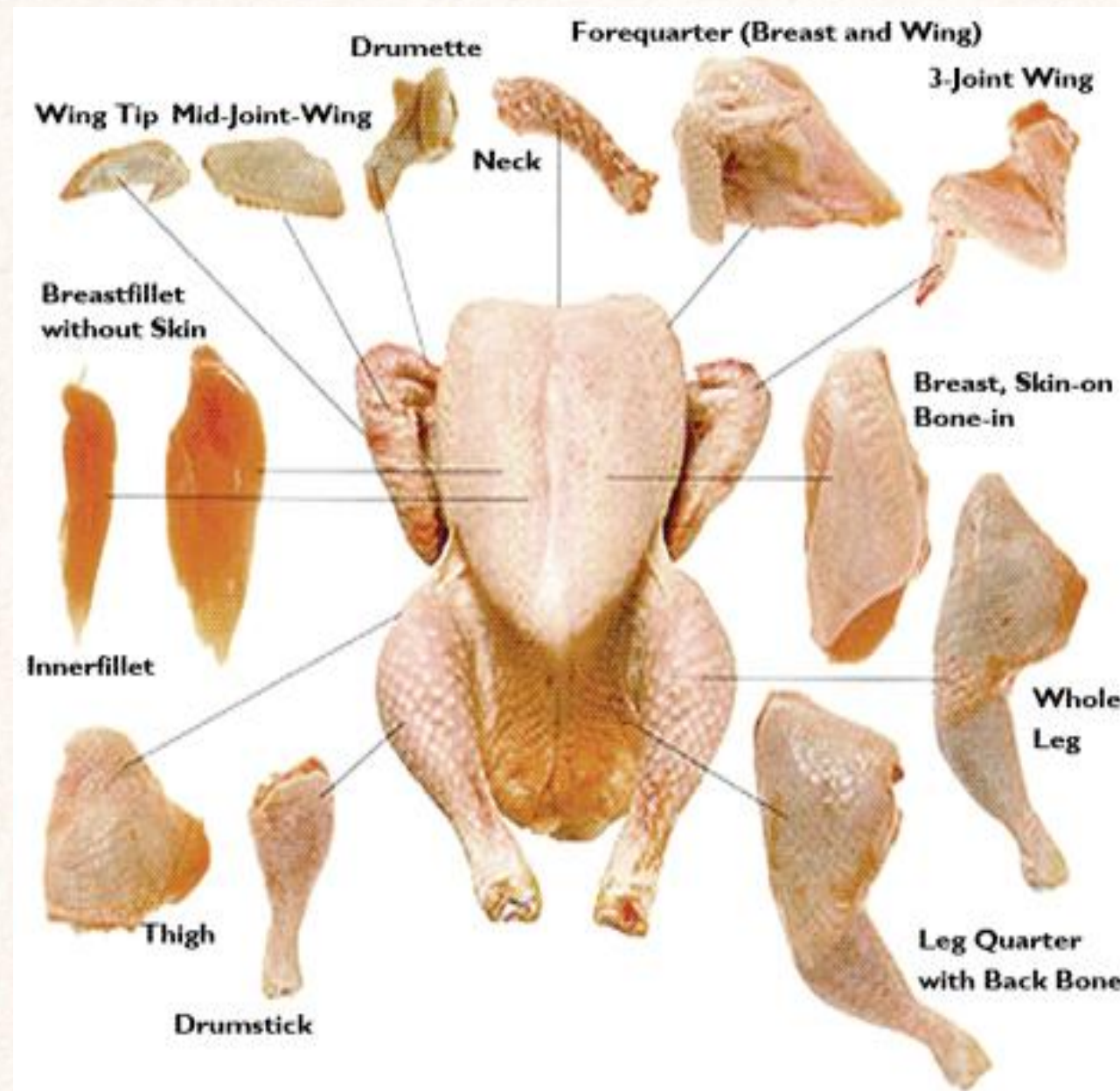
Execute critical steps involving cost analysis, securing loans, accessing subsidies, and establishing a project timeline.

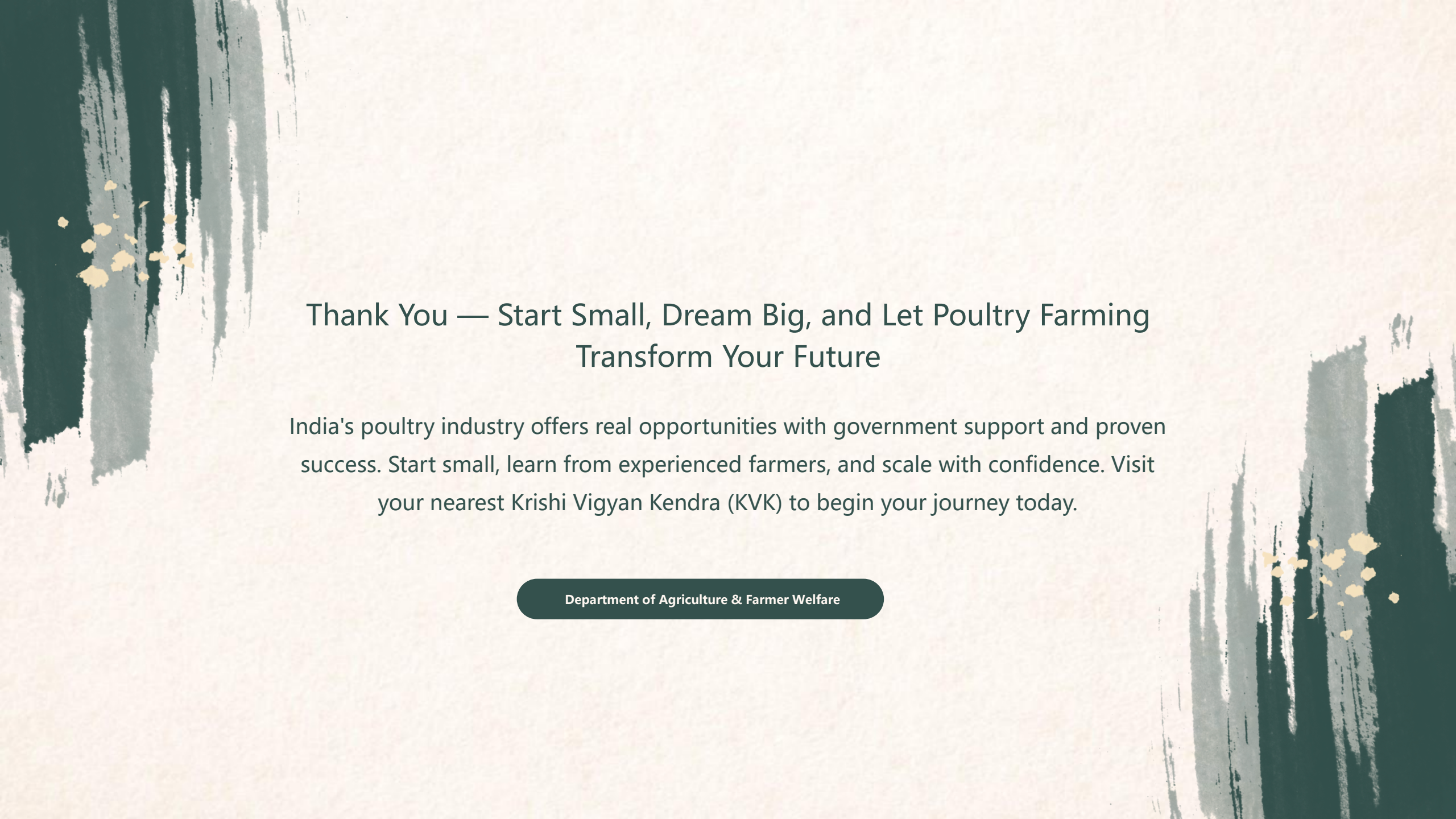
Launch Training

04

Prepare through professional farm visits, structured training programs, and securing ongoing technical expert support.







Thank You — Start Small, Dream Big, and Let Poultry Farming Transform Your Future

India's poultry industry offers real opportunities with government support and proven success. Start small, learn from experienced farmers, and scale with confidence. Visit your nearest Krishi Vigyan Kendra (KVK) to begin your journey today.

Department of Agriculture & Farmer Welfare