

ROLE OF INDUSTRIAL / CONTRACT RESEARCH IN POULTRY AND LIVESTOCK PRODUCTION

Dr. V. Rama Subba Reddy
Consultant-Poultry Nutrition

Dear Participants, I take the pleasure in inviting your attention to the emerging field of research in livestock sector of our country, hitherto known only in the professional and business circles of the Western / Industrialized countries viz INDUSTRIAL / CONTRACT RESEARCH.

Before I proceed further in to the vistas of contract research in India, let me delineate the issue of research & its relevance for our livestock industry. We have started to realize the potential of Livestock wealth & its unquestionable role in rural development only from mid 1970's by way of 5-year plans. Budgetary allocations were at the bare minimum to start with and the crux of the Issue was in consolidating the resources of animal wealth rather than bringing out innovations in experimentation. This malady partly stemmed from the approach of the various governmental agencies in downloading the research results pertaining to human health from western concepts of medicine. Time and money were ill spent on realizing the epidemiological / geographical Variations that existed with different species / races under different agro climatic conditions.

Even today we ape for the west, in all walks of life and research is no exception be it a state sponsored project with a paltry fund or a commercial organization's fancy. India is a multi cultural / multilinguistic and geographically / agro climatically diverse nation. Research in livestock production in India, should have taken in to consideration this unity in diversity.

When it comes to research in Poultry and Livestock production, I hope you will agree with me that till 1990's we have done little to understand the multitude of epidemiological factors associated with a plethora of etiologal agents that affect Livestock production.

The new millennium has ushered in some positive changes in the field of research in India. Today we are here to discuss the concept of CONTRACT RESEARCH and its relevance to a farmer in light of WTO / GATT 2005. The role of private sector especially in Poultry production in this country- has been a crowning glory to research. The phenomenal growth and percapita increase in consumption patterns of egg and meat is also due to the unstinted Support of GOI through ICAR institutes and SAU's. Today we are proud to be world leaders In terms of Milk production and second to none when it comes to infrastructural development and scientific manpower in Poultry sector. Internet and e-commerce have made World Agriculture and trade to be conceptualized in terms of a global village. Since governments had to fall in line with liberalized trade and tariff we see a perceptible change in the attitude towards funding for research in Livestock sector. Trade barriers have in fact commercialized Scientific endeavor. Today, if you have to keep your self-updated in science it comes with a high cost. With this background let me delve in to the theme of my talk:-

Industrial / Contract Research has become all the more relevant to the Indian context as never before in light of various overtones in commerce. We have many private enterprises that generate scientific (in-house) data unavailable for scrutiny by academia. The projection of commercial results doesn't always reflect the actual. The data may not work well owing to diverse agro climatic conditions of this country. All these factors weigh heavily on a farmer when he wants to trade his product either domestically or in the international markets due to WTO / GATT 2005.

Here, I feel lies the role of a technically qualified entrepreneur with social commitment in answering the needs of a farmer. He can bridge the gap between a farmer and a tradesman there by ensuring proper returns for the investment in agrarian sector. Today we have a hand full of organizations conducting research to test and evaluate their pharmaceuticals for commercial venture.

A contract researcher will evaluate a product in his farm and provide the vital data to a farmer in terms of PERFORMANCE, REPEATABILITY, INTERVALIDATION, and RETURNS ON INVESTMENT. Multi-location trials will ensure the diversity of scientific results and there by reinforce the faith of a farmer in the product and save lot of revenue. The contract research enterprise can ensure the scientific and commercial validity by peer reviewing the whole process. Today more and more companies are looking towards an Entrepreneur with a scientific background and research facilities for these extended clinical trials.

I am convinced that this emerging phenomena of contract research by RR LABS & RR POULTRY& LIVE STOCK RESEARCH INSTITUTE with its own facilities will provide unbiased scientific results to the farming community and there by pave a way for the prosperity of Poultry / Livestock farmer. It has vast research facilities, 160 pens on deep litter, 48 pens on battery brooders and 10 cattle for poultry and livestock research. It has RR Labs support for optimising the feed formulations propagating the cultures for challenge studies for coccidiosis, CRD etc. (Photo)

Today I can confidently submit to this august gathering that contract farming in Poultry and Livestock sector is here to stay for years to come. Today Indian farmer definitely reinforces his faith in the livestock sector for he is assured of better returns. This venture from a qualified professional like Dr. Ravinder Reddy needs to be appreciated and I hope the institute will stand in a good stead for the Indian farmer.



Lesion scoring is done for one of the challenge studies at RR Institute