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Bird Flu se Suraksha –Mobile Application

(A bilingual mobile app for Bird flu)

- Poultry is one of the fastest growing segments of the agricultural sector in India. Bird flu is a major threat to poultry industry and is an important zoonotic disease which poses significant public health risk with pandemic potential. Awareness about the disease among various stakeholders will go a long way in the control of the disease in Indian poultry and also will prevent human infections.
- ICAR-NIHSAD, Bhopal has developed a bilingual Mobile Application (*app*) titled “Bird Flu se Suraksha” in Hindi and English, which is an easy to use, user friendly reference guide for creating awareness about Bird flu among various stakeholders including poultry farmers.
- This mobile app provides know-how for
 - Poultry farmers/bird owners (disease, when to suspect, how to know, biosafety and farm biosecurity),
 - Veterinary professionals (disease, its diagnosis, reporting, collecting, packaging and sending the samples to the reference laboratories, biosafety and biosecurity measures),
 - Consumers of poultry and poultry products (safe handling, slaughtering, dressing and cooking of meat) and
 - Bird handlers who include butchers, workers in poultry farm/zoos/live bird markets, transporters/traders (safe handling, transportation and disposal of carcass) with illustrations where required to protect themselves and their farms.
- The app operates in off-line mode and will require internet connectivity only for installation, giving feedback and further referencing.
- The mobile app is intended to be distributed through Google Play Store. The QR code for downloading of the app is

