

Many thanks to

The All India Poultry Development And Services Pvt. Ltd. , Venkateshwara Hatcheries Group, The Industrial Credit and Investment Corporation of India Limited, Industrial Development Bank of India Ltd, and the National Bank for Agriculture and Rural Development who have made possible realisation of our dream by offering handsome grants and loans



Dr. B. V. Rao Institute of Poultry Management & Technology

At :Tilekarwadi, Post: Uruli Kanchan, Dist.: Pune, Maharashtra, India. Pin.412 202 Tel. No. : (91) (020) 26926320/26926321/26926509 Fax : (020) 26926508 E-mail : <u>ipmtpune@bsnl.in</u> Translating Modern Technology Into Practical Commercial Applications.

DR. B. V. RAO INSTITUTE OF POULTRY MANAGEMENT AND TECHNOLOGY



At :Tilekarwadi, Post: Uruli Kanchan, Dist.: Pune, Maharashtra, India. Pin.412 202 Tel. No. : (91) (020) 26926320/26926321/26926509 Fax : (020) 26926508 E-mail : <u>ipmtpune@bsnl.in</u>

Dr. B. V. Rao Institute of Poultry Management & Technology



THE VISION

The art of poultry farming could evolve into a science because man decided to practice it, study the niceties, gain in-depth knowledge of the techniques and document them for future generations. Thus was sown the seed for the Dr. B. V. Rao Institute of Poultry Management and Technology.

Set up to impart practical training on scientific lines, this pioneering and one-of-its-kind Institute has contributed largely in transforming the poultry sector in India from a backyard activity just a few years ago, into a commercial business, managed professionally.

Nestled next to the tiny town of Uruli Kanchan, near Pune, over an expanse of 46 acres, the Institute was inaugurated on 16th of May 1987. Since then and till date, it has trained over 5300 students from India and abroad. The emphasis in training is on hands-on exposure coupled with sound theoretical knowledge.

The Institute is supported by Pune-based Venkateshwara Hatcheries Group, the most integrated Poultry Group in Asia and the leaders in Modern Poultry Farming in India. The students thus have access to additional specialized facilities like large Hatchery, large scale Feed Mill, Diagnostic laboratories, Vaccine and Animal Health Products Division, Egg and Poultry Processing Plant, Poultry Equipment manufacturing plant etc.

Dr. B. V. Rao Institute of Poultry Management & Technology

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LOCATION

landscape,

highway.

Set on a verdant expanse

of 46 acres of unbroken

Dr. BVR IPMT lies 33

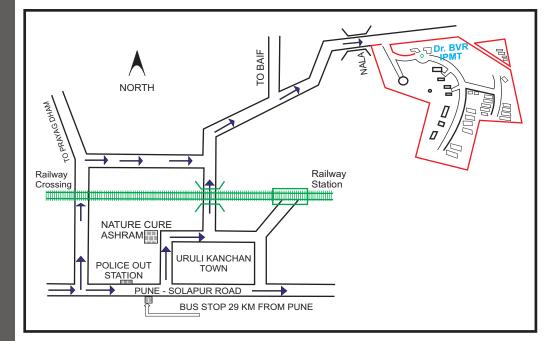
kms. away from Pune

City, *4 kms. from the tiny*

town of Uruli Kanchan,

on the Pune - Solapur

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DR. B. V. RAO INSTITUTE OF POULTRY MANAGEMENT AND TECHNOLOGY

Dr. B. V. Rao Institute of Poultry Management & Technology is situated 4 kms. North-East of Uruli Kanchan, which is 29 kms. from Pune City on the Pune-Solapur Highway.

Once you alight at Pune Station, you can take any Passenger Train going towards Daund which stops at Uruli Kanchan.

Kanchan.

to reach the Institute.

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Dr. B. V. Rao IPMT, an unique institute offering training in Poultry has been world recognized for its excellent work and has been awarded the "WPSA Education Award 2008" for *outstanding contribution* to the development of the poultry industry. The award instituted by World Poultry Science Association was presented at World Poultry Congress held at Brisbane, Australia on 4th July, 2008

OR

From Pune Station you can take a Bus (Route No's 148, 180, 181, 201 or 203) which will take you to Hadapsar on Pune-Solapur Highway. From Hadapsar, you will have to take Bus Route No. 7, to reach Uruli Kanchan. Local Jeep are also available at Hadapsar which will bring you to Uruli

Once you alight at Uruli Kanchan, there are auto rickshaws that you can hire

Dr. B. V. Rao Institute of Poultry Management & Technology

SPECIALISED SHORT DURATION COURSES

Disease Diagnosis and Laboratory Work

Duration : 2 Weeks.

This course is meant for qualified persons only, either veterinarians or those experienced in diagnostic work. The course covers:

- 1. Postmortem technique.
- 3. Materials to be sent to laboratory.
- 2. Macroscopic and microscopic diagnosis.
- Various confirmatory laboratory tests etc.

Feed Formulations and Proximate Feed Analyses Duration : 2 Weeks.

This course is designed for the persons experienced in feed milling / feed analyses and those having their own feed mill or intending to set up their own

- 1. Composition of feed.
- 2. ISI / NRC Standards of various feeds.
- 3. Feed formulation and methodology.
- 4. Least-cost feed formulation.
- 5. Estimation of: Moisture percent, Crude Protein percent, Crude Fat percent, Crude Fibre percent, Acid Insoluble Ash percent.

Appreciation Course in Poultry Management for Bank Officials **Duration : 2 Weeks.**

This course is designed to expose the bank officials, insurance and Agricultural bank executives to modern, scientific managemental practices in poultry farming including Nutrition, Health Cover, Marketing and Financial viability of Poultry projects. This course also introduces them to updated production standards achievable under field conditions and financial viability of poultry operations.

Hatchery Management

Duration : 2 Weeks.

This specialized course is designed to train persons in Incubation and Hatchery Management and is meant for those engaged in or scheduled to take up Hatchery operations. The trainees learn about:

- 1. Collection, Grading of eggs, Care & Storage of the Hatching eggs.
 - hatcher. 8.

 - 11. Sexing of day old chicks (Theory)

 - 13. Packing and transport of chicks.

Dr. B. V. Rao Institute of Poultry Management & Technology



Very few individuals have the vision to set afoot a revolution. Dr. B. V. Rao, after whom the Institute is named, was one such visionary. He was a grassroots farmer and took upon himself the mission to modernize poultry farming in India. The metamorphosis of the art of Poultry farming into a science is a living example of what one man and his team could achieve, given the right thrust and direction. His life was a saga of dedication and ceaseless efforts, committed to the cause of making India self-reliant in all aspects of poultry.

world.

Dr. B. V. Rao was astute enough to realize that if modern poultry farming and management were to succeed; not only theoretical but hands-on-the-job training would have to go hand in hand. A realization which has witnessed harmonious unity in the formation of the Dr. B. V. Rao Institute of Poultry Management and Technology.

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It is wonderful idea to have such institute. We hope we can have similar institute in Iraq. 99

Dr. Mawafaq Haddad IPPA, Iraq.

- 2. Principles of incubation.
- 3. Incubator Setter and Hatcher.
- 4. Loading the setter.
- 5. Fumigation.
- 6. Care to be taken during incubation.

- 7. Candling and transfer of eggs to
 - Hatchery management.
- 9. Trouble shooting in hatchery.
- 10. Grading of chicks.
- 12. Vaccination of chicks.

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My dream is to see

India as the No.1 country

on the Poultry map of the world. When I say No. 1,

it is not merely in

numbers, but also in

terms of quality, value,

productivity and

management. My dream

is that the Poultry

farmers make handsome

returns on their toil and

Late DR. B. V. RAO

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control their destiny.

Dr. B. V. RAO (1935 - 1996)

THE VISIONARY

The magnitude of his work was truly vast and all-embracing. He set up numerous units for virtually every product and service required for a growing poultry industry, ranging from research in pure line and breeding operations, poultry vaccines, animal health products division, Specific Pathogen Free (SPF) eggs to egg and poultry processing plants, automatic feeding systems and the largest network of hatcheries spread nationwide. Most of these units are the first-of-their-kind in India and in the developing









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A most impressive Institute doing the kind of work no government or private Institute has done before. **99**

Mr. Charles A Mast US Consul General, Mumbai (India).

THE INSTITUTE.

OBJECTIVES

The primary objective of the Institute is to aid the progress and development of the Poultry Industry by providing it with successful entrepreneurs and skilled manpower through programmed and scientific training. It also conducts applied research, encompassing various areas of poultry management and provides facilities for field testing of new products to be released by Pharmaceutical and other companies.

METHODOLOGY

The training imparted lays emphasis on practical experiences gained by direct involvement on the farms. Students are given in-depth insight into the theory and use of scientific poultry management and great emphasis is laid upon practical training. Use of computers for data analysis, maintenance of records, production projections, computing of least-cost feed formulations, proximate analyses of feed / ingredients, project preparation, etc. is encouraged.

COURSES

All the courses offered by the institute are residential courses. A combination of 3 regular and 4 short duration specialized courses are offered to meet the different needs of prospective candidates.

The regular courses include:

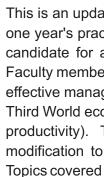
- 1. Basic Commercial Poultry Management -24 weeks duration - for beginners.
- Orientation/Guidance -2 12 weeks duration - for existing poultry farmers. Advanced Course in Poultry Management -
- 48 weeks duration for large scale/managerial level operation.

While the specialized 2-weeks duration courses offered are:

- Disease Diagnosis and Laboratory Work for veterinarians. 1.
- Feed Formulation and Proximate Feed Analyses -2.
- for those who intend to start their own feed mixing.
- Appreciation Course in Poultry Management -3. for Bankers, Insurance people, etc.
- 4. Hatchery Management for those engaged in hatchery.

In addition, the Institute is equipped to handle special, tailor - made courses of required duration in any area of poultry science, depending upon the need of the client.

Dr. B. V. Rao Institute of Poultry Management & Technology



- 1. Poultry Industry.

- importance.
- 7. Poultry nutrition.

Advanced Course in Poultry Management Duration: 48 Weeks.

This course is designed to thoroughly groom the trainee in both, theory and practice. The course syllabus covers an exhaustive range of topics, each being an in-depth study. The practical orientation results in making the trainee an excellent Planner, Organizer and Manager with emphasis on monitoring all aspects of farm management, financial planning including budgeting, inventory control, personnel management etc. Topics covered in this schedule are :

1. Poultry Industry.

- 2. Classification of Chicken.
- 3. Selection of stock.
- 4. Shelter engineering.
- 5. Poultry equipment.
- 6. Brooding and chick management.
- 7. Broiler management.
- 8. Grower management.
- 9. Commercial layer management.
- 11. Hatchery management.

Dr. Wijewantha, President, WPSA, SL Brand.

India. **99**

We are very happy to

see the excellent facilities

available in the institute

and the services provided

by this institute to uplift

the Poultry industry in

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Orientation / Guidance Course for Poultry Farmers Duration: 12 Weeks.

This is an updating course for those engaged in poultry farming with minimum one year's practical experience in poultry farm management. The suitability of candidate for admission to the course would be decided after interview by Faculty member/s. This course imparts comprehensive training on modern and effective management norms (with particular consideration for the demands of Third World economies aimed at minimizing cost of production and maximizing productivity). The course syllabus offers some flexibility for moderate modification to meet with specific need based requirements of the trainee. Topics covered in this schedule are :

8. Health cover / Poultry Diseases. 2. Breeds, varieties of chicken. 9. Record keeping. 3. Selection of stock. 4. Various systems of physiological products. 5. Shelter engineering. 6. Poultry management. Personnel behaviour.

- 10. Parent layer management.

- 12. Anatomy and physiology of chicken.
- 13. Breeding principles and practices.
- 14. Poultry nutrition.
- 15. Health Cover / Poultry Diseases.
- 16. Record keeping.
- 17. Meat technology.
- 18. Marketing of eggs and other poultry Products.
- 19. Financial Management.
- 20. Personnel management including Personnel behaviour.
- 21. Materials management.

- 10. Egg and poultry meat technology.
- 11. Marketing of eggs and other poultry
- 12. Economics of poultry operations.
- 13. Personnel management including

- 14. Hatchery Management.

Dr. B. V. Rao Institute of Poultry Management & Technology

COURSES

SCHEDULE OF COURSES

Sr.	Name of Course	Duration	No of	Eligibility
No.		(Weeks)	Seats	
1.	Basic Commercial	24	60	Minimum 10 th pass
	Poultry Management			or equivalent with 50% marks
	Course			
2.	Orientation / Guidance	12	20	Minimum One Year's
	Course for Poultry			experience in Poultry Farming.
	Personnel			
3.	Advanced Course in	48	10	Minimum Graduate, preferably
	Poultry Management			in Science discipline.
				Experience in Poultry preferred.
4.	Disease Diagnosis and	2	5	Veterinarian, Experienced
	Laboratory Work			in Farm / Lab.
5.	Feed Formulation and	2	5	Veterinarian, Experienced
	Proximate feed Analyses			in Farm/Feed Mill preferred.
6.	Appreciation Course in	2	5	Banking / Agricultural
	Poultry Management			Banking Executives
7.	Hatchery Management	2	5	Persons engaged in Hatchery
				Work

After several deliberations and consultations with experts and professionals, the course curriculi and duration were chalked out.

Basic Commercial Poultry Management Course Duration : 24 Weeks.

This course has been designed for the persons who have no exposure to poultry farming. It caters to the requirements of prospective entrepreneurs who wish to take up poultry farming as a business activity. Topics covered in this schedule are:

- Role of poultry farming in the 1. National economy.
- 2. Objectives of the farmers.
- 3. Selection of site/Location of the Farm/Layout of the farm.
- 4. Methods of poultry keeping.
- 5. Classification of poultry.
- Selection of stock. 6.
- 7. Poultry physiology.
- 8. Poultry housing.
- 9. Poultry equipment.
- 10. Minimum performance standards of different types of Birds.
- 11. Concept and importance of efficient management.

- 12. Brooding and chick management.
- 13. Broiler management.
- 14. Grower management.
- 15. Layer management.
- 16. Poultry nutrition.
- 17. Health Cover / Poultry Diseases.
- 18. Hatchery management.
- 19. Record keeping.
- 20. Egg and poultry processing technology.
- Marketing of eggs and other 21. poultry products.
- Personal Management including 22. personnel behaviour.







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A unique Institution doing pioneering work in an area which will bring rural prosperity to enrich the nutritive picture. A competent and dedicated staff has made this possible.

Mr. B. G. Deshmukh Ex-Principal sec. to the Prime Minister, India

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I was extremely happy to see the institute and its activities. The institute has done excellent job in training manpower for growth and developmnt of the industry. Well trained and dedicated staff. 99

Dr. S. C. Mahoapatra Director, CARI Izatnagar.

FACULTY

The Dr. BVR IPMT is steered by a team of qualified, far-sighted, and dynamic experts in different subjects of poultry headed by highly qualified and well experienced Director whose knowledge and experience in field of poultry is helpful in bringing the institute to greater heights. In addition to the in-house faculty, the Institute also has a large pool of visiting faculty. This includes eminent and highly qualified persons of Venkateshwara Hatcheries Group from allied fields like Vaccines, Equipment, Animal Health Products, Pharmaceuticals, Engineering, Food Processing, Disease Diagnosis, Management, Finance etc. Besides these Professors from Agricultural Universities / Veterinary colleges, Bankers, Engineers, successful poultry farmers and past trainees of the institute are also invited as visiting faculty from time to time.

INFRASTRUCTURE

• A well built Administrative Building comprising of specious class rooms, conference room, computer room, account section etc.; well equipped Pathology, Microbiology, Advanced Nutrition, Poultry processing laboratories and a well documented Library having books, research journals, periodicals and audio-visual material related to poultry.

• Auditorium cum Gymnasium with indoor badminton court.

Gents' and Ladies' Hostels with hygienic mess and recreation hall.

International Hostel.

• Feed mill.

• On-site farm with 45,000 layers and 36,000 broilers.









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I got many impressions in a short time . I think you are doing great work here. It is an example for many countries in the world. It is excellent.

Dr. Piet Simons, President, World Poultry Science Association, The Netherlands

ON THE PATH TO PROGRESS

Being a dynamic activity, the Institute vibrates with new ideas, modifying existing practices and ever on the lookout for improvements.

Some highlights till date are:

- A placement cell has been set up to assist fresh candidates seeking employment. Many of the alumni are self-employed.
- Consultancy services are offered on a limited scale.
- The Food and Agricultural Organization (FAO) of United Nations, has sponsored senior officers from Bangladesh and Vietnam for special training programs.
- Candidates from Malaysia, the Middle East, Nepal, Maldives, Bangla Desh and Nigeria have also undergone different training programs on their own.
- Special training programs have been conducted for the GovernmenT of India (Ministry of Agriculture / Ministry of

Food Processing Industries), State Governments, Banks and Private Sector organizations.

- The Institute is also organizing "Farmers Workshop" for small and medium-level farmers to update their knowledge and to expose them to recent developments in poultry science to improve their management skills and profit - Agreat service to farmers.
- The Institute has received a grant from NABARD, Mumbai to strengthen its Research and Development facilities.
- The Institute has also received recognition from Govt. Of India, Ministry of Science and Technology, New Delhi as "Scientific and Industrial Research Organization (SIRO) and by Maharashtra Animal and Fisheries Science University for undertaking research by M. V. Sc. and Ph. D. Students."
- The outstanding work carried out by the institute in Poultry education got world recognition by presenting the institute with 'World Poultry Science Association-Education Award-2008'







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This institute was very dear to Dr. Rao and it shall continue to be dear to us also. VHL and its franchisees will give full support to this Institute. 99

Mrs. Anuradha J. Desai Chairperson,

Venkateshwara Hatcheries Group: President, World's Poultry Science Association, 1996-2000.

time.

Plans include enlarging the scope to cover post graduate studies and advanced research activities, and need-based, special courses for international trainees. An increase in facilities is on the cards to cater to an ever increasing number of students as there exists tremendous scope for Poultry industry to grow.

The Institute, indeed, holds the key to the future of the Poultry Industry, not only for India, but this part of the world.

Matching the footprints of a great visionary is never easy. Fortunately for the Institute, this hasn't been a problem. For in Mrs. Anuradha J. Desai, it has found a committed leader, fully able to advance its chosen tasks with a renewed dedication.

As Chairperson of Venkateshwara Hatcheries Group, Mrs. Anuradha Desai has learnt a lot of the poultry business since her days of studying law, when she would visit her father Dr. B. V. Rao at his farm and laboratories, yearning to get into the thick of things. Impressed with her grit and determination Dr. Rao gave his full charge of a new project, which resulted in the Animal Health Division of Venkys India Ltd., a profit center in the fast lane.

With a decade and a half of close association with all aspects of poultry management at various levels, Mrs. Anuradha Desai has inarguably the keenest appreciation of the business in its myriad forms. She has a unique flair for management which has won her accolades from the Institute of Marketing Management who awarded her the "Best Woman Entrepreneur Award" of 1990 and Yuva Bharati, Pune who named her the "Best Lady Entrepreneur". She is the First Lady President of the prestigious "World's Poultry Science Association" (1996-2000), a rare honour indeed!

THE FUTURE

The future holds great promise for the Institute.

...AND IT'S KEY!

With her ability, skill and experience, Mrs. Desai will not only follow her father's footprints, but will leave her own indelible mark in the sands of