

Why CHICKEN?

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In a developing country like India and its neighbours, Health & Education are major social issues. Inadequate Protein consumption is related with both. Economic condition especially of rural populations, religious taboos, myths are behind protein deficiency in majority population.

Only poultry industry can take care of the issue which provides best protein in most affordable price in all parts of India in the form of Egg & Chicken.

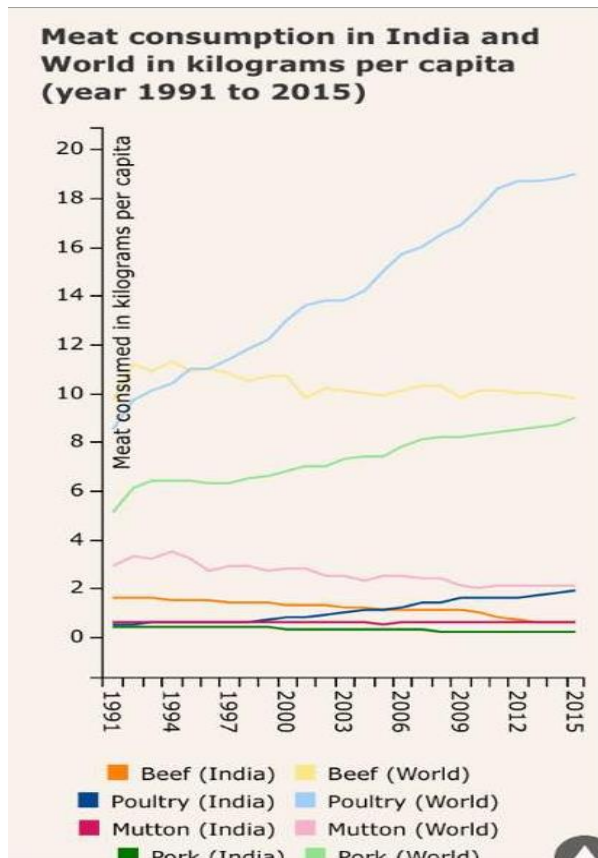


Figure 1

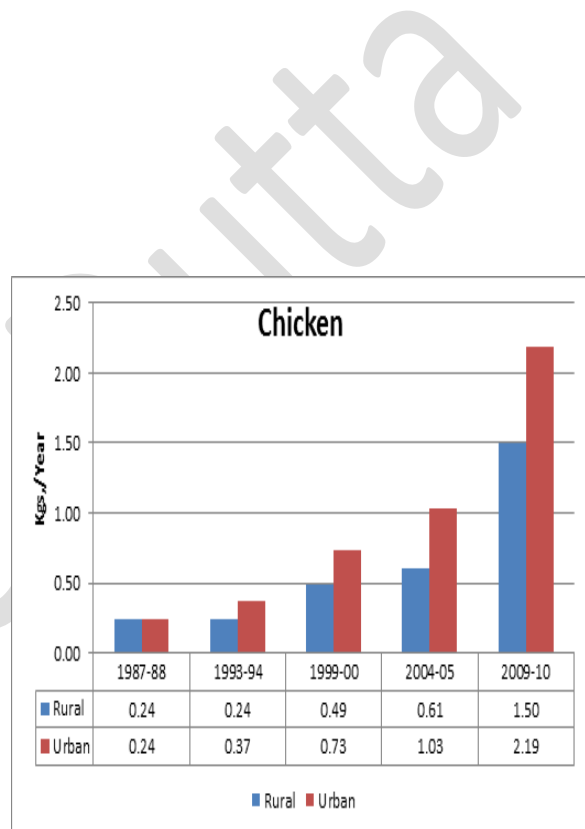
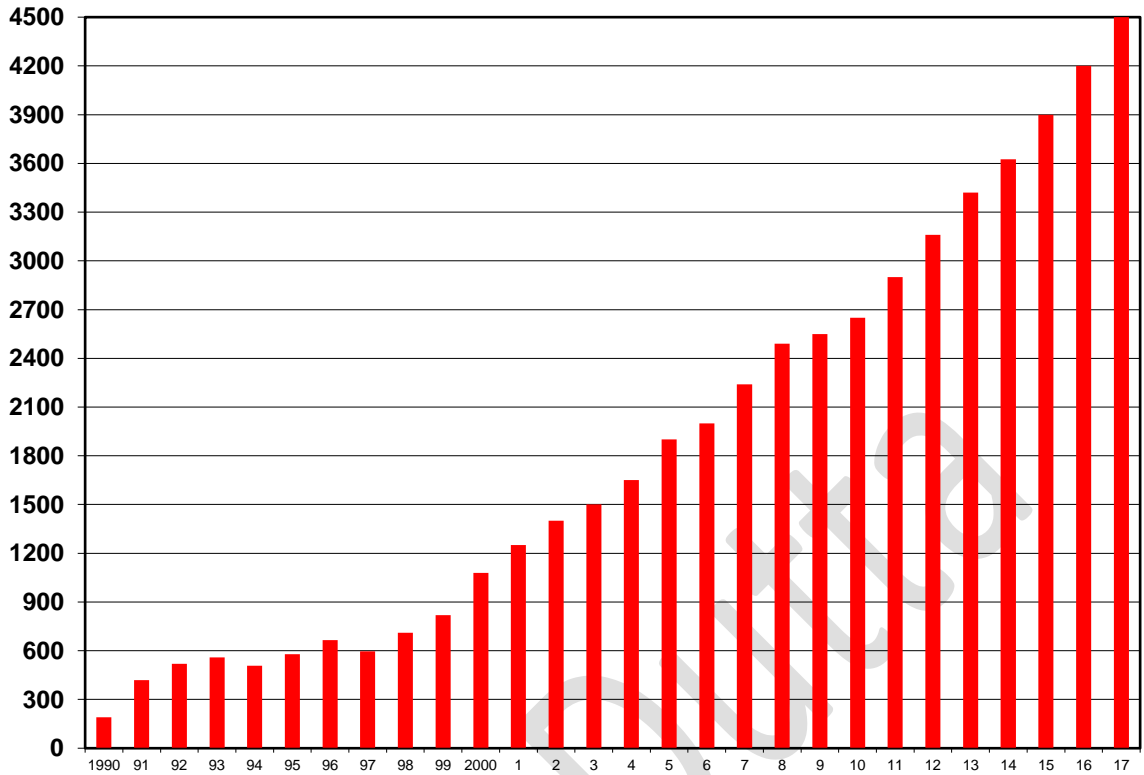


Figure 2

India is fastest Growing Chicken Consumption Country @ 12%. Chicken Meat Consumption per Capita in 2014 was 2.5 Kg, which is expected to touch 3.35 Kg in 2017 but is far below to world average (17 Kg). The National Institute of Nutrition prescribes that an individual to consume 180 Eggs annually to maintain good health but per capita consumption was 57 in 2014 which is expected to cross 60 in 2017. To meet the protein requirement, Indian need to eat more chicken & eggs regularly.

Poultry industry is growing fast in India to meet the demand and is the only industry growing double digits every year during last 2 decades. There is a change among farming community in India. Agriculture is still the livelihood for approx 68% of Indian population where land holding is small. During last 2 decades traditional cultivation is not giving expected return and farmers are shifting towards alternative. Poultry has taken the lead in that space. Chicken Meat Production in India has grown 25 times in 26 years (Table No 3)



Picture 3

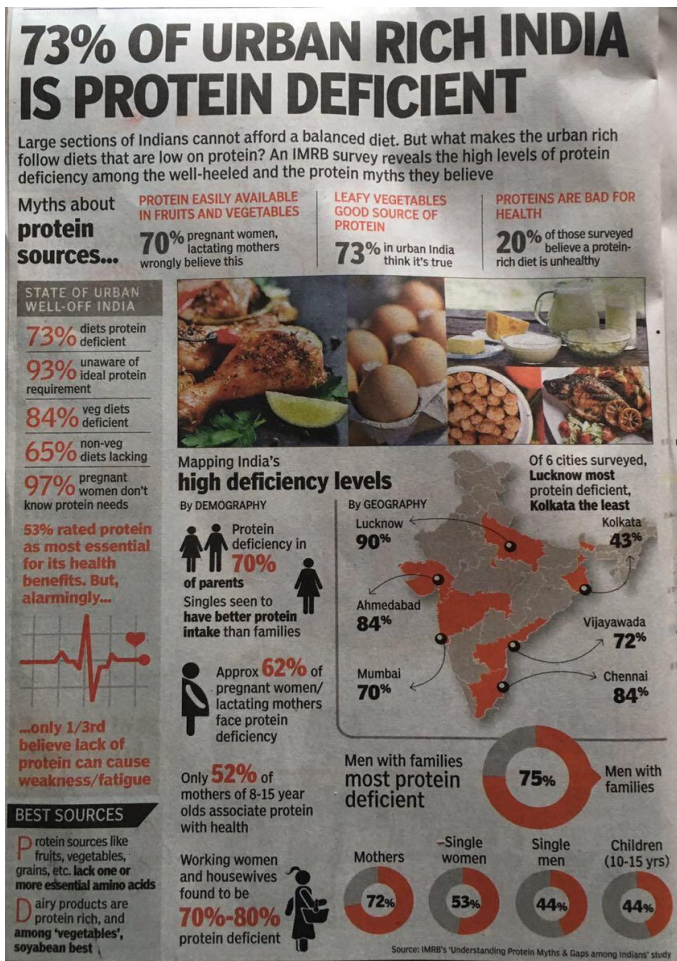


Figure 4

Nutritional value per 100 g Chicken

Energy	916 kJ (219 kcal)	Valine	1,199 g
Carbohydrates	0.00 g	Arginine	1,545 g
Fat	12.56 g	Histidine	0,726 g
Saturated	3,500 g	Alanine	1,436 g
Monounsaturated	4,930 g	Aspartic acid	2,200 g
Polyunsaturated	2,740 g	Glutamic acid	3,610 g
Protein	24.68 g	Glycine	1,583 g
Tryptophan	0,276 g	Proline	1,190 g
Threonine	1,020 g	Serine	0,870 g
Isoleucine	1,233 g	Vitamins	
Leucine	1,797 g	Vitamin A equiv.	44 µg
Lysine	2,011 g	Pantothenic acid(B5)	0,667 mg
Methionine	0,657 g	Trace metals	
Cystine	0,329 g	Iron	1.16 mg
Phenylalanine	0,959 g	Sodium	67 mg
Tyrosine	0,796 g	Other constituents	
		Water	63.93 g

Ref: Not including 35% bones. Units: µg = micrograms • mg = milligrams IU = International units Percentages are roughly approximated using US recommendations for adults. Source: USDA Nutrient Database

issued in public interest by Broiler Co-ordination Committee

Figure 5

Now the question is WHY AN ENTREPRENEUR will invest in Broiler Business?

- **The only Business in India growing over 10% every year during last 2 decades**
- **Annual ROI is over 40%**
- **Cash & Carry business**
- **Door Step Marketing**
- **365 Days High Turn-Over Business**
- **Minimum Infrastructure Cost**
- **Minimum Manpower Cost (1-1.2% of Turnover)**
- **Almost No land required**
- **Minimum Maintenance Requirement**

Broiler Farming is the only CASH & CARRY business in India having high Turnover & assured Profit.

Poor return from agricultural sector diverts small & medium farmers to poultry industry as contract broiler farmer with much higher return.

- **Minimum Capital Requirement**
- **Minimum Infrastructure Requirement**
- **Minimum Land Requirement**
- **Minimum Risk**
- **Assured Income**
- **Regular Income**
- **Business from Home**
- **Door Step Marketing**
- **Quick Rotation (at least 6 crops in a year)**
- **Low Maintenance Cost**

It may be concluded that a poultry farmer can earn Rs 7.50 Lakhs annually from an Acre land when his counterpart agricultural farmer may earn Rs 0.50 – 0.75 Lakhs from the same size of land.

Indian Economy is not growing satisfactorily, purchasing capacity of rural India is not increasing. Job market is not at all growing. Public sector jobs become day dream. Private sectors are also unable to provide confidence to unemployed youth who constitute high percentage of population. Poultry is the only industry offering new jobs to unemployed rural youth of India now with educational qualification up to high school. Hard working youths are getting interested in poultry because:

- Poultry is the only industry with 10% plus growth annually
- Unorganized poultry industry moving towards organized Food industry
- Many MNC's already entered Indian sector
- Huge no of jobs is being created regularly
- Career growth opportunity is very fast

From consumer aspect Chicken is a Superfood because of

- Nutritional value
- Cost
- Taste
- Convenience
- Enormous no of Recipe

Nutritional Benefits of Chicken:

- Human body can derive about 30 different nutritional substances from chicken.
- High Protein content – 20.33% with very high Biological value.
- Chicken is a good source of several Amino acids, vitamins & minerals. Amino acids also help the child grow taller & stronger
- Chicken, being rich in Vit B6, plays an important role in preventing heart attack
- Chicken is good source of Niacin (Vit B3), that helps lower cholesterol, a risk factor for heart disease development.
- Chicken contents less amount of saturated fats and is also a good source of omega-3 fatty acids that exhibit healthy cardiovascular effects.
- Chicken is a good source of Selenium which safeguard skin from sun burn and delays ageing by protecting skin quality & elasticity.
- Chicken reduces Anxiety by acting as natural Anti-depressant.
- Chicken is rich in Phosphorus, helps development of bones especially in young growing children. It encourages tissue growth.
- Improves Eyesight
- Chicken has Zinc which helps to maintain a healthy appetite
- Chicken reduces Stress
- Prevent Bone loss
- Chicken help you lose weight

EXPRESS MAPS

Settling the debate forever on India's dietary preference being predominantly vegetarian, the data released by the Union government's Sample Registration System Baseline Survey has thrown open some interesting results. A look

HOW THE NATION EATS

