



**Naveena, B.M.**

**Pr. Scientist & National Fellow**

# **Entrepreneurship opportunities and policy issues in goat meat sector in India**



**ICAR-National Meat Research Institute,  
Hyderabad**





**Farm level**



**Slaughtering**



**Processing**

## **Meat sector (2022-23)**

**Total meat production: 9.77 MT**

**Per-capita consumption: 7.1  
kg/annum**

**Growth rate: 5.13%**



**Distribution**



**Retailing**



**Consumer**

**LIVESTOCK SECTOR**  
**Rs. 15,63,399 crores**

**MILK GROUP**  
**Rs. 9,95,215 crores**

**Meat group**  
**Rs. 3,80,755 crores**

**24.35%**

Buffalo meat	36,968 crores
<b>S &amp; G meat</b>	<b>1,37,637 crores</b>
Poultry	1,70,614 crores
Pork	8,340 crores
Meat products	13,203 crores
By-products	13,993 crores
Hides	4,262 crores
Skin	4,421 crores
Other by-products	5,310 crores

**Fish sector: Rs. 3,38,936 crores**

Source: BAHS (2023); Min. Statistics & Progr. Implementation

# KEY STAKE-HOLDERS IN MEAT VALUE CHAIN

LIVESTOCK/POULTRY  
PRODUCERS/FARMERS

LIVE ANIMAL  
MARKETS

MUNICIPAL  
SLAUGHTERHOUSES

POULTRY WET-  
MARKET

EXPORT MEAT PLANTS

TRANSPORTATION &  
OTHER LOGISTICS

BUTCHER SHOPS

MEAT  
PROCESSORS

RETAILERS

QSR

CONVENIENCE  
STORES

E-commerce

SUPER  
MARKETS

INSTITUTIONAL  
CATERERS

**Consumers**

*Government Departments/Agencies to link key stakeholders in a*

# Complex-Meat value chain

Live Animal Markets & Slaughterhouses	State Governments
Animal welfare	Min. Fisheries & Animal Husbandry, Govt. India
Live animal transportation	Min. Road Transports & Highways, Govt. India
Solid & liquid waste disposal	MoEFCC, Govt. India
Domestic meat markets & Import	Min. Health & Family Welfare, Govt. India
Exports	Min. Commerce &



भारत सरकार  
GOVERNMENT OF INDIA

मत्स्यपालन, पशुपालन और डेयरी मंत्रालय  
MINISTRY OF FISHERIES, ANIMAL HUSBANDRY & DAIRYING



पशुपालन और डेयरी विभाग  
**DEPARTMENT OF ANIMAL HUSBANDRY AND DAIRYING**



मत्स्यपालन विभाग  
**DEPARTMENT OF FISHERIES**



राष्ट्रीय डेरी विकास बोर्ड  
NATIONAL DAIRY DEVELOPMENT BOARD



**Sheep, Goat,  
Meat and  
Poultry**

***Who will take-up implementation of central schemes and creation of better facilities?????? Because slaughter is a state subject***

# State Animal Husbandry Departments



# West Bengal Livestock Development Corporation

(<http://wbldc.in/index.php>)

(under Dept. Animal Resources Development)

- 211 Haringhata Meat outlets in Kolkata
- Around 26.0 crore investment







# Meat Products of India Ltd.

(<http://www.meatproductsofindia.com/index.php>)

(Public sector undertaking under Govt. Kerala )

Annual Turnover 465.51lakhs

## Hi-tech Slaughter-House at Edayar

The total outlay of the project is Rs.31.02 crores. The means of finance is as follows.

- 1.Ministry of Food Processing Industries (MOFPI)-  
Rs.14.36crores
- 2.Govt. of Kerala– Rs.6.42 crores
- 3.RIDF- Rs. 9.24 crores
- 4.Own fund- Rs.0.9 crore



# Uttarakhand Integrated Cooperative Development Program

Implemented by

Uttarakhand Sheep Goat and Rabbit Farmers' Cooperative Federation Limited [USGCF]

**Flag off Ceremony**

Bharat Ka  
अमृत महोत्सव  
75 Years of India's Independence

11<sup>th</sup> August 2021 (Wednesday)

**1<sup>st</sup> Export of Himalayan Goat Meat  
From Uttarakhand  
To Dubai, U.A.E.**

 एपीडा  
APEDA







With the support of APEDA, Ministry of Commerce and Industry Govt. of India, Himalayan Goat Meat Private Limited, a company governed by Uttarakhand State Sheep Goat Rabbit Farmers' Cooperative Federation Limited (USGCF), Uttarakhand is sending 1<sup>st</sup> shipment of Himalayan Goat Meat- BAKRAW to Dubai, UAE on 11<sup>th</sup> August 2021 from Delhi International Airport

**SPECIAL GUEST**

**Dr. M. Angamutthu, IAS**  
Chairman, APEDA, Ministry of Commerce and Industry Govt. of India

**CHIEF GUEST**

**Dr. R Meenakshi Sundram, IAS**  
Secretary Animal Husbandry, Govt. of Uttarakhand

Venue : Uttarakhand Sadan, Chanakyapuri, New Delhi  
Date : 11<sup>th</sup> August 2021 (Wednesday)  
Time : 11:00 AM

Your esteemed presence in the program is highly solicited  
With Best Regards

Dr. C.B. Singh  
Regional In-Charge  
(APEDA)  
Varanasi

Dr. Avinash Anand  
Managing Director  
(USGCF)  
Dehradun





**FINE QUALITY  
HIMALAYAN  
GOAT MEAT**

Nt. Weight 1000 ml

**VEERU** fit hai  
**Bakraw** hit hai!

[www.himalayangoatmeat.com](http://www.himalayangoatmeat.com)

 RAKHI ANAND  
DESIGN CONSULTANT

@radconsultants  
[www.rakhianand.com](http://www.rakhianand.com)



# Karnataka Sheep & Wool Development Corporation Ltd

Government of Karnataka

- Identification of beneficiaries (SC/ST component)
- Designing of meat on wheels and capacity building programmes (MoU with ICAR-NMRI, Hyderabad)
- Construction of sheep slaughterhouse, state-of the art animal marketing place
- Installation of shearers at each District, wool processing unit, feed plants
- Distribution of 10+1 sheep, tents, kits for shepherds
- Subsidy of 8.75 lakhs (deposited directly into bank) + Bank loan of 2.25 lakhs - directly provides the mobile vehicle for each beneficiary for meat processing and marketing



Karnataka Animal Husbandry & Veterinary Services  
Karnataka State Sheep and wool development Corporation  
Hebbala Bangalore- sheep board Tumkur

**Sunday sheep/goat Meat**  
Online Meat and Door delivery in Bangalore

Farm Fesh Meat Delivery to your Door Step...  
Orders Taken till Saturday Delivery on sunday

**Rs. 750/- Per K.G** Contact : 9844966833  
Curry Cut meat 8710902164

Sunday, August 29, 2021

Home Hyderabad Telangana Andhra Pradesh India World Entertainment Science and T

Telangana > Telangana to set up sheep markets in districts

## Telangana to set up sheep markets in districts

BY TELANGANA TODAY PUBLISHED: 31ST JUL 2021 11:22 PM



LATES

● King F  
Hyder  
42 sec

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'Missi  
23 mins

● India

- To be constructed in 5 acres of land in different districts.
- 79.16 lakh sheep distributed during 1st phase-produced 1.3 crore lambs worth Rs. 7800 crores producing 93,000 tonnes of meat.
- Unit price increased from 1.25 lakh to 1.75 lakh

# Ahmednagar Goat Co-op Federation Ltd.

Established by late Dr. Ashok kale, Founder Chairman and Visionary Veterinarian



# Brick & Mortar Shops and E-commerce platforms



# Entrepreneurs to come out with sustainability targets



**Harness the sun**



**Wind energy**



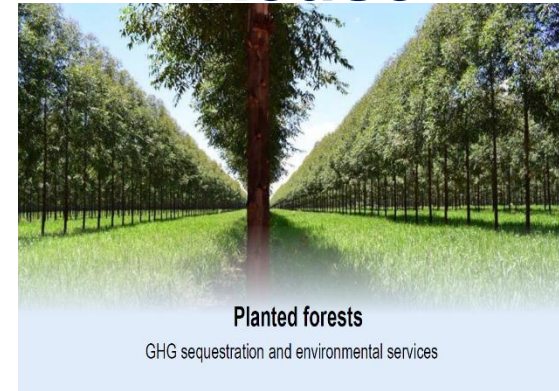
**Care for the earth**



**Rendering and pet foods**



**Recycle & Reuse**



**Integrated Planted**



**Drip irrigation**

- Co-Generation (Heat + Power)
- Green Hydrogen
- LED lights & Sensor switch-off



# KEY ISSUES



Government schemes



Private sector investments



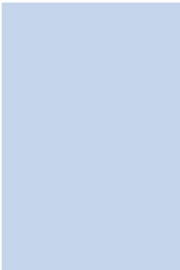
Role of regulators and policy makers



State Animal Husbandry Dept's



Animal preservation act



FPO's,  
Associations,  
NGO's &  
Entrepreneurs

# EXECUTION PATHWAYS

## State Animal Husbandry Dept's

- Market infrastructure
- GAP
- Disease control

## APEDA

- Value addition
- Certifications
- Hand-holding

## DAHD, New Delhi

- Vaccination
- Disease monitoring & surveillance
- Disease free zones

## FSSAI

- Food safety
- Regulation

## MoFPI, Govt. India

- Hygienic slaughterhouses
- Cold-chain facility
- SEZ

## Exporters, Integrators

- Sustainable practices
- Value addition
- Waste utilization

# WAY-FORWARD

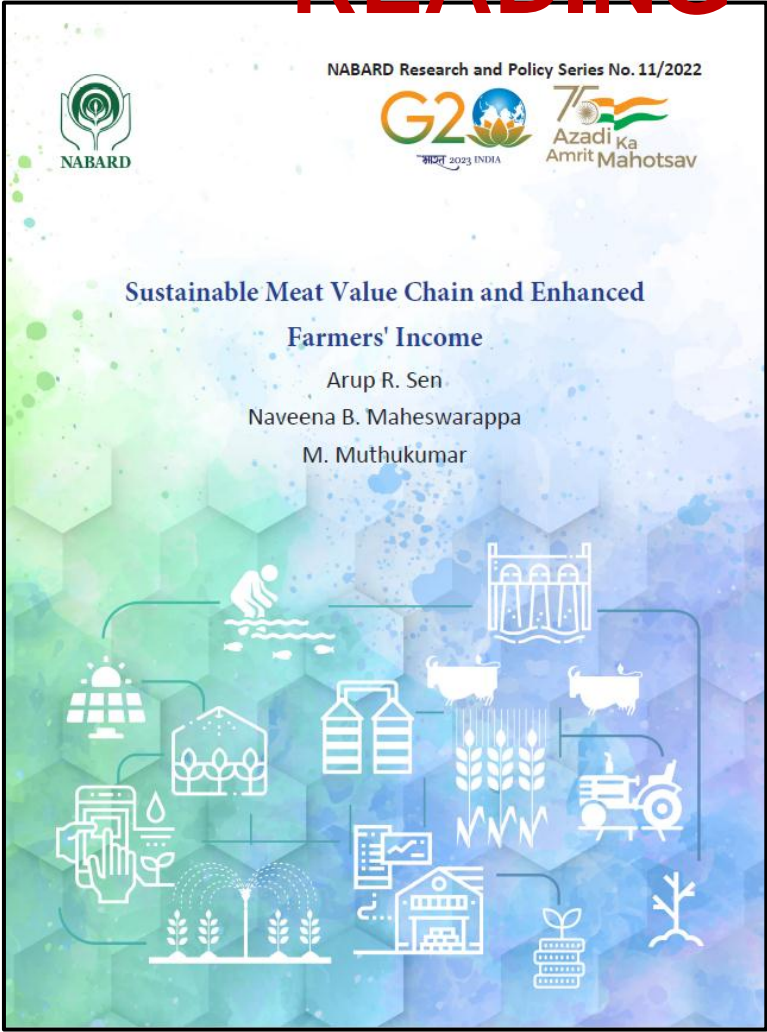
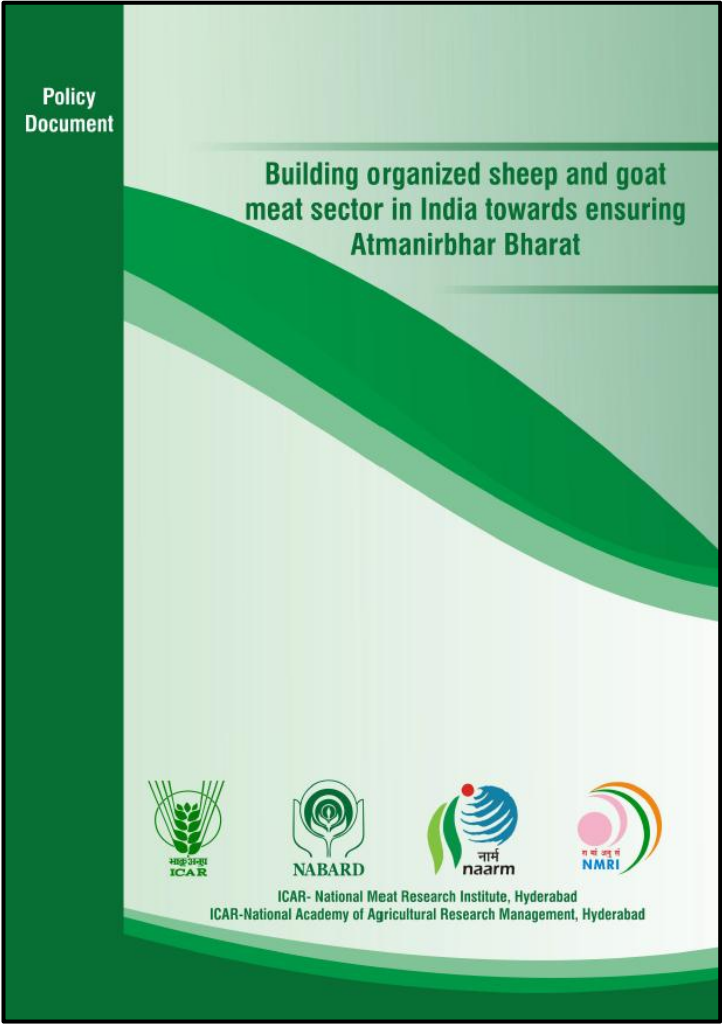


- Public policy support to consider meat sector as a part of the “**inclusive growth**”
- Investments for improved infrastructure at slaughterhouses and wet markets



- Private companies-create positive impacts on society and environment in support of SDG's
- Creation of separate Meat and Poultry Processing Board or Meat & Poultry Hub of India under Min. Animal Husbandry, Govt. India.

# FURTHER READING





**ICAR-NMRI**

*Thank You*



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<https://nrcmeat.icar.gov.in>