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**“POULTRY ENTREPRENEURSHIP AS A PROFITABLE BUSINESS;
PRESENT STATUS AND FUTURE TRENDS”**

Bhubaneswar, 18/02/2024:

Agriculture is not the only source of income for the farmers. Farmers can do poultry farming and generate sustainable income. Day by day the demand for poultry products is increasing in the State and hence there is a need to create more entrepreneurship in this sector.

In light of this, a session on “Poultry Entrepreneurship as a profitable business; present status and future trends” was organized by Fisheries and ARD Department, Govt of Odisha on 18th February 2024 during Matsya-Pranee Samavesh Odisha-2024 at Janata Maidan Bhubaneswar.

Empowering small, medium and larger poultry farmers and supporting them in multiplying their farm income was the major thrust area of discussion.

Various technical and business aspects related to Poultry development, poultry as a sustainable income source, scientific rearing in poultry, integrated farming, cooperative formation for better negotiation power, benefits of value addition in poultry products were discussed in the session with an objective to boost Poultry Entrepreneurship at grassroot level along with achieving self-sufficiency in egg production in the State.

Panel discussion, featuring technical and business experts like Dr T Kotaiah, MD, Indibro Research & Breeding Farms Pvt. Ltd; Dr Jeetendra Verma, President of World Veterinary Poultry Association (India); Mr Deba Biswal, Entrepreneur Srusti Agro, Dhenkanal, Mr Amit Panda, Entrepreneur, Ngen, Kalahandi was held. The session was Chaired by Dr P K Shukla, Ex-Dean, Poultry Division, DUVASU, Mathura, UP and moderated by Dr Samarendra Mohanty, Poultry Expert cum Faculty, SOA, Bhubaneswar.

About 250 Nos of progressive poultry farmers from different districts of the state participated in the session. The question-and-answer session or interaction between speakers and participants was an integral part of the discussion. Participants had the opportunity to seek insights from the experts and clarify doubts on various aspects on the topic. A short Quiz session was also organised with the in-house audience in the seminar wherein the successful respondents were complemented with gifts and OMFED products.

At the end, it was suggested that farmers can avail scheme benefits of MKUY and state plan through Go-Sugam and avail loans on SAFAL platform for better development of poultry industry in the State.

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