

**LAYER SCENARIO ACROSS
M.P. & C.G.
GROWTH PROSPECTS**

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LAYER INDUSTRY (M.P. & C.G.)

- ❖ Old Era (Before 1970)
- ❖ Developmental Phase (1970-1985)
- ❖ Growth Phase (1986-2016)
- ❖ Current Scenario
- ❖ Future Prospects

OLD ERA (BEFORE 1970)

- ❖ Backyard Poultry farm.
- ❖ Small scale/House hold.
- ❖ Unorganized.
- ❖ No infrastructural facilities- Chicks/feed/vaccines / marketing/finance
- ❖ Poor Productivity.
- ❖ Poor social acceptance.

DEVELOPMENTAL PHASE (1970-1985)

- ❖ **Establishment of Venkateshwara Hatcheries (1971).**
- ❖ **Introduction of Babcock BV-300 with high productivity.**
- ❖ **Establishment of Phoenix Poultry in 1972.**
- ❖ **Start of Commercial Layer farming.**
- ❖ **Small & medium size farms established.**
- ❖ **Efforts for development of new entrepreneur & skill.**

GROWTH PHASE (1986-2017)

- ❖ Established as a growing and organised Industry.
- ❖ New modern cage house farms established.
- ❖ Technical Know how improved (Housing/management / disease prevention)
- ❖ Performance of bird improved year after year.
- ❖ Dominance of egg traders till 1990- 1991.
- ❖ Foundation of NECC zonal and local committees.
- ❖ Control of egg rates deceleration by farmers.
- ❖ Role of bankers was positive throughout this period.

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GROWTH PHASE (1986-2017)

- ❖ Industry witnessed ups and downs in this period.
- ❖ Disease challenges like IBD in 1993 & bird flu in 2004.
- ❖ Recurrent feed ingredient rates hike.
- ❖ In spite of ups and downs industry registered remarkable growth.
- ❖ Shifting to automation- feeding systems, feed plants, egg collection & EC houses.
- ❖ Better understanding for nutrition, management disease control & bio security.
- ❖ Second generation of farmers are adopting latest technology.

CURRENT SCENARIO

INDIAN POULTRY INDUSTRY AT A GLANCE

- ❖ 3rd largest egg producing country
- ❖ Current layer population – 22 Cr. Approx.
- ❖ Annual egg production – 8100 Cr.
- ❖ Per capita egg consumption – 66 eggs
- ❖ Growth rate – 5-6 %
- ❖ Employment – 6 million

CURRENT LAYER POPULATION

M.P.	25 Lacs
C.G.	61.50 Lacs
TOTAL	86.50 Lacs

MAJOR LAYER PRODUCTION CENTRE & CAPACITY (M.P.)

Division	Name of City	No. of Farm	Capacity
JABALPUR	Jabalpur Proper	13	7,00,000
	Sagar	3	30,000
INDORE	Indore & surroundings (Shajapur, Ratlam, Badnabar & Badnagar)	21	5,40,000
BHOPAL	Bhopal	13	9,00,000
	Itarsi	1	1,00,000
GWALIOR	Gwalior	2	1,00,000
OTHERS		4	1,40,000
TOTAL		57	25,00,000

MAJOR LAYER PRODUCTION CENTRE & CAPACITY (C.G.)

Division	Name of City	No. of Farm	Capacity
RAIPUR	Raipur	25	31,80,000
	Bilaspur	5	3,10,000
	Manendragarh	3	80,000
	Ambikapur		
	Jagdalpur	4	2,30,000
BHILAI	Bhilai	8	13,70,000
	Rajnandgaon	6	8,50,000
	Dongargarh	4	1,30,000
TOTAL		55	61,50,000

ANNUAL EGG PRODUCTION

State	Egg Production/Day	Egg Production Annual
M.P.	19.00 Lacs (Approx)	69.35 Cr.
C.G.	47.00 Lacs (Approx)	171.5 Cr.
TOTAL	66.00 Lacs (Approx)	240.85 Cr. (2.4 Billion)

MANAGEMENT /PERFORMANCE SCENARIO

- ❖ Optimum managemental practices
- ❖ 310-330 eggs hen house production
- ❖ Own feed and layer concentrate
- ❖ Fare disease control

DISEASE SCENARIO

- ❖ Over all disease picture is under control
- ❖ Sporadic cases of some diseases noticed
 - LPAI in summers
 - New castle disease
 - Necrotic enteritis in rainy season
 - Mycoplasmosis
 - Infectious coryza
 - Aflatoxicosis
 - Colibacillosis

CURRENT FEED INGREDIENT COST IN M.P. & C.G.

Ingredient	M.P.	C.G.
Maize	14.25	14.25
Kanki	12.50	11.50
R.P.	15.00	15.00
DORB	10.80	10.20
Soya DOC	25.00	25.00
GNDOC	23.00	23.00
Sunflower DOC	23.00	23.00
Mustered Cake	17.00	17.00
Fish	21.00	21.00
MBM	30.00	30.00
LSG	1.50	2.50
Shell Grit	7.50	7.50
LSP	1.25	2.00
DCP	36.00	36.00

FEED COST IN M.P. & C.G.

FEED	M.P.	C.G.
Chick Mash	19.00	18.75
Grower Mash	18.00	17.75
Developer	17.00	16.75
Pre-Layer	16.50	16.25
Layer-I	16.00	15.75
Layer-II	15.50	15.25
Layer-III	15.00	14.75

PROSPECTS

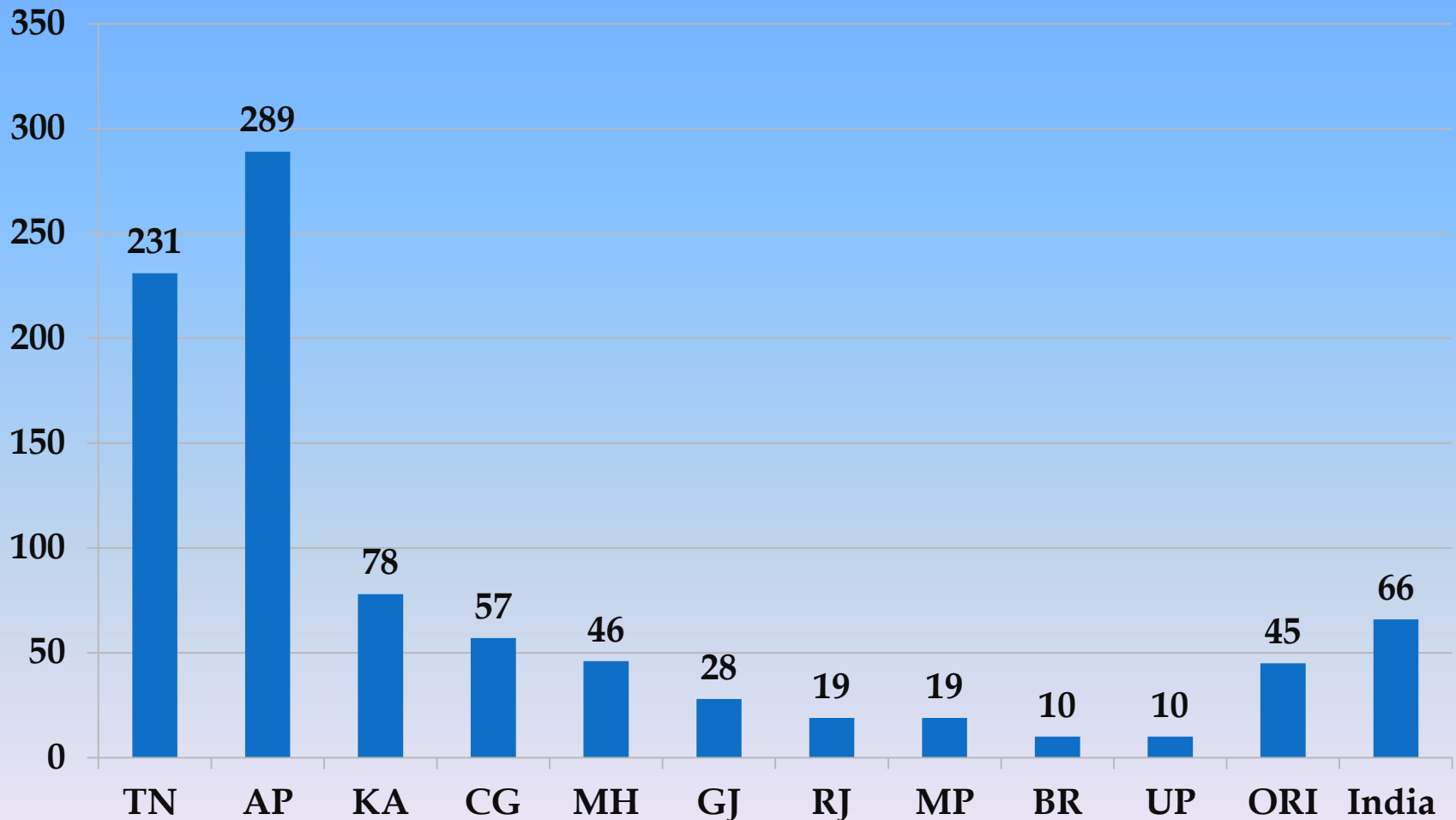
SCOPE FOR EXPANSION

- ❖ Growing and profitable industry
- ❖ Significant increase in per capita consumption of eggs
- ❖ Increasing per capita income
- ❖ Increasing youth population
- ❖ Increasing awareness for protein need
- ❖ Scope for expansion to meet WHO recommendation of 180 eggs/capita

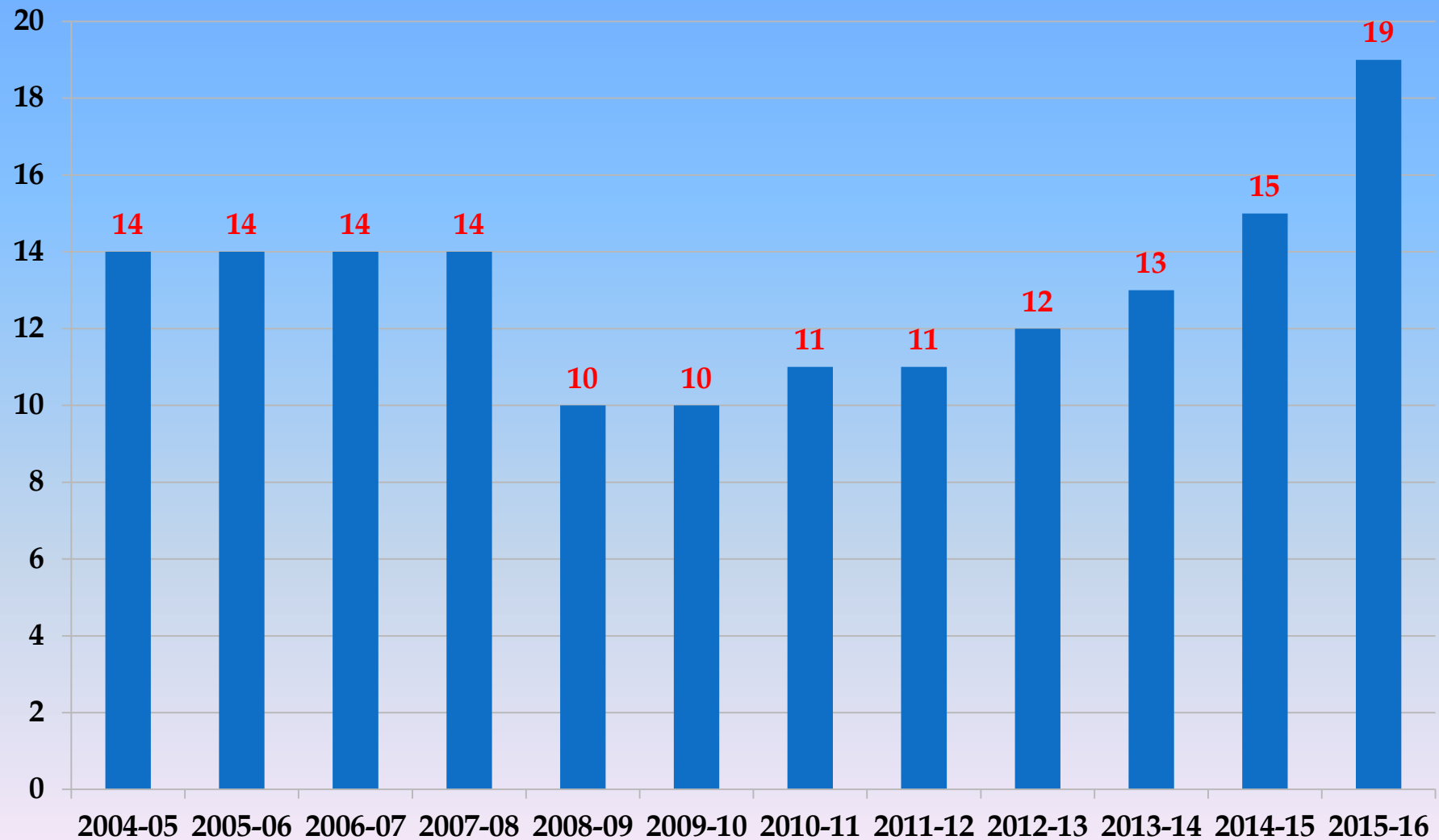
ADVANTAGES IN M.P. & C.G.

- ❖ Competitive production cost.
- ❖ Easy raw material availability.
- ❖ Better price realization of egg in comparison to other states.
- ❖ Suitable geographical Location for supply.
- ❖ Good demand within & neighboring states.
- ❖ Disease scenario is less complicated.
- ❖ Easily available man power in comparison to other states.
- ❖ Better infrastructural facilities - land, water, electricity.

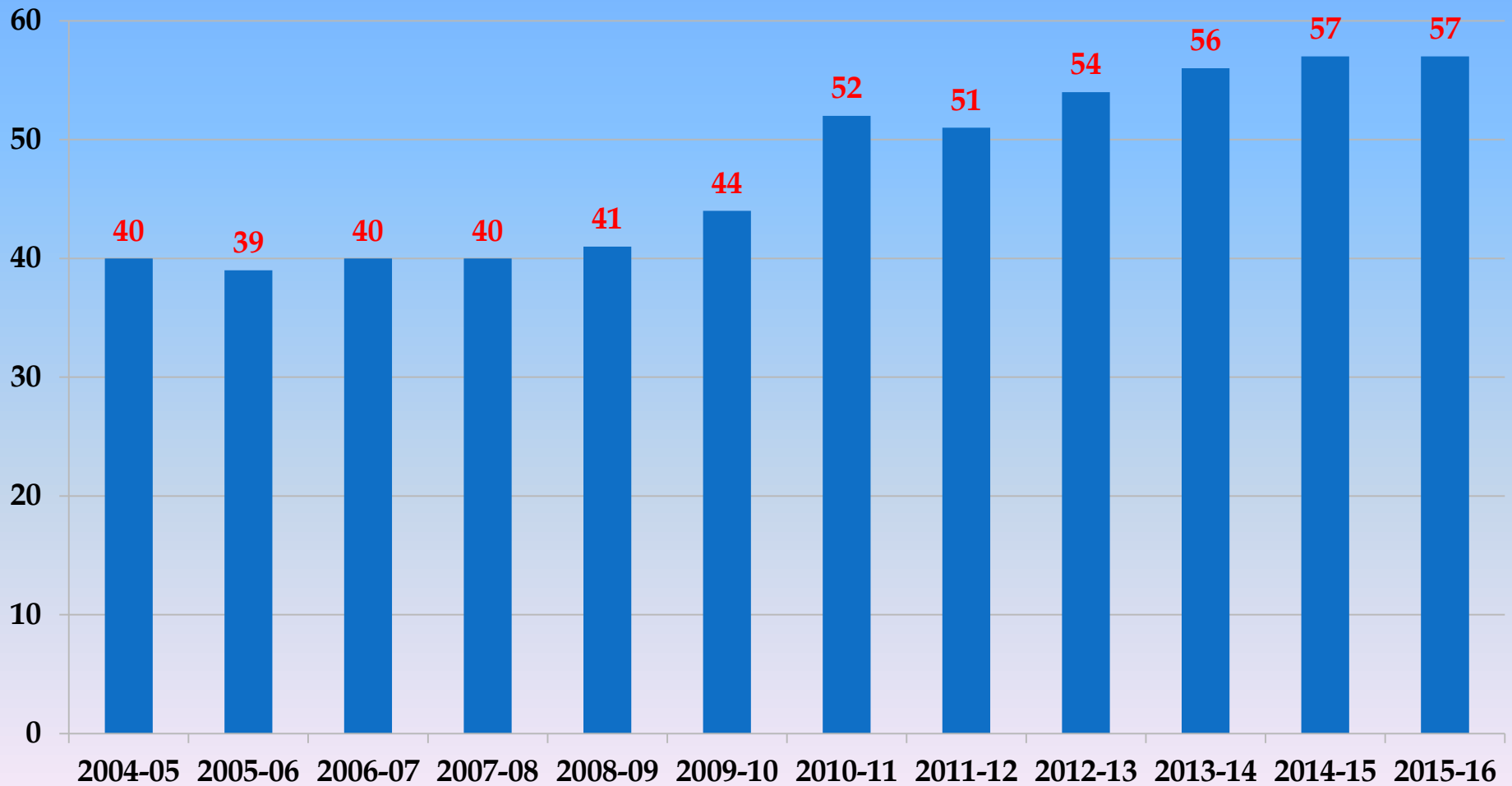
STATE WISE PER CAPITA CONSUMPTION OF EGGS



Per Capita Egg Consumption in M.P.



Per Capita Egg Consumption in C.G



CONCLUSION

- ❖ Significant growth in last 3 decades.
- ❖ Good productivity.
- ❖ Production cost is competitive.
- ❖ Better selling price.
- ❖ Significant increase in per capita consumption of eggs.
- ❖ Scope for expansion.
- ❖ No major disease scenario.

Thank you

