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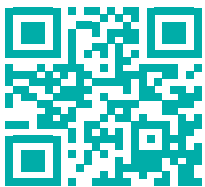
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- 100 % clinical Newcastle protection was achieved from 6 to 72 weeks of age.
- vectormune Nd was also able to protect against production drops due to Nd challenge and reduced the shedding of the Nd field virus*.

* data available on request



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New Year 2026 Cake-Cutting Ceremony Held at Flavors Café, Kamalia Under PPA Auspices

New Year 2026 Cake-Cutting Ceremony Held at Flavors Café, Kamalia Under PPA Auspices A New Year 2026 cake-cutting ceremony was organized at Flavors Café and Restaurant, Kamalia, under the auspices of the Pakistan Poultry Association (PPA). The event was led by PPA Vice Chairman North Region, Malik Muhammad Sharif, who also serves as the former Chairman of the Municipal Committee Kamalia. The ceremony was honored by the presence of Assistant Commissioner Kamalia, Ms. Iqra Nasir Awan, Deputy Director Operations Punjab Food Authority Jhang, Mr. Adnan Haider, and Assistant Commissioner Peer Mahal, Mr. Waqas Zafer. The gathering also included senior leadership of the Pakistan Poultry Association, esteemed members, and respected citizens of Kamalia. Prominent PPA members present included



Ch. Shahid Iqbal Gujjer, Mr. Ghulam Ali, and Mr. Shuklat Ansari, along with other notable personalities from the poultry sector and the local community. During the event, Malik Muhammad Sharif performed the cake-cutting ceremony and extended warm greetings to all attendees. Addressing the audience, he wished everyone a very Happy New Year 2026 and expressed hope that the upcoming year would bring peace, prosperity, and growth for the country and the poultry industry. He also offered prayers and sought the blessings of Allah Almighty for the well-being, unity, and continued success of the business community, the people of Kamalia, and the Pakistan Poultry Association. The event provided a valuable platform for networking among industry professionals and reinforced the spirit of collaboration within the local poultry sector.



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2	National Sales Manager Poultry Farm Medicines (Based at Lahore)	<ul style="list-style-type: none"> ● Qualification: DVM/ B.Sc. in Poultry Science ● Sales Experience 8 Years minimum as NSM ● Strong command on imported Nutraceuticals, Phytogenic Medicines & Bio Security Products Range ● Good relations with Breeder companies, Layer & Broiler farms 			Poultry Farm Medicine - (Vacancies 2) <ul style="list-style-type: none"> ● Qualification: MPhil Vet Medicine or Parasitology or Pathology ● Promotion Experience 3 Years minimum as APM ● Strong command on imported Nutraceuticals, Phytogenic Medicines & Disinfection Range ● Good relations with Breeder companies, Layer & Broiler farms
				Vacancies 6 (Based at Lahore)	Dairy Feed Additives - (Vacancy 1) <ul style="list-style-type: none"> ● Qualification: MPhil Animal Nutrition ● Promotion Experience 3 Years minimum as APM ● Strong command on imported Dairy Feed Additives ● Good relations with Dairy Corporates
					Dairy Farm Medicine - (Vacancy 1) <ul style="list-style-type: none"> ● Qualification: MPhil Vet Medicine or Parasitology or Pathology ● Promotion Experience 3 Years minimum as APM ● Strong command on Hoof care and Bio Security Products ● Good relations with Dairy Corporates

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Poultry Industry Delegation Meets Secretary Livestock Punjab Over Taxation and Regulatory Challenge



A high-level delegation representing Pakistan's poultry industry held a strategic meeting with **Secretary Livestock Punjab, Mr. Ahmad Aziz Tarar**, to discuss critical fiscal and regulatory challenges currently constraining the growth of the sector and posing risks to national food security. The delegation was led by **Mr. Abdul Basit, Chairman**, and included **Malik Muhammad Sharif, Vice Chairman**, along with **Mr. Khalique Arshad**. During the meeting, the industry representatives highlighted several measures they termed as "*anti-growth*", which have significantly increased production costs and created uncertainty for investors and poultry farmers.



Key Issues Raised

The delegation expressed serious concerns over multiple taxation and regulatory issues, including:

- **Federal Excise Duty (FED):** The imposition of **Rs. 10 FED per day-old chick**, which, according to the delegation, places an immediate and unsustainable financial burden on farmers at the very start of the production cycle.
- **Multiple Taxation on Poultry Products:** The impact of the **4% further tax** in addition to existing **sales tax on finished poultry products**, resulting in higher prices for consumers and reduced affordability of a key protein source.
- **Import Duties on GP Stock:** The charging of **duty and sales tax on the import of Grandparent (GP) stock**, which is critical for sustaining the local poultry breeding cycle and ensuring uninterrupted supply.
- **Regulatory Overlap:** Concerns regarding **PSQCA notices issued to poultry feed mills for mandatory registration**, which the delegation viewed as a duplication of regulatory oversight, adding unnecessary compliance costs and confusion.

Industry's Position

Chairman **Abdul Basit** emphasized that the poultry sector forms the **backbone of Pakistan's affordable protein supply**, directly contributing to food security and employment. He stated that the prevailing tax regime and inconsistent regulatory directives are discouraging investment, disrupting supply chains, and creating operational uncertainty for feed millers and farmers alike.

Government Response

Secretary **Ahmad Aziz Tarar** attentively listened to the concerns raised by the delegation and assured them that the Livestock Department would examine these issues in detail. He reaffirmed the **Punjab government's commitment to supporting the livestock and poultry sector** and pledged to take up federal-level taxation matters with the relevant authorities to help ensure the long-term viability and sustainability of the industry.



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Colibacillosis, Colisepticemia, Yolk sac

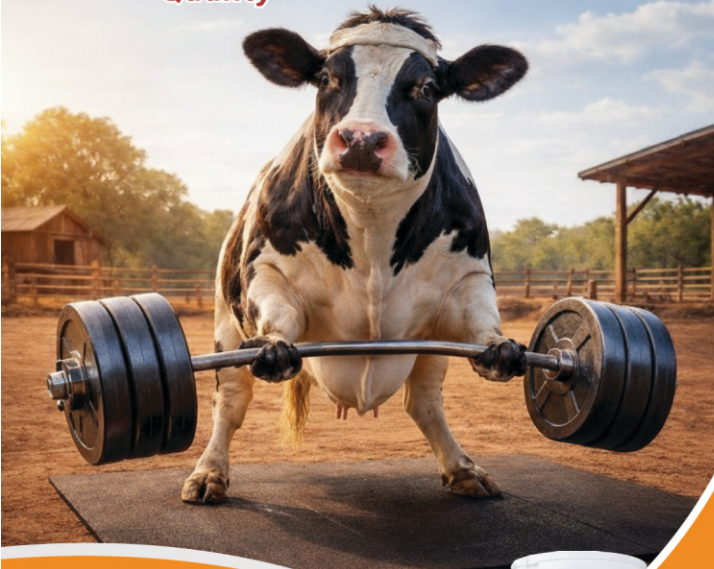
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Vitamin B₁₂ 6.25 g, Vitamin B₈ 4 g, Copper Sulphate 0.25g, Magnesium Sulphate 25 g, Calcium Chloride 0.023g
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FARM EQUIPMENT

- Optimised feed efficiency for flock uniformity
- Support animal welfare and environmental sustainability
- Solutions aligned with market developments in genetics, feeding, and automation

فارم کے آلات و سہولیات

- ریوڈ کی یکسانیت کے لیے خوراک کے موثر اور متوازن استعمال کو یقینی بنانا
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- انڈوں کی پیداوار اور انڈوں کی کارکردگی میں اضافے کے لیے تیار کردہ عملی حل



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- صحت سے متعلق خطرات میں نمایاں کمی، مویشیوں کی بہتر کارکردگی اور عملی نظام میں زیادہ موثر شریٹ
- مختلف اقسام کی حفاظتی ٹیکہ کاری اور ادویات کی فراہمی کے لیے جدید یعنی نظام پیشی حل



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Body Weight and Uniformity During Rearing of Broiler Breeder

Muhammad Aakash

(BS Poultry Science, UAF Constituent College Toba Tek Singh)



The rearing phase is one of the most deciding stage in the life cycle of broiler breeder to determine reproductive performance. During this period management directly affects body weight, development, sexual maturity and flock uniformity, all these are key factors for efficient egg production and fertility.

Modern broiler breeders grow rapidly due to genetic selection, making them highly sensitive to Over/Under-Growth during rearing. Birds that fail to achieve standard body weight target shows uneven sexual maturity, poor egg production, and reduce reproductivity. Similar, poor flock uniformity also leads to uneven growth and response.

That's why, we can Increase/Decrease Feed Standard before early development of reproductive organs (**Around 13th Week**), We can practice body weight grading, for better flock uniformity. Genetically selected for rapid growth, without controlled growth leads to excessive weight gain, fat deposition results "Negatively affecting sexual development and reproductivity."

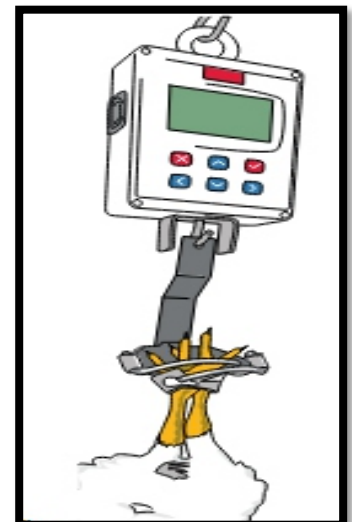
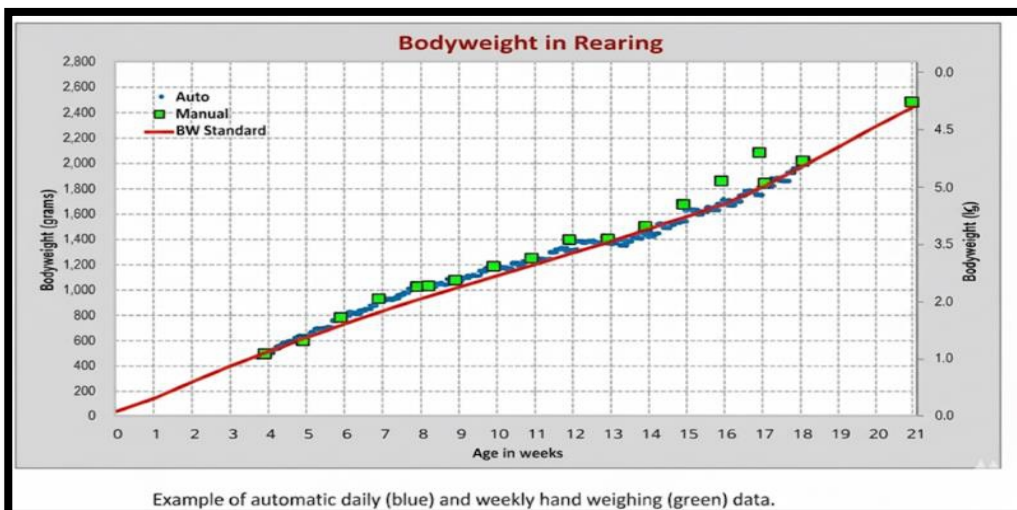
Broiler Breeders are highly sensitive to:

- Even minor negligence can disturb flock uniformity. Overall, rapid
- Nutritional Quality
- Environmental
- Feed Distribution
- Temperature
- Stocking Density

growth potential and biological sensitivity of broiler breeder make strict body weight and uniform management during rearing essential for achieving optimal reproductive performance.

Body Weight:

The Most Critical measurable indication of successful rearing. Achieving proper skeletal development, uniform sexual maturity. Any deviation leads to poor egg production, fertility ↓ and uneven flock performance. **Body weight Management** based on regular monitoring & controlled feeding. Weekly body weight should be conducted using representative sample of the flock, typically including (**About 2-3% Female and up-to 5% Male**) with adjustments by flock size & breeder guidelines. Sampling should be conducted **Early in the morning** before feeding to obtain accurate, uniform and repeatable body weight measurements. Underweight birds often delay sexual maturity, while Overweight birds accumulate excess body fat, reduce fertility and laying persistency. Controlled feeding and adequate feeder space help to maintain body weight close to recommended targets. **Body Weight Calibration** involves feeding programs based on weekly body weight results relative to standard growth curves. **Feed quantity and Nutrient density** change when birds deviate from targets. In flock with wide weight variation, grading and sorting



to improve feed access and growth constancy. Timely Calibration prevents long term growth errors and supports uniform reproductivity.

“The graphical **comparison of target and actual body weight** trends helps identify growth deviations early and supports precise feed adjustment decision.”

Flock Uniformity:

Refers to the percentage of birds within $\pm 10\%$ of the average body weight and reflects the effectiveness of rearing management. High uniformity results equal access to feed, water and stable environment. Poor uniformity arises from uneven feed distribution, competition and managements. Uniform flocks are easier to manage and respond more consistently to feeding and lighting programs, providing a strong foundation for later reproductive performance. Achieving uniformity during rearing by:



- 1. Even Feeding**
- 2. Feeder Space**
- 3. Size Grading**
- 4. Light Uniformity**
- 5. Weekly Body Weight**

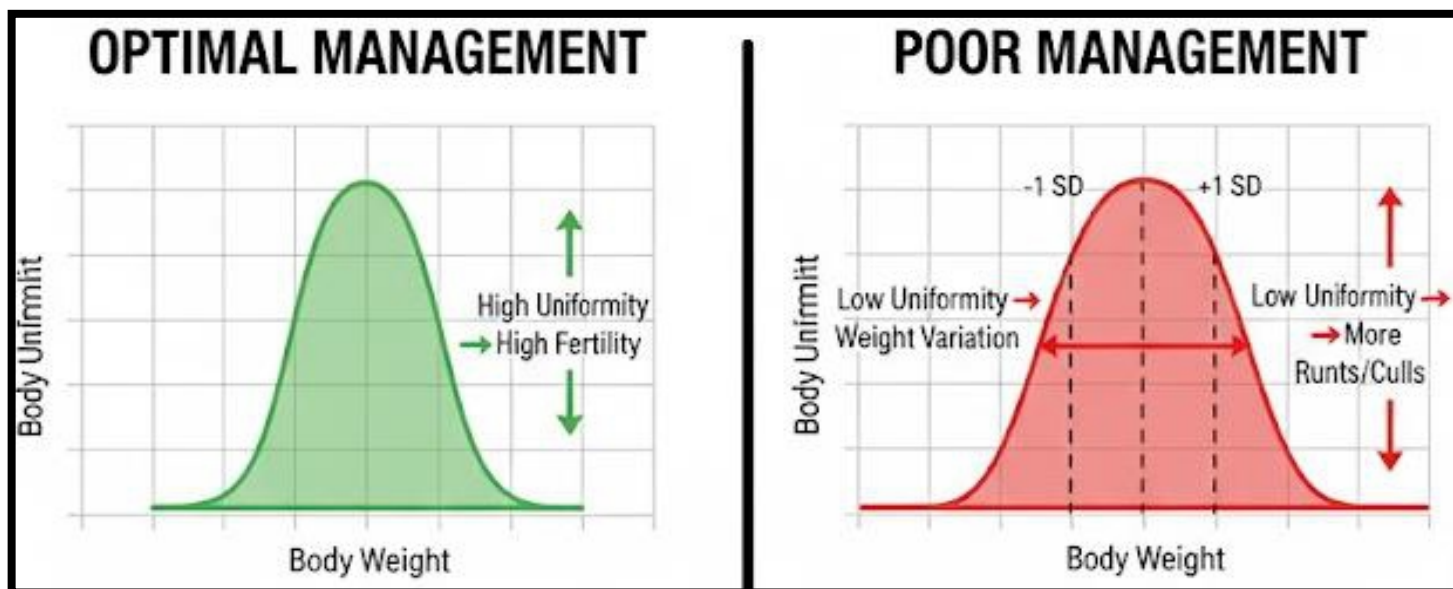
These disciplined check and balance approach, combined with stable environment and light schedule, is essential for maintain high uniformity and preparing the flock for efficient production.

Reproductive Impact:

Precise Body weight control and high flock uniformity established during rearing are decisive factors for reproductive efficiency. Uniform birds reach maturity within a narrow time window, sharp peak production and improved persistency. **“Stable body weight supports consistent ovarian functions, results in uniform egg size and reduce production variability.”**

Balanced growth during rearing ensures proper sexual development of both sexes, improving mating efficiency and sperm utilization. Uniform body weight of **Male & Female** aligns to enhance mating frequency and timing, leading to higher fertility and hatchability. From a mating standpoint, balanced male and female body weight enhance physical mating success and reduces mating failure caused by overweight or underdeveloped birds. **“Proper male development improves sperm production and semen quality, while uniform females provide better mating.”** As a result, fertility and hatchability improve not as isolated outcomes, but as a cumulative effect of correct growth regulation applied during rearing.

Successful reproduction performance is determined during rearing phase. Precise body weight control, high flock uniformity and timely sustained egg production. Early, data driven decisions on feeding, grading and environment remain the most reliable tools for maximizing fertility, hatchability and long-term flock productivity.



6th Executive Committee Meeting of PPA (Term 2024-26) Held in Islamabad



The **6th Executive Committee (EC) Meeting** of the Pakistan Poultry Association (PPA) for the term **2024-26** was held on **Tuesday, January 13, 2026**, at the **PPA Central Office, Islamabad**.

The meeting was chaired by **Mr. Abdul Basit, Chairman PPA**, and was attended by **Mr. Ghulam Khaliq, Senior Vice Chairman PPA**; **Malik Muhammad Sharif, Vice Chairman (North Region)**; and **Mr. Lal Bakhsh Kolachi, Vice Chairman (South Region)**, along with members of the PPA Executive Committee.



Key Matters Discussed

The Executive Committee held detailed deliberations on several critical issues affecting the poultry industry, including:

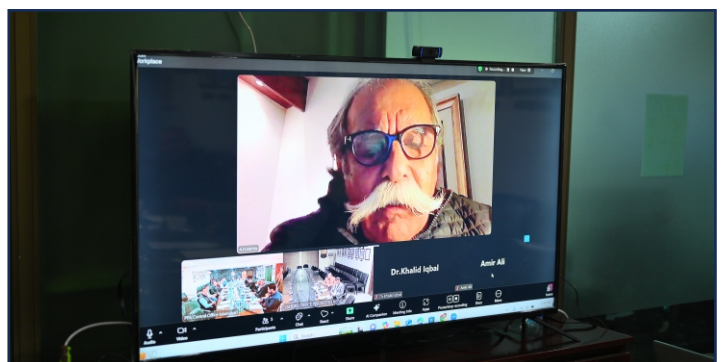
- The imposition of **4% Further Tax** and ongoing efforts to resolve related concerns
 - Filing of **CPLA in the Constitution Court of the Supreme Court (CCSC) of Pakistan**
 - The prevailing **poultry crisis related to Day-Old Chick (DOC) prices**
- The adverse impact of **Federal Excise Duty (FED) on Day-Old Chicks**
 - An update on the forthcoming meeting with the **Secretary Livestock** regarding **Sales Tax, Raw Meat, and FED on DOC**, scheduled for **January 14, 2026**

The meeting was also attended in person by senior and former leadership of PPA, including **Dr. Hassan Sarosh Ikram (Former Chairman PPA)**, **Dr. F. M. Sabir (Group Leader)**, **Chaudhry Muhammad Ashraf (Former Chairman PPA)**, **Chaudhry Ghulam Mustafa (Former Chairman PPA)**, **Mr. Salman Munir**, **Mr. Hamza Sarosh Ikram**, and **Mr. Shahzad Mustafa**, along with other respected Executive Committee members. In addition, several senior industry figures participated via **Zoom**, including **Mr. Abdul Haya Mehta**





(Former Chairman PPA & Chief Organizer IPEX), Mr. Khaleeqe Arshad (Former Chairman PPA), Rai Mansab Ali Kharal (Former Chairman PPA), Dr. Khalid Iqbal, Mr. Amir Ali, and Dr. Sajad Arshad (Chief Organizer, IPEX 2026). The meeting concluded with a consensus on intensifying coordinated efforts to address taxation and regulatory challenges and to safeguard the sustainability of Pakistan's poultry industry.



Pakistan Poultry Association Warns of Chicken Meat Crisis

Thursday, Jan 22, 2026



The **Pakistan Poultry Association (PPA)** has expressed serious concern over the government's decision to retain a **Federal Excise Duty (FED)** of **Rs10 on day-old chicks**, terming it a punitive and regressive measure that threatens the sustainability of the poultry sector and the food security of millions of Pakistanis.

Speaking with media persons here Wednesday, central leadership of the Association warned that the imposition of FED at the very start of the production cycle has sharply increased input costs, forcing many breeders and hatcheries to divert fertile eggs for sale as table eggs instead of incubation. Given the biological production cycle of poultry, reduced chick placement today will inevitably result in a severe shortage of chicken meat within the next six to eight weeks. This shortage is expected to trigger unprecedented spikes in retail chicken prices, further restricting access to affordable animal protein for low-income households and exacerbating nutritional insecurity.

Punjab, which serves as the backbone of Pakistan's poultry industry, will be particularly affected. Continued enforcement of such regressive taxation is likely to push small and medium poultry farms out of business, leading to widespread job losses, declining rural incomes, and significant economic distress across farming communities.

The PPA emphasized that under the prevailing legal framework, FED cannot be levied on the production or sale of live birds, as such taxation lacks statutory backing and is inconsistent with the Constitution of Pakistan.

Addressing the media, **PPA Chairman Abdul Basit** described the levy as a regressive tax that strikes at the very foundation of poultry production. 'Imposing a Rs10 FED on a day-old chick is a catastrophic decision and reflects a basic misunderstanding of the poultry industry's dynamics. This is not merely a tax on farmers; it is effectively a tax on the food plate of every Pakistani who depends on chicken as the most affordable source of protein,' he stated.

Group Leader and CEO of poultry association, Dr FM Sabir, highlighted that the industry is already under immense pressure due to high electricity tariffs and escalating feed costs, particularly stemming from restrictions on soybean imports. The poultry sector contributes over 40 percent of Pakistan's total meat consumption and is central to national food security. By imposing a fixed duty at the hatchery level, the government is driving small-scale farmers out of the market, which will inevitably lead to supply shortages and sharp increases in consumer prices, he warned. **PPA Vice Chairman Malik M Sharif** noted that the industry is facing a severe survival crisis. He pointed out that production costs have risen to Rs350–380 per kg, while market volatility often prevents farmers from recovering these costs. Senior industry representatives Khaliq Arshad and Dr Sajjad Arshad urged the FBR and the Ministry of Finance to immediately reconsider the levy. They noted that even international stakeholders, including the IMF, have previously questioned narrowly targeted industry taxes that neither broaden the tax base nor support essential food production. The Association demanded the immediate withdrawal of the Rs10 FED on day-old chicks to stabilize production and prices. The Association cautioned that failure to roll back the tax could soon render chicken and eggs 'luxury items' beyond the reach of the common man, while endangering the livelihoods of millions of people connected to the poultry value chain. The PPA leadership concluded by appealing to the Prime Minister and the Federal Finance Minister to initiate meaningful dialogue with industry stakeholders and to formulate a stable, growth-oriented policy framework that ensures the continuous availability of affordable protein for the people.

Chinese Delegation from Jinan Visits PPA Lahore to Strengthen Poultry Sector Cooperation



In a significant move toward modernizing Pakistan's livestock and poultry sector, a high-level Chinese delegation from Jinan, representing the animal agriculture industry, visited the Pakistan Poultry Association (PPA) Regional Office in Lahore today.

The delegation was warmly received by Mr. Abdul Basit, Chairman, Pakistan Poultry Association, along with senior PPA officials. The visit follows the recent Pak-China Agriculture Investment Conference, where investment Memorandums of Understanding (MoUs) worth billions of rupees were signed to expand bilateral cooperation in agriculture and livestock development.

Key Highlights of the Meeting

- **Technology Transfer:** Detailed discussions were held on the introduction of advanced Chinese poultry technologies, including the import of high-quality Grand Parent (GP) stock, aimed at improving genetic efficiency and productivity in Pakistan's poultry sector.
- **Joint Ventures:** Both sides explored opportunities for joint ventures in poultry vaccine production and the manufacturing of high-quality, cost-effective poultry feed.
- **Sector Modernization:** The Jinan delegation shared expertise in climate-controlled housing, automation, and modern farm management systems, which can help Pakistani farmers reduce operational costs and improve biosecurity.
- **Export Expansion:** Strategies were discussed to align Pakistan's poultry industry with international biosecurity and quality standards, opening pathways for exporting value-added poultry products to the Chinese market.

Speaking on the occasion, PPA leadership emphasized that this collaboration represents a major milestone for the industry. "By integrating Chinese innovation and technology with Pakistan's strong production capacity, we can enhance food security, improve farmer profitability, and significantly boost national exports," the Chairman noted. The visit underscores the growing depth of Pakistan-China cooperation in agriculture and reinforces the shared commitment of both countries to sustainable growth, innovation, and long-term food security.



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the Gap* With broader
protection
against IB



Medivac IB Variant

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M02 is identical to Genotype GI-13 or 793B group

Indication:

Prevention against Infectious Bronchitis (IB) in poultry

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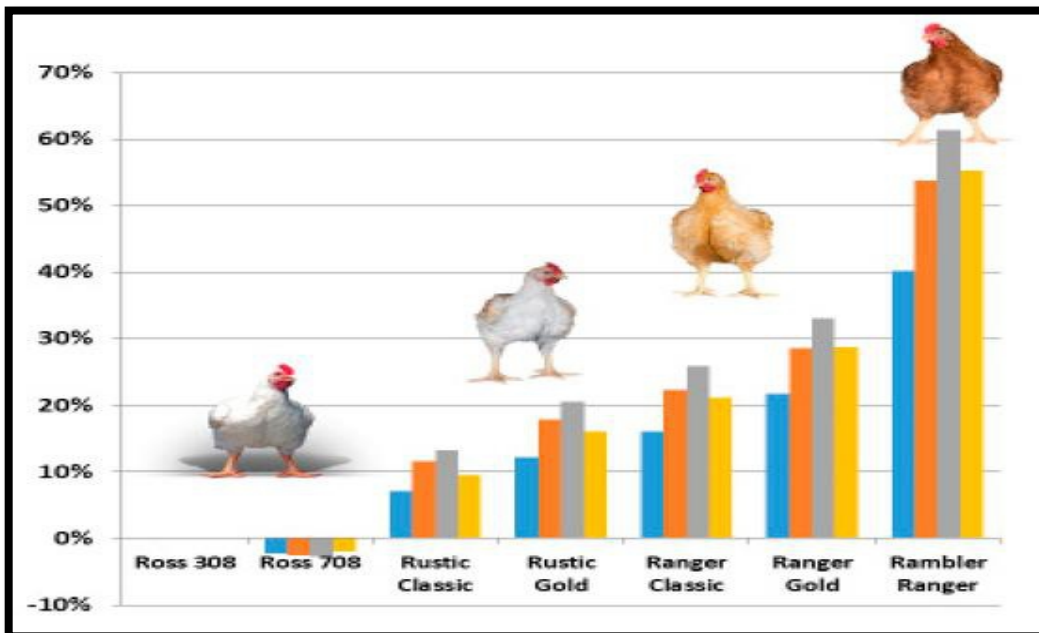
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Working Towards a Healthy Future

Genetic and Breeding Innovations in Poultry

Shaping the Future of Sustainable, Resilient and High-Performance Production



Genetics the Silent Engine of Poultry

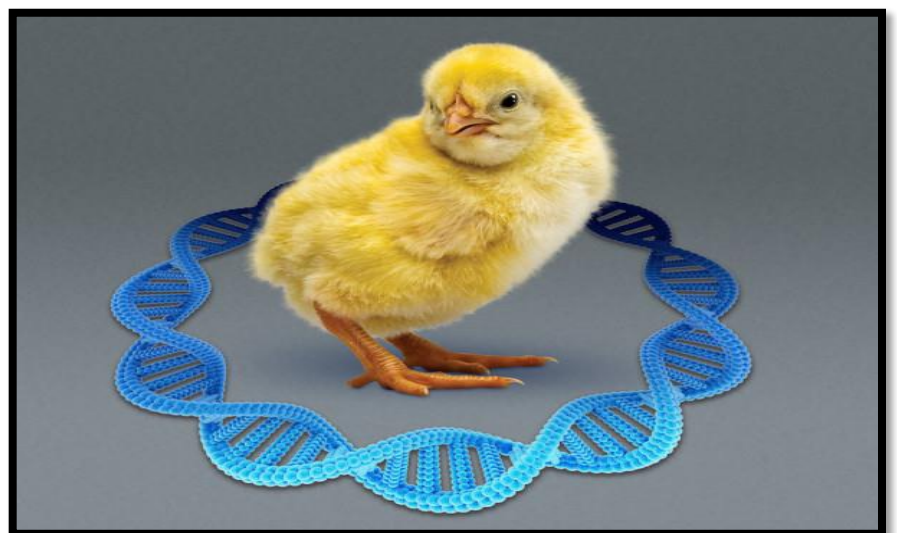
Progress: The global poultry industry has always been driven by innovation, but no force has been as transformative, consistent and far-reaching as genetic and breeding advancement. From the dramatic improvement in feed conversion ratios to enhanced disease resistance and improved meat and egg quality, modern poultry genetics has reshaped how the world produces affordable, safe and nutritious animal protein. Today, poultry genetics stands at a critical crossroads. The industry faces rising challenges climate stress, disease pressure, feed cost volatility, antimicrobial resistance concerns, sustainability demands, and animal welfare expectations. In response, genetic science is no longer focused solely on productivity. Instead, it is evolving toward balanced breeding, integrating performance, resilience, welfare, and environmental sustainability. For Pakistan a country where poultry contributes over 40% of total meat consumption and remains the most affordable animal protein genetic and breeding innovations are not just a technological trend; they are a national food security necessity. This article explores the latest international genetic innovations, emerging breeding technologies, and how Pakistan's poultry sector is

what could be observed.

Modern Genetic Era

Over the past three decades, global breeding companies have shifted toward genomic-assisted selection, using DNA markers to identify superior traits at the molecular level. This has enabled:

- Faster genetic progress
- Higher accuracy in trait selection
- Simultaneous improvement of multiple traits
- Today's commercial broilers reach market weight in nearly half the time compared to birds from the 1980s, while layers produce over 300 eggs per hen per year, with improved shell quality and persistence.



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p g p g
these advancements
within its own economic,
climatic, and regulatory
context.

Evolution of Poultry Genetics: From Conventional Selection to Precision Breeding

Traditional Breeding: The Foundation

Historically, poultry breeding relied on **phenotypic selection** choosing birds based on visible traits such as body weight, egg production, growth rate, and survival. While effective, this approach was time-consuming and limited by



- Advanced algorithms and AI models analyze this data to make **high-confidence breeding decisions**, ensuring continuous improvement while minimizing unintended negative traits.

Why This Matters

Precision breeding allows geneticists to:

- Avoid over-selection of single traits
- Maintain genetic diversity
- Improve long-term flock robustness

This approach aligns strongly with **global sustainability and welfare frameworks**, particularly in Europe and North America.

Disease Resistance & Robustness: Genetics as Biosecurity Global Challenge

- Emerging and re-emerging diseases avian influenza, Newcastle disease, infectious bronchitis pose ongoing threats to poultry production worldwide.

Genetic Solutions

Breeding for disease resistance does not replace biosecurity but **strengthens the bird's natural defense mechanisms**, reducing:

- Mortality rates
- Production losses
- Dependence on antibiotics

International Research Focus

- Genetic resistance to Marek's disease
- Improved immune response traits
- Enhanced gut health through genetic selection
- These advancements support global efforts to reduce **antimicrobial usage**, aligning with WHO and OIE guidelines.

Heat Tolerance & Climate-Resilient Poultry Genetics

Climate Change Reality

Rising global temperatures have made **heat stress** one of the most critical production challenges especially in tropical and subtropical regions like **Pakistan**.

Genomic Selection: The Backbone of Modern Poultry Breeding

What is Genomic Selection?

Genomic selection uses **DNA sequencing and bioinformatics** to predict a bird's genetic potential early in life sometimes even before hatching. Thousands of genetic markers are analyzed to select birds that carry the most desirable trait combinations.

Key Traits Enhanced Through Genomics

- Feed efficiency (lower feed cost per kg meat/egg)
- Disease resistance (e.g., coccidiosis, Marek's disease)
- Heat tolerance
- Leg strength and skeletal health
- Egg shell strength and internal quality
- Reduced mortality and better livability

Global Impact

International breeding companies such as **Aviagen, Cobb, Hy-Line, Lohmann, and Hendrix Genetics** rely heavily on genomic tools to deliver balanced, robust strains suitable for diverse production systems from intensive commercial farms to climate-challenged regions.

Precision Breeding & Big Data: The New Intelligence Layer

Data-Driven Genetics

Modern breeding programs now integrate:

- Performance data from millions of birds
- Environmental data (temperature, humidity, housing)
- Health and welfare indicators
- Slaughterhouse feedback (meat yield, quality)





Breeding for Heat Resilience

Modern genetics now emphasize:
Better thermoregulation

- Lower metabolic heat production
- Improved survival during heat waves
- International breeding lines are increasingly tested under **hot-climate field conditions**, making them more suitable for countries with limited climate-controlled housing.

Pakistan Perspective

With summer temperatures often exceeding **45°C**, heat-tolerant genetics play a vital role in:

- Reducing mortality
- Maintaining feed intake
- Stabilizing egg production

Welfare-Oriented Breeding: A Global Ethical Shift

Balanced Breeding Concept

Global poultry genetics is moving away from extreme productivity toward **balanced welfare traits**, including:

- Stronger legs and skeletal health
- Better cardiovascular fitness
- Reduced metabolic disorders
- Improved behavioral traits

International Standards

European welfare regulations and consumer expectations have significantly influenced breeding goals, creating genetics that perform well **without compromising bird well-being**.

Why This Matters for Pakistan?

While welfare legislation is still evolving locally, **export markets, multinational food chains, and modern retailers** increasingly demand welfare-friendly

production. Genetics that support welfare give Pakistan a competitive advantage.

Gene Editing & Advanced Research: Future Possibilities

CRISPR & Gene Editing

Globally, research institutions are exploring **gene-editing technologies** such as CRISPR to:

- Enhance disease resistance
- Improve feed utilization
- Reduce environmental impact

Regulatory Reality

Commercial use of gene-edited poultry is still **highly regulated** and not yet mainstream. Most breeding companies currently focus on **non-GMO genomic selection**, which is widely accepted internationally.

Pakistan's Position

Pakistan follows international regulatory norms and currently relies on **approved conventional**





genetic lines, ensuring consumer trust and trade compatibility.

Pakistan's Poultry Genetics Landscape: Practice, Progress & Potential

Dependence on International Breeding Lines

Pakistan's commercial poultry sector primarily uses genetics sourced from **globally recognized breeding companies**, ensuring:

- Proven performance
- Disease resilience
- International credibility

Local Adaptation

- Pakistani hatcheries and integrators play a crucial role by:
- Adapting management practices to local climates
- Optimizing nutrition for genetic potential
- Selecting parent stock suited to regional conditions

Role of Institutions

- Veterinary universities, research institutes, and industry bodies contribute through:
- Performance evaluation studies
- Disease monitoring
- Farmer training and extension services

Challenges in Genetic Utilization in Pakistan

Despite access to world-class genetics, challenges remain:

- Inconsistent farm management
- Biosecurity gaps
- Limited climate-controlled infrastructure
- Rising feed costs
- Genetics alone cannot deliver results

management, nutrition, housing, and health programs must align to unlock full genetic potential.

The Road Ahead: Genetics as a Strategic National Asset

Future Priorities

- Continued access to internationally approved genetics
- Investment in breeder farm biosecurity
- Training farmers on genetic potential utilization
- Climate-resilient production planning

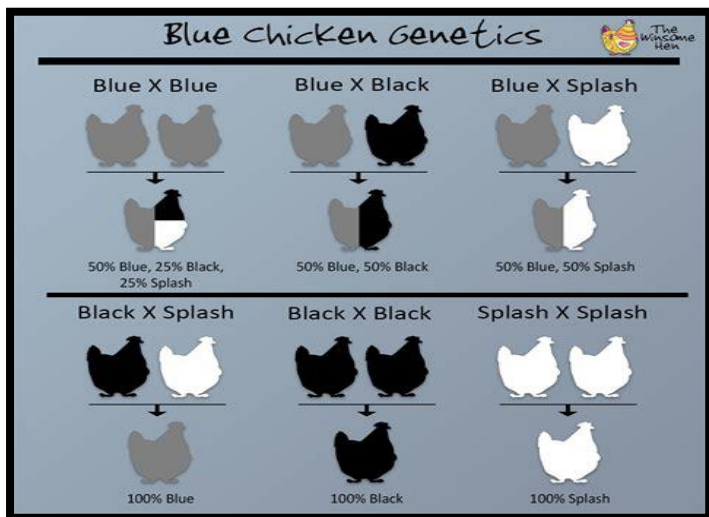
Strategic Importance

Poultry genetics will remain a **cornerstone of Pakistan's food security**, helping the industry:

- Meet protein demand
- Control production costs
- Improve sustainability
- Enhance export credibility

Genetics Driving the Next Poultry Revolution

Genetic and breeding innovations are no longer behind-the-scenes science—they are the strategic drivers of modern poultry production. Internationally, genetics is shaping a future that is more efficient, resilient, ethical, and sustainable. In Pakistan, the smart adoption of these advancements combined with improved management and policy support can ensure long-term industry stability and growth. As global challenges intensify, the birds of the future will not just grow faster they will be smarter, stronger, and better adapted to the world they live in. And at the heart of this transformation lies genetics quietly shaping the future of poultry.



Policy Consistency Vital for Stability of Poultry Industry and National Economy

Industry experts have emphasized that **policy consistency and economic stability** are essential to ensure sustainable growth of Pakistan's poultry industry, which plays a critical role in national food security and affordable protein supply. Speaking on the current economic and industrial challenges, the **Chairman, Pakistan Poultry Association (PPA)** stated that frequent policy shifts, excessive taxation, and rising production costs are severely affecting the poultry sector. He noted that despite being one of the fastest-growing segments of the livestock economy, the poultry industry continues to face uncertainty due to inconsistent government measures. The Chairman PPA highlighted that poultry farming provides one of the **cheapest and most accessible sources of protein** for the masses. However, increased input costs, higher taxes, and regulatory pressures have made it increasingly difficult for producers to sustain operations, ultimately impacting consumer prices and food security. He stressed that economic indicators show clear signs of pressure, and unless corrective measures are taken, industrial growth—particularly in the poultry and livestock sectors—will remain constrained. The Chairman urged policymakers to adopt **business-friendly and growth-oriented policies** that encourage investment, stabilize production costs, and support exporters. Referring to international best practices, he stated that developed economies protect and promote their agri-based industries through incentives and tax relief, while Pakistan's poultry sector continues to struggle under mounting fiscal burdens. He added that **policy continuity, tax rationalization, and regulatory harmony** are critical for restoring investor confidence. The Chairman Pakistan Poultry Association further noted that economic recovery is closely linked with industrial revival. Strengthening the poultry industry would not only enhance food security but also generate employment and contribute to overall economic stability. Economic analysts echo this view, stating that **sustainable economic growth is not possible without a strong industrial base**, and poultry remains a cornerstone of Pakistan's agri-industrial framework. They emphasized that timely reforms and consistent policies can help the industry overcome current challenges and move towards long-term stability.



Sharp Drop in Day-Old Chick Prices May Push Poultry Industry into New Crisis: PPA Chairman

Pakistan Poultry Association (PPA) Chairman **Mr. Abdul Basit** has warned that an **abnormal decline in day-old chick prices** could drive the poultry industry toward a fresh crisis if timely corrective measures are not taken. Speaking on the issue, he said the poultry sector operates strictly on the **principle of supply and demand**, which is the natural market mechanism. Whenever poultry farmers start facing losses, they reduce the placement of eggs for chick production. As a result, the **demand for day-old chicks declines**, leading to a sharp fall in their prices. Mr. Basit explained that although such fluctuations are a regular feature of the market, the long-term consequences can be damaging. When eggs are diverted mainly for consumption instead of hatching, **chick production decreases**, creating a future shortage. This shortage later results in **higher chick prices**, followed by a reduction in poultry bird availability and, ultimately, an **increase in chicken meat prices**. He cautioned that this chain reaction eventually becomes a **major challenge for the government**, which then resorts to crackdowns and administrative measures, further complicating the situation instead of resolving the root causes. To prevent the poultry industry from sliding into another crisis, the PPA Chairman urged the government to **abolish the federal duty (FDA) imposed on day-old chicks**, stating that this step is essential to stabilize the industry and ensure sustainable poultry production in the country.



Launching Hisex White Layer in Pakistan

Quality That Counts

Noor Poultry proudly introduces the world-renowned **Hisex White Layer commercial chicks** in Pakistan. Backed by the expertise of **Hendrix Genetics, Netherlands**, the **Hisex White** is trusted globally for its outstanding productivity, superior egg quality, and remarkable feed efficiency—delivering proven performance for progressive poultry farmers.

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Hisex White – The Egg Machine

Globally recognized as “**The Egg Machine**,” Hisex White consistently delivers maximum egg numbers, superior quality, and long-lasting performance—making it the smart choice for commercial egg producers.



Performance Highlights

Housing	Peak Production	Avg. Egg Wt.	Egg. per hen*	Feed Conversion*	Shell Strength	Haugh Units
Cage	97%	61.6g	484-500	2.03 kg/kg	4150 g/cm ²	82
Floor	96.5%	61.6g	479-490	2.22 kg/kg	Excellent	82

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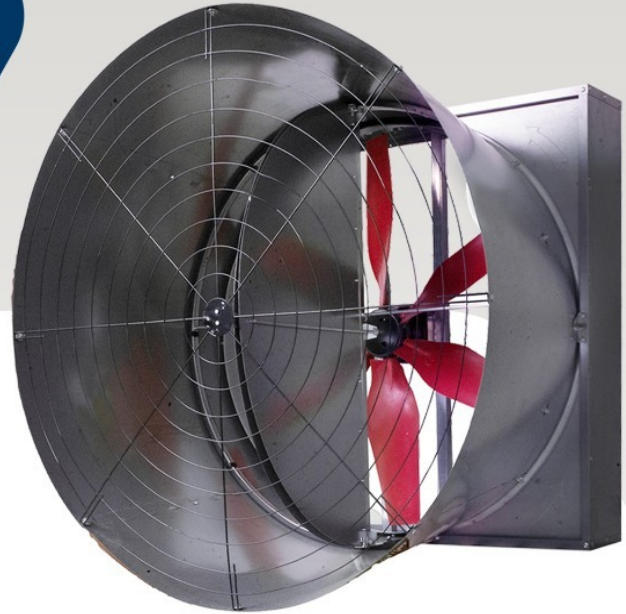
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Zero Maintenance Fan



	Unit	Specs
Fan Type	Butterfly Cone Fan	
Application	High Speed Air Exchange For Poultry	
Body Dimensions	INCH	54
Blade Dimensions	INCH	50
Cone Size	INCH	63
Blade Material	UV Resistant High Composite Fiber-Nylon Blend	
Number of Blades	6	
Shutter Type	Butterfly Shutter with Front and Back Mesh	
Frame Material	Galvanized Steel (275g/m ²)	
Air Flow	CFM	28000
Fan Efficiency	CFM/Watts	25.45
Motor	BRUSHLESS DC MOTOR (BLDC)	
Power	WATTS	1100
Voltage	V	380
Frequency	Hz	50
Amperes	A	1.8-2.2
RPM	RPM	700
Variable Speed	YES	
Warranty and service	1 YEAR MOTOR WARRANTY	

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Fat	7.43	7.42	5.54	11.43
Fiber	1.55	1.55	1.37	3.03
Ash	2.93	2.93	2.27	3.97
Moisture	5.10	5.10	7.83	6.20
Total	<u>100.00%</u>	<u>100.00%</u>	<u>100.00%</u>	<u>100.00%</u>

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Blockchain & Supply Chain Transparency in the Poultry Industry

How Distributed Ledgers Are Reshaping Traceability, Trust and Trade from Farm to Fork



In the modern food economy, transparency is no longer a competitive advantage it's an expectation. Consumers demand reliable information about what they eat, where it came from, and how it was produced. Regulatory agencies worldwide are tightening traceability requirements. Meanwhile, food safety recalls, disease outbreaks and concerns over ethical sourcing are pressing producers and supply chains to innovate. For the poultry industry one of the world's largest and most globally connected food sectors blockchain technology offers a pathway to verifiable, tamper-proof, end-to-end transparency from the farm to the consumer's plate. Unlike traditional centralized databases that can be manipulated or segmented by stakeholders, blockchain provides a decentralized, immutable record of every critical event in the poultry supply chain, enabling trust and accountability for producers, processors, regulators, and consumers alike. This article explores the transformative potential of blockchain for poultry supply chains worldwide, how it's being used, the practical benefits and challenges, and how this technology can be applied within

Pakistan's poultry sector to strengthen food safety, export competitiveness and consumer confidence.

What Is Blockchain?

At its core, blockchain is a distributed ledger technology (DLT) where data is stored in blocks linked in chronological order, and every participant in the network holds a synchronized copy of the ledger. Once data is recorded, it cannot be altered without consensus from the network, making every entry transparent, traceable and immutable. In a poultry context, this means every step from breeder farm records and feed details to processing, distribution and retail can be recorded in interoperable blockchain systems that all stakeholders can verify.

Why Transparency Matters in Poultry

Food Safety and Recall Efficiency: Poultry products are vulnerable to contamination risks, including bacterial outbreaks (e.g., Salmonella, Campylobacter), improper handling, or mislabeled processing steps.

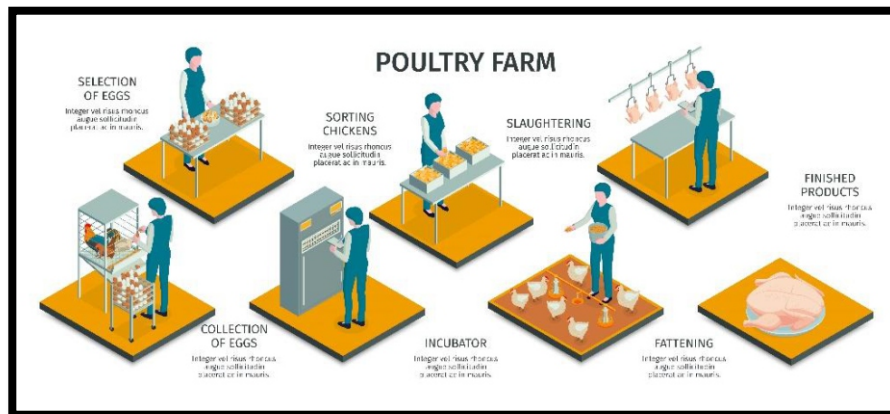
Traditional traceability systems often rely on paper trails and siloed databases, making investigations slow and

resource-intensive. With blockchain, data is available instantly to all authorized parties, drastically reducing the time

and resources needed to trace suspect batches, identify contamination sources, and remove them from shelves saving lives and brand reputation.

Building Consumer Trust: Today's consumer wants accountability. Whether the concern is halal certification, animal welfare, antibiotic use, or freshness, blockchain allows consumers or retailers to trace product history via QR codes. This transparency fosters trust, especially in markets with premium pricing for verified quality.

Regulatory Compliance: Food safety regulators increasingly mandate traceability for imports and exports. Immutable record-keeping simplifies compliance with international standards and audit





requirements, making blockchain especially valuable for countries that export poultry products to global markets.

How Blockchain Works in a Poultry Supply Chain

Data Input at Key Stages:

Blockchain record entries occur **at every critical tracking event (CTE):**

Breeding & Rearing: Breed information, vaccinations, growth conditions.

Farm Feeding & Health: Feed composition, medication, environmental conditions.

Processing & Packaging: Slaughterhouse records, hygiene checks, batch data.

Distribution & Retail: Transport conditions, storage temperature, handling logs.

These records are written to the blockchain, often paired with IoT sensor data (temperature, humidity), and accessible via QR codes for consumers and stakeholders. A good example is poultry traceability platforms like FoodTraze, which document the full journey from farm details to packaging and distribution and make it available to stakeholders and consumers.

The Core Technological Strengths of Blockchain

Immutability: Once recorded, blockchain data cannot be altered without consensus, preventing unauthorized data tampering and protecting the integrity of records.

Decentralization: Multiple participants (e.g., farmers, processors, regulators) share the same data, reducing single points of failure and fostering trust across independent entities.

Real-Time Traceability: Supply chain events are recorded in near-real time and visible to all authorized parties, enabling rapid decision-making and transparency.

Enhanced Audit Trails: Blockchain creates verifiable audit trails for regulators and auditors, simplifying compliance and reducing paperwork and bureaucratic drag.

International Experiences & Use Cases

Retail Giants & Global Traceability Projects:

Companies like Walmart (though not poultry-specific) have pioneered blockchain traceability for food, proving that large supply chains can validate traceability for millions of products efficiently.

Wearable Traceability for Animal Data:

Some innovative schemes in China have even used blockchain-linked wearable tags on

chickens to track health, condition and life journey, with data logged to blockchain accessible via smartphones. This model enhances

anti-counterfeiting and consumer trust.

Halal Certification Support:

Blockchain has been demonstrated as a tool to enhance **halal traceability**, where each step in the supply chain (including certification events) is recorded and verified, boosting confidence among Muslim consumers globally.

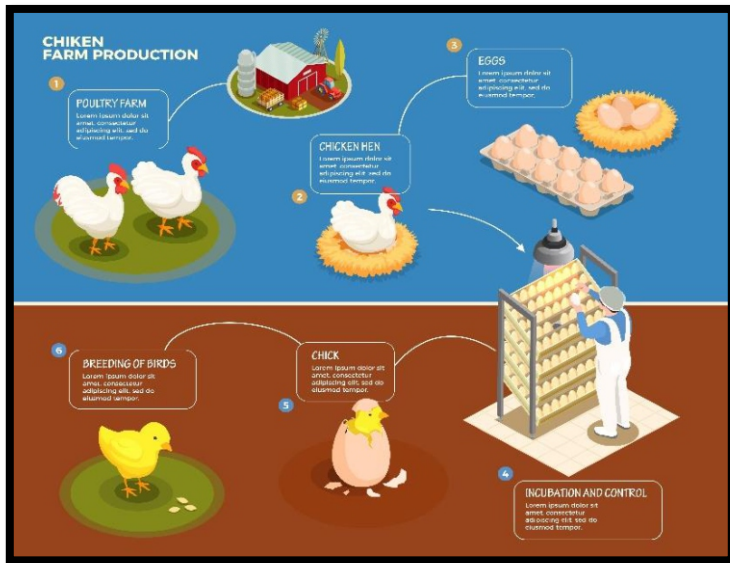
Blockchain in Disease Control and

Outbreak Management:

Beyond product traceability, blockchain can support poultry health and disease tracking systems. Real-time data on disease incidence, environmental conditions, or health checks recorded on blockchain can support faster outbreak responses and epidemiological investigations, improving food safety and animal health management.

Benefits of Blockchain for Poultry Companies





Enhanced Brand Reputation: Brands that can prove product history through immutable records gain competitive advantage and consumer loyalty.

Reduction in Counterfeiting and Fraud: Immutable supply chain data makes it harder for counterfeit or adulterated products to enter the market.

Operational Efficiency: Blockchain reduces reconciliation costs, paperwork, and administrative overhead, streamlining supply chain operations.

Supports Sustainability Efforts: Blockchain can record environmental and welfare-related KPIs (such as feed source, water usage, welfare audits), enabling sustainability reporting and responsible production credentials.

Challenges and Barriers to Adoption

Infrastructure and Cost: Blockchain systems require digital infrastructure, sensors and interoperability standards significant investments for small and medium poultry farms.

Data Quality & Human Input: Blockchain's immutability cannot guarantee the accuracy of data entered. If incorrect information is recorded initially,

it remains permanently, making data governance and verification protocols essential.

Integration with Legacy Systems: Many poultry operations still rely on manual or siloed digital systems that must be upgraded for blockchain compatibility.

Regulatory and Standardization: Global adoption will require harmonized regulatory frameworks and data standards to ensure cross-border interoperability.

Application Potential in Pakistan's Poultry Sector: Pakistan is one of the world's fastest-growing poultry markets, with per capita consumption rising steadily. Yet challenges such as food safety concerns, informal supply chains, and inconsistent traceability practices persist.

Food Safety & Consumer Confidence: In Pakistan, food contamination concerns often stem



from opaque supply chains where consumers lack reliable product history. Blockchain can help establish credible traceability records, reducing fraud and enhancing safety.

Export Competitiveness: For exporters targeting markets with stringent traceability standards (EU, GCC nations), blockchain provides verifiable assurance of origin, handling and compliance, strengthening Pakistan's export value proposition.





Compliance with Modern Standards: Blockchain supports compliance with HACCP, ISO, halal certification and other international standards by maintaining transparent chronological records.

Potential Pilot Programs: Pakistan could benefit from pilot blockchain programs linking hatcheries, processing facilities, logistics providers and retail chains with digital traceability platforms. Partnership with universities and tech start-ups could accelerate innovation and reduce cost barriers.

Integrating Blockchain with IoT and

Analytics: The true power of blockchain in supply chain transparency is realized when combined with:

IoT Sensors: for real-time environmental and transport condition data.

Smart Contracts: to automate compliance checks and trigger actions (e.g., alerts if temperature thresholds are breached).

Big Data Analytics: to track trends, predict risks, and improve planning.

These integrations enhance data richness, operational efficiency and decision-making enabling a digital poultry supply chain of the future.

Strategic Steps for Adoption in Pakistan: To leverage blockchain effectively, Pakistan's poultry sector should consider:

Awareness & Capacity Building: Trainings for farmers, integrators, processors on traceability, data standards and blockchain benefits.

Public-Private Partnerships: Government incentives for pilot blockchain initiatives linked to food safety agencies and export boards.

Technology Infrastructure: Investments in digital tools and IoT devices at farm and processing levels.

Standardized Data Protocols: National guidelines for poultry traceability data elements to ensure interoperability.

Consumer Accessibility Tools: QR code systems on packaging allowing consumers to verify product history.

A Pathway to Trust, Safety and Growth:

Blockchain technology holds the promise of fundamentally reshaping the poultry industry's supply chains making them more transparent, efficient, and resilient. The poultry sector's future depends not just on producing more, but on producing with integrity, verifiability and trust. For Pakistan, embracing blockchain doesn't just address supply chain opacity it unlocks export opportunities, strengthens food safety, and builds consumer confidence. When every egg, cut and carton carry an immutable digital history, the poultry industry moves closer to a future where consumers truly know what they are buying and producers gain the credibility essential for global competitiveness. Blockchain is not just technology it is a system of trust for the poultry supply chain.



Lipo AMP

Multi-dimensional emulsifier

BENEFITS

- Developed to maximise profitability by reducing feed costs and maintaining performance
- Enhanced growth performance of monogastric animals
- Improved dry matter, lipid and protein digestibility
- Reduced waste output

“The combination of hydrophilic and lipophilic characteristics in one molecule gives it the distinctive property that the emulsifier can dissolve in fat as well as in water and can aid in mixing the two fractions.”

- Siyal et al, 2017

Lipo AMP is designed to encourage sustainable feeding, reducing overall feed costs whilst, maintaining performance of livestock. The utilisation of a multi-dimensional emulsifier in Lipo AMP, improves fat, protein and dry matter digestibility through enabling the feeding of low-energy diets. The improvements in nutrient digestibility caused by the addition of Lipo AMP in feed results in reduced greenhouse gas emissions and nitrogen waste output.

Lipo AMP also aids in lowering energy use during the feed production process which results in a reduction of the overall production cost.



Lipo ZAP

Pre-emulsified Monolaurin

BENEFITS

- **Minimises pathogen population**
- **Enhances growth performance**
- **Modulates the immune system**
- **No antimicrobial resistance issue**

“Alpha-monolaurin positively impacts birds’ feed efficiency and immune response and can be applied as a natural immune enhancer in the broiler industry”

- Effect of Dietary Inclusion of Alpha-Monolaurin on the Growth Performance, Lipid Peroxidation, and Immunity Response in Broilers.

~Saleh, et al., 2021~

Reduced antibiotic use, increased sustainability

With increasing rates of microbial resistance to conventional antibiotics in livestock production, Ecolex Animal Nutrition’s LIPO ZAP has the solution to combating this worldwide phenomenon. Monolaurin is a potential natural antimicrobial agent used in animal feed additives. The Ecolex emulsion system and the, Ecolex Knowledge and Discovery Center successfully enhanced the antimicrobial activity of monolaurin, reducing disease and enhancing growth and performance naturally.

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INTERNATIONAL POULTRY EVENTS 2026

- 1 **World's Poultry Congress (WPC 2026)**
Thu, 09 – Sun, 12 Jul 2026 Toronto, Canada 
- 2 **Poultry Science Association (PSA) Annual Meeting 2026**
Fri, 10 – Mon, 13 Jul 2026 Toronto, Canada 
- 3 **AAAP Annual Meeting 2026**
Tue, 28 – Thu, 30 Jul 2026 Orlando, Florida, USA 
- 4 **European Poultry Science Conference / Symposium**
Mon, 03 – Wed, 05 Aug 2026 Europe 
- 5 **Asia Poultry Feed & Technology Expo 2026**
Thu, 13 – Sat, 15 Aug 2026 Bangkok, Thailand 
- 6 **10th International Agro & Poultry Africa 2026**
Thu, 20 – Sat, 22 Aug 2026 Nairobi, Kenya 
- 7 **WVPA Regional Poultry Conference 2026**
Tue, 01 – Thu, 03 Sep 2026 Istanbul, Turkey 
- 8 **AGRA Middle East & AgroFarm 2026**
Tue, 08 – Thu, 10 Sep 2026 Dubai, UAE 
- 9 **Smart Poultry World 2026**
Wed, 09 – Thu, 10 Sep 2026 Sofia, Bulgaria 
- 10 **VIV Select Asia / VIV China (Poultry Focus)**
Tue, 15 – Thu, 17 Sep 2026 Nanjing, China 

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اجزاء

- تیل: 3 کھانے کے چمچ
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Mah Jabeen Nadeem

Broiler Vaccination program



National Disease Control Committee (NDCC)
Pakistan Poultry Association
Vaccination Schedule for

- Breeding Stock
- Commercial Layers
- Rural Poultry

Age Days	Route	Vaccine Type	Target Minimum Titers	Target PCR
1	Spray	IB Classic Live	IB Elisa 400	IB Negative
1	Injection	IBD Vector/ICX	IBD Elisa 400	IBD Negative
4	Spray	ND Live	ND HI 5	ND Negative
5	Injection	ND+H9 killed	H9 HI 5	H9 Negative
18	Spray	ND Live	H9 HI 3 & ND HI 4	H9 and ADENO Negative

Recommendation

- Sick Birds should not be carried in the Flock
- Weight of First Week should be observed
- Strict Biosecurity should be Implemented
- Proper Disposal of Dead Birds
- Immunosuppression should be monitored
- Regular monitoring of Titer of Flock

AGE IN DAYS	NAME OF VACCINE
1	IB and IB Variant
6	ND + H9 Killed ND Live
9	IBD Live
14	IBD Live
20	H5+H7 Killed
35	FOWL POX
48	H5 Killed
54	ND + IB Live; ND +H9 Killed
62	IB Variant + H7
83	ND + IB Live
92	ND + IB+EDS Killed

Note: For CAV, ILT, REO, FAdV, SHS, AE Salmonella, Mycoplasma, Fowl Cholera, Infectious Coryza and others please Consult your Veterinary Consultant

Pakistan Poultry Association



NDCC Pathogen Isolation, Molecular Sequencing, and Risk Evaluation Report for 2025

Sr. #	Disease Name	Causative Agent	Strain/ Type	Mutation
1.	Avian Influenza A	AIVH9	Segment 4	High
2.	Newcastle Disease	NDV	G-II G-VII G-VIIId	High
3.	Infectious Bronchitis Disease	IBV	QX like Variant, 491 793B	High
4.	Infectious Bursal Disease	IBD	VP1 Gene VP2 Gene	Low
5.	Hydro-pericardium Syndrome	FAdV	FAdV-II FAdV-VIII FAdV 8a FAdV 8b FAdV-XI Indovax_FAdV_KHR-17 FADV/F2/23/RS Pura	High
6.	Chicken Infectious Anemia	Chicken Anemia virus	KVI-CAVLT3/2018 G5/79 Egy-4-CAV HY/80	Low
7.	Salmonellosis	Salmonella sp.	Sal. enterica serovar Typhimurm H5_180Salm SV688221 RM095	High
8.	Mycoplasmosis	Mycoplasma sp.	M. Gallicepticum NaluFF12/22 M. synoviae CHN-SC-MS06-2014	Low
9.	Collibacillosis	<i>E. coli</i>	APEF19025 4A_CSFIO9 SCU-164	High
10.	Campylobacteriosis	Campylobacter	Clone 6121 Clone 6122	Low
11.	Citrobacter	Citrobacter freundii	NXS2 20/B2	Low
12.	Staphylococcal Infections	Staphylococcus	FC1388 SAVQ10	Low
13.	Cellulitis	Proteus	CREI4IB F-AtPase Beta Subunit	Low
14.	Pneumonia	Pseudomonas	PA-49	Low
15.	Viral Arthritis	Reovirus		Low
16.	Coccidiosis	Eimeria		

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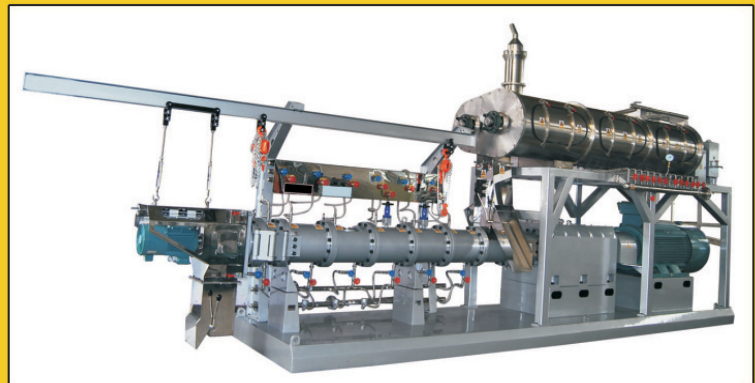
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Ref. No.: PPA-NR/Membership Renewal/301/4684
14th January 2026

All Members
Pakistan Poultry Association (NR)

Renewal of Annual PPA Membership for the Year 2026-27

This is to inform you that the Renewal of Annual Membership of the Pakistan Poultry Association (PPA) for the year 2026-27 has become due with effect from **1 January 2026**. Members are kindly requested to remit the prescribed **Renewal Fee** at the earliest, along with the documents listed below. For your convenience, the relevant rules regarding renewal of membership are also summarized for ready reference:

Tenure of Membership: -

- a. Membership is granted for a period of **one year** and shall expire on **31 March 2026**, irrespective of the date of its grant.
- b. Membership shall be renewed on an annual basis, subject to fulfillment of the following conditions:
 1. Payment of the prescribed subscription within the time stipulated under the Articles of Association, **not later than 31 March 2026**.
 2. Proof of filing of **Income Tax Return for the year 2025**.
 3. **Two (02) passport-size photographs**.
 4. **Copy of CNIC**.
 5. **Valid email address**.

In view of the above, all members are requested to complete the renewal requirements and submit the renewal fee along with a copy of the **Income Tax Return for the current year** at the earliest. Additionally, a **copy of CNIC** and **two photographs (1x1)** are required for completion and updating of association records.

Last Date for Renewal of Membership is 31st March 2026.

We look forward to your continued cooperation and valued Association with PPA.

Malik Mohammad Sharif
Vice Chairman
Pakistan Poultry Association (NR)

Shafiq Ahmad
Regional Secretary
Pakistan Poultry Association
Cell: 0325-6663333

(Affiliated with Federation of Pakistan Chamber of Commerce and Industry)



The Chairman
Pakistan Poultry Association

Photograph

Membership Application Form – Corporate / Associate

Dear Sir,

I, the undersigned, respectfully request that M/s. _____ be admitted as a Member of the Pakistan Poultry Association (PPA). Required information for consideration of membership is as below:

1. Applicant Information

- a. Name of Poultry Farm / Firm / Organization: _____
b. Name of Authorized Representative: _____
c. Type of Poultry Farm / Firm / Organization:
 Grand Parent Layer Breeder Broiler Breeder Layer / Broiler Farm
 Pharmaceutical Equipment Processing / Rendering Plant Any Other _____
d. CNIC No.: _____ (Copy attached) e. Cell No.: _____ f. Tele No _____
g. Complete Postal Address of Office / Business Location: _____
h. Number of Poultry Sheds: _____ i. Detail of any other Business: _____
j. **Registration Details** (Copies attached):
NTN No.: _____ Sales Tax Reg. No.: _____
k. **Payment Details:**
Cash / Cheque / DD / PO No. _____ dated _____ Rs. _____
Amount in words: (Rupees _____)

2. Declaration/ Approval

I hereby affirm that, upon approval of my membership, I shall fully comply with the rules & regulations of the Pakistan Poultry Association as stipulated in its Memorandum and Articles of Association, including any amendments made from time to time, I further confirm that I am conducting business in accordance with the DGTO and M&AoA PPA prescribed manner.

Proposer's

Name _____

Firm Name _____

Membership Number. _____

Signature/Stamp _____

Secondary's

Name _____

Firm Name _____

Membership Number. _____

Signature/Stamp _____

Yours faithfully,

Name & Signature of the Applicant _____

3. Fee & Required Documents

Membership		Admission Fee	Registration Fee	Annual Subs of PPA Mag	Total
NEW	Corporate				
	Associate				
RENEWAL	Corporate				
	Associate				

a. 2 x Passport Size Photograph b. 1 x Copy of CNIC c. 1 x Complete Copy of Tax Returns Current Fiscal Year d. 1 x Business Profile

4. (FOR REGIONAL OFFICE USE ONLY)

Accepted / Rejected by the Regional Office (NR/SR)

Regional Secretary will verify all documentation as per DGTO Rules and M&AoA PPA.

Regional Secretary _____

Regional Vice Chairman _____

(FOR CENTRAL OFFICE USE ONLY)

Accepted / Rejected by the Central Office

Secretary General will verify all documentation and process as per Regional Vice Chairman's recommendation.

Secretary General _____ Chairman _____

Membership No. allotted _____ Dated _____

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Antibacterial Enzymes: A Scientific and Industrial Tool for Sustainable Poultry Production

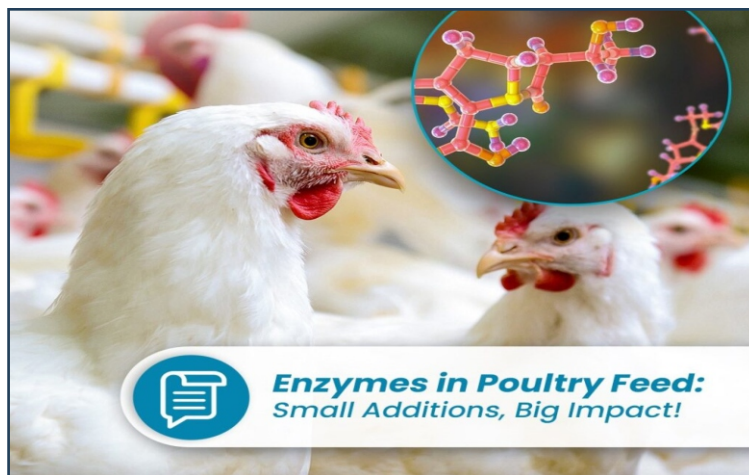
Dr. Umar Farooq, Dr. Muhammad Farooq Khalid

(University of Agriculture Faisalabad, Constituent College, Toba Tek Singh)

The global poultry industry is under increasing pressure to maintain high productivity while reducing reliance on antibiotics. Regulatory restrictions, consumer concerns about antimicrobial resistance (AMR), and export market requirements have accelerated the search for effective alternatives to antibiotic growth promoters (AGPs). Among the most promising solutions are antibacterial enzymes, a group of biologically active molecules that target pathogenic bacteria through specific biochemical mechanisms.

Antibacterial enzymes are gaining recognition not only as feed additives but also as tools for gut health modulation, pathogen control, and food safety improvement. Their targeted mode of action, compatibility with other non-antibiotic strategies, and minimal risk of resistance development make them particularly relevant for commercial poultry production in Pakistan, where disease pressure and antibiotic misuse remain major challenges.

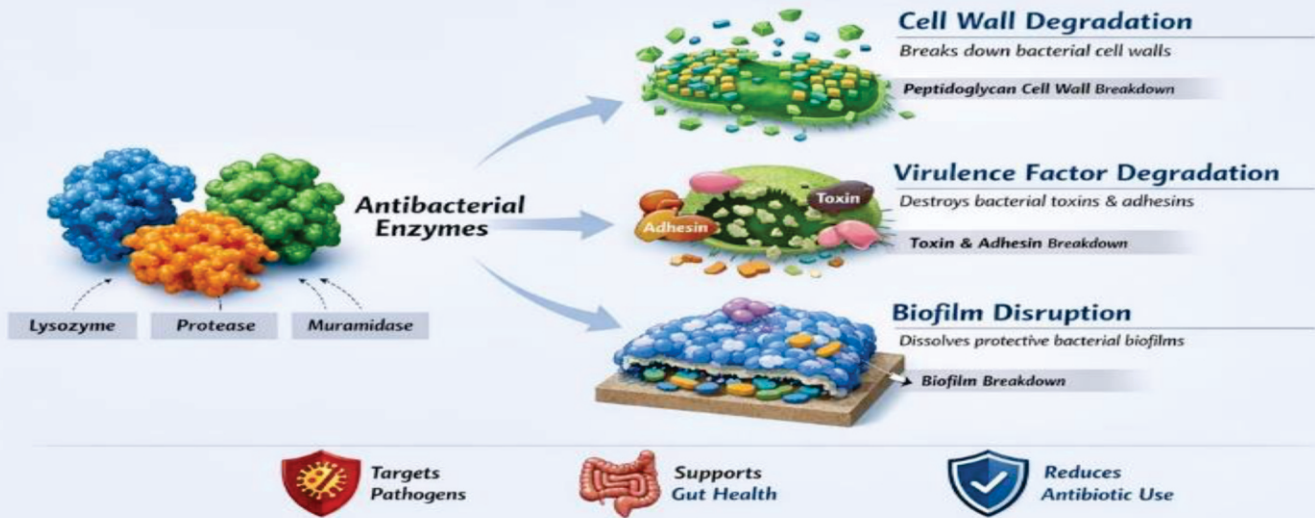
Antibacterial enzymes are biocatalysts, mainly of microbial origin, that inhibit or destroy bacteria by degrading critical structural or functional components of the bacterial cell. Unlike antibiotics, which often act broadly and can induce resistance, antibacterial enzymes act specifically and mechanistically, targeting bacterial cell walls, membranes, or metabolic pathways. Common antibacterial enzymes used or studied in poultry production include: Lysozymes, Proteases, Muramidases, Endolysins, Oxidative enzymes (e.g., glucose oxidase systems). These enzymes may be applied directly in feed, indirectly through enzyme-producing probiotics, or as part of integrated gut health strategies. Many pathogenic bacteria, especially Gram-positive species, rely on a rigid peptidoglycan cell wall for structural integrity. Enzymes such as lysozyme and muramidase hydrolyze the β -1,4-glycosidic bonds in peptidoglycan, leading to cell lysis and bacterial death. This mechanism is rapid, specific, and does not rely on bacterial metabolism, making it effective even against dormant bacteria. Certain proteases degrade bacterial surface proteins, adhesins, and toxins. By disrupting these virulence factors, enzymes reduce bacterial attachment to the intestinal epithelium and limit colonization. In poultry, this mechanism is particularly relevant against *Clostridium perfringens*, the causative agent of necrotic enteritis, where toxin neutralization is as important as bacterial reduction. Biofilms protect bacteria from antibiotics and immune responses. Some antibacterial enzymes degrade the extracellular polymeric substances that stabilize biofilms, exposing bacteria to host defenses and other feed additives. This property is valuable in reducing persistent infections and improving gut hygiene in intensive poultry systems.



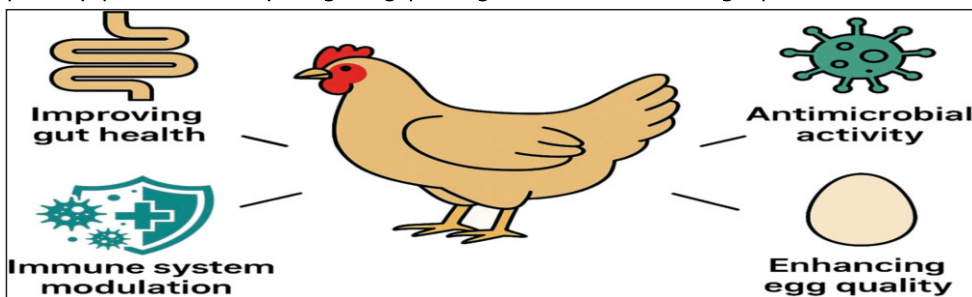
Antibacterial Enzymes vs Antibiotics

Aspect	Antibiotics	Antibacterial Enzymes
Mode of action	Broad, metabolic	Targeted, structural
Resistance risk	High	Very low
Impact on beneficial flora	Often negative	Generally selective
Residue concerns	Yes	No
Regulatory acceptance	Declining	Increasing

Antibacterial Enzymes in Poultry: Modes of Action



From both scientific and industrial perspectives, antibacterial enzymes align better with modern poultry production goals focused on sustainability, safety, and compliance. The poultry gut is a complex ecosystem where microbial balance directly affects growth performance, feed efficiency, and immunity. Antibacterial enzymes contribute to gut health by: Reducing pathogenic load (*Salmonella*, *E. coli*, *Clostridium*), lowering intestinal inflammation, improving villus height and nutrient absorption, supporting beneficial microbiota indirectly. Unlike antibiotics, which often suppress both harmful and beneficial bacteria, enzymes tend to create a more favorable microbial environment without drastic dysbiosis. Multiple studies have demonstrated that antibacterial enzyme supplementation can: improve feed conversion ratio (FCR), increase body weight gain, and reduce mortality, lower incidence of wet litter and diarrhea in broilers. Broiler production system in Pakistan characterized by high stocking density and environmental stress, these benefits translate into measurable economic gains. In layers, antibacterial enzymes contribute to: improved gut health and nutrient utilization, better egg production consistency, reduced *Salmonella* shedding, enhanced egg safety and market acceptance. Given increasing consumer awareness and export-oriented egg products, enzyme-based pathogen control offers a residue-free approach aligned with food safety standards. Pakistan's poultry sector faces several persistent challenges: high disease pressure. Frequent antibiotic use, rising feed costs and limited biosecurity at small and medium farms. Antibacterial enzymes offer practical advantages under local conditions. They support gradual AGP withdrawal without compromising performance, an important step toward responsible antibiotic use, Enzymes function effectively alongside alternative protein sources and enzyme cocktails already used in Pakistani feed mills, most antibacterial enzymes are thermostable and compatible with pelleted feeds, making adoption feasible at the commercial scale. Antibacterial enzymes are generally recognized as safe (GRAS) when derived from approved microbial sources. They: leave no residues in meat or eggs, do not contribute to AMR, are acceptable under most international feed regulations. This makes them particularly attractive for export-oriented poultry operations and integrators aiming for long-term sustainability. Despite their advantages, antibacterial enzymes are not a standalone solution. Key limitations include: Variable efficacy depending on pathogen load, Sensitivity to gut pH and diet composition, higher cost compared to conventional AGPs, therefore, proper formulation, dosage optimization, and farm management are essential for consistent results. The ongoing research is focused on: Enzyme combinations with broader antimicrobial spectra, genetically engineered enzymes with enhanced stability, Precision delivery systems targeting specific gut regions. With advances in biotechnology, antibacterial enzymes are expected to play an increasingly central role in antibiotic-free poultry production systems. Antibacterial enzymes represent a scientifically sound and industrially viable tool for modern poultry production. By targeting pathogenic bacteria through precise biochemical mechanisms, they offer an effective



alternative to antibiotics while supporting gut health, performance, and food safety. For Pakistan's poultry industry, where economic efficiency must align with global trends in responsible production, antibacterial enzymes provide a strategic pathway toward sustainable, profitable, and compliant poultry farming.



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Weather Variability and Heat Stress: Understanding Its

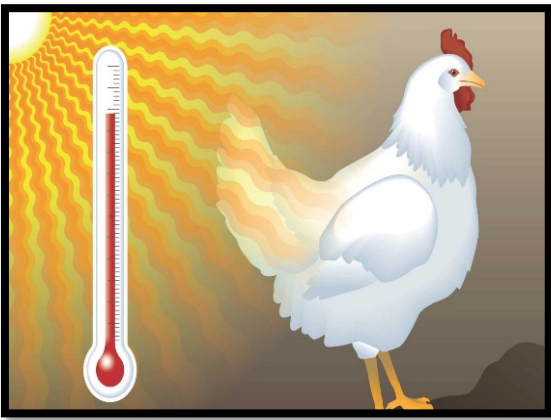
Impact on Poultry Performance

Dr. Urooj Khan (Lecturer)



University of Agriculture Faisalabad, Const. Coll. Toba Tek Singh

Weather variability, driven by climate change, is a growing threat to poultry production, especially in tropical and subtropical regions. Poultry birds, particularly broilers and layers, are highly susceptible to heat stress due to their limited ability to dissipate body heat, as they lack sweat glands. When ambient temperatures rise above the thermoneutral zone (18–24°C), birds experience physiological and behavioral disturbances that negatively impact their productivity, health, and welfare.



Heat stress causes increased panting, higher water intake, reduced feed consumption, and elevated body temperatures. These physiological responses disrupt nutrient absorption and acid-base balance, leading to poor growth performance, feed conversion, and carcass quality in broilers. In layers, heat stress reduces egg production, shell quality, and egg weight. The impact is especially severe in high-density commercial operations

where birds are already under stress due to rapid growth and limited space.

The immune system also suffers from heat stress. Birds become more vulnerable to diseases such as Newcastle disease, avian influenza, and coccidiosis. Intestinal damage and gut dysbiosis further compromise bird health, often leading to an increased use of antibiotics, raising concerns over antimicrobial resistance and food safety. Additionally, economic losses arise from reduced productivity, increased mortality, elevated medication costs, and deteriorated product quality.

Behavioral changes in heat-stressed birds include wing spreading, lethargy, and crowding near water sources, actions aimed at enhancing heat loss. However, these behaviors can cause piling, injuries, and further reduce feed intake. Excessive drinking leads to wet litter, creating favorable conditions for pathogens and welfare issues such as footpad dermatitis and hock burns.

Effective heat stress management requires integrated strategies.





Environmental modifications like improved ventilation, evaporative cooling, insulation, and optimized housing design can help maintain comfortable conditions. Nutritional interventions include adjusting energy and protein levels, supplementing with antioxidants (vitamins C, E, selenium), and electrolytes (sodium bicarbonate, potassium chloride) to mitigate physiological stress. Feeding during

cooler hours and ensuring ample clean water also reduces heat load.

Long-term approaches such as breeding heat-tolerant poultry lines offer sustainable solutions. Additionally, management practices including: reducing stocking density, avoiding

handling during peak heat, and staff training are essential. Climate-smart tools and early warning systems can guide timely interventions, such as adjusting feeding schedules or intensifying cooling efforts.

To ensure economic and animal welfare sustainability, collaboration among farmers, researchers, policymakers, and industry stakeholders is crucial. Research should focus on heat-resilient genetics, feed additives, and improved husbandry techniques. Policymakers must support infrastructure development and offer incentives for adopting climate-adaptive technologies. Extension services play a key role in farmer education, particularly in vulnerable rural communities.

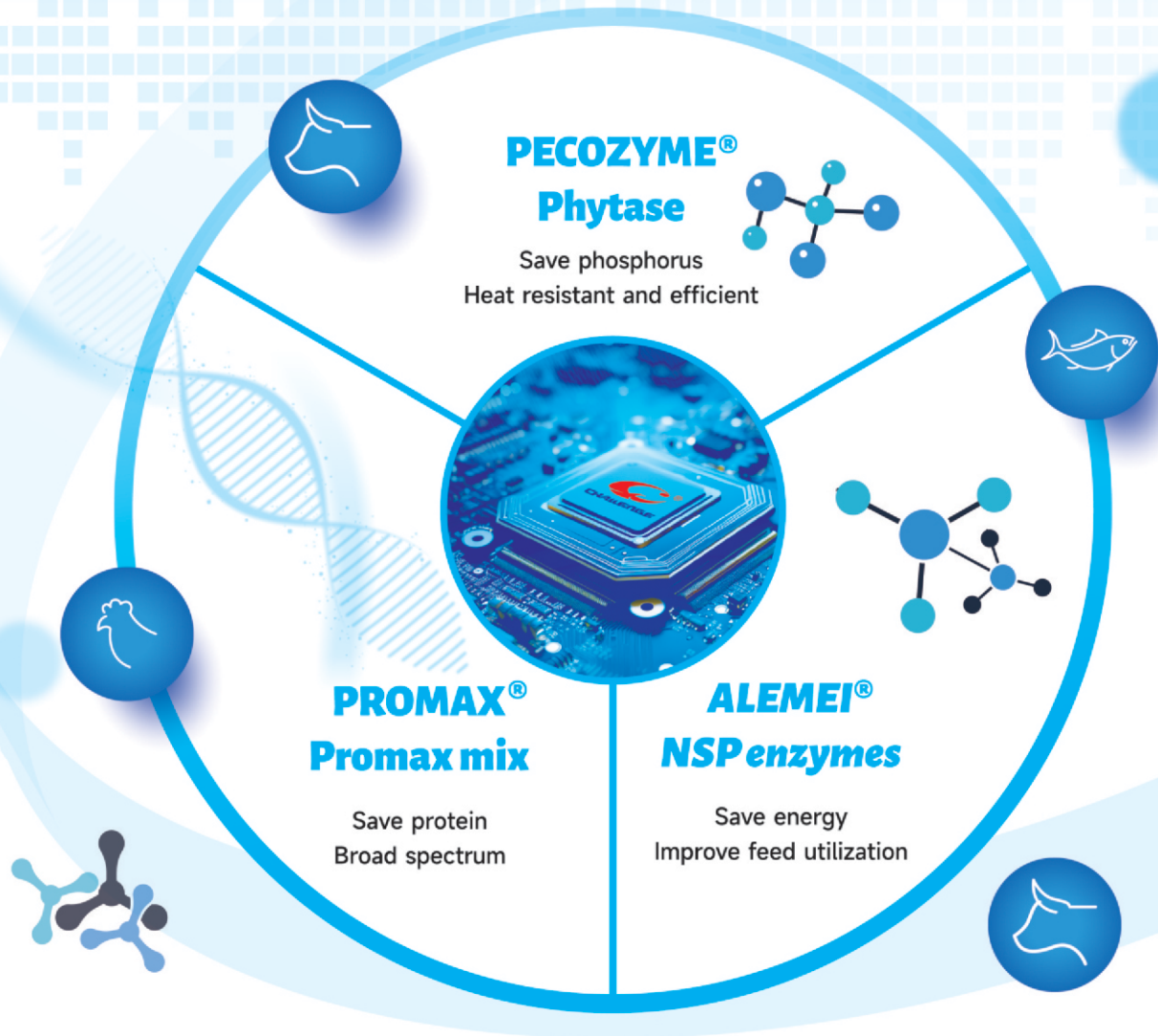
In conclusion, weather variability and heat stress present multifaceted challenges to poultry



production. Mitigating these impacts requires a holistic approach that integrates environmental control, nutritional strategies, genetic improvement, and adaptive farm management. Building climate-resilient poultry systems is essential for sustaining productivity, ensuring animal welfare, and securing food supply in the face of ongoing climate change.

CHALLENGE

Biotechnology creates a better life together.



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for our customers and society.*



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ایلی ٹاکسن

تمام اقسام کے مائیکوٹاکسینز کے لئے



ELITOX®

Power Mycotoxins Eliminator

STAY SAFE

Power Mycotoxins Eliminator

Improve General Health of Animals

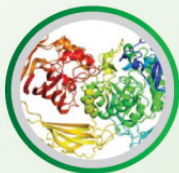
- Afla Toxin
- Ochra Toxin
- Fumonisin Toxin
- Zearaenone Toxin
- Trichothecene Toxin
- Deoxynivalenol Toxin

Five Star Components

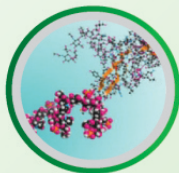
Enzymatic Detoxification of Non Polar Mycotoxins

Adsorption of Polar Mycotoxins

**Non-Toxic
Metabolites**



Mycotoxin
degrading enzymes



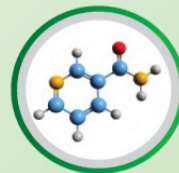
Biopolymers



Vitamins



Plant Extracts



Combination of
Minerals

Sole Distributor in Pakistan:



- Sales Office: 210-Rewaz Garden Lower Mall, Lahore.
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Manufactured By:



CHELOTA

China

The world's leading enterprise in mineral feed additives.

In Global
TOP 100 feed mills
cooperate with CHELOTA

Chelatrix Layer (Granular) +

Organic mineral premix for layer
H1232K+

Dose: 500g per ton feed



Chelatrix Broiler

Organic Mineral Premix YD1
Chelatrix Broiler Improve Chicken
Quality & Enhance Growth

Dose: 350g-400g per ton feed



Chelatrix Breeder

Organic mineral premix C2260+

Dose: 1kg per ton feed



Chelatrix Dairy

100% Organic mineral premix C140

Dose: 0.5 - 1kg per ton feed



FOR POULTRY: CHELATED TRACE MINERALS

Nano Selenium (Se 0.3%)

Zinc Glycine (Zn 21% & Gly 22%)

Manganese Glycine (Mn 15% & Gly 16.5%)

Copper Glycine (Cu 23% & Gly 26%)

Ferrous Glycine (Fe 17% & Gly 21%)

FOR DAIRY: BYPASS ORGANIC TRACE MINERALS

Zinc Hydroxymethionine (Zn 17% & Hmt 38%)

Copper Hydroxymethionine (Cu 17% & Hmt 38%)

Manganese Hydroxymethionine (Mn 15% & Hmt 40%)

Ferrous Hydroxymethionine (Fe 10% & Hmt 26.6%)

Zinc Methionine (Zn 17.2% & Mt 78%)

Copper Methionine (Cu 16.8% & Mt 78%)

Manganese Methionine (Mn 14.5% & Mt 79.5%)

Features:

- Stable binding with amino acids.
- Innovative R&D centre of Chelota in Chengdu scientific city ensures quality.
- Stable in premixes and reduce damage to vitamins.
- More bioavailable than inorganic minerals.
- Improved mineralization of bone skeleton & eggs.
- Improved antioxidant effect.
- Reduce bacterial infection in gut.
- Reduce driploss in meat and somatic cell in milk.
- Reduce environmental pollution.

Recommended use in combination (selection of organic minerals)

- **Aqua** Glycinated minerals
- **Broiler** Glycinated minerals
- **Layers** Glycinated or Methionated minerals
- **Breeders** Glycinated + Hydroxy Methionated minerals (combination)
- **Dairy** Methionated + Hydroxy Methionated minerals (combination)

Sole Agent in Pakistan:



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Manufactured by:



The Protein King™



FSSC 2200, ISO 2200 & ACTS HALAL Certified



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40 Years of Poultry Expertise



6, 12, 30 & 90 Eggs Packings Available



- Fresh • Hygienic
- Natural • Nutritious

CONTACT

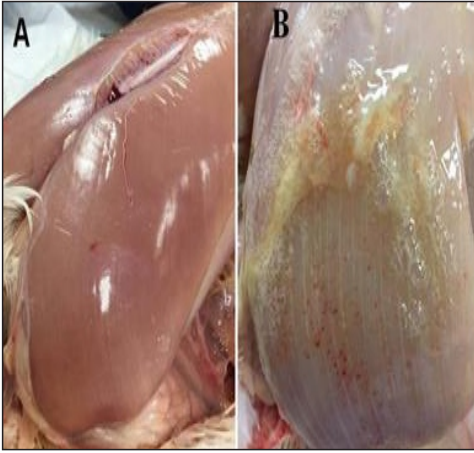
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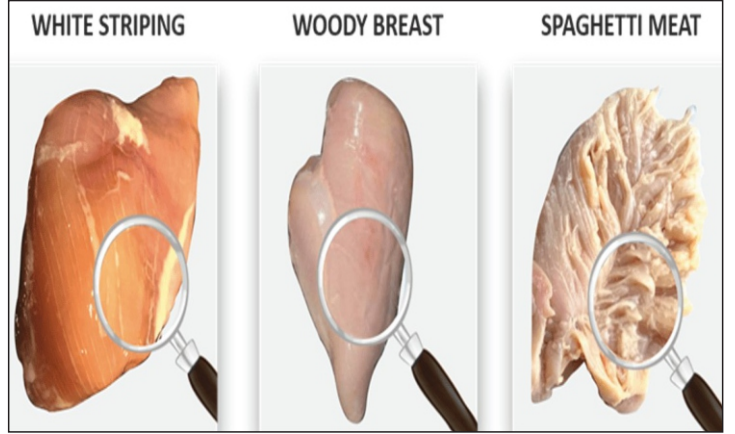
ووڈن بریسٹ مایوپیتھی

ڈاکٹر عروج خان، مسٹر حافظ راؤ عبداللطیف (یو اے ایف کنسٹریٹڈ کالج، ٹوبہ ٹیک سنگھ)

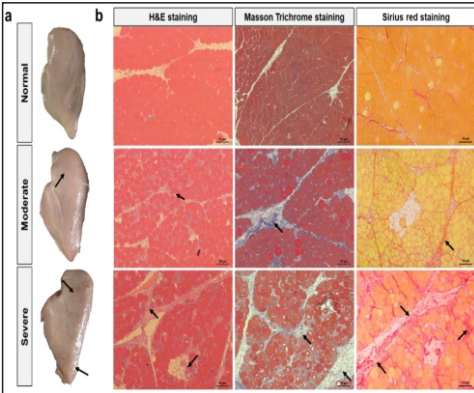
ووڈن بریسٹ مایوپیتھی جدید برواکنر مرغیوں میں تیزی سے ہونے والی جینیاتی ترقی کا ایک ابھرتا ہوا نتیجہ ہے، جہاں تیز نمو اور زیادہ بریسٹ گوشت پیدا کرنے کے لیے شدید انتخاب نے غیر ارادی طور پر گوشت کے معیار میں سنگین مسائل پیدا کر دیے ہیں۔ یہ عارضہ بنیادی طور پر پیکنگ ٹورٹس (بریسٹ مسلز) کو متاثر کرتا ہے اور اس کے نتیجے میں بریسٹ گوشت غیر معمولی ظاہری طور پر ناپسندیدہ ہو جاتا ہے، جس سے اس کی مارکیٹ ویلیو اور صارفین کی قبولیت کم ہو جاتی ہے۔ ووڈن بریسٹ ایک تنزیلی پذیر مسل کی حالت ہے جو بریسٹ فلٹ کو، لکڑی جیسا سخت بنا دیتی ہے، اکثر ابھری ہوئی یا دھاری دار سطح کے ساتھ دیتی ہے۔ مسلز کی معمول کی چمک کا نقصان زیادہ چربی اور کیکٹو ٹشو کے داخلے، فائبر وائس، اور سوزشی تبدیلیوں کی وجہ سے ہوتا ہے۔ مائیکروسکوپک سطح پر، یہ حالت مسل کے ریشوں کمزوری جس سے آکسیجن اور غذائی اجزاء کی فراہمی محدود ہو جاتی ہے، تیز مسل ہائپرٹرافی کی وجہ سے مقامی ہائپوکسی، اور بڑھا ہوا آکسیڈائیٹو اسٹریس جو میٹابولک عدم توازن پیدا کرتا



ساختی اور فزیولوجیکل تبدیلیاں مجموعی طور پر مسلز کی معمول کی ترقی اور کام کرنے کی صلاحیت کو متاثر کرتی ہیں۔ ووڈن بریسٹ کی موجودگی پولٹری انڈسٹری کے لیے سنگین اقتصادی اثرات رکھتی ہے، کیونکہ متاثرہ فلٹس اکثر ڈاؤن گریڈ، ٹریم یا مزید پراسیسنگ کے لیے بھیج دیے جاتے ہیں، جس کے نتیجے میں پراسیسنگ کے نقصان میں اضافہ اور منافع میں کمی آتی ہے۔ گوشت کے معیار کے لحاظ سے، ووڈن بریسٹ گوشت کم نرم، پانی برقرار رکھنے کی صلاحیت کم، اور زیادہ ڈرپ اور پکانے کے نقصان کے ساتھ ہوتا ہے، جو اسے پریپیم ریٹیل مارکیٹس کے لیے نامناسب بناتا ہے۔ صارفین کا رویہ بھی منفی متاثر ہوتا ہے، کیونکہ آج کے جدید صارفین یکساں، نرم، اور اعلیٰ معیار کے پولٹری



منفی متاثر ہوتا ہے، کیونکہ آج کے جدید صارفین یکساں، نرم، اور اعلیٰ معیار کے پولٹری سختی، ہلکا رنگت، اور دھاریوں جیسی واضح خرابی ان کے خریداری کے اعتماد کو کم کر دیتی ہیں بڑھتے ہوئے واقعات انٹینسٹی برواکنر پیداوار کے نظاموں میں چیلنجز کو ظاہر کرتے ہیں



بریسٹ مسل ہائپرٹرافی،

نا کافی واسو کیولر ڈیولپمنٹ، اور بڑھا ہوا آکسیڈائیٹو اور میٹابولک اسٹریس، جو جانوروں کی فلاح و بہبود اور جینیاتی انتخاب کی حیاتیاتی حدود کے بارے میں خدشات پیدا کرتے ہیں۔ اس تناظر میں، غذائی مداخلتیں اہم تحقیق کا موضوع بن گئی ہیں، کیونکہ آکسیڈائیٹو اسٹریس ووڈن بریسٹ کی ترقی میں مرکزی کردار ادا کرتا ہے۔ غذائی حکمت عملی میں سیلینیم سپلیمنٹیشن، اینٹی آکسیڈینٹس، امینو ایسڈ کا متوازن استعمال، اور فائٹیو جینک ایڈز شامل ہیں، جن سے اینٹی آکسیڈینٹ دفاع میں اضافہ اور مسل مایوپیتھی کی شدت میں کمی ممکن ہے۔ مجموعی طور پر، ووڈن بریسٹ مایوپیتھی ایک پیچیدہ اور اقتصادی طور پر اہم عارضہ ہے جو جدید برواکنر پیداوار میں گہرے فزیولوجیکل چیلنجز کی عکاسی کرتا ہے، اور اس سے نمٹنے کے لیے جینیاتی، غذائیت، اور پائیدار انتظامی طریقوں کا یکجا حل ضروری ہے تاکہ طویل مدتی صنعت کی پائیداری اور گوشت کے معیار کو یقینی بنایا جاسکے۔

TOXFIN Dry

FAQ 's related to necessary requirements for mycotoxin binder

- Broad-spectrum mycotoxin binding performance
- Low affinity to nutrient binding in the gastrointestinal tract
- No growth promoting effects as growth promotion may mask mycotoxicosis
- Zootechnical performance improvement at mycotoxin contamination
- Organ status and health recovery at mycotoxin contamination
- High levels of mycotoxin excretion via faeces
- Recovery of the immune status
 - vaccination and medical treatment efficacy
 - resistance of animal to diseases
- Non-digestible, therefore suitable for all animal species, including ruminants
- Effective at low dosages
- Stable to heat and pH challenges
- Does not contain undesirable substances (dioxins, heavy metals)

The science behind

- adsorbents (e.g. bentonite (1m558) fulfilling the European Regulation 1060/2013 as an aflatoxin B1 binder) that bind the relevant mycotoxins along the gastrointestinal tract, thereby reducing mycotoxin bio-availability and promoting their excretion
- TOXFIN® Dry is a carefully selected blend of unique activated from the animal's body. Since no single adsorbent is effective against all relevant mycotoxins, a combination of activated binding agents can meet the essential requirements for a broad-spectrum mycotoxin binder.

Mycotoxins in Ruminants

Mycotoxins are chemical compounds produced by moulds as a defensive mechanism to stress or competition with other microorganisms. These compounds are toxic to animals and humans and can impact health and production. Mycotoxins can be produced in the field during plant growth (mostly *Fusarium* type moulds) or after harvest during storage (mostly *Aspergillus* or *Penicillium* type moulds).

Negative effects resulting from the ingestion of mycotoxins can be caused by:

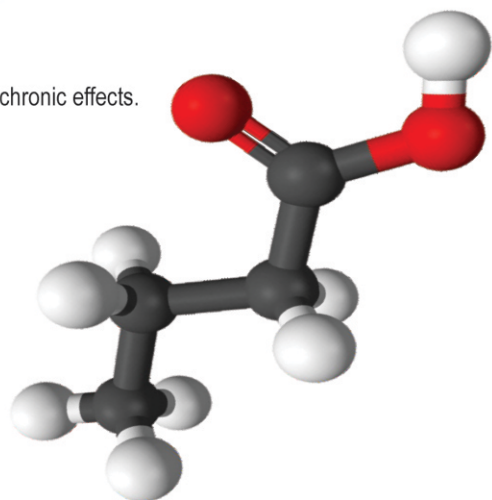
- An acute/ high dose of mycotoxins being consumed.
- Moderate doses of mycotoxins consumed over prolonged periods resulting in chronic effects.
- Rate at which mycotoxins are metabolized and excreted.
- Interactions resulting from multiple mycotoxin contamination.
- Interactions between mycotoxins and gut pathogens.

Factors affecting impact of mycotoxins:

- Health and stress level of the animal.
- Age and production stage of the animal.
- Rumen function and passage rate of feed.
- Duration – for how long are mycotoxins consumed?

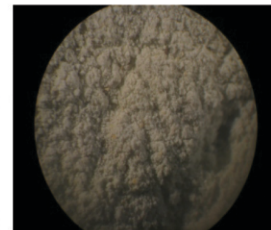


KEMIN

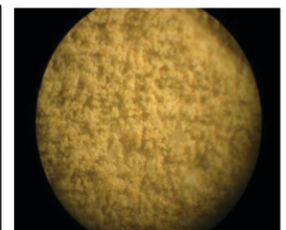


TOXFIN® characteristics: activation and physical grinding

just physical "activation" right activation



only grinding
(Competitor Y)



activated product
(TOXFIN®)

Nutri TECH

چاہیے۔ یہ مواد بیکٹیریا، وائرس اور کیڑے مکوڑوں کا مسکن ہوتا ہے۔ بعض نظاموں میں جزوی لیٹر برقرار رکھا جاتا ہے، لیکن بیماری کی صورت میں مکمل صفائی ناگزیر ہوتی ہے۔



فیڈ سسٹم کی صفائی
پچھلے ریوڑ کی تمام باقی ماندہ خوراک کو سسٹم سے مکمل طور پر صاف کیا جائے کیونکہ یہ چوہوں اور کیڑوں کو اپنی طرف متوجہ کرتی ہے۔ فیڈ بن، آگر اور فیڈر لائن کو اچھی طرح صاف اور جراثیم کش کیا جائے۔

فیڈ پیڑز کو دھوپ میں رکھنا مفید ہے کیونکہ سورج کی شعاعوں میں قدرتی جراثیم کش اثر موجود ہوتا ہے۔

پانی کے نظام کی صفائی

پانی کی لائنوں کو کلورین ملا پانی استعمال کر کے صاف کیا جائے۔ 50 سے 200 پی پی ایم کلورین کا استعمال 30 سے 60 منٹ کے لیے مؤثر ہوتا ہے۔ بعد ازاں صاف پانی سے لائنوں کو دوبارہ فلش کرنا ضروری ہے۔

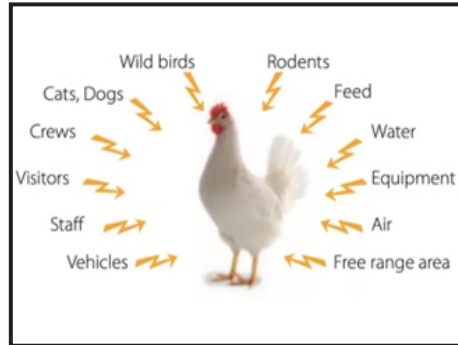


بیماری پھیلانے والے جانداروں کا کنٹرول
کیڑے، چوہے اور جنگلی پرندے بیماریوں کے بڑے ذرائع ہیں۔ صفائی کے بعد کیڑے مارا دویات کا استعمال اور چوہوں کے لیے

زہریلے دانے رکھنا مؤثر ہوتا ہے۔ 19 ملی میٹر سے بڑے سوراخ بند کرنا ضروری ہے تاکہ جنگلی پرندے اندر داخل نہ ہو سکیں۔

عمارت اور آلات کی صفائی

چھت سے فرش تک تمام حصوں کی خشک صفائی کے بعد ڈیٹریجٹ سے دھلائی کی جائے۔ 200 پی ایس آئی سے زیادہ باؤ والا پانی استعمال کرنا بہتر ہوتا ہے۔ مکمل خشک ہونے کے بعد جراثیم کش دوا کا سپرے کیا جائے۔



دور یوڑوں کے درمیان وقفہ
جراثیم کشی کے بعد پولٹری ہاؤس کو بند کر کے کم از کم دو ہفتے کا وقفہ دیا جانا چاہیے۔ اس دوران خشکی، وقت اور جراثیم کش ادویات کی وجہ سے جراثیم کی تعداد کم ہو جاتی ہے۔

بروا ملر ہاؤس کی جراثیم کشی

جراثیم کشی حیاتیاتی تحفظ کی ریڑھ کی ہڈی سمجھی جاتی ہے۔ اس میں درج ذیل مراحل شامل ہیں:
لیٹر اور آلات کی صفائی



گھر اور ارد گرد کی صفائی
پانی کے نظام کی صفائی
خشک کرنا
جراثیم کش دوا کا استعمال
فو میگیشن
ایریٹل ڈس انفیکشن
فارم سیکوٹری
جراثیم کش دوا کا انتخاب

جراثیم کش دوا کا انتخاب کرتے وقت درج ذیل عوامل کو مد نظر رکھنا چاہیے:

لاگت

مؤثریت

نامیاتی مادے میں اثر

انسان اور جانوروں کے لیے محفوظ ہونا

دیر پا اثر

صائبن کے ساتھ مطابقت

پی ایچ

درجہ حرارت اور ایلے کا وقت

فو میگیشن (Fumigation)

فو میگیشن ایک طاقتور اور زہریلا عمل ہے جو ان جگہوں تک پہنچتا ہے جہاں عام جراثیم کش ادویات نہیں پہنچ پاتیں۔ اس کے لیے عام طور پر فارملین اور پوٹاشیم پرمینگنیٹ استعمال کیا جاتا ہے۔

فو میگیشن کا طریقہ

ایک لمب میٹر کے لیے 17.6 گرام پوٹاشیم پرمینگنیٹ اور 35 ملی لیٹر فارملین استعمال کی جاتی ہے۔

فارم کو مکمل طور پر بند کر کے 12 سے 24 گھنٹے تک فو میگیشن کی جاتی ہے۔ درجہ حرارت 20-24°C

اور 70 فیصد ہونی چاہیے۔ حفاظتی ماسک کا استعمال لازمی ہے۔ پولٹری ہاؤس میں بیماری پیدا کرنے

والے جراثیم کی تعداد کم کرنے کے لیے مؤثر صفائی اور جراثیم کشی نہایت ضروری ہے۔ مکمل بھگوننا،

ڈیٹریجٹ کا استعمال، ہائی پریشر صفائی اور فو میگیشن صفائی اور جراثیم کشی کی کامیابی میں اہم کردار ادا کرتے

ہیں۔ اگر چاس نظام پر عمل کرنا مشکل ہو سکتا ہے، لیکن ریوڑ کی بہتر صحت اور پیداواری کارکردگی اس محنت

کو مکمل طور پر فائدہ مند بنا دیتی ہے۔



پولٹری ہاؤس کی صفائی اور جراثیم کشی کے طریقہ کار

بی ایس (آنرز) پولٹری سائنس محمد عبداللہ یونیورسٹی آف ویٹرنری اینڈ اینیمل سائنسز، لاہور، پاکستان



پولٹری دنیا کے تیزی سے ترقی کرنے والے شعبوں میں سے ایک ہے، خصوصاً استوائی اور نیم استوائی خطوں میں، اور یہ حیوانی پروٹین کا ایک اہم ذریعہ ہے۔ پاکستان میں پولٹری انڈسٹری کو خصوصی اہمیت حاصل ہے کیونکہ حیوانی پروٹین کی فراہمی زیادہ تر زراعت اور لائیو سٹاک سے وابستہ ہے۔ تاہم، ناکافی حیاتیاتی تحفظ (Biosecurity) کے باعث پولٹری فارموں میں بیماریوں کے پھیلاؤ کی شکایات عام ہیں اور اموات اب بھی ایک بڑا مسئلہ بنی ہوئی ہیں۔ مؤثر صفائی اور جراثیم کشی (Cleaning & Disinfection) حیاتیاتی تحفظ کی بنیاد سمجھی جاتی ہے۔ پیداواری یونٹس میں درست صفائی اور جراثیم کشی بیماری پیدا کرنے والے جراثیم کی تعداد کم کرنے اور بیماریوں کے پھیلاؤ کو روکنے میں کلیدی کردار ادا کرتی ہے۔ صفائی و جراثیم کشی کا بنیادی مقصد ماحول میں موجود جراثیم کی سطح کو اس حد سے نیچے لانا ہے جہاں وہ بیماری پیدا نہ کر سکیں۔ ماحول میں جراثیم کی تعداد کم ہونے سے صحت مندر پوڑ کے بیمار ہونے کے امکانات نمایاں طور پر کم ہو جاتے ہیں۔ یہ بات قابل ذکر ہے کہ اگر پولٹری ہاؤس کی مکمل میکینکی صفائی اور تمام نامیاتی فضلہ (Organic Matter) کی مکمل صفائی نہ کی جائے تو کسی بھی قسم کی جراثیم کشی مؤثر ثابت نہیں ہوتی۔ اس کی وجہ یہ ہے کہ نامیاتی مادہ جراثیم کش ادویات کے اثر کو ختم یا کم کر دیتا ہے۔

اسی لیے سخت صفائی و جراثیم کشی کے اصولوں اور آل ان، آل آؤٹ نظام کو اپنانے کی سفارش کی جاتی ہے تاکہ نسل در نسل بیماریوں کی منتقلی روکی جاسکے۔ اگرچہ آل ان، آل آؤٹ نظام بہترین حیاتیاتی تحفظ فراہم کرتا ہے، لیکن معاشی مجبوریوں کے باعث ہر فارم پر اس کا نفاذ ممکن نہیں ہوتا۔ لہذا پولٹری فارمز کو چاہیے کہ وہ اپنے فارم کے ڈھانچے، انتظامی صلاحیت اور معاشی حالات کے مطابق مخصوص صفائی و جراثیم کشی کے طریقہ کار مرتب کریں۔ صفائی اور جراثیم کشی صرف پولٹری ہاؤس تک محدود نہیں ہونی چاہیے بلکہ عمدہ، گاڑیاں اور آلات بھی اس میں شامل ہونے چاہئیں۔

فارم حیاتیاتی تحفظ کے تین بنیادی حصے ہیں:

علیحدگی اور آمدورفت کا کنٹرول

صفائی
جراثیم کشی

صفائی (Cleaning)

پولٹری ہاؤس کی تیاری مکمل ہونے کے بعد صفائی کا عمل شروع کیا جاتا ہے۔ اس میں درج ذیل غیر ضروری مواد کی جسمانی صفائی شامل ہوتی ہے:

گردوغبار

مٹی

نامیاتی مادہ جیسے بیٹ، خون اور رطوبتیں، جو بیماری کے جراثیم کو تحفظ فراہم کرتی ہیں اچھی صفائی بیماری پیدا کرنے والے تقریباً 80 فیصد جراثیم کو ختم کر دیتی ہے۔

پولٹری ہاؤس کی صفائی کی اقسام

صفائی کی دو بنیادی اقسام ہیں:

خشک صفائی

گیلی صفائی

خشک صفائی

جھاڑو، برش، ہیلپے، کپڑا یا دباؤ والی ہوا کے ذریعے گرد، مٹی اور خشک نامیاتی مادے کو ہٹانا خشک صفائی کہلاتا ہے۔

گیلی صفائی

صاف یا ڈیٹریجٹ اور پانی کے ذریعے سطح کو بھگو کر رگڑنے سے باقی ماندہ نامیاتی مادہ، چکنائی اور میٹیل کچیل صاف کی جاتی ہے۔ عام کپڑے دھونے والا ڈیٹریجٹ سستا اور مؤثر ہوتا ہے۔ گیلی صفائی وائرس کے فضا میں پھیلنے کے خطرے کو کم کرتی ہے۔



صفائی کی بہتری کے عوامل:

ڈیٹریجٹس اور صابن

نیم گرم پانی

رگڑنا اور برش کرنا

پاور واشرز

بھاپ کے آلات

صفائی سے پہلے پولٹری ہاؤس کی تیاری

صفائی کا آغاز ریوڑ کے اخلا سے ہوتا ہے اور کھاد و دیگر نامیاتی مادوں کی مکمل صفائی تک جاری رہتا ہے، اس کے بعد مناسب وقفہ (Downtime) دیا جاتا ہے تاکہ باقی ماندہ جراثیم خود بخود ختم ہو سکیں۔

اس مرحلے کے اہم اقدامات میں شامل ہیں:

تمام پرندوں کا مکمل اخلا

یٹرا اور گوبر کی تلفی

فیڈ سسٹم کی صفائی

پانی کے نظام کی صفائی

بیماری پھیلانے والے جانداروں کا

کنٹرول

عمارت اور آلات کی صفائی

دور یوڑوں کے درمیان وقفہ

پرندوں کا مکمل اخلا

پولٹری ہاؤس سے تمام پرندوں کا مکمل اخلا نہایت ضروری ہے تاکہ بیماریوں کی منتقلی کا سلسلہ ٹوٹ سکے۔ جو پرندے پکڑنے سے بچ جائیں وہ بیماریوں کے مستقل ذخیرے بن سکتے ہیں۔ ایسے پرندوں کو صفائی و جراثیم کشی سے پہلے لازمی طور پر ہٹا دینا چاہیے۔ رات کے وقت پرندوں کو پکڑنا زیادہ مؤثر ہوتا ہے کیونکہ وہ کم متحرک ہوتے ہیں۔

لیٹر اور گوبر کی تلفی

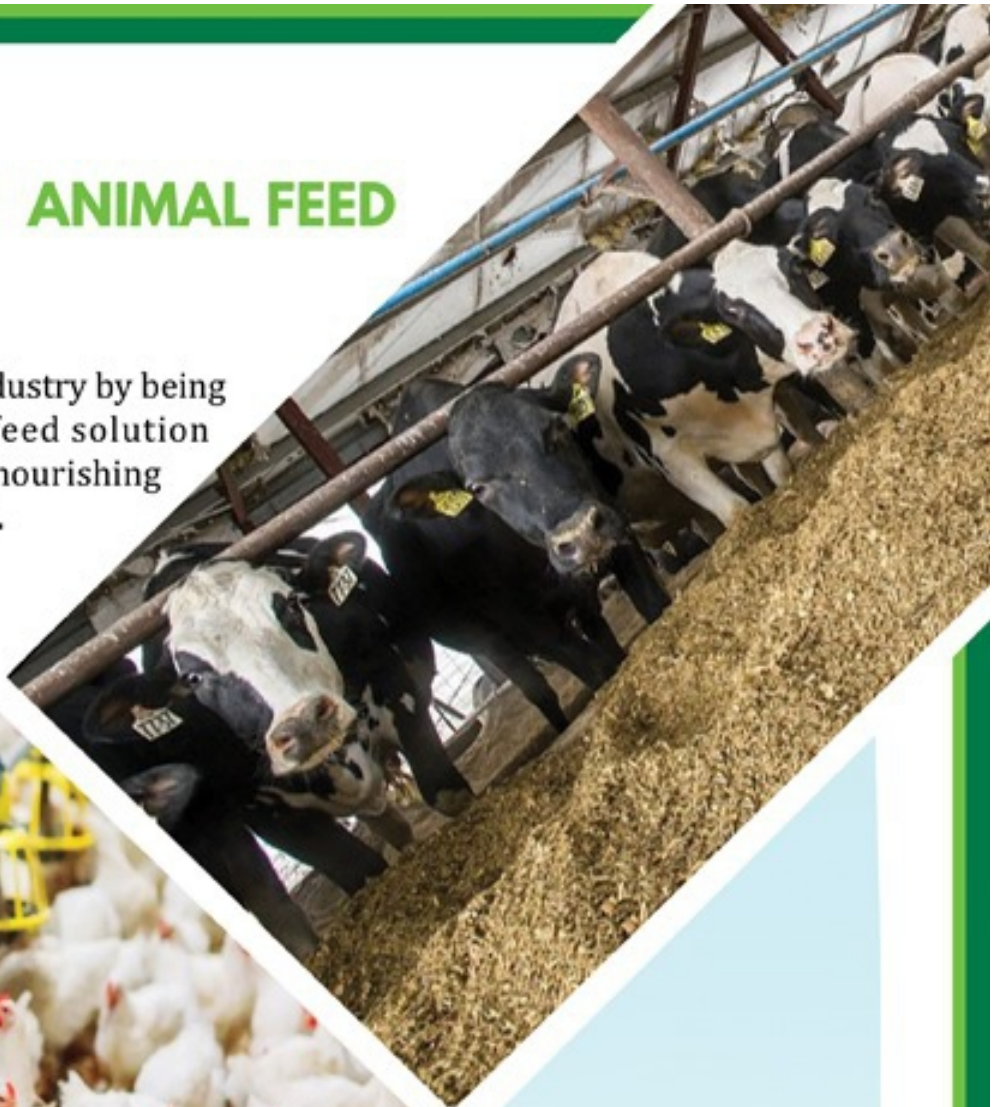
تمام گوبر اور لیٹر کو مکمل طور پر پولٹری ہاؤس سے باہر نکال کر فارم سے دور کسی محفوظ جگہ پر منتقل کیا جانا



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پولٹری انڈسٹری کو درپیش چیلنجز

عبدالباسط چیئرمین، پاکستان پولٹری ایسوسی ایشن



کی جانب سے پالیسی سازی میں عدم توجہی، فیڈ میں استعمال ہونے والے اجزاء کی قیمتوں میں بے تحاشا اضافہ، اور توانائی کے سمجھوتوں کی عدم دستیابی جیسے مسائل نے انڈسٹری کو شدید باؤ میں مبتلا کر دیا ہے۔ گزشتہ چند برسوں کے دوران پولٹری فیڈ میں استعمال ہونے والے خام مال کی قیمتوں میں نمایاں اضافہ دیکھنے میں آیا ہے، جس کے نتیجے میں پیداواری لاگت میں غیر معمولی اضافہ ہوا ہے۔ اس کے ساتھ ساتھ بجلی اور گیس کے بڑھتے ہوئے نرخوں نے پولٹری فارمرز کے لیے کاروبار جاری رکھنا مزید مشکل بنا دیا ہے۔ ان حالات میں انڈسٹری کو کسی بھی قسم کی حکومتی سبسڈی یا ریلیف میسر نہیں، جو کہ ایک تشویشناک امر ہے۔ پاکستان پولٹری ایسوسی ایشن (PPA) کے مطابق، ملک میں پولٹری انڈسٹری سالانہ تقریباً 30 ارب روپے کا نقصان برداشت کر رہی ہے، جس کی

بنیادی وجوہات غیر مستحکم پالیسیوں، ہنگامی توانائی، اور پیداواری اخراجات میں مسلسل اضافہ ہیں۔ اس صورتحال کا براہ راست اثر نہ صرف پولٹری فارمرز بلکہ عام صارفین پر بھی پڑ رہا ہے میں اضافہ عوام کی قوت خرید سے باہر ہوتا جا رہا ہے۔ پاکستان پولٹری ایسوسی ایشن نے بارہا حکومت وقت کو متوجہ کیا ہے کہ پولٹری انڈسٹری کو زرعی صنعت کا درجہ دیا جائے تاکہ اسے و جو دیگر زرعی شعبوں کو حاصل ہیں۔ پولٹری انڈسٹری ملک میں سستے پروٹین کا سب سے بڑا ذریعہ ہے اور اس کا استحکام قومی غذائی تحفظ کے لیے ناگزیر ہے۔

مزید برآں، بیماریوں کے پھیلاؤ، ویکسین اور ادویات کی بڑھتی قیمتوں، اور جدید تحقیق کی کمی نے بھی انڈسٹری کے مسائل میں اضافہ کیا ہے۔ اگر بروقت اور مؤثر اقدامات نہ کیے گئے انڈسٹری کو مزید سنگین بحران کا سامنا کرنا پڑ سکتا ہے۔ پاکستان پولٹری ایسوسی ایشن حکومت سے مطالبہ کرتی ہے کہ فوری طور پر ایک جامع اور طویل المدتی پالیسی تشکیل دی جائے، تو ا جائے، اور پولٹری فارمرز کو مالی معاونت فراہم کی جائے تاکہ یہ صنعت دوبارہ اپنے پاؤں پر کھڑی ہو سکے۔ بصورت دیگر، ملک میں پولٹری مصنوعات کی قلت اور قیمتوں میں مزید اضافہ سال 2026 کے لیے امید کی جاسکتی ہے کہ اگر حکومت اور متعلقہ ادارے پاکستان پولٹری ایسوسی ایشن کے ساتھ مل کر عملی اقدامات کریں تو انڈسٹری کو درپیش مسائل پر قابو پایا جاسکتا معیشت میں مؤثر کردار ادا کر سکتا ہے۔

ڈاکٹر قاسم الطاف، حاجی الطاف حیدر اور حاجی مختار احمد

کے اہل خانہ کی شادی کی تقریب میں پی پی پی اے کی قیادت کی شرکت



فیصل آباد میں پاکستان پولٹری ایسوسی ایشن (پی پی پی اے) کے معزز رکن حاجی الطاف حیدر کے صاحبزادوں، پی پی پی اے ایگزیکٹو کمیٹی کے رکن ڈاکٹر قاسم الطاف کے بھائیوں، سابق سینئر وائس چیئرمین پی پی پی اے حاجی مختار احمد کے بھتیجیوں اور ڈاکٹر طلحہ الطاف اور انجینئر حمزہ الطاف کی شادی کی پُر وقار تقریب منعقد ہوئی۔ اس باوقار تقریب میں پاکستان پولٹری ایسوسی ایشن کی اعلیٰ قیادت اور معزز اراکین نے بڑی تعداد میں شرکت کی۔ نمایاں شرکاء میں پی پی پی اے چیئرمین نارتھر ریجن ملک محمد شریف، سابق چیف آرگنائزر عبدالحمی مہتا، سابق سینئر وائس چیئرمین ملک محمد ساجد اعوان، سابق سینئر وائس چیئرمین رانا غلام مصطفیٰ، سابق وائس چیئرمین نارتھر ریجن چوہدری فرغم طور، اور سابق وائس چیئرمین نارتھر ریجن رائے منصب علی کھرل شامل تھے۔ تقریب میں شریک دیگر معزز پی پی پی اے اراکین میں چوہدری شاہد گجر، رانا سلیم اختر،



ڈاکٹر مسعود صادق سمیت ایسوسی ایشن کے متعدد دیگر ممتاز اراکین بھی موجود تھے۔ پی پی پی اے کی کے موقع پر دلہا اور ان کے اہل خانہ کو دی مبارکباد پیش کی۔ پاکستان پولٹری ایسوسی ایشن لیے ان کی ازدواجی زندگی کے نئے سفر کے آغاز پر خوشحال، کامیاب اور خوشگوار مستقبل کے لیے کیا گیا۔

ملکی اقتصادی صورتحال کے پیش نظر پولٹری انڈسٹری کو مستحکم کرنے کی ضرورت



ملک کی موجودہ اقتصادی صورتحال کے پیش نظر تجارتی اور صنعتی سرگرمیوں کے استحکام کے لیے فوری اور مؤثر اقدامات ناگزیر ہو چکے ہیں۔ ماہرین کے مطابق اگر بروقت درست پالیسیاں اختیار نہ کی گئیں تو اہم صنعتی شعبے، بالخصوص پولٹری انڈسٹری، مزید دباؤ کا شکار ہو سکتی ہے۔ چیئرمین پاکستان پولٹری ایسوسی ایشن نے موجودہ صورتحال پر اظہار خیال کرتے ہوئے کہا کہ پاکستان اس وقت سنگین اقتصادی چیلنجز سے دوچار ہے، جن میں بڑھتی ہوئی پیداواری لاگت، بھاری ٹیکسوں کا بوجھ اور پالیسیوں میں عدم تسلسل شامل ہیں۔ انہوں نے کہا کہ موجودہ حالات میں پولٹری انڈسٹری کو سہارا دینا حکومت کی اہم ذمہ داری ہے کیونکہ یہ شعبہ ملک میں سستے پروٹین اور فوڈ سکیورٹی کی ضمانت فراہم کرتا ہے۔ چیئرمین پی پی اے کا کہنا تھا کہ مہنگائی، توانائی بحران اور مختلف ٹیکسوں نے پولٹری انڈسٹری کو بری طرح متاثر کیا ہے، جس کے باعث پیداواری لاگت میں اضافہ اور صارفین کے لیے قیمتوں میں بے تحاشا اضافہ دیکھنے میں آ رہا ہے۔ انہوں نے زور دیا کہ ٹیکسوں میں نرمی، کاروبار دوست پالیسیاں اور ریگولیٹری اصلاحات کے بغیر اس صنعت کا استحکام ممکن نہیں۔ انہوں نے مزید کہا کہ ترقی یافتہ ممالک میں پولٹری اور لائیو سٹاک سیکٹر کو مراعات دی جاتی ہیں، جبکہ بدقسمتی سے پاکستان میں یہی شعبہ سب سے زیادہ دباؤ کا شکار ہے۔

اگر حکومت واقعی معاشی بہتری اور فوڈ سکیورٹی چاہتی ہے تو اسے پولٹری انڈسٹری کو اعتماد میں لے کر پالیسی سازی کرنا ہوگی۔ چیئرمین پاکستان پولٹری ایسوسی ایشن کے مطابق ملکی معیشت میں پولٹری سیکٹر ریڑھ کی ہڈی کی حیثیت رکھتا ہے، اور جب تک یہ شعبہ مستحکم نہیں ہوگا، نذر روزگار کے مواقع بڑھ سکیں گے اور نہ ہی غذائی تحفظ کو یقینی بنایا جاسکے گا۔ انہوں نے حکومت سے مطالبہ کیا کہ صنعت دوست فیصلوں کے ذریعے کاروباری برادری کا اعتماد بحال کیا جائے۔ معاشی ماہرین کا کہنا ہے کہ موجودہ حالات میں اقتصادی استحکام کے لیے ٹیکس اصلاحات، پیداواری لاگت میں کمی اور پالیسیوں کا تسلسل وقت کی اہم ترین ضرورت ہے۔

پولٹری صنعت کو مروجہ ٹیکسوں کے باعث سنگین بحران کا سامنا: خلیق ارشد



پاکستان پولٹری ایسوسی ایشن کے سابق چیئرمین جناب خلیق ارشد نے کوئیے گئے ایک خصوصی Aik News انٹرویو میں خبردار کیا ہے کہ چوزے پر عائد بھاری ٹیکسوں کے باعث ملک میں مرغی کی قلت کا خدشہ بڑھتا جا رہا ہے، جو بالآخر پولٹری انڈسٹری کو شدید بحران کی طرف دھکیل سکتا ہے۔ انہوں نے کہا کہ اس وقت صورتحال یہ ہے کہ چوزے کی مجموعی قیمت، اس کی اصل لاگت سے کہیں زیادہ صرف ٹیکسوں کی نذر ہو رہی ہے۔ جب تک حکومت ان غیر ضروری اور اضافی ٹیکسوں کا خاتمہ نہیں کرتی، اس وقت تک پولٹری انڈسٹری کا مستحکم ہونا ممکن نہیں۔ جناب خلیق ارشد کا کہنا تھا کہ پاکستان ایک ترقی پذیر ملک ہے جہاں مختلف معاشی مسائل موجود ہیں، تاہم سب سے اہم مسئلہ فوڈ سکیورٹی کا ہے۔ ماضی میں ہم آٹے، چینی اور دیگر ایشیائے خورونوش کے بحران دیکھ چکے ہیں، اور بدقسمتی سے اب مرغی کے گوشت کی قلت کا خدشہ بھی اسی سلسلے کی کڑی بننا جا رہا ہے۔ انہوں نے واضح کیا کہ فوڈ سکیورٹی کے تناظر میں مرغی اور مرغی کا گوشت نہایت حساس حیثیت رکھتے ہیں کیونکہ یہ سستا، آسانی سے دستیاب اور پروٹین کا اہم ذریعہ ہیں۔ یہی وجہ ہے کہ کسی بھی معاشی دباؤ یا پالیسی کی غلطی کا اثر سب سے پہلے اسی شعبے پر پڑتا ہے۔ سابق چیئرمین پی پی اے نے افسوس کا اظہار کرتے ہوئے کہا کہ موجودہ حکومتی ٹیکس پالیسیوں کے باعث نہ صرف مرغی کی پیداوار متاثر ہو رہی ہے بلکہ پوری پولٹری انڈسٹری زوال کا شکار ہوتی جا رہی ہے۔ ان کا کہنا تھا کہ ٹیکس لگانے کا مقصد صرف ریونیو اکٹھا کرنا نہیں ہونا چاہیے بلکہ کاروبار کو فروغ دینا بھی ہونا چاہیے تاکہ حکومت کو مسلسل اور پائیدار بنیادوں پر ٹیکس حاصل ہوتا رہے۔ جناب خلیق ارشد نے خبردار کیا کہ اگر حکومت نے فوری طور پر چوزے پر عائد ٹیکس واپس نہ لیے تو پولٹری انڈسٹری شدید بحران کا شکار ہو جائے گی، جس کے اثرات براہ راست فوڈ سکیورٹی اور عام صارف پر پڑیں گے۔

غیبت - ایک خطرناک عادت سے بچاؤ

غیبت یعنی کسی کی غیر موجودگی میں اس کے بارے میں ناپسندیدہ بات کرنا۔ قرآن مجید اور احادیث مبارکہ میں غیبت کی سخت ممانعت کی گئی ہے۔ یہ نہ صرف ایک شخص کی عزت کو نقصان پہنچاتی ہے بلکہ معاشرے میں بد اعتمادی اور فساد کا باعث بنتی ہے۔ غیبت ایک ایسا عمل ہے جس سے نہ صرف فرد کی روحانی حالت متاثر ہوتی ہے بلکہ معاشرتی تعلقات بھی خراب ہوتے ہیں۔ قرآن اور احادیث ہمیں بار بار نصیحت کرتے ہیں کہ ایک مسلمان کی زبان اور ہاتھ دوسرے مسلمان کے لیے محفوظ رہیں۔

قرآنی آیات ہمارے علم و عمل

سورۃ الحجرات (12:49)

”اور ایک دوسرے کی غیبت نہ کرو۔ کیا تم میں سے کوئی یہ پسند کرے گا کہ اپنے مردہ بھائی کا گوشت کھائے؟ تم اسے ناپسند کرتے ہو، پس اللہ سے ڈرو۔“

سورۃ الحجرات (11:49)

”اے ایمان والو! کوئی قوم کسی قوم کا مذاق نہ اڑائے، ممکن ہے وہ ان سے بہتر ہوں...“

سورۃ فتح (18:50)

”انسان کوئی بات زبان سے نہیں نکالتا مگر یہ کہ اس کے پاس ایک نگران (فرشتہ) موجود ہوتا ہے جو اسے لکھ لیتا ہے۔“

سورۃ نبی اسرائیل (36:17)

”اور اس چیز کے پیچھے نہ پڑو جس کا تمہیں علم نہیں، بے شک کان، آنکھ اور دل سب کے بارے میں پوچھا جائے گا۔“

سورۃ الاحزاب (70:33)

”اے ایمان والو! اللہ سے ڈرو اور سیدھی بات کہا کرو۔“

سورۃ البقرہ (1:104)

”ہر اس شخص کے لیے ہلاکت ہے جو طعنے دینے والا، عیب جوئی کرنے والا ہو۔“

سورۃ النور (15:24)

”تم اپنی زبانوں سے ایسی بات کہتے ہو جس کا تمہیں علم نہیں، اور تم اسے معمولی سمجھتے ہو حالانکہ اللہ کے نزدیک وہ بہت بڑی بات ہے۔“

سورۃ الفرقان (72:25)

”اور وہ (اللہ کے نیک بندے) جھوٹی بات پر گواہی نہیں دیتے۔“

سورۃ المؤمنون (3:23)

”اور وہ لغو باتوں سے منہ موڑ لیتے ہیں۔“

سورۃ لقمان (18:31)

”اور لوگوں سے منہ پھیر کر بات نہ کرو اور زمین میں اکڑ کر نہ چلو۔“

احادیث مبارکہ (غیبت کے بارے میں)

(صحیح مسلم)

نبی ﷺ نے فرمایا:

”غیبت یہ ہے کہ تم اپنے بھائی کا ایسا ذکر کرو جو اسے ناپسند ہو۔“

احادیث مبارکہ ہمارے علم و عمل

(صحیح مسلم)

صحابہ نے پوچھا: اگر وہ بات سچ ہو؟

آپ ﷺ نے فرمایا:

”اگر وہ بات اس میں ہے تو تم نے غیبت کی، اور اگر نہیں ہے تو بہتان لگایا۔“

(سنن ابی داؤد)

”سود کے بدترین درجوں میں سے ایک یہ ہے کہ آدمی اپنے مسلمان بھائی کی عزت پر حملہ کرے۔“

(مسند امام)

”غیبت زنا سے بھی بدتر ہے، کیونکہ زنا کرنے والا توبہ کر لے تو اللہ معاف کر دیتا ہے، مگر غیبت اس وقت تک معاف نہیں ہوتی جب تک مظلوم معاف نہ کرے۔“

(صحیح بخاری)

”جو شخص اللہ اور یوم آخرت پر ایمان رکھتا ہو وہ بھلی بات کہے یا خاموش رہے۔“

(ترمذی)

”مسلمان وہ ہے جس کی زبان اور ہاتھ سے دوسرے مسلمان محفوظ رہیں۔“

(تہذیبی)

”غیبت نیکیوں کو اس طرح کھا جاتی ہے جیسے آگ لکڑی کو کھا جاتی ہے۔“

(صحیح مسلم - واقعہ معراج)

نبی ﷺ نے فرمایا:

”میں نے کچھ لوگوں کو دیکھا جن کے ناخن تانے کے تھے، وہ اپنے چہروں اور سینوں کو لٹوچ رہے تھے۔ یہ وہ لوگ تھے جو لوگوں کی غیبت کرتے تھے۔“

(طبرانی)

”غیبت روزے کو توڑ نہیں دیتی مگر اس کے ثواب کو ختم کر دیتی ہے۔“

(مسند امام)

”جو شخص اپنے بھائی کی عزت کی حفاظت کرے، اللہ قیامت کے دن اسے جہنم سے بچائے گا۔“

پاکستان کی غذائی خود مختاری اور پاکستان پولٹری ایسوسی ایشن کا کلیدی کردار

پاکستان اس وقت اپنی تاریخ کے ایک ایسے موڑ پر کھڑا ہے جہاں بڑھتی ہوئی آبادی اور معاشی چیلنجز نے "غذائی تحفظ" (Food Security) کو ایک قومی مسئلہ بنا دیا ہے۔ ایسے میں یہ کہنا مبالغہ نہ ہوگا کہ پولٹری کی صنعت ملک کی وہ واحد لائف لائن ہے جو عوام کو سستی، معیاری اور فوری پروٹین فراہم کرنے میں صف اول کا کردار ادا کر رہی ہے۔ غذائی ضروریات اور پولٹری کی اہمیت انسانی جسم کی نشوونما کے لیے جانوروں سے حاصل شدہ پروٹین ناگزیر ہے۔ پاکستان جیسے ملک میں جہاں سرخ گوشت (Red Meat) کی قیمتیں عام آدمی کی پہنچ سے باہر ہو رہی ہیں، وہاں چکن اور انڈے سستی ترین اور بہترین غذائی متبادل کے طور پر سامنے آئے ہیں۔ غذائیت سے بھرپور: پولٹری گوشت میں کوئی لیسٹروں کم اور پروٹین کی مقدار زیادہ ہوتی ہے، جو بچوں کی ذہنی و جسمانی نشوونما کے لیے ضروری ہے۔ معاشی انجن: پولٹری انڈسٹری پاکستان میں زراعت کے بعد دوسرا بڑا شعبہ ہے، جس میں اربوں روپے کی سرمایہ کاری ہو چکی ہے اور لاکھوں خاندانوں کا روزگار اس سے وابستہ ہے۔ پاکستان پولٹری ایسوسی ایشن (PPA) کی خدمات پاکستان پولٹری ایسوسی ایشن محض ایک تنظیم نہیں، بلکہ اس صنعت کے تحفظ اور ترقی کی علمبردار ہے۔ پی پی اے نے ہمیشہ حکومت اور اسٹیک ہولڈرز کے درمیان ایک پل کا کردار ادا کیا ہے۔ جدید ٹیکنالوجی کا فروغ: ایسوسی ایشن کی کوششوں سے آج پاکستان میں پولٹری فارمنگ روایتی طریقوں سے نکل کر جدید کنٹرولڈ شیڈز اور بائیو سیکیورٹی کے عالمی معیار تک پہنچ چکی ہے۔ بحرانوں میں استقامت: فیڈ کی قیمتوں میں اضافے اور بیماریوں جیسے چیلنجز کے باوجود، پی پی اے نے اس بات کو یقینی بنایا کہ سپلائی چین متاثر نہ ہو اور عوام کو مرغی کا گوشت بلا تعطل ملتا رہے۔ بیداری مہم: عوام میں پولٹری کے حوالے سے پائے جانے والے بے جا خدشات اور منفی پروپیگنڈے کو ختم کرنے کے لیے پی پی اے نے ہمیشہ سائنسی بنیادوں پر آگاہی فراہم کی ہے۔ مستقبل کا وزن

ہمارا ہدف صرف ملکی ضروریات پوری کرنا نہیں، بلکہ پاکستان کو پولٹری مصنوعات کا ایک بڑا ایکسپورٹر بنانا ہے۔ اگر حکومت ہمیں پالیسی سازی میں معاونت فراہم کرے اور ٹیکسوں کا بوجھ کم کیا جائے، تو ہم نہ صرف ملک کی غذائی کمی دور کر سکتے ہیں بلکہ کثیر زر مبادلہ بھی کما سکتے ہیں۔ پاکستان پولٹری ایسوسی ایشن اپنے ممبران کے تعاون سے اس عزم کا اعادہ کرتی ہے کہ ہم ملک کی تعمیر و ترقی اور عوام کی صحت کے لیے اپنی تمام تر توانائیاں صرف کرتے رہیں گے۔

ملک محمد شریف

وائس چیئرمین، پاکستان پولٹری ایسوسی ایشن

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پبلشر

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جملہ حقوق بحق ایڈریٹرز اورڈیپارٹمنٹ، اس شمارے میں شائع ہونے والے مواد یا اس کے کسی حصے کی اشاعت
کا ایڈیٹوریل بورڈ کی پیشگی اجازت کے بغیر ممنوع ہے۔

اس شمارے میں شائع ہونے والے مضامین یا دیگر مواد کا ایڈیٹوریل بورڈ متعلق یا نا ضروری نہیں۔

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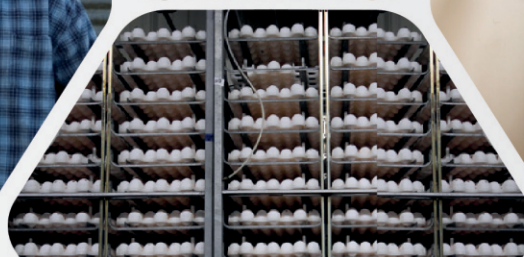
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