



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

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Translating Modern Technology Into Practical Commercial Applications.

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



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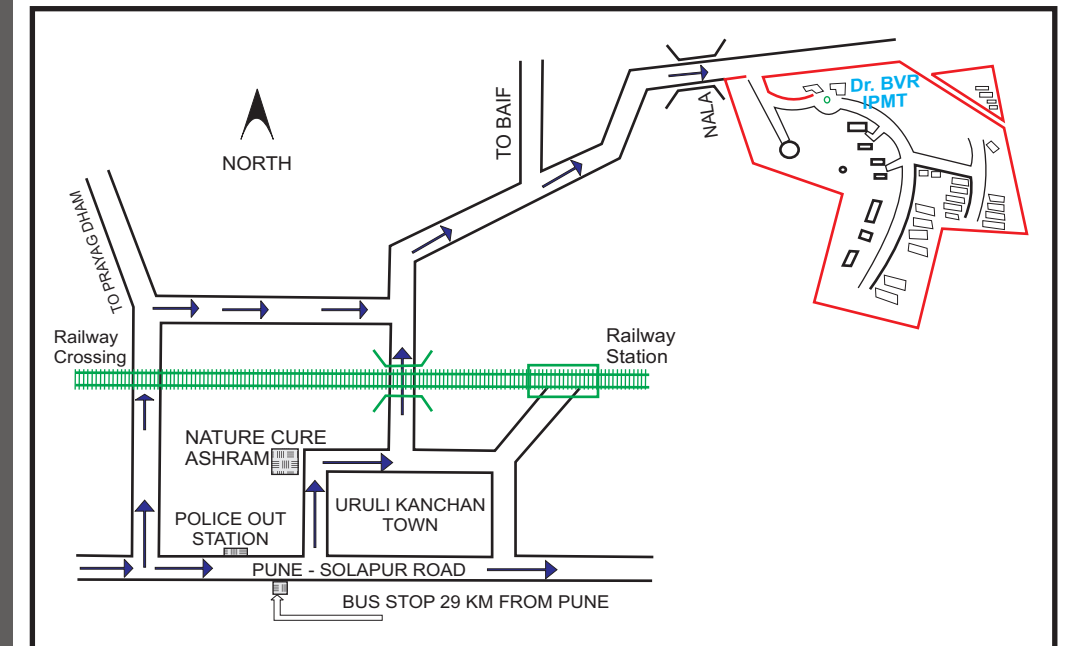
THE VISION

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 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.

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 Kanchan.

Once you alight at Uruli Kanchan, there are auto rickshaws that you can hire to reach the Institute.

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

institute in Iraq. 99

66 *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 control their destiny.*

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Late DR. B. V. RAO



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

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

While the specialized 2 - weeks duration courses offered are:

1. Disease Diagnosis and Laboratory Work - for veterinarians.
2. Feed Formulation and Proximate Feed Analyses - for those who intend to start their own feed mixing.
3. Appreciation Course in Poultry Management - 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

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 :

1. Poultry Industry.
2. Breeds, varieties of chicken.
3. Selection of stock.
4. Various systems of physiological importance.
5. Shelter engineering.
6. Poultry management.
7. Poultry nutrition.
8. Health cover / Poultry Diseases.
9. Record keeping.
10. Egg and poultry meat technology.
11. Marketing of eggs and other poultry products.
12. Economics of poultry operations.
13. Personnel management including Personnel behaviour.
14. Hatchery Management.

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.
10. Parent layer management.
11. Hatchery 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.

“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 India.”

Dr. Wijewantha,
President, WPSA,
SL Brand.

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

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

COURSES

SCHEDULE OF COURSES

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

After several deliberations and consultations with experts and professionals, the course curricula 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:

1. Role of poultry farming in the 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.

6. Selection of stock.

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.

21. Marketing of eggs and other poultry products.

22. Personal Management including personnel behaviour.



“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

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.

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.



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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. 99

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 - A great 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.

THE FUTURE

The future holds great promise for the Institute.

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.

...AND IT'S KEY!

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!

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 time.