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Mahasangamam 2025

Together for a Better Tomorrow

A Memorable Meet for Poultry Minds at Mahabalipuram

Provet successfully hosted **Mahasangamam 2025**, a three-day conclave held from 8th to 10th July 2025 at Welcomhotel by ITC Hotels, Kences Palm Beach, Mahabalipuram. The event was organized under the visionary leadership of Dr. V. Muthu Selvan, Managing Director and Dr. S. Senthil, Director, bringing together leading poultry consultants, nutritionists, and industry professionals from across the country.



Held under the theme “**Together for a Better Tomorrow**”, the conclave focused on the current challenges in the poultry sector and explored innovative, sustainable solutions for the future of poultry production.

Honouring the Experts

As a token of respect and appreciation, all the esteemed guests were felicitated during the event for their valuable contributions to the poultry industry. Their presence added great value and meaning to the entire program.

Knowledge-Driven Technical Sessions

The highlight of **Mahasangamam 2025** was the technical session, moderated by **Dr. P.K. Shukla** (Ex - Dean, Mathura Veterinary College & Former Joint Commissioner-Poultry, GOI). The session featured four thought - provoking

presentations that received overwhelming appreciation from the attendees:

- **Dr. Jayaraman. K** (Poultry Consultant) presented “*Evolving Disease Challenges – Management and Risk Mitigation*”, sharing practical field strategies for disease forecasting and control.
- **Dr. Chandrasekaran. D** (Professor & Head, Retd., Animal Nutrition) spoke on “*Building Immunity through Feed – Nutritional Immunomodulation and Gut Resilience*”, emphasizing gut health as a cornerstone of performance and disease resistance.

Dr. Sudipto Haldar (Director, Agrivet Research & Advisory Pvt. Ltd.) deliberated on *"Antibiotic-Free Poultry Production in the Era of AMR: Debunking Myths and Advancing Science"*, urging a balanced, evidence-based approach to antibiotic alternatives.

Dr. Tiago Prucha (Consultant-Vetworks, Belgium) enriched the dialogue with *"Insights and Emerging Trends in Natural Growth Promotion"*, aligning with global shifts toward sustainable poultry practices.

Each presentation fostered insightful discussions, reinforcing the need for integrated approaches and scientific precision in modern poultry management.

Blending Culture & Networking

Beyond its technical strength, **Mahasangamam 2025** offered a vibrant mix of cultural experiences, wellness activities, and scenic excursions that allowed attendees to relax, connect, and rejuvenate:

- A traditional welcome and heritage evening set the tone on Day 1, celebrating India's rich culture.
- A well organised and thoughtful Technical Session followed by world tour-themed networking gala dinner event evening on Day 2 was remarkable.
- Zumba session in early morning followed by Mahabalipuram exploration and bonding over the lunch @ Seanz Cruise, Mutukadu Boat House on Day 3, made the event both memorable and rejuvenating.

Together for a Better Tomorrow

"**Mahasangamam 2025**" was not just a meeting—it was a celebration of knowledge, unity, and future possibilities. Provet once again reaffirmed its commitment to innovation, learning, and building lasting partnerships in the poultry industry.

Dr. Sulav Chetia, GM – Marketing and Technical Services, along with the entire Provet team, expressed heartfelt thanks and appreciation to all the consultants and guests for taking the time to attend and actively participate. Their support made the event a grand success – both in spirit and in outcome.





Mahasangamam
Together for a Better Tomorrow **2025**

Technical Discussion at Thalaivasal

Provet successfully conducted a technical session on **“Current Challenges in Layers and Effective Preventive Measures”** by Dr. Jayastephen (Head - Technical Services) on 20th July 2025 at Sakthi Residency, Thalaivasal.

Around 20-25 progressive farmers participated in this insightful evening, where key issues in layer farming and practical solutions were discussed in depth.

Team Provet is grateful to all who joined and made it a meaningful interaction.



Blunova Customer Group Meeting @ Bankura

The Customer Group Meeting held on 17th July 2025 at Hotel Green Park, Mukutmanipur, Bankura, West Bengal, brought together aquaculture professionals and farmers for a day of insightful discussions and knowledge sharing. Organized in collaboration with the GROWEL Sales team, the event witnessed enthusiastic participation from 74 progressive farmers, reinforcing our commitment to field-level engagement and innovation.



Highlights of the Event:

- **Welcome Address:** Mr. Nazimuddin set the tone with a warm and engaging welcome, fostering a collaborative atmosphere from the outset.
- **Technical Session on Fish Health & Management:** Mr. Jagadish Mahato delivered an insightful presentation, offering practical strategies to enhance farm productivity.
- **Product Presentations:** Mr. Rajneesh Prakash introduced our latest innovations and field-proven solutions for aquaculture.
- **Product Detailing:** BACITOX PLUS, ECTODEL, MECTIMAX SP10, ENVIPRO GOLD, PROTECT PLUS, MINTROPLEX ULTRA - each designed to address specific challenges in aquaculture management.
- **Water Quality Session:** Mr. Palash Jana explained the importance of water quality parameters and shared best practices for maintaining optimal pond conditions.

The meeting concluded with an interactive Q&A session, where customer queries were addressed, followed by an open discussion on field-level challenges and support expectations.

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Biosecurity and Disease Management in Poultry Farms:

A Comprehensive Overview



1. Introduction

The intensification of poultry farming has increased the risk of infectious disease outbreaks due to the high density of birds in confined spaces. Biosecurity, defined as the implementation of practices that reduce the risk of disease introduction and spread, serves as the first line of defense against pathogenic challenges. Effective biosecurity not only safeguards flock health but also minimizes economic losses, reduces reliance on antimicrobials, and ensures food safety. This paper aims to provide a structured overview of best practices in biosecurity and disease management in poultry systems, aligning field observations with institutional guidelines.

2. The Disease Control Triangle

Disease prevention in poultry farming depends on the interrelationship of three key elements:

- **Biosecurity** – exclusion of pathogens through physical and procedural barriers.
- **Vaccination and Medication** – enhancing flock immunity and mitigating infections.
- **Farm Management** – maintaining optimal nutrition, sanitation, and housing conditions.

Among these, biosecurity forms the core. Without strict biosecurity protocols, vaccination and therapeutic interventions alone are insufficient to prevent disease transmission.

3. Components of Biosecurity

3.1 Conceptual Biosecurity: This refers to planning decisions regarding farm location and infrastructure design. Breeder farms should be situated at least 3 km from other poultry establishments, while commercial layer and broiler farms should maintain a minimum distance of 1.5 km. Farms must be positioned away from migratory bird paths, water bodies, and major transportation routes. Separation between production stages—breeder, grower, hatchery, and feed mill—must also be maintained.

3.2 Structural Biosecurity: Structural components include perimeter fencing, secure housing, rodent-proof feed storage, footbaths at all entry points, and designated vehicle sanitation stations. Roads within the farm should be constructed of concrete to minimize microbial spread. Proper drainage and a vegetation-free buffer zone around sheds are necessary to deter rodents and wild birds.

3.3 Operational Biosecurity: Operational practices are critical for day-to-day disease control. These include:

- Implementing all-in-all-out rearing systems.
- Enforcing a minimum two-week inter-flock interval.
- Restricting visitor and vehicle entry.
- Maintaining visitor and worker hygiene protocols, including farm-specific clothing and footwear.
- Routine equipment disinfection and post-flock decontamination.
- Integrated pest and rodent management.
- Regular flock health monitoring through post-mortem examination and serological surveillance.

4. Management Practices in Disease Prevention

4.1 Isolation and Stock Management: Housing birds of different ages in the same facility increases disease transmission risk. The all-in-all-out system allows for thorough cleaning and disinfection between batches, breaking the cycle of infection.

4.2 Litter and Housing Hygiene: Wet litter promotes bacterial and fungal growth. Litter must be monitored for moisture and replaced or composted as needed. Housing should be ventilated, cleaned regularly, and protected from wild birds and rodents.

4.3 Chick and Feed Quality: Chicks should be sourced from certified hatcheries with a history of vaccination against Marek's disease, infectious bursal disease, and *Salmonella* spp. Feed must meet nutritional requirements and be free from contaminants and mycotoxins.

4.4 Water Sanitation: Water is a common vector for disease transmission. Ideal drinking water parameters for poultry include pH 6.8–7.5, total hardness 60–180 ppm, and absence of coliform bacteria. Sanitization with chlorine (5–8 g bleaching powder per 1,000 L) or iodine-based compounds is recommended. Waterlines should be cleaned regularly to prevent biofilm accumulation.

5. Dead Bird and Waste Management

Prompt and scientific disposal of dead birds is essential to prevent disease spread. Acceptable methods include deep burial, composting, and incineration. Carcasses must not be discarded in open fields, near water sources, or in areas accessible to scavengers. Litter should be removed and composted or sun-dried away from poultry areas. Biomedical waste (e.g., syringes, needles, vaccine vials) should be disposed of following regulatory protocols.

6. Disinfection and Sanitation

Routine disinfection of poultry sheds, equipment, and surroundings is vital. Approved agents such as formalin, iodophors, phenolic compounds, and quaternary ammonium compounds are effective against a wide spectrum of pathogens. Post-flock disinfection should be followed by a minimum 10-day downtime before introducing new birds.

7. Vector Control

Rodents and insects act as mechanical carriers of pathogens. Farms must maintain strict rodent-proofing, eliminate feed spillage, and apply insecticides judiciously. Standing water, overgrown vegetation, and unclean surroundings should be avoided to reduce vector breeding.

8. Documentation and Monitoring

Maintaining accurate records is vital for effective biosecurity implementation. Farms should log:

- Visitor and vehicle entries
- Vaccination and medication history
- Dead bird disposal
- Water testing results
- Vector control activities
- Cleaning and disinfection schedules

Regular audits and biosecurity training enhance compliance and disease preparedness

9. Conclusion

Biosecurity is not merely a regulatory requirement but a practical necessity for modern poultry operations. When integrated with vaccination and good management practices, it significantly reduces disease burden, ensures flock productivity, and enhances economic returns. A well-executed biosecurity plan must be customized to the specific needs of each farm and regularly reviewed to address evolving disease risks and operational changes.

References

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3. FAO. (2020). *Biosecurity for Highly Pathogenic Avian Influenza*. Food and Agriculture Organization of the United Nations.
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CARBON CREDITS

BUYING TIME IN THE RACE
AGAINST CLIMATE CHANGE



Introduction

Every year, the world emits over 36 billion metric tons of carbon dioxide, a number so vast it's reshaping our climate, ecosystems, and future. As the planet warms and environmental consequences mount, the need for innovative solutions has never been more urgent. One such solution gaining traction is the concept of carbon credits.

Why Carbon Credits Matter

In an age where climate change is no longer a distant threat but a daily reality, the urgency to act has never been greater. From record-breaking heatwaves and rising sea levels to devastating wildfires and floods, the planet is sending unmistakable signals - and carbon emissions are at the heart of it all.

Every industry, every commute, every click on a device contributes to a growing carbon footprint. And while awareness is rising, the pace of change is still too slow. Governments set ambitious

targets, companies pledge net-zero goals, and individuals make greener choices - but how do we bridge the gap between intention and impact?

This is where carbon credits come into play. They offer a practical, scalable way to offset emissions and fund projects that actively reduce carbon in the atmosphere. More than just a financial instrument, carbon credits represent a shift in how we value the environment - turning pollution into accountability, and sustainability into opportunity.

As the world races to limit global warming and build a low-carbon future, understanding carbon credits isn't just important — it's essential.

What Is a Carbon Credit?

A carbon credit is essentially a permit that allows the holder to emit one metric ton of carbon dioxide (CO₂) or an equivalent amount of another greenhouse gas. These credits are part of a system designed to limit and reduce global emissions.

How Do They Work?

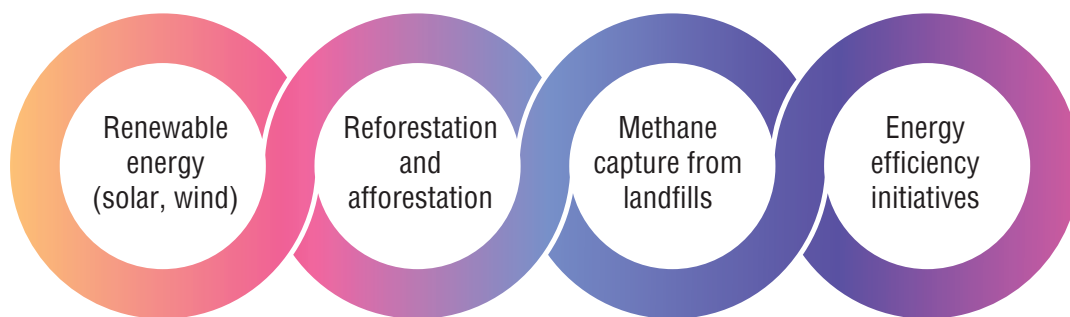
- Governments or regulatory bodies set emission caps for industries.
- If a company emits less than its cap, it can sell its surplus credits.
- If it emits more, it must buy credits to cover the excess.
- This creates a market incentive for companies to reduce emissions.

Who Buys Them?

- Companies aiming to meet legal requirements or voluntary sustainability goals.
- Governments participating in international climate agreements.
- Individuals can buy carbon offsets (similar to credits) to balance personal emissions.



Types of Carbon Credit Projects



Carbon Credits in India

India has launched its own Carbon Credit Trading Scheme (CCTS) to support emission reductions across industries. The Bureau of Energy Efficiency oversees this, and credits are issued for verified reductions in greenhouse gases.

You're absolutely right to think nature plays a huge role in balancing carbon emissions - it's been doing this beautifully long before humans stepped in with carbon markets. Forests, oceans, and soils act as carbon sinks, absorbing vast amounts of carbon dioxide from the atmosphere. Here's how it happens naturally:

Nature's Role in Carbon Balancing

- **Photosynthesis** : Trees and plants take in CO₂ and release oxygen, locking carbon into their biomass.
- **Soil Sequestration** : Microorganisms and organic matter in soil capture carbon over time.
- **Oceans** : Phytoplankton absorb CO₂, and deep ocean currents can store it for centuries.

But Here's the Catch:

Human activities - burning fossil fuels, deforestation, industrialization - are releasing far more CO₂ than nature can absorb fast enough. This is where carbon credits come in: they're like a man-made support system to complement nature's work, not replace it.

Why Nature Alone Isn't Enough

- We're losing natural carbon sinks through deforestation and land degradation.
- The pace of emissions far exceeds the rate at which nature can restore balance.
- Certain human-caused emissions, like industrial methane or nitrous oxide, don't have quick natural absorbers.

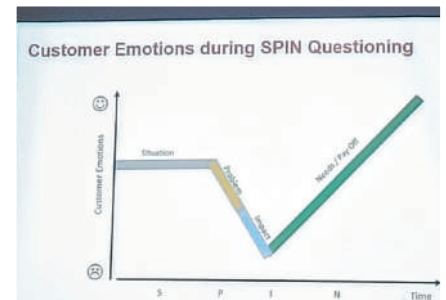
So, in a way, carbon credits are humanity's attempt to create accountability and incentives for reducing emissions, while also funding projects that restore or mimic nature's carbon-balancing power - like reforestation efforts or regenerative agriculture.



Empowering Leaders: Highlights from the Managerial Training and Discovery Workshop

In our continuous journey toward excellence and growth, a Managerial Training and Discovery Workshop was successfully conducted on 11th & 12th of July, at Ramada Plaza, Guindy, Chennai. This enriching session was tailored specifically for our sales management team, aiming to strengthen the core competencies required to drive performance, lead teams effectively, and align with the strategic goals of the organization.

The workshop focused on building essential managerial skills for sales, addressing not just the “what”, but also the “how” of being an effective sales leader in today’s dynamic market. Key learning areas included a deep dive into the sales process, sales cycle, and pipeline management — enabling participants to streamline their approach, track progress more effectively, and close opportunities with greater impact.



The session reiterated that skills and strategies matter — but the right attitude is what sets top performers apart.

A standout feature of the day was the Discovery Workshop, where managers engaged in a guided analysis — identifying their own strengths, weaknesses, opportunities, and threats. This exercise helped bring clarity to individual and team-level focus areas, enabling participants to set actionable plans for improvement. Through group discussions and facilitator-led insights, managers left with a renewed sense of direction and accountability.

Overall, the workshop was not just about learning – it was about discovery, reflection, and transformation. The energy, participation, and enthusiasm displayed by all attendees reaffirm our belief that investing in our people is the key to achieving organizational excellence.

Divya Deshmukh

scripts history to become first Indian woman to win chess World Cup

The 19-year-old Divya Deshmukh stunned the chess world 28.07.2025 by winning the FIDE Women’s World Cup 2025, becoming the first Indian woman to claim the prestigious title.

She defeated compatriot Koneru Humpy in tiebreaks to clinch the FIDE Women’s Chess World Cup 2025 crown at Batumi, Georgia.

Besides the win, Divya also earned her Grandmaster title. She is India’s 88th Grandmaster and only the fourth woman chess player to earn the feat after Humpy, R Vaishali, and Harika Dronavalli.

Let’s applaud her phenomenal winning streak.



What Nacre Hides? Its Shining Pain

In the silent depths of the ocean, away from the crashing waves and busy shoals, lived a small oyster — unnoticed, unmoving, and undisturbed. Life under the sea was peaceful, predictable... until one day, everything changed.

A tiny grain of sand slipped into the oyster's shell. At first, it was just a nuisance — but soon, it became a source of constant pain. The oyster tried to close its shell tighter, tried to forget it, but the grain stayed. It hurt every single day.

Now, the oyster had a choice — suffer silently or respond.

So, it began to do something extraordinary.

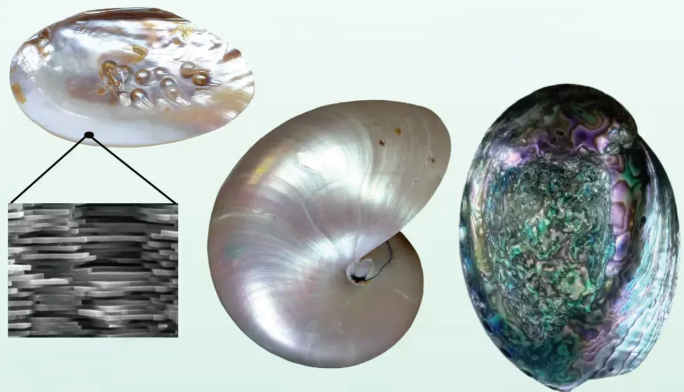
From within, it released a smooth, glowing substance called nacre. Slowly, gently, patiently, it coated the grain. One layer. Then another. And another. Days turned into weeks. Pain turned into perseverance. And over time... a pearl was born.

The world above would one day admire that pearl — polished, luminous, perfect. People would wear it with pride, never knowing the story behind its shine.

Because what nacre hides is not magic.

It's pain — transformed.

Just like the oyster, we all face unexpected irritants in life. Pressure. Criticism. Stress. Challenges. But within each of us lies a quiet strength — the ability to turn discomfort into growth, hardship into wisdom, struggle into success.



Moral:

What the world celebrates as brilliance is often built from hidden pain and silent endurance.

So, the next time you admire someone's shine, remember:

Behind every pearl is a story of grit.

Behind every success, a shining pain.

CULTIVATING A MONEY MINDSET:

The First Step Toward Financial Freedom



Adopting a strong money mindset isn't about simply cutting back on lattes or skipping weekend splurges; it's about reshaping how you think about money altogether. In today's age of instant gratification and algorithm-driven temptation, developing a mindful approach to spending and investing is not just helpful, it's essential.

Automate to Liberate

One of the smartest moves toward building long-term wealth is automating your investments. Set up a system where a fixed portion of your paycheck, no matter how small, is directly routed into your investment accounts the moment it lands. This practice not only eliminates the burden of remembering to invest, but it also ensures consistency and discipline. In essence, investing becomes a habit, not a hassle.

Think of it as “paying your future self-first.” Over time, these small, consistent contributions compound into a serious cushion of financial security. Automation is freedom, it helps reclaim your time while building passive wealth in the background.

Mindset Over Minimalism

Cutting back is useful, but mindset is magic.

Instead of focusing purely on expense reduction, shift to intentional spending. That means evaluating what truly brings value to your life. Ask yourself before every purchase: “Is this improving my life—or just filling a moment of impulse?”

A clever hack? Leave those tempting items in your online cart for a few days. If you're still thinking about them a week later, maybe they're worth it. Most often, they fade from importance.

The Trap of Conspicuous Consumption

It's no secret that many of our purchases today are driven not by need, but by perception. Conspicuous consumption—the drive to spend just to impress—has surged thanks to the social media-fuelled desire to flaunt lifestyles, not live them. Influencer culture, one-click e-commerce, and increasing disposable incomes have all added fuel to the fire.

From designer drops to the latest tech toys, it's easy to fall into the loop of buying for validation. But the truth? Financial peace rarely comes from public approval—it stems from private purpose.



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